

Lodging (Destination) in Taiwan

Market Direction | 2023-09-05 | 19 pages | Euromonitor

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Report description:

Hotels in Taiwan continued to bounce back in 2023, although the number of room nights remained below pre-pandemic levels. The sector suffered during the pandemic, due to mobility restrictions, with resulted in some hotels closing, or becoming quarantine hotels, for an extended period. Retail value, however, was closer than that recorded in 2019, due to the pressure of inflation, which pushed up average room rates.

Euromonitor International's Lodging (Destination) in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Hotels, Lodging (Destination) Offline, Lodging (Destination) Online, Other Lodging, Short-Term Rentals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Lodging (Destination) market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Lodging (Destination) in Taiwan
Euromonitor International
September 2023

List Of Contents And Tables

LODGING (DESTINATION) IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hotels in Eastern Taiwan benefit from boom in domestic tourism
Hotel operators continue with plans for expansion, but challenges remain

PROSPECTS AND OPPORTUNITIES

New luxury hotels are under construction to prepare for future demand
Expected shift in hotel landscape

CATEGORY DATA

- Table 1 Lodging (Destination) Sales: Value 2018-2023
Table 2 Lodging (Destination) Online Sales: Value 2018-2023
Table 3 Hotels Sales: Value 2018-2023
Table 4 Hotels Online Sales: Value 2018-2023
Table 5 Other Lodging Sales: Value 2018-2023
Table 6 Other Lodging Online Sales: Value 2018-2023
Table 7 Lodging (Destination) Outlets: Units 2018-2023
Table 8 Lodging (Destination) Rooms: Number of Rooms 2018-2023
Table 9 Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023
Table 10 □Hotels NBO Company Shares: % Value 2018-2022
Table 11 □Hotel Brands by Key Performance Indicators 2023
Table 12 □Forecast Lodging (Destination) Sales: Value 2023-2028
Table 13 □Forecast Lodging (Destination) Online Sales: Value 2023-2028
Table 14 □Forecast Hotels Sales: Value 2023-2028
Table 15 □Forecast Hotels Online Sales: Value 2023-2028
Table 16 □Forecast Other Lodging Sales: Value 2023-2028
Table 17 □Forecast Other Lodging Online Sales: Value 2023-2028
Table 18 □Forecast Lodging (Destination) Outlets: Units 2023-2028

TRAVEL IN TAIWAN

EXECUTIVE SUMMARY

Travel in 2023
Airlines: key trends
Hotels: key trends
Booking: key trends
What next for travel?

MARKET DATA

- Table 19 Surface Travel Modes Sales: Value 2018-2023
Table 20 Surface Travel Modes Online Sales: Value 2018-2023
Table 21 Forecast Surface Travel Modes Sales: Value 2023-2028
Table 22 Forecast Surface Travel Modes Online Sales: Value 2023-2028
Table 23 In-Destination Spending: Value 2018-2023

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