

2006 Survey of Travel by R.O.C Citizens

Executive Summary

The objectives of this study are to understand, in 2006, 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 2006. The survey period covered from January 1, 2006 through December 31, 2006.

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 number of completed domestic tourism interviews were as follows: first quarter 4,581 persons, second quarter 4,535 persons, third quarter 4,572 persons and fourth quarter 4,539 persons. The completed outbound interviews were fewer: first quarter 359 persons, second quarter 351 persons, third quarter 357 persons and fourth quarter 352 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

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

Item	2006	2005	Change
Proportion of people taking domestic tourist travel	87.6%	91.3%	Decrease 3.7%
Average number of trips per person	5.49 trips	4.78 trips	Increase 0.71 trips
Total number of trips by all citizens	107,541,000 trips	92,610,000 trips	Increase 16.1%
Average number of places visited each trip	1.66 places	1.56 places	Increase 0.1 place
Average number of days per trip	1.67 days	1.64 days	No significant change
Percentages of trips taken during holidays and weekends	74.5%	73.5%	Increase 1.0%
Over all degree of satisfaction	96.0%	95.7%	No significant change
Average expenses per person day on trip	NT\$1,249 (US\$38.34)	NT\$1,268 (US\$39.37)	No significant change
Average expenses per person trip	NT\$2,086 (US\$64.03)	NT\$2,080 (US\$64.57)	No significant change
Total expenditure of domestic travels by all citizens	NT\$224.3 billions (US\$6.885 billions)	NT\$192.6 billions (US\$5.980 billions)	NT : increase 16.5% (US : increase 15.1%)

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. Exchange rate is the average of 12 months' spot rate NT/\$ of 2006.

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

R.O.C. Citizens' Outbound Travel Index

Item	2006	2005	Change
Proportion of people taking outbound travels	17.9%	16.4%	Increase 1.5%
Total number of trips taken by all citizens (Note 1)	8,671,375 trips	8,208,125 trips	Increase 5.6%
Average number of outbound trips per person (Note 2)	0.38 trip	0.36 trip	Increase 0.02 trip
Average number of nights per trip (Note 3)	10.35 nights	10.40 nights	Decrease 0.5 night
Average expenditure per person trip	NT\$46,307 (US\$1,421)	NT\$42,595 (US\$1,322)	NT\$: increase 8.7% (US\$: increase 7.5%)
Total expenditure on outbound travels by all citizens	NT\$401.5 billions (US\$12.326 billions)	NT\$349.6 billions (US\$10.854 billions)	NT\$: increase 14.8% (US\$: increase 13.6%)

Note: 1. Data source: monthly statistics on Tourism.

2. Average number of outbound trips per person = total number of outbound trips /total population in Taiwan-Fukien Area.
3. Average number of nights per trip is monthly statistics on Tourism, including only 60 nights or fewer. Data source: monthly statistics on Tourism, including only 60 nights or fewer.
4. Average expenditure per person trip is estimated based only on trips with 60 nights or fewer.

II、 Statistical Analysis

A. Domestic Travels

1. **88% citizens had domestic travels in 2006, lower than 91% of 2005:** During the year of 2006, the domestic travel rate was: 1st Quarter: 66.3%, 2nd Quarter: 59.6%, 3rd Quarter: 61.0%, 4th Quarter: 62.5%. The first quarter's domestic rate was the highest, followed by the forth quarter. 87.6% of the citizens 12 years or older traveled at least once domestically, a decrease of 4% from 2005. The proportion of people who traveled was higher than that of 2005 in the third and forth quarter, but was significant lower than that of 2005 in the first quarter and second quarter.

Proportions of People Having Domestic Travels

Year	Proportion of People Traveled (%)				
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole Year
2006	66.3	59.6	61.0	62.5	87.6
2005	68.9	73.6	57.8	56.8	91.3

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 107.54 millions, an increase of 16% from the previous year:** The average number of trips per person was higher than that of 2005 in the first, third and forth quarter, but was significant lower than that of 2005 in the second quarter. The average number of trips during the year 2006 was 5.49, which was higher than 4.78 in 2005. The estimated total number of domestic tourist trips taken by citizens of 12 years or older was 107,541,000 trips. And the total number of trips traveled by all citizens was estimated at 130,956,000 person-trips.

Average number of People Having Domestic Travels

Year	Average number of trips per person				Average number of trips per person in whole year
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	
2006	1.47	1.22	1.39	1.41	5.49
2005	1.25	1.35	0.95	1.23	4.78

3. “Wished to travel but did not have time”, “Not interested”, and “Wished to travel but had poor health” were the main reasons for people not having domestic travel:

During the year of 2006, 12% 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” (47%); and the second major reason was “Not interested in traveling” (20%) and “Wished to travel but had poor health” (17%). Compared with 2005, we found that “Wished to travel but could not afford” increased the most, a 4% increase over that of 2005. It was also noticed that the proportions of persons not being able to travel due to “Wished to travel but could not afford” were higher for agricultural, animal husbandry, forestry, fishery workers, production related workers, unemployed persons, and average monthly income per person NT10,000~20,000.

Reasons for not traveling

Unit: %

Item	2006	2005
Outbound travel	1.4	2.1
Not interested	20.3	24.1
Wished to travel but did not have time	47.0	45.6
Wished to travel but could not find companions	1.3	1.1
Wished to travel but did not know good tourist places	0.9	0.9
Wished to travel but could not afford	10.1	5.7
Wished to travel but had transportation problem	1.2	1.3
Wished to travel but had poor health	17.4	17.1
Wished to travel but tourist places were too crowded	0.2	-
Wished to travel but weather were poor	-	1.0
Wished to travel but had accommodation problem	-	-

Other reasons	0.2	0.9
Total	100.0	100.0

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

4. Domestic tourist trips made on weekends increased: 61% of the domestic tourist trips were taken on weekends, an increase of 2% over 2005. 26% of the domestic tourist trips were taken on weekdays, a decrease of 1% from 2005. Trips taken on national holidays also decreased 1% from that of 2005. However, trips taken on annual leaves and summer or winter breaks both increased 1% from that of 2005 . The main purpose of domestic tourist travels was pure sightseeing, recreation, vacation (61%), followed by visiting friends and relatives(22%), physical exercising vacations(7%), and religious travels(5%). The main purpose of domestic tourist were sightseeing, recreation, vacation, an increase of 5% from that of 2005.

Day Used For Domestic Tourist Travel

Unit: %

Day of Travel		2006	2005
Total		100.0	100.0
Weekends		60.5	58.4
National Holidays		14.0	15.1
Sub Total		25.5	26.4
Weekdays	Annual leaves	7.7	7.0
	Summer or winter breaks	3.7	3.1
	Other weekdays	14.1	16.3

Purposes of Domestic Tourist Travels

Unit: %

Purpose of the Trip		2006	2005
Total		100.0	100.0
Sightseeing, Recreation, Vacation	Sub Total	76.3	71.2
	Pure Sightseeing, Recreation, Vacation	60.6	55.5
	Physical exercising vacations	7.0	9.3
	Ecological tours	2.9	2.4
	Conference or Studying Tour	0.6	0.5

	Religious travels	5.2	3.5
	Business and tourist travel	1.1	1.4
	Visiting friends and relatives	22.0	23.0
	Others	0.6	4.4

5. **Domestic tourist trips of staying out overnight or traveling outside living region increased:** For the year 2006, about 59% of the trips were taken within the living region of the travelers (lower than 63% of 2005); observing based on traveler's residence region, we found that the people who lived in North, Central, or South Region, most of the trips were conducted within the same region they live, especially in the south region(67%). As for duration of the trips, most of them (61%) were one-day round trips(a decrease of 3% from 2005), followed by 24% of two-day trips (an increase of 2% over 2005). Average duration of each trip was 1.67 days (not significantly different from 1.64 days of 2005).

2006 Proportion of Tourists Visited Each Region

Unit: row %

Region Visited Residence	North Region	Central Region	South Region	East Region	Kim-Mar Region
	North Region	61.5	26.9	19.7	7.2
Central Region	24.6	58.0	26.0	5.6	0.2
South Region	16.8	21.9	67.4	7.5	0.2
East Region	36.3	11.5	27.6	44.2	0.3
Kim-Mar Region	51.6	9.0	7.0	-	57.9

Note: 1. This item was multi-choice.

2. "—" means no sample in the cell.

Distribution on Duration of Tourist Trips

Unit: %

Number of Days Traveled	2006	2005
1 Day	60.9	64.0
2 Days	24.3	21.9
3 Days	10.7	10.2

4 days or more	4.1	3.9
Average duration of each trip	1.67 days	1.64 days

6. **Over-night tourists mostly stayed in hotels, most noticeably increase occurred in home stays:** According to the survey, in domestic trips, 61% of them were same-day returns. 17% stayed in hotels, 14% in friend's and relative's places, and 6% in home stays. The percentage of other type of accommodation were lower than 2%. Compared with 2005, the percentage of staying in home stays increased most (2%).

Distribution of Accommodation Choices

Unit: %

Accommodation Choice	2006	2005
Total	100.0	100.0
Same-day return	60.9	63.9
Hotel	16.8	17.0
Friend's & relative's	14.2	12.8
Home stays	5.8	4.0
Reception house or activity center	1.2	1.2
Camping	0.9	0.8
Others	0.1	0.3

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 (88%) while other types of planning were each used by less than 6% of the tourists. There were 4% of the trips arranged by travel agencies, and 5% of tourists had purchased traveling related products through internet (hotel reservations was the most). As for travel information, 53% of the tourists had obtained travel information; 51% of them obtained it from friends, relatives, colleagues or classmates, 27% of them obtained it through Internet (increased most from that of 2005), 14% of them obtained it from electronic media, and 13% of them obtained it from print media.

Types of Travels

Unit: %

Types of Travels	2006	2005
Total	100.0	100.0
Tours planned by tourists' themselves	87.7	88.7
Tours planned by other groups	5.5	4.6
Tours planned by employers	3.0	2.4
Tours planned by schools or classes	1.6	1.3
Tours planned by religion groups	1.4	1.6
Package tours by travel agencies	0.8	1.0
Others	0.0	0.4

Sources of Travel Information (multi-choice)

Unit: %

Information Sources	2006	2005
Friends, Relatives, Colleagues, Classmates	50.5	49.9
Internet	27.0	22.0
Electronic Media	13.6	14.6
Print Media	12.8	13.7
Tourism Bureau or Agencies	2.9	3.3
Travel Agencies	2.8	3.3
Tourism Shows or Exhibits	0.9	1.6
Others	1.4	2.0

Note: 1. 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.

Purchasing Traveling Related Products through Internet

Unit: %

Situations	2006	2005
Total	100.0	100.0
Did not purchase through internet	95.3	96.5
purchase through internet	4.7	3.5

Items purchased through internet (multi-choice)

Unit: %

Items	2006	2005
Hotel reservations	79.1	65.2
Purchased Train tickets	11.7	9.7
Purchased package tours	8.6	12.8
Purchased Plane tickets	5.9	7.2
Others	6.0	5.0

8. The top three factors considered by the tourists when they chose visiting places were “visiting friends or relatives”, “beautiful natural scenery”, “distance and vacation length”. As for tourists’ favorite activities, each region showed its own specialties: The top three factors considered by the tourists when they chose visiting places were “visiting friends or relatives”, “beautiful natural scenery”, “distance and vacation length”. As for tourists’ favorite activities, each region showed its own specialties : tourists enjoyed “Tasting good foods, tea or coffee” and “shopping” in the North, “Amusement park activities” and “Cultural experiencing activities” in the Central, “Amusement park activities” and “Sports activities” in the South, “Natural scenery sightseeing activities” and “Sports activities” in the East.

The tourists’ considerations while choosing the travel place (important degree)

Considerations	2006	2005
Total	100.0	100.0
Visiting relatives or friends	17.6	19.3
Beautiful natural scenery	17.4	19.1
Distance and vacation length	11.9	11.0
Theme activities and amusement park facilities	9.5	9.2
Convenient transportation	9.4	8.7
Recommended by relatives or friends	7.5	5.8
Never been there and curiosity	7.5	6.7
Planned by schools or companies	6.0	5.4
Religious activities	5.2	7.4
Shopping and seeing movies	4.6	5.6
Visiting exhibitions, and historical sites	2.3	-
Coordination by the civil servants’ National Travel Card	0.2	0.3
Health care medical treatment	0.0	0.5
Others	0.7	1.1

The tourists' favorite activities—by region

Unit: column%

Activities	Region Visited				All
	North Region	Central Region	South Region	East Region	
Natural scenery sightseeing activities	47.8	44.8	46.0	72.4	46.1
Sightseeing coastal geological scenery, wetland ecology, rural scenery, river and waterfall, etc.	20.5	16.1	24.8	45.9	20.7
Camping, mountain climbing, forest hiking	14.9	19.2	13.4	14.7	15.5
Observing animals or plants (such as flowers, birds, whale, firefly etc.)	16.8	16.1	15.8	23.7	16.1
Observing sunrises, snow scenes, astronomical phenomena, etc.	9.6	10.0	9.6	18.0	9.8
Other	-	-	-	-	-
Cultural experiencing activities	22.1	25.5	25.3	20.5	22.8
Visiting cultural and historical sites	5.4	5.0	7.8	2.9	5.2
Attending festivals and shows	5.2	4.8	6.3	5.7	5.5
Visiting exhibitions (such as museum, etc.)	6.9	6.5	6.6	7.2	6.0
Learning traditional craft skills	1.0	1.1	0.6	0.2	0.8
Indigenous culture experiencing	0.2	1.5	0.9	2.5	0.9
Religious activities	5.2	7.6	5.5	3.2	5.7
Farm living experiencing	1.6	3.4	2.1	3.5	2.3
Experiencing railway's old time	0.3	1.3	0.5	0.2	0.6
Other	0.0	0.0	-	-	0.0
Sports activities	4.7	2.7	7.6	9.3	5.0
Swimming, diving, etc.	1.8	1.3	5.1	5.7	2.8
Boating	0.3	0.4	0.6	2.5	0.4
Cruising	2.4	0.9	3.0	2.8	1.9
Fishing	0.6	0.2	0.6	0.4	0.5
Flying umbrella	-	0.0	0.0	0.1	0.0

Amateur ball game (such as golf, tennis, basketball, etc.)	0.3	0.3	0.2	0.1	0.3
Rock-climbing	0.1	0.1	0.1	-	0.1
Stream tracing	0.2	0.1	0.1	0.1	0.1
Grass skiing	0.0	0.2	0.1	0.1	0.1
Other	-	-	-	-	-
Amusement park activities	3.5	6.2	1.1	3.0	3.2
Mechanical amusement park activities (bumping cars, roller coaster, free fall boating, etc.)	2.7	5.8	1.4	2.6	2.7
General amusement park activities(non-mechanical)	1.4	2.0	0.6	1.4	1.3
Other	-	-	-	-	-
Other recreational activities	34.7	21.4	20.7	22.5	25.8
Driving for fun(cars, motorcycle, bicycle)	3.0	3.4	3.6	5.3	3.5
Hot spring, SPA	6.5	4.5	3.4	17.9	5.5
Tasting good food, tea or coffee	22.6	12.8	13.7	10.7	15.9
Visiting fruit farms	0.9	2.2	0.4	0.5	1.1
Shopping	19.2	8.2	9.3	4.2	11.8
Other	1.4	1.1	0.9	0.6	1.2
No favorite activities	2.6	2.6	2.7	1.4	2.6
Visit relatives and friends only	12.6	19.2	19.1	6.7	17.8

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

Note:2. The 'other' of cultural experiencing activities includes 'Hakka cultural experiencing'. The 'other' of other recreational activities includes barbecue, singing, etc.

Note:3. Visit relatives and friends includes tomb sweeping.

9. Tamshui, National Museum of Marine Biology & Aquarium and Love River were the top three of the most visited domestic tourist resorts: North Region was visited by the largest number of tourists. Tamshui (5%) was the most popular place for tourists. As for National Park, Kenting National Park was visited by the largest number of tourists, accounting for 6%. For thirteen National Scenic Areas, Tri-Mountain (4%) 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 9%.

Region Visited

Region Visited	Percentage
North Region	39.4
Central Region	32.4
South Region	34.9
East Region	7.7
Kim-Mar Region	0.4

Note : 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.

Ten Most Visited Resorts in 2006

Tourist places	Percentage
Tamshui	5.16
National Museum of Marine Biology & Aquarium	2.26
Love River	2.24
Jiaosi	2.18
The Sunmoonlake Scenic Area	2.16
Taipei 101	2.06

Chingjing Farm	2.02
Cijin Seashore Park	1.90
Anping Fort	1.75
Bali crosses the bow	1.74

Note: the percentage=the person-trips to a tourist place/ total person-trips in 2006

2006 Proportion of Tourists Visiting National park and National Scenic Area

Unit : %

National Park	Percentage	National Scenic Area	Percentage	National Scenic Area	Percentage
Kenting	5.93	Tri-Mountain	4.03	Southwest Coast	1.66
Yanmingshan	2.65	East Coast	3.57	Siraya	1.56
Taroko	1.82	Sun Moon Lake	3.29	Northeast Coast	1.44
Shei-Pa	0.75	Alishan	2.20	Maolin	1.28
Kinmen	0.39	North Coast & Guanyinshan	2.17	Penghu	0.57
Yushan	0.25	East Rift Valley	2.12	Tapeng Bay	0.45
				Matzu	0.06

Note: The percentage=the person-trips to one place of the National Park or the National Scenic Area / total person-trips in 2006.

2006 Proportion of Tourists Visiting the 13 Package-Tour Routes

Unit : %

Package-Tour Routes	Percentage	Package-Tour Routes	Percentage
North Coast	9.18	Yunlin-Chiayi-Tainan Coast	4.24
Lanyang Northern Cross-Island	7.19	Kaohsiung-Pingtung Mountain Area	2.24
Central Mountain Range	6.89	Alishan	2.16
Hengchun Peninsula	6.42	Penghu Offshore Island	0.57
Hualien-Taitung	5.71	Kinmen Offshore Island	0.35
Sun Moon Lake	5.31	Matzu Offshore Island	0.06
Taoyuan-Hsinchu-Miaoli	5.24		

Note: The percentage=the person-trips to one place of the Package-Tour Routes / total person-trips in 2006.

10. Private automobile was the main transportation for most tourists, but travel by bus (publicly or privately owned) was increasing: Based on this survey, private automobile was the main transportation for most tourists, followed by tour bus, motorcycle, bus (publicly or privately owned), train and Mass Rapid Transit (MRT) system. Particularly noticeable was that travel by bus (publicly or privately owned) was ranked 4th place in 2006, upgraded from 5th place in 2005.

Ten Main Transportation in 2006

Unit : %

Transportation	2006	2005
Private automobile	68.6 (1)	66.7 (1)
Tour bus	11.7 (2)	10.8 (2)
Motorcycle	8.4 (3)	8.6 (3)
Bus (Publicly or privately owned)	7.2 (4)	6.2 (5)
Train	6.9 (5)	6.9 (4)
Mass Rapid Transit (MRT) system	3.9	3.2
Taxi	1.5	1.1
Boat	1.4	1.3
Airplane	1.3	1.6
Tourist special bus	0.7	0.6
Bicycle	0.6	0.9
Rental car	0.2	0.3
Others	0.3	0.5

Note: Number inside parenthesis indicates the first 5 places ranking.

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 2005. Tourists were most satisfied with “attendants services” (91%), followed by “natural scenery and natural resources protection” (90%) and “travel safety” (90%). However, most of tourists were dissatisfied with “levitation of traffic jams” (28%), followed by “Entrance ticket prices” (25%); Compared with 2005, the degree of satisfaction for “ground maintenance”, “food facilities”, “signs and directions” and “lavatories” were lower than that of 2005; the degree of satisfaction for “travel safety” was higher than that of 2005.

Tourists Degree of Satisfaction with Places Visited

Unit: %

Items	2006	2005
Overall satisfaction	96.0	95.7
Attendants Services	91.2	91.2
Natural Scenery and natural resources protection	89.9	89.8
Travel Safety	89.7	88.7
Ground maintenance	85.8	87.0
Lodging facilities	85.4	84.7
Food facilities	82.6	84.1
Amusement facilities	82.2	82.5
Signs and directions	79.2	81.0
Lavatories	74.6	76.5
Parking facilities	73.2	74.4
Levitation of traffic jams	69.2	69.3
Entrance ticket prices	66.7	66.8
Public transportation	65.3	64.3

Note: Degree of Satisfaction include, extremely satisfied and satisfied.

12. The R.O.C. citizens' total domestic tourist traveling expenditure in 2006 was NT\$ 224.3 billions: Based on this survey, the average expense per trip for each person was NT\$2,086 for domestic travel in 2006. The types of expenditures, ranked in the order of their amount, were as follows: food and beverage, transportation, shopping, lodging and entertainment. The total domestic tourist travel expenses by all citizens in 2006 were estimated at NT\$224.3 billions, a 16.5% increase from that of 2005, accounted for 1.9% on GDP.

Average Expenses of Domestic Tourist Travel Per Person-Trip

Unit: NT\$

Item	2006		2005	
	Amount	Percentage	Amount	Percentage
Transportation	494	(24%)	482	(23%)
Lodging	382	(18%)	320	(15%)
Food and Beverage	504	(24%)	505	(24%)
Entertainment	151	(7%)	140	(7%)
Shopping	426	(20%)	447	(22%)
Others	129	(7%)	186	(9%)
Total	2,086		2,080	

Note: Other expenses include gifts, donations and tips.

Average Expenses of Domestic Tourist Travel Per Person-Trip in 2006

By With/Without Lodging

Unit:

NT\$

Item	Total	Over-night		Not over-night Same-day return
		With lodging expenses	Without lodging expenses	

Total	2,086	4,704	2,710	1,088
Transportation	494	984	799	270
Lodging	382	1,756	0	0
Food and Beverage	504	954	611	332
Entertainment	151	282	201	98
Shopping	426	639	733	294
Others	129	89	366	94

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 93%: During 2006, 88 % of all citizens took at least one domestic tourist trip; while 18% had at least one outbound travel. The average number domestic trip per person was 5.49; while the average number of outbound travel per person was 0.38. Furthermore, we found that outbound travelers had a higher proportion of domestic travels than non-outbound travelers', 93% vs. 86%.

Comparison of Domestic Travel vs. Outbound Travel in 2006

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	33.7%	40.4%	39.0%	37.5%	12.4%	94.8%	93.5%	92.4%	94.2%	82.1%
Did Travel	66.3%	59.6%	61.0%	62.5%	87.6%	5.2%	6.5%	7.6%	5.8%	17.9%
Average number of Trips	1.47	1.22	1.39	1.41	5.49	0.09	0.10	0.11	0.09	0.38
Total number of trips by All Citizens	28,677,000 person-trips	23,859,000 person-trips	27,261,000 person-trips	27,744,000 person-trips	107,541,000 person-trips	2,028,991 person-trips	2,189,578 person-trips	2,417,881 person-trips	2,034,925 person-trips	8,671,375 person-trips
	34,986,000 person-trips (under 12 yrs old included)	28,869,000 person-trips (under 12 yrs old included)	33,531,000 person-trips (under 12 yrs old included)	33,570,000 person-trips (under 12 yrs old included)	130,956,000 person-trips (under 12 yrs old included)					

Proportions of Domestic Tourist Travel in 2006

Outbound Travelers vs. Non-outbound Travelers

Status	Outbound Travelers (17.9%)	Non-outbound Travelers (82.1%)
Had Domestic Travel	93.0%	86.4%
No Domestic Travel	7.0%	13.6%
Total	100.0%	100.0%

2. 70% of outbound tourists did not decrease the number of domestic trips due to outbound travels: During 2006, 30% of outbound tourists decreased the number of domestic trips due to overseas travel; while 70% expressed that their outbound travels had no effect on their domestic trips frequency. From the crosstabulation between outbound and domestic travels, we found that most citizens (71%) had domestic trips but no outbound travel, followed by 17% who had both domestic and outbound trips, and 1% who had outbound travel but no domestic trip.

Outbound Travel Effect on Domestic Trips

Status	Percentage
No Effect	70.3
Reducing domestic trips due to outbound travel	29.7
Total	100.0

Domestic Travelers vs. Outbound Travelers in 2006

Outbound Traveler Domestic Traveler	No	Yes	Total
No	11.1 %	1.3 %	12.4 %
Yes	70.9 %	16.7 %	87.6 %
Total	82.1 %	17.9 %	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 travels in February than in any other month, accounting for 12%; while more outbound travels were taken in July (10%). Gender-wise, domestic travelers were evenly divided between males and females; while male outbound travelers outnumbered females (57% to 43%); Age-wise, average age of domestic travelers was 37 years old, while outbound traveler was 41 years old on average. Based on monthly income, average monthly income of the domestic travelers (NT\$24,831) was less than that of the outbound travelers (NT\$35,077). As for occupation, student, services or sales workers, housewives and technician were larger groups among domestic tourists, while outbound travelers had more technician, managers and supervisors than any other occupations.

Characteristics Comparison between Domestic Tourists and Outbound Travelers in 2006

Characteristics	Domestic Tourist	Outbound Traveler
Month	more in February (11.6%)	more in July (10.4%)
Gender	male female evenly divided	more males (57.1%)
Age	Average Age : 37	Average Age : 41
Monthly Income	Average monthly income NT\$24,831	Average monthly income NT\$35,077
Occupation	More in Students (17.2%) or Services or sales workers (13.6%) or Housewives (13.3%) or Technician (12.0%)	More in Technician (15.9%) or Managers or Supervisors (15.3%) or Services or sales workers (11.8%)

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

4. Sightseeing, Recreation or Vacation were the main purpose for both domestic tourist trips and outbound travel trips: Most tourists took domestic travel for sightseeing, recreation or vacation purpose (61%), followed by visiting friends or relatives (22%). Most outbound travelers went overseas also for sightseeing, recreation or vacation purpose (56%), followed by business (26%).

Comparison of the Trip Purposes in 2006

Domestic vs. Outbound

Domestic Tourist Travel			Outbound Tourist Travel	
Purpose of the Trip		%	Purpose of the Trip	%
Total		100.0	Total	100.0
	Subtotal	76.3		
Sightseeing, Recreation, Vacation	Pure Sightseeing Recreation, Vacation	60.6	Sightseeing, Recreation, Vacation	55.5
	Physical Exercising Vacation	7.0		
	Ecological Tour	2.9		
	Conference or Studying Tour	0.6		
	Religious Tour	5.2		
Business		1.1	Business	25.8
Visiting friends or relatives		22.0	Visiting friends or relatives	14.8
-		-	Short-term learning or study	3.0
Others		0.6	Others	0.9

5. Most tourists, domestic or outbound, took short distance trips: In 2006, 59% of the domestic tourist travels were within tourist's own living region tours. For outbound travels, 83% of the trips were in nearby Asian countries; and more travelers visited Mainland China than any other place (37%), followed by Japan (17%), USA (9%), and Hong Kong (8%).

Destinations of outbound Travels for year 2006

Region	Destination	Region (%)	Destination (%)
China-Hong Kong-Macao	Hong Kong	44.7(↑2.7)	7.5(↓2.8)
	Mainland China		37.4(↑3.0)
	Macao		0.9(↓0.8)
Southeast Asia	Thailand	17.5(↑1.9)	4.9(↑0.7)
	Malaysia		3.3(↑0.4)
	Singapore		2.2(↓0.5)
	Indonesia		2.4(↓0.1)
	Philippines		1.2(↑0.1)
	Vietnam		3.3(↑0.6)
	Cambodia		0.8(↑0.6)
	Myanmar		0.0(↑0.0)
	Laos		0.0(↑0.0)
Northeast Asia	Japan	20.5(↓1.8)	16.5(↓2.5)
	Korea		4.1(↑0.7)
America	U.S.A.	10.4(↓3.0)	8.8(↓2.7)
	Canada		2.1(↓0.3)
Europe	U.K.	4.3(Note3)	1.0(↑0.7)
	Netherlands		0.4(↑0.1)
	Belgium		0.3(↓0.0)
	France		0.9(↑0.0)
	Germany		1.2(↓0.4)
	Switzerland		0.6(↑0.2)
	Austria		0.7(↑0.1)
	Italy		0.9(↓0.1)
	Czech		0.5(↑0.4)

	Hungary		0.4(Note3)
	Greece		0.0(Note3)
	Spain		0.4(Note3)
	Sweden		0.1(Note3)
	Norway		0.1(Note3)
	Finland		0.1(Note3)
	Denmark		0.1(Note3)
	Iceland		0.1(Note3)
	Poland		0.2(Note3)
Oceania	Australia	3.2(↑0.2)	2.1(↑0.2)
	New Zealand		1.0(↑0.2)
	Palau		0.2(↓0.2)
Africa	South Africa	0.1(↓0.1)	0.1(↓0.1)
Others	Others	1.4(Note3)	1.4(Note3)

Note: 1. Traveling regions were multi-choice.

2. The percentage in () indicates change from 2005.

3. Hungary, Greece, Spain, Sweden, Norway, Finland, Denmark, Iceland, and Poland were belong to other area in 2005, so it were not proper to compare with 2006.

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 (45%) were taken by the residents of the North Region than any other region, followed by the South Region (28%) and the Central Region (24%). And 59% of all outbound trips were taken by the residents of the North Region. The South Region was in distant second, 21%. Therefore, North Region was the most important tourist source for both domestic and outbound tourist market.

Distribution of Domestic and Outbound Trips in 2006

By Region of Residence

Region of Residence	Domestic Trips (%)	Outbound Trips (%)
North Region	45.2	58.8
Central Region	23.7	17.2

South Region	28.5	21.3
East Region	2.2	1.1
Kim-Mar Region	0.4	1.5
Total	100.0	100.0

7. Most domestic and outbound travelers took individual tours: More tourists took domestic or outbound trips (88% for domestic and 64% for outbound) by themselves than joining group tours. Only 4% of all domestic tourist travels were arranged by travel agencies, while 92% of outbound tours were arranged through travel agencies.

Comparison of Types of Domestic and Outbound Travels in 2006

Item		Domestic Travel	Overseas Travel
Type of Tour	Individual Tour	87.7%	63.8%
	Group Tour	12.3%	36.2%
Arrangement	By Travel Agency	4.4%	91.7%
	Not by Travel Agency	95.6%	8.3%

8. In 2006, the R.O.C. citizens' total domestic tourist traveling expenditure was NT\$ 224.3 billions, a 16.5% increase from that of 2005; total expenditure for outbound travels was NT\$ 401.5 billions, a 14.8% increase from that of 2005: Average spending per day per person for domestic tourist travels (stayed out one night or more) was NT\$3,148. Average spending per domestic person-trip was NT\$4,704. The R.O.C. citizens' total domestic tourist traveling expenditure was NT\$ 224.3 billions, a 16.5% increase from that of 2005. The total expenditures of all outbound tourist travels was NT\$401.5 billions in 2006. In addition, before and after the trip, there was a total spending of NT\$4,139 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\$35.9 billions (US\$1.102 billions).

Expenditure of Domestic and Outbound Travels in 2006

Item	Domestic Travel	Outbound Travel
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Average Spending Per Day Trip	NT\$3,148 (-3.5%) (stayed out one night or more)	NT\$4,341 (+11.1%)
Average Spending Per Person Trip	NT\$4,704 (-4.2%) (stayed out one night or more)	NT\$46,307 (+8.7%)
Total Travel Expenditure by All Citizens	NT\$224.3 billions (+16.5%) US\$6.885 billions (+15.1%)	NT\$401.5 billions (+14.8%) US\$12.326 billions (+13.6%)

Note: Number inside parenthesis indicates percent change from 2005 to 2006.

9. 30%~45% of people planned travels for the next season, domestic Travels was the most:

For the next season travel planning, the highest proportion was planning for travels for the 1st Quarter (spring vacateon) and 3rd Quarter (summer vacateon), and most of them were planned domestic Travel.

Next season Travel Plans

Unit:%

Item	Plans for 2006	Plans for 2006	Plans for 2006	Plans for 2007
	2nd Quarter	3rd Quarter	4th Quarter	1st Quarter
Total	100.0	100.0	100.0	100.0
planned domestic Travel	26.2	34.7	28.6	41.7
planned outbound Travel	5.9	5.1	4.3	4.1
planned both domestic and outbound travels	2.3	3.4	2.4	3.0
planned neither domestic nor outbound travels	65.7	56.7	64.7	51.1