

藍海在哪裡？

Where is the blue sea?

绿站地图库

OneGreen.Net





World Tourism Organization

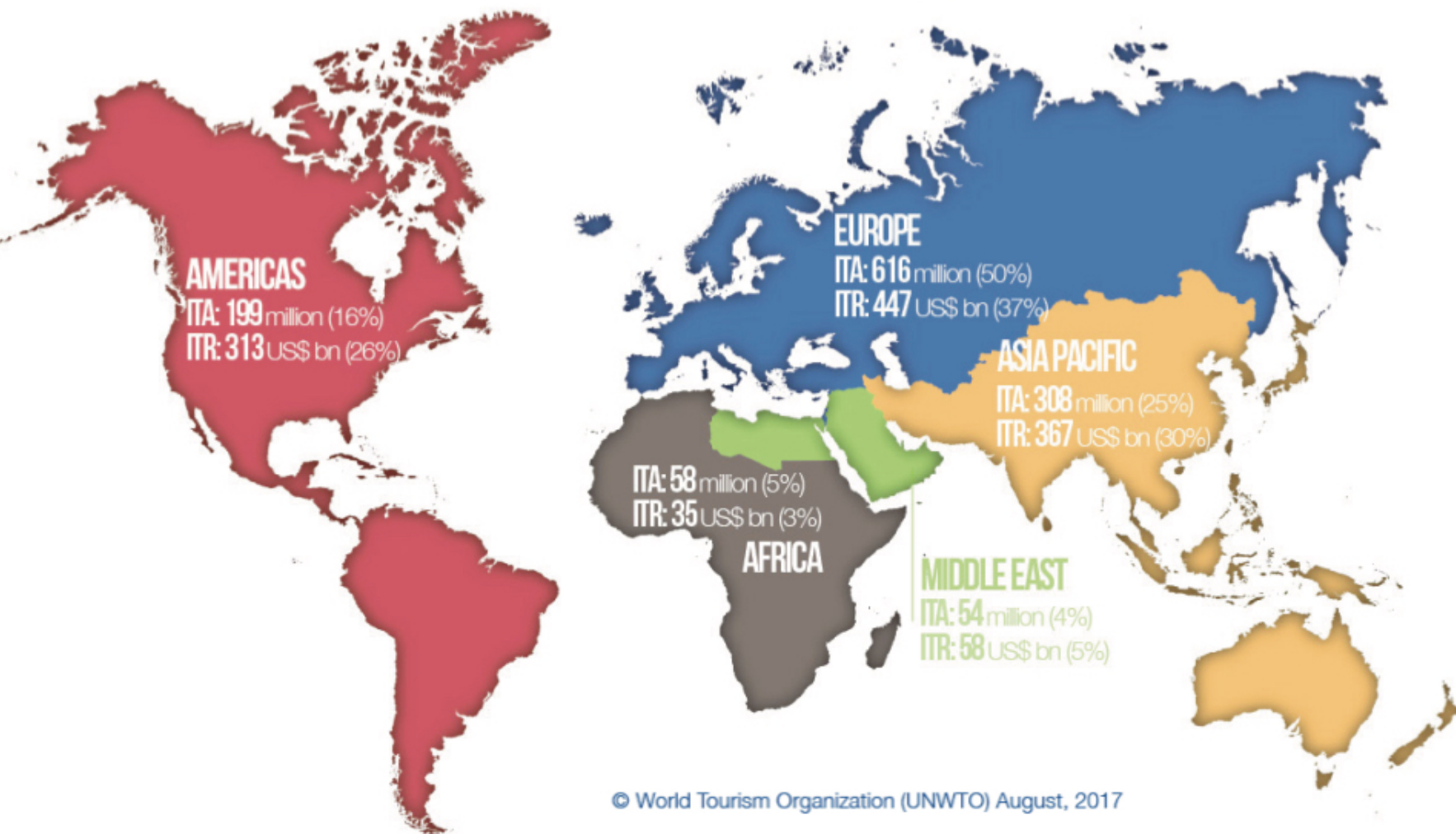
UNWTO

UNWTO Tourism Highlights

2017 Edition

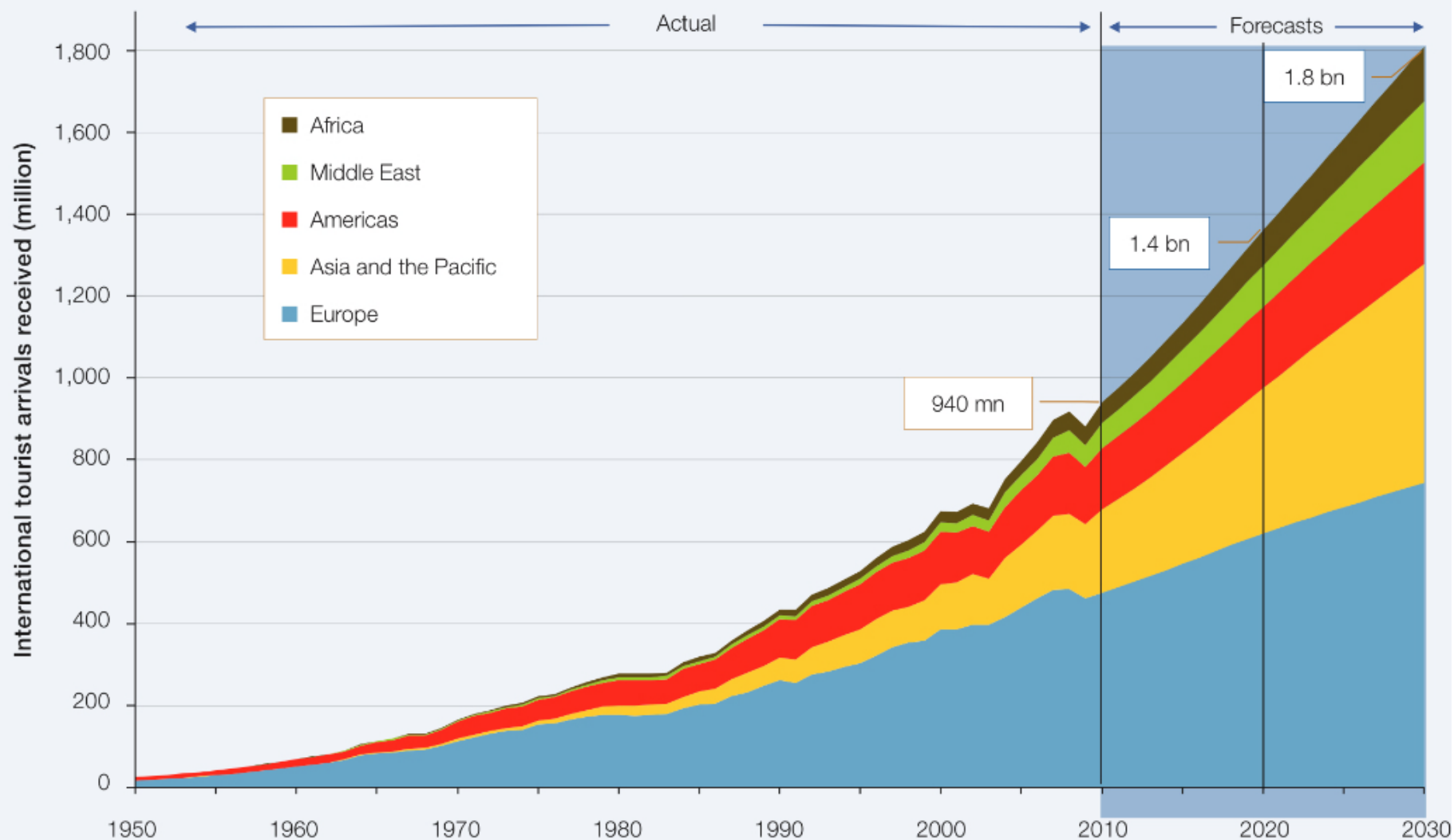
INTERNATIONAL TOURISM 2016

International tourist arrivals (ITA): 1,235 million
International tourism receipts (ITR): US\$ 1,220 billion

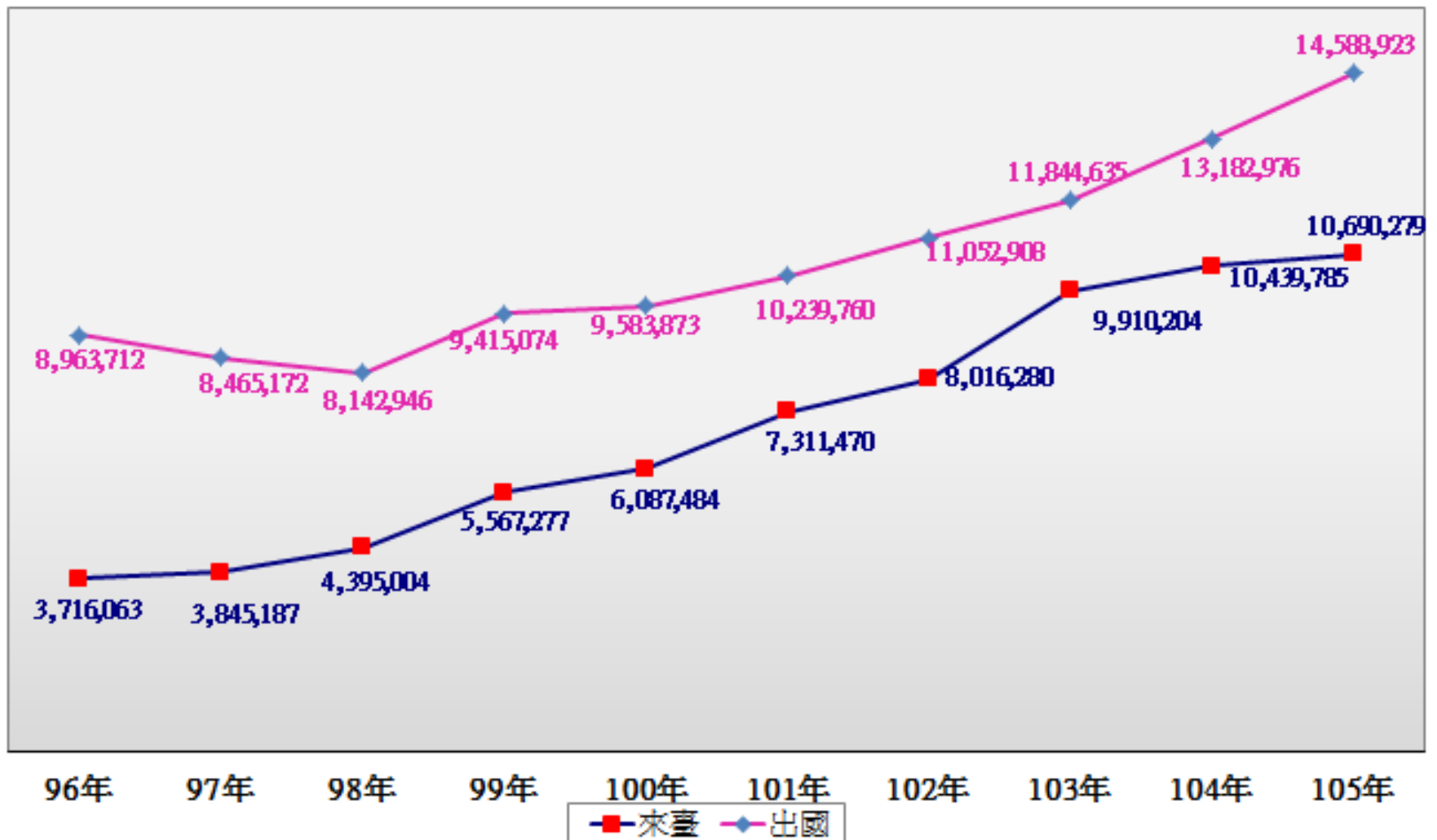




UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



Growth of Inbound Arrivals and Outbound trips of Taiwan 2007-2016



Mastercard Future Outbound Travel in Asia Pacific(2016 to 2021) Report

by Desmond Choong and Dr. Yuwa Hedrick Wong

Outbound trips of Asia Pacific Countries & Forecast

Year	2013	2014	2015	2016	forecast 2021	2016~2021 Growth
Country	No. (m)	No. (m)	No.(m)	No.(m)	No. (m)	%
Australia	8.8	9.1	9.5	10.0	11.8	3.5%
Bangladesh	1.5	2.0	2.1	2.3	2.6	2.9%
China	38.8	48.1	61.6	68.7	103.4	6.0%
Hong Kong	4.7	5.2	5.0	5.8	4.8	2.8%
India	11.6	12.4	13.5	14.5	21.5	8..2%
Indonesia	6.9	6.7	6.6	7.0	10.6	8.6%
Japan	17.5	16.9	16.2	16.8	19.4	2.9%
Malaysia	10.8	10.5	11.1	11.1	14.2	3.5%
Myanmar	0.7	0.8	0.9	1.0	1.7	10.6%
New Zealand	2.2	2.3	2.4	2.6	3.1	3.4%
Philippines	2.8	2.9	3.2	3.4	4.3	3.4%
Singapore	8.6	8.9	9.1	9.8	11.7	3.5%
Sri Lanka	1.3	1.3	1.4	1.5	2.0	6.1%
South Korea	14.8	16.1	19.3	21.3	25.6	3.8%
Taiwan	11.1	11.8	13.2	14.1	16.3	2.9%
Thailand	6.0	6.5	6.9	7.2	9.1	3.1%
Vietnam	4.2	4.1	4.6	6.8	7.5	9.5%

Resource: Mastercard Future Outbound Travel in Asia Pacific(2016 to 2021) Report
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Outbound trips of East Asia Countries & Forecast (A)

Year	2013	2014	2015	2016	forecast 2021	2016 ~2021 Growth
Country	No. (m)	No. (m)	No.(m)	No.(m)	No. (m)	%
China	38.8	48.1	61.6	68.7	103.4	6.0%
Hong Kong	4.7	5.2	5.0	5.8	4.8	2.8%
Japan	17.5	16.9	16.2	16.8	19.4	2.9%
South Korea	14.8	16.1	19.3	21.3	25.6	3.8%
Taiwan	11.1	11.8	13.2	14.1	16.3	2.9%

Resource: Mastercard Future Outbound Travel in Asia Pacific(2016 to 2021) Report
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Outbound trips of Asia Pacific Countries & Forecast (B)

Year	2013	2014	2015	2016	forecast 2021	2016 ~2021 Growth
Country	No. (m)	No. (m)	No.(m)	No.(m)	No. (m)	%
Indonesia	6.9	6.7	6.6	7.0	10.6	8.6%
Malaysia	10.8	10.5	11.1	11.1	14.2	3.5%
Myanmar	0.7	0.8	0.9	1.0	1.7	10.6%
Philippines	2.8	2.9	3.2	3.4	4.3	3.4%
Singapore	8.6	8.9	9.1	9.8	11.7	3.5%
Thailand	6.0	6.5	6.9	7.2	9.1	3.1%
Vietnam	4.2	4.1	4.6	6.8	7.5	9.5%

Resource: Mastercard Future Outbound Travel in Asia Pacific(2016 to 2021) Report
by Desmond Choong and Dr. Yuwa Hedrick Wong

Outbound trips of Asia Pacific Countries & Forecast (C)

Year	2013	2014	2015	2016	forecast 2021	2016~2021 Growth
Country	No. (m)	No. (m)	No.(m)	No.(m)	No. (m)	%
Australia	8.8	9.1	9.5	10.0	11.8	3.5%
Bangladesh	1.5	2.0	2.1	2.3	2.6	2.9%
India	11.6	12.4	13.5	14.5	21.5	8.2%
New Zealand	2.2	2.3	2.4	2.6	3.1	3.4%
Sri Lanka	1.3	1.3	1.4	1.5	2.0	6.1%

Resource: Mastercard Future Outbound Travel in Asia Pacific(2016 to 2021) Report
by Desmond Choong and Dr. Yuwa Hedrick Wong

Outbound trips of Southeast Asia Countries & Arrivals to Taiwan(A)

Year	2016 Outbound trips	2016 Arrivals to Taiwan	%
Country	No.(million)	No.	
Indonesia	7.0	188,720	2.70
Malaysia	11.1	474,420	4.27
Myanmar	1.0	-	-
Philippines	3.4	172,475	0.51
Singapore	9.8	407,267	4.16
Thailand	7.2	195,640	2.88
Vietnam	6.8	196,636	2.89

Outbound trips of Southeast Asia Countries & Arrivals to Taiwan (B)

Year	2016 Outbound trips	2016 Arrivals to Taiwan	%
Country	No.(million)	No.	
Australia	10.0	82,261	0.82
Bangladesh	2.3	-	-
India	14.5	33,550	0.23
New Zealand	2.6	13,676	0.53

Outbound trips of East Asia Countries & Arrivals to Taiwan

Year	2016 Outbound trips	2016 Arrivals to Taiwan	%
Country	No.(million)	No.	
China	68.7	3,511,734	5.11
Hong Kong	5.8	1,614,803	27.84
Japan	16.8	1,895,702	11.28
South Korea	21.3	884,397	4.15

Southeast Countries and India's Arrivals to Taiwan, 2017.1-9

國家 Country	2017.1-9	2016.1-9	growth	%
馬來西亞 Malaysia	348,243	305,495	42,748	13.99
新加坡 Singapore	266,732	247,288	19,444	7.86
印尼 Indonesia	142,209	135,808	6,401	4.71
菲律賓 Philippines	201,725	118,989	82,736	69.53
泰國 Thailand	201,165	119,901	81,264	67.78
越南 Vietnam	281,342	134,422	146,920	109.30
緬甸 Myanmar	9,900	6,628	3,272	49.37
汶萊 Brunei	1,571	3,021	-1,450	-48.00
柬埔寨 Cambodia	6,725	2,127	4,598	216.17
寮國 Lao PDR	535	255	280	109.80
東南亞國家合計 Total	1,460,224	1,074,011	386,213	35.96
印度 India	26,298	25,022	1,276	5.10

資料來源:交通部觀光局行政資訊網

Northeast Asia Countries' Arrivals to Taiwan, 2017.1-9

國家 Country	2017.1-9	2016.1-9	growth	%
China	1,976,657	2,873,000	42,748	-31.2
Hong Kong	1,264,875	1,184,101	19,444	6.82
Japan	1,358,072	1,358,561	6,401	0.04
South Korea	748,699	628,726	82,736	19.08

資料來源:交通部觀光局行政資訊網

Inbound and Outbound Growth in 2017

	2017.1-9	2016.1-9	%	2016	Expected 2017
Outbound trips	11,824,132	11,160,729	5.94	14,588,923	15,765,000
Inbound Arrivals	7,686,456	7,916,153	-2.90	10,690,279	10,248,000

Thank You