



# Taiwan Fact Sheet

## Taiwan Overview

HTA reestablished its presence in the Taiwan market in 2026. Taiwan is one of Asia’s most resilient outbound travel markets, with strong long-haul demand and continued interest in U.S. destinations. To rebuild Hawai‘i’s market share and accelerate recovery, Hawai‘i Tourism Taiwan (HTT) will leverage Hawai‘i’s globally recognized brand by refreshing destination storytelling, highlighting island differentiation, and strengthening partnerships with airlines, travel trade, media, and KOLs. In addition, HTT will use AI-driven marketing to enhance targeting and convert traveler inspiration into measurable demand for Hawai‘i.

## Year-to-Date February 2026 Quick Facts<sup>1</sup>

Visitor Expenditures: \$3.9 million  
 Primary Purpose of Stay: Pleasure (1,014) vs. MCI (307)  
 Average Length of Stay: 7.94 days  
 First Time Visitors: 49.8%  
 Repeat Visitors: 50.2%

TAIWAN (by Air)	2020	2021	2022	2023	2024	2025P	2026 Annual Forecast	YTD Feb. 2026P 2/	YTD Feb. 2025P	% Change
Visitor Expenditures* (\$ Millions)	NA	8.4	11.5	26.7	32.1	33.2	NA	3.9	5.0	-22.3%
Visitor Days	32,410	36,790	46,406	100,546	107,515	94,134	NA	12,276	17,306	-29.1%
Arrivals	3,240	2,113	4,161	10,045	11,170	10,835	NA	1,545	1,964	-21.3%
Average Daily Census	89	101	127	275	294	258	NA	208	293	-29.1%
Per Person Per Day Spending* (\$)	NA	227.9	246.9	265.4	298.7	352.9	NA	318.0	290.2	9.6%
Per Person Per Trip Spending* (\$)	NA	3,968.2	2,753.5	2,656.4	2,875.5	3,065.9	NA	2,525.8	2,557.2	-1.2%
Length of Stay (days)	10.00	17.41	11.15	10.01	9.62	8.69	NA	7.94	8.81	-9.9%

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.

<sup>2</sup>Dept. of Business, Economic Development & Tourism (DBEDT) 2026 forecasts are not available.

## Contact Information

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<sup>1</sup> 2026P and 2025P visitor data are preliminary. 2020 – 2024 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, APIS I-94 data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

<sup>2</sup> Due to limited data, Moloka‘i and Lāna‘i visitor statistics were not reported for February 2026. Total arrivals statewide, arrivals to O‘ahu, Maui, Kaua‘i and Hawai‘i Island and arrivals by visitor markets were not affected. Year-to-Date 2026 Visitor spending, visitor days, length of stay and average daily census data did not include those who visited Moloka‘i and Lāna‘i.

## Market Summary

- In the first two months of 2026, 1,545 visitors arrived from Taiwan by air service, total visitor spending was \$3.9 million and daily spending was \$318 per person. In the first two months of 2025, 1,964 visitors arrived from Taiwan by air, total visitor spending was \$5.0 million and daily spending was \$290 per person.
- In 2025, 10,835 visitors arrived from Taiwan by air service, total visitor spending was \$33.2 million and daily spending was \$353 per person.
- There have been no direct flights from Taiwan to Hawai'i since service ended in early April 2020.

## Market Conditions (Updated Quarterly)

- The USD/TWD exchange rate stayed between 31.47 and 31.70 in January 2026, indicating a range-bound and relatively stable market condition. This suggests that buying and selling forces are broadly balanced, with no strong directional trend.
- Taiwan's GDP growth for 2026 is projected at 4.05 percent, supported by AI-related investment, easing tariff disruptions, and a recovery in private consumption, boosted by a strong stock market. The 2025 unemployment rate was 3.35 percent, a 25-year low, with further declines expected.
- On January 27, 2026, the Taiwan Institute of Economic Development at National Central University released January's Consumer Confidence Index at 67.16, up 2.86 points from the previous month and the highest level in nine months. According to the Executive Director of the institute, easing tariff uncertainty and repeated record highs in the Taiwan stock market helped boost consumer confidence.
- Taiwan's outbound travel market is seeing strong growth in short-haul trips, while long-haul travel is gradually recovering. Japan and South Korea remain the top destinations due to frequent flights, and short travel times, driving a pattern of high-frequency, short-duration trips. For long-haul destinations like the U.S. and Europe, travelers increasingly seek meaningful reasons to go - special events, themed experiences, and once-in-a-lifetime opportunities such as major sports events, festivals, and immersive cultural activities.
- Rising airfares are shifting traveler priorities from price alone to overall value. Ticket prices on popular routes like Tokyo and Seoul have increased, and travelers have adapted, with 68 percent now focusing on the total travel experience. This trend has boosted interest in premium cabins, premium economy, and unique in-flight offerings. Consequently, Hawai'i is well positioned to adopt a "high-price, high-value" strategy in Taiwan's outbound travel market.

## Distribution by Island

TAIWAN (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 2/	YTD Feb. 2025P	% Change
O'ahu	3,110	1,736	3,747	9,650	10,547	10,284	1,444	1,854	-22.1%
Maui County	564	381	621	1,335	1,429	1,099	326	438	-25.5%
Maui	556	279	605	1,255	1,422	1,084	326	432	-24.4%
Moloka'i	11	15	13	71	0	73	0	0	#DIV/0!
Lāna'i	3	174	14	10	9	87	0	6	-100.0%
Kaua'i	149	159	249	438	729	397	87	150	-42.0%
Hawai'i Island	1,209	451	683	1,894	3,037	3,106	448	742	-39.6%

P=Preliminary data.

## Group vs. True Independent; Leisure vs. Business

TAIWAN (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P	YTD Feb. 2025P	% Change
Group vs True Independent (Net)									
Group Tour	NA	350	400	537	710	1,451	101	38	165.3%
True Independent (Net)	NA	1,523	2,990	7,830	7,485	7,328	1,038	1,322	-21.4%
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Leisure vs Business	0								
Pleasure (Net)	2,507	1,295	3,037	6,827	8,250	7,838	1,014	1,810	-44.0%
MCI (Net)	409	124	457	1,181	1,441	2,017	307	316	-2.8%
Convention/Conf.	213	24	325	591	1,303	1,387	307	288	6.6%
Corp. Meetings	69	64	55	54	16	35	0	16	-100.0%
Incentive	190	56	78	542	125	601	0	18	-100.0%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

P=Preliminary data.

## First Timers vs. Repeat Visitors

TAIWAN (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P	YTD Feb. 2025P	% Change
First Time Visitors (%)	NA	48.6	48.4	59.6	62.7	56.3	49.8	57	-7.1
Repeat Visitors (%)	NA	51.4	51.6	40.4	37.3	43.7	50.2	43	7.1

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

P=Preliminary data.

## Tax Revenue

TAIWAN (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 3/	YTD Feb. 2025P	% Change
State tax revenue generated* (\$ Millions)	NA	0.98	1.33	3.10	4.49	4.65	0.55	0.70	-22.3%

<sup>3</sup>State government tax revenue generated (direct, indirect, and induced) for 2024, 2025P; year-to-date 2025P and year-to-date 2026P were calculated using the new Hawai'i Tourism Input-Output model (October 2025) and are not directly comparable to previous years' calculations.