

Economic Impact of 2024 Taichung Shopping Festival

Tsung Yu Lin^{*} and Je Liang Liou

*The Center for Green Economy,
Chung-Hua Institution for Economic Research*

Shin-Horng Chen

*The Second Research Division
Chung-Hua Institution for Economic Research*

Abstract: The consumer behavior driven by shopping festivals generates multi-level economic benefits through the interdependent relationships of production and demand among industries within the economy. This study utilizes consumption data from the 6th Taichung Shopping Festival in 2024 as a basis and applies an input-output model to analyze the festival's potential macroeconomic impact. The findings serve as a measure of the event's outcome or performance and provide a reference for optimizing the planning of similar future events.

Keywords: Festivals, Economic Impact, Input-Output Model

JEL Classification Number: M21, R15, D57

^{*} Corresponding author. Email: tsungyu@gs.cier.edu.tw