

## CHARACTERISTICS OF TRAVELERS FROM TAIWAN TO CALIFORNIA - 2015

Taiwan was one of California's smaller overseas markets with approximately 239,000 visitors to California in 2015. Collectively visitors from Taiwan spent approximately \$338 million in California in 2015.

Taiwanese visitors to California during 2015 reported spending \$137 per day during a 10.3 night average stay or approximately \$1,415 per visitor, compared with \$1,583 per visitor in 2014. The average spending for all overseas visitors to California was about \$1,979 (\$157 per day; 12.6 nights in California).

### Visitors From Taiwan

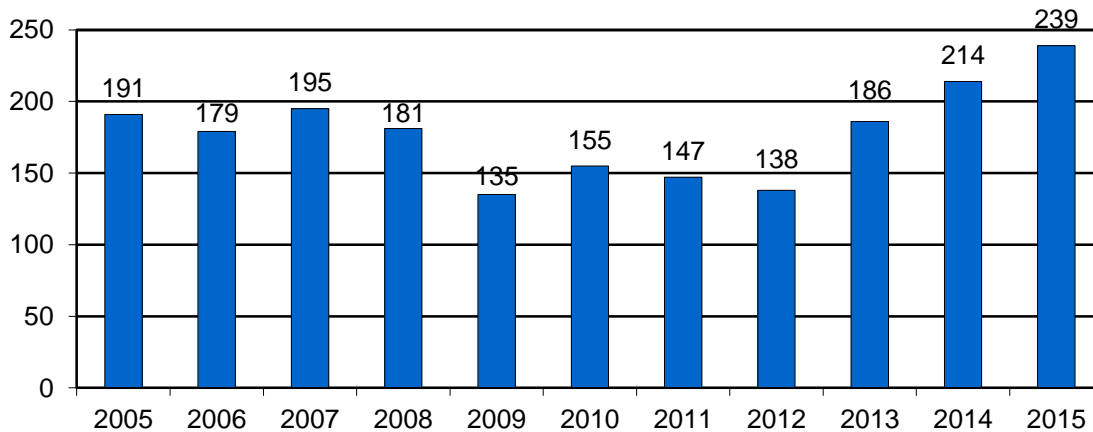
| Year              | Total U.S. Arrivals <sup>1</sup> | California Market Share <sup>2</sup> | Visitors to California (est.) |
|-------------------|----------------------------------|--------------------------------------|-------------------------------|
| 2005              | 318,886                          | 59.9%                                | 191,000                       |
| 2006              | 300,382                          | 59.6%                                | 179,000                       |
| 2007              | 311,020                          | 62.7%                                | 195,000                       |
| 2008              | 294,893                          | 61.4%                                | 181,000                       |
| 2009              | 239,545                          | 56.4%                                | 135,000                       |
| 2010              | 291,107                          | 53.2%                                | 155,000                       |
| 2011              | 290,313                          | 50.6%                                | 147,000                       |
| 2012              | 290,163                          | 47.6%                                | 138,000                       |
| 2013              | 384,581                          | 48.4%                                | 186,000                       |
| 2014 <sup>3</sup> | 413,048                          | 51.8%                                | 214,000                       |
| 2015 <sup>3</sup> | 463,427                          | 51.5%                                | 239,000                       |

1) U.S. Dept. of Homeland Security, Form I-94, Non-Resident Arrival Records.

2) U.S. Dept. of Commerce, NTTO, "Survey of International Air Travelers."

3) Sourced from Tourism Economics.

### Number of Visitors from Taiwan to CA, 2005-2015 (in 000s)



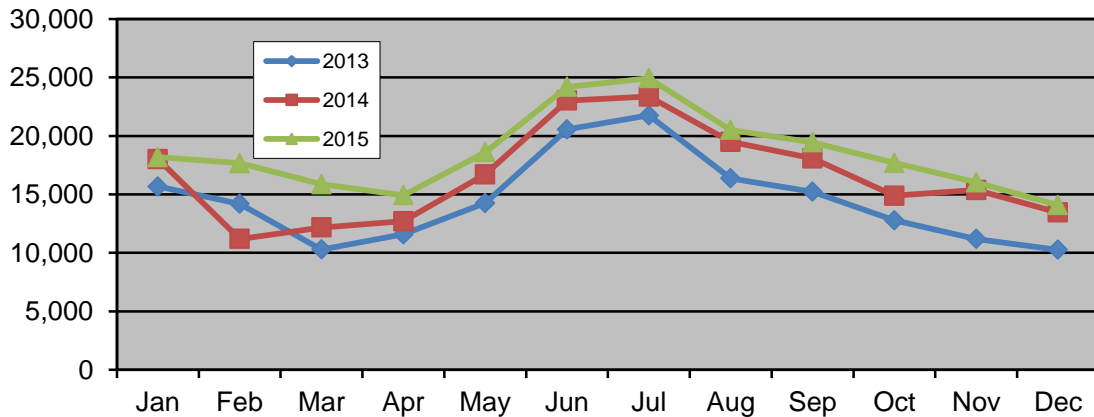
Sources: U.S. Dept. of Commerce, National Travel and Tourism Office,  
Revised by Tourism Economics for Visit California (October, 2015).

The volume of visitors from Taiwan to California rose during the 1990s until its peak of 289,000 in 1997. Visitation pulled back a little from this peak in three subsequent years (1998, 1999, and 2000) and then dropped after the 9-11 terrorist attacks, to 150,000 visitors by 2003. Since then visitor volume has varied from a high of 239,000 visitors in the current year (2015) to a low of 135,000 in 2009. Visitation has shown a steady increase over the past three years.

### Taiwanese Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Taiwan to California were slightly higher in most of 2015 compared with 2014 and 2013. In general, Taiwanese resident arrivals at California ports-of-entry have recorded seasonal peaks in June and in July. In 2015, the lowest volumes were recorded in April and December.

**Residents of Taiwan  
Monthly Port of Entry Arrivals to CA  
2013-2015**



Sources: U.S. Department of Homeland Security, I-94 International Arrival Records, CIC Research, Inc.,  
Volume and spending estimates for California were prepared by Tourism Economics under a separate contract to Visit California.

## Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from Taiwan are provided in the table on the following page. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from Taiwan are more likely to:

- Travel to California to visit friends or relatives or for business purposes
- Have decidedly shorter trip planning and advance airline booking horizons
- Book their air trip through a travel agency office
- Choose an airline based on its safety reputation
- Travel in premium economy class
- Stay in a private home
- Stay fewer mean nights in the U.S.
- Visit fewer states and destinations in the U.S.
- Make use of an auto, private/company for transportation while in the U.S.
- Spend on gifts/souvenirs
- Use cash from home or travelers checks to pay for trip expenses
- Work in a service occupation

Conversely, visitors from Taiwan are less likely to:

- Travel to California for vacation/holiday purposes
- Use an online travel agency to plan their trip
- Book their air trip with an internet booking service
- Travel in economy/tourist/coach class
- Travel with a spouse/partner
- Stay in hotels/motels or other paid lodging
- Visit Las Vegas or New York City while in the U.S.
- Experience leisure activities while in the U.S.
- Use air travel between U.S. cities, rent an auto, or use a taxicab/limousine for transportation while in the U.S.
- Spend travel dollars on accommodation

## Characteristics of Travelers from Taiwan to California, 2015

| Trip & Traveler Characteristics     | All Overseas<br>Visitors to<br>CA*<br>(n = 8,348) | All Visitors<br>from Taiwan<br>(n = 354) | Leisure<br>Visitors from<br>Taiwan<br>(n = 200) |
|-------------------------------------|---|--|---|
| <b>Primary Purpose of Trip</b>      |   |  |   |
| Vacation/Holidays                   | 54%   | 25%                                      | 39%   |
| Visit Friends/Relatives             | 18%   | 39%                                      | 61%   |
| Business                            | 13%   | 23%                                      | -   |
| Convention/Conference               | 9%  | 8%                                       | -   |
| Other Purpose                       | 6%  | 6%                                       | -   |
| Total                               | 100%  | 100%                                     | 100%  |
| <b>Purpose of Trip**</b>            |   |  |   |
| Vacation/Holidays                   | 67%   | 49%                                      | 60%   |
| Visit Friends/Relatives             | 34%   | 59%                                      | 76%   |
| Business                            | 17%   | 27%                                      | 1%  |
| Convention/Conference               | 12%   | 11%                                      | 1%  |
| <b>Sources Used to Plan Trip**</b>  |   |  |   |
| Airline                             | 43%   | 45%                                      | 51%   |
| Online Travel Agency                | 34%   | 23%                                      | 23%   |
| Personal Recommendation             | 29%   | 35%                                      | 43%   |
| Travel Agency Office                | 23%   | 23%                                      | 21%   |
| Travel Guide                        | 15%   | 12%                                      | 14%   |
| Corporate Travel Department         | 12%   | 14%                                      | 4%  |
| Tour Operator/Travel Club           | 9%  | 3%                                       | 2%  |
| National/State/City Travel Office   | 7%  | 6%                                       | 7%  |
| <b>Advance Planning for Trip</b>    |   |  |   |
| 7 days or less                      | 5%  | 12%                                      | 13%   |
| 8 - 30 days                         | 24%   | 38%                                      | 33%   |
| 31 - 60 days                        | 19%   | 25%                                      | 27%   |
| 61 - 90 days                        | 15%   | 12%                                      | 12%   |
| More than 3 Months                  | 38%   | 13%                                      | 16%   |
| Total                               | 100%  | 100%                                     | 100%  |
| Average Planning Time in Days       | 108 days  | 55 days                                  | 57 days   |
| <b>Advance Airline Reservations</b> |   |  |   |
| 7 days or less                      | 8%  | 19%                                      | 18%   |
| 8 - 30 days                         | 33%   | 44%                                      | 40%   |
| 31 - 60 days                        | 20%   | 22%                                      | 26%   |
| 61 - 90 days                        | 13%   | 9%                                       | 9%  |
| 91 - 120 days                       | 9%  | 4%                                       | 7%  |
| 121 - 180 days                      | 10%   | 2%                                       | 1%  |
| 6 Months or More                    | 8%  | <1%                                      | <1%   |
| Total                               | 100%  | 100%                                     | 100%  |
| Average Booking in Days             | 76 days   | 38 days                                  | 40 days   |

\* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

\*\* Multiple response question. Table may add to more than 100%.

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."

**Characteristics of Travelers from Taiwan to California  
(2015 - cont.)**

| Trip & Traveler Characteristics         | All Overseas<br>Visitors to<br>CA*<br>(n = 8,348) | All Visitors<br>from Taiwan<br>(n = 354) | Leisure<br>Visitors from<br>Taiwan<br>(n = 200) |
|---|---|--|---|
| <b>Means of Booking Air Trip**</b>      |   |  |   |
| Airlines Directly                       | 31%   | 26%                                      | 34%   |
| Internet Booking Service                | 29%   | 19%                                      | 20%   |
| Travel Agency Office                    | 26%   | 38%                                      | 35%   |
| Corporate Travel Department             | 12%   | 14%                                      | 4%  |
| Tour Operator/Travel Club               | 9%  | 8%                                       | 8%  |
| Other                                   | 1%  | 2%                                       | 2%  |
| <b>Main Factor in Selecting Airline</b> |   |  |   |
| Airfare                                 | 29%   | 31%                                      | 24%   |
| Non-Stop Flights                        | 17%   | 15%                                      | 17%   |
| Convenient Schedule                     | 15%   | 8%                                       | 8%  |
| Previous Good Experience                | 9%  | 7%                                       | 10%   |
| Mileage Bonus/Frequent Flyer Program    | 8%  | 6%                                       | 6%  |
| Safety Reputation                       | 9%  | 29%                                      | 26%   |
| Loyalty to Carrier                      | 3%  | 1%                                       | 1%  |
| In-flight Service Reputation            | 3%  | 9%                                       | 7%  |
| Employer policy                         | 3%  | 4%                                       | -   |
| On-time Reputation                      | 2%  | 1%                                       | 1%  |
| Other                                   | 3%  | <1%                                      | 1%  |
| Total                                   | 100%  | 100%                                     | 100%  |
| <b>Airline Seating Area</b>             |   |  |   |
| Economy/Tourist/Coach                   | 82%   | 64%                                      | 74%   |
| Premium Economy                         | 10%   | 20%                                      | 17%   |
| Executive/Business                      | 8%  | 15%                                      | 8%  |
| First Class                             | 1%  | 2%                                       | 2%  |
| Total                                   | 100%  | 100%                                     | 100%  |
| <b>Use of Package</b>                   |   |  |   |
| Yes                                     | 14%   | 14%                                      | 10%   |
| No                                      | 86%   | 86%                                      | 90%   |
| Total                                   | 100%  | 100%                                     | 100%  |
| <b>Travel Package Includes**</b>        |   |  |   |
| Attractions/Events/Entertainment        | 6%  | 3%                                       | 3%  |
| Meals                                   | 6%  | 6%                                       | 4%  |
| Bus/Coach                               | 6%  | 3%                                       | 3%  |
| Guided Tours                            | 6%  | 2%                                       | 2%  |
| Rental Car                              | 4%  | 3%                                       | 1%  |
| Tour Guide for Entire Trip              | 5%  | 2%                                       | 3%  |
| Airfare and Accommodation Only          | 3%  | 5%                                       | 4%  |
| Cruise                                  | 2%  | 1%                                       | 2%  |
| Recreation                              | 1%  | 2%                                       | 2%  |

\* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

\*\* Multiple response question. Travel package must include airfare and accommodation and may include others.

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."

**Characteristics of Travelers from Taiwan to California  
(2015 - cont.)**

| Trip & Traveler Characteristics               | All Overseas<br>Visitors to<br>CA*<br>(n = 8,348) | All Visitors<br>from Taiwan<br>(n = 354) | Leisure<br>Visitors from<br>Taiwan<br>(n = 200) |
|---|---|--|---|
| <b>Travel Companions**</b>                    |   |  |   |
| Traveling Alone                               | 59%   | 56%                                      | 58%   |
| Spouse/Partner                                | 22%   | 15%                                      | 19%   |
| Family/Relatives                              | 15%   | 19%                                      | 19%   |
| Friends                                       | 6%  | 6%                                       | 8%  |
| Business Associates                           | 4%  | 9%                                       | <1%   |
| Tour Group                                    | 1%  | <1%                                      | <1%   |
| <b>Average Travel Party Size</b>              | 1.7   | 1.8                                      | 1.7   |
| <b>Median Travel Party Size</b>               | 1.0   | 1.0                                      | 1.0   |
| <b>Type of Lodging**</b>                      |   |  |   |
| Hotel / Motel                                 | 73%   | 60%                                      | 52%   |
| Private Home                                  | 32%   | 50%                                      | 62%   |
| Other   | 6%  | 3%                                       | 2%  |
| <b>Length of Stay</b>                         |   |  |   |
| Mean Nights in the U.S.                       | 22.6 nights                                       | 14.9 nights                              | 15.8 nights                                     |
| Mean Nights in California                     | 12.6 nights                                       | 10.3 nights                              | 12.3 nights                                     |
| % of California Nights                        | 52%   | 69%                                      | 78%   |
| <b>Prior Visitation to the U.S.</b>           |   |  |   |
| First Trip to the U.S. (% Yes)                | 28%   | 23%                                      | 27%   |
| Average Trips to the U.S. in Past Year        | 1.7 trips   | 1.9 trips                                | 1.8 trips                                       |
| <b>Average Number of States Visited</b>       | 2.0 states  | 1.5 states                               | 1.4 states                                      |
| <b>Average Number of Destinations Visited</b> | 3.1 dest.   | 2.1 dest.                                | 1.9 dest.                                       |
| <b>Places Visited in the U.S.**</b>           |   |  |   |
| Los Angeles                                   | 60%   | 56%                                      | 55%   |
| San Francisco                                 | 45%   | 40%                                      | 48%   |
| Las Vegas                                     | 30%   | 11%                                      | 10%   |
| New York City                                 | 15%   | 5%                                       | 3%  |
| San Diego                                     | 14%   | 10%                                      | 6%  |
| Anaheim-Santa Ana                             | 8%  | 8%                                       | 6%  |
| Flagstaff-Grand Canyon-Sedona                 | 7%  | 1%                                       | 2%  |
| San Jose                                      | 6%  | 10%                                      | 6%  |
| DC Metro Area                                 | 5%  | 2%                                       | <1%   |
| Monterey-Salinas                              | 5%  | 1%                                       | 2%  |
| Santa Barbara                                 | 4%  | 1%                                       | 1%  |
| Riverside/San Bernardino                      | 4%  | 5%                                       | 1%  |
| Oahu  | 3%  | <1%                                      | <1%   |
| Seattle                                       | 3%  | 4%                                       | 2%  |
| Chicago                                       | 3%  | 3%                                       | 4%  |
| Miami   | 2%  | 1%                                       | -   |
| Sacramento                                    | 2%  | 2%                                       | 2%  |

\* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

\*\* Multiple response question. Table may add to more than 100%.

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."

**Characteristics of Travelers from Taiwan to California  
(2015 - cont.)**

| Trip & Traveler Characteristics                   | All Overseas<br>Visitors to CA*<br>(n = 8,348) | All Visitors<br>from Taiwan<br>(n = 354) | Leisure<br>Visitors from<br>Taiwan<br>(n = 200) |
|---|--|--|---|
| <b>Activities Experienced While in the U.S.**</b> |  |  |   |
| Shopping  | 87%  | 90%                                      | 91%   |
| Sightseeing                                       | 83%  | 78%                                      | 84%   |
| National Parks/Monuments                          | 51%  | 24%                                      | 32%   |
| Small Towns/Countryside                           | 42%  | 28%                                      | 31%   |
| Experience Fine Dining                            | 40%  | 38%                                      | 37%   |
| Amusement/Theme Parks                             | 39%  | 28%                                      | 34%   |
| Historical Locations                              | 34%  | 16%                                      | 20%   |
| Guided Tours                                      | 31%  | 12%                                      | 16%   |
| Art Gallery/Museums                               | 33%  | 32%                                      | 34%   |
| Casino/Gamble                                     | 24%  | 15%                                      | 13%   |
| Cultural/Ethnic Heritage Sites                    | 20%  | 14%                                      | 21%   |
| Concert/Play/Musical                              | 20%  | 5%                                       | 6%  |
| <b>Transportation While in the U.S.**</b>         |  |  |   |
| Rented Auto                                       | 44%  | 35%                                      | 27%   |
| Air Travel between U.S. Cities                    | 44%  | 31%                                      | 28%   |
| Auto, Private or Company                          | 37%  | 48%                                      | 60%   |
| City Subway/Tram/Bus                              | 31%  | 31%                                      | 37%   |
| Taxicab/Limousine                                 | 31%  | 16%                                      | 16%   |
| Bus between Cities                                | 19%  | 21%                                      | 25%   |
| Ferry/River Taxi/Srt. Scenic Cruise               | 10%  | 3%                                       | 3%  |
| Railroad between Cities                           | 7%   | 7%                                       | 8%  |
| Rented Bicycle/Motorcycle/Moped                   | 5%   | 5%                                       | 4%  |
| Cruise Ship/River Boat 1+ Nights                  | 4%   | 1%                                       | 1%  |
| Motor Home/Camper                                 | 2%   | 1%                                       | 1%  |
| <b>Visitor Spending***</b>                        |  |  |   |
| CA Visitor Spending in the U.S. per Visitor       | \$3,401  | \$2,937                                  | \$1,814   |
| Per Visitor Per Day (CA)                          | \$157  | \$137                                    | \$114   |
| Per Visitor/Trip (California)                     | \$1,979  | \$1,415                                  | \$1,403   |
| <b>Spending by Category (Per Visitor/Trip)</b>    |  |  |   |
| Accommodations                                    | 31.5%  | 24.0%                                    | 12.6%   |
| Air Transportation in the U.S.                    | 5.9%   | 6.9%                                     | 11.1%   |
| Entertainment                                     | 12.9%  | 8.5%                                     | 7.1%  |
| Food/Beverages                                    | 19.9%  | 14.1%                                    | 14.2%   |
| Gifts/Souvenirs                                   | 19.2%  | 32.4%                                    | 40.6%   |
| Ground Transportation in the U.S.                 | 6.3%   | 9.7%                                     | 8.4%  |
| Other   | 4.2%   | 4.5%                                     | 6.0%  |

\* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

\*\* Multiple response question. Table may add to more than 100%.

\*\*\* Spending estimates were based on the SIAT data and revised by Tourism Economics for Visit California.  
Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."  
CIC Research, Inc. and Tourism Economics.

**Characteristics of Travelers from Taiwan to California  
(2015 - cont.)**

| Trip & Traveler Characteristics         | All Overseas<br>Visitors to<br>CA*<br>(n = 8,348) | All Visitors<br>from Taiwan<br>(n = 354) | Leisure<br>Visitors from<br>Taiwan<br>(n = 200) |
|---|---|--|---|
| <b>Payment Method for Trip Expenses</b> |   |  |   |
| Purchases Using Credit Card             | 43%   | 42%                                      | 39%   |
| Cash from Home/Travelers Checks         | 27%   | 41%                                      | 43%   |
| Cash Adv./Withdrawal Using Credit Card  | 18%   | 12%                                      | 13%   |
| Cash Adv./Withdrawal Using Debit Card   | 6%  | 2%                                       | 3%  |
| Purchases Using Debit Card              | 6%  | 2%                                       | 2%  |
| Total                                   | 100%  | 100%                                     | 100%  |
| <b>Age</b>                              |   |  |   |
| Average Age - Males                     | 41 years  | 41 years                                 | 43 years  |
| Average Age - Females                   | 38 years  | 36 years                                 | 36 years  |
| <b>Occupation</b>                       |   |  |   |
| Mgmt., Business, Science & Arts         | 46%   | 40%                                      | 32%   |
| Service Occupations                     | 11%   | 21%                                      | 25%   |
| Student                                 | 12%   | 7%                                       | 6%  |
| Sales and Office                        | 11%   | 11%                                      | 8%  |
| Retired                                 | 8%  | 5%                                       | 8%  |
| Homemaker                               | 4%  | 7%                                       | 10%   |
| Prod., Trans., & Material Moving        | 3%  | 5%                                       | 5%  |
| Military/Government                     | 3%  | <1%                                      | <1%   |
| Nat. Res., Const., & Maintenance        | 3%  | 4%                                       | 5%  |
| Other                                   | 1%  | 1%                                       | 1%  |
| Total                                   | 100%  | 100%                                     | 100%  |
| <b>Annual Household Income</b>          |   |  |   |
| Under \$20,000                          | 15%   | 14%                                      | 19%   |
| \$20,000 - \$39,999                     | 15%   | 24%                                      | 21%   |
| \$40,000 - \$59,999                     | 15%   | 10%                                      | 13%   |
| \$60,000 - \$79,999                     | 14%   | 9%                                       | 11%   |
| \$80,000 - \$99,999                     | 10%   | 10%                                      | 8%  |
| \$100,000 - \$119,999                   | 10%   | 11%                                      | 11%   |
| \$120,000 - \$139,999                   | 4%  | 3%                                       | 2%  |
| \$140,000 - \$159,999                   | 4%  | 7%                                       | 9%  |
| \$160,000 - \$179,999                   | 3%  | -  | -   |
| \$180,000 - \$199,999                   | 1%  | 1%                                       | 1%  |
| \$200,000 and over                      | 10%   | 12%                                      | 5%  |
| Total                                   | 100%  | 100%                                     | 100%  |
| Average Annual Income                   | \$89,309  | \$85,050                                 | \$68,988  |

\* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.  
Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."