



Tourism Flows in Taiwan, China

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Inbound arrivals show strong recovery and evolving visitor profiles

Outbound departures continue robust expansion

Domestic travel and value-led innovation drive sustained growth

Chart 1 Tourism Flows Spending by Category: Value 2026

WHAT'S NEXT?

Ageing households and solo travellers to redefine short-trip demand

Concert weekends and mega-events to drive new spending peaks

Flexible products and premium targeting to secure future value

Chart 1 Forecast Tourism Flows Spending by Category: Value 2026-2031

PRODUCTS

Experiential rail design turns heritage assets into premium products

Digital infrastructure becomes the core visitor-facing product

Cultural campaigns are engineered as modular, market-specific products

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

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