

# 2016 Survey of Travel by R.O.C Citizens

## Summary

This survey is to understand the tendency of our people's travelling choices in 2016, their satisfaction level, spending behavior, and how they decided to travel in the country or abroad. In the study, the amounts spent on domestic trips and outbound tours are also estimated as reference for policy makers as to improve travelling 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 1<sup>st</sup> and December 31<sup>st</sup>, 2016.

This survey focuses primarily on domestic tourism, while the outbound traveling data is secondary. The survey was conducted with telephone interviews, adopting a computer-assisted telephone interviewing system (CATI); and the stratified random sampling method was used to select the sample. The numbers of interviews on domestic tourism completed are as follows: 5,536 persons in the first quarter, 5,541 in the second, 5,571 in the third and 5,545 in the fourth quarter. For outbound travel, there were 503 successful interviews in the first quarter, 602 in the second quarter, 649 in the third and 511 in the fourth. Following is the result analysis in two parts—"Important Indicators" and "Statistical Analysis".

## I、Important Indicators of Domestic and Outbound Tours

### A. Domestic Travel Indicators

**Table1 Domestic travel indicators**

Item	2016	2015	Comparison between 2016 and 2015
Domestic travel population	93.2%	93.2%	No significant change
Average trips per person	9.04 trips	8.50 trips	Increasing 0.54 trips
Total number of trips	190,376,000 trips	178,524,000 trips	An increase of 6.64%
Average days of stay per trip	1.44 days	1.44 days	No significant change
Trips taken during holidays and weekends	68.8%	68.7%	+0.1%(※)
Overall satisfaction level	97.3%	97.4%	-0.1%(※)
Average expense per person per day	NT\$1,449 (US\$44.87)	NT\$1,401 (US\$44.12)	NTD : An increase of 3.42% (USD : An increase of 1.70%(※))
Average expense per person per trip	NT\$2,086 (US\$64.60)	NT\$2,017 (US\$63.52)	NTD : An increase of 3.42% (USD : An increase of 1.70%(※))
Total amount of expenses on domestic travels	NT\$397.1 billions (US\$12.297 billions)	NT\$360.1 billions (US\$11.341 billions)	NTD : An increase of 10.27% (USD : An increase of 8.43%)

Note : 1. The survey respondents are R.O.C. citizens of 12 and above.

2. (※) meaning "No significant change".

3. Domestic travel population ratio is the proportion of people who at least travel once domestically during the year.

4. Average expense per person per day= Average expense per person per trip/ Average days of stay per trip.

5. Exchange rate in2015, NT\$31.752; in 2016, NT\$32.292.

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

**Table2 Outbound travel indicators**

Item	2016	2015	Comparison between 2016 and 2015
Outbound travel population ratio	28.4%	27.4%	An increase of 1.0%
Total number of trips (incl. citizens under 12)	14,588,923 trips	13,182,976 trips	An increase of 10.66%
Average number of Outbound trips per person (incl. citizens under 12)	0.62 trip	0.56 trip	Increasing 0.06 trips
Average nights of stay per trip	8.05 nights	8.33 nights	-0.28nights
Average expense per person per trip	NT\$49,463 (US\$1,532)	NT\$50,384 (US\$1,587)	NTD: A decrease of 1.83% (※) (USD: A decrease of 3.47%)
Total expense on outbound travels	NT\$721.6 billions (US\$22.346 billions)	NT\$664.2 billions (US\$20.918 billions)	NTD: An increase of 8.64% (USD: An increase of 6.83%)

Note: 1. The data source of "total number of trips" and the "average nights of stay per trip": Monthly Statistics on Tourism provided by the Tourism Bureau of the Ministry of Transportation and Communications.

2. (※) meaning "No significant change".

3. Outbound travel population ratio is the proportion of people who at least travel once outbound during the year.

4. Average number of outbound trips per person = total number of outbound trips/the average total population in Taiwan.

5. Average expense per person per trip includes airfare, visa, accommodation and all other spending abroad, but does not include the spending before and after the trip.

6. Exchange rate in 2015, NT\$31.752; in 2016, NT\$32.292.

## II、Statistical Analysis

### A. Domestic Travel

- 1. There were a total of 190.38 million trips made domestically in 2016, an increase of 6.64% from 2015:** The results show that the average number of trips per person made in 2016 is 9.04 trips (an increase from 8.50 trips per person in 2015). It is estimated that 190.38 million domestic trips were made by citizens of 12 or older. If children under 12 are included, the total counts of trips will reach 219.40 million.

**Table3 Average number of domestic trips per person**

Unit: trip

Year	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Whole Year (1 <sup>st</sup> Quarter~4 <sup>th</sup> Quarter)
2016	2.40	2.05	2.44	2.15	9.04
2015	2.10	2.00	2.12	2.28	8.50

- 2. In 2016, 93.2% of citizens travelled domestically, not significantly different from 2015:** According to the survey results, citizens who travelled domestically in 2016 account for 93.2% of the total population. Compared with 2015, no significant difference.

**Table4 Domestic tourist population ratio**

Unit: %

Year	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Whole Year
2016	68.3	63.8	71.1	69.1	93.2
2015	73.1	66.0	70.3	68.2	93.2

- 3. Most of the domestic tours were made on weekends. Trips made during National Holidays increased:** In 2016, 56.9% of the domestic trips were made on weekends. Compared with 2015, trips made during national holidays had a 1.0 percent increase from 2015. For the purposes of domestic travel, 81.2% of the people travelled for “sightseeing, recreation, vacation”, followed by “visiting friends and relatives” (17.7%), not significantly different from 2015.

**Table5 Time chosen for domestic travel**

Unit: %

Travel time	2016	2015
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
National Holidays	11.9	10.9
Weekends (Saturday or Sunday)	56.9	57.8
Weekdays	31.2	31.3

Note: There were 29 national holidays in 2015, 33 national holidays in 2016.

**Table6 Purposes of domestic travel**

Unit: %

purpose		2016	2015
<b>Total</b>		<b>100.0</b>	<b>100.0</b>
Sightseeing & Recreational Vacation	<b>Sub total</b>	<b>81.2</b>	<b>81.7</b>
	Pure sightseeing	67.4	67.6
	Fitness and exercise vacations	5.4	5.1
	Ecological tours	3.3	3.5
	Conference or learning tours	0.7	0.8
	Religious travels	4.4	4.7
Business trips plus travel		<b>1.1</b>	<b>0.9</b>
Visiting friends and relatives		<b>17.7</b>	<b>17.4</b>
Others		<b>0.0</b>	—

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

4. **71.8% of the domestic trips are one-day trips:** For the year 2016, about 62.1% of the trips were within the travelers' living area. As for the duration of trips, 71.8% were one-day trips, followed by two-day trips (18.5%), three-day trips (7.4%), and four-day and above (2.3%). The average duration of a trip is 1.44 days, no significant difference from the 1.44 days in 2015.

**Table7 Regions visited by citizens in 2016**

Unit: %

Region Visited Living Area	Northern Taiwan	Central Taiwan	Southern Taiwan	Eastern Taiwan	Offshore Islands
The whole country	<b>37.9</b>	<b>30.7</b>	<b>29.4</b>	<b>4.7</b>	<b>1.0</b>
Northern Taiwan	64.3	22.3	12.3	4.1	0.5
Central Taiwan	19.0	55.9	24.6	3.2	0.7
Southern Taiwan	9.8	22.9	65.8	4.8	0.8
Eastern Taiwan	30.5	11.1	20.7	43.0	0.9
Offshore Islands	23.2	13.3	17.3	0.9	50.6

Note: 1.Region visited is a multiple question.

2. Travels within the living area (62.1%) = the total number of travels within their living area /total person-trips.

**Table8 Duration of tourist trips**

Unit: %

Number of traveling days	2016	2015
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
1 Day	71.8	71.6
2 Days	18.5	18.3
3 Days	7.4	7.5
4 Days or more	2.3	2.4
Average duration of each trip	1.44 days	1.44 days

5. **Most of the overnight travelers chose to stay in hotels or at friend's or relative's place as accommodations:** The results show that in the year 2016, 71.8% of domestic trips were 1-day trip, with no need of accommodation. Among those who travelled overnight, 12.6% chose to stay in hotels, 7.4% at friend's or relative's place and 6.4% at Bed & breakfast. The percentage of other accommodation choices were very low. Compare with 2015, "stay at friend's or relative's place" decreased 0.8%. (See Table 9).

**Table9 Accommodation choices**

Unit: %

Accommodation choices	2016	2015
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
1-day trip without accommodations	71.8	71.6
Hotel	12.6	12.1
At friend's/ relative's	7.4	8.2
Bed & breakfast	6.4	6.5
Camping	1.0	0.8
Hostel	0.7	0.7
Others	0.0	0.0

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

- 6. 90% of the travelers planned their trips by themselves, while 12.1% travelled with tour groups:** The majority of the trips were planned by the travelers themselves (90.1%), and all other types of tours account for less than 3%. Individual tours accounts for 87.9%, while group tours 12.1%. The reasons for joining package tours by travel 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: % 、trips

Types of tours	2016		2015	
	%	Total Trips (10,000)	%	Total Trips (10,000)
<b>Total</b>	<b>100.0</b>	<b>19,038</b>	<b>100.0</b>	<b>17,852</b>
Package tours by travel agencies	0.8	154	0.8	144
Tours planned by schools or classes	0.8	150	1.0	171
Tours planned by employers	1.6	302	1.7	300
Tours planned by religion groups	1.6	299	1.6	284
Tours planned by village offices or senior citizen groups	2.3	441	2.4	427
Tours planned by non-governmental organizations	1.8	349	1.7	308
Tours planned by other groups	0.9	175	0.9	160
Tours planned by tourists themselves	90.1	17,156	89.9	16,058
Others	0.1	12	—	—

Note: 1. “—” means no sample in the cell.

2. “others” means the package tour was provided by hotel or bed &amp; breakfast.

3. Total trips made to the type of tours in the year=the percentage of the type of tour × total domestic trips in the year.

**Table11 Individual or group tours**

Unit: % 、trips

Individual or group tours	2016		2015	
	%	Total trips (10,000)	%	Total trips (10,000)
<b>total</b>	<b>100.0</b>	<b>19,038</b>	<b>100.0</b>	<b>17,852</b>
Individual tours	87.9	16,742	87.9	15,696
Group tours	12.1	2,296	12.1	2,156

Note: 1. “Individual Tours” means tours planned by tourists themselves and the main transportation is not tour bus.

2. Total trips of individual/group tours in the year=the percentage of individual/group tours × total domestic trips in the year.

**Table12 Reasons for joining package tours by travel agencies**

Unit: %

Reasons for joining package tours planned by travel agencies	2016	2015
Attracted by itinerary	63.4	63.6
To save planning time	56.5	51.8
Do not have to drive	55.5	53.6
Attracted by the price	42.8	30.3
Have no transportation to the scenic site	18.9	19.3
Others	0.4	—

Note: 1. “—” means no sample in the cell.

2. This question has multiple choices.

3. There were 134 trips joined the package tours by travel agencies in 2015, 136 trips in 2016.

7. **“Friends, relatives, colleagues or classmates” are the major source of travel information. Respondents who answered “internet access through mobile phone” increased:** 51.0% of people obtained travel information from “friends, relatives, colleagues or classmates”, followed by “computer internet” (38.1%) and “Internet access through mobile phone” (26.5%). Compared with 2015, “internet access through mobile phone” increased 8.4%.

**Table13 Sources of travel information**

Unit: %

Information sources	2016	2015
Friends, relatives, colleagues, classmates	51.0	52.1
Computer internet	38.1	39.7
Internet access through mobile phone	26.5	18.1
Electronic media (tv/radio)	11.3	9.8
Printed media (newspaper/magazine)	5.9	5.8
Travel agencies	2.5	2.0
Travel service center	0.8	1.1
Tourism shows or exhibitions	0.6	0.4
Others	0.3	0.4

Note: 1.This is a multiple-choice question. Excluded are those travelers who do not collect information prior to their trip.

2. Electronic media includes television, broadcasting, and billboard, etc.

3. Printed media indicates travel books, newspapers, magazines, etc.

8. **7.5% of the tourists used travel-related products purchased from the internet, primarily by typing in portal keywords to search for traveling products. Very low percentage of tourists used travel-related products that purchased from TV shopping channels and tourism exhibitions:** In 2016, 7.5% of the tourists used travel-related products that purchased from the internet. Primarily by typing in portal keywords to search for traveling products (63.5%). Less than 1% of tourists used travel-related products that purchased from TV shopping channels and tourism exhibitions. (See Tables 14-17)



**Table14 Used travel-related products purchased from the Internet**

Unit: %

Used travel-related products purchased from the Internet		2016	2015
<b>Total</b>		<b>100.0</b>	<b>100.0</b>
No		92.5	94.9
Yes		7.5	5.1
Used items (multi-choice)	Hotel reservation	5.6	—
	Taiwan Railway	1.0	—
	Taiwan High Speed Rail	0.7	—
	Amusement park tickets	0.6	—
	Package tours	0.4	—
	Plane tickets	0.2	—
	others	0.3	—

Note: 1.The used percentage of the item= the number of person-trips that used the item/total number of person-trips.  
2.Used items was a new question in 2016.

**Table15 Search for travel-related products on internet**

Unit: %

Searching methods	2016
Portal keywords	63.5
Travel agency's website	14.5
Internet forum	8.4
Community website	6.4
Others	19.7

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

2. "others" most means the used item were purchased by others, so didn't know the searching methods.

**Table16 Used travel-related products purchased from TV shopping channels**

Unit: %

Used travel-related products purchased from TV shopping channels		2016	2015
<b>Total</b>		<b>100.0</b>	<b>100.0</b>
No		100.0	99.9
Yes		0.0	0.1
Used items (multi-choice)	Package tours	0.0	—
	Hotel reservation	0.0	—
	Others	—	—

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

2. Used items was a new question in 2016.

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

**Table17 Used travel-related products purchased from tourism exhibitions**

Unit: %

Used travel-related products purchased from tourism exhibitions		2016	2015
<b>Total</b>		<b>100.0</b>	<b>100.0</b>
No		99.4	99.4
Yes		0.6	0.6
Used items (multi-choice)	Hotel reservation	0.5	—
	Package tours	0.1	—
	Tickets	0.0	—
	Meal coupon	0.1	—
	Others	0.0	—

Note : 1. The used percentage of the item= the number of person-trips that used the item/total number of person-trips.  
 2. Used items was a new question in 2016.  
 3. Note: “0.0” means the percentage is under 0.05, “—” means no sample in the cell.

- 9. “Transportation convenience” is the most important factor for choosing the visiting places:** The top main factor considered by the tourists in terms of visiting places is the “transportation convenience”, followed by “Local delicacies”. Compared with 2015, “Local delicacies”, “Theme activities” and “Folk festivals” increased 1.4%, 1.2% and 0.5% respectively, “Transportation convenience” and “Children’s preferences” decreased 2.2% and 1.0% respectively. (See Table 18)

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

Unit: %

Main factors	2016	2015
Transportation convenience	42.9(1)	45.1(1)
Local delicacies	14.3(2)	12.9(2)
Curiosity/never been there	13.2(2)	13.0(2)
Theme activities	10.3(4)	9.1(4)
Children's preferences	6.2(5)	7.2(5)
Visiting exhibitions	3.3(6)	2.9(6)
Elder's preferences	3.1(6)	3.4(6)
New attractions/facilities	2.8(6)	2.8(6)
Folk festivals	1.4(9)	0.9(9)
Health care or medical treatment	0.3(9)	0.5(9)
Others	2.1	2.3

- 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 travelers consider whether or not to visit the places. The same ranking number means the degree of importance is under the significance level  $\alpha=5\%$ .  
 3. As regards "transportation convenience", 9.7% of the travelers in 2015 and 10.1% in 2016 take into considerations the convenience of taking mass transportation.  
 4. "Others" include discount coupons, annual fixed trips, etc.

**10. Most people chose to travel for "natural scenery sightseeing activities":** Among major tourist activities, most people (62.8%) travelled for "natural scenery sightseeing activities", followed "Other recreational activities" (52.7%). Compared with 2015, those who chose "Shopping", "Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc", "Driving for fun(cars, motorcycle)", "Sunrise/snow watching/ astronomical phenomena observation", "Enjoying tea, coffee or afternoon tea", "Forest trail hiking, mountain climbing, camping, stream tracing" and "Visiting unique architectures" increase 3.9%, 3.0%, 2.8%, 1.8%, 1.6%, 1.4% and 1% respectively. "Visiting cultural and arts exhibitions" and "Hot spring (cool spring), spa" decreased 0.8% and 0.7%, respectively. Looking into the favorite activities, most people chose visiting places for the "Natural scenery sightseeing activities" (42.7%). Compared with 2015, "Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc" and "Shopping" increased 1.7% and 1.2%, respectively. (See Tables 19-20).

**Table19 Main recreational activities**

Unit: %

Recreational activities	2016	2015
<b>Natural scenery sightseeing activities</b>	<b>62.8</b>	<b>62.7</b>
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	52.9(1)	49.9(1)
Forest trail hiking, mountain climbing, camping, stream tracing	36.6	35.2
Animals watching (e.g. whale, firefly, bird, panda, etc.)	8.0	8.2
Plants watching (e.g. flower field, sakura, maple leaves, giant trees)	17.2	17.6
Sunrise/snow watching/ astronomical phenomena observation	6.5	4.7
<b>Cultural experiencing activities</b>	<b>29.9</b>	<b>29.8</b>
Visiting cultural and historical sites	7.6	7.9
Attending festivals	1.3	0.9
Watching shows	1.5	1.5
Visiting cultural and arts exhibitions	6.0	6.8
Visiting activity exhibitions	2.4	2.0
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc)	0.5	0.6
Indigenous culture experience	0.9	0.8
Religious activities	9.4	9.3
Farm experience	2.1	2.2
Reminiscence experience	1.2	1.8
Visiting unique architectures	4.8	3.8
Popular movie/ tv drama filming sites	0.1	0.1
<b>Sports activities</b>	<b>5.9</b>	<b>6.5</b>
Swimming, diving, surfing, water skiing, jet skiing etc.	2.0	2.3
Whitewater rafting, boating	0.2	0.2
Fishing	0.2	0.4
Paragliding	0.0	0.0
Ball games	0.3	0.2
Rock-climbing	0.1	0.0
Grass skiing	0.0	0.1
Cycling	3.0	3.4
Watching sport games	0.1	0.1
Jogging/marathon	0.2	0.1
<b>Amusement park activities</b>	<b>5.6</b>	<b>5.1</b>
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	2.4	2.5
Water amusement park activities	0.5	0.6
Watching shows/programs provided by the amusement park	2.6	2.5
Watching the theme display in the amusement park	1.5	1.0

Note: 1. This is a multiple-choice 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 level  $\alpha = 5\%$ .

**Table 19 Main recreational activities (Cont.)**

Unit: %

Recreational activities	2016	2015
<b>Culinary activities</b>	<b>48.2</b>	<b>48.7</b>
Tasting local delicacies	39.7(3)	40.2(2)
Night market eateries	11.3	11.4
Enjoying tea, coffee or afternoon tea	8.5	6.9
Tasting healthy food	0.2	0.2
Food promotion and cooking activities	0.1	0.1
<b>Other recreational activities</b>	<b>52.7</b>	<b>48.4</b>
Driving for fun(cars, motorcycle)	7.9	5.1
Hot spring (cool spring), spa	4.5	5.2
Shopping	43.1(2)	39.2(2)
Watching movies	1.4	1.1
Cruising/taking ferries	3.6	3.3
Enjoying scenery on cable car	0.8	0.9
Visiting Tourism Factory	2.9	2.4
Hot-air balloon riding	0.0	0.0
Others	1.0	1.0
<b>Only visiting relatives and friends. No activities arranged.</b>	<b>11.1</b>	<b>11.0</b>

Note: 1. This is a multiple-choice 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 level  $\alpha = 5\%$ .

**Table20 Favorite activities**

Unit: %

<b>Recreational activities</b>	2016	2015
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
<b>Natural scenery sightseeing activities</b>	<b>42.7</b>	<b>41.5</b>
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	22.3(1)	20.6(1)
Forest trail hiking, mountain climbing, camping, stream tracing	13.8(2)	13.8(2)
Animals watching (e.g. whale, firefly, bird, panda, etc.)	1.7	2.1
Plants watching (e.g. flower field, sakura, maple leaves, giant trees)	3.1	3.6
Sunrise/snow watching/ astronomical phenomena observation	1.8	1.4
<b>Cultural experiencing activities</b>	<b>14.7</b>	<b>15.6</b>
Visiting cultural and historical sites	1.8	2.2
Attending festivals	0.7	0.5
Watching shows	0.5	0.7
Visiting cultural and arts exhibitions	2.9	3.1
Visiting activity exhibitions	1.1	0.9
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc)	0.2	0.3
Indigenous culture experience	0.3	0.3
Religious activities	4.7	4.8
Farm experience	1.0	1.1
Reminiscence experience	0.4	0.6
Visiting unique architectures	1.2	1.0
Popular movie/ tv drama filming sites	0.0	0.0
<b>Sports activities</b>	<b>3.5</b>	<b>3.7</b>
Swimming, diving, surfing, water skiing, jet skiing etc.	1.2	1.2
Whitewater rafting, Boating	0.1	0.1
Fishing	0.1	0.3
Paragliding	0.0	0.0
Ball games	0.2	0.1
Rock-climbing	0.0	0.0
Grass skiing	0.0	0.0
Cycling	1.7	1.8
Watching sport games	0.1	0.0
Jogging/marathon	0.2	0.1

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 level  $\alpha = 5\%$ .

**Table 20 Favorite activities (Cont.)**

Unit: %

<b>Recreational activities</b>	<b>2016</b>	<b>2015</b>
<b>Amusement park activities</b>	<b>2.5</b>	<b>2.5</b>
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	1.2	1.3
Water amusement park activities	0.3	0.3
Watching shows/programs provided by the amusement park	0.7	0.7
Watching the theme display in the amusement park	0.3	0.3
<b>Culinary Activities</b>	<b>15.0</b>	<b>15.7</b>
Tasting local delicacies	10.0	11.0(3)
Night market eateries	3.7	3.7
Enjoying tea, coffee or afternoon tea	1.3	1.0
Tasting healthy food	0.0	0.0
Food promotion and cooking activities	0.0	0.0
<b>Other recreational activities</b>	<b>18.3</b>	<b>17.1</b>
Driving for fun(cars, motorcycle)	0.9	0.7
Hot spring (cool spring), spa	2.2	2.8
Shopping	11.2(3)	10.0
Watching movies	1.0	0.8
Cruising/taking ferries	1.2	1.0
Enjoying scenery on cable car	0.4	0.4
Visiting tourism factory	0.7	0.5
Hot-air balloon riding	0.0	0.0
Others	0.7	0.7
<b>No favorite activities</b>	<b>3.2</b>	<b>3.9</b>

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 level  $\alpha = 5\%$ .

**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, “Sun-Moon lake”; in the south, “Love River, Cijin and Sizihwan” and in the east, “Chishingtan Beach”:** In 2016, most trips 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	2016	2015
Northern Taiwan	37.9	37.7
Central Taiwan	30.7	31.6
Southern Taiwan	29.4	28.9
Eastern Taiwan	4.7	5.0
Offshore Islands	1.0	0.8

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: %

2016			2015		
Most visited places in Taiwan	Visit. ratio (%)	Total trips in 2016 (10,000)	Most visited places in Taiwan	Visit. ratio (%)	Total trips in 2015 (10,000)
Love River/Cijin/Sizihwan	3.99	760	Love River/Cijin/Sizihwan	4.99	891
Tamsui/Bali	3.82	726	Tamsui/Bali	4.38	782
Sun-Moon lake	3.12	594	Jiaoxi	3.55	634
Jiaoxi	2.96	563	Fengchia Shopping District	3.13	559
Anping Fort	2.62	499	Sun-Moon lake	3.05	544
Fengchia Shopping District	2.54	484	Anping Fort	2.73	487
Sitou	2.32	441	Luodong Night Market	2.30	411
Yizhong st. Shop. District	2.06	393	Sitou	2.27	405
Luodong Night Market	1.93	367	Yizhong st. Shop. District	2.13	380
Chimei Museum	1.67	317	Fort Provintia	1.76	314

Note : 1. Visiting ratio = the number of trips made to this place/ total number of trips.

2. The places being visited were specifically answered by the respondents.

3. Total trips made to this place in the year = visiting ratio x total domestic trips in the year.



**12. People still travelled mainly by their own automobile:** The results show that personal automobile was still the main transportation for most tourists (64.4%), followed by tour bus (10.9%) and passenger bus (9.8%). Compared with 2015, not significantly different from 2015.

**Table23 Main transportation for travel**

Unit : %

Main transportation	2016	2015
Personal automobile	64.4 (1)	64.8 (1)
Tour bus	10.9 (2)	11.1 (2)
Passenger bus (by public or private sector)	9.8 (3)	10.0 (3)
Motorcycle	7.9	7.5
Taiwan railway	7.7	7.6
Taiwan high speed rail	3.4	3.1
Mass rapid transit (MRT)	8.5	8.1
Airplane	0.9	0.7
Boat	1.9	1.6
Rental car	1.1	1.0
Taxi	1.7	1.5
Bicycle	1.1	1.2
Travel bus	0.1	0.1
Cable car	0.1	0.3
Others	0.4	0.8

- Note : 1. This is a multiple-choice 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 level  $\alpha = 5\%$ .  
 3. Rapid transit, Taiwan Tourist Shuttle Service, and other public and private city buses are included in "passenger bus"; "travel bus" mean Taiwan Tour Bus.  
 4. "Others" include options like walking, school bus, hotel shuttle, etc.

**13. 97% of tourists felt satisfied with the places visited:** 97.3% of tourists felt satisfied with the facilities and places they visited (including "very satisfied" and "fairly satisfied"), and 1.8% were dissatisfied (including "fairly dissatisfied" and "very dissatisfied"). The most dissatisfied item is "site management and maintenance".

**Table24 Satisfaction with places visited**

Unit: %

	Total	Satisfied			Dissatisfied			No comment
		subtotal	very satisfied	fairly satisfied	subtotal	fairly dissatisfied	very dissatisfied	
2016	100.0	97.3	20.9	76.4	1.8	1.6	0.2	0.9
2015	100.0	97.4	21.6	75.8	1.5	1.4	0.1	1.1

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

**14. In 2016, the total expense on domestic travel by people of 12 and above was NT\$397.1 billion, a 10.27% growth from 2015:** Based on the survey, the average expense per domestic trip per person was NT\$2,086 in 2016, a 3.42% growth from 2015 (NT\$2,017). Traveler's expenses covered the following items, from high to low: transportation, food and beverage, shopping, lodging, entertainment and other expenses. Those who had overnight trips with paid accommodations spent, on average, NT\$5,057 per person per trip, as opposed to NT\$1,127 per person per trip for 1-day-trip travelers. Those who joined group tours spent averagely NT\$3,223 per person per trip, whereas NT\$1,570/person/1-day-trip and NT\$5,459/person/overnight-trip. It is estimated the total domestic travel expenses by citizens of 12 years of age and above in 2016 are NT\$397.1 billion, an increase of 10.27% from 2015 (See Tables 25-28).

**Table25 Average expenses of domestic travel per person per trip**

Unit: NT\$

Item	2016		2015		Growth rate(%)
	NT\$	%	NT\$	%	
<b>Total</b>	<b>2,086</b>	<b>100.0</b>	<b>2,017</b>	<b>100.0</b>	<b>3.4</b>
Transportation	509	24.4	506	25.1	0.6
Lodging	356	17.1	335	16.6	6.3
Food and beverage	559	26.8	532	26.4	5.1
Entertainment	114	5.5	110	5.5	3.6
Shopping	454	21.8	442	21.9	2.7
Other expenses	94	4.5	92	4.6	2.2

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 and tips, etc.

**Table26 Average expense of domestic travel per person per trip in 2016-Overnight**

Unit: NT\$

Item	Total	Over-night trip		1-day trip
		Paid lodging	Free lodging	
<b>Total</b>	<b>2,086</b>	<b>5,057</b>	<b>3,059</b>	<b>1,127</b>
Transportation	509	1,033	1,057	302
Lodging	356	1,711	0	0
Food and bverage	559	1,147	953	349
Entertainment	114	264	120	70
Shopping	454	781	685	336
Other expenses	94	121	244	70

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 expenses per person per trip**

Unit: NT\$

Item	Total	1-day trip	Overnight trip
<b>Total</b>	<b>3,223</b>	<b>1,570</b>	<b>5,459</b>
Transportation	736	421	1,163
Lodging	665	0	1,565
Food and beverage	504	284	804
Entertainment	220	107	372
Shopping	855	592	1,210
Other expenses	243	166	345

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

**Table28 Total expenses for domestic travel**

Year	Average expense per person per trip	Total number of domestic trips	Total domestic travel expenses
2016	NT\$2,086	190,376,000 trips	NT\$397.1 billions
2015	NT\$2,017	178,524,000 trips	NT\$360.1 billions

**15. Most of the group tours travelled for 1 day, on Weekends:** Most of the group tours travelled for 1 day (57.5%). Average duration of group travel is 1.58 days. Weekends (54.3%) was the most popular day for group tours, followed by weekdays (42.3%) (See Table 29).

**Table29 Group tours status**

Item		%
Total		<b>100.0</b>
Days	1 Day	57.5
	2 Days	29.0
	3 Days	11.8
	4 Days or more	1.7
	Average duration of each trip	1.58days
Time of the year	National holidays	3.4
	Weekends (Saturday or Sunday)	54.3
	Weekdays	42.3
Types of tours	Package tours by travel agencies	6.7
	Tours planned by schools or classes	6.5
	Tours planned by employers	13.2
	Tours planned by religion groups	13.1
	Tours planned by village offices or senior citizen groups	19.3
	Tours planned by non-governmental organizations	15.3
	Tours planned by other groups	7.6
	Tours planned by tourists themselves	17.8
	others	0.5
transportation (multiple-choice)	Personal automobile	6.2
	Tour bus	90.7
	Passenger bus (by public or private sector)	3.3
	Motorcycle	1.5
	Taiwan railway	3.4
	Taiwan high speed rail	1.1
	Mass rapid transit (MRT)	1.6
	Airplane	1.7
	Boat	3.5
	Rental car	0.7
	Taxi	0.6
	Bicycle	0.8
	Travel bus	0.2
	Cable car	0.1
Others	0.6	

Note: "Group tours" refers to package tours by travel agencies, travel organized by companies, schools, clubs, societies, religious organizations, etc. or tours planned by tourists themselves and by tour bus.

**16. The elderly travelled on weekdays, mostly. Most of the elderly planned the tours by themselves (73.2%). 32.5% of them joined group tours. Personal automobile (42.6%) and tour bus (36.3%) were the two main travel transportation tools elderly used:** Most of the elderly (65 and above) travelled during weekdays (52.4%). Most of them planned the tours by themselves (73.2%), followed “tours planned by village offices or senior citizen groups” (10.5%). 32.5% of them joined group tours. They mainly travelled on personal automobile (42.6%), followed by tour bus (36.3%).

**Table30 Elderly tours status**

Item		%
<b>Total</b>		<b>100.0</b>
Time of the year	National holidays	8.2
	Weekends (Saturday or Sunday)	39.4
	Weekdays	52.4
Types of tours	Package tours by travel agencies	1.4
	Tours planned by schools or classes	0.4
	Tours planned by employers	1.6
	Tours planned by religion groups	5.0
	Tours planned by village offices or senior citizen groups	10.5
	Tours planned by non-governmental organizations	4.6
	Tours planned by other groups	3.1
	Tours planned by tourists themselves	73.2
	Other	0.2
Individual/Group	Individual tours	67.5
	Group tours	32.5
Transportation (multiple-choice)	Personal automobile	42.6
	Tour bus	36.3
	Passenger bus (by public or private sector)	12.8
	Motorcycle	3.7
	Taiwan railway	5.4
	Taiwan high speed rail	2.4
	Mass rapid transit (MRT)	7.0
	Airplane	0.9
	Boat	1.7
	Rental car	1.0
	Taxi	1.7
	Bicycle	0.7
	Travel bus	0.3
	Cable car	0.3
Others	0.4	

Note: “Elderly” refers to people of 65 or above.

## **B. Comparisons between Domestic and Outbound Travel**

- 1. Outbound travelers who also made domestic trips account for 99.6%, higher than those who travelled only domestically (90.7%):** In 2016, 93.2% made domestic trips, while 28.4% travelled overseas. On average, people made 9.04 domestic trips per person and 0.62 outbound trips per person in the year. Observed the impact of outbound travel on domestic travel, outbound travelers had higher chances of making domestic travels, higher expense per person per trip and stay longer days per trip in domestic travel than that didn't outbound travelers. Observed the impact of domestic travel on outbound travel, domestic travelers had higher chances of making outbound travels, but lower expense per person per trip and stay shorter nights per trip in outbound travel than that didn't domestic travelers.(See Tables 31-33)

**Table31 Domestic vs. outbound travel in 2016**

	Domestic Travel					Outbound Travel				
	1st Quarter	2nd Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Whole Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
Did not travel	31.7%	36.2%	28.9%	30.9%	6.8%	91.0%	89.4%	88.5%	91.0%	71.6%
Travelled	68.3%	63.8%	71.1%	69.1%	93.2%	9.0%	10.6%	11.5%	9.0%	28.4%
Average number of trips per person	2.40	2.05	2.44	2.15	9.04	0.15	0.16	0.17	0.14	0.62
Total number of trips	50,500,000 trips	43,150,000 trips	51,396,000 trips	45,330,000 trips	190,376,000 trips	3,422,893 trips	3,831,618 trips	3,906,218 trips	3,428,194 trips	14,588,923 trips
	57,570,000 trips (incl. children under 12)	49,623,000 trips (incl. children under 12)	59,619,000 trips (incl. children under 12)	52,583,000 trips (incl. children under 12)	219,395,000 trips (incl. children under 12)					

**Table32 Domestic travel population, average expense per person per trip and average day of stay per trip in 2016—outbound travel v.s didn't outbound travel**

Unit: %

Status	Domestic travel population(%)	average expense per person per trip(NT\$)	average day of stay per trip(day)
<b>Overall</b>	<b>93.2%</b>	<b>NT\$2,086</b>	<b>1.44 days</b>
Outbound travel	99.6%	NT\$2,620	1.55 days
Didn't outbound travel	90.7%	NT\$2,024	1.42 days

**Table33 outbound travel population, average expense per person per trip and average nights of stay per trip in 2016—domestic travel v.s didn't domestic travel**

Unit: %

Status	outbound travel population(%)	average expense per person per trip(NT\$)	average day of stay per trip(night)
<b>Overall</b>	<b>28.4%</b>	<b>NT\$49,463</b>	<b>8.05 nights</b>
Domestic travel	30.3%	NT\$48,332	6.81 nights
Didn't domestic travel	1.6%	NT\$52,529	10.00 nights

2. **69.9% of outbound travelers did not cut down their domestic travel because they had made outbound trips. The major reason that affected citizen's desire to travel abroad was the "length of vacation or time available":** In 2016, 30.1% of outbound travelers reduced their domestic trips due to outbound travel already made, whereas 69.9% said their outbound trips made no impact on their domestic travel plan. The leading factor which affected people's decision for traveling outbound was the "length of vacation or time available" (30.0%), followed by the "budget available" (20.3%). Compared with 2015, "Invitation from relatives or friends" and "Cheap airfare or tour fee" had 1.3% and 0.6% increase respectively, "Length of vacation or time available" had 2.1% decrease. Observed the interaction at domestic and outbound travel, most of citizens had domestic travel but no outbound travel (64.9%), followed had domestic and outbound trips (28.3%), no domestic and outbound trips (6.7%), had outbound trips but no domestic trips (0.1%). (See Tables 34-36)

**Table34 Domestic trips reduced due to outbound tours**

Unit: %

Item	2016	2015
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
Domestic trips not reduced	69.9	69.7
Domestic trips reduced due to outbound trips	30.1	30.3

**Table35 Factors affecting outbound travel decision**

Unit: %

Item	2016	2015
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
Length of vacation or time available	30.0	32.1
Budget available	20.3	20.4
Invitation from relatives or friends	10.5	9.2
Attractiveness of package tour itinerary	10.2	10.0
Cheap airfare or tour fee	8.1	7.5
Appropriate arrangement for work or family needs	6.4	6.0
Health condition	4.6	4.7
Foreign currency exchange rates	1.3	1.2
Business needs	0.9	1.2
Other factors	0.1	0.1
No intention for outbound travel	7.6	7.6

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

**Table36 Domestic travel vs. outbound travel in 2016**

Unit: %

Outbound travel \ Domestic travel	No	Yes	Total
	No	6.7	0.1
Yes	64.9	28.3	<b>93.2</b>
Total	<b>71.6</b>	<b>28.4</b>	<b>100.0</b>

- 3. In the outbound travels, higher averagely age and higher monthly income than domestic travelers:** Comparing features of domestic and bound travelers, we found that most domestic trips were made in February, and most outbound trips in June and July. Gender-wise, both domestic and outbound trips, half of male and female. Age-wise, domestic travelers averagely aged 41 (median), and outbound travelers 42 (median). As for the monthly income, domestic travelers, on average, made NT\$27,120 per month, which is lower than the outbound travelers, NT\$37,225 per month. As regards their occupation, more domestic travelers were students, housekeepers, service/sales workers, technicians/assistants, office supportive staff, among those who travelled outbound, more were technicians/assistants, service/sales workers, office supportive staff, students, supervisors and managers and housekeepers. (See Table 37)



**Table37 Characteristics of domestic vs. outbound travelers in 2016**

Characteristics	Domestic travelers	Outbound travelers
Month	February (12.3%)	June (9.4%) and July (9.6%)
Gender	Females (51.2%), males (48.8%)	Females (49.8%), males (50.2%)
Age	Average Age (median): 41	Average Age (median): 42
Monthly income	Average monthly income (median): NT\$27,120	Average monthly income NT\$37,225
Occupations	Students (13.8%), Housekeepers (13.8%), Service/sales workers (11.9%), Technicians/assistants (11.7%), Office supportive staff (11.3%),	Technicians/assistants (13.2%), Service/sales workers (11.7%), Office supportive staff (11.6%), Students (11.5%), Managers/supervisors (11.5%), Housekeepers (10.4%)

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

- 4. Both domestic and outbound trips were mainly made for sightseeing:** Most people travelled domestically for “sightseeing, recreation or vacation purpose” (81.2%), followed by visiting friends or relatives (17.7%). For outbound trips, more people went for “sightseeing, recreation or vacation purpose” (72.1%), followed by the “business” (16.2%). The major reason for choosing the country (area) was “relatives’ or friends’ invitation” (33.8%), “curiosity of different culture” (22.6%). Compared with 2015, no significant difference. (See Tables 38-39)

**Table38 Purpose of domestic vs. outbound travel in 2016**

Domestic travel		Outbound travel	
Purpose	%	Purpose	%
<b>Total</b>	100.0	<b>Total</b>	100.0
<b>Sub total</b>	81.2	Sightseeing, recreation, vacation	72.1
Pure sightseeing	67.4		
Fitness and exercise vacations	5.4		
Ecological tours	3.3		
Tours for conference or learning	0.7		
Religious travels	4.4		
Business trips plus travel	1.1	Business trips plus travel	16.2
Visiting friends and relatives	17.7	Visiting friends and relatives	11.0
—	-	Short-term study	0.7
Others	0.0	Others	-

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

**Table39 Major reason for sightseeing traveler choosing visiting country (area)**

Unit: %

Major reason	2016	2015
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
Relatives' or friends' invitation	33.8	33.7
Curiosity of different culture	22.6	25.6
Search of stress relief	12.5	13.0
Cheap traveling expenses	7.2	5.5
Shopping	4.5	4.7
A gift from employer	4.2	5.5
Historical legacy	3.5	2.8
Special tourist activities	3.4	2.1
Tasting exotic cuisine	2.7	2.2
Accessibility	2.0	2.3
Good recreational facilities	1.4	1.3
Religious factors	1.1	0.6
Others	1.0	0.7

**5. Most tourists, both domestic and outbound, preferred short-distance trips:** In 2016, 62.1% of the domestic travelers chose to travel within their living area (see Table 7). For outbound travelers, 88% opted for Asian countries, especially Japan (34.9%). Compared with 2015, the number of visitors to Japan and Korea increased 1.2% and 2.4% respectively, while the number of travelers to Mainland China decreased 2.9%. Visits to other countries see no great changes (See Table 40).

**Table40 Destination of outbound travel**

Unit : %

Destination			2016		2015	
Asia	Mainland China/Hong Kong/Macao	Hong Kong		6.7(3)		7.9(3)
		Mainland China	32.5	24.6(2)	36.6	27.5(2)
		Macao		2.9		3.9
	Southeast Asia	Thailand		3.4		3.8
		Malaysia		2.5		1.6
		Singapore		2.3		2.7
		Indonesia	13.1	1.3	13.8	1.9
		Philippines		1.1		0.8
		Vietnam		2.9		2.7
		Cambodia		0.5		0.8
	Myanmar		0.2		0.2	
	Northeast Asia	Japan	40.4	34.9(1)	37.2	33.7(1)
		Korea		5.9(3)		3.5
Central/S. Asia	India	0.0	0.0	0.0	0.0	
Others		1.0	1.0	0.9	0.9	
America	U.S.A.		4.4		3.8	
	Canada	5.5	1.1	4.4	0.8	
	Others		0.4		0.2	
Europe	U.K.		1.0		0.9	
	Netherlands		0.6		0.8	
	Belgium		0.3		0.5	
	France		1.0		1.1	
	Germany		2.0		1.5	
	Switzerland		1.1		0.7	
	Austria	6.2	1.3	6.5	0.9	
	Czech		1.0		0.9	
	Hungary		0.2		0.2	
	Italy		0.9		1.3	
	Greece		0.1		0.3	
	Spain		0.3		0.3	
	Others		1.7		1.7	
	Oceania	Australia		1.3		1.4
New Zealand		1.6	0.2	1.7	0.4	
Palau			0.1		—	
others			—		—	
Africa	South Africa	0.3	0.1	0.2	0.1	
	Others		0.2		0.0	

Note: 1. Traveling region is a multiple-choice 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 the northern Taiwan are the major domestic and outbound travelers:** Data show that northern citizens (46.4%) had the most share of domestic travel, followed by central Taiwan (25.3%) and southern Taiwan (25.8%). Outbound travelers also found more northern citizens (53.3%), followed by central (22.3%) and southern (21.5%) citizens. It is clear that people in the north were the major travelers in the domestic and outbound travel.

**Table41 Domestic and outbound travelers' region of residence in 2016**

Unit: %

Region of residence	Domestic travel	Outbound travel
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
Northern Taiwan	46.4	53.3
Central Taiwan	25.3	22.3
Southern Taiwan	25.8	21.5
Eastern Taiwan	1.7	1.7
Offshore Islands	0.8	1.2

**7. Most domestic and outbound travels are made by individuals:** The most domestic are made by individuals (87.9%), the most outbound are also made by individuals (68.7%). There were 31.3% outbound travel made by group higher than the domestic travel (12.1%). Those who chose arranged tours by travel agencies did so for main reasons are “recommendation by relatives and friends”, “reasonable prices” and “prior travel experiences with the agency”. (See Tables 42-43)

**Table42 Type of Domestic vs. outbound travel in 2016**

Unit: %

Type	Domestic travel	Outbound travel
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
Individual tour	87.9	68.7
Group tour	12.1	31.3

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

**Table43 Reasons for choosing travel agency for domestic vs. outbound travel in 2016**

Unit: %

Reasons	Domestic travel	Outbound travel
Recommendation by friends and relatives	51.7	47.0
Reasonable price	39.9	37.2
Prior travel experiences with the agency	41.6	33.2
Travel agency's good reputation	16.3	20.8
Particular spots/itinerary only provided by this agency	9.6	7.4
Others	—	3.5

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

2."—"means no sample in the cell.

- 8. In 2016, the sum of domestic travel expenses by ROC citizens is NT\$397.1 billion, whereas that of outbound travel is NT\$ 721.6 billion:** The average spending per person per domestic trip was NT\$2,086 in 2016. There were a total of 190.38 million of domestic trips made in 2016. The sum of expense on domestic trips is estimated NT\$397.1 billion. As for outbound travel, the average spending per person per trip is NT\$49,463 and a total of NT\$721.6 billion was estimated to be spent on outbound travel in 2016. In addition, the spending prior to and after the outbound travel averages NT\$2,251 (including purchases of travel necessities, transportation between home and airports or seaports, payment after returning home), no significant with 2015. The total expense prior to and after the outbound trip was estimated to be NT\$32.84 billion. (See Tables 44-45)

**Table44 Expenses on domestic vs. outbound travel in 2016**

Expense	Domestic travel	Outbound travel
Average spending per trip per person	NT\$2,086 (+3.42%)	NT\$49,463 (- 1.83%(※))
Total trips	190,376,000 trips (+6.64%)	14,588,923 trips (+10.66%)
Total travel expenses	NT\$397.1 billions (+10.27%) US\$12.297 billions (+8.43%)	NT721.6billions (+8.64%) US\$22.346 billions (+6.83%)

Note: 1.Number inside parenthesis indicates growth rate from 2015.

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

3.(※)meaning "No significant change".

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

Unit: NT\$

Expense	2016	2015
<b>Total</b>	<b>2,251</b>	<b>2,256</b>
Purchase of travel necessities prior to trip	1,537	1,533
Transportation between home and airport/harbor	671	693
Related expenses after returning home	43	30

Note: 1. "Purchase of travel necessities prior to trip" includes travel necessities, clothes, medicine and gifts for overseas relatives and friends, etc.

2. "Related expenses after returning home" include travel-related expenses such as camera and luggage repairs, laundry, etc.

