



Hong Kong a Top 20 Global Origin for Asia Pacific Destinations: Mastercard

Taiwan is Hongkongers' favorite destination in Asia Pacific

Hong Kong, July 20, 2016 – Top destination cities for Hongkongers are Taiwan, Japan and Thailand, and Hong Kong ranks 17th globally when it comes to origin countries or regions for Asia Pacific destinations, according to the [Mastercard](#) Asia Pacific Destinations Index.

In 2016, 4.9 million tourists from Hong Kong are projected to travel to destinations across Asia Pacific, making up 1.5 percent of total international overnight arrivals in the region. In addition, they are expected to spend US\$4.5 billion this year, making up 1.8 percent of total tourist expenditure in Asia Pacific. It is also expected that most of the Hong Kong tourists to Asia Pacific destinations will be traveling to Taiwan (25.1 percent) this year, with Japan (23.9 percent) and Thailand (15.8 percent) being the second and third most popular destinations in Asia Pacific among Hongkongers.

In terms of international overnight arrivals to Asia Pacific destinations, the top five origin countries or regions are China (50.4 million tourists to Asia Pacific destinations; 15.7 percent of total international overnight arrivals), South Korea (32.5 million; 10.1 percent), Taiwan (22.5 million; 7.0 percent), the United States (20.6 million, 6.4 percent) and Japan (18.0 million; 5.6 percent). In 2016, the four Northeast Asian markets are expected to contribute 38.4 percent of total international overnight arrivals in the region.

China continues to dominate the travel chart, making up the biggest share of tourists to Asia Pacific since 2012. The dramatic expansion of outbound China tourism to Asia Pacific destinations can be seen in its rapid growth. China propelled itself from the sixth biggest contributor of tourists to Asia Pacific in 2009 (5.8 percent of total Asia Pacific international overnight arrivals) to reach the top spot in 2012 with a 9.8 percent share. It has retained the top position ever since with a 15.7 percent share this year.

“In recent years, Asia Pacific cities have become increasingly popular among globetrotters around the world and it is encouraging that Hong Kong stands out as one of the top 20 origins worldwide for Asia Pacific destinations. With positive growth in the Asia Pacific tourism industry, we are optimistic about further expansion in outbound travel by Hong Kong tourists in the foreseeable future,” said Hiang Choong, division president, Hong Kong, Macau & Taiwan, Mastercard.

Top 20 Origin Countries/Regions for Asia Pacific Destinations by International Overnight Arrivals in 2016

Rank	Origin Country/Region	International Overnight Arrivals (millions)	Share of Total International Overnight Arrivals in Asia Pacific (%)
1	China	50.4	15.7
2	South Korea	32.5	10.1
3	Taiwan	22.5	7.0
4	United States	20.6	6.4
5	Japan	18.0	5.6
6	Singapore	14.3	4.5
7	Malaysia	13.5	4.2
8	Australia	13.3	4.2
9	United Kingdom	12.3	3.8
10	Thailand	10.2	3.2
11	Indonesia	9.2	2.9
12	Germany	8.7	2.7
13	France	7.1	2.2
14	Russia	5.8	1.8
15	India	5.6	1.7
16	Canada	5.2	1.6
17	Hong Kong	4.9	1.5
18	Vietnam	4.7	1.5
19	Philippines	4.5	1.4
20	New Zealand	2.7	0.8

The full report can be downloaded from: <http://news.mstr.cd/1U8fdbX>

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About the Mastercard Asia Pacific Destinations Index

The first Mastercard Asia Pacific Destinations Index is an offshoot of Mastercard's annual Global Destination Cities Index.

In recent years, Asia Pacific cities have increasingly dominated the fastest growing and most visited destinations in the world. According to [2015's Mastercard Global Destination Cities Index](#), five of the ten most visited cities in the world were in Asia Pacific.

The Asia Pacific Destinations Index takes a more in-depth, focused look at these tourism trends, ranking 167 destinations, including island resorts as well as towns and cities across the region, in terms of the total number of international overnight arrivals; cross-border spending; and the total number of nights spent at each destination. These 167 destinations are drawn from 22 countries across Asia Pacific and represent 90 percent of all international overnight arrivals within the region.

Public data is used in deriving the international overnight visitor arrivals and their cross-border spending in each of the destinations, using custom-made algorithms.

This Index and the accompanying reports are not based on Mastercard volumes or transactional data.

About Mastercard

Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @MastercardNews, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news.

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