

Tourist Attractions in Taiwan

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Abstracts

Arrivals registered a very marginal increase in terms of the number of trips in 2013, largely due to China's new travel law, implemented to regulate fairer trade between travel agencies and tourists. The new law prohibits travel agencies from offering low-priced tours and then marking-up their profit margins by obtaining commissions from shops to which they bring their tour groups or requiring additional payment for services. However, the change in law affected mainly low-quality tour groups...

Euromonitor International's Tourist Attractions 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: Tourist Attractions by Category, Tourist Attractions by Channel.

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

Why buy this report?

Get a detailed picture of the Tourist Attractions 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

Growing Use of Social Media by Travel and Tourism Players

Heavier Domestic, Inbound and Outbound Tourism Flows Over the Forecast Period

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