



**Euromonitor
International**

Booking in Taiwan

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Flexible travel preferences and route expansion drive growth for bookings in Taiwan

Lion Travel Service Co Ltd leads with strong market knowledge and quick adaptation to trends

PROSPECTS AND OPPORTUNITIES

Booking is set to expand as travellers favour quality and premium experiences

Generative AI is expected to become a key part of future travel planning

CATEGORY DATA

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DISCLAIMER

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