



## Taiwan Fact Sheet

### Taiwan Overview

The HTA, through Hawai'i Tourism Taiwan (HTT), implements targeted marketing programs to increase brand awareness and drive high-value visitation to Hawai'i. The HTA selected a marketing contractor, Brand Story Asia to provide destination representation services for the Hawaiian Islands in Taiwan effective January 1, 2020. Brand Story was established in 2006 with offices in Taipei and other major cities in Asia. In 2020, HTT employs a strategic mix of trade marketing partnerships as well as consumer engagement via advertising, public relations, social and digital programs to target high-value responsible travelers to Hawai'i.

### Year-to-date June 2020 Quick Facts<sup>1</sup>

Visitor Expenditures: NA (Not Available)  
 Primary Purpose of Stay: Pleasure (2,732) vs. MCI (370)  
 Average Length of Stay: 9.67 days  
 First Time Visitors: 63.7%  
 Repeat Visitors: 36.3%

TAIWAN (by Air)	2018	2019P	% Change 2019 vs 2018	2020* Forecast	% Change 2019 vs 2020 Forecast	YTD June 2020P	YTD June 2019P	% change YTD
Visitor Expenditures* (\$ Millions)	39.1	58.0	48.5%	NA	NA	NA	33.0	NA
Visitor Days	162,220	232,692	43.4%	NA	NA	33,490	128,927	-74.0%
Arrivals	17,523	25,885	47.7%	NA	NA	3,463	14,214	-75.6%
Average Daily Census	444	638	43.4%			184	712	-74.2%
Per Person Per Day Spending* (\$)	240.8	249.4	3.5%	NA	NA	NA	255.9	NA
Per Person Per Trip Spending* (\$)	2,229.6	2,241.6	0.5%	NA	NA	NA	2,321.5	NA
Length of Stay (days)	9.26	8.99	-2.9%	NA	NA	9.67	9.07	6.6%

\*Dept. of Business, Economic Development & Tourism (DBEDT) 2020 forecasts were not available at the time of report publication.

### Contact Information

**Hawai'i Tourism Authority:** Jadie Goo  
 Director of Marketing  
 Tel: (808) 973-2252  
[jadie@gohta.net](mailto:jadie@gohta.net)

**Hawai'i Tourism Taiwan:** Molly Jou  
 Trade & MCI Marketing Director  
 Tel: 886 963 922 520  
[Molly.jou@brandstory.asia](mailto:Molly.jou@brandstory.asia)

<sup>1</sup> 2020 and 2019 visitor data are preliminary. 2018 visitor data are the final numbers and reflect updated airfare statistics from DIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

## Market Summary

---

Due to the COVID-19 pandemic, all passengers arriving from out-of-state during June were required to abide by a mandatory 14-day self-quarantine. Exemptions include travel for essential reasons like work or healthcare. The interisland quarantine was in effect for the first half of June, ending on June 15. The U.S. Centers for Disease Control and Prevention (CDC) also continued to enforce its “No Sail Order” on all cruise ships.

In June 2020, three visitors arrived from Taiwan compared to 2,180 visitors a year ago. Visitor spending data were not available.

- Through the first half of 2020, arrivals decreased 75.6 percent to 3,463 visitors. Visitor days declined 74.0 percent. The average daily census showed 184 visitors per day, a 74.2 percent drop compared to the first half of 2019.
- Through the first half of 2020, O‘ahu, the island of Hawai‘i, Maui, and Kaua‘i received 97.4 percent, 35.8 percent, 17.4 percent, and 3.8 percent of Taiwanese visitors, respectively. Repeat visitors comprised 36.3 percent. Group tour arrivals made up 2.9 percent.
- Through the first half of 2020, air capacity dropped 60.7 percent to 7,344 seats.
- In 2019, visitor spending rose significantly (+48.5% to \$58.0 million), boosted by increased arrivals (+47.7% to 25,885 visitors) and higher daily spending (+3.5% to \$249 per person) compared to 2018. Contributing to the growth was more than 4,000 visitors from an insurance group that traveled on incentives to Honolulu in May 2019. The average daily census showed 638 visitors per day in 2019, up 43.4 percent compared to 2018.
- In 2019, 97.9 percent visitors from Taiwan went to O‘ahu, 25.1 percent to the island of Hawai‘i, 15.9 percent went to Maui, and 3.8 percent went to Kaua‘i. In 2019, 30.0 percent of visitors from Taiwan were repeat visitors; 9.6 percent of all visitors to Hawai‘i from Taiwan came on group tours.
- In 2019, air capacity to Hawai‘i from Taiwan increased 25.0 percent to 39,780 scheduled seats.

## Market Conditions

---

- Taiwan government has extended the travel restrictions for travel agencies to organize all inbound and outbound group tours until July 31 considering the international COVID-19 pandemic. However, domestic travel is fully opened without any restrictions of occupancy.
- From July 1 onward, Taiwanese citizens and their foreign spouses who possess a valid ROC Resident Certificate are eligible to apply for the Triple Stimulus Vouchers. The vouchers are aimed to boost Taiwan’s economy amid fallout from COVID-19.
- In addition to the Triple Stimulus Vouchers, the Ministry of Culture has invested US\$40 million to issue 2 million booklets of "Arts FUN Go" vouchers, valued at US\$20 each booklet, to encourage domestic cultural and arts consumption and to help boosting cultural and arts industries as the pandemic is subsiding.
- China Airlines, EVA Air and other international air carriers are gradually resuming international flights mainly for business travelers. All Nippon Airways has resumed its Taipei Songshan Airport – Tokyo Haneda Airport route.
- Guam is opening its borders for visitors from low risk countries including Taiwan on July 24. Taiwanese travelers going to Guam under 5 days can exempt from the PCR test.

- The United Kingdom has reopened its borders for visitors from 59 countries and regions, Taiwan included, to be exempted from a 14-day quarantine when visiting England.
- China Airlines has decided to suspend its regular service to Hawai'i of 2 – 3 weekly flights through July 2020.

## Distribution by Island

TAIWAN (by Air)	2018	2019P	% Change 2019 vs 2018	YTD June 2020P	YTD June 2019P	% change YTD
O'ahu	16,883	25,339	50.1%	3,374	13,913	-75.7%
Maui County	3,730	4,238	13.6%	616	2,725	-77.4%
Maui	3,603	4,107	14.0%	601	2,664	-77.4%
Moloka'i	113	55	-51.5%	22	0	#DIV/0!
Lāna'i	277	136	-50.7%	3	100	-96.8%
Kaua'i	653	971	48.8%	133	558	-76.2%
Island of Hawai'i	4,688	6,489	38.4%	1,239	3,056	-59.5%

## Airlift

Departure City	2020					2019					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
Taipei	7,344			7,344	14,688	7,956	10,710	11,934	9,180	39,780	-7.7			-20.0	-63.1

Source: Diio Mii airline schedules. Updated July 29, 2020.

## Group vs. True Independent; Leisure vs. Business

TAIWAN (by Air)	2018	2019P	% Change 2019 vs 2018	YTD June 2020P	YTD June 2019P	% change YTD
Group vs True Independent (Net)						
Group tour	1,386	2,478	78.8%	100	1,815	-94.5%
True Independent (Net)	10,774	15,436	43.3%	2,200	7,872	-72.0%
Leisure vs business						
Pleasure (Net)	14,305	20,324	42.1%	2,732	10,755	-74.6%
MCI (Net) *	1,909	2,798	46.5%	370	2,014	-81.6%
Convention/Conf.	1,129	970	-14.1%	188	532	-64.7%
Corp. Meetings	117	434	272.2%	60	310	-80.6%
Incentive *	739	1,515	105.1%	176	1,262	-86.1%

## Taiwan: First Timers vs. Repeat Visitors

TAIWAN (by Air)	2018	2019P	% Change 2019 vs 2018	YTD June 2020P	YTD June 2019P	% change YTD
1st timers (%)	69.7	70.0	0.3	63.7	69.6	-5.9
Repeaters (%)	30.3	30.0	-0.3	36.3	30.4	5.9

## Tax Revenue

TAIWAN (by Air)	2018	2019P	% Change 2019 vs 2018	YTD June 2020P	YTD June 2019P	% change YTD
State tax revenue generated* (\$ Millions)	4.56	6.77	48.5%	NA	3.85	NA

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