

# Booking in Taiwan

September 2023

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## Booking in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Operators benefit from outbound travel boom

KKday goes from strength to strength

#### PROSPECTS AND OPPORTUNITIES

Revival of group travel from mainland China will be important to Taiwanese travel operators

Uni Travel plans to open 100 stores by 2025, driving growth for traditional travel agencies, amid shift to online platforms

#### CATEGORY DATA

Table 1 - Booking Sales: Value 2018-2023

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