

# Tourism Flows Outbound in Hong Kong, China

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## Abstracts

Hong Kong residents continued to show their interest in the Asia region. The rapid development of low cost carriers led to more affordable options to travel out of the city, encouraging higher numbers of short haul trips.

Euromonitor International's Tourism Flows Outbound in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2019 illustrate how the market is set to change.

**Product coverage:** Departures By Country, Departures by Mode of Transport, Departures By Purpose Of Visit.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Tourism Flows Outbound market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

the City's Facilities Will Soon Reach To the Maximum Capacity Due To Strong Influx of Mainland Tourists

Bricks-and-mortar Travel Agencies Secure Competitive Edge of Industry Expertise and Personalised Service Over Online Travel Agents

Surging Demand for Budget Airfares Fuels Rapid Growth of Low Cost Carriers, Highlights the Stiffening Competition With Full Service Carriers

Kai Tak Cruise Terminal Expects To Spur A New Wave of Tourism Traffic in Hong Kong  
Showrooming on Mobile Devices Is Prevalent; Growing Number of Travel Marketers Are Investing in Mobile Apps

SWOT

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