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## Hong Kong's Outbound Travelers Keen on Short-haul and Exotic Destinations

**HONG KONG, October 16, 2017**—Travelzoo® (NASDAQ:TZOO), a global publisher of exclusive deals for members, today disclosed the key findings from the first half-year of 2017 statistics of the Top 20®, Travelzoo's famous weekly newsletter that has been sent to more than 500,000 Travelzoo Hong Kong members for the past 10 years, that short-haul destinations remain by far the most popular vacation choice and there is a new trend that exotic destinations are gaining attraction from sophisticated travelers in Hong Kong.

### **90% of the clicks from Travelzoo's Top 20 readers go to Asia Pacific**

Travelzoo published 521 deals in 26 issues of the weekly Top 20 in Hong Kong in the first half-year of 2017. It's been sent out every Wednesday, even if Wednesday is a public holiday. The click data from the six months show that 9 out of 10 most-clicked destinations are within Asia Pacific.

The 10 most-clicked destinations in the first half-year of 2017 were:

1. Macau
2. Bangkok
3. Taipei
4. Seoul
5. Osaka
6. Tokyo
7. Okinawa
8. Hong Kong
9. Singapore
10. Nagoya

The statistics show that Japan, Thailand, and Taiwan continue to be the all-time favorites for Hong Kongers. Japan, the country that specializes in its infamous fugu fish delicacy, was crowned as the top destination by almost accounting for 1/4 of the clicks and traffic in the first half of 2017.



“Undoubtedly, short-haul travel deals are most well-received by our members,” comments Kevin Shui, Travelzoo’s General Manager, Hong Kong. “They offer a safe and economical choice for the savvy travelers like our members. We are confident to predict that destinations in Asia Pacific will continue to attract more Hong Kong outbound tourists in the foreseeable future.”

In terms of clicks and conversion rates, Hong Kong’s travel enthusiasts loved the Macau deals in the Top 20 the most as Macau hotel packages performed the best in the first six months of 2017. “It’s not uncommon to see a new Macau hotel in our Top 20 attract almost 20,000 views and hundreds of inquiries in less than 72 hours,” adds Shui. In Hong Kong, Travelzoo members respond very well to recommendations on spas and hotels for a staycation.

### **Hong Kong travelers are getting more adventurous**

There have been deals to encourage Hong Kongers to explore exotic destinations such as Cambodia, Vietnam, Nepal, Laos, Russia, Kazakhstan, Czech Republic (Prague), Tibet, Kenya and South

Americas. Collectively, they generated 35,907 clicks—nearly as many clicks as Singapore did (35,536)—which is a notable trend from the same period last year.

As far as Australia goes, besides Sydney, Melbourne and Gold Coast, Travelzoo Hong Kong members recently were very keen about Tasmania where they could see the Aurora Australis light up the sky. When it comes to Taiwan, although Taipei came third among most-clicked cities, there has been an increase of Hong Kong tourists visiting Yilan and Hualien for the beautiful natural landscape. “Travelzoo Hong Kong members love to travel. They value exploring the nature and having cultural experiences when they travel in-depth. We strongly believe the exotic destinations will keep emerging to prevalence in the Hong Kong travel market,” comments Shui.

### **Less interest in Europe and North America**

Travelzoo Hong Kong has also recommended over 100 deals to Europe and North America during the six months. The collective performance of the two continents is as good as Thailand. “With news about terrorist attacks in Europe and mass shootings in North America, Hong Kongers do have concerns about safety when they make decisions on their next holiday destinations since many of them travel with family,” adds Shui.

### **Top 20 on every Wednesday since 1999**

Travelzoo’s Top 20 list has been published in the U.S., where Travelzoo began, since 1999. Every week, Travelzoo’s producers review deals from more than 2,000 travel companies to compile the famous Top 20 list, which is released every Wednesday. Each deal is professionally vetted by Travelzoo’s Test Booking Center to ensure accuracy and reliability.

Become a Travelzoo member today to start receiving your personalized insider travel deals. Visit [www.travelzoo.com](http://www.travelzoo.com) to join!

### **About Travelzoo**

Travelzoo® provides our 28 million members insider deals and one-of-a-kind experiences personally reviewed by one of our deal experts around the globe. With more than 25 offices worldwide, we have our finger on the pulse of outstanding travel, entertainment, and lifestyle experiences. For over 15 years we have worked in partnership with more than 2,000 top travel suppliers—our long-standing relationships allow us access to the very best deals.

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