

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2013 Market Profile: Taiwan



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## Visitation Trends (Arrivals)

| [Thousands of Taiwan Visitors] | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Change<br>2013/2006 |
|--------------------------------|------|------|------|------|------|------|------|------|---------------------|
| Total Arrivals                 | 300  | 311  | 295  | 240  | 291  | 290  | 290  | 385  | 84                  |
| Percentage Change (%)          | -6   | 4    | -5   | -19  | 22   | 0    | 0    | 33   | 28                  |

## Spending Trends (Exports)

| [Millions of U.S. Dollars]                    | 2006 <sup>r</sup> | 2007 <sup>r</sup> | 2008 <sup>r</sup> | 2009 <sup>r</sup> | 2010 <sup>r</sup> | 2011 <sup>r</sup> | 2012 <sup>r</sup> | 2013 <sup>r</sup> | Change<br>2013/2006 |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------|
| Total Travel and Tourism Exports <sup>1</sup> | \$1,713           | \$1,867           | \$1,880           | \$1,740           | \$1,919           | \$1,837           | \$1,871           | \$2,106           | \$393               |
| Travel (all purposes including education)     | \$1,710           | \$1,845           | \$1,841           | \$1,738           | \$1,917           | \$1,835           | \$1,863           | \$2,098           | \$388               |
| Of which: Education Related                   | \$719             | \$779             | \$812             | \$787             | \$777             | \$758             | \$728             | \$707             | -\$12               |
| Of which: Other Business/<br>Personal Travel  | \$973             | \$1,047           | \$1,008           | \$923             | \$1,111           | \$1,046           | \$1,103           | \$1,359           | \$386               |
| Passenger Air Transportation                  | \$3               | \$22              | \$39              | \$2               | \$2               | \$2               | \$8               | \$8               | \$5                 |
| Change (%) in Total Exports                   | -1                | 9                 | 1                 | -7                | 10                | -4                | 2                 | 13                | 23                  |

<sup>(1)</sup> International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

<sup>(r)</sup> Revised (December 2014).

## Information Sources Used for Trip Planning

| Information Sources Used<br>(multiple response: top 6 of 9) | 2012<br>(Percent) | 2013<br>(Percent) | Point<br>Change (2) |
|---|-------------------|-------------------|---------------------|
| Airlines  | 30                | 32                | 1.5                 |
| Travel Agency Office  | 30                | 30                | 0.7                 |
| Personal Recommendation                                     | 26                | 27                | 0.9                 |
| Online Travel Agency  | 20                | 20                | -0.1                |
| Corporate Travel Dept.                                      | 17                | 16                | -0.6                |
| Travel Guides   | 13                | 14                | 1.3                 |

## Main Purpose of Trip

| Main Purpose of Trip<br>(top 4 of 8) | 2012<br>(Percent) | 2013<br>(Percent) | Point<br>Change (2) |
|--------------------------------------|-------------------|-------------------|---------------------|
| Vacation/Holiday                     | 35                | 37                | 2.5                 |
| Visit Friends/Relatives              | 25                | 26                | 0.7                 |
| Business                             | 22                | 21                | -0.7                |
| Convention/Conference/Trade Show     | 10                | 10                | -0.9                |

## All Purposes of Trip

| Purpose of Trip<br>(multiple response--top 4 of 8) | 2012<br>(Percent) | 2013<br>(Percent) | Point<br>Change (2) |
|--|-------------------|-------------------|---------------------|
| Vacation/Holiday                                   | 48                | 49                | 1.1                 |
| Visit Friends/Relatives                            | 40                | 42                | 1.9                 |
| Business   | 27                | 27                | -0.6                |
| Convention/Conference/Trade Show                   | 17                | 14                | -3.1                |
|  |                   |                   |                     |
| NET PURPOSES OF TRIP:                              |                   |                   |                     |
| Leisure & VFR                                      | 71                | 73                | 1.5                 |
| Business & Convention                              | 37                | 34                | -3.2                |

## Transportation Used in the United States

| Transportation Types Used in United States<br>(multiple response--top 6 of 11) | 2012<br>(Percent) | 2013<br>(Percent) | Point<br>Change (2) |
|--|-------------------|-------------------|---------------------|
| Auto, Private or Company   | 42                | 40                | -2.5                |
| City Subway/Tram/Bus   | 27                | 35                | 7.5                 |
| Air Travel between U.S. Cities   | 31                | 33                | 2.0                 |
| Rented Auto  | 25                | 30                | 5.4                 |
| Bus between Cities   | 17                | 25                | 7.7                 |
| Taxicab/Limousine  | 19                | 19                | -0.1                |

## Activity Participation While in the United States

| Activity Participation While in the U.S.<br>(multiple response--top 10 of 22) | 2012<br>(Percent) | 2013<br>(Percent) | Point<br>Change (2) |
|---|-------------------|-------------------|---------------------|
| Shopping  | 89                | 89                | 0.1                 |
| Sightseeing   | 80                | 80                | 0.0                 |
| Experience Fine Dining  | 44                | 45                | 0.8                 |
| Small Towns/Countryside   | 25                | 25                | 0.0                 |
| National Parks/Monuments  | 19                | 24                | 4.6                 |
| Amusement/Theme Parks   | 20                | 23                | 2.9                 |
| Art Gallery/Museum  | 19                | 23                | 3.3                 |
| Historical Locations  | 18                | 21                | 3.3                 |
| Guided Tours  | 16                | 18                | 1.3                 |
| Cultural / Ethnic Heritage Sites  | 16                | 17                | 0.9                 |

## Select Traveler Characteristics

| Traveler Characteristics                 | 2012     | 2013     | Change (2) |
|--|----------|----------|------------|
| Advance Trip Decision Time (mean days)   | 52       | 55       | 3.2        |
| Advance Trip Decision Time (median days) | 30       | 30       | 0.0        |
| Prepaid Package                          | 28       | 25       | -3.8       |
| First International Trip to the U.S.     | 27       | 28       | 1.5        |
| Length of Stay in U.S. (mean nights)     | 19.9     | 20.7     | 0.8        |
| Length of Stay in U.S. (median nights)   | 7        | 7        | 0.0        |
| Number of States Visited (% 1 state)     | 78       | 76       | -1.6       |
| Average Number of States Visited         | 1.3      | 1.3      | 0.0        |
| Hotel/Motel (% 1+ nights)                | 76       | 74       | -1.5       |
| Average # of Nights in Hotel/Motel       | 10.8     | 10.6     | -0.2       |
| Travel Party Size (mean # of persons)    | 1.7      | 1.7      | 0.0        |
| Gender: % Male (among adults)            | 55       | 56       | 1.2        |
| Household Income (mean average)          | \$87,451 | \$79,811 | -\$7,640   |
| Household Income (median average)        | \$51,645 | \$50,138 | -\$1,507   |
| Average Age: Female (among adults)       | 37       | 38       | 0.7        |
| Average Age: Male (among adults)         | 41       | 41       | -0.4       |

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

| Visitation to U.S. Destinations/Regions (3) | Market Share 2012 (Percent) | Volume 2012 (000) | Market Share 2013 (Percent) | Volume 2013 (000) |
|---|-----------------------------|-------------------|-----------------------------|-------------------|
| <b>Regions</b>                              |                             |                   |                             |                   |
| Pacific                                     | 50.9                        | 148               | 53.7                        | 207               |
| <b>States</b>                               |                             |                   |                             |                   |
| California                                  | 45.1                        | 131               | 47.0                        | 181               |

(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 incident 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 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about Taiwan travelers who visit the United States.

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

|          |                                 |          |                                  |
|----------|---------------------------------|----------|----------------------------------|
| Table 1  | Country of Residence            | Table 20 | Number of Destinations Visited   |
| Table 2  | Information Sources             | Table 21 | Transportation in the U.S.       |
| Table 3  | Advance Trip Decision           | Table 22 | Port of Entry                    |
| Table 4  | Advance Airline Reservation     | Table 23 | Main Destination                 |
| Table 5  | Means of Booking Air Trip       | Table 24 | U.S. Destinations Visited        |
| Table 6  | Advance Air Ticket Payment      | Table 25 | Leisure Activities               |
| Table 7  | Prepaid, inclusive tour package | Table 26 | Total Trip Expenditures          |
| Table 8  | Pre-Booked Lodging              | Table 27 | Itemized Trip Expenditures       |
| Table 9  | Travel Insurance Purchased      | Table 28 | Trip Payment Methods - Average   |
| Table 10 | Travel Companions               | Table 29 | Payment Methods- Frequency       |
| Table 11 | Travel Party Size               | Table 30 | Payment Methods - Expen.Weighted |
| Table 12 | Main Purpose of Trip            | Table 31 | Factors in Airline Choice        |
| Table 13 | Purpose(s) of Trip              | Table 32 | Main Factor in Airline Choice    |
| Table 14 | Type of Accommodation           | Table 33 | Seating Area                     |
| Table 15 | Nights in the U.S.              | Table 34 | Type of Airline Ticket           |
| Table 16 | Total Nights Away From Home     | Table 35 | Gender and Age of Travelers      |
| Table 17 | First Trip to the U.S.          | Table 36 | Occupation                       |
| Table 18 | U.S. Trips Last 12 months       | Table 37 | Annual Household Income          |
| Table 19 | Number of States Visited        |          |                                  |



# Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

## For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

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