

# **2016 Annual Survey Report on Visitors Expenditure and Trends in Taiwan**

## **Summary**

The Tourism Bureau, MOTC expects to understand the motives, viewpoints, tendencies and consumption of the inbound visitors in Taiwan in 2016 to supply reference material to tourist 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 the amount of visitor expenditures. Here at the Tourism Bureau, MOTC, we proceeded with the survey at the Taiwan Taoyuan International Airport, Kaohsiung International Airport, Taipei Songshan Airport, and the Taichung International Airport, interviewing inbound visitors, as they were about to leave Taiwan.

The objects of this survey were the foreign and overseas Chinese inbound visitors from January 1 to December 31, 2016 (excluding the foreign and overseas Chinese transit visitors). This survey still adopted the method of “Quota Sampling”, which conformed best to the control of working standards and the characteristics of the samples to achieve random and sample representatives. The number of valid samples was 7,212 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” and “Analysis of Basic Information of the Inbound Visitors”.

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

<b>10,690,279 persons</b>	Number of inbound visitors; the annual rate of growth was 2.40%
<b>US\$13,374 million</b>	Total annual amount of visitor expenditures in tourism; a decrease of 7.05% from the previous year.
<b>US\$1,251</b>	Per capita inbound visitor spending; a decrease of 9.22% from the previous year.
<b>6.49 nights</b>	Average length of stay (nights) for all inbound visitors; the amount of decrease from the previous year was 0.14 nights
<b>US\$192.77</b>	Average daily expenditures per visitor; a decrease of 7.26% from the previous year.
<b>7,560,753 persons</b>	Number of inbound visitors with sightseeing purpose; the annual rate of growth was 0.74%
<b>US\$197.65</b>	Average daily expenditures per visitor with sightseeing purpose; a decrease of 7.66% from the previous year.
<b>732,968 persons</b>	Number of inbound visitors with business purpose; a decrease of 3.42% from the previous year.
<b>US\$220.21</b>	Average daily expenditures per visitor with business purpose; a decrease of 5.41% from the previous year.
<b>98%</b>	Overall satisfaction of inbound visitors as a percentage of the total; an increase of 1% from the previous year.
<b>37%</b>	Percentage of inbound visitors that had revisited Taiwan in the past three years; an increase of 3% from the previous year.

**Table 1** Related Indices of the Inbound Visitors in Taiwan from 2014 to 2016

Index \ Year	2016	2015	2014
Number of inbound visitors	10,690,279 persons	10,439,785 persons	9,910,204 persons
Total annual amount of visitor expenditures in tourism (excluding international airfare)	US\$13,374 million (NT\$432,233 million)	US\$14,388 million (NT\$458,945 million)	US\$14,615 million (NT\$443,817 million)
Per capita inbound visitor spending	US\$1,251	US\$1,378	US\$1,475
Average length of stay for all inbound visitors	6.49 nights	6.63 nights	6.65 nights
Average daily expenditures per visitor	US\$192.77	US\$207.87	US\$221.76
Number of inbound visitors with sightseeing purpose	7,560,753 persons	7,505,457 persons	7,192,095 persons
Average daily expenditures per visitor with sightseeing purpose	US\$197.65	US\$214.04	US\$228.95
Number of inbound visitors with business purpose	732,968 persons	758,889 persons	769,665 persons
Average daily expenditures per visitor with business purpose	US\$220.21	US\$232.80	US\$260.16
Overall satisfaction of inbound visitors as a percentage of the total	98%	97%	96%
Percentage of inbound visitors that had revisited Taiwan	37%	34%	34%

Note: The data sources of "Number of inbound visitors", "Average length of stay for all inbound visitors", "Number of inbound visitors with sightseeing purpose" and "Number of inbound visitors with business purpose" were coming from the yearly statistics from Tourism Bureau, M.O.T.C. Republic of China (Taiwan).

## II. Analysis of the Inbound Visitors' Plans

**A. 61% of the inbound visitors had seen the advertisements or read reports about Taiwan before coming here. The visitors indicated that their vacation travel planning was often done through the internet, TV/radio, word-of-mouth recommendations from friends or relatives, and newspapers/magazines.**

The percentage of the inbound visitors who had seen the advertisements or read reports about Taiwan before coming here was 60.98%. The sources of the advertisements and reports mentioned above were mostly the internet (65 persons per hundred), TV/radio (41 persons per hundred), and word-of-mouth recommendations from friends or relatives (38 persons per hundred).

The higher percentages of inbound visitors who had seen the advertisements or read reports include the inbound visitors with the sightseeing purpose (65.72%), as well as the inbound visitors coming from Japan (70.19%), Malaysia (68.04%), Mainland China (66.78), Hong Kong/Macao (65.85%), and Singapore (59.70%).

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

Of the inbound visitors who had seen the advertisements or read reports from the internet, their reference websites were public web portals (80 persons per hundred), social networking service (27 persons per hundred), official websites of tourism-related organizations (23 persons per hundred), and forums of blogs or bbs (7 persons per hundred).

**Table 2** Percentage of the inbound visitors who had read seen the advertisements or read reports about Taiwan before coming here in 2016

Year	All purposes	Sightseeing	Business	Unit: %
				Int'l conference/ exhibition
2016	<b>60.98</b>	65.72	41.87	37.65

**Table 3** How much the inbound visitors were influenced by the media in making their decision to visit Taiwan in 2016

Item	News-papers magazines		Advertisement on subways/buses		TV/radio		International travel Exhibitions		Outdoor advertisements or billboards		Tourism leaflets of travel agencies		Word-of-mouth recommendations from friends or relatives		Internet	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
<b>All purposes</b>	<b>3.64</b>	1.02	3.40	1.07	<b>3.77</b>	1.10	3.08	1.02	2.96	1.00	<b>3.76</b>	1.13	<b>4.20</b>	0.95	<b>4.19</b>	0.95
Sightseeing	<b>3.72</b>	1.01	3.45	1.03	<b>3.84</b>	1.07	3.05	0.96	2.94	0.95	<b>3.82</b>	1.10	<b>4.19</b>	0.93	<b>4.27</b>	0.89
Business	3.32	0.95	3.32	1.08	3.49	1.11	3.00	1.10	2.24	3.02	3.12	1.31	<b>3.64</b>	1.11	<b>3.74</b>	1.09
International conference/exhibition	<b>4.00</b>	1.00	-	-	<b>4.33</b>	1.00	5.00	0.00	2.86	-	-	-	<b>4.00</b>	1.73	<b>4.36</b>	1.14

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

2. ”-“ means no visitor in the sample.

3. All the eight sources of information samples from visitors with international conference and exhibition purpose are less than 25

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

The places that the inbound visitors plan to get traveling information after arriving in Taiwan were mainly airport arrival hall (45 persons per hundred), internet (41 persons per hundred), and hotel (25 persons per hundred.)

The information that the inbound visitors hope to get after arriving in Taiwan were mainly transportation information (59 persons per hundred), scenic spots introduction (48 persons per hundred), restaurant information (42 persons per hundred) and travel or road maps (23 persons per hundred.)

**Table 4** Places where the inbound visitors plan to get travel information after arriving in Taiwan in 2016

Place to get Travel Information	Unit: persons per hundred				
	Airport Arrival Hall	Internet	Hotel	Visitor Information Center	Ground Transportati on Center
Relative Frequency	<b>44.91</b>	41.49	25.28	16.13	14.48

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

**Table 5** Kinds of information that inbound visitors hope to get after arriving in Taiwan in 2016

Information Hope to Get	Unit: persons per hundred					
	Transportation information	Scenic spots introduction	Restaurant information	Travel or road maps	Accommodation information	Service items and travel programs of travel agencies
Relative Frequency	<b>59.48</b>	48.13	42.12	23.04	19.68	11.72

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

**C. “Gourmet food or delicious snacks”, “scenery”, and ”shopping” were the major reasons to attract 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 (65 persons per hundred), scenery (64 persons per hundred), shopping (29 persons per hundred), Taiwan’s customs and culture (20 persons per hundred), and friendliness of the people (18 persons per hundred).

For the inbound visitors from Japan, Hong Kong/Macao, Singapore, and Korea, their main reason to visit Taiwan was “gourmet food or delicious snacks”. For the inbound visitors from the other countries, their mostly main reason to visit Taiwan was “scenery”.

**Table 6** Reasons why the inbound visitors decided to take sightseeing trips to Taiwan in 2016

Item	Unit: persons per hundred						
	Gourmet food or delicious snacks	Scenery	Shopping	Taiwan’s customs and culture	Friendliness of the people	Historic relics	Fruits
Relative Frequency	<b>65.03</b>	63.62	28.65	19.67	18.07	13.83	12.81

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

**D. 31% of the inbound visitors with sightseeing as their purpose chose to make their trip as a “group tour arranged through a travel agency”.**

A total of 44.27% of the inbound visitors visiting Taiwan chose “No arrangements by a Taiwan travel agency after arrival”. Another 29.76% 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, 36.12% and 69.98% of the inbound visitors with sightseeing and business as their purpose, respectively, chose “no arrangements by a Taiwan travel agency after arrival”. Another 49.41% of the inbound visitors with international conference or exhibition as their purpose chose “no arrangements by a Taiwan travel agency after arrival”.

**Table 7** Kinds of arrangements the inbound visitors made on their trips in 2016  
- according to the main purpose

Unit: row %

Main Purpose	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	No arrangements by a Taiwan travel agency after arrival
<b>All purposes</b>	23.60	1.83	29.76	0.54	44.27
Sightseeing	31.45	1.16	30.75	0.52	<b>36.12</b>
Business	-	2.87	27.03	0.12	<b>69.98</b>
Int'l conference or exhibition	-	14.12	<b>49.41</b>	-	36.47

Note: “-” means no visitor in the sample.

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

**A. The average number of times the inbound visitors have been to Taiwan in the past three years was 1.50 times. A total of 63% of the inbound visitors were first time visitors to Taiwan.**

A total of 62.53% of the inbound visitors was the first time visitors to Taiwan. The mean time the inbound visitors have been to Taiwan in the past three years was 1.50 times. And 70.71% of the inbound visitors with sightseeing purpose were first time visitors to Taiwan, 37.44% of the inbound visitors with business purpose were first time visitors to Taiwan, 76.47% of the inbound visitors with international conference or exhibition purpose were first time visitors to Taiwan.

**Table 8** The percentage of the inbound visitors who were first time visitors to Taiwan in the past three years in 2016 - according to the main purpose

Main Purpose	First time visitors to Taiwan	Unit: %
All purposes	62.53	
Sightseeing	70.71	
Business	37.44	
International conference or exhibition	76.47	

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

The major scenic spots in the inbound visitors visited were night markets (84 persons per hundred), Taipei 101 (56 persons per hundred), National Palace Museum (42 persons per hundred), Chiang Kai-Shek Memorial Hall (38 persons per hundred) and Jiufen (32 persons per hundred), etc.

The inbound visitors with sightseeing, and international conference or exhibition as their purpose mostly visited “night markets”, “Taipei 101” and the “National Palace Museum.”

The inbound visitors visiting the night markets mostly visited Shilin Night Market (46 persons per hundred), Raohe Street Night Market and Kaohsiung Liouhe Night Market (both with 13 persons per hundred).

**Table 9** Ranking of the major scenic spots inbound visitors visited in 2016

Unit: persons per hundred

Ranking	Scenic spot	Relative persons	Ranking	Scenic spot	Relative persons
1	Night markets	84.37	6	Ximending	29.95
2	Taipei 101	55.92	7	Sun Moon Lake	28.22
3	National Palace Museum	41.97	8	Kenting National Park	25.31
4	Chiang Kai-Shek Memorial Hal	38.06	9	Tamshi	23.75
5	Jiufen	32.15	10	Dr. Sun Yat-Sen Memorial Hall	23.29

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

### C. “Sun Moon Lake” was the favorite scenic spot for the inbound visitors.

The favorite scenic spot for the inbound visitors was “Sun Moon Lake” (32.24%), followed by “Jiufen”, “Pingxi”, “Kenting National Park”, and “Taroko, Tienhsiang” (all over 23%).

The favorite scenic spots for the inbound visitors with sightseeing as their purpose was “Sun Moon Lake”; inbound visitors with business, and international conference or exhibition as their purpose was “National Palace Museum”.

**Table 10** Ranking of the favorite scenic spots the inbound visitors visited in 2016

Ranking	Scenic spot	Relative persons	Percentage favoring the scenic spot	Ranking	Scenic spot	Relative persons	Percentage favoring the scenic spot
1	Sun Mook Lake	28.22	32.24%	6	Alishan	21.10	20.24%
2	Jiufen	32.15	27.86%	7	Tamsui	23.75	19.91%
3	Pingxi	11.44	24.36%	8	Yeliou	21.69	18.22%
4	Kenting National Park	25.31	23.34%	9	National Palace Museum	41.97	13.97%
5	Taroko, Tienhsiang	22.84	23.13%	10	Ximending	29.95	12.78%

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 (85 persons per hundred), New Taipei City (58 persons per hundred), Nantou County (31 persons per hundred), and Kaohsiung City (28 persons per hundred).

**Table 11** Ranking of the major city/county the inbound visitors visited in 2016

Unit: persons per hundred

Ranking	City/County	Relative persons	Ranking	City/County	Relative persons
1	Taipei City	84.50	12	Taoyuan City	3.56
2	New Taipei City	58.04	13	Keelung City	2.93
3	Nantou County	30.88	14	Hsinchu County	0.64
4	Kaohsiung City	28.20	15	Changhua County	0.60
5	Pingtung County	25.67	16	Hsinchu City	0.43
6	Hualien County	24.11	17	Miaoli County	0.32
7	Chiayi County	21.17	18	Chiayi City	0.19
8	Taichung City	11.58	19	Penghu County	0.18
9	Taitung County	10.91	20	Yunlin County	0.14
10	Tainan City	5.14	21	Kinmen County	0.03
11	Yilan County	3.63	22	Lienchiang County	0.01

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

**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 (84 persons per hundred), historical relics sightseeing (45 persons per hundred), Exhibitions (23 persons per hundred), and lake tour (21 persons per hundred).

The inbound visitors with sightseeing, business and international conferences or exhibitions as their purpose mainly participated in shopping, going to the night markets while visiting Taiwan.

**Table 12** Ranking of the activities the inbound visitors participated in 2016

Unit: persons per hundred

Ranking	Item	Relative persons	Ranking	Item	Relative persons
1	Shopping	93.58	10	Pubs or night clubs	1.86
2	Night market sightseeing	84.14	11	Festival activities	1.37
3	Historical relics sightseeing	44.79	12	Karaoke or K.T.V.	1.07
4	Exhibitions	23.11	13	Sports or sporting competitions	1.03
5	Lake tour	20.66	14	Culture events	0.86
6	Hot spring soaking	15.56	15	SPA, sauna	0.49
7	Massage or acupressure	9.15	16	Skin care treatment or manicure nail art	0.46
8	Ecotour	5.03	17	Health care	0.42
9	Theme park	4.40	18	Taking wedding or salon shots	0.21

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

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

**A. The amount of total annual income of visitor expenditure was down 7.05% over 2015, reaching US\$ 13,374 million in 2016; due to the depreciation of New Taiwan Dollar (NTD), this amount in NTD decreases 5.82% over 2015, reaching NT\$ 432,233 million in 2016.**

In 2016, the average daily expenditures per visitor visiting Taiwan were US\$192.77. The details of the proportions of consumption, from highest to lowest were as follows: hotel bill (36.77%), shopping (30.21%), and meals excluding hotel meals (16.58%), etc.

According to the analysis of different purpose, the average daily expenditures of the inbound visitors with business purpose were US\$220.21 per person which was higher than the inbound visitors with international conference or exhibition purpose (US\$212.77 per person) and sightseeing purpose (US\$197.65 per person). As for shopping, the inbound visitors with sightseeing purpose was US\$66.14 per person which was higher than the inbound visitors with all other purposes.

According to the analysis of different markets, the average daily expenditures per visitor from Japan and Singapore were the highest two (US\$241.42 and \$229.43 respectively). In addition, the shopping amounts of the inbound visitors were as follows: Mainland China (US\$96.30), Hong Kong/Macao (US\$49.09), Singapore (US\$45.81), and Japan (US\$43.18).

In 2016, due to the global economic downturn, the annual reduction in the average daily expenditures per visitor visiting Taiwan was 7.26% (the amount of shopping expenditure decreased most by 19.22%). Except Singapore and Japan, the rest of the markets had a negative growth, especially Mainland China with the highest one, a decrease of 12.81% from the previous year.

Regarding the Japan market, due to its appreciation of the Japanese yen, the cost of foreign travel became relatively low, making consumers tend to take a positive consumption attitude. The annual growth in the average daily expenditures per visitor visiting Taiwan was 6.08%.

Regarding the Mainland China market, due to the operations of tourism law and sumptuary decree, the annual reduction in the average daily expenditures per visitor visiting Taiwan was 12.81%, the amount of shopping expenditure decreased most by 19.77%.

**Table 13** The Average daily expenditures per visitor in 2016—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	192.77	70.88	31.95	24.22	5.23	2.25	58.24
	Percentage	100.00%	36.77%	16.58%	12.56%	2.72%	1.16%	30.21%
Sightseeing	Amount of money	197.65	66.69	31.46	25.99	5.55	1.82	66.14
	Percentage	100.00%	33.74%	15.92%	13.15%	2.81%	0.92%	33.46%
Business	Amount of money	220.21	126.67	35.61	22.41	3.53	2.05	29.94
	Percentage	100.00%	57.52%	16.17%	10.18%	1.60%	0.93%	13.60%
Int'l conference or exhibition	Amount of money	212.77	101.56	34.08	27.87	10.18	4.04	35.04
	Percentage	100.00%	47.73%	16.02%	13.10%	4.78%	1.90%	16.47%
Visiting friends or relatives	Amount of money	123.79	35.29	30.50	12.04	4.37	4.34	37.25
	Percentage	100.00%	28.51%	24.63%	9.73%	3.53%	3.51%	30.09%
Studies	Amount of money	101.74	34.80	14.68	11.06	3.09	22.94	15.17
	Percentage	100.00%	34.20%	14.43%	10.87%	3.04%	22.55%	14.91%
Medical Treatment	Amount of money	540.29	78.02	42.09	19.65	0.70	332.66	67.17
	Percentage	100.00%	14.44%	7.79%	3.64%	0.13%	61.57%	12.43%

Note: 1. The Miscellaneous expense per visitor with studies includes tuition fee.

2. There are only 17 visitors with medical treatment purpose, the figures listed as reference. The Miscellaneous expense includes medical treatment fees

**Table 14** The average daily expenditures per visitor in 2016-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	192.77	70.88	31.95	24.22	5.23	2.25	58.24
	Percentage	100.00%	36.77%	16.58%	12.56%	2.72%	1.16%	30.21%
	Growth rate	-7.26%	5.76%	-2.50%	-12.31%	-19.41%	20.32%	-19.22%
Japan	Amount of money	241.42	108.73	41.99	33.44	10.89	3.19	43.18
	Percentage	100.00%	45.04%	17.39%	13.85%	4.51%	1.32%	17.89%
	Growth rate	6.08%	11.72%	7.50%	-6.83%	-7.79%	75.27%	3.57%
Mainland China	Amount of money	198.43	45.50	25.22	25.07	4.52	1.82	96.30
	Percentage	100.00%	22.93%	12.71%	12.63%	2.28%	0.92%	48.53%
	Growth rate	-12.81%	4.19%	-7.35%	-14.87%	-19.57%	14.47%	-19.77%
Hong Kong /Macao	Amount of money	182.98	71.30	35.67	20.01	4.30	2.61	49.09
	Percentage	100.00%	38.97%	19.49%	10.94%	2.35%	1.42%	26.83%
	Growth rate	-0.96%	2.60%	-3.88%	-2.29%	-12.78%	27.32%	-3.18%
Singapore	Amount of money	229.43	111.46	40.22	24.60	5.21	2.13	45.81
	Percentage	100.00%	48.58%	17.53%	10.72%	2.27%	0.93%	19.97%
	Growth rate	11.88%	37.37%	-1.08%	-2.54%	9.68%	18.99%	-11.05%
Korea	Amount of money	188.06	80.93	37.71	23.36	2.68	1.67	41.71
	Percentage	100.00%	43.03%	20.05%	12.42%	1.43%	0.89%	22.18%
	Growth rate	-9.49%	-12.22%	5.69%	-17.13%	-42.49%	-37.45%	-6.02%
Malaysia	Amount of money	142.45	54.53	23.69	18.97	2.77	2.86	39.63
	Percentage	100.00%	38.28%	16.63%	13.32%	1.94%	2.01%	27.82%
	Growth rate	-12.11%	0.85%	-19.42%	-27.46%	-56.38%	10.85%	-8.94%
U.S.A	Amount of money	149.03	71.65	27.35	15.79	4.83	6.57	22.84
	Percentage	100.00%	48.08%	18.35%	10.59%	3.24%	4.41%	15.33%
	Growth rate	-8.92%	-12.62%	-18.96%	-11.79%	-18.55%	144.24%	6.98%
Europe	Amount of money	132.07	70.74	25.02	16.34	3.23	3.12	13.62
	Percentage	100.00%	53.56%	18.95%	12.37%	2.45%	2.36%	10.31%
	Growth rate	-16.44%	-24.98%	-5.69%	2.13%	-41.06%	25.81%	2.64%
Australia /New Zealand	Amount of money	142.35	78.89	22.76	17.35	4.39	2.69	16.27
	Percentage	100.00%	55.42%	15.99%	12.19%	3.08%	1.89%	11.43%
	Growth rate	-11.90%	5.65%	-21.68%	13.77%	-24.96%	93.53%	-53.97%

**B. The average amount of daily expenditure in Taiwan of each person of the inbound group visitors with sightseeing purpose from Japan was US\$302.04, with annual decrease 9.26%; and the average amount of Mainland Chinese group visitors was US\$208.10, with annual decrease 12.61%.**

In 2016, in comparison with Mainland China, Japan and all inbound group visitors with sightseeing as their purpose, the average daily expenditures in Taiwan of each person from Japan was US\$302.04, higher than that of all group visitors, which was US\$229.68, and higher than that of Mainland Chinese group visitors, which was US\$208.10.

As for shopping, the average daily shopping expenditure of each person of the inbound group visitors with sightseeing purpose was US\$136.16 by Mainland Chinese group visitors, higher than that of all group visitors, which was US\$121.69, and higher than that of Japanese group visitors, which was US\$83.43.

Detailed shopping expenditure analysis showed that the inbound group visitors with sightseeing as their purpose from Japan mainly purchased local special products (58.40%), tea (14.38%), jewelry or jade (12.10%), and The inbound group visitors with sightseeing as their purpose from Mainland China mainly purchased jewelry or jade (35.59%), local special products (25.69%), and cosmetics or perfumes (13.43%)

In 2016, the average amount of daily expenditure in Taiwan of each person of the inbound group visitors with sightseeing purpose from Mainland China was US\$208.10, which decreased by 12.61% over 2015. All amounts of the average daily expenditures of shopping details of each person dropped. The amount of shopping expenditure decreased most by 13.51%. On the shopping details, the proportion has shown a downward trend, and the proportion spent on clothes or accessories ranked first.

**Table 15** The average daily expenditures of each person of the inbound group visitors with sightseeing as their purpose from Japan and Mainland China interviewed in 2016

Unit: USD

Main Market Main Purpose		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All Sightseeing groups	Amount of money	229.68	30.17	25.40	41.40	8.82	2.20	121.69
	Percentage	100.00%	13.14%	11.06%	18.02%	3.84%	0.96%	52.98%
	Growth rate	-6.07%	2.90%	-1.82%	4.60%	5.25%	11.11%	-12.69%
Japan Sightseeing groups	Amount of money	302.04	58.13	50.71	81.42	22.55	5.80	83.43
	Percentage	100.00%	19.24%	16.79%	26.96%	7.47%	1.92%	27.62%
	Growth rate	9.26%	6.76%	5.27%	6.77%	10.59%	54.26%	13.66%
Mainland China Sightseeing groups	Amount of money	208.10	20.60	16.61	27.84	5.51	1.38	136.16
	Percentage	100.00%	9.90%	7.98%	13.38%	2.65%	0.66%	65.43%
	Growth rate	-12.61%	-8.93%	-17.32%	-8.54%	-8.62%	-9.21%	-13.51%

Note: 1. Sightseeing groups are groups their tour arranged through a travel agency. (Joined a tour group)

**Table 16** The average daily expenditures of shopping details of each person of the inbound group visitors with sightseeing as their purpose from All Markets, Japan and Mainland China interviewed in 2016

Unit: USD

Shopping Details	All Sightseeing groups		Japan Sightseeing groups		Mainland China Sightseeing groups	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	121.69	100.00%	83.43	100.00%	136.16	100.00%
Clothes or accessories	8.38	6.89%	3.73	4.47%	9.46	6.95%
Jewelry or jade	36.66	30.13%	10.10	12.10%	<b>48.46</b>	<b>35.59%</b>
Souvenirs or handicraft products	9.13	7.50%	3.43	4.11%	9.93	7.29%
Cosmetics or perfumes	14.12	11.60%	1.84	2.21%	18.28	13.43%
Local special products	<b>38.87</b>	<b>31.94%</b>	<b>48.72</b>	<b>58.40%</b>	34.98	25.69%
Tobacco or alcohol	3.76	3.09%	1.58	1.89%	4.67	3.43%
Chinese herbal medicine or health food	2.02	1.66%	1.01	1.21%	2.21	1.62%
3C or electronic appliances	0.92	0.76%	0.29	0.35%	1.25	0.92%
Tea	6.54	5.37%	12.00	14.38%	5.47	4.02%
Others	1.29	1.06%	0.73	0.88%	1.45	1.06%

**C. A total of 23.14% of the inbound visitors had used the tax refund service. A total of 97% of the inbound visitors who had used the tax refund service thought the procedures to get a tax refund were convenient.**

A total of 23.14% of the inbound visitors had used the tax refund service. A total of 97.12% of the inbound visitors who had used the tax refund service thought the procedures were convenient.

More than 28.01% of the inbound visitors with sightseeing as their purpose applied for tax refunds. A total of 97.30% of the inbound visitors with sightseeing purpose thought tax refund services were convenient.

**Table 17** The tax refund conditions for the inbound visitors in 2016  
– according to their main purpose

Main Purpose	Unit: %	
	Applied for tax refund	Thought the procedures were convenient
<b>All Purposes</b>	23.14	97.12
Sightseeing	28.01	97.30
Business	6.94	98.28
Int'l conference or exhibition	14.12	100.00
Visiting friends or relatives	7.69	92.45
Studies	20.75	100.00
Medical Treatment	35.29	100.00
Others	10.83	84.62

## 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”, “safe social environments”, “safety of accommodation facilities”, “safety of recreational facilities” and “international transportation to Taiwan” earned highest satisfaction.

According to the analysis of different markets, more than 95% of the inbound visitors have high overall satisfaction during their trip to Taiwan in 2016. Among these markets, the two types of visitors with the highest level of satisfaction were the Mainland Chinese visitors (99.17%), and European visitors (99.16%).

**Table 18** The overall satisfaction of the inbound visitors during this trip to Taiwan in 2016

Item		Mean	Standard Deviation
Convenience	International transportation to Taiwan	4.65	0.57
	Local transportation	4.60	0.64
	Access to tourist information	4.53	0.69
	Communication facilities (Int'l public telephone, Internet)	4.52	0.74
	Customs procedures	4.49	0.78
	Efficiency of applying for a visa	4.48	0.84
	Immigration procedures	4.44	0.85
	iTaiwan Free WiFi	4.15	1.03
Environment Internationalization	Friendliness of Taiwan people	4.77	0.49
	Access to services in language	4.47	0.80
	Cleanness of road signs and public facility signs	4.45	0.79
Safety	Safe social environments	4.72	0.51
	Safety of accommodation facilities	4.71	0.52
	Safety of recreational facilities	4.65	0.55
	Good public environmental hygiene	4.48	0.76
	Good food hygiene	4.45	0.77
Total	Overall satisfaction	4.67	0.51

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

**B. A total of 99% 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 99% of the inbound visitors said they were willing to come back to Taiwan. The purpose of their next trip would be sightseeing (82.35%), business (9.11%), and visit relatives/friends (7.18%). And a total of 99% of the inbound visitors will recommend relatives and friends to visit Taiwan.

**Table 19** The main purpose of the inbound visitors to revisit Taiwan in 2016

							Unit: %
The main purpose to revisit Taiwan	Total	Sightseeing	Business	Visit relatives/friends	International conference/exhibition	Study	Medical Treatment
Percentage	100.00	82.35	9.11	7.18	0.42	0.38	0.13

**Table 20** The willingness of the inbound visitors to recommend friends or relatives to visit Taiwan in 2016

			Unit: %
Will you recommend friends or relatives to visit Taiwan	Total	Yes	No
Percentage	100.00	99.33	0.67

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

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

In terms of the major market, the favorite country/area was Korea for Japanese visitors, the favorite country/area was Thailand for Malaysian visitors, the favorite country/area was Japan for the visitors from the other countries.

Compared with other Asian countries/area, Taiwan was concluded by the inbound visitors that the friendliness of the people (47 persons per hundred), gourmet food or delicious snacks (34 persons per hundred), and scenery (17 persons per hundred) were its superior items.

**Table 21** The favorite Asian countries/area the inbound visitors had ever been to in 2016 (except Taiwan)

Unit: %					
Ranking	Country/area	Percentage favoring the country/area	Ranking	Country/area	Percentage favoring the country/area
1	Japan	36.42	6	Mainland China	4.36
2	Thailand	18.89	7	Malaysia	3.46
3	Korea	12.21	8	Indonesia	2.02
4	Hong Kong/Macao	10.99	9	Philippine	1.96
5	Singapore	9.68			

**Table 22** Ranking of Taiwan's superior characteristics as thought of by the inbound visitors in 2016 (compared with their favorite Asian countries/area)

Unit: persons per hundred					
Ranking	Item	Relative persons	Ranking	Item	Relative persons
1	Friendliness of the people	46.56	9	Historical relics	2.84
2	Gourmet food or delicious snacks	33.53	10	Nightlife	2.78
3	Scenery	17.34	11	Geographical convenience	2.51
4	Safe social environment	8.45	12	Democracy	0.95
5	Shopping	8.12	13	Recreational facilities	0.60
6	Customs and culture	6.84	14	Health care	0.52
7	Fruits	5.56	15	Festival activities	0.46
8	Weather	3.03	16	Flowers	0.33

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

**Table 23** The comparison between Taiwan and the inbound visitor’s favorite Asian country/area in 2016

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

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

The most impressive parts of Taiwan according to inbound visitors were Taiwan’s tourist spots (61 persons per hundred), gourmet food (56 persons per hundred), local friendliness and hospitality (48 persons per hundred), and night markets sightseeing (39 persons per hundred).

**Table 24** Ranking of the deepest impression of Taiwan as thought of by inbound visitors in 2016

Unit: persons per hundred					
Ranking	Item	Relative persons	Ranking	Item	Relative persons
1	Tourist spots	61.30	10	Temple	7.43
2	Gourmet food	56.23	11	Hot springs	5.35
3	Local friendliness and hospitality	48.21	12	Nightlife	4.55
4	Night markets sightseeing	39.24	13	Aboriginal culture	3.08
5	Coastal view	27.04	14	24 hour book stores	2.47
6	Historical relics	12.10	15	Cycling fun	1.80
7	Fruits	10.83	16	Cosmetic and medical treatments	1.72
8	Convenience stores	9.64	17	The accommodation experience	1.08
9	Famous local products	8.76	18	Festival activities	0.54

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

**E. The choice of accommodation for the inbound visitors in Taiwan was “General hotels”. And their overall satisfaction of their accommodation is 90%, tending to the degrees of “Good” and “Excellent”.**

The main accommodation for the inbound visitors was a hotel (75 persons per hundred). The choice of accommodation for the inbound visitors in Taiwan was “General hotels” (72.20%), “International tourist hotels” (21.42%) and “General tourist hotel” (6.38%). The rating of the hotel tends to be “Good and Excellent” (89.65%). The rating of the guest houses (or B&B) tends to be “Good and Excellent” (91.11%).

**F. For group tours arranged through a travel agency, the number of shopping trips arranged by local travel agencies was mostly 3-4 times. And 62% of their comments on commodity prices were “good price”.**

Of the total of 34.43% of the inbound visitors who chose to make their trip as a “group tour arranged through a travel agency”, the number of shopping trips arranged by their local travel agency was 3-4 times, while 26.26% was 5-6 times. And 63.16% of their comments on commodity prices were “good price”.

**G. A total of 96% of the inbound visitors were satisfied with their overall impressions of the travel agencies and the services of the tour guides.**

The inbound visitors were inclined to be satisfied 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.”

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

The inbound visitors were inclined to be satisfied with the means of public transportation in Taiwan (all above 89%), the highest three rankings of satisfaction going to the MRT (97.97%), High Speed Rail (97.82%), and Ferry (97.54%).

## **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 (35.97%), “The tour guides’ integral service performances” (10.66%), and student (10.55%).

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

The highest category of education on the survey of the inbound visitors was “college or university.” Most inbound visitors (66.11%) were in this category. The average annual income of the inbound visitors was US\$38,079.72. Those inbound visitors with “no fixed income”, annual income “between US\$15,000 and US\$29,999”, and “between US\$40,000 and US\$69,999” were the three major categories which made up 27.45%, 17.62% and 13.85% of those inbound visitors, respectively.