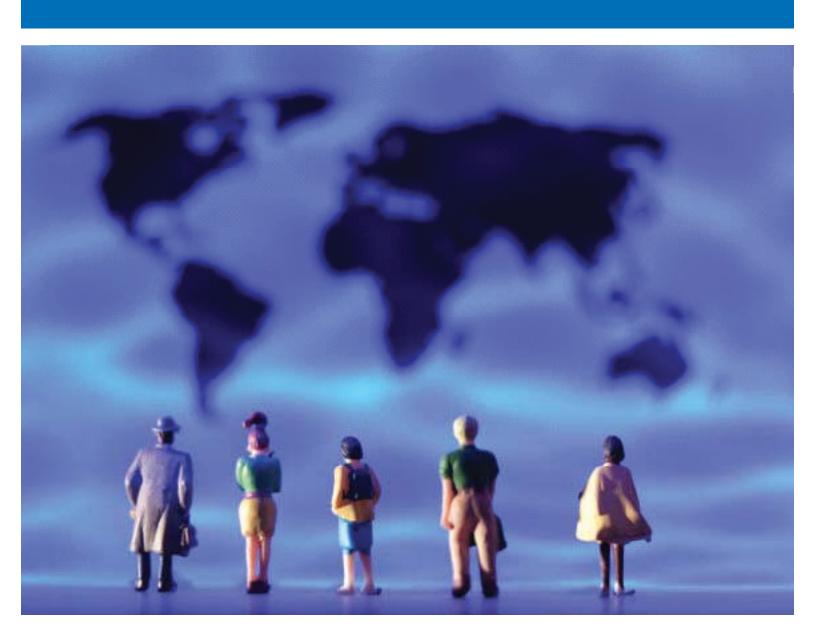


Manufacturing and Services Office of Travel and Tourism Industries

2007 Market Profile: Taiwan



Visitation Trends (Arrivals)

[Thousands of Taiwanese Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 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 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 (multiple response: top 4 of 12)	2006	2007	% Point 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 (top 4 of 8)	2006	2007	% Point 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 (multiple responsetop 4 of 8)	2006	2007	% Point 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 (multiple responsetop 5 of 8)	2006	2007	% Point 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.

2007 Market Profile: Taiwan

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responsetop 10 of 25)	2006	2007	% Point 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

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)
REGIONS				
Pacific	63.5%	191	70.9%	221
STATES				
California	59.2%	178	64.5%	201
CITIES				
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.

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

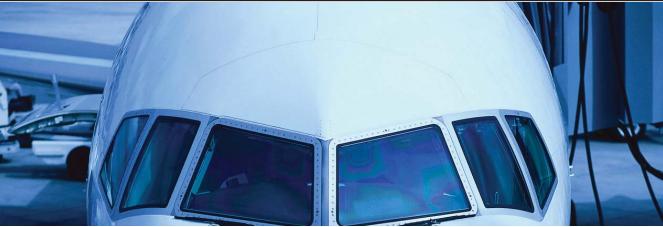
Publication Date: May 2008



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.

Sur	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					
Table 6	Use of Package	Table 24	U.S. Destinations Visited					
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities					
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures					
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures					
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					
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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