

**Does the Government's proposal to create
smoke-free catering facilities in restaurants,
cafes, bars and karaokes influence the
intentions of tourists to visit Hong Kong
and to patronise catering venues?**

Studies of air, ferry and rail travellers to Hong Kong

Final report

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Does the Government's proposal to create smoke-free catering facilities in restaurants, cafes, bars and karaokes influence the intentions of tourists to visit Hong Kong and to patronise catering venues?

Studies of air, ferry and rail travellers to Hong Kong

Executive summary

Introduction: Current evidence suggests that people do not stop travelling to destinations where smoking in catering venues has been banned. However, the catering and tobacco industries often use this threat as an argument against proposals for smoke-free policies and legislation.

Aim and methods: In order to determine whether visitors to Hong Kong would be deterred by smoke-free policies, and the impact on their spending, we obtained a sample (n=4,621) which included a wide spectrum of visitors from different geographical areas as they were about to depart from Hong Kong by aeroplane, train or ferry. Data was collected using a face-to-face interview based on a structured questionnaire which asked about patterns of eating and drinking out, amount spent and likely behaviour if smoking was banned in all catering venues in Hong Kong. The impact of smoke-free policies was estimated by assuming that catering venues would suffer a loss for all those tourists who said they would visit Hong Kong less often in the event of a smoking ban and gain from those who would visit more often. The overall effect was calculated using the weightings for visitor proportions from each geographical area to give a weighted average net change in spending in catering venues.

Results: The sample closely matched the official data from the Hong Kong Tourism Board on annual visitors to Hong Kong. These characteristics included age, gender, place they stayed and, the stated purpose of the visit. Almost half (46%) were on vacation, 39% were on business and the rest were visiting family and friends; 22% were current smokers. Most of the visitors went to restaurants, two thirds went to cafes but only 23% visited bars and 6% karaokes. The average visitor spent \$1,442 in a week on eating or drinking out with the highest spenders being businessmen and visitors from America and Australia.

Of those who visited a restaurant, 31% said they were affected by secondhand smoke; 31% of café customers, 47% of bar customers and 43% of karaoke customers were also affected. Business travellers were more affected than tourists.

In the event of a smoke-free policy, two thirds of visitors (66%) would not change their visiting rate to Hong Kong while almost a third (30%) would come more often. Only 4% of visitors from mainland China would be deterred compared with 27% who said they would come more often. The expected changes in spending range from a 5% increase in the spending of those from Taiwan to a 31% increase in the spending of those from South and Southeast Asia and Australia, New Zealand and the South Pacific.

The weighted average change in spending in catering venues for all visitors is an increase of 19% with a range of 12% up to 25%.

Conclusion: A smoke-free policy in catering venues in Hong Kong is not expected to decrease revenue for the catering industry; rather it may lead to an increase in revenue of up to 25% of visitors' current spending or about HK\$2 billion per year.

1. Background

The worldwide proposals for and implementations of smoke-free policies, to protect workers and patrons from passive smoking, have been challenged by the catering and tobacco industries on the grounds that such policies will damage business. However, detailed economic analyses in the US have shown that smoke-free policies have not harmed business¹; outcomes are at worst neutral and in some localities and for some sectors of the hospitality trade there have been net increases in business. In several US states (California, Utah and New York), there was no evidence that tourists, including those from Japan (a country with a high prevalence of smoking) and elsewhere in Asia, had reduced their visiting rates following the legislation on smoking².

In Hong Kong there is concern that mainland tourists in particular would be inhibited from visiting Hong Kong and frequenting restaurants, bars and karaokes. However, there is currently no objective evidence for or against the argument that tourists from neighbouring Asia Pacific rim countries, or from other countries, will reduce their visits to Hong Kong. This study was carried out to ascertain the perceptions of travellers to Hong Kong about their visits to Hong Kong and their patronage of catering venues if the Hong Kong Government implemented a complete ban on smoking in catering venues.

2. Objectives

The principal objectives were to

1. assess the perceptions of those who travel to Hong Kong towards
 - secondhand tobacco smoke in catering venues
 - their own future visits to Hong Kong and patronage of catering venues

if a complete ban on smoking was implemented in all catering venues in Hong Kong

2. use these data to estimate the expected impact of a ban on smoking on the business revenue generated in catering venues by travellers to Hong Kong.

3. Methods

3.1 Locations

We obtained systematic samples of tourists in three locations: Hong Kong International Airport (HKIA) Chek Lap Kok, China Ferry Terminal (CFT) Kowloon and KCRC Hung Hom Railway Station (KCRC).

Hong Kong International Airport: In HKIA we fielded 10 interviewers on each of 5 days (March 6th to 10th 2002 inclusive). The interviewers worked from 9am till 9pm on Wednesday and Saturday, from 9am till 10pm on Thursday and Friday and on Sunday morning. We stratified airlines, randomly selected flights from the full flight list each day and stationed interviewers at the check-in desks of the selected flights to pick up early, middle and late arrivers for checking in; individuals were selected for interview using a systematic approach, usually the 3rd person, 6th person etc in the queue was selected for interview. This

systematic approach is an efficient method of selection and will not lead to bias if there is no systematic order in the queue, which there was not in this case. Travellers were asked if they were Hong Kong residents and those who were not were then asked to agree to the interview.

Several interviewers also walked around the departure hall (landside) and stopped those who had travelled by train to the airport and had already checked in. This selection approach was intended to capture information about travellers from a very wide spectrum of regional and global centres. Thus we obtained a sample of 2986 departing visitors from China, Europe, Asia Pacific and other Asian countries, Australasia and the Americas. Interviews were face to face with the interviewer asking the questions. The response rate (number interviewed / (number interviewed + number refused)) was 69%.

China Ferry Terminal: At CFT we were able to have access to the departure hall where we again systematically selected travellers from the queues waiting to depart from Hong Kong by ferry. These were principally visitors from the mainland of China. Interviews were carried out between 9am and 6pm on 28th February and 1st March 2002 and from 9am till 10pm on 2nd March and resulted in 1,044 completed interviews. The response rate was 79%.

KCRC Hung Hom Railway Station: At KCRC, we again mostly encountered visitors from the mainland of China. The selection process involved approaching every traveller in the main seating and ticket purchase areas over 2 days, 12th and 13th March 2002 from 9am till 8pm. In this way, 591 travellers were recruited with a response rate of 59%.

3.2 Instrument

The instrument used for the interviews was brief so that it could be completed quickly allowing the large sample sizes we required to be achieved over a short period of time. The questionnaire was specifically designed for this survey but, where possible, included questions that had already been extensively used in other surveys and were already translated into Chinese and validated³. The questionnaire was piloted in 100 face-to-face interviews with tourists who were encountered at Star Ferry in one afternoon. No major changes were required.

3.3 Interviewers

We recruited and trained 20 interviewers to facilitate rapid completion of the survey. These interviewers spoke a variety of languages, including Cantonese, English, Putonghua, Japanese and Korean and were deployed at the airport accordingly.

3.4 Keying and analysis of data

Data entry and cleaning was carried out using the data entry and computing facilities of the Department of Community Medicine, University of Hong Kong, and was carried out by existing, experienced staff. The analysis was done using Stata version 6 and SPSS for Windows version 10.

The estimated total spending on eating and drinking out in the last week was collected from each respondent in the most appropriate currency or currencies and converted when necessary, using exchange rates as at 18th March 2002, to obtain a total spend in Hong Kong dollars for each respondent.

The representativeness of the sample was determined by comparison with the characteristics of all arriving visitors in the first 6 months of 2001, using data from the Hong Kong Tourism Board⁴. This was the most up-to-date information available on visitors to Hong Kong. Subsequently, the sample data was weighted, as appropriate, to represent all visitors to Hong Kong.

In the following tables, not all denominators add up to the total sample (4621) because of some missing data for a few variables.

4. Results

4.1 Characteristics of the sample and comparison with all visitors to Hong Kong

4.1.1 Visitors from the mainland of China: The KCRC and CFT samples comprised mainly visitors from the mainland of China (69% and 67% respectively) while the HKIA sample had 9% from mainland China. There were slightly more females among the mainland visitors at KCRC (58%) compared with CFT (35%) and HKIA (43%) and more businessmen at CFT (32%) than at KCRC (22%). For the remainder of the report, all three groups are analysed together.

4.1.2. Gender and age distributions: The sample gender and age distributions are shown in Tables 1 and 2 along with the Tourism Board data⁴ for all arrivals in Hong Kong in the first 6 months of 2001. There were more males than females among the travellers who matched the distribution in the Tourism Board data exactly. The age distribution is also a very close match.

4.1.3 Usual place of residence: 30% of the sample came from the mainland of China and in total, 51% came from North, South and Southeast Asia. Our survey did not aim to obtain a purely random sample but one which included adequate representation of all types of traveller. Hence the proportions of travellers from different geographical regions would not be expected to match the proportions of visitors as in the Tourism Board data which represents all visits over six months. We have therefore used stratified analyses (by country), or weights* derived from the Tourism Board data in subsequent analyses, where appropriate. Where weights are used, this is noted.

4.1.4 Reason for travel: 46% of the travellers had come to Hong Kong principally for tourism, 39% for business or a conference and 9% to visit relatives or friends (Table 4). This is similar but not identical to the visitor arrivals in Hong Kong for 2001, in that it slightly over-represents business travellers and under-represents those on vacation. Subsequent analyses have also been stratified by purpose of the visit, where relevant.

4.1.5 Where travellers stayed in Hong Kong and for how long: 76% stayed in hotels, hostels or guest houses and 17% with relatives (Table 5). The mean length of their trip was 6.8 days (standard deviation (SD) 30.5, range 1 to 1,460 days) with an average of 3.6 days in Hong Kong (SD 2.0) in the last 7 days. The Tourism Board data shows visitors spent an

* weighting is a method of making the sample represent all Hong Kong visitors as determined by the Tourism Board, so that differences between the sample in this survey and the Tourism Board data do not lead to any under- or over-representation of the effect of changes in the patterns of visitors utilization of catering facilities.

average of 3.1 nights in Hong Kong and 77% stayed in hotels, almost the same as in our sample.

4.1.6 Smoking status: Of the whole sample, 22% were current smokers and 11% ex-smokers (Table 6). Males were more likely to smoke (Table 7) as were business travellers (Table 9) and travellers from North Asia (Japan and Korea) (Table 10). There was no difference in smoking rates by age of traveller up to the age of 50 but those over 50 years tended to have lower smoking rates than younger travellers (Table 8).

For comparison, the reported smoking rates among adult males and females (according to the World Health Organisation country profiles⁵) are shown in Table 11. Some of this data is quite old (e.g. 1996) and smoking rates may now have declined. It is also likely that tourists and business people travelling to Hong Kong will have lower smoking rates than the resident population of the country because of socio-economic differences.

4.1.7 Frequency of visiting catering venues: 94% had visited a restaurant during the visit, 65% had visited a café, 23% had visited a bar and only 6% had visited a karaoke (Table 12).

The whole group of travellers visited restaurants an average of 4.5 (SD 3.9) times, cafés 2.0 (SD 2.5) times, bars 0.5 (SD 1.5) times and karaokes 0.08 (SD 0.4) times (Table 13) in the last week.

4.1.8 Characteristics of travellers by frequency of visits to specific types of venue: Tables 14 to 17 show the characteristics of travellers by whether or not they visited a specific type of catering venue. Visiting a bar or karaoke was associated with most of the characteristics: smoking status, gender, age, place of residence for both venues and by type of traveller for bars with business travellers more likely to visit a bar. Visiting a restaurant was associated with place of residence, eg Taiwanese visited less, and visiting a café by place of residence and age, eg younger people and those from outside Asia were more likely to visit cafes.

4.1.9 Amount spent in catering venues by travellers

During the last 7 days, 16% of respondents said they spent nothing on eating and drinking out but the overall average was HK\$1,442 (SD 3202, range nil to \$60,000).

4.1.10 Characteristics of travellers by spending in catering venues:

Table 18 shows the stated amount (HK\$) spent in catering venues in the last 7 days by travellers' characteristics. Men spent almost \$500 more than women and smokers spent almost \$300 per person per week more than never-smokers; however, once mean spend is adjusted to account for the association with gender (most smokers are men), smokers only spend about \$150 per week more than non-smokers (\$1,562 versus \$1,407). The highest spenders by place of residence were Americans, followed by Australasians and businessmen spent more than tourists.

4.2 Whether travellers were affected by secondhand smoke in catering venues

Of the whole group, 29% claimed to have been affected by secondhand smoke in restaurants on this visit to Hong Kong (Table 19) but not everyone in the group visited a restaurant on this visit. For those who did visit a restaurant (customers), 31% were affected by secondhand

smoke (Table 20). For cafes, 20% of the group but 31% of customers were affected, for bars, 11% of the group but 47% of customers were affected and for karaokes, 3% of the group but 43% of customers were affected by secondhand smoke. Business travellers were more likely to say that they were affected by secondhand smoke than tourists especially in bars and karaokes (Table 22).

4.3 Whether smoke-free policies in catering venues would affect future intentions to travel and to visit catering venues

4.3.1 Intention to visit Hong Kong after smoke-free policies are introduced: Table 23 shows the travellers' opinions of their own likelihood of visiting Hong Kong after smoke-free policies are introduced in catering venues. Two thirds of travellers (66%) said they would not be affected in their decision to visit Hong Kong again. Of the remaining third, almost all (30%) would visit Hong Kong more often and only 4% would visit less often. There is little difference between tourists and business travellers in the effect of smoke-free policies on their intention to visit Hong Kong.

4.3.2 Intention to visit Hong Kong by characteristics of travellers:

Tables 26 to 29 show the impact of smoke-free policies on the expected behaviour of travellers by characteristics. More smokers expected to visit less often (16%) than more often (10%) but for never-smokers the reverse is true with 36% expecting to make more visits and only 1% making fewer. There is little difference by age but a small difference by gender with men less likely than women to make more visits i.e. 25% versus 37%.

Of the mainland Chinese visitors, 27% would visit more often and only 4% less often after smoke-free policies are introduced (Table 29). North Asians were more likely than the others to say they would visit less often (14%) but many North Asians said they would visit more often (36%). Southeast Asians would overwhelmingly visit more: 41% compared to only 5% who would visit less. Over one third of Australasians and Americans (35% and 36% respectively) said they would visit more often and only 1-2% say they would visit less often.

4.3.3 Intention to visit specific types of catering venue after smoke-free policies are introduced in all catering establishments

The number who would not be affected by smoke-free policies in visiting restaurants was similar to that in cafes, 55% to 58%, with 36% to 39% saying they would visit more often and 5% to 6% less often (Table 30). Even smaller numbers said they would be affected in visiting bars and karaokes; only 4% to 5% would visit these venues less often and 17% to 22% more often.

Table 31 shows the opinions of the travellers who actually visited a venue, on whether they would visit that type of venue after smoke-free policies are introduced. Between 30% and 40% would visit the venue more often and 5% to 13% less often.

In Table 32, the stated current weekly spend (HK\$), on eating and drinking out, is shown by expected future behaviour of travellers. Those who said they would visit Hong Kong less often spent on average \$500 more than those who would not change but their numbers were far fewer than those who would not change or would visit more often. The same pattern is evident in expected visiting behaviour to each type of catering venue.

4.3.4 Estimated impact on catering industry revenues of smoke-free policies in all catering establishments in Hong Kong

Using the data in Table 32, we can calculate the net impact if we lost the whole declared amount spent in catering venues in the last week for those who said they would visit less often and gained the declared amount for those who would visit more often; we assume that those who said they would not change would spend the same amount as at present. This has been done by area of residence (Table 33). The percentage change expected in catering industry revenue from travellers ranges from an increase of 5% for the Taiwanese to an increase of 31% for South and Southeast Asians and Australasians. The 95% CI for the proportions declaring they would spend more or less have been used to give upper and lower bounds for the net estimates of change in total spending.

By applying the weightings derived from the Tourism Board data for the proportions of visitors from the various geographical areas, we can calculate a weighted average change which represents the total expected annual effect on catering industry revenues from visitors to Hong Kong. The weighted average is an increase of 19%. The weighted upper and lower bounds extend from an increase of 12% to an increase of 25%.

If we apply these figures to the annual revenue generated by tourists' meals taken outside hotels (HK\$8.7 billion based on the first 6 months of 2001), we would obtain an estimated increase of \$1.7 billion per year with a range of \$1 billion to \$2 billion after implementing smoke-free policies in catering venues.

5. Discussion

There is no evidence from anywhere in the world that smoke-free policies in catering venues discourage tourists from visiting that destination or from patronising catering venues². Indeed, the mounting evidence is to the contrary. In Hong Kong when visitors from the US were asked what they thought about smoke-free policies in catering venues, their replies were wholly positive⁶.

However, those who oppose comprehensive smoke-free policies in catering venues often threaten that it will damage the income of catering businesses, knowing that an economic argument is a powerful one. Some of these views may simply be mistaken but there is also very strong evidence that the tobacco industry has manipulated the hospitality industry in this way to oppose smoke-free policies⁷.

Previous surveys of the Hong Kong population have provided evidence that smoke-free policies are likely to be good for business in the catering industry^{8,9}. The current survey was therefore undertaken to collect equivalent data from visitors to estimate the impact on catering business from visitors if all restaurants, café, bars and karaokes were to go smoke-free. The evidence is encouraging. Far from indicating a fall in business, the likely outcome could be an increase of around 19%.

This increase, of course, would only occur if stated intentions are translated into practice but, given the proportions of travellers who say that they would be encouraged to visit Hong Kong more often, we can at least be confident that there will be no fall in revenues in the catering industry if such policies are enacted.

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Table 1: Gender

Gender	Survey 2002 N (%)	Tourism Board Arrivals in HK in 2001 [#] %
Female	1672 (36)	35
Male	2949 (64)	65
Total	4621 (100)	100

6 months, January to June 2001

Table 2: Age Distribution

Age (years)	Survey 2002 N (%)	Tourism Board Arrivals in HK in 2001 [#] %
18-25	402 (9)	9*
26-35	1388 (30)	28
36-45	1302 (28)	28
46-55	940 (20)	19
56 and over	580 (13)	12
Total	4612 (100)	100

6 months, January to June 2001

* Tourism Board data is from 15-25 years.

Table 3: Usual or permanent place of residence

	Survey Sample 2002		Arrivals in HK in 2001 [#]
	N (%)	N (%)	N x '000 (%)
Mainland China		1379 (30)	2,015 (30)
Taiwan		273 (6)	1,210 (18)
North Asia	Japan Korea	109 (76) 35 (24)	144 (3) 900 (13)
South/Southeast Asia	Indonesia Malaysia Philippines Singapore Thailand India Others	37 (7) 62 (11) 104 (18) 133 (23) 87 (15) 108 (19) 35 (6)	566 (12) 847 (13)
Americas	USA Canada S America	569 (72) 192 (24) 27 (3)	788 (17) 658 (10)
Europe/Africa/Middle East	UK Germany France Italy Others	529 (46) 163 (14) 92 (8) 31 (3) 341 (30)	1156 (25) 580 (9)
Australia/New Zealand/South Pacific	Australia N Zealand Others	245 (81) 54 (18) 4 (1)	303 (7) 198 (3)
Total		4609 (100)	6,650 (100)

6 months, January to June 2001

Table 4: Main purpose of visit to Hong Kong

All travellers (n=4621)	Survey Sample 2002 N (%)	Tourism Board Arrivals in HK in 2001# %
Tourism	2106 (46)	50
Business	1780 (39)	31
Visiting friends/relatives	415 (9)	10
Only passing through	265 (6)	7
Others	55 (1)	2

6 months, January to June 2001

Table 5: Places where travellers stayed in Hong Kong during their visit

All travellers (n=4621)	Survey Sample 2002 N (%)	Tourism Board Arrivals in HK in 2001# %
Hotel, hostel, guest house	3475 (76)	77
Friend' s/relative' s home	781 (17)	NR*
Day trip only	260 (6)	NR
Others	116 (3)	NR

6 months, January to June 2001 * NR = not reported

Table 6: Smoking status

Status	Smoking habit	N (%)	N (%)
Current smoker	at least 1 cigarette per day	861 (85)	1028 (22)
	less than 1 cigarette per day	151 (15)	
Ex-smoker	at least 1 cigarette per day in the past	391 (78)	511 (11)
	less than 1 cigarette per day in the past	108 (22)	
Never-smoker			3082 (67)
Total			4621

Table 7: Smoking status by gender

	Smoker N (%)	Ex-smoker N (%)	Never-smoker N (%)	Total N (%)
Female	140 (8)	102 (6)	1430 (86)	1672 (100)
Male	888 (30)	409 (14)	1652 (56)	2949 (100)
Total	1028 (22)	511 (11)	3082 (67)	4621 (100)

Table 8: Smoking status by age

	Smoker N (%)	Ex-smoker N (%)	Never-smoker N (%)	Total N (%)
18-30	215 (21)	81 (8)	750 (72)	1046 (100)
31-40	367 (25)	125 (9)	961 (66)	1453 (100)
41-50	270 (24)	141 (13)	710 (63)	1121 (100)
51-60	123 (19)	93 (15)	416 (66)	632 (100)
> 60	49 (14)	69 (19)	242 (67)	360 (100)
Total	1024 (22)	509 (11)	3079 (67)	4612 (100)

Table 9: Smoking status by type of traveller

	Smoker N (%)	Ex-smoker N (%)	Never-smoker N (%)	Total N (%)
Tourist	422 (20)	205 (10)	1479 (70)	2106 (100)
Business	454 (26)	227 (13)	1099 (62)	1780 (100)
Visiting	76 (18)	46 (11)	293 (71)	415 (100)
Total	952 (22)	478 (11)	2871 (67)	4301 (100)

Table 10: Smoking status by place of residence

	Male smoker	Female smoker	Ex-smoker N (%)	Never-smoker N (%)	Total N (%)
	N (%) [% in males]	N (%) [% in females]			
Mainland China	316 (23) [40]	27 (2) [5]	127 (9)	909 (66)	1379 (100)
Taiwan	81 (30) [44]	5 (2) [6]	30 (11)	157 (58)	273 (100)
North Asia	49 (34) [45]	7 (5) [20]	11 (8)	77 (53)	144 (100)
South/Southeast Asia	86 (15) [23]	11 (2) [6]	32 (6)	437 (77)	566 (100)
Americas	101 (13) [20]	21 (3) [8]	114 (14)	552 (70)	788 (100)
Europe/Africa/M East	215 (19) [27]	60 (5) [16]	158 (14)	723 (63)	1156 (100)
Australia/NZ/South Pacific	37 (12) [19]	8 (3) [8]	38 (13)	220 (73)	303 (100)
Total	885 (19) [30]	139 (3) [8]	510 (11)	3075 (67)	4609 (100)

Table 11: Published smoking rates for some countries

	% in males	% in females	Year
Mainland China	63	4	1996
Taiwan	55	3	1996
Japan	53	13	1998
Korea	65	6	1996
Thailand	39	2	1999
USA	28	22	1997
UK	29	28	1996
Australia	27	23	1995

Table 12: Whether travellers visited catering venues during the visit to Hong Kong

	Visited N (%)	Haven't visited N (%)	Total N (%)
Restaurant	4320 (94)	289 (6)	4614 (100)
Café	3021 (65)	1552 (34)	4600 (100)
Bar	1042 (23)	3558 (77)	4600 (100)
Karaoke	288 (6)	4328 (94)	4616 (100)

Table 13: Frequency of visits by travellers to catering venues in Hong Kong in the last week

	Restaurant N (%)	Café N (%)	Karaoke N (%)	Bar N (%)
No visit	299 (6)	1599 (35)	4373 (95)	3602 (78)
1 visit	654 (14)	913 (20)	178 (4)	404 (9)
2 visits	702 (15)	798 (17)	46 (1)	273 (6)
3 visits	645 (14)	446 (10)	16 (<1)	151 (3)
4 visits	538 (12)	270 (6)	5 (<1)	71 (2)
5 visits	398 (9)	192 (4)	1 (<1)	51 (1)
6 visits	343 (7)	106 (2)	0	14 (<1)
7 visits	251 (5)	124 (3)	0	26 (<1)
> 7 visits	789 (17)	172 (4)	2 (<1)	29 (<1)
Total	4619 (100)	4620 (100)	4621 (100)	4621 (100)

Table 14: Whether visited a restaurant by characteristics of travellers

		Visited a restaurant		95% CI for 'Yes' %
		Yes N (%)	No N (%)	
Type of traveller:	Tourist	1986 (95)	114 (5)	94 – 96
	Business person	1678 (94)	102 (6)	93 – 95
	Visiting	393 (95)	22 (5)	92 – 97
Smoking Status:	Smoker	954 (93)	72 (7)	91 – 94
	Non-smoker*	3371 (94)	217 (6)	93 – 95
Gender:	Female	1560 (94)	106 (6)	92 – 95
	Male	2765 (94)	183 (6)	93 – 95
Age group	18-30	972 (93)	71 (7)	91 – 95
	31-40	1357 (94)	94 (6)	92 – 95
	41-50	1045 (93)	76 (7)	92 – 95
	51-60	602 (96)	28 (4)	94 – 97
	> 60	341 (95)	19 (5)	92 – 97
Place of residence:	Mainland China	1248 (91)	128 (9)	89 – 92
	Taiwan	229 (84)	43 (16)	79 – 88
	North Asia	141 (98)	3 (2)	94 – 100
	South/SE Asia	539 (95)	27 (5)	93 – 97
	Americas	757 (96)	30 (4)	95 – 97
	Europe/Africa/Middle East	1106 (96)	48 (4)	95 – 97
	Australia/NZ/South Pacific	293 (97)	10 (3)	94 – 98

* Includes ex-smokers

Table 15: Whether visited a cafe by characteristics of travellers

		Visited a cafe		95% CI for 'Yes' %
		Yes N (%)	No N (%)	
Type of traveller:	Tourist	1450 (69)	646 (31)	67 - 71
	Business person	1130 (64)	642 (36)	61 - 66
	Visiting	282 (68)	132 (32)	63 - 73
Smoking Status:	Smoker	670 (65)	353 (35)	62 - 68
	Non-smoker*	2378 (66)	1199 (34)	65 - 68
Gender:	Female	1138 (68)	529 (32)	66 - 70
	Male	1910 (65)	1023 (35)	63 - 67
Age group	18-30	741 (71)	300 (29)	68 - 74
	31-40	960 (66)	486 (34)	64 - 69
	41-50	707 (63)	408 (37)	61 - 66
	51-60	406 (64)	224 (36)	61 - 68
	> 60	228 (64)	131 (36)	58 - 68
Place of residence:	Mainland China	864 (63)	506 (37)	60 - 66
	Taiwan	183 (68)	87 (32)	62 - 73
	North Asia	81 (57)	62 (43)	48 - 65
	South/SE Asia	347 (62)	216 (38)	57 - 66
	Americas	540 (69)	246 (31)	65 - 72
	Europe/Africa/Middle East	809 (70)	345 (30)	67 - 73
	Australia/NZ/South Pacific	216 (72)	86 (28)	66 - 77

* Includes ex-smokers

Table 16: Whether visited a bar by characteristics of travellers

		Visited a bar		95% CI for 'Yes' %
		Yes N (%)	No N (%)	
Type of traveller:	Tourist	402 (19)	1697 (81)	17 - 21
	Business person	521 (29)	1246 (71)	27 - 32
	Visiting	70 (17)	345 (83)	13 - 21
Smoking Status:	Smoker	270 (26)	754 (74)	24 - 29
	Non-smoker*	772 (22)	2804 (78)	20 - 23
Gender:	Female	272 (16)	1391 (84)	15 - 18
	Male	770 (26)	2167 (74)	25 - 28
Age group	18-30	289 (28)	751 (72)	25 - 31
	31-40	326 (23)	1122 (77)	20 - 25
	41-50	243 (22)	872 (78)	19 - 24
	51-60	130 (21)	499 (79)	18 - 24
	> 60	53 (15)	306 (85)	11 - 19
Place of residence:	Mainland China	107 (8)	1268 (92)	6 - 9
	Taiwan	25 (9)	247 (91)	6 - 13
	North Asia	31 (22)	112 (78)	15 - 29
	South/SE Asia	101 (18)	465 (82)	15 - 21
	Americas	231 (29)	554 (71)	26 - 33
	Europe/Africa/Middle East	441 (38)	707 (62)	36 - 41
	Australia/NZ/South Pacific	103 (34)	197 (66)	29 - 40

* Includes ex-smokers

Table 17: Whether visited a karaoke by characteristics of travellers

		Visited a karaoke		95% CI for 'Yes' %
		Yes N (%)	No N (%)	
Type of traveller:	Tourist	115 (5)	1990 (95)	5 – 7
	Business person	135 (8)	1641 (92)	6 – 9
	Visiting	29 (7)	386 (93)	5 – 10
Smoking Status:	Smoker	91 (9)	935 (91)	7 – 11
	Non-smoker*	197 (5)	3393 (95)	5 – 6
Gender:	Female	72 (4)	1599 (96)	3 – 5
	Male	216 (7)	2729 (93)	6 – 8
Age group	18-30	91 (9)	954 (91)	7 – 11
	31-40	112 (8)	1339 (92)	6 – 9
	41-50	58 (5)	1062 (95)	4 – 7
	51-60	22 (3)	609 (97)	2 – 5
	> 60	5 (1)	355 (99)	<1 – 3
Place of residence:	Mainland China	85 (6)	1293 (94)	5 – 8
	Taiwan	22 (8)	250 (92)	5 – 12
	North Asia	15 (10)	128 (90)	6 – 17
	South/SE Asia	39 (7)	526 (93)	5 – 9
	Americas	50 (6)	738 (94)	5 – 8
	Europe/Africa/Middle East	59 (5)	1097 (95)	4 – 7
	Australia/NZ/South Pacific	16 (5)	286 (95)	3 – 8

* Includes ex-smokers

Table 18: Mean total spending (HK\$) in catering venues by characteristics of travellers

		Mean (HK\$)	S.D.	Frequency	p
Type of traveller:	Tourist	1348	2453	2105	<0.01
	Business person	1749	3958	1777	
	Visiting family/friends	1273	3347	415	
Smoking Status:	Smoker	1662	3863	1027	0.01
	Non-smoker*	1378	2984	3589	
Gender:	Female	1135	2426	1670	<0.01
	Male	1615	3556	2946	
Age group	18-30	1248	2581	1046	0.07
	31-40	1560	3750	1452	
	41-50	1566	3648	1118	
	51-60	1358	2366	632	
	> 60	1290	2006	359	
Place of residence:	Mainland China	1362	3971	1379	<0.01
	Taiwan	1104	2538	273	
	North Asia	993	1851	144	
	South/Southeast Asia	1311	2312	565	
	Americas	1957	4167	787	
	Europe/Africa/Middle East	1366	1865	1153	
	Australia/NZ/South Pacific	1516	2795	303	

* Includes ex-smokers

Table 19: Whether affected by secondhand tobacco smoke in catering venues: Whole group

	Affected N (%)	Not affected N (%)	Did not visit N (%)	Total N (%)
Restaurant	1338 (29)	2987 (65)	289 (6)	4614 (100)
Café	932 (20)	2116 (46)	1552 (34)	4600 (100)
Bar	488 (11)	554 (12)	3558 (77)	4600 (100)
Karaoke	125 (3)	163 (3)	4328 (94)	4616 (100)

Table 20: Whether customers were affected by secondhand tobacco smoke: Whole group

	Affected N (%)	Not affected N (%)	Total visited N (%)
Restaurant	1338 (31)	2987 (69)	4325 (100)
Café	932 (31)	2116 (69)	3048 (100)
Bar	488 (47)	554 (53)	1042 (100)
Karaoke	125 (43)	163 (57)	288 (100)

Table 21: Whether customers were affected by secondhand tobacco smoke: Tourists only

	Affected N (%)	Not affected N (%)	Total visited N (%)
Restaurant	591 (30)	1395 (70)	1986 (100)
Café	419 (29)	1031 (71)	1450 (100)
Bar	168 (42)	234 (58)	402 (100)
Karaoke	41 (36)	74 (64)	115 (100)

Table 22: Whether customers were affected by secondhand tobacco smoke: Business travellers

	Affected N (%)	Not affected N (%)	Total visited N (%)
Restaurant	544 (32)	1134 (68)	1678 (100)
Café	369 (33)	761 (67)	1130 (100)
Bar	262 (50)	259 (50)	521 (100)
Karaoke	65 (48)	70 (52)	135 (100)

Table 23: Expected effect of smoke-free policies on intention to visit Hong Kong again

	Intention to visit Hong Kong again				
	More visits N (%)	Fewer visits N (%)	No visits N (%)	No change N (%)	Total N (%)
Would a smoking ban affect your intention to visit Hong Kong again?	1368 (30)	193 (4)	27 (<1)	3033 (66)	4621 (100)

Table 24: Expected effect of smoke-free policies on intention to visit Hong Kong again: Tourists

	Future behaviour				
	More visits N (%)	Fewer visits N (%)	No visits N (%)	No change N (%)	Total N (%)
Would a smoking ban affect your intention to visit Hong Kong again	672 (32)	74 (4)	9 (<1)	1351 (64)	2106 (100)

Table 25: Expected effect of smoke-free policies on intention to visit Hong Kong again: Business travellers

Would a smoking ban affect your intention to visit Hong Kong again	Future behaviour				
	More visits N (%)	Fewer visits N (%)	No visits N (%)	No change N (%)	Total N (%)
	460 (26)	88 (5)	11 (<1)	1221 (69)	1780 (100)

Table 26: Intention to visit Hong Kong after smoke-free policies are introduced by smoking status

Smoking status	More visits N (%)	Fewer visits N (%)	No visits N (%)	No change N (%)	Total N (%)
Smoker	104 (10)	150 (15)	19 (2)	755 (73)	1028 (100)
Non-smoker*	1264 (35)	43 (1)	8 (<1)	2278 (63)	3593 (100)
Total	1368 (30)	193 (4)	27 (0.6)	3033 (66)	4621 (100)

* Includes ex-smokers

Table 27: Intention to visit Hong Kong after smoke-free policies are introduced by age distribution

Age (years)	More visits N (%)	Fewer visits N (%)	No visits N (%)	No change N (%)	Total N (%)
18-30	300 (29)	34 (3)	9 (1)	703 (67)	1046 (100)
31-40	409 (28)	72 (5)	9 (0.6)	963 (66)	1453 (100)
41-50	328 (29)	54 (5)	5 (0.5)	734 (65)	1121 (100)
51-60	206 (33)	24 (4)	2 (0.3)	400 (63)	632 (100)
> 60	124 (34)	6 (2)	2 (0.6)	228 (63)	360 (100)
Total	1367 (30)	190 (4)	27 (0.6)	3028 (66)	4612 (100)

Table 28: Intention to visit Hong Kong after smoke-free policies are introduced by gender

Gender	More visits N (%)	Fewer visits N (%)	No visits N (%)	No change N (%)	Total N (%)
Female	626 (37)	40 (2)	8 (0.5)	998 (60)	1672 (100)
Male	742 (25)	153 (5)	19 (0.6)	2035 (69)	2949 (100)
Total	1368 (30)	193 (4)	27 (0.6)	3033 (66)	4621 (100)

Table 29: Intention to visit Hong Kong after smoke-free policies are introduced by place of residence

	More visits N (%)	Fewer visits N (%)	No visits N (%)	No change N (%)	Total N (%)
Mainland China	377 (27)	50 (4)	6 (<1)	946 (69)	1379 (100)
Taiwan	64 (23)	17 (6)	2 (1)	190 (70)	273 (100)
North Asia	52 (36)	18 (13)	1 (1)	73 (51)	144 (100)
South/ SE Asia	230 (41)	25 (4)	4 (1)	307 (54)	566 (100)
Americas	286 (36)	16 (2)	2 (<1)	484 (61)	788 (100)
Europe/Africa/M East	250 (22)	64 (6)	10 (1)	832 (72)	1156 (100)
Australia/ NZ/ S Pacific	105 (35)	1 (<1)	2 (1)	195 (64)	303 (100)
Total	1364 (30)	191 (4)	27 (1)	3027 (66)	4609 (100)

Table 30: Intention to visit catering venues after smoke-free policies are introduced

Would a smoking ban in catering venues next time you visit:	More visits N (%)	Fewer visits N (%)	No change N (%)	Total N (%)
- affect you visiting restaurants	1813 (39)	240 (5)	2541 (55)	4594 (100)
- affect you visiting cafes	1660 (36)	264 (6)	2670 (58)	4594 (100)
- affect you visiting bars	1014 (22)	237 (5)	3343 (73)	4594 (100)
- affect you visiting karaokes	779 (17)	194 (4)	3620 (79)	4593 (100)

Table 31: Intention to visit, for those who had visited such a venue, after smoke-free policies are introduced

Would a smoking ban in catering venues next time you visit:	More visits N (%)	Fewer visits N (%)	No change N (%)	Total N (%)
- affect you visiting restaurants	1705 (40)	226 (5)	2370 (55)	4301 (100)
- affect you visiting cafes	1203 (40)	176 (6)	1650 (54)	3029 (100)
- affect you visiting bars	321 (31)	107 (10)	601 (58)	1029 (100)
- affect you visiting karaokes	84 (30)	38 (13)	162 (57)	284 (100)

Table 32: Amount spent per week (HK\$) on eating/drinking out by expected future behaviour

After a smoking ban	Mean HK\$	% of group	S.D. HK\$	p-value
Visit HK				
More visits	1332	30	2471	0.05
Fewer visits	1948	5	3616	
No change	1454	66	3464	
Visit restaurants				
More visits	1348	39	2712	0.11
Fewer visits	1776	5	3369	
No change	1477	55	3506	
Visit cafés				
More visits	1275	36	2253	<0.01
Fewer visits	1852	6	3467	
No change	1504	58	3653	
Visit bars				
More visits	1434	22	2691	0.07
Fewer visits	1905	5	3515	
No change	1411	73	3327	
Visit karaokes				
More visits	1369	17	2503	0.04
Fewer visits	1999	4	3699	
No change	1426	79	3313	

Table 33: Expected net change in revenue by country of residence of travellers in sample

	Would visit more often % ± 95% CI	Mean spend HK\$	Would visit less often % ± 95% CI	Mean spend HK\$	net change in total spend %		
					low	mid	high
Mainland China	27 ± 2	1,068	4 ± 1	2,356	11	15	18
Taiwan	23 ± 5	941	7 ± 3	2,411	-6	5	15
North Asia	36 ± 8	1,041	13 ± 5	671	17	29	41
South & SE Asia	41 ± 4	1,206	5 ± 2	1,645	25	31	38
Americas	36 ± 3	1,817	2 ± 1	2,954	26	30	35
Europe, Africa & Middle East	22 ± 2	1,389	6 ± 1	1,642	12	14	18
Australia, N.Z. South Pacific	35 ± 5	1,478	1 ± 1	4,167	24	31	39
Average *					12	19	25

* Weighted average reflecting the proportions of visitors from the various geographical regions according to the Tourism Board data on arriving visitors.