



# Manufacturing and Services

## Office of Travel and Tourism Industries

# 2008 Market Profile: Taiwan



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## Visitation Trends (Arrivals)

[Thousands of Taiwanese Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	357	288	239	298	319	300	311	295	-62
Percentage Change (%)	-22%	-19%	-17%	25%	7%	-6%	4%	-5%	-17%

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$1,006	\$859	\$686	\$907	\$893	\$883	\$1,048	\$1,162	\$156
Travel Receipts	\$917	\$794	\$659	\$885	\$881	\$880	\$1,026	\$1,118	\$201
Passenger Fare Receipts	\$89	\$65	\$27	\$22	\$12	\$3	\$22	\$44	-\$45
Change (%) in Total Exports	-22%	-15%	-20%	32%	-2%	-1%	19%	11%	16%

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Travel Agency	57%	57%	0 pts.
Personal Computer	28%	31%	2 pts.
Airlines Directly	18%	18%	0 pts.
Friends/Relatives	16%	15%	0 pts.

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Business/Professional	32%	36%	4 pts.
Leisure/Rec./Holidays	27%	26%	-1 pt.
Visit Friends/Relatives	29%	25%	-4 pts.
Convention/Conference	7%	7%	0 pts.

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	56%	51%	-5 pts.
Visit Friends/Relatives	49%	45%	-5 pts.
Business/Professional	35%	39%	4 pts.
Convention/Conference	11%	12%	0 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	76%	73%	-3 pts.
Business & Convention	42%	45%	3 pts.

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Company or Private Auto	41%	39%	-2 pts.
Airlines in U.S.	34%	34%	0 pts.
Rented Auto	30%	30%	0 pts.
Taxi/Cab/Limousine	24%	28%	5 pts.
City Subway/Tram/Bus	22%	22%	-1 pt.

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Shopping	93%	90%	-3 pts.
Dining in Restaurants	77%	79%	2 pts.
Sightseeing in Cities	51%	46%	-5 pts.
Visit Historical Places	33%	34%	1 pt.
Amusement/Theme Parks	34%	33%	-1 pt.
Guided Tours	19%	23%	4 pts.
Visit Small Towns	21%	23%	2 pts.
Cultural Heritage Sites	16%	18%	2 pts.
Casinos/Gambling	21%	17%	-4 pts.
Visit National Parks	25%	17%	-8 pts.

## Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	46	46	0 days
Advance Trip Decision Time (med. days)	30	30	0 days
Prepaid Package	13%	16%	4 pts.
First International Trip to the U.S.	24%	20%	-4 pts.
Length of Stay in U.S. (mean nights)	20.6	21.4	1 night
Length of Stay in U.S. (median nights)	8.0	8.0	0 nights
Number of States Visited (% 1 state)	62%	66%	3 pts.
Average Number of States Visited	1.6	1.5	0 states
Hotel/Motel (% 1+ nights)	71%	75%	4 pts.
Average # of Nights in Hotel/Motel	10.6	8.3	-2 nights
Travel Party Size (mean # of persons)	1.5	1.5	0.0
Gender: % Male (among adults)	64%	64%	0 pts.
Household Income (mean average)	\$81,700	\$86,600	\$4,900
Household Income (median average)	\$67,200	\$69,500	\$2,300
Average Age: Female	38	37	-1 year
Average Age: Male	41	40	-1 year

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
<b>REGIONS</b>				
Pacific	70.9%	221	70.5%	208
<b>STATES</b>				
California	64.5%	201	65.3%	193
<b>CITIES</b>				
Los Angeles	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.

Publication Date: May 2009



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# 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.
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Table 5	Information Sources	Table 23	Main Destination
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Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
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Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
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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- Summary of International Travel to the United States (I-94)
- Forecast of International Arrivals to the United States
- U.S. International Air Traveler Statistics (I-92)
- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

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