



TAIWAN

Winnie Shyu

Director, Taiwan

HKTB TOURISM OVERVIEW 2025

MARKET PERFORMANCE

Total Arrivals from Taiwan

1.24M

(62% vs 2018)

Overnight Arrivals

727K

(58% Share)

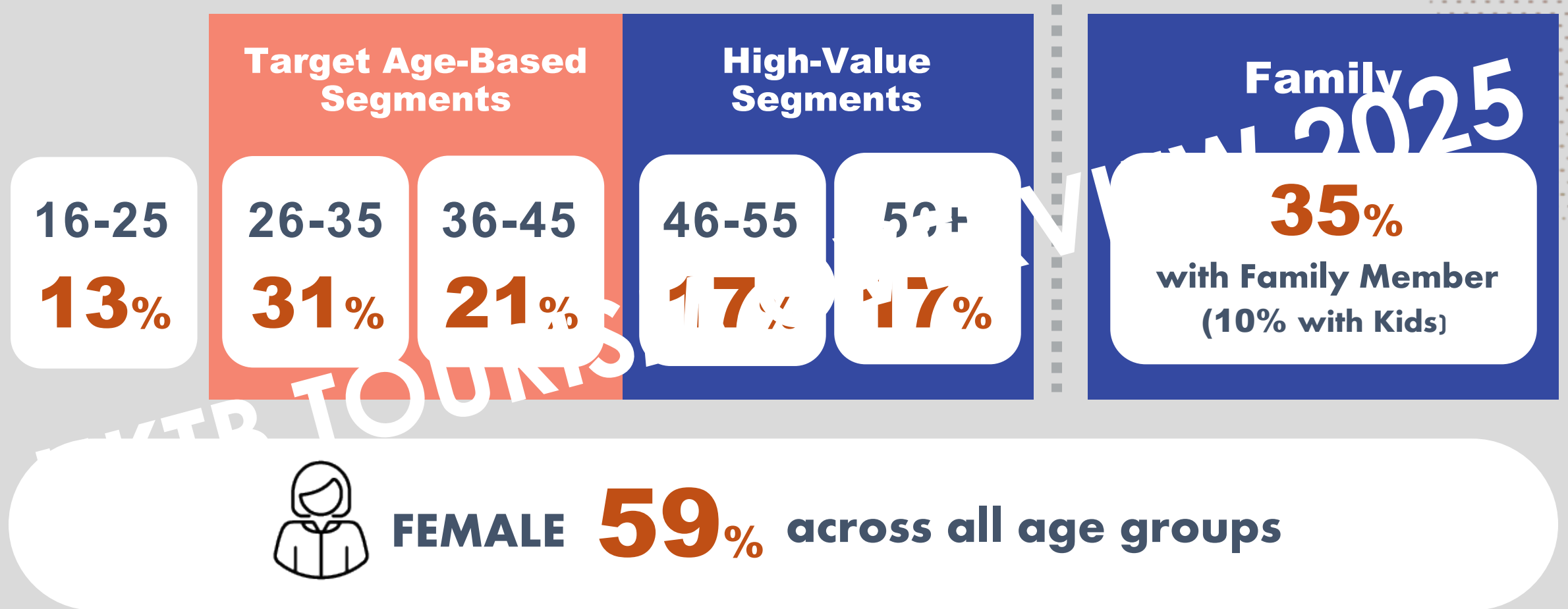
Overnight Recovery

86%

(vs 2018)

	INBOUND TO HK	2024
#1	MAINLAND	3.4M
#2	TAIWAN	1.24M
#3	PHILIPPINES	1.19M
#4	USA	884K
#5	SOUTH KOREA	855K

OVERNIGHT VACATION PROFILE



KEY PERFORMANCE INDICATORS

PURPOSE OF VISIT

(Overnight Vacation)



Dining

22%

(2023)



28%

(2024)



Theme Park

20%

(2023)



22%

(2024)

LENGTH OF STAY

2.7 NIGHTS

(2018: 2.7 NIGHTS)

PER CAPITA OVERNIGHT SPENDING



\$5.4K

(2018 PCS: \$5.2K)

STRONG MARKET

ECONOMIC



GDP 3.1%
Inflation 2.08%

CONSUMER CONFIDENCE



CCI Highest Level
(78 Points)

STRONG OUTBOUND

TRAVEL

16.8M

2024 FY

>101% Recovery
(vs 2018)

Note: 2025 GDP Forecast as of February 2025 data; 2024 Inflation as of January 2025 data; CCI highest level – September 2024

Source: Taiwan Department of Budget, Accounting and Statistics/ Taiwan Tourism Administration

MARKET OUTLOOK

MARKET INSIGHT

Reaches
Super-Aged
Milestone

65+

20% total population

SPENDING POWER

Highest
Among Asia

41%

Leisure travel spending
on the rise

MARKET LANDSCAPE

OMO Seamless
Experience

80%

51% browse online >
purchase in-store

CONSUMER TREND

Senior Travel
On The Rise

Family Travel
Tops The List

Experience &
Culinary Booming

Taiwan
Outbound

Aged 50+
Outbound

↑ **45%** vs 2018

Most significant growth element

34% plan for
Multi-Gen trips

Spend on...
Experience **65%**

Ranked #2 globally

Culinary **42%**

Esp. among Baby Boomers

Taiwan to
Hong Kong

Aged 50+

24% share
Potential to grow

35%

Taiwan visitors
Travel with family

Visit HK for
EXPERIENCE

32% (2018) → **40%** (2024)

TOP CHALLENGES

Intense Competition

	Top Destination	2024 Arrival	YOY %
#1	Japan	6M	+42%
#2	South Korea	1.4M	+50%
#3	Vietnam	1.3M	+48%

- Competitive Package Price

HK\$2500

KR	VN	JP
5D4N	4D3N	3D2N

- 22 LLC – Mostly Short Haul

% Share
of seat
capacity

KR	VN	JP
54%	34%	33%

- Currency Exchange Rate

APPROACH DIRECTION

Differentiate

By High-Value Experiences

Empower

Growth From Strengths

Introduce

Wellness Activities To Seniors

Highlight

Mega Events & Theme Activities

HKTb TOURISM OVERVIEW 2025



STRATEGIC FOCUS & INITIATIVES

**Drive Strong
Overnight Arrivals**

**Create True Value &
Increase Visitor Experience**

Effective strategies to provide
the highest quality of experience for visitors

Year-Round Experiences & Seasonal Mega Events



CULINARY HUB

HK Signature In Culinary



Demonstrate skill
'Wok Hei' Map

Celebrity Chef Takes You To HK Tours

HKD 11,550

HKD 14,850

HKD 12,100



Literary
Gourmet Trip



Chef Leading
Tour



Gourmet &
Behind-the-Scenes

HK trade partners can extend this interest to engagement and conversion

EXQUISITE QUALITY TRAVEL

Highlighting Indulgence And A Truly Lavish Escape @ HK



Valuable
Media Content



KOLs Sharing
10 Memorable
Experiences



Michelin &
In-depth Tour

HK trade partners to empower tourists' experiences

WELLNESS

Tailor-Made Service For Seniors



Senior Celebrity Youtuber
TV News - Wellness Itinerary



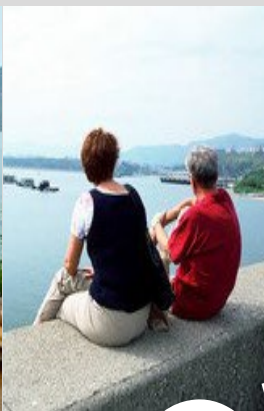
Outdoor/Arts & Culture Tours
Behind-the-Scenes Tours

Collaborate bundle deals: combine products or services for attractive offers

TIMELESS BONDING TRIP

Travel With Parents Adventure

Explore HK With Kids



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Tactical promotions

Unlock Parent's Wish List Packages

Top Kid's TV Programme Episodes

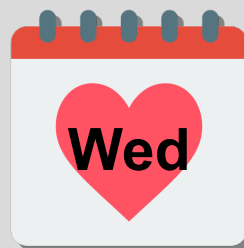
Tips from Influencers

Kid's Idol Meet-and-Greet @ HK

HK trade partners to provide special family offers to parents/ kids

MID-WEEK FUN

Enjoy Day & Night City Experiences



Happy Weekday
用心小週末



Showcase by KOLs + late flights & mid-week offers by airlines

Mid-week Special Offering

Personalised City Experiences

Variety For Lady's Night

Exclusive Offer Package

HK trade partners support : content + discount & dining offers

MEGA EVENTS



Best Treats In Best Destination

Consumer Activity
At Marketplace

KOLs Early Engagement

Members Exclusive
Privilege Package
Promotion

Christmas Advent
(Real-Time Display)

Tactical Co-ops

HK trade partners support : event related products & offers

CALENDAR 2025/26

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

Culinary Hub & Night Vibes

- ‘Wok Hei’ Map
- Celebrity chef group tour
- Happy hours and bar hopping

Family & Wellness

- Unlock Parent’s wish list
- Kid’s idol meet-and-greet
- Outdoor/Arts & Culture tours
- Behind-the-Scenes Tour

Halloween

- O2O consumer promotion
- Artline & tactical co-ops

Winter Fest

- Christmas Advent
- Tactical co-ops

Exquisite Quality Travel

- Airline Co-ops
- Michelin & in-depth Tour

Mid-Week Fun

- Mid-week special offering
- Personalised experiences
- Lady’s night

Wind & Dine

- Members exclusive package

CNY

- CNY blessings trip
- Tactical co-ops

THANK YOU

WINNIE SHYU

DIRECTOR, TAIWAN

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