

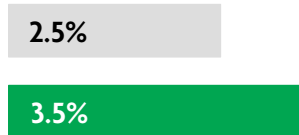
# TAIWAN, CHINA

## 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS <sup>1</sup>

### GLOBAL DATA 2019



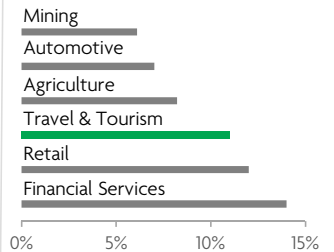
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**1 in 4 net new jobs** were created by Travel & Tourism over the last five years



**Global GDP impact by sector (2018 data).** Share of total economy GDP



### TAIWAN, CHINA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**6.4% OF TOTAL ECONOMY**

Total T&T GDP = TWD1,165.6BN (USD37.7BN)

**+7.6%**

2019 Travel & Tourism GDP growth vs **+2.7%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

**827.1 JOBS (000's)**  
(7.2% of total employment)

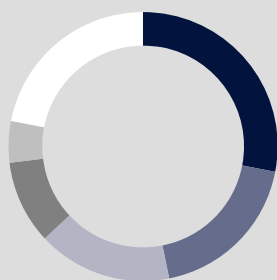


INTERNATIONAL VISITOR IMPACT

**TWD558.1<sub>BN</sub>**

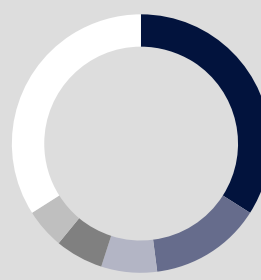
in visitor spend (**4.6%** of total exports)  
(USD18.0BN)

### INBOUND ARRIVALS



- 1. CHINA **28%**
- 2. JAPAN **19%**
- 3. HONG KONG SAR, CHINA **16%**
- 4. SOUTH KOREA **10%**
- 5. UNITED STATES **5%**
- **REST OF WORLD 22%**

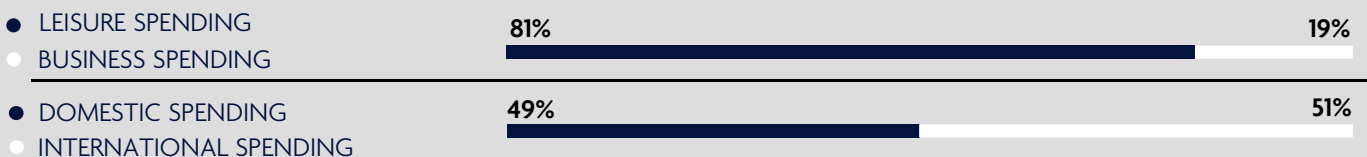
### OUTBOUND DEPARTURES



- 1. JAPAN **34%**
- 2. CHINA **14%**
- 3. SOUTH KOREA **7%**
- 4. HONG KONG SAR, CHINA **6%**
- 5. MACAU SAR, CHINA **5%**
- **REST OF WORLD 34%**

Note: Data are average shares over the 2016-2018 period  
Source: Oxford Economics, national sources and UNWTO

### SECTOR CHARACTERISTICS (2019)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020