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**HKTB Announces Visitor Arrivals for the First Two Months of 2025  
Growth Momentum of Non-Mainland Markets Prevails  
with Exceptional Arrivals from Southeast Asia**

The Hong Kong Tourism Board (HKTB) announced that the provisional visitor arrivals for January and February were 8.4 million, a year-on-year increase of 7%. As the Chinese New Year holiday fell on 28 January – 4 February in 2025 and 10 – 17 February in 2024, the figures of the first two months were combined for an accurate year-on-year comparison.

***Growth Momentum of Non-Mainland Markets Prevails with Exceptional Arrivals from Southeast Asia***

Visitor arrivals from the Mainland were steady in the first two months of 2025, with a total of 6.5 million Mainland visitors, a 4% increase from the same period last year. On the other hand, the growth momentum of non-Mainland markets prevails with a total of over 1.91 million non-Mainland visitors arrived in Hong Kong in January and February, marking a 20% increase year on year.

Arrivals from short-haul markets were satisfactory with a total of 1.13 million visitors in the first two months, showing a 26% rise from last year. The Philippines and Indonesia from Southeast Asia, Japan and South Korea all showed a year-on-year growth of more than 30%. Long-haul arrivals increased by 20% year-on-year to half a million, with Australia showing an exceptional boost of 34% compared with the same months in 2024.

**Provisional visitor arrivals of January and February 2025**

Markets	January to February (year-on-year change)
<b>Mainland</b>	6,495,640 (+4%)
<b>Non-Mainland*</b>	1,914,097 (+20%)
<b>Short-haul</b>	1,133,130 (+26%)
<b>Long-haul</b>	503,518 (+20%)
<b>New markets</b>	89,750 (+5%)
<b>Total</b>	8,409,737 (+7%)

*Note 1: As the Chinese New Year holiday fell on 28 January to 4 February and 10 to 17 February in 2025 and 2024 respectively, the figures of the first two months were combined for an accurate year-on-year comparison.*

*Note 2: Because of rounding, the total may differ from the sum of the individual figures.*

*\*Includes figures from long-haul, short-haul and new markets, as well as the Macao SAR.*

*(Full details of February 2025 visitor arrivals will be released on 31 March.)*

– Ends –

**Members of the media can download the press release from the link below:**

<https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

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