



Booking in Taiwan

September 2024

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Booking in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Operators benefit from continued boom in outbound travel

KKday goes from strength to strength

PROSPECTS AND OPPORTUNITIES

Bookings will continue to recover throughout the forecast period

Uni Travel plans to open 100 stores by 2025, driving growth for traditional travel agencies, amid shift to online platforms

CATEGORY DATA

Table 1 - Booking Sales: Value 2019-2024

Table 2 - Business Travel Sales: Value 2019-2024

Table 3 - Leisure Travel Sales: Value 2019-2024

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Travel in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Travel in 2024

Airlines: key trends

Hotels: key trends

Booking: key trends

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Table 9 - Surface Travel Modes Online Sales: Value 2019-2024

Table 10 - Forecast Surface Travel Modes Sales: Value 2024-2029

Table 11 - Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 12 - In-Destination Spending: Value 2019-2024

Table 13 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

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