

2019 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 2019 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, 2019 (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 8,562 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

11,864,105 persons....	Number of inbound visitors; an increase of 7.21% from the previous year.
6.20 nights.....	Average length of stay (nights) for all inbound visitors; a decrease of 0.26 nights of the previous year.
US\$195.91.....	Average daily expenditure per visitor; an increase of 2.20% from the previous year.
US\$14,411 million....	Total annual amount of visitor expenditure on tourism; an increase of 5.15% from the previous year.
US\$1,215.....	Per capita inbound visitor spending; a decrease of 1.86% from the previous year.
98%.....	Overall satisfaction of inbound visitors as a percentage of the total; an increase of 1% from the previous year.
42%.....	Percentage of inbound visitors that had revisited Taiwan in the past three years; an increase of 1% from the previous year.

Table 1 Related Indices of the Inbound Visitors in Taiwan from 2017 to 2019

Index \ Year	2019	2018	2017
Number of inbound visitors	11,864,105 persons	11,066,707 persons	10,739,601 persons
Average length of stay for all inbound visitors	6.20 nights	6.46 nights	6.39 nights
Average daily expenditure per visitor	US\$195.91 (NT\$6,059)	US\$191.70 (NT\$5,781)	US\$179.45 (NT\$5,462)
Total annual amount of visitor expenditure on tourism (the fee on international airline was excluded)	US\$14,411 million (NT\$445,649 million)	US\$13,705 million (NT\$413,282 million)	US\$12,315 million (NT\$374,855 million)
Per capita inbound visitor spending	US\$1,215 (NT\$37,563)	US\$1,238 (NT\$37,345)	US\$1,147 (NT\$34,904)
Overall satisfaction of inbound visitors as a percentage of the total	98.33%	97.38%	97.58%
Percentage of inbound visitors that had revisited Taiwan	42.22%	41.05%	40.83%

Note: 1. The data source of “Number of inbound visitors” and “Average length of stay for all inbound visitors” is the Ministry of the Interior National Immigration Agency, Republic of China (Taiwan).
2. The average exchange rate of the New Taiwan Dollar to the U.S. dollar in 2019 was 30.925, 30.156 in 2018, and 30.439 in 2017. The data sources is the official website of the Central Bank of the Republic of China (Taiwan).

II. Analysis of the Inbound Visitors' Plans

A. 76% of the inbound visitors came to Taiwan with the sightseeing as their main purpose. A total of 58% of the inbound visitors was the first time visitors to Taiwan in the past three years.

The main purposes of the inbound visitors were sightseeing (75.66%), visiting friends or relatives (12.06%), business (9.27%), international conference or exhibition (0.98%), etc. 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 first time (57.78%), the second time (17.43%), and more than 5 times (11.59%), etc.

Table 2 The main purpose the inbound visitors in 2019

Unit: Persons; %		
Main Purpose	Frequency	Percentage
Total	8,562	100.00
Sightseeing	6,478	75.66
Business	794	9.27
International conference or exhibition	84	0.98
Visiting friends or relatives	1,033	12.06
Studies	43	0.50
Medical treatment	31	0.36
Others	99	1.16

Table 3 The times of the inbound visitors have been to Taiwan in the past three years (including this time) in 2019

Unit: %	
Times	Percentage
Total	100.00
The first time	57.78
The second time	17.43
The third time	9.83
The forth time	3.38
More than 5 times	11.59

B. 96% of the inbound visitors surfed the internet during their stay in Taiwan. "Free WiFi" was their major way to connect to the Internet.

96% of the inbound visitors surfed the internet during their stay in Taiwan. The ways that the inbound visitors connect to the internet were mainly "Free WiFi" (72 persons per hundred), SIM card (47 persons per hundred), international roaming (18 persons per hundred), and router (16 persons per hundred).

Table 4 How did inbound visitors surfed the internet during their stay in Taiwan

Unit: persons per hundred

Item	Relative Frequency
Free WiFi	71.92
iTaiwan Free WiFi	6.27
Other Free WiFi	70.90
SIM card	47.34
International roaming	17.82
Router	16.29

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.

C. 66% of the inbound visitors with sightseeing purpose had obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports. The visitors indicated that their vacation travel planning was often done through word-of-mouth recommendations from friends or relatives, the internet (including social networking group), tourism leaflets of travel agencies, and TV/radio.

There were 7,614 inbound visitors with sightseeing purpose. The percentage of the inbound visitors who had obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports was 65.80%. The sources of the advertisements and reports mentioned above were mostly the internet (including social networking group) (69 persons per hundred), word-of-mouth recommendations from friends or relatives (34 persons per hundred), TV/radio (22 persons per hundred), tourism leaflets of travel agencies (20 persons per hundred), and newspapers, magazines, books (12 persons per hundred).

The higher percentages of inbound visitors with sightseeing purpose who had obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports include the inbound visitors coming from Vietnam (79.84%), Thailand (79.01%), Singapore (75.55%), Phillipines (75.35%), Japan (79.94%), Indonesia (73.87%), Malaysia (70.45%), Mainland China (65.63%), Hong Kong/Macao (59.97%) and Korea (56.93%).

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

Table 5 Percentage of the inbound visitors with sightseeing purpose who had obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports in 2019

Unit: %			
Have you obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports?	Total	Yes	No
	Percentage	100.00	65.80

Note: The inbound visitors with sightseeing purpose include all the visitors with the sightseeing as their main or the secondary purpose .

Table 6 How much the inbound visitors with sightseeing purpose were influenced by the media in making their decision to visit Taiwan in 2019

Item	News-papers, magazines, books		Underground (subway), buses and bus stations, airplane and airport		TV, radio		International travel Exhibitions		Outdoor advertisements or billboards		Tourism leaflets of travel agencies		Word-of-mouth recommendations from friends or relatives		Internet (including Social Networking group)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Sightseeing purpose	3.40	1.07	2.92	1.39	3.61	1.19	3.34	1.13	3.38	1.33	3.93	1.34	4.46	0.84	4.39	0.92

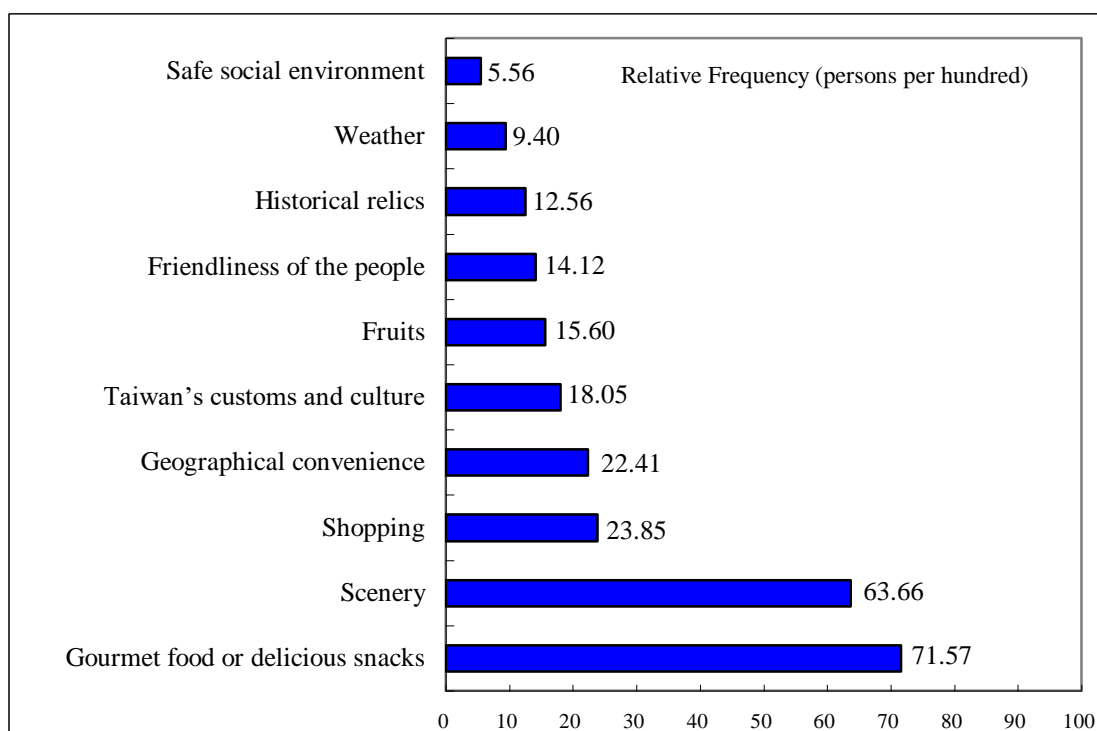
Note: 1. SD means standard deviation.

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

3. The inbound visitors with sightseeing purpose include all the visitors with the sightseeing as their main or the secondary purpose.

D. “Gourmet food or delicious snacks” and “scenery” 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 (72 persons per hundred), scenery (64 persons per hundred), shopping (24 persons per hundred), geographical convenience (22 persons per hundred), Taiwan’s customs and culture (18 persons per hundred), fruits (16 persons per hundred), friendliness of the people (14 persons per hundred), and historical relics (13 persons per hundred), etc.



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

Figure 1 Top 10 reasons why the inbound visitors decided to take sightseeing trips to Taiwan in 2019

E. 18% of the inbound visitors chose to make their trip as a “group tour arranged through a travel agency.”

A total of 46.08% of the inbound visitors visiting Taiwan chose “Individual tour arranged through a travel agency only for booking accommodations (and tickets)”. Another 31.89% 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 after arrival.” And another 18.33% of the inbound visitors visiting Taiwan chose “Group tour arranged through a travel agency.”

In terms of the main purpose, 45.68% the inbound visitors with the sightseeing as their main purpose chose “Individual tour arranged through a travel agency only for booking accommodations (and tickets).” And 60.96% of the inbound visitors with the business as their main purpose chose “Individual tour arranged through a travel agency only for booking accommodations (and tickets).”

Table 7 Kinds of arrangements the inbound visitors made on their trips in 2019
- according to the main purpose

Unit: row %

Main Purpose	Total	Tour group		Non-tour-group		
		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; jointed 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
Total	100.00	18.33	2.18	46.08	1.53	31.89
Sightseeing	100.00	24.22	2.53	45.68	1.91	25.66
Business	100.00	-	0.25	60.96	0.25	38.54
Int'l conference or exhibition	100.00	-	3.57	75.62	-	23.81
Visiting friends or relatives	100.00	-	-	33.59	0.39	66.02
Studies	100.00	-	9.30	37.21	-	53.49
Medical treatment	100.00	-	3.23	58.06	-	38.71
Others	100.00	-	13.13	60.61	1.01	25.25

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

III. Analysis of the Inbound Visitors' Behavior

A. A total of 66% of the inbound visitors with the sightseeing as their main purpose was the first time visitors to Taiwan in the past three years.

A total of 57.78% of the inbound visitors was the first time visitors to Taiwan in the past three years in 2019. 66.27% of the inbound visitors with the sightseeing as their main purpose were the first time visitors to Taiwan, 30.23% of the inbound visitors with the business as their main purpose were the first time visitors to Taiwan, 45.24% of the inbound visitors with the international conference or exhibition as their main purpose were the first time visitors to Taiwan in the past three years in 2019.

Table 8 The percentage of the inbound visitors who were first time visitors to Taiwan in the past three years in 2019 - according to the main purpose

Main Purpose	First time visitors to Taiwan
Total	57.78
Sightseeing	66.27
Business	30.23
International conference or exhibition	45.24
Visiting friends or relatives	29.91
Studies	60.47
Medical treatment	32.26
Others	31.31

B. “Night markets”, “Taipei 101”, “Ximending”, “Jiufen”, “National Palace Museum” 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 (80 persons per hundred), Taipei 101 (52 persons per hundred), Ximending (42 persons per hundred), Jiufen (37persons per hundred), National Palace Museum (31 persons per hundred), and Chiang Kai-Shek Memorial Hall (31 persons per hundred), etc.

The major night markets in the inbound visitors visited were mostly visited “Shilin Night Market” (41 persons per hundred) and “Ningxia Tourist Night Market” (14 persons per hundred).

Table 9 Ranking of the major scenic spots inbound visitors visited in 2019

Unit: persons per hundred

Ranking	Scenic spot	Relative Frequency	Ranking	Scenic spot	Relative Frequency
1	Night markets	79.82	6	Chiang Kai-Shek Memorial Hall	30.88
2	Taipei 101	55.27	7	Sun Moon Lake	20.63
3	Ximending	41.71	8	Yehliu	20.18
4	Jiufen	36.87	9	Tamsui	19.54
5	National Palace Museum	30.93	10	Longshan Temple	19.32

Note: 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.

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

Each visitor can choose only one favorite scenic spot for those he has visited. Then the favorite scenic spot for the inbound visitors was “Kenting National Park” (25.56%), followed by “Sun Moon Lake”, “Jiufen”, “Alishan”, “Taroko, Tienhsiang”, and “Pingxi” (all over 21%).

Table 10 Ranking of the favorite scenic spots the inbound visitors visited in 2019

Ranking	Scenic spot	Relative frequency	Percentage favoring the scenic spot	Ranking	Scenic spot	Relative frequency	Percentage favoring the scenic spot
1	Kenting National Park	16.63	25.56%	6	Pingxi	18.00	21.03%
2	Sun Moon Lake	20.63	25.42%	7	Yehliu	20.18	20.43%
3	Jiufen	36.87	23.60%	8	Tamsui	19.54	18.17%
4	Alishan	13.48	22.88%	9	National Palace Museum	30.93	14.39%
5	Taroko, Tienhsiang	16.95	22.61%	10	Ximending	41.71	13.89%

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 (23 persons per hundred), and Kaohsiung City (22 persons per hundred), Hualien County(18 persons per hundred), Pingtung County (17 persons per hundred) Taichung City (15 persons per hundred), and Chiayi County (14 persons per hundred), etc.

Table 11 Ranking of the major city/county the inbound visitors visited in 2019

Unit: persons per hundred

Ranking	City/County	Relative Frequency	Ranking	City/County	Relative Frequency
1	Taipei City	83.74	12	Keelung City	2.15
2	New Taipei City	56.88	13	Taoyuan City	1.99
3	Nantou County	22.79	14	Hsinchu County	0.86
4	Kaohsiung City	22.40	15	Changhua County	0.84
5	Hualien County	18.16	16	Hsinchu City	0.51
6	Pingtung County	17.13	17	Chiayi City	0.48
7	Taichung City	14.62	18	Miaoli County	0.40
8	Chiayi County	13.57	19	Yunlin County	0.22
9	Taitung County	7.36	20	Penghu County	0.09
10	Tainan City	4.63	21	Kinmen County	0.06
11	Yilan County	3.01	22	Lienchiang County	0.01

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

Table 12 Ranking of the major area the inbound visitors visited in 2019

Unit: persons per hundred

Ranking	Area	Relative Frequency
1	Northern Taiwan	85.93
2	Southern Taiwan	30.04
3	Central Taiwan	29.20
4	Eastern Taiwan	18.91
5	Offshore islands	0.16

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.

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 (94 persons per hundred), night markets sightseeing (80 persons per hundred), historical relics sightseeing (40 persons per hundred), exhibitions (26 persons per hundred), lake tour (16 persons per hundred), eco tour (12 persons per hundred) , and hot spring soaking (11 persons per hundred).

Table 13 Ranking of the activities the inbound visitors participated in 2019

Unit: persons per hundred

Ranking	Item	Relative Frequency	Ranking	Item	Relative Frequency
1	Shopping	93.69	10	Tourism factory	3.04
2	Night market sightseeing	79.84	11	Theme park	2.86
3	Historical relics sightseeing	40.05	12	Pubs or night clubs	2.27
4	Exhibitions	25.84	13	Festival activities	1.61
5	Lake tour	16.46	14	Sports or sporting competitions	1.13
6	Eco tour	12.06	15	Culture events	0.98
7	Hot spring soaking	11.21	16	Karaoke or KTV	0.76
8	Hiking/trekking/ backpacking/mountaineering	7.57	17	SPA, sauna	0.44
9	Massage or acupressure	7.46	18	Health care	0.41

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

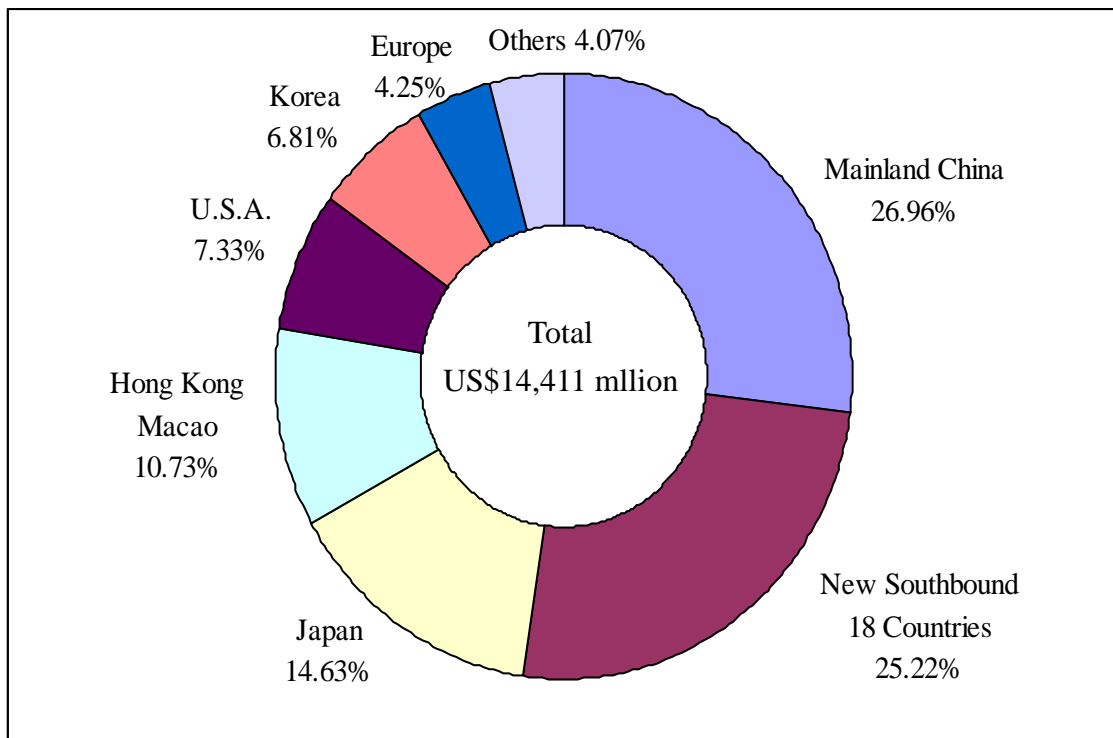
IV. Analysis of the Inbound Visitors' Consumption

A. The amount of total annual income of visitor expenditure was up 5.15% over 2018, reaching US\$ 14,411 million in 2019, ranking the second highest in history, second only to 2014.

In 2019, the number of inbound visitors was 11,864,105 persons, an increase of 7.21% from the previous year. The average length of stay (nights) for all inbound visitors was 6.20 nights, a decrease of 0.26 nights of the previous year. The average daily expenditure per visitor visiting Taiwan was US\$195.91, an increase of 2.20% from the previous year. The amount of total annual income of visitor expenditure was up 5.15% over 2018, reaching US\$ 14,411 million in 2019.

According to the analysis of the 7 main markets, the total expenditure of the inbound visitors, from highest to lowest were as follows: Mainland China (US\$3.885 billion, accounted for 26.96%), New Southbound 18 countries (US\$3.634 billion, accounted for 25.22%), Japan (US\$2.109 billion, accounted for 14.63%), Hong Kong/ Macao (US\$1.547 billion, accounted for 10.73%), U.S.A. (US\$1.056 billion, accounted for 7.33%), Korea (US\$981 million, accounted for 6.81%) and Europe (US\$612 million, accounted for 4.25%).

Compared with the previous year, in 2019, except Mainland China with an annual decrease of 4.24% and New Southbound 18 countries with an annual decrease of 1.54%, the amount of the total expenditure of the inbound visitors increased. The amount of total expenditure of the inbound tour group visitors from Korea increased most by 24.49%, followed by Japan (13.20%), Hong Kong/Macao (10.90%), U.S.A.(10.11%) and Europe (9.48%).



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

Figure 2 The percentages of the total expenditure of the inbound visitors of the 7 main markets in 2019

Table 14 The total expenditure of the inbound visitors of the 7 main markets in 2019

Market	Number of inbound visitors (persons) (1)	Average length of stay for all inbound visitors (nights) (2)	Average daily expenditures per visitor (USD) (3)	Total annual amount of visitor expenditures in tourism (million USD) (4)=(1)×(2)×(3) ÷1,000,000	Percentage (5)=(4) ÷14,411
All	11,864,105	6.20	195.91	14,411	100.00%
(Growth rate)	7.21%	-4.02%	2.20%	5.15%	
Mainland China	2,714,065	7.17	199.63	3,885	26.96%
(Growth rate)	0.68%	0.84%	-5.69%	-4.24%	
New Southbound 18 Countries	2,772,159	7.69	170.46	3,634	25.22%
(Growth rate)	6.84%	-10.37%	2.80%	-1.54%	
Japan	2,167,952	4.24	229.42	2,109	14.63%
(Growth rate)	10.10%	-1.85%	4.59%	13.02%	
Hong Kong /Macao	1,758,006	4.22	208.58	1,547	10.73%
(Growth rate)	6.31%	1.20%	3.10%	10.90%	
U.S.A	605,054	10.17	171.61	1,056	7.33%
(Growth rate)	4.31%	-1.93%	7.65%	10.11%	
Korea	1,242,598	3.91	201.96	981	6.81%
(Growth rate)	21.89%	-5.10%	7.59%	24.49%	
Europe	386,752	10.79	146.68	612	4.25%
(Growth rate)	10.47%	0.09%	-0.99%	9.48%	

Note: 1. The data source of “Number of inbound visitors” and “Average length of stay for all inbound visitors” is the Ministry of the Interior National Immigration Agency, Republic of China (Taiwan).
2. Growth rate is the year-on-year growth rate.

B. The average amount of daily expenditure in Taiwan of each person of the inbound visitors was US\$195.91, with annual increase 2.20%.

In 2019, the average daily expenditure in Taiwan of each person of the inbound visitors was US\$ 195.91, with annual increase of 2.20%; the details of the components of expenditure showed that, the amount of hotel bills was the highest, representing US\$76.62 (accounted for 39.11%), followed by the amount of shopping US\$51.74 (accounted for 26.41%), and meals excluding hotel meals US\$38.48 (accounted for 19.64%), etc.

According to the analysis of the 7 main markets, the average daily expenditure per visitor from Japan (US\$229.42) was the highest, then followed by Hong Kong/Macao (US\$208.58), Korea (US\$201.96), Mainland China (US\$199.63), U.S.A. (US\$171.61), New Southbound 18 countries (US\$170.46) and Europe (US\$146.68). In addition, the shopping amounts of the inbound visitors, from highest to lowest were as follows: Mainland China visitors, Hong Kong/Macao visitors, New Southbound 18 countries visitors, Japan visitors, Korea visitors, U.S.A. visitors, and Europe visitors.

Compared with the previous year, in 2019, the average daily expenditure of each person of the inbound visitors had an increase of US\$4.21 (with annual increases of 2.20%); the details of the components of expenditure showed that, the amount of hotel bills increased the highest, representing US\$10.62 (with annual increases of 16.09%), the amount of shopping decreased the highest, representing US\$4.78 (with annual decrease of 8.46%).

Regarding the Japan market, the average daily expenditure of each person of the inbound visitors from Japan had an increase of US\$10.07 (with annual increases of 4.59%); the details of the components of expenditure showed that, the amount of all components is increased, in which the amount of hotel bills increased most, representing US\$6.19 (with annual increases of 5.94%), then the amount of meals excluding hotel meals shopping increased US\$2.61 (with annual increases of 6.27%).

Regarding the Mainland China market, the average daily expenditure of each person of the inbound visitors from Mainland China had a decrease of US\$12.05 (with annual decreases of 5.69%); the details of the components of expenditure showed that, the amount of hotel bills increased most, representing US\$3.11 (with annual increases of 6.17%), while the amount of shopping decreased most, representing US\$14.05 (with annual decrease of 13.34%).

Regarding the Korea market, the average daily expenditure of each person of the inbound visitors from Korea had an increase of US\$14.25 (with annual increase of 7.59%); the details of the components of expenditure showed that, the amount of hotel bills increased most, representing US\$24.55 (with annual increase of 33.62%), while the amount of meals excluding hotel meals decreased most, representing US\$4.90 (with annual decrease of 10.79%), then the amount of shopping decreased US\$3.89 (with annual decrease of 9.81%). The large increase

of hotel bills may be due to the increased fees of accommodation, meals and shopping inside hotel.

Regarding the Hong Knong/Macao, the average daily expenditure of each person of the inbound visitors had an increase of US\$6.27 (with annual increase of 3.10%); the details of the components of expenditure showed that, the amount of hotel bills increased most, representing US\$17.61 (with annual increase of 28.43%), the amount of shopping decreased most, representing US\$8.18 (with annual decrease of 13.49%), then the amount of meals excluding hotel meals decreased US\$3.27 (with annual decrease of 6.60%). The large increase of hotel bills may be due to the increased fees of shopping and meals inside hotel.

Regarding the New Southbound 18 countries, the average daily expenditure of each person of the inbound visitors had an increase of US\$4.65 (with annual increase of 2.80%); the details of the components of expenditure showed that, the amount of hotel bills increased most, representing US\$12.55 (with annual increase of 24.50%), the amount of shopping decreased most, representing US\$5.41 (with annual decrease of 11.50%). The increase of hotel bills may be due to the increased fees of shopping and meals inside hotel.

Regarding the U.S.A., the average daily expenditure of each person of the inbound visitors had an increase of US\$12.19 (with annual increase of 7.65%); the details of the components of expenditure showed that, the amount of hotel bills increased most, representing US\$11.24 (with annual increase of 18.13%), then the amount of shopping had an increase of US\$8.06 (with annual increase of 38.60%), while the amount of miscellaneous decreased most, representing US\$7.24 (with annual decrease of 60.13%). The increase of hotel bills may be due to the increased fees of accommodation.

Regarding the Europe., the average daily expenditure of each person of the inbound visitors had a decrease of US\$1.47 (with annual decrease of 0.99%); the details of the components of expenditure showed that, the amount of meals excluding hotel meals decreased most, representing US\$4.10 (with annual decrease of 11.33%), while the amount of entertainment increased most, representing US\$2.11 (with annual increase of 67.85%).

Table 15 The average daily expenditure per visitor in 2019-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	195.91	76.62	38.48	18.75	6.03	4.29	51.74
	Percentage	100.00%	39.11%	19.64%	9.57%	3.08%	2.19%	26.41%
	Amount of growth	4.21	10.62	-1.19	-0.55	-0.03	0.14	-4.78
	Growth rate	2.20%	16.09%	-3.00%	-2.85%	-0.50%	3.37%	-8.46%
Japan	Amount of money	229.42	110.40	44.24	19.36	9.92	6.34	39.16
	Percentage	100.00%	48.12%	19.29%	8.44%	4.32%	2.76%	17.07%
	Amount of growth	10.07	6.19	2.61	0.12	0.53	0.59	0.03
	Growth rate	4.59%	5.94%	6.27%	0.62%	5.64%	10.26%	0.08%
Mainland China	Amount of money	199.63	53.55	29.36	15.67	5.81	3.98	91.26
	Percentage	100.00%	26.83%	14.71%	7.85%	2.91%	1.99%	45.71%
	Amount of growth	-12.05	3.11	-1.01	-0.83	0.48	0.25	-14.05
	Growth rate	-5.69%	6.17%	-3.33%	-5.03%	9.01%	6.70%	-13.34%
Korea	Amount of money	201.96	97.58	40.52	17.73	4.49	5.86	35.78
	Percentage	100.00%	48.32%	20.06%	8.78%	2.23%	2.90%	17.71%
	Amount of growth	14.25	24.55	-4.90	-0.50	-1.81	0.80	-3.89
	Growth rate	7.59%	33.62%	-10.79%	-2.74%	-28.73%	15.81%	-9.81%
Hong Kong /Macao	Amount of money	208.58	79.55	46.28	20.61	5.62	4.05	52.47
	Percentage	100.00%	38.14%	22.19%	9.88%	2.69%	1.94%	25.16%
	Amount of growth	6.27	17.61	-3.27	-0.29	0.24	0.16	-8.18
	Growth rate	3.10%	28.43%	-6.60%	-1.39%	4.46%	4.11%	-13.49%
New Southbound 18 Countries	Amount of money	170.46	63.77	36.31	19.98	5.50	3.27	41.63
	Percentage	100.00%	37.41%	21.30%	11.72%	3.23%	1.92%	24.42%
	Amount of growth	4.65	12.55	-0.84	-0.84	0.14	-0.95	-5.41
	Growth rate	2.80%	24.50%	-2.26%	-4.03%	2.61%	-22.51%	-11.50%
U.S.A	Amount of money	171.61	73.24	40.53	18.71	5.39	4.80	28.94
	Percentage	100.00%	42.68%	23.62%	10.90%	3.14%	2.80%	16.86%
	Amount of growth	12.19	11.24	0.20	-0.05	-0.02	-7.24	8.06
	Growth rate	7.65%	18.13%	0.50%	-0.27%	-0.37%	-60.13%	38.60%
Europe	Amount of money	146.68	75.29	32.09	18.95	5.22	2.00	13.13
	Percentage	100.00%	51.33%	21.88%	12.92%	3.56%	1.36%	8.95%
	Amount of growth	-1.47	0.40	-4.10	0.01	2.11	-1.55	1.66
	Growth rate	-0.99%	0.53%	-11.33%	0.05%	67.85%	-43.66%	14.47%

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.

2. Both of "amount of growth" and "growth rate" compare with the previous year.

C. The average amount of daily expenditure in Taiwan of each person of the inbound tour group visitors was US\$223.86, with annual decrease of 4.01%.

In 2019, the average amount of daily expenditure in Taiwan of each person of the inbound tour group visitors was US\$223.86, a decrease of US\$9.35 (with annual decreases of 4.01%); the details of the components of expenditure showed that, the amount of shopping decreased most, representing US\$5.19 (with annual decreases of 4.52%), then the amount of hotel bills had a decrease of US\$3.53 (with annual decrease of 6.52%).

In 2019, in comparison of 4 main markets inbound tour group visitors show that the average daily expenditure in Taiwan of each person from Japan (US\$303.12) was higher than that of tour group visitors from Korea (US\$226.74), New Southbound 18 countries (US\$210.62), and Mainland China (US\$ 203.26). As for shopping, the average daily shopping expenditure of each person of the inbound tour group visitors, from highest to lowest were as follows: Mainland China tour group visitors, New Southbound 18 countries tour group visitors, Japan tour group visitors, and Korea tour group visitors

Detailed shopping expenditure analysis showed that the inbound tour group visitors from Japan mainly purchased local special products (50.39%), tea (24.88%), and jewelry or jade (10.87%). The inbound tour group visitors from Mainland China mainly purchased jewelry or jade (28.41%), local special products (26.18%), and cosmetics or perfume (13.74%). The inbound tour group visitors from Korea mainly purchased local special products (70.10%), souvenirs or handicraft products (9.39%), and tea (5.47%). The inbound tour group visitors from New Southbound 18 countries mainly purchased local special products (44.61%), clothes or accessories (16.66%), and souvenirs or handicraft products (9.72%).

Compared with the previous year, the average daily expenditure of each person of the inbound tour group visitors from Japan was US\$303.12, a large increase of US\$40.36 (with annual increases of 15.36%), because of the increase of group tour fee and shopping fee; the details of the components of expenditure showed that, the amount of all components are increased, in which the amount of shopping increased most, representing US\$13.02 (with annual increases of 20.32%), followed by the amount of hotel bills increased US\$10.33 (with annual increases of 11.46%), and the amount of meals excluding hotel meals increased

US\$6.84 (with annual increase of 13.41%). The average daily expenditure of each person of the inbound tour group visitors from Mainland China was US\$203.26, an decrease of US\$26.41 (with annual decrease of 11.50%); the details of the components of expenditure showed that, the amount of all components are decreased, in which the amount of shopping decreased most, representing US\$19.15 (with annual decrease of 12.84%), then the amount of hotel bills decreased US\$3.74 (with annual decrease of 10.22%). The average daily expenditure of each person of the inbound tour group visitors from Korea was US\$226.74, an decrease of US\$24.35 (with annual decrease of 9.70%), because of the decrease of shopping fee and hotel bills; the details of the components of expenditure showed that, the amount of shopping decreased most, representing US\$13.83 (with annual decrease of 19.02%), then the amount of hotel bills decreased US\$10.62 (with annual decrease of 12.40%), while the the amount of miscellaneous increased most, representing US\$3.57 (with annual increase of 24.24%). The average daily expenditure of each person of the inbound tour group visitors from New Southbound 18 countries was US\$210.62, an increase of US\$3.81 (with annual increase of 1.84%); the details of the components of expenditure showed that, the amount of meals excluding hotel meals increased most, representing US\$5.62 (with annual increase of 16.35%), while the amount of shpping decreased most, representing US\$1.13 (with annual decrease of 1.43%).

Table 16 The average daily expenditure of each person of the inbound tour group visitors in 2019 - according to main market

Unit: USD

Main Market		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All tour group visitors	Amount of money	223.86	50.57	31.43	15.67	7.77	8.73	109.69
	Percentage	100.00%	22.59%	14.04%	7.00%	3.47%	3.90%	49.00%
	Amount of growth	-9.35	-3.53	0.03	-0.92	-0.31	0.57	-5.19
	Growth rate	-4.01%	-6.52%	0.10%	-5.55%	-3.84%	6.99%	-4.52%
Japan tour group visitors	Amount of money	303.12	100.48	57.84	32.62	17.40	17.67	77.11
	Percentage	100.00%	33.15%	19.08%	10.76%	5.74%	5.83%	25.44%
	Amount of growth	40.36	10.33	6.84	4.16	2.47	3.54	13.02
	Growth rate	15.36%	11.46%	13.41%	14.62%	16.54%	25.05%	20.32%
Mainland China tour group visitors	Amount of money	203.26	32.87	20.51	9.96	4.86	5.05	130.01
	Percentage	100.00%	16.17%	10.09%	4.90%	2.39%	2.49%	63.96%
	Amount of growth	-26.41	-3.74	-1.64	-1.16	-0.43	-0.29	-19.15
	Growth rate	-11.50%	-10.22%	-7.40%	-10.43%	-8.13%	-5.43%	-12.84%
Korea tour group visitors	Amount of money	226.74	75.05	42.11	21.65	10.73	18.30	58.90
	Percentage	100.00%	33.10%	18.57%	9.55%	4.73%	8.07%	25.98%
	Amount of growth	-24.35	-10.62	1.23	-2.96	-1.74	3.57	-13.83
	Growth rate	-9.70%	-12.40%	3.01%	-12.03%	-13.95%	24.24%	-19.02%
New Southbound 18 Countries tour group visitors	Amount of money	210.62	57.66	40.00	17.68	8.77	8.65	77.85
	Percentage	100.00%	27.38%	18.99%	8.40%	4.16%	4.11%	36.96%
	Amount of growth	3.81	-0.74	5.62	-0.32	0.28	0.10	-1.13
	Growth rate	1.84%	-1.27%	16.35%	-1.78%	3.30%	1.17%	-1.43%

Note: 1. The tour 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)."

2. Both of "amount of growth" and "growth rate" compares with the previous year.

Table 17 The average daily expenditure of shopping details of each person of the inbound tour group visitors in 2019 - according to main market

Unit: USD

Shopping Details	All tour group visitors		Japan tour group visitors		Mainland China tour group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	109.69	100.00%	77.11	100.00%	130.01	100.00%
Clothes or accessories	8.70	7.93%	2.04	2.65%	10.96	8.43%
Jewelry or jade	25.10	22.88%	8.38	10.87%	36.94	28.41%
Souvenirs or handicraft products	7.75	7.07%	3.83	4.97%	9.13	7.02%
Cosmetics or perfumes	12.28	11.20%	1.95	2.53%	17.86	13.74%
Local special products	36.65	33.41%	38.86	50.39%	34.04	26.18%
Tobacco or alcohol	2.91	2.65%	0.66	0.85%	4.04	3.11%
Chinese herbal medicine or health food	4.85	4.42%	1.30	1.69%	5.93	4.56%
3C or electronic appliances	0.43	0.39%	0.01	0.01%	0.67	0.52%
Tea	9.21	8.40%	19.18	24.88%	7.35	5.65%
Others	1.81	1.65%	0.90	1.16%	3.09	2.38%

Table 17 The average daily expenditure of shopping details of each person of the inbound tour group visitors in 2019 - according to main market (continued.)

Unit: USD

Shopping Details	All tour group visitors		Korea tour group visitors		New Southbound 18 Countries tour group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	109.69	100.00%	58.90	100.00%	77.85	100.00%
Clothes or accessories	8.70	7.93%	0.43	0.73%	12.97	16.66%
Jewelry or jade	25.10	22.88%	2.61	4.43%	3.30	4.24%
Souvenirs or handicraft products	7.75	7.07%	5.53	9.39%	7.57	9.72%
Cosmetics or perfumes	12.28	11.20%	1.41	2.39%	6.38	8.20%
Local special products	36.65	33.41%	41.29	70.10%	34.73	44.61%
Tobacco or alcohol	2.91	2.65%	3.07	5.21%	0.38	0.48%
Chinese herbal medicine or health food	4.85	4.42%	0.07	0.12%	5.56	7.14%
3C or electronic appliances	0.43	0.39%	0.00	0.00%	0.07	0.09%
Tea	9.21	8.40%	3.22	5.47%	6.37	8.19%
Others	1.81	1.65%	1.27	2.16%	0.52	0.67%

D. The average amount of daily expenditure in Taiwan of each person of the inbound non-tour-group visitors was US\$188.57, with annual increase of 7.08%.

In 2019, the average amount of daily expenditure in Taiwan of each person of the inbound non-tour-group visitors was US\$188.57, an increase of US\$7.08 (with annual increases of 3.90%); the details of the components of expenditure showed that, the amount of hotel bills increased most, representing US\$13.56 (with annual increases of 19.80%), while the amount of shopping decreased most, representing US\$3.85 (with annual decrease of 9.07%).

In 2019, in comparison of 4 main markets inbound non-tour-group visitors show that the average daily expenditure in Taiwan of each person from Japan (US\$213.34) was higher than that of non-tour-group visitors from Korean (US\$197.16), Mainland China (US\$195.80), and New Southbound 18 countries (US\$ 166.87). As for shopping, the average daily shopping expenditure of each person of the inbound non-tour-group visitors, from highest to lowest were as follows: Mainland China non-tour-group visitors New Southbound 18 countries non-tour-group visitors, Korea non-tour-group visitors, and Japan non-tour-group visitors.

Detailed shopping expenditure analysis showed that the inbound non-tour-group visitors from Japan mainly purchased local special products (60.79%), tea (18.82%), and clothes or accessories (5.96%). The inbound non-tour-group visitors from Mainland China mainly purchased local special products (31.97%), cosmetics and perfumes (24.92%), and clothes or accessories (15.25%). The inbound non-tour-group visitors from Korea mainly purchased local special products (58.40%), souvenirs or handicraft products (16.59%), and clothes or accessories (8.45%). The inbound non-tour-group visitors from New Southbound 18 countries mainly purchased local special products (34.75%), clothes or accessories (29.24%), and cosmetics and perfumes (10.84%).

Compared with the previous year, the average daily expenditure of each person of the inbound non-tour-group visitors from Japan was US\$213.34, an increase of US\$5.59 (with annual increase of 2.69%); the details of the components of expenditure showed that, the amount of hotel bills increased most, representing US\$4.58 (with annual increase of 4.25%), and then the amount of meals excluding hotel meals increased US\$2.06 (with annual increase of 5.28%), while the amount of shopping decreased most, representing US\$1.15 (with annual

decrease of 3.53%). The average daily expenditure of each person of the inbound non-tour-group visitors from Mainland China was US\$195.80, an decrease of US\$0.31 (with annual decrease of 0.16%); the details of the components of expenditure showed that, the amount of hotel bills increased most, representing US\$9.62 (with annual increase of 15.28%), while the amount of shopping decreased most, representing US\$11.85 (with annual decrease of 18.08%). The average daily expenditure of each person of the inbound non-tour-group visitors from Korea was US\$197.16, an increase of US\$22.95 (with annual increase of 13.17%); the details of the components of expenditure showed that, the amount of hotel bills increased most, representing US\$31.74 (with annual increases of 45.39%), may be due to the increased fees of accommodation, meals and shopping inside hotel; while the amount of meals excluding hotel meals decreased most, representing US\$6.22 (with annual decreases of 13.47%). The average daily expenditure of each person of the inbound non-tour-group visitors from New Southbound 18 countries was US\$166.87, an increase of US\$6.74 (with annual increases of 4.21%); the details of the components of expenditure showed that, the amount of hotel bills increased most, representing US\$14.47 (with annual increases of 29.07%), while the amount of shopping decreased most, representing US\$3.92 (with annual decrease of 9.25%).

Table 18 The average daily expenditure of each person of the inbound non-tour-group visitors in 2019 - according to main market

Unit: USD

Main Market		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All non-tour-group visitors	Amount of money	188.57	82.03	39.48	19.27	5.81	3.38	38.60
	Percentage	100.00%	43.50%	20.94%	10.22%	3.08%	1.79%	20.47%
	Amount of growth	7.08	13.56	-1.86	-0.58	0.12	-0.31	-3.85
	Growth rate	3.90%	19.80%	-4.50%	-2.92%	2.11%	-8.40%	-9.07%
Japan non-tour-group visitors	Amount of money	213.34	112.41	41.05	16.32	8.40	3.76	31.40
	Percentage	100.00%	52.69%	19.24%	7.65%	3.94%	1.76%	14.72%
	Amount of growth	5.59	4.58	2.06	-0.44	0.34	0.20	-1.15
	Growth rate	2.69%	4.25%	5.28%	-2.63%	4.22%	5.62%	-3.53%
Mainland China non-tour-group visitors	Amount of money	195.80	72.59	36.83	20.80	6.94	4.94	53.70
	Percentage	100.00%	37.07%	18.81%	10.63%	3.54%	2.52%	27.43%
	Amount of growth	-0.31	9.62	-0.69	-0.53	1.06	2.08	-11.85
	Growth rate	-0.16%	15.28%	-1.84%	-2.48%	18.03%	72.73%	-18.08%
Korea non-tour-group visitors	Amount of money	197.16	101.67	39.94	16.96	3.39	3.49	31.71
	Percentage	100.00%	51.57%	20.26%	8.60%	1.72%	1.77%	16.08%
	Amount of growth	22.95	31.74	-6.22	0.20	-1.68	0.51	-1.60
	Growth rate	13.17%	45.39%	-13.47%	1.19%	-33.14%	17.11%	-4.80%
New Southbound 18 Countries non-tour-group visitors	Amount of money	166.87	64.25	35.89	20.21	5.23	2.82	38.47
	Percentage	100.00%	38.50%	21.51%	12.11%	3.13%	1.69%	23.06%
	Amount of growth	6.74	14.47	-1.39	-0.92	0.25	-1.75	-3.92
	Growth rate	4.21%	29.07%	-3.73%	-4.35%	5.02%	-38.29%	-9.25%

Note: 1. The non-tour-group visitors mean all the inbound visitors except the tour group visitors.
2. Both of "amount of growth" and "growth rate" compare with the previous year.

Table 19 The average daily expenditure of shopping details of each person of the inbound non-tour-group visitors in 2019 - according to main market

Unit: USD

Shopping Details	All non-tour-group visitors		Japan non-tour-group visitors		Mainland China non-tour-group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	38.60	100.00%	31.40	100.00%	53.70	100.00%
Clothes or accessories	7.11	18.42%	1.87	5.96%	8.19	15.25%
Jewelry or jade	1.29	3.35%	0.39	1.24%	4.61	8.59%
Souvenirs or handicraft products	2.92	7.56%	1.15	3.66%	2.70	5.03%
Cosmetics or perfumes	5.15	13.35%	1.41	4.49%	13.38	24.92%
Local special products	16.47	42.67%	19.09	60.79%	17.17	31.97%
Tobacco or alcohol	0.58	1.50%	0.55	1.76%	1.14	2.12%
Chinese herbal medicine or health food	0.69	1.79%	0.43	1.37%	1.40	2.61%
3C or electronic appliances	0.44	1.14%	0.13	0.41%	0.33	0.61%
Tea	2.41	6.24%	5.91	18.82%	2.66	4.95%
Others	1.54	3.98%	0.47	1.50%	2.12	3.95%

Table 19 The average daily expenditure of shopping details of each person of the inbound group visitors in 2019 - according to main market (continued.)

Unit: USD

Shopping Details	All non-tour-group visitors		Korea non-tour-group visitors		New Southbound 18 Countries non-tour-group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	38.60	100.00%	31.71	100.00%	38.47	100.00%
Clothes or accessories	7.11	18.42%	2.68	8.45%	11.25	29.24%
Jewelry or jade	1.29	3.35%	0.07	0.22%	1.44	3.75%
Souvenirs or handicraft products	2.92	7.56%	5.26	16.59%	3.56	9.26%
Cosmetics or perfumes	5.15	13.35%	1.69	5.33%	4.17	10.84%
Local special products	16.47	42.67%	18.52	58.40%	13.37	34.75%
Tobacco or alcohol	0.58	1.50%	1.20	3.78%	0.29	0.76%
Chinese herbal medicine or health food	0.69	1.79%	0.09	0.28%	0.58	1.51%
3C or electronic appliances	0.44	1.14%	0.22	0.69%	0.66	1.71%
Tea	2.41	6.24%	0.79	2.50%	1.66	4.32%
Others	1.54	3.98%	1.19	3.76%	1.49	3.86%

E. A total of 24% 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 24.29% of the inbound visitors had used the tax refund service. A total of 95.14% of the inbound visitors who had used the tax refund service thought the procedures were convenient.

More than 28.50% of the inbound visitors with sightseeing as their main purpose applied for tax refunds. A total of 95.23% of the inbound visitors with sightseeing purpose thought tax refund services were convenient.

Table 20 The tax refund conditions for the inbound visitors in 2019– according to their main purpose

Main Purpose	Unit: %	
	Applied for tax refund	Thought the procedures were convenient
All Purposes	24.29	95.14
Sightseeing	28.50	95.23
Business	7.81	96.77
International conference or exhibition	11.90	90.00
Visiting friends or relatives	12.49	94.57
Studies	4.65	100.00
Medical treatment	32.26	100.00
Others	21.21	85.71

Note: The sample sizes of four purposes - "International conference or exhibitio" (only 10 persons), "studies" (only 2 persons), "medical treatment" (only 10 persons), and "others" (only 21 persons) are less than 30, the figures listed as reference.

F. A total of 20% of the inbound visitors had paid for this trip by using the mobile payment. The most used mobile payment platform was Alipay.

There were 19.66% of the inbound visitors had paid for this trip by using the mobile payment. The most used mobile payment platform was Alipay (87 persons per hundred), followed by WeChat Pay (14 persons per hundred), Apple Pay(9 persons per hundred), Taiwan Pay (1 persons per hundred), etc.

表 21 The mobile payment platform used by the inbound visitors in 2019

Unit: persons per hundred

Mobile Payment Platform	Relative Frequency
AliPay	87.34
WeChat Pay	14.20
Apple Pay	9.09
Taiwan Pay	1.07
LINE Pay	1.01
Google Pay	0.59
JKOSPay	0.30
Pi	0.06

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

2. “WeChat Pay” and “Google Pay” were summarized from “Others.”

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”, “Safety of recreational facilities”, and “convenience of international transportation to Taiwan (Ease of obtaining tickets, flight times, etc.)” earned the highest satisfaction score.

Table 22 The overall satisfaction of the inbound visitors during this trip to Taiwan in 2019

Item		Mean	Standard Deviation
Convenience	International transportation to Taiwan (Ease of obtaining tickets, flight times, etc.)	4.53	0.58
	Local transportation	4.46	0.61
	Efficiency of applying for a visa	4.42	0.76
	Access to tourist information	4.37	0.70
	Communication facilities (Int'l public telephone, Internet)	4.34	0.73
	Customs procedures	4.30	0.76
	Immigration procedures	4.20	0.86
	Free Wi-Fi	4.15	0.83
	Environment Internationalization	Friendliness of Taiwan people	4.63
Clearness of road signs and public facilities signs		4.32	0.76
Access to services in language		4.25	0.83
Safety	Safety of social environments	4.61	0.53
	Safety of accommodation facilities	4.59	0.54
	Safety of recreational facilities	4.58	0.55
	Good public environmental hygiene	4.38	0.72
	Good food hygiene	4.35	0.72
Total	Overall satisfaction	4.49	0.54

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 main purpose of their next trip would be sightseeing (83.06%), visit relatives/friends (8.31%), and business (7.34 %). A total of 99% of the inbound visitors will recommend relatives and friends to visit Taiwan.

Table 23 The main purpose of the inbound visitors to revisit Taiwan in 2019

								Unit: %
Main purpose	Total	Sightseeing	Visit relatives/friends	Business	International conference/exhibition	Studies	Medical Treatment	Others
Percentage	100.00	83.06	8.31	7.34	0.43	0.25	0.23	0.38

Table 24 The willingness of the inbound visitors to recommend friends or relatives to visit Taiwan in 2019

			Unit: %
Will you recommend friends or relatives to visit Taiwan	Total	Yes	No
Percentage	100.00	98.77	1.23

C. Taiwan’s “gourmet food”, “tourist spots”, “night markets sightseeing”, “local friendliness and hospitality”, “coastal view”, 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 (58 persons per hundred), tourist spots (55 persons per hundred), night markets sightseeing (39 persons per hundred), and local friendliness and hospitality (32 persons per hundred), coastal view (32 persons per hundred), and fruits (18 persons per hundred), etc.

Table 25 Ranking of the deepest impression of Taiwan as thought of by inbound visitors in 2019

Unit: persons per hundred

Ranking	Item	Relative Frequency	Ranking	Item	Relative Frequency
1	Gourmet food	57.72	10	Temple	8.62
2	Tourist spots	54.71	11	Night life	6.91
3	Night markets sightseeing	38.85	12	Hot springs	6.24
4	Local friendliness and hospitality	31.98	13	Book stores	5.23
5	Coastal view	31.51	14	Aboriginal culture	3.18
6	Fruits	18.07	15	The accommodation experience	2.35
7	Famous local products	15.29	16	Cycling fun	1.92
8	Convenience stores	13.41	17	Cosmetic and medical treatments	1.61
9	Historical relics	8.89	18	Festival activities	0.60

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

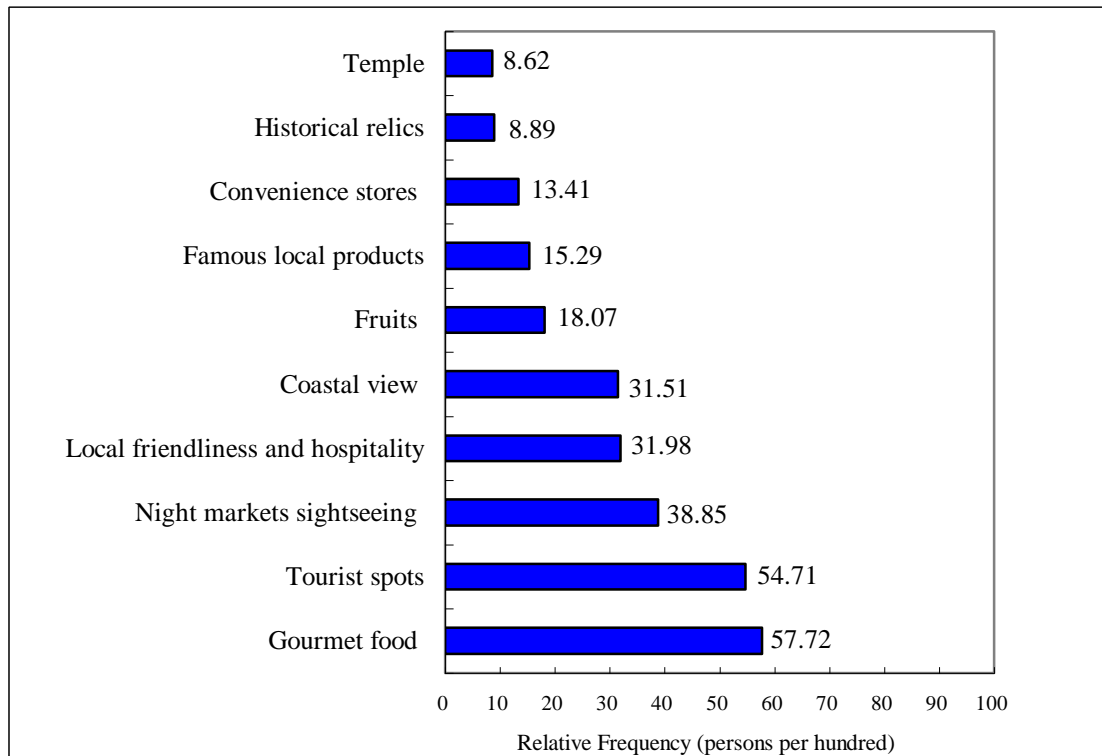


Figure 3 The top 10 deepest impressions of Taiwan as thought of by inbound visitors in 2019

D. The overall satisfaction of the inbound non-tour-group visitors for their accommodation for hotel is 84%, and 73% for guest houses (or B&B).

The main accommodation for the inbound visitors was a hotel (79 persons per hundred). The rating of the hotel tends to be “very satisfied” (38.05%) and “satisfied” (45.80%). The second accommodation for the inbound visitors was a Guest house (or B&B) (21 persons per hundred). The rating of the guest houses (or B&B) tends to be “very satisfied” (34.33%) and “satisfied” (38.97%).

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

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

F. Over 86% 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 86%, except the airplane with too small sample size), the ranking of satisfaction from high to low was: High Speed Rail (97.50%), Car rental (97.44%) , MRT (97.14%), Uber (97.02%), Coach (96.02%), Ferry (94.24%), Public bicycles (94.01%), Train (91.84%), Taxi (90.21%), and Bus (Includes Taiwan Tourist Shuttle Bus, Double decker Sightseeing Bus etc.) (86.12%).

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 (27.18%), legislators, senior officials and managers (17.30%), and clerical support workers (13.24%).

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\$30,000~US\$39,999.”

The highest category of education on the survey of the inbound visitors was “College or university.” Most inbound visitors (65.31%) were in this category. The average annual income of the inbound visitors was US\$ 33,641. Those inbound visitors with “no fixed income”, annual income “between US\$15,000 and US\$29,999”, and “between US\$30,000 and US\$39,999” were the three major categories which made up 31.13%, 18.71% and 13.79% of those inbound visitors, respectively.

VII. Analysis Findings

- A. Because Taiwan's New Southbound Policy continuing to get great achievements, in 2019, the number of visitors from New Southbound 18 countries was more than that from Mainland China in the first time. The proportion of Mainland China's visitors to Taiwan decreased year by year in the past 5 years. In 2019, the number of visitors to Taiwan hit a new record high of 11.86 million persons. Among them, the highest growth rate of visitors resulted from the increasing tourists from Korea. The total annual income of visitor expenditure in 2019 reached \$14.4 billion, increasing by 5.15% from the previous year, the second highest amount in history, second only to 2014. Japanese visitors had the highest average daily consumption per capita, while the visitors from Mainland China purchased most in 2019.
- B. The internet (including social networking group) penetration rate was still the highest in 2019. The inbound visitors' decision-making to visit Taiwan was influenced by the word-of-mouth recommendations from friends or relatives and the internet (including social networking group) had the highest influence on visitors' decision-making.. The overall satisfaction level for all of the inbound visitors was higher than 95% in 2019.
- C. Taking public transportation continued popularization for the inbound visitors; riding the MRT continued was the first choice. The visitor satisfaction level reached 86% responded by the visitors taking public transportation in 2019. Also, the inbound visitors were impressed by Taiwan's gourmet foods, tourist spots, night markets sightseeing, local friendliness and hospitality, coastal view.
- D. The number of female inbound visitors continues to exceed that of male inbound visitors in 2019, with the ratio of female inbound visitors from Thailand was the highest. However, the average daily consumption per capita of male inbound visitors was still higher than that of female inbound visitors, while the female inbound visitors preferred to go shopping (especially in cosmetics or perfumes), eat fruits, visit night markets and Ximending. There are also more first-time female inbound visitors than male inbound visitors in the past three years. Regarding the rate of browsing advertisements or tourism reports of the inbound visitors before travelling to Taiwan, female inbound visitors with sightseeing purpose had a higher rate than male inbound visitors with sightseeing purpose.

- E. The older the inbound visitors were, under the age of 50, the higher their average daily consumption per capita was. The inbound visitors over 40 years old and of annual income more than USD40, 000 belonged to the higher consumption group.
- F. The inbound non-tour-group visitors preferred to visit Ximending, Longshan Temple, Tamsui, Beitou, Yangmingshan National Park, Xiangshan, Yongkang Street Commercial District and Taipei Zoo. The inbound tour group visitors preferred shopping, but non-tour-group visitors spent more money on hotel bills, meals excluding hotel meals, and local transportation.
- G. In 2019, the average daily consumption per capita of Japanese inbound visitors was higher than that of last year and remained the highest of all main markets. The percentage of inbound visitors that had revisited Taiwan in the past three years also increased. They paid attention to "safe social environment", loved "gourmet food or delicious snacks" and "fruits". They also preferred to buy "local special products" and "tea".
- H. The average daily consumption per capita of Mainland China inbound visitors decreased; especially the amount of shopping decreased most. They were most attracted to visit Taiwan by the gourmet foods and fruits which both reach the record high.
- I. The number of Korean visitors to Taiwan hit record high and the amount of average daily consumption per capita in Taiwan were also higher in 2019 than it was in 2018. Among them, the hotel bills increased most.
- J. 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 inbound visitors from these countries to Taiwan has grown substantially and reached an all-time high. The daily consumption per capita of the New Southbound 18 countries inbound visitors was higher than that of European inbound visitors. Among them, the shopping expenses of the New Southbound 18 countries inbound visitors exceeded those of Korea and Japanese inbound visitors. The expenditure on hotel bills, meals excluding hotel's meals, and the local transportation costs, by the inbound visitors of the New Southbound 18 countries was more than that of inbound visitors from Mainland China.