

Statistical Bulletin

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Post-pandemic recovery of accommodation industry, the sales in 2024 reaches NT\$180 billion, up 43% from pandemic period.

1. Accommodation industry, a key component of the tourism sector, has become a vital driver of regional economic development under the government's active promotion of domestic tourism. The industry encompasses tourist hotel, general hotel, and home stay, with varying trends in establishment numbers in recent years. Tourist hotel, which numbered over 400 before the COVID-19 pandemic, has steadily declined since 2020, reaching 382 in 2024, a 6.8% decrease from 2018. General hotel has remained relatively stable, except for a dip in 2022, with 3,812 establishments in 2024, down 1.4% from 2018. Home stay, however, has seen consistent growth, nearing 7,000 in 2024, a 62.2% increase over six years. In terms of sales, accommodation industry faced a significant setback in 2020 due to the pandemic, with international visitor numbers plummeting, resulting in a NT\$31.3 billion (-19.5%) decline in overall revenue. Tourist hotel saw the steepest drop at NT\$21.3 billion (-27.9%), followed by general hotel with a NT\$10.2 billion (-13.6%) decrease. Home stay, favored for short domestic trips, bucked the trend with an NT\$0.8 billion (+15.3%) increase, owing to their diverse offerings and operational flexibility. However, in 2021, a Level 3 alert led to an NT\$1.1 billion (-18.0%) revenue drop for home stay. With the post-pandemic recovery of tourism, accommodation industry's sales rebounded to NT\$180 billion in 2024, a 42.5% increase from the 2021 low.

Overview of Accommodation Industry Business¹ Units and Sales

Unit: unit; NT\$ 100 million, %

Year		2018	2019	2020	2021	2022	2023	2024	compare to 2018
Item									
Units	Total	10,377	11,089	11,801	12,106	12,514	13,214	13,465	29.8
	Tourist Hotel	410	421	423	412	393	393	382	-6.8
	General Hotel	3,868	3,883	3,870	3,813	3,784	3,817	3,812	-1.4
	Home Stay	4,264	4,760	5,426	5,806	6,106	6,559	6,918	62.2
	Others	1,835	2,025	2,082	2,075	2,231	2,445	2,353	28.2
Sales	Total	1,512	1,607	1,294	1,263	1,513	1,706	1,800	19.0
	Tourist Hotel	748	765	552	525	609	645	713	-4.8
	General Hotel	683	751	649	655	804	952	979	43.2
	Home Stay	47	53	62	50	60	62	63	33.2
	Others	33	39	32	32	41	47	45	36.1

¹ This article corresponds to the scope defined in the Standard Industrial Classification of Taxation (9th revision): the accommodation industry is referred to as division 55 "Accommodation", where Tourist Hotel is referred to as subclass 5510-11 "Tourist Hotels", General Hotel is referred to as subclass 5510-12 "Hotels", Home Stay is referred to as subclass 5510-13 "Home Stay Facilities", and Others are referred to as class 5590 "Other Accommodation", which includes guesthouses, private lodges, campsites, and RV campgrounds.

2. Regarding the regional distribution of accommodation industry types, tourist and general hotel are predominantly located in urban areas. Tourist hotel, catering mainly to business travelers and international visitors, is concentrated in Taipei City, which in 2024 accounted for 141 establishments (36.9% of the national total) and NT\$33.3 billion in sales (46.8%). General hotel, serving domestic business and leisure travelers, is more evenly distributed across counties and cities, with Taipei, Taichung, and Kaohsiung City ranking as the top three. Taipei City stands out with a 28.7% share of sales due to higher room counts and prices. Home stay, focused on offering local lifestyle experiences, is primarily found in non-urban areas with notable tourist attractions. In 2024, Pingtung County led in home stay numbers with a 17.1% share, while Nantou County topped the sales with a 19.4% share (despite only 8.7% of establishments).

Accommodation Industry Bussiness Units and Sales in 2024 – by County							
Unit: %							
Rank		Tourist Hotel		General Hotel		Home Stay	
		Units	Sales	Units	Sales	Units	Sales
1	County/City	Taipei	Taipei	Taipei	Taipei	Pingtung	Nantou
	Proportion	36.9	46.8	16.4	28.7	17.1	19.4
2	County/City	New Taipei	Kaoshung	Taichung	Taichung	Penghu	Pingtung
	Proportion	8.9	11.1	12.4	13.8	14.0	18.1
3	County/City	Kaohsiung	Taichung	Kaohsiung	Kaohsiung	Hualien	Yilan
	Proportion	7.6	7.1	11.1	9.9	12.2	15.0

Data Source : Statistics Dept., Ministry of Finance “Business Units and Sales”