



**Euromonitor  
International**

# Tourism Flows in Hong Kong, China

October 2025

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## Tourism Flows in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Diversification of source markets proves key to tourism recovery  
Hong Kong locals seek safe and unique outbound travel experiences

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Blueprint 2.0 is set to transform Hong Kong tourism  
Strong outbound travel persists for holiday and short getaways

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