

2007 Annual Survey Report on Visitors

Expenditure and Trends in Taiwan

Summary

Tourism Bureau, MOTC expects to understand the motives, viewpoints, tendencies and consumption of the inbound visitors in Taiwan to supply reference material to tourist related organizations to improve sightseeing facilities in Taiwan and to plan international tourism advertising and marketing strategies. The survey can be a source of information to estimate the amount of visitor expenditures. Here at Tourism Bureau, MOTC, we proceeded with the survey at Taiwan Taoyuan International Airport and Kaohsiung International Airport, interviewing the inbound visitors, when they left Taiwan.

The objects of this survey were the foreign and overseas Chinese inbound visitors from January 1 to December 31, 2007 (excluding the foreign and overseas Chinese transit visitors). This survey still adopted the method of “Quota Sampling”, which conformed best to the control of working standards and the characteristics of the samples to achieve random and sample representative. The number of valid samples was 5,504 persons in total, from January to December, 2007.

The major investigative results of this survey were classified into “Related Indices of the Inbound Visitors in Taiwan”, “ Analysis of the Inbound Visitors’ Plans”, “Analysis of the Inbound Visitors’ Behavior “, “Analysis of Beneficial Results of the Inbound Visitors’ Consumption and Taiwan’s Competitiveness for the Inbound Visitor’s Market” and “Analysis of Basic Information of the Inbound Visitors”.

I. Related Indices of the Inbound Visitors in Taiwan

3,716,063 persons	Number of inbound visitors; the annual rate of growth was 5.58%
US\$5,214 million	Total annual amount in visitor expenditures in tourism; the annual rate of growth was 1.52%
US\$1,403	Per capita inbound visitor spending; the annual rate of growth was -3.84%
6.52 nights	Average length of stay (nights) for all inbound visitors; the amount of decrease from the previous year was 0.40 nights
US\$215.21	Average daily expenditures per visitor; the annual rate of growth was 2.06%
1,648,507 persons	Number of inbound visitors with sightseeing purpose; the annual rate of growth was 9.16%
US\$245.49	Average daily expenditures per visitor with sightseeing purpose; the annual rate of growth was 0.01%
930,775 persons	Number of inbound visitors with business purpose; the annual rate of growth was -2.01%
US\$204.80	Average daily expenditures per visitor with business purpose; the annual rate of growth was 5.51%
86%	Overall satisfaction of inbound visitors as a percentage of the total; an decrease of 3% from the year before
98%	Percentage of inbound visitors that wish to revisit Taiwan is equal to the previous year

Table 1 Related Indices of the Inbound Visitors in Taiwan from 2005 to 2007

Year	2005	2006	2007
Index			
Number of inbound visitors	3,378,118 persons	3,519,827 persons	3,716,063 persons
Total annual amount in visitor expenditures in tourism	US\$4,977 million	US\$5,136 million	US\$5,214 million
Per capita inbound visitor spending	US\$1,473	US\$1,459	US\$1,403
Average length of stay for all inbound visitors	7.10 nights	6.92 nights	6.52 nights
Average daily expenditures per visitor	US\$207.50	US\$210.87	US\$215.21
Number of inbound visitors with sightseeing purpose	1,381,637 persons	1,510,207 persons	1,648,507 persons
Average daily expenditures per visitor with sightseeing purpose	US\$267.02	US\$245.47	US\$245.49
Number of inbound visitors with business purpose	944,487 persons	949,836 persons	930,775 persons
Average daily expenditures per visitor with business purpose	US\$175.26	US\$194.10	US\$204.80
Overall satisfaction of inbound visitors as a percentage of the total	85%	89%	86%
Percentage of inbound visitors wish to revisit Taiwan	96%	98%	98%

II. Analysis of the Inbound Visitors' Plans

A. 64% of the inbound visitors had read the commercial and reports about Taiwan before coming here. More than 67% of the inbound visitors with sightseeing purpose as well as the inbound visitors coming from Korea, Singapore, Hong Kong, Macao, Mainland China, Malaysia, and Japan had read the commercial and reports about Taiwan before coming here.

The percentage of the inbound visitors who had read the commercial and reports about Taiwan before coming here was 64.10%. The source of the commercial and reports mentioned above were mostly TV/radio (75 persons per hundred), newspapers/magazines (75 persons per hundred) and the Internet (73 persons per hundred).

The higher percentages of inbound visitors who had read the commercial and reports including the inbound visitors with sightseeing purpose (75.47%) as well as the inbound visitors coming from Korea (75.00%), Singapore (73.29%), Hong Kong/Macao (73.18%), Mainland China (72.93%), Malaysia (72.12%) and Japan (67.56%).

The visitors indicated that their vacation travel planning was often done through the internet, TV/radio, newspapers/magazines and international travel exhibitions.

Table 2 Percentage of the inbound visitors who had read the commercial and reports about Taiwan before coming here

Unit: %

Year	All purposes	Sightseeing	Business	Int'l conference/ exhibition
2007	64.10	75.47	50.60	44.81

Table 3 How much the inbound visitors were influenced by the media to make their decisions to Taiwan in 2007

Item	Newspapers/ magazines		Advertisement on subways/buses		TV/radio		Internet		International travel exhibitions		Outdoor advertisement	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
All purposes	3.68	0.95	2.96	0.93	3.76	1.00	3.82	0.96	3.16	1.02	2.96	0.99
Sightseeing	3.78	0.94	2.97	0.91	3.86	0.99	3.83	0.99	3.13	1.04	2.95	0.99

Business	3.48	0.93	2.88	0.98	3.55	0.96	3.76	0.91	3.10	0.96	2.92	0.95
Int'l conference /exhibition	3.80	1.19	3.00	1.05	3.94	1.13	4.07	1.08	3.44	1.10	2.80	0.92
1=not at all 2=somewhat 3=a little 4=a lot 5=entirely												

Note: SD means standard deviation

B. “Hotel” was mostly reported to be the inbound visitors’ preference to obtain travel information, among which “traveling maps” was viewed as the most desired one.

The places that the inbound visitors plan to get traveling information after arriving in Taiwan were mainly “Hotel” (53 persons per hundred), “Arrival Hall” (31 persons per hundred) and “The Internet” (27 persons per hundred).

The information that the inbound visitors hope to get after arriving in Taiwan were mainly “Traveling maps” (46 persons per hundred), “Food information” (42 persons per hundred) and “Scenic spots introduction” (38 persons per hundred).

Table 4 Places that the inbound visitors plan to get traveling information after arriving in Taiwan in 2007

Unit: persons

per hundred

Place to get Traveling Information	Hotel	Arrival Hall	The Internet	Travel Agency	Visitor Information Center
Relative Frequency	53.02	30.74	27.36	18.26	12.35

Note: Visitors interviewed were allowed to choose more than one item in this question

Table 5 Kinds of information that the inbound visitors hope to get after arriving in Taiwan in 2007

Unit: persons

per hundred

Information Hope to Get	Traveling maps	Food information	Scenic spots introduction	Transporta -tions information	Accommo -dation information
Relative Frequency	46.38	41.97	38.30	34.74	19.20

Note: Visitors interviewed were allowed to choose more than one item in this question

C. “Scenery” and “Food” were the major reasons to attract the inbound visitors to take a sightseeing trip to Taiwan.

The reasons that the inbound visitors went sightseeing in Taiwan were mainly “Scenery” (55

persons per hundred), “Food” (49 persons per hundred), “Taiwan’s custom and culture” (22 persons per hundred), “Geographical convenience” (20 persons per hundred) and “Historic relics” (12 persons per hundred).

For the inbound visitors from Japan and Hong Kong/Macao, their main reason to visit Taiwan was “Food”. For the inbound visitors from Mainland China, Singapore, Korea, Malaysia, USA, Europe, Australia/New Zealand, their main reason to visit Taiwan was “Scenery”.

Table 6 Reasons to attract the inbound

visitors to take sightseeing trips to Taiwan in 2007

Unit:

persons per hundred

Market	Scenery	Food	Taiwan Custom and culture	Geogra- - phical conven- - ience	Historic relics	Fruits	Price of goods	Weather
All purpose	54.70	49.42	21.51	19.89	12.39	11.84	11.29	9.02
Japan	37.62	51.79	9.54	37.97	14.61	11.72	7.70	10.85
Mainland China	71.58	13.11	45.90	2.73	14.21	10.66	2.46	2.73
Hong Kong/ Macao	57.66	77.81	20.16	16.41	8.75	15.16	23.91	10.00
Singapore	62.98	57.69	19.23	10.58	7.69	11.06	16.83	8.65
Korea	61.90	15.75	28.57	6.59	6.59	7.69	3.66	4.76
Malaysia	72.90	52.26	27.10	8.39	14.19	17.42	12.90	10.97
USA	69.57	45.22	43.48	2.61	20.87	8.70	13.91	6.09
Europe	73.68	47.37	40.35	5.26	15.79	8.77	3.51	14.04
Australia/ New Zealand	73.68	44.74	21.05	5.26	15.79	7.89	13.16	-

Note: 1. Visitors interviewed were allowed to choose more than one item in this question

2. 「-」 indicates no data available.

D. 48% of the inbound visitors with business purpose and 77% of those whose main purpose was attending international conferences or exhibitions had spent their spare time on sightseeing during their visit in Taiwan.

48.20% of the inbound visitors with business purpose and 77.44% of those whose main purpose was attending international conferences or exhibitions had spent their spare time on sightseeing during their visit in Taiwan. The length of time for the inbound visitors with business purpose was half a day. And the length of time for the inbound visitors with international conferences or exhibitions purpose was one day. The major reason why the inbound visitors with business and international conferences or exhibitions didn't spend their spare time on sightseeing was lack of time.

Table 7 Proportions of the inbound visitors for business, international conferences or exhibitions purposes had spent their spare time on sightseeing during their visit in Taiwan in 2007

Unit: %

Main Purpose	Business	International Conference or Exhibit
Year		
2007	48.20	77.44

E. For those inbound visitors with international conference or exhibition purpose, they tended to be satisfied with their conferences or exhibitions.

The inbound visitors with international conferences or exhibitions purpose tended to be satisfied with their conferences or exhibitions. As for their degree of satisfaction were (from high to low): "Conference/exhibition facilities", "Agenda/exhibition arrangements", "Transportation convenience" and "Pre/post conference tour".

Table 8 How satisfied the inbound visitors with international conferences or exhibitions purpose were with their conferences or exhibitions

Satisfaction	Mean	Standard deviation
Conference/exhibition facilities	4.05	0.74
Agenda/exhibition arrangements	3.98	0.75
Transportation convenience	3.95	0.90
Pre/post conference tour	3.81	0.87
1=very poor 2=poor 3=fair 4=good 5=excellent		

F. 61% of the inbound visitors with sightseeing purpose chose to make their trip as a "Group tour arranged through a travel agency".

41.24% of the inbound visitors visiting Taiwan chose "Self-guided tour, without any arrangement by a Taiwan travel agency after arrival". 32.90% of the inbound visitors visiting Taiwan chose "Group tour arranged through a travel agency".

In terms of the main purpose, 61.37% the inbound visitors with sightseeing purpose chose “Group tour arranged through a travel agency”. 58.53% of the inbound visitors with business purpose chose “Self-guided tour, without any arrangement by a Taiwan travel agency after arrival”. 58.15% of the inbound visitors with international conference or exhibition purpose chose “Self- guided tour without any arrangement by a Taiwan travel agency after arrival”.

Table 9 Kinds of arrangements the inbound visitors made on their trips in 2007– according to the main purpose

Unit: %

Main Purpose	Group tour arranged through a travel agency	Individual tour arranged through a travel agency	Ticket booking and/or accommodations arranged through a travel agency	Self-guided tour, with an itinerary plotted and activities arranged by a Taiwan travel agency after arrival	Self-guided tour without any arrangement by a Taiwan travel agency after arrival
All purposes	32.90	6.43	18.66	0.76	41.24
Sightseeing	61.37	6.64	9.54	0.74	21.71
Business	2.52	5.35	32.85	0.76	58.53
Int'l conference or exhibition	11.85	10.00	19.26	0.74	58.15

G. For the group tour

arranged through a travel agency, the number of shopping arranged by local travel agency was mostly 3-4 times. And 55% of their comments on commodity price were “Good-price”.

49.75% of the inbound visitors who chose to make their trip as a “Group tour arranged through a travel agency”, the number of shopping arranged by local travel agency was 3-4 times, 24.13% was 1-2 times. And 55.27% of their comments on commodity price were “Good-price”.

Table 10 The number of shopping arranged by local travel agency in 2007

Unit: %

Number of shopping	1-2 times	3-4 times	5-6 times	over 7 time
Percentage	24.13	49.75	17.89	8.23

Table 11 The comments on commodity price of shopping arranged by local travel agency in 2007

Unit: %

Comments on	Very	Low-price	Good-price	High-price	Very
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commodity price	low-price				high-price
Percentage	1.33	14.41	55.27	26.84	2.15

III. Analysis of the Inbound Visitors' Behavior

A. “Night markets”, “National Palace Museum”, “Taipei 101” and “National Taiwan Democracy Memorial Hall (Chiang Kai-Shek Memorial Hall)” were the major scenic spots for the inbound visitors.

The major scenic spots for the inbound visitors were “Night markets” (63 persons per hundred), “National Palace Museum” (45 persons per hundred), “Taipei 101” (39 persons per hundred) and “National Taiwan Democracy Memorial Hall (Chiang Kai-Shek Memorial Hall)” (35 persons per hundred), etc.

The inbound visitors with sightseeing purpose mostly visited “Night markets”, “National Palace Museum” and “National Taiwan Democracy Memorial Hall (Chiang Kai-Shek Memorial Hall)”. The inbound visitors with business and international conferences or exhibitions purpose mostly visited “Night markets”, “Taipei 101” and “National Palace Museum”.

The inbound visitors visiting night markets mostly visited “Shilin Night Market” (41 persons per hundred) and “Kaohsiung Liouhe Night Market” (14 persons per hundred).

The inbound visitors visiting the tour route focused on “The North Coast Tour Route” (32 persons per hundred) and “The Hualien-Taitung Tour Route” (15 persons per hundred).

Table 12 Ranking of the major scenic spots the inbound visitors visited in 2007

Unit: persons per hundred

Ranking	Scenic spot	Relative persons	Ranking	Scenic spot	Relative persons
1	Night markets	62.72	6	Hsimen Ding	21.98
2	National Palace Museum	44.88	7	Jiufen	18.88
3	Taipei 101	38.68	8	Lungshan Temple	18.66
4	National Taiwan Democracy Memorial Hall (CKS Memorial Hall)	35.34	9	Tamshui	15.43
5	National Revolutionary Martyrs Shrine	28.52	10	Taroko, Tienhsiang	14.17

Note: Visitors interviewed were allowed to choose more than one item in this question

Table 13 Ranking of the tour route the inbound visitors visited in 2007

Unit: persons per hundred

Ranking	Tour line	Relative persons	Ranking	Tour line	Relative persons
1	North Coast	32.49	7	Hengchun Peninsula	3.76
2	Hualien-Taitung	14.99	8	Lanyang Northern Cross-Island	3.65
3	Central Mountain Range	12.61	9	Kaohsiung-Pingtung Mountain Area	2.89
4	Sun Moon Lake	11.63	10	Taoyuan-Hsinchu-Miaoli	2.45
5	Alishan	8.52	11	Offshore Island	0.38
6	Yunlin-Chiayi-Tainan	4.03			

Note: Visitors interviewed were allowed to choose more than one item in this question

B. “Taroko, Tienhsiang” was the favorite scenic spot for the inbound visitors.

The favorite scenic spot for the inbound visitors was “Taroko, TienHsiang” (39.87%), followed by “Kenting National Park”, “Sun Moon Lake”, “Jiufen” and “Yehliu”(all over 32%).

In terms of the favorite scenic spot, the first choice of the inbound visitors with sightseeing purpose and from Japan, Singapor, Korea, Malaysia, and USA was “Taroko, Tienhsiang”; the inbound visitors with international conferences or exhibitions purpose and from Europe, Australia and New Zealand was “Taipei 101”; the inbound visitors with business purpose was “Kenting National Park”; Mainland China was “Sun Moon Lake”; Hong Kong/Macao visitors was “Jiufen”.

Table 14 Ranking of the favorite scenic spots the inbound visitors visited in 2007

Ranking	Scenic spot	Relative persons	Percentage favoring the scenic spot	Ranking	Scenic spot	Relative persons	Percentage favoring the scenic spot
1	Taroko, Tienhsiang	14.17	39.87%	6	Maokong	1.40	27.27%
2	Kenting National Park	2.98	39.02%	7	Chihpen	0.84	23.91%
3	Sun Moon Lake	11.34	34.94%	8	Tamshui	15.43	23.79%
4	Jiufen	18.88	34.17%	9	Wulai	1.96	23.15%

5	Yehliu	7.21	32.24%	10	National Palace Museum	44.88	22.63%
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Note:1. (Percentage favoring the scenic spot) = (man-time favoring the scenic spot) / (man-time visiting the scenic spot) * 100%

2. Not included in the calculation if the man-time visiting the scenic spot doesn't exceed 30

C. Taipei was the major and favorite city /county for the inbound visitors.

The major sightseeing cities /counties for the inbound visitors were (in orders): Taipei (71 persons per hundred), Kaohsiung (19 persons per hundred) and Haulien (13 persons per hundred). The favorite cities/counties were Taipei and Pingtung, respectively.

The favorite city/county for the inbound visitors with sightseeing, business, and international conferences or exhibitions purposes and from all main markets was Taipei.

Table 15 Ranking of the major city/county the inbound visitors visited in 2007

Unit: persons per hundred

Ranking	City/county	Relative persons	Ranking	City/county	Relative persons
1	Taipei	70.89	10	Hsinchu	2.11
2	Kaohsiung	18.66	11	Taoyuan	1.34
3	Haulien	13.41	12	Taitung	1.20
4	Nantou	11.25	13	Ilan	0.76
5	Chiayi	8.12	14	Changhua	0.35
6	Tainan	3.80	15	Yunlin	0.29
7	Pingtung	3.00	16	Kinmen-Matsu	0.16
8	Keelung	2.82	17	Miaoli	0.15
9	Taichung	2.67	18	Penghu	0.15

Note: Visitors interviewed were allowed to choose more than one item in this question

Table 16 Ranking of the favorite city/county that the inbound visitors visited in 2007

Unit: %

Ranking	City/county	Percentage favoring the city/county	Ranking	City/county	Percentage favoring the city/county
1	Taipei	65.63	4	Nantou	40.71
2	Pingtung	55.15	5	Ilan	33.33

3	Hailien	43.22	6	Taitung	30.30

Note: 1. (Percentage favoring the city/county) = (man-time favoring the city/county) / (man-time visiting the city/county) * 100%

2. Not included in the calculation if the man-time visiting the city/county doesn't exceed 30

D. "Shopping", "Night market sightseeing" and "Historic relics" were the major activities of the inbound visitors in Taiwan.

The inbound visitors visiting in Taiwan participated in the following activities: "Shopping" (77 persons per hundred), "Night market sightseeing" (62 persons per hundred), "Historic helices" (44 persons per hundred), "Exhibitions" (24 persons per hundred), "Outdoor recreation" (14 persons per hundred), "Hot spring" (14 persons per hundred), "Massage/acupressure" (12 persons per hundred), "Lake tour" (11 persons per hundred), etc. The inbound visitors with main purposes or from different countries mainly participated in shopping or going to the night markets while visiting Taiwan.

Table 17 Ranking of the activities the inbound visitors participated in 2007

Unit: persons per hundred

Ranking	Item	Relative persons	Ranking	Item	Relative persons
1	Shopping	77.31	10	Karaoke or K.T.V.	4.81
2	Night market sightseeing	62.72	11	Theme Park	4.45
3	Historic relics	43.51	12	Culture events	3.63
4	Exhibitions	23.91	13	SPA, sauna	3.31
5	Outdoor recreation	14.34	14	Golfing	2.20
6	Hot spring	13.83	15	Local festival activities	1.64
7	Massage/acupressure	11.63	16	Skin care treatment or manicure nail art	1.42
8	Lake tour	11.05	17	Wedding or salon shots	1.00
9	Pubs or night clubs	7.29			

Note: Visitors interviewed were allowed to choose more than one item in this question.

IV. Analysis of Beneficial Results of Tourist Consumption and Taiwan's Competitiveness for the Tourist Market

A. 86% of the inbound visitors were satisfied with their overall experience in Taiwan.

The inbound visitors tended to be satisfied with the items of "Tourism convenience", "Tourism internationalization" and "Environmental safety". As for those items involved with the previous three ones, "Friendliness of people", "Safety of accommodation facilities", "Safe social environments" and "Safety of recreational facilities" earned highest satisfaction, while "Efficiency of applying for a visa" were evaluated as lowest satisfaction.

Table 18 The overall satisfaction of the inbound visitors during this trip to Taiwan in 2007

	Item	Mean	Standard deviation
Convenience	Customs procedures	3.98	0.80
	Local transportation	3.93	0.80
	International transportation to Taiwan (travel arrangements)	3.86	0.97
	Communication facilities (Int'l public telephone, Internet)	3.85	0.87
	Immigration procedure	3.81	0.90
	Access to tourist information	3.80	0.84
	Efficiency of applying for a visa	3.62	1.12
Environment Internationalization	Friendliness of Taiwan people	4.37	0.72
	Access to services in English	3.74	0.98
	Clearness of road signs and public facilities signs	3.73	0.91
Safety	Safety of accommodation facilities	4.23	0.69
	Safe social environments	4.15	0.72
	Safety of recreational facilities	4.12	0.73
	Good food hygiene	3.79	0.81
	Good public environmental hygien	3.78	0.83

Total	Overall satisfaction	4.11	0.62
1=very poor 2=poor 3=fair 4=good 5=excellent			

B. The amount of total annual income of visitor expenditure was up 1.52% over 2006 to reach US\$ 5,214 million.

In 2007, the average daily expenditures per visitor visiting Taiwan were US\$ 215.21, and the consumption's annual growth was 2.06%. The details of the proportions of consumption, from highest to lowest were as follows: Hotel bill (43.96%), Shopping (27.30%) and Meals excluding hotel meals (11.02%), etc.

According to the analysis of different purpose, the daily expenditures of the inbound visitors with sightseeing purpose was US\$245.49 per person which was higher than the inbound visitors with international conference or exhibition purpose (US\$206.52 per person) and business purpose (US\$204.80 per person).

According to the analysis of different market, the average daily expenditures per visitor from Korea were the highest (US\$287.05). In addition, the shopping amounts of the inbound visitors were as follows: Mainland China (US\$111.37 per person per day), Korea (US\$82.02 per person per day), Japan (US\$68.37 per person per day), Singapore (US\$59.91 per person per day), Australia and New Zealand (US\$ 54.86 per person per day) and Hong Kong /Macao (US\$52.90 per person per day).

Table 19 The Average daily expenditures per

visitor in 2007—according to main purpose

Unit: US\$

Main Purpose		Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping	Total
All Purposes	Amount of money	94.61	23.71	17.56	16.45	4.13	58.75	215.21
	Percentage	43.96%	11.02%	8.16%	7.64%	1.92%	27.30%	100.00%
Sightseeing	Amount of money	90.87	24.51	22.42	24.31	3.57	79.81	245.49
	Percentage	37.02%	9.98%	9.13%	9.90%	1.46%	32.51%	100.00%
Business	Amount of money	120.50	29.64	15.34	8.19	4.12	27.01	204.80
	Percentage	58.84%	14.47%	7.49%	4.00%	2.01%	13.19%	100.00%
Int'l	Amount of money	104.36	14.17	7.42	9.38	6.51	64.68	206.52

conference or exhibition	Percentage	50.53 %	6.86%	3.60%	4.54%	3.15%	31.32%	100.00 %
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Table 20 The Average daily expenditures per visitor in 2007—according to main market

Unit: US\$

Main Market		Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping	Total
Japan	Amount of money	111.09	27.65	23.05	23.97	3.32	68.37	257.45
	Percentage	43.15%	10.74%	8.95%	9.31%	1.29%	26.56%	100.00%
Mainland China	Amount of money	90.39	14.09	18.34	21.55	2.40	111.37	258.14
	Percentage	35.02%	5.46%	7.11%	8.35%	0.93%	43.14%	100.00%
Hong Kong /Macao	Amount of money	49.21	27.24	13.14	10.18	3.95	52.90	156.61
	Percentage	31.42%	17.39%	8.39%	6.50%	2.52%	33.78%	100.00%
Singapore	Amount of money	66.02	25.13	16.28	10.56	3.03	59.91	180.94
	Percentage	36.49%	13.89%	9.00%	5.84%	1.68%	33.11%	100.00%
Korea	Amount of money	126.88	20.93	21.76	24.47	11.00	82.02	287.05
	Percentage	44.20%	7.29%	7.58%	8.52%	3.83%	28.57%	100.00%
Malaysia	Amount of money	66.11	17.59	13.69	12.01	7.84	42.32	159.56
	Percentage	41.43%	11.02%	8.58%	7.53%	4.91%	26.52%	100.00%
U.S.A	Amount of money	108.06	24.37	13.60	10.12	6.78	25.10	188.02
	Percentage	57.47%	12.96%	7.23%	5.38%	3.61%	13.35%	100.00%

Europe	Amount of money	113.88	24.26	11.60	8.71	4.06	23.26	185.77
	Percentage	61.30%	13.06%	6.24%	4.69%	2.19%	12.52%	100.00%
Australia /New Zealand	Amount of money	119.09	27.31	17.94	21.89	8.79	54.86	249.88
	Percentage	47.66%	10.93%	7.18%	8.76%	3.52%	21.95%	100.00%

C. The average amount of daily expenditure in Taiwan of each person of the the inbound visitors with sightseeing purpose from Mainland China was US\$293.08, which was lower than that of Japanese visitors (US\$340.50) and higher than that of Korean visitors (US\$284.84).

In 2007, in comparison with Japan and Korea inbound visitors with sightseeing purpose, the average daily expenditures in Taiwan of each person from Mainland China was US\$293.08, lower than that of Japanese, which was US\$340.50, but higher than that of Korean, which was US\$284.84.

As to shopping, the average daily shopping expenditure of each person of the inbound visitors with sightseeing purpose was US\$127.99 by Mainland Chinese visitors, US\$88.92 by Japanese visitors, and US\$83.87 by Korean visitors.

Detailed shopping expenditure analysis showed that the inbound visitors with sightseeing purpose from Mainland China and Japan mainly purchased featured food or special products, representing 34.14% and 54.14% respectively, whereas Korean visitors preferred purchasing souvenirs or handicraft products, taking up to 20.26 %.

Table 21 The average daily expenditures of each person of the inbound visitors with sightseeing purpose from Japan, Mainland China and Korea interviewed in 2007

Unit: US\$

Main Market		Hotel	Meals	Local transpor-	Entertain-	Miscella-neous	Shopping	Total
Main Purpose		Bills	excluding hotel meals	tation	ment	expenses		
Japan Sightsee	Amount of money	119.65	28.20	29.02	35.47	3.23	88.92	304.50
	Percentage	39.29%	9.26%	9.53%	11.65%	1.06%	29.20%	100.00%
Mainland China Sightsee	Amount of money	95.32	15.76	23.74	27.87	2.40	127.99	293.08
	Percentage	32.52%	5.38%	8.10%	9.51%	0.82%	43.67%	100.00%
Korea Sightsee	Amount of money	116.28	22.84	25.47	28.42	7.97	83.87	284.84
	Percentage	40.82%	8.02%	8.94%	9.98%	2.80%	29.44%	100.00%

Table 22 The average daily expenditures of shopping details of each person of the inbound visitors with sightseeing purpose from Japan, Mainland China and Korea interviewed in 2007

Unit: US\$

Shopping Details	Japan Sightseeing		Mainland China Sightseeing		Korea Sightseeing	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Clothes or accessories	10.13	11.39%	6.87	5.37%	14.91	17.78%
Jewelry or jade	5.36	6.03%	29.92	23.37%	10.64	12.69%
Souvenirs or handicraft products	6.03	6.78%	16.54	12.92%	17.00	20.26%
Cosmetics or perfumes	4.34	4.88%	4.30	3.36%	8.79	10.49%
Featured food or special products	48.14	54.14%	43.69	34.14%	13.95	16.63%
Tobacco or alcohol	1.50	1.68%	2.51	1.96%	4.48	5.34%
Chinese herbal medicine or health food	1.52	1.71%	3.58	2.80%	3.07	3.66%
3C or electric appliances	0.20	0.22%	3.30	2.58%	1.31	1.56%
Tea	9.50	10.69%	16.12	12.59%	7.60	9.06%
Others	2.20	2.47%	1.16	0.90%	2.11	2.52%
Total	88.92	100.00%	127.99	100.00%	83.87	100.00%

D. 6.49% of the inbound visitors had used the tax refund service. 76% of the inbound visitors who had used tax refund service thought the procedure were convenient.

6.49% of the inbound visitors had used the tax refund service. 75.91% of the inbound visitors who had used tax refund service thought the procedures were convenient.

More than 10% of the inbound visitors with international conference or exhibition purpose and from Mainland China applied for tax refunds. Less than 10% of the inbound visitors with other purposes and from other markets applied for tax refund. 66.67% of the inbound visitors with international conference or exhibition purpose thought tax refund services were convenient. And 86.27% of the inbound visitors from Mainland China thought the procedures were convenient.

Table 23 The tax refund conditions for the inbound visitors in 2007—according to main purpose

Unit: %

Main Purpose	Applied for tax refund	Thought the procedures were convenient.
All Purposes	6.49	75.91
Sightseeing	7.31	78.17
Business	4.59	73.97
Int'l conference or exhibition	13.33	66.67

E. 98% of the inbound visitors were willing to revisit Taiwan, the likely purpose of their next trip would be sightseeing.

98% of the inbound visitors had willed to come back to Taiwan. The purpose of their next trip would be sightseeing (60.20%) and business (29.51%).

Table 24 The main purpose for the inbound visitors to revisit Taiwan

Unit: %

The main purpose to revisit Taiwan	Sightseeing	Business	Int'l conference/ exhibition	Visit relatives/ friends	Study	Others
Percentage	60.20	29.51	1.54	5.93	1.09	1.73

F. The “Friendliness of people” and “Food” were the most competitive advantages of Taiwan.

Besides Taiwan, the favorite Asian countries that the inbound visitors had ever been to (with sightseeing purpose) for the past three years were Japan, Thailand and Hong Kong/Macao.

Compared with other Asia countries, Taiwan was concluded by the inbound visitors that “Friendliness of people” (45 persons per hundred) and “Food” (36 persons per hundred) were its superior items.

Table 25 Ranking of the better items that Taiwan was thought by the inbound visitors in 2007 (compared with their favorite Asian counties)

Unit: persons per hundred

Ranking	Item	Relative persons	Ranking	Item	Relative persons
1	Friendliness of people	44.75	8	Weather	12.11
2	Food	36.41	9	Historic relics	10.90
3	Scenery	19.42	10	Geographical convenience	7.45
4	Prices of goods	16.86	11	Night life	6.42
5	Fruits	14.26	12	Democracy	4.75
6	Safe environment social	14.13	13	Recreational facilities	2.96
7	Custom and culture	12.33	14	Festival activities	1.57

Note: Visitors interviewed were allowed to choose more than one item in this question

V. Analysis of Basic Information of the Inbound Visitors

A. The occupation of the inbound visitors was mainly professionals.

The main occupation of the inbound visitors was professionals (29.29%), clerks (21.11%), and “legislators, administrators, business executives and managers” (17.10%).

B. The education level of most inbound visitors was college level or higher and their annual income was mainly unfixed income and between US\$40,000 and US\$69,999.

The highest category of education on the survey for the inbound visitors was “College, University, Graduate School or Doctor”. Most inbound visitors (77.94%) were in this category. The average annual income of the inbound visitors was US\$ 49,213. Those inbound visitors with unfixed income and annual income between US\$40,000 and US\$69,999 were the two major categories which made up 20.26% and 17.01% of those inbound visitors, respectively.

C. The inbound visitors mainly chose “Int’l tourist hotels” for accommodation. And their overall satisfaction of accommodation is 79%, tending to the degrees of “Good” and “Excellent”.

The main accommodation for the inbound visitors was hotel (88 persons per hundred). The choice of accommodation for the inbound visitors in Taiwan was “Int’l tourist hotels” (54.35%), “General hotels” (35.74%) and “tourist hotel” (9.91%). The locations of the accommodations focused around Taipei (69.65%) and Kaohsiung (9.29%). The rating of the hotel tend to the degrees of Good (48.15%) and Excellent (30.84%).

D. 88% of the inbound visitors were satisfied with their overall impressions of travel agencies and the services of the tour guides.

The inbound visitors were inclined to be satisfied with travel agencies and the services of the tour guides, whose ranking of satisfaction from high to low was: “Tour guide service”, “Professionalism of the tour guides”, “Transportation”, “Itinerary”, “Accommodation” and “Meals”.