

Taiwan Snapshot

Taiwan Country Facts:

Overall Population:

23,036,087 people (2006 est)

Number of Households in Key Cities:

Taipei (Capital) - 918,772
Kaoshiung - 513,638

Official Language:

Mandarin Chinese
* 70 % of population speak Taiwanese

Main Religion:

Buddhism, Confucianism, and
Taoism

Currency:

New Taiwan Dollar (TWD)

Exchange Rate:

1 USD = 32.1061 TWD
1 EUR = 40.7486 TWD
* as of 24th April 2006

Leave Entitlement:

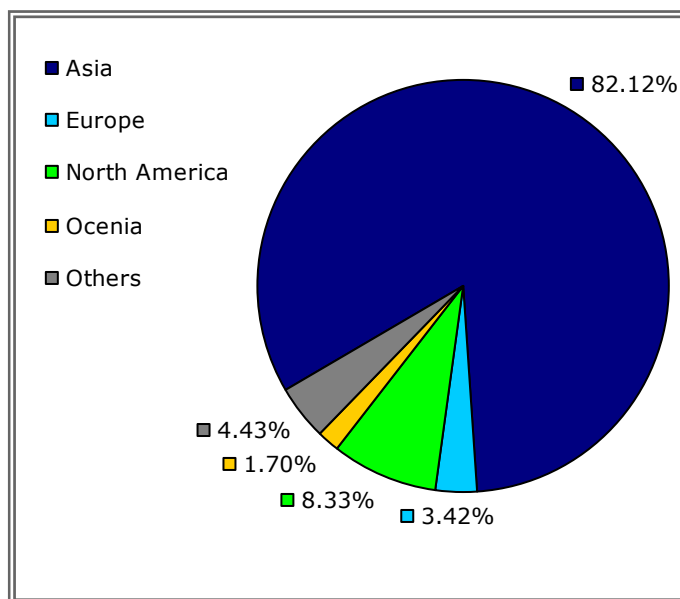
7 to 14 days annually
*5-day work week/2-day weekend
*12 official commemorative holidays and 7 lunar festivals



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Taiwan 2005 Travel Statistics:

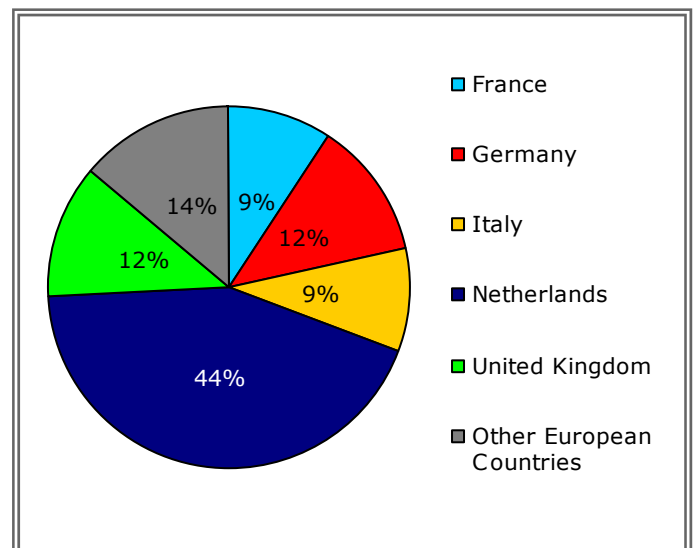
2005 Outbound Travel per Destination



- The total number of outbound travelers from Taiwan in 2005 was 8,208,125.
- Most Taiwanese travelers chose Asian destinations favoring Hong Kong, Macau, and Japan.
- The most popular destination outside Asia was America with 578,998 Taiwanese visitors in 2005. Europe and Oceania had 281,022 and 139,666 Taiwanese tourists respectively.

2005 Outbound Travel to Europe by Destination

- The Netherlands had the most “touch-downs” in Europe with 121,728 Taiwanese visitors.
- Germany, France, and the UK had less than 35,000 Taiwanese visitors each.



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Nordic Packages Offered in Taiwan:

Package	Countries	Price Range
12 days (classic tour)	Denmark, Finland, Iceland, Norway, Sweden, and Fjords	EUR 3,500
15 days (popular tour package)	Denmark, Finland, Iceland, Norway, Sweden, and Greenland or the North Cape	EUR 3,500 - 4,500
18 days (extended tour)	Denmark, Finland, Iceland, Norway, Sweden, Fjords, Greenland, St. Petersburg, and Moscow	EUR 4,500 - 5,500

Taiwanese Traveler Profile:

Most of the Taiwanese travelers to the Nordic countries reside in the capital city of Taipei. The majority are retired and above fifty years of age traveling as couples and in groups. 60 % are women.

Income

- In 2005, the average monthly salary for the industry and service sectors in Taiwan was valued at TWD 39,438 (994 EUR) with a salary bonus of 30 % in February during the Chinese New Year.

Travel Cycle of the Taiwanese Tourist

- Many Taiwanese tourists, in particular teachers, travel to the Nordic countries during summer. December is another popular month for taking a holiday as a significant number of employees save their holidays for the end of the year.

Number of Taiwanese Visitors to Nordic Countries

- An estimated 12,000 pax, based on the number of visas issued by the Danish and Swedish Chambers of Commerce along with the number of Taiwanese traveling via Russia, Germany, and the U.K.

Estimated Daily Consumption

- The daily consumption of the Taiwanese traveler is close to that of the Japanese, spending well over EUR 200 daily.