

## CHARACTERISTICS OF TRAVELERS FROM TAIWAN TO CALIFORNIA - 2010

Taiwan was one of California's top ten overseas markets with approximately 161,000 visitors to California in 2010. Collectively visitors from Taiwan spent approximately \$265 million in California.

Taiwanese visitors to California during 2010 reported spending \$147 per day during an 11.2 night average stay or approximately \$1,646 per visitor. The average spending for all overseas visitors to California was about \$1,209 (\$107 per day; 11.3 nights in California).

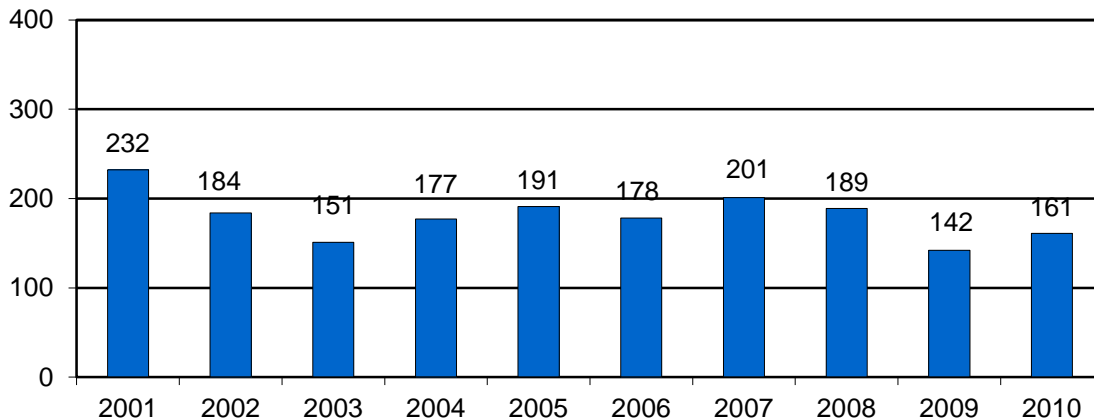
### Visitors From Taiwan

Year	Total U.S. Arrivals <sup>1</sup>	California Market Share <sup>2</sup>	Visitors to California (est.)
2000	457,302	59.6%	273,000
2001	357,064	65.0%	232,000
2002	288,032	63.9%	184,000
2003	238,999	63.3%	151,000
2004	297,684	59.6%	177,000
2005	318,886	59.8%	191,000
2006	300,382	59.2%	178,000
2007	311,020	64.5%	201,000
2008	294,893	64.2%	189,000
2009	239,545	59.3%	142,000
2010	291,107	55.3%	161,000

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.

2) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

### Number of Visitors from Taiwan to CA, 2001-2010 (in 000s)



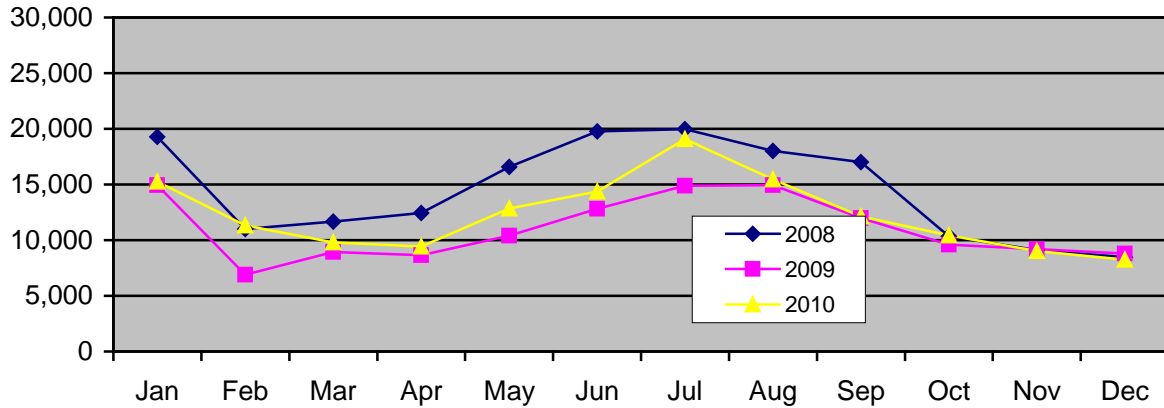
Source: International Trade Administration, Office of Travel and Tourism Industries.

The volume of visitors from Taiwan to California rose during the 1990s until its peak of 289,000 in 1997. Visitation pulled back a little from this peak in three subsequent years (1998, 1999, and 2000) and after the 9-11 terrorist attacks bottomed at 151,000 visitors in 2003. Since then, visitor volume has risen and fallen but fell to a new low of 142,000 in 2009. Visitor volume has since risen to 161,000 in 2010.

### Taiwanese Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Taiwan to California were similar in 2010 compared with 2008 and 2009. In general, Taiwanese resident arrivals at California ports-of-entry have recorded seasonal peaks in January and in the summer months. The lowest volumes were recorded in April, November, and December.

**Residents of Taiwan  
Monthly Port of Entry Arrivals to CA  
2008-2010**



U.S. Department of Homeland Security, I-94 Form; CIC Research, Inc.

## Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from Taiwan are provided in the following table. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from Taiwan are more likely to:

- Travel to California to visit friends or relatives or for business/professional purposes
- Have decidedly lower trip planning and advance airline booking horizons
- Plan and book their air trip through a travel agent
- Mention safety reputation or a non-stop flight as a main factor in selecting an airline
- Travel in executive or business class
- Stay in a private home
- Use a company or private auto for transportation while in the U.S.
- Spend a lower percentage of their travel dollar on lodging
- Spend a higher percentage of their travel dollar on gifts or souvenirs

Conversely, visitors from Taiwan are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Use a personal computer to plan or book their trip
- Mention airfare as a main factor in selecting an airline
- Travel in economy/tourist/coach class
- Stay in hotels and other forms of paid lodging
- Be on their first trip to the U.S.
- Visit San Francisco, Las Vegas and New York City
- Experience activities such as sightseeing in cities, visiting historical places, small towns, national parks, touring the countryside, art galleries/museums, and cultural heritage sites
- Use a taxi/limousine for transportation while in the U.S.

## Characteristics of Travelers from Taiwan to California, 2010

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Taiwan (n = 599)	Leisure Visitors from Taiwan (n = 293)
<b>Primary Purpose of Trip</b>			
Leisure/Recreation/Holidays	48%	23%	44%
Visit Friends/Relatives	22%	29%	56%
Business/Professional	21%	33%	-
Convention/Conference	5%	11%	-
Other Purpose	5%	5%	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Leisure/Recreation/Holidays	67%	53%	73%
Visit Friends/Relatives	39%	53%	72%
Business/Professional	24%	35%	3%
Convention/Conference	9%	13%	1%
<b>Sources Used to Plan Trip**</b>			
Personal Computer	44%	28%	34%
Travel Agency	40%	54%	53%
Airlines Directly	23%	25%	31%
Friends/Relatives	17%	14%	19%
Travel Guides	10%	6%	6%
Corporate Travel Department	8%	9%	2%
Tour Company	5%	9%	9%
State/City Travel Office	4%	2%	3%
Newspapers/Magazines	3%	1%	2%
<b>Advance Planning for Trip</b>			
7 days or less	6%	13%	6%
8 - 30 days	28%	44%	45%
31 - 60 days	20%	26%	27%
61 - 90 days	12%	7%	10%
More than 3 Months	34%	11%	11%
Total	100%	100%	100%
Average Planning Time in Days	98 days	50 days	56 days
<b>Advance Airline Reservations</b>			
7 days or less	12%	24%	16%
8 - 30 days	38%	56%	59%
31 - 60 days	17%	12%	16%
61 - 90 days	10%	4%	7%
91 - 120 days	7%	2%	-
121 - 180 days	10%	2%	2%
6 Months or More	7%	1%	1%
Total	100%	100%	100%
Average Booking in Days	68 days	29 days	34 days

\* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

\*\* Multiple response question. Table may add to more than 100%.

Sources: International Trade Administration Office of Travel and Tourism Industries  
"Survey of International Air Travelers."

**Characteristics of Travelers from Taiwan to California  
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Taiwan (n = 599)	Leisure Visitors from Taiwan (n = 293)
<b>Means of Booking Air Trip</b>			
Travel Agent	46%	66%	60%
Personal Computer	26%	10%	14%
Airlines Directly	13%	8%	11%
Corporate Travel Department	8%	9%	1%
Tour Operator	4%	5%	9%
Travel Club	1%	1%	2%
Other/Don't Know	2%	1%	2%
Total	100%	100%	100%
<b>Main Factor in Selecting Airline</b>			
Airfare	29%	18%	25%
Schedule	14%	5%	5%
Non-Stop Flight	14%	25%	28%
Mileage Bonus/Frequent Flyer Program	10%	9%	6%
Previous Good Experience	9%	7%	7%
Safety Reputation	8%	19%	16%
Airline Loyalty	4%	3%	1%
In-flight Service	4%	7%	8%
Employer policy	3%	6%	2%
Other	6%	3%	1%
Total	100%	100%	100%
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	84%	65%	67%
Executive/Business	15%	32%	28%
First Class	2%	3%	5%
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	14%	11%	12%
No	86%	89%	88%
Total	100%	100%	100%
<b>Advance Package Booking</b>			
7 days or less	4%	25%	17%
8 - 30 days	27%	57%	63%
31 - 60 days	15%	11%	11%
61 - 90 days	10%	5%	9%
91 - 120 days	11%	2%	-
121 - 180 days	20%	-	-
6 Months or More	14%	-	-
Total	100%	100%	100%

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**Characteristics of Travelers from Taiwan to California  
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Taiwan (n = 599)	Leisure Visitors from Taiwan (n = 293)
<b>Travel Companions**</b>			
Traveling Alone	39%	44%	39%
Spouse	27%	20%	25%
Family/Relatives	25%	23%	39%
Friends	11%	6%	6%
Business Associates	8%	15%	-
Tour Group	2%	2%	2%
<b>Average Travel Party Size</b>	1.6	1.4	1.5
<b>Median Travel Party Size</b>	1.0	1.0	1.0
<b>Type of Lodging**</b>			
Hotel / Motel	78%	62%	44%
Private Home	29%	44%	64%
Other	4%	2%	3%
<b>Length of Stay</b>			
Mean Nights in the U.S.	22.8 nights	17.3 nights	17.2 nights
Mean Nights in California	11.3 nights	11.2 nights	10.6 nights
% of California Nights	50%	65%	62%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	27%	18%	17%
Average Trips to the U.S. in Past Year	1.8 trips	1.8 trips	1.6 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	6.2 trips	5.0 trips
<b>Average Number of States Visited</b>	2.1 states	1.7 states	1.5 states
<b>Average Number of Destinations Visited</b>	3.0 dest.	2.1 dest.	1.9 dest.
<b>Places Visited in the U.S.**</b>			
Los Angeles	60%	62%	67%
San Francisco	47%	31%	35%
Las Vegas	29%	16%	21%
New York City	16%	7%	3%
San Diego	14%	6%	5%
Flagstaff	8%	5%	5%
Anaheim-Santa Ana	7%	5%	3%
Grand Canyon	5%	4%	5%
San Jose	5%	11%	5%
DC Metro Area	5%	2%	1%
Yosemite	4%	1%	-
Chicago	4%	3%	2%
Monterey-Salinas	4%	1%	-
Miami	4%	2%	2%
Riverside/San Bernardino	4%	2%	2%
Seattle	3%	4%	-
Sacramento	3%	2%	2%

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**Characteristics of Travelers from Taiwan to California  
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<b>Activities Experienced While in the U.S.**</b>			
Shopping	88%	91%	95%
Dining Out	85%	81%	85%
Sightseeing in Cities	57%	46%	53%
Historical Places	47%	27%	36%
Amusement/Theme Parks	40%	35%	54%
National Parks	38%	23%	31%
Visiting Small Towns	38%	20%	29%
Cultural Heritage Sites	31%	16%	18%
Touring Countryside	31%	14%	18%
Art Gallery/Museum	26%	13%	17%
Casinos/Gambling	25%	21%	29%
Guided Tours	23%	16%	17%
<b>Transportation While in the U.S.**</b>			
Rented Auto	41%	39%	30%
Taxi/Limousine	39%	27%	20%
Airlines in U.S.	37%	33%	22%
Company or Private Auto	28%	45%	56%
City Subway/Tram/Bus	25%	17%	16%
Railroad between Cities	12%	4%	4%
Bus between Cities	10%	10%	11%
Motor Home/Camper	2%	2%	3%
<b>Visitor Spending in the U.S.</b>			
Per Travel Party Per Trip (U.S.)	\$3,797	\$3,640	\$3,474
Per Visitor/Trip (U.S.)	\$2,435	\$2,535	\$2,308
Per Visitor Per Day	\$107	\$147	\$134
Per Visitor/Trip (California)	\$1,209	\$1,646	\$1,420
<b>Spending by Category (Per Visitor/Trip)</b>			
Lodging	\$661	\$464	\$292
Food/Beverages	\$514	\$416	\$403
Gifts/Souvenirs	\$421	\$754	\$885
Transportation in the U.S.	\$384	\$510	\$295
Entertainment	\$243	\$193	\$248
Expenses at the Airport	\$34	\$38	\$36
Other	\$179	\$160	\$149
<b>Total Spending Per Visitor/Trip</b>	<b>\$2,435</b>	<b>\$2,535</b>	<b>\$2,308</b>

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<b>Payment Method for Trip Expenses</b>			
Credit Cards	52%	46%	38%
Cash	39%	48%	52%
Debit Cards	7%	2%	3%
Travelers Checks	1%	5%	7%
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	43 years	42 years	44 years
Average Age - Females	40 years	40 years	40 years
<b>Occupation</b>			
Professional/Technical	33%	34%	25%
Manager/Executive	29%	34%	29%
Student	10%	8%	9%
Retired	9%	3%	5%
Clerical/Sales	8%	8%	13%
Other	12%	13%	20%
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	8%	7%	6%
\$20,000 - \$39,999	13%	16%	19%
\$40,000 - \$59,999	14%	16%	13%
\$60,000 - \$79,999	13%	17%	13%
\$80,000 - \$99,999	11%	12%	10%
\$100,000 - \$119,999	11%	11%	12%
\$120,000 - \$139,999	7%	4%	5%
\$140,000 - \$159,999	6%	3%	4%
\$160,000 - \$179,999	3%	2%	2%
\$180,000 - \$199,999	3%	2%	4%
\$200,000 and over	13%	13%	13%
Total	100%	100%	100%
Average Annual Income	\$96,200	\$89,500	\$92,600

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