2017 Survey of Travel by R.O.C. Citizens

Summary

This survey aims to understand the preference of R.O.C. Citizens in 2017 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 tours and outbound tours that can be used as a reference for policy makers to improve tourism facilities and services as well as to launch new tourism plans. The respondents were sampled among the R.O.C. citizens of 12 years of age and above. The survey period was between January 1st and December 31st, 2017.

This survey focuses primarily on domestic tour with the outbound touring 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 tour completed are as follows: 5,540 persons in the first quarter, 5,543 in the second, 5,541 in the third and 5,545 in the fourth quarter. For outbound tour, there were 564 successful interviews in the first quarter, 596 in the second, 644 in the third and 649 in the fourth quarter. The resulting analysis is presented below in two parts -“Important Indicators” and “Statistical Analysis”.

I、Important Indicators of Domestic and Outbound Tours

A. Domestic Tour Indicators

Table1 Domestic tour indicators

Item	2017	2016	Comparison between 2017 and 2016
Domestic tour population	91.0%	93.2%	A decrease of 2.2%
Average tours per person	8.70 tours	9.04 tours	A decrease of 0.34 tours
Total number of tours	183,449,000 tours	190,376,000 tours	A decrease of 3.64%
Average days of stay per tour	1.49 days	1.44 days	An increase of 0.04 days
Tours taken during holidays and weekends	69.4%	68.8%	An increase of 0.6%
Overall satisfaction level	97.5%	97.3%	A decrease of 0.2%(※)
Average expense per person per day	NT$1,471 (US$48.25)	NT$1,449 (US$44.87)	NTD：An increase of 1.52%(※) (USD：An increase of 7.53%)
Average expense per person per tour	NT$2,192 (US$71.90)	NT$2,086 (US$64.60)	NTD：An increase of 5.08% (USD：An increase of 11.30%)
Total amount of expenses on domestic tours	NT$402.1 billon (US$13.190 billon)	NT$397.1 billon (US$12.297 billon)	NTD：An increase of 1.26% (USD：An increase of 7.26%)

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 have “No significant difference”.
3. Domestic tour population ratio is the proportion of people who at least tour once domestically during the year.
4. Average expense per person per day= Average expense per person per tour/ Average days of stay per tour.
5. Exchange rate in 2016, NT$32.292; in2017, NT$30.485, had an increase of 5.60% during the same period.
6. In 2017, the consumer price index has an average growth of 0.62%. (Source: Directorate-General of Budget, Accounting and Statistics, Executive Yuan, R.O.C. (Taiwan)).

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

Table2 Outbound tour indicators

Item	2017	2016	Comparison between 2017 and 2016
Outbound tour population ratio	32.5%	28.4%	An increase of 4.1%
Total number of tours (incl. citizens under 12)	15,654,579 tours	14,588,923tours	An increase of 7.30%
Average number of Outbound tours per person (incl. citizens under 12)	0.66 tours	0.62 tours	An increase of 0.06 tours
Average nights of stay per tour	7.97 nights	8.05 nights	A decrease of 0.08 nights
Average expense per person per tour	NT$47,841 (US$1,569)	NT$49,463 (US$1,532)	NTD: A decrease of 3.28%(※) (USD: An increase of 2.42%)
Total expense on outbound tours	NT$748.9 billion (US$24.566 billion)	NT$721.6 billion (US$22.346 billion)	NTD: An increase of 3.78% (USD: An increase of 9.93%)

Note: 1. The data source of "total number of tours" and the "average nights of stay per tour": Monthly Statistics on Tourism provided by the Tourism Bureau of the Ministry of Transportation and Communications.
2. (※) means in the significant level of 5%, t-test have "No significant difference".
3. Outbound tour population ratio is the proportion of people who at least tour once outbound during the year.
4. Average number of outbound tours per person = total number of outbound tours/the average total population in Taiwan.
5. Average expense per person per tour includes airfare, visa, accommodation and all other spending abroad, but does not include the spending before and after the tour.
6. Exchange rate in 2016, NT$32.292; in2017, NT$30.485, had an increase of 5.60% during the same period.
7. In 2017, the consumer price index has an average growth of 0.62%. (Source: Directorate-General of Budget, Accounting and Statistics, Executive Yuan, R.O.C. (Taiwan)).

II、Statistical Analysis

A. Domestic Tour

1. **There were a total of 183.45 million tours made domestically in 2017, a decrease of 3.64% from 2016:** The results show that the average number of tours per person made in 2017 is 8.70 tours (a decrease from 9.04 tours per person in 2016). It is estimated that 183.45 million domestic tours were made by citizens of 12 or older. If children under 12 are included, the total number of tours will reach 213.64 million.

Table3 Average number of domestic tours per person

Unit: tour

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year (1st Quarter~4th Quarter)
2017	2.59	1.87	2.09	2.15	8.70
2016	2.40	2.05	2.44	2.15	9.04

2. **In 2017, 91.0% of citizens toured domestically, decrease from 2016:** According to the survey results, citizens who toured domestically in 2017 account for 91.0% of the total population. Compared with 2016, it is a decrease of 2.2% from 2016.

Table4 Domestic tourist population ratio

Unit: %

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
2017	72.7	67.8	67.5	71.2	91.0
2016	68.3	63.8	71.1	69.1	93.2

3. **Most of the domestic tours were made on weekends, an increase of 1.4% from 2016:** In 2017, 58.3% of the domestic tours were made on weekends. Compared with 2016, tours made during weekends had a 1.4 percent increase from 2016. During national holidays, it had a 0.8 percent decrease from 2016. For the purposes of domestic tour, 80.7% of the people toured for “Sightseeing, recreation, vacation”, followed by “Visiting friends and relatives” (18.1%). The purposes for domestic tour in 2017 is not significantly different from 2016.

Table5 Time chosen for domestic tour

Unit: %

Tour time	2017	2016
Total	**100.0**	**100.0**
National Holidays	11.1	11.9
Weekends (Saturday or Sunday)	58.3	56.9
Weekdays	30.6	31.2

Note: There were 33 national holidays in 2016, but only 28 national holidays in 2017.

Table6 Purposes of domestic tour

Unit: %

<table>
<tr><th colspan="2">Purpose</th><th>2017</th><th>2016</th></tr>
<tr><td colspan="2">Total</td><td>100.0</td><td>100.0</td></tr>
<tr><td rowspan="6">Sightseeing & Recreational Vacation</td><td>Sub total</td><td>80.7</td><td>81.2</td></tr>
<tr><td>Sightseeing only</td><td>66.9</td><td>67.4</td></tr>
<tr><td>Fitness and sport</td><td>5.5</td><td>5.4</td></tr>
<tr><td>Ecotourism</td><td>3.2</td><td>3.3</td></tr>
<tr><td>Educational</td><td>0.7</td><td>0.7</td></tr>
<tr><td>Religious</td><td>4.5</td><td>4.4</td></tr>
<tr><td colspan="2">Business</td><td>1.1</td><td>1.1</td></tr>
<tr><td colspan="2">Visiting friends and relatives</td><td>18.1</td><td>17.7</td></tr>
<tr><td colspan="2">Others</td><td>0.1</td><td>0.0</td></tr>
</table>

Note: “0.0”means the percentage is under 0.05%.

4. **69.5% of the domestic tours are one-day:** For the year 2017, about 58.0% of the tours were within the tourists' living area. Most citizens toured with their living area regardless of where they lived. As for the duration of tours, 69.5% were one-day, followed by two-day (19.6%), three-day (8.1%), and four-day and above (2.8%). The average duration of a tour is 1.49 days, longer than the 1.44 days in 2016.

Table7 Regions visited by citizens in 2017

Unit: %

Region Visited / Living Area	Northern Taiwan	Central Taiwan	Southern Taiwan	Eastern Taiwan	Offshore Islands
The whole country	**36.3**	**31.8**	**30.4**	**5.0**	**1.0**
Northern Taiwan	61.4	23.8	14.1	4.4	0.6
Central Taiwan	19.9	55.4	24.3	3.5	0.7
Southern Taiwan	10.9	24.4	64.0	5.6	0.6
Eastern Taiwan	28.8	14.3	24.0	38.8	0.9
Offshore Islands	26.5	8.3	15.3	0.8	55.0

Note: 1.Region visited is a multiple answer question.
2. Tourist within the living area (58.0%) = the total number of tours within their living area /total person-tours.

Table8 Number of tour days

Unit: %

Number of tour days	2017	2016
Total	**100.0**	**100.0**
1 Day	69.5	71.8
2 Days	19.6	18.5
3 Days	8.1	7.4
4 Days or more	2.8	2.3
Average duration of each tour	1.49 days	1.44 days

5. **Most of the overnight tourist chose to stay in hotels or at friend's or relative's place as accommodations:** The results show that in the year 2017, 69.5% of domestic tours were 1-day tour with no need of accommodation. Among those who toured overnight, 13.1% chose to stay in hotels, 8.2% at friend's or relative's place. Compare with 2016, stay at "Friend's or relative's place", "Bed & breakfast", "Hotel" and "Camping" increased by 0.8%, 0.7%, 0.5% and 0.3%, respectively, "1-day tour without accommodations" decreased by 2.3%. (See Table 9).

Table9 Main accommodation choices

Unit: %

Main accommodation choices	2017	2016
Total	**100.0**	**100.0**
1-day tour without accommodations	69.5	71.8
Hotel	13.1	12.6
At friend's/ relative's	8.2	7.4
Bed & breakfast	7.1	6.4
Camping	1.3	1.0
Hostel	0.8	0.7
Others	0.1	0.0

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

6. **Close to 90 percent of the tourists planned their tours by themselves, while 12.9% toured with tour groups:** The majority of the tours were planned by the tourists themselves (88.9%), and all other types of tours account for less than 4%. Individual tours accounts for 87.1% while group tours accounts for 12.9%. The reasons for joining package tours by tour agencies are primarily "Attracted by itinerary", "To save planning time" , "Do not have to drive" and "Attracted by the price". (See Tables 10-12).

Table10 Types of tours

Unit: %、tour

Types of tours	2017		2016	
	%	Total Tours (10,000)	%	Total Tours (10,000)
Total	**100.0**	**18,345**	**100.0**	**19,038**
Package tours by agencies	0.8	149	0.8	154
Tours planned by schools or classes	0.8	149	0.8	150
Tours planned by employers	1.5	283	1.6	302
Tours planned by religious groups	1.7	321	1.6	299
Tours planned by village or senior citizen groups	3.1	565	2.3	441
Tours planned by non-governmental organizations	1.8	337	1.8	349
Tours planned by other groups	1.1	210	0.9	175
Tours planned by tourists themselves	88.9	16,312	90.1	17,156
Others	0.1	19	0.1	12

Note: 1."others"means the package tour was provided by hotel or bed & breakfast.
2. Total tours made to the type of tours in the year=the percentage of the type of tour × total domestic tours in the year.
3. The same percentage but different total tours because the percentage is rounded to 1 decimal place.

Table11 Individual or group tours

Unit: % 、tour

Individual or group tours	2017		2016	
	%	Total tours (10,000)	%	Total tours (10,000)
total	**100.0**	**18,345**	**100.0**	**19,038**
Individual	87.1	15,978	87.9	16,742
Group	12.9	2,367	12.1	2,296

Note: 1. "Individual Tours" means tours planned by tourists themselves and the main transportation is not tour bus.
2. Total tours of individual/group in the year=the percentage of individual/group tours × total domestic tours in the year.

Table12 Reasons for joining package tours by tour agencies

Unit: %

Reasons for joining package tours planned by tour agencies	2017	2016
Attracted by the itinerary	65.8	63.4
To save planning time	59.3	56.5
Do not have to drive	52.4	55.5
Attracted by the price	41.6	42.8
Have no transportation to the scenic site	19.9	18.9
Others	1.0	0.4

Note：1. This is a multiple answer question
2. There were 134 tours that were a part of the package tours by agencies in 2016, 141 tours in 2017.

7. **"Friends, relatives, colleagues or classmates" are the major source of tour information. Respondents who answered "internet access through mobile phone" increased:** 49.8% of people obtained tour information from "Friends, relatives, colleagues or classmates", followed by "Internet access through computer" (36.2%) and "Internet access through mobile phone" (31.8%). Compared with 2016, "Internet access through mobile phone" increased by 5.3%, "Internet access through computer" and "Electronic media" decreased by 1.9% and 2.1%, respectively. (See Table 13).

Table13 Sources of tour's information

Unit: %

Information sources	2017	2016
Friends, relatives, colleagues, classmates	49.8	51.0
Internet access through computer	36.2	38.1
Internet access through mobile phone	31.8	26.5
Electronic media (TV/radio)	9.2	11.3
Printed media (newspaper/magazine)	5.0	5.9
Tour agencies	2.7	2.5
Tour service center	1.1	0.8
Tourism shows or exhibitions	0.5	0.6
Others	0.3	0.3

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

8. **9.1% of the tourists used tour-related products purchased from the internet, primarily by typing keyword in portals for tour-related products. A very low percentage of tourists used tour-related products purchased from TV shopping channels and tourism exhibitions:** In 2017, 9.1% of the tourists used tour-related products purchased from the internet. Primarily by typing keywords in portals to search for tour-related products (64.3%). Compared with 2016, "Community website" increased by 3.9%. Less than 1% of tourists used tour-related products purchased from TV shopping channels and tourism exhibitions (See Tables 14-17)

Table14 Used tour-related products purchased from the Internet

Unit: %

Used tour-related products purchased from the Internet		2017	2016
Total		**100.0**	**100.0**
No		90.9	92.5
Yes		9.1	7.5
Used items (multi-answer)	Hotel reservation	6.6	5.6
	Taiwan Railway	1.1	1.0
	Taiwan High Speed Rail	0.9	0.7
	Amusement park tickets	0.9	0.6
	Package tours	0.2	0.4
	Plane tickets	0.2	0.2
	Rental cars	0.1	—
	others	0.4	0.3

Note: 1.The used percentage of the item= the number of person-tours that used the item /total number of person-tours.
2. Add the item "Rent cars" in 2017.
3. "—"means no sample in the cell.

Table15 Search for tour-related products on internet

Unit: %

Searching methods	2017	2016
Portal keywords	64.3	63.5
Tour agency's website	12.4	14.5
Internet forum	10.2	8.4
Community website	10.3	6.4
Others	20.2	19.7

Note: 1.This is a multiple-answer question.
2."others"most means the used item were purchased by others, so didn't know the searching methods.

Table16 Used tour-related products purchased from TV shopping channels

Unit: %

Used tour-related products purchased from TV shopping channels		2017	2016
Total		**100.0**	**100.0**
No		100.0	100.0
Yes		0.0	0.0
Used items (multi-answer)	Package tours	0.0	0.0
	Hotel reservation	0.0	0.0
	Others	0.0	–

Note：1. The used percentage of the item= the number of person-tours that used the item/total number of person-tours.
2. Note: "0.0" means the percentage is under 0.05%, "–"means no sample in the cell.

Table17 Used tour-related products purchased from tourism exhibitions

Unit: %

Used tour-related products purchased from tourism exhibitions		2017	2016
Total		**100.0**	**100.0**
No		99.4	99.4
Yes		0.6	0.6
Used items (multi-answer)	Hotel reservation	0.5	0.5
	Package tours	0.1	0.1
	Tickets	0.1	0.0
	Meal coupon	0.1	0.1
	Others	0.0	0.0

Note：1. The used percentage of the item= the number of person-tours that used the item/ total number of person-tours.
2. "0.0" means the percentage is under 0.05%.

9. "Transportation convenience" is the most important factor when choosing where to visit: The top main factor considered by the tourists in terms of visiting places is the "Transportation convenience", followed by "Local delicacies" and "Curiosity/never been there". "Theme activities" and "Children's preferences" increased by 1.8% and 1.2% respectively, "Transportation convenience" decreased by 2.9%. (See Table 18)

Table18 Main factors for choosing visiting places
(Degree of importance)

Unit: %

Main factors	2017	2016
Transportation convenience	40.0(1)	42.9(1)
Local delicacies	14.3(2)	14.3(2)
Curiosity/never been there	13.1(2)	13.2(2)
Theme activities	12.1(4)	10.3(4)
Children's preferences	7.4(5)	6.2(5)
Senior's preferences	3.6(6)	3.1(6)
Visiting exhibitions	2.8(6)	3.3(6)
New attractions/facilities	2.6(6)	2.8(6)
Folk festivals	1.0(9)	1.4(9)
Health care or medical treatment	0.5(9)	0.3(9)
Supported by Citizen' Tour Card	0.3(9)	—
Others	2.2	2.1

Note: 1. The above factors are weighted according to their degree of importance.
2. The number in the parenthesis indicates the ranking of importance when tourists consider whether or not to visit the places. The same ranking number means the degree of importance is under the significance level α=5%.
3. Regarding the item "transportation convenience", 9.9% of the tourists in 2016 and 9.1% in 2017 take into consideration the convenience of taking mass transportation.
4. From 2017, added the item "Supported by Citizen' Tour Card".
5. "—" means no sample in the cell.
6. "Others" include discount coupons, annual fixed tours, etc.

10. Most people chose to tour for "Natural scenery sightseeing activities": Among major tourist activities, most people (63.7%) toured for "Natural scenery sightseeing activities", followed by "Other recreational activities" (55.0%), "Culinary activities" (50.7%). Looking into the detailed activities, most people toured for "Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc." (54.9%), followed by "Shopping" (45.4%) and "Tasting local delicacies" (42.8%). Compared with 2016, those who chose "Cultural experiencing activities", "Culinary activities" and "Other recreational activities" increased by 1.3%, 2.5% and 2.3% respectively. Looking into the favorite activities, most people chose visiting places for the "Natural scenery sightseeing activities" (42.8%), followed by "Other recreational activities" (18.1%), "Culinary activities" (15.4%). Looking into the detailed favorite activities, the most people chose "Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc."(22.1%), followed by "Forest trail hiking, mountain climbing, camping, river tracing" (14.4%), "Tasting local delicacies"(11.1%) and "Shopping"(10.9%). Compared with 2016, "Tasting local delicacies" and "Forest trail hiking, mountain climbing, camping, river tracing" increased by 1.1% and 0.6% respectively.

Table19 Main recreational activities

Unit: %

Recreational activities	2017	2016
Natural scenery sightseeing activities	**63.7**	**62.8**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	54.9(1)	52.9(1)
Forest trail hiking, mountain climbing, camping, river tracing	38.8	36.6
Animals (e.g. whale, firefly, bird, panda, etc.)	9.4	8.0
Plants (e.g. flower , cherry blossom, maple leaves, giant trees)	20.7	17.2
Sunrise, snow, stars, and other astronomical phenomena	6.0	6.5
Cultural experiencing activities	**31.2**	**29.9**
Visiting cultural and historical sites	8.7	7.6
Attending festivals	1.4	1.3
Watching shows	2.1	1.5
Visiting cultural and arts exhibitions	6.1	6.0
Visiting activity exhibitions	2.3	2.4
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc.)	0.5	0.5
Indigenous culture experience	0.9	0.9
Religious activities	9.9	9.4
Farm experience	2.1	2.1
Nostalgic experience	2.1	1.2
Visiting unique architectures	5.1	4.8
Popular movie/ TV drama filming sites	0.0	0.1
Sports activities	**6.0**	**5.9**
Swimming, diving, surfing, water skiing, jet skiing etc.	2.2	2.0
Whitewater rafting, boating	0.2	0.2
Fishing	0.2	0.2
Paragliding	0.0	0.0
Ball Sports	0.2	0.3
Rock-climbing	0.1	0.1
Grass skiing	0.0	0.0
Cycling	2.9	3.0
Watching sport games	0.1	0.1
Jogging/marathon	0.2	0.2
Amusement park activities	**5.9**	**5.6**
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	2.8	2.4
Water amusement park activities	0.8	0.5
Watching shows/programs provided by the amusement park	2.6	2.6
Watching the theme display in the amusement park	1.5	1.5
Culinary activities	**50.7**	**48.2**
Tasting local delicacies	42.8(3)	39.7(3)
Night market eateries	11.6	11.3
Enjoying tea, coffee or afternoon tea	10.2	8.5
Tasting Wellness food	0.2	0.2
Food promotion and cooking activities	0.1	0.1

Table 19 Main recreational activities (Cont.)

Unit: %

Recreational activities	2017	2016
Other recreational activities	**55.0**	**52.7**
Driving for fun(cars, motorcycle)	9.4	7.9
Hot spring (cool spring), spa	4.9	4.5
Shopping	45.4(2)	43.1(2)
Watching movies	1.8	1.4
Cruising/taking ferries	3.6	3.6
Enjoying scenery on cable car	0.8	0.8
Factory Tours	3.4	2.9
Hot-air balloon riding	0.0	0.0
Others	1.0	1.0
Only visiting relatives and friends. No activities arranged.	**10.8**	**11.1**

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%.

Table20 Favorite activities

Unit: %

Recreational activities	2017	2016
Total	**100.0**	**100.0**
Natural scenery sightseeing activities	**42.8**	**42.7**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	22.1(1)	22.3(1)
Forest trail hiking, mountain climbing, camping, river tracing	14.4(2)	13.8(2)
Animals (e.g. whale, firefly, bird, panda, etc.)	1.8	1.7
Plants (e.g. flower , cherry blossom, maple leaves, giant trees)	2.7	3.1
Sunrise, snow, stars, and other astronomical phenomena	1.8	1.8
Cultural experiencing activities	**14.7**	**14.7**
Visiting cultural and historical sites	1.8	1.8
Attending festivals	0.8	0.7
Watching shows	0.9	0.5
Visiting cultural and arts exhibitions	2.6	2.9
Visiting activity exhibitions	1.1	1.1
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc.)	0.2	0.2
Indigenous culture experience	0.2	0.3
Religious activities	4.7	4.7
Farm experience	0.9	1.0
Nostalgic experience	0.6	0.4
Visiting unique architectures	1.1	1.2
Popular movie/ TV drama filming sites	—	0.0
Sports activities	**3.2**	**3.5**
Swimming, diving, surfing, water skiing, jet skiing etc.	1.2	1.2
Whitewater rafting, boating	0.1	0.1
Fishing	0.1	0.1
Paragliding	0.0	0.0
Ball Sports	0.1	0.2
Rock-climbing	0.0	0.0
Grass skiing	0.0	0.0
Cycling	1.4	1.7
Watching sport games	0.1	0.1
Jogging/marathon	0.1	0.2

Table 20 Favorite activities (Cont.)

Unit: %

Recreational activities	2017	2016
Amusement park activities	**2.3**	**2.5**
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	1.1	1.2
Water amusement park activities	0.3	0.3
Watching shows/programs provided by the amusement park	0.6	0.7
Watching the theme display in the amusement park	0.3	0.3
Culinary activities	**15.4**	**15.0**
Tasting local delicacies	11.1(3)	10.0
Night market eateries	3.0	3.7
Enjoying tea, coffee or afternoon tea	1.2	1.3
Tasting Wellness food	0.1	0.0
Food promotion and cooking activities	0.0	0.0
Other recreational activities	**18.1**	**18.3**
Driving for fun(cars, motorcycle)	0.9	0.9
Hot spring (cool spring), spa	2.5	2.2
Shopping	10.9(3)	11.2(3)
Watching movies	1.2	1.0
Cruising/taking ferries	0.9	1.2
Enjoying scenery on cable car	0.3	0.4
Factory Tours	0.7	0.7
Hot-air balloon riding	0.0	0.0
Others	0.6	0.7
No favorite activities	**3.5**	**3.2**

Note：1. “Others” includes barbecuing, singing, etc.
2. “0.0”means the percentage is under 0.05%.
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. "Love River, Cijin and Sizihwan" and "Tamsui and Bali" were the most visited places. Region-wise, in the north, "Tamsui and Bali" were the most popular sites; in the central, "Feng Chia shopping district" and "Sun-Moon lake"; in the south, "Love River, Cijin and Sizihwan" and in the east, "Chihsingtan Beach": In 2017, most tours were made to northern Taiwan. "Love River, Cijin and Sizihwan" and "Tamsui and Bali" were more popular than other places.

Table21 Region visited

Unit: %

Region visited	2017	2016
Northern Taiwan	36.3	37.9
Central Taiwan	31.8	30.7
Southern Taiwan	30.4	29.4
Eastern Taiwan	5.0	4.7
Offshore Islands	1.0	1.0

Note: 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.

Table22 Most visited places in Taiwan

Unit: %

2017			2016		
Most visited places in Taiwan	Visit. ratio (%)	Total tours (10,000)	**Most visited places in Taiwan**	Visit. ratio (%)	Total tours (10,000)
Love River/Cijin/Sizihwan	4.02	738	Love River/Cijin/Sizihwan	3.99	760
Tamsui/Bali	3.21	589	Tamsui/Bali	3.82	726
Jiaoxi	2.91	533	Sun-Moon lake	3.12	594
Fengchia Sahopping District	2.62	480	Jiaoxi	2.96	563
Sun-Moon lake	2.58	474	Anping Fort	2.62	499
Anping Fort	2.54	465	Fengchia Shopping District	2.54	484
Yizhong St. Shop. District	2.19	401	Sitou	2.32	441
Sitou	2.04	373	Yizhong St. Shop. District	2.06	393
Lugang Mazu Temple	1.76	323	Luodong Night Market	1.93	367
Luodong Night Market	1.74	319	Chimei Museum	1.67	317

Note：1.Visiting ratio = the number of tours made to this place/ total number of tours.
2. The places being visited were specifically answered by the respondents.
3. Total tours made to this place in the year = visiting ratio x total domestic tours in the year.

12. People still toured mainly by their own automobile: The results show that "Personal automobile" was still the main transportation for most tourists (64.6%), followed by "Tour bus" (11.7%) and "Passenger bus" (9.8%). Compared with 2016, "Tour bus" and "Taiwan high speed rail" both increased by 0.8%.

Table23 Main transportation for tour

Unit：%

Main transportation	2017	2016
Personal automobile	64.6 (1)	64.4 (1)
Tour bus	11.7 (2)	10.9 (2)
Passenger bus (by public or private sector)	9.8 (3)	9.8 (3)
Motorcycle	7.8	7.9
Taiwan railway	7.8	7.7
Taiwan high speed rail	4.2	3.4
Mass rapid transit (MRT)	8.5	8.5
Airplane	0.8	0.9
Boat	1.8	1.9
Rental car	1.0	1.1
Taxi	1.9	1.7
Bicycle	1.2	1.1
Chartered Bus	0.1	0.1
Cable car	0.2	0.1
Others	1.0	0.4

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. 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" include options like walking, school bus, hotel shuttle, etc.

13. 98% of tourists felt satisfied with the places visited: 97.5% of tourists felt satisfied with the facilities and places they visited (including "very satisfied" and "fairly satisfied"), and 1.4% were dissatisfied (including "fairly dissatisfied" and "very dissatisfied"). The most dissatisfied item are "Environmental management and maintenance", "Traffic" and "Parking facilities" (See Tables 24-25).

Table24 Satisfaction with places visited

Unit: %

	Total	Satisfied			Dissatisfied			No comment
		subtotal	very satisfied	fairly satisfied	subtotal	fairly dissatisfied	very dissatisfied	
2017	100.0	97.5	21.4	76.1	1.4	1.3	0.1	1.1
2016	100.0	97.3	20.9	76.4	1.8	1.6	0.2	0.9

Note：1. "Satisfied" includes "very satisfied" and "fairly satisfied". "Dissatisfied" includes "very dissatisfied" and "fairly dissatisfied".
2. The number excluded those who toured for "only visiting relatives and friends".

Table25 Dissatisfied item

Dissatisfied item	%
Environmental management and maintenance	0.5
Traffic	0.3
Parking facilities	0.3
Natural resources maintenance and natural landscape	0.2
Toilet cleaning and convenience	0.2
Staff’s attitude, professional or efficiency	0.0
Accommodation facilities	0.2
Tickets fee	0.1
Convenience of public transportation	0.1
Catering facilities	0.1
Tour security	0.1
Clear signage	0.1
Recreation facilities	0.0

Note: 1. Dissatisfied item percentage= the number of dissatisfied the item / total number of sample.
2. There were 199 sampled tourists dissatisfied (including “fairly dissatisfied” and “very dissatisfied”) with the places visited.
3. “0.0”means the percentage is under 0.05%.

14. **In 2017, the total expense on domestic tour by people of 12 and above was NT$402.1 billion, a 1.26% growth from 2016:** Based on the survey, the average expense per domestic tour per person was NT$2,192 in 2017. Tourist’s expenses covered the following items, from high to low: “Food and beverage”, “Transportation”, “Shopping”, “Lodging”, “Entertainment”, and “Other expenses”. Those who had overnight tours with paid accommodations spent, on average, NT$5,098 per person per tour, as opposed to the average of NT$1,168 per person per tour for 1-day-tour tourists. Those who joined group tours spent, on average, NT$3,420 per person per tour, whereas they spent NT$1,653/person/1-day-tour and NT$5,751/person/overnight-tour. It is estimated the total domestic tour expenses by citizens of 12 years of age and above in 2017 are NT$402.1 billion, a 1.26% growth from 2016 (See Tables 26-29).

Table26 Average expenses of domestic tour per person per tour

Unit: NT$

Item	2017		2016		Growth rate (%)
	NT$	%	NT$	%	
Total	**2,192**	**100.0**	**2,086**	**100.0**	**5.1**
Transportation	536	24.5	509	24.4	5.3
Lodging	381	17.4	356	17.1	7.0
Food and beverage	591	27.0	559	26.8	5.7
Entertainment	131	6.0	114	5.5	14.9
Shopping	463	21.1	454	21.8	2.0
Other expenses	90	4.1	94	4.5	-4.3

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

Table27 Average expense of domestic tour per person per tour in 2017

Unit: NT$

Item	Total	Over-night tour		1-day tour
		Paid lodging	Free lodging	
Total	**2,192**	**5,098**	**2,983**	**1,168**
Transportation	536	1,045	1039	313
Lodging	381	1,712	0	0
Food and beverage	591	1,160	924	369
Entertainment	131	281	142	82
Shopping	463	786	628	340
Other expenses	90	114	250	64

Note: 1.In the total over-night tours, 73.9% paid lodging and 26.1% free lodging.
2. "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.

Table28 Group tour expenses per person per tour

Unit: NT$

Item	Total	1-day tour	Overnight tour
Total	**3,420**	**1,653**	**5,751**
Transportation	809	471	1,255
Lodging	712	0	1,650
Food and beverage	559	305	894
Entertainment	269	146	433
Shopping	847	585	1,192
Other expenses	225	147	327

Note: "Group tour" refers to package tours (by tour agencies), tour (organized by companies, schools, classes, societies, religious organizations, etc.) or planned tour on tour bus.

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Table29 Total expenses for domestic tour

Year	Average expense per person per tour	Total number of domestic tours	Total domestic tour expenses
2017	NT$2,192	183,449,000 tours	NT$402.1 billion
2016	NT$2,086	190,376,000 tours	NT$397.1 billion

15. **Most of the group tours toured for 1 day, on weekends:** Most of the group tours toured for 1 day (56.8%). The average duration for group tour is 1.61 days. Weekends (54.8%) was the most popular day for group tours, followed by weekdays (42.2%) (See Table 30).

Table30 Group tours status

Item		%
Total		**100.0**
Days	1 Day	56.8
	2 Days	28.8
	3 Days	12.4
	4 Days or more	2.0
	Average duration of each tour	1.61days
Time of the year	National holidays	3.0
	Weekends (Saturday or Sunday)	54.8
	Weekdays	42.2
Types of tours	Package tours by tour agencies	6.3
	Tours planned by schools or classes	6.3
	Tours planned by employers	12.0
	Tours planned by religious groups	13.6
	Tours planned by village or senior citizen groups	24.0
	Tours planned by non-governmental organizations	14.3
	Tours planned by other groups	8.9
	Tours planned by tourists themselves	13.8
	others	0.5
transportation (multiple-answer)	Personal automobile	5.8
	Tour bus	91.0
	Passenger bus (by public or private sector)	2.7
	Motorcycle	1.6
	Taiwan railway	3.3
	Taiwan high speed rail	1.3
	Mass rapid transit (MRT)	2.2
	Airplane	1.8
	Boat	3.4
	Rental car	0.7
	Taxi	1.1
	Bicycle	0.3
	Charter bus	0.2
	Cable car	0.3
	Others	2.1

Note: 1. “Group tours” refers to package tours by tour agencies, tour organized by companies, schools, glasses, societies, religious organizations, etc., or tours planned by tourists themselves and by tour bus.
2. In 2017, the total number of tours contained 12.9% group tours.

16. **The elderly toured on weekdays, mostly. Most of the elderly planned the tours by themselves (68.0%). 36.8% of them joined group tours. Personal automobile (43.4%) and tour bus (35.4%) were the two main tour transportation tools elderly used:** Most of the elderly (65 and above) toured during weekdays (51.5%). Most of them planned the tours by themselves (68.0%), followed by "Tours planned by village or senior citizen groups" (13.5%). 36.8% of them joined group tours. They mainly toured on personal automobile (43.4%), followed by tour bus (35.4%).

Table31 Elderly tours status

Item		%
Total		**100.0**
Time of the year	National holidays	7.2
	Weekends (Saturday or Sunday)	41.3
	Weekdays	51.5
Types of tours	Package tours by tour agencies	1.4
	Tours planned by schools or classes	0.4
	Tours planned by employers	1.4
	Tours planned by religion groups	5.4
	Tours planned by village or senior citizen groups	13.5
	Tours planned by non-governmental organizations	5.5
	Tours planned by other groups	4.1
	Tours planned by tourists themselves	68.0
	Other	0.2
Individual/Group	Individual tours	63.2
	Group tours	36.8
Transportation (multiple-answer)	Personal automobile	43.4
	Tour bus	35.4
	Passenger bus (by public or private sector)	12.9
	Motorcycle	3.9
	Taiwan railway	6.6
	Taiwan high speed rail	4.3
	Mass rapid transit (MRT)	6.6
	Airplane	1.2
	Boat	1.6
	Rental car	1.0
	Taxi	2.1
	Bicycle	0.3
	Charter bus	0.2
	Cable car	0.3
	Others	1.2

Note: 1. "Elderly" refers to people of 65 or above.
2. In 2017, the total number of tours contained 11.9% elderly tours.

B. Comparisons between Domestic and Outbound Tour

1. **Outbound tourists who also made domestic tours account for 96.9%, higher than those who toured only domestically (88.2%):** In 2017, 91.0% made domestic tours, while 32.5% toured overseas. On average, people made 8.70 domestic tours per person and 0.66 outbound tours per person in the year. The data shows the relation between outbound tour and domestic tour is that outbound tourists had higher chances of making domestic tours, higher expense per person per tour and stay longer days per tour in domestic tour. The impact of domestic tour on outbound tour is that domestic tourists had higher chances of making outbound tours, but stay shorter nights per tour in outbound tour than that didn't domestic tourists. The expense per person per tour had no significant. (See Table 32-34)

Table32 Domestic vs. Outbound tour in 2017

	Domestic Tour					Outbound Tour				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
Did not tour	27.3%	32.2%	32.5%	28.8%	9.0%	89.8%	89.2%	88.4%	88.3%	67.5%
Toured	72.7%	67.8%	67.5%	71.2%	91.0%	10.2%	10.8%	11.6%	11.7%	32.5%
Average number of tours per person	2.59	1.87	2.09	2.15	8.70	0.15	0.17	0.17	0.17	0.66
Total number of tours	54,643,000 tours 63,386,000 tours (incl. children under 12)	39,465,000 tours 46,174,000 tours (incl. children under 12)	43,916,000 tours 51,382,000 tours (incl. children under 12)	45,425,000 tours 52,693,000 tours (incl. children under 12)	183,449,000 tours 213,635,000 tours (incl. children under 12)	3,648,144 tours	4,101,556 tours	4,074,432 tours	3,830,447 tours	15,654,579 tours

Table33 Domestic tour population, average expense per person per tour and average day of stay per tour in 2017- "Outbound tour" vs. "Didn't outbound tour"

Unit: %

Status	Domestic tour population (%)	average expense per person per tour(NT$)	average day of stay per tour(day)
Overall	**91.0%**	**NT$2,192**	**1.49 days**
Outbound tour	96.9%	NT$2,652	1.58 days
Didn't outbound tour	88.2%	NT$2,134	1.47 days

Table34 Outbound tour population, average expense per person per tour and average nights of stay per tour in 2017─"Domestic tour" vs. "Didn't domestic tour"

Unit: %

Status	outbound tour population (%)	average expense per person per tour(NT$)	average day of stay per tour(night)
Overall	**32.5%**	**NT$47,841**	**7.59 nights**
Domestic tour	34.6%	NT$47,386	7.19 nights
Didn't domestic tour	11.2%	NT$49,016	8.61 nights

2. **66.4% of outbound tourists did not cut down their domestic tour because they had made outbound tours. The major reason that affected citizen's desire to tour abroad was the "length of vacation or time available":** In 2017, 33.6% of outbound tourists reduced their domestic tours due to outbound tour already made had a 3.5% increase from 2016. The leading factor which affected people's decision for touring outbound was the "Length of vacation or time available" (31.9%), followed by the "Budget available" (17.9%). Compared with 2016, "Length of vacation or time available" and "Cheap airfare or tour fee" increased by 1.9% and 1.4% respectively, "Budget available", "Attractiveness of package tour itinerary" and "Appropriate arrangement for work or family needs" decreased by 2.4%, 1.3% and 0.9% respectively. Observed the interaction at domestic and outbound tour, most of citizens had domestic tour but no outbound tour (59.5%), followed by those who had domestic and outbound tours (31.5%), those who had no domestic and outbound tours (8.0%), and finally those who had outbound tours but no domestic tours (1.0%). (See Tables 35-37)

Table35 Domestic tours reduced due to outbound tours

Unit: %

Item	2017	2016
Total	**100.0**	**100.0**
Domestic tours not reduced	66.4	69.9
Domestic tours reduced due to outbound tours	33.6	30.1

Table36 Factors affecting outbound tour decision

Unit: %

Item	2017	2016
Total	**100.0**	**100.0**
Length of vacation or time available	31.9	30.0
Budget available	17.9	20.3
Invitation from relatives or friends	10.6	10.5
Cheap airfare or tour fee	9.5	8.1
Attractiveness of package tour itinerary	8.9	10.2
Appropriate arrangement for work or family needs	5.5	6.4
Health condition	4.5	4.6
Foreign currency exchange rates	1.7	1.3
Business needs	1.0	0.9
Other factors	0.2	0.1
No intention for outbound tour	8.3	7.6

Note: Other factors include international circumstances, natural disaster, weather, etc.

Table37 Domestic tour vs. outbound tour in 2017

Unit: %

Outbound tour / Domestic tour	No	Yes	Total
No	8.0	1.0	**9.0**
Yes	59.5	31.5	**91.0**
Total	**67.5**	**32.5**	**100.0**

3. **The outbound tourists had higher monthly income than domestic tourists:** Comparing features of domestic and bound tourists, we found that most domestic tours were made in February, March, June, August, September and December; most outbound tours in February, April, May, June, July, August, and October. Gender-wise, both domestic and outbound tours, half of male and female. Age-wise, both domestic and outbound tourists average age of 42. As for the monthly income, domestic tourists, on average, made NT$27,747 per month, which is lower than the outbound tourists, NT$35,833 per month. Regarding their occupation, more domestic tourists were housekeepers, service/sales workers, students, technicians/assistants, retires, and office supportive staff whereas more of those who toured outbound were students, technicians/assistants, service/sales workers, retires, professionals, and housekeepers. (See Table 38)

Table38 Characteristics of domestic vs. outbound tourists in 2017

Characteristics	Domestic tourists	Outbound tourists
Month	February (8.9%), March (8.7%), June (9.5%), August (8.3%), September (9.9%), December (12.2%)	February (8.2%), April (8.4%), May (8.8%), June (9.0%), July (9.5%), August (8.7%), and October (9.0%)
Gender	Females (51.0%), males (49.0%)	Females (50.3%), males (49.7%)
Age	Average Age (median): 42	Average Age (median): 42
Monthly income	Average monthly income (median): NT$27,747	Average monthly income NT$35,833
Occupations	Housekeepers (14.7%), Service/sales workers (12.0%), Students (11.8%), Technicians/assistants (10.9%), Retires (10.9%), Office supportive staff (10.4%),	Students (11.6%), Technicians/assistants (11.6%), Service/sales workers (11.6%), Retires (11.5%), Professionals (10.8%), Housekeepers (10.5%)

Note: The outbound tourists' data on the tour month, gender and age is quoted from the statistics by the Tourism Bureau.

4. **Both domestic and outbound tours were mainly made for sightseeing:** Most people toured domestically for "Sightseeing, recreation or vacation purpose" (80.7%), followed by "Visiting friends or relatives" (18.1%). For outbound tours, more people went for "Sightseeing, recreation or vacation purpose" (72.3%), followed by the "Business" (15.5%) and "Visiting friends and relatives" (10.2%). The major reason for choosing the country (area) was "Relatives' or friends' invitation" (34.8%), "Curiosity of different culture" (21.3%). Compared with 2016, there was no significant difference between the two.

Table39 Purpose of domestic vs. outbound tour in 2017

Domestic tour			Outbound tour	
Purpose		%	Purpose	%
Sightseeing& recreational vacation	**Total**	100.0	**Total**	100.0
	Sub total	80.7	Sightseeing, recreation, vacation	72.3
	Sightseeing only	66.9		
	Fitness and sports vacations	5.5		
	Ecotourism	3.2		
	Educational	0.7		
	Religious	4.5		
Business		1.1	Business	15.5
Visiting friends and relatives		18.1	Visiting friends and relatives	10.2
—		—	Short-term study	2.0
Others		0.1	Others	—

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

Table40 Major reason for sightseeing tourist choosing visiting country (area)

Unit: %

Major reason	2017	2016
Total	**100.0**	**100.0**
Relatives' or friends' invitation	34.8	33.8
Curiosity of different culture	21.3	22.6
Search of stress relief	11.8	12.5
Cheap touring expenses	6.7	7.1
A gift from employer	4.4	4.2
Shopping	4.3	4.5
Special tourist activities	3.8	3.4
Historical legacy	3.5	3.7
Accessibility	3.1	2.0
Good recreational facilities	2.7	1.4
Tasting exotic cuisine	1.6	2.7
Religious factors	0.6	1.1
Others	1.4	1.0

5. **Most tourists, both domestic and outbound, preferred short-distance tours:** In 2017, 58.0% of the domestic tourists chose to tour within their living area (see Table 7). For outbound tourists, 89% opted for Asian countries, especially Japan (36.2%). Compared with 2016, the number of visitors to Japan increased by 1.3%, while the number of tourists to Mainland China decreased by 1.5%. (See table 41).

Table41 Destination of outbound tour

Unit：%

Destination			2017		2016	
Asia	Mainland China/Hong Kong/Macao	Hong Kong	32.1	7.8(3)	32.5	6.7(3)
		Mainland China		23.1(2)		24.6(2)
		Macao		2.7		2.9
	Southeast Asia	Thailand	13.0	3.0	13.1	3.4
		Malaysia		2.8		2.5
		Singapore		2.3		2.3
		Indonesia		1.0		1.3
		Philippines		1.0		1.1
		Vietnam		3.2		2.9
		Cambodia		0.5		0.5
		Myanmar		0.2		0.2
	Northeast Asia	Japan	41.9	36.2(1)	40.4	34.9(1)
		Korea		5.8		5.9(3)
	Central/S. Asia	India	0.4	0.4	0.0	0.0
	Others		1.1	1.1	1.0	1.0
America		U.S.A.	4.9	3.7	5.5	4.4(3)
		Canada		2.3		1.1
		Others		0.4		0.4
Europe		U.K.	5.6	0.8	6.2	1.0
		Netherlands		0.5		0.6
		Belgium		0.4		0.3
		France		1.1		1.0
		Germany		1.2		2.0
		Switzerland		0.3		1.1
		Austria		0.6		1.3
		Czech		0.6		1.0
		Hungary		0.2		0.2
		Italy		0.8		0.9
		Greece		0.2		0.1
		Spain		0.6		0.3
		Others		1.4		1.7
Oceania		Australia	2.0	1.7	1.6	1.3
		New Zealand		0.4		0.2
		Palau		0.0		0.1
		others		0.0		—
Africa		South Africa	0.2	0.0	0.3	0.1
		Others		0.2		0.2

Note: 1. Touring 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. **Citizens who live in northern Taiwan are the major domestic and outbound tourists:** Data show that northern citizens (45.0%) had the most share of domestic tour, followed by central Taiwan (25.7%) and southern Taiwan (27.1%). Outbound tourists also found more northern citizens (54.0%), followed by central (20.8%) and southern (21.2%) citizens. It is clear that people in the north were the major tourists in the domestic and outbound tour.

Table42 Domestic and outbound tourists' region of residence in 2017

Unit: %

Region of residence	Domestic tour	Outbound tour
Total	**100.0**	**100.0**
Northern Taiwan	45.0	54.0
Central Taiwan	25.7	20.8
Southern Taiwan	27.1	21.2
Eastern Taiwan	1.5	2.1
Offshore Islands	0.7	1.9

7. **Most domestic and outbound tours are made by individuals:** Most domestic tours are made by individuals (87.1%) and most outbound tours are also made by individuals (69.4%). There were 30.6% outbound tour made by group tour, which is higher than the domestic tour (12.9%). The main reasons for tourists to choose arranged tours by tour agencies are "Recommendation by relatives and friends", "Reasonable prices" and "Prior tour experiences with the agency". (See Tables 43-44)

Table43 Type of Domestic vs. outbound tour in 2017

Unit: %

Type	Domestic tour	Outbound tour
Total	**100.0**	**100.0**
Individual tour	87.1	69.4
Group tour	12.9	30.6

Note: 1. Individual tour in domestic tour means the tours planned by tourists themselves and the main transportation is not tour bus; individual tour in outbound tour included "buy a free and independent tour package", "Arranged some items by agency" and "All arranged by themselves".

Table44 Reasons for choosing tour agency for domestic vs. outbound tour in 2017

Unit: %

Reasons	Domestic tour	Outbound tour
Recommendation by friends and relatives	49.0	45.3
Reasonable price	40.2	37.9
Prior tour experiences with the agency	43.5	28.3
Tour agency's good reputation	19.3	17.4
Particular spots/itinerary only provided by this agency	9.8	8.1
Others	1.9	4.6

Note: This is a multiple-answer question.

8. **In 2017, the sum of domestic tour expenses by ROC citizens is NT$402.1 billion, whereas that of outbound tour is NT$ 748.9 billion:** The average spending per person per domestic tour was NT$2,192 in 2017. There was a total of 183.45 million domestic tours made in 2017. The sum of expense on domestic tours is estimated to be NT$402.1 billion. As for outbound tour, the average spending per person per tour was NT$47,841 and a total of NT$748.9 billion was estimated to be spent on outbound tour in 2017. In addition, the spending prior to and after the outbound tour averages to NT$1,973 (including purchases of tour necessities, transportation between home and airports or seaports, payment after returning home), which is a decrease from 2016. The total expense prior to and after the outbound tour was estimated to be NT$30.89 billion. (See Tables 45-46)

Table45 Expenses on domestic vs. outbound tour in 2017

Expense	Domestic tour	Outbound tour
Average spending per tour per person	NT$2,192 (+5.08%)	NT$47,841 (－3.28%(※))
Total number of tours	183,449,000 tours (－3.64%)	15,654,579 tours (+7.30%)
Total tour expenses	NT$402.1 billion (+1.26%) US$13.190 billion (+7.26%)	NT748.9billion (+3.78%) US$24.566 billion (+9.93%)

Note: 1.Number inside parenthesis indicates growth rate from 2016.
2. Outbound tour expense includes international airline tickets, visa, lodging and all other spending in foreign counties.
3. (※) means in the significant level of 5%, t-test have “No significant difference”.

Table46 Average spending prior to and after returning from outbound tour per person per tour

Unit: NT$

Expense	2017	2016
Total	**1,973**	**2,251**
Purchase of tour necessities prior to tour	1,278	1,537
Transportation between home and airport/harbor	648	671
Related expenses after returning home	47	43

Note: 1. "Purchase of tour necessities prior to tour" includes tour necessities, clothes, medicine and gifts for overseas relatives and friends, etc.
2. "Related expenses after returning home" include tour-related expenses such as camera and luggage repairs, laundry, etc.