

# **2005 Annual Survey Report on Visitors Expenditure and Trends in Taiwan**

## **Summary**

Tourism Bureau, MOTC wants 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 in C.K.S. International Airport in Toayuan and Kaohsiung International Airport, interviewing the inbound visitors, where they leave Taiwan.

The object of this survey was the foreign and overseas Chinese inbound visitors from January 1 to December 31 in 2005 (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 sample to achieve random and sample representative. The number of valid samples was 5,009 persons in total from January to December in 2005.

The major investigative results of this survey were distinguished 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**

<b>3,378,118 persons</b>	Number of inbound visitors; the annual rate of growth was 14.50%
<b>US\$4,977 million</b>	Total annual amount in visitor expenditures in tourism; the annual rate of growth was 22.80%
<b>1.44%</b>	Annual foreign exchange earnings proportionate to GDP in tourism
<b>US\$1,473</b>	Per capita inbound visitor spending; the annual rate of growth was 7.20%
<b>7.10 nights</b>	Average length of stay ( nights ) for all inbound visitors; the amount of decrease from the previous year was 0.51 nights
<b>US\$207.50</b>	Average daily expenditures per visitor; the annual rate of growth was 14.95%
<b>1,381,637 persons</b>	Number of inbound visitors with pleasure purpose; the annual rate of growth was 33.92%
<b>US\$267.02</b>	Average daily expenditures per visitor with pleasure purpose; the annual rate of growth was 12.08%
<b>944,487 persons</b>	Number of inbound visitors with business purpose; the annual rate of growth was 2.62%
<b>US\$175.26</b>	Average daily expenditures per visitor with business purpose; the annual rate of growth was 9.79%
<b>85%</b>	Overall satisfaction of inbound visitors as a percentage of the total; an increase of 4% from the year before
<b>96%</b>	Percentage of inbound visitors wish to revisit

Taiwan

## II. Analysis of the Inbound Visitors' Plans

### A. 59% of the inbound visitors had read the commercial and reports about Taiwan before coming here. "TV/radio", "Internet" and "Newspapers/magazines" had the most promotive effect of all.

The percentage of the inbound visitors had read the commercial and reports about Taiwan before coming here was 59.25%, a 12% increase from 2004. The source of the commercial and reports mentioned above were mostly newspapers/magazines (74 persons per hundred), TV/radio (69 persons per hundred) and the Internet (59 persons per hundred).

The number of inbound visitors who had read the commercial and reports increased for each purpose and each market, especially the number of inbound visitors with pleasure purpose (76.47%) as well as the number of inbound visitors from Korea (82.78%), Hong Kong/Macao (73.50%), Singapore (70.97%), Malaysia (69.51%), and Japan (65.34%). These figures indicate the achievements of the Tourism Bureau in promoting "Doubling Tourists Arrival Plan".

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

**Table1** Percentage of the inbound visitors had read the commercial and reports about Taiwan before coming here

Unit: %

Year	All purposes	Pleasure	Business	Int'l conference/ exhibition
2005	59.25	76.47	39.17	42.31
2004	47.64	63.73	33.55	38.89

**Table2** How much the inbound visitors were influenced by the media to make their decision to Taiwan in 2005

Item	Newspapers/ magazines		Advertisement on subways/ buses		TV/radio		Internet		International travel exhibitions	
	mean	SD	mean	SD	mean	SD	mean	SD	mean	SD
<b>All purposes</b>	3.08	1.20	2.47	1.13	3.16	1.25	3.15	1.24	2.49	1.22
Pleasure	3.28	1.09	2.54	1.07	3.39	1.14	3.32	1.10	2.53	1.16

Business	2.41	1.26	2.19	1.16	2.43	1.30	2.60	1.41	2.30	1.25
Int'l conference / exhibition	2.84	1.30	2.81	1.23	2.82	1.09	3.33	1.27	3.29	1.30
1=not at all 2=somewhat 3=a little 4=a lot 5=entirely										

Note: SD means standard deviation

**B. “Cuisine” 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 “Cuisine” (62 persons per hundred), “Scenery” (51 persons per hundred), “Taiwan custom and culture” (27 persons per hundred), “Historic relics” (23 persons per hundred) and “Prices of goods” (21 persons per hundred).

For the inbound visitors from Japan, Hong Kong/Macao and Korea, their main reason to visit Taiwan was “Cuisine”. For the inbound visitors from USA, Singapore, Malaysia and Europe, their main reason to visit Taiwan was “Scenery”. For the inbound visitors who were from Australia and New Zealand, their main reason to visit Taiwan was “Taiwan custom and culture”.

**Table3** Reasons to attract the inbound visitors to take sightseeing trips to Taiwan in 2005

Unit: persons/per hundred

Market	Cuisine	Scenery	Taiwan custom and culture	Historic sites	Prices of goods	Near the Place you live	Fruits	Night life
<b>All purpose</b>	<b>62.21</b>	50.80	26.85	23.10	21.27	17.95	16.69	11.75
Japan	<b>70.53</b>	37.94	21.07	30.53	25.42	26.56	17.25	2.60
USA	48.31	<b>58.45</b>	45.89	24.15	15.94	1.93	21.74	22.22
Hong Kong /Macao	<b>64.45</b>	61.21	18.58	11.36	16.52	14.45	14.90	16.52
Singapore	60.58	<b>76.35</b>	23.65	13.28	15.77	5.39	19.09	16.60
Korea	<b>50.29</b>	37.43	47.37	29.24	32.75	27.49	14.62	35.67

Malaysia	49.02	<b>68.63</b>	29.41	15.69	11.76	-	11.76	11.76
Europe	35.23	<b>63.64</b>	48.86	34.09	12.50	2.27	9.09	11.36
Australia/ New Zealand	35.29	61.76	<b>64.71</b>	23.53	17.65	2.94	5.88	20.59

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

2. 「-」 No value available in the sample data

**C. 52% of the inbound visitors with business purpose and 75% of those whose main purpose was attending international conferences or exhibitions had spent their spare time on sightseeing during their visit in Taiwan.**

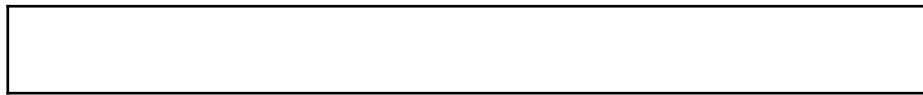
51.99% of the inbound visitors with business purpose and 75.33% of those whose main purpose was attending international conferences or exhibitions had spent their spare time on sightseeing during their visit in Taiwan. The length of time for the inbound visitors with business purpose was half a day. And the length of time for the inbound visitors with international conferences or exhibitions purpose was half a day and 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): "Facilities of conference or exhibition", "Arrangements of agendas or exhibition", "Convenience of local transportation" and "Your sightseeing tour".

**Table4** How satisfied the inbound visitors with international conferences or exhibitions purpose were with their conferences or exhibitions

Satisfaction	Mean	Standard deviation
Facilities of conference or exhibition	4.14	0.83
Arrangements of agendas or exhibition	4.12	0.85
Convenience of local transportation	3.97	0.95
Your sightseeing tour	3.87	1.01
1=very poor 2=poor 3=fair 4=good 5=excellent		



**E. 59% of the inbound visitors with pleasure purpose chose to make their trip as a “Group tour arranged by a travel agency”, a 12% increase from 2004.**

52.94% of the inbound visitors visiting in Taiwan chose “Self-arranged tour without any arrangement by a Taiwan travel agency”. 28.93% of the inbound visitors visiting in Taiwan chose “Group tour arranged through a travel agency”.

In terms of the main purpose, 59.36% the inbound visitors with pleasure purpose chose “Group tour arranged through a travel agency”, a 12% increase from 2004. 81.68% of the inbound visitors with business purpose and 79.99% of the inbound visitors with international conference or exhibition purpose chose “Self-arranged tour without any arrangement by a Taiwan travel agency”.

**Table 5.** Kinds of arrangements the inbound visitors made on their trips in 2005

– 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 accommodation s arranged through a travel agency only	Self-arranged tour, with activities arranged by a Taiwan travel agency	Self-arranged tour without any arrangement by a Taiwan travel agency
<b>All purposes</b>	28.93	5.37	11.96	0.80	<b>52.94</b>
Pleasure	<b>59.36</b>	10.18	10.91	0.94	18.61
Business	0.70	0.59	16.38	0.65	<b>81.68</b>
Int’l conference or exhibition	4.62	1.54	13.08	0.77	<b>79.99</b>

**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 (79 persons per hundred), Kaohsiung (13 persons per hundred) and Taichung (10 persons per hundred). The favorite cities/counties were Taipei and Haulien, respectively.

The favorite city/county for the inbound visitors with pleasure and international conferences or exhibitions purpose was Taipei. The favorite city/county for the inbound visitors from Hong Kong/ Macao, Singapore, Korea, Malaysia, Europe, 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 Pingtung. For the inbound visitors from the US, the major sightseeing city/county was Taipei and the favorite city/county was Haulien.

**Table6** Ranking of the major city/county the inbound visitors visited in 2005

Unit: persons/per hundred

Ranking	City/county	Relative persons	Ranking	City/county	Relative persons
1	Taipei	79.48	10	Pingtung	3.03
2	Kaohsiung	13.42	11	Chiayi	2.24
3	Taichung	9.80	12	Ilan	2.18
4	Haulien	7.83	13	Taitung	1.88
5	Hsinchu	6.65	14	Changhua	1.00
6	Nantou	5.99	15	Miaoli	0.84
7	Tainan	5.57	16	Yunlin	0.70
8	Keelung	5.29	17	Kinmen-Matsu	0.40
9	Taoyuan	5.05	18	Penghu	0.32

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

**Table7** Ranking of the favorite city/county that the inbound visitors visited in 2005

Unit: %

Ranking	City/county	Percentage favoring the city/county	Ranking	City/county	Percentage favoring the city/county
1	Taipei	67.60	4	Chiayi	33.04
2	Haulien	47.45	5	Nantou	32.33
3	Pingtung	39.47	6	Kaohsiung	25.15

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”, “Taipei 101”, “National Palace Museum” and “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” (59 persons per hundred), “Taipei 101” (36 persons per hundred), “National Palace Museum” (33 persons per hundred) and “Chiang Kai-Shek Memorial Hall” (31 persons per hundred)...etc. The percentage visiting each scenic spot was all higher than 2004.

The inbound visitors with pleasure purpose mostly visited “Night markets”, “National Palace Museum” and “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” (40 persons per hundred) and “Huahsi street night market” (7 persons per hundred).

The inbound visitors visiting the tour route focused on “The North Coast Tour Route” (30 persons per hundred) and “The Hualien-Taitung Tour Route” (9 persons per hundred).

**Table 8** Ranking of the major scenic spots the inbound visitors visited in 2005

Unit:

persons/per hundred

Ranking	Scenic spot	Relative persons	Ranking	Scenic spot	Relative persons
1	Night markets	58.81	6	Hsimen Ding	17.49
2	Taipei 101	36.27	7	Tamshui	15.13
3	National Palace Museum	33.16	8	National Revolutionary Martyrs Shrine	12.68
4	CKS Memorial Hall	31.18	9	Lungshan Temple	11.30
5	Jiufen	17.97	10	Yangmingshan	8.94

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

**Table 9** Ranking of the tour route the inbound visitors visited in 2005

Unit: persons/per

hundred

Ranking	Tour line	Relative persons	Ranking	Tour line	Relative persons
1	The North Coast Tour Route	30.19	7	The Hengchun Peninsula Tour Route	2.78
2	The Hualien-Taitung Tour Route	8.50	8	The Yunlin-Chiayi-Tainan Coastal Tour Route	2.12
3	The Lanyang Northern Cross-Island Tour Route	6.57	9	The Alishan Tour Route	1.76
4	The Central Mountain Range Tours Route	5.91	10	The Kaohsiung-Pingtung Mountain Area Tour Route	1.66
5	The Sun Moon Lake Tour Route	4.85	11	The Offshore Island Tour Route	0.70
6	The Taoyuan-Hsinchu-Miaoli Tour Route	3.19			

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” (51.98%), followed by “Alishan”, “Love River” and “Kenting National Park” (all over 34%).

In terms of the favorite scenic spot, the inbound visitors with pleasure purpose and from Japan was “Taroko, TienHsiang”; the inbound visitors with business purpose was “Lungshan Temple”; the inbound visitors with international conferences or exhibitions purpose was “National Palace Museum”; Korean, European, Australian and New Zealander visitors was “Taipei 101”; the American visitors was “Yangmingshan”; Hong Kong/Macao visitors was “Jiufan”; Singaporean visitors was “Yeliu”; Malaysian visitors was “Night markets”.

**Table 10** Ranking of the favorite scenic spots the inbound visitors visited in 2005

Unit: %

Rankin	Scenic spot	Percentage	Ranking	Scenic spot	Percentage
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g		favoring the scenic spot			favoring the scenic spot
1	Taroko, Tienhsiang	51.98	6	Wulai	28.42
2	Alishan	39.51	7	National Palace Museum	26.97
3	Love River	34.44	8	Sun Moon Lake	25.00
4	Kenting National Park	34.23	9	Yangmingshan	24.33
5	Jiufen	28.44	10	Yehliu	23.78

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 sites” were the major activities of the inbound visitors in Taiwan.**

The inbound visitors visiting in Taiwan participated in the following activities: “Shopping” (80 persons per hundred), “Night market sightseeing” (61 persons per hundred), “Historic heritages” (50 persons per hundred), “Outdoor recreation” (31 persons per hundred), “Hot spring” (20 persons per hundred), “Massage/acupressure” (19 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 in Taiwan.

**Table 11** Ranking of the activities the inbound visitors participated in 2005

Unit: persons/per hundred

Ranking	Item	Relative persons	Ranking	Item	Relative persons
1	Shopping	80.22	9	Karaoke or K.T.V.	6.95
2	Night market sightseeing	61.19	10	SPA , sauna	3.25
3	Historic heritages	49.75	11	Culture events	3.23
4	Outdoor recreation	30.78	12	Local festival	2.74
5	Hot spring	19.62	13	Facial spa, beauty treatment or nails art	2.22
6	Massage/acupressure	18.83	14	Golfing	2.20
7	Exhibitions	10.20	15	Wedding photography,salon shots	0.94
8	Pubs or night clubs	9.12			

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. 85% 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 “Accommodation facilities” earned highest satisfaction, while “Environmental sanitation” and “Cleanness of road signs and public facilities signs” were evaluated as receiving lower satisfaction.

In comparison to 2004, the degree of satisfaction in each item for the inbound visitors was higher and the percentage of overall satisfaction grew by 4%.

**Table 12** The overall satisfaction of the inbound visitors during this trip to Taiwan in 2005

	Item	Mean	Standard deviation
Convenience	International transportation to Taiwan (travel arrangements)	3.96	0.76
	Efficiency of applying visa	3.92	0.98
	Customs passing procedures	3.90	0.86
	Local transportation	3.82	0.83
	Communication facilities (Int'l public telephone, Internet)	3.82	0.83
	Immigration procedure(entering) after arrival	3.69	0.99
	Access to travel information	3.68	0.87
Internationalization of environment	Friendliness of Taiwan people	4.30	0.77
	Access to services in language communication	3.67	0.94
	Clearness of road signs and public facilities signs	3.54	0.91
Safety	Safety of accommodation facilities	4.12	0.73
	Public peace	3.98	0.76
	Safety of recreational facilities	3.96	0.75
	Public environmental hygiene (sanitation)	3.49	0.93
Total	Overall satisfaction	4.06	0.67
1=very poor 2=poor 3=fair 4=good 5=excellent			

**B. The amount of total annual income of visitor expenditure was up 22.80% over 2004 to reach**

**US\$ 4,977million, and was 1.44% of GDP.**

For 2005, the average daily expenditures per visitor visiting Taiwan were US\$ 207.50, and the consumption's annual growth was 14.95%. The details of the proportions of consumption, from highest to lowest were as follows: Hotel bill (46.09%), Shopping (22.08%) and Meals outside the hotels (11.73%)...etc. According to the analysis of different purpose, the daily expenditures of the inbound visitors with pleasure purpose was \$US 267.02 per person which was higher than the inbound visitors with business (\$US175.26 per person) and international conference or exhibition purpose (\$US173.72 per person). According to the analysis of different market, the average daily expenditures per visitor from Japan were the highest (\$US 276.30). In addition, the shopping amounts of the inbound visitors were as follows: Hong Kong /Macao (US\$60.19 per person per day), Japan (US\$57.90 per person per day), Korea (US\$ 39.47 per person per day), Singapore (US\$36.45 per person per day) and Malaysia (US\$ 31.11 per person per day).

**Table 13** Average daily expenditures per visitor in 2005—according to main purpose

Unit: US\$

Main Purpose		Hotel Bills	Meals Outside Hotels	Domestic Transportation	Entertainment	Miscellaneous	Shopping	Total
All Purposes	Amount of money	95.63	24.34	15.37	16.52	9.82	45.82	207.50
	Percentage	46.09%	11.73%	7.41%	7.96%	4.73%	22.08%	100.00%
Pleasure	Amount of money	119.28	32.58	18.55	19.33	10.59	66.69	267.02
	Percentage	44.67%	12.20%	6.95%	7.24%	3.96%	24.98%	100.00%
Business	Amount of money	84.26	19.59	16.09	18.55	9.49	27.28	175.26
	Percentage	48.07%	11.18%	9.18%	10.58%	5.42%	15.57%	100.00%
Int'l conference or exhibition	Amount of money	81.06	19.69	11.18	17.69	9.02	35.08	173.72
	Percentage	46.66%	11.34%	6.44%	10.18%	5.19%	20.19%	100.00%

**Table 14** Average daily expenditures per visitor in 2005 –according to main market

Unit:

US\$

Main Market		Hotel Bills	Meals Outside Hotels	Domestic Transportation	Entertainment	Miscellaneous	Shopping	Total
Japan	Amount of money	126.84	31.47	21.44	26.65	12.00	57.90	276.30
	Percentage	45.90%	11.39%	7.76%	9.65%	4.34%	20.96%	100.00%
U.S.A	Amount of money	69.31	15.20	7.56	10.27	7.91	23.07	133.32
	Percentage	52.00%	11.40%	5.67%	7.70%	5.93%	17.30%	100.00%
Hong Kong /Macao	Amount of money	71.05	26.13	12.08	12.68	7.88	60.19	190.01
	Percentage	37.39%	13.75%	6.36%	6.67%	4.15%	31.68%	100.00%
Singapore	Amount of money	57.83	17.12	9.75	11.98	8.70	36.45	141.83
	Percentage	40.78%	12.07%	6.87%	8.45%	6.13%	25.70%	100.00%
Korea	Amount of money	82.73	22.28	16.05	12.24	13.41	39.47	186.18
	Percentage	44.44%	11.97%	8.62%	6.57%	7.20%	21.20%	100.00%
Malaysia	Amount of money	45.51	14.78	6.73	10.24	11.43	31.11	119.80
	Percentage	38.00%	12.33%	5.62%	8.55%	9.54%	25.96%	100.00%
Europe	Amount of money	86.65	16.75	11.59	12.73	9.38	23.81	160.91
	Percentage	53.84%	10.41%	7.21%	7.91%	5.83%	14.80%	100.00%

Australia /New Zealand	Amount of money	120.19	14.63	10.51	13.04	13.86	26.46	198.69
	Percentage	60.49 %	7.36%	5.29%	6.56%	6.98%	13.32%	100.00 %





				friends			
The main purpose to revisit Taiwan	54.01	28.07	1.33	14.68	0.91	1.00	100.00

**E. The “Cuisine” and “Friendliness of people” were the most competitive advantages of Taiwan.**

Besides Taiwan, the favorite Asia countries that the inbound visitors had ever been to (with pleasure purpose) for the past three years were Thailand, Japan and China.

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

Compared with other Asia countries, Taiwan was concluded by the inbound visitors that “Friendliness of people” (37 persons per hundred) and “Cuisine” (34 persons per hundred) were its superior items.

**Table 17** The favorite Asia countries the inbound visitors had ever been to in 2005

(except Taiwan)

Unit: %

Ranking	Country/district	Percentage favoring the country/district	Ranking	Country/district	Percentage favoring the country/district
1	Thailand	20.24	6	Singapore	10.11
2	Japan	18.70	7	Malaysia	5.29
3	Mainland	13.92	8	Indonesia	4.37
4	Korea	12.37	9	Philippine	0.89
5	Hong Kong/ Macao	10.63			

**Table 18** Ranking of the better items that Taiwan was thought by the inbound visitors in

2005(compared with their favorite Asia counties)

hundred

Unit: persons/per

Ranking	Item	Relative persons	Ranking	Item	Relative persons
1	Friendliness of people	37.30	8	Night life	9.35
2	Cuisine	33.62	9	Weather	9.13
3	Prices of goods	17.34	10	Near the place you live	7.84
4	Public security	13.71	11	Historic relics	6.55
5	Fruits	11.28	12	Democracy	4.28
6	Custom and culture	9.96	13	Recreational facilities	3.18
7	Scenery	9.84	14	Festival activities	2.39

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

**Table 19** The comparison between Taiwan and the inbound visitor’s favorite Asian country

Favorite Country	Reason	Superior item in Taiwan
Thailand	Prices of goods, Scenery	Cuisine ,Friendliness of people
Japan	Scenery ,Cuisine	Prices of goods ,Cuisine
Mainland China	Scenery, Prices of goods	Friendliness of people, Public security
Korea	Cuisine, Scenery	Friendliness of people ,Cuisine
Hong Kong/Macao	Cuisine, Scenery	Friendliness of people, Cuisine
Singapore	Scenery, Public security	Friendliness of people, Cuisine
Malaysia	Scenery, Prices of goods	Cuisine, Friendliness of people
Indonesia	Scenery, Recreational facilities	Cuisine, Friendliness of people
Philippine	Scenery, Recreational facilities	Public security, Cuisine

## 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 (26.40%), professionals (21.28%), and “legislators, administrators, business executives and managers” (16.77%).

### 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 of Graduate School”. Most inbound visitors (73.94%) were in this category. The average annual income of the inbound visitors was US\$ 44,815. 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 18.72% and 18.29% of those inbound visitors, respectively.

### C. The inbound visitors mainly chose “Int’l tourist hotels” for accommodation. And their overall satisfaction of accommodation tended to the degree of “Good”.

The main accommodation for the inbound visitors is hotel (85 persons per hundred). The choice

of accommodation for the inbound visitors in Taiwan was “Int’l tourist hotels” (53 persons per hundred), “General hotels” (38 persons per hundred) and “tourist hotel” (13 persons per hundred). The locations of the accommodations focused around Taipei (77 persons per hundred) and Kaohsiung (10 persons per hundred). The major options of accommodation rates per night were from US\$ 45- US\$90 for 32.55% of the visitors and from US\$ 90- US\$135 for 31.74% of the visitors, more than US\$135 for 15.89%.

**Table 20** 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	General hotels	US\$ 45- US\$90
Singapore	General hotels	US\$ 45- US\$90
Korea	General hotels	US\$ 45- US\$90
Malaysia	General hotels	US\$ 45- US\$90
Europe	Int’l tourist hotels	US\$ 90- US\$135
Australia /New Zealand	Int’l tourist hotels	US\$ 90- US\$135

**D. 82% 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: “Services of the tour guides”, “Professionalism of the tour guides”, “Arrangement of transportation”, “Arrangement of accommodation”, “Arrangement of your tour schedule” and “Arrangement of meals and beverages”