TAIWAN, CHINA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

1 in 4 net new jobs were created by Travel & Tourism over the last five years

Global GDP impact by sector (2018 data). Share of total economy GDP

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

10.3% Total GDP contribution

6.4% OF TOTAL ECONOMY

Total T&T GDP = TWD1,165.6BN (USD37.7BN)

+7.6%

2019 Travel & Tourism GDP growth vs +2.7% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

330mn Jobs globally (1 in 10 jobs)

827.1 JOBS (000's)

(7.2% of total employment)

INTERNATIONAL VISITOR IMPACT

TWD558.1BN

in visitor spend (4.6% of total exports) (USD18.0BN)

TAIWAN, CHINA 2019 KEY DATA

INBOUND ARRIVALS

1. CHINA 28%
2. JAPAN 19%
3. HONG KONG SAR, CHINA 16%
4. SOUTH KOREA 10%
5. UNITED STATES 5%
REST OF WORLD 22%

OUTBOUND DEPARTURES

1. JAPAN 34%
2. CHINA 14%
3. SOUTH KOREA 7%
4. HONG KONG SAR, CHINA 6%
5. MACAU SAR, CHINA 5%
REST OF WORLD 34%

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING

BUSINESS SPENDING

DOMESTIC SPENDING

INTERNATIONAL SPENDING

81%
19%
49%
51%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

1All values are in constant 2019 prices & exchange rates
As reported in March 2020