

Taiwan Market Update

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2026 Spring Tourism Update

HAWAII TOURISM
AUTHORITY



Taiwan Economy Snapshot

Economic Vitality Scorecard

8.63% GDP Growth 

Outperforming market expectations consistently

3.22% Unemployment 

Lowest since November 2000; highly resilient job market

#5 Richest Asian Country 

\$89,650 GDP PPP Per Capita reflecting massive consumer spending power

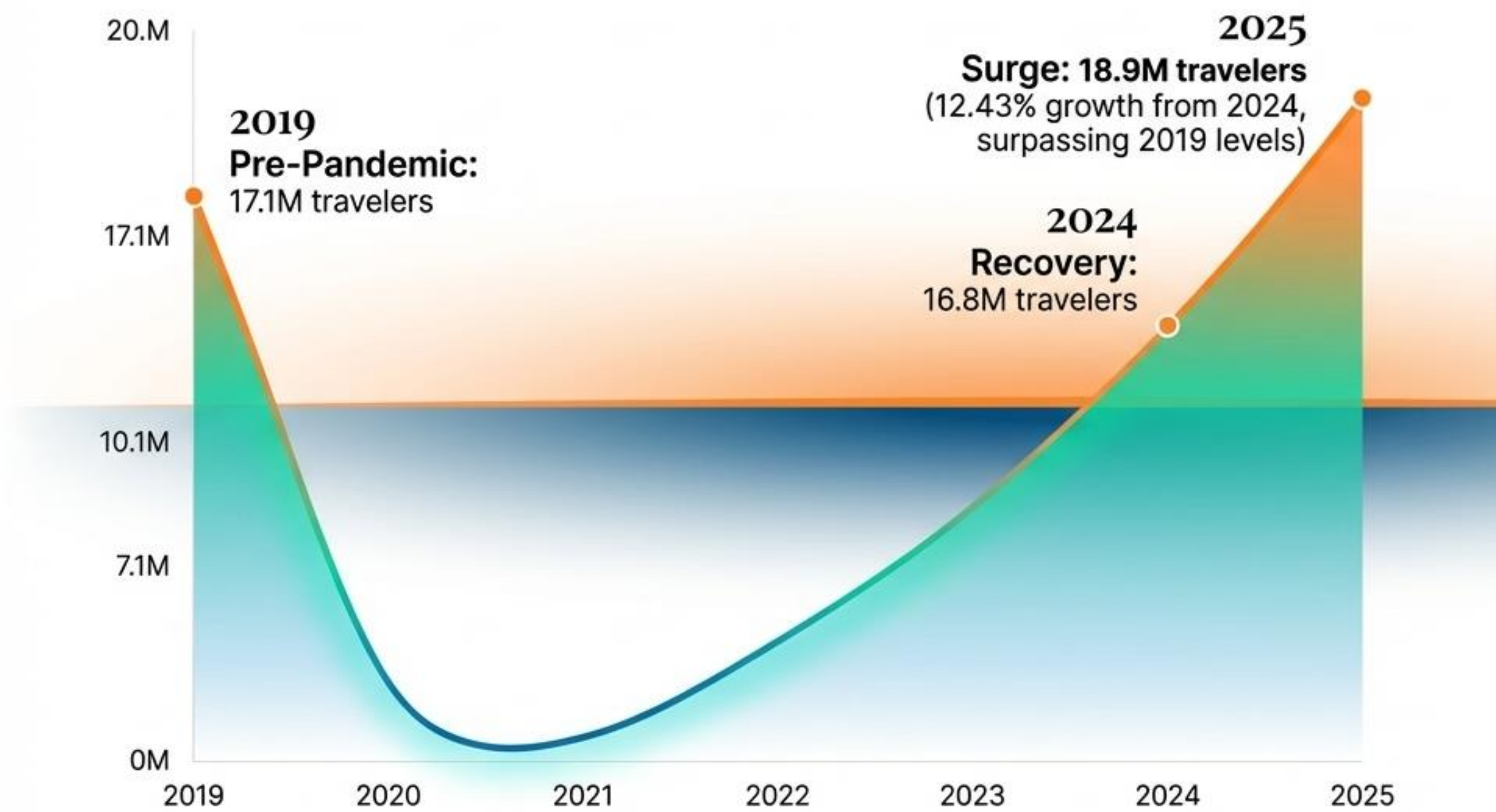
Top 10 

Global Competitiveness
(World Economic Forum)

20th 

Human Development Index
(HDI score of 0.925)

Taiwanese Outbound Travel Demand Has Surpassed Pre-Pandemic Level



Airlift to Hawai'i



Interline Code Share Agreement Starlux and Alaska



Aggressive Competitors are Capitalizing on Direct Flight Resumptions



Czech Republic

Long-Haul Romantic

Starlux Airlines announce to launches direct flight from Taiwan and works with a megastar Jolin Tsai for promotion



Arizona, USA

Long-Haul Adventure

China Airlines launched direct flights in Oct 2025 and Starlux Airlines takes turns in Jan 2026.

聯合航空「台北 - 關島」航線 2025 年 4 月 2 日正式啟航！

▲定營運・全年無休・每週 2 班直飛台灣最近的美國島嶼・每週三・每週六從台北出發・約 3.5 至 4 小時的航程・當天下午即可抵達關島・X 玩樂行程即刻展開！

最能滿足家庭出遊・闺蜜結伴・新婚蜜月等各種旅遊規劃・更多主題旅遊及刺激的海・陸・空行程等著你來體驗・讓我們一同探索關島的美好・

A photograph of a United Airlines Boeing 777-300ER flying over the ocean. The plane is white with blue and gold accents, and the word "UNITED" is visible on the side.

【台北 - 關島 航班時刻表】

航班號碼	航線	起降時間	週間班次
UA166	台北 (TPE) - 關島 (GUM)	10:30/16:20	每週三
UA166	台北 (TPE) - 關島 (GUM)	11:00/16:50	每週六
UA165	關島 (GUM) - 台北 (TPE)	07:00/09:25	每週三・六

* 實際航班資訊請以聯合航空官網為準

Guam

Accessible Island

United Airlines resumes non-stop direct flights (2 weekly from April 2025)

Travel Trends

Romantasy Retreat:

- Seek romantic, fantasy-like destinations

Turbulence Test: Bonding Trips

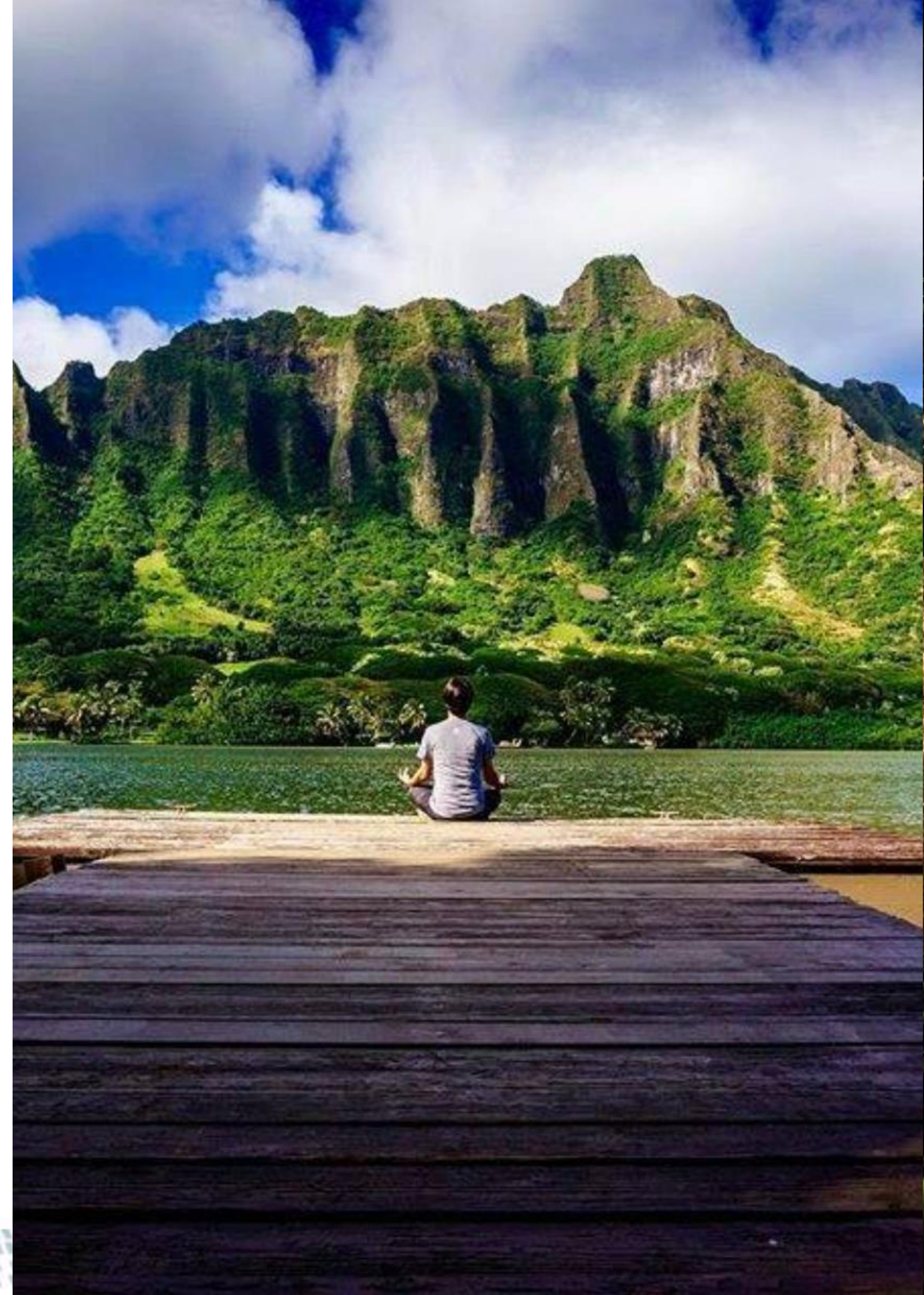
- Travel as a compatibility test

Quiet Nature Escapes: #1 in the World

- Taiwanese Travelers chase peace and quiet.

Spontaneous Travel

- No reason needed to travel, last minute decisions.





Q1 Accomplishments

HAWAII TOURISM
TAIWAN

JAL PAK Consortia Product Launch

On February 24th, Hawai'i Tourism Taiwan (HTT) hosted a travel trade briefing in partnership with Norwegian Cruise Line (NCL) aboard the Norwegian Sun during its port call in Keelung. The event was attended by 38 travel trade partners and 10 media & influencers.

The HTT team presented "*Hawai'i Stays with You*" and debuted a new 11D9N Fly-Cruise Hawai'i itinerary.



網路電話 門市地點 4066-9888 全台市話直撥・手機加(02) 旅遊攻略 訂票查詢 企業專區 同業網 會員登入

五福旅遊 ClubMed 免稅小舖 基隆/高雄港

台北出發 高雄出發 台中出發 自由行 Mini Tour 機票 訂房/票券 台灣旅遊 郵輪 護照/簽證

搜尋更多 美國・加拿大・夏威夷 行程

夏威夷日航假期～美國之傲號郵輪全覽11日

團號 HN11JL2604T01 早鳥優惠～第2人折1萬



出發日期 06月04日 旅遊天數 11天9夜

出發機場 台北-桃園機場

旅遊地點 夏威夷, 美國

出發日	可售	成行	團位	價格
6/4 (四)	10	15人	11	\$226,900

Media Coverage

In early 2026, strategic media outreach successfully highlighted Hawai'i's annual events and the JAL PAK "Fly & Cruise" program, generating significant brand exposure and high-value coverage.

Total Impact: 58 news clips with a combined media value of **\$282,255.**

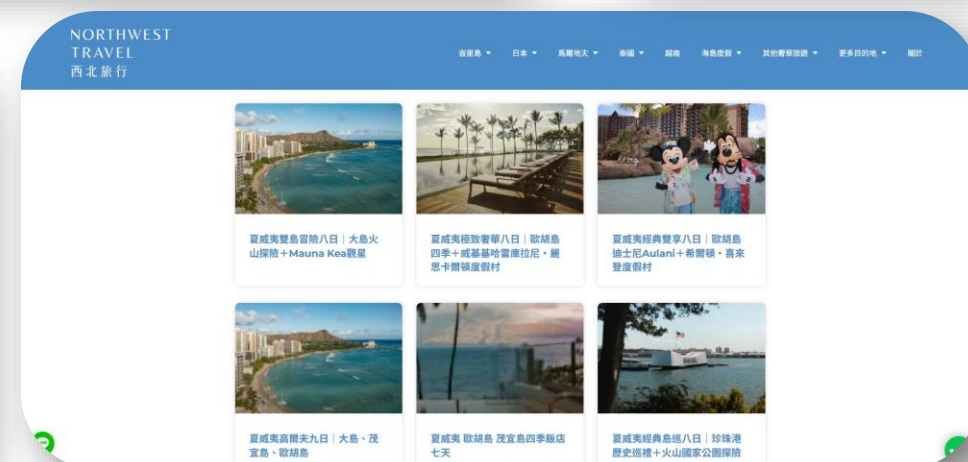
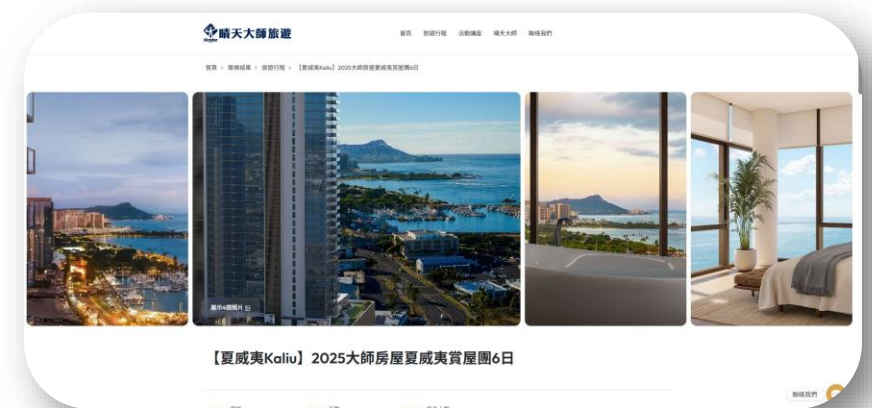


Hawai'i Products

2019: Over 600 Products

2025: 30 Products

2026: 206 Products (Hawai'i Only) | 50 Products (Dual City)



KOL Collaboration HTT X Canon



Ean
Photographer
Traveling Blogger
#Flimming
FB: 47K
IG: 8.3K



面對動作敏捷的自然主體，EOS R6 Mark III 展現了卓越的連拍性能。憑藉電子快門最高約每秒 40 張的高速連拍，配合強大的「進階主體偵測自動對焦」技術，能迅速捕捉飛掠瞬間；特別是結合「預先連續拍攝」功能，可記錄下完全按下快門前約 0.5 秒的影像，確保不錯過主體起飛或躍動的關鍵時刻。即便在錯綜複雜的枝葉與草叢中，對焦系統仍能穩定鎖定，讓每一張影像都具備銳利的對焦表現！

◆ EOS R6 Mark III 上市首購禮好評再延長！：<https://user269286.pse.is/8tyr4y>
◆ RF 鏡頭系列優惠詳情：<https://user269286.pse.is/8tyr8h>

#CanonTaiwan #EOSRSystem #RFlens #EOSR6MarkIII #RF70200 #攝錄無界創意無限



面對街道上紛雜的行人與單車，EOS R6 Mark III 搭載的雙像素 CMOS 自動對焦 II 與支援每秒 40 張的電子快門及預先連續拍攝功能，搭配主體偵測自動對焦，能精準鎖定並持續追蹤移動中的騎士與行人。即便是在沙灘上專注堆沙堡的孩子，強大的辨識能力也能穩定跟隨，確保每一瞬的動態都能清晰入鏡。

全新開發的 3,250 萬像素全片幅 CMOS 影像感測器，賦予畫面細膩的質素與寬廣的動態範圍，忠實還原飯店建築標誌性的粉紅色澤與湛藍天空。配合最高 8.5 級機身防震，即便手持長焦鏡頭捕捉建築細節與旗幟，依然能獲得極致穩定且清晰的成像，讓旅拍在靈活性與高畫質之間取得完美平衡。

◆ EOS R6 Mark III 上市首購禮好評再延長！：<https://user269286.pse.is/8tyr4y>
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#CanonTaiwan #EOSRSystem #RFlens #EOSR6MarkIII #RF70200 #攝錄無界創意無限



KOL Collaboration Driving Conversion

Posts & Reels



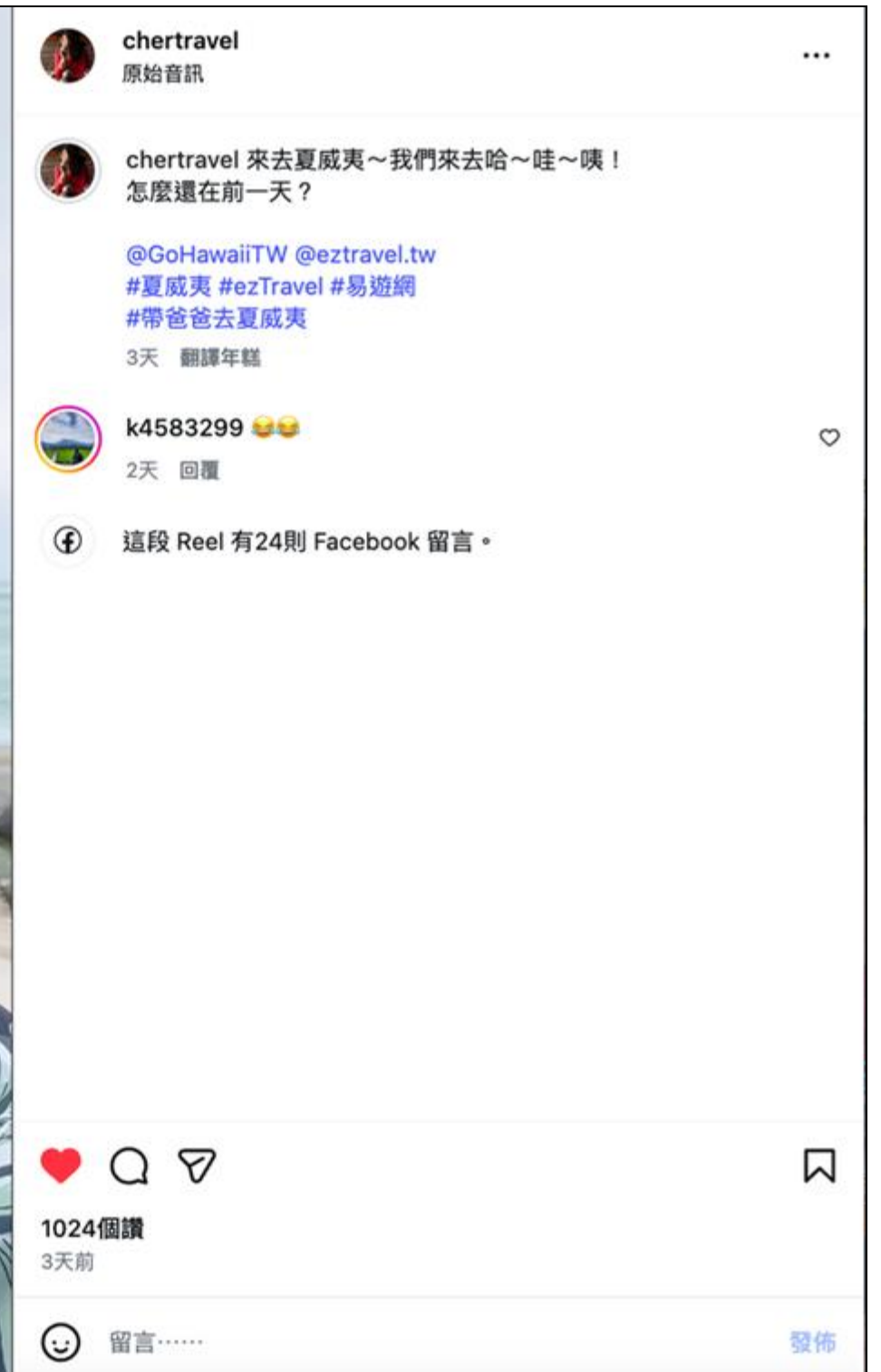
Cher

Travel Writer

#Familytrip

FB: 235K

IG: 230K



Q2 Upcoming Campaign



Promotion

Lei Day

- Sharing Hawai'i's Lei Culture
- Partnered with boutique flower shop to offer consumer facing Lei workshops
- Media event will be hosted in April and Consumer facing workshops in May



JAL PAK

Continue promotion through various tactics with 8 selected travel agencies:

- consumer-facing seminars
- social media promotion
- partners retail channels



EZ Travel (OTA) Co-op



EZ Travel is Taiwan's Top OTA with the highest revenue in Ticket sales.

A co-op campaign to promote Hawai'i will be launched in mid April till end May.

A dedicated campaign page supporting EZ Travel channels promotion.

KOL Visit

5 influencers visiting Hawai'i from April through June.



Stancy

**Travel & Parenting
Blogger #Girlstrip**

FB: 81K

IG: 1.7K



Kai

**Fashion & Travel
Blogger #Girlstrip**

FB: 97K

IG: 7.7K



Gary

**Travel Blogger
#Checklist**

FB: 150K

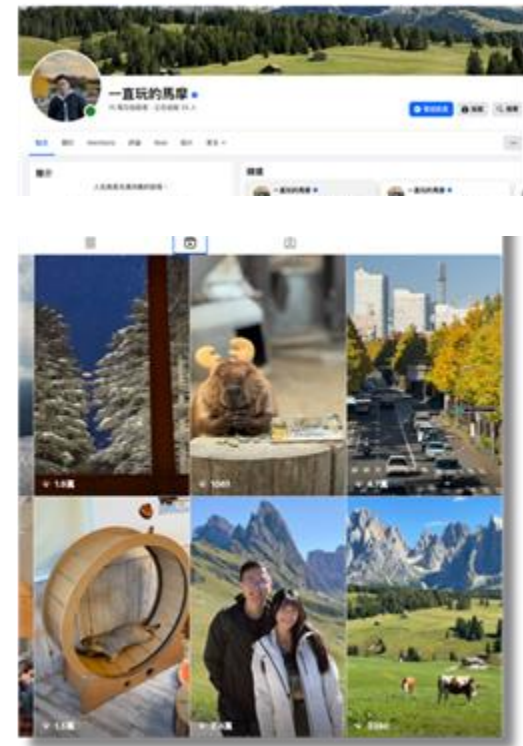
IG: 2.6K



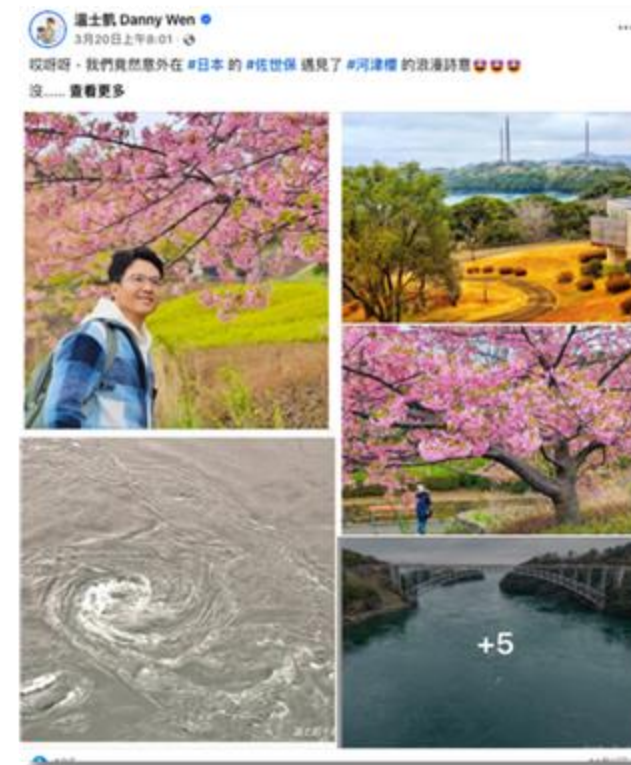
KOL Visit



Massi
Travel Blogger
#Honeymoon
FB: 150K
IG: 2.6K



Denny
Award Winning
Traveling Writer & Radio Host
#Cruiseexperience
FB: 17K



Partnership opportunity

- **Influencer Fam:**

Accommodation, attraction & experience, F&B

- **Social Media Content:**

imageries, videos, giveaways

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A nighttime photograph of the Taipei skyline. The Taipei 101 tower is the central focus, illuminated with green and blue lights. Other skyscrapers are visible in the background, some with warm yellow lights. The sky is a deep blue with a hint of orange from the setting or rising sun. The overall scene is a dense urban landscape.

MAHALO

謝謝!

HAWAII TOURISM

TAIWAN