

Flows in Taiwan

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Abstracts

The election of a new, less China-centric government in Taiwan saw swift reaction from China with the Chinese government quickly discouraging group tours to Taiwan. The move led to a drastic decline in overall group arrival numbers and an overall decline in arrival numbers in 2017.

Euromonitor International's Flows 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 2012-2016, 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 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, Inbound Arrivals, Outbound Departures.

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

Why buy this report?

Get a detailed picture of the Flows 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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Executive Summary

Total Arrivals Decline for First Time in Over A Decade

Rise in Independent Travel and Online Sales Go Hand in Hand

Independent Travellers Driving Competition Into Online Channels

Growth in Local Travel Booking Platforms

Overall Healthy Growth Expected Over Forecast Period

SWOT

Summary 1 Destination Taiwan: SWOT

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