

# **2006 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, 2006 (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 5,510 persons in total, among whom 508 persons were of group tours from Mainland China, from January to December, 2006.

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

3,519,827 persons	Number of inbound visitors; the annual rate of growth was 4.19%
US\$5,136 million	Total annual amount in visitor expenditures in tourism; the annual rate of growth was 3.19%
1.41%	Annual foreign exchange earnings proportionate to GDP in tourism
US\$1,459	Per capita inbound visitor spending; the annual rate of growth was -0.95%
6.92 nights	Average length of stay (nights) for all inbound visitors; the amount of decrease from the previous year was 0.18 nights
US\$210.87	Average daily expenditures per visitor; the annual rate of growth was 1.62%
1,510,207 persons	Number of inbound visitors with sightseeing purpose; the annual rate of growth was 9.31%
US\$245.47	Average daily expenditures per visitor with sightseeing purpose; the annual rate of growth was -8.07%
949,836 persons	Number of inbound visitors with business purpose; the annual rate of growth was 0.57%
US\$194.10	Average daily expenditures per visitor with business purpose; the annual rate of growth was 10.75%
89%	Overall satisfaction of inbound visitors as a percentage of the total; an increase of 4% from the year before
98%	Percentage of inbound visitors wish to revisit Taiwan; an increase of 2% from the year before

**Table 1** Related Indices of the Inbound Visitors in Taiwan from 2004 to 2006

Year	2004	2005	2006
Index			
Number of inbound visitors	2,950,342 persons	3,378,118 persons	3,519,827 persons
Total annual amount in visitor expenditures in tourism	US\$4,053 million	US\$4,977 million	US\$5,136 million
Annual foreign exchange earnings proportionate to GDP in tourism	1.22%	1.40%	1.41%
Per capita inbound visitor spending	US\$1,374	US\$1,473	US\$1,459
Average length of stay for all inbound visitors	7.61 nights	7.10 nights	6.92 nights
Average daily expenditures per visitor	US\$180.52	US\$207.50	US\$210.87
Number of inbound visitors with sightseeing purpose	1,031,713 persons	1,381,637 persons	1,510,207 persons
Average daily expenditures per visitor with sightseeing purpose	US\$238.25	US\$267.02	US\$245.47
Number of inbound visitors with business purpose	920,377 persons	944,487 persons	949,836 persons
Average daily expenditures per visitor with business purpose	US\$159.63	US\$175.26	US\$194.10
Overall satisfaction of inbound visitors as a percentage of the total	81%	85%	89%
Percentage of inbound visitors wish to revisit Taiwan	*	96%	98%

Note: 「\*」 No such question in the questionnaire.



## II. Analysis of the Inbound Visitors' Plans

**A. 50% of the inbound visitors had read the commercial and reports about Taiwan before coming here. “Newspapers/magazines”, “TV/radio” and “Internet” had the most promotive effect of all, especially the “Internet” effect is increasing from year to year.**

The percentage of the inbound visitors who had read the commercial and reports about Taiwan before coming here was 49.84%. The source of the commercial and reports mentioned above were mostly newspapers/magazines (78 persons per hundred), TV/radio (69 persons per hundred) and the Internet (68 persons per hundred). Especially, the Internet increase 9 persons per hundred from 2005, and increase 32 persons per hundred from 2004.

The higher percentages of inbound visitors who had read the commercial and reports including the inbound visitors with sightseeing purpose (65.40%) as well as the inbound visitors from Singapore (63.12%), Hong Kong/Macao (59.82%), Japan (59.16%), and Malaysia (58.46%).

The visitors who had ever touched those media considered such commercial and reports influenced their decision to Taiwan a lot.

**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
2006	49.84	65.40	34.43	41.13

**Table 3** How much the inbound visitors were influenced by the media to make their decisions to Taiwan in 2006

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
<b>All purposes</b>	<b>3.52</b>	1.19	2.70	1.27	<b>3.39</b>	1.26	<b>3.52</b>	1.26	2.67	1.30	2.57	1.25
Sightseeing	<b>3.65</b>	1.12	2.73	1.24	<b>3.51</b>	1.18	<b>3.60</b>	1.21	2.64	1.30	2.60	1.25
Business	<b>3.29</b>	1.25	2.62	1.28	<b>3.18</b>	1.34	<b>3.39</b>	1.30	2.67	1.29	2.54	1.24

Int'l conference /exhibition	<b>3.26</b>	1.15	2.69	1.35	<b>3.27</b>	1.37	<b>3.71</b>	1.20	<b>3.25</b>	1.45	2.41	1.28
1=not at all 2=somewhat 3=a little 4=a lot 5=entirely												

Note: SD means standard deviation

**B. “Food” and “Scenery” 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 “Food” (54 persons per hundred), “Scenery” (49 persons per hundred), “Geographical convenience” (20 persons per hundred), “Historic relics” (17 persons per hundred) and “Taiwan custom and culture” (17 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 USA, Singapore, Korea, Malaysia, Europe, Australia / New Zealand and group tour from Mainland China, their main reason to visit Taiwan was “Scenery”.

**Table 4** Reasons to attract the inbound visitors to take sightseeing trips to Taiwan in 2006

Unit: persons per hundred

Market	Food	Scenery	Geographical convenience	Historic relics	Taiwan custom and culture	Price of goods	Fruits	Weather
<b>All purpose</b>	<b>54.43</b>	48.89	19.79	16.95	16.77	16.06	14.62	13.55
Japan	<b>59.72</b>	42.23	28.70	18.91	10.01	17.04	15.92	14.65
USA	36.65	<b>49.07</b>	4.35	20.50	27.33	11.18	15.53	13.04
Hong Kong/ Macao	<b>62.64</b>	55.47	16.04	9.81	20.57	16.42	13.02	6.98
Singapore	55.22	<b>65.67</b>	6.47	9.95	20.90	25.37	15.42	19.90
Korea	26.73	<b>51.49</b>	26.73	26.73	29.70	9.90	8.91	15.84
Malaysia	56.52	<b>63.04</b>	4.35	17.39	8.70	10.87	4.35	15.22
Europe	38.64	<b>40.91</b>	6.06	17.42	25.76	11.36	9.85	12.12
Australia/ New Zealand	57.14	<b>62.86</b>	14.29	20.00	37.14	14.29	11.43	17.14
Mainland China (Group tour)	44.09	<b>85.43</b>	3.35	25.98	39.96	3.54	42.13	17.72

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

**C. 47% of the inbound visitors with business purpose and 60% of those whose main purpose was attending international conferences or exhibitions had spent their spare time on sightseeing during their visit in Taiwan.**

46.55% of the inbound visitors with business purpose and 59.89% 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.

**D. 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): "Agenda/exhibition arrangements", "Conference/exhibition facilities", "Transportation convenience" and "Pre/post conference tour".

**Table 5** How satisfied the inbound visitors with international conferences or exhibitions purpose were with their conferences or exhibitions

Satisfaction	Mean	Standard deviation
Agenda/exhibition arrangements	4.19	0.73
Conference/exhibition facilities	4.18	0.72
Transportation convenience	3.97	0.90
Pre/post conference tour	3.68	1.07
1=very poor 2=poor 3=fair 4=good 5=excellent		

**E. 66% of the inbound visitors visiting Taiwan chose "Self-guided tour, without any arrangement by a Taiwan travel agency after arrival" and "Ticket booked and/or accommodations arranged through a travel agency". 50% of the inbound visitors with sightseeing purpose chose to make their trip as a "Group tour arranged through a travel agency".**

36.89% of the inbound visitors visiting Taiwan chose "Self-guided tour, without any arrangement by a Taiwan travel agency after arrival". 29.17% of the inbound visitors visiting Taiwan chose "Ticket booked and/or accommodations arranged through a travel agency".

In terms of the main purpose, 49.55% the inbound visitors with sightseeing purpose chose "Group tour arranged through a travel agency", a 10% decrease from 2005. 47.76% of the inbound visitors with business purpose chose "Ticket booked and/or accommodations arranged through a travel agency", a 32% increase from 2005. 45.97% of the inbound visitors with international conference or exhibition purpose chose "Self-guided tour without any arrangement by a Taiwan travel agency

after arrival” , a 34% decrease from 2005.

**Table 6** Kinds of arrangements the inbound visitors made on their trips in 2006

– 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
<b>All purposes</b>	24.39	7.80	
Sightseeing	<b>49.55</b>	10.78	
Business	3.00	5.51	
Int'l conference or exhibition	8.87	10.48	

### III. Analysis of the Inbound Visitors' Behavior

#### A. 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 (63 persons per hundred), Haulien (10 persons per hundred) and Kaohsiung (8 persons per hundred). The favorite cities/counties were Taipei and Haulien, respectively.

The favorite city/county for the inbound visitors with sightseeing and international conferences or exhibitions purpose was Taipei. The favorite city/county for the inbound visitors from Hong Kong/

Macao, Singapore, Malaysia, Australia and New Zealand was Taipei as well. For the inbound visitors with business purpose, the major sightseeing city/county was Taipei and the favorite county was Haulien. For the inbound visitors from USA, Korea and Europe, the major sightseeing city/county was Taipei and the favorite city/county was Haulien. For the inbound visitors from Japan, the major sightseeing city/county was Taipei and the favorite city/county was Chiayi.

**Table 7** Ranking of the major city/county the inbound visitors visited in 2006

Unit: persons per hundred

Ranking	City/county	Relative persons	Ranking	City/county	Relative persons
1	Taipei	63.19	10	Hsinchu	2.44
2	Haulien	7.92	11	Taitung	1.06
3	Kaohsiung	7.62	12	Ilan	0.86
4	Nantou	6.44	13	Taoyuan	0.80
5	Pingtung	6.12	14	Changhua	0.42
6	Keelung	4.58	15	Miaoli	0.24
7	Chiayi	3.34	16	Yunlin	0.14
8	Taichung	3.02	17	Penghu	0.14
9	Tainan	2.58	18	Kinmen-Matsu	0.10

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

**Table 8** Ranking of the favorite city/county that the inbound visitors visited in 2006

Unit: %

Ranking	City/county	Percentage favoring the city/county	Ranking	City/county	Percentage favoring the city/county
1	Taipei	66.56	4	Pingtung	50.65
2	Haulien	61.62	5	Nantou	36.34
3	Chiayi	50.90	6	Tainan	23.26

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

**B. “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” (41 persons per hundred), “National Palace Museum” (27 persons per hundred) , “Taipei 101” (25 persons per hundred) and “National Taiwan Democracy Memorial Hall (Chiang Kai-Shek Memorial Hall)” (21 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” (34 persons per hundred) and “Kaohsiung Liouhe Night Market” (4 persons per hundred).

The inbound visitors visiting the tour route focused on “The North Coast Tour Route” (26 persons per hundred) and “The Hualien-Taitung Tour Route” (8 persons per hundred).

**Table 9** Ranking of the major scenic spots the inbound visitors visited in 2006

Unit: persons/per hundred

Ranking	Scenic spot	Relative persons	Ranking	Scenic spot	Relative persons
1	Night markets	40.96	6	Lungshan Temple	11.30
2	National Palace Museum	26.53	7	National Revolutionary Martyrs Shrine	10.74
3	Taipei 101	25.23	8	Hsimen Ding	10.08
4	National Taiwan Democracy Memorial Hall (CKS Memorial Hall)	20.71	9	Tamshui	8.56
5	Jiufen	15.81	10	Taroko, Tienhsiang	7.68

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

**Table 10** Ranking of the tour route the inbound visitors visited in 2006

Unit: persons per hundred

Ranking	Tour line	Relative persons	Ranking	Tour line	Relative persons
1	The North Coast Tour Route	25.51	7	The Alishan Tour Route	3.24
2	The Hualien-Taitung Tour Route	8.42	8	The Yunlin-Chiayi-Tainan Coastal Tour Route	2.16
3	The Central Mountain Range Tours Route	8.26	9	The Taoyuan-Hsinchu-Miaoli Tour Route	1.66

4	The Lanyang Northern Cross-Island Tour Route	7.24	10	The Kaohsiung-Pingtung Mountain Area Tour Route	1.30
5	The Sun Moon Lake Tour Route	5.78	11	The Offshore Island Tour Route	0.24
6	The Hengchun Peninsula Tour Route	5.64			

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

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

The favorite scenic spot for the inbound visitors was “Taroko, TienHsiang” (62.24%), followed by “Kenting National Park”, “Alishan” and “Jioufen” (all over 41%).

In terms of the favorite scenic spot, the first choice of the inbound visitors with sightseeing and business purpose and from USA, Singapor, Korea and Europe was “Taroko, Tienhsiang”; the inbound visitors with international conferences or exhibitions purpose and from Australian and New Zealander was “Taipei 101”; the Japanese visitors was “Kenting National Park”; Hong Kong/Macao visitors was “Wulai”; Malaysian visitors was “Night markets”.

**Table 11** Ranking of the favorite scenic spots the inbound visitors visited in 2006

Unit: %

Ranking	Scenic spot	Percentage favoring the scenic spot	Ranking	Scenic spot	Percentage favoring the scenic spot
1	Taroko, Tienhsiang	62.24	6	National Palace Museum	33.46
2	Kenting National Park	52.59	7	Wulai	32.37
3	Alishan	51.55	8	Taipei 101	31.54
4	Jioufen	41.85	9	Yehliu	26.19
5	Sun Moon Lake	35.63	10	Tamshui	25.47

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

### 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” (60 persons per hundred), “Night market sightseeing” (49 persons per hundred), “Historic helices” (38 persons per hundred), “Massage/acupressure” (17 persons per hundred), “Hot spring” (17 persons per hundred), “Outdoor recreation” (11 persons per hundred), Pubs or night clubs(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 11** Ranking of the activities the inbound visitors participated in 2006

Unit: persons per hundred

Ranking	Item	Relative persons	Ranking	Item	Relative persons
1	Shopping	60.36	10	Culture events	5.94
2	Night market sightseeing	49.18	11	Lake tour	5.40
3	Historic relics	37.66	12	SPA, sauna	3.94
4	Massage/acupressure	17.39	13	Local festival activities	3.80
5	Hot spring	16.93	14	Golfing	2.34
6	Outdoor recreation	11.26	15	Skin care treatment or manicure nail art	2.06
7	Pubs or night clubs	10.52	16	Wedding or salon shots	1.26
8	Exhibitions	9.74	17	Trench's site visit	0.58
9	Karaoke or K.T.V.	6.40			

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. 89% 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", and "Safety of accommodation facilities" earned highest satisfaction, while "Clearness of road signs and public facilities signs", "Access to services in English" and "Good public environmental hygien" were evaluated as receiving lower satisfaction.

In comparison with 2005, the degree of satisfaction in each item for the inbound visitors was higher and the percentage of overall satisfaction grew by 4%.

**Table 13** The overall satisfaction of the inbound visitors during this trip to Taiwan in 2006

Item		Mean	Standard deviation
Convenience	International transportation to Taiwan (travel arrangements)	4.07	0.82
	Customs procedures	4.00	0.83
	Local transportation	3.94	0.87
	Efficiency of applying for a visa	3.94	1.01
	Communication facilities (Int'l public telephone, Internet)	3.93	0.89
	Immigration procedure	3.90	0.91

	Access to tourist information	3.83	0.89
Environment Internationalization	Friendliness of Taiwan people	4.47	0.69
	Access to services in English	3.73	1.00
	Clearness of road signs and public facilities signs	3.65	0.96
Safety	Safety of accommodation facilities	4.29	0.71
	Safe social environment.	4.18	0.75
	Safety of recreational facilities	4.14	0.76
	Good public environmental hygien	3.76	0.91
Total	Overall satisfaction	4.18	0.64
1=very poor 2=poor 3=fair 4=good 5=excellent			

**B. The amount of total annual income of visitor expenditure was up 3.19% over 2005 to reach US\$ 5,136 million, and was 1.41% of GDP.**

In 2006, the average daily expenditures per visitor visiting Taiwan were US\$ 210.87, and the consumption's annual growth was 1.62%. The details of the proportions of consumption, from highest to lowest were as follows: Hotel bill (44.74%), Shopping (23.02%) and Meals excluding hotel meals (12.67%), etc.

According to the analysis of different purpose, the daily expenditures of the inbound visitors with sightseeing purpose was US\$245.47 per person which was higher than the inbound visitors with business (US\$194.10 per person) and international conference or exhibition purpose (US\$197.45 per person).

According to the analysis of different market, the average daily expenditures per visitor from Japan were the highest (US\$264.83). In addition, the shopping amounts of the inbound visitors were as follows: Japan (US\$65.44 per person per day), Korea (US\$56.46 per person per day), Hong Kong / Macao (US\$48.62 per person per day), Malaysia (US\$ 37.11 per person per day) and Singapore (US\$31.79 per person per day).

**Table 14** The Average daily expenditures per visitor in 2006—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	94.34	26.72	18.15	17.72	5.40	48.54	210.87
	Percentage	44.74%	12.67%	8.61%	8.40%	2.56%	23.02%	100.00%
Sightseeing	Amount of money	96.43	27.79	20.66	25.55	5.76	69.27	245.47
	Percentage	39.28%	11.32%	8.42%	10.41%	2.35%	28.22%	100.00%
Business	Amount of money	109.69	30.91	17.06	9.29	5.21	21.94	194.10
	Percentage	56.51%	15.92%	8.79%	4.79%	2.68%	11.30%	100.00%
Int'l conference	Amount of money	96.90	30.05	15.57	11.59	8.04	35.31	197.45

or exhibition	Percentage	49.07 %	15.22%	7.88%	5.87%	4.07%	17.88%	100.00 %
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**Table 15** The Average daily expenditures per visitor in 2006—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	110.79	33.77	23.69	25.22	5.92	65.44	264.83
	Percentage	41.83%	12.75%	8.95%	9.52%	2.24%	24.71%	100.00%
U.S.A	Amount of money	103.65	28.46	14.25	10.63	5.10	19.15	181.23
	Percentage	57.19%	15.70%	7.86%	5.86%	2.81%	10.56%	100.00%
Hong Kong /Macao	Amount of money	53.37	26.54	12.96	13.45	4.38	48.62	159.30
	Percentage	33.50%	16.66%	8.13%	8.44%	2.75%	30.52%	100.00%
Singapore	Amount of money	57.73	19.11	12.51	10.84	3.65	31.79	135.64
	Percentage	42.57%	14.09%	9.22%	7.99%	2.69%	23.44%	100.00%
Korea	Amount of money	75.36	19.21	21.22	14.90	8.68	56.46	195.83
	Percentage	38.48%	9.81%	10.84%	7.61%	4.43%	28.83%	100.00%
Malaysia	Amount of money	41.53	14.56	10.33	9.62	3.95	37.11	117.10
	Percentage	35.46%	12.43%	8.82%	8.21%	3.38%	31.69%	100.00%
Europe	Amount of money	112.58	24.92	12.68	9.54	5.10	14.53	179.34
	Percentage	62.77%	13.89%	7.07%	5.32%	2.85%	8.10%	100.00%
Australia /New Zealand	Amount of money	92.81	23.59	16.54	14.79	6.73	19.00	173.47
	Percentage	53.50%	13.60%	9.53%	8.53%	3.88%	10.96%	100.00%

**C. The amount of average daily expenditure in Taiwan of each person of the group tour from**

**Mainland China was US\$243.95, lower than US\$341.82 from Japan group tour.**

In 2006, the average daily expenditures in Taiwan of each person of the group tour from Mainland China was US\$243.95, among which the hotel bill took up the highest percentage (41.80%), shopping expenditure to follow (32.77%).

In comparison with Japanese group tours, the average daily expenditures in Taiwan of each person of the group tour from Mainland China was lower than that of the Japanese group tours, which was US\$341.82.

As to shopping, the average daily shopping expenditure of each person of the group tours from Mainland China was US\$79.93, among which buying jewelry or jade took up the highest percentage (34.09%); the average daily shopping expenditure of each person of the group tours from Japan was US\$102.94, among which buying Featured food or special products took up the highest percentage (41.56%).

**Table 16** The Average daily expenditures of each person of the group tours from

Mainland China and Tapan interviewed in 2006

Unit: US\$

Main Market		Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping	Total
Group tours from Mainland China	Amount of money	101.98	10.73	21.20	26.04	4.06	79.93	243.95
	Percentage	41.80%	4.40%	8.69%	10.67%	1.67%	32.77%	100.00%
Group tours from Japan	Amount of money	142.37	26.33	27.53	36.56	6.09	102.94	341.82
	Percentage	41.65%	7.70%	8.05%	10.69%	1.78%	30.11%	100.00%

**Table 17** The Average daily expenditures of shopping details of each person of the

group tours from Mainland China and Tapan interviewed in 2006

Unit: US\$

Shopping Details	Group tours from Mainland China		Group tours from Japan	
	Amount of money	Percentage	Amount of money	Percentage

Clothes or accessories	2.84	3.55%	13.26	12.88%
Jewelry or jade	<b>27.25</b>	<b>34.09%</b>	9.49	9.22%
Souvenirs or handcraft products	11.54	14.44%	8.20	7.96%
Cosmetics or perfumes	4.24	5.31%	4.36	4.24%
Featured food or special products	15.37	19.23%	<b>42.78</b>	<b>41.56%</b>
Tobacco or alcohol	2.71	3.39%	3.08	2.99%
Chinese herbal medicine or health food	1.90	2.37%	2.47	2.40%
3C or electric appliances	1.98	2.48%	2.43	2.36%
Tea	10.88	13.61%	14.31	13.90%
Others	1.22	1.53%	2.56	2.49%
Total	79.93	100.00%	102.94	100.00%

**D. 6.76% of the inbound visitors had used the tax refund service. 85% of the inbound visitors who had used tax refund service thought the procedure were convenient.**

6.76% of the inbound visitors had used the tax refund service. 85.21% of the inbound visitors who had used tax refund service thought the procedures were convenient.

More than 8.71% of the inbound visitors with sightseeing purpose and from Japan applied for tax refund. Less than 5% of the inbound visitors from other markets applied for tax refund. 83.72% of the inbound visitors with sightseeing purpose thought tax refund services were convenient. And 80.43% of the inbound visitors from Japan thought the procedures were convenient.

**Table 18** The tax refund conditions for the inbound visitors in 2006

—according to main purpose

Unit: %

Main Purpose	Applied for tax refund	Didn't apply for tax refund
<b>All Purposes</b>	6.76	93.24
Sightseeing	9.74	90.26
Business	4.43	95.57

Int'l conference or exhibition	1.61	98.39
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**E. 98% of the inbound visitors were willing to revisit Taiwan**

98% of the inbound visitors had willed to come back to Taiwan. The purpose of their next trip would be sightseeing (55.37%), business (33.28%) and visiting friends or relatives (7.62%).

**Table 19** The main purpose for the inbound visitors to revisit Taiwan

Unit: %

Purpose	Sightseeing	Business	Int'l conference/ exhibition	Visit relatives / friends	Study	Others	Total
The main purpose to revisit Taiwan	55.37	33.28	1.02	7.62	1.37	1.35	100.00

**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 Mainland China, Thailand and Japan.

In terms of the major market, the favorite country was Korea for Japanese visitors, the favorite country was Japan for Hong Kong/Macao visitors, the favorite country was Mainland China for Korean visitors, the favorite country was Singapore for Malaysian visitors, the favorite country was Hong Kong/Macao for American and European visitors, and the favorite country was Thailand for Singaporean, Canadian and Australian and New Zealand visitors.

Compared with other Asia countries, Taiwan was concluded by the inbound visitors that “Friendliness of people” (51 persons per hundred) and “Food” (43persons per hundred) were its superior items.

**Table 20** The favorite Asian countries the inbound visitors had ever been to in 2006

(except Taiwan)

Unit: %

Ranking	Country/district	Percentage favoring the country/district	Ranking	Country/district	Percentage favoring the country/district
1	Mainland China	19.30	6	Singapore	9.25
2	Thailand	18.98	7	Malaysia	5.25

3	Japan	15.90	8	Indonesia	2.80
4	Hong Kong/Macao	14.58	9	Philippine	1.68
5	Korea	12.25			

**Table 21** Ranking of the better items that Taiwan was thought by the inbound visitors in 2006 (compared with their favorite Asian counties)

Unit: persons per hundred

Ranking	Item	Relative persons	Ranking	Item	Relative persons
1	Friendliness of people	51.30	8	Historic relics	16.90
2	Food	43.41	9	Custom and culture	15.98
3	Scenery	25.23	10	Geographical convenience	12.05
4	Fruits	23.91	11	Night life	11.25
5	Prices of goods	22.91	12	Democracy	8.61
6	Safe environment social	20.99	13	Recreational facilities	4.25
7	Weather	19.10	14	Festival activities	2.08

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

**Table 22** The comparison between Taiwan and the inbound visitor’s favorite Asian country

Favorite Country	Reason	Superior item in Taiwan
Mainland China	Scenery, Prices of goods, Historic relics	Friendliness of people, Food, Safe social environment
Thailand	Prices of goods, Scenery, Food	Friendliness of people, Food
Japan	Scenery, Food, Custom and culture	Prices of goods, Food, Friendliness of people
Hong Kong/Macao	Food, Prices of goods, Scenery	Friendliness of people, Food
Korea	Food, Scenery, Geographical convenience	Friendliness of people, Food
Singapore	Safe social environment, Scenery, Weather	Friendliness of people, Food’ Scenery
Malaysia	Scenery, Prices of goods, Food	Friendliness of people, Food
Indonesia	Scenery, Prices of goods, Recreational facilities	Friendliness of people, Food
Philippine	Prices of goods, Scenery	Food, Friendliness of people

## **V. Analysis of Basic Information of the Inbound Visitors**

### **A. The occupation of the inbound visitors was mainly clerks.**

The main occupation of the inbound visitors was clerks (26.39%), professionals (23.69%), and “legislators, administrators, business executives and managers” (17.83%).

### **B. The education level of most inbound visitors was college level or higher and their annual income was mainly below US\$10,000 or between US\$40,000 and US\$70,000.**

The highest category of education on the survey for the inbound visitors was “College, University, Graduate School or Doctor”. Most inbound visitors (76.07%) were in this category. The average annual income of the inbound visitors was US\$ 46,526. Those inbound visitors with annual income below US\$10,000 and between US\$40,000 and US\$70,000 were the two major categories which

made up 22.35% and 21.11% of those inbound visitors, respectively.

**C. The inbound visitors mainly chose “Int’l tourist hotels” for accommodation. And their overall satisfaction of accommodation is 75%, tending to the degrees of “Good” and “Excellent”.**

The main accommodation for the inbound visitors was hotel (87 persons per hundred). The choice of accommodation for the inbound visitors in Taiwan was “Int’l tourist hotels” (59 persons per hundred), “General hotels” (34 persons per hundred) and “tourist hotel” (13 persons per hundred). The locations of the accommodations focused around Taipei (77 persons per hundred) and Kaohsiung (12 persons per hundred). The major options of accommodation rates per night were from US\$45-US\$90 for 38.00% of the visitors and from US\$90-US\$135 for 32.59% of the visitors, more than US\$135 for 19.89%.

**Table 23** Preference of Hotels—according to major country of residence

Main Market	Preference of Type of Hotel	Rate (per night)
Japan	Int’l tourist hotels	US\$45–US\$90
U.S.A	Int’l tourist hotels	US\$90–US\$135
Hong Kong/Macao	Int’l tourist hotels	US\$45–US\$90
Singapore	Int’l tourist hotels	US\$45–US\$90
Korea	General hotels	US\$45–US\$90, US\$90–US\$135
Malaysia	Int’l tourist hotels	US\$90–US\$135
Europe	Int’l tourist hotels	US\$90–US\$135
Australia /New Zealand	Int’l tourist hotels	over US\$135

**D. 89% 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”, “Accommodation”, “Itinerary” and “Meals”.