

# Booking in Taiwan

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## Abstracts

Retail sales of bookings continued to grow strongly in constant value terms in 2023. This trend was driven primarily by leisure travel, due to the release of pent-up consumer demand. Japan was the most popular destination for Taiwanese consumers, with the weakening of the Yen making it an even more attractive prospect, after two years of being closed to visitors. Despite the inflationary pressures, travelling to Japan was still affordable for many Taiwanese. South Korea and Vietnam were also pop...

Euromonitor International's Booking 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: Booking Offline, Booking Online, Business Travel, Direct Suppliers, Leisure Travel, Travel Intermediaries.

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

Why buy this report?

Get a detailed picture of the Booking 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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