

## 本港居民到中國內地旅行的消費開支 Consumption Expenditure of Hong Kong Residents Travelling to the Mainland of China

中國內地向來是本港居民出外旅行的熱門目的地。近年，愈來愈多本港居民經常前往中國內地旅行，特別是到深圳及廣東省內的鄰近城市消閒、娛樂及購物的人數日益增加。香港及中國內地在地域上的接近及社會、經濟上緊密的聯繫，是促使跨界旅行迅速發展的原因。本文分析近年跨界旅行及本港居民到中國內地旅行的消費開支最新趨勢。

The mainland of China has all along been a popular destination of Hong Kong residents' outbound travel. In recent years, there are an increasing number of Hong Kong residents travelling frequently to the mainland of China, in particular to Shenzhen and nearby cities in the Guangdong Province for leisure, entertainment and shopping. Geographical proximity and close socio-economic ties between Hong Kong and the mainland of China are relevant factors accounting for the rapid development of cross-boundary travel. This article presents an analysis of the latest trend of cross-boundary travel and the consumption expenditure of Hong Kong residents travelling to the mainland of China.

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# 本港居民到中國內地旅行的消費開支

## Consumption Expenditure of Hong Kong Residents Travelling to the Mainland of China

### 1. 引言

1.1 中國內地（以下簡稱內地）向來是本港居民出外旅行的熱門目的地。近年，愈來愈多本港居民經常前往內地旅行，特別是到深圳及廣東省內的鄰近城市消閒、娛樂及購物的人數日益增加。香港及內地在地域上的接近及社會、經濟上緊密的聯繫，是促使跨界旅行迅速發展的原因。

1.2 本文分析近年跨界旅行及本港居民到內地旅行的消費開支最新趨勢。

### 2. 跨界旅行

2.1 在本文內，跨界旅行是指本港居民為各種目的到內地的旅行。在一九九零年至二零零零年期間，本港居民到內地旅行的人次總數，平均每年有 11.6% 的增幅。在二零零零年，本港居民到內地作業務及私人旅行的總數為五千零十萬人次。

2.2 按旅行所採用的交通方式分析，在二零零零年，本港居民到內地旅行的人次總數當中，93%（四千六百六十萬人次）是使用鐵路及陸路，而其餘的旅程（三百五十萬人次，或總數的 7%）是使用水路或航空交通工具。使用鐵路及陸路的旅程是經羅湖車站、落馬洲管制站、沙頭角管制站、文錦渡管制站及紅磡車站（直通車管制站）進入內地。而單是經羅湖車站的，佔本港居民跨界旅行總人次的 80%（三千九百九十萬人次）。

### 1. Introduction

1.1 The mainland of China (the Mainland) has all along been a popular destination of Hong Kong residents' outbound travel. In recent years, there are an increasing number of Hong Kong residents travelling frequently to the Mainland, in particular to Shenzhen and nearby cities in the Guangdong Province for leisure, entertainment and shopping. Geographical proximity and close socio-economic ties between Hong Kong and the Mainland are relevant factors accounting for the rapid development of cross-boundary travel.

1.2 This article presents an analysis of the latest trend of cross-boundary travel and the consumption expenditure of Hong Kong residents travelling to the Mainland.

### 2. Cross-boundary Travel

2.1 In this article, cross-boundary travel refers to travel by Hong Kong residents to the Mainland for various purposes. Between 1990 and 2000, the total number of Hong Kong residents' outbound trips to the Mainland increased at an average rate of 11.6% per annum. In 2000, Hong Kong residents made a total of 50.1 million outbound trips to the Mainland for business and personal purposes.

2.2 Analyzed by mode of transportation used in travelling, 93% (or 46.6 million person-trips) of the residents' total outbound trips to the Mainland were made by railway and road in 2000, whilst the rest of the trips (3.5 million person-trips or 7% of the total) were made by sea or air transport. The trips by railway and road were made through the Lo Wu Terminal, Lok Ma Chau Control Point, Sha Tau Kok Control Point, Man Kam To Control Point and Hung Hom Station (through-train control point). In particular, the Lo Wu Terminal alone accounted for about 80% (or 39.9 million person-trips) of the total of cross-boundary travel by Hong Kong residents.

2.3 居民出外旅行可按目的分為業務旅行和私人旅行<sup>1</sup>。業務旅行包括到外地作各類業務活動（例如商貿交易會、銷售展銷會、市場拓展、商業談判、會議、進行培訓、生產及安裝工作等）的旅程。在二零零零年，本港居民到內地旅行的人次總數當中，業務旅行佔 32%（一千六百二十萬人次）。由於本港居民在內地從事很多投資及商業活動，因此有相當顯著數目的跨界旅行是和業務活動有關的。

2.4 私人旅行是指非業務性質的旅行。在二零零零年，跨界旅行人次總數當中，私人旅行佔 68%（三千三百八十萬人次），數目較一九九九年上升 23%。基礎建設連繫的發展（例如鐵路及道路網絡的擴展）、管制站設施的擴充、過境程序的簡化，以及內地供應較香港價格為低的商品及服務，均是本港居民的跨界私人旅行普及化的主要因素。

### 3. 本港居民到中國內地旅行的消費開支

3.1 在本文內，本港居民到內地旅行的消費開支是指本港居民作私人旅行時用於商品及服務的開支。所以，隨後的段落所提及的數字**並不包括業務旅行在內**。

3.2 私人旅行包括旅行團形式及非旅行團形式的私人旅行。旅行目的包括度假、探訪親友、參加康樂及文化節目，以及參與與教育及保健有關的活動。

2.3 Residents' outbound travel can be distinguished by purpose into business travel and personal travel<sup>1</sup>. Business travel covers trips related to various business activities such as trade fairs; sales campaigns; market exploration; commercial negotiations; meetings; conduct of training; and production and installation work. In 2000, business travel accounted for 32% (or 16.2 million person-trips) of the total number of residents' trips to the Mainland. Owing to substantial investment and commercial activities being undertaken by Hong Kong residents in the Mainland, a significant number of cross-boundary travel was business-related.

2.4 Personal travel refers to travel which is not business-related. In 2000, personal travel accounted for 68% (or 33.8 million person-trips) of the total cross-boundary travel. The number represented an increase of 23% over 1999. The developments of infrastructural links (e.g. expansion of railway and road networks), expansion of facilities at control points, simplified cross-boundary procedures and the availability of goods and services at relatively lower prices than in Hong Kong are major contributing factors to the growing popularity of cross-boundary personal travel by Hong Kong residents.

### 3. Consumption Expenditure of Hong Kong Residents Travelling to the Mainland

3.1 In this article, consumption expenditure of Hong Kong residents travelling to the Mainland refers to expenditure on goods and services by Hong Kong residents in respect of personal travel. Thus, the figures mentioned in the following paragraphs **do not cover business travel**.

3.2 Personal travel covers personal travel in package tour mode and personal travel in non-package tour mode. The purposes of travel include holiday-making; visits to friends and relatives; attending recreational and cultural programmes; and participation in education- and health-related activities.

<sup>1</sup> 入境事務處編製的統計數字提供本港居民到內地旅行人次的總數。政府統計處進行的綜合住戶統計調查搜集本港居民出外旅行按目的分類的補充資料，將這些資料結合入境事務處的居民離港人數，可計算出居民作業務旅行及私人旅行的估計數字。

Statistics compiled by the Immigration Department provide the total number of residents' outbound travel to the Mainland. The General Household Survey (GHS) conducted by the Census and Statistics Department collects supplementary information on the profile of residents' outbound travel by purpose. The profile is then applied to the resident departure figures from the Immigration Department to obtain the estimates of residents' outbound trips in respect of business travel and personal travel respectively.

3.3 非旅行團形式的私人旅行開支，包括旅客於出外旅行時購買服務和商品的消費。較普遍的服務包括住宿、膳食、娛樂、交通，而商品則包括禮物、紀念品和在到訪地方購買的其他物品。除了旅客在到訪的地方用於購買服務和商品的開支之外，消費開支亦包括用於非本地服務提供者所提供的跨界交通服務（例如航空及水路交通服務）的開支。本地居民服務提供者（例如本地航空公司）所提供的跨界交通服務，則不包括在內，因為有關費用是本港居民用於本地經濟體系的開支。

3.4 旅行團形式的私人旅行開支數字，除了旅行團的團費外，亦包括旅客在到訪地方用於購物（例如禮物和紀念品）及服務的開支。編製旅行團形式的私人旅行消費開支估計時，已從旅行團團費扣除由本地服務提供者所提供的交通服務費用及本地旅行社從旅行團所賺取的毛利。這是因為有關費用是本港居民用於本地經濟體系的開支。

3.5 在二零零零年，本港居民到內地旅行的消費開支估計為 294 億元<sup>(a)·(b)</sup>。其中，旅行團形式的私人旅行佔 22%（64 億元），而非旅行團形式的私人旅行則佔 78%（230 億元）。本港居民到內地旅行，每人次的平均消費開支約為 870 元。以旅行形式而言，旅行團形式每人次的平均消費開支約為 2,100 元，而非旅行團形

3.3 Expenditure on personal travel in non-package tour mode covers services and goods acquired by travellers during their outbound travel. The more common services are lodging, meals, entertainment and transportation; while goods include gifts, souvenirs and other articles purchased by travellers at the places visited. In addition to travellers' spending on services and goods at the places visited, consumption expenditure also covers expenses on cross-boundary transportation services (e.g. air and sea transport services) provided by non-resident service providers. Cross-boundary transportation services provided by resident (local) service providers (e.g. local airlines) are excluded because these are expenses of Hong Kong residents in the domestic economy.

3.4 For the expenditure on personal travel in package tour mode, in addition to the package tour fee, also included are spending on goods (e.g. gifts and souvenirs) and services by travellers at the places visited. In estimating consumption expenditure in respect of personal travel in package tour mode, excluded from the package tour fee are costs relating to transportation provided by resident service providers and gross margin of local travel agents on the package tour. This exclusion is made because those expenses are the expenditure of Hong Kong residents in the domestic economy.

3.5 In 2000, the estimate of consumption expenditure of Hong Kong residents travelling to the Mainland amounted to \$29.4 billion<sup>(a)·(b)</sup>. Of the total consumption expenditure of Hong Kong residents travelling to the Mainland, personal travel in package tour mode accounted for 22% (or \$6.4 billion) and personal travel in non-package tour mode accounted for 78% (or \$23.0 billion). The average consumption expenditure of Hong Kong residents travelling to the Mainland was around \$870 per

<sup>2</sup> 如段落 3.3 至 3.4 所述，這個數字並不包括本地（即本港）服務提供者所提供的跨界交通服務費用，以及為本港居民安排旅行團服務的本地旅行社的毛利，因為該類費用是支付予本港經營業務的服務提供者的，然而，一些資料使用者對該類開支或感興趣。根據有限的數據，只可計算有關該類開支在中國內地總體的估計數字。如果把該類費用也計算在內，本港居民到內地旅行的開支總額，會較 294 億元這個數字多 11%（33 億元）。

As mentioned in paragraphs 3.3 to 3.4, the figure does not cover the cost of cross-boundary transportation services provided by local (i.e. Hong Kong) service providers and the gross margin of local travel agents from whom the Hong Kong residents procure the package tour service, as such expenses are accrued to service providers who operate their business in the domestic economy of Hong Kong. However, some users of statistics may also be interested in such expenses. Based on limited available data, only overall estimates of such expenses in respect of the Mainland as a whole are available. It is estimated that, if such expenses are also included, the total expenditure by Hong Kong residents spent on travelling to the Mainland would be higher by 11% (or \$3.3 billion) compared to the figure of \$29.4 billion.

<sup>3</sup> 294 億元的這個本港居民到內地旅行的消費開支估計數字，約佔本地生產總值中「私人消費開支」的 4%。按國民經濟核算的架構，私人消費開支用作量度住戶用於商品及服務的最終消費開支的總值，私人消費開支不單只涵蓋在本地市場的個人消費，亦包括本地居民到外地旅行（包括中國內地）的消費開支。

The figure of \$29.4 billion as the estimate of consumption expenditure of Hong Kong residents travelling to the Mainland represented around 4% of the total Private Consumption Expenditure (PCE) component in the Gross Domestic Product (GDP). Under the national accounting framework, the PCE measures the total value of final consumption expenditure on goods and services by households. It covers not only personal consumption in the domestic market but also the consumption expenditure of residents travelling to other places, including the Mainland.

式每人次的平均消費開支則約為 750 元。後者的數字比前者小得多，其中一個主要原因是非旅行團形式的旅程一般來說目的地較近而旅行時間較短。(表一)

3.6 以下各段分別提供有關本港居民到廣東省(段落 3.7 至 3.10)及廣東省以外內地其他地方(段落 3.11)旅行的消費開支的分析。

### **本港居民到廣東省旅行的消費開支**

3.7 在二零零零年，本港居民到廣東省(包括深圳)旅行的消費開支總額估計為 203 億元。其中，旅行團形式的私人旅行佔總額的 9% (19 億元)；而非旅行團形式的私人旅行則佔總額的 91% (184 億元)。(表一)

3.8 在二零零零年，本港居民到廣東省作非旅行團形式的私人旅行消費開支總額當中，深圳佔 36% (66 億元)，而廣東省其他地方(深圳除外)則佔總額的 64% (118 億元)。本港居民到深圳作非旅行團形式的私人旅行(大部分為短期的旅程)，每人次的平均消費開支約為 420 元；到廣東省其他地方的，則約為 850 元。(表二)

3.9 在二零零零年，本港居民到廣東省(包括深圳)作非旅行團形式的私人旅行消費開支分布<sup>4</sup>，估計如下：住宿及膳食佔 58% (106 億元)，娛樂、交通及其他服務佔 31% (57 億元)，而購物則佔 11% (21 億元)。(圖一)

person-trip. By mode, the average consumption expenditure per person-trip in package tour mode was around \$2,100 while that in non-package tour mode was around \$750. The latter figure is considerably smaller than the former. A main reason is that trips related to travel in non-package tour mode are generally to closer destinations and of shorter duration. (Table 1)

3.6 The following paragraphs provide separately analysis of consumption expenditure of Hong Kong residents travelling to the Guangdong Province (paragraphs 3.7 to 3.10) and to other places in the Mainland outside the Guangdong Province (paragraph 3.11).

### ***Consumption Expenditure of Hong Kong Residents Travelling to the Guangdong Province***

3.7 In 2000, the estimate of consumption expenditure in respect of personal travel by Hong Kong residents to the Guangdong Province (including Shenzhen) amounted to \$20.3 billion. Of this, travel in package tour mode accounted for 9% (or \$1.9 billion) and travel in non-package tour mode accounted for 91% (or \$18.4 billion). (Table 1)

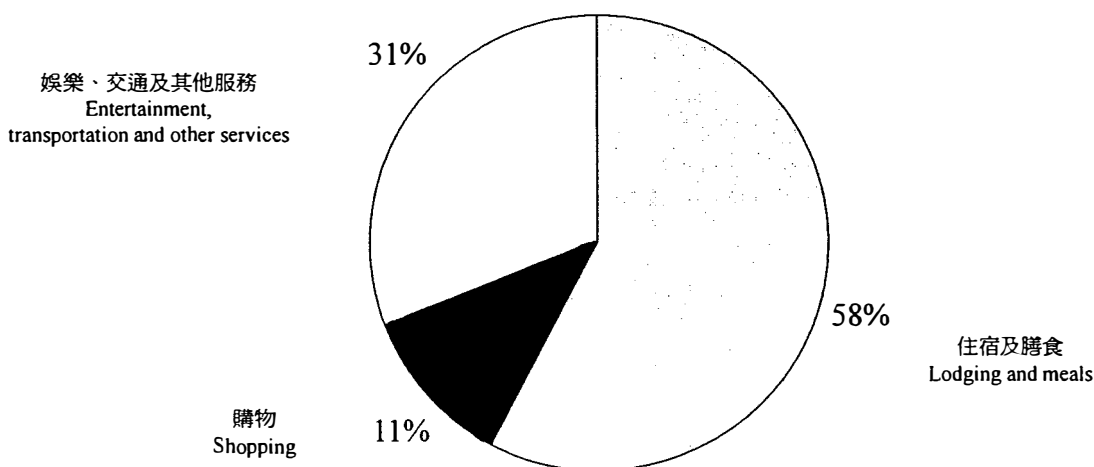
3.8 In 2000, of the total consumption expenditure in respect of personal travel in non-package tour mode to the Guangdong Province by Hong Kong residents, Shenzhen accounted for 36% (or \$6.6 billion). The share for other places in the Guangdong Province (excluding Shenzhen) was 64% (or \$11.8 billion). The average expenditure per person-trip for residents' personal travel in non-package tour mode was around \$420 for Shenzhen (mostly were relatively short trips) and around \$850 for other places in the Guangdong Province. (Table 2)

3.9 For personal travel in non-package tour mode by Hong Kong residents to the Guangdong Province (including Shenzhen), the distribution<sup>4</sup> of consumption expenditure by broad expenditure group in 2000 was estimated as follows: 58% (or \$10.6 billion) on lodging and meals; 31% (or \$5.7 billion) on entertainment, transportation and other services; and 11% (or \$2.1 billion) on shopping. (Chart 1)

<sup>4</sup> 旅行團形式的私人旅行消費開支，並沒有按概括消費類別劃分的數字。  
Breakdowns by broad expenditure group are not available for personal travel in package tour mode.

圖一 二零零零年本港居民到廣東省作非旅行團形式的私人旅行  
按概括消費類別劃分的消費開支

Chart 1 Consumption Expenditure of Hong Kong Residents in respect of Personal Travel in Non-package Tour Mode to the Guangdong Province by Broad Expenditure Group, 2000



3.10 在購物方面，本港居民到內地普遍購買的商品，包括茶葉、香煙、中藥材、衣履、手袋、窗簾及牀上用品，以及影碟機。在服務方面的主要開支，包括交通費、哥爾夫球場費用、卡拉 OK 開支、遊樂場的入場費、牙醫服務費用、健康中心和桑拿中心的費用。

3.10 For shopping, popular items of purchase by Hong Kong residents included tea-leaves; cigarettes; Chinese herbal medicines; clothing, footwear and handbags; soft furnishing and VCD/DVD players. Major expenditure on services included transportation fees; charges for use of golf courses; expenses on karaoke; admission charges for amusement parks; expenses on dental services; and expenses in health and sauna centres.

### 本港居民到廣東省以外內地其他地方旅行的消費開支

### Consumption Expenditure of Hong Kong Residents Travelling to Other Places in the Mainland outside the Guangdong Province

3.11 在二零零零年，本港居民到廣東省以外內地其他地方旅行的消費開支總額為91億元，其中50%（45億元）為旅行團形式的私人旅行的消費開支，而50%（46億元）則為非旅行團形式的私人旅行的消費開支。旅行團形式的私人旅行的每人平均消費開支約為3,680元；而非旅行團形式的私人旅行的每人平均消費開支，則約為3,910元。（表一）

3.11 In 2000, the total consumption expenditure of Hong Kong residents travelling to other places in the Mainland outside the Guangdong Province was \$9.1 billion, comprising 50% (or \$4.5 billion) for personal travel in package tour mode and 50% (or \$4.6 billion) for personal travel in non-package tour mode. The average expenditure per person-trip was around \$3,680 for personal travel in package tour mode and \$3,910 for personal travel in non-package tour mode. (Table 1)

表一 二零零零年本港居民到中國內地旅行的消費開支  
**Table 1 Consumption Expenditure of Hong Kong Residents Travelling to the Mainland of China, 2000**

	所有形式 的私人旅行 All modes of personal travel	旅行團形式 的私人旅行 Personal travel in package tour mode	非旅行團形式 的私人旅行 Personal travel in non-package tour mode
<b>每人次的平均開支（元）</b> Average expenditure per person-trip (\$)			
<b>中國內地的總體數字</b> Overall for the Mainland	<b>870</b>	<b>2,100</b>	<b>750</b>
廣東省 Guangdong Province	640	1,040	620
廣東省以外內地其他地方 Other places in the Mainland outside the Guangdong Province	3,790	3,680	3,910
<b>消費開支總額（億元）</b> Total consumption expenditure (\$100 million)			
<b>中國內地的總體數字</b> Overall for the Mainland	<b>294</b>	<b>64</b>	<b>230</b>
廣東省 Guangdong Province	203	19	184
廣東省以外內地其他地方 Other places in the Mainland outside the Guangdong Province	91	45	46

**表二 二零零零年本港居民到廣東省作非旅行團<sup>(1)</sup>形式的私人旅行消費開支**  
**Table 2 Consumption Expenditure of Hong Kong Residents in respect of Personal Travel in Non-package Tour Mode<sup>(1)</sup> to the Guangdong Province, 2000**

	每人次的平均開支 (元) Average expenditure per person-trip (\$)	消費開支總額 (億元) Total consumption expenditure (\$100 million)
<b>廣東省</b> <b>Guangdong Province</b>	<b>620</b>	<b>184</b>
深圳 <sup>(1)</sup> Shenzhen	420	66
廣東省其他地方 <sup>(1)</sup> Other places in the Guangdong Province	850	118

註釋： (1) 由於有些廣東省旅行團的行程同時包括了深圳和廣東省其他地方，因此，就旅行團形式的私人旅行消費開支而言，並沒有製備深圳和廣東省其他地方的細分數字。

Note: (1) For the consumption expenditure on personal travel in package tour mode, breakdowns for Shenzhen and other places in the Guangdong Province are not available. This is because the itineraries for some package tours to the Guangdong Province cover both Shenzhen and other places in the Guangdong Province in the same tour.