2019 Survey of Travel by R.O.C. Citizens

Summary

This survey aims to understand the preference of R.O.C. Citizens in 2019 in regards to their travelling choices, satisfaction level, spending behavior, and how they decided whether to travel domestically or abroad. This study provides an estimation of the amount of money spent on domestic travel and outbound travel that can be used as a reference for policy makers to improve travel facilities and services as well as to launch new travel plans. The respondents were sampled among the R.O.C. citizens of age 12 and above. The survey period was between January 1st and December 31st, 2019.

This survey focuses primarily on domestic travel with the outbound travel data as the secondary focus. The survey was conducted with telephone interviews, adopting a computer-assisted telephone interviewing system (CATI); the stratified random sampling method was used to select the sample. The number of interviews on domestic travel completed are as follows: 5,538 persons in the first quarter, 5,552 in the second, 5,548 in the third and 5,539 in the fourth quarter. For outbound travel, there were 613 successful interviews in the first quarter, 744 in the second, 737 in the third and 688 in the fourth quarter. The resulting analysis is 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		2019	2018	Comparison between 2019 and 2018
Domestic travel rate		91.1%	91.2%	Decreased by 0.1% (※)
Average number of travels per person		7.99 travels	8.09 travels	Decreased by 0.10 travels
Total number of domestic travels by citizens	age 12 and above	169,279,000 travels	171,090,000 travels	Negative growth of 1.06%
	7~under 12 years old children	185,184,000 travels	185,547,000 travels	Negative growth of 0.20%
Average number of days per travel		1.51 days	1.49days	Increased by 0.02days(※)
Travels taken during holidays and weekends		66.9%	68.2%	Decreased by 1.3%
Overall satisfaction level		98.4%	98.0%	Increased by 0.4%(※)
Average expenditure per person per travel		NT$2,320 (US$75.02)	NT$2,203 (US$73.05)	NTD：Growth of 5.31% (USD：Growth of 2.69%)
Total expenditure on domestic travel	age 12 and above	NT$392.7 billon (US$12.698 billon)	NT$376.9 billon (US$12.498 billon)	NTD：Growth of 4.19% (USD：Growth of 1.60%)
	7~under 12 years old children	NT$419.0 billon (US$13.549 billon)	NT$400.2 billon (US$13.271 billon)	NTD：Growth of 4.70% (USD：Growth of 2.09%)

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$30.156 in 2018, NT$30.925 in 2019, depreciated 2.55% 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	2019	2018	Comparison between 2019 and 2018
Outbound travel rate	35.2%	33.9%	Increased by 1.3%
Total number of outbound travels by citizens (incl. under 12 years old children)	17,101,335 travels	16,644,684 travels	Growth of 2.74%
Average number of outbound travels per person (incl. under 12 years old children)	0.72 travels	0.71 travels	Increased by 0.01 travels
Average nights of stay per travel	7.87 nights	7.90 nights	Decreased by 0.03 nights
Average expenditure per person per travel	NT$47,802 (US$1,546)	NT$48,529 (US$1,609)	NTD: Negative growth of 1.50%(※) (USD: Negative growth of 3.95%)
Total expenditure on outbound travel	NT$817.5 billion (US$26.435 billion)	NT$807.7 billion (US$26.784 billion)	NTD: Growth of 1.21% (USD: Negative Growth of 1.30%)

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$30.156 in 2018, NT$30.925 in 2019, depreciated 2.55% during the same period (Source: Central Bank of the Republic of China，https://www.cbc.gov.tw/tw/cp-520-36599-75987-1.html).

II、Statistical Analysis

A. Domestic Travel

1. **There were a total of 169.28 million travels made domestically in 2019, negative growth of 1.06% from 2018:** The results show that the average number of travels per person made in 2019 was 7.99 (decreased 0.1 from 8.09 per person in 2018). It was estimated that 169.28 million domestic travels were made by citizens of age 12 or older. Included under age 12 children, the total number of travels reached 194.97 million.

Table3 Average number of domestic travels per person

Unit: travels

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year (1st Quarter~4th Quarter)
2019	2.35	1.84	1.86	1.94	7.99
2018	2.56	1.85	1.85	1.83	8.09

2. **In 2019, 91.1% of citizens travelled domestically, no significant difference from 2018:** According to the survey results, citizens who travelled domestically in 2019 account for 91.1% of the total population. Compared with 2018, it showed no significant difference from 2018.

Table4 Domestic travel rate

Unit: %

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
2019	75.2	69.8	68.0	69.4	91.1
2018	72.5	67.0	65.7	70.7	91.2

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 l

3. **Most of the domestic travels were made on weekends. Travels made during weekdays increased, while weekends decreased:** In 2019, 55.3% of the domestic travels were made on weekends. Compared with 2018, travels made during weekdays had 1.4 percent increase from 2018. While during weekends had a 0.7 percent decrease from 2018. For the purposes of domestic travel, 81.4% of the people travelled for “Sightseeing, recreation, vacation”, followed by “Visiting friends and relatives” (17.3%). Compared with 2018, “Sightseeing, recreation, vacation” had a 0.9 percent increase from 2018, “Visiting friends and relatives” had a 0.9 percent decrease from 2018.

Table5 Travel time for domestic travel

Unit: %

Travel time	2019	2018
Total	**100.0**	**100.0**
National Holidays	11.6	12.2
Weekends (Saturday or Sunday)	55.3	56.0
Weekdays	33.2	31.8

Note: There were 23 national holidays in 2018, 28 national holidays in 2019.

Table6 Purposes of domestic travel

Unit: %

Purpose	2019	2018
Total	**100.0**	**100.0**
Sightseeing & Recreational Vacation	81.4	80.5
Business	1.2	1.3
Visiting friends and relatives	17.3	18.2
Others	0.1	0.0

Note: 1.Sightseeing & Recreational Vacation includes “sightseeing only”, “fitness and sport”, “ecotourism”, “educational” and “religious”.
2. “0.0”means the percentage is under 0.05%.

4. **66.4% of the domestic travels were one-day:** In 2019, about 55.7% of the travels were within the travelers' residential area. Expect eastern Taiwan and offshore islands, most citizens travelled within their residential area. As for the duration of travels, 66.4% were one-day, followed by two-day (21.9%), three-day (8.9%), and four-day and above (2.7%). The average duration of a travel was 1.51 days, which no significant difference from 2018.

Table7 Regions visited by citizens in 2019

Unit: %

Region Visited / Residential Area	Northern Taiwan	Central Taiwan	Southern Taiwan	Eastern Taiwan	Offshore Islands
The whole country	**36.8**	**31.2**	**29.3**	**6.1**	**1.2**
Northern Taiwan	60.7	23.4	13.2	5.3	1.0
Central Taiwan	22.5	52.4	24.8	4.0	1.0
Southern Taiwan	12.1	25.6	60.2	6.7	1.0
Eastern Taiwan	28.2	11.4	23.1	43.6	0.6
Offshore Islands	31.1	18.2	25.1	6.5	33.7

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 2019, 55.7% of the travels were within the travelers' residential area.

Table8 Number of travel days

Unit: %

Number of travel days	2019	2018
Total	**100.0**	**100.0**
1 Day	66.4	68.0
2 Days	21.9	20.9
3 Days	8.9	8.5
4 Days or more	2.7	2.6
Average day of each travel	1.51 days	1.49 days

5. **Most of the overnight traveler chosen to stay in hotels:** In 2019, 66.4% of domestic travel were 1-day with no need of accommodation. Among those overnight travels, 17.1% chosen to stay in hotels, 7.8% at homestay and 7.0% at friend's or relative's place. Compared with 2018, stay at "Hotel" and "homestay" increased by 2% and 0.8% respectively; "friend's or relative's place" and "1-day travel without accommodations" decreased by 0.8% and 1.6% respectively. (See Table 9).

Table9　Main accommodation choices

Unit: %

Main accommodation choices	2019	2018
Total	**100.0**	**100.0**
1-day no accommodation	66.4	68.0
Hotel	17.1	15.1
At friend's/ relative's	7.0	7.8
Homestay	7.8	7.0
Camping	1.0	1.2
Hostel	0.6	0.7
Others	0.1	0.1

6. **89% of the travelers planned their travels by themselves, Group travels count for 13.5%:** The majority of the travels were planned by the travelers themselves (88.5%), other types of travels were below 5%, however "Package tours by agencies" which had a 0.5 percent increase from 2018. Group travels count for 13.5%, which no significant difference from 2018. The reasons for participating package tours by travel agencies were "Attracted by itinerary", "To save planning time", "Do not have to drive" and "Attracted by the price". (See Tables 10-13).

Table10　Types of travels

Unit: %

Types of travels	2019	2018
Total	**100.0**	**100.0**
Package tours by agencies	1.9	1.4
Travels planned by schools or classes	0.7	0.8
Travels planned by employers	1.5	1.3
Travels planned by religious groups	1.6	1.9
Travels planned by village or senior citizen groups	3.0	3.0
Travels planned by non-governmental organizations	1.9	1.5
Travels planned by other groups	0.8	1.2
Travels planned by travelers themselves	88.5	88.9
Others	0.2	0.0

Note: "0.0"means the percentage is under 0.05%.

Table11 Travels planned by travelers themselves and buy any itinerary products

Unit: %

Buy any itinerary products		2019	2018
Total		**100.0**	**100.0**
NO		98.9	98.7
YES		1.1	1.3
Items (mult-answer)	Half-day (one day, two days, etc.) tinerary	0.3	0.5
	Package	0.8	0.9
	others	—	—

Note: 1."—"means no sample in the cell.

2. Only the travels planned by travelers themselves answered.

Table12 Individual or group travels

Unit: %

Individual or group	2019	2018
Total	**100.0**	**100.0**
Individual	86.5	86.4
Group	13.5	13.6

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

Table13 Reasons for participating package tours by travel agencies

Unit: %

Reasons for participating package tours planned by travel agencies	2019	2018
Attracted by the itinerary	58.0	55.5
To save planning time	46.7	50.4
Do not have to drive	46.2	52.4
Attracted by the price	39.5	40.2
Have no transportation to the scenic site	16.3	19.8
Others	0.1	—

Note：1. "—" means no sample in the cell.

2. This is a multiple answer question.

7. **"Internet and social media" and "Friends, relatives, colleagues, classmates" were the major source of travel information; 12.4% of the travelers used travel-related products purchased from the internet:** most travels obtained travel information from "Internet and social media" (48.9%) and "Friends, relatives, colleagues or classmates" (48.1%), followed by "Electronic media" (8.7%). Compared with 2018, "Printed media" decreased by 1.3%. 12.4% of the travelers used travel-related products purchased from the internet, and the most used item among travel-related products was "Hotel reservation". The primarily by using keywords in portals to search for travel-related products (69.1%) (See Table 14-16).

Table14 Sources of travel's information

Unit: %

Information sources	2019	2018
Internet and social media	48.9	—
Friends, relatives, colleagues, classmates	48.1	49.3
Internet access through mobile phone	—	36.8
Internet access through computer	—	33.1
Electronic media (TV/radio)	8.7	9.7
Printed media (newspaper/magazine)	2.9	4.2
Travel agencies	2.4	3.0
Visitor information center	0.4	0.6
Travel shows or exhibitions	0.3	0.4
Others	0.3	0.1

Note: 1.This is a multiple-answer question. Travelers who do not collect information prior to their travel are excluded.
2.60.9% travels collected travel information
3. Electronic media includes television, broadcasting, and billboards, etc.
4. Printed media indicates travel-related books, newspapers, magazines, etc.
5. Adds "Internet and social media", delete "Internet access through mobile phone" and "Internet access through computer" in 2019.

Table15 Used travel-related products purchased from the Internet

Unit:%

Used travel-related products purchased from the Internet		2019	2018
Total		**100.0**	**100.0**
No		87.6	90.1
Yes		12.4	9.9
Used items (multi-answer)	Hotel reservation	10.1	7.6
	Taiwan Railway	1.5	1.2
	Taiwan High Speed Rail	1.0	0.9
	Amusement park tickets	0.8	0.9
	Plane tickets	0.4	0.3
	Package tours	0.3	0.2
	Rental cars	0.1	0.1
	others	0.4	0.3

Note: 1.The used percentage of the item= the number of person-travels that used the item ÷ total number of person-travels.
2. Others includes restaurant reservation, meal voucher, ferry ticket, Camping camp, etc.

Table16 Search for travel-related products on internet

Unit:%

Searching methods	2019
Portal keywords	69.1
Travel agency's website	5.2
Internet forum	10.2
Community website	20.1
Purchased by family members	10.7
Others	0.3

Note: 1.This is a multiple-answer question.
2. Obtained travel information from "Internet and social media" and used travel-related products purchased from the internet answered.

8. **"Transportation 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" (35.7%), followed by "Relieve leisure and health" (13.7%), "Theme activities" (13.4%) and "Curiosity/never been there" (11.3%).

Table17 Main factors for deciding visiting places (Degree of importance)

Unit:%

Main factors	2019	2018
Transportation convenience	35.7 (1)	43.3 (1)
Relieve leisure and health	13.7 (2)	—
Theme activities	13.4 (2)	15.6 (2)
Curiosity/never been there	11.3 (4)	13.5 (3)
Local delicacies	7.8 (5)	8.4 (4)
Children's preferences	5.9 (6)	6.7 (5)
Senior's preferences	2.8 (7)	3.9 (6)
Visiting exhibitions	2.0 (7)	2.0 (7)
Folk festivals	1.2 (9)	0.9 (9)
New attractions/facilities	1.3 (9)	2.5 (7)
Free or reasonably priced	1.3 (9)	—
Tourism subsidy measures	1.8 (9)	—
Health care or medical treatment	—	0.2 (10)
Supported by Citizen' Tour Card	0.3 (13)	0.4 (10)
accessible facility	0.1 (13)	—
Others	1.5	2.6

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 "Relieve leisure and health", "Tourism subsidy measures", "Free or reasonably priced" and "accessible facility"; deleted "Health care or medical treatment".
6. "Others" includes discount coupons, annual regular travel, etc.

9. **“Natural scenery sightseeing” was the most often participated activity in domestic travel:** Among major traveler activities, most people (65.7%) travelled for “Natural scenery sightseeing activities”, followed by “Other recreational activities” (54.6%), “Culinary activities” (48.5%). Looking into the details, most people travelled for “Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.” (55.6%), followed by “Shopping” (44.8%), “Tasting local delicacies” (41.7%). Compared with 2018, the participation of “Cultural experiencing activities”, “Culinary activities” and “Other recreational activities” decreased by 1.1%, 1.3% and 1.8% respectively. Furthermore “Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.”, “Forest trail hiking, mountain climbing, camping, river tracing”, “Plants”, “Visiting cultural and arts exhibitions”, “Religious activities”, “Visiting unique architectures”, “Enjoying tea, coffee or afternoon tea”, “Driving for fun(cars, motorcycle)” and “shopping” decreased by 0.8%~5%; “Sunrise, snow, stars, and other astronomical phenomena” and “Hot spring (cool spring), spa” increased by 1.1% and 0.5% respectively. (See Table 18)

Table18 Main recreation activities

Unit:%

Recreation activities	2019	2018
Natural scenery sightseeing activities	**65.7**	**66.3**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	55.6(1)	57.1(1)
Forest trail hiking, mountain climbing, camping, river tracing	40.6	45.3(2)
Animals (e.g. whale, firefly, bird, panda, etc.)	7.5	7.9
Plants (e.g. flower , cherry blossom, maple leaves, giant trees)	17.5	19.5
Sunrise, snow, stars, and other astronomical phenomena	6.4	5.3
Cultural experiencing activities	**29.6**	**30.7**
Visiting cultural and historical sites	7.1	7.1
Attending festivals	1.7	1.3
Watching shows	2.0	1.7
Visiting cultural and arts exhibitions	5.0	6.1
Visiting activity exhibitions	3.0	3.4
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc.)	0.4	0.5
Indigenous culture experience	0.8	0.8
Religious activities	9.2	10.4
Farm experience	1.9	1.9
Nostalgic experience	2.8	2.7
Visiting unique architectures	3.8	4.7
Popular movie/ TV drama filming sites	0.1	0.1

Table 18 Main recreation activities (Cont.)

Unit:%

Recreation activities	2019	2018
Sports activities	**5.3**	**6.0**
Swimming, diving, surfing, water skiing, jet skiing etc.	2.2	2.4
Whitewater rafting, boating	0.2	0.2
Fishing	0.2	0.3
Paragliding	0.0	0.0
Ball Sports	0.3	0.3
Rock-climbing	0.1	0.2
Grass skiing	0.0	0.1
Cycling	2.4	2.5
Watching sport games	0.1	0.1
Jogging/marathon	0.1	0.2
Amusement park activities	**5.2**	**5.1**
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	2.8	2.6
Water amusement park activities	0.6	0.4
Watching shows/programs provided by the amusement park	2.2	2.3
Watching the theme display in the amusement park	0.7	1.0
Culinary activities	**48.5**	**49.8**
Tasting local delicacies	41.7(3)	42.1(4)
Night market eateries	10.3	10.6
Enjoying tea, coffee or afternoon tea	7.1	10.3
Tasting Wellness food	0.1	0.2
Food promotion and cooking activities	0.0	0.1
Other recreational activities	**54.6**	**56.4**
Driving for fun(cars, motorcycle)	7.5	9.1
Hot spring (cool spring), spa	5.6	5.1
Shopping	44.8(2)	47.7(2)
Watching movies	1.1	1.6
Cruising/taking ferries	3.7	3.6
Enjoying scenery on cable car	0.7	0.8
Factory Tours	3.6	3.4
Hot-air balloon riding	0.0	0.0
Others	1.2	0.9
Only visiting relatives and friends. No activities arranged.	**9.8**	**10.4**

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%.

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%.

10. As for the favorite activities, most people preferred "Natural scenery sightseeing activities": In terms of favorite activities, most people preferred "Natural scenery sightseeing activities" (46.3%), followed by "Other recreational activities" (17.1%), "Culinary activities" (15.2%). Looking into the details, the most people preferred "Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc."(24.0%), followed by "Forest trail hiking, mountain climbing, camping, river tracing" (13.8%), "Tasting local delicacies" (11.4%). Compared with 2018, "No favorite activities." and liked "Forest trail hiking, mountain climbing, camping, river tracing" decreased 0.9% and 0.6% respectively; liked "Sunrise, snow, stars, and other astronomical phenomena" and liked "Tasting local delicacies" increased by 0.7% and 0.8% respectively. (See Table 19)

Table19 Favorite activities

Unit:%

Recreation activities	2019	2018
Total	**100.0**	**100.0**
Natural scenery sightseeing activities	**46.3**	**45.3**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	24.0(1)	23.7(1)
Forest trail hiking, mountain climbing, camping, river tracing	13.8(2)	14.4(2)
Animals (e.g. whale, firefly, bird, panda, etc.)	2.0	1.6
Plants (e.g. flower , cherry blossom, maple leaves, giant trees)	4.2	4.1
Sunrise, snow, stars, and other astronomical phenomena	2.2	1.5
Cultural experiencing activities	**14.1**	**14.3**
Visiting cultural and historical sites	1.6	1.6
Attending festivals	1.1	0.7
Watching shows	0.9	0.6
Visiting cultural and arts exhibitions	1.9	2.3
Visiting activity exhibitions	1.4	1.5
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc.)	0.1	0.1
Indigenous culture experience	0.2	0.3
Religious activities	4.4	4.7
Farm experience	0.7	0.7
Nostalgic experience	0.8	0.6
Visiting unique architectures	0.9	1.2
Popular movie/ TV drama filming sites	0.0	0.0

Table 19 Favorite activities (Cont.)

Unit:%

Recreation activities	2019	2018
Sports activities	**2.8**	**3.0**
Swimming, diving, surfing, water skiing, jet skiing etc.	1.1	1.2
Whitewater rafting, boating	0.1	0.1
Fishing	0.1	0.1
Paragliding	0.0	0.0
Ball Sports	0.2	0.2
Rock-climbing	0.0	0.1
Grass skiing	0.0	—
Cycling	1.2	1.1
Watching sport games	0.1	0.1
Jogging/marathon	0.1	0.2
Amusement park activities	**2.0**	**2.2**
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	1.1	1.2
Water amusement park activities	0.2	0.2
Watching shows/programs provided by the amusement park	0.4	0.5
Watching the theme display in the amusement park	0.2	0.3
Culinary activities	**15.2**	**14.5**
Tasting local delicacies	11.4(3)	10.6(3)
Night market eateries	2.9	2.7
Enjoying tea, coffee or afternoon tea	0.9	1.2
Tasting Wellness food	0.0	0.0
Food promotion and cooking activities	0.0	0.0
Other recreational activities	**17.1**	**17.4**
Driving for fun(cars, motorcycle)	0.8	1.1
Hot spring (cool spring), spa	2.7	2.8
Shopping	10.1	10.2 (3)
Watching movies	0.8	0.9
Cruising/taking ferries	0.9	1.0
Enjoying scenery on cable car	0.3	0.3
Factory Tours	0.6	0.5
Hot-air balloon riding	0.0	0.0
Others	0.9	0.6
No favorite activities	**2.4**	**3.3**

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%.

11. **"Tamsui and Bali", "Jiaoxi" and "Love River, Cijin and Sizihwan" were the most often visited places:** In 2019, most travels were made to the northern Taiwan. "Tamsui and Bali", "Jiaoxi" and "Love River, Cijin and Sizihwan" were more popular than other places. In Northern Taiwan, "Tamsui and Bali" and "Jiaoxi" were the most visited places. In Central Taiwan, "Sun-Moon lake" and "Fengchia Shopping District" were the most visited places. In Southern Taiwan, "Love River, Cijin and Sizihwan" and "Anping Fort" was the most visited places. In Eastern Taiwan, "Qixingtan" and "Tungtamen Night Market" were the most visited places.

Table20 Region visited

Unit: %

Region visited	2019	2018
Northern Taiwan	36.8	35.5
Central Taiwan	31.2	32.5
Southern Taiwan	29.3	29.8
Eastern Taiwan	6.1	5.6
Offshore Islands	1.2	1.0

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.

Table21 Most visited places in Taiwan

Unit: %

2019		2018	
Most visited places in Taiwan	Visit. ratio (%)	**Most visited places in Taiwan**	Visit. ratio (%)
Tamsui/Bali	3.75	Love River/Cijin/Sizihwan	3.34
Jiaoxi	3.41	Tamsui/Bali	3.27
Love River/Cijin/Sizihwan	3.10	Jiaoxi	2.91
Anping Fort	2.75	Anping Fort	2.61
Sun-Moon lake	2.64	Sun-Moon lake	2.58
Fengchia Shopping District	2.47	Fengchia Shopping District	2.41
Pier-2 Art Center	2.25	Pier-2 Art Center	2.11
Luodong Night Market	2.13	Yizhong St. Shop. District	1.92
Yizhong St. Shop. District	1.84	Sitou	1.90
Lukang	1.64	Taichung World Flora Exposition	1.87

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.
3. 2018 Taichung World Flora Exposited during 2018.11.3~ 2019.4.24.

12. **Travelers often travelled by their own automobile:** The results show that "Personal automobile" was still the main transportation for most travelers (63.9%), followed by "Tour bus" (12.5%). Compared with 2018, "Passenger bus" increased by 1.3%.

Table22 Main transportation for travel

Unit：%

Main transportation	2019	2018
Personal automobile	63.9(1)	64.0(1)
Tour bus	12.5(2)	12.7(2)
Passenger bus (by public or private sector)	11.3(3)	10.0(3)
Personal Motorcycle	5.1	-
Motorcycle	-	6.6
Taiwan railway	8.6	8.5
Taiwan high speed rail	4.4	4.2
Mass rapid transit (MRT)	9.2	8.8
Airplane	1.2	1.0
Boat	2.2	2.2
Rental car/motorcycle (self-driving)	3.3	-
Rental car	-	1.0
Taxi(Uber, chartered car)	2.7	2.1
Bicycle	1.0	1.1
Chartered Bus	0.1	0.2
Cable car	0.3	0.1
Others	1.1	1.4

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. "0.0"means the percentage is under 0.05%.
4. 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.
5. "Others" includes options like walking, school bus, hotel shuttle, etc.
6. In 2019, "Motorcycle" revised to "personal motorcycle", "Rental car" revised to "Rental car/motorcycle (self-driving)" in 2019.

13. **98.4% of travelers felt satisfied with the places visited:** 98.4% 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".

Table23 Satisfaction with places visited

Unit: %

	Total	Satisfied			Dissatisfied			No comment
		subtotal	very satisfied	fairly satisfied	subtotal	fairly dissatisfied	very dissatisfied	
2019	100.0	98.4	25.7	72.7	0.7	0.6	0.1	0.9
2018	100.0	98.0	21.4	76.6	1.1	1.0	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".

14. **In 2019, the total expenditure on domestic travel by people of age 12 and above was estimated as NT$392.7 billion, growth of 4.19% from 2018:** Based on the survey, the average expenditure per domestic travel by people of age 12 and above was NT$2,320 in 2019. The items of traveler's expenditure were specified as following (from high to low): "Food and beverage", "Transportation", "Shopping", "Lodging", "Entertainment" and "Other expenses", looking into the shopping item, travelers spent the most money in "Processing Agricultural products". The overnight travelers spent NT$4,935 on average per person per travel with accommodation spending, as opposed to the average of NT$1,199 per person per travel for 1-day-travel. Those who joined group travels spent NT$3,406 on average per person per travel, while they spent NT$1,554/person/1-day-travel and NT$5,577/person/overnight-travel. The total domestic travel expenditure by citizens of age 12 and above in 2019 were estimated around NT$392.7 billion, growth of 4.19% from 2018. Included 7~under 12 years old children, the total domestic travel expenditure by citizens were estimated around NT$419.0 billion, growth of 4.70% from 2018. In 2019, 4% of the travelers used mobile payment and the most often in the item was "Food and beverage". (See Tables 24-29).

Table24 Average expenditure of domestic travel per person per travel

Unit: NT$

Item	2019		2018		Growth rate (%)
	NT$	%	NT$	%	
Total	**2,320**	**100.0**	**2,203**	**100.0**	**5.3**
Transportation	567	24.4	560	25.4	1.3
Lodging	439	18.9	394	17.9	11.4
Food and beverage	611	26.3	585	26.6	4.4
Entertainment	129	5.6	132	6.0	-2.3
Shopping	496	21.4	445	20.2	11.5
Other expenses	78	3.4	87	3.9	-10.3

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.

Table25 Shopping item amount

Unit: NT$

Item	2019	
	NT$	%
Total	**496**	**100.0**
Clothing or related accessories	79	15.9
Souvenirs or crafts	25	5.0
Fresh Agricultural products	68	13.7
Processing Agricultural products	256	51.6
Chinese herbal medicine or health food	9	1.8
Tea	19	3.8
Others	40	8.1

Note: New question in 2019.

Table26 Average expenditure of domestic travel per person per travel in 2019

Unit: NT$

Item	Total	Over-night travel		1-day travel
		Paid lodging	Free lodging	
Total	**2,320**	**4,935**	**3,041**	**1,199**
Transportation	567	1,043	1,042	326
Lodging	439	1,657	0	0
Food and beverage	611	1,082	1,014	380
Entertainment	129	249	115	82
Shopping	496	803	704	351
Other expenses	78	101	166	60

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.

Table27 Group travel expenditure per person per travel

Unit: NT$

Item	Total	1-day travel	Overnight travel
Total	**3,406**	**1,554**	**5,577**
Transportation	805	413	1,264
Lodging	765	0	1,662
Food and beverage	517	302	769
Entertainment	270	154	405
Shopping	828	514	1,197
Other expenses	221	171	280

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.

Table28 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
2019	NT$2,320	169,729,000 travels	NT$392.7 billion
2018	NT$2,203	171,090,000 travels	NT$376.9 billion

Table29 Used mobile payment in travel

Unit: %

Used mobile payment in travel		2019	2018
Total		**100.0**	**100.0**
No		96.0	97.6
Yes		4.0	2.4
Used items (multi-answer)	Transportation	0.7	0.5
	Food and beverage	3.0	1.6
	Lodging	0.2	0.1
	Entertainment	0.2	0.1
	Shopping	0.9	0.5
	Other expenses	—	—

Note：1. The used percentage of the item= the number of person-travels that used the item÷ total number of person-travels.

2. "—" means no sample in the cell.

15. **Group travels accounted for 13.5% of total domestic travel, Most of the group travels travelled on weekends:** Most of the group travels travelled for 1 day (54.0%). The average duration for group travel was 1.65 days. 93.0% took “Tour bus”.　Weekends (52.1%) was the most popular day for group travels, followed by weekdays (45.1%) (See Table 30).

16. **Elderly travels accounted for 14.2% of total domestic travel, Most of them travelled on weekdays, 34.5% were group and their top 2 main transportation were “Person automobile” and “Tour bus”**: 67.1% of the elderly (over age 65) travels travelled for 1 day and most made on weekdays (53.9%). 34.5% were group travels. “Person automobile” (43.1%) was the main transportation, followed by “Tour bus” (33.1%) (See Table 30).

17. **Youth travels accounted for 33.2% of total domestic travel, 60.8% on weekends, individual travels accounted for 96%. “Person automobile” was their main transportation:** 63.4% youth (age 20~under 40) travels travelled for 1 day, and most made on weekends (60.8%). Up to 95.7% of the youth travels were individual travels, only 4.3% were group travels. “Person automobile” (67.3%) was the main transportation, followed by “Passenger bus” (11.7%), “Mass rapid transit” (11.6%) and “Taiwan railway” (10.4%) (See Table 30).

Table30 Characteristic analysis of domestic travel

items	All			Elderly			Youth		
	Over all	Individual travel (86.5%)	Group travel (13.5%)	Elderly travel	Individual travel (65.5%)	Group Travel (34.5%)	Youth travel	Individual travel (95.7%)	Group travel (4.3%)
One day	66.4%	68.3%	54.0%	67.1%	73.3%	55.3%	63.4%	64.2%	45.0%
Two days or more	33.6%	31.7%	46.0%	32.9%	26.7%	44.7%	36.6%	35.8%	55.0%
Average days of stay	1.51days	1.49days	1.65days	1.51days	1.46days	1.61days	1.54days	1.53days	1.81days
Person automobile	63.9%	73.1%	4.4%	43.1%	64.3%	2.7%	67.3%	69.9%	8.0%
Tour bus	12.5%	-	93.0%	33.1%	-	95.9%	3.6%	-	84.1%
Passenger bus	11.3%	12.1%	6.1%	16.4%	21.9%	6.1%	11.7%	12.0%	4.6%
Taiwan railway	8.6%	9.6%	2.4%	8.2%	11.2%	2.4%	10.4%	10.8%	3.3%
Mass rapid transit	9.2%	10.3%	1.9%	8.0%	11.4%	1.6%	11.6%	11.8%	5.6%
Person motorcycle	5.1%	5.6%	1.8%	3.2%	4.2%	1.2%	7.5%	7.7%	2.8%
Taiwan high speed rail	4.4%	4.9%	1.4%	4.3%	6.2%	0.6%	5.9%	5.9%	3.9%
Weekdays	33.2%	31.3%	45.1%	53.9%	54.3%	53.2%	26.3%	26.2%	29.4%
Weekends	55.3%	55.8%	52.1%	38.5%	34.9%	45.3%	60.8%	60.6%	67.0%
National holidays	11.6%	12.9%	2.7%	7.6%	10.8%	1.5%	12.9%	13.3%	3.5%
Average expenditure per person per travel	NT$2,320	NT$2,151	NT$3,406	NT$2,448	NT$2,044	NT$3,215	NT$2,237	NT$2,175	NT$3,619
Average expenditure for one-day travel	NT$1,199	NT$1,155	NT$1,554	NT$1,222	NT$1,133	NT$1,445	NT$1,136	NT$1,129	NT$1,360
Average expenditure for over-night travel	NT$4,537	NT$4,301	NT$5,577	NT$4,948	NT$4,547	NT$5,401	NT$4,144	NT$4,054	NT$5,470
Reduced domestic travel due to outbound travel	30.7%			18.1%			40.4%		

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 for13.5% of total domestic travel in the year.

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

3. Youth means age 20~under 40 citizens, accounted for 33.2% of total domestic travel in the year.

B. Comparisons between Domestic and Outbound Travel

1. **Outbound travelers who also made domestic travel account for 95.1%, higher than those who travelled only domestically (88.9%):** In 2019, 91.1% made domestic travel, while35.2% travelled overseas. On average, people made 7.99 domestic travels per person and 0.72 outbound travels per person in the year. The data shows the relation between outbound travel and domestic travel was that outbound travelers had higher chances of making domestic travels, higher expenditure per person per travel and stay longer days per travel in domestic travel. The impact of domestic travel on outbound travel was that domestic travelers had higher chances of making outbound travels, but stay shorter nights per travel in outbound travel and lower expenditure per person per travel than that didn't domestic travelers. (See Table 31-33)

Table31 Domestic vs. Outbound travel in 2019

	Domestic Travel					Outbound Travel				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
Did not travel	24.8%	30.2%	32.0%	30.6%	8.9%	88.9%	86.6%	86.7%	87.6%	64.8%
Travelled	75.2%	69.8%	68.0%	69.4%	91.1%	11.1%	13.4%	13.3%	12.4%	35.2%
Average number of travels per person	2.35	1.84	1.86	1.94	7.99	0.18	0.19	0.19	0.17	0.72
Total number of travels	49,767,000 travels 56,734,000 travels (incl. children under 12)	38,976,000 travels 45,212,000 travels (incl. children under 12)	39,417,000 travels 45,330,000 travels (incl. children under 12)	41,119,000 travels 47,698,000 travels (incl. children under 12)	169,279,000 travels 194,974,000 travels (incl. children under 12)	4,164,364 travels	4,449,840 travels	4,434,875 travels	4,052,256 travels	17,101,335 travels

Table32 Domestic travel rate, average expenditure per person per travel and average day of stay per travel in 2019- "Outbound travel" vs. "Didn't outbound travel"

Unit: %

Status	Domestic travel rate (%)	average expenditure per person per travel(NT$)	average day of stay per travel(day)
Overall	**91.1%**	**NT$2,320**	**1.51 days**
Outbound travel	95.1%	NT$2,884	1.62 days
Didn't outbound travel	88.9%	NT$2,240	1.49 days

Table33 Outbound travel rate, average expenditure per person per travel and average nights of stay per travel in 2019─"Domestic travel" vs. "Didn't domestic travel"

Unit: %

Status	outbound travel rate (%)	average expenditure per person per travel(NT$)	average day of stay per travel(night)
Overall	**35.2%**	**NT$47,802**	**7.60 nights**
Domestic travel	36.7%	NT$46,364	6.89 nights
Didn't domestic travel	19.2%	NT$51,535	9.44 nights

Note:"average day of stay per travel" was calculated by the day that the respondents stayed.

2. **69% of outbound travelers did not cut down their domestic travel because they had made outbound travel. The major reason that affected citizen's desire to travel abroad was the "length of vacation or time available":** In 2019, 69.3% of outbound travelers did not cut down their domestic travel because they had made outbound travel. The leading factor which affected people's decision for travelling outbound was the "Length of vacation or time available" (31.3%), followed by "Attractiveness of package tour itinerary" (14.9%) and "Budget available" (14.2%). Compared with 2018, "Attractiveness of package tour itinerary" increased by 5.0%, "Length of vacation or time available", "Budget available" and "Cheap airfare or travel fee" decreased by 2.6%, 3.1% and 2.1% respectively. Observed the interaction at domestic and outbound travel, most of citizens had domestic travel but no outbound travel (57.6%), followed by those who had domestic and outbound travel (33.5%), those who had no domestic and outbound travel (7.2%), and finally those who had outbound travels but no domestic travel (1.7%). (See Tables 34-36)

Table34 Domestic travel reduced due to outbound travel

Unit: %

Item	2019	2018
Total	**100.0**	**100.0**
Domestic travel not reduced	69.3	66.9
Domestic travel reduced due to outbound travel	30.7	33.1

Table35 Factors affecting outbound travel decision

Unit: %

Item	2019	2018
Total	**100.0**	**100.0**
Length of vacation or time available	31.3	33.9
Attractiveness of itinerary(sight or activity)	14.9	9.9
Budget available	14.2	17.3
Invitation from relatives or friends	9.6	9.0
Cheap airfare or travel fee	8.7	10.8
Appropriate arrangement for work or family needs	4.1	4.3
Health condition	3.4	3.5
Relieve stress	2.5	—
Foreign currency exchange rates	1.0	1.3
Business needs	0.8	0.9
Other factors	0.2	0.2
No intention for outbound travel	9.2	9.0

Note: 1. Other factors includes international circumstances, natural disaster, weather, etc.
2. Added "relieve stress" and "Attractiveness of package tour itinerary" revised to "Attractiveness of itinerary (sight or activity)".

Table36 The cross relation between domestic and outbound travel in 2019

Unit: %

Outbound travel / Domestic travel	No	Yes	Total
No	7.2	1.7	**8.9**
Yes	57.6	33.5	**91.1**
Total	**64.8**	**35.2**	**100.0**

3. **The outbound travelers had higher monthly income than domestic travelers:** Comparing profiles of domestic and outbound travelers, we found that most domestic travels were made in February, June, September and December; most outbound travels in June and July. Gender-wise, both domestic and outbound travel, half of male and female. Age-wise, domestic travelers were age 44 and age 43 for outbound travelers. As for the monthly income, domestic travelers, on average, made NT$29,495 per month, which was lower than the outbound travelers, NT$36,651 per month. Regarding their occupation, more domestic and outbound travelers were housekeepers, retires, service/sales workers, students, technicians/assistants, office supportive staff. (See Table 37)

Table37 Characteristics of domestic vs. outbound travelers in 2019

Characteristics	Domestic travelers	Outbound travelers
Month	February (12.1%), June (10.8%), September (11.2%) and December (11.0%)	June (9.2%) and July (9.2%)
Gender	Males (49.1%), females (50.9%)	Males (48.9%), females (51.1%)
Age (median)	44	43
Monthly income (median)	NT$29,495	NT$36,651
Occupations	Housekeepers (14.6%), Retires (12.6%), Service/sales workers (12.0%), Students (11.0%), Office supportive staff (10.7%), Technicians/assistants (9.8%).	Housekeepers (11.9%), Retires (11.9%), Students (11.8%), Technicians/assistants (11.5%), Office supportive staff (11.2%), Service/sales workers (10.1%).

Note: The outbound travelers' data on the travel month, gender and age is quoted from the Ministry of the Interior National Immigration Agency.

4. **Both domestic and outbound travel were mainly made for sightseeing:** Most people travelled domestically for "Sightseeing, recreation or vacation purpose" (81.4%), followed by "Visiting friends or relatives" (17.3%). For outbound travel, more people went for "Sightseeing, recreation or vacation purpose" (76.3%), followed by the "Business" (12.0%) and "Visiting friends and relatives" (10.0%). The major reason for deciding the country (area) was "Relatives' or friends" invitation" (35.9%). Compared with 2018, the major reason for sightseeing traveler deciding visiting country was "Search of stress relief" increased by 4.8%. (See Tables 38-39)

Table38 Purpose of domestic vs. outbound travel in 2019

Domestic travel		Outbound travel	
Purpose	%	Purpose	%
Total	**100.0**	**Total**	**100.0**
Sightseeing, recreational, vacation	81.4	Sightseeing, recreational, vacation	76.3
Business	1.2	Business	12.0
Visiting friends and relatives	17.3	Visiting friends and relatives	10.0
Others	0.1	Short-term study	1.2
		Others	0.5

Table39 Major reason for sightseeing traveler deciding visiting country (area)

Unit: %

Major reason	2019	2018
Total	**100.0**	**100.0**
Relatives' or friends' invitation	35.9	37.4
Curiosity of different culture	18.9	19.9
Search of stress relief	15.9	11.1
Cheap touring expenses	8.3	8.8
Shopping	2.9	4.2
A gift from employer	3.3	3.4
Historical legacy	3.1	2.9
Special tourist activities	3.1	2.8
Accessibility	2.7	2.8
Good recreational facilities	1.2	2.4
Tasting exotic cuisine	2.8	2.2
Religious factors	0.8	1.1
Work factors	0.4	—
Others	0.7	1.1

Note: Add "Work factors" in 2019。

5. **Most travelers, both domestic and outbound, preferred short-distance travels:** In 2019, 55.7% of the domestic travelers chosen to travel within their residential area (see Table 7). For outbound travelers, 86% opted for Asian countries, especially Japan (33.7%). Compared with 2018, the number of visitors to Hong Kong and Mainland China decreased by 1.6% and 2.6% respectively. (See table 40).

Table40 Destination of outbound travel

Unit：%

Destination			2019		2018	
Asia	Mainland China/Hong Kong/Macao	Hong Kong	27.5	3.6	30.9	5.2
		Mainland China		21.9(2)		24.5(2)
		Macao		2.6		2.4
	Southeast Asia	Thailand	15.7	4.2	13.4	3.7
		Malaysia		2.1		2.2
		Singapore		1.9		2.2
		Indonesia		1.0		1.2
		Philippines		1.8		0.9
		Vietnam		4.7		3.4
		Cambodia		0.6		0.5
		Myanmar		0.1		0.1
	Northeast Asia	Japan	41.8	33.7(1)	41.8	34.4(1)
		Korea		8.3(3)		7.5(3)
	Central/S. Asia	India	0.2	0.2	0.1	0.1
	Others		1.1	1.1	1.1	1.1
America		U.S.A.	4.4	3.6	4.9	3.7
		Canada		0.6		1.2
		Others		0.3		0.4
Europe		U.K.	7.8	0.8	6.5	0.6
		Netherlands		1.3		0.6
		Belgium		0.8		0.3
		France		1.4		1.2
		Germany		1.2		1.2
		Switzerland		0.7		0.9
		Austria		1.3		0.9
		Czech		0.9		0.9
		Hungary		0.3		0.3
		Italy		0.5		0.7
		Greece		0.2		0.1
		Spain		1.1		0.8
		Others		3.1		1.9
Oceania		Australia	2.0	1.2	1.7	0.9
		New Zealand		0.7		1.1
		Palau		0.0		─
		others		0.1		─
Africa		South Africa	0.3	─	0.4	0.2
		Others		0.3		0.1

Note: 1. Destination region is a multiple-answer question.
2. Malaysia includes Sabah; Japan includes Okinawa; U.S.A includes Guam and Hawaii; Thailand includes Phuket; Indonesia includes Bali.
3. Other areas in Asia include Dubai, Turkey, Nepal, Brunei, etc.; other areas in America include Brazil and Panama; other areas in Europe include Finland, Sweden, Russia, Denmark, Norway, etc.
4.”─”means no sample in the cell; “0.0”means the percentage was under 0.05%.
5. Number inside parenthesis indicates the top 3 places. The same ranking number means no significant difference.

6. **Most domestic and outbound travelers resided in northern Taiwan:** Data shows that northern citizens (44.6%) represented the most share of domestic travelers, followed residents from southern Taiwan (27.4%) and central Taiwan (25.7%). More outbound travelers were northern citizens (52.8%), followed by central (22.2%) and southern (22.0%) citizens.

Table41 Residence region for domestic and outbound travelers' in 2019

Unit: %

Residence region	Domestic travel	Outbound travel
Total	**100.0**	**100.0**
Northern Taiwan	44.6	52.8
Central Taiwan	25.7	22.2
Southern Taiwan	27.4	22.0
Eastern Taiwan	1.9	1.5
Offshore Islands	0.5	1.4

7. **Most domestic and outbound travels were made by individuals:** Most domestic travels were made by individuals (86.5%) and most outbound travels were also made by individuals (65.0%). There were 35.0% of outbound travels by group travel, which were higher than the domestic travel (13.5%). The main reasons for travelers to choose package tours by travel agencies were "Recommendation by relatives and friends", "Reasonable prices" and "Prior tour experiences with the agency". (See Tables 42-43)

Table42 Type of Domestic vs. outbound travel in 2019

Unit: %

Type	Domestic travel	Outbound travel
Total	**100.0**	**100.0**
Individual travel	86.5	65.0
Group travel	13.5	35.0

Note: Individual travel in domestic travel means the travels planned by travelers themselves and the main transportation is not travel bus; individual travel in outbound travel includes "buy a free and independent tour package", "Arranged some items by agency" and "All arranged by themselves".

Table43 Reasons for deciding travel agency for domestic and outbound travel in 2019

Unit: %

Reasons	Domestic travel	Outbound travel
Recommendation by friends and relatives	52.2	33.9
Reasonable price	44.2	33.7
Prior travel experiences with the agency	38.9	28.4
Travel agency's good reputation	10.9	17.6
Particular spots/itinerary only provided by this agency	5.7	5.0
Relatives, company or school arrangements[note2]	—	23.5
Others	0.2	0.9

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

2. Add "Relatives, company or school arrangements" for outbound travel in 2019.

8. **In 2019, the total expenditure of domestic travel by ROC citizens was estimated as NT$392.7 billion, whereas that of outbound travel was NT$ 817.5 billion:** For age 12 and above, the average spending per person per domestic travel was NT$2,320, there was a total of 169.28 million domestic travels made in 2019, so the total expenditure on domestic travel was estimated to be NT$392.7 billion. As for outbound travel, the average spending per person per travel was NT$47,802 and NT$817.5 billion was estimated for outbound travel in 2019. In addition, the spending prior to and after the outbound travel averages to NT$2,284 (including purchases of travel necessities, clothes, medicine, gifts for overseas relatives and friends, SIM card, WIFI machine that bought domestically etc. Transportation between home and airports/seaports, personal insurance expenses. Travel-related payment after returning home, ex: laundry, luggage repairs, developing photos, etc.). The total expenditure prior to and after the outbound travel was estimated to be NT$39.06 billion. (See Tables 44-45)

Table44 Expenditure on domestic vs. outbound travel in 2019

Expenditure	Domestic travel (age 12 and above)	Outbound travel
Average expenditure per travel per person	NT$2,320 (+5.31%)	NT$47,802 (-1.50%(※))
Total number of travels	169,279,000 travels (-1.06%)	17,101,335 travels (+2.74%)
Total travel expenditure estimated	NT$397.2 billion (+4.19%) US$126.98 billion (+1.60%)	NT$817.5 billion (+1.21%) US$26.435 billion (-1.30%)

Note：1. Number inside parenthesis indicates growth rate from 2018.

2. Outbound travel expenditure includes international airline tickets, visa, lodging and all other spending in foreign counties.

3. (※) means in the significant level of 5%, t-test shows " no significant difference".

Table45 Average spending prior to and after returning from outbound travel per person per travel

Unit: NT$

Expense	2019
Total	**2,284**
Purchase of travel necessities prior to travel	1,076
Transportation between home and airport/harbor	665
Personal insurance expenses	517
Related expenses after returning home	26

Note: 1. “Purchase of travel necessities prior to travel” includes travel necessities, clothes, medicine and gifts for overseas relatives and friends, SIM card, WIFI machine that bought domestically, etc.
2. “Related expenses after returning home” include travel-related expenses such as laundry, luggage repairs, developing photos, etc.
3. Add “Personal insurance expenses” in 2019.