

# Meet the Taiwanese Digital Traveler

## REGIONAL TRENDS EVERY MARKETER MUST KNOW

Taiwanese travelers love finding great travel deals as much as they always have. But mobile apps are rapidly reshaping the way they go about it.

### Millennials are Leading the Switch to Mobile Browsing

**4 in 10** 

Millennials prefer to find deals on their smartphones

**68%** of mobile millennials turn to apps for on-the-go browsing



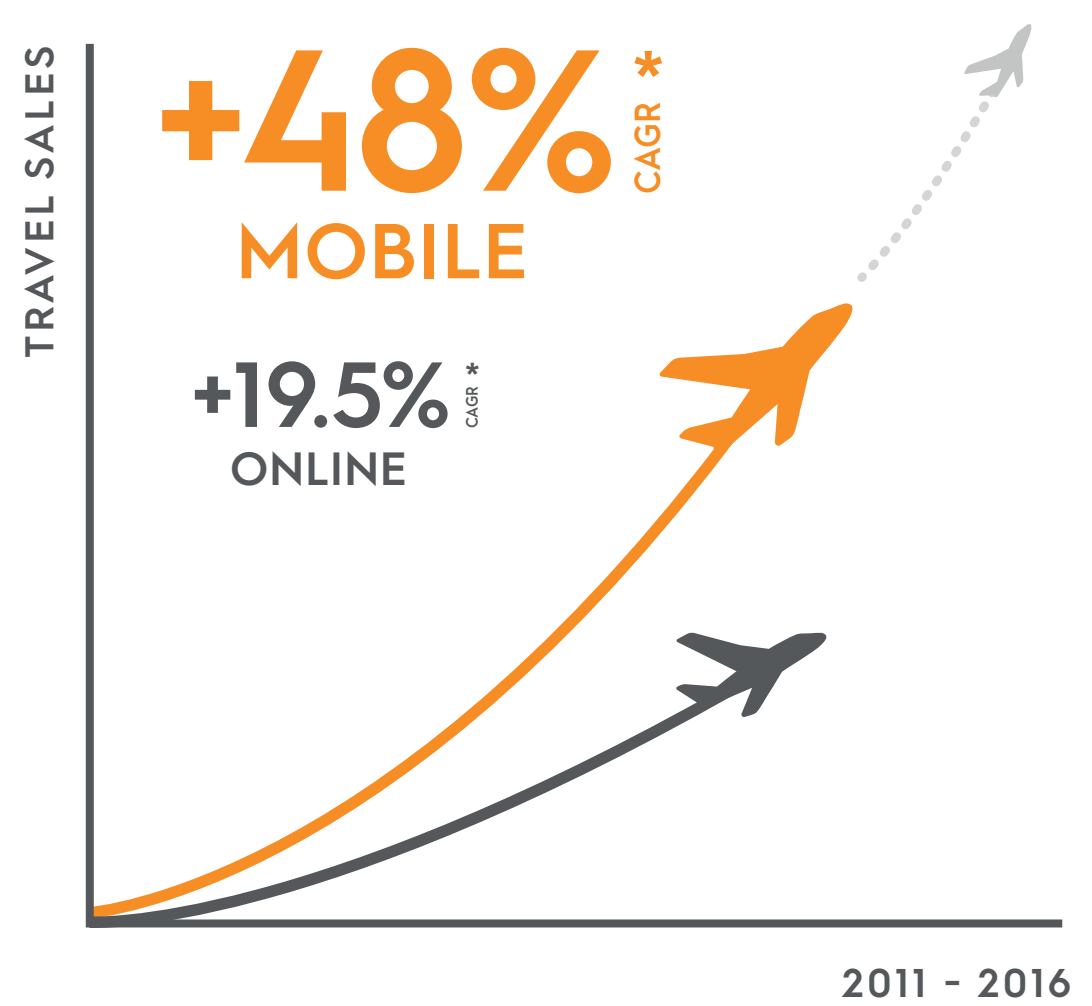
#### TRAVEL TAKEAWAY

Mobile experiences that optimize for **side-by-side comparisons** and **speedy searches** will convert this crowd from browsers to bookers.

### Mobile App Booking is Taking Off

Mobile travel sales will continue to outpace all other platforms and grow another **17.8%** by 2020.

**63%** of Millennials also prefer to book trips via apps over mobile web



#### TRAVEL TAKEAWAY

A personalized app optimized for **simplified booking** and **better discounts** will capture more of this growing market.

### Roam Away From Home

Low-cost carriers have helped Taiwanese travelers book more trips abroad than at home. Both will grow by **5.3% CAGR** by 2020.



#### TRAVEL TAKEAWAY

**Personalized offers and discounts** will help travelers find the next adventure.

**+1.7% CAGR \***  
DOMESTIC TRIPS  
MADE BY LOCALS\*

**+8% CAGR \***  
INTERNATIONAL TRIPS  
MADE BY LOCALS\*

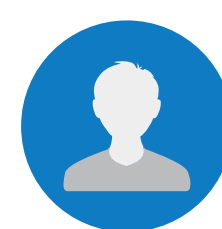
## Prepare for an App-First Travel Market



Prioritize easy comparisons and checkout in your mobile app



Embrace personalized ads that respond to customer behavior in real time



Adopt a singular view of your customers on each of their favorite devices

For more information, please visit [www.criteo.com](http://www.criteo.com).

\*Compound Annual Growth Rate measured from 2011 to 2016.

Methodology: Survey conducted by Euromonitor in February 2017 to present a comprehensive and accurate picture of the Macro-economic landscape and Travel industry in Taiwan. One hundred and fifty respondents in Taiwan.

**About Criteo:** Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,500 employees in more than 30 offices across the Americas, EMEA and Asia-Pacific, serving over 14,000 advertisers worldwide and with direct relationships with thousands of publishers.

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