

Hong Kong Snapshot

Country Facts:

Overall Population:

6,940,432 people (2006 est)¹

2005 Population Density of Three Major Areas (Persons per km²):²

Hong Kong Island	-	15,880
Kowloon Peninsula	-	44,110
New Territories and Islands	-	3,770

Official Languages:

Chinese (Cantonese) and English

Main Religions:

Major local religions (Buddhism, Confucianism, and Taoism)
Christianity

Currency:

Hong Kong Dollar (HKD)

Exchange Rates:

1 USD = HKD 7.78

1 EUR = HKD 9.81

**as of 30th May 2006*

Leave Entitlement:

17-day average leave entitlement

*6-day work week/Sundays off

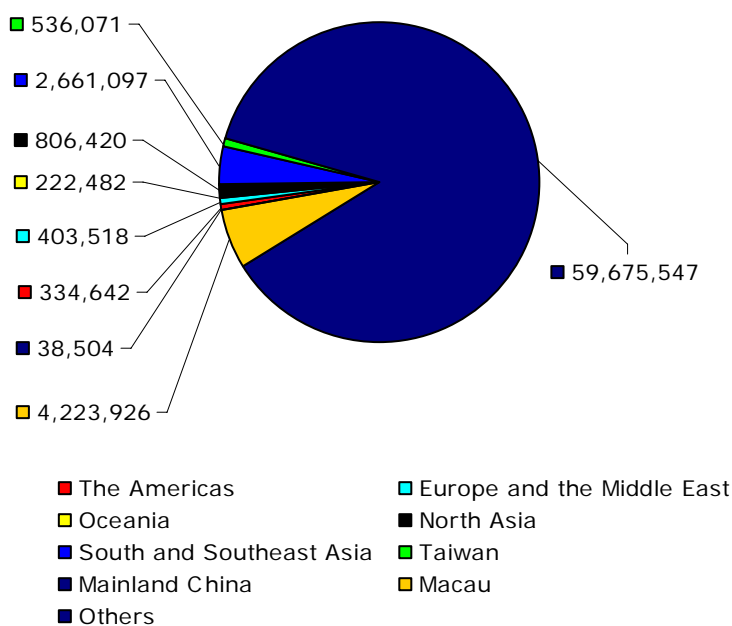
*Leaves not spent are transferred to the following year and valid until the end of that year



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Hong Kong 2004 Travel Statistics:

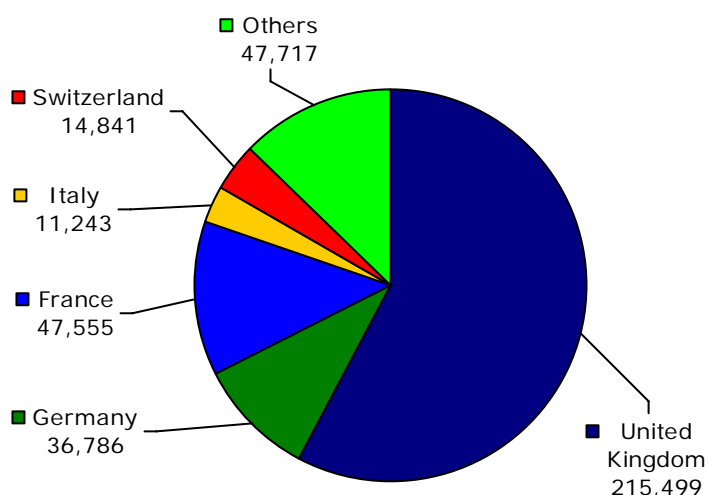
2004 Outbound Travel per Destination



- The total number of Hong Kong outbound travelers in 2004 was 68,902,207, almost ten trips a year per inhabitant.
- Most Hong Kong travelers chose Asian destinations favoring Mainland China, Macau, and various South and Southeast Asian countries.
- The most popular destinations outside Asia in 2004 was the Americas followed by Europe and the Middle East.

2004 Outbound Travel to Europe by Destination

- 215,499 Hong Kong travelers went to the United Kingdom.
- France ranked second followed by Germany and Switzerland.
- The Nordic countries were included in the 'Others' category, which had a total of 47,717 Hong Kong visitors in 2004.



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Nordic Packages Offered in Hong Kong:

<i>Package</i>	<i>Destination</i>	<i>Price</i>
4 countries/10-12 days Classical Tour	Copenhagen, Helsinki, Oslo, Stockholm, Bergen, and the Fjords. May include the Ice-breaker in Finland, Iceland, or the midnight sun.	EUR 1,800 - 2,000 Additional EUR 1,000 – 2,300 for 15-day trip that includes Iceland
4 countries/10-day Classic Trip	Denmark, Finland, Norway, and Sweden, the capital of Bergen, and the Fjords. May include Icebreaker and the Santa Claus Village in Rovaniemi, Iceland, or the North Cape	EUR 2,000
4 countries/8 to 9-days	4 countries in 8/9 days: Copenhagen, Helsinki, Oslo, Stockholm, Bergen, and the Fjords. Possible extension: North Cape	EUR 1,800 – 2,000

Hong Kongese Traveler Profile:

Hong Kong travelers going to the Nordic region are between the ages of 30 to 60 with the majority belonging to the silver aged segment. Groups that consist of both couples and families travel to the Nordic countries. Not many families travel with children to the region due to the price issue at the same time some agents have commented on the lack of amusement parks to attract kids to the region.

Income

- The majority of Hong Kong travelers to the Nordic countries belong to the middle and upper income segment.

Travel Cycle of the Hong Kong Tourist

- The peak seasons for visiting the Nordic countries are the Chinese New Year in late January or early February, the summer school holidays from July to September, and Christmas in December to January. October and November are dead months.

Estimated Number of Hong Kong Visitors to the Nordic Countries in 2004

- Hong Kong outbound statistics of the Nordic region were included in the 'Others' category. Based on interviews, the respondents produce approximately 3,000 pax annually to the region.

Estimated Daily Consumption

- Spending is somewhat limited as Hong Kong tourists are uncertain on what to buy while in the Nordic region.