2020 Survey of Travel by R.O.C. Citizens

Summary

To stimulate domestic tourism, the government launched the new fall-winter domestic travel subsidy program taking effect form September 2019 to January 2020. However, under the impact of coronavirus pandemic in 2020, the Central Epidemics Command Center urged the suspension of non-essential indoor/outdoor events or activities to avoid cluster infections, which significantly affected domestic travel. Besides, outbound travel advice of Level Three has been issued to warn people not to take unnecessary outbound travels since March 21, and Tourism Bureau has accordingly banned outbound group tours since March 19. It was in the second half of 2020 when the outbreak situation had been kept under control that the government and authorities made a series of stimulus plans, such as the Triple Stimulus Voucher Program by Executive Yuan in July, and Travel Subsidy Program from July 1 to October 31 by Ministry of Transportation, which also proposed another travel program targeting high school students and children aged 19 and below to have unlimited free access to 22 theme parks form July 1 to August 31. Council of Agriculture issued the “Agriculture Vouchers,” encouraging people to buy local produce and join agro-tours. While the “Arts FUN Go Vouchers” by Ministry of Culture aim to promote arts industries, the “Sports Vouchers” by Sports Administration expect to involve more people in sports-related activities and travel. Hakka Affairs Council, on the other hand, also issued “Hakka Tourism Vouchers” to boost economy of Hakka areas. Throughout the year, there were a total of 143 million domestic travels made by citizens of age 12 and above, a negative growth by 15.54%. All except the third quarter experienced a negative growth. The third quarter increased by 2.8% compared to the same period last year. As for outbound travels, the total number decrease of 86.34% compared with 2019.

This survey mainly focuses on domestic travel with the outbound travel data as the secondary focus. Telephone interviews using computer-assisted telephone interviewing (CATI) were conducted and the stratified random sampling method was applied. The number of valid interviews on domestic travel in each quarter is as follows: 6,241 persons in the first quarter, 6,482 in the second, 6,483 in the third and 6,484 in the fourth. For outbound travel, the numbers of people responding to the survey were 297, 1, 2, and 9 samples in each quarter, respectively. Only the samples of the first were analyzed given the small sample size of other quarters. The survey results are presented in two parts: “Important Indicators” and “Statistical Analysis”.

I、Important Indicators of Domestic and Outbound Travel

A. Domestic Travel Indicators

Table1 Domestic travel indicators

Item	2020	2019	Comparison between 2020 and 2019
Domestic travel rate	88.4%	91.1%	Decreased by 2.7 %
Average number of travels per person	6.74 travels	7.99 travels	Decreased by 1.25 travels
Total number of domestic travels by citizens	142,970,000 travels	169,279,000 travels	Negative Growth of 15.54%
Average number of days per travel	1.54 days	1.51 days	Increased by 0.03days
Travels taken during holidays and weekends	65.6%	66.9%	Decreased by 1.3 %
Overall satisfaction level	98.7%	98.4%	Increased by 0.3% (※)
Average expenditure per person per travel	NT$2,433 (US$82.26)	NT$2,320 (US$75.02)	NTD：Growth of 4.87% (USD：Growth of 9.65%)
Total expenditure on domestic travel	NT$347.8 billon (US$11.759 billon)	NT$392.7 billon (US$12.698 billon)	NTD：Negative Growth of 11.43% (USD：Negative Growth of 7.39%)

Note：1. The survey respondents are R.O.C. citizens of age 12 and above.
2. (※) means in the significant level of 5%, t-test shows “no significant difference”.
3. Domestic travel rate is the proportion of people who at least travel once domestically during the year.
4. The exchange rate was NT$30.925 in 2019, NT$29.378 in 2020, appreciated 4.55% during the same period. (Source: Central Bank of the Republic of China, https://www.cbc.gov.tw/tw/cp-520-36599-75987-1.html).

B. R.O.C. Citizens' Outbound Travel Indicators

Table2 Outbound travel indicators

Item	2020 1st quarter	2019 1st quarter	Comparison between 2020 1st quarter and 2019 1st quarter
Outbound travel rate	4.8%	11.1%	Decreased by 6.3 %
Total number of outbound travels by citizens (incl. under 12 years old children)	2,116,648 travels	4,164,364 travels	Negative Growth of 49.17%
Average number of outbound travels per person (incl. under 12 years old children)	0.09 travels	0.18 travels	Decreased by 0.09 travels
Average nights of stay per travel	9.14 nights	7.96 nights	Increased by 1.18 nights
Average expenditure per person per travel	NT$48,419 (US$1,606)	NT$47,595 (US$1,544)	NTD: Growth of 1.73%(※) (USD: Growth of 4.02%)
Total expenditure on outbound travel	NT$102.5 billion (US$3.400 billion)	NT$198.2 billion (US$6.429 billion)	NTD: Negative Growth of 48.28% (USD: Negative Growth of 47.11%)

Note: 1. The data of "total number of outbound travel" and the "average nights of stay per travel" is sourced from Ministry of the Interior National Immigration Agency.
2. (※) means in the significant level of 5%, *t*-test shows " no significant difference".
3. Outbound travel rate is the proportion of people who at least travel once outbound during the year.
4. Average number of outbound travels per person = total number of outbound travel ÷ the average total population in Taiwan.
5. Average expenditure per person per travel includes airfare, visa, accommodation and all other spending abroad, but does not include the spending before and after the travel.
6. The exchange rate was NT$30.834 in 2019 1st Quarter, NT$30.147 in 2020 1st Quarter, appreciated 2.28% during the same period. (Source: Central Bank of the Republic of China，https://www.cbc.gov.tw/tw/cp-520-36599-75987-1.html).
7. Coronavirus pandemic in 2020 2nd ~4th Quarter, interviewed 1, 2, and 9 outbound samples, respectively, so only analysis the 1st Quarter data.
8. Tourism Bureau has accordingly banned outbound group tours since March 19 2020 and to remind citizens not to take unnecessary outbound travels.

II、Statistical Analysis

A. Domestic Travel

1. **There were a total of 142.97 million domestic travels made by citizens of age 12 and above in 2020, negative growth of 15.5% from 2019:** The results show that the average number of travels per person made in 2020 was 6.74 (decreased 1.25 from 7.99 per person in 2019). Looking into the quarters, 1st, 2nd and 4th quarters decreased 0.83, 0.34 and 0.13 from the same period last year respectively, only 3rd quarter increased 0.05 from the same period. It was estimated that 142.97 million domestic travels were made by citizens of age 12 and above, negative growth of 15.5% from 2019. For quarterly growth rate, negative growth of 35.2% in the 1st quarter, negative growth of 18.4% in the 2nd quarter, negative growth of 6.6% in 4st quarter, only positive growth 2.8% in the 3rd quarter that showed the stimulus plans like the travel subsidy program by government and authorities were effective.

Table3 Average number of domestic travels per person

Unit: travels

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year (1st Qarter~4th Quarter)
2020	1.52	1.50	1.91	1.81	6.74
2019	2.35	1.84	1.86	1.94	7.99

Table4 Total number of domestic travels

Unit: travels

item	2020					2019
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	Whole year
Total number of domestic travels by citizens of age 12 and above (proportion of whole year)	32,252,000 (22.6%)	31,819,000 (22.3%)	40,509,000 (28.3%)	38,390,000 (26.9%)	142,970,000 (100.0%)	169,279,000
Included children under age 12 in the same household (proportion of whole year)	37,090,000 (22.3%)	37,228,000 (22.4%)	47,396,000 (28.5%)	44,532,000 (26.8%)	166,246,000 (100.0%)	194,974,000

2. **In 2020, 88.4% of citizens travelled domestically, decreased from 2019:** According to the survey results, citizens who at least travelled once domestically in 2020 account for 88.4% of the total population. Compared with 2019, had a 2.7% decrease from 91.1% in 2019.

Table5 Domestic travel rate

Unit: %

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year
2020	54.8	58.8	68.2	64.9	88.4
2019	75.2	69.8	68.0	69.4	91.1

Note：1. Quarter domestic travel rate is the proportion of people who at least travel once domestically during the quarter.
2. The whole year domestic travel rate was estimated from 4th quarter and the rate = the total number of samples that at 4th quarter who at least travel once domestically during the year.

3. **Domestic travels were more made in June and September:** In 2020, most domestic travels were made in June (14.5%) and September (12.6%), April (4.5%) was the least. Gender-wise, half of male and female. Age-wise, domestic travelers were age 44. As for the monthly income, on average, made NT$30,947 per month. Regarding their occupation, more domestic travelers were housekeepers, retires, office supportive staff, service/sales workers, technicians/assistants.

Table6 Characteristics of domestic travelers in 2020

Characteristics	Domestic travelers
Travel month	More made in June (14.5%), September (12.6%), December (11.3%) and January (10.1%). April (4.5%) was the least.
Gender	Males (49.1%), females (50.9%)
Age (median)	44 years old
Monthly income (median)	NT$30,947
Occupations	Housekeepers (13.9%), Retires (13.5%), Office supportive staff (11.6%), Service/sales workers (11.6%), Technicians/assistants (10.2%).

4. Travels made during weekends decreased, while national holiday and weekdays increased: In 2020, 52.6% of the domestic travels were made on weekends. Compared with 2019, travels made during weekends had a 2.7% decrease from 2019. While during national holiday and weekdays had a 1.4% and a 1.2% increase respectively from 2019. Looking into the quarters, in the 1st quarter, travels made during national holiday was higher than other quarters, in the 3rd quarter, travels made on weekdays was higher than other quarters. For the purposes of domestic travel, 79.2% of the people travelled for "Sightseeing, recreation, vacation", followed by "Visiting friends and relatives" (19.9%). Compared with 2019, "Sightseeing, recreation, vacation" had a 2.2% decrease from 2019, "Visiting friends and relatives" had a 2.6% increase from 2019. Looking into the quarters, "Visiting friends and relatives" in the second half of 2020 was higher than the first half of 2020.

Table7 Travel time for domestic travel

Unit: %

Travel time	2020					2019
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	Whole year
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
National holidays	32.3	20.0	—	5.1	13.0	11.6
Weekends (saturday or sunday)	41.4	49.0	58.5	58.6	52.6	55.3
Weekdays	26.3	31.0	41.5	36.3	34.4	33.2

Note: 1.There were 28 national holidays in 2019, 33 national holidays in 2020.
2. "—"means no sample in the cell.

Table8 Purposes of domestic travel

Unit: %

Purpose	2020					2019
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	Whole year
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
Sightseeing, recreational, vacation	71.3	77.3	83.7	82.3	79.2	81.4
Business	0.4	1.1	1.0	1.2	1.0	1.2
Visiting friends and relatives	28.3	21.7	15.3	16.4	19.9	17.3
Others	—	—	—	—	—	0.1

Note: 1.Sightseeing, recreational, vacation includes "sightseeing only", "fitness and sport", "religious", "ecotourism" and "conference vacation".
2. "—"means no sample in the cell.

5. **66.4% of the domestic travels were one-day:** In 2020, about 58.1% of the travels were within the travelers' residential area (increased from 55.7% in 2019). As for the duration of travels, 66.4% were one-day, followed by two-day (20.2%), three-day (9.9%), and four-day and above (3.5%). The average duration of a travel was 1.54 days, longer than the 1.51 days in 2019. Looking into the quarters, shortest days in the 2nd quarter and longest days in the 3rd quarter.

Table9 Regions visited by citizens in 2020

Unit: row %

Region Visited / Residential Area	Northern Taiwan	Central Taiwan	Southern Taiwan	Eastern Taiwan	Offshore Islands
The whole country	**37.2**	**30.7**	**27.9**	**7.5**	**1.5**
Northern Taiwan	62.1	21.3	12.1	7.4	1.2
Central Taiwan	19.3	56.9	22.8	4.7	0.9
Southern Taiwan	11.9	23.3	61.3	7.8	1.2
Eastern Taiwan	26.8	9.5	21.2	47.4	0.8
Offshore Islands	24.1	9.0	22.2	2.4	53.3

Note：1. Region visited were according to place where the respondents visit.
2. Traveler within the residential area = the total number of travels within their residential area ÷ total person-travels. In 2020, 58.1% of the travels were within the travelers' residential area.

Table10 Number of domestic travel days

Unit: %

Number of domestic travel days	2020					2019
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	Whole year
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
1 day	69.7	71.4	61.4	64.4	66.4	66.4
2 days	18.0	17.5	22.1	22.6	20.2	21.9
3 days	8.3	8.3	12.2	10.3	9.9	8.9
4 days or more	4.0	2.7	4.4	2.7	3.5	2.7
Average day of each travel	1.52days	1.45 days	1.64 days	1.54 days	1.54 days	1.51 days

6. **Most of the overnight traveler chosen to stay in hotels:** In 2020, 66.4% of domestic travel were 1-day with no need of accommodation, followed by chosen to stay in hotels (17.0%), no significant difference from 2019. Looking into the quarters, in the 1st quarter, chosen to stay at "At friend's/ relative's " higher than other quarters, in the 2nd quarter, chosen "1-day no accommodation" higher than other quarters, in the 3rd quarter, chosen to stay at "Hotel" and "Homestay" higher than other quarters. (See Table 11).

Table11 Main accommodation choices

Unit: %

Main accommodation choices	2020					2019 Whole year
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
1-day no accommodation	69.7	71.4	61.4	64.4	66.4	66.4
Hotel	11.3	12.4	22.3	20.0	17.0	17.1
At friend’s/ relative’s	10.9	7.3	5.2	6.1	7.1	7.0
Homestay	6.2	7.0	9.8	7.4	7.8	7.8
Camping	1.3	1.4	0.8	1.3	1.2	1.0
Hostel	0.4	0.4	0.3	0.6	0.4	0.6
Others	0.2	0.2	0.2	0.2	0.2	0.1

Note：”others” includes overnight in the car or on the boat.

7. **90.6% of the travelers planned their travels by themselves:** The majority of the travels were planned by the travelers themselves (90.6%), other types of travels were below 3%, Compared with 2019, “Travels planned by travelers themselves” and “Package tours by travel agencies” which had a 2.1 % and a 0.4% increase respectively; however “Travels planned by employers”, “Travels planned by religious groups”, “Travels planned by village or senior citizen groups” and “Travels planned by non-governmental organizations” had 0.4~0.8% decrease respectively. Looking into the quarters, “Package tours by travel agencies” and “Travels planned by groups” in the second half of 2020 was higher than the first half of 2020.

   The major Reasons for participating package tours by travel agencies were “Attracted by the itinerary”(62.2%), “To save planning time”(54.5%), “Do not have to drive” (53.7%) and “Attracted by the price” (47.2%). Compared with 2019, “Have no transportation to the scenic site” had an 11% increase from 2019. Group travels count for 11.0%, which had a 2.5% decrease from 2019. Looking into the quarters, “Group travels” in the second half of 2020 was higher than the first half of 2020. (See Tables 12-15).

Table12 Types of travels

Unit: %

Types of travels	2020 1st Quarter	2020 2nd Quarter	2020 3rd Quarter	2020 4th Quarter	2020 Whole year	2019 Whole year
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
Package tours by travel agencies	0.9	1.7	2.8	3.4	2.3	1.9
Travels planned by schools or classes	0.1	0.3	0.6	1.3	0.6	0.7
Travels planned by employers	0.2	0.4	2.1	1.5	1.1	1.5
Travels planned by religious groups	0.5	0.4	1.0	1.3	0.8	1.6
Travels planned by village or senior citizen groups	0.5	0.8	3.8	3.6	2.3	3.0
Travels planned by non-governmental organizations	0.7	0.9	1.7	2.5	1.5	1.9
Travels planned by other groups	0.2	0.4	0.8	1.2	0.7	0.8
Travels planned by travelers themselves	96.9	95.0	87.3	85.1	90.6	88.5
Others	—	—	—	—	—	0.2

Note:"—"means no sample in the cell.

Table13 Travels planned by travelers themselves and buy any itinerary products

Unit: %

Buy any itinerary products		2020	2019
Total		**100.0**	**100.0**
No		98.9	98.9
Yes		1.1	1.1
Items (mult-answer)	Half-day (one day, two days, etc.) tinerary	0.4	0.3
	Package	0.8	0.8
	Others	—	—

Note: 1."—"means no sample in the cell.
2. Only the travels planned by travelers themselves answered.

Table14 Reasons for participating package tours by travel agencies

Unit: %

Reasons for participating package tours planned by travel agencies	2020	2019
Attracted by the itinerary	62.2	58.0
To save planning time	54.5	46.7
Do not have to drive	53.7	46.2
Attracted by the price	47.2	39.5
Have no transportation to the scenic site	26.9	16.3
Others	—	0.1

Note：1. This is a multiple answer question.
2. Only package tours by agencies answered.
3. "—" means no sample in the cell.

Table15 Individual or group travels

Unit: %

Individual or group travels	2020 1st Quarter	2020 2nd Quarter	2020 3rd Quarter	2020 4th Quarter	2020 Whole year	2019 Whole year
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
Individual	96.2	93.6	85.3	82.9	89.0	86.5
Group	3.8	6.4	14.7	17.1	11.0	13.5

Note: "Individual" means travel planned by traveler themselves and the main transportation is not tour bus.

8. "Internet and social media" was the major source of travel information; 12.7% of the travelers used travel-related products purchased from the internet: most travels obtained travel information from "Internet and social media" (52.8%), which had a 3.9% increase from 2019. Followed by "Friends, relatives, colleagues or classmates" (46.8%), which had a 1.3% decrease from 2019. In 2020, 12.7% of the travelers used travel-related products purchased from the internet, and the most used item among travel-related products was "Hotel or homestay".

Table16 Sources of travel's information

Unit: %

Information sources	2020	2019
Internet and social media	52.8	48.9
Friends, relatives, colleagues, classmates	46.8	48.1
Electronic media (TV/radio)	6.9	8.7
Printed media (newspaper/magazine)	2.2	2.9
Travel agencies	3.4	2.4
Visitor information center	0.4	0.4
Travel shows or exhibitions	0.2	0.3
Others	0.3	0.3

Note: 1.This is a multiple-answer question. Travelers who do not collect information prior to their travel are excluded.
2. 62.2% travels collected travel information
3. Electronic media includes television, broadcasting, and billboards, etc.
4. Printed media indicates travel-related books, newspapers, magazines, etc.

Table17 Used travel-related products purchased from the Internet

Unit:%

Used travel-related products purchased from the Internet	2020	2019
Total	**100.0**	**100.0**
No	87.3	87.6
Yes	12.7	12.4

Table18 Used items

Unit:%

Used items (multi-answers)	2020	2019
Hotel or homestay	81.9	81.7
Taiwan Railway	8.7	12.1
Taiwan High Speed Rail	9.5	8.2
Amusement park tickets	7.4	6.4
Plane tickets	3.2	2.9
Package tours	3.1	2.1
Rental cars	1.8	1.1
Others	3.5	3.5

Note: 1.This is a multiple-answer question;
excluded the samples that didn't use travel-related products purchased from the Internet.
2. Others includes restaurant reservation, meal voucher, ferry ticket, Camping camp, etc.

9. **“Transportation or connection convenience” was the most important factor when deciding where to visit:** The top main factor considered by the travelers in terms of visiting places was the “Transportation convenience” (27.4%), followed by “Relieve leisure and health” (13.8%), “Curiosity/never been there” (11.0%) and “Theme activities” (10.6%), moreover 5.3% considered “Less crowed attractions” and 3.8% considered “No Epidemic”. Compared with 2019, “Transportation convenience” had an 8.3% decrease and “Theme activities” had a 2.8% decrease,respectively; however “Tourism subsidy measures” had a 1.1% increase. Looking into the quarters, considered “Less crowed attractions” and “No Epidemic” in the first half of 2020 were higher than the second half of 2020; considered “Tourism subsidy measures” and “Curiosity/never been there” in the 3rd quarter were higher than other quarters.

Table19 Main factors for deciding visiting places (Degree of importance)

Unit:%

Main factors	2020										2019	
	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Whole year		Whole year	
total	**100.0**		**100.0**		**100.0**		**100.0**		**100.0**		**100.0**	
Transportation or connection convenience	30.1	(1)	26.9	(1)	26.7	(1)	26.4	(1)	27.4	(1)	35.7	(1)
Relieve leisure and health	10.7	(2)	14.5	(2)	11.1	(3)	18.8	(2)	13.8	(2)	13.7	(2)
Curiosity/never been there	9.3	(2)	10.4	(4)	13.0	(2)	10.7	(3)	11.0	(3)	11.3	(4)
Theme activities	10.0	(2)	11.2	(3)	10.0	(3)	11.1	(3)	10.6	(3)	13.4	(2)
Local delicacies	7.4	(6)	10.0	(4)	9.2	(5)	8.5	(5)	8.8	(5)	7.8	(5)
Children’s preferences	5.2	(7)	6.6	(6)	7.1	(6)	4.9	(6)	6.1	(6)	5.9	(6)
Less crowed attractions	9.1	(2)	6.1	(6)	3.2	(8)	3.8	(7)	5.3	(7)	—	
No Epidemic	5.4	(7)	4.5	(8)	2.7	(8)	3.0	(8)	3.8	(8)	—	
Senior’s preferences	4.1	(9)	3.3	(9)	3.2	(8)	2.5	(9)	3.2	(8)	2.8	(7)
Tourism subsidy measures	0.6	(10)	0.3	(14)	6.7	(6)	2.8	(9)	2.9	(10)	1.8	(9)
Visiting exhibitions	1.1	(10)	1.3	(10)	1.6	(11)	1.8	(11)	1.5	(11)	2.0	(7)
New attractions/facilities	1.1	(10)	0.9	(10)	1.6	(11)	1.9	(11)	1.4	(11)	1.3	(9)
Sales promotion	0.8	(10)	1.3	(10)	1.2	(11)	1.4	(11)	1.2	(11)	—	
Free or reasonably priced	—		—		—		—		—		1.3	(9)
Folk festivals	1.8	(10)	0.6	(10)	0.5	(14)	1.3	(11)	1.0	(11)	1.2	(9)
Supported by Citizen’ Tour Card	0.2	(15)	0.2	(14)	0.3	(14)	0.1	(15)	0.2	(15)	0.3	(13)
Accessible facility	0.1	(15)	0.0	(14)	0.1	(14)	0.1	(15)	0.1	(15)	0.1	(13)
Others	3.0		1.9		1.7		0.9		1.8		1.5	

Note：1. Travels planned by travelers themselves or joined package tours by agencies and purpose were not “Visiting friends and relatives” answered.

2. The above factors are weighted according to their degree of importance.

3. The number in the parenthesis indicates the ranking of importance when travelers consider whether or not to visit the places. The same ranking number means the degree of importance is under the significance level α=5%.

4. “0.0” means the percentage is under 0.05%, “─” means no sample in the cell.

5. Added “Less crowed attractions” and “No Epidemic”, and revised “Free or reasonably priced” to “Sales promotion”

6. “Others” includes friends and relatives invitaion, business trip, etc.

10. “Natural scenery sightseeing” was the most often participated activity in domestic travel: Among major traveler activities, most people (63.3%) travelled for “Natural scenery sightseeing activities”, followed by “Other recreational activities” (46.6%), “Culinary activities” (42.3%). Looking into the details, most people travelled for “Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.” (53.6%), followed by “Forest trail hiking, mountain climbing, camping, river tracing” (42.4%), “Shopping” (37.5%). Compared with 2019, “Only visiting relatives and friends, no activities arranged” had a 3.7% increase; participation of “Natural scenery sightseeing activities”, “Cultural experiencing activities”, “Amusement park activities”, “Culinary activities” and “Other recreational activities” had 1~8% decrease, respectively.

Table20 Main recreation activities

Unit:%

Recreation activities	2020	2019
Natural scenery sightseeing activities	**63.3**	**65.7**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	53.6(1)	55.6(1)
Forest trail hiking, mountain climbing, camping, river tracing	42.4(2)	40.6
Animals (e.g. whale, firefly, bird, panda, etc.)	7.8	7.5
Plants (e.g. flower , cherry blossom, maple leaves, giant trees)	14.6	17.5
Sunrise, snow, stars, and other astronomical phenomena	6.1	6.4
Cultural experiencing activities	**25.1**	**29.6**
Visiting cultural and historical sites	5.2	7.1
Attending festivals	1.0	1.7
Watching shows	1.4	2.0
Visiting cultural and arts exhibitions	4.3	5.0
Visiting activity exhibitions	2.2	3.0
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc.)	0.4	0.4
Indigenous culture experience	0.7	0.8
Religious activities	8.1	9.2
Farm experience	2.2	1.9
Nostalgic experience	2.8	2.8
Visiting unique architectures	3.4	3.8
Popular movie/ TV drama filming sites	0.1	0.1

Table 20 Main recreation activities (Cont.)

Unit:%

Recreation activities	2020	2019
Sports activities	**5.1**	**5.3**
Swimming, diving, surfing, water skiing, jet skiing etc.	2.3	2.2
Whitewater rafting, boating	0.3	0.2
Fishing	0.2	0.2
Paragliding	—	0.0
Ball Sports	0.3	0.3
Rock-climbing	0.0	0.1
Grass skiing	0.0	0.0
Cycling	1.9	2.4
Watching sport games	0.2	0.1
Jogging/marathon	0.1	0.1
Amusement park activities	**4.1**	**5.2**
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	2.4	2.8
Water amusement park activities	0.5	0.6
Watching shows/programs provided by the amusement park	1.7	2.2
Watching the theme display in the amusement park	0.3	0.7
Culinary activities	**42.3**	**48.5**
Tasting local delicacies	35.9	41.7(3)
Night market eateries	8.3	10.3
Enjoying tea, coffee or afternoon tea	6.8	7.1
Tasting Wellness food	0.1	0.1
Food promotion and cooking activities	0.0	0.0
Other recreational activities	**46.6**	**54.6**
Driving for fun(cars, motorcycle)	5.1	7.5
Hot spring (cool spring), spa	5.0	5.6
Shopping	37.5(3)	44.8(2)
Watching movies	0.6	1.1
Cruising/taking ferries	2.4	3.7
Enjoying scenery on cable car	0.6	0.7
Factory Tours	3.2	3.6
Hot-air balloon riding	0.0	0.0
Others	1.2	1.2
Only visiting relatives and friends. No activities arranged.	**13.5**	**9.8**

Note: 1. This is a multiple-answer question.

2. “Others” includes barbecuing, singing, etc. “Only visiting relatives and friends” includes tomb-sweeping.

3. “0.0”means the percentage is under 0.05%, “—” means no sample in the cell.

4. The top three activities are indicated in the parenthesis. The same ranking number means the percentage of participation the items have no significant difference under significance levelα=5%.

11. **As for the favorite activities, most people preferred "Natural scenery sightseeing activities":** In terms of favorite activities, most people preferred "Natural scenery sightseeing activities" (50.0%), followed by "Other recreational activities" (16.2%), "Culinary activities" (14.6%). Looking into the details, the most people preferred "Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc."(24.8%), followed by "Forest trail hiking, mountain climbing, camping, river tracing" (17.9%), "Tasting local delicacies" (11.0%). Compared with 2019, liked "Cultural experiencing activities" had a 1.5% decrease; liked "Natural scenery sightseeing activities" had a 3.7% increase.

Table21 Favorite activities

Unit:%

Recreation activities	2020	2019
Total	**100.0**	**100.0**
Natural scenery sightseeing activities	**50.0**	**46.3**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	24.8(1)	24.0(1)
Forest trail hiking, mountain climbing, camping, river tracing	17.9(2)	13.8(2)
Animals (e.g. whale, firefly, bird, panda, etc.)	2.3	2.0
Plants (e.g. flower , cherry blossom, maple leaves, giant trees)	3.1	4.2
Sunrise, snow, stars, and other astronomical phenomena	1.9	2.2
Cultural experiencing activities	**12.6**	**14.1**
Visiting cultural and historical sites	1.5	1.6
Attending festivals	0.6	1.1
Watching shows	0.6	0.9
Visiting cultural and arts exhibitions	1.8	1.9
Visiting activity exhibitions	1.1	1.4
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc.)	0.1	0.1
Indigenous culture experience	0.2	0.2
Religious activities	4.4	4.4
Farm experience	1.0	0.7
Nostalgic experience	0.6	0.8
Visiting unique architectures	0.8	0.9
Popular movie/ TV drama filming sites	0.0	0.0

Table 21　Favorite activities (Cont.)

Unit:%

Recreation activities	2020	2019
Sports activities	**2.8**	**2.8**
Swimming, diving, surfing, water skiing, jet skiing etc.	1.2	1.1
Whitewater rafting, boating	0.2	0.1
Fishing	0.2	0.1
Paragliding	—	0.0
Ball Sports	0.2	0.2
Rock-climbing	0.0	0.0
Grass skiing	0.0	0.0
Cycling	0.9	1.2
Watching sport games	0.1	0.1
Jogging/marathon	0.1	0.1
Amusement park activities	**1.8**	**2.0**
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	1.1	1.1
Water amusement park activities	0.2	0.2
Watching shows/programs provided by the amusement park	0.4	0.4
Watching the theme display in the amusement park	0.1	0.2
Culinary activities	**14.6**	**15.2**
Tasting local delicacies	11.0(3)	11.4(3)
Night market eateries	2.5	2.9
Enjoying tea, coffee or afternoon tea	1.1	0.9
Tasting Wellness food	0.0	0.0
Food promotion and cooking activities	0.0	0.0
Other recreational activities	**16.2**	**17.1**
Driving for fun(cars, motorcycle)	0.7	0.8
Hot spring (cool spring), spa	2.6	2.7
Shopping	10.1	10.1
Watching movies	0.4	0.8
Cruising/taking ferries	0.6	0.9
Enjoying scenery on cable car	0.2	0.3
Factory Tours	0.6	0.6
Hot-air balloon riding	0.0	0.0
Others	0.9	0.9
No favorite activities	**2.0**	**2.4**

Note：1. “Others” includes barbecuing, singing, etc.

2. “0.0”means the percentage is under 0.05%, “—” means no sample in the cell.

3. The top three activities are indicated in the parenthesis. The same ranking number means the percentage of participation the items have no significant difference under significance levelα=5%.

12. "Tamsui and Bali", "Jiaoxi" were more popular than other place: In 2020, most travels were made to the northern Taiwan. Compared with 2019, visited Eastern Taiwan and offshore Islands had a 1.4% and a 0.3% increase respectively. Looking into the quarters, visited Eastern Taiwan and offshore Islands in the 3rd quarter were higher than other quarters. Looking visited places, "Tamsui and Bali" and "Jiaoxi" were more popular than other places. Compared with 2019, "Sun-Moon lake" ranked from the 5th to the 3rd, "Xitou" ranked from the 11th to the 6th, "Tianxiang" ranked from the 22th to the 8th, "Qixintan" ranked from the 15th to the 9th, among those "Tianxiang" and "Qixintan" were the first time entered to the top 10.

Table22 Region visited

Unit: %

Region visited	2020					2019
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	Whole Year
Northern Taiwan	36.1	37.5	37.5	37.3	37.2	36.8
Central Taiwan	32.0	29.9	29.7	31.5	30.7	31.2
Southern Taiwan	28.3	28.6	27.2	27.7	27.9	29.3
Eastern Taiwan	6.8	6.6	9.3	7.0	7.5	6.1
Offshore Islands	0.8	1.3	2.3	1.2	1.5	1.2

Note: 1. 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.
2. Includes all the cross-region in the travels.
3. Region visited classed by the places where the travelers visited.

Table23 Most visited places in Taiwan

Unit: %

2020		2019	
Most visited places in Taiwan	Visit. ratio (%)	Most visited places in Taiwan	Visit. ratio (%)
Tamsui/Bali	3.25	Tamsui/Bali	3.75
Jiaoxi	3.22	Jiaoxi	3.41
Sun-Moon lake	2.49	Love River/Cijin/Sizihwan	3.10
Anping Fort	2.43	Anping Fort	2.75
Love River/Cijin/Sizihwan	2.02	Sun-Moon lake	2.64
Xitou	1.90	Fengchia Shopping District	2.47
Fengchia Shopping District	1.87	Pier-2 Art Center	2.25
Tianxiang	1.85	Luodong Night Market	2.13
Qixintan	1.83	Yizhong St. Shop. District	1.84
Yizhong St. Shop. District	1.77	Lukang	1.64

Note：1. Visiting ratio = the number of travels made to this place ÷ travel number of travels.
2. The places being visited were specifically answered by the respondents.

13. "**Personal automobile" was still the main transportation for most travelers:** The results show that "Personal automobile" was still the main transportation for most travelers (69.3%), followed by "Tour bus" (10.1%), "Passenger bus" (8.7%). Compared with 2019, "Personal automobile" had a 5.4% increase; "Tour bus", "Passenger bus", "Taiwan railway" and "Mass rapid transit" had 2~3% decrease, respectively. Looking into the quarters, used "Personal automobile" in the first half of 2020 was higher than the second half of 2020; however used "Tour bus", "Passenger bus", "Taiwan railway" and "Mass rapid transit" in the second half of 2020 were higher than the first half of 2020.

Table24 Main transportation for travel

Unit：%

Main transportation	2020					2019 Whole year
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	
Personal automobile	78.6(1)	74.0(1)	65.3(1)	61.8(1)	69.3(1)	63.9(1)
Tour bus	3.3	5.6	13.6(2)	15.9(2)	10.1(2)	12.5(2)
Passenger bus (by public or private sector)	6.8(2)	7.9(2)	9.7(3)	9.8(3)	8.7(3)	11.3(3)
Personal Motorcycle	5.4	6.7(3)	4.1	5.0	5.2	5.1
Taiwan railway	4.4	6.0	7.7	7.4	6.5	8.6
Taiwan high speed rail	3.2	3.0	4.2	5.1	4.0	4.4
Mass rapid transit (MRT)	6.1(2)	6.2	7.8	8.4	7.2	9.2
Airplane	0.6	1.0	1.9	1.4	1.3	1.2
Boat	0.8	1.5	3.0	1.3	1.7	2.2
Rental car/motorcycle (self-driving)	2.4	2.9	4.7	3.0	3.3	3.3
Taxi(Uber, chartered car)	1.6	1.8	2.5	2.7	2.2	2.7
Bicycle	1.1	0.9	1.1	1.0	1.0	1.0
Chartered Bus	0.0	0.1	0.1	0.2	0.1	0.1
Cable car	0.1	0.3	0.1	0.2	0.2	0.3
Others	0.4	0.6	1.0	1.0	0.8	1.1

Note：1. This is a multiple-answer question.
2. The top three activities are indicated in the parenthesis. The same ranking number means the percentage of participation the items have no significant difference under significance levelα=5%.
3. Rapid transit, Taiwan Tourist Shuttle Service, and other public and private city buses are included in "passenger bus"; "chartered bus" mean Taiwan Tour Bus and Sightseeing Bus.
4. "Others" includes options like walking, school bus, hotel shuttle, etc.
5. "0.0"means the percentage is under 0.05%.

14. **98.7% of travelers felt satisfied with the places visited:** 98.7% of travelers felt satisfied with (combining “very satisfied” with “fairly satisfied”) the facilities and places they visited, and 0.7% were dissatisfied (combining “fairly dissatisfied” with “very dissatisfied”). The most dissatisfied item was specified as “Environmental management and maintenance”.

Table25 Satisfaction with places visited

Unit: %

	Total	Satisfied			Dissatisfied			No comment
		subtotal	very satisfied	fairly satisfied	subtotal	fairly dissatisfied	very dissatisfied	
2020	100.0	98.7	27.0	71.7	0.7	0.6	0.1	0.6
2019	100.0	98.4	25.7	72.7	0.7	0.6	0.1	0.9

Note：1. “Satisfied” combines “very satisfied” with “fairly satisfied”. “Dissatisfied” combines “very dissatisfied” with “fairly dissatisfied”.
2. The number excluded those who travelled for “only visiting relatives and friends”.

15. **In 2020, the total expenditure on domestic travel by people of age 12 and above was estimated as NT$347.8 billion, negative growth of 11.43% from 2019:** Based on the survey, the average expenditure per domestic travel by people of age 12 and above was NT$2,433 in 2020. The items of traveler’s expenditure were specified as following (from high to low): “Food and beverage”, “Shopping”, “Transportation”, “Lodging”, “Entertainment” and “Other expenses”, looking into the shopping item, travelers spent the most money in “Processing Agricultural products”. The overnight travelers spent NT$5,408 on average per person per travel with accommodation spending, as opposed to the average of NT$1,201 per person per travel for 1-day-travel. Those who joined group travels spent NT$4,107 on average per person per travel, while they spent NT$1,585/person/1-day-travel and NT$6,402/person/overnight-travel. The total domestic travel expenditure by citizens of age 12 and above in 2020 were estimated around NT$347.8 billion, negative growth of 11.43% from 2019. In 2020, 6.3% of the travelers used mobile payment and the most often in the item was “Food and beverage”. (See Tables 26-32).

Table26 Average expenditure of domestic travel per person per travel

Unit: NT$

Item	2020		2019		Growth rate (%)
	NT$	%	NT$	%	
Total	**2,433**	**100.0**	**2,320**	**100.0**	**4.9**
Transportation	538	22.1	567	24.4	-5.1
Lodging	497	20.4	439	18.9	13.2
Food and beverage	614	25.2	611	26.3	0.5
Entertainment	116	4.8	129	5.6	-10.1
Shopping	600	24.7	496	21.4	21.0
Other expenses	68	2.8	78	3.4	-12.8

Note: "Entertainment" includes all sorts of entry tickets, movie tickets, singing and other entertainment expenses or activities; "Other expenses" includes donation for the temple, tips, medical and insurance etc.

Table27 Shopping item amount

Unit: NT$

2020			2019		
Item	NT$	%	Item	NT$	%
Total	**600**	**100.0**	**Total**	**496**	**100.0**
Clothing or related accessories	90	15.0	Clothing or related accessories	79	15.9
Souvenirs or crafts	21	3.5	Souvenirs or crafts	25	5.0
Fresh Agricultural products	86	14.3	Fresh Agricultural products	68	13.7
Processing Agricultural products	354	59.0	Processing Agricultural products	256	51.6
Cosmetics	19	3.2	Chinese herbal medicine or health food	9	1.8
Others	30	5.0	Tea	19	3.8
			Others	40	8.1

Table28 Average expenditure of domestic travel per person per travel in 2020

Unit: NT$

Item	Total	Over-night travel		1-day travel
		Paid lodging	Free lodging	
Total	**2,433**	**5,408**	**2,885**	**1,201**
Transportation	538	1,032	985	293
Lodging	497	1,885	0	0
Food and beverage	614	1,131	887	378
Entertainment	116	258	68	65
Shopping	600	1,015	746	419
Other expenses	68	87	199	46

Note: "Free lodging" refers to those who stay at their relative's/friend's (99%) and at hostel or camping ground (1%) with no need to pay for accommodations.

Table29 Group travel expenditure per person per travel in 2020

Unit: NT$

Item	Total	1-day travel	Overnight travel
Total	**4,107**	**1,585**	**6,402**
Transportation	859	364	1,309
Lodging	1,043	0	1,991
Food and beverage	544	305	762
Entertainment	298	138	444
Shopping	1,106	573	1,591
Other expenses	257	205	305

Note: “Group travel” means “package tours by agencies”, travels planed by employers, schools or classes, non-governmental organizations, religious groups, village, etc. and travels planed by themselves with a tour bus.

Table30 Total expenditure for domestic travel by people of age 12 and above

Year	Average expenditure per person per travel	Total number of domestic travels	Total domestic travel expenditure
2020	NT$2,433	142,970,000 travels	NT$347.8 billion
2019	NT$2,320	169,279,000 travels	NT$392.7 billion

Table31 Used mobile payment in travel

Unit: %

Used mobile payment in travel	2020	2019
Total	**100.0**	**100.0**
No	93.7	96.0
Yes	6.3	4.0

Table32 Used item

Unit: %

mobile paied item	2020	2019
Transportation	22.3	17.3
Food and beverage	70.0	73.8
Lodging	6.8	5.7
Entertainment	5.3	4.0
Shopping	21.6	21.7
Other expenses	—	—

Note:1. This is a multiple answer question, excluded the samples that didn’t use mobile payment in travel.
2. “—” means no sample in the cell.

16. **Group travels accounted for 11.0% of total domestic travel, Most of the group travels travelled on weekends and Weekdays:** Most of the group travels travelled for 1 day (47.6%). The average duration for group travel was 1.79 days. 91.4% took “Tour bus”. Weekends (48.6%) and Weekdays (48.4%) were the most popular day for group travels (See Table 33).

17. **Elderly travels accounted for 14.6% of total domestic travel, Most of them travelled on weekdays, 28.5% were group and their top 2 main transportation were “Person automobile” and “Tour bus”**: 68.1% of the elderly (over age 65) travels travelled for 1 day and most made on weekdays (54.2%). 28.5% were group travels. “Person automobile” (51.7%) was the main transportation, followed by “Tour bus” (27.6%) (See Table 33).

18. **Youth travels accounted for 33.4% of total domestic travel, 57.7% on weekends, individual travels accounted for 96.6%. “Person automobile” was their main transportation:** 64.2% youth (age 20~under 40) travels travelled for 1 day, and most made on weekends (57.7%). Up to 96.6% of the youth travels were individual travels, only 3.4% were group travels. “Person automobile” (71.0%) was the main transportation, followed by “Mass rapid transit” (9.5%), “Passenger bus” (9.2%) and “Taiwan railway” (8.4%) (See Table 33).

Table33 Characteristic analysis of domestic travel

items	All			Elderly			Youth		
	Over all	Individual travel (89.0%)	Group travel (11.0%)	Over all	Individual travel (71.5%)	Group Travel (28.5%)	Over all	Individual travel (96.6%)	Group travel (3.4%)
One day	66.4%	68.7%	47.6%	68.1%	74.5%	52.0%	64.2%	65.2%	35.2%
Two days or more	33.6%	31.3%	52.4%	31.9%	25.5%	48.0%	35.8%	34.8%	64.8%
Average days of stay	1.54days	1.51days	1.79days	1.54 days	1.46 days	1.71 days	1.56 days	1.54 days	2.01 days
Person automobile	69.3%	77.3%	4.9%	51.7%	71.5%	1.8%	71.0%	73.2%	10.3%
Tour bus	10.1%	—	91.4%	27.6%	—	96.8%	2.7%	—	78.7%
Passenger bus	8.7%	8.7%	8.7%	13.0%	14.9%	8.2%	9.2%	9.2%	9.9%
Taiwan railway	6.5%	6.9%	3.4%	6.5%	8.3%	1.8%	8.4%	8.5%	7.3%
Mass rapid transit	7.2%	7.8%	2.7%	7.1%	9.3%	1.7%	9.5%	9.7%	3.5%
Person motorcycle	5.2%	5.7%	1.2%	2.8%	3.5%	0.9%	7.5%	7.8%	0.6%
Taiwan high speed rail	4.0%	4.3%	1.5%	4.3%	5.5%	1.1%	5.2%	5.3%	3.7%
Weekdays	34.4%	32.7%	48.4%	54.2%	53.2%	56.6%	28.3%	28.1%	34.4%
Weekends	52.6%	53.1%	48.6%	37.1%	35.2%	41.7%	57.7%	57.7%	59.5%
National holidays	13.0%	14.2%	2.9%	8.8%	11.6%	1.7%	14.0%	14.3%	6.2%
Average expenditure per person per travel	NT$2,433	NT$2,226	NT$4,107	NT$2,590	NT$2,107	NT$3,802	NT$2,307	NT$2,220	NT$4,753
Average expenditure for one-day travel	NT$1,201	NT$1,168	NT$1,585	NT$1,271	NT$1,180	NT$1,598	NT$1,124	NT$1,117	NT$1,513
Average expenditure for over-night travel	NT$4,863	NT$4,545	NT$6,402	NT$5,403	NT$4,812	NT$6,192	NT$4,423	NT$4,286	NT$6,515

Note: 1.”group travel” means “package tours by agencies”, travels planed by employers, schools or classes, non-governmental organizations, religious groups, village, etc. and travels planed by themselves with a tour bus, accounted for11.0% of total domestic travel in the year.

2. Elderly means over age 65 citizens, accounted for14.6% of total domestic travel in the year.

3. Youth means age 20~under 40 citizens, accounted for 33.4% of total domestic travel in the year.

B. Impact of COVID-19 on domestic travel and outbound travel

1. **Under the impact of COVID-19, 37% of citizens decreased their domestic travel:** In 2020, under the impact of COVID-19, 37.0% citizens decreased their domestic travel, while the major reason were "Worried about catching COVID-19" and "Cooperated with the government's policy"; 1.4% increased domestic travel and the major reasons were "have confidence in prevention" and "Outbound travel turned to domestic travel"; 61.7% citizens unaffected.

Table34 Impact of COVID-19 on domestic travel in 2020

Unit: %

Impact of COVID-19 on domestic travel		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year
Total		**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
decrease		59.0	41.5	20.4	27.8	37.0
The reasons for decrease	Worried about catching COVID-19	50.3	35.7	16.4	18.0	22.4
	Companions canceled the travel plan	14.4	9.6	3.8	3.9	6.2
	Cooperated with the government's policy	47.1	31.8	11.9	13.1	19.0
	Measures and restrictions on scienic spots	15.0	11.3	4.9	5.2	7.1
	Companies or schools' regulations	8.4	5.6	1.3	1.6	3.0
	Reduced in income	9.0	5.4	2.5	2.0	3.3
	Others	—	—	—	—	—
increase		0.5	1.2	2.6	1.2	1.4
The reasons for increase	Have confidence in prevention	0.3	0.8	1.2	0.7	0.8
	Less crowed attractions	0.2	0.5	0.5	0.3	0.4
	Promotions of the agencices	0.1	0.2	0.4	0.3	0.2
	Stimulus plans	—	0.1	0.7	0.2	0.3
	Company encouraged vacation travel	—	0.1	0.2	0.1	0.1
	Outbound travel turned to domestic travel	0.3	0.7	1.9	0.8	0.9
	Others	—	—	—	—	—
Unaffected		40.5	57.3	77.0	71.0	61.7

Note: "—" means no sample in the cell.

2. **Under the impact of COVID-19, 10.3% of domestic travels changed attractions:** In 2020, Under the impact of COVID-19,16.4% of domestic travels changed arrangement and the major change was “Attractions selection”(10.3%). Looking into the quarters, the 1st quarter changed arrangement (29.2%) was the highest.

Table35 Changed the domestic travel arrange under the impact of COVID-19 in 2020

Unit: %

Change arrange		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year
Total		**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
No change		70.8	82.8	89.8	87.9	83.6
Changed		29.2	17.2	10.2	12.1	16.4
Changed items	Transportation	10.5	5.7	3.2	3.5	5.4
	Travel days	10.5	6.6	3.5	3.9	5.8
	Types of travels	7.4	5.0	3.1	3.5	4.6
	Accommodation choices	7.0	4.5	2.9	2.6	4.1
	The way of dining	10.3	6.0	2.2	2.1	4.8
	Attractions selection	19.5	10.2	5.9	7.7	10.3
	Others	—	—	0.1	0.0	0.0

Note: “0.0”means the percentage is under 0.05%, “—” means no sample in the cell.

3. **In 2020, 17.2% citizens had outbound plan. Under the impact of the COVID-19, most of the outbound travel plan canceled:** In 2020, 82.8% citizens didn’t have any outbound travel plan, 17.2% had outbound plan. Under the impact of the COVID-19, 75.5% canceled their ounbound plans, 17.9% postponed, 0.4% returned early and 6.2% unaffected. (See Tables 36-37)

Table36 Outbound travel plan in 2020

Unit: %

Outbound travel plan	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
Didn’t have outbound travel plan	75.4	82.3	84.5	88.6	82.8
Have outbound travel plan	24.6	17.7	15.5	11.4	17.2
Others	—	—	—	—	—

Note:1. “—” means no sample in the cell.
2. No matter outbound travel or not, all the samples must answered.

Table37 Outbound plan affected by COVID-19 in 2020

Unit: %

Outbound travel plan affected by COVID-19	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
Canceled	67.5	80.6	80.3	77.7	75.5
Postponed	14.3	19.4	19.5	20.9	17.9
Returned early	1.1	—	—	0.2	0.4
Changed place	—	—	—	—	—
Unaffected	17.0	0.1	0.2	1.1	6.2

Note:1. "—" means no sample in the cell.
2.Excluded the samples that didn't have outbound travel plan.

4. **Citizens had "No intention for outbound travel" increased, especially in the 4th quarter:** In 2020, 30.2% citizens had "No intention for outbound travel", 9.1% "affected by COVID-19", otherwise, under the factors "Length of vacation or time available" (20.1%), "Attractiveness of itinerary (sight or activity)" (10.8%) and "Budget available" (10.5%) can be cooperated, citizens still want to outbound travel. Compared with 2019, "No intention for outbound travel" had a 21% increase from 2019. Looking into the quarters, in the 4th quarter, 39.5% citizens had "No intention for outbound travel" increased the most from the same period last year.

Table38 Factors affecting outbound travel decision

Unit: %

Item	2020					2019
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	Whole year
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
Length of vacation or time available	18.2	20.9	23.0	18.0	20.1	31.3
Attractiveness of itinerary(sight or activity)	9.4	10.3	13.3	10.3	10.8	14.9
Budget available	11.1	10.7	11.5	8.8	10.5	14.2
Invitation from relatives or friends	5.0	5.8	4.7	4.4	5.0	9.6
Cheap airfare or travel fee	7.1	7.0	7.9	5.4	6.8	8.7
Appropriate arrangement for work or family needs	2.8	2.0	1.3	1.8	1.9	4.1
Health condition	2.8	2.4	2.1	2.0	2.3	3.4
Relieve stress	1.0	1.6	1.4	1.2	1.3	2.5
Business needs	0.6	0.5	0.5	0.6	0.6	0.8
Foreign currency exchange rates	1.3	1.6	1.5	0.9	1.3	1.0
Affected by COVID-19	12.9	9.6	7.0	7.1	9.1	—
Other factors	0.1	0.1	0.1	0.0	0.1	0.2
No intention for outbound travel	27.9	27.4	25.8	39.5	30.2	9.2

Note: 1. Other factors includes weather.
2. Added "Affected by COVID-19" in 2020.
3. "0.0"means the percentage is under 0.05%, "—" means no sample in the cell.
4. No matter outbound travel or not, all the samples must answered.