

# 2002 Annual Survey Report on

## Visitors Expenditure and Trends in Taiwan

### Abstract

To understand the activities, expenditure behaviors, impressions, satisfactions, and purposes of travelers visiting Taiwan, the Tourism Bureau (MOTC) conducts the "2002 Annual Survey on Visitors Expenditure and Trends" and provides the authorities in Taiwan with references for designing and improving domestic recreational facilities, for outlining international advertising on sightseeing and executing the marketing strategies, and for estimating the volume of foreign exchanges earned by the tourism industry. Six thousand two hundred and fifty three valid questionnaires are obtained from interviewing those visitors who are making their departure and randomly sampled in the CKS International Airport and the Kaohsiung International Airport. The major survey results are stated in the "Decision-making Strategies of the Trip", "Tourist Activities", "Competitiveness and Benefits Generated", and "General Information" sections as follows

### I. Decision-making Strategies of the Trip

- A. There are 58.51% of the pleasure purpose visitors and 40.92% of the overall visitors some advertising or publicity about Taiwan before their arrival. Magazines and Books are the primary information sources (59%) and followed by Internet (34%) and newspapers (34%).

Before the visitors arrived Taiwan to have had the experience of information sources of advertising or publicity about Taiwan in Year 2002 Unit: %

Items	Overall	Pleasure	Business
Magazines, books	59.24	64.62	52.22
Internet	34.04	27.79	42.38
Newspapers	33.08	32.68	37.95
TV, radio	28.10	29.54	26.04
International tour fair	8.79	9.63	8.31
Airport	6.84	5.03	9.28
Subway	3.13	3.65	2.49
Advertising boxes on street	2.58	3.28	1.66
Bus	2.11	2.92	1.11
Elsewhere	6.06	4.23	5.12

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B. There is more than fifty percent of pleasure purpose visitors, whose impressions of Taiwan and desires to visit Taiwan are enhanced after reading or seeing advertising or publicity about Taiwan before their arrival. In terms of the overall visitors, after reading or seeing advertising or publicity about Taiwan, 48.73 %,44.90% and 5.86% of them are impressed profoundly or quite a bit, in average, and not very much or not at all, respectively, and, 46.42%,41.46%,and 11.09% of them show higher average, and no desire to travel to Taiwan, respectively. However, in terms of pleasure purpose visitors, 50.83% and 50.11% of them are impressed and show higher desire to travel to Taiwan, respectively, after reading or seeing advertising or publicity about Taiwan, and, only 4% and 5% of them are not impressed and show no desire at all, respectively.

Levels of influences toward visitors' Taiwan tourism impressions after reading or seeing advertising or publicity about Taiwan before arrivals in Year 2002

Unit: %

Items	Overall	Pleasure	Business
Profoundly	8.28	8.53	6.23
Quite a bit	40.45	42.30	35.73
Average	44.90	44.71	49.17
Not very much	4.53	2.99	6.51
Not at all	1.33	0.95	1.80
No comment	0.51	0.51	0.55

Levels of influences toward visitors' desire to travel to Taiwan after reading or seeing advertising or publicity about Taiwan before arrivals in Year 2002

Unit: %

Items	Overall	Pleasure	Business
Profoundly	8.91	9.12	6.37
Quite a bit	37.51	40.99	30.75
Average	41.46	43.33	43.49
Not very much	7.42	4.01	12.19
Not at all	3.67	1.46	6.79
No comment	1.02	1.09	0.42

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- C. More than half of the visitors hope to obtain information about Taiwan from Internet in their origin countries in the future, and from hotels and immigration checkpoint at the airport after their arrivals in Taiwan. The primary three information sources about Taiwan to be used in future are internet (51%), magazines and books (44%) and travel agencies (33%); and after arrival in Taiwan are hotels (46%), immigration checkpoint at the airport (35%), and internet (29%).

Information sources about Taiwan hope to obtain in future by the visitors in Year 2002  
Unit: %

Items	Overall	Pleasure	Business
Online Internet	51.02	42.04	58.00
Magazines, books	44.47	53.2	37.42
Travel agencies	32.61	38.84	27.90
Newspapers	23.52	24.46	22.52
International tour fair	8.96	8.71	7.65
TV, radio	24.16	29.41	19.30
Taiwan's representative office in other country	9.55	8.54	9.96
Others	4.45	2.48	4.50

Information sources about Taiwan hope to obtain by the visitors after arrival in Taiwan in Year 2002  
Unit: %

Items	Overall	Pleasure	Business
Hotels	45.99	44.43	53.06
Immigration checkpoint at the airport	34.74	42.38	29.70
Online Internet	29.41	20.79	34.05
Travel agencies	22.33	31.37	15.60
Tourist service centers	21.38	55.54	19.41
Convenience stores	13.59	19.33	9.19
Transportation station	12.68	16.13	9.15

Restaurants	6.08	6.79	5.31
Elsewhere	6.67	3.84	5.90

D. Foods and nature attractions are the primary factors attracting visitors to Taiwan. Tourists visit Taiwan primary for foods (51%), nature attractions (43%), friendly people (30%), proximity to their place (27%), historic attractions (27%), and Taiwan's folklore and cultures (27%), etc., which are in accordance with the past survey results.

## II. Tourism Activities

- A. The percentage of the visitors on their first trip to Taiwan increases, and over 97% of visitors are willing to visit Taiwan again. According to the official statistics, Japan (34%), Hong Kong.Macao (15%) and United State of America (13%) are the first three major tourist origins for Taiwan. This survey shows that 54% of visitors are the first time visiting Taiwan over the past three years, and is more than 8% than last year. The percentages of Japanese, Hong Kong and Americans who are the first-times to Taiwan are higher than last year. There is 77.25% of pleasure purpose visitors, who are the first time visiting Taiwan over the past three years, and those tourists, who are not the first-times and revisiting Taiwan within one and two years, account for 50.68% and 16.18% respectively.

Percentages of visitors who visit Taiwan for the first time over the past three years by target markets  
Unit: %

Items	First Trip to Taiwan in 2002	First Trip to Taiwan in 2001
Overall	54.93	47.00
Japan	57.81	52.12
Hong Kong	57.28	55.95
United States	49.56	34.27

Percentages of pleasure purpose visitors who visit Taiwan in Years 2002 by number of times over the past three years and by the target markets Unit: %

Items	Once	Twice	3 times and up
Overall	77.25	13.27	8.62
Japan	78.72	11.59	8.66
Hong Kong	74.63	16.67	8.52
United States	66.23	19.21	12.59

- B. National Palace Museum, Night Markets, C.K.S. Memorial Hall and Lung-Sheng Temple are the primary tourist sites visited by the visitors. Taipei city and county receive most visits from the visitors, accounting for 78%, and are followed by Hua-Lien (11%), Kao-hsiung (8%) and Pin-Ton (6%). The most popular tourist site is National Palace Museum (35%), followed by the night markets (28%), C.K.S. Memorial Hall (27%), Lung-Sheng Temple (23%). The most favorite tourist site is the Taroko National Park and accounts for 77.72%.

- C. Shopping, night-market shopping and visiting historic scenic spots are the first three major activities participated by the visitors. Besides primarily participating in shopping (44%), night-market shopping (39%), visiting historic scenic spots (34%) by the whole visitors, pleasure purpose visitors also engage in those activities, like hot spring, venture or ecology-oriented tour, massage and naprapathy and exhibitions, more frequently. On the other hand, nightclub and pub, exhibitions, karaoke and KTV parlor, and massage and naprapathy are the major activities more frequently participated by the business visitors than the other.
- D. Almost half (49.40%) of the business visitors put their time for pleasure, and the length of time is dominated by half a day (35.95%) and one day (30.99%). On the contrary, no space-time available (89.44%) is the primary reason for not putting aside time for pleasure.
- E. There is 76% of international conference or exhibition visitors put aside their time for pleasure, and the length of traveling time is dominated by one day (31.25%) and half day (22.32%), and two days (19.64%). No space-time available (70.59%) and no arrangement provided (26.47%) are the major reasons for not putting space-time for pleasure. The primary kinds of international conference or exhibition are technological (35.37%) and academic (28.57%) and mostly located in Taipei city (63.27%).

The rating of conference & show arrangement, or conference & show facilities, access to transportation, and pre/post-meeting tour arrangement is inclined to satisfaction.

### III. Competitiveness and Benefits Generated

- A. Approximately 80% of the visitors are either satisfied or very satisfied with this Taiwan trip experiences, and there is only 2.86% of the visitors are either unsatisfied or very unsatisfied. Friendly local people (4.21) receives the highest rating of satisfaction (accounting for 5 point scale) among 12 categories, followed by secure lodging facilities (3.88), secure society (3.81) and transportation to Taiwan (3.79) however, on the other hand, road signs and public facility indicators easily understandable to foreign visitors easily, communicable in foreign languages and sound environmental sanitation are the three least satisfied categories and receive 3.14, 3.23 and 3.35 respectively, and the visitors' Taiwan trip experiences are trend to satisfy (3.99) .
- B. In comparison with the other Asian nations' tourism attractiveness, Taiwan's friendly local people, foods and natural attractions are better read account for 23.43%, 17.65% and 11.49% respectively. Those visitors, who traveled over the past three years for pleasure, visit Taiwan (26%), China (15%), Hong Kong (14%) and Thailand (13%) more frequently. Except Taiwan, the first three favorite nations or regions of the visitors are Japan (21.93%), Thailand (21.20%) and Hong Kong (14.90%).
- C. The grand total of foreign exchanges earned by the tourism industry amounts to US\$ 4,584,000,000 in year 2002, while increases 5.7% than last year and accounts for 1.6% of GDP. The average expenditure per person per day is US\$204.15 in year 2002, which is less 1.74% then last year. Among six categories, hotel bills accounts for the greatest major expense (37.71%), followed by shopping (17.96%) and meals outside hotels (14.69%). Pleasure purpose visitors' expenditure (US\$244.03 / day) is higher than that of business visitors (US\$199.82 / day), and Japanese visitors' expenditure (US\$240.09/ day) is the highest among the target markets.

#### The Average Expenditure per Person per Day in Year 2002

Unit: U.S. dollars

Items	Overall	Pleasure	Business
Spending inside the Hotel	76.98	83.43	81.35
Foods& Drinks outside the Hotels	29.99	37.78	28.21
Transportation in Taiwan	17.49	20.21	17.98
Entertainment	21.88	27.18	21.78
Miscellaneous Spending	21.15	25.85	21.36
Shopping	36.66	79.58	29.14
Total	204.15	244.03	199.82

#### The Average Expenditure per Person per Day in Year 2002 (Object Markets)

Unit: U.S. dollars

Items	Japan	Hong Kong	U.S.A
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Spending inside the Hotel	83.65	72.39	67.00
Foods& Drinks outside the Hotels	36.39	32.68	22.07
Transportation in Taiwan	20.52	17.95	14.15
Entertainment	28.64	24.11	16.06
Miscellaneous Spending	26.29	21.05	16.42
Shopping	44.60	45.60	24.88
Total	240.09	213.78	160.58

D. More than fifty percent of pleasure purpose visitors are willing to shop more, if tax-reimbursement is available. The most popular goods purchased by the visitors are souvenirs and handicrafts (31.82%), specific goods (31.26%), fashions and accessories (22.19%). Among all the goods, fashions and accessories (14.74%) specific goods (14.27%), and souvenirs and handicrafts (13.25%) cost the visitors the most. If the 5% consumption tax reimbursement is available, 44.64% of all visitors and 52.42% of pleasure purpose visitors show their willingness to buy more.

Getting a Tax Return on The 5% VAT for Goods Bought Influence The Willingness to Buy in Year 2002  
(Object Markets)

Unit: %

Items	Overall	Pleasure	Business
Yes	44.64	52.42	36.33
No	27.15	22.26	33.73
Don't Know (Undecided)	28.21	25.32	29.94

#### IV. General Information

- A. The majority of the visitors receive a college and above education (72.9%) and have US\$330,000~99,999 annual income (46.2%). The percentage of business visitors with US\$40,000 up annual income (63.1%) is much higher than that of the pleasure purpose visitors (30.17%). By the occupation categories, the majority of business visitors are professionals (37.39%) and deputies, government officials, entrepreneurial executives and managers (25.12%) account the most; the majority of pleasure purpose visitors are professionals (20.87%), clerks (14%) and students (13.23%) account the most.
- B. More than half pleasure purpose visitors adopt “group package tour”. The majority of visitors adopt “Backpack yourself, without turning to a travel agency for help after arrival” travel arrangement (41.05%), followed by “Arrange plane ticketing and hotel reservation through travel agencies”(25.84%). Most pleasure purpose visitors adopt “group package tour” (52.45%). The ratings of satisfaction toward tour arrangement, lodging arrangement, transportation arrangement, tour guide’s attitude in services, and quality of the guide’s explanation are inclined to “satisfied”, and more than 70% of the visitors who arrange tour through travel agencies are used travel agency services are satisfied and above with the travel agencies and tour guides on their services.

The Type of the Trip to Taiwan in Year 2002

Unit: %

Items	Overall	Pleasure	Business
Individual Package Tour	6.27	8.54	4.65
Group Package Tour	23.04	52.45	2.86
Arrange Plane Ticketing and Hotel Reservation through Travel Agencies	25.84	16.05	35.85
Turn to a Travel Agency for Arrangement after you Arrival in Taiwan	3.86	2.69	3.37
Backpack yourself, without Turning to a Travel Agency for Help	41.05	20.02	52.54

- C. Most of the visitors stay in “International Tourist Hotels” (52%)’ followed by “Ordinary Hotels”(40%), “Tourist Hotels”(8%) The majority of room charges paid more than US\$90 accounts for 61%, which includes 38.4% for US\$135 and above and 23.27% for US\$90-135, followed by US\$45-90(22.18%). Sixty-two percent of the hotel overall evaluation is satisfied and above, and only five percent is unsatisfied.