THE HONG KONG POLYTECHNIC UNIVERSITY
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THINK CHINA

Unlocking The Mainland Traveler

A 2024 Analysis of their Consumption and Behavior in Hong Kong and Macau



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Executive Summary

As tourism recovery accelerates in Greater China, Hong Kong and Macau stand at a strategic crossroads. Both cities remain top destinations for Mainland travelers but are facing new obstacles to sustained growth amid changing visitor profiles, evolving expectations, and heightened regional competition.

This whitepaper presents a data-driven analysis of 2024 Mainland tourists' behavior across Hong Kong and Macau, drawing insights by age, income, travel type, and purchase intention. The goal is to help tourism stakeholders navigate these complexities and unlock high-yield opportunities through precise targeting.





Key insights include the following:

Income and age are the two most important predictors of spending behavior. Travelers earning above RMB 50,000 post-tax per month consistently spend 2–3 times more per capita than lower income groups. This disparity is particularly pronounced in accommodation, shopping, and premium food & beverage. Millennials (aged 29–44) are the most commercially valuable generation, driving high conversion across categories. Gen Z travelers (aged 13–28) are more budget-sensitive and shape demand in beauty, fashion, and experiential retail; they also intensify brand influence through social media.

Travel format matters. Overnight visitors (especially those from non-Greater Bay Area, non-first-tier cities) exhibit higher income levels, a broader age distribution, and substantially greater spending intentions than same-day visitors. The latter group skews younger and travels with more functional objectives. They thus generate greater yield and are more open to discretionary experiences such as luxury shopping, extended lodging, and destination dining.







Segmented shopper profiles enable precision targeting. Luxury shoppers tend to be younger, wealthier, and more urban than other groups. They are usually strongly engaged across lodging, retail, and dining. Beauty shoppers, most of whom are mid-career Millennial women, highly value trust, service, and authenticity; such preferences make these visitors well-suited for curated retail experiences and loyalty programs. Family travelers may spend less per person; however, they offer scale, are active in multiple categories, and are more likely than others to return. This cohort therefore constitutes an important audience for bundled packages and family-oriented offerings.

Geographic origin signals engagement depth. Same-day visitors are predominantly from Greater Bay Area first-tier cities and favor frequent but low-intensity trips. Overnight visitors are increasingly coming from non-Greater Bay Area, non-first-tier cities; this group is characterized by rising affluence, strong aspirations, and greater per-trip yield. They also tend to stay longer, spend more, and interact with a wider range of services and experiences.

This analysis coincides with a pivotal moment: Hong Kong is under mounting pressure to revitalize its tourism-led consumption model. Regional peers, including emerging destinations in the Greater Bay Area and Southeast Asia, are swiftly enhancing their cultural, retail, and event offerings. Competition is hence expanding for volume and value. Hong Kong must also navigate shifting urban rhythms, climbing operating costs, and visitor expectations that have extended beyond transactional retail into lifestyle-led experiences. Reinvigorating the retail, dining, and hospitality ecosystems through thematic depth, localized engagement, and precise segmentation is no longer optional; it is imperative.

Meanwhile, Macau is transitioning beyond its gaming legacy. The city has launched a series of diversification initiatives centered on cultural heritage, live entertainment, and international sporting events. UNESCO World Heritage tourism, concert-driven traffic, and major sports fixtures now complement the city's casino appeal. These investments signal a pivot toward a more holistic leisure and lifestyle proposition—one that better matches the preferences of younger, experience-oriented travelers and the desires of a modern Chinese middle class.

In this evolving context, commercial opportunities lie in aligning infrastructure, marketing, and product offerings with high-yield visitor segments. Operators and policymakers need to respond to demand volume and its composition by accounting for visitor age, income, origin, and interest. Targeted campaigns, bundled travel offerings, and localized narratives will define the next phase of tourism growth in both cities.





As Hong Kong and Macau navigate an evolving tourism landscape understanding Mainland travelers' behavioral and demographic shifts is critical.



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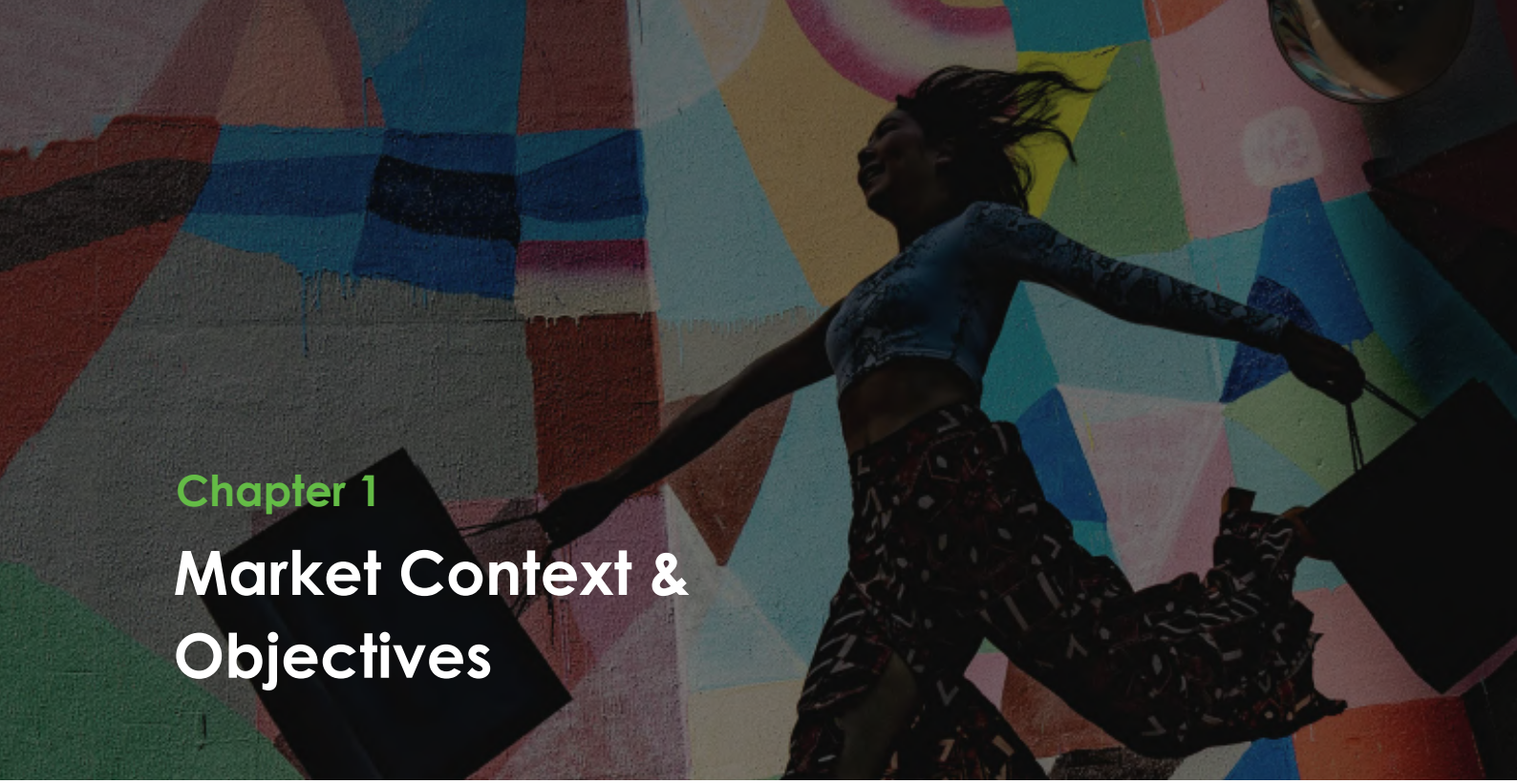
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Chapter 1

Market Context & Objectives

Hong Kong and Macau have historically served as key outbound destinations for Mainland Chinese travelers. However, the post-pandemic era has brought new structural and competitive challenges to both cities. Although cross-border mobility has resumed and visitor volume is recovering, the idea of success is being redefined by shifts in consumer behavior, economic fundamentals, and market expectations.

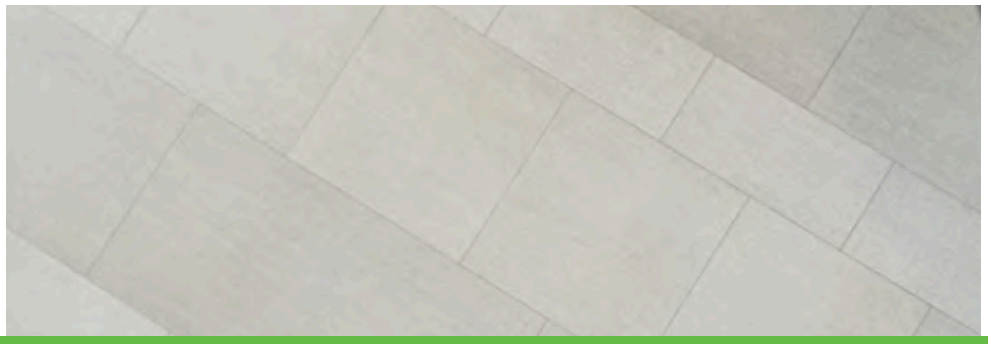
Despite a rebound in foot traffic, both total visitor arrivals and per capita tourist spending in Hong Kong remain below pre-pandemic levels[1,2]. This disparity is largely due to the rise of short-stay, budget-conscious travel and novel consumer expectations driven by digital influence, price sensitivity, and changing definitions of value. Macau's main objective is diversification; as gaming revenue stabilizes, the city is repositioning itself through non-gaming pillars such as culture-, retail-, and family-oriented experiences to reduce concentration risk and attract new traveler segments.

These market shifts are occurring against the backdrop of Mainland China's macroeconomic transition. Even with sustained pressure on household income and signs of downgraded consumption, travel is one of the few discretionary categories where consumers continue to spend[3]. Two elements support this resilience: 1) national policy, with tourism promotion being a core part of economic stimulus efforts; and 2) travel's lasting emotional and social value. For industry stakeholders, tourism is more than a path to short-term recovery; it is a platform for long-term consumer re-engagement and value creation.

[1] https://partnernet.hktb.com/india/en/research_statistics/tourism_statistics_database/index.html

[2] https://www.censtatd.gov.hk/en/web_table.html?id=650-80004

[3] https://data.stats.gov.cn/easyquery.htm?cn=C01&zb=A0K01&sj=2024





In this context, it is increasingly important to acknowledge the new dynamics of Chinese outbound travel (e.g., who visitors are, where they come from, what they prioritize, and how they spend).

This understanding is essential for capturing demand, fine-tuning offerings, and staying competitive across sectors.

This study was commissioned to fulfill the following aims:

1

Analyze inbound Mainland tourists' behavioral and consumption characteristics

2

Identify high-potential consumer segments by income, age, and travel type

3

Compare performance across Hong Kong and Macau, focusing on retail, food & beverage (F&B), and lodging

Chapter 2

Overview Of Method

This study employed a multi-phase, mixed-method design to examine Mainland Chinese visitors' consumption in Hong Kong and Macau. The approach combined exploratory qualitative research with large-scale quantitative validation, thus ensuring rich insight and analytical rigor.

The study began with social media mining and qualitative interviews to identify emerging consumer themes and to guide instrument design. More than 150,000 tourism-related posts from platforms such as Weibo, Xiaohongshu, and Ctrip were analyzed using natural language processing to discern sentiment trends and behavioral signals. 97 semi-structured interviews were next held with travelers and tourism stakeholders; the respondents gave firsthand opinions on motivations, service expectations, and experiential gaps. These early-stage findings laid the foundation for the questionnaire framework.

A structured survey instrument was developed to quantify behavioral and consumption patterns. The questionnaire covered demographic profiles, trip characteristics, category-level spending, and destination perceptions. It underwent two rounds of pilot testing: one with tourism research professionals to refine logic and clarity and another with public respondents to assess usability. A total of 193 pilot responses were collected and evaluated using exploratory factor analysis, which confirmed the instrument's validity. The final version included quality-control features such as attention checks, time tracking, and IP restrictions to ensure answers' authenticity.



The final survey was distributed virtually and in person. Online data was collected via a controlled snowball sampling method on WeChat, leveraging peer networks to reach recent Mainland travelers. Respondents were required to upload travel proof (e.g., immigration records, purchase receipts, or relevant social media posts) to verify their eligibility. Data quality was further guaranteed through technical restrictions and manual screening.

The onsite survey used intercept sampling at high-traffic locations in Hong Kong and Macau, including shopping areas near border crossings, major attractions, hotel lobbies, malls, and cross-boundary transit stops. Trained field staff approached visitors within designated areas, invited them to participate via tablet-based digital surveys, and conducted real-time validation of response completeness. This approach prioritized Greater Bay Area (GBA) travelers to strengthen regional representativeness.

In total, 4,053 valid responses were acquired, 4,003 of which were retained after cleaning. This expansive dataset was used to analyze travelers' profiles, motivations, and cross-category spending within Hong Kong and Macau.



Chapter 3

Tourists' Spending Patterns by Segment

This section discusses spending power and allocation within distinct tourist segments based on respondent surveys. By examining how different visitor types allot their budgets across accommodation, F&B, shopping, entertainment, and transport, this study identifies consumption patterns that can inform strategic decisions. Key segments include same-day vs. overnight visitors, star hotel guests, luxury shoppers, beauty shoppers, and family travelers.

3.1. Same-Day vs.Overnight Visitors

Overnight travel continues to dominate visitation patterns in Hong Kong and Macau, respectively accounting for 73.8% and 61.1% (Figure 1 and 3) of respondents in this research. Budget hotels remain the preferred accommodation type; more than half of overnight travelers surveyed in both cities opted for lower-cost lodging.



Same-Day vs.Overnight Visitors to Hong Kong

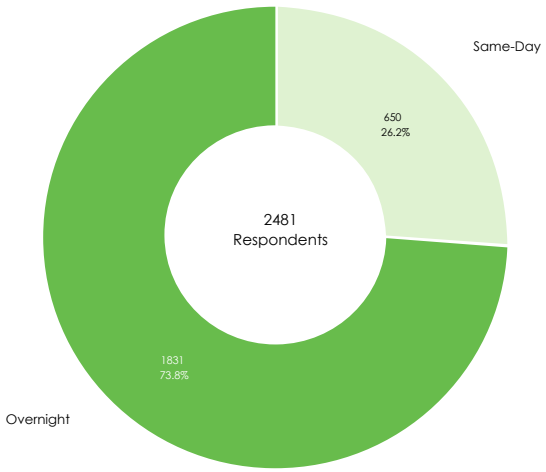


Figure 1

Accommodation Preference: Overnight Visitors in Hong Kong

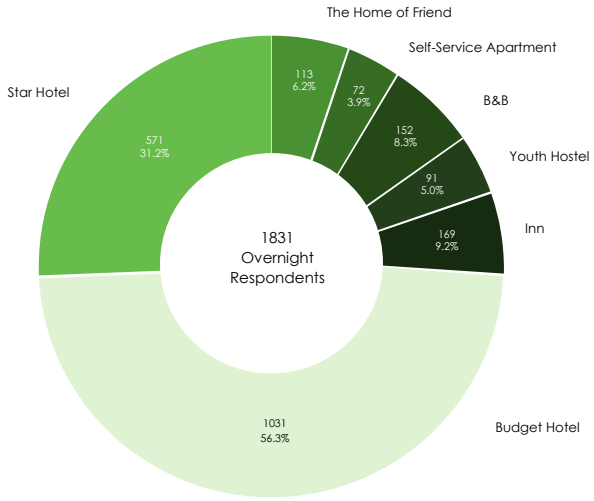


Figure 2

Same-Day vs.Overnight Visitors to Macau

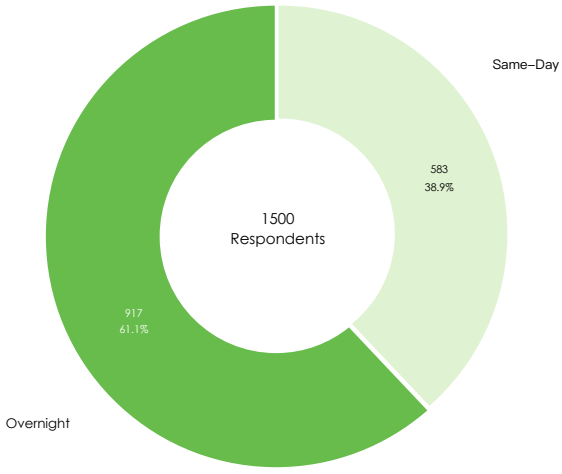


Figure 3

Accommodation Preference: Overnight Visitors in Macau

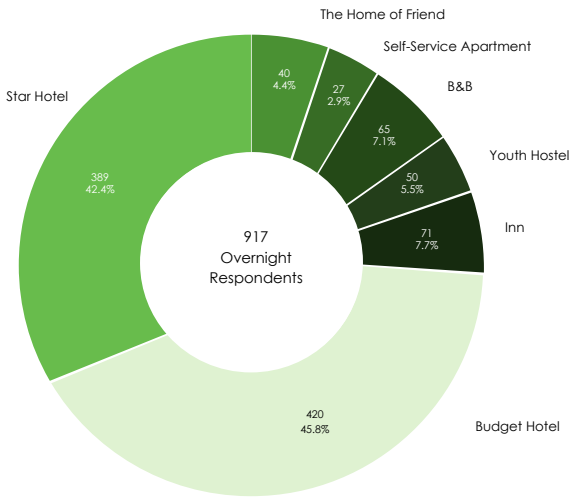


Figure 4



HONG KONG

Hong Kong's overnight segment holds clear commercial value, distinguished by broad geographic origins, high spending power, and varied accommodation preferences. Whereas 56.3% of overnight visitors chose budget hotels, 31.2% stayed at star-rated properties (Figure 2). This variation reflects price sensitivity in mass-market segments.

Lodging distribution was concentrated in major commercial districts. Tsim Sha Tsui, Mong Kok, Causeway Bay, and Central–Admiralty were most common, largely owing to their connectivity and dense retail zones. Peripheral areas such as Tuen Mun, Sha Tin, and Tung Chung were far less patronized. Their underutilization suggests a potential for decentralization and new lodging development (Figure 5).

These core districts serve as lodging hubs and align with popular shopping destinations, hence their appeal to tourists. The overlap between sought-after accommodation areas and retail hotspots (e.g., Tsim Sha Tsui, Mong Kok, Causeway Bay, and Central–Admiralty) highlights the synergy between accessibility, commercial vibrancy, and visitor preferences.

Lodging & Shopping Location Distribution
(Central and Western · Wan Chai · Kowloon City · Yau Tsim Mong)

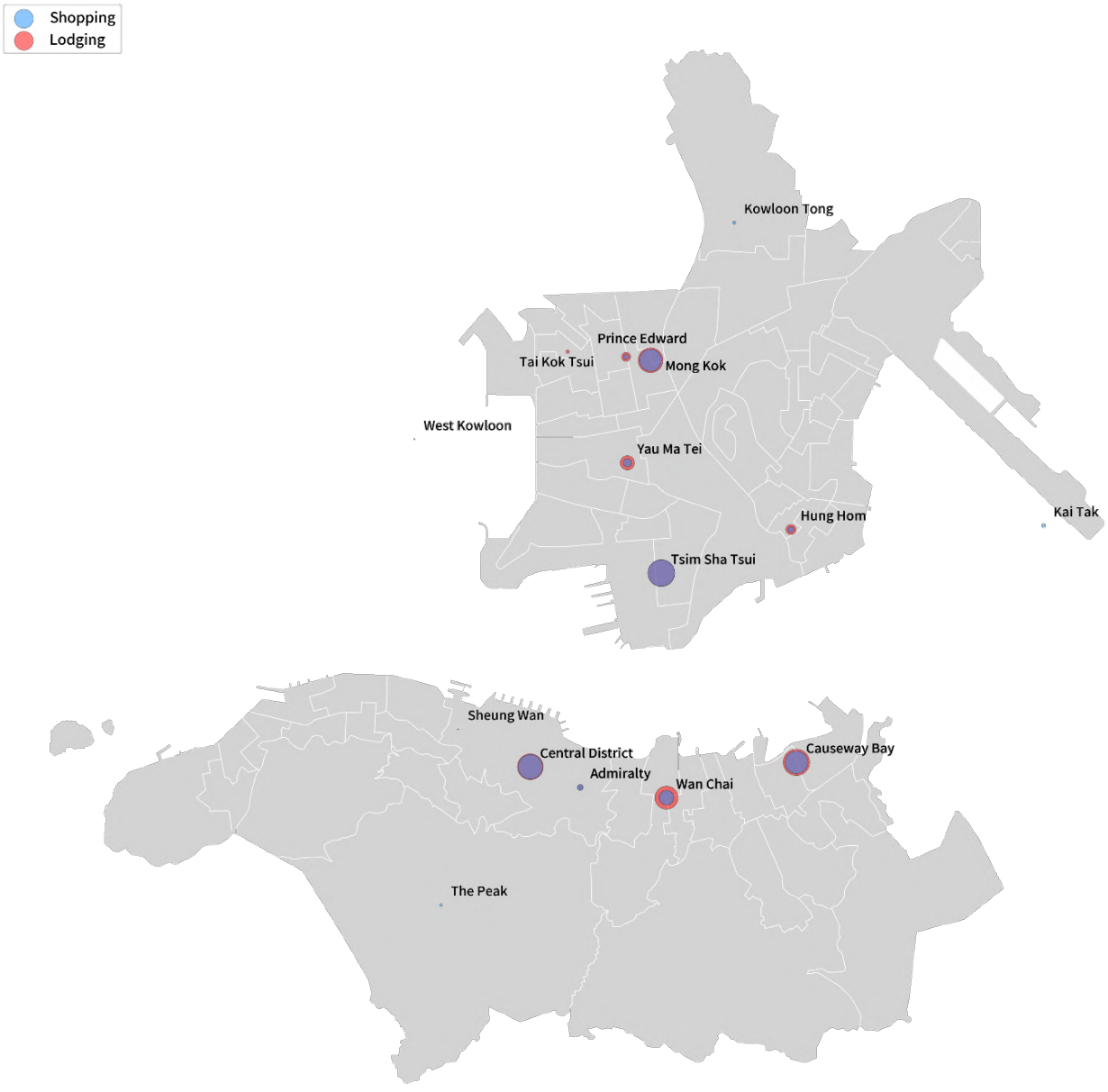


Figure 5



Trip type closely correlated with visitor origin in this study. Same-day travelers were highly concentrated in GBA first-tier cities (68.2%), whereas overnight visitors were more broadly dispersed: 47.6% originated from non-GBA, non-first-tier cities (Figures 6 and 7). This pattern points to Hong Kong's pull among longer-haul travelers from less frequently tapped urban markets, a segment with higher per-trip economic contributions (Table 1 and 2).

Regional Distrubution among Same-Day Visitors

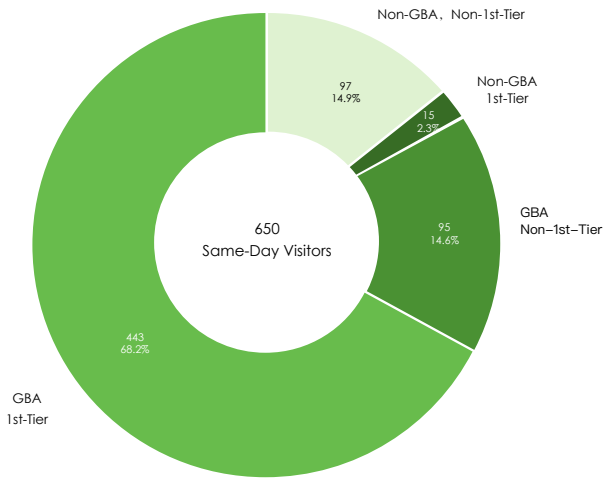


Figure 6

Regional Distribution among Overnight Visitors

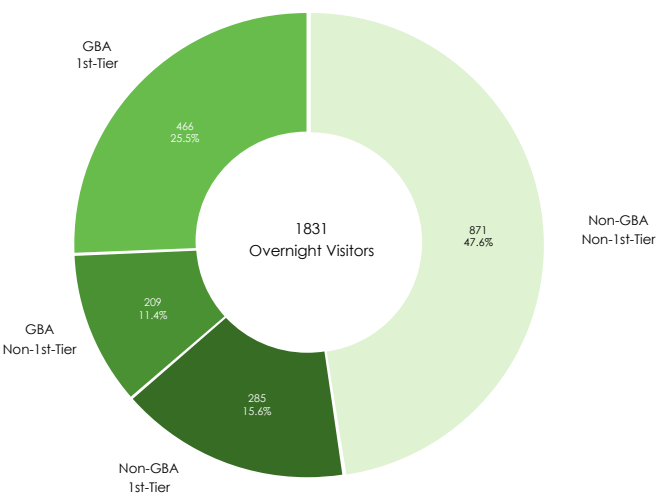


Figure 7

Median Individual Expenditure of Same-Day Visitors to Hong Kong by Region and City Tier

Region & City Tier	GBA, 1st-Tier	GBA, Non-1st-Tier	Non-GBA, 1st-Tier	Non-GBA, Non-1st-Tier
Accommodation	0	0	0	0
Shopping	250	350	300	250
Local Transportation	100	100	300	100
Food & Beverage	200	240	312.5	300
Ticket	0	0	105	42.5
Other	20	25	0	12.5

Table 1

Median Individual Expenditure of Overnight Visitors to Hong Kong by Region and City Tier

Region & City Tier	GBA, 1st-Tier	GBA, Non-1st-Tier	Non-GBA, 1st-Tier	Non-GBA, Non-1st-Tier
Accommodation	750	800	1800	1050
Shopping	750	1000	1500	800
Local Transportation	208.12	300	600	400
Food & Beverage	500	500	1500	1000
Ticket	200	250	793.1	450
Other	150	133.33	600	300

Table 2



Demographic and income segmentation revealed sharp contrasts in visitor composition and spending behavior between same-day and overnight travelers. Same-day visitors were predominantly young and mid-income: over 50% were between 18 and 30 years old, and more than half earned between RMB 10,001 and 30,000 per month (Figures 8 and 10). The overnight segment exhibited greater income diversity and a slightly younger profile, with nearly 59% aged 18–30 but with a much larger share (47.8%) earning more than RMB 30,000 monthly (Figures 9 and 11).

Age Range Distribution (Same-Day Visitors)

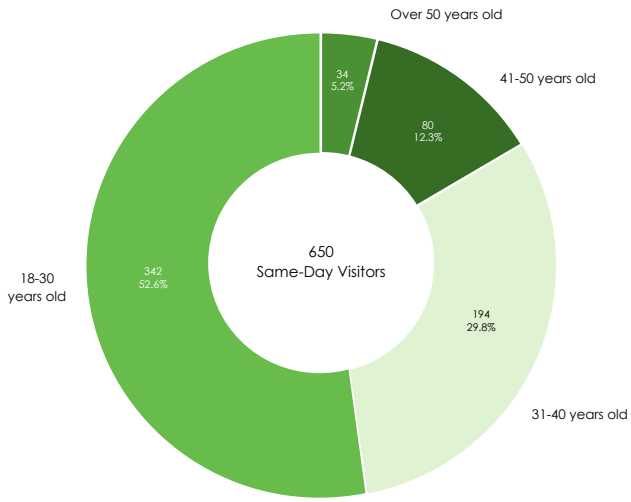


Figure 8

Age Range Distribution (Overnight Vistors)

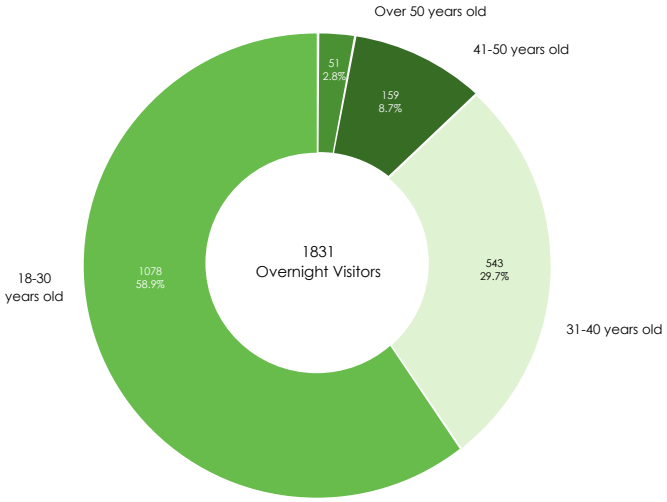


Figure 9

Net Monthly Income Distribution (Same-Day Visitors)

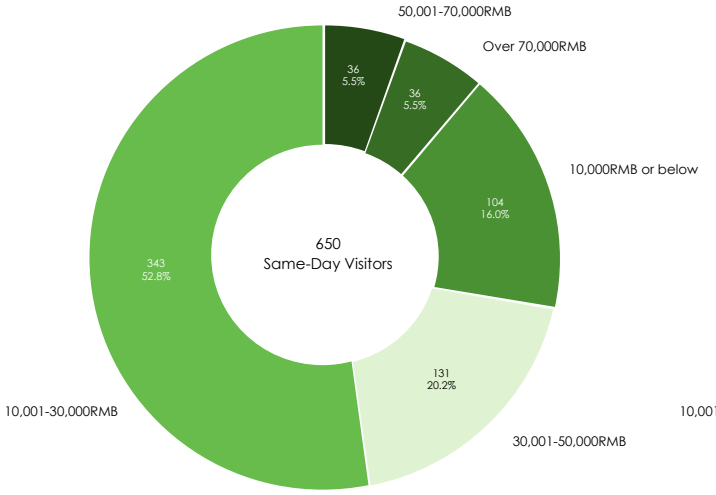


Figure 10

Net Monthly Income Distribution (Overnight Visitors)

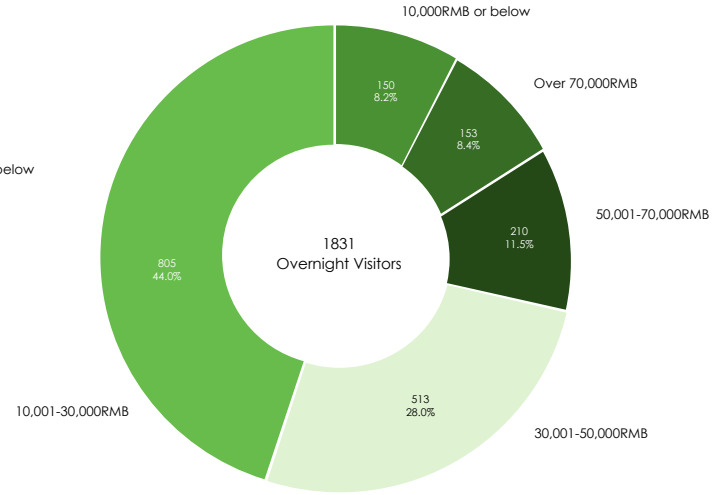


Figure 11

Income strongly corresponded to spending. The median individual shopping expenditure among overnight visitors rose from RMB 700 in the RMB 10,001–30,000 income group to RMB 2,100 for those earning above RMB 70,000. The same trend applied to accommodation, food and beverage, and ticket spending, indicating a pronounced multiplier effect as income increases (Table 3).

Same-day travelers spent more conservatively across all categories and displayed flatter growth in expenditure along income bands (Table 4).

Median Individual Expenditure of Overnight Visitors to Hong Kong by Income Level

Post-Tax Monthly Household Income	10,000 RMB or below	10,001-30,000 RMB	30,001-50,000 RMB	50,001-70,000 RMB	Over 70,000 RMB
Accommodation	775	900	1200	1162.5	3000
Shopping	668.33	700	1000	1000	2100
Local Transportation	300	300	400	500	750
Food & Beverage	505	690	1000	1200	2000
Ticket	250	312.5	425	600	1060
Other	217.5	200	300	448.33	800

Table 3

Median Individual Expenditure of Same-Day Visitors to Hong Kong by Income Level

Post-Tax Monthly Household Income	10,000 RMB or below	10,001-30,000 RMB	30,001-50,000 RMB	50,001-70,000 RMB	Over 70,000 RMB
Accommodation	0	0	0	0	0
Shopping	150	250	300	500	500
Local Transportation	85	100	105	140	155
Food & Beverage	150	200	250	300	500
Ticket	0	0	0	0	0
Other	30	0	30	65	25

Table 4



Age also played a defining role. Among overnight visitors, those aged 31–40 consistently led in spending across lodging, shopping, and F&B (respective median totals: RMB 1,000, RMB 1,000, and RMB 900). They even outperformed older cohorts (Table 5).

Meanwhile, same-day visitors aged 30 and above spent notably more on shopping than their younger peers (Table 6) but were restrained overall given their trips' time-bound nature.

Median Individual Expenditure of Overnight Visitors to Hong Kong by Age Range

Age Range	18-30 years old	31-40 years old	41-50 years old	Over 50 years old
Accommodation	1000	1000	970	1000
Shopping	800	1000	1000	1000
Local Transportation	400	336	300	250
Food & Beverage	855	900	666.67	556
Ticket	400	475	250	250
Other	300	240	200	150

Table 5

Median Individual Expenditure of Same-Day Visitors to Hong Kong by Age Range

Age Range	18-30 years old	31-40 years old	41-50 years old	Over 50 years old
Accommodation	0	0	0	0
Shopping	200	333.33	350	950
Local Transportation	100	100	113.33	93
Food & Beverage	200	236.67	205	316.67
Ticket	0	0	0	0
Other	5.75	49	45	8.33

Table 6

Travel types suggested various levels of commercial value. Business travelers, despite representing only 2.8% of overnight visitors, had the highest median individual expenditure (Figure 13 and Table 7). Their premium preferences were evident across all categories, including accommodation (RMB 2,000), shopping (RMB 1,500), and F&B (RMB 1,200). This group possesses strategic importance for high-end service and retail operators.

Those visiting with friends reported the second-highest median individual expenditure, surpassing couples and families through particularly generous spending on accommodation (RMB 1,260), shopping (RMB 1,000), and F&B (RMB 1,000).

Solo travelers, comprising 23.4% of the overnight cohort, showed robust engagement across experience-led and retail categories; shopping, F&B, and local transport contributed to their elevated spend.



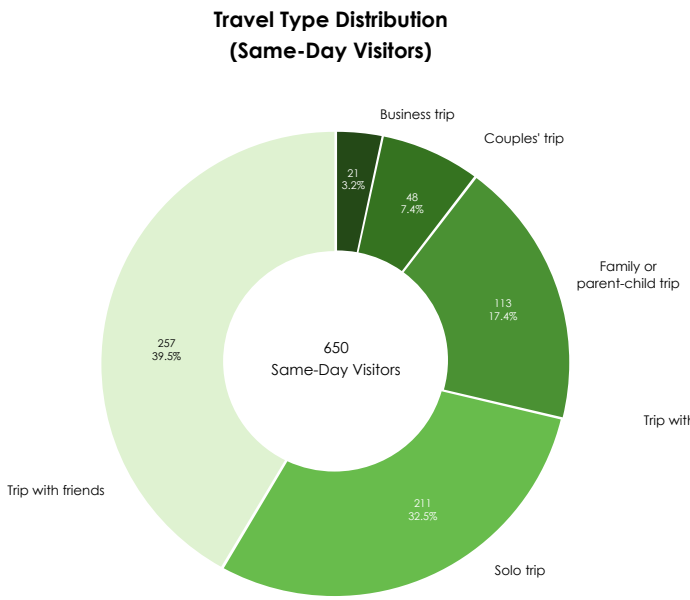


Figure 12

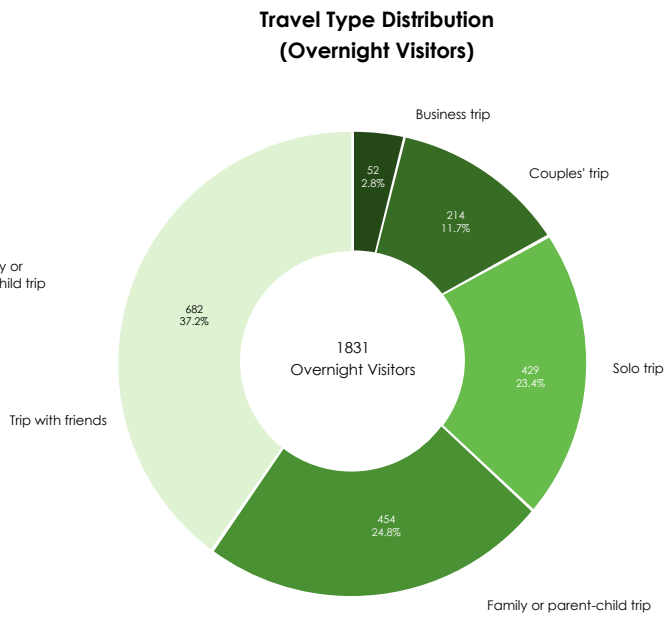


Figure 13

Median Individual Expenditure of Overnight Visitors to Hong Kong by Travel Type

Travel Type	Solo trip	Trip with friends	Couples' trip	Family or parent-child trip	Business trip
Accommodation	1200	1260	980.15	666.67	2000
Shopping	1000	1000	887.5	545	1500
Local Transportation	480	500	250	200	500
Food & Beverage	1000	1000	800	500	1200
Ticket	500	500	375	286.86	500
Other	260	400	250	150	455

Table 7

Median Individual Expenditure of Same-Day Visitors to Hong Kong by Travel Type

Travel Type	Solo trip	Trip with friends	Couples' trip	Family or parent-child trip	Business trip
Accommodation	0	0	0	0	0
Shopping	400	280	150	200	200
Local Transportation	110	100	77.5	80	100
Food & Beverage	240	250	150	146.67	140
Ticket	0	0	0	0	0
Other	30	0	11.25	50	0

Table 8

Overnight travelers also engaged more consistently with retail; only 3.7% reported making no purchases (vs. 12.9% of same-day visitors). Beauty and skincare products constituted the top category for both, with stronger engagement among overnight tourists (46.7% vs. 41.8%).

Specialty foods followed closely behind (43.0% vs. 34.8%) and implied a leisure- and gifting-oriented mindset. Souvenirs and mass-market apparel saw noticeably higher uptake among overnight guests. Apparel purchases nearly doubled (32.5% vs. 17.2%), and souvenir purchases jumped to 38.7% (vs. 16.5%). Health supplements dominated among same-day travelers (41.8%) but fell to 27.7% for overnighters, suggesting more functional purchase behavior among short-stay visitors. Notably, 17.3% of overnight visitors purchased luxury or premium goods compared to just 3.2% of same-day travelers. Higher engagement was also observed across electronics, gaming, and alcohol/tobacco. Longer stays thus appear to drive deeper, broader retail activity.



Macau

Macau's overnight visitors represent a commercially compelling segment defined by regional diversity, younger ages, and distinctive consumption patterns. Lodging is generally concentrated in the Peninsula and Taipa, with Cotai and the Cotai Strip capturing demand for resort experiences. The Peninsula is especially appreciated for its centrality and affordability, whereas Cotai caters to higher-spending leisure travelers.

Visitor origin was found to diversify with trip type. Same-day visitors in this study were heavily concentrated in the GBA, with 46.1% coming from first-tier cities and 41.2% from non-first-tier cities (Figure 14). By contrast, 43.1% of overnight guests originated from areas outside the GBA and first-tier cities (Figure 15). This difference suggests a wider geographic reach and these travelers' willingness to invest time and money in their trips.

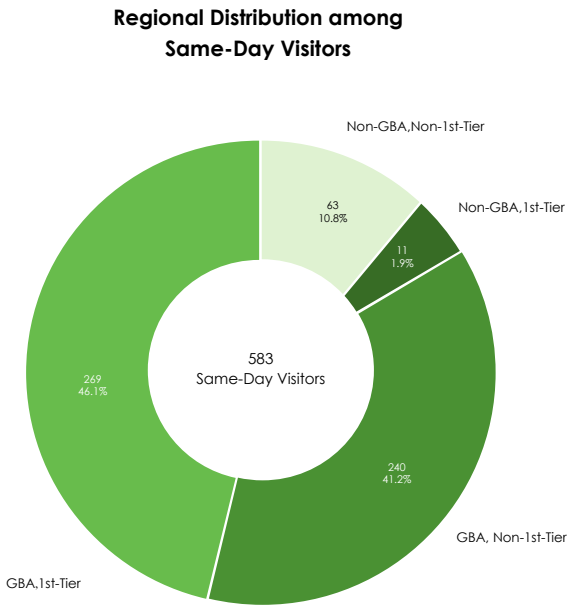


Figure 14

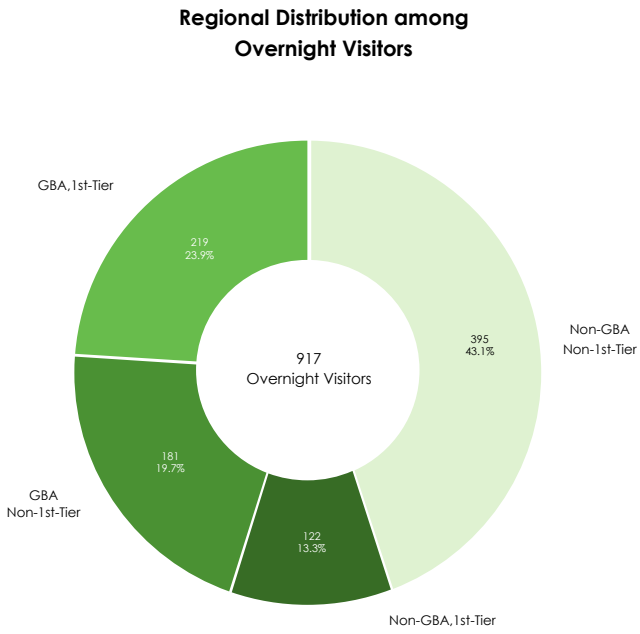


Figure 15

Spending data was starkly stratified. Visitors from first-tier cities outside the GBA had the highest median expenditures across key categories, namely lodging (RMB 1,000) and F&B (RMB 775). Visitors from the GBA typically spent less across all categories, except for shopping among travelers from non-first-tier cities (Table 9). This reduction likely corresponded to briefer stays and a lower sense of novelty.

Median Individual Expenditure of Overnight Visitors to Macau by Region and City Tier

Region & City Tier	GBA, 1st-Tier	GBA, Non-1st-Tier	Non-GBA, 1st-Tier	Non-GBA, Non-1st-Tier
Accommodation	600	640	1000	900
Shopping	600	1000	918.75	750
Local Transportation	133.33	100	300	300
Food & Beverage	500	500	775	750
Ticket	14.29	0	300	300
Other	100	120	290	227.5

Table 9

Income was a powerful determinant of travel behavior. Earning levels and spending intensity were particularly connected among overnight visitors. Both overnight and same-day segments were anchored in the RMB 10,001–30,000 monthly income group (42.0% and 50.9%, respectively). However, many overnight visitors occupied higher income brackets as well: 21.0% reported earning more than RMB 50,000 compared to only 13.6% of same-day travelers (Figure 16 and 17). The overnight segment thus demonstrated a more affluent profile.

Net Monthly Income Distribution (Same-Day Visitors)

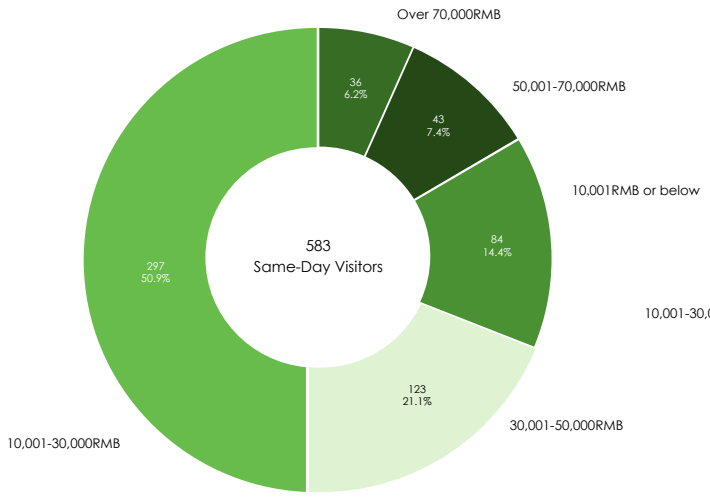


Figure 16

Net Monthly Income Distribution (Overnight Vistors)

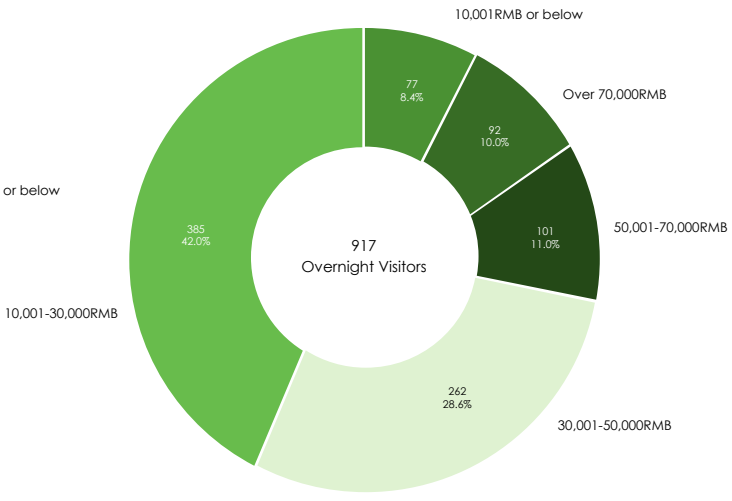


Figure 17



These income differentials directly transferred to per capita spending. Overnight visitors earning between RMB 50,001 and 70,000 reported the highest median expenditure across key categories, including RMB 1,300 for accommodation, RMB 1,750 for shopping, and RMB 1,000 for F&B. Interestingly, even though the over-RMB 70,000 group comprised the top income tier, their median spend was comparatively conservative (Table 10).

Median Individual Expenditure of Overnight Visitors to Macau by Income Level

Post-Tax Monthly Household Income	10,000 RMB or below	10,001-30,000 RMB	30,001-50,000 RMB	50,001-70,000 RMB	Over 70,000 RMB
Accommodation	500	800	900	1300	666.67
Shopping	350	600	1000	1750	1000
Local Transportation	100	200	250	345	245
Food & Beverage	333.33	520	750	1000	629.17
Ticket	0	140	150	500	200
Other	83.33	200	175	333.33	56

Table 10

Same-day visitor spending was modest but still tied to income. Individuals earning RMB 50,001–70,000 spent a median of RMB 700 on shopping, more than twice that of lower-income groups (Table 11). However, minimal outlay on accommodation and flat spending across food and transport typified a functional travel pattern with few opportunities for incremental revenue.

Median Individual Expenditure of Same-Day Visitors to Macau by Income Level

Post-Tax Monthly Household Income	10,000 RMB or below	10,001-30,000 RMB	30,001-50,000 RMB	50,001-70,000 RMB	Over 70,000 RMB
Accommodation	0	0	0	0	0
Shopping	300	400	600	700	550
Local Transportation	30	45	50	70	35
Food & Beverage	200	200	300	300	300
Ticket	0	0	0	0	0
Other	25	0	0	25	12.5

Table 11

Travel type serves as a useful lens for commercial segmentation in Macau (Figure 18 and 19). Trips with friends and family, respectively, dominated this study's sample in terms of volume (48.9% and 24.5% of same-day visitors; 39.6% and 31.1% of overnight visitors).

Travel Type Distribution (Same-Day Visitors)

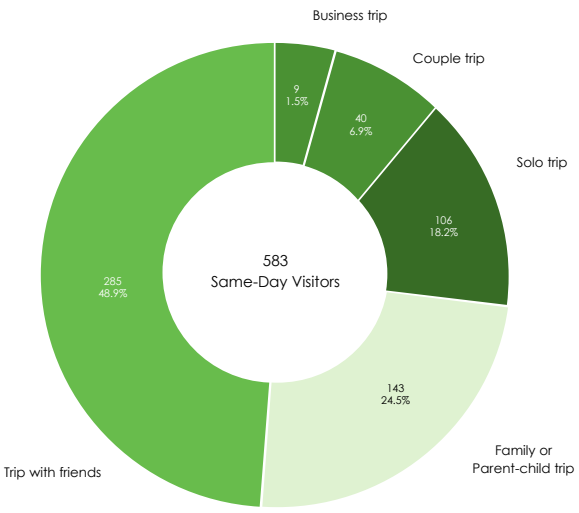


Figure 18

Travel Type Distribution (Overnight Visitors)

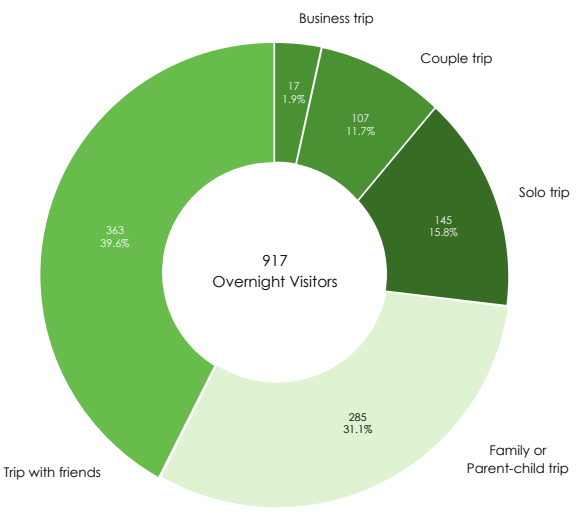


Figure 19

Median Individual Expenditure of Overnight Visitors to Macau by Travel Type

Travel Type	Solo trip	Trip with friends	Couples' trip	Family or parent-child trip	Business trip
Accommodation	1049.85	1000	625	500	1800
Shopping	1000	1000	550	500	1200
Local Transportation	300	300	150	100	300
Food & Beverage	900	900	500	400	1200
Ticket	300	210	125	66.67	90
Other	300	200	210	75	300

Table 12

The absence of accommodation spend among same-day visitors compressed overall outlay, yet friend and solo travelers continued to lead in retail-driven conversion (Table 13). These day-trippers were still strong contributors to quick-turn retail despite their minimal spend on tickets and lodging.

Median Individual Expenditure of Same-Day Visitors to Macau by Travel Type

Travel Type	Solo trip	Trip with friends	Couples' trip	Family or parent-child trip	Business trip
Accommodation	0	0	0	0	0
Shopping	500	600	162.5	250	500
Local Transportation	75	50	50	25	100
Food & Beverage	300	300	150	133.33	100
Ticket	0	0	0	0	50
Other	22.5	0	0	0.33	143

Table 13

Product preferences further justify this segment's commercial value. The most purchased items included specialty foods (54.4%), beauty products (47.9%), and souvenirs (38.1%). Engagement with luxury retail was significantly higher among overnight visitors at 17.0% compared to just 3.1% for same-day travelers.
Only 3.2% of overnight guests made no purchases (vs. 9.3% of same-day visitors). This contrast demonstrates a sharp difference in engagement depth.

3.2. Star Hotel Visitors

Hong Kong

Visitors exclusively staying in star hotels ("StarOnly") within Hong Kong were distinct from other overnight travelers ("OvernightOthers"), namely in terms of income, origin, and age.

StarOnly travelers tended to be older and more affluent. Nearly one-third (33%) reported a post-tax monthly household income exceeding RMB 50,000. A considerable proportion, 16.7%, disclosed earning more than RMB 70,000—nearly three times the percentage among OvernightOthers. The latter group's income mainly fell below the RMB 30,000 threshold, highlighting a sizable divide in spending capacity (Table 14).

Income Level Distribution of Star Hotel Guests vs. Other Overnight Visitors to Hong Kong

Post-Tax Monthly Household Income	StarOnly	OvernightOthers	Diff (StarOnly - OvernightOthers)
10,000 RMB or below	4.20%	9.30%	-5.10%
10,001-30,000 RMB	30.40%	47.80%	-17.40%
30,001-50,000 RMB	32.90%	26.60%	6.30%
50,001-70,000 RMB	15.70%	10.30%	5.40%
Over 70,000 RMB	16.70%	6.00%	10.70%

Table 14

Age distribution reinforced this segmentation. StarOnly guests were more likely to be in the early- to mid-career stages, with a notable concentration in people aged 31–40 (Table 15).
By comparison, more than 60% of OvernightOthers were between 18 and 30 years old, exemplifying a younger and more budget-conscious traveler base.

Age Group Distribution of Star Hotel Guests vs. Other Overnight Travelers Visiting Hong Kong

Age Range	StarOnly	OvernightOthers	Diff (StarOnly - OvernightOthers)
18-30 years old	52.10%	60.80%	-8.70%
31-40 years old	35.40%	28%	7.40%
41-50 years old	10.70%	8.10%	2.60%
Over 50 years old	1.70%	3.10%	-1.40%

Table 15

Geographic origin also sets these two segments apart. More than 73.6% of StarOnly visitors arrived from outside the GBA compared to 60.2% of OvernightOthers (Table 16). Long-distance travelers, who usually visit less often, seemed more inclined to prioritize comfort and experience through premium accommodations. Guangdong stood out as the largest origin province by volume followed by Beijing, Zhejiang, and Shanghai.

Region Distribution of Star Hotel Guests vs. Other Overnight Travelers Visiting Hong Kong

Region	StarOnly	OvernightOthers	Diff (StarOnly - OvernightOthers)
GBA	26.40%	39.80%	-13.40%
Non-GBA	73.60%	60.20%	13.40%

Table 16

Spending behavior contextualized variation in income and demographics as well (Table 17). StarOnly guests reported higher median per capita spending across all major categories. Income was a core driver of this group's spending intensity. Visitors earning more than RMB 70,000 had a median accommodation spend of RMB 5,000. This rate was roughly four times that of lower-income StarOnly guests, whose median spend equaled RMB 1,333. Similar disparities accompanied F&B (RMB 5,000 vs. RMB 800) and shopping (RMB 6,000 vs. RMB 720), signaling greater financial capacity and a broader consumption mindset.



Category-Wise Median Individual Spending of Star Hotel and Other Overnight Visitors to Hong Kong

Median Individual Expenditure	StarOnly	OvernightOthers
Accommodation	1600	972.5
Shopping	1500	800
Local Transportation	500	300
Food & Beverage	1200	750
Ticket	600	350
Other	300	250

Table 17

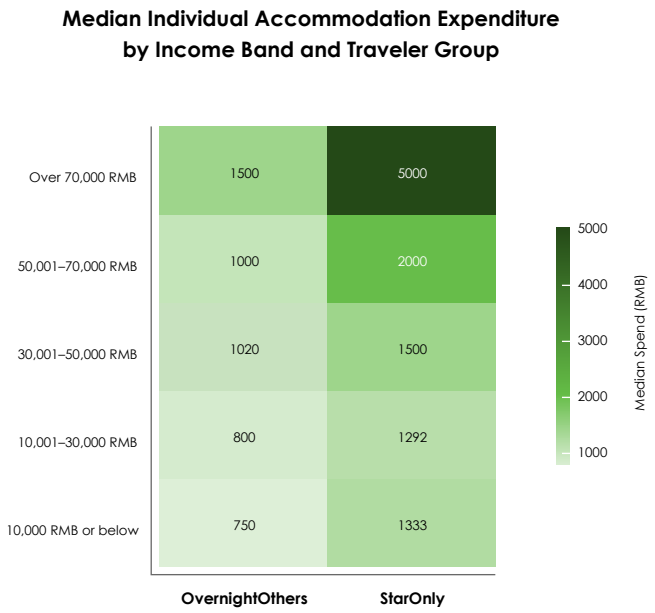


Figure 20

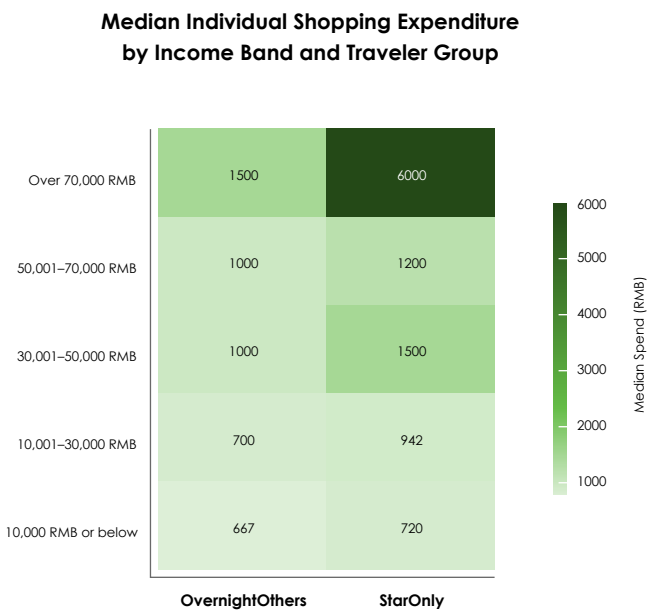


Figure 21

Shopping behavior differed drastically among the highest-income StarOnly travelers, with a small "super spender" segment skewing the overall average. This group is especially relevant to premium retail operators targeting high-yield customers (Figure 21). StarOnly guests constantly outspent their OvernightOthers counterparts on lodging across all income levels; the gap was most pronounced at higher income tiers (Figure 20). This pattern illustrates the compounding effects of income and accommodation choice on total travel expenditure. It also reinforces the strategic value of attracting premium hotel guests.

Macau

The StarOnly segment had a similarly varied profile in Macau, particularly for income and age. Gender distribution was consistent across groups: women represented 60.0% of StarOnly guests and 58.6% of OvernightOthers.

StarOnly visitors tended to be older (Table 18), as evidenced by a smaller 18–30 age bracket (42.4% vs. 53.3%) and a larger 31–40 age bracket (35.8% vs. 28.4%). This division implies a cohort in more stable life stages; its members hold greater purchasing power and intend to spend on comfort and quality.

Age Group Distribution of Star Hotel Guests vs. Other Overnight Travelers Visiting Macau

Age Range	StarOnly	OvernightOthers	Diff (StarOnly - OvernightOthers)
18-30 years old	42.40%	53.30%	-10.90%
31-40 years old	35.80%	28.40%	7.40%
41-50 years old	14.90%	10.50%	4.40%
Over 50 years old	6.90%	7.90%	-1.00%

Table 18

The sample's income distribution supports this assumption. StarOnly travelers were more likely to fall in the RMB 30,001–50,000 income band (34.9% vs. 24.9%) and less likely to earn under RMB 10,000 (5.7% vs. 10.0%). The mid- to upper-income consumer profile was therefore predominant (Table 19).

Income Level Distribution of Star Hotel Guests and Other Overnight Visitors to Macau

Post-Tax Monthly Household Income	StarOnly	OvernightOthers	Diff (StarOnly - OvernightOthers)
10,000 RMB or below	5.70%	10.00%	-4.30%
10,001-30,000 RMB	37.30%	44.70%	-7.40%
30,001-50,000 RMB	34.90%	24.90%	10.00%
50,001-70,000 RMB	11.30%	10.80%	0.50%
Over 70,000 RMB	10.70%	9.60%	1.10%

Table 19

Geographically, the split between visitors of GBA and non-GBA origin was largely stable for the StarOnly and OvernightOthers groups. About 45.1% of StarOnly travelers came from GBA cities, mirroring the broader overnight population. Geographic origin thus appears less predictive of accommodation choice in Macau than income or life stage.

From a commercial perspective, Macau's StarOnly travelers constitute a promising audience for upscale hospitality, retail, and dining sectors. These travelers' spending profile reinforces this potential: median per capita spend on accommodation reached RMB 1,000 (vs. RMB 700 for OvernightOthers). Greater distinctions accompanied shopping (RMB 1,000 vs. RMB 667) and F&B (RMB 750 vs. RMB 600), indicating higher spending intentions and capacity (Table 20).

Category-Wise Median Individual Spending of Star Hotel and Other Overnight Visitors to Macau

Median Individual Expenditure	StarOnly	OvernightOthers
Accommodation	1000	700
Shopping	1000	666.67
Local Transportation	200	200
Food & Beverage	750	600
Ticket	80	200
Other	200	175

Table 20

This pattern held across discretionary categories, such as tickets and other non-essential expenses. Local transportation spend was comparable; however, StarOnly guests engaged more in Macau's non-gaming economy overall. This segment also exhibited income-driven spending stratification. Accommodation spend increased progressively with income, peaking at RMB 1,950 among visitors earning RMB 50,001–70,000. Shopping and dining expenditures rose across income tiers as well. Peak engagement was seen in the RMB 30,001–70,000 bracket, substantiating this group's role in driving premium non-gaming revenue.

In summary, StarOnly visitors to Hong Kong and Macau are generally older, more affluent, and more commercially engaged than other travelers. Their presence brings high-value opportunities across lodging, retail, and dining. Promotional strategies should prioritize trust, experience, and value alignment across consumer touchpoints.



3.3 Luxury Shoppers

Hong Kong

Among surveyed visitors to Hong Kong, 13.6% (n = 337) were identified as luxury shoppers; the remaining 86.4% (n = 2,144) fell into the non-luxury shopper segment. Luxury shoppers visiting Hong Kong had a unique demographic and behavioral profile marked by higher income, younger age, and stronger representation from first-tier cities beyond the GBA.

More than one-third reported a post-tax monthly household income exceeding RMB 50,000, and nearly 14% earned more than RMB 70,000. This purchasing power set them apart from the general overnight visitor population. Most (62.3%) were between 18 and 30 years old, with a median age of 29. This group was also significantly younger than non-luxury shoppers. The next generation of urban travelers increasingly leads high-end consumption as such.

Geographically, luxury shoppers were more likely to come from outside the GBA and from first-tier cities. The share of non-GBA visitors was 23.9 percentage points higher than among non-luxury travelers, and first-tier city representation was slightly elevated.

Luxury shoppers were more highly educated as well. Over 80% held a bachelor's degree or higher, including 72.4% with undergraduate degrees and 11.6% with postgraduate qualifications. The proportion was smaller among non-luxury shoppers at 63.8%. The latter consumer base is hence apt to be more discerning, digitally savvy, and selective with their purchases. Occupational patterns further distinguished luxury shoppers. They were more often freelancers, self-employed, or civil servants. These roles suggest relative autonomy, flexible schedules, and stable income. The share of corporate employees was a bit lower, pointing to a shift toward entrepreneurial or lifestyle-driven career paths within this segment.

Luxury shoppers consistently outspent their non-luxury counterparts in all major categories. Median accommodation expenditure reached RMB 1,500, three times that of non-luxury visitors, and aligned with luxury shoppers' clear preference for star hotels. Median shopping expenditure stood at RMB 2,400—more than four times the RMB 581.37 that non-luxury shoppers reported. Luxury shoppers also allocated much more to F&B (RMB 1,500 vs. RMB 500), local transport (RMB 600 vs. RMB 250), and round-trip transportation to Hong Kong (RMB 1,200 vs. RMB 400). Similar gaps applied to ticket purchases and other categories.
These shoppers expressed preferences across shopping categories, with higher selection rates for beauty and skincare products (53.4% vs. 44.2%), electronics (19.6% vs. 11.5%), and clothing and footwear (32.6% vs. 27.8%) compared to their non-luxury counterparts. Categories such as anime and gaming merchandise (14.5% vs. 11.6%) and alcohol and tobacco products (12.8% vs. 10.7%) also showed moderate uplifts. Luxury shoppers engaged less with certain functional segments, such as medicines and health supplements (21.1% vs. 33.0%) and specialty foods (36.5% vs. 41.6%). The two groups' shopping priorities therefore diverged.



Shopping Category Selection Rates: Luxury vs. Non-Luxury Shoppers Visiting Hong Kong

Other Shopping Category	Luxury Shoppers Selection Rate (%)	Non-Luxury Shoppers Selection Rate (%)	Rate Difference (%) (Luxury - Non Luxury)
Medicines and health supplements	21.1	33.0	-11.9
Specialty foods	36.5	41.6	-5.1
Souvenirs	34.4	32.6	1.8
Alcohol and tobacco products	12.8	10.7	2.1
Anime and gaming merchandise	14.5	11.6	2.9
Clothing and footwear (mass-market)	32.6	27.8	4.8
Electronic products	19.6	11.5	8.1
Beauty and skincare products (mass-market)	53.4	44.2	9.2

Table 21

These findings accentuate luxury shoppers' strategic value as high-spending retail consumers and as general contributors to Hong Kong's tourism economy (i.e., through deeper engagement with dining, mobility, and entertainment).

Macau

Within the Macau visitor cohort, 11.6% (n = 174) qualified as luxury shoppers, while the remaining 88.4% (n = 1,326) were non-luxury shoppers. Luxury shoppers visiting Macau were younger, wealthier, and more regionally diverse than their non-luxury counterparts. The luxury segment also displayed far stronger spending behavior.

Demographically, more than half of Macau's luxury shoppers were below age 30. They were nearly two years younger than non-luxury shoppers on average. The 31–40 cohort was also prominent, suggesting that early-career professionals with rising spending power represent most of this segment. These shoppers had high educational attainment: close to 70% had completed at least a bachelor's degree, and a greater share held postgraduate qualifications.

Income data further highlight their purchasing capacity. The majority of luxury shoppers occupied mid- to high-income brackets; the proportion earning more than RMB 50,000 was almost twice that of the non-luxury group. Meanwhile, fewer fell into the lowest income tier. Luxury shoppers were more likely to be self-employed or civil servants and less likely to be students or retirees. These attributes support their financially autonomous and lifestyle-flexible profile.

Geographically, luxury shoppers more often came from outside the GBA and from non-first-tier cities. A large subset originated from non-GBA, non-top-tier markets. Aspirational consumers from emerging regions, rather than traditional metropolitan elites, seem to be shaping this segment.

Accommodation behavior is a strong indicator of intent. Nearly 60% of surveyed luxury shoppers stated that they stayed in star hotels (vs. just over 20% of non-luxury shoppers). Their tendency to stay overnight rather than return the same day was also much higher than in the non-luxury group, signaling a preference for immersive and experience-led travel.

Spending habits underlined this segment's commercial weight. Their median individual expenditure was 3–5 times higher across shopping, accommodation, F&B, and long-distance transport categories (Table 22). These gaps, which were substantial and consistent, solidify luxury shoppers' contributions to Macau's non-gaming economy.

Median Individual Spending by Category: Luxury vs. Non-Luxury Shoppers Visiting Macau

Median Individual Expenditure	Luxury Shoppers	Non-Luxury Shoppers
Accommodation	1087.5	217.7
Round-trip Transportation	566.9	200
Shopping	2000	500
Local Transportation	300	100
Food & Beverage	1000	400
Ticket	200	0
Other	300	83.33

Table 22

In addition, their purchases were not confined to luxury goods: luxury shoppers were significantly more active in categories such as skincare, mass-market fashion, and electronics. For example, they were over 10 percentage points more likely than non-luxury shoppers to purchase beauty products and fashion apparel (Table 23). This multi-layered consumption mindset combines practicality, brand awareness, and value sensitivity, positioning luxury shoppers as a high-value target for premium and mainstream companies.

Shopping Category Selection Rates: Luxury vs. Non-Luxury Shoppers Visiting Macau

Other Shopping Category	Luxury Shoppers Selection Rate (%)	Non-Luxury Shoppers Selection Rate (%)	Rate Difference (%) (Luxury - Non Luxury)
Specialty foods	45.4	54.8	-9.4
Medicines and health supplements	26.4	31.9	-5.5
Souvenirs	29.9	32.9	-3.0
Anime and gaming merchandise	9.8	8.0	1.8
Alcohol and tobacco products	16.7	14.7	2.0
Electronic products	17.2	9.0	8.2
Beauty and skincare products (mass-market)	55.2	43.4	11.8
Clothing and footwear (mass-market)	39.1	27.1	12.0

Table 23

3.4. Beauty Shoppers

Hong Kong

Beauty shoppers represented a generous and commercially significant segment of Hong Kong's inbound visitor base, comprising 45.4% of all travelers in the sample. This cohort skewed strongly female (71.1%) and had a younger profile; more than half were between ages 18 and 30, while 34.0% were 31–40 (Table 24 and 25). These travelers were slightly more likely than others to be overnight visitors (Table 26). Their marginally longer stays (Table 27) suggest that beauty shoppers tend to seek more immersive trip experiences.



Gender Distribution of Beauty vs. Non-Beauty Shoppers Visiting Hong Kong

Gender	Beauty Shoppers	Non-Beauty Shoppers
Female	71.07%	47.05%
Male	28.93%	52.95%

Table 24

Age Group Distribution of Beauty vs. Non-Beauty Shoppers Visiting Hong Kong

Age Range	Beauty Shoppers	Non-Beauty Shoppers
18-30 years old	52.88%	60.85%
31-40 years old	33.98%	26.14%
41-50 years old	10.65%	8.79%
Over 50 years old	2.48%	4.21%

Table 25

Visitor Type Distribution of Beauty vs. Non-Beauty Shoppers Visiting Hong Kong

Visitor Type	Beauty Shoppers	Non-Beauty Shoppers
Overnight	75.87%	72.08%
Same-Day	24.13%	27.92%

Table 26

Length of Stay (Days) Among Overnight Visitors to Hong Kong: Beauty vs. Non-Beauty Shoppers

Visitor Group	Mean	Median	Count
Beauty Shoppers	3.58	3	855
Non-Beauty Shoppers	3.58	3	976

Table 27

This group's geographic distribution across GBA and non-GBA regions echoed that of non-beauty shoppers, although lower-tier non-GBA cities were somewhat overrepresented. Professionally, much of the cohort (47.6%) was involved in corporate employment. There were also comparable shares of freelancers and self-employed individuals, emphasizing economic engagement and purchasing autonomy (Table 28). Beauty shoppers were more apt to possess tertiary qualifications as well: 67.1% had a bachelor's degree, outpacing their counterparts by nearly 4 percentage points (Table 29). Beauty shoppers were more inclined to travel with friends or family than to do so for business or as couples (Table 30).

Occupation Distribution of Beauty vs. Non-Beauty Shoppers Visiting Hong Kong

Occupation	Beauty Shoppers	Non-Beauty Shoppers
Civil servant / Public sector employee	10.47%	7.83%
Corporate employee / Company employee	47.56%	44.61%
Freelancer	19.17%	19.05%
Housewife / Househusband	0.80%	0.81%
Retiree	1.42%	2.07%
Self-employed / Sole proprietor	11.80%	10.49%
Student	8.78%	15.14%

Table 28

Education Level Distribution of Beauty vs. Non-Beauty Shoppers Visiting Hong Kong

Education	Beauty Shoppers	Non-Beauty Shoppers
Junior high school and below	1.06%	1.77%
High school / Vocational high school	4.26%	8.42%
Associate degree	19.52%	16.69%
Bachelor degree	67.08%	63.22%
Master degree	7.90%	9.16%
Doctoral degree and above	0.18%	0.74%

Table 29

Travel Type Distribution of Beauty vs. Non-Beauty Shoppers Visiting Hong Kong

Travel Type	Beauty Shoppers	Non-Beauty Shoppers
Business trip	1.95%	3.77%
Couples' trip	11.89%	9.45%
Family or parent-child trip	25.91%	20.31%
Solo trip	22.09%	28.88%
Trip with friends	38.15%	37.59%

Table 30

Despite having a similar income profile (Table 31), beauty shoppers consistently outspent non-beauty shoppers in nearly every category (Table 32). The median personal expenditure was RMB 4,500, almost 36% higher than for non-beauty counterparts (RMB 3,307). This difference was most evident in shopping-related outlay (RMB 966 vs. RMB 500), followed by significantly higher spending on F&B (RMB 625 vs. RMB 515). These patterns reinforce beauty shoppers' strategic value as high-yield consumers who blend discretionary retail engagement with wider economic impacts across tourism touchpoints.

Income Level Distribution of Beauty vs. Non-Beauty Shoppers Visiting Hong Kong

Post-Tax Monthly Household Income	Beauty Shoppers	Non-Beauty Shoppers
10,000 RMB or below	8.61%	11.60%
10,001-30,000 RMB	46.05%	46.45%
30,001-50,000 RMB	28.22%	24.08%
50,001-70,000 RMB	10.38%	9.53%
Over 70,000 RMB	6.74%	8.35%

Table 31

Median Individual Spending by Category: Beauty vs. Non-Beauty Shoppers Visiting Hong Kong

Median Individual Expenditure	Beauty Shoppers	Non-Beauty Shoppers
Total Expenses	4500	3306.67
Accommodation	700	600
Round-trip Transportation	500	450
Shopping	966	500
Local Transportation	300	250
Food & Beverage	625	515
Ticket	300	200
Other	200	125

Table 32

Beauty shoppers in Hong Kong favored accessible, branded retail formats and discretionary lifestyle categories (Table 33). Malls and department stores were primary retail touchpoints: they captured 82% of these shoppers, 23 percentage points higher than for non-beauty shoppers. These visitors also over-indexed across all other store formats.

Beauty shoppers show broad channel usage and the potential for omnichannel conversion.

Store Type Preferences of Beauty vs. Non-Beauty Shoppers Visiting Hong Kong

Store Type	Beauty Shoppers	Non-Beauty Shoppers	Diff (Beauty - Non Beauty)
Malls and department stores	81.99%	59.08%	22.91%
Airport and border duty-free shops	39.31%	25.04%	14.27%
Street shops and specialty stores	53.68%	43.65%	10.03%
Street markets and bazaars	34.34%	30.28%	4.06%

Table 33

As for product categories, these shoppers were strongly inclined toward self-care and trend-led retail. Mass-market clothing and footwear topped the list with a 34.6% selection rate (11.2 percentage points higher than among non-beauty shoppers). Other categories with notable over-indexing included medicines/health supplements and luxury goods (Table 34). Therefore, beauty shoppers' exploration transcends skincare and cosmetics, as their consumption patterns permeate other lifestyle segments.



Shopping Category Selection Rates: Beauty vs. Non-Beauty Shoppers Visiting Hong Kong

Other Shopping Category	Beauty Shoppers	Non-Beauty Shoppers	Diff (Beauty - Non Beauty)
Anime and gaming merchandise	9.23%	14.33%	-5.10%
Souvenirs	30.70%	34.64%	-3.94%
Alcohol and tobacco products	10.03%	11.74%	-1.71%
Specialty foods	40.55%	41.14%	-0.59%
Electronic products	12.51%	12.70%	-0.19%
Luxury goods and premium brands	15.97%	11.60%	4.37%
Medicines and health supplements	35.23%	28.21%	7.02%
Clothing and footwear (mass-market)	34.61%	23.41%	11.20%

Table 34

Macau

Beauty shoppers are a well differentiated subsegment of Macau visitors, defined by stronger female representation (Table 35), higher educational attainment, and greater spending intent. Women accounted for nearly three-quarters of surveyed beauty shoppers (73.8%) versus just under half of non-beauty shoppers (48.2%). The majority were between 18 and 40 years old (Table36), with a notable concentration in the 31–40 age group (32.1%, compared to 28.7% among non-beauty shoppers).

Gender Distribution of Beauty vs. Non-Beauty Shoppers Visiting Macau

Gender	Beauty Shoppers	Non-Beauty Shoppers
Female	73.80%	48.20%
Male	26.20%	51.80%

Table 35

Age Group Distribution of Beauty vs. Non-Beauty Shoppers Visiting Macau

Age Range	Beauty Shoppers	Non-Beauty Shoppers	Diff (Beauty - Non Beauty)
18-30 years old	47.60%	45.90%	1.70%
31-40 years old	32.10%	28.70%	3.40%
41-50 years old	14.60%	14.30%	0.30%
Over 50 years old	5.70%	11.10%	-5.40%

Table 36

Regarding education, 63.4% of beauty shoppers in Macau held a bachelor's degree (vs. 51.9% of non-beauty shoppers). This group was less represented in lower education brackets. Corporate professionals dominated (45.4%) followed by freelancers. These trends suggest a working population with structured income and discretionary spending capacity.

Income distribution reinforced these assumptions: beauty shoppers were more likely than non-beauty shoppers to earn over RMB 30,000 per month. They were underrepresented in the lowest income bracket, with only 7.1% earning less than RMB 10,000, compared to 13.6% among non-beauty shoppers (Table 37).

Income Level Distribution of Beauty vs. Non-Beauty Shoppers Visiting Macau

Post-Tax Monthly Household Income	Beauty Shoppers	Non-Beauty Shoppers	Diff (Beauty - Non Beauty)
10,000 RMB or below	7.10%	13.60%	-6.50%
10,001-30,000 RMB	43.50%	47.10%	-3.60%
30,001-50,000 RMB	29.60%	22.50%	7.10%
50,001-70,000 RMB	10.70%	8.70%	2.00%
Over 70,000 RMB	9.10%	8.10%	1.00%

Table 37



Travel behavior further distinguishes this cohort. They were more inclined to stay overnight (65.3% vs. 57.7%), travel in slightly larger groups (mean party size: 2.03 vs. 1.80), and had visited Macau more frequently in 2024 (1.5 vs. 1.34 average visits). They also expressed a stronger preference for family-and-friends travel (Table 38). Beauty shoppers reported coming for business or as a couple less often.

Travel Type Distribution of Beauty vs. Non-Beauty Shoppers Visiting Macau

Travel Type	Beauty Shoppers	Non-Beauty Shoppers
Business trip	1.04%	2.29%
Couples' trip	11.46%	8.45%
Family or parent-child trip	31.40%	26.21%
Solo trip	14.43%	18.60%
Trip with friends	41.67%	44.40%

Table 38

These shoppers showed much stronger spending behavior than their non-beauty counterparts (Table 39). Median total per capita spending in Macau reached RMB 3,000, 20% higher than for non-beauty shoppers, with the greatest differences evident in shopping (RMB 800 vs. RMB 500), F&B (RMB 500 vs. RMB 400), and accommodation (RMB 400 vs. RMB 212.5). Beauty purchases thus appear not incidental but embedded in broader patterns of discretionary spending and experience seeking.

Median Individual Spending by Category: Beauty vs. Non-Beauty Shoppers Visiting Macau

Median Individual Expenditure	Beauty Shoppers	Non-Beauty Shoppers
Total Expenses	3000	2474.5
Accommodation	400	212.5
Round-trip Transportation	250	200
Shopping	800	500
Local Transportation	125	100
Food & Beverage	500	400
Ticket	50	0
Other	120	75

Table 39

Shopping expenditure alone demonstrated a significant uplift, with beauty shoppers spending a median of RMB 800—60% more than others. Their spending advantage extended to categories such as local transportation and ticketed experiences, corroborating this group's profile as high-engagement, multi-activity visitors.

Beauty shoppers exhibited an expansive, lifestyle-oriented purchasing portfolio. In addition to beauty products, they were more active in mass-market fashion (35.27% vs. 22.95%) and health-related categories such as medicines and supplements (35.86% vs. 27.54%). Premium discretionary categories indexed higher as well: 14.29% of beauty shoppers bought luxury goods—a nearly 5-percentage-point lead over non-beauty shoppers (Table 40). The cohort's lower engagement in electronics and gaming merchandise conveys closer attention to personal care-, wellness-, and identity-driven consumption.

Shopping Category Selection Rates: Beauty vs. Non-Beauty Shoppers Visiting Macau

Other Shopping Category	Beauty Shoppers	Non-Beauty Shoppers	Diff (Beauty - Non Beauty)
Anime and gaming merchandise	6.25%	9.78%	-3.53%
Alcohol and tobacco products	13.10%	16.43%	-3.33%
Electronic products	8.18%	11.35%	-3.17%
Souvenirs	31.25%	33.57%	-2.32%
Specialty foods	53.87%	53.50%	0.37%
Luxury goods and premium brands	14.29%	9.42%	4.87%
Medicines and health supplements	35.86%	27.54%	8.32%
Clothing and footwear (mass-market)	35.27%	22.95%	12.32%

Table 40

Retail channel preferences accentuated beauty shoppers' affinity for curated and trusted environments. Over 76% said they frequented malls and department stores (vs. just 51% of non-beauty visitors). Airport and border duty-free outlets attracted 35.1% (Table 41), indicating an interest in tax-free, brand-led formats. Street shops and specialty stores saw greater traction as well, implying beauty shoppers' openness to niche products and experiential retail.

Store Type Preferences of Beauty vs. Non-Beauty Shoppers Visiting Macau

Store Type	Beauty Shoppers	Non-Beauty Shoppers	Diff (Beauty - Non Beauty)
Malls and department stores	76.19%	51.21%	24.98%
Airport and border duty-free shops	35.12%	23.55%	11.57%
Street shops and specialty stores	57.59%	49.40%	8.19%
Street markets and bazaars	31.25%	29.83%	1.42%

Table 41



3.5. Family Shoppers

Hong Kong

Among all travelers visiting for family or parent–child purposes, 97.5% reported at least one shopping-related purchase. Consumption is therefore central to this travel format. Family shoppers' average per capita spend reached RMB 4,786, with shopping accounting for 23% of the total. The large internal spread between median and average spending suggests the presence of high-value subsegments. Stakeholders can seize opportunities for premium targeting within a volume-driven base.

Demographically, family shoppers were primarily in the 31–40 age group (45.2%), followed by those aged 18–30 (30.2%). These ages typically correspond to active child-rearing years and lifestyle-driven expenditure. Most travelers in this segment indicated a post-tax monthly household income between RMB 10,000 and 50,000, reflecting financially stable yet value-conscious behavior. Educational attainment was also high: more than 63% of family shoppers had a bachelor's degree. They thus tended toward structured decision making and brand familiarity.

Occupational profiles further reflected this sense of stability. Corporate employees constituted nearly half (49.4%) of the segment, complemented by freelancers, self-employed individuals, and public-sector workers. This mix suggests a balance of reliable income and moderate flexibility, conditions conducive to destination-driven consumption.

Geographically, over 50% of Hong Kong's family shoppers came from cities outside both first-tier and GBA markets. This distribution emphasizes the cohort's cross-regional appeal and opens the door for targeted outreach beyond traditional urban centers.

Product preferences spanned essential and lifestyle categories. Family shoppers strongly engaged with beauty, specialty foods, health supplements, souvenirs, and mass-market fashion (Table 42). A considerable proportion (16.64%) reported purchasing luxury goods, demonstrating selective indulgence alongside more functional shopping. Their preferred retail environments were malls and department stores (73%) followed by street-level specialty shops and duty-free locations (Table 43). These settings were valued for their convenience, trustworthiness, and personalized experiences.

Shopping Category Selection Rates of Family Shoppers visiting Hong Kong

Shopping Category	Family Shoppers
Beauty and skincare products (mass-market)	52.80%
Specialty foods	48.64%
Medicines and health supplements	43.22%
Souvenirs	32.37%
Clothing and footwear (mass-market)	31.65%
Luxury goods and premium brands	16.64%
Electronic products	13.38%
Anime and gaming merchandise	12.48%
Alcohol and tobacco products	11.57%

Table 42

Store Type Preferences of Family Shoppers Visiting Hong Kong

Store Type	Family Shoppers
Malls and department stores	73.06%
Airport and border duty-free shops	36.35%
Street shops and specialty stores	51.90%
Street markets and bazaars	33.27%

Table 43

Family shoppers were primarily motivated by brand trust, product quality, and practicality. Although the overall shopping experience and value remain relevant, this group's key drivers relate to assurance and reliability; both are critical when purchasing on behalf of others. These attributes correspond to cautious yet purposeful consumption.

Macau

Macau's family shopper segment combines demographic stability with mid-tier spending power and broad engagement across lodging, retail, and F&B. Women dominated the group at 65%, affirming female decision makers' roles in household travel and purchase behavior. Most of these shoppers were in the 31–40 and 18–30 age brackets (collectively representing more than two-thirds of the cohort). These ranges, which represent peak family-building years, are often associated with heightened lifestyle spending.

Financially, this segment was active but value-oriented. Nearly 75% earned between RMB 10,001 and 50,000 post-tax per month. Close to 10% made more than RMB 70,000, composing a meaningful subset with obvious discretionary power. Slightly less than half (43%) were corporate employees. Freelancers, entrepreneurs, and civil servants were also well represented. Educational attainment was strong, with nearly 59% holding a bachelor's degree. This consumer base is brand-aware and quality-conscious.

Geographically, 61% of family shoppers came from the GBA. Slightly fewer (58%) were based in cities outside the first-tier classification, reflecting Macau's growing appeal among aspirational travelers from secondary urban markets. Travel patterns supported the group's commercial engagement: two-thirds were overnight visitors, their average stay spanned three days, and most traveled in groups of 3–5 people. These dynamics signal cross-category exposure and chances for group-based purchases.

Spending data reinforce this segment's commercial relevance. Median individual expenditure stood at RMB 1,580, with consistent allocation across shopping (RMB 450), F&B (RMB 267), accommodation (RMB 225), and transportation (RMB 117). Although family shoppers' average spend was moderate, their variance in upper spending bands suggests that high-value subsegments exist.

Accommodation choices balanced pragmatism and comfort. More than 34% of these shoppers opted for star hotels, implying a willingness to trade up when value and convenience align with family needs. Macau's family shoppers had a diversified retail profile marked by high engagement across practical and lifestyle-oriented categories. Over 60% of these travelers bought specialty foods, preferring items that were shareable and culturally resonant. Beauty and skincare products (51.3%) and health supplements (39.7%) also featured prominently; this segment likely holds a wellness-conscious mindset.

Shopping Category Selection Rates of Family Shoppers visiting Macau

Shopping Category	Family Shoppers
Specialty foods	62.29%
Beauty and skincare products (mass-market)	51.34%
Medicines and health supplements	39.66%
Clothing and footwear (mass-market)	34.79%
Souvenirs	33.58%
Alcohol and tobacco products	16.55%
Luxury goods and premium brands	13.38%
Electronic products	9.73%
Anime and gaming merchandise	6.81%

Table 44





In terms of retail formats, family shoppers showed strong omnichannel tendencies. Nearly 70% made purchases at malls and department stores. Over half visited street shops and specialty retailers. Airport and border duty-free stores (29.2%) and local markets (32.4%) also drew meaningful traffic. These shoppers seem open to multiple retail formats, from curated commercial centers to value-driven and experiential settings.

Store Type Preferences of Family Shoppers Visiting Macau

Store Type	Family Shoppers
Malls and department stores	67.40%
Airport and border duty-free shops	29.20%
Street shops and specialty stores	57.18%
Street markets and bazaars	32.36%

Table 45

Family travelers' wide channel mix, coupled with cross-category shopping, positions them as an important retail target—particularly for brands seeking to optimize exposure to store types and maximize average transaction size.



Chapter 4
Concluding Remarks



Understanding Mainland Chinese travelers' behavioral and demographic shifts is critical as Hong Kong and Macau navigate an evolving tourism landscape.

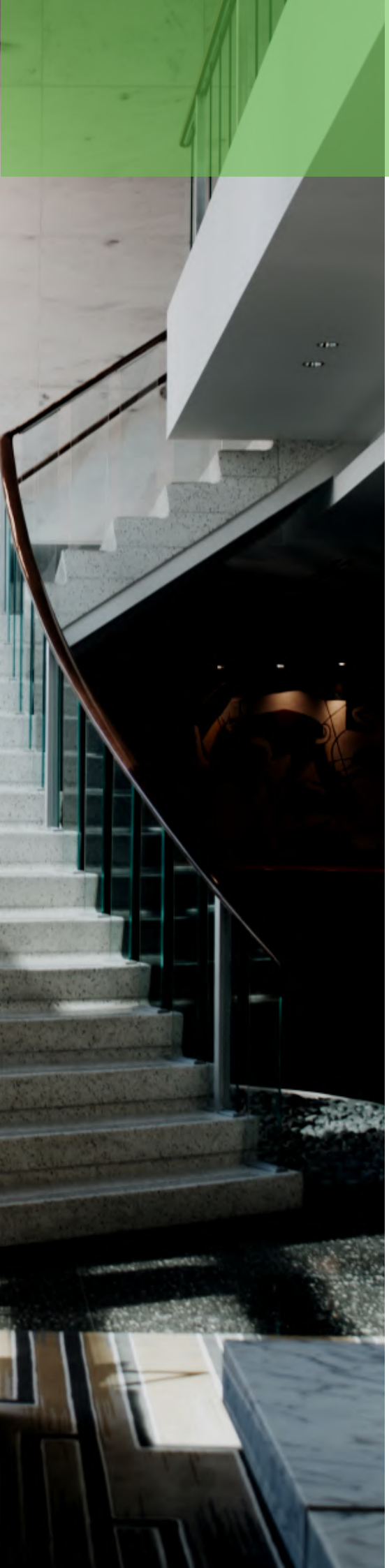
This section offers recommendations for stakeholders across the tourism value chain, inspired by trends in respondents' income, age, origin, and spending.

1. Unlocking Growth Through Income, Age, and Regional Segmentation

Mainland Chinese travelers to Hong Kong and Macau are diverse in age, income, and geographic origin. These factors shape their spending patterns, accommodation preferences, and cross-category engagement, providing insights for tourism operators aiming to promote yield and loyalty.

2. Income Drives Wallet Size and Category Prioritization

Post-tax household monthly income is the strongest predictor of total trip value across Hong Kong and Macau. Travelers earning over RMB 50,000, typically classified as upper-middle class or affluent, consistently spend 2–3 times more than others on lodging, shopping, and F&B.



These visitors (e.g., corporate executives and self-employed professionals) favor premium accommodations and discretionary retail. They are usually receptive to elevated service experiences as well. To capture this segment, destinations should shift away from discount-based promotions toward value-led strategies that stress service efficiency, aesthetic quality, and emotional resonance. Given their flexible schedules, many in this group are also well-positioned to travel during off-peak periods.

In hospitality, hotels can appeal to this demographic by positioning themselves as "workcation-ready": establishments may advertise premium services that support productivity and leisure. Properties in business-centric areas such as Central or Tsim Sha Tsui can stand out by bundling coworking access, concierge services, or direct airport transfers. Niche experiential offerings, such as architecture- or photography-themed cultural products and/or itineraries, can amplify appeal. Boutique hotels could coordinate these programs and include visits to cultural institutions like Tai Kwun or M+. Such offerings represent an alternative to traditional sightseeing and should strike a chord with experience-oriented travelers.



Personalization and exclusivity are paramount in retail. Instead of relying on generic discounts, high-end beauty and luxury stores should host private shopping sessions with dedicated consultants and after-hours access. Strategic partnerships between hotels, luxury brands, and premium payment programs can boost perceived value. To increase product engagement, immersive activities (e.g., time-limited pop-ups featuring live performances or designer-hosted storytelling events) can transform shopping into a meaningful cultural outing.

The emerging middle class, defined as households earning between RMB 10,001 and 30,000 per month, is the largest and most active consumer segment. These travelers are sensitive to economic fluctuations and tend to adjust spending during downturns. Although budget-conscious, this cohort assigns great importance to brand credibility, authenticity assurance, and confidence in product quality and utility. Value for money is viewed as a baseline rather than the lone decision-making factor.

Clear product positioning and accessible pricing are essential in hospitality. Low-cost value add-ons such as complimentary breakfast or late check-out can convey enhanced value without diluting a brand. Retailers—especially those in the mass-market beauty, apparel, and lifestyle categories—should focus on functionality and affordability while preserving brand integrity. Underscoring the benefits of in-store shopping (e.g., instant product access, sensory experiences, personal consultations) on top of online accessibility can increase offline conversion. Exclusive in-store items, immersive setups, free samples and trials, onsite tax refunds, and convenient shipping will foster customer retention and satisfaction. Capturing contact details (e.g., for WeChat) at these service touchpoints will further support long-term customer relationship management (CRM) engagement and repeat purchase potential.

3. Generational Behavior is a Strategic Differentiator

Millennials (aged 29–44) are the commercial backbone of inbound tourism, contributing the highest share of spending across lodging, beauty, and luxury categories. This cohort is financially stable, digitally fluent, and typically in their family-building and career-advancing years. They are also primary decision-makers around household consumption. Those surveyed demonstrated strong brand loyalty and made deliberate, value-driven buying decisions that balanced aspiration with practicality. As the first truly digital-native generation, this group heavily uses platforms such as WeChat, Xiaohongshu, and Weibo. These sites facilitate social engagement and serve as essential tools for researching, comparing, and verifying purchases.

To effectively reach Millennials, brands should strive to deliver consistent, personalized, shareable experiences across touchpoints. Design-forward hotels with flexible packages and seamless check-in can better meet this segment's expectations for convenience and aesthetic appeal. In retail, curated assortments, immersive product storytelling, and spaces that speak to individuality and cultural relevance will likely suit Millennials' values. Dining is secondary but can improve overall satisfaction by blending convenience and ambience with distinctive menus, particularly those centered on wellness trends or social sharing.

Gen Z travelers spend less on average than older cohorts but are a nonetheless high-influence segment driven by authenticity, digital immersion, and social validation. Destinations like Hong Kong and Macau should prioritize experiences over transactions to convert this group's interest into expenditure. Retailers can promote limited-edition collaborations, immersive pop-ups, and other interactive elements that will prompt sharing on platforms such as Xiaohongshu and Instagram. Lodging should focus on innovative boutique hotels or co-living spaces that combine aesthetic appeal with community experiences (i.e., spaces should feel functional yet aspirational). Dining should likewise go beyond taste to deliver visually engaging, culturally salient meals that become part of a traveler's narrative. Seamless digital integration, from app-based bookings to QR-enabled content, will amplify convenience across all touchpoints while reinforcing brand identity. By tying these experiences to major life moments like first-time overseas trips, graduation getaways, or couples' travel, Hong Kong and Macau can build emotional resonance and repeat visitation throughout Gen Z's life stages.

4. Family Shoppers Represent Volume and Multipliers

Family shoppers span income bands and age brackets but routinely exhibit multi-category engagement. Though their per capita spend is moderate, they travel in larger parties, stay longer, and show high purchase breadth.

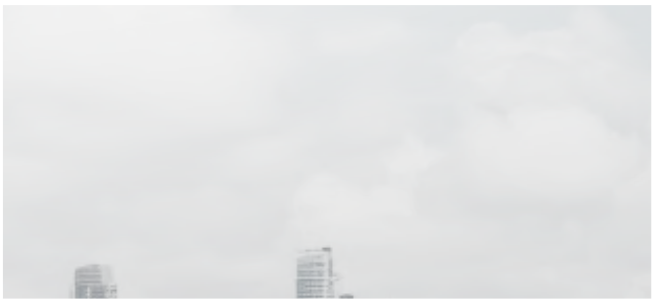




Children are often this group's focus, but middle- and upper-income parents are primary decision makers who seek more than entertainment. They value experiences that support their children's growth while reflecting their own lifestyle standards. These visitors are drawn to destinations that marry educational exposure with quality, convenience, and emotional resonance. From museum visits to eco-tours, families see travel as a mode of experiential learning. At the same time, they expect services to align with their values (e.g., via organic products, safe settings, and smooth logistics). They increasingly look for identity expression and moments worth sharing; this cohort appreciates curated, stylish, and community-oriented experiences.

Tourism providers should design family offerings that serve both generations in order to meet these needs. Retail products could be co-packaged with educational, aesthetic, and eco-friendly items. Personalization and CRM systems can promote such purchases. In dining, pairing child-focused nutrition and entertainment with elevated options for parents will enable shared enjoyment. Hospitality establishments should offer family-friendly layouts, convenience-oriented services, and light educational elements to deepen engagement. Destinations that successfully balance children's and parents' needs can spark immediate spend and encourage long-term loyalty from this high-potential segment.









5. Regional Origin Signals Depth of Engagement

Visitors' origin data revealed structural differences in groups' travel intentions and value contributions. Same-day visitors from GBA first-tier cities were high-frequency, low-intensity travelers. Given the segment's younger age and routine-driven behavior, operators should prioritize convenience, speed, and promotional elasticity. Regarding retail and F&B, transport-adjacent formats such as border mall pop-ups, grab-and-go counters, or quick-service restaurants can increase basket size under compressed dwell times. Even though these visitors may not stay overnight, lodging operators can attract them through ancillary offers such as day-use lounges, spa passes, or coworking spaces bundled with F&B.



Overnight travelers from non-GBA, non-first-tier cities demonstrated a different profile: lower incomes on average but higher intent, longer stays, and greater openness to discretionary spending. This group values accessibility, social validation, and structured itineraries. Hotels can capture their demand through value-tier rooms with optional premium upsells (e.g., late check-out, breakfast bundles, family kits). Retailers should provide entry-level access to quality products such as limited-edition sets, co-branded collections, or "first luxury" items via storytelling and in-store demonstrations. Dining establishments can highlight local authenticity and social-sharing appeal; set meals or "taste of the city" menus should balance affordability with perceived value.

Outbound travel from China's non-first-tier cities is accelerating, to the point of out-pacing growth in top-tier markets[4]. Enthusiasm among these visitors is strong; they represent an engine of cross-border tourism expansion. To capitalize on this emerging demand, tourism operators should build first-time-friendly infrastructure (e.g. multilingual signage, intuitive digital interfaces, CRM-driven onboarding, and frontline staff trained to assist less seasoned travelers). Seamless, confidence-building access to "premium-lite" experiences will be vital for cultivating this segment's loyalty and exploiting its long-term value.

[4] https://www.gov.cn/xinwen/2019-12/26/content_5464109.htm


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