

# **2017 Annual Survey Report on Visitors Expenditure and Trends in Taiwan**

## **Summary**

The Tourism Bureau, MOTC seeks to understand the motives, viewpoints, tendencies and consumption of the inbound visitors in Taiwan in 2017 to supply reference material to tourism-related organizations to improve sightseeing facilities in Taiwan and to plan international tourism advertising and marketing strategies. The survey can be a source of information to estimate visitor expenditures. We surveyed visitors as they were about to leave Taiwan at the Taiwan Taoyuan International Airport, Kaohsiung International Airport, Taipei Songshan Airport, and the Taichung International Airport.

The targets of this survey were the foreign and overseas Chinese inbound visitors from January 1 to December 31, 2017 (excluding the foreign and overseas Chinese transit visitors). This survey adopted the method of “Quota Sampling”, which conformed best to the control of working standards and the characteristics of the samples to achieve random and sample representatives. The number of valid samples was 7,320 persons in total.

The major investigative results of this survey were classified into “Related Indices of the Inbound Visitors in Taiwan”, “Analysis of the Inbound Visitors’ Plans”, “Analysis of the Inbound Visitors’ Behavior”, “Analysis of the Inbound Visitors’ Consumption”, “Analysis of the Inbound Visitors’ Satisfaction”, “Analysis of Basic Information of the Inbound Visitors” and “Analysis Findings”.

## **I. Related Indices of the Inbound Visitors in Taiwan**

<b>10,739,601 persons</b>	Number of inbound visitors; an increase of 0.46% from the previous year.
<b>US\$12,315 million</b>	Total annual amount of visitor expenditures in tourism; a decrease of 7.92% from the previous year.
<b>US\$1,147</b>	Per capita inbound visitor spending; a decrease of 8.31% from the previous year.
<b>6.39 nights</b>	Average length of stay (nights) for all inbound visitors; a decrease of 0.10 nights from the previous year.
<b>US\$179.45</b>	Average daily expenditures per visitor; a decrease of 6.91% from the previous year.
<b>7,648,509 persons</b>	Number of inbound visitors with sightseeing purpose; an increase of 1.16% from the previous year.
<b>US\$185.44</b>	Average daily expenditures per visitor with sightseeing purpose; a decrease of 12.21% from the previous year.
<b>744,402 persons</b>	Number of inbound visitors with business purpose; an increase of 1.56% from the previous year.
<b>US\$215.92</b>	Average daily expenditures per visitor with business purpose; a decrease of 1.95% from the previous year.
<b>98%</b>	Overall satisfaction of inbound visitors as a percentage of the total; the same as the previous year.
<b>41%</b>	Percentage of inbound visitors that had revisited Taiwan in the past three years; an increase of 4% from the previous year.

**Table 1** Related Indices of the Inbound Visitors in Taiwan from 2015 to 2017

Year Index	2017	2016	2015
Number of inbound visitors	10,739,601 persons	10,690,279 persons	10,439,785 persons
Total annual amount in visitor expenditures in tourism (the fee of international airline was excluded)	US\$12,315 million (NT\$374,855 million)	US\$13,374 million (NT\$432,233 million)	US\$14,388 million (NT\$458,945 million)
Per capita inbound visitor spending	US\$1,147	US\$1,251	US\$1,378
Average length of stay for all inbound visitors	6.39 nights	6.49 nights	6.63 nights
Average daily expenditures per visitor	US\$179.45	US\$192.77	US\$207.87
Number of inbound visitors with sightseeing purpose	7,648,509 persons	7,560,753 persons	7,505,457 persons
Average daily expenditures per visitor with sightseeing purpose	US\$185.44	US\$197.65	US\$214.04
Number of inbound visitors with business purpose	744,402 persons	732,968 persons	758,889 persons
Average daily expenditures per visitor with business purpose	US\$215.92	US\$220.21	US\$232.80
Overall satisfaction of inbound visitors as a percentage of the total	98%	98%	97%
Percentage of inbound visitors that had revisited Taiwan	41%	37%	34%

## II. Analysis of the Inbound Visitors' Plans

**A. 60% of the inbound visitors had seen the advertisements or read reports about Taiwan before coming here. The visitors indicated that their vacation travel planning was often done through word-of-mouth recommendations from friends or relatives, the internet, or tourism leaflets of travel agencies.**

The percentage of the inbound visitors who had seen the advertisements or read reports about Taiwan before coming here was 60.33%. The sources of the advertisements and reports mentioned above were mostly the internet (65 persons per hundred), word-of-mouth recommendations from friends or relatives (34 persons per hundred), and TV/radio (34 persons per hundred).

The higher percentages of inbound visitors who had seen the advertisements or read reports include the inbound visitors with sightseeing purpose (65.95%), as well as the inbound visitors coming from Singapore (73.05%), Malaysia (71.19%), Japan (71.11%), Indonesia (64.67%), Thailand (63.39%), Hong Kong/Macao (62.30%), Mainland China (59.38%), Korea (54.52%), Phillipines (51.67%), and New Zealand/Australia (51.67%).

The visitors indicated that their vacation travel planning was often done through word-of-mouth recommendations from friends or relatives, the internet, tourism leaflets of travel agencies, and TV/radio (with the mean larger than 3.50).

Of the inbound visitors who had seen the advertisements or read reports from the internet, their reference websites were public web portals (70 persons per hundred), social networking service (34 persons per hundred), official websites of tourism-related organizations (28 persons per hundred), and forums/BBS or blogs (9 persons per hundred).

**Table 2** Percentage of the inbound visitors who had read seen the advertisements or read reports about Taiwan before coming here in 2017

		Unit: %
Main Purpose		Percentage
<b>All purposes</b>		<b>60.33</b>
Sightseeing		65.95
Business		36.18
International conference or exhibition		42.35
Visiting friends or relatives		54.59
Studies		55.56
Medical treatment		48.00
Others		45.95

**Table 3** How much the inbound visitors were influenced by the media in making their decision to visit Taiwan in 2017

Item	News-papers magazines		Advertisement on subways/buses		TV/radio		International travel Exhibitions		Outdoor advertisements or billboards		Tourism leaflets of travel agencies		Word-of-mouth recommendations from friends or relatives		Internet	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
<b>All purposes</b>	3.47	0.96	3.29	0.99	<b>3.67</b>	0.95	3.33	1.04	3.07	0.96	<b>3.94</b>	1.08	<b>4.24</b>	0.88	<b>4.20</b>	0.87
Sightseeing	<b>3.55</b>	0.94	3.28	0.95	<b>3.75</b>	0.92	3.25	1.07	3.07	0.92	<b>4.02</b>	1.07	<b>4.17</b>	0.87	<b>4.26</b>	0.82
Business	3.30	1.03	<b>3.63</b>	0.97	3.47	0.94	<b>3.82</b>	0.85	<b>3.52</b>	1.21	<b>3.78</b>	0.80	<b>3.93</b>	0.83	<b>3.94</b>	0.92
International conference/exhibition	<b>3.88</b>	0.64	3.40	1.34	3.27	1.19	3.33	2.08	2.33	1.15	3.00	1.10	<b>3.85</b>	1.46	<b>4.33</b>	1.00
Visiting friends or relatives	3.23	0.90	3.08	1.11	3.42	1.08	3.25	0.85	2.75	0.94	3.45	1.04	<b>4.64</b>	0.76	<b>3.97</b>	1.04
Studies	3.25	1.26	4.50	0.71	2.86	0.90	5.00	--	2.67	0.58	2.67	1.15	3.57	0.53	4.12	1.17
Medical treatment	2.33	1.53	3.33	2.08	3.38	1.30	4.00	--	-	-	2.00	1.00	4.00	1.10	3.88	1.13
Others	2.94	1.20	3.17	0.75	3.00	1.29	<b>3.75</b>	0.50	<b>3.67</b>	0.58	3.13	1.36	<b>4.25</b>	0.79	<b>3.87</b>	1.07

Note: 1. SD means standard deviation.

2. Likert 5 point scale: 1= not at all, 2= somewhat, 3= a little, 4= a lot, 5= entirely.

3. The sample sizes of two purposes - "studies" and "medical treatment" are less than 30, the figures listed as reference.

**B. “Internet”, “airport arrival hall”, and “hotel” were cited as the inbound visitors’ preferred locations to obtain travel information, among which “transportation information”, “restaurant information”, and “scenic spots introduction” were viewed as the most desired three.**

The places that the inbound visitors plan to get traveling information after arriving in Taiwan were mainly internet (53 persons per hundred), airport arrival hall (44 persons per hundred), and hotel (29 persons per hundred.)

The information that the inbound visitors hope to get after arriving in Taiwan were mainly transportation information (54 persons per hundred), restaurant information (49 persons per hundred), scenic spots introduction (46 persons per hundred) and travel or road maps (25 persons per hundred.)

**Table 4** Places where the inbound visitors plan to get travel information after arriving in Taiwan in 2017

Place to get Travel Information	Unit: persons per hundred				
	Internet	Airport Arrival Hall	Hotel	Ground Transportation Center	Visitor Information Center
Relative Frequency	<b>52.69</b>	43.58	28.72	17.64	16.22

Note: Visitors interviewed were allowed to choose more than one item in this question.

**Table 5** Kinds of information that inbound visitors hope to get after arriving in Taiwan in 2017

Information Hope to Get	Unit: persons per hundred					
	Transportation information	Restaurant information	Scenic spots introduction	Travel or road maps	Theme traveling suggestion	Accommodation information
Relative Frequency	<b>53.92</b>	48.59	45.90	25.41	16.07	14.28

Note: Visitors interviewed were allowed to choose more than one item in this question.

**C. “Gourmet food or delicious snacks”, “scenery”, and “shopping” were the major reasons that attracted the inbound visitors to take a sightseeing trip to Taiwan.**

The reasons that the inbound visitors went sightseeing in Taiwan were mainly gourmet food or delicious snacks (68 persons per hundred), scenery (60 persons per hundred), shopping (26 persons per hundred), Taiwan’s customs and culture (20 persons per hundred), and friendliness of the people (16 persons per hundred).

**Table 6** Reasons why the inbound visitors decided to take sightseeing trips to Taiwan in 2017

Unit: persons per hundred

Item	Gourmet food or delicious snacks	Scenery	Shopping	Taiwan’s customs and culture	Friendliness of people	Geographical convenience	Historic relics
Relative Frequency	<b>67.78</b>	59.78	25.57	20.47	15.93	11.53	11.44

Note: Visitors interviewed were allowed to choose more than one item in this question.

**D. 26% of the inbound visitors with sightseeing as their purpose chose to make their trip as a “group tour arranged through a travel agency”.**

A total of 46.33% of the inbound visitors visiting Taiwan chose “No arrangements by a Taiwan travel agency after arrival”. Another 31.31% of the inbound visitors visiting Taiwan chose “Individual tour arranged through a travel agency only for booking accommodations (and tickets)”.

In terms of the main purpose, 37.49% the inbound visitors with sightseeing as their purpose chose “Without any arrangements through travel agencies for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival”. Another 66.13% of the inbound visitors with business as their purpose chose “Without any arrangements through travel agencies for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival”.

**Table 7** Kinds of arrangements the inbound visitors made on their trips in 2017  
- according to the main purpose

Unit: row %

Main Purpose	Total	Group tour arranged through a travel agency	Individual tour arranged through a travel agency	Individual tour arranged through a travel agency only for booking accommodations (and tickets)	Without any arrangements through travel agencies for booking accommodations and tickets; joined the activities arranged by a Taiwan travel agency after arrival	Without any arrangements through travel agencies for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival
<b>All purposes</b>	100.00	19.14	2.50	31.31	0.72	<b>46.33</b>
Sightseeing	100.00	26.48	2.44	32.84	0.76	<b>37.49</b>
Business	100.00	-	1.73	32.03	0.12	<b>66.13</b>
Int'l conference or exhibition	100.00	-	4.71	<b>48.24</b>	-	47.06
Visiting friends or relatives	100.00	-	0.55	20.33	1.22	<b>77.90</b>
Studies	100.00	-	13.89	22.22	-	<b>63.89</b>
Medical Treatment	100.00	-	4.00	24.00	-	<b>72.00</b>
Others	100.00	-	21.62	34.23	0.90	<b>43.24</b>

Note: 「-」 means no visitor in the sample.



### III. Analysis of the Inbound Visitors' Behavior

#### A. A total of 59% of the inbound visitors was the first time visitors to Taiwan.

A total of 59.17% of the inbound visitors was the first time visitors to Taiwan. 68.20% of the inbound visitors with sightseeing purpose were first time visitors to Taiwan, 35.14% of the inbound visitors with business purpose were first time visitors to Taiwan, 54.12% of the inbound visitors with international conference or exhibition purpose were first time visitors to Taiwan.

**Table 8** The percentage of the inbound visitors who were first time visitors to Taiwan in the past three years in 2017 - according to the main purpose

Main Purpose	First time visitors to Taiwan
<b>All purposes</b>	59.17
Sightseeing	68.20
Business	35.14
International Conference or Exhibition	54.12
Visiting friends or relatives	31.60
Studies	55.56
Medical Treatment	40.00
Others	50.45

#### B. “Night markets”, “Taipei 101”, “Jiufen”, “National Palace Museum”, “Ximending” and “Chiang Kai-Shek Memorial Hall” were the major scenic spots for the inbound visitors.

The major scenic spots in the inbound visitors visited were night markets (82 persons per hundred), Taipei 101 (53 persons per hundred), Jiufen (38 persons per hundred), National Palace Museum (36 persons per hundred), and Ximending (36 persons per hundred), etc.

The inbound visitors with sightseeing, business and international conference or exhibition as their purpose mostly visited “Shilin night market (46 persons per hundred)”, and “Raohe Street Tourist Night Market (14 persons per hundred)”.

**Table 9** Ranking of the major scenic spots inbound visitors visited in 2017

Unit: persons per hundred

Ranking	Scenic spot	Relative persons	Ranking	Scenic spot	Relative persons
1	Night markets	81.98	6	Chiang Kai-Shek Memorial Hall	35.34
2	Taipei 101	52.99	7	Sun Moon Lake	22.72
3	Jiufen	37.50	8	Tamsui	22.43
4	National Palace Museum	35.68	9	Longshan Temple	20.38
5	Ximending	35.59	10	Yehliu	18.70

Note: Visitors interviewed were allowed to choose more than one item in this question.

### C. “Kenting National Park” was the favorite scenic spot for the inbound visitors.

The favorite scenic spot for the inbound visitors was “Kenting National Park” (31.62%), followed by “Sun Moon Lake”, “Taroko, Tienhsiang”, “Jiufen”, “Alishan”, “Yeliou”, and “Pingxi”, (all over 21%).

**Table 10** Ranking of the favorite scenic spots the inbound visitors visited in 2017

Ranking	Scenic spot	Relative persons	Percentage favoring the scenic spot	Ranking	Scenic spot	Relative persons	Percentage favoring the scenic spot
1	Kenting National Park	16.50	31.62%	6	Yeliou	18.70	22.35%
2	Sun Moon Lake	22.72	30.85%	7	Pingxi	14.37	21.96%
3	Taroko, Tienhsiang	17.54	28.35%	8	Tamsui	22.43	18.94%
4	Jiufen	37.50	27.40%	9	National Palace Museum	35.68	16.88%
5	Alishan	12.73	23.39%	10	Ximending	35.59	11.63%

Note:1. Each visitor can choose only one favorite scenic spot for those he has visited.

2. The percentage favoring the scenic spot = (man-time favoring the scenic spot) / (man-time visiting the scenic spot) \* 100%

3. Not included in the calculation if the relative persons visiting the scenic spot doesn't exceed 10 (persons per hundred).

**D. Taipei City was the major city/county for the inbound visitors.**

The major sightseeing cities/counties for the inbound visitors were (in orders): Taipei City (84 persons per hundred), New Taipei City (57 persons per hundred), Nantou County (25 persons per hundred), and Kaohsiung City (21 persons per hundred).

**Table 11** Ranking of the major city/county the inbound visitors visited in 2017

Unit: persons per hundred

Ranking	City/County	Relative persons	Ranking	City/County	Relative persons
1	Taipei City	83.65	12	Keelung City	2.69
2	New Taipei City	57.08	13	Taoyuan City	2.19
3	Nantou County	25.44	14	Changhua County	0.82
4	Kaohsiung City	20.75	15	Hsinchu County	0.59
5	Hualien County	18.57	16	Miaoli County	0.46
6	Pingtung County	17.04	17	Hsinchu City	0.29
7	Chiayi County	12.83	18	Yunlin County	0.18
8	Taichung City	12.34	19	Chiayi City	0.16
9	Taitung County	6.39	20	Penghu County	0.15
10	Tainan City	4.56	21	Kinmen County	0.07
11	Yilan County	3.35	22	Lienchiang County	0.03

**Table 12** Ranking of the major area the inbound visitors visited in 2017

Unit: persons; persons per hundred

Ranking	Area	Persons	Relative persons
1	Northern Taiwan	6,291	85.94
2	Southern Taiwan	2,245	30.67
3	Central Taiwan	2,186	29.86
4	Eastern Taiwan	1,409	19.25
5	Offshore islands	17	0.23

Note: Northern Taiwan: Taipei City, Keelung City, New Taipei City, Yilan County, Taoyuan City, Hsinchu County, Hsinchu City.

Central Taiwan: Miaoli County, Taichung City, Changhua County, Nantou County, Yunlin County.

Southern Taiwan: Chiayi County, Chiayi City, Tainan City, Kaohsiung City, Pingtung County.

Eastern Taiwan: Taitung County, Hualien County.

Offshore islands: Kinmen County, Lienchiang County, Penghu County.

**E. “Shopping”, “night market sightseeing” and “historical relics sightseeing” were the major activities of the inbound visitors in Taiwan.**

Favorite activities for the inbound visitors visiting Taiwan were shopping (92 persons per hundred), night markets sightseeing (82 persons per hundred), historical relics sightseeing (41 persons per hundred), exhibitions (26 persons per hundred), and lake tour (18 persons per hundred).

**Table 13** Ranking of the activities the inbound visitors participated in 2017

Unit: persons per hundred

Ranking	Item	Relative persons	Ranking	Item	Relative persons
1	Shopping	92.38	10	Sports or sporting competitions	1.09
2	Night market sightseeing	81.98	11	Festival activities	0.97
3	Historical relics sightseeing	40.78	12	Pubs or night clubs	0.89
4	Exhibitions	26.41	13	Culture events	0.87
5	Lake tour	17.77	14	Karaoke or K.T.V	0.78
6	Hot spring soaking	10.40	15	SPA, sauna	0.48
7	Massage or acupressure	9.59	16	Health care	0.34
8	Eco tour	5.49	17	Skin care treatment or manicure nail art	0.29
9	Theme park	3.11	18	Taking wedding or salon shots	0.25

Note: Visitors interviewed were allowed to choose more than one item in this question.

## **IV. Analysis of the Inbound Visitors' Consumption**

**A. The amount of total annual income of visitor expenditure was down 7.92% over 2016, reaching US\$ 12,315 million in 2017; due to the appreciation of New Taiwan Dollar (NTD), this amount in NTD drop 13.27% over 2016, reaching NT\$ 374,855 million in 2017.**

In 2017, the average daily expenditures per visitor visiting Taiwan were US\$ 179.45. The reduction of the proportions of consumption, from highest to lowest were as follows: shopping amounts reduction was 12.76% and transportation amounts reduction was 25.39%

According to the analysis of different purpose, the average daily expenditures of the inbound visitors with business purpose were US\$215.92 per person which was higher than the inbound visitors with international conference or exhibition purpose (US\$201.88 per person) and sightseeing purpose (US\$185.44 per person). As for shopping, the inbound visitors with sightseeing purpose was US\$58.59 per person which was higher than the inbound visitors with all other purposes.

Compared with last year, the average daily expenditures of each person of the inbound group visitors with four main purposes (sightseeing, business, international conference or exhibition, and visiting friends or relatives) have decreased.

According to the analysis of different markets, the average daily expenditures per visitor from Japan and Korea were the highest two (US\$214.05 and \$194.58 respectively). In addition, the shopping amounts of the inbound visitors were as follows: Mainland China (US\$83.08), Korea (US\$46.29), New Southbound 18 countries (US\$42.43), and Japan (US\$40.68).

Regarding the Japan market, due to its reduction in the rate of hotel accommodation and tour fees for sightseeing groups, the annual reduction in the average daily expenditures per visitor visiting Taiwan was 11.34%.

Regarding the Mainland China market, due to the operations of tourism law and decree, the annual reduction in the average daily expenditures per visitor visiting Taiwan was 7.08%.

Regarding the Korea market, the annual growth in the average daily expenditures per visitor visiting Taiwan was 3.47%.

**Table 14** The Average daily expenditures per visitor in 2017—according to main purpose

Unit: USD

Main Purpose		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All Purposes	Amount of money	179.45	67.47	34.04	18.07	5.58	3.48	50.81
	Percentage	100.00%	37.60%	18.97%	10.07%	3.11%	1.94%	28.31%
	Amount of growth	-13.32	-3.41	2.09	-6.15	0.35	1.23	-7.43
	Growth rate	-6.91%	-4.81%	6.54%	-25.39%	6.69%	54.67%	-12.76%
Sightseeing	Amount of money	185.44	65.53	33.57	18.08	6.13	3.54	58.59
	Percentage	100.00%	35.34%	18.10%	9.75%	3.31%	1.91%	31.59%
	Amount of growth	-12.21	-1.16	2.11	-7.91	0.58	1.72	-7.55
	Growth rate	-6.18%	-1.74%	6.71%	-30.43%	10.45%	94.51%	-11.42%
Business	Amount of money	215.92	119.97	40.31	24.23	4.17	2.45	24.79
	Percentage	100.00%	55.56%	18.67%	11.22%	1.93%	1.14%	11.48%
	Amount of growth	-4.29	-6.70	4.70	1.82	0.64	0.40	-5.15
	Growth rate	-1.95%	-5.29%	13.20%	8.12%	18.13%	19.51%	-17.20%
Int'l conference or exhibition	Amount of money	201.88	91.41	36.64	17.46	3.21	6.80	46.36
	Percentage	100.00%	45.28%	18.15%	8.65%	1.59%	3.37%	22.96%
	Amount of growth	-10.89	-10.15	2.56	-10.41	-6.97	2.76	11.32
	Growth rate	-5.12%	-9.99%	7.51%	-37.35%	-68.47%	68.32%	32.31%
Visiting friends or relatives	Amount of money	108.09	27.42	29.33	11.89	3.73	3.69	32.03
	Percentage	100.00%	25.37%	27.14%	11.00%	3.45%	3.41%	29.63%
	Amount of growth	-15.70	-7.87	-1.17	-0.15	-0.64	-0.65	-5.22
	Growth rate	-12.68%	-22.30%	-3.84%	-1.25%	-14.65%	-14.98%	-14.01%
Studies	Amount of money	87.13	33.27	18.15	10.49	3.83	7.40	13.99
	Percentage	100.00%	38.18%	20.83%	12.04%	4.40%	8.49%	16.06%
	Amount of growth	-14.61	-1.53	3.47	-0.57	0.74	-15.54	-1.18
	Growth rate	-14.36%	-4.40%	23.64%	-5.15%	23.95%	-67.74%	-7.78%
Medical Treatment	Amount of money	526.94	67.20	40.00	11.76	2.12	228.14	177.72
	Percentage	100.00%	12.75%	7.59%	2.23%	0.40%	43.30%	33.73%
	Amount of growth	-13.35	-10.82	-2.09	-7.89	1.42	-104.52	110.55
	Growth rate	-2.47%	-13.87%	-4.97%	-40.15%	202.86%	-31.42%	164.58%

Note: 1. There are only 36 visitors with studies purpose, the figures listed as reference. The Miscellaneous expense includes medical tuition fee.

2. There are only 25 visitors with medical treatment purpose, the figures listed as reference. The Miscellaneous expense includes medical treatment fee.

**Table 15** The average daily expenditures per visitor in 2017-according to main market

Main Market		Unit: USD						
		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All	Amount of money	179.45	67.47	34.04	18.07	5.58	3.48	50.81
	Percentage	100.00%	37.60%	18.97%	10.07%	3.11%	1.94%	28.31%
	Amount of growth	-13.32	-3.41	2.09	-6.15	0.35	1.23	-7.43
	Growth rate	-6.91%	-4.81%	6.54%	-25.39%	6.69%	54.67%	-12.76%
Japan	Amount of money	214.05	101.85	37.68	18.69	10.08	5.07	40.68
	Percentage	100.00%	47.58%	17.60%	8.73%	4.71%	2.37%	19.01%
	Amount of growth	-27.37	-6.88	-4.31	-14.75	-0.81	1.88	-2.50
	Growth rate	-11.34%	-6.33%	-10.26%	-44.11%	-7.44%	58.93%	-5.79%
Mainland China	Amount of money	184.38	49.69	27.73	16.32	4.75	2.81	83.08
	Percentage	100.00%	26.95%	15.04%	8.85%	2.58%	1.52%	45.06%
	Amount of growth	-14.05	4.19	2.51	-8.75	0.23	0.99	-13.22
	Growth rate	-7.08%	9.21%	9.95%	-34.90%	5.09%	54.40%	-13.73%
Hong Kong /Macao	Amount of money	183.92	63.93	41.55	19.64	4.70	2.80	51.30
	Percentage	100.00%	34.76%	22.59%	10.68%	2.56%	1.52%	27.89%
	Amount of growth	0.94	-7.37	5.88	-0.37	0.40	0.19	2.21
	Growth rate	0.51%	-10.34%	16.48%	-1.85%	9.30%	7.28%	4.50%
Korea	Amount of money	194.58	77.10	41.19	18.44	7.05	4.51	46.29
	Percentage	100.00%	39.62%	21.17%	9.48%	3.62%	2.32%	23.79%
	Amount of growth	6.52	-3.83	3.48	-4.92	4.37	2.84	4.58
	Growth rate	3.47%	-4.73%	9.23%	-21.06%	163.06%	170.06%	10.98%
New Southbound 18 Countries	Amount of money	152.25	55.36	29.64	17.63	3.89	3.30	42.43
	Percentage	100.00%	36.36%	19.47%	11.58%	2.55%	2.16%	27.87%
U.S.A	Amount of money	155.67	75.53	35.51	17.84	3.77	5.27	17.75
	Percentage	100.00%	48.52%	22.81%	11.46%	2.42%	3.39%	11.40%
	Amount of growth	6.64	3.88	8.16	2.05	-1.06	-1.30	-5.09
	Growth rate	4.46%	5.42%	29.84%	12.98%	-21.95%	-19.79%	-22.29%
Europe	Amount of money	137.19	75.07	27.37	19.04	2.88	1.74	11.09
	Percentage	100.00%	54.72%	19.95%	13.88%	2.10%	1.27%	8.08%
	Amount of growth	5.12	4.33	2.35	2.70	-0.35	-1.38	-2.53
	Growth rate	3.88%	6.12%	9.39%	16.52%	-10.84%	-44.23%	-18.58%

Note: "New Southbound 18 countries" was classified from 2017, which include ASEAN 10 countries (Malaysia, Singapore, Indonesia, Philippines, Thailand, Vietnam, Myanmar, Brunei, Cambodia and Laos), South Asian 6 countries (India, Sri Lanka, Bhutan, Nepal, Bangladesh, and Pakistan), Australia and New Zealand.

**B. The average amount of daily expenditure in Taiwan of each person of the inbound group visitors was US\$218.79, with annual decrease 4.74%.**

In 2017, in comparison with Mainland China, Japan and all inbound group visitors with sightseeing as their purpose, the average daily expenditures in Taiwan of each person from Japan was US\$258.99, higher than that of Korean group visitors, which was US\$257.96, and higher than that of New Southbound 18 countries group visitors, which was US\$204.91.

As for shopping, the average daily shopping expenditure of each person of the inbound group visitors with sightseeing purpose was US\$121.33 by Mainland China group visitors, higher than that of Korean group visitors, which was US\$78.62, and higher than that of New Southbound 18 countries group visitors, which was US\$77.11.

Detailed shopping expenditure analysis showed that the inbound group visitors with sightseeing as their purpose from Japan mainly purchased local special products (50.19%), tea (14.38%), clothes or accessories (9.25%). The inbound group visitors with sightseeing as their purpose from Mainland China mainly purchased jewelry or jade (33.13%), local special products (25.51%), and cosmetics or perfume (14.91%).

Compared with last year, the annual decrease in the average daily expenditure of each person of the inbound group visitors with sightseeing purpose from Japan was 14.24%. On the shopping details, the amount of local transportation decreased most, representing 67.55%. The proportion spent on hotel bills most obviously rose to 47.02%.

In 2017, the average amount of daily expenditure in Taiwan of each person of the inbound group visitors with sightseeing purpose from Mainland China was US\$188.75, which decreased by 9.30% over 2016. All amounts of the average daily expenditures of shopping details of each person dropped. The amount of shopping expenditure decreased most by 10.89%. The average amount of daily expenditure in Taiwan of each person of the inbound group visitors with sightseeing purpose from Korea was US\$257.96, which increased by 0.84% over 2016. The amount of hotel bills increased most by 81.80%.



**Table 16** The average daily expenditures of each person of the inbound group visitors in 2017 - according to main market

Unit: USD

Main Market		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All group visitors	Amount of money	218.79	56.51	30.01	17.18	8.71	8.38	98.00
	Percentage	100.00%	25.83%	13.72%	7.85%	3.98%	3.83%	44.79%
	Amount of growth	-10.89	26.34	4.61	-24.22	-0.11	6.18	-23.69
	Growth rate	-4.74%	87.31%	18.15%	-58.50%	-1.25%	280.91%	-19.47%
Japan group visitors	Amount of money	258.99	85.46	44.67	26.42	15.54	12.82	74.08
	Percentage	100.00%	33.00%	17.25%	10.20%	6.00%	4.95%	28.60%
	Amount of growth	-43.05	27.33	-6.04	-55.00	-7.01	7.02	-9.35
	Growth rate	-14.25%	47.02%	-11.91%	-67.55%	-31.09%	121.03%	-11.21%
Mainland China group visitors	Amount of money	188.75	31.42	17.39	9.49	4.51	4.61	121.33
	Percentage	100.00%	16.65%	9.21%	5.03%	2.39%	2.44%	64.28%
	Amount of growth	-19.35	10.82	0.78	-18.35	-1.00	3.23	-14.83
	Growth rate	-9.30%	52.52%	4.70%	-65.91%	-18.15%	234.06%	-10.89%
Korea group visitors	Amount of money	257.96	87.10	40.79	25.50	13.01	12.94	78.62
	Percentage	100.00%	33.76%	15.81%	9.89%	5.04%	5.02%	30.48%
	Amount of growth	2.16	39.19	6.90	-38.50	0.13	9.66	-15.23
	Growth rate	0.84%	81.80%	20.36%	-60.16%	1.01%	294.51%	-16.23%
New Southbound 18 Countries group visitors	Amount of money	204.91	59.33	33.11	18.02	8.64	8.70	77.11
	Percentage	100.00%	28.95%	16.16%	8.79%	4.22%	4.25%	37.63%

Note: The group visitors mean the inbound visitors who chose to make their trip as a " group tour arranged through a travel agency (joined a tour group)."

**Table 17** The average daily expenditures of shopping details of each person of the inbound group visitors in 2017 - according to main market

Unit: USD

Shopping Details	All group visitors		Japan group visitors		Mainland China group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	98.00	100.00%	74.08	100.00%	121.33	100.00%
Clothes or accessories	7.99	8.15%	6.10	8.23%	8.26	6.81%
Jewelry or jade	<b><u>22.24</u></b>	<b><u>22.69%</u></b>	<b><u>6.85</u></b>	<b><u>9.25%</u></b>	<b><u>40.20</u></b>	<b><u>33.13%</u></b>
Souvenirs or handicraft products	7.05	7.20%	5.05	6.82%	5.84	4.81%
Cosmetics or perfumes	<b><u>11.06</u></b>	<b><u>11.29%</u></b>	2.18	2.94%	<b><u>18.09</u></b>	<b><u>14.91%</u></b>
Local special products	<b><u>34.37</u></b>	<b><u>35.07%</u></b>	<b><u>37.18</u></b>	<b><u>50.19%</u></b>	<b><u>30.95</u></b>	<b><u>25.51%</u></b>
Tobacco or alcohol	3.52	3.59%	1.42	1.92%	4.31	3.55%
Chinese herbal medicine or health food	3.08	3.14%	1.39	1.87%	4.64	3.83%
3C or electronic appliances	0.30	0.31%	0.56	0.76%	0.51	0.42%
Tea	6.79	6.93%	<b><u>10.65</u></b>	<b><u>14.38%</u></b>	5.96	4.91%
Others	1.60	1.63%	2.70	3.64%	2.57	2.12%

**Table 17** The average daily expenditures of shopping details of each person of the inbound group visitors in 2017 - according to main market (continued.)

Unit: USD

Shopping Details	All group visitors		Korea group visitors		New Southbound 18 Countries group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	98.00	100.00%	78.62	100.00%	77.11	100.00%
Clothes or accessories	7.99	8.15%	6.70	8.53%	<b><u>11.60</u></b>	<b><u>15.04%</u></b>
Jewelry or jade	<b><u>22.24</u></b>	<b><u>22.69%</u></b>	<b><u>9.03</u></b>	<b><u>11.48%</u></b>	3.47	4.50%
Souvenirs or handicraft products	7.05	7.20%	<b><u>13.47</u></b>	<b><u>17.13%</u></b>	6.82	8.84%
Cosmetics or perfumes	<b><u>11.06</u></b>	<b><u>11.29%</u></b>	5.84	7.43%	<b><u>8.82</u></b>	<b><u>11.44%</u></b>
Local special products	<b><u>34.37</u></b>	<b><u>35.07%</u></b>	<b><u>32.56</u></b>	<b><u>41.41%</u></b>	<b><u>26.83</u></b>	<b><u>34.79%</u></b>
Tobacco or alcohol	3.52	3.59%	6.92	8.81%	1.43	1.85%
Chinese herbal medicine or health food	3.08	3.14%	1.87	2.38%	3.31	4.30%
3C or electronic appliances	0.30	0.31%	0.14	0.18%	0.13	0.17%
Tea	6.79	6.93%	1.12	1.42%	3.33	4.32%
Others	1.60	1.63%	0.97	1.23%	11.37	14.75%

**C. The average amount of daily expenditure in Taiwan of each person of the inbound non-group visitors was US\$170.39, with annual decrease of 6.06%.**

The average amount of daily expenditure in Taiwan of each person of the inbound non-group visitors was US\$170.39, with annual decrease of 6.06%.

In 2017, in comparison of four main markets inbound non-group visitors show that the average daily expenditures in Taiwan of each person from Japan (US\$196.83) were higher than that of non-group visitors from Mainland China (US\$182.90), Korean non-group visitors (US\$172.13), and non-group visitors from New Southbound 18 countries (US\$ 145.88).

Detailed shopping expenditure analysis showed that the inbound non-group visitors from Japan mainly purchased local special products (59.09%), tea (14.79%), clothes or accessories (9.96%), and the inbound non-group visitors from Mainland China mainly purchased local special products (26.01%), cosmetics and perfumes (19.89%), and clothes or accessories (18.72%). The inbound non-group visitors from Korea mainly purchased local special products (54.92%), souvenirs or handicraft products (19.22%), and clothes or accessories (7.88%). The inbound non-group visitors from New Southbound 18 countries mainly purchased local special products (35.03%), clothes or accessories (26.38%), and cosmetics and perfumes (14.25%).

Compared with last year, the annual decrease in the average daily expenditure of each person of the inbound non-group visitors from Japan was 10.48%. The details of the proportions of consumption showed that the amount of hotel bills decreased most, representing 15.15% of the total. The annual decrease in the average daily expenditure of each person of the inbound non-group visitors from Mainland China was 3.16%. The details of the proportions of consumption showed that the amount of hotel bills also decreased most, representing 15.48% of the total while the amount of shopping increased the most, representing 10.98% of the total. The annual decrease in the average daily expenditure of each person of the inbound non-group visitors from Korea was 3.56%. The details of the proportions of consumption showed that the amount of hotel bills decreased the most, representing 14.69% of the total and the amount of entertainment increased the most, representing 269.34% of the total.

**Table 18** The average daily expenditures of each person of the inbound non-group visitors in 2017 - according to main market

Unit: USD

Main Market		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All non-group visitors	Amount of money	170.39	70.08	34.83	18.18	4.89	2.59	39.82
	Percentage	100.00%	41.13%	20.44%	10.67%	2.87%	1.52%	23.37%
	Amount of growth	-10.99	-13.46	1.38	-0.43	0.84	-0.09	0.77
	Growth rate	-6.06%	-16.11%	4.13%	-2.31%	20.74%	-3.36%	1.97%
Japan non-group visitors	Amount of money	196.83	108.00	34.70	15.57	7.97	2.18	28.41
	Percentage	100.00%	54.87%	17.63%	7.91%	4.05%	1.11%	14.43%
	Amount of growth	-23.05	-19.29	-3.30	-0.56	1.42	-0.04	-1.28
	Growth rate	-10.48%	-15.15%	-8.68%	-3.47%	21.68%	-1.80%	-4.31%
Mainland China non-group visitors	Amount of money	182.90	59.44	32.88	19.88	5.40	2.71	62.59
	Percentage	100.00%	32.50%	17.98%	10.87%	2.95%	1.48%	34.22%
	Amount of growth	-5.97	-10.89	-0.19	-1.71	1.64	-1.01	6.19
	Growth rate	-3.16%	-15.48%	-0.57%	-7.92%	43.62%	-27.15%	10.98%
Korea non-group visitors	Amount of money	172.13	73.03	41.40	15.83	5.06	1.51	35.30
	Percentage	100.00%	42.43%	24.05%	9.20%	2.94%	0.88%	20.51%
	Amount of growth	-6.36	-12.58	3.41	-1.75	3.69	-0.11	0.98
	Growth rate	-3.56%	-14.69%	8.98%	-9.95%	269.34%	-6.79%	2.86%
New Southbound 18 Countries non-group visitors	Amount of money	145.88	54.60	29.06	17.48	3.30	3.12	38.32
	Percentage	100.00%	37.43%	19.92%	11.98%	2.26%	2.14%	26.27%

Note: The non-group visitors mean all the inbound visitors except the group visitors.

**Table 19** The average daily expenditures of shopping details of each person of the inbound non-group visitors in 2017 - according to main market

Unit: USD

Shopping Details	All non-group visitors		Japan non-group visitors		Mainland China non-group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	39.82	100.00%	28.41	100.00%	62.59	100.00%
Clothes or accessories	<b>7.50</b>	<b>18.84%</b>	<b>2.83</b>	<b>9.96%</b>	<b>11.72</b>	<b>18.72%</b>
Jewelry or jade	2.20	5.52%	0.44	1.56%	10.10	16.13%
Souvenirs or handicraft products	3.09	7.77%	0.89	3.13%	3.27	5.22%
Cosmetics or perfumes	<b>5.89</b>	<b>14.80%</b>	0.87	3.06%	<b>12.45</b>	<b>19.89%</b>
Local special products	<b>15.88</b>	<b>39.88%</b>	<b>16.79</b>	<b>59.09%</b>	<b>16.28</b>	<b>26.01%</b>
Tobacco or alcohol	0.77	1.94%	0.56	1.97%	1.29	2.07%
Chinese herbal medicine or health food	0.44	1.11%	0.55	1.92%	0.70	1.12%
3C or electronic appliances	0.78	1.95%	0.22	0.78%	1.65	2.64%
Tea	1.88	4.71%	<b>4.20</b>	<b>14.79%</b>	2.26	3.61%
Others	1.39	3.48%	1.06	3.74%	2.87	4.59%

**Table 19** The average daily expenditures of shopping details of each person of the inbound group visitors in 2017 - according to main market (continued.)

Unit: USD

Shopping Details	All non-group visitors		Korea non-group visitors		New Southbound 18 Countries non-group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	39.82	100.00%	35.30	100.00%	38.32	100.00%
Clothes or accessories	<b>7.50</b>	<b>18.84%</b>	<b>2.78</b>	<b>7.88%</b>	<b>10.11</b>	<b>26.38%</b>
Jewelry or jade	2.20	5.52%	0.87	2.47%	1.03	2.69%
Souvenirs or handicraft products	3.09	7.77%	<b>6.79</b>	<b>19.22%</b>	3.57	9.31%
Cosmetics or perfumes	<b>5.89</b>	<b>14.80%</b>	1.98	5.62%	<b>5.46</b>	<b>14.25%</b>
Local special products	<b>15.88</b>	<b>39.88%</b>	<b>19.39</b>	<b>54.92%</b>	<b>13.42</b>	<b>35.03%</b>
Tobacco or alcohol	0.77	1.94%	1.24	3.52%	0.49	1.29%
Chinese herbal medicine or health food	0.44	1.11%	0.28	0.78%	0.26	0.67%
3C or electronic appliances	0.78	1.95%	0.22	0.61%	1.76	4.60%
Tea	1.88	4.71%	1.08	3.07%	1.25	3.26%
Others	1.39	3.48%	0.67	1.91%	0.97	2.52%

**D. A total of 22.70% of the inbound visitors had used the tax refund service. A total of 95% of the inbound visitors who had used the tax refund service thought the procedures to get a tax refund were convenient.**

A total of 22.70% of the inbound visitors had used the tax refund service. A total of 95.49% of the inbound visitors who had used the tax refund service thought the procedures were convenient.

More than 27.50% of the inbound visitors with sightseeing as their purpose applied for tax refunds. A total of 95.53% of the inbound visitors with sightseeing purpose thought tax refund services were convenient.

**Table 20** The tax refund conditions for the inbound visitors in 2017  
– according to their main purpose

Main Purpose	Applied for tax refund	Thought the procedures were convenient
<b>All Purposes</b>	22.70	95.49
Sightseeing	27.50	95.53
Business	6.80	93.22
International conference or exhibition	14.12	100.00
Visiting friends or relatives	12.15	94.55
Studies	5.56	100.00
Medical treatment	24.00	100.00
Others	16.22	100.00

Note: The sample sizes of four purposes - "international conference or exhibition", "studies", "medical treatment" and "others" are less than 30, the figures listed as reference.

## V. Analysis of the Inbound Visitors' Satisfaction

### A. A total of 98% of the inbound visitors were satisfied with their overall experience in Taiwan.

The inbound visitors tended to be satisfied with the items of “tourism convenience”, “environment internationalization” and “environmental safety”. As for those items involved with the previous three categories, “friendliness of Taiwan people”, “safety of social environments”, “safety of accommodation facilities”, and “convenience of international transportation to Taiwan (Ease of obtaining tickets, flight times, etc.)” earned the highest satisfaction score.

According to the analysis of different markets, inbound visitors have high overall satisfaction during their trip to Taiwan in 2017.

**Table 21** The overall satisfaction of the inbound visitors during this trip to Taiwan in 2017

	Item	Mean	Standard Deviation
Convenience	International transportation to Taiwan (Ease of obtaining tickets, flight times, etc.)	4.56	0.60
	Local transportation	4.51	0.64
	Access to tourist information	4.43	0.72
	Efficiency of applying for a visa	4.42	0.82
	Communication facilities (Int'l public telephone, Internet)	4.41	0.77
	Customs procedures	4.34	0.86
	Immigration procedures	4.28	0.93
	iTaiwan Free Wi-Fi	3.97	1.07
Environment Internationalization	Friendliness of Taiwan people	4.64	0.56
	Clearness of road signs and public facilities signs	4.35	0.79
	Access to services in language	4.34	0.86
Safety	Safety of social environments	4.61	0.55
	Safety of accommodation facilities	4.61	0.55
	Safety of recreational facilities	4.53	0.57
	Good public environmental hygiene	4.36	0.79
	Good food hygiene	4.34	0.78
Total	Overall satisfaction	4.55	0.55

Note: Likert 5 point scale: 1=very poor, 2=poor, 3=fair, 4=good, 5=excellent.

**B. A total of 98% of the inbound visitors were willing to revisit Taiwan, the likely purpose of their next trip would be sightseeing. A total of 99% of the inbound visitors will recommend relatives and friends to visit Taiwan.**

A total of 98% of the inbound visitors said they were willing to come back to Taiwan. The purpose of their next trip would be sightseeing (79.29%), business (9.73%), and visit relatives/friends (9.54%). A total of 99% of the inbound visitors will recommend relatives and friends to visit Taiwan.

**Table 22** The main purpose for the inbound visitors to revisit Taiwan in 2017

Unit: %							
The main purpose to revisit Taiwan	Total	Sightseeing	Business	Visit relatives/friends	International conference/exhibition	Studies	Medical Treatment
Percentage	100.00	79.29	9.73	9.54	0.61	0.37	0.18

**Table 23** The willingness of the inbound visitors to recommend friends or relatives to visit Taiwan in 2017

Unit: %			
Will you recommend friends or relatives to visit Taiwan	Total	Yes	No
Percentage	100.00	99.29	0.71



**C. The “friendliness of people”, “gourmet food or delicious snacks” and “scenery” were the most competitive advantages of Taiwan.**

Besides Taiwan, the favorite Asian countries/area that the inbound visitors had ever been to (with sightseeing purpose) for the past three years were Japan, Thailand, and Hong Kong/Macao.

Compared with other Asian countries/area, Taiwan was concluded by the inbound visitors that friendliness of people (40 persons per hundred), gourmet food or delicious snacks (32 persons per hundred) and scenery (15 persons per hundred) were its superior items.

**Table 24** The favorite Asian countries/area the inbound visitors had ever been to in 2017 (except Taiwan)

Unit: %

Ranking	Country/area	Percentage favoring the country/area	Ranking	Country/area	Percentage favoring the country/area
1	Japan	40.27	6	Mainland China	4.54
2	Thailand	18.22	7	Malaysia	3.71
3	Hong Kong/Macao	10.11	8	Indonesia	2.22
4	Singapore	9.87	9	Philippine	2.05
5	Korea	9.01			

**Table 25** Ranking of Taiwan’s superior characteristics as thought of by the inbound visitors in 2017 (compared with their favorite Asian countries/area)

Unit: persons per hundred

Ranking	Item	Relative persons	Ranking	Item	Relative persons
1	Friendliness of people	39.61	9	Geographical convenience	3.52
2	Gourmet food or delicious snacks	31.94	10	Weather	3.00
3	Scenery	15.36	11	Night life	2.08
4	Safety of social environment	7.99	12	Democracy	0.44
5	Customs and culture	6.54	13	Recreational facilities	0.39
6	Shopping	6.47	14	Festival activities	0.29
7	Fruits	4.42	15	Health care	0.27
8	Historical relics	4.25	16	Flowers	0.12

Note: Visitors interviewed were allowed to choose more than one item in this question.

**Table 26** The comparison between Taiwan and the inbound visitor's favorite Asian country/area in 2017

Favorite Country/Area	Reason	Superior item in Taiwan
Japan	Shopping, Gourmet food or delicious snacks, Scenery	Friendliness of people, Gourmet food or delicious snacks
Thailand	Scenery, Gourmet food or delicious snacks, Shopping	Friendliness of people, Gourmet food or delicious snacks
Hong Kong/Macao	Gourmet food or delicious snacks, Shopping, Scenery	Friendliness of people, Scenery, Gourmet food or delicious snacks
Korea	Shopping, Gourmet food or delicious snacks, Scenery	Friendliness of people, Gourmet food or delicious snacks, Scenery
Singapore	Scenery, Safety of social environment, Gourmet food or delicious snacks	Friendliness of people, Gourmet food or delicious snacks, Scenery
Mainland China	Scenery, Historical relics	Friendliness of people, Gourmet food or delicious snacks, Safety of social environment
Malaysia	Scenery, Gourmet food or delicious snacks	Friendliness of people, Gourmet food or delicious snacks
Indonesia	Scenery	Gourmet food or delicious snacks, Friendliness of people,
Philippine	Scenery, Friendliness of people	Gourmet food or delicious snacks, Friendliness of people

**D. Taiwan’s “scenery”, “gourmet food”, “local friendliness and hospitality”, and “night markets sightseeing” were the most impressive parts of Taiwan for inbound visitors.**

The most impressive parts of Taiwan according to inbound visitors were Taiwan’s scenery (59 persons per hundred) gourmet food (55 persons per hundred), local friendliness and hospitality (43 persons per hundred), and night markets sightseeing (37 persons per hundred).

**Table 27** Ranking of the deepest impression of Taiwan as thought of by inbound visitors in 2017

Unit: persons per hundred					
Ranking	Item	Relative persons	Ranking	Item	Relative persons
1	Tourist spots	58.77	10	Temple	7.16
2	Gourmet food	54.99	11	Night life	5.36
3	Local friendliness and hospitality	43.42	12	Hot springs	4.81
4	Night markets sightseeing	36.97	13	Aboriginal culture	2.28
5	Coastal view	26.52	14	24 hour book stores	2.17
6	Historical relics	12.34	15	Cycling fun	1.84
7	Fruits	10.01	16	Cosmetic and medical treatments	1.76
8	Famous local products	8.57	17	The accommodation experience	0.94
9	Convenience stores	8.48	18	Festival activities	0.37

Note: Visitors interviewed were allowed to choose more than one item in this question

**E. The choice of accommodation for the inbound visitors in Taiwan was “General hotels”. Their overall satisfaction of their accommodation is 87%, trending towards “Good” and “Excellent”.**

The main accommodation for the inbound visitors was a hotel (79 persons per hundred). The choice of accommodation for the inbound visitors in Taiwan was “General hotels” (73.28%), “International tourist hotels” (20.42%) and “General tourist hotel” (6.29%). The rating of the hotel tends to be “Good and Excellent” (87.08%). The rating of the guest houses (or B&B) tends to be “Good and Excellent” (90.49%).

**F. For group tours arranged through a travel agency, the number of shopping trips arranged by local travel agencies was mostly 3-4 times per tour. 58% of their comments on commodity prices were “good price”.**

Of the total of 38.97% of the inbound visitors who chose to make their trip as a “group tour arranged through a travel agency”, the number of shopping trips arranged by their local travel agency was 3-4 times per tour, while 24.63% were 1-2 times per tour. And 57.90% of their comments on commodity prices were “good price”, while 28.55% were "high price".

**G. A total of 95% of the inbound group visitors were satisfied with their overall impressions of the travel agencies and the services of the tour guides.**

The inbound visitors trend toward satisfied with travel agencies and the services of the tour guides, whose ranking of satisfaction from high to low was: “Professionalism of the tour guides”, “The tour guide’s ability to handle emergencies“, “The tour guides’ integral service performances”, “Transportation (including driver services)”, “Accommodation”, “Itinerary”, and “Meals.”

**H. Over 89% of the inbound visitors were satisfied with the means of public transportation in Taiwan**

The inbound visitors trend toward satisfied with the means of public transportation in Taiwan (all above 89%), the highest rankings of satisfaction are Sightseeing tour bus (99.04%), Public bicycles (96.61%), MRT (96.48%), and Coach (96.37%).

## **VI. Analysis of Basic Information of the Inbound Visitors**

**A. The occupation of the inbound visitors was mainly professionals.**

The main occupation of the inbound visitors was professionals (33.40%), legislators, senior officials and managers (13.16%), and service and sales workers (10.89%).

**B. The education level of most inbound visitors was college or university level and their annual income was mainly “No fixed income”, “between US\$15,000 and US\$29,999”, and “between US\$40,000~US\$69,999.”**

The highest category of education on the survey of the inbound visitors was “College or university.” Most inbound visitors (65.60%) were in this category. The average annual income of the inbound visitors was US\$ 33,744.35. Those inbound visitors with “no fixed income”, annual income “between US\$15,000 and US\$29,999”, and “between US\$40,000 and US\$69,999” were the three major categories which made up 29.62%, 16.27% and 13.91% of those inbound visitors, respectively.

## **VII. Analysis Findings**

- A. The number of tourists visiting Taiwan reached a record high being up to 10.74 million in 2017; the increased tourists came from all of the world except Mainland China. Among them, the number of tourists from Vietnam had the highest growth rate, followed by the Philippines, Thailand, etc. The total annual amount of visitor expenditures in tourism reached to \$12.3 billion in 2017, the fifth highest in history. It fell slightly compared with 2016. Japanese tourists had the highest average daily consumption per capita, while the tourists from Mainland China purchased the most in 2017.**
  
- B. The number of tourists coming to Taiwan has been rising year by year, reaching new record high. The internet penetration rate was still the highest in 2017. The word-of-mouth recommendations from friends or relatives and the internet had the highest influence on tourists' decision-making. The tourist satisfaction survey of the Taiwan market for inbound visitors shows that the satisfaction rate are all higher than 95% in 2017.**
  
- C. The number of inbound visitors has been increasing continuously, with tourist satisfaction higher than 89% on public transportation in 2017. The tourists were impressed by Taiwan's tourist spots, gourmet food, local friendliness and hospitality, night markets sightseeing and coastal view.**
  
- D. The number of female tourists visiting Taiwan continues to exceed that of male tourists in 2017, with the ratio of female tourists to male tourists from China was the highest. However, the average daily consumption per capita of male tourists was still higher than that of female tourists even if a female tourist preferred to go shopping and visit night markets. Regarding the rate of browsing advertisements**

or tourism reports of the inbound visitors before travelling to Taiwan, female tourists had a higher rate than male tourists. There are also more first-time female visitors than male visitors in the past three years.

- E. With the increase of the annual income of inbound visitors, the average daily consumption per capita is growing. Tourists over 30 years old still belonged to the higher consumption group.
- F. Due to the decline of the number of inbound visitors staying in international tourist hotels and the reduction of group fees for Japanese tourists, the average daily consumption per capita of Japanese tourists has shrunk. Among them, the transportation costs in Taiwan decreased most, followed by the expenditure on hotels.
- G. In the past three years, the number of Chinese revisiting tourists has grown year by year. Group tourists preferred to shop and liked to spend on jewelries and jade articles the most, just as before, while non-group tourists spent more on hotels. Non-group visitors (independent visitors), having read tourism advertisements or reports about Taiwan through the internet, usually had much more impressive on Taiwanese dishes, delicious foods or special snacks than that of group tourists.
- H. The number of inbound visitors from South Korea reached a record high, up to 1.05 million in 2017, and the average daily consumption per capita increased. Among them, the expenditure on hotels for group tourists increased the most, while the dining fees outside of hotels for non-group tourists had increased the most.
- I. As a result of adopting visa-exempt entry policies and effective tourism marketing strategy by the government of Taiwan to the New Southbound 18 countries involved in New Southbound Policy, the number of visitors from these countries to Taiwan has grown substantially. The daily consumption per capita of the New Southbound 18 countries visitors was equivalent to American tourists. Among them, the shopping expenses of the New Southbound 18 countries visitors exceeded those of Japanese visitors. The expenditure on hotels, dining fees outside of the hotels and the transportation costs spent in Taiwan by the visitors of the New Southbound 18 countries was more than visitors from Mainland China.