

2005 Survey of Travel by R.O.C Citizens

Executive Summary

The objectives of this study are to understand, in 2005, 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 overseas 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 whose age was 12 years or older in 2005. The survey period covered from January 1, 2005 through December 31, 2005.

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 4,749 persons, second quarter 4,723 persons, third quarter 4,531 persons and fourth quarter 4,613 persons. The completed outbound interviews were fewer: first quarter 359 persons, second quarter 356 persons, third quarter 352 persons and fourth quarter 360 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	2005	2004	Change
Proportion of people taking domestic tourist travel	91.3%	90.0%	Increase 1.3%

Average number of trips per person	4.78 trips	5.70 trips	Decrease 0.92 trips
Total number of trips by all citizens	92,610,000 trips	109,338,000 trips	Decrease 15.3%
Average number of places visited each trip	1.56 places	1.46 places	Increase 0.1 place
Average number of days per trip	1.64 days	1.65 days	No significant change
Percentages of trips taken during holidays and weekends	73.5%	67.5%	Increase 6.0%
Over all degree of satisfaction	95.7%	94.1%	Increase 1.6%
Average expenses	NT\$2,080	NT\$2,266	NT : decrease 8.2%
Per person trip	(US\$64.57)	(US\$67.47)	(US : decrease 4.3%)
Total expenditure of domestic travels by all citizens	NT\$192.6 billions (US\$5.980 billions)	NT\$247.8 billions (US\$7.377 billions)	NT : decrease 22.3% (US : decrease 18.9%)

Note: The population of this survey includes all R.O.C. citizens whose age was 12 years or older.

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

R.O.C. Citizens' Outbound Travel Index

Item	2005	2004	Change
Proportion of people taking outbound travels	16.4%	20.8%	Decrease 4.4%
Total number of trips taken by all citizens (Note 1)	8,208,125 trips	7,780,652 trips	Increase 5.5%
Average number of outbound trips per person (Note 2)	0.36 trip	0.34 trip	Increase 0.02 trip
Average number of nights per trip (Note 3)	10.40 nights	10.57 nights	Decrease 0.17 night
Average expenditure per person trip	NT\$42,595 (US\$1,322)	NT\$41,920 (US\$1,248)	NT\$: increase 1.6% (US\$: increase 5.9%)
Total expenditure on outbound travels by all citizens	NT\$349.6 billions (US\$10.854 billions)	NT\$326.2 billions (US\$9.712 billions)	NT\$: increase 7.2% (US\$: increase 11.8%)

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 including only 60 nights or fewer.

II、 Statistical Analysis

A. Domestic Travels

1. 91% citizens had domestic travels in 2005, a small increase in domestic travel rate from that of 2004: During the year of 2005, 91% of the citizens 12 years or older traveled at least once domestically, an increase of 1% from 2004. The proportion of people who traveled was equal to or higher than that of 2004 in the first and second quarter, but was significant lower than that of 2004 in the third quarter due to the effects of typhoon.

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
2005	68.9	73.6	57.8	56.8	91.3
2004	66.5	61.1	61.9	57.0	90.0

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 92.61 millions, a decrease of 15% from the previous year: The average number of trips during the year 2005 was 4.78, which was lower than 5.70 in 2004 due to the effects of typhoon. The estimated total number of domestic tourist trips taken by citizens of 12 years or older was 92,610,000 trips. And the total number of trips traveled by all citizens was estimated at 113,332,000 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	
2005	1.25	1.35	0.95	1.23	4.78
2004	1.41	1.43	1.49	1.37	5.70

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 2005, 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” (46%); and the second major reason was “Not interested in traveling” (24%); and the third major reason was “Wished to travel but had poor health” (17%). The proportion of due to “Poor health” were higher for 60 years or older or retirees.

Reasons for not traveling

Unit: %

Item	2005	2004
Outbound travel	2.1	1.3
Not interested	24.1	17.3
Wished to travel but did not have time	45.6	49.0
Wished to travel but could not find companions	1.1	1.9
Wished to travel but did not know good tourist places	0.9	2.0
Wished to travel but could not afford	5.7	14.5
Wished to travel but had transportation problem	1.3	2.8
Wished to travel but had poor health	17.1	9.3
Wished to travel but tourist places were too crowded	-	0.5
Wished to travel but weather were poor	1.0	0.7
Other reasons	0.9	0.7
Total	100.0	100.0

Note: Yearly data source: citizens' traveling activities in the fourth quarter.

- Domestic tourist trips made on weekends increased: 58% of the domestic tourist trips were taken on weekends, a decrease of 2% from 2004. 26% of the domestic tourist trips were taken on weekdays, a decrease of 6% from 2004. However, trips taken on National Holidays increased from 7% in 2004 to 15% in 2005. The main purpose of domestic tourist travels was sightseeing, recreation, vacation (71%), a decrease of 10% from 2004, followed by visiting friends and relatives (23%), physical exercising (9%), religious travels (4%), and ecological tours (2%).

Day Used For Domestic Tourist Travel

Unit: %

Day of Travel		2005	2004
Total		100.0	100.0
Weekends		58.4	60.8
National Holidays		15.1	6.7
Weekdays	Annual Leaves	7.0	3.2
	Summer or Winter Breaks	3.1	6.2
	Other weekdays	16.3	23.1

Purposes of Domestic Tourist Travels

Unit: %

Purpose of the Trip		2005	2004
Total		100.0	100.0
Sightseeing, Recreation, Vacation	Pure Sightseeing, Recreation, Vacation	55.5	60.3
	Physical exercising vacations	9.3	12.1
	Ecological tours	2.4	3.9
	Conference or Studying Tour	0.5	1.8
	Religious travels	3.5	3.4
Business and tourist travel		1.4	1.1
Visiting friends and relatives		23.0	11.7
Others		4.4	5.7

5. Most of the trips were short distances and one-day : For the year 2005, about 63% of the trips were within the same region in where travelers live (an increase of 2% over 2004); especially in the south region, 71% of the trips were traveled within the south region. As for duration of the trips, most of them (64%) were one-day (an increase of 3% over 2004). Average duration of each trip was 1.64 days (about the same as in 2004).

2005 Proportion of Tourists Visited Each Region

Unit: row %

Region Visited	Residence				
	North Region	Central Region	South Region	East Region	Kim-Mar Region
North Region	64.2	22.8	18.3	6.6	0.3

Central Region	22.2	60.4	22.3	5.2	0.3
South Region	14.5	17.7	70.7	7.2	0.2
East Region	30.1	10.4	26.3	50.1	—
Kim-Mar Region	74.1	4.2	11.2	2.3	35.5

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	2005	2004
1 Day	64.0	61.1
2 Days	21.9	23.8
3 Days	10.2	11.2
4 or more days	3.9	3.9
Average duration of each trip	1.64 days	1.65 days

6. Over-night tourists mostly stayed in hotels or relatives and friends' places, but an increasing number of people were same-day returns: According to the survey, in domestic trips, 64% of them were same-day returns, 17% staying in hotels and 13% staying in relatives and friends' places, and 4% staying in Bed and Breakfast. An increasing number of people were same-day returns, 64% in 2005 over 61% in 2004.

Distribution of Accommodation Choices

Unit: %

Accommodation Choice	2005	2004
Total	100.0	100.0
Same-Day Return	63.9	60.9
Hotel	17.0	21.0
Reception House or Activity Center	1.2	1.4
B&B	4.0	4.4
Camping	0.8	1.1
Friend's & Relative's	12.8	10.7
Others	0.3	0.5

7. 89% of the tourist trips were completely planned by tourists themselves; most of them obtained travel information from friends, relatives or colleagues: Majority of the tourists planned their trips completely by themselves (89%) while other types of planning were each used by less than 5% of the tourists. There were 3% of the trips arranged by travel agencies, and 4% of tourists had purchased traveling related products through Internet. As for travel information, 47% of the tourists had obtained travel information; 50% of them obtained it from friends, relatives or colleagues, 22% of them obtained it through Internet, 15% of them obtained it from electronic media, and 14% of them obtained it from print media.

Types of Travels

Unit: %

Types of Travels	2005	2004
Total	100.0	100.0
Tours planned by tourists' themselves	88.7	87.3
Tours planned by other groups	4.6	5.1
Tours planned by employers	2.4	2.9
Tours planned by religion groups	1.6	1.3
Tours planned by schools or classes	1.3	1.6
Package tours by travel agencies	1.0	1.4
Others	0.4	0.4

Sources of Travel Information (multi-choice)

Unit: %

Information Sources	2005	2004
Friends, Relatives, Colleagues, Classmates	49.9	55.4
Internet	22.0	22.0
Electronic Media	14.6	14.4
Print Media	13.7	17.2
Travel Agencies	3.3	2.2
Tourism Bureau or Agencies	3.3	4.8
Tourism Shows or Exhibits	1.6	0.4
Others	2.0	2.9

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	Percentage	Excluding tourists who did not purchase
Total	100.0	100.0
Did not purchase through internet	96.5	-
Hotel reservations	2.3	65.2
Purchased package tours	0.4	12.8
Purchased Train tickets	0.3	9.7
Purchased Plane tickets	0.2	7.2
Others	0.2	5.0

8. “Natural scenery sightseeing”, “Shopping” and “Tasting good food, tea or coffee” were the favorite activities of the domestic tourists: 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 “shopping” and “Tasting good foods” in the North, “Camping, mountain climbing, forest hiking” and “Observing animals or plants” in the Central, “Sightseeing coastal geological scenery, wetland ecology, rural scenery, river and waterfall” and “Camping, mountain climbing, forest hiking” in the South, “Sightseeing geological scenery, wetland ecology, rural scenery, river and waterfall” and “ hot-spring and SPA” in the East.

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

Considerations	percentage of Important degree
Total	100.0
Visiting relatives or friends	19.3
Beautiful natural scenery	19.1
Distance and vacation length	11.0
Theme activities and amusement park facilities	9.2
Convenient transportation	8.7
Religious activities	7.4
Never been there and curiosity	6.7
Recommended by relatives or friends	5.8
Shopping and seeing movies	5.6
Planned by schools or companies	5.4
Health care medical treatment	0.5
Coordination by the civil servants’ National Travel Card	0.3
Others	1.1

The tourists' favorite activities—by region

Unit: column%

Activities	Region Visited				
	North Region	Central Region	South Region	East Region	All Region
Natural scenery sightseeing activities	45.8	50.3	52.8	83.2	49.6
Sightseeing geological scenery, wetland ecology, rural scenery, river and waterfall, etc.	13.7	9.2	17.8	34.9	14.4
Camping, mountain climbing, forest hiking	13.9	19.4	14.0	14.5	15.2
Observing animals or plants (such as flowers, birds, whale, firefly etc.)	11.9	13.4	12.5	20.2	12.6
Observing sunrises, snow scenes, astronomical phenomena, etc.	6.2	8.3	8.6	13.6	7.4
Other	0.0	0.0	0.0	0.0	0.0
Cultural experiencing activities	22.2	29.4	27.8	20.9	24.8
Visiting cultural and historical sites	4.0	5.0	5.8	2.1	4.4
Attending festivals and shows	3.7	3.9	5.4	6.0	4.2
Visiting exhibitions (such as museum, etc.)	5.1	5.0	5.8	5.3	4.9
Learning traditional craft skills	1.0	1.4	0.5	0.8	0.8
Indigenous culture experiencing	0.1	0.4	0.2	0.7	0.3
Religious activities	7.7	11.9	9.1	4.5	9.2
Farm living experiencing	0.5	1.3	0.8	1.4	0.8
Experiencing railway's old time	0.1	0.3	0.2	0.1	0.2
Other	0.0	0.1	0.0	0.0	0.0
Sports activities	6.5	3.5	9.6	13.2	7.0
Swimming, diving, etc.	2.2	1.5	5.4	5.7	3.3
Boating	0.4	0.3	0.5	2.8	0.5
Cruising	2.4	0.9	2.5	2.9	1.9
Fishing	0.9	0.3	0.6	1.4	0.7
Flying umbrella	0.0	0.0	0.1	0.1	0.0
Amateur ball game (such as golf, tennis, basketball,	0.4	0.2	0.4	0.2	0.3

etc.)					
Rock-climbing	0.0	0.0	0.1	0.0	0.0
Stream tracing	0.1	0.0	0.0	0.2	0.1
Grass skiing	0.1	0.1	0.1	0.0	0.1
Other	0.1	0.1	0.0	0.0	0.1
Amusement park activities	4.3	9.6	3.0	3.3	4.7
Mechanical amusement park activities (bumping cars, roller coaster, free fall boating, etc.)	2.6	6.5	1.5	1.6	2.8
General amusement park activities(non-mechanical)	1.7	3.1	1.5	1.7	1.8
Other	0.0	0.0	0.0	0.0	0.0
Other recreational activities	53.1	30.7	30.9	40.6	38.0
Driving for fun(cars, motorcycle, bicycle)	2.9	2.7	2.7	5.8	2.9
Hot spring, SPA	6.0	4.7	4.3	19.2	5.7
Tasting good food, tea or coffee	18.3	10.3	11.9	8.6	12.8
Visiting fruit farms	0.8	2.1	0.2	1.1	1.0
Shopping	22.0	8.7	9.4	4.5	13.0
Other	3.1	2.1	2.5	1.4	2.6
No favorite activities	2.5	2.2	2.8	2.2	2.4
Visit relatives and friends only	15.1	19.6	19.2	8.6	18.3

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 'appreciating architecture'. The 'other' of sports activities includes physical training , etc.. The 'other' of other recreational activities includes watching movies, barbecue, photographing, etc.

9. Tamshui, Kenting Beach and National Museum of Marine Biology & Aquarium were the top three of the visited domestic tourist resorts: North Region was visited by the largest number of tourists, accounted for 38%; followed by South Region (36%). As for places visited by tourists, Tamshui (5%), Kenting Beach (2%), and National Museum of Marine Biology & Aquarium (2%) were the three places with largest number of tourists. The average number of places visited on each trip was 1.56.

As for National Park, Kenting National Park was visited by the largest number of tourists, accounted for 6%. For National Scenic Area by tourists, Tri-Mountain (4%), The Sunmoonlake (4%), and East Coast National Scenic Area (3%) were the three places with largest number of tourists. As for Package-Tour Routes, North Coast Route was visited by the largest number of tourists, accounted for 8%.

Region Visited

Region Visited	Percentage
North Region	38.1
Central Region	29.6
South Region	35.7
East Region	7.5
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 2005

Tourist places	Percentage
Tamshui	4.81
Kenting Beach	2.12
National Museum of Marine Biology &	2.00

Aquarium	
The Sunmoonlake Scenic Area	1.97
Love River	1.96
Taipei 101 Mall	1.95
Chingjing Farm	1.77
Pu-Li	1.67
Eluanbi	1.64
Dongshan River Water Park	1.64

Note: the percentage=the person-trips to a tourist place/ total person-trips in 2005

2005 Proportion of Tourists Visiting National park and National Scenic Area

Unit : %

National Park	Percentage	National Scenic Area	Percentage	National Scenic Area	Percentage
Kenting	6.36	Tri-Mountain	3.92	Southwest Coast	1.52
Yanmingshan	2.38	Sun Moon Lake	3.66	Siraya	1.49
Taroko	1.64	East Coast	3.43	Maolin	1.34
Shei-Pa	0.50	Alishan	2.15	Penghu	0.76
Kinmen	0.31	East Rift Valley	1.94	Tapeng Bay	0.51
Yushan	0.22	North Coast & Guanyinshan	1.75	Matzu	0.08
		Northeast Coast	1.55		

Note: The percentage=the person-trips to one place of the National Park or the National Scenic Area / total person-trips in 2005.

2005 Proportion of Tourists Visiting the 13 Package-Tour Routes

Unit : %

Package-Tour Routes	Percentage	Package-Tour Routes	Percentage
North Coast	8.42	Yunlin-Chiayi-Tainan Coast	3.47
Hengchun Peninsula	6.87	Kaohsiung-Pingtung Mountain Area	2.25
Central Mountain Range	6.08	Alishan	2.04
Hualien-Taitung	5.55	Penghu Offshore Island	0.76
Lanyang Northern Cross-Island	5.41	Kinmen Offshore Island	0.31
Sun Moon Lake	4.74	Matzu Offshore Island	0.08
Taoyuan-Hsinchu-Miaoli	4.71		

Note: The percentage=the person-trips to one place of the Package-Tour Routes / total person-trips in 2005.

10. Private automobile was the main transportation for most tourists, but travel by train was increasing: Based on this survey, private automobile was the main transportation for most tourists; next in order were tour bus, motorcycle, train and bus (publicly or privately owned). Particularly noticeable was that travel by train was ranked 4th place in 2005, upgraded from 5th place in 2004.

Ten Most Visited Resorts in 2005

Unit :

%

Transportation	2005	2004
Private automobile	66.7 (1)	6.13 (1)
Tour bus	10.8 (2)	12.7 (2)
Motorcycle	8.6 (3)	10.1 (3)
Train	6.9 (4)	6.4 (5)
Bus (Publicly or privately owned)	6.2 (5)	7.6 (4)
Mass Rapid Transit (MRT) system	3.2	4.3
Airplane	1.6	1.8
Boat	1.3	1.6
Taxi	1.1	1.1
Bicycle	0.9	1.8
Tourist special bus	0.6	0.5
Rental car	0.3	0.6
Others	0.5	2.2

Note: Number inside parenthesis indicates the first 5 places ranking, being tested statistically significant.

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, increasing 2 percentage points from 2004. Tourists were most satisfied with “attendants services” (91%), “natural scenery and natural resources protection” (90%) and “travel safety” (89%). However, degree of satisfaction for “public transportation” (64%), “Entrance ticket prices” (67%) and “levitation of traffic jams” (69%) were the lowest; Compared with 2004, only for the degree of satisfaction for “attendants services”, “natural scenery and natural resources protection”, “ground maintenance” and “entrance ticket prices” increased over 2004; while all others were down.

Tourists Degree of Satisfaction with Places Visited in 2005

Unit: %

Items	2005	2004
Overall satisfaction	95.7	94.1
Attendants Services	91.2	91.1
Natural Scenery and natural resources protection	89.8	86.2
Travel Safety	88.7	90.1
Ground maintenance	87.0	82.8
Lodging facilities	84.7	85.5
Food facilities	84.1	84.9
Amusement facilities	82.5	83.1
Signs and directions	81.0	83.0
Lavatories	76.5	79.6
Parking facilities	74.4	76.7
Levitation of traffic jams	69.3	72.7
Entrance ticket prices	66.8	65.6
Public transportation	64.3	72.2

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

12. The R.O.C. citizens' total domestic tourist traveling expenditure in 2005 was NT\$ 192.6 billions, accounted for 1.7% on GDP: Based on this survey, the average expense per trip for each person was NT\$2,080 for domestic travel in 2005. 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 2005 were estimated at NT\$192.6 billions, a 22% decrease from that of 2004.

Average Expenses of Domestic Tourist Travel Per Person-Trip

Unit:

NT\$

Item	2005		2004	
	Transportation	482	(23%)	502
Lodging	320	(15%)	363	(16%)
Food and Beverage	505	(24%)	618	(27%)
Entertainment	140	(7%)	224	(10%)
Shopping	447	(22%)	493	(22%)
Others	186	(9%)	66	(3%)
Average expenses Per Person-Trip	2,080		2,266	

Note: Other expenses include gifts, donations and tips.

Average Expenses of Domestic Tourist Travel Per Person-Trip in 2005

By With/Without Lodging

Unit: NT\$

Item	Total	Over-night		Not over-night Same-day return
		With lodging expenses	Without lodging expenses	
Total	2,080	4,908	3,085	1,125

Transportation	482	992	880	272
Lodging	320	1,673	0	0
Food and Beverage	505	1,091	782	296
Entertainment	140	323	190	81
Shopping	447	715	770	317
Others	186	114	463	159

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 95%: During 2005, 91 % of all citizens took at least one domestic tourist trip; while 16% had at least one outbound travel. The average number domestic trip per person was 4.78; while the average number of outbound travel per person was 0.36. Furthermore, we found that outbound travelers had a higher proportion of domestic travels than non-outbound travelers', 95% vs. 91%.

Comparison of Domestic Travel vs. Outbound Travel in 2005

Status of Travel	Domestic Tourist Travels					Outbound Travels				
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole Year	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole Year
Did not Travel	31.1%	26.4%	42.2%	43.2%	8.7%	94.9%	94.4%	92.8%	95.4%	83.6%
Did Travel	68.9%	73.6%	57.8%	56.8%	91.3%	5.1%	5.6%	7.2%	4.6%	16.4%
Average number of Trips	1.25	1.35	0.95	1.23	4.78	0.08	0.09	0.10	0.08	0.36
Total number of trips by All Citizens	24,130,000 person-trips	26,117,000 person-trips	18,430,000 person-trips	23,933,000 person-trips	92,610,000 person-trips	1,879,628 person-trips	2,130,641 person-trips	2,372,290 person-trips	1,825,566 person-trips	8,208,125 person-trips

Proportions of Domestic Tourist Travel in 2005

Outbound Travelers vs. Non-outbound Travelers

Status	Outbound Travelers (16.4%)	Non-outbound Travelers (83.6%)
Had Domestic Travel	94.7%	90.7%
No Domestic Travel	5.3%	9.3%
Total	100.0%	100.0%

2. 74% of outbound tourists did not decrease the number of domestic trips due to outbound travels: During 2005, 26% of outbound tourists decreased the number of domestic trips due to oversea travel; while 74% 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 (76%) had domestic trips but no outbound travel, followed by 16% 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
Reducing domestic trips due to outbound travel	25.7
No Effect	74.3
Total	100.0

Domestic Travelers vs. Outbound Travelers in 2005

Outbound Traveler Domestic Traveler	No	Yes	Total
No	7.8%	0.9%	8.7%
Yes	75.8%	15.5%	91.3%
Total	83.6%	16.4%	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 travels in February and April than in any other month, accounted for 14% and 12%; while more outbound travels were taken in July (11%) or August (10%). Gender-wise, domestic travelers were evenly divided between males and females; while male outbound travelers outnumbered females (58%); Age-wise, average age of domestic travelers was 37 years old, while outbound traveler was 40 years old on average. Based on monthly income, percentage of the domestic travelers with monthly income NT\$30,000 or over was less than that of the outbound travelers, 39% vs. 61%. As for occupation, student, services or sales workers and housewives were larger groups among domestic tourists, while outbound travelers had more managers and supervisors or service workers and shop and market sales workers than any other occupations.

Characteristics Comparison between Domestic Tourists and Outbound Travelers in 2005

Characteristics	Domestic Tourist	Outbound Traveler
Month	more in February. (13.8%) or April (12.1%)	more in July (10.8%) or August (9.6%)
Gender	male female evenly divided	more males (58.0%)
Age	Average Age : 37	Average Age : 40
Monthly Income	39.3% with income higher than NT\$30,000	60.7% with income higher than NT\$30,000
Occupation	More in Students (17.0%) or Services or sales workers (14.2%) or Housewives (13.5%)	More in Managers or Supervisors (15.7%) or Services or sales workers (14.9%)

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

4. Sightseeing, Recreation or Vacation were the main purposes for both domestic tourist

trips and outbound travel trips: Most tourists took domestic travel for sightseeing, recreation or vacation purpose (56%), followed by visiting friends or relatives (23%). Most outbound travelers went overseas also for sightseeing, recreation or vacation purpose (57%), followed by business (26%).

Comparison of the Trip Purposes in 2005

Domestic vs. Outbound

Domestic Tourist Travel		Outbound Tourist Travel	
Purpose of the Trip	%	Purpose of the Trip	%
Total		Total	100.0
Sightseeing, Recreation, Vacation	Pure Sightseeing Recreation, Vacation	55.5	Sightseeing, Recreation, Vacation
	Physical Exercising Vacation	9.3	
	Ecological Tour	2.4	
	Conference or Studying Tour	0.5	
	Religious Tour	3.5	
Business	1.4	Business	25.9
Visiting friends or relatives	23.0	Visiting friends or relatives	15.1
-	-	Short-term learning or study	1.8
Others	4.4	Others	0.5

5. Most tourists, domestic or outbound, took short distance trips: In 2005, 63% of the domestic tourist travels were within tourist's own living region tours. For outbound travels, 80% of the trips were in nearby Asian countries; and more travelers visited Mainland China than any other place (34%), followed by Japan (19%), USA (12%), and Hong Kong (10%). Compared with 2004, we found that there were 6% increase in Hong Kong and 4% increase in Japan due to the opening of "Walt Disney" in Hong Kong and "World Exposition, Aichi, Japan" and no visa needed for Taiwanese to visit Japan.

Destinations of outbound Travels for year 2005

Region	Destination	Region (%)	Destination (%)
Total		103.1 (↓1.6)	110.7 (↓4.7)
China-Hong Kong-Macao	Hong Kong	42.0 (↑4.6)	10.3 (↑5.5)
	Mainland China		34.4 (↑0.8)
	Macao		1.7 (↓0.4)
Southeast Asia	Thailand	15.6(↓7.8)	4.2 (↓4.7)
	Malaysia		2.9(↑0.0)
	Singapore		2.7(↓0.2)
	Indonesia		2.5(↓1.6)
	Philippines		1.1(↓0.3)
	Vietnam		2.7(↓0.9)
	Cambodia		0.2(↓0.3)
Northeast Asia	Japan	22.3(↑3.1)	19.0(↑3.5)
	Korea		3.4(↑0.3)
America	U.S.A.	13.4(↑2.6)	11.5(↑1.7)
	Canada		2.4(↓1.0)
Europe	U.K.	3.7(↓3.6)	0.3(↓1.0)
	Netherlands		0.3(↓0.1)
	Belgium		0.3(↑0.1)
	France		0.9(↑0.1)
	Germany		1.6(↑0.3)
	Switzerland		0.4(↓0.5)
	Austria		0.6(↑0.2)
	Italy		1.0(↑0.5)
	Czech		0.1(↓0.2)

Oceania	Australia	3.0(↓0.2)	1.9(↑0.4)
	New Zealand		0.8(↓0.1)
	Palau		0.4(↓0.5)
Africa	South Africa	0.2(↓0.4)	0.2(↑0.1)
Others	Others	2.8(↓0.1)	2.8(↓0.5)

Note: 1. Traveling regions were multi-choice.

2. The percentage in () indicates change from 2004.

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 (31%) and the Central Region (23%). And 59% of all outbound trips were taken by the residents of the North Region. The South Region was in distant second, 25%. Therefore, North Region was the most important tourist source for both domestic and outbound tourist market.

Distribution of Domestic and Outbound Trips in 2005

By Region of Residence

Region of Residence	Domestic Trips (%)	Outbound Trips (%)
North Region	42.7	58.7
Central Region	23.3	14.5
South Region	31.2	24.6
East Region	2.5	1.6
Kim-Mar Region	0.3	0.6
Total	100.0	100.0

7. Most domestic and outbound travelers took individual tours: More tourists took domestic or outbound trips (89% for domestic and 65% for outbound) by themselves than joining group tours. Only 3% of all domestic tourist travels were arranged by travel agencies, while 90% of outbound tours were arranged through travel agencies.

Comparison of Types of Domestic and Outbound Travels in 2005

Item		Domestic Travel	Overseas Travel
Type of Tour	Individual Tour	88.7%	65.1%
	Group Tour	11.3%	34.9%
Arrangement	By Travel Agency	3.4%	89.9%
	Not by Travel Agency	96.1%	10.1%

8. In 2005, total expenditures for outbound travels reached NT\$349.6 billions, more than domestic travel expenditures: Average spending per day per person for domestic tourist travels (stayed out one night or more) was NT\$3,262, which was less than that of the outbound travels (NT\$3,908). Average spending per domestic person-trip was NT\$4,908, which was also less than average spending per outbound person-trip (NT\$42,595). Based on the survey results, we estimated that the total expenditures of all outbound tourist travels was NT\$349.6 billions in 2005. In addition, before and after the trip, there was a total spending of NT\$4,318 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\$35.4 billions (US\$1.1 billions).

Expenditure of Domestic and Outbound Travels in 2005

Item	Domestic Travel	Outbound Travel
Average Spending Per Day Trip	NT\$3,262 (-11.5%) (stayed out one night or more)	NT\$3,908 (+1.8%)
Average Spending Per Person Trip	NT\$4,908 (-15.1%) (stayed out one night or more)	NT\$42,595 (+1.6%)
Total Travel Expenditure by All Citizens	NT\$192.6 billions (-22.3%) US\$5.98 billions (-18.9%)	NT\$349.6 billions (+7.2%) US\$10.854 billions (+11.8%)

Note: Number inside parenthesis indicates percent change from 2004 to 2005.

9. More tourists planned domestic travels for the next season: For the next season travel planning, the highest proportion was the planning for domestic travels in 1st quarter of 2006 (40%). Among those planned to have domestic travels in 1st quarter of 2006, more planned to visit the North Region (38%), followed by the South Region (34%) and the Central region (33%). As for outbound travels, about 7% in each quarter had planning for outbound travels. And more people planned to visit Mainland China and Japan than any other destinations.

Next season Travel Plans

Unit:%

Item	Plans for 2005	Plans for 2005	Plans for 2005	Plans for 2006
	2 nd Quarter	3 rd Quarter	4 th Quarter	1 st Quarter
Total	100.0	100.0	100.0	100.0
planned domestic Travel	25.3	34.3	25.2	39.8
planned outbound Travel	5.2	6.7	5.3	4.0
planned both domestic and outbound travels	2.2	2.5	1.6	1.9
planned neither domestic nor outbound travels	67.3	56.5	68.0	54.3

Planned Domestic Tourist Destinations for the Next Season

Unit:%

Region	Plans for 2005	Plans for 2005	Plans for 2005	Plans for 2006
	2 nd Quarter	3 rd Quarter	4 th Quarter	1 st Quarter
North Region	27.5	32.2	31.3	37.5
Central Region	27.8	26.1	33.1	32.9
South Region	34.4	32.9	31.6	34.2
East Region	21.0	18.1	18.1	14.5
Off-shore island	8.8	8.0	4.6	3.3

Planned Outbound Tourist Destinations for the Next Season

Unit:%

country	Plans for 2005	Plans for 2005	Plans for 2005	Plans for 2006
	2 nd Quarter	3 rd Quarter	4 th Quarter	1 st Quarter
Mainland China	28.4 (1)	30.7 (1)	25.9 (1)	30.6 (1)
Japan (Okinawa included)	33.7 (1)	22.8 (2)	27.0 (1)	25.7 (1)
Korea	4.3	6.3	7.3 (3)	8.7 (3)
U.S.A (Guam and Hawaii included)	10.9 (3)	9.6 (3)	6.9	8.5 (3)
Hong Kong	4.8	7.8 (3)	9.2 (3)	7.9 (3)
Thailand (Phuke included)	5.6	8.1 (3)	8.8 (3)	4.4
Indonesia (Bali included)	4.5	4.0	4.8	3.9
Canada	3.4	1.8	2.6	3.7
Singapore	1.6	2.2	2.5	3.2
Vietnam	2.8	2.3	4.4	3.0
Malaysia (Saba included)	2.8	3.7	3.2	2.8
Germany	2.2	1.3	0.3	2.5
New Zealand	0.5	1.7	2.1	2.3
France	2.3	1.4	1.1	1.9
U.K	0.9	0.9	1.4	1.5

Philippines	1.0	0.6	1.8	1.2
Switzerland	2.1	0.7	0.8	1.1
Netherlands	0.3	0.5	-	0.8
Australia	3.7	4.2	4.8	0.7
Austria	1.3	0.5	0.3	0.7
Palau	0.3	0.8	1.4	0.4
Italy	0.8	1.4	1.1	0.3
Macao	-	0.9	0.8	0.3
South Africa	-	-	0.3	0.3
Belgium	0.5	0.2	-	-
Turkey	-	0.3	-	-
Czech	-	0.2	-	-
Others	6.4	3.9	3.2	3.2

Note: Number inside parenthesis indicates the first 3 places ranking, being tested statistically significant.