2009 Survey of Travel by R.O.C Citizens

Executive Summary

In 2009, the R.O.C tourism industry experienced unprecedent impacts from the global financial tsunami, H1N1, and Typhoon Morakot which devastated south Taiwan. Fortunately, the government issued shopping coupons to stimulate the domestic ecomony. And in order to assist the tourism industry to overcome the impacts of typhoon and H1N1, the government intergrated with the amusement parks, hotel industry, home-stay industry, the travel industry and spa industry, etc., to provide many incentives. In transportation, the Taiwan High Speed Rail offered two colors discounts and Taiwan Railway released the Youth Pass to attract people to travel. In June 2009, the Council for Economic Planning and Development (CEPD) released the economic monitoring indicator that switched from the blue light into the yellow-blue light. In October 2009, the economic monitoring indicator switched again into green light. It signaled the economy was stable. In addition, the increase in scheduled flights cross-strait between Taiwan and China and direct flight from Taipei SonShan Airport also indirectly affected the behavior of citizen’s outbound travel.

The objectives of this study are to understand, in 2009, citizens’ traveling activities, degree of satisfaction and amounts spent on different types of vacation expenses on each trip; and to learn the mutual effects of domestic tourism and outbound travels. It also provides estimates on domestic tourism expenditures and foreign exchange spent on oversea travels. The results of this study provide policy makers needed information on developing new tourist facilities, improving traveling environments, upgrading the quality of tourism and initiating new tourism policies. The population of this survey includes all R.O.C. citizens who were 12 years or older in 2009. The survey period covered from January1, 2009 through December 31, 2009.

This survey was designed primarily to collect domestic tourism data. However, outbound traveling data was also collected as a secondary objective. The survey interviews were conducted by telephone, using a computer-assisted telephone interviewing system (CATI). A stratified random sampling was used to select the sample. The total initial sample was divided into four panels; and a rotation scheme was instituted so that each sample person was interviewed once every quarter for four consecutive quarters. However, sample of each quarter composed of four panels that first panel was interviewed the first time; second panel was interviewed the second time; third panel was interviewed the third time; and the fourth panel was interviewed the fourth time. The numbers of completed domestic tourism interviews were as follows: first quarter 5,559 persons, second quarter 5,569 persons, third quarter 5,575 persons and fourth quarter 5,556 persons. The completed outbound interviews were fewer: first quarter 331 persons, second quarter 330 persons, third quarter 395 persons and fourth quarter 360 persons.

The survey results are summarized in the following in two parts: important indexes of domestic and outbound travels and statistical analysis.

I、Important Indexes of Domestic and Outbound Travels

A. R.O.C. Citizens' Domestic Tourist Travel Index

Table 1 R.O.C. Citizens' Domestic Tourist Travel Index

Item	2009	2008	Change
Proportion of people taking domestic tourist travel	93.4%	92.5%	An increase of 0.9%
Average number of trips per person	4.85trips	4.81 trips	An increase of 0.04 trips
Total number of trips by all citizens	97,990,000 trips	96,197,000 trips	An increase of 1.9%
Average number of days per trip	1.49 days	1.51 days	No significant change
Percentages of trips taken during holidays and weekends	73.2%	74.2%	A decrease of 1%
Over all degree of satisfaction	98.1%	97.2%	An increase of 0.9%
Average expenses per person day on trip	NT$1,252 (US$38.12)	NT$1,268 (US$40.17)	NT：A decrease of 1.3% (US：A decrease of 5.1%)
Average expenses per person trip	NT$1,866 (US$56.81)	NT$1,915 (US$60.67)	NT：A decrease of 2.6% (US：A decrease of 6.4%)
Total expenditure of domestic travels by all citizens	NT$182.8 billions (US$5.569 billions)	NT$184.2 billions (US$5.836 billions)	NT：A decrease of 0.8% (US：A decrease of 4.6%)

Note: 1.The population of this survey includes all R.O.C. citizens who were 12 years or older.

2. "No significant change" means there is no significant difference under significance level $\alpha = 5\%$

3. Proportion of people taking domestic tourist travel means the proportion of people who at least took one time domestic travel during this year.

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

Table 2 R.O.C. Citizens' Outbound Travel Index

Item	2009	2008	Change
Proportion of people taking outbound travels	17.5%	19.6%	A decrease of 2.1%
Total number of trips taken by all citizens	8,142,946 trips	8,465,172 trips	A decrease of 3.8%
Average number of outbound trips per person	0.35 trip	0.37 trip	A decrease of 0.02 trip
Average number of nights per trip	9.7 nights	9.7 nights	No significant change
Average expenditure per person trip	NT$45,030 (US$1,371)	NT$48,834 (US$1,547)	NT$: A decrease of 7.8% (US$: A decrease of 11.4%)
Total expenditure on outbound travels by all citizens	NT$366.7 billions (US$11.164 billions)	NT$413.4 billions (US$13.139 billions)	NT$: A decrease of 11.3% (US$: A decrease of 15.0%)

Note:1. The data source of Total number of trips taken by all citizens and the average number of nights per trip: Monthly Statistics on Tourism.

2. "No significant change" means there is no significant difference under significance level $\alpha = 5\%$.

3. Proportion of people taking outbound travels means the proportion of people who at least took one time outbound travel during this year.

4. Average number of outbound trips per person = total number of outbound trips (the yesr 2009 was 8,142,946) /the average of 12 months total population in Taiwan (the year 2009 was 23,108,987).

5. Average expenditure per person trip is estimated based only on trips with 60 nights or fewer.

6. Exchange rate is the average of 12 months spot exchang rate N.T/$ of that year.

II、Statistical Analysis

A. Domestic Travels

1. **In 2009, 93.4% of citizens had domestic travels, higher than 92.5% of 2008:** During the year of 2009, the first quarter's domestic travel rate (70.8%) was the highest. The proportion of people who traveled was higher than that of 2008 in the second and fourth quarter. 93.4% of the citizens 12 years or older traveled at least once domestically, an increase of 1% from 2008.

Table 3 Proportions of People taking Domestic Tourist Travel

Unit: %

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year (1st Quarter~4th Quarter)
2009	70.8	66.7	65.0	65.9	93.4
2008	71.4	64.8	64.5	64.0	92.5

Note: Proportion of people taking domestic tourist travel means the proportion of people who at least took one time domestic travel during this year.

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2. **The estimated total number of domestic tourist trips taken by citizens of 12 years or older reached 97.99 millions, an increase of 1.9% from the previous year:** The average number of trips per person during the year 2009 was 4.85, an increase of 0.04 trips from 4.81 in 2008. The estimated total number of domestic tourist trips taken by citizens of 12 years or older was 97,990,000 trips. And the total number of trips traveled by all citizens was estimated at 115,390,000 person-trips.

Table 4 Average number of domestic trips per person

Unit: Frequency

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
2009	1.42	1.10	1.21	1.12	4.85
2008	1.42	1.11	1.21	1.07	4.81

3. **"Wished to travel but did not have time" was the main reason for people not having domestic travel, "Wished to travel but could not afford" and "Not interested" were the second major reasons:** During the year of 2009, 7% of people did not take any domestic tourist travel. And the leading reason for not traveling was "Wished to travel but did not have time" (40%); the second major reasons were "Wished to travel but could not afford" (20%) and "Not interested" (19**%)**; the third major reason was "Wished to travel but had poor health" (15%). Compared with 2008, we found that "Wished to travel but did not have time" had a decrease of 9% from that of 2008; "Not interested" had an increase of 7%. The people did not take any domestic tourist travel because of "Not interested", mainly included students aged 12 ~ 19 and 40 ~ 59 years old people whose educational background were under junior high school, and the occupations were administrative staffs, operator, housekeeper, or retirees.

Table 5 Reasons for not traveling

Unit: %

Item	2009	2008
Total	**100.0**	**100.0**
Wished to travel but did not have time	40.1	48.8
Wished to travel but could not afford	20.4	23.0
Not interested	18.8	11.7
Wished to travel but had poor health	14.8	14.2
Wished to travel but could not find companions	1.9	0.8
Wished to travel but did not know good tourist places	1.5	1.0
Outbound travel	1.4	—
Wished to travel but weather were poor	0.5	—
Wished to travel but tourist places were too crowded	0.3	0.3
Wished to travel but had transportation problem	—	0.2
Wished to travel but had accommodation problem	—	—
Other reasons	0.5	—

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

4. Domestic tourist trips made on weekdays and national holidays increased: 61% of the domestic tourist trips were taken on weekends, a decrease of 2% from that of 2008. Domestic trips taken on weekdays and national holidays had an increase of 1% from that of 2008. As for the purposes of the domestic travels, 80% were for “sightseeing, recreation, vacation”, followed by “visiting friends and relatives” (19%). Compared with 2008, “Pure Sightseeing, Recreation, Vacation” had an increase of 3% from 2008; “Physical exercising vacations” had a decrease of 2% from 2008.

Table 6 Day Used For Domestic Tourist Travel

Unit: %

Day of Travel		2009	2008
Total		**100.0**	**100.0**
National Holidays	**Sub Total**	**12.0**	**11.4**
	New year holiday*	0.6	—
	Lunar New Year holidays*	7.1	7.7
	Tomb sweeping Festival	—	1.7
	Dragon boat Festival*	1.2	—
	Double Tenth Day	—	0.4
	Other national holidays	3.1	1.5
Weekends		**61.2**	**62.8**
Weekdays	**Sub Total**	**26.8**	**25.8**
	Annual leaves	8.6	8.4
	Summer or winter breaks	2.5	2.7
	Other weekdays	15.7	14.7

Note: 1.”*” means National Holidays which were continuous holidays during this year, “—” means not continuous holidays in this year.
2.Other national holidays included other national holidays and not continuous National holidays.

Table 7 Purposes of Domestic Tourist Travels

Unit: %

Purpose of the Trip		2009	2008
Total		**100.0**	**100.0**
Sightseeing, Recreation, Vacation	**Sub Total**	**79.5**	**78.7**
	Pure Sightseeing, Recreation, Vacation	65.9	63.3
	Physical exercising vacations	5.4	7.1
	Ecological tours	2.6	2.9
	Conference or Studying Tour	1.0	0.7
	Religious travels	4.6	4.8
Business and tourist travel		**0.9**	**1.0**
Visiting friends and relatives		**19.2**	**19.9**
Others		**0.4**	**0.4**

5. **71% of the domestic tourist trips were one-day trips:** For the year 2009, about 65% of the trips were taken within the living region of the travelers (not significantly different from that of 2008); observing based on traveler's residence region, we found that in all regions, most of the trips were conducted within the same region that they live in, especially in the south region (69%). As for duration of the trips, most of them (71%) were one-day trips, followed by 19% of two-day trips, 8% of three-day trips, 3% of four-day or more trips. Average duration of a trip was 1.49 days (not significantly different from 1.51days of 2008)

Table 8 2009 Proportion of Tourists Visited Each Region by Region of Residence

Unit: Row %

Region Visited / Residence	North Region	Central Region	South Region	East Region	Kin-Mar Region
North Region	65.2	22.4	14.0	5.6	0.3
Central Region	21.4	60.9	20.0	3.1	0.3
South Region	12.2	19.6	68.9	4.7	0.2
East Region	28.9	11.8	16.5	54.0	0.6
Kim-Mar Region	30.9	15.5	7.7	1.4	53.7
Total	40.1	30.9	29.6	5.6	0.4

Note: 1.This item was multi-choice
2.The percentage of the trips were taken within the living region of the travelers (65%) = the total number of the trips conducted within the same region that they live in /total person-trips in 2009.

Table 9 Distribution on Duration of Tourist Trips

Unit: %

Number of Days Traveled	2009	2008
1 Day	70.5	68.9
2 Days	18.8	20.2
3 Days	7.6	8.0
4 days or more	3.1	2.8
Average duration of each trip	1.49days	1.51days

6. **Most of over-night tourists stayed in hotels or friend's or relative's places:** According to the survey, in domestic trips, 71% of them were same-day returns. 12% stayed in hotels, 10% in friend's or relative's places, and 5% in home stays. The percentages of other types of accommodation were very low. Compared with 2008, "Same-day return" had an increase of 2% from 2008; stayed in "hotel" and "in friend's or relative's places" had a decrease of 1% respectively from 2008.

Table 10 Distribution of Accommodation Choices

Unit: %

Accommodation Choice	2009	2008
Total	**100.0**	**100.0**
Same-day return	70.5	68.9
Hotel	12.4	13.5
Friend's or relative's places	10.4	11.1
Home stays	5.1	5.0
Reception house or activity center	0.9	0.9
Camping	0.6	0.6
Others	0.1	0.1

7. **89% of the tourist trips were completely planned by tourists' themselves; most of them obtained travel information from friends, relatives, colleagues or classmates:** Majority of the tourists planned their trips completely by themselves (89%), while other types of planning were each used by less than 6% of the tourists. As for travel information, 53% of tourists obtained it from friends, relatives, colleagues or classmates, 30% through Internet, 12% from electronic media. Compared with 2008, "Internet" had an increase of 3% from 2008, "print media " and "electronic media" had 2% and 1% decrease respectively from 2008. There were 5% of tourists had purchased traveling related products through internet; most of them were hotel reservations.

Table 11 Types of Travels

Unit: %

Types of Travels	2009	2008
Total	**100.0**	**100.0**
Tours planned by tourists' themselves	89.0	87.4
Tours planned by other groups	5.4	6.5
Tours planned by employers	2.2	2.7
Tours planned by religion groups	1.6	1.4
Tours planned by schools or classes	1.2	1.3
Package tours by travel agencies	0.6	0.6
Others	0.0	0.0

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

Table 12 Sources of Travel Information

Unit: %

Information Sources	2009	2008
Friends, Relatives, Colleagues, Classmates	53.1	52.7
Internet	30.2	27.6
Electronic Media	11.8	12.9
Print Media	8.2	10.7
Travel Agencies	2.4	3.1
Tourism Bureau or Agencies	2.3	2.9
Tourism Shows or Exhibits	0.8	1.0
Others	0.7	0.5

Note: 1. This item was multi-choice .Tourists who did not obtain travel information were excluded.
2. Electronic Media includes television, broadcasting, and billboard, etc.
3. Print Media includes traveling books, newspapers, and magazines, etc.

Table 13 Purchasing Traveling Related Products through Internet

Unit: %

<table>
<tr><th colspan="3">Situations</th><th>2009</th><th>2008</th></tr>
<tr><td colspan="3">Total</td><td>100.0</td><td>100.0</td></tr>
<tr><td colspan="3">Did not purchase through internet</td><td>95.3</td><td>95.9</td></tr>
<tr><td colspan="3">Purchased through internet</td><td>4.7</td><td>4.1</td></tr>
<tr><td rowspan="7">Purchase items (multi-choice)</td><td colspan="2">Hotel reservations</td><td>3.4</td><td>3.1</td></tr>
<tr><td rowspan="2">Purchased Train ticket</td><td>Taiwan Railway</td><td>0.6</td><td>0.6</td></tr>
<tr><td>Taiwan High Speed Rail</td><td>0.5</td><td>0.3</td></tr>
<tr><td colspan="2">Purchased package tours</td><td>0.2</td><td>0.3</td></tr>
<tr><td colspan="2">Purchased amusement park tickets</td><td>0.1</td><td>—</td></tr>
<tr><td colspan="2">Purchased plane tickets</td><td>0.1</td><td>0.1</td></tr>
<tr><td colspan="2">Others</td><td>0.2</td><td>0.1</td></tr>
</table>

Note: 1.2009 added the item“amusement park tickets”
2. The purchase percentage of the item =the number of person-trips that did purchase the items/total number of person-trips in 2009.

8. **The most important factor considered by the tourists when they chose visiting places was “beautiful natural scenery”. The “natural scenery sightseeing activities” was the tourists’ most favorite activity:** The most important factor considered by the tourists when they chose visiting places was “beautiful natural scenery”, followed by “visiting relatives or friends” . “distance or vacation length” and “convenient transportation” were ranked third. As for tourists’ favorite activities, the percentage of the “natural scenery sightseeing activities” was the highest. Looking into the detail items,” testing local delicacies ” (25%) and “sightseeing coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc”(24%) were the highest, followed by “camping, mountain climbing, forest hiking”(19%) and “shopping”(17%). Compared with 2008,” Sightseeing coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc” had an increase of 1%;”shopping” and” Observing sunrises, snow scenes, astronomical phenomena, etc.” had a decrease of 2%.

Table 14 The tourists’ considerations while choosing the travel place (Degree of importance)

Unit: %

Considerations	2009	2008
Total	**100.0**	**100.0**
Beautiful natural scenery	18.1 (1)	17.3 (1)
Visiting relatives or friends	14.9 (2)	14.1 (2)
Distance or vacation length	13.4 (3)	12.0 (4)
Convenient transportation	12.5 (3)	13.6 (2)
Never been there or curiosity	7.1 (5)	8.1 (5)
Shopping or seeing movies	6.9 (5)	6.4 (6)
Theme activities or amusement park facilities	6.4 (7)	6.8 (6)
Recommended by relatives or friends	6.3 (7)	6.8 (6)
Planned by schools or companies	4.4 (9)	5.0 (9)
Religious activities	4.4 (9)	4.9 (9)
Visiting exhibitions, or historical sites	2.5 (11)	2.2 (11)
Children’s’ preferences	2.4 (11)	2.0 (11)
Coordination by the civil servants’ National Travel Card	0.1 (13)	0.2 (13)
Health care medical treatment	0.1 (13)	0.1 (13)

Note: 1.Number inside parenthesis indicates the ranking in the importance of considerations when the travelers choose the places to visit.
2. The same ranking number means the degrees of importance of the items have no significant difference under significance level $\alpha = 5\%$

Table 15 The tourists' favorite activities

Unit: column%

Activities	2009	2008
Natural scenery sightseeing activities	**45.3**	**47.1**
Sightseeing coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	23.6	22.6
Camping, mountain climbing, forest hiking	18.6	18.4
Observing animals, such whale, firefly, bird, panda, etc.	3.4	19.1
Observing flowers and plants	9.1	
Observing sunrises, snow scenes, astronomical phenomena, etc.	3.2	5.1
Cultural experiencing activities	**22.3**	**22.8**
Visiting cultural and historical sites	5.0	6.1
Attending festivals and shows	3.4	3.6
Visiting exhibitions (such as museum, etc.)	5.3	5.7
Learning traditional craft skills	0.7	0.7
Indigenous culture experiencing	0.6	0.8
Religious activities	7.4	7.3
Farm living experiencing	1.1	1.7
Experiencing railway's old time	0.5	0.8
Visiting characteristic construction	1.2	—
Sports activities	**5.3**	**5.1**
Swimming, diving, etc.	1.5	1.8
Boating	0.3	0.3
Fishing	0.4	0.4
Paragliding	0.0	0.0
Ball game (such as golf, tennis, basketball, etc.)	0.1	0.2
Rock-climbing	0.0	0.0
Stream tracing	0.1	0.1
Grass skiing	0.0	0.1
Riding bicycle	2.8	2.2
Watching sport games	0.1	0.1
Amusement park activities	**3.5**	**3.9**
Mechanical amusement park activities	1.6	2.5
Water amusement park activities	0.7	0.5
Visiting the shows or programs in the amusement park	1.0	0.8
Visiting the special subjects in the amusement park	0.6	0.7
Testing delicacies food activities	**26.1**	
Testing local delicacies	24.8	**24.1**
Enjoying tea, coffee or aferenoon tea and food	1.5	
Testing healthy food	0.2	
Other recreational activities	**25.2**	**26.3**
Driving for fun(cars, motorcycle)	1.2	1.4
Hot spring, SPA	4.4	5.3
Shopping	17.2	18.8
Visiting fruit farms	0.8	1.1
Cruising	1.7	2.1
Travel by cable car and view the scenery	0.1	—
Other	1.0	1.1
No favorite activities	**3.7**	**2.4**
Visit relatives and friends only	**14.1**	**15.4**

Note:1. This item was multi-choice. The numerator is the number of answers and the denominator is the number of person trip.

2. The 'other' of other recreational activities includes barbecue, singing, etc. "Visit relatives and friends only" includes tomb sweeping.

3. "—" means no sample in the cell; "0.0"means the percentage was under 0.05.

4.In 2009,added the item: Testing delicacies food activities which include "Testing special food Drinking", "tea or coffee Testing" and "health food". Cultural experiencing activities added "Visiting characteristic construction"; other recreational activities added "Travel by cable car and view the scenery".

9. **Private automobile was the main transportation for most tourists:** Based on this survey, private automobile (66%) was the main transportation for most tourists, followed by tour bus (11%), train (including Taiwan Railway 6% and Taiwan High Speed Rail 3%) and motorcycle (9%). Particularly noticeable was that traveled by private automobile increased, while traveled by pubilc transportation (bus and Mass Rapid Transit) or tour bus decreased.

Table 16 Main Transportation

Unit：%

Transportation			2009		2008	
Private automobile			65.8	(1)	63.9	(1)
Tour bus			10.9	(2)	11.8	(2)
Train	Taiwan Railway	Tour-train	0.4	(3)	7.0	(3)
		Cruise-style train	0.0			
		General train	5.6			
	Taiwan Haigh Speed Rail		2.9		3.5	
Motorcycle			8.7	(3)	9.0	
Bus (publicly or privately owned)			7.9		8.5	
Mass Rapid Transit (MRT)			6.7		7.6	
Boat			1.4		1.8	
Taxi			1.3		1.5	
Bicycle			1.5		1.4	
Airplane			0.9		1.0	
Rental car			0.4		0.6	
Tourist special bus	Taiwan tour bus		0.2		0.7	
	Happy bus		0.0			
	Others		0.0			
Cable car			—		0.5	
Others transportation			0.3		0.2	

Note: 1.This item was multi-choice.
2. Number inside parenthesis indicates the first 3 places ranking. The same ranking number means the percentages have no significant difference.
3. "—" means no sample in the cell; "0.0"means the percentage was under 0.05.
4. In 2009, Taiwan railway included "tour-train", "cruise-style train" and "general train"; tourist special bus included "Taiwan tour bus", "Happy bus" and "others".
5. Others transportation included "walk, school bus, hotel bus" etc.

10. **98% of all tourists were satisfied with the overall impressions of the places visited:** 98% of tourists were satisfied with the places they visited. Tourists were most satisfied with “natural scenery and natural resources protection” (96%), “travel safety” (95%) and “attendants services” (95%). However, tourists were most dissatisfied with “parking facilities”(16%), “public transportation” (15%), “lavatories”(14%), “Entrance ticket prices” (14%), and “smooth traffic”(13%).

Table 17 Tourists’ Degree of Satisfaction with Places Visited

Unit: %

Items	Satisfied		Dissatisfied	
	2009	2008	2009	2008
Overall satisfaction	98.1	97.2	1.6	2.6
Natural scenery and natural resources protection	95.6	93.3	3.4	5.8
Attendants services	94.6	93.2	2.3	3.8
Travel safety	94.8	93.1	4.2	6.0
Lodging facilities	88.2	90.5	7.0	8.4
Ground maintenance	91.2	89.3	8.1	10.1
Food facilities	90.1	86.8	6.3	11.0
Smooth traffic	86.1	82.8	13.1	16.8
Amusement facilities	85.4	82.5	4.1	9.1
Signs and directions	85.4	81.7	8.7	12.5
Lavatories	82.3	78.7	14.4	18.9
Parking facilities	76.9	73.9	15.7	19.3
Entrance ticket prices	77.6	72.7	13.9	19.0
Public transportation	65.8	65.3	15.0	23.2

Note： “Satisfied” includes, percent of extremely satisfied and satisfied; “Dissatisfied” includes percent of extremely dissatisfied and dissatisfied.

11. **The total domestic tourist traveling expenditure by citizens of 12years or older in 2009 was NT$ 182.8 billions, a decreased of 0.8% from that of 2008:** Based on this survey, the average expense per trip for each person was NT$1,866 for domestic travel in 2009, lower than the average expense in 2008.The types of expenditures, ranked in the order of their amount, were as follows: transportation, food and beverage, shopping, lodging, entertainment and other expenses. The total domestic tourist traveling expenses by citizens of 12years or older in 2009 were estimated at NT$182.8 billions, a decrease of 0.8% from that of 2008.

Table 18 Average Expenses of Domestic Tourist Travel Per Person-Trip

Unit: NT$

Item	2009		2008		Growth rate (%)
Total	**1,866**	**100%**	**1,915**	**100%**	**-2.6**
Transportation	492	26%	511	27%	-3.7
Lodging	318	17%	330	17%	-3.6
Food and Beverage	432	23%	454	24%	-4.8
Entertainment	102	6%	104	5%	-1.9
Shopping	429	23%	413	22%	3.9
Other Expenses	93	5%	103	5%	-9.7

Note: Other expenses include gifts, donations and tips.

Table 19 Average Expenses of Domestic Tourist Travel Per Person-Trip in 2008 By With/Without Lodging

Unit: NT$

Item	Total	Over-night Traveler		Not over-night Same-day return
		With lodging expenses	Without lodging expenses	
Total	**1,866**	**4,763**	**2,667**	**977**
Transportation	492	1,012	967	282
Lodging	318	1,708	0	0
Food and Beverage	432	928	600	275
Entertainment	102	231	107	67
Shopping	429	812	634	295
Other Expenses	93	72	358	58

Note: Most of “over-night but without lodging expenses” were lodging in relatives or friends houses (96%); some stayed in free reception houses or activity centers or free camping grounds(4%).

12. **Most of the domestic tourist trips that planned by travel agencies were taken on weekends, traveled by tour bus:** 3.8% of total domestic tourist trips in 2009 were planned by travel agencies. More females took domestic tourist trips that planned by travel agencies than males. For age-wise, 50 years or older accounted for 46%; as for occupation, retirees, housekeepers and students were larger groups. Most of domestic tourist trips planned by travel agencies were taken on weekends; 87% traveled by tour bus; the average number of days per trip was 1.96 days and the average expenses per person trip was NT$4,347.

Table 20 Characteristics of the domestic tourist trip that planned by travel agencies

Characteristics	The domestic tourist trips that planned by travel agencies
Gender	More females (53%)
Age	50 years or older accounted for 46%
Occupation	More retirees (15%) housekeepers (15%) and students (14%)
Days of travel	More taken on weekends (54%)
Type of travel	More tour planned by other groups (32%) and tour planned by employers (28%)
Main transportation	More tour bus (87%)
Average number ofdays per trip	1.96 days
Average expenses per person trip	NT$4,347

B. Comparisons of Domestic Travel and Outbound Travel

1. Domestic travel rate for outbound travelers was 98%: During 2009, 93.4 % of all citizens took at least one domestic tourist trip; while 17.5% had at least one outbound travel. The average number of domestic trip per person was 4.85; while the average number of outbound travel per person was 0.35. Furthermore, we found that outbound travelers had a higher proportion of domestic travels than non-outbound travelers, 98% vs. 93%.

Table 21 Comparison of Domestic Travel vs. Outbound Travel in 2009

Status of Travel	Domestic Tourist Travels					Outbound Travels				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
Did not Travel	29.2%	33.3%	35.0%	34.1%	6.6%	95.1%	94.5%	93.2%	94.0%	82.5%
Did Travel	70.8%	66.7%	65.0%	65.9%	93.4%	4.9%	5.5%	6.8%	6.0%	17.5%
Average number of Trips per person	1.42	1.10	1.21	1.12	4.85	0.08	0.08	0.10	0.09	0.35
Total number of trips by All Citizens	28,591,000 person-trips 33,737,000 person-trips (under 12 yrs old included)	22,196,000 person-trips 25,969,000 person-trips (under 12 yrs old included)	24,477,000 person-trips 28,638,000 person-trips (under 12 yrs old included)	22,726,000 person-trips 27,044,000 person-trips (under 12 yrs old included)	97,990,000 person-tripS 115,388,000 person-trips (under 12 yrs old included)	1,914,298 person-trips	1,921,833 person-trips	2,237,817 person-trips	2,068,998 person-trips	8,142,946 person-trips

Table 22 Proportions of Domestic Tourist Travels in 2009
Outbound Travelers vs. Non-outbound Travelers

Unit: %

Status	Outbound Travelers （17.5%）	Non-outbound Travelers （82.5%）
Total	**100.0**	**100.0**
Had Domestic Travel	98.0	92.5
No Domestic Travel	2.0	7.5

2. 77% of outbound tourists did not decrease the number of domestic trips due to outbound travels: During 2009, 23% of outbound tourists decreased the number of domestic trips due to oversea travel; while 77% expressed that their outbound travels had no effect on their domestic trip frequencies. From the cross tabulation between outbound and domestic travels, we found that most citizens had domestic trips but no outbound travel (76%), followed by 17% who had both domestic and outbound trips, and less than 1% who had outbound travel but no domestic trip.

Table 23 Outbound Travel Effect on Domestic Trips

Status	Percentage
Total	**100.0**
No Effect	77.2
Reducing domestic trips due to outbound travel	22.8

Table 24 Domestic Travelers vs. Outbound Travelers in 2009

Unit: %

Outbound Traveler / Domestic Traveler	No	Yes	Total
No	6.2	0.3	6.6
Yes	76.3	17.2	93.4
Total	82.5	17.5	100.0

3. **Outbound travelers' male proportion, age and monthly income were on the average higher than domestic tourist travelers:** Comparisons between months, we found that more tourists took domestic trips in January and December than in any other month, accounting for 10% and 11%; while more outbound trips were taken in July (10%) and August (10%) . Gender-wise, domestic trips were taken by males and females evenly; while outbound trips taken by male out numbered females (57% to 43%); Age-wise, average age of domestic travelers was 39 years old, while outbound traveler was 42 years old on average. Based on monthly income, average monthly income of the domestic travelers (NT$23,371) was less than that of the outbound travelers (NT$30,443). As for occupation, student, housekeepers and services or sales workers were larger groups among domestic trips, while outbound travelers had more technician, managers or supervisors, and housekeepers.

Table 25 Characteristics Comparison between Domestic Tourists and Outbound Travelers in 2009

Characteristics	Domestic Tourist	Outbound Traveler
Month	more in January (10.3%) and December (11.1%)	more in July (9.8%) and August (10.0%)
Gender	male female evenly divided	more males（56.8%）
Age	Average Age：39	Average Age：42
Monthly Income	Average monthly income NT$23,371	Average monthly income NT$30,443
Occupation	More Students (15.3%) or Housekeepers (14.4%) or Services or sales workers (12.5%)	More technician (14.4%) or Managers or supervisors (11.8%) or Housekeepers (11.0%)

Note: These data of outbound tourist's traveling month, sex, and age were government statistical data.

4. **Sightseeing, Recreation or Vacation was the main purpose for both domestic tourist trips and outbound travel trips:** Most tourists took domestic travel for sightseeing, recreation or vacation purpose (80%), followed by visiting friends or relatives (19%). Most outbound travelers went overseas also for sightseeing, recreation or vacation purpose (60%), followed by business (26%).

Table 26 Comparison of the Trip Purposes in 2009

Domestic vs. Outbound

Domestic Tourist Trips			Outbound Tourist Trips	
Purpose of the Trip		%	Purpose of the Trip	%
Total		**100.0**	**Total**	**100.0**
Sightseeing, Recreation, Vacation	Subtotal	79.5	Sightseeing, Recreation, Vacation	59.9
	Pure Sightseeing Recreation, Vacation	65.9		
	Physical Exercising Vacation	5.4		
	Ecological Tour	2.6		
	Conference or Studying Tour	1.0		
	Religious Tour	4.6		
Business		0.9	Business	25.5
Visiting friends or relatives		19.2	Visiting friends or relatives	14.2
—		-	Short-term learning or study	0.3
Others		0.4	Others	0.2

Note：“—” means no sample in the cell.

5. **Most tourists, domestic or outbound, took short distance trips:** In 2009, 65% of the domestic tourist travels were within tourist’s own living region tours. For outbound travels, 89% of the trips were in nearby Asian countries; and more travelers visited Mainland China (40%) than any other place, followed by Japan (15%) and Hong Kong (10%). Compared with 2008, visited Mainland China had an increase of 4%, visited Japan had a decrease of 5%.

Table 27　Destinations of outbound Travels

Unit：%

Destination			2009		2008	
Asia	China-Hong Kong-Macao	Hong Kong	50.2	9.9(3)	44.4	8.7(3)
		Mainland China		39.6(1)		35.7(1)
		Macao		3.6		2.5
	Southeast Asia	Thailand	17.6	4.5	16.7	4.4
		Malaysia		3.0		2.8
		Singapore		1.9		2.4
		Indonesia		2.5		2.4
		Philippines		1.8		2.0
		Vietnam		3.3		2.4
		Cambodia		1.0		1.2
		Myanmar		0.0		0.1
	Northeast Asia	Japan	20.8	15.4(2)	25.4	20.5(2)
		Korea		5.4		4.7
	Others		0.7		—	
America		U.S.A.	4.1	3.5	6.9	5.4
		Canada		1.0		1.8
		Others		0.3		—
Europe		U.K.	4.6	0.7	3.4	0.5
		Netherlands		0.5		0.4
		Belgium		0.6		0.1
		France		1.6		0.6
		Germany		0.9		0.9
		Switzerland		0.4		0.2
		Austria		0.5		0.7
		Czech		0.5		0.6
		Hungary		0.1		0.3
		Italy		0.2		0.6
		Greece		0.2		0.0
		Spain		0.5		0.1
		Others		0.7		—
Oceania		Australia	2.0	1.7	2.3	1.8
		New Zealand		0.3		0.3
		Palau		0.1		0.2
		others		—		—
Africa		South Africa	0.1	—	0.1	—
		Others		0.1		0.1
Others			0.7		2.4	

Note: 1. Traveling regions were multi-choice.
2. Malaysia includes Sabah, Japan includes Okinawa, U.S.A includes Guam and Hawaill, Thailand includes Phuket, Indonesia includesn Bali.
3. ”—”means no sample in the cell; “0.0”means the percentage was under 0.05.
4. Number inside parenthesis indicates the first 3 places ranking.
5. In 2008, “Others” include “Asia-other”,“Asia-other”, “America-other”,”Europe-other”, ”Oceania-other” and ”Africa-other”.

6. **North Region was the most important tourist source for both domestic and outbound tourist market:** Analysis based on region of residence, we found that more domestic trips (48%) were taken by the residents of the North Region than any other region, followed by the South Region (26%) and Central Region (25%). And 59% of all outbound trips were taken by the residents of the North Region. The South Region (21%) and Central Region (18%) were in distant second. Therefore, North Region was the most important tourist source for both domestic and outbound tourist market.

Table 28 Distribution of Domestic and Outbound Trips in 2009
By Region of Residence

Region of Residence	Domestic Trips (%)	Outbound Trips (%)
Total	**100.0**	**100.0**
North Region	47.8	58.5
Central Region	24.5	18.0
South Region	25.7	20.5
East Region	1.7	1.6
Kim-Mar Region	0.3	1.4

7. **Most domestic and outbound travelers took individual tours:** More tourists took domestic or outbound trips (89% for domestic and 64% for outbound) by themselves than joining group tours. Only 4% of all domestic tourist trips were arranged by travel agencies, while 88% of outbound tours were arranged through travel agencies.

Table 29　Comparison of Types of Domestic and Outbound Travels in 2009

Unit: %

Item		Domestic Travel	Outbound Travel
Type of Tour	Individual Tour	89.0	64.4
	Group Tour	11.0	35.6
Arrangement	By Travel Agency	3.8	87.7
	Not by Travel Agency	96.2	12.3

8. **In 2009, the R.O.C. citizens' total domestic tourist traveling expenditure was NT$ 182.8 billions; total expenditure for outbound travels was NT$ 366.7 billions:** Average spending per domestic person-trip (stayed out one night or more and paied accommodation expenses) was NT$4,763. The R.O.C. citizens' total domestic tourist traveling expenditures was NT$ 182.8 billions. The total expenditures of all outbound tourist

travels was NT$366.7 billions in 2009. In addition, before and after the trip, there was a total spending of NT$3,407 in Taiwan for each person-trip. (It included the expenses of buying trip necessities and gifts, transportation expenses between home and airports, buying and repairing camera, suitcases and other traveling equipments). We estimated that the total expenditures related to the trip spent by outbound tourists before going abroad and returning to Taiwan was NT$27.7 billions (US$0.844 billions).

Table 30 Expenditure of Domestic and Outbound Travels in 2009

Item	Domestic Travel	Outbound Travel
Average Spending Per Day Trip	NT$3,268 (-0.5%) (stayed out one night or more)	NT$5,003 (-6.1%)
Average Spending Per Person Trip	NT$4,763 (+0.8%) (stayed out one night or more)	NT$45,030 (-7.8%)
Total Travel Expenditure by All Citizens	NT$182.8 billions (-0.8%) US$5.569 billions (-4.6%)	NT$366.7 billions (-11.3%) US$11.164 billions (-15.0%)

Note: Number inside parenthesis indicates percent change from 2008 to 2009.

9. **30%~46% of people had plans for domestic travels for the next season:** For the next season domestic travel planning, the highest proportion (45%) was planning for domestic travels for the 1st Quarter of 2010. (Lunar New Year holidays)

Table 31 Next Season Travel Plans

Unit:%

Item	Plans for 2009 2nd Quarter	Plans for 2009 3rd Quarter	Plans for 2009 4th Quarter	Plans for 2010 1st Quarter
Total	**100.0**	**100.0**	**100.0**	**100.0**
planned domestic Travel	34.7	39.0	30.9	45.1
planned outbound Travel	3.4	3.6	3.7	3.9
planned both domestic and outbound travels	4.2	4.0	3.4	4.3
planned neither domestic nor outbound travels	57.6	53.4	62.0	46.7