2014 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 subject to changes around us, including climate changes, significant events and new transportation infrastructure. Moreover, Tourists' needs and travel preferences, also had affected citizens' travelling choices and arrangement. In 2014, we had much less typhoons in July and even no typhoon at all in August, that in favored of the citizens carried out and arrange their domestic travel. The MRT Songshan Line finally completed in November, which made the travel more convenient. The tragic air crash in Penghu and gas explosion in Kaohsiung in July/August, not only affected citizens' tourism mood but also affected citizens' cancelling to visit Kaohsiung/Penghu. For outbound tours, Japanese Yen from the record high yen (1 US dollar v.s.75.32 yen) fell below 120 yen to 1 US dollar last 3 years, encourage citizens to travel in Japan. Conversely, Political instability, like the anti-Chinese riot in Vietnam, the May coup in Thailand and the Umbrella Revolution in Hong Kong had all brought impacts on citizens' travelling decisions.

This survey is to understand the tendency of our people's travelling choices in 2014, 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, 2014.

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: 5,566 persons in the first quarter, 5,601 in the second, 5,574 in the third and 5,564 in the fourth quarter. For outbound travel, there were 433 successful interviews in the first quarter, 467 in the second quarter, 523 in the third and 458 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	2014	2013	Comparison between 2014 and 2013
Domestic travel population	92.9%	90.8%	An increase of 2%
Average trips per person	7.47 trips	6.85 trips	Increasing 0.62 trips
Total number of trips	156,260,000 trips	142,615,000 trips	An increase of 9.57%
Average days of stay per trip	1.45 days	1.47 days	-0.02 days (※)
Trips taken during holidays and weekends	69.4%	70.5%	-1.1%
Overall satisfaction level	97.6%	98.2%	-0.6%(※)
Average expense per person per day	NT$1,365 (US$45.01)	NT$1,298 (US$43.66)	NTD：An increase of 5.16% (USD：An increase of 3.09%)
Average expense per person per trip	NT$1,979 (US$65.26)	NT$1,908 (US$64.17)	NTD：An increase of 3.72% (USD：An increase of 1.70%)
Total amount of expenses on domestic travels	NT$309.2 billions (US$10.196 billions)	NT$272.1 billions (US$9.151 billions)	NTD：An increase of 13.63% (USD：An increase of 11.42%)

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 in 2013 was NT$29.733; in 2014, NT$30.325.

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

Table2 Outbound travel indicators

Item	2014	2013	Comparison between 2014 and 2013
Outbound travel population ratio	23.0%	21.6%	An increase of 1.4%
Total number of trips (incl. citizens under 12)	11,844,635 trips	11,052,908 trips	An increase of 7.16%
Average number of Outbound trips per person (incl. citizens under 12)	0.51 trip	0.47 trip	Increasing 0.04 trips
Average nights of stay per trip	8.62 nights	8.72 nights	-0.1 nights
Average expense per person per trip	NT$50,944 (US$1,680)	NT$48,741 (US$1,639)	NTD: An increase of 4.52%(※) (USD: An increase of 2.50%(※))
Total expense on outbound travels	NT$603.4 billions (US$19.898 billions)	NT$538.7 billions (US$18.118 billions)	NTD: An increase of 12.01% (USD: An increase of 9.82%)

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 2013 was NT$29.733; in 2014, NT$30.325.

II、Statistical Analysis

A. Domestic Travel

1. **There were a total of 156.26 million trips made domestically in 2014, an increase of 9.57% from 2013:** The results show that the average number of trips per person made in 2014 is 7.47 trips (an increase from 6.85 trips per person in 2013). It is estimated that 156.26 million domestic trips were made by citizens of 12 or older. If children under 12 are included, the total counts of trips will reach 181.27 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)
2014	1.93	1.71	1.96	1.87	7.47
2013	1.80	1.62	1.76	1.67	6.85

2. **In 2014, 92.9% of citizens travelled domestically, higher than that in the year of 2013 (90.8%):** According to the survey results, citizens who travelled domestically in 2014 account for 92.9% of the total population. Compared with 2013, there is an increase of 2 percent.

Table4 Domestic tourist population ratio

Unit: %

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
2014	72.0	66.8	66.3	68.1	92.9
2013	70.1	64.3	65.4	64.4	90.8

3. **"Wish to travel but have no time" is still the main reason for not having domestic travel:** In 2014, 7.1% of the population did not make any domestic tour. The leading reason was that "wish to but have no time", followed by "not interested", "wish to but have poor health" and "wish to but cannot afford". Compared with 2013, people who "wish to but have no time" decreased by 7%.

Table5 Reasons for not traveling

Unit: %

Reasons for not traveling	2014	2013
Total	**100.0**	**100.0**
Wish to but have no time	44.9	51.5
Not interested	17.9	18.1
Wish to but have poor health	17.9	13.2
Wish to but cannot afford	12.6	11.3
Wish to but have no travelling companions	3.0	2.8
Wish to but do not know where to travel	2.6	1.4
Wish to but hesitate due to the crowdedness in the tourist places brought by its popularity	—	—
Already have outbound travel plans	0.3	0.6
Wish to but have transportation problems	0.7	1.1
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 1 percent. Pople mainly traveled for "sightseeing, recreation, vacation":

In 2014, 57.9% of the domestic trips were made on weekends, a 1 percent decrease from 2013. Trips made during "weekdays" account for 30.6%, an increases of 1 percent from 2013, and travel during "national holidays", 11.5%. For the purposes of domestic travel, 81.4% of the people travelled for "sightseeing, recreation, vacation", followed by "visiting friends and relatives" (17.6%), not significantly different from 2013.

Table6 Time chosen for domestic travel

Unit: %

Travel time	2014	2013
Total	**100.0**	**100.0**
National Holidays	11.5	11.9
Weekends (Saturday or Sunday)	57.9	58.6
Weekdays	30.6	29.5

Table7 Purposes of domestic travel

Unit: %

purpose		2014	2013
Total		**100.0**	**100.0**
Sightseeing & Recreational Vacation	**Sub total**	**81.4**	**80.7**
	Pure sightseeing	66.5	65.9
	Fitness and exercise vacations	5.4	5.0
	Ecological tours	3.6	3.6
	Conference or learning tours	0.7	0.9
	Religious travels	5.2	5.3
Business trips plus travel		**1.0**	**1.0**
Visiting friends and relatives		**17.6**	**18.2**
Others		**0.0**	**0.1**

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

5. **71.9% of the domestic trips are one-day trips:** For the year 2014, about 63.5% of the trips were within the travelers' living area. As for the duration of trips, 71.9% were one-day trips, followed by two-day trips (18.2%), three-day trips (7.3%), and four-day and above (2.6%). The average duration of a trip is 1.45 days, no significant difference from the 1.47 days in 2013.

Table8 Regions visited by citizens in 2014

Unit: %

Region Visited / Living Area	Northern Taiwan	Central Taiwan	Southern Taiwan	Eastern Taiwan	Offshore Islands
The whole country	**38.6**	**31.3**	**27.8**	**5.1**	**0.9**
Northern Taiwan	65.4	22.0	11.1	4.7	0.7
Central Taiwan	19.0	59.6	20.8	3.2	0.6
Southern Taiwan	10.9	21.7	65.3	5.1	0.5
Eastern Taiwan	26.0	13.7	23.5	47.5	0.6
Offshore Islands	25.2	10.6	21.5	4.0	46.3

Note: 1.Region visited is a multiple question.
2. Travels within the living area (63.5%) = the total number of travels within their living area /total person-trips.

Table9 Duration of tourist trips

Unit: %

Number of traveling days	2014	2013
Total	**100.0**	**100.0**
1 Day	71.9	71.6
2 Days	18.2	18.0
3 Days	7.3	7.4
4 Days or more	2.6	3.0
Average duration of each trip	1.45 days	1.47 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 2014, 71.9% of domestic trips were 1-day trip, with no need of accommodation. Among those who travelled overnight, 12.0% chose to stay in hotels, 8.2% at friend's or relative's place. Travelers' choices of accommodations in 2014 show no differences from those in 2013. Hotels, hostels, B&B's and camping account for 19.8% of the accommodation choices in the total samples, which their main accommodation locations are Nantou County (15.1%), Yilan County (13.6%), Pingtung County (11.9%), Hualien County (10.8%), Kaohsiung City (10.4%) and Taichung City (10.0%) (See Table 10-11).

Table10 Accommodation choices

Unit: %

Accommodation choices	2014	2013
Total	**100.0**	**100.0**
1-day trip without accommodations	71.9	71.6
Hotel	12.0	12.0
At friend's/ relative's	8.2	9.0
Bed & breakfast	6.4	6.0
Hostel	0.9	0.9
Camping	0.6	0.4
Others	0.1	0.0

Table11 The main accommodation locations

Unit: %

City/County	%	City/County	%
Nantou Country	15.1	Miaoli Country	3.0
Yilan Country	13.6	Hsinchu Country	2.0
Pingtung Country	11.9	Taoyuan Country	2.0
Hualien Country	10.8	Yunlin Country	1.6
Kaohsiung City	10.4	Penghu Country	1.6
Taichung City	10.0	Changhua Country	1.1
Taitung Country	8.5	Keelung City	1.0
Tainan City	7.4	Hsinchu City	0.8
New Taipei City	3.9	Chiayi City	0.6
Chiayi Country	3.7	Kinmen Country	0.6
Taipei City	3.6	Lienchiang Country	0.3

Note: 1.This is a multiple-choice question.
2.Accommodations here only include hotels, hostels, bed & breakfast's and camping, accounting for 19.8% of the total sample.
3.Percentage of accommodation locations = number of overnight trips in that City or county/total overnight trips in the year.

7. **Nearly 90% of the travelers planned their trips by themselves, while 13.1% traveled with tour groups:** The majority of the trips were planned by the travelers themselves (89.1%), and all other types of tours account for less than 3%. Individual tours accounts for 86.9%, while group tours 13.1%. The reasons for joining package tours by travel agencies are primarily "attracted by the itinerary", "to save planning time", and"do not have to drive" (See Tables 12-14).

Table12 Types of tours

Unit: %

Types of tours	2014	2013
Total	**100.0**	**100.0**
Package tours by travel agencies	0.6	0.6
Tours planned by schools or classes	1.1	1.1
Tours planned by emplyers	2.0	2.1
Tours planned by religion groups	1.7	1.7
Tours planned by village offices or senior citizen groups	2.5	2.5
Tours planned by non-governmental organizations	2.4	2.4
Tours planned by other groups	0.7	0.6
Tours planned by tourists themselves	89.1	89.1
Others	—	0.0

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

Table13 Individual or group tours

Unit: %

Individual or group tours	2014	2013
Individual tours	86.9	87.2
Group tours	13.1	12.8

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	2014	2013
Attracted by itinerary	74.8	67.3
To save planning time	42.4	64.9
Do not have to drive	41.0	58.7
Attracted by the price	21.2	33.5
Have no transportation to the scenic site	15.5	30.7
Others	—	2.2

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 4% and 2% respectively:** 52.5% of people obtained travel information from "friends, relatives, colleagues or classmates", followed by "computer internet" (38%) and "electronic media" (10.0%). Compared with 2013, "internet access through mobile phone" and "computer internet" increased 4% and 2% respectively, while "electronic media" and "printed media" decreased 3% and 1% respectively.

Table15 Sources of travel information

Unit: %

Information sources	2014	2013
Friends, relatives, colleagues, classmates	52.5	53.3
Computer internet	38.0	36.3
Electronic media (tv/radio)	10.0	13.3
Printed media (newspaper/magazine)	6.0	7.4
Internet access through mobile phone	9.2	5.0
Travel agencies	2.4	2.1
Tourism bureau (governmental offices)	—	3.8
Travel service center	1.5	—
Tourism shows or exhibitions	0.5	0.4
Others	0.3	0.2

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.
4. In 2014, we added "Travel service center" and deleted "tourism bureau".

9. **4.1% 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:** 4.1% of tourists purchased traveling products through the internet by using portal keywords to search for travel-related products (82.6%). Less than 1% of products were purchased through tv shopping channels or at tourism exhibitions (See Tables 16-19).

Table16 Travel-related products purchased through the Internet

Unit: %

Online purchase	2014	2013
Total	**100.0**	**100.0**
No	95.9	95.9
Yes	4.1	4.1

Table17 Search for travel-related products on internet

Unit: %

Searching methods	2014	2013
Portal keywords	82.6	84.0
Travel agency’s website	13.1	15.6
Internet forum	7.7	10.1
Community website	3.7	3.5
Others	1.4	2.2

Note:This is a multiple-choice question.

Table18 Travel-related products purchased through TV shopping channels

Unit: %

Purchase through tv shopping channel	2014	2013
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	2014	2013
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. "Theme activities" see a 3% rise from 2013: The top main factor considered by the tourists in terms of visiting places is the "transportation convenience", followed by "theme activities", "local delicacies" and "curiosity/never been there". Compared with 2013, "theme activities" increased 3% and "transportation convenience" decreased 4%.

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

Unit: %

Main factors	2014	2013
Transportation convenience	39.8(1)	43.8(1)
Theme activities	15.4(2)	12.3(2)
Local delicacies	13.1(3)	13.5(2)
Curiosity/never been there	12.1(3)	12.6(2)
Children's preferences	6.7(5)	6.6(5)
Visiting exhibitions	3.4(6)	2.9(6)
Elder's preferences	2.9(6)	2.8(6)
New attractions/facilities	2.6(6)	2.1(6)
Folk festivals	1.2(9)	1.5(9)
Health care or medical treatment	0.7(10)	0.2(10)
Others	2.0	1.7

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", 9.7% of the travelers in 2013 and 9.2% in 2014 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". Those who travelled for "sports activities" increased 1%: Among major tourist activities, most people (58.7%) travelled for "natural scenery sightseeing activities", those who chose "sports activities" increased 1%, and those who travelled for "cultural experiencing activities" and "culinary activities" decreased 2%. Looking into the detailed items, most people chose visiting places for the "geological scenery/wetland ecology" (45.4%), followed by "testing local delicacies" (37.9%), and "shopping" (35.6%). As for tourists' favorite activities, "enjoying geological scenery/wetland ecology" (20.6%) had the highest percentage, followed by "forest hiking, mountain climbing, camping" (13.6%), and "tasting local delicacies" (11.1%) (see Tables 21-22).

Table21 Main recreational activities

Unit: %

Recreational activities	2014	2013
Natural scenery sightseeing activities	**58.7**	**58.1**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	45.4(1)	46.1(1)
Forest trail hiking, mountain climbing, camping, stream tracing	32.7	30.6
Animals watching (e.g. whale, firefly, bird, panda, etc.)	7.6	8.0
Plants watching (e.g. flower field, sakura, maple leaves, giant trees)	15.8	17.3
Sunrise/snow watching/ astronomical phenomena observation	2.9	3.3
Cultural experiencing activities	**27.9**	**29.5**
Visiting cultural and historical sites	6.4	7.3
Attending festivals	1.3	2.1
Watching shows	1.6	1.9
Visiting cultural and arts exhibitions	5.4	6.0
Visiting activity exhibitions	2.5	3.5
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc)	0.6	0.8
Indigenous culture experience	0.7	0.7
Religious activities	9.9	10.1
Farm experience	2.2	2.0
Reminiscence experience	1.5	1.3
Visiting unique architectures	2.5	2.6
Popular movie/ tv drama filming sites	0.1	0.1
Sports activities	**5.7**	**5.2**
Swimming, diving, surfing, water skiing, jet skiing etc.	2.1	1.9
Whitewater rafting, boating	0.2	0.2
Fishing	0.3	0.3
Paragliding	0.0	0.0
Ball games	0.3	0.2
Rock-climbing	0.0	0.0
Grass skiing	0.1	0.0
Cycling	2.9	2.8
Watching sport games	0.1	0.1
Jogging/marathon	0.1	—
Amusement park activities	**5.1**	**5.5**
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	2.8	2.7
Water amusement park activities	0.5	0.7
Watching shows/programs provided by the amusement park	2.4	2.4
Watching the theme display in the amusement park	1.0	1.3

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%.

5. We removed “stream tracing” into the category “forest trail hiking, mountain climbing, camping, stream tracing”, and added the item “jogging/marathon”.

Table 21 Main recreational activities (Cont.)

Unit: %

Recreational activities	2014	2013
Culinary activities	**45.9**	**47.7**
Tasting local delicacies	37.9(2)	40.8(2)
Night market eateries	9.8	9.3
Enjoying tea, coffee or afternoon tea	5.7	5.6
Tasting healthy food	0.2	0.2
Food promotion and cooking activities	0.1	0.0
Other recreational activities	**44.2**	**44.2**
Driving for fun(cars, motorcycle)	2.9	2.3
Hot spring (cool spring), spa	4.9	5.1
Shopping	35.6(3)	35.6(3)
Watching movies	0.9	1.1
Cruising/taking ferries	2.7	3.0
Enjoying scenery on cable car	0.9	1.0
Visiting Tourism Factory	2.1	2.2
Hot-air balloon riding	0.1	0.1
Others	0.8	1.0
Only visiting relatives and friends. No activities arranged.	**12.6**	**13.1**

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 $\alpha = 5\%$

5. We removed "stream tracing" into the category "forest trail hiking, mountain climbing, camping, stream tracing", and added the item "jogging/marathon".

Table22 Favorite activities

Unit: %

Recreational activities	2014	2013
Total	**100.0**	**100.0**
Natural scenery sightseeing activities	**41.4**	**40.5**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	20.6(1)	20.9(1)
Forest trail hiking, mountain climbing, camping, stream tracing	13.7(2)	11.9(2)
Animals watching (e.g. whale, firefly, bird, panda, etc.)	2.5	2.5
Plants watching (e.g. flower field, sakura, maple leaves, giant trees)	3.5	4.2
Sunrise/snow watching/ astronomical phenomena observation	1.1	1.2
Cultural experiencing activities	**16.6**	**18.1**
Visiting cultural and historical sites	2.0	2.3
Attending festivals	1.0	1.7
Watching shows	0.8	0.9
Visiting cultural and arts exhibitions	2.5	2.6
Visiting activity exhibitions	1.3	1.8
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc)	0.2	0.3
Indigenous culture experience	0.2	0.2
Religious activities	6.1	6.0
Farm experience	1.0	1.0
Reminiscence experience	0.5	0.5
Visiting unique architectures	0.9	0.8
Popular movie/ tv drama filming sites	0.0	0.0
Sports activities	**3.6**	**3.3**
Swimming, diving, surfing, water skiing, jet skiing etc.	1.3	1.2
Whitewater rafting, Boating	0.1	0.1
Fishing	0.3	0.2
Paragliding	0.0	0.0
Ball games	0.1	0.1
Rock-climbing	—	0.0
Grass skiing	0.0	0.0
Cycling	1.7	1.8
Watching sport games	0.1	0.1
Jogging/marathon	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 $\alpha = 5\%$

4. We removed “stream tracing” into the category “forest trail hiking, mountain climbing, camping, stream tracing”, and added the item “jogging/marathon”.

Table 22　Favorite activities (Cont.)

Unit: %

Recreational activities	2014	2013
Amusement park activities	**2.7**	**2.7**
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	1.3	1.2
Water amusement park activities	0.3	0.4
Watching shows/programs provided by the amusement park	0.7	0.6
Watching the theme display in the amusement park	0.4	0.6
Culinary Activities	**15.6**	**16.0**
Tasting local delicacies	11.1(3)	12.0(2)
Night market eateries	3.4	3.3
Enjoying tea, coffee or afternoon tea	1.0	0.7
Tasting healthy food	0.1	0.0
Food promotion and cooking activities	0.0	0.0
Other recreational activities	**17.0**	**16.8**
Driving for fun(cars, motorcycle)	0.6	0.4
Hot spring (cool spring), spa	2.9	3.0
Shopping	10.2	9.6
Watching movies	0.7	0.8
Cruising/taking ferries	0.9	1.0
Enjoying scenery on cable car	0.5	0.5
Visiting tourism factory	0.6	0.7
Hot-air balloon riding	0.1	0.1
Others	0.6	0.6
No favorite activities	**3.1**	**2.4**

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 $\alpha = 5\%$
4. We removed “stream tracing” into the category “forest trail hiking, mountain climbing, camping, stream tracing”, and added the item “jogging/marathon”.

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"; in the south, "Love River ,Cijin and Sizihwan"and in the east, "Chishingtan Beach": In 2014, most trips were made to northern Taiwan. Compared with 2013, trips made to central Taiwan increase nearly 1 percent. "Love River, Cijin and Sizihwan" and "Tamsui and Bali" were more popular than other places.

Table23 Region visited

Unit: %

Region visited	2014	2013
Northern Taiwan	38.6	39.3
Central Taiwan	31.3	30.4
Southern Taiwan	27.8	27.8
Eastern Taiwan	5.1	4.8
Offshore Islands	0.9	1.0

Note: Northern Taiwan: Taipei City, Keelung City, New Taipei City, Yilan County, Taoyuan County, 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: %

2014			2013		
Most visited places in Taiwan	Visit. ratio (%)	Total trips in 2014 (10,000)	**Most visited places in Taiwan**	Visit. ratio (%)	Total trips in 2013 (10,000)
Love River/Cijin/Sizihwan	4.89	764	Love River/Cijin/Sizihwan	5.37	766
Tamsui/Bali	4.61	720	Tamsui/Bali	4.95	706
Jiaoxi	2.98	466	Jiaoxi	2.88	411
Fengchia Shopping District	2.86	447	Fengchia Shopping District	2.77	395
Sun-Moon lake	2.70	422	Sun-Moon lake	2.72	388
Anping Fort	2.26	353	Anping Fort	2.55	364
Luodong Night Market	2.09	327	Yizhong st. Shop. District	1.97	281
Yizhong st. Shop. District	2.07	323	Luodong night market	1.97	281
Sitou	2.06	322	Sitou	1.63	232
Lugang Mazu	1.60	214	Eda Theme Park	1.51	215

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: The results show that personal automobile was still the main transportation for most tourists (62.8%), followed by tour bus (12.0%). Compared with the prior year, no significant difference is found in the major transportation taken by travelers in 2014.

Table25 Main transportation for travel

Unit：%

Main transportation	2014	2013
Personal automobile	62.8 (1)	62.7(1)
Tour bus	12.0 (2)	11.5(2)
Passenger bus (by public or private sector)	9.9 (3)	9.7(3)
Motorcycle	7.8	8.2
Taiwan railway	7.3	7.2
Taiwan high speed rail	3.0	3.5
Mass rapid transit (MRT)	7.9	7.8
Airplane	0.9	1.0
Boat	1.6	1.7
Rental car	1.1	1.0
Taxi	1.3	1.4
Bicycle	1.0	1.1
Travel bus	0.1	0.2
Cable car	0.3	0.2
Others	0.3	0.4

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 2013, "travel bus" included tour bus and Taiwan Tourist Shuttle Service, etc. 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.
4."Others" include options like walking, school bus, hotel shuttle, etc.

14. Nearly 98% of tourists felt satisfied with the places visited: 97.6% 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 items are "site management and maintenance", "parking facilities", and "traffic smoothness" (See Table 27).

Table26 Satisfaction with places visited

Unit: %

	Total	Satisfied			Dissatisfied			No comment
		subtotal	very satisfied	fairly satisfied	subtotal	fairly dissatisfied	very dissatisfied	
2014	100.0	97.6	22.8	74.8	1.5	1.3	0.2	0.9
2013	100.0	98.2	15.4	82.8	1.5	1.4	0.1	0.3

Note：1. "Satisfied" includes those who chose "very satisfied" and "fairly satisfied". "Dissatisfied" includes those who chose "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
Parking facilities	0.5
Traffic smoothness	0.4
Lavatory cleanness & convenience	0.2
Preservation of natural resources & scenery	0.2
Clear signs and directions	0.2
Transportation convenience	0.1
Staff service quality/professionalism/efficiency	0.1
Travel safety	0.1
Accommodations	0.1
Food/beverage facilities	0.1
Tickets price	0.1

Note：Dissatisfied item % = total number of respondents who chose this dissatisfied item in each quarter/total number of respondents in each quarter.

15. **The average expense on domestic travel by people of 12 and above in 2014 was NT$ 1,979, an increase from NT$ 1,908 in 2013. The total expense on domestic travel was NT$309.2 billion, a 13.63% growth from 2013:** Based on the survey, the average expense per domestic trip per person was NT$1,979 in 2014, higher than 2013 (NT$1,908). Traveler’s expenses covered the following items, from high to low: transportation, food and beverage, shopping, lodging, entertainment and other expenses. Compared with 2013, in addition to transportation expenses, other item express are growing. Those who had overnight trips with paid accommodations spent, on average, NT$4,935 per person per trip, as opposed to NT$1,048 per person per trip for 1-day-trip travelers. Those who joined group tours spent averagely NT$3,055 per person per trip, whereas NT$1,445/person/1-day-trip and NT$5,224/person/overnight-trip. It is estimated the total domestic travel expenses by citizens of 12 years of age and above in 2014 are NT$309.2 billion, an increase of 13.63% from 2013 (See Tables 28-31).

Table28 Average expenses of domestic travel per person per trip

Unit: NT$

Item	2014		2013		Growth rate(%)
	NT$	%	NT$	%	
Total	**1,979**	**100.0**	**1,908**	**100.0**	**+3.7**
Transportation	514	26.0	521	27.3	-1.3
Lodging	325	16.4	314	16.5	3.5
Food and beverage	505	25.5	470	24.6	7.4
Entertainment	114	5.8	113	5.9	0.9
Shopping	432	21.8	418	21.9	3.3
Other expenses	89	4.5	72	3.8	23.6

Note: "Entertainment" includes all sorts of entry tickets; "Other expenses" include gifts, donations and tips.

Table29 Average expense of domestic travel per person per trip in 2014-Overnight

Unit: NT$

Item	Total amount	Over-night trip		1-day trip
		Paid lodging	Free lodging	
Total	**1,979**	**4,935**	**3,014**	**1,048**
Transportation	514	1,080	1,061	295
Lodging	325	1,652	0	0
Food and bverage	505	1,066	805	316
Entertainment	114	278	124	68
Shopping	432	759	717	308
Other expenses	89	100	307	61

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	**3,055**	**1,445**	**5,224**
Transportation	725	387	1,180
Lodging	599	0	1,405
Food and beverage	560	311	897
Entertainment	236	119	395
Shopping	735	484	1,072
Other expenses	200	144	275

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
2014	NT$1,979	156,260,000 trips	NT$309.2 billions
2013	NT$1,908	142,615,000 trips	NT$272.1 billions

16. Most of the group tours travelled for 1 day, on Saturday or Sunday: Most of the group tours travelled for 1 day. Average duration of group travel is 1.59 days. Saturday or Sunday (55.0%) was the most popular day for group tours, followed by weekdays (41.3%).

Table32 Group tours status

Item		%
Total		**100.0**
Days	1 Day	57.4
	2 Days	29.1
	3 Days	11.6
	4 Days or more	1.8
	Average duration of each trip	1.59 days
Time of the year	National holidays	3.6
	Weekends (Saturday or Sunday)	55.0
	Weekdays	41.3
Types of tours	Package tours by travel agencies	4.8
	Tours planned by schools or classes	8.1
	Tours planned by employers	15.0
	Tours planned by religion groups	12.8
	Tours planned by village offices or senior citizen groups	19.0
	Tours planned by non-governmental organizations	17.9
	Tours planned by other groups	5.4
	Tours planned by tourists themselves	17.0
transportation (multiple-choice)	Personal automobile	5.3
	Tour bus	91.4
	Passenger bus (by public or private sector)	2.3
	Motorcycle	1.3
	Taiwan railway	2.6
	Taiwan high speed rail	1.2
	Mass rapid transit (MRT)	0.8
	Airplane	1.9
	Boat	3.4
	Rental car	0.9
	Taxi	0.3
	Bicycle	0.9
	Travel bus	0.4
	Cable car	0.3
	Others	0.4

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 (70.2%). 35.5% of them joined group tours. Personal automobile (40.8%) and tour bus (34.3%) were the two main travel transportation tools elderly used: Most of the elderly (65 and above) travelled during weekdays (52.7%). Most of them planned the tours by themselves (70.2%), followed "tours planned by village offices or senior citizen groups" (12.2%). 35.5% of them joined group tours. They mainly travelled on personal automobile (40.8%), followed by tour bus (34.3%).

Table33 Elderly tours status

Item		%
Total		**100.0**
Time of the year	National holidays	8.1
	Weekends (Saturday or Sunday)	39.2
	Weekdays	52.7
Types of tours	Package tours by travel agencies	1.0
	Tours planned by schools or classes	0.5
	Tours planned by emloyers	1.3
	Tours planned by religion groups	5.4
	Tours planned by village offices or senior citizen groups	12.2
	Tours planned by non-governmental organizations	7.4
	Tours planned by other groups	2.1
	Tours planned by tourists themselves	70.2
Individual/Group	Individual tours	64.5
	Group tours	35.5
Transportation (multiple-choice)	Personal automobile	40.8
	Tour bus	34.3
	Passenger bus (by public or private sector)	15.6
	Motorcycle	3.7
	Taiwan railway	6.1
	Taiwan high speed rail	4.4
	Mass rapid transit (MRT)	7.2
	Airplane	0.9
	Boat	2.3
	Rental car	1.3
	Taxi	2.2
	Bicycle	0.6
	Travel bus	0.3
	Cable car	0.5
	Others	0.2

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 (91.2%):** In 2014, 92.9% made domestic trips, while 23.0% travelled overseas. On average, people made 7.47 domestic trips per person and 0.51 outbound trips per person in the year. Outbound travelers had higher chances of making domestic travels (98.8%) than non-outbound travelers (91.2%).

Table34 Domestic vs. outbound travel in 2014

	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	28.0%	33.2%	33.7%	31.9%	7.1%	92.5%	91.7%	90.6%	92.4%	77.0%
Traveled	72.0%	66.8%	66.3%	68.1%	92.9%	7.5%	8.3%	9.4%	7.6%	23.0%
Average number of trips per person	1.93	1.71	1.96	1.87	7.47	0.11	0.14	0.13	0.12	0.51
Total number of trips	40,309,000 trips 46,355,000 trips (incl. children under 12)	35,743,000 trips 41,462,000 trips (incl. children under 12)	41,019,000 trips 47,992,000 trips (incl. children under 12)	39,189,000 trips 45,459,000 trips (incl. children under 12)	156,260,000 trips 181,268,000 trips (incl. children under 12)	2,685,557 trips	3,122,486 trips	3,191,785 trips	2,844,807 trips	11,844,635 trips

Table35 Outbound travelers vs. non-outbound travelers in 2014

Unit: %

Status	Outbound travelers （23.0%）	Non-outbound travelers （77.0%）
Total	**100.0**	**100.0**
Travel domestically	98.8	91.2
No domestic Travel	1.2	8.8

2. **76% 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 2014, 23.8% of outbound travelers reduced their domestic trips due to outbound travel already made, whereas 76.2% 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" (34.3%), followed by the "budget available" (21.7%). The cross relation between outbound and domestic travel showed that most citizens made only domestic trips (70.2%), followed by those who made both domestic and outbound trips (22.7%). Those who made only outbound tours account for the least (0.3%) (See Tables 36-38).

Table36 Domestic trips reduced due to outbound tours

Item	%
Total	**100.0**
Domestic trips not reduced	76.2
Domestic trips reduced due to outbound trips	23.8

Table37 Factors affecting outbound travel decision

Unit: %

Item	2014	2013
Total	**100.0**	**100.0**
Length of vacation or time available	34.3	33.5
Budget available	21.7	23.7
Invitation from relatives or friends	8.9	7.6
Attractiveness of package tour itinerary	8.7	9.4
Appropriate arrangement for work or family needs	6.3	6.2
Cheap airfare or tour fee	6.7	6.6
Health condition	4.4	4.7
Business needs	1.1	0.8
Foreign currency exchange rates	0.7	0.7
Other factors	0.1	0.1
No intention for outbound travel	7.3	6.8

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

Table38 Domestic travel vs. outbound travel in 2014

Unit: %

Domestic travel \ Outbound travel	No	Yes	Total
No	6.8	0.3	**7.1**
Yes	70.2	22.7	**92.9**
Total	**77.0**	**23.0**	**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 December, and most outbound trips in June and July. Gender-wise, about half males and half females made domestic trips; a little higher percentage of males made outbound trips (52.3%). Age-wise, domestic travelers averagely aged 41 (median), and outbound travelers 42. As for the monthly income, domestic travelers, on average, made NT$26,224 per month, which is lower than the outbound travelers, NT$36,761 per month. As regards their occupation, more domestic travelers were housekeepers, service or sales people, students, technicians and assistant workers, office supportive workers, and retired people; among those who travelled outbound, we see supervisors and managers in addition to those in the domestic travel.

Table39 Characteristics of domestic vs. outbound travelers in 2014

Characteristics	Domestic travelers	Outbound travelers
Month	February (12.8%) and December (12.2%)	June (9.2%) and July (9.8%)
Gender	Females (49.1%), males (50.9%)	Males（52.3%）
Age	Average Age (median): 41	Average Age (median): 42
Monthly income	Average monthly income (median): NT$26,224	Average monthly income NT$36,761
Occupations	Housekeepers (14.9%), Service/sales workers (13.4%), Students (12.9%), Technicians/assistants (11.7%), Office supportive staff (11.2%) and retired people (9.3%)	Technicians/assistants (15.6%), Service/sales workers (12.5%), Office supportive staff (12.5%), Housekeepers (11.6%), retired people (10.6%), Students (10.5%), Managers/supervisors (10.3%)

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” (81.4%), followed by visiting friends or relatives (17.6%). For outbound trips, more people went for “sightseeing, recreation or vacation purpose” (65.2%), followed by the “business” (21.3%). The major reason for choosing the country (area) was “relatives’ or friends’ invitation” (30.1%), “curiosity of different culture” (23.5%), and “search of stress relief” (15.6%).

Table40 Purpose of domestic vs. outbound travel in 2014

Domestic travel			Outbound travel	
Purpose		%	Purpose	%
Sightseeing& recreational vacation	**Total**	100.0	**Total**	100.0
	Sub total	81.4	Sightseeing, recreation, vacation	65.2
	Pure sightseeing	66.5		
	Fitness and exercise vacations	5.4		
	Ecological tours	3.6		
	Tours for conference or learning	0.7		
	Religious travels	5.2		
Business trips plus travel		1.0	Business trips plus travel	21.3
Visiting friends and relatives		17.6	Visiting friends and relatives	12.7
—		—	Short-term study	0.6
Others		0.0	Others	0.2

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	2014	2013
Total	**100.0**	**100.0**
Relatives’ or friends’ invitation	30.1	33.5
Curiosity of different culture	23.5	22.2
Search of stress relief	15.6	12.9
Historical legacy	5.4	3.6
A gift from employer	5.0	5.7
Cheap traveling expenses	4.8	5.6
Shopping	3.9	4.0
Good recreational facilities	3.2	3.5
Special tourist activities	3.0	3.5
Tasting exotic cuisine	2.1	2.1
Accessibility	1.7	2.2
Religious factors	1.3	0.9
Others	0.6	0.3

5. **Most tourists, both domestic and outbound, preferred short-distance trips. Visits to Japan increased by 4% from 2013:** In 2014, 63.5% of the domestic travelers chose to travel within their living area (see Table 8). For outbound travelers, 89% opted for Asian countries, especially Mainland China (30.9%) and Japan (29.7%). Compared with 2013, the number of visitors to Japan increased 4%, while the number of travelers to Hong Kong and Thailand both decreased 2%. Visits to other countries see no great changes (Table 42).

Table42   Destination of outbound travel

Unit：%

Destination			2014		2013	
Asia	Mainland China/Hong Kong/Macao	Hong Kong	40.0	8.0(3)	42.5	10.0(3)
		Mainland China		30.9(1)		31.8(1)
		Macao		3.5		4.0
	Southeast Asia	Thailand	13.6	3.0	15.6	4.7
		Malaysia		2.1		2.7
		Singapore		3.9		2.9
		Indonesia		1.3		1.7
		Philippines		1.7		0.9
		Vietnam		2.1		2.6
		Cambodia		0.5		0.7
		Myanmar		0.1		0.2
	Northeast Asia	Japan	34.2	29.7(1)	29.5	25.6(2)
		Korea		4.4		4.0
	Central/S. Asia	India	0.1	0.1	0.1	0.1
	Others		0.9	0.9	0.4	0.4
America		U.S.A.	4.3	3.4	5.5	4.9
		Canada		0.7		0.5
		Others		0.3		0.3
Europe		U.K.	5.3	0.8	5.2	0.7
		Netherlands		0.5		0.8
		Belgium		0.6		0.7
		France		1.3		1.4
		Germany		1.3		1.0
		Switzerland		0.6		0.5
		Austria		0.6		0.7
		Czech		0.9		0.6
		Hungary		0.2		0.2
		Italy		1.2		1.2
		Greece		0.1		0.1
		Spain		0.4		0.6
		Others		1.1		1.3
Oceania		Australia	1.8	1.5	1.5	1.2
		New Zealand		0.2		0.3
		Palau		0.1		0.1
		others		—		—
Africa		South Africa	0.3	0.2	0.3	0.1
		Others		0.1		0.2

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 (46.5%) had the most share of domestic travel, followed by southern Taiwan (25.8%) and central Taiwan (25.5%). Outbound travelers also found more northern citizens (56.0%), followed by outhern (21.3%) and central (19.1%) 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 2014

Unit: %

Region of residence	Domestic travel	Outbound travel
Total	**100.0**	**100.0**
Northern Taiwan	46.5	56.0
Central Taiwan	25.5	19.1
Southern Taiwan	25.8	21.3
Eastern Taiwan	1.6	1.3
Offshore Islands	0.6	2.3

7. **Most domestic and outbound travels are made by individuals:** The most domestic and outbound travels are made by individuals (86.9% and 67.9% 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 2014

Unit: %

Type	Domestic travel	Outbound travel
Total	**100.0**	**100.0**
Individual tour	86.9	67.9
Group tour	13.1	32.1

Table45 Reasons for choosing travel agency for domestic vs. outbound travel in 2014

Unit: %

Reasons	Domestic travel	Outbound travel
Recommendation by friends and relatives	52.2	46.1
Reasonable price	31.8	35.3
Prior travel experiences with the agency	42.7	29.8
Travel agency's good reputation	18.2	15.0
Particular spots/itinerary only provided by this agency	8.0	4.8
Others	-	3.9

Note: This is a multiple-choice question.

8. In 2014, the sum of domestic travel expenses by ROC citizens is NT$309.2 billion, whereas that of outbound travel is NT$ 603.4 billion: The average spending per person per domestic trip was NT$1,979 in 2014. There were a total of 156.26 million of domestic trips made in 2014. The sum of expense on domestic trips is estimated NT$309.2 billion. As for outbound travel, the average spending per person per trip is NT$50,944 and a total of NT$603.4 billion was estimated to be spent on outbound travel in 2014. In addition, the spending prior to and after the outbound travel averages NT$2,509 (including purchases of travel necessities, transportation between home and airports or seaports, payment after returning home), which is less than that in 2013. The total expense prior to and after the outbound trip was estimated to be NT$29.72 billion.

Table46 Expenses on domestic vs. outbound travel in 2014

Expense	Domestic travel	Outbound travel
Average spending per trip per person	NT$1,979 (+3.72%)	NT$50,944 (+4.52%(※))
Total trips	156,260,000 trips (+9.57%)	11,844,635 trips (+7.16%)
Total travel expenses	NT$309.2 billions (+13.63%) US$10.196 billions (+11.42%)	NT$603.4billions (+12.01%) US$19.898 billions (+9.82%)

Note: 1.Number inside parenthesis indicates percent change from 2013.
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	2014	2013
Total	**2,509**	**3,351**
Purchase of travel necessities prior to trip	1,720	2,639
Transportation between home and airport/harbor	726	658
Related expenses after returning home	63	54

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.