

2007 Survey of Travel by R.O.C Citizens

Executive Summary

The objectives of this study are to understand, in 2007, 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 2007. The survey period covered from January 1, 2007 through December 31, 2007.

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 4,581 persons, second quarter 4,566 persons, third quarter 4,540 persons and fourth quarter 4,540 persons. The completed outbound interviews were fewer: first quarter 250 persons, second quarter 314 persons, third quarter 352 persons and fourth quarter 298 persons.

The survey results are summarized in the following 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	2007	2006	Change
Proportion of people taking domestic tourist travel	90.7%	87.6%	An increase of 3.1%
Average number of trips per person	5.57 trips	5.49 trips	An increase of 0.08 trips
Total number of trips by all citizens	110,253,000 trips	107,541,000 trips	An increase of 2.5%
Average number of places visited each trip	1.64 places	1.66 places	No significant change
Average number of days per trip	1.52 days	1.67 days	A decrease of 0.15 days
Percentages of trips taken during holidays and weekends	75.5%	74.5%	An increase of 1.0%
Over all degree of satisfaction	96.3%	96.0%	No significant change
Average expenses per person day on trip	NT\$1,309 (US\$39.79)	NT\$1,249 (US\$38.34)	NT : An increase of 4.8% (US : An increase of 3.8%)
Average expenses per person trip	NT\$1,989 (US\$60.47)	NT\$2,086 (US\$64.03)	NT : A decrease of 4.7% (US : A decrease of 5.6%)
Total expenditure of domestic travels by all citizens	NT\$219.3 billions (US\$6.667 billions)	NT\$224.3 billions (US\$6.885 billions)	NT : A decrease of 2.2% (US : A decrease of 3.2%)

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=the percentage of total population in

Taiwan-Fukien Area that at least taking one time domestic tourist travel.

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

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

Item	2007	2006	Change
Proportion of people taking outbound travels	19.4%	17.9%	An increase of 1.5%
Total number of trips taken by all citizens	8,963,712 trips	8,671,375 trips	An increase of 3.4%
Average number of outbound trips per person	0.39 trip	0.38 trip	An increase of 0.01 trip
Average number of nights per trip	9.8 nights	10.4 nights	A decrease of 0.6 night
Average expenditure per person trip	NT\$48,227 (US\$1,466)	NT\$46,307 (US\$1,421)	NT\$: An increase of 4.1% (US\$: An increase of 3.2%)
Total expenditure on outbound travels by all citizens	NT\$432.3 billions (US\$13.142 billions)	NT\$401.5 billions (US\$12.326 billions)	NT\$: An increase of 7.7% (US\$: An increase of 6.6%)

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. Average number of outbound trips per person = total number of outbound trips (8,963,712) / the average of 12 months total population in Taiwan-Fukien Area (22,909,848).

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

4. Proportion of people taking outbound travels= the percentage of total population in Taiwan

-Fukien Area that at least taking one time outbound trip.

5. Exchange rate is the average of 12 months spot exchange rate N.T/\$ of 2007.

II、 Statistical Analysis

A. Domestic Travels

1. **91% citizens had domestic travels in 2007, higher than 88% of 2006:** During the year of 2007, the domestic travel rate was: 1st Quarter: 69.4%, 2nd Quarter: 63.4%, 3rd Quarter: 62.6%, 4th Quarter: 63.5%. The first quarter's domestic travel rate was the highest. 90.7% of the citizens 12 years or older traveled at least once domestically, an increase of 3% from 2006. The proportion of people who traveled was higher than that of 2006 in the first and second quarter, but was not significantly different from that of 2006 in the third quarter and fourth quarter.

Table 3 Proportions of People Having Domestic Travels

Unit: %

Year	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole Year
2007	69.4	63.4	62.6	63.5	90.7
2006	66.3	59.6	61.0	62.5	87.6

Note: Travel rate : travel at least once domestically during a period.

2. **The estimated total number of domestic tourist trips taken by citizens of 12 years or older reached 110.25 millions, an increase of 2.5% from the previous year:** The average number of trips per person during the year 2007 was 5.57, which was not significantly different from 5.49 in 2006. The estimated total number of domestic tourist trips taken by citizens of 12 years or older was 110,253,000 trips. And the total number of trips traveled by all citizens was estimated at 131,500,000 person-trips.

Table 4 Average number of domestic trips per person

Unit: Frequency

Year	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole Year
2007	1.43	1.41	1.42	1.31	5.57
2006	1.47	1.22	1.39	1.41	5.49

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” had an increase of 3% from that of 2006:** During the year of 2007, 9% 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” (49%); the second major reasons were “Not interested in traveling” (17%), “Wished to travel but had poor health” (16%) and “Wished to travel but could not afford” (13%). Compared with 2006, we found that “Not interested in traveling” had a decrease of 4% from that of 2006 and “Wished to travel but could not afford” had an increase of 3% from that of 2006.

Table 5 Reasons for not traveling

Unit: %

Item	2007	2006
Total	100.0	100.0
Wished to travel but did not have time	48.7	47.0
Not interested	16.7	20.3
Wished to travel but had poor health	16.4	17.4
Wished to travel but could not afford	13.2	10.1
Wished to travel but did not know good tourist places	1.8	0.9
Wished to travel but could not find companions	1.2	1.3
Outbound travel	0.6	1.4
Wished to travel but had transportation problem	0.6	1.2
Wished to travel but weather were poor	0.2	—
Wished to travel but tourist places were too crowded	—	0.2
Wished to travel but had accommodation problem	—	—
Other reasons	0.6	0.2

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

4. **Domestic tourist trips made on national holidays increased:** 58% of the domestic tourist trips were taken on weekends, a decrease of 2% from that of 2006. 25% of the domestic tourist trips were taken on weekdays, not significantly different from that of 2006. 17% of the domestic trips were taken on national holidays, an increase of 3% from that of 2006. As for the purposes of the domestic travels, 78% were for “sightseeing, recreation, vacation” an increase of 2% from that of 2006. There were 61% of the trips for “pure sightseeing, recreation, vacation”, followed by “visiting friends and relatives” (20%).

Table 6 Day Used For Domestic Tourist Travel

Unit: %

Day of Travel		2007	2006
Total		100.0	100.0
National Holidays	Sub Total	17.2	14.0
	Lunar New Year holidays	10.0	-
	Dragon boat Festival	1.0	-
	Moon Festival	1.4	-
	Other national holidays	4.8	-
Weekends		58.3	60.5
Weekdays	Sub Total	24.5	25.5
	Annual leaves	6.9	7.7
	Summer or winter breaks	2.4	3.7
	Other weekdays	15.2	14.1

Note: National holidays were not subdivided into 4 categories in 2006.

Table 7 Purposes of Domestic Tourist Travels

Unit: %

Purpose of the Trip	2007	2006
Total	100.0	100.0

	Sub Total	78.3	76.3
Sightseeing, Recreation, Vacation	Pure Sightseeing, Recreation, Vacation	60.8	60.6
	Physical exercising vacations	7.2	7.0
	Ecological tours	2.7	2.9
	Conference or Studying Tour	0.8	0.6
	Religious travels	6.8	5.2
Business and tourist travel		1.1	1.1
Visiting friends and relatives		19.7	22.0
Others		0.9	0.6

5. **Most of the Domestic tourist trips were one-day trips:** For the year 2007, about 67% of the trips were taken within the living region of the travelers (higher than 59% of 2006); observing based on traveler's residence region, we found that the people who lived in North, Central, South or East Region, most of the trips were conducted within the same region that they live in, especially in the south region (73%). As for duration of the trips, most of them (70%) were one-day round trips (an increase of 9% from that of 2006), followed by 19% of two-day trips (a decrease of 5% from that of 2006). Average duration of each trip was 1.52 days (a decrease of 0.15 days from 2006).

Table 8 2007 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	67.5	22.5	16.8	5.6	0.4
Central Region	24.4	61.2	23.4	3.9	0.2
South Region	14.4	18.8	73.4	5.6	0.1
East Region	27.5	13.4	19.8	58.1	0.4
Kim-Mar Regio	77.8	15.0	29.0	-	29.1
Total	40.0	30.9	35.4	6.3	0.3

Note: 1.This item was multi-choice

2.”—” means no sample in the cell

3. The percentage of the trips were taken within the living region of the travelers (67%)=the total frequency of the trips were conducted within the same region that they live in ÷total trips

Table 9 Distribution on Duration of Tourist Trips

Unit: %

Number of Days Traveled	2007	2006
1 Day	69.9	60.9
2 Days	18.9	24.3
3 Days	7.7	10.7
4 days or more	3.4	4.1
Average duration of each trip	1.52 days	1.67 days

6. Over-night tourists decreased: According to the survey, in domestic trips, 70% of them were same-day returns. 13% stayed in hotels, 11% in friend’s and relative’s places, and 4% in home stays. The percentages of other types of accommodation were very low. Compared with 2006, same-day return had an increase of 9% from that of 2006. The percentages of staying in hotel, friend’s and relative’s places and home stays were all decreased.

Table 10 Distribution of Accommodation Choices

Unit: %

Accommodation Choice	2007	2006
Total	100.0	100.0
Same-day return	69.9	60.9
Hotel	12.8	16.8
Friend's or relative's places	11.2	14.2
Home stays	4.3	5.8
Reception house or activity center	1.0	1.2
Camping	0.6	0.9
Others	0.1	0.1

7. **90% of the tourist trips were completely planned by tourists' themselves; most of them obtained travel information from friends, relatives, colleagues, classmates or internet:** 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, 25% of them obtained it through Internet, 16% of them obtained it from electronic media. There were 4% of tourists had purchased traveling related products through internet; most of them were hotel reservations.

Table 11 Types of Travels

Unit: %

Types of Travels	2007	2006
Total	100.0	100.0
Tours planned by tourists' themselves	88.6	87.7
Tours planned by other groups	5.5	5.5
Tours planned by employers	2.3	3.0
Tours planned by religion groups	1.5	1.4
Tours planned by schools or classes	1.4	1.6
Package tours by travel agencies	0.7	0.8

Others	0.1	0.0
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Table 12 Sources of Travel Information (multi-choice)

Unit: %

Information Sources	2007	2006
Friends, Relatives, Colleagues, Classmates	53.0	50.5
Internet	25.3	27.0
Electronic Media	16.1	13.6
Print Media	12.3	12.8
Tourism Bureau or Agencies	3.0	2.9
Travel Agencies	2.1	2.8
Tourism Shows or Exhibits	0.7	0.9
Others	0.7	1.4

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: %

Situations		2007	2006	
Total		100.0	100.0	
Did not purchase through internet		95.6	95.3	
Purchase through internet		4.4	4.7	
Purchase Items	Hotel reservations	(3.2)	(3.3)	
	Purchased Train ticket	Taiwan Railway	(0.5)	(0.5)
		Taiwan High speed rail	(0.1)	-
		Did not answer	(0.1)	-

	Purchased package tours	(0.4)	(0.4)
	Purchased plane tickets	(0.2)	(0.3)
	Others	(0.2)	(0.3)

Note: 1. This item was multi-choice.

2. The Taiwan high speed rail did not operate in 2006.

3. The purchase percentage of the item =the person-trips of the items/total person-trips in 2007.

8. **The most important factor considered by the tourists when they chose visiting places was “beautiful natural scenery”; and 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 friends or relatives”. As for tourists’ favorite activities, the percentage of the “Natural scenery sightseeing activities” was the highest. On the regional comparison in the favorite activities, we found that North region had higher percentage of tourists enjoying “Tasting good foods, tea or coffee” and “shopping” than other regions; “Religious activities” in the Central was higher than other regions; “Natural scenery sightseeing activities” and “Hot spring, SPA” in the East were higher than other regions.

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

Unit: %

Considerations	2007	2006
Total	100.0	100.0
Beautiful natural scenery	16.9 (1)	17.4 (1)
Visiting relatives or friends	14.8 (2)	17.6 (1)
Convenient transportation	13.0 (3)	9.4 (4)
Distance or vacation length	11.9 (4)	11.9 (3)
Theme activities or amusement park facilities	7.6 (5)	9.5 (4)
Never been there or curiosity	7.3 (5)	7.5 (6)
Recommended by relatives or friends	7.1 (5)	7.5 (6)
Shopping or seeing movies	5.9 (8)	4.6 (10)
Religious activities	5.7 (8)	5.2 (9)
Planned by schools or companies	4.9 (10)	6.0 (8)
Visiting exhibitions, or historical sites	2.4 (11)	2.3 (11)
Childrens’ preferences	1.5 (12)	—
Coordination by the civil servants’ National Travel Card	0.2 (13)	0.2 (12)
Health care medical treatment	0.1 (13)	0.0 (13)

Note: 1. “ - ” means no such item

2. Number inside parenthesis indicates the ranking in the importance of considerations when the travelers choose the places to visit. 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—by region

Unit: column%

Activities	Region Visited				
	North Region	Central Region	South Region	East Region	All
Natural scenery sightseeing activities	45.7	44.5	45.3	72.0	45.1
Sightseeing coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc.	23.7	18.8	24.9	50.0	22.9
Camping, mountain climbing, forest hiking	14.3	19.2	14.0	18.5	15.5
Observing animals or plants (such as flowers, birds, whale, firefly etc.)	16.5	17.4	15.6	25.5	16.4
Observing sunrises, snow scenes, astronomical phenomena, etc.	3.5	5.9	7.0	9.8	5.3
Other	-	-	-	-	-
Cultural experiencing activities	24.5	31.4	28.8	24.3	26.7
Visiting cultural and historical sites	5.4	5.8	7.6	4.5	5.6
Attending festivals and shows	4.6	6.1	7.7	6.1	6.2
Visiting exhibitions (such as museum, etc.)	7.3	7.2	6.1	4.7	6.3
Learning traditional craft skills	1.1	1.8	0.7	0.4	1.1
Indigenous culture experiencing	0.1	1.4	0.7	2.7	0.7
Religious activities	7.5	10.2	7.3	4.4	7.8
Farm living experiencing	1.1	2.9	2.1	4.1	1.9
Experiencing railway's old time	0.4	1.9	0.7	0.1	0.9
Other	-	-	-	-	-
Sports activities	4.6	2.0	7.4	6.5	4.8
Swimming, diving, etc.	1.6	0.6	3.9	2.9	2.1
Boating	0.2	0.1	0.2	1.6	0.2
Cruising	2.2	0.9	3.0	1.5	2.0
Fishing	0.4	0.1	0.4	0.2	0.3
Paragliding	-	-	0.0	0.1	0.0

Amateur ball game (such as golf, tennis, basketball, etc.)	0.3	0.1	0.1	0.3	0.2
Rock-climbing	0.0	0.1	0.0	-	0.0
Stream tracing	0.1	0.1	0.1	0.4	0.1
Grass skiing	0.1	0.0	0.1	0.1	0.1
Watching sport games	-	-	0.0	-	0.0
Other	0.0	0.0	0.0	-	0.0
Amusement park activities	3.3	5.5	2.3	3.0	3.4
Mechanical amusement park activities (bumping cars, roller coaster, free fall boating, etc.)	2.7	4.4	1.5	2.4	2.6
General amusement park activities(non-mechanical)	0.8	1.6	0.9	0.6	1.0
Other	-	-	-	-	-
Other recreational activities	46.6	32.3	36.7	37.1	38.1
Driving for fun(cars, motorcycle, bicycle)	2.2	3.6	4.0	6.8	3.5
Hot spring, SPA	5.6	3.8	2.9	16.0	4.6
Tasting good food, tea or coffee	28.5	17.7	21.8	14.2	21.8
Visiting fruit farms	0.5	2.2	0.4	0.9	0.9
Shopping	23.6	11.7	15.2	5.3	16.4
Other	2.1	1.0	1.4	0.5	1.6
No favorite activities	2.3	2.5	3.2	2.1	2.6
Visit relatives and friends only	13.1	18.0	15.1	6.7	16.1

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 cultural experiencing activities includes 'Hakka cultural experiencing'. The 'other' of other recreational activities includes barbecue, singing, etc.

3. Visit relatives and friends includes tomb sweeping.

4. "0.0" means the percentage was under 0.05.

9. **Danshui, Love River and Kaohsiung Dream-Mall were the top three of the most visited domestic tourist resorts:** North Region was visited by the largest number of tourists, followed by the South region. Danshuei (6%) was the most popular place for tourists. As for National Parks, Kenting National Park was visited by the largest number of tourists, accounting for 5%. For thirteen National Scenic Areas, Tri-Mountain (3%) was the place with largest number of tourists. As for Package-Tour Routes, North Coast Route was visited by the largest number of tourists, accounting for 8%.

Table 16 Region Visited

Unit: %

Region Visited	Percentage
North Region	40.0
Central Region	30.9
South Region	35.4
East Region	6.3
Kim-Mar Region	0.3

Note: 1.This item was multi-choice.

2.North Region : Taipei City, Keelung City, Taipei County, Yilan County, Taoyuan County, Hsinchu County, Hsinchu City.

Central Region : Miaoli County, Taichung County, Taichung City, Changhua County, Nantou County, Yunlin County.

South Region : Chiayi County, Chiayi City, Tainan County, Tainan City, Kaohsiung County, Kaohsiung City, Pingtung County, Penghu County.

East Region : Taidung County, Hualien County.

Kim-Mar Region : Kinmen County, Lienchiang County.

Table 17 Ten Most Visited Resorts in 2007

Unit: %

Tourist places	Percentage
Danshuei	5.53
Love River	2.80
Kaohsiung Dream-Mall	2.56

Cijin Seashore Park	2.49
Taipei 101 Mall	2.41
Jiaosi	2.11
The Sunmoonlake Scenic Area	1.94
Anping Fort	1.80
Bali dock	1.80
Chingjing Farm	1.74

Note: the percentage=the number of person-trips to a tourist place/ total number of person-trips in 2007.

Table 18 2007 Proportion of Tourists Visiting National park and National Scenic Area

Unit : %

National Park	Percentage	National Scenic Area	Percentage	National Scenic Area	Percentage
Kenting	5.46	Tri-Mountain	3.19	Northeast Coast	1.36
Yanmingshan	2.67	Sun Moon Lake	2.30	Siraya	1.20
Taroko	1.73	East Coast	2.14	Maolin	1.07
Shei-Pa	0.77	Southwest Coast	1.67	Penghu	0.48
Kinmen	0.37	East Rift Valley	1.62	Tapeng Bay	0.32
Yushan	0.15	Alishan	1.60	Matzu	0.05
		North Coast & Guanyinshan	1.40		

Note: The percentage=the number of person-trips to one place of the National Park or the National Scenic Area / total number of person-trips in 2007.

Table 19 2007 Proportion of Tourists Visiting the 13 Package-Tour Routes

Unit : %

Package-Tour Routes	Percentage	Package-Tour Routes	Percentage
North Coast	7.49	Taoyuan-Hsinchu-Miaoli	3.71
Lanyang Northern Cross-Island	5.90	Kaohsiung-Pingtung Foothills	2.23
Central Mountain Range	4.49	Alishan	1.53
Hengchun Peninsula	3.89	Penghu	0.48
Yunlin-Chiayi-Tainan	3.88	Kinmen	0.23
Hualien-Taitung	3.84	Matzu	0.05
Sun Moon Lake	3.79		

Note: The percentage=the number of person-trips to one place of the Package-Tour Routes / total number of person-trips in 2007.

10. Private automobile was the main transportation for most tourists, but travel by motorcycle was increasing: Based on this survey, private automobile was the main transportation for most tourists, followed by tour bus, motorcycle, train and bus (publicly or privately owned). Particularly noticeable was that travel by motorcycle was ranked 2th place in 2007, upgraded from 3th place in 2006.

Table 20 Main Transportation in 2007

Unit : %

Transportation		2007	2006
Private automobile		66.6 (1)	68.6 (1)
Tour bus		10.5 (2)	11.7 (2)
Motorcycle		9.6 (2)	8.4 (3)
Train	Taiwan railway	6.0	6.9 (4)
	Taiwan high speed rail	2.1 (4)	—
Bus (Publicly or privately owned)		7.2 (5)	7.2 (4)
Mass Rapid Transit (MRT) system		4.7	3.9 (5)
Taxi		1.6	1.5
Boat		1.5	1.4
Airplane		1.1	1.3
Bicycle		0.9	0.6
Tourist special bus		0.7	0.7
Rental car		0.2	0.2
Others		0.3	0.3

Note: 1.This item was multi-choice.

2. Number inside parenthesis indicates the first 5 places ranking. The same ranking number means the percentages have no significant difference.

3. The Taiwan high speed rail did not operate in 2006.

11. 96% of all tourists were satisfied with the overall impressions of the places visited:

96% of tourists were satisfied with the places they visited, which was not significantly different from 2006. Tourists were most satisfied with “attendants services” (92%), “travel safety” (92%) and “natural scenery and natural resources protection” (92%). However, tourists were most dissatisfied with “levitation of traffic jams” (23%) and “public transportation” (23%), followed by “Entrance ticket prices” (21%), “parking facilities”(21%) and “lavatories”(20%).

Table 21 Tourists Degree of Satisfaction with Places Visited

Unit: %

Items	Satisfied		Dissatisfied	
	2007	2006	2007	2006
Overall satisfaction	96.3	96.0	3.4	3.5
Attendants Services	91.9	91.2	5.1	5.3
Travel Safety	91.8	89.7	6.8	8.3
Natural Scenery and natural resources protection	91.5	89.9	7.2	8.7
Ground maintenance	88.1	85.8	11.1	12.9
Lodging facilities	86.1	85.4	10.1	10.3
Food facilities	86.1	82.6	11.3	14.0
Amusement facilities	83.6	82.2	9.5	10.8
Signs and directions	80.9	79.2	13.6	15.1
Lavatories	77.2	74.6	20.0	22.6
Levitation of traffic jams	74.4	69.2	23.0	27.9
Parking facilities	74.2	73.2	20.5	22.0
Entrance ticket prices	71.4	66.7	20.9	25.0
Public transportation	65.9	65.3	22.9	23.5

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

12. The R.O.C. citizens' total domestic tourist traveling expenditure in 2007 was NT\$ 219.3 billions: Based on this survey, the average expense per trip for each person was NT\$1,989 for domestic travel in 2007, a decrease of 4.7% from that of 2006. The types of expenditures, ranked in the order of their amount, were as follows: transportation, food and beverage, shopping, lodging and entertainment. The total domestic tourist travel expenses by citizens of 12 years or older in 2007 were estimated at NT\$219.3 billions, a decrease of 2% from that of 2006.

Table 22 Average Expenses of Domestic Tourist Travel Per Person-Trip

Unit: NT\$

Item	2007		2006		Increase rate
Total	1,989	100%	2,086	100%	-4.7%
Transportation	495	25%	494	24%	-
Lodging	316	16%	382	18%	-17.3%
Food and Beverage	471	24%	504	24%	-6.5%
Entertainment	141	7%	151	7%	-6.6%
Shopping	421	21%	426	20%	-1.2%
Others	145	7%	129	7%	+12.4%

Note: Other expenses include gifts, donations and tips.

Table 23 Average Expenses of Domestic Tourist Travel Per Person-Trip in 2007
By With/Without Lodging

Unit: NT\$

Item	Total	Over-night		Not over-night Same-day return
		With lodging expenses	Without lodging expenses	
Total	1,989	4,770	2,939	1,103
Transportation	495	1,005	914	291
Lodging	316	1,734	0	0
Food and Beverage	471	959	655	313

Entertainment	141	290	172	97
Shopping	421	677	719	304
Others	145	106	478	99

Note: Most of "over-night but without lodging expenses" were lodging in relatives or friends houses; some stayed in free visitor centers or free camping grounds.

B. Comparisons of Domestic Travel and Outbound Travel

1. Domestic travel rate for outbound traveler was 97%: During 2007, 91 % of all citizens took at least one domestic tourist trip; while 19% had at least one outbound travel. The average number of domestic trip per person was 5.57; while the average number of outbound travel per person was 0.39. Furthermore, we found that outbound travelers had a higher proportion of domestic travels than non-outbound travelers', 97% vs. 89%.

Table 24 Comparison of Domestic Travel vs. Outbound Travel in 2007

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	30.6%	36.6%	37.4%	36.5%	9.3%	94.5%	93.2%	92.4%	93.7%	80.6%
Did Travel	69.4%	63.4%	62.6%	63.5%	90.7%	5.5%	6.8%	7.6%	6.3%	19.4%
Average number of Trips per person	1.43	1.41	1.42	1.31	5.57	0.09	0.10	0.11	0.09	0.39
Total number of trips by All Citizens	28,202,000 person-trips	27,867,000 person-trips	28,143,000 person-trips	26,041,000 person-trips	110,253,000 person-trips					
	33,560,000 person-trips (under 12 yrs old included)	33,440,000 person-trips (under 12 yrs old included)	33,772,000 person-trips (under 12 yrs old included)	30,728,000 person-trips (under 12 yrs old included)	131,500,000 person-trips (under 12 yrs old included)	2,119,933 person-trips	2,301,717 person-trips	2,484,933 person-trips	2,057,129 person-trips	8,693,712 person-trips

Table 25 Proportions of Domestic Tourist Travels in 2007 Outbound Travelers vs. Non-outbound Travelers

Status	Outbound Travelers (19.4%)	Non-outbound Travelers (80.6%)
Total	100.0%	100.0%
Had Domestic Travel	96.7%	89.2%
No Domestic Travel	3.3%	10.8%

2. 78% of outbound tourists did not decrease the number of domestic trips due to outbound travels: During 2007, 22% of outbound tourists decreased the number of domestic trips due to overseas travel; while 78% expressed that their outbound travels had no effect on their domestic trip frequencies. From the crosstabulation between outbound and domestic travels, we found that most citizens (72%) had domestic trips but no outbound travel, followed by 19% who had both domestic and outbound trips, and 1% who had outbound travel but no domestic trip.

Table 26 Outbound Travel Effect on Domestic Trips

Status	Percentage
Total	100.0
No Effect	78.0
Reducing domestic trips due to outbound travel	22.0

Table 27 Domestic Travelers vs. Outbound Travelers in 2007

Outbound Traveler Domestic Traveler	No	Yes	Total
No	8.7%	0.6 %	9.3 %
Yes	71.9 %	18.7 %	90.7 %
Total	80.6 %	19.4 %	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 February than in any other month, accounting for 15%; while more outbound trips were taken in July (10%) or August(9%). Gender-wise, domestic trips were taken by males and females evenly; while outbound trips were 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\$26,238) was less than that of the outbound travelers (NT\$40,622). As for occupation, student, services or sales workers and housekeepers were larger groups among domestic trips, while outbound travelers had more managers and supervisors, technician, services or sales workers, retirees, housekeepers or students.

Table 28 Characteristics Comparison between Domestic Tourists and Outbound Travelers in 2007

Characteristics	Domestic Tourist	Outbound Traveler
Month	more in February (14.6%)	more in July (9.9%) or August(9.3%)
Gender	male female evenly divided	more males (56.7%)
Age	Average Age : 39	Average Age : 42
Monthly Income	Average monthly income NT\$26,238	Average monthly income NT\$40,622
Occupation	More in Students (16.3%) or Services or sales workers (13.8%) or Housekeepers (13.3%)	More in Managers or Supervisors (14.5%) or Technician (10.9%) or Services or sales workers (10.9%) or retirees (10.5%) or housekeepers (10.3%) or students(10.3%)

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 (78%), followed by visiting friends or relatives (20%). Most outbound travelers went overseas also for sightseeing, recreation or vacation purpose (60%), followed by business (25%).

Table 29 Comparison of the Trip Purposes in 2007

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	78.3	Sightseeing, Recreation, Vacation	60.4
	Pure Sightseeing Recreation, Vacation	60.8		
	Physical Exercising Vacation	7.2		
	Ecological Tour	2.7		
	Conference or Studying Tour	0.8		
	Religious Tour	6.8		
Business		1.1	Business	24.9
Visiting friends or relatives		19.7	Visiting friends or relatives	12.2
-		-	Short-term learning or study	1.7
Others		0.9	Others	0.8

5. Most tourists, domestic or outbound, took short distance trips: In 2007, 67% of the domestic tourist travels were within tourist's own living region tours. For outbound travels, 90% of the trips were in nearby Asian countries; and more travelers visited Mainland China than any other place (40%), followed by Japan (18%) and Hong Kong (8%).

Table 30 Destinations of outbound Travels for year 2007

Region	Destination	Region (%)	Destination (%)
China-Hong Kong-Macao	Hong Kong	46.5 (↑1.8)	8.2 (↑0.7)
	Mainland China		39.9 (↑2.5)
	Macao		1.8 (↑0.9)
Southeast Asia	Thailand	17.5 (↑0.0)	4.6 (↓0.3)
	Malaysia		2.6 (↓0.7)
	Singapore		1.8 (↓0.4)
	Indonesia		3.3 (↑0.9)
	Philippines		1.4 (↑0.2)
	Vietnam		2.5 (↓0.8)
	Cambodia		1.7 (↑0.9)
	Myanmar		0.1 (↑0.1)
	Brunei		0.0 (↑0.0)
Northeast Asia	Japan	22.8 (↑2.3)	18.3 (↑1.8)
	Korea		4.5 (↑0.4)
America	U.S.A.	5.7 (↓4.7)	5.0 (↓3.8)
	Canada		0.9 (↓1.2)
Europe	U.K.	5.5 (↑1.2)	1.1 (↑0.1)
	Netherlands		0.3 (↓0.1)
	Belgium		0.3 (↑0.0)
	France		1.9 (↑1.0)
	Germany		2.8 (↑1.6)
	Switzerland		1.1 (↑0.5)
	Austria		0.9 (↑0.2)
	Italy		0.9 (↓0.0)
	Czech		1.2 (↑0.7)

	Hungary		0.7 (↑0.3)
	Greece		— (↓0.0)
	Spain		0.4 (↓0.0)
	Portugal		0.1 (↑0.1)
	Sweden		— (↓0.1)
	Norway		— (↓0.1)
	Finland		— (↓0.1)
	Denmark		— (↓0.1)
	Iceland		— (↓0.1)
	Poland		— (↓0.2)
Oceania	Australia	2.0 (↓1.2)	1.2 (↓0.9)
	New Zealand		0.7 (↓0.3)
	Palau		0.1 (↓0.1)
Africa	South Africa	0.1 (↓0.1)	0.0 (↓0.1)
Others	Others	1.4 (↑0.3)	1.7 (↑0.3)

Note: 1. Traveling regions were multi-choice.

2. The percentage in () indicates change from 2006.

3. "—" means no sample in the cell.

4. "0.0" means the percentage was under 0.05.

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 (43%) were taken by the residents of the North Region than any other region, followed by the South Region (30%). And 58% of all outbound trips were taken by the residents of the North Region. The South Region (20%) and Central Region (19%) were in distant second. Therefore, North Region was the most important tourist source for both domestic and outbound tourist market.

**Table 31 Distribution of Domestic and Outbound Trips in 2007
By Region of Residence**

Region of Residence	Domestic Trips (%)	Outbound Trips (%)
Total	100.0	100.0
North Region	42.6	57.6
Central Region	25.2	19.2
South Region	29.7	20.0
East Region	2.3	1.3
Kim-Mar Region	0.3	1.9

7. Most domestic and outbound travelers took individual tours: More tourists took domestic or outbound trips (89% for domestic and 58% for outbound) by themselves than joining group tours. Only 4% of all domestic tourist trips were arranged by travel agencies, while 92% of outbound tours were arranged through travel agencies.

Table 32 Comparison of Types of Domestic and Outbound Travels in 2007

Item		Domestic Travel	Overseas Travel
Type of Tour	Individual Tour	88.6%	58.3%
	Group Tour	11.4%	41.7%
Arrangement	By Travel Agency	3.5%	91.5%
	Not by Travel Agency	96.5%	8.5%

8. In 2007, the R.O.C. citizens' total domestic tourist traveling expenditure was NT\$ 219.3 billions, a 2.2% decrease from that of 2006; total expenditure for outbound travels was

NT\$ 432.3 billions, a 7.7% increase from that of 2006: Average spending per domestic person-trip (stayed out one night or more and paid accommodation express) was NT\$4,770. The R.O.C. citizens' total domestic tourist traveling expenditures was NT\$ 219.3 billions, a decrease of 2.2% from that of 2006. The total expenditures of all outbound tourist travels was NT\$432.3 billions in 2007. In addition, before and after the trip, there was a total spending of NT\$3,802 in Taiwan for each person-trip. (It included the expenses of buying trip necessities and gifts, transportation expenses between home and airport, printing camera films, and repairing 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\$34.1 billions (US\$1.036 billions).

Table 33 Expenditure of Domestic and Outbound Travels in 2007

Item	Domestic Travel	Outbound Travel
Average Spending Per Day Trip	NT\$3,264 (+3.7%) (stayed out one night or more)	NT\$4,767 (+9.8%)
Average Spending Per Person Trip	NT\$4,770 (+1.4%) (stayed out one night or more)	NT\$48,227 (+4.1%)
Total Travel Expenditure by All Citizens	NT\$219.3 billions (-2.2%) US\$6.667 billions (-3.2%)	NT\$432.3 billions (+7.7%) US\$13.142 billions (+6.6%)

Note: Number inside parenthesis indicates percent change from 2006 to 2007.

9. 30%~45% of people had plans for domestic travels for the next season: For the next season domestic travel planning, the highest proportion was planning for travels for the 1st Quarter of 2007. (Lunar New Year holidays)

Table 34 Next Season Travel Plans

Unit:%

Item	Plans for 2007	Plans for 2007	Plans for 2007	Plans for 2008
	2nd Quarter	3rd Quarter	4th Quarter	1st Quarter
Total	100.0	100.0	100.0	100.0
planned domestic Travel	30.2	34.7	32.3	44.9

planned outbound Travel	5.1	4.8	3.6	3.7
planned both domestic and outbound travels	3.7	3.8	2.9	3.8
planned neither domestic nor outbound travels	61.0	56.7	61.2	47.6