

# **2021 Annual Survey Report on Visitors Expenditure and Trends in Taiwan**

## **Summary**

The Tourism Bureau, Ministry of Transportation and Communications (MOTC) seeks to understand the motives, viewpoints, tendencies and consumption of the inbound visitors in Taiwan in 2021 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.

In response to the global pandemic of the new coronavirus pneumonia epidemic (COVID-19), the Tourism Bureau, MOTC has suspended the local travel industry to receive the group tours from Mainland China from January 24, 2020. The Central Epidemic Command Center (hereinafter referred to as CECC) announced that from 0:00 on March 19, 2020, entry of all non-nationals would be restricted. And only those who applied for approval would be released, and all entrants would be required to undergo home quarantine for 14 days after entry. The Tourism Bureau, MOTC also announced that from 0:00 on March 19, the travel agencies were requested to suspend outbound group tours and the entry of inbound groups. By CECC, considering that the domestic epidemic has slowed down and was under stable control on June, short-term business people who met the four basic conditions could apply for shortening home quarantine from June 22, 2020.

COVID-19 remained a global pandemic in 2021. Although a variety of vaccines continued to come out and were widely vaccinated in many developed countries, the epidemic was still severe. The local epidemic in our country has continued to rise since late March, and it has entered the community epidemic stage in May. CECC announced that starting from May 19, the national epidemic alert would be raised to the third level, and all localities would simultaneously tighten and increase epidemic prevention restrictions. At the same time, stricter control of border epidemic prevention measures would be tightened. After the epidemic control, the CECC stated that the epidemic alert level to the second

level since July 27. As of December 31, 2021, Taiwan still maintained the second level of alert, and border epidemic prevention measures have not been relaxed.

The targets of this survey were the foreign and overseas Chinese inbound visitors from January 1 to December 31, 2021 (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. In order to cooperate with the epidemic prevention measures, this survey has suspended airport interview survey from May 19 to August 31, 2021. This survey has restarted face-to-face interview survey since September 1, 2021. The total number of effective samples completed in this survey in 2021 year was 2,876, of which the effective sample size from the first to the fourth quarter was 1,243, 661, 206, and 766 persons, respectively.

Affected by the international epidemic of COVID-19, our country continued to carry out border control. In 2021, Taiwan did not allow visitors for tourism purposes to travel to Taiwan. Therefore, the market structure, consumption profile, and tourism trends of inbound visitors visiting Taiwan in 2021 are very different from those of previous years, when visitors were mainly tourists, and the trend changes showed the phenomenon of breaking.

The major investigative results of this survey were classified into seven parts: "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' Expenditure ", "Analysis of the Inbound Visitors' Satisfaction ", "Analysis of Basic Information of the Inbound Visitors " and "Analysis Findings", which were summarized below. In addition, in order to understand the impact of the epidemic on the tourism market in Taiwan, we compared the sample data of the annual survey of visitors to Taiwan in 2021 (the whole year was affected by the epidemic) with those in 2019 (the whole year was not affected by the epidemic) to find the major differences, which were summarized in the "Analysis Findings" unit. The 2020 survey sample data were not included in this report for comparison because the samples in the first quarter of 2020 (January-March) were not affected by the epidemic, and most visitors came to Taiwan for "sightseeing" purpose; in the second quarter (April-June), the investigation was suspended due to the strict border control of the epidemic. In the second half of 2021 (July-December), after our country's epidemic border

control was relaxed, visitors for sightseeing purposes have not yet been allowed to come to Taiwan except the tourists travelers with "visiting friends or relatives " and "business". Also, the visitors who were stranded and did not return were allowed to stay for more than 90 days, which led to the inconsistency of the population structure from January to March and April to December, and the lack of sample data for the second quarter. In addition, the number of stay nights for effective samples was still limited to less than 90 nights, so it was not appropriate to conduct a comparative analysis of the annual survey data with the previous year (2019) or the following year (2021).

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

140,479 persons...	Number of inbound visitors; a decrease of 89.80% from the year 2020; a decrease of 98.82% from the year 2019.
58.55 nights.....	Average length of stay.
US\$90.54.....	Average daily expenditure per visitor.
US\$745 million...	Total annual amount of visitors' expenditure; a decrease of 58.61% from the year 2020; a decrease of 94.83% from the year 2019.
US\$5,301.....	Per capita inbound visitor's expenditure.
95% .....	Overall satisfaction of inbound visitors as a percentage of the total.
82% .....	Percentage of inbound visitors that had revisited Taiwan in the past three years.

Note: The data source of "Number of inbound visitors " is the Ministry of the Interior National Immigration Agency, Republic of China (Taiwan). The other indices were calculated from the survey sample.

**Table 1** Related Indices of the Inbound Visitors in Taiwan from 2019 to 2021

Year Index	2021	2020	2019
Number of inbound visitors * Note 1	140,479 persons	1,377,861 persons	11,864,105 persons
Average length of stay * Note 2	58.55 nights	8.29 nights	6.20 nights
Average daily expenditure per visitor	US\$90.54 (NT\$2,537)	* Note 3	US\$195.91 (NT\$6,059)
Total annual amount of visitors' expenditure (the fee on international airline was excluded)	US\$745 million (NT\$20,868 million)	US\$1,800 million (NT\$53,934 million) * Note 4	US\$14,411 million (NT\$445,649 million)
Per capita inbound visitor's expenditure	US\$5,301 (NT\$148,548)	* Note 3	US\$1,215 (NT\$37,563)
Overall satisfaction of inbound visitors as a percentage of the total	94.96%	97.56% (Jan-Mar) 96.39% (Jul-Dec) * Note 3	98.33%
Percentage of inbound visitors that had revisited Taiwan in the past three years	81.61%	56.07% (Jan-Mar) 85.76% (Jul-Dec) * Note 3	42.22%

Note: 1.The data source of "Number of inbound visitors" is the Ministry of the Interior National Immigration Agency, Republic of China (Taiwan). The data sources of the quarterly and annually average exchange rate of the New Taiwan Dollar to the U.S. dollar is the official website of the Central Bank of the Republic of China (Taiwan).

2.The "Average length of stay" in 2021 was calculated from the survey sample which was based on the number of stay nights from 1 to 120 (due to epidemic prevention measures, inbound visitors were required to be quarantined at home for 14 days and take self-health management for 7 days). Both the data source of "Average length of stay" in 2020 and 2019 is the Ministry of the Interior National Immigration Agency, Republic of China (Taiwan), which was calculated based on the number of stay nights from 1 to 90.

3.The total annual estimators cannot be estimated in 2020 because of the lack of the second quarter of 2020, due to the strict border control measures on the epidemic. Besides, the population structure of the first quarter was quite different and disruptive from the other quarters of 2020.

4.The total annual amount of visitors' expenditure in 2020 is calculated by adding the value of the four quarterly amounts of visitors' expenditure in 2020. However, in the second quarter of 2020, due to the strict border control measures on the epidemic, the interview survey was suspended. Hence the "average daily expenditure per visitor" for this quarter was imputed based on the survey sample that stayed 31-60 nights in the third quarter of 2020.

5.During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

## II. Analysis of the Inbound Visitors' Plans

### A. 69% of the inbound visitors came to Taiwan with visiting friends or relatives as their main purpose.

The main purposes of the inbound visitors were visiting friends or relatives (68.88%), business (25.28%), etc.

**Table 2** The main purpose the inbound visitors in 2021

Main Purpose	Frequency	Unit: Persons; %
		Percentage
Total	2,876	100.00
Sightseeing	-	-
Business	727	25.28
International conference or exhibition	-	-
Visiting friends or relatives	<b>1,981</b>	<b>68.88</b>
Studies	27	0.94
Medical treatment	13	0.45
Others	128	4.45

Note: 1. "-" means no visitor in the sample.

2. During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

**B. 99% of the inbound visitors surfed the internet during their stay in Taiwan. "SIM card" was their major way to connect to the Internet.**

99% of the inbound visitors surfed the internet during their stay in Taiwan. The ways that the inbound visitors connect to the internet were mainly "SIM card" (88 persons per hundred), Free WiFi (78 persons per hundred), international roaming (4 persons per hundred), and router (2 persons per hundred).

**Table 3** How did inbound visitors surfed the internet during their stay in Taiwan in 2021

Unit: persons per hundred

Item	Relative Percentage
SIM card	<b>88.49</b>
Free WiFi	78.17
International roaming	3.50
Router	2.34

Note: 1. Visitors interviewed were allowed to choose more than one item in this question.

2. The figure was calculated from the sample that excluding those who were not surfed the internet during their stay in Taiwan.

3. During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

**C. 88% of the inbound visitors chose to make their trip without any arrangements through travel agencies/OTA for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival.**

A total of 88.42% of the inbound visitors visiting Taiwan chose "Without any arrangements through travel agencies for booking accommodations and tickets; no arrangements by a Taiwan travel agency/OTA after arrival". Another 9.49% 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, 77.30% of the inbound visitors with the business and 92.78% of the inbound visitors with the visiting friends or relatives chose "Without any arrangements through travel agencies/OTA for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival".

**Table 4** Kinds of arrangements the inbound visitors made on their trips in 2021  
- according to the main purpose

Unit: row %

Main Purpose	Total	Tour group	Non-tour-group			
		Group tour arranged through a travel agency (Joined a tour group)	Individual tour arranged through a travel agency (Examples: exchange program, school holiday trip, incentive travel, family and friends tour group, etc.)	Individual tour arranged through a travel agency only for booking accommodations (and tickets)	Without any arrangements through travel agencies/OTA for booking accommodations and tickets; jointed the activities arranged by a Taiwan travel agency after arrival	Without any arrangements through travel agencies/OTA for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival
Total	100.00	-	0.07	9.49	2.02	88.42
Sightseeing	-	-	-	-	-	-
Business	100.00	-	-	22.01	0.69	77.30
International conference or exhibition	-	-	-	-	-	-
Visiting friends or relatives	100.00	-	-	4.69	2.52	92.78
Studies	100.00	-	7.41	11.11	-	81.48
Medical treatment	100.00	-	-	7.69	-	92.31
Others	100.00	-	-	12.50	2.34	85.16

Note: 1. "-" means no visitor in the sample.

2. During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.



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

#### A. A total of 18% of the inbound visitors was the first time visitors to Taiwan in the past three years.

The times of the inbound visitors have been to Taiwan in the past three years (including this time), from highest to lowest were as follows: the second time (28.55%), more than 5 times (23.71%), the third time (22.88%), the first time (18.39%), and the fourth times (6.47%).

**Table 5** The times of the inbound visitors have been to Taiwan in the past three years (including this time) in 2021

Unit: %	
Times	Percentage
Total	100.00
The first time	18.39
The second time	<b>28.55</b>
The third time	<b>22.88</b>
The fourth time	6.47
More than 5 times	<b><u>23.71</u></b>

Note: During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

## **B. A total of 82% of the inbound visitors stayed for 31-120 nights.**

In 2021, inbound visitors should be in cooperation with epidemic prevention measures (inbound visitors were required to be quarantined at home for 14 days and take self-health management for 7 days), so the survey object was changed from those staying within 90 nights in Taiwan to those staying within 120 nights. In 2021, the highest proportion of the length of stay was 31-60 nights (42.77%), followed by 61-90 nights (21.80%), 16-30 nights (17.52%), and 91-120 nights (17.39%), etc.

**Table 6** The length of stay of the inbound visitors in 2021

Length of stay	percentage	Unit : %
Total		100.00
5-7 nights		0.10
8-15 nights		0.42
16-30 nights		<b>17.52</b>
31-60 nights		<b>42.77</b>
61-90 nights		<b>21.80</b>
91-120 nights		17.39

Note: During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

## **C. "Night markets", "Taipei 101 ", "Ximending ", "Tamsui ", "Yangmingshan " and "Beitou ", were the major scenic spots for the inbound visitors.**

The major scenic spots in the inbound visitors visited were night markets (42 persons per hundred), Taipei 101 (14 persons per hundred), Ximending (11 persons per hundred), Tamsui (11 persons per hundred), Yangmingshan (8 persons per hundred), and Beitou (7 persons per hundred), etc.

The major night markets in the inbound visitors visited were mostly visited "Shilin Night Market" (8 persons per hundred) and "Raohe Street Tourist Night Market" (7 persons per hundred).

**Table 7** Ranking of the major scenic spots inbound visitors visited in 2021

Unit: persons per hundred

Ranking	Scenic spot	Relative Percentage	Ranking	Scenic spot	Relative Percentage
1	Night markets	41.93	6	Beitou	7.09
2	Taipei 101	14.12	7	Sun Moon Lake	5.15
3	Ximending	11.02	8	Jiaoxi	5.08
4	Tamsui	10.64	9	Xiangshan	4.97
5	Yangmingshan	7.58	10	Kenting National Park	4.90

Note: 1. Each visitor was asked to list at most 15 most impressed scenic spots for those he has visited. And the figures in the table were calculated from those listed scenic spots.

2. During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

#### D. "Tamsui " was the favorite scenic spot for the inbound visitors.

There were only 4 scenic spots which the relative percentage visiting the scenic spots exceed 10 (persons per hundred). Among that the favorite scenic spot for the inbound visitors was "Tamsui" (10.64%), followed by "Taipei 101", "Night market", and "Ximending" (all over 12%).

**Table 8** Ranking of the favorite scenic spots the inbound visitors visited in 2021

Ranking	Scenic spot	Relative Percentage (persons per hundred)	Percentage favoring the scenic spot
1	Tamsui	10.64	22.88%
2	Taipei 101	14.12	19.21%
3	Night market	41.93	16.92%
4	Ximending	11.02	12.30%

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).

4. During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

### E. 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 (45 persons per hundred), New Taipei City (20 persons per hundred), Taichung City (12 persons per hundred), Kaohsiung City (10 persons per hundred), Tainan City (9 persons per hundred), Nantou County (8 persons per hundred), and Yilan County (8 persons per hundred), etc.

**Table 9** Ranking of the major city/county the inbound visitors visited in 2021

Unit: persons per hundred

Ranking	City/County	Relative Percentage	Ranking	City/County	Relative Percentage
1	Taipei City	44.78	12	Chiayi County	3.62
2	New Taipei City	20.34	13	Keelung City	3.23
3	Taichung City	11.93	14	Miaoli County	1.84
4	Kaohsiung City	10.15	15	Hsinchu County	1.70
5	Tainan City	9.25	16	Changhua County	1.56
6	Nantou County	8.41	17	Hsinchu City	1.50
7	Yilan County	7.55	18	Chiayi City	0.80
8	Hualien County	6.15	19	Penghu County	0.70
9	Pingtung County	5.98	20	Yunlin County	0.38
10	Taitung County	4.24	21	Kinmen County	0.38
11	Taoyuan City	4.00	22	Lienchiang County	0.10

Note: 1.The figures in the table were calculated from the cities/counties of the scenic spots that the inbound visitors have visited .

2.During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

**Table 10** Ranking of the major area the inbound visitors visited in 2021

Unit: persons per hundred

Ranking	Area	Relative Percentage
1	Northern Taiwan	55.63
2	Southern Taiwan	22.64
3	Central Taiwan	19.40
4	Eastern Taiwan	8.34
5	Offshore islands	1.04

Note: 1.The figures in the table were calculated from the areas of the scenic spots that the inbound visitors have visited.

2.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.

3.During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

**F. "Shopping", "night market sightseeing", "hiking/trekking/backpacking/mountaineering", "health care", "hot spring soaking", "massage or acupuncture", "historical relics sightseeing", and "eco tour" were the major activities of the inbound visitors in Taiwan.**

The major activities for the inbound visitors visiting Taiwan were shopping (88 persons per hundred), night markets sightseeing (42 persons per hundred), hiking/trekking/backpacking/mountaineering (20 persons per hundred), health care (13 persons per hundred), hot spring soaking (13 persons per hundred), massage or acupuncture (13 persons per hundred), historical relics sightseeing (12 persons per hundred), and eco tour (11 persons per hundred).

**Table 11** Ranking of the activities the inbound visitors participated in 2021

Unit: persons per hundred

Ranking	Item	Relative Percentage	Ranking	Item	Relative Percentage
1	Shopping	87.73	10	Pubs or night clubs	5.18
2	Night market sightseeing	42.04	11	Leisure farm	3.51
3	Hiking/trekking/ backpacking/mountaineering	19.92	12	Aquatic recreation activities (including lake tour)	3.30
4	Health care	13.25	13	Theme park	2.96
5	Hot spring soaking	12.97	14	Sports or sporting competitions (including cycling trip)	2.85
6	Massage or acupuncture	12.87	15	Culture events	2.09
7	Historical relics sightseeing	12.13	16	Tourism factory	1.56
8	Eco tour	10.81	17	Festival activities	1.22
9	Exhibitions	6.75	18	Tribal tourism	1.04

Note: 1. Visitors interviewed were allowed to choose more than one item in this question.

2. "Sports or sporting competitions" has been changed to "sports or sporting competitions (including bicycle tours)" since 2021.

3. During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

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

**A. Due to the continuous impact of covid-19, the total annual amount of visitors' expenditure was down 58.61% over the previous year, reaching US\$745 million in 2021. Because of the appreciation of the NT dollar, it was equivalent to about NT\$20,868 million, a decrease of 61.31% over the previous year.**

Affected by the covid-19, Taiwan continues to implement border control, and has not yet allowed inbound visitors with sightseeing purpose to come to Taiwan, so in 2021, the number of inbound visitors was 140,479 persons, an decrease of 89.80% from the previous year. The average length of stay was 58.55 nights (based on the number of stay nights from 1 to 120, in response to epidemic prevention measures, inbound visitors are required to be quarantined at home for 14 days and self-health management for 7 days), an increase of 50.26 nights of the previous year (the source of the data for the previous year was from the Ministry of the Interior National Immigration Agency, Republic of China (Taiwan), based on the number of stay nights from 1 to 90 nights). The average daily expenditure per visitor was US\$90.54. The total annual amount of visitors' expenditure was down 58.61% over the previous year, reaching US\$745 million in 2021. Due to the impact of the appreciation of the new Taiwan dollar, it was equivalent to about NT\$20,868 million, a decrease of 61.31% over the previous year.

**Table 12** The total annual amount of visitors' expenditure in 2021

Time period	Number of inbound visitors (persons) (1)	Average length of stay (nights) (2)	Average daily expenditures per visitor (USD) (3)	The total amount of visitors' expenditure (excluding international air tickets) (US\$100 million) (4)=(1)×(2)×(3) ÷100,000,000	Average monthly exchange rate of New Taiwan Dollar to US Dollar (5)	The total amount of visitors' expenditure (excluding international air tickets) (NT\$100 million) (6)= (1)×(2)×(3) ×(5)÷100,000,000
2021 (Total)	140,479	58.55	90.54	<b>7.45</b>	28.022	<b>208.68</b>
2020 (Quarterly Aggregation)	1,377,861			<b>18.00</b>		<b>539.34</b>
Jan-Mar	1,248,586	7.56	152.09	14.36	30.147	432.80
Apr-Jun	13,300	51.19	71.16 <sup>*Note 5</sup>	0.48	29.933	14.50
Jul-Sep	53,804	32.29	77.90	1.35	29.481	39.90
Oct-Dec	62,171	32.44	89.85	1.81	28.772	52.14

Note:1.The data source of "Number of inbound visitors" is the Ministry of the Interior National Immigration Agency, Republic of China (Taiwan).

2.In 2021, the "Average length of stay" was calculated from the survey data, and was based on the number of stay nights from 1 to 120 (due to epidemic prevention measures, inbound visitors were required home isolation for 14 days and self- health management for 7 days).

3.The data sources of the average monthly exchange rate of the New Taiwan Dollar to the U.S. dollar is the official website of the Central Bank of the Republic of China (Taiwan).

4.The total annual amount of visitors' expenditure in 2021 was calculated according to the same formula of the past years. It was calculated by multiplying "Number of inbound visitors", "Average length of stay", and "Average daily expenditures per visitor".

5.The total annual amount of visitors' expenditure (quarterly aggregation) in 2020 was the sum of the value of total amount of visitors' expenditure in each quarter. The total amount of visitors' expenditure in each quarter was calculated by the product of "The number of inbound visitors", "Average length of stay", and "Average daily expenditure per visitor" of each quarter. However, in the second quarter (April-June) 2020, due to the strict border controls measures on the epidemic, the interview survey was suspended. Hence the "average daily expenditure per visitor" for this quarter was imputed based on the survey sample that stay 31-60 nights in the third quarter (July-September) of 2020, which was US\$71.16, as the imputation value of the "average daily expenditure per visitor" in the second quarter.

6.During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

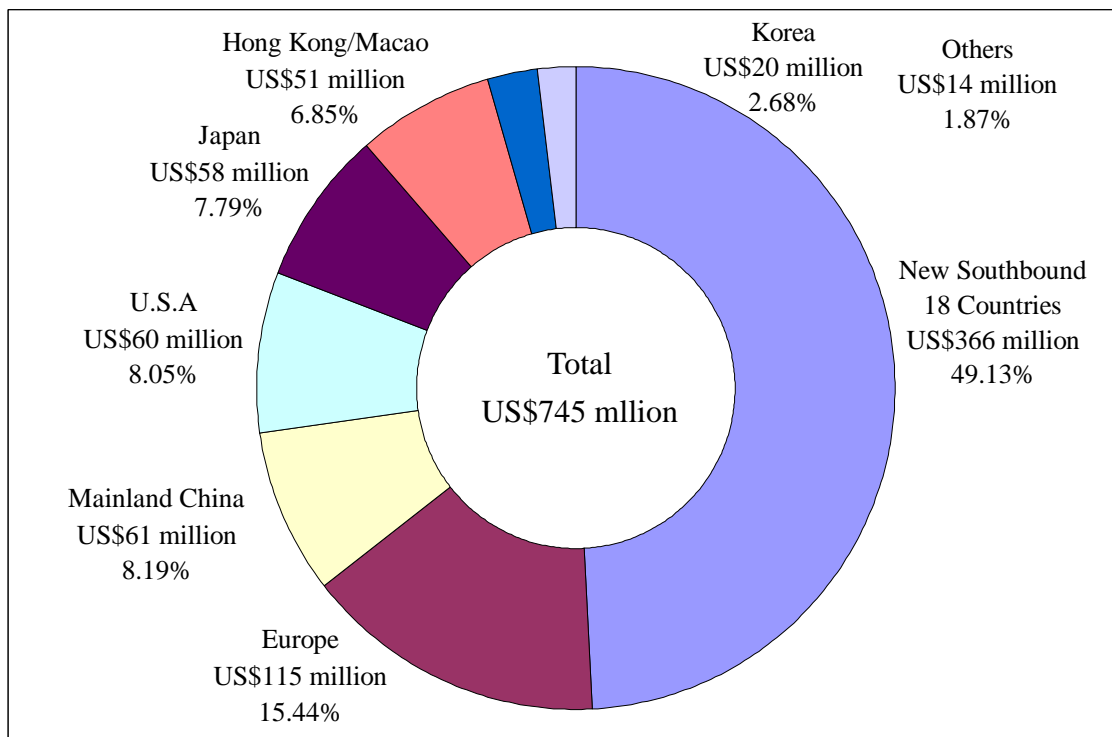
According to the analysis of the 7 main markets, the total annual amount of visitors' expenditure, from highest to lowest were as follows: New Southbound 18 countries (US\$366 million, accounted for 49.13%), Europe (US\$115million, accounted for 15.44%), Mainland China (US\$61 million, accounted for 8.19%), U.S.A. (US\$60 million, accounted for 8.05%), Japan (US\$58 million, accounted for 7.79%), Hong Kong/Macao (US\$51 million, accounted for 6.85%), and Korea (US\$20 million, accounted for 2.68%).

**Table 13** The total expenditure of the inbound visitors of the 7 main markets in 2021

Market	Number of inbound visitors (persons) (1)	Average length of stay (nights) (2)	Average daily expenditures per visitor (USD) (3)	The total amount of visitors' expenditure (excluding international air tickets) (US\$100 million) (4)=(1)×(2)×(3) ÷100,000,000	The total amount of visitors' expenditure (excluding international air tickets) (NT\$100 million) (5)= (1)×(2)×(3) ×28.022 ÷100,000,000
All	140,479	58.55	90.54	7.45	208.68
New Southbound 18 Countries	68,339	57.84	92.58	3.66	102.54
Europe	16,413	59.39	118.25	1.15	32.30
Mainland China	13,267	62.88	73.71	0.61	17.23
U.S.A	11,981	58.90	84.99	0.60	16.81
Japan	10,056	52.82	108.77	0.58	16.19
Hong Kong/Macao	10,760	51.89	91.92	0.51	14.38
Korea	3,300	56.64	105.60	0.20	5.53

- Note: 1.The data source of "Number of inbound visitors" is the Ministry of the Interior National Immigration Agency, Republic of China (Taiwan). The "Average daily expenditures per visitor" and "The average length of stay (nights)" were calculated from the survey data, and "The average length of stay (nights)" was based on the number of stay nights from 1 to 120 (due to epidemic prevention measures, inbound visitors were required to be quarantined at home for 14 days and self- health management for 7 days).
- 2.The average monthly exchange rate of the US dollar to the new Taiwan dollar in 110 was 28.022, according to the the official website of the Central Bank of the Republic of China (Taiwan).
- 3.During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.





Note: The percentage of "Others " is 100.00% minus the sum of the percentages of the 7 main markets.

Figure 1 The percentages of the total annual amount of visitors' expenditure of the 7 main markets in 2021

In 2021, the average daily expenditure in Taiwan of each person of the inbound visitors was US\$ 90.54. The details of the components of expenditure showed that, the amount of hotel bills was the highest, representing US\$42.45 (accounted for 46.89%), followed by the amount of meals excluding hotel meals US\$17.26 (accounted for 19.06%), the amount of shopping US\$11.78 (accounted for 13.01%), and the amount of miscellaneous expenses US\$11.15 (accounted for 12.31%), etc.

Comparing the main purposes of visiting Taiwan, the average daily expenditure of inbound visitors with the main purpose of business in Taiwan in 2021 (average per person per day at US\$127.68) is much higher than that of inbound visitors with the main purpose of visiting relatives or friends (average per person per day at US\$75.73). If it is observed by shopping expenditure, the main purpose of visiting relatives or friends (average per person per day is US\$13.42) is higher than that of business main purpose tourists (average per person per day at US\$6.50).

**Table 14** The Average daily expenditures per visitor in 2021—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	90.54	42.45	17.26	6.21	1.69	11.15	11.78
	Percentage	100.00%	46.89%	19.06%	6.86%	1.87%	12.31%	13.01%
Business	Amount of money	127.68	85.35	18.11	8.91	1.66	7.15	6.50
	Percentage	100.00%	66.85%	14.18%	6.98%	1.30%	5.60%	5.09%
Visiting friends or relatives	Amount of money	75.73	26.27	16.98	5.31	1.73	12.02	13.42
	Percentage	100.00%	34.69%	22.42%	7.02%	2.28%	15.87%	17.72%
Studies	Amount of money	69.84	27.49	16.45	3.85	1.18	14.96	5.91
	Percentage	100.00%	39.36%	23.55%	5.51%	1.70%	21.42%	8.46%
Medical Treatment	Amount of money	152.45	24.90	9.09	4.76	0.79	101.80	11.11
	Percentage	100.00%	16.33%	5.96%	3.12%	0.52%	66.78%	7.29%
Others	Amount of money	116.43	53.93	15.55	5.72	2.19	21.03	18.01
	Percentage	100.00%	46.32%	13.36%	4.91%	1.88%	18.06%	15.47%

Note: 1. There are no survey samples for the purposes of "sightseeing" and "international conferences or exhibitions".

2. There are only 27 persons with purpose of study and only 13 persons with purpose of medical treatment purposes, the figures listed as reference.

3. A total of 128 persons were with purpose of "others". Because they were not classified in detail, the figures listed as reference.

4. During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

According to the analysis of the 7 main markets, the average daily expenditure per visitor from Europe (US\$118.25) was the highest, then followed by Japan (US\$108.77), Korea (US\$105.60), New Southbound 18 countries (US\$92.58), Hong Kong/Macao (US\$91.92), U.S.A. (US\$84.99) and Mainland China (US\$73.71). In addition, the shopping amounts of the inbound visitors, from highest to lowest were as follows: Mainland China (US\$18.48), Hong Kong/Macao (US\$14.47), U.S.A. (US\$12.63), Japan (US\$9.78), New Southbound 18 countries ( US\$8.63), Korea (US\$7.21) and Europe (US\$7.05).

**Table 15** The average daily expenditure per visitor in 2021-according to main market

Unit: USD

Main Market		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All	Amount of money	90.54	42.45	17.26	6.21	1.69	11.15	11.78
	Percentage	100.00%	46.89%	19.06%	6.86%	1.87%	12.31%	13.01%
Japan	Amount of money	108.77	64.36	14.74	8.21	2.48	9.20	9.78
	Percentage	100.00%	59.17%	13.55%	7.55%	2.28%	8.46%	8.99%
Mainland China	Amount of money	73.71	20.65	14.90	4.59	1.07	14.02	18.48
	Percentage	100.00%	28.02%	20.21%	6.23%	1.45%	19.02%	25.07%
Korea	Amount of money	105.60	65.43	17.93	7.28	1.24	6.51	7.21
	Percentage	100.00%	61.96%	16.98%	6.89%	1.17%	6.17%	6.83%
Hong Kong/Macao	Amount of money	91.92	43.88	16.81	5.53	2.05	9.18	14.47
	Percentage	100.00%	47.74%	18.29%	6.01%	2.23%	9.99%	15.74%
New Southbound 18 Countries	Amount of money	92.58	51.09	16.54	6.79	1.61	7.92	8.63
	Percentage	100.00%	55.18%	17.87%	7.33%	1.74%	8.56%	9.32%
U.S.A	Amount of money	84.99	34.29	17.66	5.82	1.73	12.86	12.63
	Percentage	100.00%	40.35%	20.78%	6.85%	2.03%	15.13%	14.86%
Europe	Amount of money	118.25	75.29	17.10	8.32	2.19	8.30	7.05
	Percentage	100.00%	63.67%	14.46%	7.04%	1.85%	7.02%	5.96%

Note: 1. "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. The sample size is 294 persons in 2021.

2. During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

**B. A total of 1.84% of the inbound visitors had used the tax refund service. A total of 83% of the inbound visitors who had used the tax refund service thought the procedures to get a tax refund were convenient.**

A total of 1.51% of the inbound visitors with business as their main purpose had used the tax refund service, and among them 90.91% thought the procedures were convenient. A total of 1.77% of the inbound visitors with visiting friends and relatives as their main purpose applied for tax refunds, and among them 80.00% thought the procedures were convenient.

**Table 16** The tax refund conditions for the inbound visitors in 2021– according to their main purpose

Main Purpose	Unit: %	
	Applied for tax refund	Thought the procedures were convenient
<b>All Purposes</b>	1.84	83.02
Sightseeing	-	-
Business	1.51	90.91
International conference or exhibition	-	-
Visiting friends or relatives	1.77	80.00
Studies	7.41	50.00
Medical treatment	7.69	100.00
Others	3.13	100.00

Note:1.The sample sizes of two purposes - "studies" (only 27 persons) and "medical treatment" (only 13 persons), are less than 30, the figures listed as reference. The category "others" was not divided in detail, the figure listed as reference.

2."-" means no visitor in the sample..

3.During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

**C. A total of 16.76% of the inbound visitors had paid for this trip by using the mobile payment. The most used mobile payment platform was Apple Pay.**

There were 16.76% of the inbound visitors had paid for this trip by using the mobile payment. There were 83.24% of the inbound visitors had not paid for this trip by using the mobile payment. The most used mobile payment platform was Apple Pay (59 persons per hundred), followed by LINE Pay (21 persons per hundred), AliPay(8 persons per hundred), Google Pay (8 persons per hundred), etc.

**Table 17** Proportion of mobile payment used by inbound visitors in 2021

Unit: persons; %

Using Mobile Payment or not	Frequency	Percentage
Total	2,876	100.00
Use	482	16.76
Never use	2,394	83.24

Note: During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

**Table 18** The mobile payment platform used by the inbound visitors in 2021

Unit: persons; persons per hundred

Mobile Payment Platform	Frequency	Relative Percentage
Apple Pay	<b>284</b>	<b>58.92</b>
LINE Pay	103	21.37
AliPay	39	8.09
Google Pay	39	8.09
JKOSPay	17	3.53
WeChat Pay	17	3.53
Taiwan Pa	4	0.83
Pi	3	0.62
others	38	7.88

Note: 1. The figure was calculated from the sample that excluding those who were not surfed the mobile payment for this trip.

2. "Others" include Samsung Pay, PX Pay, PayPal, Easycard, ezPay, O'Pay, skm pay, WeMo, and YouTrip.

3. During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

## V. Analysis of the Inbound Visitors' Satisfaction

### A. A total of 95% of the inbound visitors were satisfied with their overall experience in Taiwan.

The inbound visitors tended to be satisfied with the items of "convenience", "environment internationalization" and "safety". As for those items involved with the previous three categories, "friendliness of Taiwan people", "safety of social environments", "safety of accommodation facilities", "safety of recreational facilities", "local transportation", and "customs procedures" earned the highest satisfaction score.

**Table 19** The overall satisfaction of the inbound visitors during this trip to Taiwan in 2021

	Item	Mean	Standard Deviation
Convenience	Local transportation	4.40	0.66
	Customs procedures	4.39	0.74
	Immigration procedures	4.34	0.79
	Access to tourist information	4.30	0.70
	Communication facilities (Int'l public telephone, Internet)	4.25	0.78
	International transportation to Taiwan (Ease of obtaining tickets, flight times, etc.)	4.23	0.84
	Free Wi-Fi	4.06	0.93
	Efficiency of applying for a visa	3.57	1.11
Environment Internationalization	Friendliness of Taiwan people	4.60	0.59
	Access to services in language	4.33	0.80
	Clearness of road signs and public facilities signs	4.24	0.82
Safety	Safety of social environments	4.47	0.64
	Safety of accommodation facilities	4.47	0.63
	Safety of recreational facilities	4.46	0.64
	Good public environmental hygiene	4.26	0.73
	Good food hygiene	4.21	0.72
Total	Overall satisfaction	4.34	0.58

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

2.During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

**B. A total of 99% of the inbound visitors were willing to revisit Taiwan, the likely purpose of their next trip would be visiting friends or relatives. A total of 97% of the inbound visitors will recommend relatives and friends to visit Taiwan.**

A total of 99% of the inbound visitors said they were willing to come back to Taiwan. The main purpose of their next trip would be visiting relatives/friends (52.41%), sightseeing (24.64%), and business (20.74 %). A total of 97% of the inbound visitors will recommend relatives and friends to visit Taiwan.

**Table 20** The main purpose of the inbound visitors to revisit Taiwan in 2021

Main purpose	Total	Visit relatives /friends	Sightseeing	Business	Studies	Medical Treatment	International conference/exhibition	Unit: %	
									Others
Percentage	100.00	52.41	24.64	20.74	0.81	0.32	0.07	1.02	

Note:During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

**Table 21** The willingness of the inbound visitors to recommend friends or relatives to visit Taiwan in 2021

Will you recommend friends or relatives to visit Taiwan	Total	Yes	No	Unit: %	
Percentage	100.00	96.73	3.27		

Note:During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.

**C. Taiwan's "gourmet food", "local friendliness and hospitality", "convenience store", and "fruits" were the most impressive parts of Taiwan for inbound visitors.**

The most impressive parts of Taiwan according to inbound visitors were Taiwan's gourmet food (46 persons per hundred), local friendliness and hospitality (41 persons per hundred), convenience stores (22 persons per hundred), fruits (22 persons per hundred), night markets sightseeing (16 persons per hundred), coastal view (14 persons per hundred), tourist spots (13 persons per hundred), and health care (12 persons per hundred), etc.

**Table 22** Ranking of the deepest impression of Taiwan as thought of by inbound visitors in 2021

Unit: persons per hundred

Ranking	Item	Relative Percentage	Ranking	Item	Relative Percentage
1	Gourmet food	45.90	10	Temple	5.32
2	Local friendliness and hospitality	41.27	11	Book stores	4.87
3	Convenience stores	21.97	12	Famous local products	4.76
4	Fruits	21.56	13	Night life	4.62
5	Night markets sightseeing	15.51	14	Historical relics	2.71
6	Coastal view	14.26	15	Cycling fun	2.54
7	Tourist spots	12.62	16	Aboriginal culture	1.67
8	Health care	12.27	17	The accommodation experience	1.25
9	Hot springs	6.71	18	Festival activities	0.59

Note:1. Visitors interviewed were allowed to choose more than one item in this question

2. During the period from May 19 to August 31, 2021, the investigation was suspended due to the strict border controls.



**D. The overall satisfaction of the inbound visitors for their accommodation for hotel is 79%, and 86% for guest houses (or B&B).**

The main accommodation for the inbound visitors was a hotel (79 persons per hundred). The overall satisfaction of the hotel is 78.89%, which includes "very satisfied" (31.24%) and "satisfied" (47.65%). There were 6 persons per hundred who chose a guest house (or B&B) as their accommodation. The overall satisfaction of the guest houses (or B&B) is 85.87%, which includes "very satisfied" (40.22%) and "satisfied" (45.65%).

**E. Over 83% of the inbound visitors were satisfied with the means of local transportation in Taiwan**

The inbound visitors trend toward satisfied with the means of local transportation in Taiwan (all above 83%), the ranking of satisfaction from high to low was: High Speed Rail (98.03%), MRT (97.74%), Uber (96.76%), and Coach (95.00%), etc..

**F. The most important reasons why the visitors interviewed still chose to come to Taiwan when the COVID-19 was spreading globally was "visiting friends or relatives", followed by "business needs."**

In 2021, the reasons why the visitors interviewed still chose to come to Taiwan when the COVID-19 was spreading globally were "visiting friends or relatives" (72 persons per hundred), followed by "business needs" (27 persons per hundred), "Taiwan's COVID-19 situation is not serious" (17 persons per hundred), "having confidence in the Taiwanese government's and the people's anti-epidemic measures" (15 persons per hundred), etc.

## **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 (38.18%), legislators, senior officials and managers (18.18%), and the retired (14.74%).

### **B. The education level of most inbound visitors was college or university level and their annual income was mainly "No fixed income", "Over US\$100,000", and "US\$70,000~US\$99,999".**

The highest category of education on the survey of the inbound visitors was "College or university". Most inbound visitors (50.90%) were in this category. The mean annual income of the visitors surveyed was US\$83,127. The highest category of the visitors surveyed was "no fixed income", accounting for 38.77%, followed by "over US\$100,000", accounting for 26.95%, and the third, "US\$30,000-39,999", accounting 12.17%.

## VII. Analysis Findings

1. Due to the continuous impact of the COVID-19, according to the information of the National Immigration Agency, Ministry of the Interior, the number of inbound visitors in 2021 continued to drop sharply, a decrease of 89.80% compared with the previous year and a decrease of 98.82% compared with 2019. In 2021 there were fewer female passengers than male passengers, and in 2019 there were more female passengers than male passengers. In 2021, due to border control and related epidemic prevention measures, inbound visitors who stayed more than 90 nights accounted for 73.57%, compared with 9.01% in 2019. In 2021, the number of inbound visitors was the most of the New Southbound 18 countries, followed by Europe. In 2019, the number of inbound visitors was the most of the New Southbound 18 countries, followed by Mainland China.
2. In the 2021 survey samples, the main purposes of the inbound visitors were to visit relatives or friends, followed by business; in 2019, the inbound visitors were mainly for sightseeing purpose. The proportion of professionals and retirees increased the most in 2021 compared with that in 2019. In 2021, the proportion of visitors earning more than US\$100,000 per year jumped to the second place, significantly higher than that in 2019.
3. The total annual amount of visitors' expenditure was US\$745 million in 2021, a decrease of 94.83% compared with that in 2019. In 2021, the average daily expenditure per visitor of inbound visitors was significantly reduced by 53.78% compared with that in 2019, of which the shopping fees decreased by 77.23%, accounting for the largest proportion. For the inbound visitors in 2021, of the breakdown of the average daily shopping fees per visitor, except for "3C or electric appliances", the amounts of the rest of the shopping fees are lower than those in 2019.
4. In 2021, the total annual amount of visitors' expenditure from the seven main markets had their significantly reduced compared with that in 2019. In 2021, the annual amount of visitor expenditure on tourism would be the highest in the New Southbound 18 countries (US\$366 million, accounted for 49.13% of the total), followed by Europe (US\$115 million, accounted for 15.44%). In 2019, the total annual amount of visitors' expenditure from the Mainland China had the highest expenditure (US\$3,885 million, accounted for 26.96%), followed by the New Southbound 18 countries (US\$3,634 million, accounting for 25.22%).

5. In 2021, 16.76% of the interviewed passengers used mobile payment, which is lower than 19.66% in 2019 ; Apple Pay was the most used mobile payment platform, followed by LINE Pay. In 2019, AliPay was the most used, followed by WeChat Pay.
6. Both in 2021 and in 2019, the top three popular attractions of the interviewed visitors were Night markets, Taipei 101, and Ximending. In 2021, the favorite scenic spot for the inbound visitors was Tamsui, followed by, Taipei 101, Night market, and Ximending. In 2019, the favorite scenic spot for the inbound visitors was Kenting National Park, followed by, Sun Moon Lake, Jiufen, Alishan, Taroko Tienhsiang, Pingxi, Yehliu, etc.
7. In 2021, of the activities that interviewed visitors attended, significantly higher than those in 2019, were " hiking/trekking/backpacking/mountaineering ", "health care" and "massage or acupressure "; the significantly reduced activities were " night markets sightseeing", "historical relics sightseeing" and "exhibitions".
8. In 2021, of the items that interviewed visitors had an impression of Taiwan, significantly higher than those in 2019, were "health care", "local friendliness and hospitality", "convenience stores" and "fruits"; the items that have been reduced more were "tourist spots", "night markets sightseeing", "coastal view" and "gourmet food".
9. Both in 2021 and in 2019, the overall satisfaction level of the inbound visitors with their experience in Taiwan was over 95%, the willingness to revisit Taiwan was over 98%, and willingness to recommend relatives and friends to visit was over 97%; they were all inclined to be satisfied with the various modes of transportation in Taiwan.
10. In 2021, when the new coronavirus pneumonia epidemic spread globally, the major reasons why visitors still chose to visit Taiwan were "visiting friends or relatives", followed by "business needs", "Taiwan's COVID-19 situation is not serious", and "having confidence in the Taiwan's government and the people's anti-epidemic measures", etc.