

2001 Annual Survey Report on

Visitors Expenditure and Trends in Taiwan

Abstract

To understand the activities, expenditure behaviors, impressions and the purposes of tourists visiting Taiwan, the Tourism Bureau runs the “2001 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 in sightseeing and operating the marketing strategies, and for estimating foreign exchange in the tourism industry. 5,006 valid samples are acquired after interviewing visitors—who are making their departure—in CKS International Airport and Kaohsiung International Airport. The analyses of the survey are briefly indicated as follows.

I. Overall Results of the Analysis

- A. The percentages of the tourists on their first trip to Taiwan increases, and over 97% of visitors are willing to visit Taiwan again.** According to the official data, the top five major tourists are 37% of them from Japan, 15% from Hong Kong, 13% from America, 4% from Singapore, and 3% from Korean. 38% of them visit for the purpose of sightseeing, and 32% of them visit for the purpose of business. According to the result of this survey, the overall growth rate goes up more than 5% compared with previous result, 47% of the visitors take the first trip to Taiwan during the past three years; 75% of them visit Taiwan for “the business purpose” which is the majority and 6% increases than last year.

Percentage of visitors who visit Taiwan for the first time in the past three in 2001

%

Items	First Trip in 2001	First Trip in 2000	Growth
All visitors	47.00	42.16	4.84
Visitors for Sightseeing	75.27	68.92	6.35
Visitors for Business	26.83	28.70	-1.87

Percentage of visitors who visit Taiwan for the first time in the past three in 2001

%

Items	First Trip in 2001	First Trip in 2000	Growth
All Visitors	75.27	68.92	6.35
Japan	78.52	73.59	4.93
Hong Kong	69.87	56.83	13.04
United States	71.15	63.46	7.69

B. The majority of the visitors are people who receive above college education and have \$30,000~\$99,999 annual income. According to the result, 80.3% of tourists in Taiwan are people who received college education or higher than that, and 53.6% of tourists have \$30,000~\$99,999 annual income. Moreover, the number of visitors for the purpose of business who have more than \$40,000 annual income (66.1%) is much more than visitors for the purpose of sightseeing (29.1%.) In different vocation, 33.5% visitors for the purpose of business are people's representatives, administrative personnel, and enterprise managers and 31.3% of them are professionals; however, 34.11% visitors for the purpose of sightseeing are clerical staffs, 13.1% of them are professionals, and 12.5% of them are students.

C. 54% female tourists visit for sightseeing purpose. According to official data, more male visitors (65.1%) visit to Taiwan in 2001, however, more female visitors visit for sightseeing (53%) and compare with last year (49% female visitors for sightseeing purpose), it increases 5% in proportion. The majority of visitors for the business purpose are male (90.7%.)

Percentage of Gender Visitors for the sightseeing and business purpose in 2001

%

Items		2001	2000	Growth
Visitors of Sightseeing	Female	53.63	49.00	4.63
	Male	46.37	51.00	-4.63
Visitors of Business	Female	9.27	7.18	2.09
	Male	90.73	92.82	-2.09

D. 58% of the respondents visiting Taiwan with fellows, and more than 90% respondents of sightseeing purpose visit Taiwan with fellows. 37 per 100 visitors visit to Taiwan with friends; 36 per 100 visitors visit with colleagues; 18 per 100 visitors visit with their spouses. Among all, 56 per 100 visitors of sightseeing visit to Taiwan with their friends are the majority.

Respondent's Fellow Traveler to Taiwan

%

Items	Friends	Colleagues	Spouse	Relatives	Children	Other
Visitors of Sightseeing	55.96	13.30	20.13	16.18	6.23	0.06
Visitors of Business	6.36	82.31	8.26	2.54	3.60	0.21
All Visitors	36.90	35.87	17.92	11.90	6.50	0.10

E. More than half respondents prefer to get tourism information from “common magazines and books” and the importance of getting the tourism information from Internet is rising up. Among the tourists in Taiwan, 53 out of every 100 visitors prefer to get tourism information from common magazines and books; 38 out of 100 visitors prefer to get from Internet; which are the majority. Moreover, 45 out of every 100 visitors for the sightseeing purpose prefer to get the information from travel agencies; 14 out of every 100 visitors prefer to get from TV programs and on radio. As for visitors for the business purpose, 20 out of every 100 visitors prefer to get the information from the hotels and 18 out of every 100 visitors prefer to get from the airport.

Sources that visitors gain for Taiwan Tourism Information

%

Items	Visitors for Sightseeing	Visitors for Business	All Visitors
Common Magazines and Books	64.26	44.90	52.72
Internet	37.36	37.62	38.23
Travel Agency	44.63	17.17	26.87
Hotels	5.21	20.34	13.20
Airports	4.07	18.42	12.37
Newspapers	8.24	12.55	11.31
TV and Radio Program	13.5	9.19	11.25
R.O.C Overseas Offices	3.31	8.92	6.85
International Tourism Exhibition	3.63	3.21	3.54
Others	0.33	0.39	0.46

F. The two major causes for visitors doing sightseeing in Taiwan are “cuisine “and “scenery.”

According to the result, among all the visitors visit for the sightseeing purpose, 58 out of every 100 visitors are attracted by “cuisine;” 44 out of every 100 visitors are attracted by “scenery;” 24 out of every 100 visitors are attracted by the “distance from visitors’ inhabitancy to Taiwan,” and 20 out of every 100 visitors are attracted by “historic relics.”

Reasons of visiting Taiwan

%

Items	Visitors for Sightseeing	Visitors for Business	All Visitors
Cuisine	61.98	20.41	57.73
Scenery	45.28	27.55	43.61
Historic Relics	21.04	12.24	20.30
Distance from Visitors’ Inhabitancy to Taiwan	26.25	6.12	24.32
Prices of Goods	19.85	4.08	18.09
Taiwan Custom and Culture	15.02	15.31	15.65
Fruits	8.08	5.10	7.66
Weather	6.83	2.04	6.46
Public Security	6.34	5.10	6.03
Arrangement by Office	4.01	16.33	4.40

G. More than half visitors for the sightseeing purpose adopt “Group Package Tour,” which adds 16% than last year. Most of the visitors for the sightseeing purpose adopt “group package tour,” and it increases 15.96% than last year (53.52%). Besides, most of the visitors for the business purpose adopt “self-arranged tour, without activities arranged by a local travel agency after arriving in Taiwan”(77.88%), and it decreases 5.27% than last year.

The type of the Trip to Taiwan

%

Items	Visitors for Sightseeing	Visitors for Business	All Visitors
Individual Package Tour	13.23	1.72	6.49
Group Package Tour	53.52	0.94	20.80
Booking Tickets and Arranging Accommodations through Travel Agency	13.08	19.87	15.94
Self-arranged Tour, with Activities Arranged by a Local Travel Agency after Arrival	0.70	0.59	0.70
Self-arranged Tour, without Activities Arranged by a Local Travel Agency after Arrival	19.47	76.88	56.07
Total	100.00	100.00	100.00

H. Visitors had good impression on those scenery spots such as “Taroko National Park,” “National Palace Museum,” “A-Li Mountain,” “Window on China,” “Sun Moon Lake,” “Kenting National Park,” “Wulai,” “night markets,” “Zhongxiao E. Rd. Circle,” “Yaming National Park,” “Tienmu,” “Tansui,” and “Hsimenting Circle.” Most of the respondents have been to Taipei (65%), and Koashung (11%). The top 10 mostly-visited scenic spots are National Palace Museum, C.K.S. Memorial Hall, night markets, Lungshan Temple, Hsimenting, China’s Martyrs Shrine, Jiufen, Yaming National Park, Tansui, and Yehilu Special scenic Area. According to the favorite scenic spots of visitors survey, the top 6 are “Taroko National Park,” “National Palace Museum,” “A-Li Mountain,” “Window on China,” “Sun Moon Lake,” and “Kenting National Park.” For visitors for the sightseeing purpose, their favorite scenic spots are “Taroko National Park,” “National Palace Museum,” “Kenting National Park,” “Wulai,” “night markets,” and “ZhongXiao E.Rd. Circle.” But for visitors for the business purpose, their favorites top 6 are “Yaming National Park,” “Tienmu,” “National Palace Museum,” “Tansui,” “Kenting National Park,” and “Hsimenting Circle.”

I. The Three major activities for tourists visiting Taiwan are “Shopping,” “Sightseeing,” and “visiting historic relic.” Besides shopping (63%) and sightseeing (52%), most of visitors for the sightseeing purpose will attend the activities of “historic relic”(73%), “hot spring bath” (20%), and “massage”(19%). On the other hand, most of the visitors for the business purpose will attend the activities of “going to nightclub” (22%) and “visiting historic relic” (17%).

J. Among all the visitors who visit to Taiwan for the business purpose, 31% of them travel at their leisure, and “lack of time” is the major cause for those who do not travel. Most of the visitors for the main or secondary business purpose in 2001 (67.87%) do not take any tours at their leisure, and “lack of time” is the main reason.

K. Among all the visitors who attend international conferences / exhibitions, 38% of them take tours in Taiwan, and for those who do not take any tours, the major causes are “lack of time” and “No arrangement from the organizer.” Among all the visitors in 2001 whose main or secondary purposes are attending international conferences / exhibitions, most of them attend technology conferences / exhibitions (35%) and academics conferences / exhibitions (29%). Among those visitors, most of them do not have any arrangement for tours during the conferences / exhibition. The main causes for that are “Lacking of Time” and “No arrangement from the organizer.” On the other hand, most of the visitors are satisfied with the arrangement of the conferences / exhibitions, facilities of the conferences / exhibitions, convenience in transportation, and the arrangement of the tour during and after the conferences / exhibitions. They are most satisfied with the arrangement of the tour during and after conferences / exhibitions; the arrangement of the conferences / exhibitions is the next.

L. The visitors prefer the hotels located in down town, and they hold a positive attitude toward the hotels, the travel agency and the service of the tour guide. 88% of the respondents stay in hotels when they are in Taiwan, and among them, most of them stay in “International Tourist

Hotel” (59%), “general business hotel” would be the second (35%), and “Tourist Hostel” is the third (12%). The average score that visitors’ satisfactory to Taiwan’s hotels is 4.07/5, and 73.94% of visitors satisfied with the service and arrangement of the travel agency and tour guide. On the other hand, most visitors prefer to stay in hotels located in central city (80%), 19% of them prefer to stay in hotels in scenic spots. Visitors for the sightseeing purpose prefer the hotels of recreation style (49%), and visitors for the business purpose prefer business hotels (59%). Most of visitors prefer the rooms charging from US\$45 to US\$90 (40%), and more visitors for the business purpose than visitors for the sightseeing purpose prefer the rooms charging above US\$90 (56%, 28%). Nevertheless, they prefer the hotels provide free breakfast, airport transportation, and Internet service.

M. All the visitors had good impressions on Taiwan’s “friendliness,” “cuisine,” and “historical relic,” however, they had a bad impression on Taiwan’s traffic condition. Comparing visitors’ first impression with the second impression, the sequences according to their positive to negative impression are as follow: friendliness, cuisine, historical relic, scenery, social security, entertainment, price of goods, weather, cleanness of environment, and traffic condition. There are no differences between cuisine and historical relic; scenery and social security; and price of goods, weather and cleanness of environment. Among all, visitors’ impression of traffic condition is worse than their expectation.

N. The grand total of foreign exchange in the tourism industry amounts to US\$3,991,000,000 in 2001. The average expenditure per person per day is US\$207.77 in which hotel bills accounts for the greatest major expense, 45%; shopping, the second major expense, 18%; meals outside hotels, the third major expense, 14%. The total expenditure in year 2001 is US\$3,991,000,000, with a growth rate of 6.8%.

The Average Expenditure per Person per Day in 2001

Items	Expenses (US\$)	Percentage (%)
Hotel Bills	92.76	44.58
Meals outside Hotels	28.12	13.53
Domestic Transportation	15.29	7.35
Entertainment	18.38	8.85
Miscellaneous Expenses	15.47	7.45
Shopping	37.89	18.24
Total	207.77	100.00

O. Japanese visitors, visitors for the sightseeing purpose, visitors who stay less than three days, and female visitors are those visitors who have better ability in expenditure. According to market difference, the average expenditures of Japanese visitors per person per day are US\$256.27, and it is much higher than other market whose average expenditures are below US\$200. According to purpose difference, the average expenditures of visitors for the sightseeing purpose per person per day are US\$275.56, which is higher than visitors for business (US\$181.68). According to different length of stay, the short time the visitor stay, the higher the average expenditures are. The average expenditure per person per day of visitors stay less than three nights (US\$235) is higher than the average expenditure of visitors stay more than four nights, which only has US\$200 per person per day. According to gender difference, the average expenditure of female visitors (230.44) is higher than this of male visitors (US\$198.38).

- P. The most popular goods that visitors buy in Taiwan are “featured product and speciality,” “souvenir and handicraft,” and “clothing and accessories.”** Most of the visitors buy featured product and speciality (63%), souvenir and handicraft is the next (40%), and clothing and accessories is the third (31%). Among all the goods, “featured products and speciality (18%)” and “jewelry and jade (17%)” cost the visitors the most.
- Q. The number of visitors and the average expenditure per person per day in the fourth season decrease because of 911 Event.** According to official statistics, the number of visitors of Taiwan in 2001 decreases a lot because of the effect of 911 Event. The number of the visitors during the period from Sept. 12, 2001 to Dec. 31, 2001, declines 17.03% than the same period in last year, which caused the total amount of visitors, declines 0.26%. According to the result, the average expenditure per person per day decline US\$19.62 after 911Event, but the total amount of the average expenditure of visitors per person per day of this year is higher than the year 2000.
- R. The result of Chi Automatic Interaction Detection (CHAID) analysis of the times and ways visitors travel in Taiwan:**
- i. Among all the visitors in 2001, most visitors take their first trip travel in Taiwan during these three years.** Whatever age, gender and the location of inhabitancy, for most of visitors for sightseeing purpose in 2001, it is their first time travel in Taiwan. On the other hand, among all the visitors for business purpose, for visitors under 29 year-old, it is their first time travel in Taiwan; and for visitors between 30-49 year-old who live in Japan and Hong Kong, most of them visit to Taiwan over 5 times.
 - ii. Most visitors of sightseeing who visit from Japan, Hong Kong, and Singapore adopt “group package tour,” and for visitors visit from other areas, they adopt “self-arranged tour.”** Most visitors of sightseeing who live in Japan, Hong Kong, Singapore and other areas in Asia adopt “group package tour.” Moreover, for visitors who live in other areas adopt “self-arranged tour” without activities arranged by a local travel agency after arriving Taiwan. Furthermore, for visitors of business, most of them adopt “self-arranged tour” without activities arranged by a local travel agency, no matter how many times they visit to Taiwan during these three years.
- S. The result of analysis of Chi Automatic Interaction Detection (CHAID) and Classification and Regression Trees (CART) towards the styles and traits of visitors’ expense in Taiwan:**
- i. Among all the Taiwan visitors, most of them are consumers of middle and high ability.** From the sequence of CHAID, we can know that most of visitors of sightseeing in 2001 are consumers of high ability, and for most of visitors of business and other purposes belong to consumers of middle ability.
 - ii. The over 40-year-old visitors of sightseeing for Japan and Singapore spend the most per day.** From CART, the expenditure per person per day of visitors of sightseeing who live in Japan and Singapore and over 40 is the highest (over US\$418.27), and the lowest expenditure per person per day belong to visitors of purposes of visiting relatives, friends, and study who live in areas outside Japan, Hong Kong, and Indonesia (below US\$92.60).

II. Markets in Japan, the U.S., Hong Kong, and Singapore Market

A. Japan Market

- i. **There are 52% of Japanese visitors take their first to Taiwan this year, and over 95% of visitors are willing to visit to Taiwan again.** According to official statistics, most of Taiwan's visitors in 2001 are Japanese (37%) and the number increases 5.99% than last year. The percentage of visitors for sightseeing increases 3% (61%), and the percentage of visitors for business decline 3% (29%). It turns out that among all the Japanese visitors in 2001, 52% of them take their first trip to Taiwan during these three years, and the number increase 3%.
- ii. **Among all the Japanese visitors, most of them are above college-educated and have annual invisit between US\$ 40,000-99,999.** Among all the Japanese visitors, 74% of them are above college educated, 47% of them have annual invisit between US\$40,000-99,999, and 42% of them are clerical staff.
- iii. **The percentage of male Japanese visitors for sightseeing is 51%.** According to official statistics, most of Japanese visitors visit to Taiwan in 2001 are male (69%). Moreover, more male visitors (51%) than female visitors visit for sightseeing purpose. Furthermore, most of visitors for business are male (98%).
- iv. **Most of Japanese visitors prefer to get tourism information from "common magazines and books," "travel agency," " and "Internet."** The percentage of most Japanese visitors who prefer to get tourism information from "common magazines and books" is 61%, secondly from "travel agency" is 33%, and thirdly from "Internet" is 29%.
- v. **More than half Japanese visitors for sightseeing purpose adopt "Group Package Tour," and it increases 10% than last year.** In 2001, most of Japanese tourists for sightseeing adopt "Group Package Tour" (50%), and it is more than the percentage of last year (40.1%). For visitors of business, as last year, most of them adopt "self-arranged tour, with activities arranged by a local travel agency after arriving in Taiwan" (79%).
- vi. **Most of the scenery spots that Japanese tourists visit are in Taipei County and Taipei City.** Most of Japanese tourists visit the scenery spots in Taipei County and Taipei City (68%), and 10% for each Kaoshung and Hualien. The top 6 scenery spots for Japanese tourists to visit are National Palace Museum, C.K.S. Memorial Hall, Lungshan Temple, night markets, China's Martyrs Shrine, and Tansui.
- vii. **The most impressive things that Japanese visitors have on Taiwan are "cuisine," "friendliness," and "historical relic."** The reasons of Japanese visitors travel in Taiwan are "Cuisine" (57%), "scenery" (45%), "distance from inhabitancy" (37%), and "historical relic" (26%). Compare the first and second impressions of Japanese tourist on Taiwan, the sequence from good to bad are number 1. Cuisine, friendliness and historical relic; number 2. Scenery and social security; number 3. Price of goods and entertainment; number 4. Weather; number 5. Cleanness of environment; number 6. Traffic condition.
- viii. **The activities that Japanese visitors like to do the most are "shopping," "historical relic visiting," and "scenic spots visiting."** The Japanese visitors like to go shopping the most (78%), scenic spots (48%), historical relic (45%), massage (21%), and taking hot spring bath (10%).
- ix. **Japanese visitors are generally satisfied with the services of hotels, travel agencies and tour guide in Taiwan.** Up to 90% Japanese visitors stay in hotels when they are in Taiwan. Among them, 62% stay in international tourist hotels, 27% stay in common hotels,

and 15% stay in tourist hostels. Japanese visitors give the hotels they stay score 4.07 out of 5, and 79.26% of Japanese visitors are satisfied with the service of tour agency and the attitude of tour guide. According to the result of the survey, Japanese visitors prefer stay in rooms of resort hotels cost US\$45-90 per night, which located in central city and provide free breakfast, airport transportation, and Internet.

- x. **The average expenditure of Japanese visitors in Taiwan per person per day is US\$ 256.27, which decline 1.15% compared with the spending last year.** The proportion of expending items is hotel bills (43%), shopping (19%), and meals outside hotels (13%).

The Average expenditures of Japanese Visitors per person per day in 2001

Items	Expenses (US\$)	Percentage (%)
Hotel Bills	109.06	42.55
Meals outside Hotels	33.49	13.07
Domestic Transportation	20.45	7.98
Entertainment	24.74	9.65
Miscellaneous Expenses	7.51	7.51
Shopping	49.29	19.24
Total	256.27	100.00

B. Hong Kong Market

- i. **There are 56% of Hong Kong visitors take their first to Taiwan this year, and over 98% of visitors are willing to visit to Taiwan again.** According to official statistics, the second majority of Taiwan's visitors in 2001 are from Hong Kong (15%) and the number increases 8.65% than last year. The percentage of visitors for sightseeing increases 7% (56%), and the percentage of visitors for business decline 5% (22%). It turns out that among all the Hong Kong visitors in 2001, 56% of them take their first trip to Taiwan during these three years, and the number increase 20%.
- ii. **Among all the Hong Kong visitors, most of them are above college-educated and have annual income between US\$ 10,000-39,999.** Among all the Hong Kong visitors, 66% of them are above college educated, 58% of them have annual income between US\$10,000-39,999. According to occupation difference, 22% of Hong Kong visitors are clerical staffs, 19% are professionals, and 16% are managers.
- iii. **The percentage of female Hong Kong visitors for sightseeing is 66%.** According to official statistics, most of Hong Kong visitors who visit to Taiwan in 2001 are male (54%), however, among all the Hong Kong visitors, more female visitors (66%) than male visitors visit for sightseeing purpose. Moreover, most of visitors for business are male (85%).

- iv. **Most of Hong Kong visitors prefer to get tourism information from “common magazines and books,” “travel agency,” “ and “Internet.”** The percentage of most Hong Kong visitors who prefer to get tourism information from “common magazines and books” is 54%, the second from “travel agency” is 47%, and the third from “Internet” is 39%.
- v. **Up to 70% of Hong Kong visitors for sightseeing purpose adopt “Group Package Tour,” and it increases 14% than last year.** In 2001, most of Hong Kong tourists for sightseeing adopt “Group Package Tour” (77%), and it is more than the percentage of last year (63%). For visitors of business, most of them adopt “self-arranged tour, with activities arranged by a local travel agency after arriving in Taiwan” (79%), and it decreases 8% than last year (87%).
- vi. **Most of the scenery spots that Hong Kong tourists visit are in Taipei County and Taipei City.** Most of Hong Kong tourists visit the scenery spots in Taipei County and Taipei City (85%), Shinto (30%), and Keelung (29%). The top 6 scenery spots for Hong Kong tourists to visit are night markets, Hsimenting Circle, C.K.S. Memorial Hall, Jiufen, National Palace Museum, and Leofoo Village Theme Park.
- vii. **The most impressive things that Hong Kong visitors have on Taiwan are “cuisine,” and “friendliness.”** The reasons of Hong Kong visitors travel in Taiwan are “Cuisine” (78%), “scenery” (41%), “price of goods” (24%). Compare the first and second impressions of Hong Kong tourist on Taiwan, the sequence from good to bad are number 1. Cuisine and friendliness; number 2. Scenery, social security, historical relic, price of goods and entertainment; and number 3. Weather, cleanness of environment, and traffic condition.
- viii. **viii. The activities that Hong Kong visitors like to do the most are “scenic spots visiting,” “shopping,” and “historical relic visiting.”** Hong Kong visitors like to go to the scenic spots (81%) and shopping (80%) the most, and next is historical relic (64%), taking hot spring bath (29%), and nightclub (19%).
- ix. **Hong Kong visitors are generally satisfied with the services of hotels, travel agencies and tour guide in Taiwan.** Up to 94% of Hong Kong visitors stay in hotels when they are in Taiwan. Among them, 58% stay in common hotels, 36% stay in international tourist hotels, and 20% stay in tourist hostels. Hong Kong visitors give the hotels they stay score 3.58 out of 5, and 54.84% of them are satisfied with the service of travel agency and the attitude of tour guide. According to the result of the survey, Hong Kong visitors prefer stay in rooms of business hotels cost US\$45-90 per night, which located in central city and provide free breakfast, airport transportation, and Internet.
- x. **The average expenditure of Hong Kong visitors in Taiwan per person per day is US\$ 185, which decline 8.82% compared with the spending last year.** The proportion of expending items is hotel bills (35%), shopping (25%), and meals outside hotels (19%).

The Average expenditures of Hong Kong Visitors per person per day in 2001

Items	Expenses (US\$)	Percentage (%)
Hotel Bills	65.19	35.23
Meals outside Hotels	34.64	18.73

Domestic Transportation	10.49	5.67
Entertainment	16.19	8.75
Miscellaneous Expenses	13.01	7.04
Shopping	45.48	24.58
Total	185.00	100.00

C. U.S. Market

- i. **There are 34% of U.S. visitors take their first to Taiwan this year, and over 98% of visitors are willing to visit to Taiwan again.** According to official statistics, 13% of all the visitors visit to Taiwan in 2001 are Americans, and the number declines 5.6% than last year. Most of U.S. coming to Taiwan is for business purpose and for visiting relatives. The percentage of visitors for business is 39%, which decreases 3% than last year; the percentage of visitors for visiting relatives is 33%, which increases 2% than last year. The second majority is for sightseeing purpose (18%), which increases 2% than last year. In addition, among all the U.S. visitors in 2001, 34% of them take their first trip to Taiwan during these three years, and the number increases 2%.
- ii. **Among all the U.S. visitors, most of them are above college-educated and have annual income between US\$ 40,000-99,999.** Among all the U.S. visitors, 94% of them are above college educated, 44% of them have annual income between US\$40,000-99,999. According to occupation difference, most visitors are professionals (39%) and managers (33%).
- iii. **The percentage of male U.S. visitors coming to Taiwan for sightseeing is 64%.** According to official statistics, most of U.S. visitors visit to Taiwan in 2001 are male (67%). Moreover, more male visitors (64%) than female visitors visit for sightseeing purpose. Furthermore, most of visitors for business are male (82%).
- iv. **Most of U.S. visitors prefer to get tourism information from “Internet,” “common magazines and books,” “and “hotels.”** The percentage of most U.S. visitors who prefer to get tourism information from “Internet” is 47%, secondly from “common magazines and books” is 45%, and thirdly from “hotels” is 24%.
- v. **Most of U.S. visitors adopt “Self-arranged tour, with activities arranged by a local travel agency after arriving in Taiwan.”** U.S. visitors, no matter for business purpose or for sightseeing purpose, prefer to adopt “self-arranged tour, with activities arranged by a local travel agency” after arriving in Taiwan. 79% of visitors of sightseeing and 76% of visitors of business adopt this way when traveling in Taiwan.
- vi. **Most of the scenery spots that U.S. tourists visit are in Taipei County and Taipei City.** Most of U.S. tourists visit the scenery spots in Taipei County and Taipei City (58%) and Kaoshung (10%) is the second. The top 6 scenery spots for U.S. tourists to visit are C.K.S. Memorial Hall, National Palace Museum, night markets, Yaming National Park, Kenting National Park, and Taroko National Park.
- vii. **The most impressive thing that U.S. visitors have on Taiwan is “friendliness.”** The reasons of U.S. visitors travel in Taiwan are “scenery” (51%), “Taiwan’s custom and culture” (44%), and “historical relic” (26%). Compare the first and second impression of U.S. tourist on Taiwan, the sequence from good to bad are number 1. Friendliness; number 2.

Historical relic, scenery, cuisine, and social security; number 3. Price of goods, entertainment, weather, and cleanness of environment; and number 4. Traffic condition.

- viii. **The activities that U.S. visitors like to do the most are “scenic spotsvisiting,” “shopping,” and “historical relic visiting.”** U.S. visitors like to go to the scenic spots (47%) and shopping (40%) the most, and next is historical relic (33%), nightclub (29%), and adventure and ecotype trip taking (15%).
- ix. **U.S. visitors are generally satisfied with the service of hotels, travel agencies and tour guide in Taiwan. Up to 82% of U.S. visitors stay in hotels when they are in Taiwan.** Among them, 74% stay in international tourist hotels, 26% stay in common hotels, and 4% stay in tourist hostels. U.S. visitors give the hotels they stay score 4.5 out of 5, and 92.39% of them are satisfied with the service of travel agency and the attitude of tour guide. According to the result of the survey, U.S. visitors prefer stay in rooms of business hotels cost US\$90-135 per night, which located in central city and provide free breakfast, airport transportation, and Internet.
- x. **The average expenditure of U.S. visitors in Taiwan per person per day is US\$ 180.09, which increases 6.82% compare with the spending last year.** The proportions of expending items are hotel bills (57%), meals outside hotels (12%), entertainment (9.8%), and shopping (9.02%).

The Average expenditures of U.S. Visitors per person per day in 2001

Items	Expenses (US\$)	Percentage (%)
Hotel Bills	101.85	56.55
Meals outside Hotels	21.26	11.80
Domestic Transportation	11.24	6.24
Entertainment	17.65	9.08
Miscellaneous Expenses	11.87	6.59
Shopping	16.22	9.02
Total	180.09	100.00

D. Singapore Market

- i. **There are 29% of Singaporean visitors take their first to Taiwan this year, and over 98% of visitors are willing to visit to Taiwan again.** According to official statistics, 4% of all the visitors visit to Taiwan in 2001 are Singaporeans, and the number increases 2% than last year. Most of U.S. coming to Taiwan is for business purpose and for sightseeing purpose. The percentage of visitors for business is 51%, which decreases 4% than last year; the percentage of visitors for sightseeing is 22%, which increases 5% than last year. In

addition, among all the Singaporean visitors in 2001, 29% of them take their first trip to Taiwan during these three years, and the number increases 7%.

- ii. **Among all the Singaporean visitors, most of them are above college-educated and have annual income between US\$ 30,000-69,999.** Among all the U.S. visitors, 87% of them are above college educated, 44% of them have annual income between US\$30,000-69,999. According to occupation difference, most visitors are managers (35%) and professionals (31%).
- iii. **Most of Singaporean visitors prefer to get tourism information from “Internet,” “common magazines and books,” “ and “airports.”** The percentage of most Singaporean visitors who prefer to get tourism information from “Internet” is 42%, secondly from “common magazines and books” is 34%, and thirdly from “airports” is 25%.
- iv. **Most of Singaporean visitors adopt “Self-arranged tour, with activities arranged by a local travel agency after arriving in Taiwan.”** Among all the Singaporean visitors, most visitors of sightseeing purpose adopt “group package tour”(60%); on the other hand, most visitors of business adopt “self-arranged tour, without activities arranged by a local travel agency after arrival (77%).
- v. **Most of the scenery spots that Singaporean tourists visit are in Taipei County and Taipei City.** Most of Singaporean tourists visit the scenery spots in Taipei County and Taipei City (39%) and Kaoshung (34%) is the second. The top 6 scenery spots for Singaporean tourists to visit are C.K.S. Memorial Hall, Kenting National Park, night markets, National Palace Museum, Lungshan Temple, and Dr. Sun Yat-sen Memorial House.
- vi. **The most impressive things that Singaporean visitors have on Taiwan are “friendliness,” “historical relic,” and “cuisine.”** The reasons of Singaporean visitors travel in Taiwan are “cuisine” (56%), “the distance from their inhabitancy” (17%), “Taiwan’s custom and culture” (17%), and “weather” (17%). Compare the first and second impressions of Singaporean tourist on Taiwan, the sequence from good to bad are number 1. Friendliness; number 2. Historical relic and cuisine; number 3 social security; number 4. Scenery; number 5. Entertainment; number 6. Cleanness of environment; number 7. Weather; number 8. Price of goods; number 9. Traffic condition.
- vii. **The activities that Singaporean visitors like to do the most are “shopping,” “scenic spots visiting,” and “nightclub going.”** Singaporean visitors like to go shopping (41%) and visiting scenic spots (34%) the most, and next is nightclub (28%), historical relic (15%), and hot spring bath (10%), and karaoke and KTV(10%).

- viii. Singaporean visitors are generally satisfied with the service of hotels, travel agencies and tour guide in Taiwan.** Up to 91% of Singaporean visitors stay in hotels when they are in Taiwan. Among them, 74% stay in international hotels, 25% stay in hostels, and 7% stay in common hotels. Singaporean visitors give the hotels they stay score 4.08 out of 5, and 73.68% of them are satisfied with the service of travel agency and the attitude of tour guide. According to the result of the survey, U.S. visitors prefer stay in rooms of business hotels cost US\$45-90 per night, which located in central city and provide free breakfast, airport transportation, and Internet.
- ix. The average expenditure of Singaporean visitors in Taiwan per person per day is US\$ 170.09, which increases 11.51% compared with the spending last year.** The proportions of expending items are hotel bills (49%), shopping (14%), and meals outside hotels (13%).

The Average expenditures of Singaporean Visitors per person per day in 2001

Items	Expenses (US\$)	Percentage (%)
Hotel Bills	83.22	48.93
Meals outside Hotels	22.19	13.04
Domestic Transportation	11.81	6.94
Entertainment	17.44	10.26
Miscellaneous Expenses	12.21	7.18
Shopping	23.22	13.65
Total	170.09	100.00