



Cruise tourism in Hong Kong

Figure 1 – Expenditure for promoting cruise tourism, FY2012-2013 to FY2018-2019

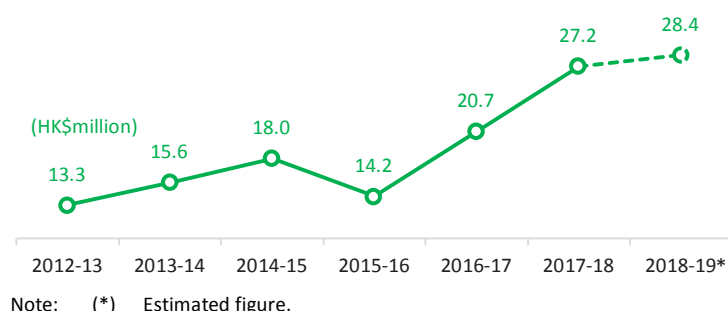


Figure 2 – Number of ship calls to selected ports in Asia

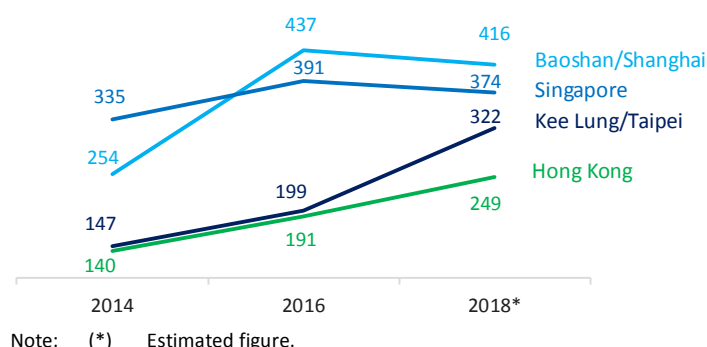


Figure 3 – Number of ship calls to Hong Kong

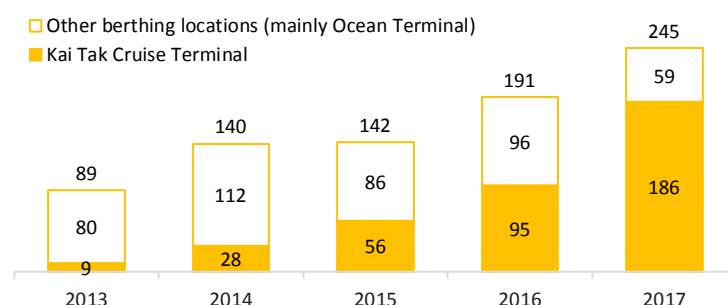
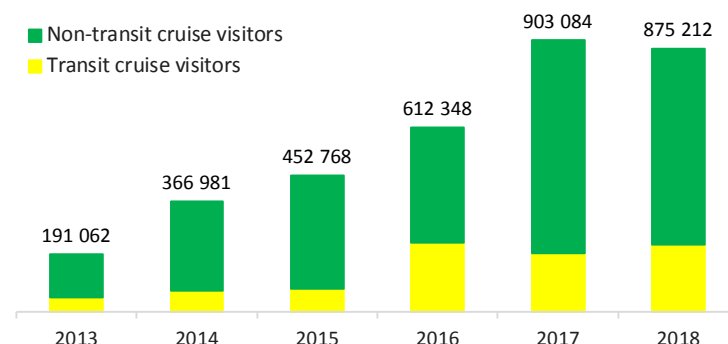


Figure 4 – Passenger throughput for the cruise terminals in Hong Kong



Highlights

- The cruise industry has grown rapidly in Asia in recent years, with the number of cruise passengers increasing by an estimated annual average of 33% from 775 000 in 2012 to nearly 4.26 million in 2018. To capture the opportunities brought by the growing Asian cruise market, the Government has been committed to developing Hong Kong into a regional cruise hub. In particular, it has invested more than HK\$6.6 billion in constructing a world-class infrastructure – the Kai Tak Cruise Terminal – with the capacity to berth the world's largest cruise vessels.
- Hong Kong Tourism Board ("HKTB") has also devoted efforts to promote the cruise tourism industry, as evidenced by the increase in expenditure for promoting the industry over the years (**Figure 1**). In FY2018-2019, HKTB allocates an additional provision of HK\$14 million for (a) promoting "fly-cruise" tourism; (b) seizing the opportunities brought by the commissioning of the cross-boundary transport infrastructures; and (c) cultivating more source markets.
- Notwithstanding the above, Hong Kong has still been lagging behind other Asian ports in terms of the number of ship calls received (**Figure 2**). Nevertheless, it has seen increased cruise ship traffic after the opening of the Kai Tak Cruise Terminal in June 2013 (**Figure 3**). The number of ship calls to Hong Kong surged from 89 in 2013 to 245 in 2017. As a corollary, the number of cruise passenger throughput in Hong Kong surged from 191 000 in 2013 to some 900 000 in 2017 before slightly easing to 875 000 in 2018 (**Figure 4**).

Cruise tourism in Hong Kong (cont'd)

Figure 5 – Cruise passengers by source market

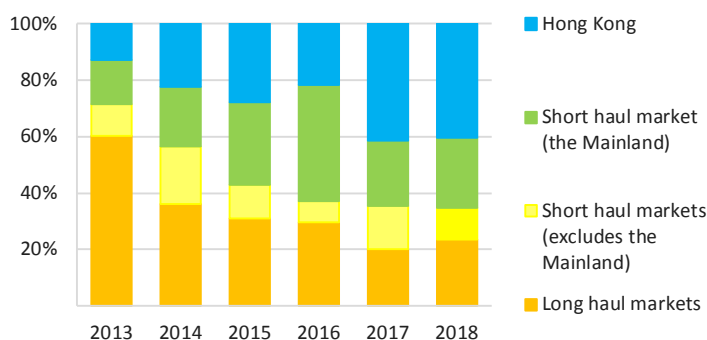
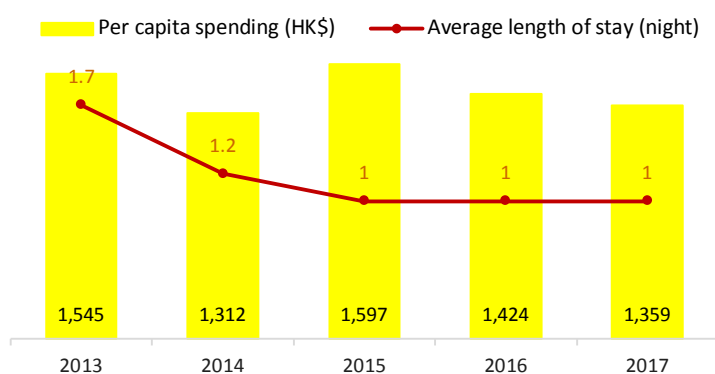


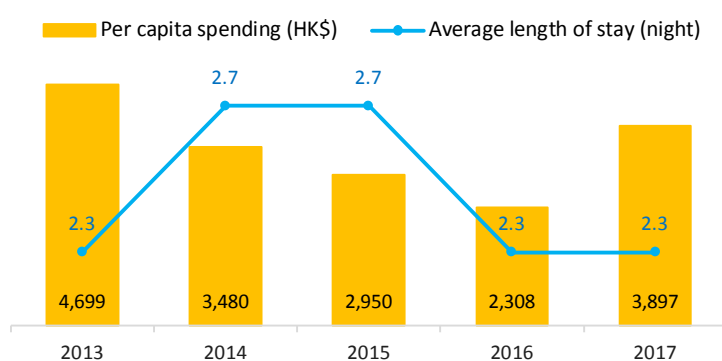
Figure 6 – Average length of stay and per capita spending

(a) Transit cruise visitors ⁽¹⁾



Note: (1) A passenger who joins a cruise trip with specific itinerary. Hong Kong is one of the ports-of-call and passenger will continue his or her trip on the same cruise.

(b) Non-transit cruise visitors ⁽²⁾



Note: (2) A passenger who joins a cruise trip with specific itinerary or a cruise which sets off from Hong Kong and lasted for two or more nights. The passenger will embark or disembark in Hong Kong.

Highlights

- Another noteworthy trend is the change in Hong Kong's cruise passenger mix in recent years. In both 2017 and 2018, about 80% were locals and short haul passengers (including those from the Mainland) (**Figure 5**). This contrasted with the situation in 2013, when about 60% of passengers were from long haul markets (i.e. the Americas, Europe, Africa, the Middle East, Australia, New Zealand and South Pacific).
- Notwithstanding the increasing trend of passenger throughput, the average length of stay and per capita spending of cruise visitors arriving in Hong Kong was generally on the decline during 2013-2017. Transit cruise visitors' per capita spending decreased by 12% from HK\$1,545 in 2013 to HK\$1,359 in 2017, while average length of stay shortened from 1.7 nights to one night over the same period (**Figure 6a**).
- The setback was worryingly more apparent for non-transit cruise visitors which had accounted for most of the cruise passenger throughput during 2013-2017 (**Figure 4**). Per capita spending of non-transit cruise visitors decreased by 17% from HK\$4,699 in 2013 to HK\$3,897 in 2017 during their 2-3 nights in Hong Kong (**Figure 6b**).

Data sources: Latest figures from the Hong Kong Tourism Board, the Commerce and Economic Development Bureau, and the Cruise Lines International Association.

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22 February 2019
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