



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 June 2026 Quick Facts¹

Visitor Expenditures: \$11.1 million
Primary Purpose of Stay: Pleasure (2,705) vs. MCI (716)
Average Length of Stay: 8.34 days
First Time Visitors: 65.0%
Repeat Visitors: 35.0%

TAIWAN (by Air)	2020	2021	2022	2023	2024	2025P	2026 Annual Forecast	YTD June 2026P	YTD June 2025P	% Change
Visitor Expenditures* (\$ Millions)	N/A	8.4	11.5	26.7	32.1	33.2	N/A	11.1	13.7	-18.6%
Visitor Days	32,410	36,790	46,406	100,546	107,515	94,134	N/A	33,973	44,362	-23.4%
Arrivals	3,240	2,113	4,161	10,045	11,170	10,835	N/A	4,075	5,272	-22.7%
Average Daily Census	89	101	127	275	294	258	N/A	188	245	-23.4%
Per Person Per Day Spending* (\$)	N/A	227.9	246.9	265.4	298.7	352.9	N/A	327.3	308.0	6.3%
Per Person Per Trip Spending* (\$)	N/A	3,968.2	2,753.5	2,656.4	2,875.5	3,065.9	N/A	2728.4	2,591.6	5.3%
Length of Stay (days)	10.00	17.41	11.15	10.01	9.62	8.69	N/A	8.34	8.41	-0.9%

N/A= 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.

*Dept. of Business, Economic Development & Tourism (DBEDT) 2026 forecasts are not available.

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¹ 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.

Market Summary

- In the first half of 2026, 4,075 visitors arrived from Taiwan by air service, total visitor spending was \$11.1 million and daily spending was \$327 per person. In the first half of 2025, 5,272 visitors arrived from Taiwan by air, total visitor spending was \$13.7 million and daily spending was \$308 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)

- Taiwan's economy remained robust in June 2026, underpinned by strong AI-related investment and continued momentum in its semiconductor industry. Export growth remained exceptionally strong, extending a long-running expansionary trend, while Manufacturing PMI stayed firmly in growth territory at 60.7. Inflation remained manageable despite consumer prices rising above 2 percent year over year, reflecting healthy economic activity and resilient domestic demand.
- The New Taiwan dollar weakened against the U.S. dollar in June 2026, pressured by the strength of the U.S. Dollar Index, and depreciated 1.4 percent over the month. It closed at NT\$31.837 per U.S. dollar at the end of June 2026, trading within a range of approximately NT\$31.000–31.950 throughout the month, reflecting an overall weaker trend.
- According to the latest statistics, Taiwanese residents made 8.82 million outbound trips between January and May 2026, representing a 17.8 percent increase year over year and highlighting continued strength in overseas travel demand. In May 2026 alone, outbound departures totaled 1.70 million, down 3 percent from April 2026, suggesting a modest month-over-month moderation following strong travel activity earlier in the year.
- Taiwan recorded 147,496 visitors to the United States from January to April 2026, an 18.7 percent increase year over year, making it the 18th-largest source market for U.S. inbound travel. This represents Taiwan's strongest performance since the pandemic, outperforming overall international arrivals to the United States, which declined slightly during the same period. Growth was supported by expanding Taiwan–U.S. trade and investment ties, as well as increased nonstop air connectivity between the two markets.
- EVA Air launched a new nonstop service between Taipei and Washington Dulles, providing the longest direct route from Dulles and reducing travel time by an estimated 7 to 8 hours by eliminating layovers. Operating four times weekly with Boeing 787-9 aircraft, the route adds 1,112 seats per week to the U.S. capital region. Strong initial demand, reflected in a 90 percent July 2026 booking rate, highlights growing travel demand between Taiwan and the United States..

Distribution by Island

TAIWAN (by Air)	2020	2021	2022	2023	2024	2025P	YTD June 2026P	YTD June 2025P	% Change
O'ahu	3,110	1,736	3,747	9,650	10,547	10,284	3,846	4,913	-21.7%
Maui County	564	381	621	1,335	1,429	1,099	N/A	696	N/A
Maui	556	279	605	1,255	1,422	1,084	537	681	-21.2%
Moloka'i	11	15	13	71	0	73	N/A	73	N/A
Lāna'i	3	174	14	10	9	87	N/A	84	N/A
Kaua'i	149	159	249	438	729	397	200	241	-17.0%
Hawai'i Island	1,209	451	683	1,894	3,037	3,106	986	1,600	-38.3%

P=Preliminary data.

N/A= Due to limited data, Moloka'i and Lāna'i statistics are not available.

Group vs. True Independent; Leisure vs. Business

TAIWAN (by Air)	2020	2021	2022	2023	2024	2025P	YTD June 2026P	YTD June 2025P	% Change
Group vs True Independent (Net)									
Group Tour	N/A	350	400	537	710	1,451	231	545	-57.5%
True Independent (Net)	N/A	1,523	2,990	7,830	7,485	7,328	2,659	3,658	-27.3%
Leisure vs Business									
Pleasure (Net)	2,507	1,295	3,037	6,827	8,250	7,838	2,705	4,170	-35.1%
MCI (Net)	409	124	457	1,181	1,441	2,017	716	1,186	-39.6%
Convention/Conf.	213	24	325	591	1,303	1,387	715	649	10.1%
Corp. Meetings	69	64	55	54	16	35	11	35	-68.4%
Incentive	190	56	78	542	125	601	0	508	-100.0%

N/A = 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 June 2026P	YTD June 2025P	% Change
First Time Visitors (%)	N/A	48.6	48.4	59.6	62.7	56.3	65.0	62.3	2.7
Repeat Visitors (%)	N/A	51.4	51.6	40.4	37.3	43.7	35.0	37.7	-2.7

N/A = 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 June 2026P 3/	YTD June 2025P	% Change
State tax revenue generated* (\$ Millions)	N/A	0.98	1.33	3.10	4.49	4.65	1.56	1.91	-18.6%

*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.