



For Hong Kong Tourism Overview 2024 Only

# TAIWAN

**WINNIE SHYU**

DIRECTOR, TAIWAN

# MARKET PERFORMANCE

**Total Arrivals**  
2023

**783,778**  
(41% vs. 2018)

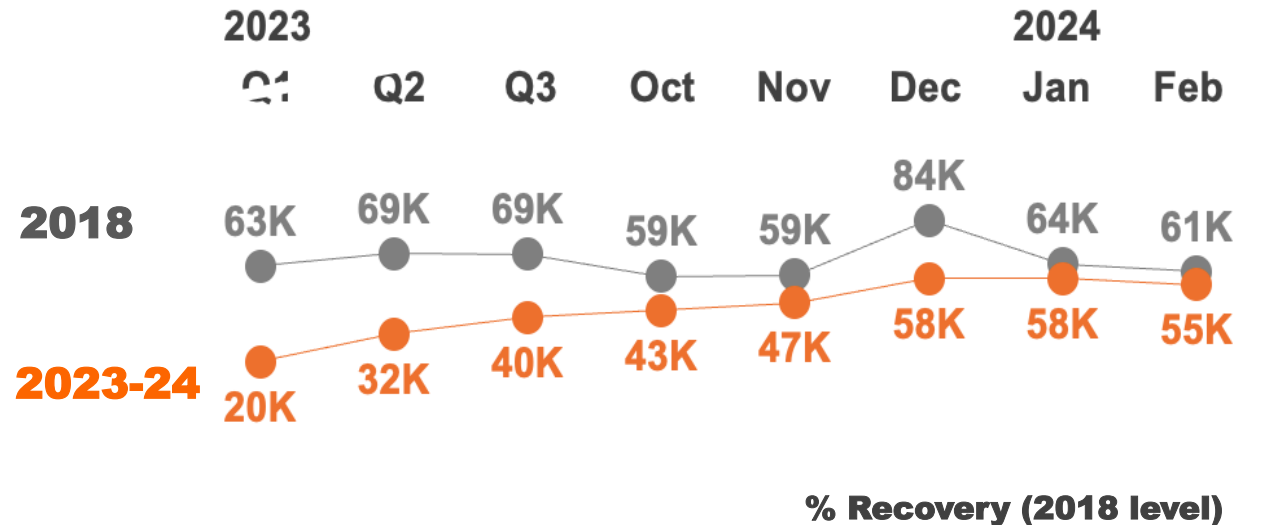
**Overnight Recovery**

**90%**  
(Feb 2024 vs. 2018)

**Overnight Arrivals**  
Feb 2024

**55%**

## Average Monthly



# RECOVERY BY VISITOR SEGMENT

YTD DEC 2023

KEY SEGMENT



FEMALE



AGE

26-35

36-45

46-55



across all age groups

29%

21%

15%

58%

# KEY PERFORMANCE INDICATORS

## Purpose of visit

DINING

22%

THEME PARK

20%



## LENGTH OF STAY

3.2  
nights

## Per Capital Spending

\$7,400

vs. 2018 \$5,200



Source: HKTB Departing Visitor Survey (DVS)

# MARKET OUTLOOK

## TRAVEL IS A MUST

Take travel as essential

70%

## ECONOMIC

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- ▶ GDP 3.35%
- ▶ Jobless rate 3.48%
- ▶ Inflation 3.08%

## MEDIA

EVERYTHING links to LINE  
90.7% Penetration



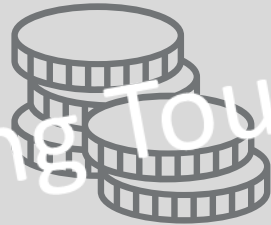
- ▶ 1.5million active users
- ▶ 40 TRAVEL PARTNERS

# CONSUMER TREND

**7-20 days average  
booking lead time**



**82% Price  
comparison**



**45% Embracing  
“affordable luxury”  
experience**



**Themed content  
shows fresh appeal**



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Seeking for

**Hong Kong Trade Support in Advance**

# STRATEGIC FOCUS

- ▶ Strengthening short-break destination image through awareness promotions
- ▶ Sharing immersive experiences to motivate purchase through influencers
- ▶ Focusing on high-yield segment to promote “Affordable Luxury” through CRM
- ▶ Intensive tactical promotions with themed contents to accelerate overnight stays



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# 2024 KEY INITIATIVES

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## SPEED SALES CONVERSION

# 72 HOURS IN FOODIE HAVEN

CELEBRITY CHEFS' FOOD TRIALS MEDIA CO-OP



KOLS LIVE STREAMING



SOCIAL NETWORK FOR FOODIES

CREDIT CARD & TRADE



# AFFORDABLE LUXURY TRIP

## 輕奢香港遊

Target: young talent with ELEGANT LIFESTYLE

10 Lifestyle  
Influencers

Selected Media

Trade CRM  
Target Members



# ADVOCACY-FOCUSED AWARENESS PROMOTION

## STORYTELLING

Find surprises

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Top Miraculous Temple



Story Behind the Corner



Promote Theme Tours



# ARTS AND CULTURE

## A CITY CURATOR



**Online  
Photography Exhibitions**



**Leading Arts & Culture  
Medias**



**Half Day  
Art & Culture Tour**

# SHE PROGRAM

Apr



Dec

## KOLS' CIRCLE

Create trend & buzz

## CELEBRATION

Launch seasonal celebration deals

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## TRADE CO-OP

4 IN! LOVE HONG KONG with besties

APPRECIATION MONTH for mother





# FAMILY ADVENTURE IN SUMMER

May



Aug



- ▶ **Through media co-op**
- ▶ **Family-friendly travel guide**
- ▶ **Taipei travel EXPO**



# UNMISSABLE DOUBLE FUN HALLOWEEN + WINE & DINE

Aug ▶▶▶ Nov

✓ Credibility

✓ Awareness

✓ Consideration

✓ Conversion



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# 2024 CALENDAR

## Tactical Coop

SHE  
promotion

Family  
promotion

• Affordable  
Luxury  
• SHE promotion

• Halloween  
• Wine and Dine

• Winterfest  
• NYCD  
• SHE promotion

CNY

Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar

Trade  
Networking

TTE  
31 May - 3 June

ITF  
1-4 Nov

## Marketing Campaign

Family in Summer

Halloween/ Wine and Dine

SHE promotion

Arts & Culture/ Gourmet/ Affordable Luxury/ Advocacy Awareness







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跟著名人玩

把自己藏進香港風景裡

*To trace celebrities' footsteps in HK*





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# THANK YOU

**WINNIE SHYU**

DIRECTOR, TAIWAN