



WELCOMING THE WORLD TO TAIWAN

A Charming Island Brimming with Vitality,
Taiwan Invites the World to Come Explore the Limitless Possibilities

CONTENT



EXPANDING INTERNAL DEMAND

WHY TAIWAN

SUCCESS STORIES

ATTRACTING BUSINESSES

Gathering the World, Magnetizing Asia

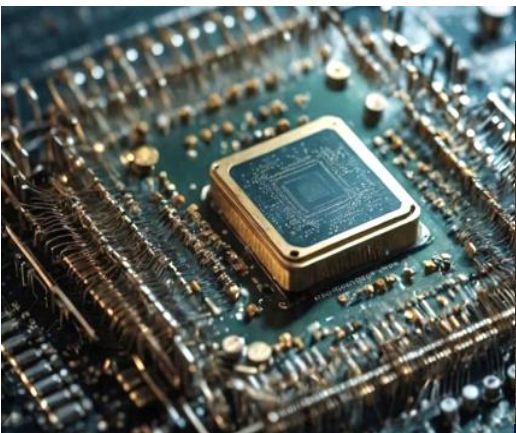


Taiwan is only a three-hour flight away from the neighboring countries of Japan, South Korea, the Philippines, and Vietnam. These countries can be regarded as Taiwan's potential domestic markets, where visitors can experience the beauty of Taiwan in short, medium, or long-term trips.

2026 Policies to Bolster Internal Demand

Attract international tourists to Taiwan and promote the MICE (Meetings, Incentives, Conferences, and Exhibitions) and concert economy.

Attract high value-added international brands and companies in the service industry to establish locations in Taiwan.



▶ Natural & Cultural
Beauty
▶ Technological
Strength

▶ Multicultural
Charm
▶ Internationally-
Renowned Food

▶ Strong Consumer
Momentum
▶ Leading Medical
Standards

WHY TAIWAN

Unique Charm Attracts International Travelers

In 2024, The number of travelers visiting Taiwan grew by 20%, with tourism spending reaching tens of billions of US dollars.

Immersive independent travel is becoming the norm.

Most popular attractions:

Night markets, Taipei 101, Ximending

Favorite attractions: Sun Moon Lake, Jiufen, Tamsui

Source: Tourism Administration, Ministry of Transportation and Communications (MOTC)





STRONG PURCHASING POWER FROM TAIWANESE MIDDLE CLASS

HIGH-END CONSUMPTION SPENDING EXCEEDS GLOBAL AVERAGE

- Sales of Swiss watches in Taiwan grew by 7.5% in 2023. Between January to May 2024, sales grew 5.3% against the prevailing global trend.
- While the global Swiss-watch market is experiencing a downturn, the Taiwanese market continues to grow.
- Taiwan's wristwatch market has performed exceptionally well, growing by 7.5% in 2023 and 5.3% in 2024.

In 2024, Chanel opened its flagship watches and fine jewelry boutique at the Taipei 101, the fifth flagship store-of-its-kind globally and first in the Asia-Pacific.



WHY TAIWAN

Small but Stunning All-in-one Tourism Experiences



Local Culture

Taiwan boasts a diverse cultural heritage, offering experiences from traditional lantern and dragon boat festivals to modern art exhibitions and performances, allowing visitors to immerse themselves deeply in Taiwan's vitality and creativity.

Diverse Cuisine

Taiwan is renowned as a food paradise, offering international tourists a rich variety of culinary experiences from everyday street food and night market stalls to Michelin-starred restaurants.

Medical Tourism

Taiwan's medical technology has received international recognition. Foreign travelers can access high-quality and reasonably priced medical services while enjoying Taiwan's natural and urban landscapes.

WHY TAIWAN

ASIA'S INTERNATIONAL BUSINESS TRAVEL HUB

Top-tier hotels such as The Sky Taipei, Four Seasons, Kempinski, and Capella Kenting have all established locations in Taiwan, highlighting the importance that international brands place on the Taiwanese market and solidifying its important role in Asia's high-end tourism sector.

- Named Asia's Best Leisure Travel Destination by Global Traveler: Taiwan's unique attractions and travel experiences have drawn international attention.
- Received 9 awards at the 2024 Green Destinations Top 100 Stories Awards.
- Ranked 3rd among non-OIC countries in the Global Muslim Travel Index.





WHY TAIWAN

BUSTLING TECH INDUSTRY: BACKDROP FOR INTERNATIONAL MICE & COMPETITIONS

► **INTERNATIONAL MICE**

Taiwan's significant geographical advantages, mature industries, robust infrastructure, and convenient transportation makes it the top choice for international MICE events:

The Taiwan International AIoT Show, SEMICON Taiwan, Taipei International Machine Tool Show, Taipei Cycle Show, Taipei International Automobile & Motorcycle Parts & Accessories Show, Taipei International Information Technology Show (COMPUTEX Taipei), Taiwan InnoTech Expo, Taiwan Automation Intelligence and Robot Show, Taipei International Electronics Show, Healthcare+ Expo Taiwan

► **ESPORTS HUB**

Taiwan is promoting the development of esports, aiming to become one of Asia's major esports hubs

SUCCESS STORIES

TECH LEADER OF MEDICAL TOURISM IN ASIA

MEDICAL TOURISM

Taiwan, located in the heart of the Asia Pacific, has attracted high-income visitors from neighboring countries for medical tourism, such as for advanced health checkups, cosmetic surgery, and dental and ophthalmic surgeries. This trend is bolstered by the aging population and economic rise of the region.

SMART HEALTHCARE

Taiwan's mature ICT, semiconductor, and biomedical industries form a strong foundation for the smart healthcare industry. Currently, eight Taiwanese hospitals are ranked on the 2025 list of the World's Best Smart Hospitals, with the Taichung Veterans General Hospital ranking in the global top 100 (Statista, Newsweek).



SUCCESS STORIES

ORGANIZING AND HOSTING INTERNATIONAL COMPETITIONS

SPORTING EVENTS

The 2025 World Masters Games attracted over 25,000 athletes from more than 108 countries to compete in 35 sports, marking a historic first for Asia.

ESPORTS EVENTS

Taipei served as the main host city of the 2025 League of Legends APAC League. The event attracted top teams and brands from East and South Asia, and the LCP Arena was built as the main venue for the main- and mid-season tournaments.

CLASSIC BALL SPORTS

The 2024 WBSC Premier12 baseball tournament was held in Taiwan, with the Group B preliminary round attracting 12 of the world's top national teams to participate.



SUCCESS STORIES

EXPLORE TAIWAN SAVOR HARMONY BETWEEN MIND AND NATURE

▶ VACATION RESORTS

Taiwan possesses key advantages in developing vacation resorts, due to its natural landscapes and rich cultural heritage. Both Hoshino Resorts and Radium Life Tech have built hot spring resorts in Guguan and Beitou, while Capella Kenting is expected to open in 2028.

▶ TOURIST DESTINATIONS

Taiwan's famous tourist attractions, including Alishan, Sun Moon Lake, Kenting, the Huadong Valley, and the eastern fault shoreline, blends natural beauty with cultural significance, making them ideal for offering high-end vacation experiences.

▶ WELLNESS PARADISE

Taiwan boasts a developed transportation network and abundant natural hot springs. By combining natural therapy, aromatherapy, and hot spring spa treatments, Taiwan has the potential to tap into the global wellness market amidst aging population trends.



Beitou



Huadong Valley



SUCCESS STORIES

Leveraging Global MICE Opportunities to Enhance International Competitiveness

- SEMICON Taiwan is one of the world's most influential semiconductor exhibitions, and serves as an important platform where international manufacturers can exchange ideas with local supply chains. Foreign businesses can also tap into Taiwan's industrial clusters and capitalize on business development opportunities in Asia.
- Discussion forums, keynote speeches, and business matchmaking allows participants to gain first access to the latest technological trends and build key connections with leading global companies.
- The **2025 exhibition** attracted a record of over **100,000 industry professionals**.



SUCCESS STORIES

OPPORTUNITIES IN ENTERTAINMENT: **KAOHSIUNG BECOMES TAIWAN'S CONCERT CAPITAL**

- Renowned international artists such as Bruno Mars, Ed Sheeran, Take That, and Charlie Puth, as well as popular K-pop groups BLACKPINK, TWICE, and Stray Kids, have all held concerts and performances in Kaohsiung.
- Kaohsiung attracted a total of 1.71 million concert-goers in 2024, creating more than NT\$5.7 billion in economic value.
- Through initiatives involving collaborations with scenic area stores and popular arts and cultural venues, the Kaohsiung City Government has launched five major promotional programs: an afterparty dining program, city parties, accommodation discounts, attraction discounts, and department store discounts, aiming to turn Kaohsiung into Taiwan's concert capital.

BUSINESS SERVICES

Dedicated Service Team Connects Different Industries

▶ The InvesTaiwan office has established a Service Industry Investment Team dedicated to providing foreign companies with tailored services.

▶ Develop big health business opportunities, attract international wellness companies, and transform Taiwan into a leading physical and mental wellness hub.

▶ Provide comprehensive guided shopping services including food, accommodation, travel, and shopping targeted at international business travelers attending the MICE, encouraging extended stays in Taiwan and increasing tourism spending.

▶ Attract high-end consumers from neighboring countries to visit Taiwan through large-scale exhibitions, international competitions, and performances, then expand internal demand through Taiwan's unique attractions, wellness services, and dining experiences.





WELCOME TO TAIWAN

NEW AND EXCLUSIVE / TECHNOLOGY AND COMPETITION / ALL-IN-ONE PACKAGE