

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2010 Market Profile: Taiwan



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## Visitation Trends (Arrivals)

[Thousands of Taiwan Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	239	298	319	300	311	295	240	291	52
Percentage Change (%)	-17	25	7	-6	4	-5	-19	22	22

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010 <sup>p</sup>	Change 2010/2003
Total Travel & Tourism Exports (1)	\$686	\$907	\$893	\$883	\$1,048	\$1,174	\$887	\$1,039	\$353
Travel Receipts	\$659	\$885	\$881	\$880	\$1,026	\$1,135	\$885	\$1,037	\$378
Passenger Fare Receipts	\$27	\$22	\$12	\$3	\$22	\$39	\$2	\$2	-\$25
Change (%) in Total Exports	-20	32	-2	-1	19	12	-24	17	51

(p) Preliminary, subject to future revisions.

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Travel Agency	59	55	-4.6
Personal Computer	26	24	-1.3
Airlines Directly	21	21	0.3
Friends/Relatives	14	15	0.9

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Business/Professional	33	32	-1.4
Leisure/Rec./Holidays	28	30	2.2
Visit Friends/Relatives	22	23	1.5
Convention/Conference	9	10	1.2

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	52	55	2.9
Visit Friends/Relatives	39	45	5.8
Business/Professional	38	36	-1.9
Convention/Conference	14	12	-1.5
NET PURPOSES OF TRIP:			
Leisure & VFR	71	77	5.9
Business & Convention	46	44	-2.5

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Company or Private Auto	39	39	0.4
Airlines in U.S.	37	35	-1.9
Rented Auto	27	34	7.5
Taxi/Cab/Limousine	28	29	1.1
City Subway/Tram/Bus	29	20	-8.9

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Shopping	89	91	2.0
Dining in Restaurants	78	81	3.2
Sightseeing in Cities	49	48	-1.3
Amusement/Theme Parks	33	33	-0.2
Visit Historical Places	28	32	4.2
Visit Small Towns	18	21	3.0
Cultural Heritage Sites	18	21	2.2
Guided Tours	18	20	2.1
Visit National Parks	22	20	-2.8
Water Sports/Sunbathing	12	19	6.7

## Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	45	49	4.0 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	20%	17%	-3.3 pts.
First International Trip to the U.S.	21%	24%	2.9 pts.
Length of Stay in U.S. (mean nights)	20.4	17.6	-2.8 nights
Length of Stay in U.S. (median nights)	8	9	1 nights
Number of States Visited (% 1 state)	66%	66%	0.3 pts.
Average Number of States Visited	1.5	1.6	0.1 states
Hotel/Motel (% 1+ nights)	72%	75%	2.5 pts.
Average # of Nights in Hotel/Motel	10.5	8.6	-1.9 nights
Travel Party Size (mean # of persons)	1.4	1.5	0.1
Gender: % Male (among adults)	59%	68%	8.4 pts.
Household Income (mean average)	\$78,700	\$84,600	\$5,900
Household Income (median average)	\$62,100	\$68,200	\$6,100
Average Age: Female	36	39	2.5 years
Average Age: Male	40	42	2.3 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
<b>REGIONS</b>				
Pacific	61.8	148	62.5	182
<b>STATES</b>				
California	56.7	136	56.4	164

- (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.

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://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: [http://tinnet.ita.doc.gov/outreachpages/census\\_regions.html](http://tinnet.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 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
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Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
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Table 18	U.S. Trips Last 5 Years		





# Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

## For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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