

Marketing budget and visitor arrivals from markets for 2006-07
(Appendix D in para. 2.13 of Chapter 6 of the Audit Report refers)

Market	Budgeted marketing expenditure for 2006-07 (\$ million) (a)	Arrivals in 2006 ('000) (b)	Arrivals in 2006 (Forecast) ('000)	Marketing expenditure per visitor (\$) (c) = (a)/(b)
Mainland China	42.89	13,591	14,835	3.2
USA	36.67	1,159	1,253	31.6
Japan	35.00	1,311	1,424	26.7
Taiwan	20.00	2,177	2,411	9.2
UK	18.71	516	523	36.3
South Korea	14.30	719	792	19.9
Australia	13.44	564	609	23.8
Germany	9.72	214	224	45.4
Singapore	7.83	588	665	13.3
Canada	6.57	336	334	19.6
India	5.77	294	320	19.6
Thailand	5.65	396	462	14.3
France	5.62	201	206	28.0
Philippines	5.49	454	458	12.1
Malaysia	3.87	446	453	8.7
Indonesia	2.52	324	277	7.8
Other Europe	9.62	617	591	15.6
New Zealand	0.76	98	100	7.8
South and Central America	0.74	136	124	5.4
Others	—	1,110	1,080	N.A.
Total	245.17	25,251	27,141	9.7

Notes:

Priority markets include Mainland China, USA, Japan, Taiwan and South Korea

Primary markets include UK, Australia, Singapore, Thailand and the Philippines

Secondary markets include Germany, Canada, France, Malaysia and Indonesia

Emerging market includes India

Other markets include other European countries, New Zealand, South and Central America and Others

Source: HKTB records