

Travel in Taiwan

<https://marketpublishers.com/r/TA6E4FC40FBEN.html>

Date: September 2023

Pages: 44

Price: US\$ 2,100.00 (Single User License)

ID: TA6E4FC40FBEN

Abstracts

The travel industry in Taiwan continued on its road to recovery in 2023, with the volume of inbound arrivals having recorded high triple-digit growth over the previous year. Following the lifting of all COVID-19-related entry restrictions in October 2022, the number of international tourists gradually increased. Industry sources recorded a boom in demand during the Lunar New Year holiday, which fell at the end of January 2023. However, the number of tourists visiting Taiwan remained well below t...

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 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, 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.

Contents

TRAVEL IN TAIWAN

EXECUTIVE SUMMARY

Travel in 2023

Airlines: key trends

Hotels: key trends

Booking: key trends

What next for travel?

MARKET DATA

Table 1 Surface Travel Modes Sales: Value 2018-2023

Table 2 Surface Travel Modes Online Sales: Value 2018-2023

Table 3 Forecast Surface Travel Modes Sales: Value 2023-2028

Table 4 Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 5 In-Destination Spending: Value 2018-2023

Table 6 Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

TOURISM FLOWS IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Taiwanese government targets six million tourists

Outbound travel explodes in 2023

PROSPECTS AND OPPORTUNITIES

Cruise tourism represents opportunity for growth

Rate of expansion of inbound arrivals will depend on return of Chinese tour groups

CATEGORY DATA

Table 7 Inbound Arrivals: Number of Trips 2018-2023

Table 8 Inbound Arrivals by Country: Number of Trips 2018-2023

Table 9 Inbound City Arrivals 2018-2023

Table 10 Inbound Tourism Spending: Value 2018-2023

Table 11 Forecast Inbound Arrivals: Number of Trips 2023-2028

Table 12 Forecast Inbound Arrivals by Country: Number of Trips 2023-2028

Table 13 Forecast Inbound Tourism Spending: Value 2023-2028

Table 14 Domestic Trips by Destination: Number of Trips 2018-2023

Table 15 Domestic Spending: Value 2018-2023

Table 16 Forecast Domestic Trips by Destination: Number of Trips 2023-2028

Table 17 Forecast Domestic Spending: Value 2023-2028

Table 18 Outbound Departures: Number of Trips 2018-2023

Table 19 Outbound Departures by Destination: Number of Trips 2018-2023

Table 20 Outbound Tourism Spending: Value 2018-2023

Table 21 Forecast Outbound Departures: Number of Trips 2023-2028

Table 22 Forecast Outbound Departures by Destination: Number of Trips 2023-2028

Table 23 Forecast Outbound Spending: Value 2023-2028

AIRLINES IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Airlines see strong rebound in demand

Carriers look to increase operational capacities

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 2018-2023

Table 25 Airlines Online Sales: Value 2018-2023

Table 26 Airlines: Passengers Carried 2018-2023

Table 27 Airlines NBO Company Shares: % Value 2018-2022

Table 28 Non-Scheduled Carriers Brands by Key Performance Indicators 2023

Table 29 Low Cost Carriers Brands by Key Performance Indicators 2023

Table 30 Full Service Carriers Brands by Key Performance Indicators 2023

Table 31 Forecast Airlines Sales: Value 2023-2028

Table 32 Forecast Airlines Online Sales: Value 2023-2028

LODGING (DESTINATION) IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hotels in Eastern Taiwan benefit from boom in domestic tourism

Hotel operators continue with plans for expansion, but challenges remain

PROSPECTS AND OPPORTUNITIES

New luxury hotels are under construction to prepare for future demand

Expected shift in hotel landscape

CATEGORY DATA

Table 33 Lodging (Destination) Sales: Value 2018-2023

Table 34 Lodging (Destination) Online Sales: Value 2018-2023

Table 35 Hotels Sales: Value 2018-2023

Table 36 Hotels Online Sales: Value 2018-2023

Table 37 Other Lodging Sales: Value 2018-2023

Table 38 Other Lodging Online Sales: Value 2018-2023
Table 39 Lodging (Destination) Outlets: Units 2018-2023
Table 40 Lodging (Destination) Rooms: Number of Rooms 2018-2023
Table 41 Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023
Table 42 Hotels NBO Company Shares: % Value 2018-2022
Table 43 Hotel Brands by Key Performance Indicators 2023
Table 44 Forecast Lodging (Destination) Sales: Value 2023-2028
Table 45 Forecast Lodging (Destination) Online Sales: Value 2023-2028
Table 46 Forecast Hotels Sales: Value 2023-2028
Table 47 Forecast Hotels Online Sales: Value 2023-2028
Table 48 Forecast Other Lodging Sales: Value 2023-2028
Table 49 Forecast Other Lodging Online Sales: Value 2023-2028
Table 50 Forecast Lodging (Destination) Outlets: Units 2023-2028

BOOKING IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Operators benefit from outbound travel boom

KKday goes from strength to strength

PROSPECTS AND OPPORTUNITIES

Revival of group travel from mainland China will be important to Taiwanese travel operators

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 2018-2023
Table 52 Business Travel Sales: Value 2018-2023
Table 53 Leisure Travel Sales: Value 2018-2023
Table 54 Travel Intermediaries NBO Company Shares: % Value 2018-2023
Table 55 Forecast Booking Sales: Value 2023-2028
Table 56 Forecast Business Travel Sales: Value 2023-2028
Table 57 Forecast Leisure Travel Sales: Value 2023-2028

I would like to order

Product name: Travel in Taiwan

Product link: <https://marketpublishers.com/r/TA6E4FC40FBEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TA6E4FC40FBEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970