

Visions in Leisure and Business

Volume 16 | Number 3

Article 3

1997

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Chen, Kuan-Chou (1997) "Trends in Taiwan's Tourism Market," *Visions in Leisure and Business*: Vol. 16 : No. 3 , Article 3.

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TRENDS IN TAIWAN'S TOURISM MARKET

BY

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ABSTRACT

In 1979, Taiwan's government relaxed the outbound travel market. The situations of inbound and outbound travel market are gradually changing. The number of outbound travelers exceeded inbound travelers for the first time in 1989. With one of Asia's highest economic growth rates, a huge accumulation of foreign exchange and appreciation on outbound travel, Taiwan has become a source of outbound tourists second in Asia only to Japan. From 1981 to 1995, the average growth rate of outbound travelers was 18% per year.

This study examines the recent trends in Taiwan's inbound and outbound travel markets, analyses the structure of the travel market and offers a perspective for the future.

INTRODUCTION

Taiwan is situated in the Pacific Ocean about 100 miles off the southeastern coast of the Chinese mainland. Located about midway between Korea and Japan to the north and Hong Kong and the Philippines to the south, Taiwan is a natural gateway for travelers to and within Asia. Taiwan is about 234 miles long and 88 miles wide and

has an area of approximately 14,000 square miles.

Taiwan currently ranks among the top dozen trade countries in the world. In 1994, foreign trade earnings exceeded US\$ 178 billion. Per capita GNP was US\$ 11,604, ranking Taiwan 23rd in the world. Foreign exchange reserves equaled US\$ 92.4 billion, which exceeded the reserves accumulated by any other country in the world. As its economy has grown, both inbound and outbound tourism for business and pleasure have increased. Taiwan is now the 9th largest tourist receiving country in Asia, and tourism is the 7th largest contributor to the country's foreign exchange earnings. At present, it attracts 1.8 million foreign tourists a year. They stay on average nearly a week and contribute gross expenditures to the economy equivalent to US\$ 1.7 billion annually.

Before 1989, the number of foreign travelers to Taiwan exceeded the number of Taiwanese traveling abroad. With one of Asia's highest economic growth rates, a huge accumulation of foreign exchange, and appreciation on outbound travel, Taiwan has become a source of outbound tourists second in Asia only to Japan. The number of outbound travelers exceeded inbound travelers for the first time in 1989. From 1981 to 1995, the average growth rate of

outbound travelers was 18% per year. Since 1987 the growth has increased even more rapidly and this remarkable rate of growth is expected to continue for the next few years.

This paper will investigate Taiwan tourism trends, including a secondary data situation analysis of its outbound and inbound travel markets. The objectives of this paper are to examine Taiwan's tourism industry and its impact over the next five to ten years. This effort will serve to create a comprehensive tourism development plan for tourism authorities and less ambitious marketing strategies for individual organizations.

THE INBOUND MARKET

In Table 1, over the period 1959-1995, inbound travel increased from 19,328 visits to 2,331,934 visits, a hundred-fold increase. The development of the inbound tourism market in Taiwan is divided into two stages. In the first stage (1950s-1970s), the people's standard of living had been low; the major national development policy was the focus of the development of agriculture, manufacturing, trade, and finance. Before 1960, less than 20,000 tourist arrivals per year were recorded. In 1964, the government of Japan permitted its people to travel abroad. Japan has become the largest inbound tourism market for Taiwan. Japanese tourists are attracted to Taiwan because of its nearby location, its similar culture and history, and its low costs. Especially, most Taiwanese are able to communicate with Japanese tourists in Japanese. Tourism from Japan made Taiwan's inbound tourism market grow rapidly. The period between 1959 and 1973 was one of strong and sustained growth, averaging 30.6% a year. Due to the serious global oil crisis in 1973, 1974 was the first year that recorded a decline.

In the mid 1970s, Taiwan's inbound market moved into the second stage, because the economy was growing rapidly. The standard of living improved and infrastructure improvements increased as the result of the inbound travel trend. Taiwan exceeded one million tourist arrivals for the first time in 1976. Growth in arrivals took place each year during the early 1980s; the first decline after 1974's energy crisis-induced decline was not recorded until 1985. However, from 1980 to 1984, the annual growth rates were not as high as in previous years, averaging 2.5% a year. Although Taiwan exceeded 1.5 million tourist arrivals for the first time in 1984, it was a hard struggle to reach and maintain this level for the next year. The decline of 1985 was the result of long-term visa difficulties, insufficient investment in and development of tourist areas and attractions, declining ground handling service standards, a low level of overseas marketing activity, and fierce competition from neighboring countries (10). Since then, in order to keep the tourism industry growing and expand the economic benefits across the country, the government has sought to improve tourist facilities and develop attractions in all parts of the country. It also spent much more money on overseas marketing activities for promotions to attract visitors from the 1986 Asia Games and the 1988 Olympics (both held in nearby South Korea). Thus, from 1986 to 1988, there was again a high visitor-arrival growth rate, averaging 10% a year. The number of foreign visitors to Taiwan reached a peak and broke the two million mark in 1989, but the growth rate was not as high as that in the previous three years.

In 1990, the number of inbound tourists was 1.9 million, down 3.5% from the previous year. This situation has sustained for four years (1990-1993). The major reasons for this decline was the global economic

recession. It reduced a lot of inbound travel, both leisure and business. Another reasons for these declines was the rapid appreciation of New Taiwanese (NT) dollars. Because of Taiwans rapid economic growth and increasing amounts of disposable personal income, NT became the "hot money" in the world. Since 1988, the exchange rates to the U.S. dollar has been up from NT \$40.1 to about NT \$27.5. When this deterrent is combined with limited international air routes and airline capacity and strong competitive pressure from neighboring countries, this rise made Taiwan a high-cost destination.

For the purpose of comparison of the major travel inbound markets, Table 2 and 3 ranks tourist generating countries according to the number of foreign visit arrivals in Taiwan in 1990 and 1994. The major inbound travel markets have been generated by Asian countries and the United States. In 1990, almost half of the market share came from Japan, with 47.4%, followed by the U.S.A. with 11.6%, Hong Kong with 10%, and South Korea with 7.8%. These four most important generators accounted for a total of 76.8% of all international visitor arrivals. Other important Asia origins were Singapore with 3.1% and Malaysia with 2.6%. The main European generating countries were West Germany and the United Kingdom (U.K.). However, in 1994, the market structure has been changed. Although Japan supplied more than 914,325 visitors and still had the largest market share (39.2%) in 1994, Japanese visitation declined by 8.2% between 1990 and 1994. U.S.A., Hong Kong and South Korea kept steady growth. As result of the fast growth of real estate and stock market, Taiwan's industry structure moved from manufacture industry toward service industry. A lack of work forces brought in a lot of foreign labors from nearby countries. Thus,

Thailand and Philippines became two rapid growth countries in Taiwans inbound travel market.

Table 4 displays visitors arrivals to Taiwan from main markets by residence in the past ten years. The growth rates of foreign visitor arrivals in Taiwan largely depend on the Japanese market. Japan advocated its "Ten Million Program" to boost outbound travel to 10 million by 1992, but Taiwan's market share in Japanese outbound travel still fell. (Table 4) Visitor arrivals to Taiwan from main markets by residence 1986-1995 did not increase with this opportunity. The growth rates of visitor arrivals from Japan has also declined since 1987. In 1990, the Japanese began to sustain negative growth for four years. Until 1994, when it returned to normal growth rate.

Hong Kong is the source for the vast majority of overseas Chinese visitors to Taiwan. Since China eased its travel restrictions, many Hong Kong visitors have turned to travel in China. The Hong Kong market has produced continuous negative growth rates of visitor arrivals since 1987, averaging -6.6%. It returned positive growth rate in 1992, paused by China reclaiming control of Hong Kong in 1997. An immense wave of emigration began in Hong Kong in response to anxieties over the impending 1997 handover of sovereignty.

There has been remarkable growth rates of visitor arrivals from South Korea due to liberalization of its outbound travel. The gradual lifting of its long-standing outbound travel restrictions began in 1988, followed by their complete removal on January 1, 1989 (10). This explains why visitation from South Korea grew an amazing 104.5% in 1988, followed by an additional 51.2% increase in 1989. From 1986 to 1995, total

arrivals from South Korea increased from 34,743 to 146,012, a rise of 320%. During the 1992 and 1993, because South Korea formally establish diplomatic relations with China and ceased the diplomatic relations with Taiwan, the visitors from South Korea was dramatically dropped.

Although total numbers from the European market were small, this market has shown positive growth rates continuously since 1987, from 85,276 in 1986 to 144,717 in 1995, a rise of 69.7%.

Visitor arrivals from the main generating countries, listed according to purpose of visit in 1995 appear in Figure 1. The prominent purpose for Japanese was pleasure (69.7%; see Table 6). Pleasure played a greater role for Asian visitors: 33.3% for Hong Kong, 48.7% for South Korea, and 15% for Southeast Asian countries. The most common purpose of visits for arrivals from European countries was business, 63.8%. The main purpose of visits from the U.S.A. was business at 39.5%, followed by visits to relatives at 30.5%; pleasure was only 17.7%.

The percentages of visitors listed according to purpose of visit in 1990 and 1995 are given in Table 5 and Table 6. The tables show that the majority of visits were for the purpose of pleasure throughout this period. Comparing Table 5 and Table 6, the distribution of visitors by purpose has shown a drastic change of pattern. For all visitors, the trend in numbers for pleasure as a percentage of the total is downward, dropping from 53.7% to 40.3%, while the trend in numbers for business as a percentage of the total is upward; the business share has increased from 20.7% to 28%. As the economy has grown rapidly, there is no question that business has become a growing and important source of

visitors over this period. The purpose of visiting relatives has also increased from 7.2% to 10.3%. The actual proportion among this group was probably much higher, because many visitors were overseas Chinese who did not state their purpose of visit. Thus, there is an average of 14.5% a year in the unstated group.

THE OUTBOUND TRAVEL MARKET

In 1979, the Taiwanese government relaxed its ban on overseas travel (8). In other words, the development of Taiwans outbound travel market comprises only 19 years. Since outbound travel was first opened up in 1979, Taiwan has become the largest tourism market in Asia with the exception of Japan. Table 7 displays the outbound departures from Taiwan, 1980-1995. From 1980 to 1995, outbound departures increased from 484,901 to about 5,188,658, a rise of 970%, ten times the 1980 level. During the same period, with the exception of 1986, the annual growth rates of outbound departures increased much more than those of foreign visitor arrivals. Since the R.O.C. government lifted the restrictions on family visits to mainland China at the end of 1987, the number of outbound travelers from Taiwan has shown remarkable growth. Outbound travel increased by an amazing 51.2% in 1988 to a total of 1.6 million overseas travelers. Overseas trips continued to soar in 1989, up 31.6% to 2.1 million. The ratio of Taiwanese traveling abroad to the total population has exceeded 10% to become the highest in Asia, and growth is expected to continue at high rates. Figure 2 shows the comparison of inbound and outbound travel of Taiwan, 1980-1994. In 1989 the number of outbound travelers outpaced inbound travelers for the first time. In 1990 and 1991, the number of outbound travelers

continued to outnumber inbound visitors and grew at the high rates of 39.6% and 14.4%; at the same time, the number of inbound travelers declined by 3.5% and 4.1%.

Not only did the number of outbound travelers from Taiwan exceed those of inbound travelers, but the amount the Taiwanese tourists spent overseas was many times more than the amount spent by foreign visitors in Taiwan. Although there are no firm statistics on travel expenditures of Taiwanese abroad, according to the R.O.C. Tourism Bureau and Central Bank of Taiwan estimates, 1.1 million travelers from Taiwan spent more than US\$ 3 billion overseas, about US\$ 3,000 a person in 1987. During the same year, 1.8 million tourists to Taiwan spent only US\$ 1.6 billion (Boydell, 1987). There is no doubt that Taiwan's tourism recorded a substantial deficit. The main reason is the appreciation of NT\$ dollar. This makes it more expensive for foreign visitors to visit Taiwan but less expensive for Taiwanese to visit foreign destinations. The spending power of Taiwanese tourists and the remarkable growth of outbound travel have attracted the attention of countries all over the world and have made Taiwan a tourist market that everyone is seeking to exploit. Efforts by countries to attract Taiwanese tourists include relaxed restrictions, publicity campaigns, and establishment of tourism offices in Taipei.

Major destinations visited by Taiwanese travelers were other Asian countries and the United States. Because of their nearby location, low cost, business investment and similar culture, the share of other Asian countries as overseas destinations has expanded against the share of other world destinations (see Figure 3). Table 8 shows that the top five overseas destinations of

travelers from Taiwan during the past nine years were Japan, Hong Kong, U.S.A., Korea, and Thailand. Japan used to be the most popular destination for Taiwanese travelers, but the market share of Japan has declined during the past nine years. Since the R.O.C. government relaxed restrictions on visiting friends and relatives to mainland China at the end of 1987, Hong Kong has taken over Japan's position. The growth rate of outbound departures to Hong Kong was an incredible 218.1% in the single year 1988. Since then, Hong Kong has captured over a one-third market share of the total Taiwanese outbound travel market, averaging a 100.7% growth rate per year (see Table 9).

Because there were no direct air routes between Taiwan and mainland China, most Taiwanese visited mainland China via Hong Kong. Moreover, Hong Kong is a "shopping paradise" for Taiwanese travelers. Because of its low costs and visa relaxation, Thailand was the most popular destination among Southeast Asian countries and substituted for U.S.A. and Korea market shares in recent year. The average growth rate of Thailand as a travel destination for Taiwanese from 1987 to 1995 was 26.3%. Although the market share of the U.S. has declined yearly since 1986, Taiwanese travel to the U.S. has grown average 15.9% per year.

CONCLUSIONS

International travel is likely to be one of Taiwan's growth industries in the next decade. An economic boom, political democratization, increased leisure time, and fashion consciousness are encouraging more Taiwanese to take foreign trips. On the other hand, the appreciation of the New Taiwanese dollar and the problems of lack

of airline seats, visa restrictions, high hotel room rates, environmental pollution, traffic congestion, lack of facilities in resort areas, and a lack of promotion blunt the competitive edge of Taiwan's inbound travel industry.

In conclusion, with the currently strong New Taiwanese dollar and a continuing improving in disposable income, the rapid growth in outbound travel from Taiwan over the last few years is expected to continue. The development of Taiwan's international tourism market (both inbound and outbound) are based on the following situations: the international economy will recover gradually; international politics and military affairs will not change dramatically; Taiwan's government will continue international tourism development at current levels or increase moderately; Taiwan's domestic politics, economy, and consumer prices will remain stable; domestic tourism facilities will satisfy tourists' needs (e.g., supply will keep up with demand); infrastructure will keep up with tourism development.

The international tourism industry is destined to emerge as the largest industry of the world by the turn of this century because of modern society's heavy emphasis on leisure and outdoor recreation (1). For many countries today, tourism is the most important form of international trade. Despite the rapid growth of Taiwan's economy, Taiwan still accounts for a relatively small share of international tourism as a

recipient. Tourism receipts were only 4.5% of the total value of its exports and approximately 1.3% of its GNP in 1994. Thus, there remains great room for tourism development.

To cope with the appreciation of the New Taiwanese dollar and increasing pressure from international competition, Taiwan needs to adjust its marketing strategies. It needs to revise its usual undifferentiated marketing strategy and design a new target market strategy focusing on the high-consumption power group in order to overcome its diminishing competitiveness on price. It also needs to design new products with high quality and expand existing tourist attractions. The creation of more international events is another method for rejuvenating the island's tourism industry. The Taipei Lantern Festival, which is held two weeks after the Chinese New Year, is a successful example.

In addition to such promotions, the government should adjust tourism policy easing visa restrictions and providing a favorable environment for tourism investment, operation, and development. For instance, Taiwan's government allowed citizens of 12 nations to visit Taiwan for up to 14 days without visas. The measure became effective January 1, 1995, and applied to citizens of the U.K., France, Germany, Austria, the Netherlands, Belgium, Luxembourg, U.S.A., Japan, Canada, New Zealand and Australia.

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Table 1
During 1958-1995, Foreign Visitor Arrivals to Taiwan

Years	Number of Visitors	Annual Growth Rate (%)
1958	16709	-
1959	19328	15.7%
1960	23636	22.3%
1961	42205	78.6%
1962	52304	23.9%
1963	72024	37.7%
1964	95418	32.5%
1965	133666	40.1%
1966	182948	36.9%
1967	253348	38.5%
1968	301700	19.1%
1969	371423	23.1%
1970	472452	27.2%
1971	539755	14.2%
1972	580033	7.5%
1973	824393	42.1%
1974	819821	-0.6%
1975	853140	4.1%
1976	1008126	18.2%
1977	1110182	10.1%
1978	1270977	14.5%
1979	1340382	5.5%
1980	1393254	3.9%
1981	1409465	1.2%
1982	1419178	0.7%
1983	1457404	2.7%
1984	1516138	4.0%
1985	1451659	-4.3%
1986	1610385	10.9%
1987	1760948	9.3%
1988	1935134	9.9%
1989	2004126	3.6%
1990	1934084	-3.5%
1991	1854506	-4.1%
1992	1873327	1.0%
1993	1850214	-1.2%
1994	2127249	15.0%
1995	2331934	9.6%

Source: Tourism Bureau, Ministry of Transportation and Communications, Taiwan, "Annual Report on Tourism Statistics, 1958-1995.

Table 2

Top 11 Generating Countries by Visitor Arrivals, 1990

Rank	Origin	Visitor Arrivals	Percentage of Total
1	Japan	917208	47.4%
2	U.S.A.	224915	11.6%
3	Hong Kong	193544	10.0%
4	South Korea	150510	7.8%
5	Singapore	59484	3.1%
6	Malaysia	49439	2.6%
7	Philippines	33665	1.7%
8	Indonesia	25848	1.3%
9	W. Germany	24320	1.3%
10	U.K.	23089	1.2%
11	Thailand	21978	1.1%

Source: Tourism Bureau, Ministry of Transportation and Communications, Taiwan, "Annual Report on Tourism Statistics", 1990.

Table 3

Top 11 Generating Countries by Visitor Arrivals, 1995

Rank	Origin	Visitor Arrivals	Percentage of Total
1	Japan	914325	39.2%
2	U.S.A.	290138	12.4%
3	Hong Kong	246747	10.6%
4	Thailand	147410	6.3%
5	South Korea	146012	6.3%
6	Philippines	96336	4.1%
7	Singapore	70564	3.0%
8	Malaysia	54112	2.3%
9	Indonesia	46486	2.0%
10	W. Germany	32944	1.4%
11	U.K.	28947	1.2%

Source: Tourism Bureau, Ministry of Transportation and Communications, Taiwan, "Annual Report on Tourism Statistics", 1995.

Table 4

Visitors Arrivals to Taiwan from Main Markets by Residence 1986-1995

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995
Japan	694067	796651	911599	964631	917208	833624	799879	703644	823882	914325
	--	14.8%	14.4%	5.8%	-4.9%	-9.1%	-4.0%	-12.0%	17.1%	11.0%
Hong Kong	253730	240393	223389	211804	193544	181765	193523	213953	241775	246747
	--	-5.3%	-7.1%	-5.2%	-8.6%	-6.1%	6.5%	10.6%	13.0%	2.1%
South Korea	34743	44805	91610	138494	150510	160861	157786	96088	130039	146012
	--	29.0%	104.5%	51.2%	8.7%	6.9%	-1.9%	-39.1%	35.3%	12.3%
SE. Asia	209256	213960	238955	205316	194602	187864	207017	303492	355933	423532
	--	2.2%	11.7%	-14.1%	-5.2%	-3.5%	10.2%	46.6%	17.3%	19.0%
U.S.A.	194971	217954	216507	220594	224915	240375	259145	269110	285713	290138
	--	11.8%	-0.7%	1.9%	2.0%	6.9%	7.8%	3.8%	6.2%	1.5%
Europe	85276	101698	109328	111273	111472	114399	120609	121965	135066	144717
	--	19.3%	7.5%	1.8%	0.2%	2.6%	5.4%	1.1%	10.7%	7.1%

Source: Tourism Bureau, Ministry of Transportation and Communications, Taiwan, "Annual Report on Tourism Statistics", 1986-1995.

Table 5

The Percentage of Visitor Arrivals to Taiwan from Main Market by Purpose of Visit in 1990

	Business	Pleasure	Visit Relatives	Conference	Study	Others	Unstated
Japan	13.7%	74.9%	1.2%	0.1%	0.2%	0.5%	9.4%
U.S.A.	35.9%	19.2%	24.7%	1.5%	2.2%	2.3%	14.1%
Hong Kong	13.8%	63.5%	4.8%	0.3%	1.5%	2.4%	13.7%
South Korea	9.5%	49.7%	6.4%	1.0%	2.6%	1.8%	29.0%
SE. Asia	22.6%	29.6%	11.0%	1.5%	3.1%	10.8%	21.4%
Europe	58.3%	14.3%	9.3%	1.1%	2.5%	2.4%	12.1%
Total	53.7%	20.7%	7.2%	0.6%	1.3%	2.4%	10.7%

Source: Tourism Bureau, Ministry of Transportation and Communications, Taiwan, "Annual Report on Tourism Statistics", 1990.

Table 6

The Percentage of Visitor Arrivals to Taiwan from Main Market by Purpose of Visit in 1995

	Business	Pleasure	Visit Relatives	Conference	Study	Others	Unstated
Japan	22.8%	68.5%	2.5%	0.3%	0.2%	0.9%	4.6%
U.S.A.	39.5%	17.7%	30.5%	1.6%	1.5%	2.5%	6.6%
Hong Kong	27.0%	33.3%	9.6%	0.9%	1.9%	1.2%	26.0%
South Korea	19.0%	48.7%	10.0%	1.9%	2.1%	1.3%	17.0%
SE. Asia	17.6%	15.0%	9.3%	1.3%	1.7%	17.6%	37.3%
Europe	63.8%	13.4%	11.0%	1.7%	1.4%	3.0%	5.4%
Total	28.0%	40.3%	10.3%	1.0%	1.2%	4.7%	14.5%

Source: Tourism Bureau, Ministry of Transportation and Communications, Taiwan, "Annual Report on Tourism Statistics", 1995.

Table 7
Outbound Departures from Taiwan

Year	Number of Visitors	% Change
1980	484901	--
1981	575537	18.7%
1982	640669	11.3%
1983	674578	5.3%
1984	750404	11.2%
1985	846789	12.8%
1986	812928	-4.0%
1987	1058410	30.2%
1988	1601992	51.4%
1989	2107813	31.6%
1990	2942316	39.6%
1991	3366076	14.4%
1992	4214734	25.2%
1993	4654436	10.4%
1994	4744434	1.9%
1995	5188658	9.4%

Source: Tourism Bureau, Ministry of Transportation and Communications, Taiwan, "Annual Report on Tourism Statistics", 1980-1995.

Table 8

Market Share of Top Five Overseas Destination from Taiwan, 1986-1994

1986	Japan	U.S.A.	Hong Kong	Korea	Thailand
%Share	31.2%	18.9%	14.9%	10.0%	7.8%
1987	Japan	Hong Kong	U.S.A.	Thailand	Korea
%Share	27.9%	18.5%	15.5%	10.9%	9.3%
1988	Hong Kong	Japan	U.S.A.	Thailand	Korea
%Share	38.8%	21.3%	11.4%	9.7%	6.3%
1989	Hong Kong	Japan	Thailand	U.S.A.	Korea
%Share	38.5%	22.5%	12.3%	7.5%	6.4%
1990	Hong Kong	Japan	Thailand	U.S.A.	Korea
%Share	42.3%	20.1%	12.1%	8.1%	7.5%
1991	Hong Kong	Japan	Thailand	Korea	U.S.A.
%Share	40.6%	19.4%	10.3%	8.5%	7.9%
1992	Hong Kong	Japan	Thailand	Korea	U.S.A.
%Share	37.5%	17.6%	7.7%	6.5%	6.2%
1993	Hong Kong	Japan	Thailand	U.S.A.	Korea
%Share	41.6%	15.8%	9.9%	8.0%	2.8%
1994	Hong Kong	Japan	U.S.A.	Thailand	Korea
%Share	36.8%	14.3%	9.6%	8.7%	2.6%
1995	Hong Kong	Japan	U.S.A.	Thailand	Korea
%Share	36.8%	9.6%	10.1%	7.8%	1.9%

Source: Tourism Bureau, Ministry of Transportation and Communications, Taiwan, "Annual Report on Tourism Statistics", 1986-1995.

Table 9

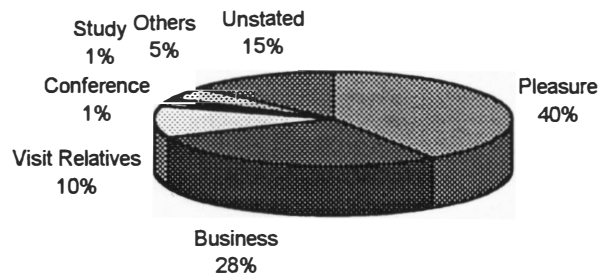
Number of Travelers and Annual Rate of Change from Taiwan by Major Overseas Destinations, 1986-1995

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995
Japan	253524	295007	340448	474245	591495	653242	748112	737100	676944	498565
		16.4%	15.4%	39.3%	24.7%	10.4%	14.5%	-1.5%	-8.2%	-26.3%
Hong Kong	121427	195501	621846	810977	1245764	1368295	1747404	1934831	1745182	1909593
		61.0%	218.1%	30.4%	53.6%	9.8%	27.7%	10.7%	-9.8%	9.4%
Korea	81644	98014	100569	133867	221454	284902	302184	131392	122853	100959
		20.1%	2.6%	33.1%	65.4%	28.7%	6.1%	-56.5%	-6.5%	-17.3%
Thailand	63271	115473	154853	258668	355962	346310	359827	462823	415005	402828
		82.5%	34.1%	67.0%	37.6%	-2.7%	3.9%	28.6%	-10.3%	-3.5%
U.S.A.	153462	164267	183402	157565	239325	267585	286966	371750	453924	522910
		7.0%	11.6%	-14.1%	51.9%	11.8%	7.2%	29.5%	22.1%	15.1%

Source: Tourism Bureau, Ministry of Transportation and Communications, Taiwan, "Annual Report on Tourism Statistics", 1986-1995.

Figure 1

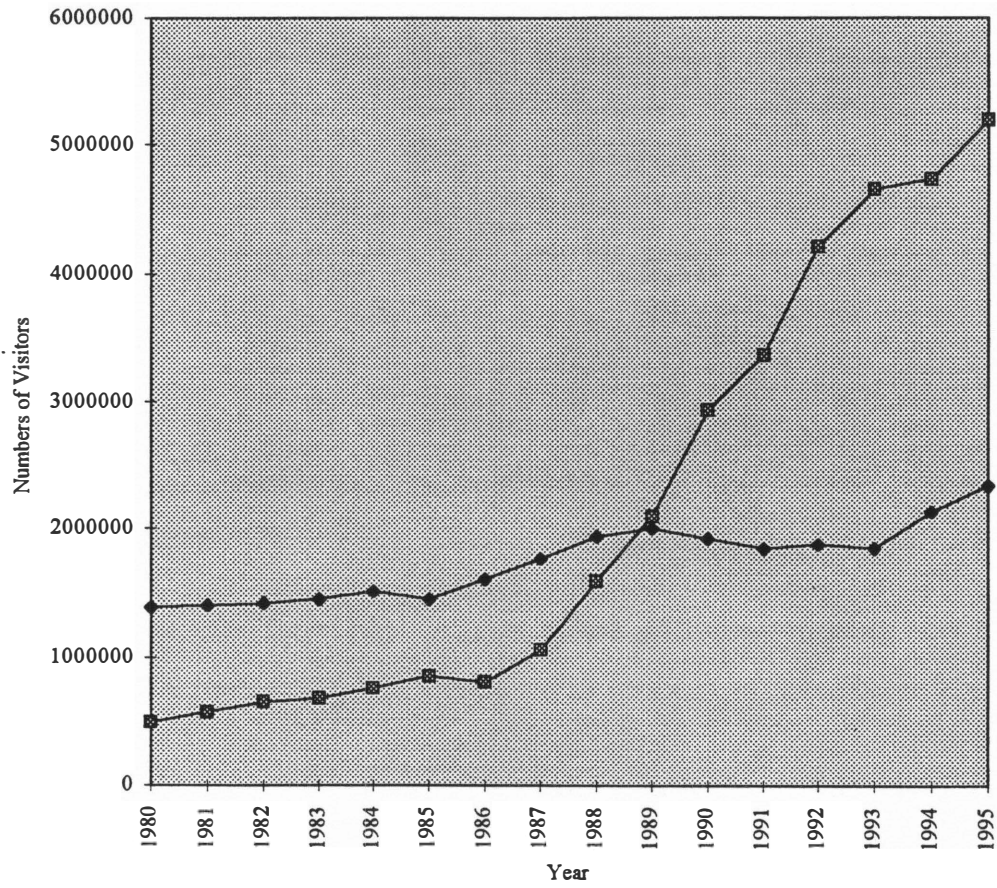
Visitor Arrivals to Taiwan by Purpose of Visit, 1995



Source: Tourism Bureau, Ministry of Transportation and Communications, Taiwan, "Annual report on tourism statistics, 1995.

Figure 2

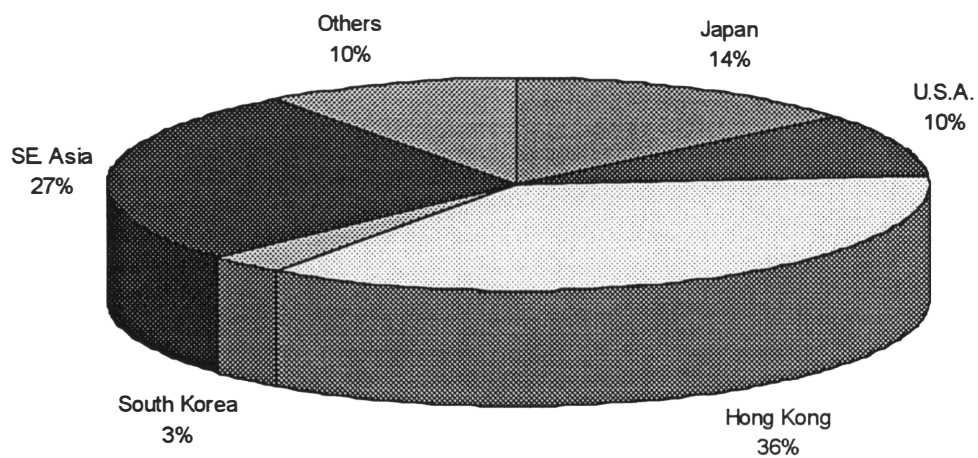
Inbound and Outbound Travel of Taiwan, 1980-1995



Source: Tourism Bureau, Ministry of Transportation and Communications, Taiwan, "Annual report on tourism statistics, 1980-1995"

Figure 3

Share of Outbound Departures of Taiwanese by Country or Region



Source: Tourism Bureau, Ministry of Transportation and Communications, Taiwan, "Annual report on tourism statistics, 1995.