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Hong Kong 2026 National Day Golden Week Insights



Equity
55%
from last month

Current YTD (Q3)
72%
Invalid

Total Income
$345M

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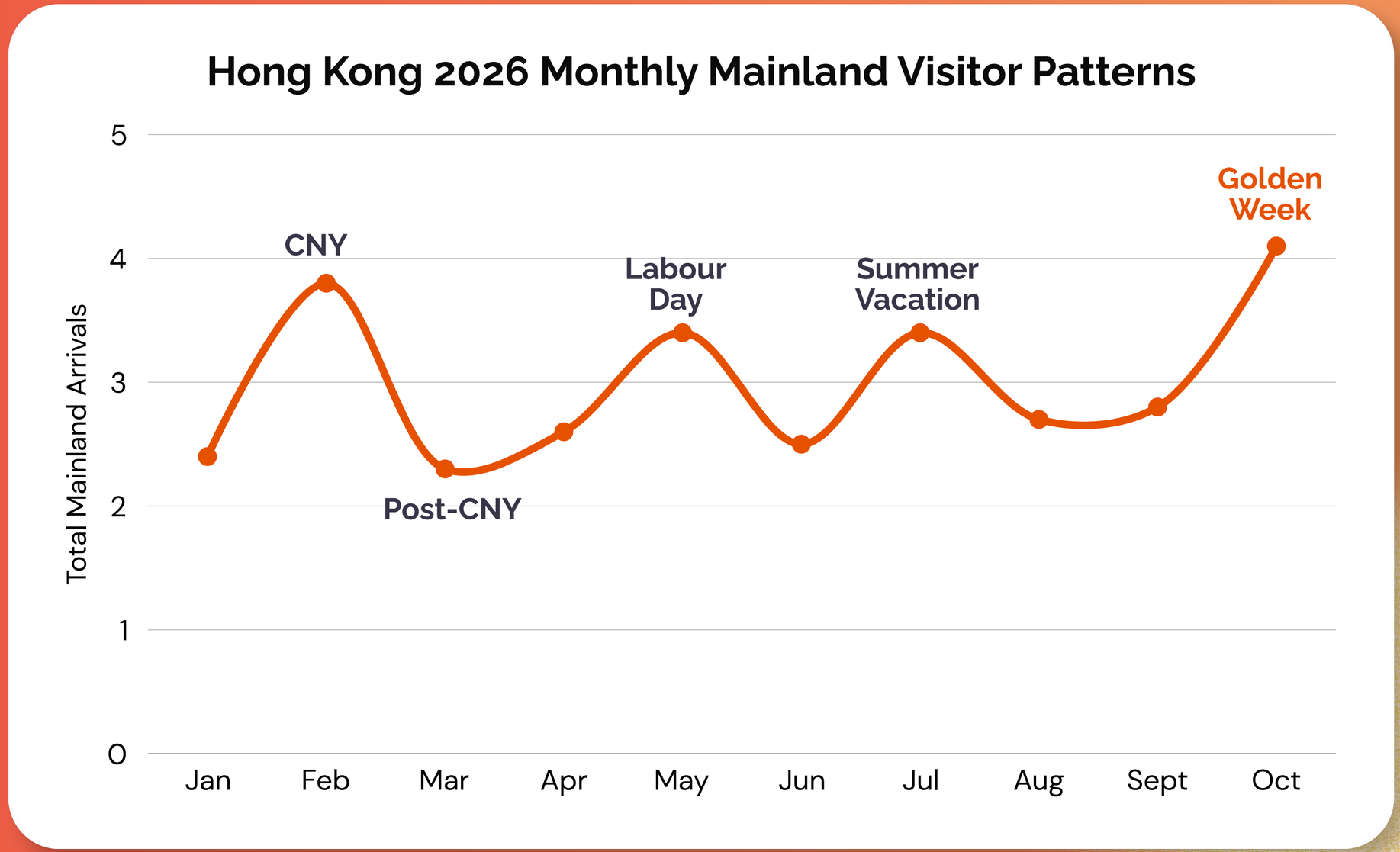
1.41M+

Mainland Visitor

Over **90%** hotels occupated across popular tourist districts



Sources: HKSAR Immigration Department: Daily Inbound/Outbound Passenger Traffic Statistics (October 1–7, 2026 Golden Week)

Culture as Currency:
The Rise of Algorithm-Led Exploration

Xiaohongshu Top Tags: #香港Citywalk #城市漫游 #港風电影感



60% choose overnight stays specifically to pursue self-guided "City Walks"

Mainland visitors do not treat Hong Kong as a standard retail city—they view every street corner, cafe, and transit ride as a film-set scene to collect and trade for online social clout.

Sources: Xiaohongshu (小紅書) Data & Search Insights: Hong Kong Travel Search Index, Hashtag Engagement & Viral Check-In (Da Kua) Analytics.

Exclusives & Pop-Up Culture

Mainland visitors **come for exclusive IP collaborations, limited-edition drops, and immersive pop-up** experiences that cannot be found at home.

K11 Musea



Niche salon fragrance brands (e.g., Le Labo, Diptyque)

Langham Place



Anime and designer toy IP pop-ups (e.g., Chiikawa, Pop Mart)



Sources: Hotmob Location Data Analysis

Social Media "Hero SKUs" Drive Massive Retail Surges

Beauty & Skincare category recorded a massive

+60% sales surge during Golden Week

>>>They arrive with strict shopping lists dictated by Xiaohongshu.



TOP 3 HK Beauty Destinations

#1 Langham Place (LANGHAM BEAUTY)
LANGHAM BEAUTY Fest
offering high discount rate

#2 K11 Musea (SEPHORA)
Western viral brands unavailable in Mainland China

#3 Lung Fung Mall
Mass Stocking
Sunscreen & Sample-size volume.

***NEW Trend: Sham Shui Po Electronics Outlet (Beauty Zone)**
Budget Treasure Hunt" spot

Sources: Hotmob Location Data Analsysis + Interest & Behaviour Data Analysis

Hong Kong as an Eco-Lifestyle Destination

+45% uplift
Countryside Footprint



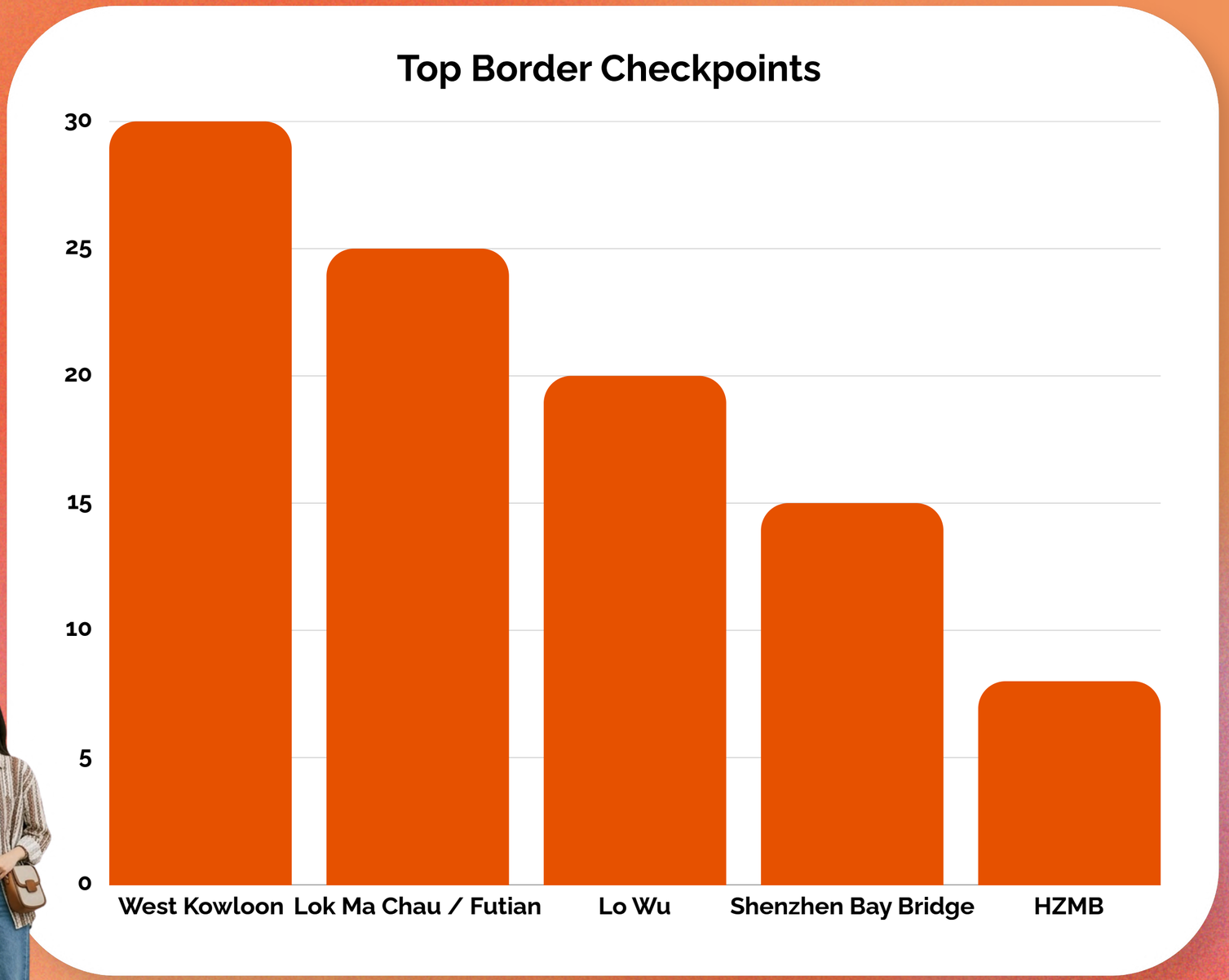
Rank	Destination
1	**Po Pin Chau & High Island Reservoir East Dam (破邊洲 / 萬宜水庫東壩)**
2	**Sharp Island / Kiu Tsui Chau (橋咀洲)**
3	**Sai Kung East Campsites (咸田灣 / 西灣 / 浪茄灣)**
4	Dragon's Back & Shek O (龍脊 / 石澳)
5	Victoria Peak & Lugard Road Trail (太平山頂 / 盧吉道)
6	Tap Mun / Grass Island (塔門)
7	Sunset Peak & Tai O (大東山 / 大澳)

Sources:Country Parks Visitor Statistics & High Island Reservoir East Dam Reservation Quota Data

Over **70%** of Mainland visitors enter HK via rail-connected hubs

West Kowloon, Mong Kok, Causeway Bay are the highest-ROI event and activation catchments





Source: HKSAR Immigration Department: Daily Passenger Clearance Statistics by Boundary Control Point (West Kowloon HSR, Lok Ma Chau Spur Line, Lo Wu, Shenzhen Bay, HZMB)

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Turn Market Insights Into Measurable Results

Ready-to-use **Audience Groups** (Per Month)

- Holiday Shopping: 130K
- Mall & Shopping Centre: 100K
- Holiday Travel: 450K

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