2016 Taiwan Luxury Travel Consumer Report

Description: This Taiwan market report is based on findings from the Affluent Insights Luxury Travel Survey which was fielded online in Taiwan in April/May 2016.

We interviewed 307 respondents, all of the respondents were defined as affluent with minimum annual household income.

All interviewed respondents have travelled internationally for leisure or business in the past 12 months.

Key Implications to Brands:

Top destinations for planned trips in the next 12 months for Taiwanese travellers:

1. Tokyo
2. Hong Kong
3. Osaka
4. Seoul
5. Shanghai
6. Seoul
7. Singapore
8. Bangkok
9. Beijing
10. Bali

- We can continue to expect growth in outbound travel from Taiwan. Despite a small general decline in optimism for the coming 12 months, travel expectations remain robust. Almost 8 in 10 Taiwanese travellers think they are likely to travel more next year than they did last year.

- You need to meet travellers’ changing expectations of luxury. Even though quality, uniqueness, and sustainability remain the top motivators for luxury purchase, exclusivity, brand recognition, and how people they look up to use them are reasons slowly increasing in popularity.

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