



Taiwan Fact Sheet

Taiwan Overview

The HTA, through Hawai'i Tourism Taiwan (HTT), implements targeted marketing programs to increase awareness and drive travel demand to Hawai'i. Since 2014, HTA had contracted with JWI Marketing (JWI) to provide marketing representation services in Taiwan. JWI Marketing was established in 2009 and is a wholly owned subsidiary of the Lion Group. In 2017, HTA continues to focus on sustaining and increasing direct air services from Taiwan to Hawai'i, expand travel trade education and collaboration, grow online and social media connectivity to create topics and exposure for Hawaiian Islands, and develop integrated consumer promotional campaigns to keep Hawai'i "top of mind" among Taiwanese consumers.

March 2017 Quick Facts¹

Visitor Expenditures: \$9.9 million
 Primary Purpose of Stay: Pleasure (3,860) vs. MCI (261)
 Average Length of Stay: 7.67 days
 First Time Visitors: 69.6 %
 Repeat Visitors: 30.4 %

TAIWAN (by Air)	2015	2016P	% Change 2016P vs 2015	2017 Forecast	% Change 2016P vs 2017 Forecast	YTD Mar. 2017P	YTD Mar. 2016P	% change YTD
Visitor Expenditures* (\$ Millions)	30.9	36.2	17.0%	38.8	7.1%	9.9	10.9	-9.8%
Visitor Days	139,453	145,984	4.7%	153,284	5.0%	36,884	35,172	4.9%
Arrivals	17,525	18,410	5.0%	19,331	5.0%	4,812	4,583	5.0%
Per Person Per Day Spending* (\$)	221.8	247.9	11.8%	252.9	2.0%	267.4	310.7	-14.0%
Per Person Per Trip Spending* (\$)	1,765.0	1,966.3	11.4%	2,005.3	2.0%	2,049.5	2,384.9	-14.1%
Length of Stay (days)	7.96	7.93	-0.3%	7.93	0.0%	7.67	7.67	-0.1%

*Excludes supplemental business spending

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¹ 2016 and 2017 data are preliminary

Market Summary

- In 2016, arrivals from Taiwan to Hawai'i rose 5% year over year to 18,410 visitors and total visitor expenditures increased 17 percent to \$36.2 million. Through March 2017, arrivals rose 5.0 percent to 4,812 visitors. Lower daily spending (-14% to \$267.4 per person), contributed to a 9.8 percent decrease in visitor expenditures to \$9.9 million.
- In 2016, Taiwanese visitors to O'ahu, Island of Hawai'i, Maui and Kaua'i were at 89%, 34%, 19% and 4%, respectively. Through March 2017, 89% went to O'ahu, 27% to Island of Hawai'i, 16% went to Maui, and 7% went to Kaua'i.
- In 2016, the average length of stay of Taiwanese visitors was 7.93 days. Through March 2017, the average length of stay was 7.67 days.
- In 2016, 41% of visitors from Taiwan were repeat visitors. Through March 2017, repeat visitors comprised 30.4%.
- In 2016, 9.7% of all visitors to Hawai'i from Taiwan came on group tours. Through March 2017, group tour was 28.8%.
- For 2016, 16.3% of Taiwanese visitors came for MCI purposes. Through March 2017, 5.4% were MCI visitors.
- Airlift: In 2016, seat inventory was increased by 3.5% to 32,408 seats. Through February 2017, air capacity rose 3.2% to 7,473 seats.

Market Conditions

- Taiwan Government revised its economic forecast for 2017 to a GDP growth of 1.87%, which is slightly higher than the previous projection of 1.47% in year over year growth.
- Currency exchange rate fluctuations (e.g. Taiwan dollar's depreciation against USD and appreciation against other currencies) impact Taiwanese decision making in oversea destination visitation and spending.
- 2016 Taiwan total outbound reached 14.58 million, a 10.66% increase year over year. 92% of total outbound were to short haul Asia destinations. Japan is still the number one destination, receiving nearly 4.3 million Taiwanese visitors in 2016.
- Forecast for the 2017 Taiwanese outbound to the U.S. will have a growth rate of 3-4% to reach 480,000 arrivals. Currently, there are no additional direct flights being added to U.S. destinations, and Delta Airlines has stopped their Taiwan to U.S., via Japan route.
- There are increased affordable and attractive offerings from nearby destinations to entice Taiwanese visitors.
- Hawai'i expects sustained air seats from Taiwan and strives for enhanced air capacity with additional seasonal and/or regular scheduled flights.
- In March, in preparation for the launch of LGBTQ campaign in late April, HTT met with China Airlines and PAK group leader to plan a LGBTQ focused PAK product. This PAK product will highlight the Honolulu Pride Parade, Honolulu Film Festival, and the Honolulu AIDS Walk. This campaign will also introduce LGBTQ travelers to popular bars and beaches in Hawai'i.

Visitor Statistics

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*Excludes supplemental business spending

Taiwan: Distribution by Island

TAIWAN (by Air)	2015	2016P	% Change 2016P vs 2015	YTD Mar. 2017P	YTD Mar. 2016P	% change YTD
O'ahu	16,437	16,332	-0.6%	4,305	4,139	4.0%
Maui County	3,788	3,569	-5.8%	790	480	64.6%
...Maui	3,784	3,504	-7.4%	765	478	60.2%
...Moloka'i	138	257	85.9%	24	171	-85.7%
...Lāna'i	28	9	-67.7%	4	0	NA
Kaua'i	1,282	748	-41.7%	330	320	3.1%
Island of Hawai'i	5,481	6,191	12.9%	1,298	1,523	-14.8%

Taiwan: Airlift

	2017					2016					2017 vs. 2016 (%)				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
Taipei	7,473	7,455	7,982	8,270	31,180	7,238	7,982	7,982	9,206	32,408	3.2%	-6.6%	0.0%	-10.2%	-3.8%

Source: Diio Mii airline schedules

Taiwan: Group vs. FIT; Leisure vs. Business

TAIWAN (by Air)	2015	2016P	% Change 2016P vs 2015	YTD Mar. 2017P	YTD Mar. 2016P	% change YTD
Group vs FIT						
Group tour	986	1,786	81.1%	511	718	-28.8%
True Independent	9,550	10,544	10.4%	3,410	1,877	81.7%
Leisure vs business						
Pleasure (Net)	12,430	13,827	11.2%	3,860	3,933	-1.9%
MCI (Net)	3,917	2,995	-23.5%	261	404	-35.4%
Convention/Conf.	2,891	1,668	-42.3%	80	348	-77.1%
Corp. Meetings	678	791	16.7%	2	52	-95.8%
Incentive	363	590	62.5%	179	5	3424.7%

Taiwan: First Timers vs. Repeat Visitors

TAIWAN (by Air)	2015	2016P	% Change 2016P vs 2015	YTD Mar. 2017P	YTD Mar. 2016P	% change YTD
1st timers (%)	61.0	59	2.0	69.6	67.2	2.3
Repeaters (%)	39.0	41	-2.0	30.4	32.8	-2.3

Tax Revenue

TAIWAN (by Air)	2015	2016P	% Change 2016P vs 2015	YTD Mar. 2017P	YTD Mar. 2016P	% change YTD
State tax revenue generated* (\$ Millions)	3.29	4.23	28.3%	1.15	1.28	-9.8%

*State government tax revenue generated (direct, indirect, and induced)

Industry

Major Tour Operators

The list below shows the top tour operators in Taiwan in relation to market share. This is based on total number of passengers to Hawai'i.

- Lion Travel
- Cola Tour
- Phoenix Tour
- SET Tour
- Dragon Tours