TAIWAN, CHINA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution
330MN Jobs globally (1 in 10 jobs)
6.4% of total economy
7.6% real economy GDP growth
2.5% agriculture
3.5% Travel & Tourism

TAIWAN, CHINA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

6.4% of total economy
Total T&T GDP = TWD1,165.6BN (USD37.7BN)

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

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)

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: 81%
- BUSINESS SPENDING: 19%
- DOMESTIC SPENDING: 49%
- INTERNATIONAL SPENDING: 51%

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

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