

	A	B	C	D	E	F	G	H	I	J	K
1	TAIWAN Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		240	291	290	290	385	414	441	463	224
7		% Change	-19	22	0	0	33	8	6	5	93
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016 ^P	Change 2016 / 2009
11	Total Travel & Tourism Exports ²		\$1,740	\$1,919	\$1,837	\$1,871	\$2,141	\$2,222	\$2,241	\$2,218	\$478
12	Travel Receipts (at U.S. destinations)		\$1,738	\$1,917	\$1,835	\$1,863	\$2,133	\$2,212	\$2,232	\$2,210	\$472
13	Education Receipts		\$787	\$777	\$758	\$728	\$708	\$711	\$739	n/a	n/a
14	Other Business/Personal Receipts		\$923	\$1,111	\$1,046	\$1,103	\$1,394	\$1,468	\$1,438	n/a	n/a
15	Health/Border/Seasonal		\$28	\$29	\$31	\$32	\$31	\$33	\$55	n/a	n/a
16	Passenger Fare Receipts (on U.S. carriers)		\$2	\$2	\$2	\$8	\$8	\$10	\$9	\$8	\$6
17		% Change in Total Receipts	-7	10	-4	2	14	4	1	-1	27
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
21		Personal Recommendation	34	42	8.3						
22		Airlines	38	35	-2.6						
23		Travel Agency Office	24	22	-2.1						
24		Online Travel Agency	23	22	-1.5						
25		Travel Guides	16	19	2.5						
26		Corporate Travel Dept.	13	14	1.9						
27		Tour Operator/Travel Club	5	6	0.4						
28		National/State/City Travel Office	4	5	1.3						
29		Other	3	3	0.5						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
32		Vacation/Holiday	35	31	-4.0						
33		Visit Friends/Relatives	28	30	2.8						
34		Business	19	17	-1.3						
35		Convention/Conference/Trade Show	14	15	1.0						
36		Education	4	6	2.5						
37		Health Treatment	1	0.3	-0.2						
38		Religion/Pilgrimages	1	0.0	-0.9						
39		Other	0.2	0.4	0.2						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
42		Vacation/Holiday	56	55	-1.0						
43		Visit Friends/Relatives	44	43	-1.3						
44		Business	22	23	1.8						
45		Convention/Conference/Trade Show	16	18	2.0						
46		Education	7	10	3.5						
47		Religion/Pilgrimages	2	2	0.4						
48		Health Treatment	1	1	0.3						
49		Other	1	1	-0.1						
50											
51	Net Purposes of Trip:										
52		Leisure & VFR	79	78	-1.2						
53		Business & Convention	35	35	0.4						
54											

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55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56	Auto, Private or Company		42	34	-8.2						
57	City Subway/Tram/Bus		32	33	0.5						
58	Air Travel between U.S. Cities		36	29	-6.9						
59	Rented Auto		28	28	0.1						
60	Ride-Sharing Service		-	25	-						
61	Bus between Cities		23	23	-0.1						
62	Taxicab/Limousine		21	18	-2.5						
63	Railroad between Cities		8	8	0.6						
64	Ferry/River Taxi/Short Scenic Cruise		3	5	2.1						
65	Rented Bicycle/Motorcycle/Moped		4	2	-1.8						
66	Motor Home/Camper		1	2	1.2						
67	Cruise Ship/River Boat 1+ Nights		2	2	-0.1						
68	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
69	Shopping		89	92	3.0						
70	Sightseeing		82	79	-2.7						
71	Experience Fine Dining		41	47	5.9						
72	National Parks/Monuments		24	30	6.3						
73	Art Gallery/Museum		29	26	-3.0						
74	Amusement/Theme Parks		20	25	5.8						
75	Small Towns/Countryside		24	25	0.8						
76	Historical Locations		17	20	3.0						
77	Guided Tours		15	19	4.1						
78	Cultural / Ethnic Heritage Sites		15	17	2.0						
79	Sporting Event		10	12	1.6						
80	Water Sports		9	12	2.4						
81	Concert/Play/Musical		9	12	2.8						
82	Casinos/Gamble		9	9	-0.2						
83	American Indian Communities		4	6	1.8						
84	Nightclubbing/Dancing		8	6	-1.5						
85	Environ./Eco. Excursions		7	6	-0.8						
86	Camping/Hiking		3	5	2.5						
87	Golfing/Tennis		2	1	-0.5						
88	Snow Sports		1	1	0.6						
89	Hunting/Fishing		2	1	-1.2						
90	Other		0.2	1	1.2						
91											
92	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
93	Advance Trip Decision Time (mean days)		66	69	3.6						
94	Advance Trip Decision Time (median days)		45	60	15.0						
95	Prepaid Package		18	15	-2.9						
96	First International Trip to the U.S.		27	28	1.2						
97	Length of Stay in U.S. (mean nights)		14.6	17.4	2.8						
98	Length of Stay in U.S. (median nights)		9	9	0.0						
99	Number of States Visited (% 1 state)		76	78	2.6						
100	Average Number of States Visited		1.4	1.4	0.0						
101	Hotel/Motel (% 1+ nights)		73	72	-0.8						
102	Average # of Nights in Hotel/Motel		7.8	8.9	1.1						
103	Travel Party Size (mean # of persons)		1.7	1.8	0.1						
104	Gender: % Male (among adults)		53	45	-8.3						
105	Household Income (mean average)		\$ 72,141	\$ 85,017	\$12,876						
106	Household Income (median average)		\$ 40,000	\$ 42,910	\$2,910						
107	Average Age: Female (among adults)		35	33	-1.6						
108	Average Age: Male (among adults)		40	42	2.5						
109											

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110	VISITATION TO U.S. DESTINATIONS⁴ <small>(multiple response)</small>		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
111											
112	Regions										
113	Pacific		56.80	250	**	**					
114											
115	Notes:										
116	(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.										
117	(2) <i>Total Travel & Tourism Exports</i> = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).										
118	International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: http://travel.trade.gov/pdf/restructuring-travel.pdf										
119											
120	(3) Percentage-point and percentage changes are based on non-rounded data.										
121											
122	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.										
123											
124	(-) No estimate available.										
125											
126	(n/a) Estimate not yet available.										
127											
128	(**) Estimate not shown due to sample size fewer than 400 for this year.										
129											
130	(r) Estimate was revised.										
131											
132	(p) Estimate is preliminary and subject to revision.										
133											
134	Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: http://travel.trade.gov/research/index.html										
135											
136	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html										
137											
138	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
139	http://travel.trade.gov/research/reports/ifs/customized.asp										
140											
141	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
142											
143	Publication Date: August 2017										