



Market Profile: **Taiwan**

June 2007

Estimated Outbound Travel from Taiwan (2005): 8.2 million	Population: 22,858,872 (July 2007 est.)
Direct Customs Entries to BC (2006): 82,011	Unemployment Rate: 3.83% (April 2007)
BC's Share of Taiwanese Custom Entries (2006): 88.3%	Real GDP(2006): \$3.6 Trillion US*
Taiwan as a Share of BC's Total Int'l Customs Entries (2006): 1.7%	GDP Growth (2005 vs 2004): 4.07%
Asia/Pacific as a Share of BC's Total Int'l Customs Entries (2006): 17.8%	GDP Growth (2006): 4.68%
Taiwan as a Share of BC's Asia/Pacific Customs Entries (2006): 9.6%	Forecasted GDP Growth (2007): 4.38%

Sources: Statistics Canada, 2003 ROC Annual Report on Tourism, CIA World Factbook, Directorate-General of Budget, Accounting & Statistics, Executive Yuan R.O.C. (Taiwan).

*\$US at 2000 prices and exchange rates.

In 2006, Taiwan continued to be one of BC's top largest markets ranking seventh for direct customs entries and thirteenth for visitation to Canada.

Taiwan ranked fifth after Japan (1st), Australia (2nd), South Korea (3rd) and China (4th) for largest Asia/Pacific market to BC and ranked fifth, for largest Asia/Pacific market to Canada.

Taiwan held 9.6% of BC's Asia/Pacific market and 6.1% of Canada's Asia/Pacific market in 2006.

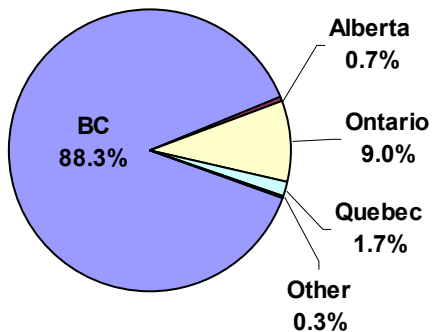
Top 10 Countries to BC	
U.S.A. Overnight	1
United Kingdom	2
Japan	3
Australia	4
South Korea	5
China	6
Taiwan	7
Germany	8
Hong Kong	9
Mexico	10

Based on 2006 customs entries data

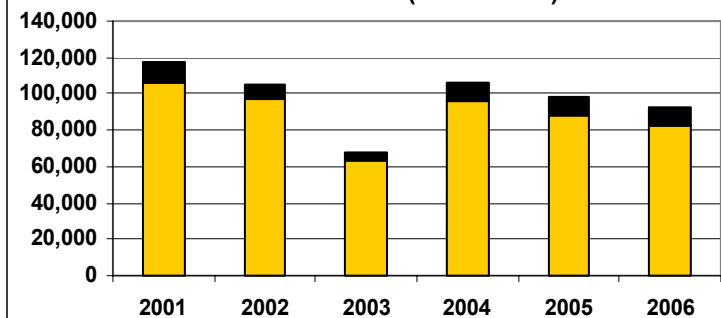
SIZE & REVENUE OF TAIWANESE MARKET:

- In 2006, almost 93,000 Taiwanese travellers visited Canada, of whom, over 82,000 entered directly through British Columbia (88.3%).
- When compared to 2005, 2004, 2002 and 2001, Taiwanese custom entries to BC in 2006 exhibited a decrease of 6.5%, 14.1%, 15.2% and 22.5% respectively.
- Tourism BC forecasts that Asia/Pacific overnight visitor revenue will increase 19.2% by 2009 and Taiwanese overnight visitor revenue by 13.2%.

Taiwanese Overnight Customs Entries to Canada 2006



Taiwanese Overnight Customs Entries to Canada (2001 - 2006)



Source: Statistics Canada

THE TAIWANESE TRAVELLER:

*Reader Alert: Several information sources were used to compile this profile. Readers should exercise caution because definitions and methodologies may differ across sources, leading to inconsistencies in information from different sources.

- Canada's educational market is growing steadily. Federal and provincial governments are increasing investment in Taiwan, along with public schools interested in attracting foreign students. Parents normally accompany the students to Canada, and represent a valuable travel market.
- Taiwanese travellers spend almost one week longer in North American destinations than in European destinations.

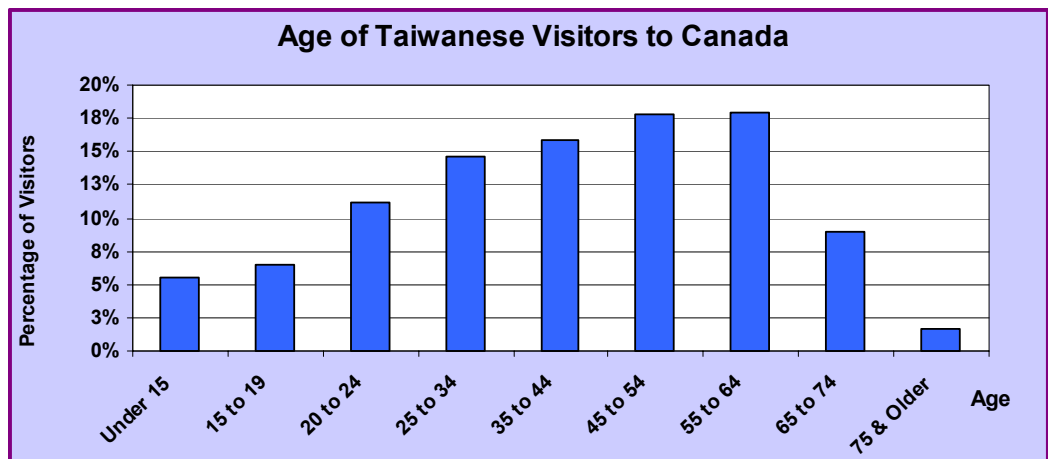
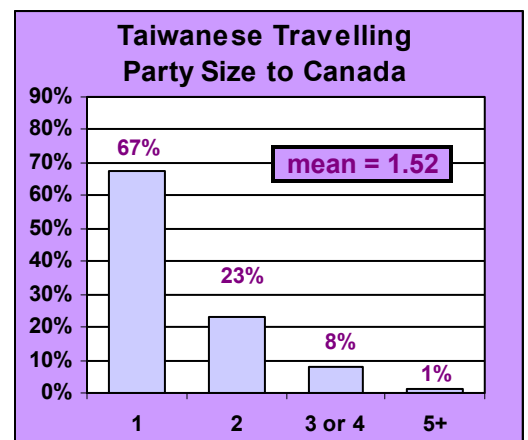
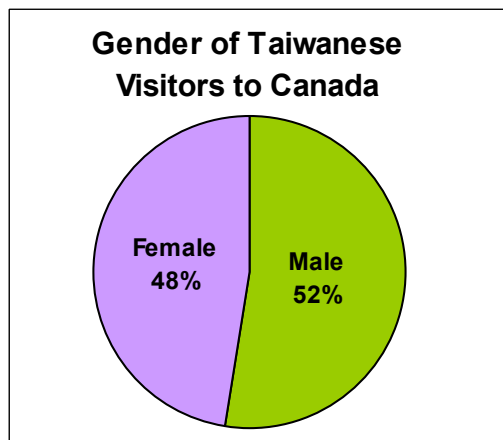
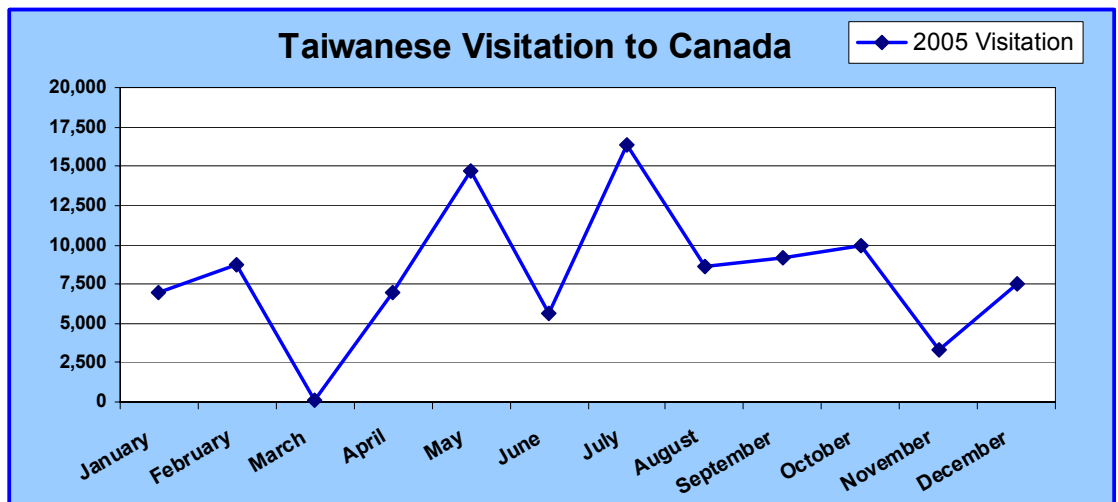
INTERNATIONAL TRAVEL SURVEY (2005) & THE TAIWANESE TRAVELLER:

- The International Travel Survey (ITS) is an ongoing survey conducted by Statistics Canada in partnership with

the Canadian Tourism Commission and some provinces, including BC. The survey contains questions designed to collect data on the characteristics of travellers. The ITS, provides statistics on the volume of international travellers and on characteristics of their trips such as expenditures, activities, places visited, accommodations and length of stay.

- In 2005, Taiwanese visitation to Canada peaked in May and July.
- Canada saw slightly more male visitors from Taiwan (52%) than female (48%) in 2005.

- A large number (67%) of Taiwanese visitors to Canada travelled alone; parties of 2 were the next largest group of travellers (23%).



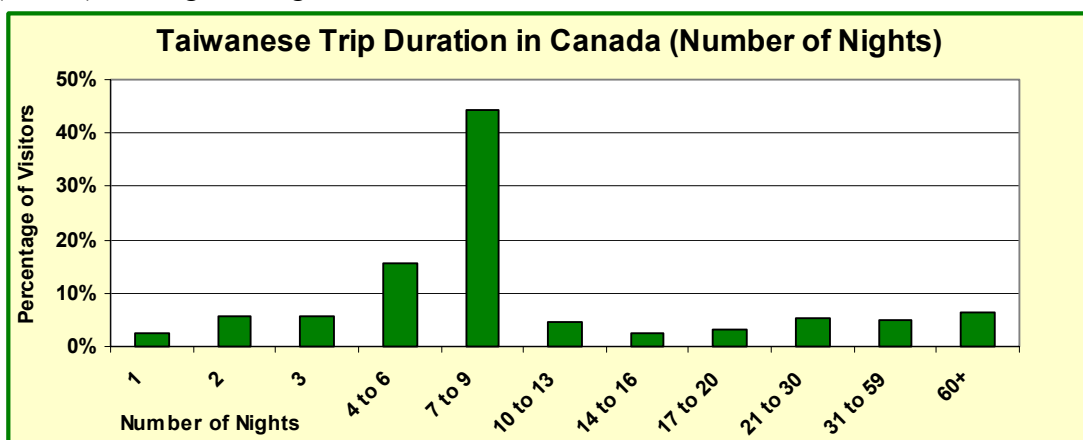
- There was a gradual increase in visitor volume with increasing age of the Taiwanese visitor in 2005. The drop off begins at age 65 to 74 when travel by this group to Canada and those older declined notably.
- While traveling in Canada, Taiwanese travellers (76.1% of all Taiwanese visitors) who spent at least 1 night in BC used the bus more than any other mode of transportation. Travel by boat was the second most popular mode of transportation.

BC Visitors Methods of Transportation Used While in Canada		
	Number	Percentage
Bus	68,941	76.1%
Boat	59,725	65.9%
Private Automobile	33,873	37.4%
Plane	13,377	14.8%
Rented Automobile	5,406	6.0%
Private Plane	1,165	1.3%
Train	478	0.5%
Private Boat	0	0.0%
Other	15,249	16.8%

Taiwanese Visitors Overnight to BC: Activities Participated in While in Canada		
		Percentage
1	Visit a national or provincial nature park	66.5%
2	Visit friends or relatives	48.1%
3	Visit a historic site	43.4%
4	Visit a zoo, aquarium or botanical garden	35.9%
5	Visit a museum or art gallery	35.3%
6	Visit a theme or amusement park	28.6%
7	Participate in sports or outdoor activities	18.7%
8	Attend a sports event	13.5%
9	Go to a bar or nightclub	9.8%
10	Down hill skiing or snowboarding	8.8%

- Aside from shopping (97.9%) and sightseeing (90.2%), visiting a national or provincial nature park ranked as the most popular activity participated in by Taiwanese travellers to Canada who spent a minimum of 1 night in BC. Visiting a historic site and

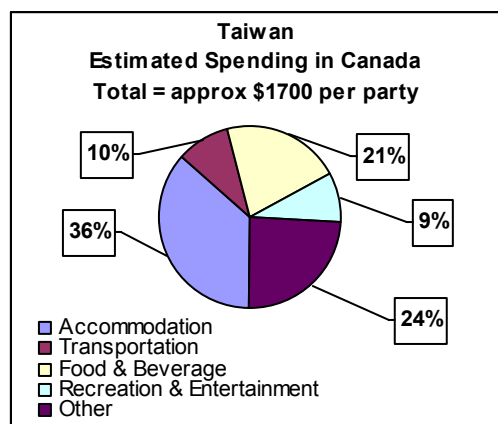
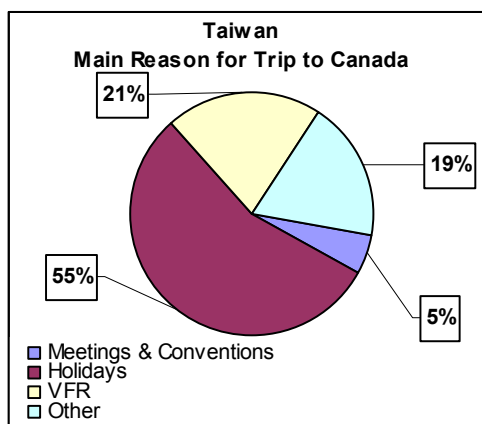
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- The most common number of nights spent in Canada by Taiwanese visitors was 7 to 9 nights.

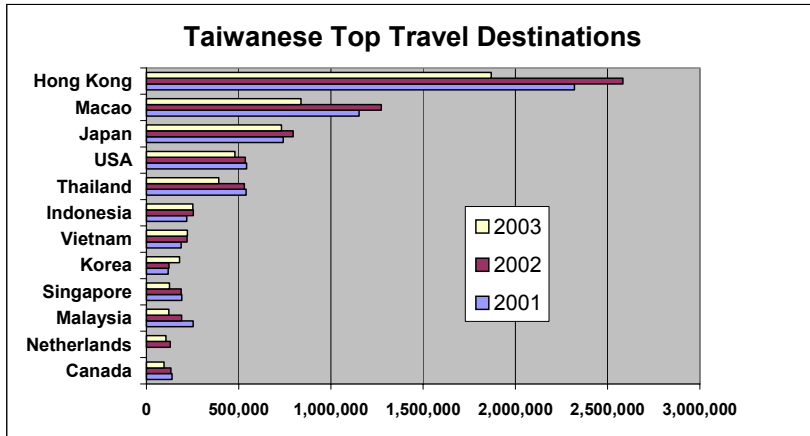
- An average of 55% of Taiwanese visiting Canada in 2005 did so for a holiday, while 21% came to Canada to visit friends and relatives, 5% for meetings and conventions and 19% for other reasons.



- Taiwanese travellers spent an estimated average of \$1,700 per party during their visit to Canada in 2005.

- As can be seen by the accompanying table, Taiwanese visitors who spent a minimum of 1 night in BC, while visiting Canada, were generally satisfied with their experiences in Canada.

THE COMPETITION:



Taiwanese Visitor Satisfaction		overnight in BC
Transportation services		
	<i>Good</i>	80.7%
	<i>Average</i>	13.5%
	<i>Poor</i>	5.8%
Accommodation services		
	<i>Good</i>	62.0%
	<i>Average</i>	31.0%
	<i>Poor</i>	7.0%
Hospitality of local people		
	<i>Good</i>	82.0%
	<i>Average</i>	15.5%
	<i>Poor</i>	2.5%
Value for your money		
	<i>Good</i>	17.8%
	<i>Average</i>	42.5%
	<i>Poor</i>	39.6%
Variety of things to see and do		
	<i>Good</i>	79.8%
	<i>Average</i>	18.4%
	<i>Poor</i>	1.8%

- While Taiwan is BC's sixth largest international travel market, Canada ranks twelfth in top Taiwanese international travel destinations leaving room for BC's market share to increase.
- Hong Kong is the top short-haul destination for Taiwanese travellers; while the US is the top long-haul destination.

EMERGING TRENDS IN THE TRAVEL TRADE:

- Although the major trend in sales is for group tours with packages, individual travellers with packages have continued to grow. Consumers who have experienced a group tour already and who have less price sensitivity are tending to seek more unique and customized experiences in their travel.
- Taiwanese travel to BC is likely to increase over the longer term due to many factors including demographics, economic stability and outlook for growth, and increased political independence.
- Media tools are becoming more varied. Consumers beginning to rely not only on newspaper advertisements but also other media sources (e.g. radio and internet).
- By the end of year 2001, the number of people using the Internet in Taiwan jumped to 7.82 million, or 35% of the population. The development and application of the internet in tourism is likely to increase in the future.
- Taiwanese consumers feel more comfortable in purchasing products from new sources (e.g. TV shopping channels, internet, and credit card promotions). Approximately 38% of Taiwanese citizens use online access for purchasing, representing 8.67 million users according to an official government survey in March 2003. The top 3 businesses in e-commerce of business to consumer are tourism (represents 46% of e-commerce market), products (11%) and cosmetics (6%). Online air ticket reservations, as well as domestic and outbound travel packages rates are increasing every year.