

# Travel and Tourism in Taiwan

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## Abstracts

Travel and Tourism in Taiwan

### Summary

Travel & Tourism in Taiwan industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The travel and tourism industry consists of revenues generated by passenger airlines, passenger rail, foodservice, hotels and motels, travel intermediaries and casinos and gaming.

The Taiwanese travel & tourism industry had total revenues of \$120.9bn in 2019, representing a compound annual growth rate (CAGR) of 4.8% between 2015 and 2019.

The casino & gaming segment was the industry's most lucrative in 2019, with total revenues of \$39.1bn, equivalent to 32.3% of the industry's overall value.

Due to the unpredictable relationship between Taiwan and China, the country has made efforts to build relationships with other Asian countries in order to drive growth in its tourism industry.

### Scope

*Travel and Tourism in Taiwan*

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the travel & tourism market in Taiwan

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel & tourism market in Taiwan

Leading company profiles reveal details of key travel & tourism market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Taiwan travel & tourism market with five year forecasts by both value and volume

## **Reasons to Buy**

What was the size of the Taiwan travel & tourism market by value in 2019?

What will be the size of the Taiwan travel & tourism market in 2024?

What factors are affecting the strength of competition in the Taiwan travel & tourism market?

How has the market performed over the last five years?

Who are the top competitors in Taiwan's travel & tourism market?

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### COMPANIES MENTIONED

McDonald's Corp

China Airlines Ltd.

Booking Holdings Inc

EVA Airways Corp

Doctor's Associates Inc

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