

CHARACTERISTICS OF TRAVELERS FROM TAIWAN TO CALIFORNIA - 2014

Taiwan was one of California's smaller overseas markets with approximately 214,000 visitors to California in 2014. Collectively visitors from Taiwan spent approximately \$339 million in California.

Taiwanese visitors to California during 2014 reported spending \$137 per day during an 11.6 night average stay or approximately \$1,583 per visitor. The average spending for all overseas visitors to California was about \$1,872 (\$153 per day; 12.2 nights in California).

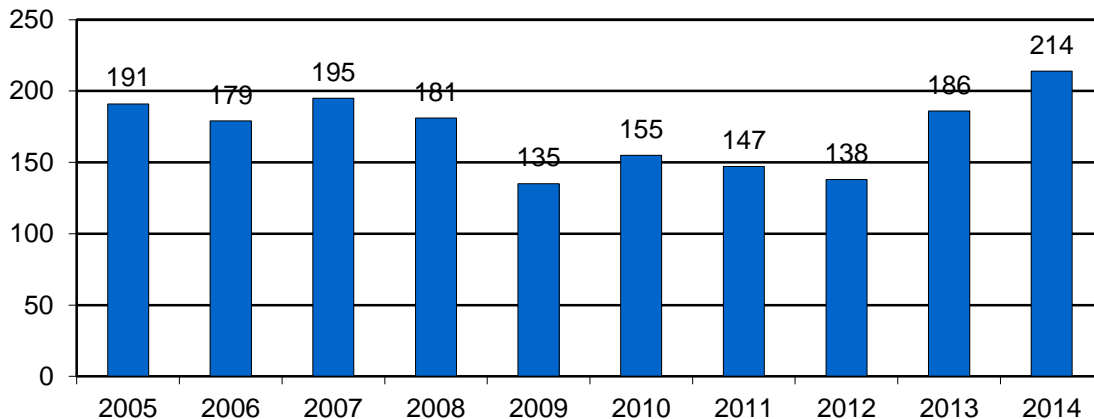
Visitors From Taiwan

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
2004	297,684	60.1%	179,000
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	413,048	51.8%	214,000

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

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

Number of Visitors from Taiwan to CA, 2005-2014 (in 000s)



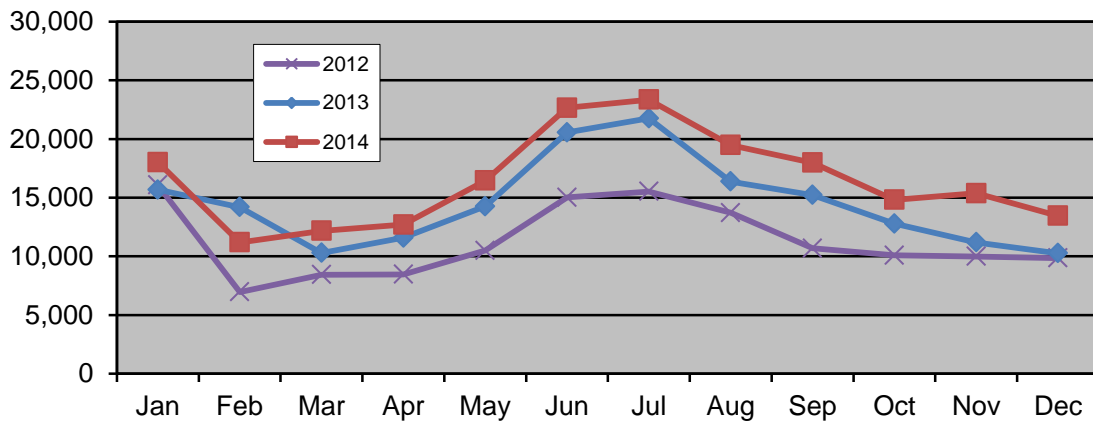
Sources: U.S. Dept. of Commerce, National Travel and Tourism Office,
Revised by Tourism Economics for Visit California (October, 2015).

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 after the 9-11 terrorist attacks, bottomed at 150,000 visitors in 2003. Since then visitor volume has varied from a high of 195,000 visitors in 2007 to a low of 135,000 in 2009. In 2014 visitation had increased to 214,000.

Taiwanese Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Taiwan to California were slightly higher in most of 2014 compared with 2013 and 2012. In general, Taiwanese resident arrivals at California ports-of-entry have recorded seasonal peaks in June and in July. The lowest volumes were recorded in February, March, and April.

**Residents of Taiwan
Monthly Port of Entry Arrivals to CA
2012-2014**



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 following table. 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 non-stop flights and its safety reputation
- Travel in premium economy or executive/business class
- Stay in a private home
- Stay fewer mean nights in the U.S.
- Visit fewer states and destinations in the U.S.
- Visit San Jose while in the U.S.
- Make use of an auto, private/company for transportation while in the U.S.
- 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
- Mention airfare as the main factor in selecting an airline
- Travel in economy/tourist/coach class
- Travel with a spouse/partner
- Stay in hotels/motels
- Visit Las Vegas, New York City, or San Diego while in the U.S.
- Experience most of the leisure activities listed
- Use air travel between U.S. cities, a rental car, a city subway/tram/bus, a taxicab/limousine, or a ferry/river taxi/short scenic cruise for transportation while in the U.S.
- Spend travel dollars on accommodation

Characteristics of Travelers from Taiwan to California, 2014

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from Taiwan (n = 425)	Leisure Visitors from Taiwan (n = 226)
Primary Purpose of Trip			
Vacation/Holidays	54%	28%	47%
Visit Friends/Relatives	18%	32%	53%
Business	13%	26%	-
Convention/Conference	8%	10%	-
Other Purpose	7%	5%	-
Total	100%	100%	100%
Purpose of Trip**			
Vacation/Holidays	66%	45%	66%
Visit Friends/Relatives	34%	49%	70%
Business	18%	30%	1%
Convention/Conference	12%	16%	1%
Sources Used to Plan Trip**			
Airline	43%	41%	39%
Online Travel Agency	32%	21%	24%
Travel Agency Office	25%	24%	23%
Personal Recommendation	29%	29%	36%
Travel Guide	15%	15%	20%
Corporate Travel Department	12%	19%	5%
Tour Operator/Travel Club	10%	6%	6%
National/State/City Travel Office	8%	5%	6%
Advance Planning for Trip			
7 days or less	5%	11%	5%
8 - 30 days	25%	47%	45%
31 - 60 days	19%	24%	26%
61 - 90 days	15%	10%	14%
More than 3 Months	36%	8%	11%
Total	100%	100%	100%
Average Planning Time in Days	106 days	49 days	56 days
Advance Airline Reservations			
7 days or less	9%	18%	13%
8 - 30 days	35%	56%	57%
31 - 60 days	19%	19%	22%
61 - 90 days	12%	6%	7%
91 - 120 days	8%	1%	1%
121 - 180 days	10%	1%	1%
6 Months or More	8%	-	-
Total	100%	100%	100%
Average Booking in Days	74 days	31 days	34 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
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from Taiwan (n = 425)	Leisure Visitors from Taiwan (n = 226)
Means of Booking Air Trip**			
Travel Agency Office	29%	41%	47%
Airlines Directly	29%	30%	33%
Internet Booking Service	27%	10%	13%
Corporate Travel Department	12%	20%	6%
Tour Operator/Travel Club	10%	7%	6%
Other	1%	1%	1%
Main Factor in Selecting Airline			
Airfare	31%	10%	9%
Non-Stop Flights	19%	25%	26%
Convenient Schedule	14%	8%	4%
Mileage Bonus/Frequent Flyer Program	8%	7%	4%
Previous Good Experience	6%	10%	13%
Safety Reputation	6%	22%	24%
Loyalty to Carrier	3%	4%	6%
Employer policy	3%	4%	1%
In-flight Service Reputation	2%	8%	10%
On-time Reputation	2%	1%	1%
Other	5%	2%	3%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	83%	56%	59%
Executive/Business	9%	25%	25%
Premium Economy	8%	16%	14%
First Class	1%	2%	3%
Total	100%	100%	100%
Use of Package			
Yes	15%	15%	17%
No	85%	85%	83%
Total	100%	100%	100%
Travel Package Includes**			
Airfare and Accommodation Only	7%	4%	3%
Attractions/Events/Entertainment	6%	7%	10%
Bus/Coach	6%	4%	6%
Cruise	6%	2%	2%
Guided Tours	5%	6%	9%
Meals	4%	6%	9%
Recreation	2%	2%	3%
Rental Car	2%	5%	5%
Tour Guide for Entire Trip	2%	4%	6%

* 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
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from Taiwan (n = 425)	Leisure Visitors from Taiwan (n = 226)
Travel Companions**			
Traveling Alone	59%	63%	56%
Spouse/Partner	22%	10%	14%
Family/Relatives	15%	16%	25%
Friends	6%	7%	8%
Business Associates	3%	7%	2%
Tour Group	1%	<1%	<1%
Average Travel Party Size	1.7	1.7	1.8
Median Travel Party Size	1.0	1.0	1.0
Type of Lodging**			
Hotel / Motel	76%	68%	54%
Private Home	30%	43%	59%
Other	6%	3%	3%
Length of Stay			
Mean Nights in the U.S.	23.4 nights	17.8 nights	19.6 nights
Mean Nights in California	12.2 nights	11.5 nights	14.2 nights
% of California Nights	52%	65%	72%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	27%	20%	22%
Average Trips to the U.S. in Past Year	1.7 trips	2.2 trips	1.8 trips
Average Number of States Visited	2.1 states	1.5 states	1.4 states
Average Number of Destinations Visited	3.1 dest.	2.1 dest.	2.1 dest.
Places Visited in the U.S.**			
Los Angeles	62%	57%	62%
San Francisco	44%	41%	44%
Las Vegas	29%	15%	19%
New York City	16%	3%	4%
San Diego	14%	6%	6%
Anaheim-Santa Ana	8%	5%	7%
Flagstaff-Grand Canyon-Sedona	7%	2%	1%
San Jose	6%	12%	6%
DC Metro Area	5%	<1%	<1%
Monterey-Salinas	4%	1%	1%
Oahu	4%	<1%	<1%
Santa Barbara	4%	1%	2%
Riverside/San Bernardino	3%	3%	4%
Chicago	3%	1%	1%
Seattle	3%	3%	3%
Sacramento	3%	2%	2%
Miami	3%	1%	1%

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** 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
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from Taiwan (n = 425)	Leisure Visitors from Taiwan (n = 226)
Activities Experienced While in the U.S.**			
Shopping	89%	91%	91%
Sightseeing	83%	82%	88%
National Parks/Monuments	52%	26%	30%
Experience Fine Dining	44%	37%	33%
Small Towns/Countryside	43%	28%	35%
Amusement/Theme Parks	40%	28%	38%
Historical Locations	35%	17%	21%
Guided Tours	33%	12%	15%
Art Gallery/Museums	31%	22%	24%
Casino/Gamble	24%	16%	18%
Cultural/Ethnic Heritage Sites	21%	11%	14%
Concert/Play/Musical	20%	6%	9%
Transportation While in the U.S.**			
Air Travel between U.S. Cities	45%	30%	21%
Rented Auto	44%	35%	27%
Auto, Private or Company	38%	47%	53%
City Subway/Tram/Bus	31%	24%	25%
Taxicab/Limousine	31%	20%	18%
Bus between Cities	19%	14%	15%
Ferry/River Taxi/Srt. Scenic Cruise	10%	4%	4%
Railroad between Cities	7%	4%	4%
Rented Bicycle/Motorcycle/Moped	5%	1%	2%
Cruise Ship/River Boat 1+ Nights	4%	1%	1%
Motor Home/Camper	2%	2%	3%
Visitor Spending***			
CA Visitor Spending in the U.S. per Visitor	\$3,590	\$3,286	\$2,580
Per Visitor Per Day (CA)	\$153	\$137	\$145
Per Visitor/Trip (California)	\$1,872	\$1,583	\$1,667
Spending by Category (Per Visitor/Trip)			
Accommodations	30.4%	21.9%	17.0%
Air Transportation in the U.S.	6.6%	6.2%	5.7%
Entertainment	12.5%	11.1%	13.3%
Food/Beverages	18.1%	16.8%	18.5%
Gifts/Souvenirs	21.1%	28.4%	32.4%
Ground Transportation in the U.S.	6.2%	7.8%	5.4%
Other	4.9%	7.7%	7.7%

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** 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
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from Taiwan (n = 425)	Leisure Visitors from Taiwan (n = 226)
Payment Method for Trip Expenses			
Purchases Using Credit Card	44%	47%	38%
Cash from Home/Travelers Checks	27%	39%	49%
Cash Adv./Withdrawal Using Credit Card	18%	11%	10%
Cash Adv./Withdrawal Using Debit Card	6%	1%	1%
Purchases Using Debit Card	6%	1%	2%
Total	100%	100%	100%
Age			
Average Age - Males	40 years	42 years	42 years
Average Age - Females	38 years	38 years	39 years
Occupation			
Mgmt., Business, Science & Arts	44%	40%	26%
Service Occupations	11%	20%	26%
Student	11%	7%	8%
Sales and Office	11%	13%	14%
Retired	8%	3%	5%
Homemaker	4%	6%	11%
Prod., Trans., & Material Moving	4%	5%	3%
Military/Government	3%	3%	3%
Nat. Res., Const., & Maintenance	2%	2%	3%
Other	2%	2%	2%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	15%	16%	17%
\$20,000 - \$39,999	13%	19%	23%
\$40,000 - \$59,999	14%	12%	14%
\$60,000 - \$79,999	11%	16%	18%
\$80,000 - \$99,999	10%	8%	8%
\$100,000 - \$119,999	9%	8%	6%
\$120,000 - \$139,999	6%	1%	-
\$140,000 - \$159,999	4%	4%	1%
\$160,000 - \$179,999	3%	4%	3%
\$180,000 - \$199,999	2%	-	-
\$200,000 and over	11%	13%	10%
Total	100%	100%	100%
Average Annual Income	\$95,782	\$101,191	\$91,226

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