



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.

2017 Quick Facts¹

Visitor Expenditures: \$37.3 million
 Primary Purpose of Stay: Pleasure (14,567) vs. MCI (2,631)
 Average Length of Stay: 8.14 days
 First Time Visitors: 71.5%
 Repeat Visitors: 28.5%

	2015	2016	% Change 2016 vs 2015	2017 Forecast (Aug. 2017)	% Change 2016 vs 2017 Forecast	YTD Dec. 2017P	YTD Dec. 2016	% change YTD
TAIWAN (by Air)								
Visitor Expenditures* (\$ Millions)	30.9	38.1	23.2%	37.2	-2.5%	37.3	38.1	-2.2%
Visitor Days	139,453	143,895	3.2%	146,978	2.1%	152,735	143,895	6.1%
Arrivals	17,525	18,107	3.3%	18,535	2.4%	18,767	18,107	3.6%
Per Person Per Day Spending* (\$)	221.8	264.9	19.4%	252.9	-4.5%	244.1	264.9	-7.8%
Per Person Per Trip Spending* (\$)	1,765.0	2,104.9	19.3%	2,005.3	-4.7%	1,986.7	2,104.9	-5.6%
Length of Stay (days)	7.96	7.95	-0.1%	7.93	-0.2%	8.14	7.95	2.4%

*Excludes supplemental business spending

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¹ 2016 visitor data are the final numbers and reflect data from the National Travel and Tourism Office and updated reports from airlines. 2017 data are preliminary

Market Summary

- In 2016, arrivals from Taiwan to Hawai'i rose 3.3% year over year to 18,107 visitors and total visitor expenditures increased 23.2 percent to \$38.1 million. In 2017, arrivals rose 3.6 percent to 18,767 visitors. However, lower daily spending (-7.8% to \$244 per person), resulted in a 2.2 percent decrease in visitor expenditures to \$37.3 million.
- In 2016, Taiwanese visitors to O'ahu, Island of Hawai'i, Maui and Kaua'i were at 89%, 33%, 19% and 4%, respectively. In 2017, 96% went to O'ahu, 27% to Island of Hawai'i, 14% went to Maui, and 5% went to Kaua'i.
- In 2016, the average length of stay of Taiwanese visitors was 7.95 days. In 2017, the average length of stay was 8.14 days.
- In 2016, 41% of visitors from Taiwan were repeat visitors. In 2017, repeat visitors comprised 28.5%.
- In 2016, 9.7% of all visitors to Hawai'i from Taiwan came on group tours. In 2017, group tour was 13.3%.
- For 2016, 16.3% of Taiwanese visitors came for MCI purposes. In 2017, 14% were MCI visitors.
- Airlift: In 2016, seat inventory was increased by 3.5% to 32,408 seats. In 2017, air capacity decreased 3.8% to 31,186 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 December, HTT invited celebrity ambassador Candy Wang to run in the 2017 Honolulu Marathon. After crossing the finish line, Wang shared photos and stories of their experience with fans on her social profile, earning significant impressions and reach.
- To prepare for the Chinese New Year holiday travel season, HTT met with several key travel agencies to discuss creating more attractive packages for consumers to select.

Visitor Statistics

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*Excludes supplemental business spending

Taiwan: Distribution by Island

TAIWAN (by Air)	2015	2016	% Change 2016 vs 2015	YTD Dec. 2017P	YTD Dec. 2016	% change YTD
O'ahu	16,437	16,107	-2.0%	18,007	16,107	11.8%
Maui County	3,788	3,496	-7.7%	2,778	3,496	-20.5%
...Maui	3,784	3,430	-9.4%	2,717	3,430	-20.8%
...Moloka'i	138	263	90.3%	31	263	-88.2%
...Lāna'i	28	9	-67.7%	46	9	432.2%
Kaua'i	1,282	744	-41.9%	983	744	32.0%
Island of Hawai'i	5,481	6,007	9.6%	5,018	6,007	-16.5%

Taiwan: Airlift

DepCity	2017					2016					CHANGE2017 vs. 2016 (%)				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
Taipei	7,473	7,461	7,982	8,270	31,186	7,238	7,982	7,982	9,206	32,408	3.2%	-6.5%	0.0%	-10.2%	-3.8%

Source: Diio Mii airline schedules, updated December 2017

Taiwan: Group vs. FIT; Leisure vs. Business

TAIWAN (by Air)	2015	2016	% Change 2016 vs 2015	YTD Dec. 2017P	YTD Dec. 2016	% change YTD
Group vs FIT						
Group tour	986	1,753	77.7%	2,490	1,753	42.1%
True Independent	9,550	10,346	8.3%	10,193	10,346	-1.5%
Leisure vs business						
Pleasure (Net)	12,430	13,508	8.7%	14,567	13,508	7.8%
MCI (Net)	3,917	2,947	-24.8%	2,631	2,947	-10.7%
Convention/Conf.	2,891	1,646	-43.1%	557	1,646	-66.1%
Corp. Meetings	678	791	16.7%	848	791	7.2%
Incentive	363	561	54.4%	1,233	561	120.0%

Taiwan: First Timers vs. Repeat Visitors

TAIWAN (by Air)	2015	2016	% Change 2016 vs 2015	YTD Dec. 2017P	YTD Dec. 2016	% change YTD
1st timers (%)	61.0	59	2.0	71.5	59.2	12.3
Repeaters (%)	39.0	41	-2.0	28.5	40.8	-12.3

Tax Revenue

TAIWAN (by Air)	2015	2016	% Change 2016 vs 2015	YTD Dec. 2017P	YTD Dec. 2016	% change YTD
State tax revenue generated* (\$ Millions)	3.50	4.45	27.3%	4.35	4.45	-2.2%

*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