



# Manufacturing and Services

## Office of Travel and Tourism Industries

# 2007 Market Profile: Taiwan



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## Visitation Trends (Arrivals)

| [Thousands of Taiwanese Visitors] | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | Change<br>2007/2000 |
|-----------------------------------|------|------|------|------|------|------|------|------|---------------------|
| Total Arrivals                    | 457  | 357  | 288  | 239  | 298  | 319  | 300  | 311  | -146                |
| Percentage Change (%)             | 1%   | -22% | -19% | -17% | 25%  | 7%   | -6%  | 4%   | -32%                |

## Spending Trends (Exports)

| [Millions of U.S. Dollars]         | 2000    | 2001    | 2002  | 2003  | 2004  | 2005  | 2006  | 2007    | Change<br>2007/2000 |
|------------------------------------|---------|---------|-------|-------|-------|-------|-------|---------|---------------------|
| Total Travel & Tourism Exports (1) | \$1,285 | \$1,006 | \$859 | \$686 | \$907 | \$893 | \$883 | \$1,048 | -\$237              |
| Travel Receipts                    | \$1,184 | \$917   | \$794 | \$659 | \$885 | \$881 | \$880 | \$1,026 | -\$158              |
| Passenger Fare Receipts            | \$101   | \$89    | \$65  | \$27  | \$22  | \$12  | \$3   | \$22    | -\$79               |
|                                    |         |         |       |       |       |       |       |         |                     |
| Change (%) in Total Exports        | 0%      | -22%    | -15%  | -20%  | 32%   | -2%   | -1%   | 19%     | -18%                |

## Information Sources Used for Trip Planning

| Information Sources Used<br>(multiple response: top 4 of 12) | 2006 | 2007 | % Point<br>Change (2) |
|--|------|------|-----------------------|
| Travel Agency  | 59%  | 57%  | -1 pt.                |
| Personal Computer  | 23%  | 28%  | 6 pts.                |
| Airlines Directly  | 15%  | 18%  | 3 pts.                |
| Friends/Relatives  | 13%  | 16%  | 3 pts.                |

## Main Purpose of Trip

| Main Purpose of Trip<br>(top 4 of 8) | 2006 | 2007 | % Point<br>Change (2) |
|--------------------------------------|------|------|-----------------------|
| Business/Professional                | 37%  | 32%  | -6 pts.               |
| Visit Friends/Relatives              | 25%  | 29%  | 4 pts.                |
| Leisure/Rec./Holidays                | 23%  | 27%  | 4 pts.                |
| Convention/Conference                | 9%   | 7%   | -1 pt.                |

## All Purposes of Trip

| Purpose of Trip<br>(multiple response--top 4 of 8) | 2006 | 2007 | % Point<br>Change (2) |
|--|------|------|-----------------------|
| Leisure/Rec./Holidays                              | 49%  | 56%  | 7 pts.                |
| Visit Friends/Relatives                            | 40%  | 49%  | 9 pts.                |
| Business/Professional                              | 41%  | 35%  | -6 pts.               |
| Convention/Conference                              | 13%  | 11%  | -2 pts.               |
|  |      |      |                       |
| NET PURPOSES OF TRIP:                              |      |      |                       |
| Leisure & VFR                                      | 69%  | 76%  | 7 pts.                |
| Business & Convention                              | 49%  | 42%  | -7 pts.               |

## Transportation Used in the United States

| Transportation Types Used in United States<br>(multiple response--top 5 of 8) | 2006 | 2007 | % Point<br>Change (2) |
|---|------|------|-----------------------|
| Company or Private Auto   | 41%  | 41%  | 0 pts.                |
| Airlines in U.S.  | 32%  | 34%  | 2 pts.                |
| Rented Auto   | 34%  | 30%  | -4 pts.               |
| Taxi/Cab/Limousine  | 28%  | 24%  | -5 pts.               |
| City Subway/Tram/Bus  | 23%  | 22%  | -1 pt.                |

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## Activity Participation While in the United States

| Activity Participation While in the U.S.<br>(multiple response--top 10 of 25) | 2006 | 2007 | % Point<br>Change (2) |
|---|------|------|-----------------------|
| Shopping  | 90%  | 93%  | 2 pts.                |
| Dining in Restaurants   | 78%  | 77%  | -1 pt.                |
| Sightseeing in Cities   | 49%  | 51%  | 2 pts.                |
| Amusement/Theme Parks   | 34%  | 34%  | 0 pts.                |
| Visit Historical Places   | 33%  | 33%  | 0 pts.                |
| Visit National Parks  | 22%  | 25%  | 3 pts.                |
| Casinos/Gambling  | 16%  | 21%  | 5 pts.                |
| Visit Small Towns   | 20%  | 21%  | 0 pts.                |
| Guided Tours  | 21%  | 19%  | -3 pts.               |
| Art Gallery/Museum  | 15%  | 18%  | 3 pts.                |

## Select Traveler Characteristics

| Traveler Characteristics               | 2006     | 2007     | Change (2) |
|--|----------|----------|------------|
| Advance Trip Decision Time (mean days) | 40       | 46       | 6 days     |
| Advance Trip Decision Time (med. days) | 30       | 30       | 0 days     |
| Prepaid Package                        | 16%      | 13%      | -4 pts.    |
| First International Trip to the U.S.   | 26%      | 24%      | -2 pts.    |
| Length of Stay in U.S. (mean nights)   | 19.4     | 20.6     | 1 night    |
| Length of Stay in U.S. (median nights) | 8        | 8        | 0 nights   |
| Number of States Visited (% 1 state)   | 66%      | 62%      | -3 pts.    |
| Average Number of States Visited       | 1.5      | 1.6      | 0 pts.     |
| Hotel/Motel (% 1+ nights)              | 72%      | 71%      | -1 pt.     |
| Average # of Nights in Hotel/Motel     | 9.4      | 10.6     | 1 night    |
| Travel Party Size (mean # of persons)  | 1.5      | 1.5      | 0          |
| Gender: % Male (among adults)          | 58%      | 64%      | 6 pts.     |
| Household Income (mean average)        | \$74,700 | \$81,700 | \$7,000    |
| Household Income (median average)      | \$61,900 | \$67,200 | \$5,300    |
| Average Age: Female                    | 38       | 38       | 0 years    |
| Average Age: Male                      | 39       | 41       | 2 years    |

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## U.S. Destinations Visited (States, Cities, and Regions)

| Visitation to U.S. Destinations/Regions (3) | Market Share 2006 | Volume 2006 (000) | Market Share 2007 | Volume 2007 (000) |
|---|-------------------|-------------------|-------------------|-------------------|
| <b>REGIONS</b>                              |                   |                   |                   |                   |
| Pacific                                     | 63.5%             | 191               | 70.9%             | 221               |
| <b>STATES</b>                               |                   |                   |                   |                   |
| California                                  | 59.2%             | 178               | 64.5%             | 201               |
| <b>CITIES</b>                               |                   |                   |                   |                   |
| Los Angeles                                 | 35.1%             | 105               | 36.0%             | 112               |

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: [http://tinet.ita.doc.gov/outreachpages/census\\_regions.html](http://tinet.ita.doc.gov/outreachpages/census_regions.html).

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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# Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Taiwanese traveler who visits the United States.

**Survey of International Air Travelers: Table Number and Description**

|          |                             |          |                               |
|----------|-----------------------------|----------|-------------------------------|
| Table 1  | Country of Residence        | Table 19 | Number of States Visited      |
| Table 2  | Advance Trip Decision       | Table 20 | Number of Destinations Listed |
| Table 3  | Advance Airline Reservation | Table 21 | Transportation in U.S.        |
| Table 4  | Means of Booking Air Trip   | Table 22 | Port of Entry                 |
| Table 5  | Information Sources         | Table 23 | Main Destination              |
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| Table 7  | Use of Prepaid Lodging      | Table 25 | Leisure Activities            |
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| Table 10 | Travel Companions           | Table 28 | Trip Expenses Payment Method  |
| Table 11 | Travel Party Size           | Table 29 | Factors in Airline Choice     |
| Table 12 | Main Purpose of Trip        | Table 30 | Main Factor in Airline Choice |
| Table 13 | Purpose of Trip             | Table 31 | Type of Airline Ticket        |
| Table 14 | Type of Accommodation       | Table 32 | Seating Area                  |
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| Table 17 | U.S. Trips Last 12 Months   | Table 35 | Annual Household Income       |
| Table 18 | U.S. Trips Last 5 Years     |          |                               |





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