

# 2001 Survey of Travel by R.O.C Citizens

## Executive Summary

The objectives of this study are to understand, in 2001, 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 2001. The survey period covered from January 1, 2001 through December 31, 2001.

This survey was designed primarily to collect domestic tourism data. However, outbound traveling data was also collected as a secondary objective. The survey was collected by telephone, using a computer-assisted telephone interviewing system (CATI). A stratified random sampling was used to select sample. The total initial sample of 3,500 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 are as follows: first quarter 3,882 persons, second quarter 3,639 persons, third quarter 3,558 persons and fourth quarter 3,573 persons. The completed outbound interviews are fewer: first quarter 356 persons, second quarter 344 persons, third quarters 328 persons and fourth quarter 299 persons.

The survey results are summarized in the following three sections:

### I. Statistical analysis

#### A. Domestic Travels

1.86% of citizens had domestic travels, the total number of trips was over 97 millions person-trips, an increase of 34% over that of 1999: during the year of 2001, 86% of citizens 12 years or older traveled at least once domestically and every quarter the proportion of people who traveled was higher than that of 1999. The average number of trips during the year 2001 was 5.26, which was higher than 4.01 in 1999. The estimated total number of domestic trips taken by citizens of 12 years or older was 97,445,000 trips, an increase of 34% over that of 1999. And the total number of trips traveled by all citizens was estimated at 122,407,000 person-trips.

#### **Proportions of People Having Domestic Travels**

Year	Proportion of People Traveled ( % )					Average number of trips per person in a year
	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	whole year	
2001	60.5	55.6	53.0	55.0	86.1	5.26
1999	57.6	42.5	44.5	45.5	82.4	4.01

2. Not having domestic travel due to “Did not have time” had reduced substantially: During the year of 2001, there were 14% of people who did not take any domestic tourist travel. More of them were 60 years or older(36%), housewives(21%), retired(18%) or living in the South Region (37%). And the reasons for not traveling, most of them were because “Did not have time”(44%); and other major reasons were “Not interested in traveling”, “Poor health”, or “Could not afford” etc. However, the proportion of people who did not travel due to “Did not have time” decreased 9% from 1999. It indicates that the new working schedule of two-day-off weekends have increased people’s desire to travel.

#### Reasons for not traveling

Unit: %

Item	2001	1999
Did not have time	44.1	53.3
Not interested	18.8	11.8
Poor health	13.6	8.8
Could not afford	13.2	7.9
Could not find companions	4.1	2.7
Outbound travel	2.0	1.7
Did not know good tourist places	1.3	1.5
Too crowded in tourist place	0.4	0.7
Transportation problem	0.0	4.8

Poor weather	0.0	1.1
Other reasons	1.6	6.1
Total	100.0	100.0

### 3.Domestic tourist trips made on weekends increased after the start of two-days- off weekends:

The main purposes of domestic tourist travels are vacation, relaxation and recreation(54%) and visiting friends and relatives, (23%); followed by religious travels(6%), ecological tours(6%), and physical exercising vacations(4%). 56% of the domestic tourist trips were taken on weekends, an increase of 4% over 1999. This indicates that the new working schedule of two-day-off weekends has raised people’s desire to travel. However, travelers flocking on weekends have created tremendous demands on transportation, tourist facilities and services personnel. Consequently, the quality of services has dropped which may hurt the balancing development of the domestic tourism market.

## Day Used For Domestic Tourist Travel

Unit: %

Day of Travel		2001	1999
Total		100.0	100.0
Weekends		56.2	52.4
National Holidays		16.2	18.7
Weekdays	Annual Leaves	5.0	4.6
	Summer or Winter Breaks	4.4	5.1
	Other weekdays	18.2	19.2

4.**Most of the trips were short distances, over six-tenth were one-day round trips:** For year 2001, 63% of trips were within same region; while 73% of the south region tourists traveled within the south region. As for duration of the trips, most of them(62%) were one-day returns, an increase of 3% over that of 1999. Average duration of each trip was 1.7 days (about the same as in 1999).

### 2001 Proportion of Tourists Visited Each Region

Unit: %

Region Visited Residence	North Region	Central Region	South Region	East Region	Kim-Mar Region
North Region	68.8	20.4	17.7	6.7	0.5
Central Region	24.7	59.8	26.4	5.0	0.4
South Region	17.7	16.2	73.3	8.8	0.4
East Region	32.1	11.5	21.1	54.5	0.0
Kim-Mar Region	45.2	13.8	12.3	3.9	44.2

### Distribution on Durations of Tourist Trips

Unit: %

Number of Days Traveled	2001	1999
1 Day	62.1	58.9
2 Days	22.0	23.3
3 Days	10.4	11.7
4 or more days	5.4	6.2

**5. Most of overnight tourists stayed in hotels or in friends or relatives' homes:** The survey results indicate that only 38% tourists needed lodging, and 50% of them used hotels and 42% stayed in friends or relatives' homes.

**6. Almost nine-tenth of the tourist trips were planned by tourists themselves; most of the advanced information were obtained from friends, relatives or colleagues, while use of internet increased:** Majority of the tourists planned the trips by themselves(88%) while other types of planning were each used by less than 5% of the tourists. Only 5% of the trips were arranged by travel agencies. Before the trips, 55% of the tourists obtained travel information. And most of them(58%) obtained it from friends, relatives or colleagues. Percentage of people obtaining information through Internet increased 6% over that of 1999; while percentage of people obtaining travel information from newspaper, travel magazines or books decreased from that of 1999.

### Sources of Travel Information

Unit: %

Information Sources		2001	1999
Friends, Relatives		58.0	62.0
Colleagues, Classmates			
Television		13.7	12.6
Internet		9.9	4.2
Reading Media	Newspapers	13.1	16.4
	Travel Books	8.5	11.2
	Magazines	7.7	10.9
Tourism Bureau or Agencies		3.7	5.7
Travel Agencies		2.6	2.8
Outdoor Bulletin		1.3	0.8
Radio		1.1	1.1
Tourism Shows or Exhibits		0.4	0.3
Others		4.6	9.1

**7. Nearly seven-tenth of the tourists enjoyed “nature scenery sightseeing”; while regional attractions were, good foods in the North, amusement parks in the Central, activities on the water in the South and hot spring SPA in the East:** The most important factors considered by the tourists when they chose visiting places were “beautiful nature scenery” (19%) and “visiting friends or relatives” (19%). Other important factors considered were “Having theme activities”, “Distance”, “Recommended by friends or relatives” and “Never been there” etc. The activity that most tourists (68%) enjoyed was “nature scenery sightseeing”. In addition, each region showed its own specialties; tourists enjoyed shopping and good foods in the North, shopping and amusement park activities in the Central, on the water activities such as swimming, diving and surfing in the South, and hot-spring SPA in the East.

**8. Kenting National Park, Tamshui and Yangmingshan National Park were the three most visited domestic tourist resorts:** North region was visited by the largest number of tourists, accounted for 41%; followed in its orders were South Region (37%), Central Region (29%), East Region (8%), and King-Mar Region (1%). As for places visited by tourists, Kenting National Park, Tamshui and Yanmingshan

National Park were the three places with largest number of tourists, each accounted for 3% or more of all trips taken by all tourists through out the year 2001. The average number of places visited on each trip was 1.5 (slightly decreased from 1.73 in 1999).

#### Ten Most Visited Resorts in 2001

Tourist places	Percentage
Kenting National Park	4.4
Tamshu	3.3
Yangmingshan National Park	3.1
East Coast National Scenic Area	2.1
Chihpen Hot Springs	1.8
Tungshan	1.7
National Museum of Marine Biology & Aquarium	1.5
Alishan Forest Recreation Area	1.2
Taroko National Park	1.1
Taipei Zoo	1.1

**9.95% of all tourists were satisfied with the overall impressions of the places visited:** The survey indicates that tourists were most satisfied with attendents' services in the places they visited (93%), followed by "the natural scenery and natural resources protection", "travel safety", "lodging facilities" and "amusement facilities", each with 85% or more of all tourists expressing satisfaction. And 95% tourists were satisfied with the overall impressions of the places they visited. However, about 25% to 30% of the tourists were dissatisfied with "traffic jams", "entrance ticket prices", "lavatories" and "public transportation connected with outside". Fast improvements on these are needed.

#### Tourists Degree of Satisfaction With Places Visited in 2001

Unit:%

Items	Satisfied	Dissatisfied
Attendants Services	92.5	7.5
Natural Scenery and natural resources protection	89.8	10.2

Travel Safety	88.9	11.1
Lodging facilities	88.6	11.4
Amusement facilities	86.6	13.4
Ground maintenance	84.5	15.5
Signs and directions	83.2	16.8
Food facilities	81.7	18.3
Parking facilities	76.9	23.1
Public transportation	75.4	24.6
Lavatories	73.7	26.3
Entrance ticket prices	70.2	29.8
Levitation of traffic jams	67.9	32.1
Overall satisfaction	94.6	5.4

10. **The R.O.C. citizens' total domestic tourist traveling expenditure in 2001 was NT\$ 241.7 billions, mostly spend in food and transportation:** Based on this survey, the average expenditure for each person per trip was estimated at NT\$ 2,480; food(25%) and transportation(24%) accounted for most of the expenses, (25% and 24% are not statistically significant difference); followed by shopping expenditure(20%). The total domestic tourist travel expenses by all citizens in 2001 was estimated at NT\$241.7 billions, 22% increase over that of 1999.

#### Average Expenses of Domestic Tourist Travel Per Person-Trip in 2001

Items	2001	1999
Total	100%	100%
Food and Beverage	25%	26%
Transportation	24%	22%
Shopping	20%	20%
Lodging	16%	18%
Entertainment	10%	10%

Others	6%	4%
Average Expense Per Person Trip	<b>NT\$2,480</b>	NT\$2,738

### Average Expenses of Domestic Tourist Travel Per Person-Trip in 2001

By With/Without Lodging

Unit: NT\$

Item	Total	With lodging	Without lodging
Total	2,480	5,660	1,625
Food and Beverage	610	1,204	450
Transportation	584	1,083	450
Shopping	489	799	406
Lodging	409	1,930	0
Entertainment	243	441	189
Others	145	203	130

### B. Comparisons of Domestic Travels and Outbound Travels

**1. Outbound traveler's desire for domestic travel was very high:** During 2001, 86% of all citizens took at least one domestic tourist trip; while 23% had at least one outbound travel. Further analysis on mutual effect of domestic and outbound travels, we found that outbound travelers had a higher proportion of domestic travel than that of non-outbound travelers, 91% vs. 85%. And those who had domestic tourist travels also had higher proportion of outbound travels than those who did not have domestic tourist travel, 24% vs. 14%. These indicate that outbound travelers are a group of people who like to travel; most of them also took domestic tourist travels. Therefore, there is no mutually excluding effect between domestic tourist travel and outbound travel.

#### Comparison of Domestic Tourist Travel vs. Outbound Travel in 2001

Status of Travel	Domestic Tourist Travel	Outbound Travel
Did not Travel	13.9%	77.4%



Did Travel	86.1%	22.6%
Average number of Trips Per Person 12 yrs or old	5.26	0.39
Total number of Trips by All Citizens	97,445,000 person-trips (12 yrs or older) 122,407,000 person-trips (all ages)	7,152,877 person-trips

**Proportions of Domestic Tourist Travel in 2001**

**Outbound Travelers vs. Non-outbound Travelers**

Status	Outbound Travelers (22.6%)	Non-outbound Travelers (77.4%)
Had Domestic Travel	91.2%	84.7%
No Domestic Travel	8.8%	15.3%
Total	100.0%	100.0%

**2. Two-tenth of people had both domestic and outbound travels:** In 2001, two-third of people (66%) had only domestic tourist travel without oversea tour; 21% had both domestic and outbound travels; 12% had no domestic nor outbound travel; only 2% had outbound travels without any domestic tourist travel.

**Domestic Tourist Travel vs. Outbound Travel in 2001**

<b>Outbound Travel</b>	No	Yes	Total
<b>Domestic Travel</b>			
<b>No</b>	<u>11.9%</u>	<u>2.0%</u>	13.9%
<b>Yes</b>	<u>65.5%</u>	<u>20.6%</u>	86.1%
Total	77.4%	22.6%	<b>100.0%</b>

**3. Outbound travelers' male proportion, average age and proportion of tourists with monthly income higher than NT\$40,000 were all higher than those of the domestic tourist travelers:** Comparisons between months, we found that more tourist took domestic travels in January and December than any other month, each accounted for 11%; while more outbound travels were taken in July (10%). Gender-wise, domestic travelers were evenly divided between males and females; while male outbound travelers out numbered females (59% vs. 41%). Age-wise, average age of domestic travelers was younger than that of outbound travelers, 34 vs. 39. Based on monthly income, percentage of the domestic travelers with monthly income NT\$40,000 or over was less than that of the outbound travelers, 25% vs. 43%. As for profession, student(21%) was the largest group among domestic tourists, while outbound travelers had more managers or supervisors(17%) than any other profession.

**Characteristics Comparison Between Domestic Tourists and Outbound Travelers**

Characteristics	Domestic Tourist	Outbound Traveler
Month	more in January (10.6%), December (10.6%), August (9.6%), June (9.4%) and April (9.2%)	more in July (10.1%), August (9.5%), June (9.5%) and April (9.2%)
Gender	male female evenly divided	more males (58.9%)
Age	Average Age : 34	Average Age : 39
Monthly Income	25% with income higher than NT\$40,000	43% with income higher than NT\$40,000
Profession	<p>more in Students (20.5%)</p> <p>Services or sales Personnel (14%)</p> <p>Housewives (13.2%)</p> <p>Civil Service or military personnel or teachers (9.8%)</p>	<p>more in Managers or Supervisors (17%)</p> <p>Services or sales Personnel (13.7%)</p> <p>Housewives (10.6%)</p> <p>Students (10.3%)</p>

**4.Over half of domestic tourist trips as well as outbound travel trips were for vacationing or sightseeing purpose:** Most tourists took domestic travel for vacationing or sightseeing purpose, followed by visiting friends or relatives. Most outbound travelers went overseas also for vacationing or sightseeing, followed by business and visiting friends or relatives.

## Purposes of the Trips Comparison

Domestic vs. Outbound

Domestic Tourist Travel		Outbound Travel	
Purpose of the Trip	%	Purpose of the Trip	%
Sightseeing, Recreation, Vacation	54.1	Sightseeing, Recreation, Vacation	54.5
Visiting friends or relatives	22.6	Visiting friends or relatives	13.6
Business	1.8	Business	27.4
Ecological Tour	6.2	Shorterm Study	0.9
Religious Tour	6.4	--	--
Physical Exercising Vacation	4.4	--	--
Conference or Studying Tour	1.5	--	--
Others	2.9	Others	3.5
Total	100.0	Total	100.0

**5. Most tourists, domestic or outbound, took short distance trips and the number of outbound travelers visiting Mainland China increased the most:** In 2001, 63% of the domestic tourist travels are within tourist's own living region tours. For outbound travels, eight-tenth of trips were in nearby Asian countries; and more travelers visited Mainland China than any other place(39%, an increase of 9% over 1999).

Destinations of outbound Travels for year 2001

Region	Destinations	Region (%)	Destinations (%)
Total		105.5	119.5
China-Hong Kong-Macao	Hong Kong		7.9
	Mainland China	43.6	38.6
	Macao		3.5
Southeast Asia	Thailand		12.4
	Malaysia		4.6
	Singapore		3.6
	Indonesia	24.6	3.0
	Philippines		1.1
	Vietnam		2.3
Northeast Asia	Japan		11.3
	Korea	13.6	1.7
	Public Ocean		0.7
America	U.S.A.		9.9
	Canada	12.3	3.3
Europe	Netherlands		0.9
	Belgium		0.5
	Germany		2.1
	France	4.6	1.9

	Switzerland		0.7
	Italy		1.2
	U.K.		1.2
Oceania	Australia	.3.5	2.4
	New Zealand		1.2
Africa	South Africa	0.0	0.0
Others	Others	3.3	3.3

**6.North Region was the most important tourist market source for both domestic and outbound:** Analysis based on region of residence, we found that more trips (42%) were taken by the residents of the North Region than any other regions, followed by the South Region (30%) and the Central Region (26%), And 61% of all outbound trips were taken by the residents of the North Region as well. Therefore, North Region was the most important tourist market source for both domestic and outbound.

## Distribution of Domestic and Outbound Trips

### By Region of Residence

Region of Residence	Domestic Trips (%)	Outbound Trips (%)
North Region	41.7	61.1
Central Region	25.9	17.1
South Region	29.7	19.2
East Region	2.4	2.3
Kim-Mar Region	0.3	0.3
Total	100.0	100.0

**7. People tended to take more trips by themselves than joining group tours; more than eight-tenth of outbound travels were arranged by travel agencies:** More tourists took trips by themselves than joining group tours. For Domestic tourist travels, the ratio was 88% to 12%; and for outbound travels it was 59% to 41%. Only 5% of all domestic tourist travels were arranged by travel agencies; while 84% of outbound tours were arranged through travel agencies.

### Type of Tour for Domestic and Outbound Travel

Item		Domestic Travel	Outbound Travel
Type of Tour	Individual Tour	88.1%	59.1%
	Group Tour	11.9%	40.9%
Arrangement	By Travel Agency	5%	83.7%
	Not by Travel Agency	95%	16.3%

**8. Travel expenditure increased in 2001 for both domestic and outbound travels:** For domestic tourist travels, average spending per person-trip was NT\$2,480, a decrease of 9% over that of 1999. However, due to the increase of number of total trips, the expenditure of all domestic tourist travels managed to increase 21.5% over 1999, totaling at NT\$241.7 billions. As for outbound travels, average expense per person-trip was NT\$46,784, an increase of 4.6% over that of 1999. And the total expenditure of all outbound travels in 2001 was NT\$334.6 billions, an increase of 2.1% over that of 2000. (equivalent to US\$9,900 millions, a 5.7% decrease over that of 2000, due to changes in foreign currencies exchange rates). The total expenditure of foreign exchange spent by R.O.C. citizens on outbound travels was NT\$214.4 billions, an 7.7% increase over that of 2000 (equivalent to US\$6,346 millions, a 0.47% decrease over that of 2000).

### Expenditure of Domestic and Outbound Travels

Item	Domestic Travel	Outbound Travel
Average Spending Per Person Trip	NT\$2,480 (-9.4%)	NT\$46,784 (+4.6%)
Total Number of Trips	97,445,000 person trips (+34.1%)	7,152,877 person trips (-2.4%)
Total Travel Expenditure by All Citizens	NT\$241.7 billions (+21.5%) equivalent to US\$7,150 millions (+16%)	total expenditure of all outbound travels:  NT\$334.6 billions (+2.1%)  equivalent to US\$9,900 millions (-5.7%)  total expenditure of foreign exchange spent by R.O.C. citizens on outbound travels:  (excluding air ticket fare)  NT\$214.5 billions (+7.7%)  equivalent to US\$6,346 millions (-0.47%)

Note: 1.Number inside parenthesis on domestic travel indicates percent increase over 1999.

2.Number inside parenthesis on outbound travel indicates percent increase over 2000.

**9.Domestic tourists spent more on lodging and food per day than that of outbound travels:** On the average, domestic tourists who stayed a night or more on the trips spent NT\$3,492 per person per day, which was cheaper than that of outbound travelers. However, further analysis indicates that domestic trips lodging (NT\$1,190) and food (NT\$743) expenses per person per day were both higher than that of outbound travels.

## Average Expenditure Per Person Per Day Comparison

Domestic vs. Outbound

Unit: NT\$ ; %

Items	Domestic travel (with over-night)	Outbound travel
Transportation	669(19%)	1,766(42%)
Lodging	1,190(34%)	817(19%)
Food and Beverage	743(21%)	519(12%)
Entertainment	272(8%)	235(6%)
Shopping	493(14%)	787(19%)
Others	125(4%)	75(2%)
Total	3,492(100%)	4,199(100%)

**10. About 6% of people did reduce or halt outbound travels and, instead, changed to domestic travels after the September 11 terrorists attack in the United States:** Since the September 11 terrorists attack in the U.S., most people did not change their outbound travels. However, 6% of people did reduce and 3% stopped temporarily their outbound travels, another 4% changed their destinations. Furthermore, among those who reduced or halted their outbound travels, 65% did changed to domestic travels instead (equivalent to 6% of all people). As for effect on domestic travelers, majority of people (89%) did not change their plans, 7% increased and 4% decreased the number of domestic trips.

### Changes of Domestic and Outbound Travels

After September 11 Terrorist Attack in U.S.A.

Unit: %

Item	Changes of Travel Status	Total
Outbound Travel	Total	100.0
	No Change	86.4
	Stop Temporarily	3.1
	Decrease	6.4



	Increase	0.3
	Changed Destinations	3.8
	Total	100.0
Domestic	No Change	89.1
Tourist	Increase	7.4
Travel	Decrease	3.5

## II、 Research Findings and Suggestions

- 1.Average number of domestic tourist trips increased (1.25trip) after the new work schedule of two-day-off weekends, proportion of trips on weekends increased (4%).
- 2.There is no mutually excluding nor supplementing effect between domestic and outbound travels.
- 3.People preferred short distance trips. 62% of domestic trips were one-day returns, while eight-tenth of outbound trips were within nearby Asian countries (territories, areas).
- 4.Internet gradually became important source of traveling information.
- 5.Tourists were most dissatisfied with transportation, entrance ticket prices and lavatory. In order to upgrade the quality of domestic travels, these three areas must be improved first.
- 6.Reducing domestic lodging and food expenses can raise our international competitiveness as well as attracting citizens to travel domestically.
- 7.Number of domestic tourist trips increased after September 11 terrorists attack in the United States.

### III、 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	2001	1999	Change
Proportion of people taking domestic tourist travel	86.1%	82.4%	increase 3.7%
Average number of trips per person	5.26 trips	4.01 trips	increase 1.25 trips
Total number of trips by all citizens	97,445,000 trips	72,651,000 trips	increase 34.1%
Average number of places visited each trip	1.5 places	1.73 places	decrease 0.23 place
Average number of days per trip	1.7 days	1.8 days	no significant change
Percentages of trips taken during holidays and weekends	72.4%	71.1%	increase 1.3%
Over all degree of satisfaction	94.6%	*	--
Average expenses per person trip	NT\$2,480	NT\$2,738	decrease 9.4%
Total expenditure of domestic travels by all citizens	NT\$241.7 billions	NT\$198.9 billions	increase 21.5%

Note: "\*" indicates no data available.

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

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

Item	2001	1999	Change
Proportion of people taking outbound travels	22.6%	*	--
Average number of outbound trips per person	0.32 trip	*	--
Total number of trips taken by all citizens	7,152,877 trips	7,328,784 trips	decrease 2.4%
Average number of nights per trip	10.33 nights	9.86 nights	increase 0.47 夜
Average expenditure per person trip	NT\$46,784 (US\$1,384)	NT\$44,709 (US\$1,432)	NT\$:increase4.6% (US\$:decrease3.3%)
Total expenditure on outbound travels by all citizens	NT\$334.6billions (US\$9.900 billions)	NT\$327.7 billions (US\$10.494 billions)	NT\$:increase2.1% (US\$:decrease5.7%)
Total expenditure of foreign exchange	NT\$214.5 billions (US\$6.346 billions)	NT\$199.1 billions (US\$6.376 billions)	NT\$:increase7.7% (US\$:decrease0.47%)

Note: "\*" indicates no data available.