2015 Survey of Travel by R.O.C Citizens

Summary

With the efforts made by the public and private sectors, tourism industry has taken on a very important role in the national and local economic development. However, tourism industry is highly sensitive to changes around us, including national and international environmental. In February, we had TransAsia crash; In June, dust explosion at Formosa Fun Coast and epidemic Dengue fever in Tainan. However, in December, Taiwan High Speed Rail added three new stations (Miaoli County, Changhua County and Yunlin County), In July, Taipei Rapid Transit Bannan line extended to Dingpu Station; the new holiday mode[1]; Tainan City Government implemented three–stages programs to promote tourism; and Executive Yuan promoteed Short-term programs to improve consumption in November. All of these encouraged citizens to travel, and made the total number of trips traveled by the citizen increase of 14.25% over previous year. For outbound tours, there were significance increase of citizens visiting Japan and Europe due to Japanese Yen and Euro depreciation.

This survey is to understand the tendency of our people’s travelling choices in 2015, 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 peried was between January 1st and December 31st, 2015.

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: 5,568 persons in the first quarter, 5,566 in the second, 5,562 in the third and 5,561 in the fourth quarter. For outbound travel, there were 421 successful interviews in the first quarter, 565 in the second quarter, 620 in the third and 576 in the fourth. Following is the result analysis in two parts—“Important Indicators” and “Statistical Analysis”.

[1] From 2015, if the national holiday is on saturady, the day before the national holiday (friday) should be off for the holiday, if the national holiday is on sunday, the day after the national holiday (Monday) also should be off for the holiday.

I、Important Indicators of Domestic and Outbound Tours

A. Domestic Travel Indicators

Table1 Domestic travel indicators

Item	2015	2014	Comparison between 2015 and 2014
Domestic travel population	93.2%	92.9%	An increase of 0.3%(※)
Average trips per person	8.50 trips	7.47 trips	Increasing 1.03 trips
Total number of trips	178,524,000 trips	156,260,000 trips	An increase of 14.25%
Average days of stay per trip	1.44 days	1.45 days	-0.01 days (※)
Trips taken during holidays and weekends	68.7%	69.4%	-0.7%
Overall satisfaction level	97.4%	97.6%	-0.2%(※)
Average expense per person per day	NT$1,401 (US$44.12)	NT$1,365 (US$45.01)	NTD：An increase of 2.64%(※) (USD：A decrease of 1.98%(※))
Average expense per person per trip	NT$2,017 (US$63.52)	NT$1,979 (US$65.26)	NTD：An increase of 1.92%(※) (USD：A decrease of 2.67%(※))
Total amount of expenses on domestic travels	NT$360.1 billions (US$11.341 billions)	NT$309.2 billions (US$10.196 billions)	NTD：An increase of 16.46% (USD：An increase of 11.23%)

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 in2014, NT$30.325; in 2015, NT$31.752.

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

Table2 Outbound travel indicators

Item	2015	2014	Comparison between 2015 and 2014
Outbound travel population ratio	27.4%	23.0%	An increase of 4.4%
Total number of trips (incl. citizens under 12)	13,182,976 trips	11,844,635 trips	An increase of 11.30%
Average number of Outbound trips per person (incl. citizens under 12)	0.56 trip	0.51 trip	Increasing 0.05 trips(※)
Average nights of stay per trip	8.33 nights	8.62 nights	-0.29nights
Average expense per person per trip	NT$50,384 (US$1,587)	NT$50,944 (US$1,680)	NTD: A decrease of 1.10%(※) (USD: A decrease of 5.54%((※)))
Total expense on outbound travels	NT$664.2 billions (US$20.918 billions)	NT$603.4 billions (US$19.898 billions)	NTD: An increase of 10.08% (USD: An increase of 5.13%)

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 2014, NT$30.325; in 2015, NT$31.752.

II、Statistical Analysis

A. Domestic Travel

1. **There were a total of 178.52 million trips made domestically in 2015, an increase of 14.25% from 2014:** The results show that the average number of trips per person made in 2015 is 8.50 trips (an increase from 7.47 trips per person in 2014). It is estimated that 178.52 million domestic trips were made by citizens of 12 or older. If children under 12 are included, the total counts of trips will reach 209.35 million.

Table3 Average number of domestic trips per person

Unit: trip

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year (1st Quarter~4th Quarter)
2015	2.10	2.00	2.12	2.28	8.50
2014	1.93	1.71	1.96	1.87	7.47

2. **In 2015, 93.2% of citizens travelled domestically, not significantly different from 2014:** According to the survey results, citizens who travelled domestically in 2015 account for 93.2% of the total population. Compared with 2014, no significant difference.

Table4 Domestic tourist population ratio

Unit: %

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
2015	73.1	66.0	70.3	68.2	93.2
2014	72.0	66.8	66.3	68.1	92.9

.

3. **"Wish to travel but have no time" is still the main reason for not having domestic travel:** In 2015, 6.8% of the population did not make any domestic tour. The leading reason was that "wish to but have no time", followed by "wish to but have poor health" and "not interested". Compared with 2014, people who "wish to but have no time" decreased by 4.1%.

Table5 Reasons for not traveling

Unit: %

Reasons for not traveling	2015	2014
Total	**100.0**	**100.0**
Wish to but have no time	40.8	44.9
Wish to but have poor health	19.6	17.9
Not interested	18.9	17.9
Wish to but cannot afford	11.8	12.6
Wish to but have no travelling companions	3.7	3.0
Wish to but do not know where to travel	2.6	2.6
Already have outbound travel plans	0.9	0.3
Wish to but have transportation problems	0.9	0.7
Wish to but hesitate due to the crowdedness in the tourist places brought by its popularity	0.8	—
Wish to but the weather is poor	—	0.2
Wish to but have accommodation problems	—	—
Other reasons	—	—

Note: "—" means none has chosen this option.

4. Most of the domestic tours were made on weekends. Trips made during weekdays increased, during National Holidays decreased: In 2015, 57.8% of the domestic trips were made on weekends. Compared with 214, trips made during weekdays had a 0.7 percent increase from 2014, and travel during “national holidays” had a 0.6 percent decrease from 2014. For the purposes of domestic travel, 81.7% of the people travelled for “sightseeing, recreation, vacation”, followed by “visiting friends and relatives” (17.4%), not significantly different from 2014.

Table6　Time chosen for domestic travel

Unit: %

Travel time	2015	2014
Total	**100.0**	**100.0**
National Holidays	10.9	11.5
Weekends (Saturday or Sunday)	57.8	57.9
Weekdays	31.3	30.6

Table7　Purposes of domestic travel

Unit: %

<table>
<tr><th colspan="2">purpose</th><th>2015</th><th>2014</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>81.7</td><td>81.4</td></tr>
<tr><td>Pure sightseeing</td><td>67.6</td><td>66.5</td></tr>
<tr><td>Fitness and exercise vacations</td><td>5.1</td><td>5.4</td></tr>
<tr><td>Ecological tours</td><td>3.2</td><td>3.6</td></tr>
<tr><td>Conference or learning tours</td><td>0.8</td><td>0.7</td></tr>
<tr><td>Religious travels</td><td>4.7</td><td>5.2</td></tr>
<tr><td colspan="2">Business trips plus travel</td><td>0.9</td><td>1.0</td></tr>
<tr><td colspan="2">Visiting friends and relatives</td><td>17.4</td><td>17.6</td></tr>
<tr><td colspan="2">Others</td><td>—</td><td>0.0</td></tr>
</table>

Note: “—” means none has chosen this option, “0.0”means the percentage is under 0.05.

5. **71.6% of the domestic trips are one-day trips:** For the year 2015, about 62.3% of the trips were within the travelers' living area. As for the duration of trips, 71.6% were one-day trips, followed by two-day trips (18.5%), three-day trips (7.5%), and four-day and above (2.4%). The average duration of a trip is 1.44 days, no significant difference from the 1.45 days in 2014.

Table8 Regions visited by citizens in 2015

Unit: %

Living Area \ Region Visited	Northern Taiwan	Central Taiwan	Southern Taiwan	Eastern Taiwan	Offshore Islands
The whole country	**37.7**	**31.6**	**28.9**	**5.0**	**0.8**
Northern Taiwan	64.5	22.2	12.5	4.4	0.5
Central Taiwan	18.3	57.9	23.3	3.5	0.6
Southern Taiwan	10.8	23.9	63.9	4.8	0.4
Eastern Taiwan	29.3	12.4	19.7	46.1	0.2
Offshore Islands	27.2	10.1	14.6	2.6	50.7

Note: 1.Region visited is a multiple question.
2. Travels within the living area (62.3%) = the total number of travels within their living area /total person-trips.

Table9 Duration of tourist trips

Unit: %

Number of traveling days	2015	2014
Total	**100.0**	**100.0**
1 Day	71.6	71.9
2 Days	18.3	18.2
3 Days	7.5	7.3
4 Days or more	2.4	2.6
Average duration of each trip	1.44 days	1.45 days

6. **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 2015, 71.6% of domestic trips were 1-day trip, with no need of accommodation. Among those who travelled overnight, 12.1% chose to stay in hotels, 8.2% at friend's or relative's place and 6.5% at Bed & breakfast. Travelers' choices of accommodations in 2015 show no differences from those in 2014. Hotels, hostels, B&B's and camping account for 20.1% of the accommodation choices in the total samples, which their main accommodation locations are Nantou County, Yilan County, Pingtung County, Hualien County, Kaohsiung City and Taichung City (See Table 10-11).

Table10 Accommodation choices

Unit: %

Accommodation choices	2015	2014
Total	**100.0**	**100.0**
1-day trip without accommodations	71.6	71.9
Hotel	12.1	12.0
At friend's/ relative's	8.2	8.2
Bed & breakfast	6.5	6.4
Hostel	0.7	0.9
Camping	0.8	0.6
Others	0.0	0.1

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

Table11 The main accommodation locations

Unit: %

City/County	2015	2014	City/County	2015	2014
Nantou Country	3.1	2.9	Hsinchu Country	0.6	0.4
Yilan Country	2.6	2.6	Taoyuan City	0.4	0.4
Pingtung Country	2.3	2.3	Penghu Country	0.2	0.3
Hualien Country	2.2	2.1	Yunlin Country	0.2	0.3
Kaohsiung City	2.1	2.0	Keelung City	0.2	0.2
Taichung City	2.0	1.9	Changhua Country	0.2	0.2
Tainan City	1.7	1.4	Chiayi City	0.2	0.1
Taitung Country	1.7	1.6	Hsinchu City	0.2	0.2
Chiayi Country	0.8	0.7	Kinmen Country	0.1	0.1
Taipei City	0.8	0.7	Lienchiang Country	0.1	0.1
New Taipei City	0.8	0.8	others	79.9	80.2
Miaoli Country	0.6	0.6			

Note: 1.This is a multiple-choice question.
2.This question only asked the trips that accommodation choices are "Hotel", "Hostel", "Bed & breakfast" and "Camping".
3."others" means "1-day trip without accommodations" and "At friend's/ relative's"

7. **90% of the travelers planned their trips by themselves, while 12.1% traveled with tour groups:** The majority of the trips were planned by the travelers themselves (89.9%), 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 the itinerary", "do not have to drive" and "to save planning time", (See Tables 12-14).

Table12 Types of tours

Unit: %

Types of tours	2015	2014
Total	**100.0**	**100.0**
Package tours by travel agencies	0.8	0.6
Tours planned by schools or classes	1.0	1.1
Tours planned by emplyers	1.7	2.0
Tours planned by religion groups	1.6	1.7
Tours planned by village offices or senior citizen groups	2.4	2.5
Tours planned by non-governmental organizations	1.7	2.4
Tours planned by other groups	0.9	0.7
Tours planned by tourists themselves	89.9	89.1
Others	—	—

Note: “—” means none has chosen this option.

Table13 Individual or group tours

Unit: %

Individual or group tours	2015	2014
Individual tours	87.9	86.9
Group tours	12.1	13.1

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

Table14 Reasons for joining package tours by travel agencies

Unit: %

Reasons for joining package tours planned by travel agencies	2015	2014
Attracted by itinerary	63.6	74.8
Do not have to drive	53.6	41.0
To save planning time	51.8	42.4
Attracted by the price	30.3	21.2
Have no transportation to the scenic site	19.3	15.5
Others	—	—

Note: 1. “—” means none has chosen this option.
2. This question has multiple choices.

8. “Friends, relatives, colleagues or classmates” are the major source of travel information. Respondents who answered “internet access through mobile phone” and “computer internet” increased: 52.1% of people obtained travel information from “friends, relatives, colleagues or classmates”, followed by “computer internet” (39.7%) and “Internet access through mobile phone” (18.1%). Compared with 2014, “computer internet” and “internet access through mobile phone” increased 1.7% and 8.9% respectively.

Table15 Sources of travel information

Unit: %

Information sources	2015	2014
Friends, relatives, colleagues, classmates	52.1	52.5
Computer internet	39.7	38.0
Internet access through mobile phone	18.1	9.2
Electronic media (tv/radio)	9.8	10.0
Printed media (newspaper/magazine)	5.8	6.0
Travel agencies	2.0	2.4
Travel service center	1.1	1.5
Tourism shows or exhibitions	0.4	0.5
Others	0.4	0.3

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.

9. 5.1% of the tourists ordered travel-related products through the internet, primarily by typing in portal keywords to search for traveling products. Very low percentage of tourists purchased their travel-related products through TV shopping channels and tourism exhibitions: In 2015, 5.1% of the tourists ordered travel-related products through the internet, had a 1.0 percent increase from 2014. Primarily by typing in portal keywords to search for traveling products (77.4%) that had a 5.2 percent decrease from 2015; “Travel agency’s website” and “Community website” increased 3.2% and 3.5% respectively. Only 0.1% and 0.6% of products were purchased through TV shopping channels and at tourism exhibitions. (See Tables 16-19)

Table16 Travel-related products purchased through the Internet

Unit: %

Online purchase	2015	2014
Total	**100.0**	**100.0**
No	94.9	95.9
Yes	5.1	4.1

Table17 Search for travel-related products on internet

Unit: %

Searching methods	2015	2014
Portal keywords	77.4	82.6
Travel agency’s website	16.3	13.1
Internet forum	9.4	7.7
Community website	7.2	3.7
Others	1.5	1.4

Note:This is a multiple-choice question.

Table18 Travel-related products purchased through TV shopping channels

Unit: %

Purchase through tv shopping channel	2015	2014
Total	**100.0**	**100.0**
No	99.9	99.9
Yes	0.1	0.1

Table19 Travel-related products purchased at tourism exhibitions

Unit: %

Purchase at tourism exhibitions	2015	2014
Total	**100.0**	**100.0**
No	99.4	99.4
Yes	0.6	0.6

10. "Transportation convenience" is the most important factor for choosing the visiting places. "Transportation convenience" had an increase from 2014 and "Theme activities" had a decrease from 2014: The top main factor considered by the tourists in terms of visiting places is the "transportation convenience", followed by "Curiosity/never been there" and "Local delicacies". Compared with 2014, "Transportation convenience" increased 5.3% and "Theme activities" decreased 6.3%.

Table20 Main factors for choosing visiting places (Degree of importance)

Unit: %

Main factors	2015	2014
Transportation convenience	45.1(1)	39.8(1)
Curiosity/never been there	13.0(2)	12.1(3)
Local delicacies	12.9(2)	13.1(3)
Theme activities	9.1(4)	15.4(2)
Children's preferences	7.2(5)	6.7(5)
Elder's preferences	3.4(6)	2.9(6)
Visiting exhibitions	2.9(6)	3.4(6)
New attractions/facilities	2.8(6)	2.6(6)
Folk festivals	0.9(9)	1.2(9)
Health care or medical treatment	0.5(9)	0.7(10)
Others	2.3	2.0

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 α =5%.
3. As regards "transportation convenience", 9.2% of the travelers in 2014 and 9.8% in 2015 take into considerations the convenience of taking mass transportation.
4. "Others" include discount coupons, annual fixed trips, etc.

11. Most people chose to travel for "natural scenery sightseeing activities": Among major tourist activities, most people (62.7%) travelled for "natural scenery sightseeing activities", followered "Culinary activities"(48.7%). Compared with 2014, those who chose "Natural scenery sightseeing activities", "Cultural experiencing activities", " Sports activities", "Culinary activities" and "Other recreational activities" increased 4.0%, 1.9%, 0.8%, 2.8% and 4.2%, respectively. Those who travelled for "Only visiting relatives and friends. No activities arranged" decreased 1.6%. Looking into the detailed items, most people chose visiting places for the "geological scenery/wetland ecology" (41.5%), not significantly different from 2014. (see Tables 21-22).

Table21 Main recreational activities

Unit: %

Recreational activities	2015	2014
Natural scenery sightseeing activities	**62.7**	**58.7**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	49.9(1)	45.4(1)
Forest trail hiking, mountain climbing, camping, stream tracing	35.2	32.7
Animals watching (e.g. whale, firefly, bird, panda, etc.)	8.2	7.6
Plants watching (e.g. flower field, sakura, maple leaves, giant trees)	17.6	15.8
Sunrise/snow watching/ astronomical phenomena observation	4.7	2.9
Cultural experiencing activities	**29.8**	**27.9**
Visiting cultural and historical sites	7.9	6.4
Attending festivals	0.9	1.3
Watching shows	1.5	1.6
Visiting cultural and arts exhibitions	6.8	5.4
Visiting activity exhibitions	2.0	2.5
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc)	0.6	0.6
Indigenous culture experience	0.8	0.7
Religious activities	9.3	9.9
Farm experience	2.2	2.2
Reminiscence experience	1.8	1.5
Visiting unique architectures	3.8	2.5
Popular movie/ tv drama filming sites	0.1	0.1
Sports activities	**6.5**	**5.7**
Swimming, diving, surfing, water skiing, jet skiing etc.	2.3	2.1
Whitewater rafting, boating	0.2	0.2
Fishing	0.4	0.3
Paragliding	0.0	0.0
Ball games	0.2	0.3
Rock-climbing	0.0	0.0
Grass skiing	0.1	0.1
Cycling	3.4	2.9
Watching sport games	0.1	0.1
Jogging/marathon	0.1	0.1
Amusement park activities	**5.1**	**5.1**
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	2.5	2.8
Water amusement park activities	0.6	0.5
Watching shows/programs provided by the amusement park	2.5	2.4
Watching the theme display in the amusement park	1.0	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. “—” means none has chosen this option; “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 α =5%.

Table 21 Main recreational activities (Cont.)

Unit: %

Recreational activities	2015	2014
Culinary activities	**48.7**	**45.9**
Tasting local delicacies	40.2(2)	37.9(2)
Night market eateries	11.4	9.8
Enjoying tea, coffee or afternoon tea	6.9	5.7
Tasting healthy food	0.2	0.2
Food promotion and cooking activities	0.1	0.1
Other recreational activities	**48.4**	**44.2**
Driving for fun(cars, motorcycle)	5.1	2.9
Hot spring (cool spring), spa	5.2	4.9
Shopping	39.2(2)	35.6(3)
Watching movies	1.1	0.9
Cruising/taking ferries	3.3	2.7
Enjoying scenery on cable car	0.9	0.9
Visiting Tourism Factory	2.4	2.1
Hot-air balloon riding	0.0	0.1
Others	1.0	0.8
Only visiting relatives and friends. No activities arranged.	**11.0**	**12.6**

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

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

3. “—” means none has chosen this option; “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 α =5%.

Table22 Favorite activities

Unit: %

Recreational activities	2015	2014
Total	**100.0**	**100.0**
Natural scenery sightseeing activities	**41.5**	**41.4**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	20.6(1)	20.6(1)
Forest trail hiking, mountain climbing, camping, stream tracing	13.8(2)	13.7(2)
Animals watching (e.g. whale, firefly, bird, panda, etc.)	2.1	2.5
Plants watching (e.g. flower field, sakura, maple leaves, giant trees)	3.6	3.5
Sunrise/snow watching/ astronomical phenomena observation	1.4	1.1
Cultural experiencing activities	**15.6**	**16.6**
Visiting cultural and historical sites	2.2	2.0
Attending festivals	0.5	1.0
Watching shows	0.7	0.8
Visiting cultural and arts exhibitions	3.1	2.5
Visiting activity exhibitions	0.9	1.3
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc)	0.3	0.2
Indigenous culture experience	0.3	0.2
Religious activities	4.8	6.1
Farm experience	1.1	1.0
Reminiscence experience	0.6	0.5
Visiting unique architectures	1.0	0.9
Popular movie/ tv drama filming sites	0.0	0.0
Sports activities	**3.7**	**3.6**
Swimming, diving, surfing, water skiing, jet skiing etc.	1.2	1.3
Whitewater rafting, Boating	0.1	0.1
Fishing	0.3	0.3
Paragliding	0.0	0.0
Ball games	0.1	0.1
Rock-climbing	0.0	—
Grass skiing	0.0	0.0
Cycling	1.8	1.7
Watching sport games	0.0	0.1
Jogging/marathon	0.1	0.1

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

2. “—” means none has chosen this option; “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 α =5%.

Table 22　Favorite activities (Cont.)

Unit: %

Recreational activities	2015	2014
Amusement park activities	**2.5**	**2.7**
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	1.3	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	0.4
Culinary Activities	**15.7**	**15.6**
Tasting local delicacies	11.0(3)	11.1(3)
Night market eateries	3.7	3.4
Enjoying tea, coffee or afternoon tea	1.0	1.0
Tasting healthy food	0.0	0.1
Food promotion and cooking activities	0.0	0.0
Other recreational activities	**17.1**	**17.0**
Driving for fun(cars, motorcycle)	0.7	0.6
Hot spring (cool spring), spa	2.8	2.9
Shopping	10.0	10.2
Watching movies	0.8	0.7
Cruising/taking ferries	1.0	0.9
Enjoying scenery on cable car	0.4	0.5
Visiting tourism factory	0.5	0.6
Hot-air balloon riding	0.0	0.1
Others	0.7	0.3
No favorite activities	**3.9**	**3.1**

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

2. “—” means none has chosen this option; “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 α =5%.

12. "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, "Fengchia Shopping District" and "Sun-Moon lake"; in the south, "Love River, Cijin and Sizihwan"and in the east, "Chishingtan Beach": In 2015, most trips were made to northern Taiwan followered by Central Taiwan. "Love River, Cijin and Sizihwan" and "Tamsui and Bali" were more popular than other places.

Table23 Region visited

Unit: %

Region visited	2015	2014
Northern Taiwan	37.7	38.6
Central Taiwan	31.6	31.3
Southern Taiwan	28.9	27.8
Eastern Taiwan	5.0	5.1
Offshore Islands	0.8	0.9

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.

Table24 Most visited places in Taiwan

Unit: %

2015			2014		
Most visited places in Taiwan	Visit. ratio (%)	Total trips in 2015 (10,000)	**Most visited places in Taiwan**	Visit. ratio (%)	Total trips in 2014 (10,000)
Love River/Cijin/Sizihwan	4.99	891	Love River/Cijin/Sizihwan	4.89	764
Tamsui/Bali	4.38	782	Tamsui/Bali	4.61	720
Jiaoxi	3.55	634	Jiaoxi	2.98	466
Fengchia Shopping District	3.13	559	Fengchia Shopping District	2.86	447
Sun-Moon lake	3.05	544	Sun-Moon lake	2.70	422
Anping Fort	2.73	487	Anping Fort	2.26	353
Luodong Night Market	2.30	411	Luodong Night Market	2.09	327
Sitou	2.27	405	Yizhong st. Shop. District	2.07	323
Yizhong st. Shop. District	2.13	380	Sitou	2.06	322
Fort Provintia	1.76	314	Lugang Mazu	1.60	214

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.

13. People still travelled mainly by their own automobile increased 2%: The results show that personal automobile was still the main transportation for most tourists (64.8%), followed by tour bus (11.1%) and passenger bus (10.0%). Compared with 2014, “Personal automobile”increased 2.0%, “Tour bus” decreased 0.9%.

Table25 Main transportation for travel

Unit：%

Main transportation	2015	2014
Personal automobile	64.8 (1)	62.8 (1)
Tour bus	11.1 (2)	12.0 (2)
Passenger bus (by public or private sector)	10.0 (3)	9.9 (3)
Motorcycle	7.5	7.8
Taiwan railway	7.6	7.3
Taiwan high speed rail	3.1	3.0
Mass rapid transit (MRT)	8.1	7.9
Airplane	0.7	0.9
Boat	1.6	1.6
Rental car	1.0	1.1
Taxi	1.5	1.3
Bicycle	1.2	1.0
Travel bus	0.1	0.1
Cable car	0.3	0.3
Others	0.8	0.3

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 α =5%.
3. In 2014, Taiwan Tourist Shuttle Service and other public and private city buses are included in “passenger bus”. Travel bus indicatee Taiwan Tour Bus, etc. In 2015, 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.

14. 97% of tourists felt satisfied with the places visited: 97.4% of tourists felt satisfied with the facilities and places they visited (including “very satisfied” and “fairly satisfied”), and only 1.5% were dissatisfied (including “fairly dissatisfied” and “very dissatisfied”). The most dissatisfied item is “site management and maintenance”. (See Table 26,27).

Table26 Satisfaction with places visited

Unit: %

	Total	Satisfied			Dissatisfied			No comment
		subtotal	very satisfied	fairly satisfied	subtotal	fairly dissatisfied	very dissatisfied	
2015	100.0	97.4	21.6	75.8	1.5	1.4	0.1	1.1
2014	100.0	97.6	22.8	74.8	1.5	1.3	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 travelled for “only visiting relatives and friends”.

Table27 Dissatisfied items with places visited

Unit: %

Dissatisfied items	%
Site management & maintenance	0.6
Traffic smoothness	0.3
Parking facilities	0.3
Preservation of natural resources & scenery	0.2
Lavatory cleanness & convenience	0.2
Transportation convenience	0.1
Accommodations	0.1
Clear signs and directions	0.1
Tickets price	0.1
Staff service quality/professionalism/efficiency	0.1
Food/beverage facilities	0.1
Travel safety	0.0

Note：1.Dissatisfied item % = total number of respondents who chose this dissatisfied item in each quarter/total number of travelers.
2. "0.0"means the percentage is under 0.05.

15. **In 2015, the total expense on domestic travel by people of 12 and above was NT$360.1 billion, a 16.46% growth from 2014:** Based on the survey, the average expense per domestic trip per person was NT$2,017 in 2015, a 1.9% (no significant difference) growth from 2014(NT$1,979). 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$4,898 per person per trip, as opposed to NT$1,091 per person per trip for 1-day-trip travelers. Those who joined group tours spent averagely NT$3,033 per person per trip, whereas NT$1,465/person/1-day-trip and NT$5,334/person/overnight-trip. It is estimated the total domestic travel expenses by citizens of 12 years of age and above in 2015 are NT$360.1 billion, an increase of 16.46% from 2014 (See Tables 28-31).

Table28 Average expenses of domestic travel per person per trip

Unit: NT$

Item	2015		2014		Growth rate(%)
	NT$	%	NT$	%	
Total	**2,017**	**100.0**	**1,979**	**100.0**	**1.9**
Transportation	506	25.1	514	26.0	-1.6
Lodging	335	16.6	325	16.4	3.1
Food and beverage	532	26.4	505	25.5	5.3
Entertainment	110	5.5	114	5.8	-3.5
Shopping	442	21.9	432	21.8	2.3
Other expenses	92	4.6	89	4.5	3.4

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.

Table29 Average expense of domestic travel per person per trip in 2015-Overnight

Unit: NT$

Item	Total amount	Over-night trip		1-day trip
		Paid lodging	Free lodging	
Total	**2,017**	**4,898**	**3,015**	**1,091**
Transportation	**506**	1,017	998	305
Lodging	**335**	1,659	0	0
Food and bverage	**532**	1,102	886	331
Entertainment	**110**	254	106	70
Shopping	**442**	768	689	322
Other expenses	**92**	98	336	63

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

Table30 Group travel expenses per person per trip

Unit: NT$

Item	Total amoutnt	1-day trip	Overnight trip
Total	**3,033**	**1,465**	**5,334**
Transportation	714	421	1,145
Lodging	630	0	1,554
Food and beverage	531	277	904
Entertainment	202	111	335
Shopping	755	498	1,132
Other expenses	201	158	264

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

Table31 Total expenses for domestic travel

Year	Average expense per person per trip	Total number of domestic trips	Total domestic travel expenses
2015	NT$2,017	178,524,000 trips	NT$360.1 billions
2014	NT$1,979	156,260,000 trips	NT$309.2 billions

16. **Most of the group tours travelled for 1 day, on Weekends:** Most of the group tours travelled for 1 day(59.5%). Average duration of group travel is 1.57 days. Weekends (53.7%) was the most popular day for group tours, followed by weekdays (42.8%) (See Tables 32).

Table32 Group tours status

Item		%
Total		**100.0**
Days	1 Day	59.5
	2 Days	27.2
	3 Days	11.6
	4 Days or more	1.7
	Average duration of each trip	1.75days
Time of the year	National holidays	3.5
	Weekends (Saturday or Sunday)	53.7
	Weekdays	42.8
Types of tours	Package tours by travel agencies	6.7
	Tours planned by schools or classes	7.9
	Tours planned by employers	13.9
	Tours planned by religion groups	13.2
	Tours planned by village offices or senior citizen groups	19.8
	Tours planned by non-governmental organizations	14.3
	Tours planned by other groups	7.4
	Tours planned by tourists themselves	16.8
transportation (multiple-choice)	Personal automobile	5.3
	Tour bus	91.8
	Passenger bus (by public or private sector)	1.8
	Motorcycle	1.7
	Taiwan railway	3.1
	Taiwan high speed rail	0.8
	Mass rapid transit (MRT)	1.5
	Airplane	1.3
	Boat	3.4
	Rental car	0.5
	Taxi	0.5
	Bicycle	0.4
	Travel bus	0.2
	Cable car	0.3
	Others	1.2

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

17. The elderly travelled on weekdays, mostly. Most of the elderly planned the tours by themselves (71.6%). 34.0% of them joined group tours. Personal automobile (43.1%) and tour bus (32.6%) were the two main travel transportation tools elderly used: Most of the elderly (65 and above) travelled during weekdays (55.3%). Most of them planned the tours by themselves (71.6%), followed "tours planned by village offices or senior citizen groups" (11.7%). 34.0% of them joined group tours. They mainly travelled on personal automobile (43.1%), followed by tour bus (32.6%).

Table33 Elderly tours status

Item		%
Total		**100.0**
Time of the year	National holidays	7.3
	Weekends (Saturday or Sunday)	37.4
	Weekdays	55.3
Types of tours	Package tours by travel agencies	1.5
	Tours planned by schools or classes	0.1
	Tours planned by emloyers	1.2
	Tours planned by religion groups	5.9
	Tours planned by village offices or senior citizen groups	11.7
	Tours planned by non-governmental organizations	5.4
	Tours planned by other groups	2.5
	Tours planned by tourists themselves	71.6
Individual/Group	Individual tours	66.0
	Group tours	34.0
Transportation (multiple-choice)	Personal automobile	43.1
	Tour bus	32.6
	Passenger bus (by public or private sector)	14.3
	Motorcycle	3.5
	Taiwan railway	6.2
	Taiwan high speed rail	3.3
	Mass rapid transit (MRT)	7.5
	Airplane	0.9
	Boat	2.0
	Rental car	1.3
	Taxi	1.8
	Bicycle	0.6
	Travel bus	0.2
	Cable car	0.2
	Others	0.6

Note: "Elderly" refers to peole of 65 or above.

B. Comparisons between Domestic and Outbound Travel

1. **Outbound travelers who also made domestic trips account for 98.8%, higher than those who travelled only domestically (91.1%):** In 2015, 93.2% made domestic trips, while 27.4% travelled overseas. On average, people made 8.50 domestic trips per person and 0.56 outbound trips per person in the year. Outbound travelers had higher chances of making domestic travels (98.8%) than non-outbound travelers (91.1%).

Table34 Domestic vs. outbound travel in 2015

	Domestic Travel					Outbound Travel				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
Did not travel	26.9%	34.0%	29.7%	31.8%	6.8%	92.5%	89.8%	88.9%	89.9%	72.6%
Traveled	73.1%	66.0%	70.3%	68.2%	93.2%	7.5%	10.2%	11.1%	10.1%	27.4%
Average number of trips per person	2.10	2.00	2.12	2.28	8.50	0.13	0.15	0.15	0.13	0.56
Total number of trips	44,058,000 trips 51,548,000 trips (incl. children under 12)	41,988,000 trips 49,126,000 trips (incl. children under 12)	44,534,000 trips 52,105,000 trips (incl. children under 12)	47,944,000 trips 56,574,000 trips (incl. children under 12)	178,524,000 trips 209,353,000 trips (incl. children under 12)	3,011,436 trips	3,465,979 trips	3,490,920 trips	3,214,641 trips	13,182,976 trips

Table35 Outbound travelers vs. non-outbound travelers in 2015

Unit: %

Status	Outbound travelers（27.4%）	Non-outbound travelers（72.6%）
Total	**100.0**	**100.0**
Travel domestically	98.8	91.1
No domestic Travel	1.2	8.9

2. **69.7% 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 2015, 30.3% of outbound travelers reduced their domestic trips due to outbound travel already made, whereas 69.7% 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" (32.1%), followed by the "budget available" (20.4%). Compared with 2014, "Attractiveness of package tour itinerary", "Cheap airfare or tour fee " and "Foreign currency exchange rates" had 1.3%, 0.8% and 0.5% increase, "Length of vacation or time available" and "Budget available" had 2.2%,1.3% decrease, respectively. (See Tables 36-38).

Table36 Domestic trips reduced due to outbound tours

Item	%
Total	**100.0**
Domestic trips not reduced	69.7
Domestic trips reduced due to outbound trips	30.3

Table37 Factors affecting outbound travel decision

Unit: %

Item	2015	2014
Total	**100.0**	**100.0**
Length of vacation or time available	32.1	34.3
Budget available	20.4	21.7
Attractiveness of package tour itinerary	10.0	8.7
Invitation from relatives or friends	9.2	8.9
Cheap airfare or tour fee	7.5	6.7
Appropriate arrangement for work or family needs	6.0	6.3
Health condition	4.7	4.4
Foreign currency exchange rates	1.2	0.7
Business needs	1.2	1.1
Other factors	0.1	0.1
No intention for outbound travel	7.6	7.3

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

Table38 Domestic travel vs. outbound travel in 2015

Unit: %

Domestic travel \ Outbound travel	No	Yes	Total
No	6.5	0.3	**6.8**
Yes	66.1	27.1	**93.2**
Total	**72.6**	**27.4**	**100.0**

3. **In the outbound travels, male more than female and higher monthly income than domestic travelers:** Comparing features of domesitric and bound travelers, we found that most domestic trips were made in February, and most outbound trips in July. Gender-wise, a little higher females (51.3%) made domestic trips; a little higher percentage of males(51.3%) made outbound trips. Age-wise, domestic travelers averagely aged 40 (median), and outbound travelers 42 (median). As for the monthly income, domestic travelers, on average, made NT$27,226 per month, which is lower than the outbound travelers, NT$37,237 per month. As regards their occupation, more domestic travelers were students, housekeepers, service/sales workers, office supportive staff, technicians/assistants; among those who travelled outbound, we see supervisors and managers, retired people in addition to those in the domestic travel.

Table39 Characteristics of domestic vs. outbound travelers in 2015

Characteristics	Domestic travelers	Outbound travelers
Month	February (12.7%)	July (9.6%)
Gender	Females (51.3%), males (48.7%)	Males（51.3%）
Age	Average Age (median): 40	Average Age (median): 42
Monthly income	Average monthly income (median): NT$27,226	Average monthly income NT$37,237
Occupations	Students (13.6%), Housekeepers (13.5%), Service/sales workers (12.7%), Office supportive staff (12.2%), Technicians/assistants (12.1%)	Technicians/assistants (14.8%), Service/sales workers (12.7%), Office supportive staff (12.2%), Students (11.2%), Managers/supervisors (10.9%), retired people (10.5%), Housekeepers (10.2%)

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" (81.7%), followed by visiting friends or relatives (17.4%). For outbound trips, more people went for "sightseeing, recreation or vacation purpose" (69.0%), followed by the "business" (18.3%). The major reason for choosing the country (area) was "relatives' or friends' invitation" (33.7%), "curiosity of different culture" (25.6%). Compared with 2014, "Relatives' or friends' invitation" had a 3.6% increase, "Search of stress relief" and "Historical legacy" had a 2.6% decrease, respectively. (See Tables 40-41)

Table40 Purpose of domestic vs. outbound travel in 2015

Domestic travel			Outbound travel	
Purpose		%	Purpose	%
Sightseeing& recreational vacation	**Total**	100.0	**Total**	100.0
	Sub total	81.7	Sightseeing, recreation, vacation	69.0
	Pure sightseeing	67.6		
	Fitness and exercise vacations	5.1		
	Ecological tours	3.5		
	Tours for conference or learning	0.8		
	Religious travels	4.7		
Business trips plus travel		0.9	Business trips plus travel	18.3
Visiting friends and relatives		17.4	Visiting friends and relatives	11.6
—		—	Short-term study	0.7
Others		—	Others	0.4

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

Table41 Major reason for choosing visiting country (area)

Unit: %

Major reason	2015	2014
Total	**100.0**	**100.0**
Relatives' or friends' invitation	33.7	30.1
Curiosity of different culture	25.6	23.5
Search of stress relief	13.0	15.6
A gift from employer	5.5	5.0
Cheap traveling expenses	5.5	4.8
Shopping	4.7	3.9
Historical legacy	2.8	5.4
Accessibility	2.3	1.7
Tasting exotic cuisine	2.2	2.1
Special tourist activities	2.1	3.0
Good recreational facilities	1.3	3.2
Religious factors	0.6	1.3
Others	0.7	0.6

5. **Most tourists, both domestic and outbound, preferred short-distance trips:** In 2015, 62.3% of the domestic travelers chose to travel within their living area (see Table 8). For outbound travelers, 88% opted for Asian countries, especially Japan (33.7%). Compared with 2014, the number of visitors to Japan increased 4%, while the number of travelers to Mainland China and Singapore decreased 3.4% and 1.2%, respectively. Visits to other countries see no great changes (Table 42).

Table42 Destination of outbound travel

Unit：%

Destination			2015		2014	
Asia	Mainland China/Hong Kong/Macao	Hong Kong	36.6	7.9(3)	40.0	8.0(3)
		Mainland China		27.5(2)		30.9(1)
		Macao		3.9		3.5
	Southeast Asia	Thailand	13.8	3.8	13.6	3.0
		Malaysia		1.6		2.1
		Singapore		2.7		3.9
		Indonesia		1.9		1.3
		Philippines		0.8		1.7
		Vietnam		2.7		2.1
		Cambodia		0.8		0.5
		Myanmar		0.2		0.1
	Northeast Asia	Japan	37.2	33.7(1)	34.2	29.7(1)
		Korea		3.5		4.4
	Central/S. Asia	India	0.0	0.0	0.1	0.1
	Others		0.9	0.9	0.9	0.9
America		U.S.A.	4.4	3.8	4.3	3.4
		Canada		0.8		0.7
		Others		0.2		0.3
Europe		U.K.	6.5	0.9	5.3	0.8
		Netherlands		0.8		0.5
		Belgium		0.5		0.6
		France		1.1		1.3
		Germany		1.5		1.3
		Switzerland		0.7		0.6
		Austria		0.9		0.6
		Czech		0.9		0.9
		Hungary		0.2		0.2
		Italy		1.3		1.2
		Greece		0.3		0.1
		Spain		0.3		0.4
		Others		1.7		1.1
Oceania		Australia	1.7	1.4	1.8	1.5
		New Zealand		0.4		0.2
		Palau		—		0.1
		others		—		—
Africa		South Africa	0.2	0.1	0.3	0.2
		Others		0.0		0.1

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.”─”means no sample in the cell; “0.0”means the percentage was under 0.05.
4. Number inside parenthesis indicates the top 3 places. The same ranking number means no significant difference.
5. 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.

6. **Citizens who live in the northern Taiwan are the major domestic and outbound travelers:** Data show that northern citizens (45.7%) had the most share of domestic travel, followed by central Taiwan (25.8%) and southern Taiwan (26.1%). Outbound travelers also found more northern citizens (54.5%), followed by central (22.1%) and southern (20.0%) citizens. It is clear that people in the north were the major travelers in the domestic and outbound travel.

Table43 Domestic and outbound travelers' region of residence in 2015

Unit: %

Region of residence	Domestic travel	Outbound travel
Total	**100.0**	**100.0**
Northern Taiwan	45.7	54.5
Central Taiwan	25.8	22.1
Southern Taiwan	26.1	20.0
Eastern Taiwan	1.8	1.9
Offshore Islands	0.6	1.5

7. **Most domestic and outbound travels are made by individuals:** The most domestic and outbound travels are made by individuals (87.9% and 65.7% respectively). 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".

Table44 Type of Domestic vs. outbound travel in 2015

Unit: %

Type	Domestic travel	Outbound travel
Total	**100.0**	**100.0**
Individual tour	87.9	65.7
Group tour	12.1	34.3

Table45 Reasons for choosing travel agency for domestic vs. outbound travel in 2015

Unit: %

Reasons	Domestic travel	Outbound travel
Recommendation by friends and relatives	57.0	43.1
Reasonable price	36.2	35.4
Prior travel experiences with the agency	34.8	31.0
Travel agency's good reputation	18.4	17.7
Particular spots/itinerary only provided by this agency	7.7	5.8
Others	0.4	5.2

Note: This is a multiple-choice question.

8. **In 2015, the sum of domestic travel expenses by ROC citizens is NT$360.1 billion, whereas that of outbound travel is NT$ 664.2 billion:** The average spending per person per domestic trip was NT$2,017 in 2015. There were a total of 178.52 million of domestic trips made in 2015. The sum of expense on domestic trips is estimated NT$360.1 billion. As for outbound travel, the average spending per person per trip is NT$50,384 and a total of NT$664.2 billion was estimated to be spent on outbound travel in 2015. In addition, the spending prior to and after the outbound travel averages NT$2,256 (including purchases of travel necessities, transportation between home and airports or seaports, payment after returning home), which is less than that in 2014. The total expense prior to and after the outbound trip was estimated to be NT$29.74 billion.

Table46 Expenses on domestic vs. outbound travel in 2015

Expense	Domestic travel	Outbound travel
Average spending per trip per person	NT$2,017 (+1.92%(*))	NT$50,384 (－1.1.0%(※))
Total trips	178,524,000 trips (+14.25%)	13,182,976 trips (+11.30%)
Total travel expenses	NT$360.1 billions (+16.46%) US$11.341 billions (+11.23%)	NT$664.2billions (+10.08%) US$20.918 billions (+5.13%)

Note: 1.Number inside parenthesis indicates percent change from 2014.
2. Outbound travel expense includes international airline tickets, visa, lodging and all other spending in foreign counties.
3.(※)meaning “No significant change”.

Table47 Average spending prior to and after returning from outbound travel per person per trip

Unit: NT$

Expense	2015	2014
Total	**2,256**	**2,509**
Purchase of travel necessities prior to trip	1,533	1,720
Transportation between home and airport/harbor	693	726
Related expenses after returning home	30	63

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.