

# Hong Kong Meetings, Incentives, Conventions, Exhibitions (MICE) Tourism Market and Forecast

<https://marketpublishers.com/r/H7B5867876AEN.html>

Date: May 2016

Pages: 64

Price: US\$ 800.00 (Single User License)

ID: H7B5867876AEN

## Abstracts

Hong Kong is recognized as the world's premier Meetings, Incentives, Conventions and Exhibitions (MICE) destination. The Hong Kong Tourism Board (HKTB) continues to promote MICE business in international market to attract MICE event organizers and bring in more high-yield MICE visitors. Hong Kong's strategic location, together with its vibrant cosmopolitan lifestyle, newly added and more sophisticated infrastructure, high standards of hospitality and accommodation and superb professional services, have made the city an ideal location for MICE tourism. The HKTB has been striving to enhance Hong Kong's advantages and appeal as an international MICE capital.

In terms of tourist arrivals, Chinese Mainland is the largest source market for Hong Kong MICE tourism. South and Southeast Asia is the second leading source market for Hong Kong MICE tourism. Europe, Africa and The Middle East stands at the third spot with XX% share of the Hong Kong MICE tourist arrivals. North Asia and The Americas holds the fourth and fifth highest share of the Hong Kong MICE tourist arrivals, being followed by Taiwan. Australia, New Zealand and S. Pacific and Macau SAR are the other leading source market for Hong Kong MICE tourism.

iGATE Research report titled "Hong Kong Meetings, Incentives, Conventions, Exhibitions (MICE) Tourism Market and Forecast" is a 64 Page report with 37 Figures and 2 Tables. This report has been analyzed from 3 viewpoints:

1. Hong Kong MICE Tourists Arrival and Forecast - Region Wise Analysis (2010 - 2021)
2. Hong Kong MICE Tourists Spending and Forecast - Region Wise Analysis (2010 - 2021)
3. Hong Kong MICE Tourism Market - Driving Factors and Challenges

## Hong Kong MICE Tourists Arrival, Spending and Forecast - 8 Regions Covered

1. Chinese Mainland
2. South and Southeast Asia
3. Europe, Africa and The Middle East
4. The Americas
5. North Asia
6. Taiwan
7. Australia, New Zealand and S. Pacific
8. Macau SAR

### Data Sources

iGATE RESEARCH employs rigorous primary and secondary research techniques in developing distinctive data sets and research material for business reports. This report is built by using data and information sourced from Proprietary Information Database, Primary and Secondary Research Methodologies, and In house analysis by iGATE Research dedicated team of qualified professionals with deep industry experience and expertise.

### Research Methodologies

Primary Research Methodologies: Questionnaires, Surveys, Interviews with Individuals, Small Groups, Telephonic Interview, etc.

Secondary Research Methodologies: Printable and Non-printable sources, Newspaper, Magazine and Journal Content, Government and NGO Statistics, white Papers, Information on the Web, Information from Agencies Such as Industry Bodies, Companies Annual Report, Government Agencies, Libraries and Local Councils and a large number of Paid Databases.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. HONG KONG MICE TOURISTS ARRIVAL, MARKET AND FORECAST (2010 - 2021)**

2.1 Hong Kong MICE Tourism Market and Forecast

2.2 Hong Kong MICE Tourists Arrival and Forecast

### **3. HONG KONG MICE TOURISTS ARRIVAL SHARE AND FORECAST (2010 - 2021)**

### **4. HONG KONG MICE TOURISTS ARRIVAL, SPENDING AND FORECAST - TOP 8 REGIONAL ANALYSIS (2010 - 2021)**

4.1 Chinese Mainland - MICE Tourists Arrival, Spending and Forecast (2010 - 2021)

4.1.1 Chinese Mainland - MICE Tourists Arrival and Forecast

4.1.2 Chinese Mainland - MICE Tourists Spending and Forecast

4.2 South and Southeast Asia - MICE Tourists Arrival, Spending and Forecast (2010 - 2021)

4.2.1 South and Southeast Asia - MICE Tourists Arrival and Forecast

4.2.2 South and Southeast Asia - MICE Tourists Spending and Forecast

4.3 Europe, Africa and The Middle East - MICE Tourists Arrival, Spending and Forecast (2010 - 2021)

4.3.1 Europe, Africa and The Middle East - MICE Tourists Arrival and Forecast

4.3.2 Europe, Africa and The Middle East - MICE Tourists Spending and Forecast

4.4 The Americas - MICE Tourists Arrival, Spending and Forecast (2010 - 2021)

4.4.1 The Americas - MICE Tourists Arrival and Forecast

4.4.2 The Americas - MICE Tourists Spending and Forecast

4.5 North Asia - MICE Tourists Arrival, Spending and Forecast (2010 - 2021)

4.5.1 North Asia - MICE Tourists Arrival and Forecast

4.5.2 North Asia - MICE Tourists Spending and Forecast

4.6 Taiwan - MICE Tourists Arrival, Spending and Forecast (2010 - 2021)

4.6.1 Taiwan - MICE Tourists Arrival and Forecast

4.6.2 Taiwan - MICE Tourists Spending and Forecast

4.7 Australia, New Zealand and S. Pacific - MICE Tourists Arrival, Spending and Forecast (2010 - 2021)

4.7.1 Australia, New Zealand and S. Pacific - MICE Tourists Arrival and Forecast

4.7.2 Australia, New Zealand and S. Pacific - MICE Tourists Spending and Forecast

#### 4.8 Macau SAR - MICE Tourists Arrival, Spending and Forecast (2010 - 2021)

##### 4.8.1 Macau SAR - MICE Tourists Arrival and Forecast

##### 4.8.2 Macau SAR - MICE Tourists Spending and Forecast

### **5. HONG KONG MICE TOURISM MARKET - DRIVING FACTORS**

#### 5.1 Recent Development

#### 5.2 Initiatives Taken by HKTb to Lure MICE Travelers

#### 5.3 HKTb's Key Strategies for Various MICE Segments Will Fuel Market Growth

#### 5.4 Increasing Marketing Budget to Drive Tourists Arrival

### **6. HONG KONG MICE TOURISM MARKET - CHALLENGES**

#### 6.1 Strong Hong Kong Dollar Forces Tourists to Seek Alternative Regional Destinations

#### 6.2 Increasingly Ferocious Regional Competition

## List Of Figures

### LIST OF FIGURES:

Figure 2-1: Hong Kong - MICE Tourism Market (Million US\$), 2010 - 2015

Figure 2-2: Hong Kong - Forecast for MICE Tourism Market (Million US\$), 2016 - 2021

Figure 2-3: Hong Kong - MICE Tourists Arrival (Number), 2010 - 2015

Figure 2-4: Hong Kong - Forecast for MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-1: Hong Kong - Chinese Mainland MICE Tourists Arrival (Number), 2010 - 2015

Figure 4-2: Hong Kong - Forecast for Chinese Mainland MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-3: Hong Kong - Chinese Mainland MICE Tourists Spending (Million US\$), 2010 - 2015

Figure 4-4: Hong Kong - Forecast for Chinese Mainland MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 4-5: Hong Kong - South and Southeast Asia MICE Tourists Arrival (Number), 2010 - 2015

Figure 4-6: Hong Kong - Forecast for South and Southeast Asia MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-7: Hong Kong - South and Southeast Asia MICE Tourists Spending (Million US\$), 2010 - 2015

Figure 4-8: Hong Kong - Forecast for South and Southeast Asia MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 4-9: Hong Kong - Europe, Africa and The Middle East MICE Tourists Arrival (Number), 2010 - 2015

Figure 4-10: Hong Kong - Forecast for Europe, Africa and The Middle East MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-11: Hong Kong - Europe, Africa and The Middle East MICE Tourists Spending (Million US\$), 2010 - 2015

Figure 4-12: Hong Kong - Forecast for Europe, Africa and The Middle East MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 4-13: Hong Kong - The Americas MICE Tourists Arrival (Number), 2010 - 2015

Figure 4-14: Hong Kong - Forecast for The Americas MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-15: Hong Kong - The Americas MICE Tourists Spending (Million US\$), 2010 - 2015

Figure 4-16: Hong Kong - Forecast for The Americas MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 4-17: Hong Kong - North Asia MICE Tourists Arrival (Number), 2010 - 2015

Figure 4-18: Hong Kong - Forecast for North Asia MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-19: Hong Kong - North Asia MICE Tourists Spending (Million US\$), 2010 - 2015

Figure 4-20: Hong Kong - Forecast for North Asia MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 4-21: Hong Kong - Taiwan MICE Tourists Arrival (Number), 2010 - 2015

Figure 4-22: Hong Kong - Forecast for Taiwan MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-23: Hong Kong - Taiwan MICE Tourists Spending (Million US\$), 2010 - 2015

Figure 4-24: Hong Kong - Forecast for Taiwan MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 4-25: Hong Kong - Australia, New Zealand and S. Pacific MICE Tourists Arrival (Number), 2010 - 2015

Figure 4-26: Hong Kong - Forecast for Australia, New Zealand and S. Pacific MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-27: Hong Kong - Australia, New Zealand and S. Pacific MICE Tourists Spending (Million US\$), 2010 - 2015

Figure 4-28: Hong Kong - Forecast for Australia, New Zealand and S. Pacific MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 4-29: Hong Kong - Macau SAR MICE Tourists Arrival (Number), 2010 - 2015

Figure 4-30: Hong Kong - Forecast for Macau SAR MICE Tourists Arrival (Number), 2016 - 2021

Figure 4-31: Hong Kong - Macau SAR MICE Tourists Spending (Million US\$), 2010 - 2015

Figure 4-32: Hong Kong - Forecast for Macau SAR MICE Tourists Spending (Million US\$), 2016 - 2021

Figure 5-1: Hong Kong - Distribution of Resources in Different Visitor Source Markets, 2016 - 2017

## List Of Tables

### LIST OF TABLES:

Table 3-1: By Region - Hong Kong MICE Tourists Arrival Share (Percent), 2010 - 2015

Table 3-2: By Region - Forecast for Hong Kong MICE Tourists Arrival Share (Percent),  
2016 - 2021

## I would like to order

Product name: Hong Kong Meetings, Incentives, Conventions, Exhibitions (MICE) Tourism Market and Forecast

Product link: <https://marketpublishers.com/r/H7B5867876AEN.html>

Price: US\$ 800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H7B5867876AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970



