

Travel in Taiwan

Market Direction | 2024-09-13 | 45 pages | Euromonitor

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Report description:

The travel industry in Taiwan is poised for continued recovery in 2024, driven by high volumes of inbound arrivals and outbound departures of Taiwanese tourists. In June 2024, the Taiwanese government launched a new tourism brand, "Taiwan - Waves of Wonder," in an attempt to boost the country's appeal as a year-round tourist destination for international visitors. The campaign seeks to highlight Taiwan's key attractions, with an emphasis on engaging inbound visitors through thoughtfully-designed...

Euromonitor International's Travel 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Booking, In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

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

Why buy this report?

- * Get a detailed picture of the Travel 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Travel in Taiwan
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List Of Contents And Tables

TRAVEL IN TAIWAN

EXECUTIVE SUMMARY

Travel in 2024

Airlines: key trends

Hotels: key trends

Booking: key trends

What next for travel?

MARKET DATA

Table 1 Surface Travel Modes Sales: Value 2019-2024

Table 2 Surface Travel Modes Online Sales: Value 2019-2024

Table 3 Forecast Surface Travel Modes Sales: Value 2024-2029

Table 4 Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 5 In-Destination Spending: Value 2019-2024

Table 6 Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

TOURISM FLOWS IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inbound arrivals continue to rise, as Taiwanese government endeavours to attract more international tourists

Innovative policies aim to stimulate domestic tourism

PROSPECTS AND OPPORTUNITIES

Inbound arrivals will continue to increase

Greater focus on niche markets

CATEGORY DATA

Table 7 Inbound Arrivals: Number of Trips 2019-2024

Table 8 Inbound Arrivals by Country: Number of Trips 2019-2024

Table 9 Inbound City Arrivals 2019-2024

Table 10 Inbound Tourism Spending: Value 2019-2024

Table 11 Forecast Inbound Arrivals: Number of Trips 2024-2029

Table 12 Forecast Inbound Arrivals by Country: Number of Trips 2024-2029

Table 13 Forecast Inbound Tourism Spending: Value 2024-2029

Table 14 Domestic Tourism by Destination: Number of Trips 2019-2024

Table 15 Domestic Spending: Value 2019-2024

Table 16 □Forecast Domestic Tourism by Destination: Number of Trips 2024-2029

Table 17 □Forecast Domestic Spending: Value 2024-2029

Table 18 □Outbound Departures: Number of Trips 2019-2024

Table 19 □Outbound Departures by Destination: Number of Trips 2019-2024

Table 20 □Outbound Tourism Spending: Value 2019-2024

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Table 21 □Forecast Outbound Departures: Number of Trips 2024-2029

Table 22 □Forecast Outbound Departures by Destination: Number of Trips 2024-2029

Table 23 □Forecast Outbound Spending: Value 2024-2029

AIRLINES IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continuous route expansion ignites fierce competition in 2024

Local airlines compete to enhance their operational capabilities

PROSPECTS AND OPPORTUNITIES

Airline passenger numbers to recover to pre-pandemic levels by 2026, with short-haul by low-cost airlines remaining popular

Starlux looks to gain prominence in competitive airline market

CATEGORY DATA

Table 24 Airlines Sales: Value 2019-2024

Table 25 Airlines Online Sales: Value 2019-2024

Table 26 Airlines: Passengers Carried 2019-2024

Table 27 Airlines NBO Company Shares: % Value 2019-2023

Table 28 Non-Scheduled Carriers Brands by Key Performance Indicators 2024

Table 29 Low Cost Carriers Brands by Key Performance Indicators 2024

Table 30 Full Service Carriers Brands by Key Performance Indicators 2024

Table 31 Forecast Airlines Sales: Value 2024-2029

Table 32 Forecast Airlines Online Sales: Value 2024-2029

LODGING (DESTINATION) IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lodging returns to pre-pandemic levels, but challenges remain in the form of increasing prices and worker shortages

Hotel operators continue with ambitious plans for expansion

PROSPECTS AND OPPORTUNITIES

New luxury hotels are under construction to prepare for future demand

Lodging landscape will continue to evolve

CATEGORY DATA

Table 33 Lodging (Destination) Sales: Value 2019-2024

Table 34 Lodging (Destination) Online Sales: Value 2019-2024

Table 35 Hotels Sales: Value 2019-2024

Table 36 Hotels Online Sales: Value 2019-2024

Table 37 Other Lodging Sales: Value 2019-2024

Table 38 Other Lodging Online Sales: Value 2019-2024

Table 39 Lodging (Destination) Outlets: Units 2019-2024

Table 40 Lodging (Destination) Rooms: Number of Rooms 2019-2024

Table 41 Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024

Table 42 □Hotels NBO Company Shares: % Value 2019-2023

Table 43 □Hotel Brands by Key Performance Indicators 2024

Table 44 □Forecast Lodging (Destination) Sales: Value 2024-2029

Table 45 □Forecast Lodging (Destination) Online Sales: Value 2024-2029

Table 46 □Forecast Hotels Sales: Value 2024-2029

Table 47 □Forecast Hotels Online Sales: Value 2024-2029

Table 48 □Forecast Other Lodging Sales: Value 2024-2029

Table 49 □Forecast Other Lodging Online Sales: Value 2024-2029

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Table 50 □Forecast Lodging (Destination) Outlets: Units 2024-2029

BOOKING IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Operators benefit from continued boom in outbound travel

KKday goes from strength to strength

PROSPECTS AND OPPORTUNITIES

Bookings will continue to recover throughout the forecast period

Uni Travel plans to open 100 stores by 2025, driving growth for traditional travel agencies, amid shift to online platforms

CATEGORY DATA

Table 51 Booking Sales: Value 2019-2024

Table 52 Business Travel Sales: Value 2019-2024

Table 53 Leisure Travel Sales: Value 2019-2024

Table 54 Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 55 Forecast Booking Sales: Value 2024-2029

Table 56 Forecast Business Travel Sales: Value 2024-2029

Table 57 Forecast Leisure Travel Sales: Value 2024-2029

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