

Tourism Flows Outbound in Taiwan

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Abstracts

Tourism flows outbound grew by 8% in terms of the number of trips in 2013. This was significantly stronger than 4% increase recorded in 2012. Despite the continued lacklustre performance of Taiwan's economy in 2013, the increased presence of low cost carriers and rising competition among travel agents resulted in more affordable travel products, which boost the number of departures.

Euromonitor International's Tourism Flows Outbound 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 2009-2013, 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 2018 illustrate how the market is set to change.

Product coverage: Departures By Country, Departures by Mode of Transport, Departures By Purpose Of Visit.

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

Why buy this report?

Get a detailed picture of the Tourism Flows Outbound 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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Changing Consumer Lifestyles Boost Travel and Tourism

Luxury Travel Develops Due To Changing Values of Affluent Travellers

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