

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Taiwan



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	311	295	240	291	290	290	385	413	102
Percentage Change (%)	4	-5	-19	22	0	0	33	7	33

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$1,867	\$1,880	\$1,740	\$1,919	\$1,837	\$1,871	\$2,106	October	-
Travel (all purposes including education)	\$1,845	\$1,841	\$1,738	\$1,917	\$1,835	\$1,863	\$2,098	\$2,094	\$249
Of which: Education Related	\$779	\$812	\$787	\$777	\$758	\$728	\$707	October	-
Of which: Other Business/ Personal Travel	\$1,047	\$1,008	\$923	\$1,111	\$1,046	\$1,103	\$1,359	October	-
Passenger Air Transportation	\$22	\$39	\$2	\$2	\$2	\$8	\$8	October	-
Change (%) in Total Exports	9	1	-7	10	-4	2	13	-	-

⁽¹⁾ 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>

^(p) Preliminary, subject to future revisions. Estimates on passenger fares, education and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	32	34	2.0
Personal Recommendation	27	28	0.7
Travel Agency Office	30	27	-3.4
Online Travel Agency	20	21	1.5
Corporate Travel Dept.	16	19	2.4
Travel Guides	14	17	2.6
Tour Operator/Travel Club	5	8	3.4
National/State/City Travel Office	4	7	3.0
Other	2	5	3.2

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	37	36	-0.8
Visit Friends/Relatives	26	22	-4.1
Business	21	20	-0.9
Convention/Conference/Trade Show	10	14	4.5
Education	6	6	-0.1
Religion/Pilgrimages	0.1	1	1.0
Health Treatment	0.4	0.3	-0.1
Other	0.2	0.8	0.6

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	49	50	1.0
Visit Friends/Relatives	42	36	-5.3
Business	27	25	-1.5
Convention/Conference/Trade Show	14	19	5.0
Education	8	9	0.5
Religion/Pilgrimages	0.3	2	1.8
Health Treatment	0.6	0.6	0.0
Other	0.9	1	0.4
NET PURPOSES OF TRIP:			
Leisure & VFR	73	69	-3.9
Business & Convention	34	37	3.1

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	89	91	1.9
Sightseeing	80	81	1.1
Experience Fine Dining	45	40	-5.1
Small Towns/Countryside	25	26	0.5
Art Gallery/Museum	23	25	2.0
National Parks/Monuments	24	23	-1.1
Amusement/Theme Parks	23	21	-2.5
Historical Locations	21	19	-1.9
Water Sports	14	15	1.0
Cultural / Ethnic Heritage Sites	17	14	-3.0
Guided Tours	18	14	-4.0
Sporting Event	11	12	1.3
Casinos/Gamble	9	10	1.0
Concert/Play/Musical	8	10	1.7
Environ./Eco. Excursions	6	7	0.8
Nightclubbing/Dancing	8	7	-1.2
Camping/Hiking	2	4	2.0
Golfing/Tennis	4	3	-1.4
American Indian Communities	4	3	-1.2
Hunting/Fishing	1	2	0.9
Snow Sports	2	2	-0.1
Other	1	1	-0.1



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Auto, Private or Company	40	42	2.6
Air Travel between U.S. Cities	33	33	0.4
City Subway/Tram/Bus	35	27	-7.5
Rented Auto	30	27	-3.5
Taxicab/Limousine	19	23	4.1
Bus between Cities	25	20	-5.1
Ferry/River Taxi/Srt Scenic Cruise	8	4	-3.5
Railroad between Cities	6	3	-3.0
Rented Bicycle/Motorcycle/Moped	3	3	-0.9
Cruise Ship/River Boat 1+ Nights	3	2	-0.7
Motor Home/Camper	0.8	2	0.9

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	55	55	0.5
Advance Trip Decision Time (median days)	30	30	0.0
Prepaid Package	25	20	-4.1
First International Trip to the U.S.	28	26	-2.0
Length of Stay in U.S. (mean nights)	20.7	20.3	-0.4
Length of Stay in U.S. (median nights)	7	7	0.0
Number of States Visited (% 1 state)	76	78	1.3
Average Number of States Visited	1.3	1.3	0.0
Hotel/Motel (% 1+ nights)	74	75	0.5
Average # of Nights in Hotel/Motel	10.6	9.4	-1.2
Travel Party Size (mean # of persons)	1.7	1.8	0.1
Gender: % Male (among adults)	56	55	-1.4
Household Income (mean average)	\$79,811	\$84,881	\$5,070
Household Income (median average)	\$50,138	\$55,000	\$4,862
Average Age: Female (among adults)	38	37	-0.9
Average Age: Male (among adults)	41	41	0.6

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Pacific	53.7	207	57.3	237
States				
California	47.0	181	52.0	215

- (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.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. 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

Interested in data for your destination? The NTTTO 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 the international traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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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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