



Lodging (Destination) in Taiwan, China

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Taipei InterContinental leverages corporate long-stays to offset leisure declines

Taipei InterContinental and Marriott alliances reshape operational resilience

Butterfly Valley Resort transforms eco-wellness into year-round demand

Chart 1 Lodging (Destination) Sales: Value 2021-2031

Chart 2 Lodging (Destination) Sales by Category: Value 2026

WHAT'S NEXT?

Local developers to accelerate global alliances to defend margins

Experiential transformation to attract high-yield digital nomads and purpose-driven travellers

Automation and upskilling to reshape operational models amid shrinking workforce

Chart 1 Forecast Lodging (Destination) Sales: Value 2021-2031

Chart 2 Forecast Lodging (Destination) Sales by Category: Value 2026-2031

PRODUCTS

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Smart room systems and app-native service flows drive the soft brand model

Natural materials and sensory programming transform the experiential stay

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Chart 2 Inflation 2021-2031

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Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

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