

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Market Profile: Taiwan



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Visitation Trends (Arrivals)

[Thousands of Taiwan Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	298	319	300	311	295	240	291	290	-7
Percentage Change (%)	25	7	-6	4	-5	-19	22	0	-2

Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 ^r	Change 2011/2004
Total Travel & Tourism Exports (1)	\$907	\$893	\$883	\$1,048	\$1,174	\$887	\$1,067	\$1,116	\$209
Travel Receipts	\$885	\$881	\$880	\$1,026	\$1,135	\$885	\$1,065	\$1,114	\$229
Passenger Fare Receipts	\$22	\$12	\$3	\$22	\$39	\$2	\$2	\$2	-\$20
Change (%) in Total Exports	32	-2	-1	19	12	-24	20	5	23

(r) Revised.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Travel Agency	55	54	-1.0
Personal Computer	24	27	2.5
Airlines Directly	21	19	-1.6
Friends/Relatives	15	14	-0.7

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	30	35	4.7
Business/Professional	32	30	-2.0
Visit Friends/Relatives	23	24	0.8
Convention/Conference	10	7	-3.4

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	55	58	2.9
Visit Friends/Relatives	45	41	-3.6
Business/Professional	36	33	-2.7
Convention/Conference	12	10	-2.6
NET PURPOSES OF TRIP:			
Leisure & VFR	77	79	1.3
Business & Convention	44	38	-5.4

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Airlines in U.S.	35	33	-1.8
City Subway/Tram/Bus	20	31	11.7
Rented Auto	34	30	-4.4
Company or Private Auto	39	27	-12.8
Taxi/Cab/Limousine	29	27	-2.3

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	91	92	1.2
Dining in Restaurants	81	78	-3.0
Sightseeing in Cities	48	49	0.9
Amusement/Theme Parks	33	35	2.8
Visit Historical Places	32	31	-0.9
Water Sports/Sunbathing	19	19	0.4
Guided Tours	20	17	-3.2
Art Gallery/Museum	13	16	3.3
Visit National Parks	20	16	-3.5
Visit Small Towns	21	16	-4.8

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	49	50	1.4 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	17%	24%	7.1 pts.
First International Trip to the U.S.	24%	31%	6.6 pts.
Length of Stay in U.S. (mean nights)	17.6	20.8	3.2 nights
Length of Stay in U.S. (median nights)	9	7	-2 nights
Number of States Visited (% 1 state)	66%	68%	2.3 pts.
Average Number of States Visited	1.6	1.5	-0.1 states
Hotel/Motel (% 1+ nights)	75%	76%	1.5 pts.
Average # of Nights in Hotel/Motel	8.6	10.1	1.5 nights
Travel Party Size (mean # of persons)	1.5	1.4	-0.1
Gender: % Male (among adults)	68%	49%	-19.0 pts.
Household Income (mean average)	\$84,600	\$76,800	-\$7,800
Household Income (median average)	\$68,200	\$57,800	-\$10,400
Average Age: Female	39	36	-2.8 years
Average Age: Male	42	39	-3.3 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
Pacific	62.5	182	59.3	172
STATES				
California	56.4	164	53.6	156

- (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.

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.

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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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