

# **2023 Annual Survey Report on Visitors Expenditure and Trends in Taiwan**

## **Summary**

The Tourism Administration of Ministry of Transportation and Communications (MOTC) seeks to understand the motives, tendencies, consumption, impressions, and opinions of visitors to Taiwan, to provide relevant units with a reference for formulating international tourism promotion and marketing strategies, enhancing domestic tourism service quality, and improving international tourism competitiveness. This serves as a basis for estimating tourism expenditures. To achieve this, we conducted the "2023 Annual Survey Report on Visitors Expenditure and Trends in Taiwan", interviewing departing visitors at Taiwan Taoyuan International Airport and Kaohsiung International Airport.

The number of visitors to Taiwan surpassed 10 million after 2015. From 2014 to 2019, there was a continuous growth trend. However, in 2020, due to the impact of the new coronavirus pneumonia epidemic (COVID-19), Taiwan announced border controls on March 19 to prevent the spread of the virus, restricting entry to all non-citizens. Consequently, the number of visitors significantly decreased to 1,377,861. In 2021, it further dropped to 140,479 visitors. As the pandemic situation eased, Taiwan lifted border controls on October 13, 2022. For the entire year of 2023, the number of visitors reached 6,486,951, recovering to 54.68% of the pre-pandemic level in 2019.

The subjects of this survey are foreign and overseas Chinese visitors who entered Taiwan between January 1 and December 31, 2023 (excluding foreign and overseas Chinese transit visitors). The survey employed the "Quota Sampling" method to ensure that the sample characteristics and operational standards were met, achieving randomness and representativeness. Based on 6,102 valid samples, the sampling error is less than 0.013 within a 95% confidence interval.

The main survey results are summarized into six sections as follows: "Related Indices of the Inbound Visitors in Taiwan", "Analysis of the Inbound Visitors' Plans", "Analysis of the Inbound Visitors' Behavior", "Analysis of the Inbound Visitors' Expenditure", "Analysis of the Inbound Visitors' Satisfaction" and "Analysis of Basic Information of the Inbound Visitors."

## **I. Related Indices of the Inbound Visitors in Taiwan**

6,486,951 persons...	Number of inbound visitors; a decrease of 45.32% from the year 2019.
7.39 nights.....	Average length of stay (nights) for all inbound visitors; an increase of 1.19 nights compared to 2019.
US\$180.67.....	Average daily expenditure per visitor; a decrease of 7.78% from 2019.
US\$8.661 Billion..	Total annual amount of visitors' expenditure; a decrease of 39.90% compared to 2019.
US\$1,335.....	Per capita inbound visitor's expenditure; an increase of 9.88% from 2019.
97%.....	Overall satisfaction of inbound visitors as a percentage of the total; a decrease of 1% compared to 2019.
52%.....	Percentage of inbound visitors that had revisited Taiwan in the past five years.

**Table 1** Related Indices of the Inbound Visitors in Taiwan - Comparison between 2022 and 2023

Indicator	2023	2022	Comparison
Number of inbound visitors	6,486,951 persons	895,962 persons	Increase of 5,590,989 persons (624.02% increase)
Average length of stay for all inbound visitors	7.39 nights	20.91 nights	Decrease of 13.52 nights
Average daily expenditure per visitor	US\$ 180.67 (NT\$5,628)	US\$95.09 (NT\$2,831)	Increase of US\$85.58 (90.00% increase) Increase of NT\$2,797 (98.80% increase)
Total annual amount of visitors' expenditure (the fee on international airline was excluded)	US\$8.661 Billion (NT\$269.792 Billion)	US\$1.781 Billion (NT\$53.047 Billion)	Increase of US\$6.880 Billion (386.30% increase) Increase of NT\$216.745 Billion (408.59% increase)
Per capita inbound visitor's expenditure	US\$1,335 (NT\$41,590)	US\$1,988 (NT\$59,207)	Decrease of US\$653 (32.85% decrease) Decrease of NT\$17,617 (29.75% decrease)
Overall satisfaction of inbound visitors as a percentage of the total	97.12%		
Percentage of inbound visitors that had revisited Taiwan in the past five years	52.33%		

Notes: 1. The data source for the "Number of inbound visitors" in 2022 and 2023 and the "Average length of stay for all inbound visitors" in 2023 is the National Immigration Agency, Ministry of the Interior, Republic of China (Taiwan).

2. In 2022, the survey was temporarily suspended. The data for the average length of stay (nights) and visitor expenditure in Taiwan for that year were sourced from the "The Estimation Model Research Report 2022 on Tourism Expenditure by to Taiwan".

3. The average exchange rate of the New Taiwan Dollar to the U.S. Dollar in 2022 was 29.777, and in 2023 it was 31.150. The data source is the official website of the Central Bank of the Republic of China (Taiwan).

4. In 2022, Taiwan was still under strict epidemic border control. Starting from October 13, 2022, inbound visitors were exempt from home quarantine. From March 20, 2023, the 0+7 self-initiated prevention measure was canceled, and the policy was relaxed to no longer require reporting or isolation for mild COVID-19 cases.

**Table 2** Related Indices of the Inbound Visitors in Taiwan - Comparison between 2021 and 2023

Indicator	2023	2021	Comparison
Number of inbound visitors	6,486,951 persons	140,479 persons	Increase of 6,346,472 persons (4,517.74% increase)
Average length of stay for all inbound visitors	7.39 nights	58.55 nights	Decrease of 51.16 nights
Average daily expenditure per visitor	US\$ 180.67 (NT\$5,628)	US\$90.54 (NT\$2,537)	Increase of US\$90.13 (99.55% increase) Increase of NT\$3,091 (121.84% increase)
Total annual amount of visitors' expenditure (the fee on international airline was excluded)	US\$8.661 Billion (NT\$269.792 Billion)	US\$745 Million (NT\$20.868 Billion)	Increase of US\$7.916 Billion (1,062.55% increase) Increase of NT\$248.924 Billion (1,192.85% increase)
Per capita inbound visitor's expenditure	US\$1,335 (NT\$41,590)	US\$5,301 (NT\$148,548)	Decrease of US\$3,966 (74.82% decrease) Decrease of NT\$106,958 (72.00% decrease)
Overall satisfaction of inbound visitors as a percentage of the total	97.12%	94.96%	Increase of 2.16 percent
Percentage of inbound visitors that had revisited Taiwan in the past five years	52.33%	81.61%	

Notes: 1. The data source for the " Number of inbound visitors " in 2021 and 2023 and the "Average length of stay for all inbound visitors" in 2023 is the National Immigration Agency, Ministry of the Interior, Republic of China (Taiwan).

2. The "Average length of stay" in 2021 was calculated from the survey sample which was based on the number of stay nights from 1 to 120 (due to epidemic prevention measures, inbound visitors were required to be quarantined at home for 14 days and take self-health management for 7 days).

3. The average exchange rate of the New Taiwan Dollar to the U.S. Dollar in 2021 was 28.022, and in 2023 it was 31.150. The data source is the official website of the Central Bank of the Republic of China (Taiwan).

4. In 2021, it was the "Revisit Rate of Visitors to Taiwan for the Past 3 Years" and in 2023, it was the "Revisit Rate of Visitors to Taiwan for the Past 5 Years".

5. In 2021, strict border control measures were in place, while in 2023, border control measures were lifted.

**Table 3** Related Indices of the Inbound Visitors in Taiwan - Comparison between 2019 and 2023

Indicator	2023	2019	Comparison
Number of inbound visitors	6,486,951 persons	11,864,105 persons	Decrease of 5,377,154 persons (45.32% decrease)
Average length of stay for all inbound visitors	7.39 nights	6.20 nights	Increase of 1.19 nights
Average daily expenditure per visitor	US\$ 180.67 (NT\$5,628)	US\$195.91 (NT\$6,059)	Decrease of US\$15.24 (7.78% decrease) Decrease of NT\$431 (7.11% decrease)
Total annual amount of visitors' expenditure (the fee on international airline was excluded)	US\$8.661 Billion (NT\$269.792 Billion)	US\$14.411 Billion (NT\$445.649 Billion)	Decrease of US\$5.750 Billion (39.90% decrease) Decrease of NT\$175.857 Billion (39.46% decrease)
Per capita inbound visitor's expenditure	US\$1,335 (NT\$41,590)	US\$1,215 (NT\$37,563)	Increase of US\$120 (9.88% increase) Increase of NT\$4,027 (10.72% increase)
Overall satisfaction of inbound visitors as a percentage of the total	97.12%	98.33%	Decrease of 1.21%
Percentage of inbound visitors that had revisited Taiwan in the past five years	52.33%	42.22%	

Notes: 1. The data source for the "Number of inbound visitors" and the "Average length of stay for all inbound visitors" is the National Immigration Agency, Ministry of the Interior, Republic of China (Taiwan).

2. The average exchange rate of the New Taiwan Dollar to the U.S. Dollar in 2019 was 30.925, and in 2023 it was 31.150. The data source is the official website of the Central Bank of the Republic of China (Taiwan).

3. In 2019, it was the "Revisit Rate of Visitors to Taiwan for the Past 3 Years" and in 2023, it was the "Revisit Rate of Visitors to Taiwan for the Past 5 Years".

4. 2019 was a pre-pandemic year and 2023 was the post-lifting of border control measures year.

## II. Analysis of the Inbound Visitors' Plans

### A. 67% of the inbound visitors came to Taiwan with the sightseeing as main purpose.

The primary purposes of inbound visitors to Taiwan were sightseeing (67.39%), visiting friends or relatives (17.49%), business (12.90%), and international conferences or exhibitions (1.13%), etc.

**Table 4** The main purpose the inbound visitors in 2023

Main Purpose	Unit: Persons; %	
	Frequency	Percentage
Total	6,102	100.00
Sightseeing	<b>4,112</b>	<b>67.39</b>
Business	<b>787</b>	<b>12.90</b>
International conference or exhibition	69	1.13
Visiting friends or relatives	<b>1,067</b>	<b>17.49</b>
Studies	35	0.57
Medical treatment	13	0.21
Others	19	0.31

### B. 43% of inbound visitors whose primary purpose was sightseeing had obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports. The main sources of information influencing their decision to visit Taiwan were the internet (including social networking services), word-of-mouth recommendations from friends or relatives, and tourism leaflets of travel agencies.

Among the 5,402 inbound visitors whose primary or secondary purpose was sightseeing. The percentage of the inbound visitors who had obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports was 42.56%. The primary sources of these advertisements and reports were the internet (including social networking services) (91.00%), word-of-mouth recommendations from friends or relatives (64.11%), tourism leaflets of travel agencies (31.67%), and TV/radio (26.36%).

The higher percentages of inbound visitors with sightseeing purpose who had obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports include the inbound visitors coming from Japan (57.22%), Thailand (50.40%), Korea (46.29%), and the Philippines (45.16%).

Among the various information sources, the internet (including social networking services), word-of-mouth recommendations from friends or relatives, and travel agency brochures were the top three channels that significantly influenced the decision of inbound visitors to visit Taiwan for sightseeing (all with an average score greater than 3.50).

**Table 5** Percentage of the inbound visitors with sightseeing purpose who had obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports in 2023

Unit: %		
Seen or Not Seen	Yes	No
All Sightseeing Purpose Visitors	42.56	57.44

Note: The inbound visitors with sightseeing purpose include all the visitors with the sightseeing as their main or the secondary purpose.

**Table 6** How much the inbound visitors with sightseeing purpose were influenced by the media in making their decision to visit Taiwan in 2023

Information source	News-papers, magazines, books		Underground (subway), buses and bus stations, airplane and airport		TV, radio		International travel Exhibitions		Outdoor advertisements or billboards		Tourism leaflets of travel agencies		Word-of-mouth recommendations from friends or relatives		Internet (including Social Networking group)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Degree of Influence	3.28	0.99	2.87	1.16	3.42	1.14	3.15	1.16	3.22	1.11	<b>3.84</b>	0.98	<b>4.34</b>	0.74	<b>4.44</b>	0.74

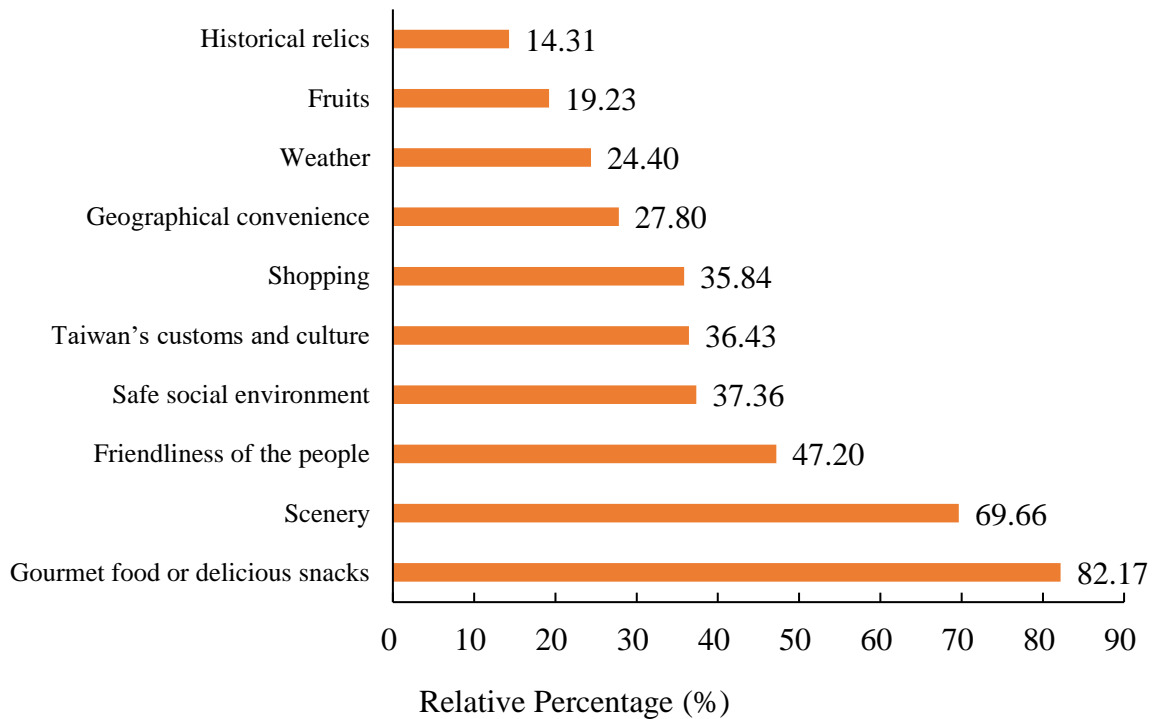
Note: 1. SD means standard deviation.

2. Likert 5 point scale: 1= not at all, 2= somewhat, 3= a little, 4= a lot, 5= entirely.

3. The inbound visitors with sightseeing purpose include all the visitors with the sightseeing as their main or the secondary purpose.

**C. "Gourmet food or delicious snacks" and "scenery" were the major reasons that attracted inbound visitors to take a sightseeing trip to Taiwan.**

The reasons that inbound visitors went sightseeing in Taiwan were mainly gourmet food or delicious snacks (82.17%), scenery (69.66%), friendliness of the people (47.20%), safe social environment (37.36%), Taiwan’s customs and culture (36.43%), shopping (35.84%), and geographical convenience (27.80%), etc.



Note: Visitors interviewed were allowed to choose more than one item in this question.

**Figure 1** Top 10 reasons why the inbound visitors decided to take sightseeing trips to Taiwan in 2023

**D. 73% of the inbound visitors arranged their travel to Taiwan “without any arrangements through travel agencies/OTA for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival.”**

Among the inbound visitors, the most common travel arrangement was “ Without any arrangements through travel agencies/OTA for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival ” (accounting for 72.87%). The second most common arrangement was " Group tour arranged through a travel agency " (accounting for 11.83%).



In terms of the main purpose, the majority of inbound visitors, chose “ Without any arrangements through travel agencies/OTA for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival.”

**Table 7** Kinds of arrangements the inbound visitors made on their trips in 2023  
- according to the main purpose

Unit: %

Main Purpose	Total	Tour group	Non-tour-group			
		Group tour arranged through a travel agency	Individual tour arranged through a travel agency	Individual tour arranged through a travel agency only for booking accommodations (and tickets)	Without any arrangements through travel agencies/OTA for booking accommodations and tickets; jointed the activities arranged by a Taiwan travel agency after arrival	Without any arrangements through travel agencies/OTA for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival
Total	100.00	11.83	1.77	7.19	6.34	72.87
Sightseeing	100.00	17.56	1.82	6.88	7.32	66.42
Business	100.00	-	0.89	13.09	2.16	83.86
International conference or exhibition	100.00	-	1.45	11.59	11.59	75.37
Visiting friends or relatives	100.00	-	1.22	3.56	5.53	89.69
Studies	100.00	-	31.43	2.86	5.71	60.00
Medical treatment	100.00	-	-	23.08	-	76.92
Others	100.00	-	5.26	15.79	-	78.95

Notes: 1. "-" means no visitor in the sample.

2. The sample size for visitors with studies purposes (35 persons), medical treatment (13 persons), and others (19 persons) is less than 50 persons; their values are for reference only.

### III. Analysis of the Inbound Visitors' Behavior

#### A. 48% inbound visitors were visiting Taiwan for the first time in the past five years.

Among the inbound visitors, 47.67% were visiting Taiwan for the first time in the past five years. This was followed by second-time visitors (33.56%), third-time visitors (12.56%), fourth-time visitors (3.21%), and those who had visited five times or more (3.00%).

**Table 8** The times of the inbound visitors have been to Taiwan in the past five years(including this time) in 2023

		Unit: %
Times	Percentage	
Total	100.00	
The first time	<b>47.67</b>	
The second time	<b>33.56</b>	
The third time	<b>12.56</b>	
The forth time	3.21	
More than 5 times	3.00	

#### B. “Night markets”, “Taipei 101”, “Ximending”, “Jiufen”, and “Tamsui” , were the major scenic spots for the inbound visitors.

The major scenic spots in the inbound visitors visited were night markets (78.43%), Taipei 101 (56.96%), Ximending (Including the Red House) (46.30%), Jiufen (40.51%), and Tamsui (34.73%), etc.

The major tourist night market frequented by inbound visitors was Shilin Night Market (37.86%), followed by Raohe Street Night Market (28.61%).

**Table 9** Ranking of the major scenic spots visited by inbound visitors in 2023

						Unit:%
Ranking	Scenic Spot	Relative Percentage	Ranking	Scenic Spot	Relative Percentage	
1	Night Markets	78.43	6	Chiang Kai-Shek Memorial Hall	27.22	
2	Taipei 101	56.96	7	Xinyi Shopping District	27.19	
3	Ximending (Including the Red House)	46.30	8	Longshan Temple	24.86	
4	Jiufen	40.51	9	Pingxi	24.32	
5	Tamsui	34.73	10	National Palace Museum	22.25	

Note: Each visitor was asked to list at most 15 most impressed scenic spots for those he has visited. And the figures in the table were calculated from those listed scenic spots.

**Table 10** Ranking of Night Markets Visited by inbound Visitors in 2023

Unit:%					
Ranking	Night Market	Relative Percentage	Ranking	Night Market	Relative Percentage
1	Shilin Night Market	37.86	6	Dihua Street (including Dadaocheng) Night Market	5.95
2	Raohe Night Market	28.61	7	Huaxi Street Night Market	4.92
3	Ningxia Night Market	16.75	8	Hualien Dongdamen Night Market	3.74
4	Kaohsiung Liuhe Night Market	6.69	9	Keelung Miaokou Night Market	2.93
5	Taichung Fengchia Night Market	6.34	10	Yilan Luodong Night Market	2.75

Note:1. This table is organized based on the night markets that visitors remembered visiting.

2. The term "night market" refers to a broad concept of markets that primarily operate at night. These markets consist of vendors, stalls, shops, and street performers, offering a variety of food, snacks, and shopping experiences.

### C. “Sun Moon Lake” was the favorite scenic spot for the inbound visitors.

Among the scenic spots visited by inbound visitors, “Sun Moon Lake” was the most favored (35.03%), followed by “Pingxi”, “Jiufen”, “night markets”, “the National Palace Museum”, and “Tamsui” (all over 15%).

**Table 11** Ranking of the favorite scenic spots visited by inbound visitors in 2023

Ranking	Scenic spot	Relative Percentage	Percentage favoring the scenic spot	Ranking	Scenic spot	Relative Percentage	Percentage favoring the scenic spot
1	Sun Moon Lake	13.19	35.03%	6	Tamsui	34.73	15.20%
2	Pingxi	24.32	21.77%	7	Maokong	13.44	14.88%
3	Jiufen	40.51	20.55%	8	Yangmingshan	15.86	12.40%
4	Night Markets	78.43	16.46%	9	Yehliu	11.46	11.44%
5	National Palace Museum	22.25	15.91%	10	Taipei 101	56.96	10.93%

Notes: 1. For this question, "Favorite Scenic Spot", only one favorite spot could be selected from the visited spots.

2. The percentage favoring the scenic spot = (Number of people who favored the spot / Number of people who visited the spot) × 100%.

3. The percentage favoring the scenic spot is calculated for spots with a relative visitation percentage of 10% or more.

4. The spots are ranked in descending order of percentage favoring the scenic spot.

#### D. Taipei City was the major city/county for the inbound visitors.

The major sightseeing cities/counties for the inbound visitors were (in orders): Taipei City (84.05%), New Taipei City (58.44%), Nantou County (15.98%), Kaohsiung City (14.27%), Taichung City (12.60%), and Yilan County (11.70%), etc.

The major sightseeing area for the inbound visitors were primarily in the Northern Taiwan (87.46%), followed by the Central Taiwan (22.52%), the Southern Taiwan (21.86%), the Eastern Taiwan (10.10%), and the offshore islands (0.66%).

**Table 12** Ranking of the major city/county the inbound visitors visited in 2023

Unit: %

Ranking	City/County	Relative Percentage	Ranking	City/County	Relative Percentage
1	Taipei City	84.05	12	Pingtung County	5.16
2	New Taipei City	58.44	13	Hsinchu City	4.21
3	Nantou County	15.98	14	Hsinchu County	3.83
4	Kaohsiung City	14.27	15	Taitung County	2.36
5	Taichung City	12.60	16	Chiayi City	2.13
6	Yilan County	11.70	17	Miaoli County	1.52
7	Hualien County	9.28	18	Changhua County	1.28
8	Tainan City	8.90	19	Yunlin County	0.57
9	Taoyuan City	7.28	20	Penghu County	0.57
10	Chiayi Cuntly	6.01	21	Kinmen County	0.08
11	Keelung City	5.60	22	Lienchiang County	-

Notes: 1. The figures in the table were calculated from the cities/counties of the scenic spots that the inbound visitors have visited .

2. "-" means no visitor in the sample.

**Table 13** Ranking of the major area the inbound visitors visited in 2023

			Unit: %
Ranking	Area	Relative Percentage	
1	Northern Taiwan	87.46	
2	Central Taiwan	22.52	
3	Southern Taiwan	21.86	
4	Eastern Taiwan	10.10	
5	Offshore islands	0.66	

Notes: 1. This table is organized based on scenic spots that interviewed visitors remembered visiting. It includes data where itineraries covered multiple regions.

2. Northern region: Taipei City, Keelung City, New Taipei City, Yilan County, Taoyuan City, Hsinchu County, Hsinchu City.

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

Southern region: Chiayi County, Chiayi City, Tainan City, Kaohsiung City, Pingtung County.

Eastern region: Taitung County, Hualien County.

Outlying islands: Kinmen County, Lienchiang County, Penghu County.

**E. “Shopping”, “night market sightseeing”, and “historical relics sightseeing” were the major activities of the inbound visitors in Taiwan.**

The major activities for the inbound visitors visiting Taiwan were shopping (92.95%), followed by night market sightseeing (78.43%), historical relics sightseeing (50.36%), hot spring soaking (23.17%), and eco tour (23.01%).

**Table 14** Ranking of the activities the inbound visitors participated in 2023

						Unit:%
Ranking	Item	Relative Percentage	Ranking	Item	Relative Percentage	
1	Shopping	92.95	10	Hiking/trekking/backpacking/mountain-neering	15.26	
2	Night market	78.43	11	Leisure farm	13.31	
3	Historical relics sightseeing	50.36	12	Pubs or night clubs	10.06	
4	Hot spring soaking	23.17	13	Cultural events	9.95	
5	Eco tour	23.01	14	Tribal tourism	8.52	
6	Massage or acupressure	16.60	15	Festival activities	3.56	
7	Aquatic recreation activities	16.55	16	Tourism factory	3.36	
8	Amusement park	16.09	17	Sports or sporting competitions	2.02	
9	Exhibitions	15.40	18	Health care	1.11	

Note: Visitors interviewed were allowed to choose more than one item in this question.

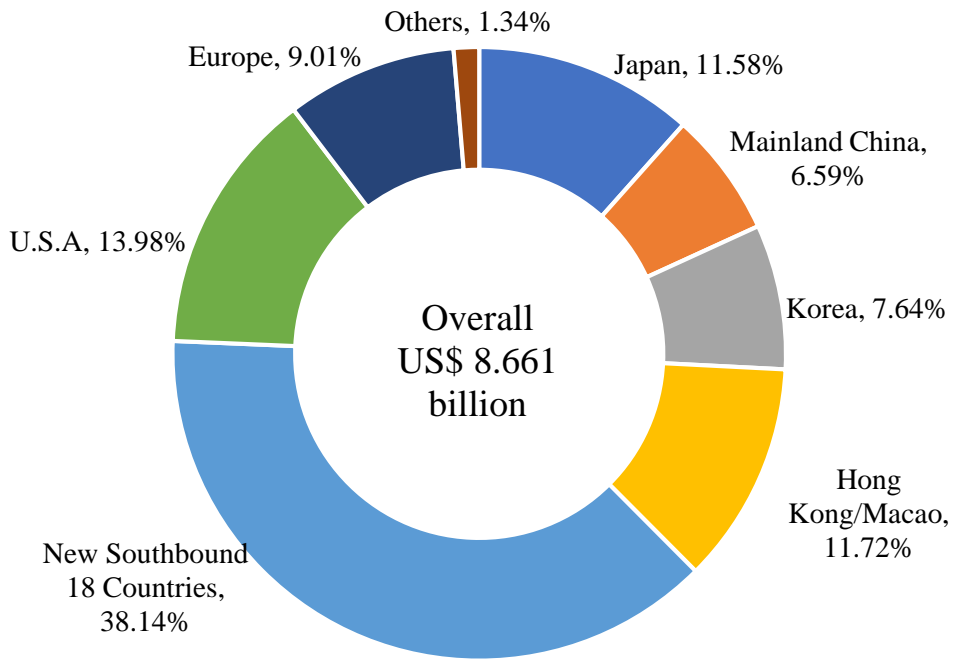
## **IV. Analysis of the Inbound Visitors' Expenditure**

- A. In 2023, tourism expenditure by visitors to Taiwan amounted to US\$8.661 billion, an increase of 386.30% compared to 2022 and a growth of 1,062.55% compared to 2021, restoring to 60.10% of the levels seen in 2019.**

In 2023, the number of inbound visitors was 6,486,951 persons, a decrease of 45.32% compared to 2019. The average length of stay (nights) for all inbound visitors was 7.39 nights, an increase of 19.19% from 2019. The average daily expenditure per visitor visiting Taiwan was US\$180.67, a decrease of 7.78% from 2019. The total annual amount of visitors' expenditure was US\$8.661 billion, which restored to 60.10% of the 2019 level. When calculated in New Taiwan Dollars, this expenditure amounted to NT\$269.792 billion, which restored to 60.54% of the 2019 level.

According to the analysis of the 7 main markets, the total expenditure by inbound visitors, from highest to lowest were as follows: New Southbound 18 countries(US\$3.303 billion, accounted for 38.14%), U.S.A.(US\$1.211 billion, accounted for 13.98%), Hong Kong/ Macao (US\$1.015 billion, accounted for 11.72%), Japan(US\$1.003 billion, accounted for 11.58%), Europe(US\$780 million, accounted for 9.01%), Korea(US\$662 million, accounted for 7.64%), and Mainland China(US\$571 million, accounted for 6.59%).

Compared to 2019, except for the U.S.A. market which increased by 14.68% and the European market which increased by 27.45%, the other five markets showed a decrease. The largest decrease was from Mainland China, which dropped by 85.30%, followed by Japan (a decrease of 52.44%), Hong Kong/ Macao (a decrease of 34.39%), Korea (a decrease of 32.52%), and New Southbound 18 countries (a decrease of 9.11%).



Note: The percentage of “Others” is 100.00% minus the sum of the percentages of the 7 main markets.

**Figure 2** The percentages of the total expenditure of the inbound visitors of the 7 main markets in 2023

**Table 15** The total expenditure of the inbound visitors of the 7 main markets in 2023

Market	Number of inbound visitors (persons) (1)	Average length of stay (nights) (2)	Average daily expenditures per visitor (US\$) (3)	Total annual amount of visitors' expenditure (US\$ billion) (4)=(1)×(2)×(3) ÷100,000,000	Percentage (5)=(4) ÷86.61
All	6,486,951	7.39	180.67	8.661	100.00%
(Growth rate)	-45.32%	19.19%	-7.78%	-39.90%	
New Southbound 18 Countries	2,391,760	8.37	164.98	3.303	38.14%
(Growth rate)	-13.72%	8.84%	-3.21%	-9.11%	
U.S.A	529,532	11.59	197.33	1.211	13.98%
(Growth rate)	-12.48%	13.96%	14.99%	14.68%	
Hong Kong /Macao	1,199,572	4.75	178.15	1.015	11.72%
(Growth rate)	-31.77%	12.56%	-14.59%	-34.39%	
Japan	928,235	5.47	197.62	1.003	11.58%
(Growth rate)	-57.18%	29.01%	-13.86%	-52.44%	
Europe	298,986	13.27	196.57	0.780	9.01%
(Growth rate)	-22.69%	22.98%	34.01%	27.45%	
Korea	744,727	4.19	212.14	0.662	7.64%
(Growth rate)	-40.07%	7.16%	5.04%	-32.52%	
Mainland China	226,269	16.47	153.15	0.571	6.59%
(Growth rate)	-91.66%	129.71%	-23.28%	-85.30%	

Notes: 1. The data source of "Number of inbound visitors" and "Average length of stay" is the Ministry of the Interior National Immigration Agency, Republic of China (Taiwan).

2. The "Growth Rate" is compared to that of 2019.



**B. In 2023, the average amount of daily expenditure in Taiwan for each inbound visitor was US\$180.67, a decrease of 7.78% compared to 2019.**

In 2023, the average daily expenditure in Taiwan for each inbound visitor was US\$180.67. The highest expenditure was on hotel bills at US\$71.52 (39.59%), followed by shopping at US\$35.15 (19.46%), and meals excluding hotel meals at US\$34.08 (18.86%). Compared to 2019, the average daily expenditure per visitor decreased by US\$15.24 (7.78%) in 2023. Within the expenditure structure, shopping expenses saw the largest decrease, down by US\$16.59 (32.06%), while entertainment expenses saw the largest increase, up by US\$5.37 (89.05%).

Comparing the four main purposes for visiting Taiwan, visitors with a business purpose had the highest average daily expenditure at US\$267.44 per person, followed by visitors with an international conference or exhibition purpose at US\$237.24, sightseeing visitors at US\$181.31, and visitors with the purpose of visiting friends or relatives at US\$114.97. In terms of shopping expenses, visitors with an international conference or exhibition purpose spent the most at US\$54.55, followed by sightseeing visitors at US\$37.49, visitors with the purpose of visiting friends or relatives at US\$30.57, and business visitors at US\$30.50. Compared to 2019, the average daily expenditure per visitor for sightseeing and visiting friends or relatives' purposes decreased, while the average daily expenditure for business and international conference or exhibition purposes increased.

According to the analysis of the 7 main markets, the average daily expenditure per visitor from Korea (US\$212.14) was the highest, followed by Japan (US\$197.62), U.S.A (US\$197.33), Europe (US\$196.57), Hong Kong/Macao (US\$178.15), New Southbound 18 countries (US\$164.98), and Mainland China (US\$153.15). In addition, the shopping amounts of the inbound visitors, from highest to lowest were as follows: Korea (US\$44.96 per person per day), Mainland China (US\$37.20), Hong Kong/Macao (US\$36.17), Japan (US\$35.90), New Southbound 18 countries (US\$33.47), U.S.A. (US\$31.45), and Europe (US\$27.94).

Regarding the Japan market, the average daily expenditure of each person of the inbound visitors from Japan was US\$197.62, a decrease of US\$31.80 (13.86%) compared to 2019. In the expenditure structure, hotel bills saw the largest decrease, down by US\$24.81 (22.47%), while miscellaneous expenses had the largest increase, up by US\$2.42 (38.17%).

Regarding the Mainland China market, the average daily expenditure for each inbound visitor from Mainland China was US\$153.15, a decrease of US\$46.48 (23.28%) compared to 2019. In the expenditure structure, shopping expenses saw the largest decrease, down by US\$54.06 (59.24%), while miscellaneous expenses had the largest increase, up by US\$8.11 (203.77%).

Regarding the Korea market, the average daily expenditure for each inbound visitor from Korea was US\$212.14, an increase of US\$10.18 (5.04%) compared to 2019. In the expenditure structure, all components except hotel bills, which decreased by US\$21.57 (22.10%), showed increases. Entertainment expenses saw the largest increase, up by US\$11.21 (249.67%).

Regarding the Hong Kong/Macao market, the average daily expenditure for each inbound visitor from Hong Kong/Macao was US\$178.15, a decrease of US\$30.43 (14.59%) compared to 2019. In the expenditure structure, shopping expenses saw the largest decrease, down by US\$16.30 (31.07%), while entertainment expenses had the largest increase, up by US\$5.50 (97.86%).

Regarding the New Southbound 18 countries, the average daily expenditure for each inbound visitor from New Southbound 18 countries was US\$164.98, a decrease of US\$5.48 (3.21%) compared to 2019, In the expenditure structure, shopping expenses saw the largest decrease, down by US\$8.16 (19.60%), while entertainment expenses had the largest increase, up by US\$5.20 (94.55%).

Regarding the U.S.A. market, the average daily expenditure for each inbound visitor from U.S.A was US\$197.33, an increase of US\$25.72 (14.99%) compared to 2019. In the expenditure structure, except for meals excluding hotel meals, which decreased by US\$3.39 (8.36%), all other components increased. The largest increase was in hotel bills, which rose by US\$10.64 (14.53%).

Regarding the Europe market, the average daily expenditure for each inbound visitor from Europe was US\$196.57, an increase of US\$49.89 (34.01%) compared to 2019. In the expenditure structure, all detailed items increased compared to 2019, with the largest increase being in shopping expenses, which rose by US\$14.81 (112.80%).

**Table 16** The average daily expenditure per visitor in 2023-according to the main purpose

		Unit: USD						
Main Purpose		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All	Amount of money	180.67	71.52	34.08	20.19	11.40	8.33	35.15
	Percentage	100.00%	39.59%	18.86%	11.17%	6.31%	4.61%	19.46%
	Amount of growth	-15.24	-5.10	-4.40	1.44	5.37	4.04	-16.59
	Growth rate	-7.78%	-6.66%	-11.43%	7.68%	89.05%	94.17%	-32.06%
Sightseeing	Amount of money	181.31	68.33	34.87	20.34	12.76	7.52	37.49
	Percentage	100.00%	37.69%	19.23%	11.22%	7.04%	4.14%	20.68%
	Amount of growth	-22.24	-9.79	-4.07	1.51	5.99	3.25	-19.13
	Growth rate	-10.93%	-12.53%	-10.45%	8.02%	88.48%	76.11%	-33.79%
Business	Amount of money	267.44	143.3	44.63	29.7	9.48	9.83	30.50
	Percentage	100.00%	53.58%	16.69%	11.10%	3.55%	3.67%	11.41%
	Amount of growth	44.96	20.08	4.92	4.65	5.61	8.01	1.69
	Growth rate	20.21%	16.30%	12.39%	18.56%	144.96%	440.11%	5.87%
International conference or exhibition	Amount of money	237.24	76.58	47.01	31.86	15.49	11.75	54.55
	Percentage	100.00%	32.28%	19.81%	13.43%	6.53%	4.95%	23.00%
	Amount of growth	55.26	-4.15	18.53	13.75	13.15	0.50	13.48
	Growth rate	30.37%	-5.14%	65.06%	75.92%	561.97%	4.44%	32.82%
Visiting friends or relatives	Amount of money	114.97	31.73	23.7	13.13	7.85	7.99	30.57
	Percentage	100.00%	27.60%	20.61%	11.42%	6.83%	6.95%	26.59%
	Amount of growth	-2.23	2.20	-9.19	0.19	4.02	3.71	-3.16
	Growth rate	-1.90%	7.45%	-27.94%	1.47%	104.96%	86.68%	-9.37%

Notes: 1. For the purposes of studies (35 persons), medical treatment (15 persons), and others (19 persons), the sample size is less than 50 and thus not suitable for comparison.

2. Both of "amount of growth" and "growth rate" is compared to 2019.

**Table 17** The average daily expenditure per visitor in 2023-according to main market

Unit: USD

Main Market		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All	Amount of money	180.67	71.52	34.08	20.19	11.40	8.33	35.15
	Percentage	100.00%	39.59%	18.86%	11.17%	6.31%	4.61%	19.46%
	Amount of growth	-15.24	-5.10	-4.40	1.44	5.37	4.04	-16.59
	Growth rate	-7.78%	-6.66%	-11.43%	7.68%	89.05%	94.17%	-32.06%
Japan	Amount of money	197.62	85.59	36.06	21.19	10.12	8.76	35.90
	Percentage	100.00%	43.31%	18.25%	10.72%	5.12%	4.43%	18.17%
	Amount of growth	-31.80	-24.81	-8.18	1.83	0.20	2.42	-3.26
	Growth rate	-13.86%	-22.47%	-18.49%	9.45%	2.02%	38.17%	-8.32%
Mainland China	Amount of money	153.15	52.20	26.30	15.41	9.95	12.09	37.20
	Percentage	100.00%	34.08%	17.17%	10.06%	6.50%	7.89%	24.30%
	Amount of growth	-46.48	-1.35	-3.06	-0.26	4.14	8.11	-54.06
	Growth rate	-23.28%	-2.52%	-10.42%	-1.66%	71.26%	203.77%	-59.24%
Korea	Amount of money	212.14	76.01	42.99	23.58	15.70	8.90	44.96
	Percentage	100.00%	35.83%	20.27%	11.12%	7.40%	4.19%	21.19%
	Amount of growth	10.18	-21.57	2.47	5.85	11.21	3.04	9.18
	Growth rate	5.04%	-22.10%	6.10%	32.99%	249.67%	51.88%	25.66%
Hong Kong /Macao	Amount of money	178.15	68.42	33.89	19.56	11.12	8.99	36.17
	Percentage	100.00%	38.40%	19.02%	10.98%	6.25%	5.04%	20.31%
	Amount of growth	-30.43	-11.13	-12.39	-1.05	5.50	4.94	-16.30
	Growth rate	-14.59%	-13.99%	-26.77%	-5.09%	97.86%	121.98%	-31.07%
New Southbound 18 Countries	Amount of money	164.98	64.64	30.66	18.65	10.70	6.86	33.47
	Percentage	100.00%	39.18%	18.58%	11.31%	6.49%	4.16%	20.28%
	Amount of growth	-5.48	0.87	-5.65	-1.33	5.20	3.59	-8.16
	Growth rate	-3.21%	1.36%	-15.56%	-6.66%	94.55%	109.79%	-19.60%
U.S.A	Amount of money	197.33	83.88	37.14	22.49	12.16	10.21	31.45
	Percentage	100.00%	42.50%	18.82%	11.40%	6.16%	5.18%	15.94%
	Amount of growth	25.72	10.64	-3.39	3.78	6.77	5.41	2.51
	Growth rate	14.99%	14.53%	-8.36%	20.20%	125.60%	112.71%	8.67%
Europe	Amount of money	196.57	86.65	37.53	23.51	12.57	8.37	27.94
	Percentage	100.00%	44.08%	19.09%	11.96%	6.39%	4.26%	14.22%
	Amount of growth	49.89	11.36	5.44	4.56	7.35	6.37	14.81
	Growth rate	34.01%	15.09%	16.95%	24.06%	140.80%	318.50%	112.80%

Notes: 1. The New Southbound 18 countries classification started in 2017, including the 10 ASEAN countries (Malaysia, Singapore, Indonesia, the Philippines, Thailand, Vietnam, Myanmar, Brunei, Cambodia, Laos), 6 South Asian countries (India, Sri Lanka, Bhutan, Nepal, Bangladesh, Pakistan), and 2 Oceania countries (Australia, New Zealand).

2. As of the end of 2023, Mainland China has not yet allowed group tours to Taiwan.

3. Both of "amount of growth" and "growth rate" is compared to 2019.

**C. In 2023, the average amount of daily expenditure in Taiwan for each inbound tour group visitor was US\$214.20, which is 95.68% of the pre-pandemic level (2019).**

In 2023, the average amount of daily expenditure in Taiwan for each inbound tour group visitor was US\$214.20. The highest expenditure was on hotel bills at US\$108.05 (50.44%), followed by shopping at US\$46.64 (21.78%), and meals excluding hotel meals at US\$25.37 (11.84%). Compared to 2019, the average daily expenditure per inbound tour group visitor decreased by US\$9.66 (4.32%) in 2023. Within the expenditure structure, shopping expenses saw the largest decrease, down by US\$63.05 (57.48%), while hotel bills expenses saw the largest increase, up by US\$57.48 (113.66%).

Analyzing the 3 main markets in 2023, the highest average daily expenditure per inbound group tour visitor was from Japan at US\$271.59, followed by Korea at US\$252.67, and the New Southbound 18 countries at US\$187.13. In terms of shopping expenses, Korea inbound group tour visitors spent the most at US\$69.87, followed by Japan at US\$47.55, and those from the New Southbound 18 countries at US\$36.93.

Based on the breakdown of shopping expenses, the majority of group tour visitors spent the most on local special products, accounting for 43.60%, followed by tea at 14.09%, and souvenirs or handicraft products at 14.00%. The inbound tour group visitors from Japan mainly purchased local special products (46.12%), followed by tea (31.57%) and souvenirs or handicraft products (6.91%). The inbound tour group visitors from Korea mainly purchased local special products (41.71%), followed by tea (19.20%) and souvenirs or handicraft products (14.54%). The inbound tour group visitors from New Southbound 18 countries mainly purchased local special products (43.24%), followed by souvenirs or handicraft products (18.87%) and clothes or accessories (15.71%).

Compared to 2019, the average daily expenditure for each inbound tour group visitor from Japan was US\$271.59, a decrease of US\$31.53 (10.40%). In the expenditure structure, except for hotel bills which increased by US\$56.11 (55.84%), all other components decreased, with meals excluding hotel meals showing the largest decrease, down by US\$30.85 (53.34%).

In 2023, the average daily expenditure for each inbound tour group visitor from Korea was US\$252.67, an increase of US\$25.93 (11.44%) compared to 2019. In the expenditure structure, hotel bills saw the largest increase, up by US\$36.02 (47.99%), while meals excluding hotel meals showed the largest decrease, down by US\$14.17 (33.65%).

In 2023, the average daily expenditure for each inbound tour group visitor from New Southbound 18 countries was US\$187.13, a decrease of US\$23.49 (11.15%) compared to 2019. In the expenditure structure, shopping expenses saw the largest decrease, down by US\$40.92 (52.56%), while hotel bills showed the largest increase, up by US\$36.33 (63.01%).

**Table 18** The average daily expenditure for each inbound tour group visitor in 2023 - according to main market

Main Market		Unit: USD						
		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All tour group visitors	Amount of money	214.20	108.05	25.37	16.71	9.90	7.53	46.64
	Percentage	100.00%	50.44%	11.84%	7.80%	4.62%	3.52%	21.78%
	Amount of growth	-9.66	57.48	-6.06	1.04	2.13	-1.20	-63.05
	Growth rate	-4.32%	113.66%	-19.28%	6.64%	27.41%	-13.75%	-57.48%
Japan tour group visitors	Amount of money	271.59	156.59	26.99	17.70	9.26	13.50	47.55
	Percentage	100.00%	57.65%	9.94%	6.52%	3.41%	4.97%	17.51%
	Amount of growth	-31.53	56.11	-30.85	-14.92	-8.14	-4.17	-29.56
	Growth rate	-10.40%	55.84%	-53.34%	-45.74%	-46.78%	-23.60%	-38.33%
Mainland China tour group visitors	Amount of money	-	-	-	-	-	-	-
	Percentage	-	-	-	-	-	-	-
	Amount of growth	-	-	-	-	-	-	-
	Growth rate	-	-	-	-	-	-	-
Korea tour group visitors	Amount of money	252.67	111.07	27.94	19.95	12.85	10.99	69.87
	Percentage	100.00%	43.96%	11.06%	7.90%	5.08%	4.35%	27.65%
	Amount of growth	25.93	36.02	-14.17	-1.70	2.12	-7.31	10.97
	Growth rate	11.44%	47.99%	-33.65%	-7.85%	19.76%	-39.95%	18.62%
New Southbound 18 Countries tour group visitors	Amount of money	187.13	93.99	25.09	15.37	11.09	4.66	36.93
	Percentage	100.00%	50.23%	13.41%	8.21%	5.93%	2.49%	19.73%
	Amount of growth	-23.49	36.33	-14.91	-2.31	2.32	-3.99	-40.92
	Growth rate	-11.15%	63.01%	-37.28%	-13.07%	26.45%	-46.13%	-52.56%

- Notes: 1. The tour group visitors mean the inbound visitors who chose to make their trip as a " group tour arranged through a travel agency (joined a tour group), with a total sample size of 722 people.  
2. "-" means no visitor in the sample.  
3. As of the end of 2023, Mainland China has not yet allowed group tours to Taiwan.  
4. Both of "amount of growth" and "growth rate" is compared to 2019.

**Table 19** The average daily expenditure of shopping details for each inbound tour group visitor in 2023 - according to main market

Unit: USD

Shopping Details	All tour group visitors		Japan tour group visitors		Mainland China tour group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
	Total	46.64	100.00%	47.55	100.00%	-
Clothes or accessories	5.06	10.84%	2.02	4.24%	-	-
Jewelry or jade	0.83	1.79%	0.97	2.05%	-	-
Souvenirs or handicraft products	<b>6.53</b>	<b>14.00%</b>	<b>3.28</b>	<b>6.91%</b>	-	-
Cosmetics or perfumes	1.56	3.34%	0.27	0.57%	-	-
Local special products	<b>20.33</b>	<b>43.60%</b>	<b>21.93</b>	<b>46.12%</b>	-	-
Tobacco or alcohol	1.91	4.10%	2.12	4.46%	-	-
Cosmeceuticals or health food	1.89	4.05%	1.81	3.81%	-	-
3C or electronic appliances	1.54	3.31%	0.02	0.04%	-	-
Tea	<b>6.58</b>	<b>14.09%</b>	<b>15.02</b>	<b>31.57%</b>	-	-
Others	0.41	0.88%	0.11	0.23%	-	-

Notes: 1. The tour group visitors mean the inbound visitors who chose to make their trip as a " group tour arranged through a travel agency (joined a tour group).

2. "-" means no visitor in the sample.

3. As of the end of 2023, Mainland China has not yet allowed group tours to Taiwan.

**Table 19** The average daily expenditure of shopping details for each inbound tour group visitor in 2023 - according to main market (continued.)

Unit: USD

Shopping Details	All tour group visitors		Korea tour group visitors		New Southbound 18 Countries tour group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	46.64	100.00%	69.87	100.00%	36.93	100.00%
Clothes or accessories	5.06	10.84%	3.25	4.66%	<b>5.80</b>	<b>15.71%</b>
Jewelry or jade	0.83	1.79%	2.20	3.15%	0.49	1.32%
Souvenirs or handicraft products	<b>6.53</b>	<b>14.00%</b>	<b>10.16</b>	<b>14.54%</b>	<b>6.97</b>	<b>18.87%</b>
Cosmetics or perfumes	1.56	3.34%	1.62	2.31%	1.54	4.17%
Local special products	<b>20.33</b>	<b>43.60%</b>	<b>29.14</b>	<b>41.71%</b>	<b>15.97</b>	<b>43.24%</b>
Tobacco or alcohol	1.91	4.10%	4.41	6.32%	1.46	3.95%
Cosmeceuticals or health food	1.89	4.05%	3.97	5.69%	1.02	2.76%
3C or electronic appliances	1.54	3.31%	1.70	2.42%	1.04	2.82%
Tea	<b>6.58</b>	<b>14.09%</b>	<b>13.42</b>	<b>19.20%</b>	1.76	4.77%
Others	0.41	0.88%	0.00	0.00%	0.88	2.39%

Notes: The tour group visitors mean the inbound visitors who chose to make their trip as a " group tour arranged through a travel agency (joined a tour group).



**D. In 2023, the average amount of daily expenditure in Taiwan for each inbound non-tour-group visitor was US\$176.16, which is 93.42% of the pre-pandemic level (2019).**

In 2023, the average amount of daily expenditure in Taiwan for each inbound non-tour-group visitor was US\$176.16. The highest expenditure was on hotel bills at US\$66.62 (37.82%), followed by meals excluding hotel meals at US\$35.24 (20.00%), and shopping at US\$33.61 (19.08%). Compared to 2019, the average daily expenditure per inbound non-tour-group visitor decreased by US\$12.41 (6.58%) in 2023. Within the expenditure structure, hotel bills saw the largest decrease, down by US\$15.41 (18.79%), while entertainment expenses saw the largest increase, up by US\$5.80 (99.83%).

In 2023, in comparison of 4 main markets, inbound non-tour-group visitors show that the average daily expenditure in Taiwan for each inbound visitor from Korea (US\$203.62) was higher than Japan (US\$186.58), New Southbound 18 countries (US\$161.27), and Mainland China (US\$153.15). As for shopping, the average daily shopping expenditure for each inbound non-tour-group visitor, from highest to lowest were as follows: Korea (US\$39.83), Mainland China (US\$37.20), Japan (US\$34.17), and New Southbound 18 countries (US\$32.89).

Based on the breakdown of shopping expenses, non-tour-group visitors primarily spent on local special products, accounting for 43.75%, followed by clothes or accessories at 16.86%, and souvenirs or handicraft products at 14.75%. Japan non-tour-group visitors mainly bought local special products (52.77%), followed by tea (14.47%), and souvenirs or handicraft products (12.98%). Mainland China non-tour-group visitors primarily purchased local special products (34.25%), followed by clothes or accessories (22.67%), and tea (10.15%). Korea non-tour-group visitors mostly bought local special products (55.39%), followed by souvenirs or handicraft products (18.06%), and clothes or accessories (8.53%). The inbound non-tour-group visitors from New Southbound 18 countries mainly purchased local special products (38.46%), followed by clothes or accessories (23.70%), and souvenirs or handicraft products (14.39%).

Compared to 2019, the average daily expenditure for each inbound non-tour-group visitor from Japan was US\$186.58, a decrease of US\$26.76 (12.54%). Within the expenditure structure, hotel bills saw the largest decrease, down by US\$37.62 (33.47%), while local transportation expenses saw the largest increase, up by US\$5.45 (33.39%).

In 2023, the average daily expenditure for each inbound non-tour-group visitor from Mainland China was US\$153.15, a decrease of US\$42.65 (21.78%) compared to 2019. Within the expenditure structure, hotel bills saw the largest decrease, down by US\$20.39 (28.09%), while miscellaneous expenses had the largest increase, up by US\$7.15 (144.74%).

In 2023, the average daily expenditure for each inbound non-tour-group visitor from Korea was US\$203.62, an increase of US\$6.46 (3.28%) compared to 2019. Within the expenditure structure, all components increased except for hotel bills, which decreased by US\$32.87 (32.33%). The largest increase was in entertainment expenses, which rose by US\$12.86 (379.35%).

In 2023, the average daily expenditure for each inbound non-tour-group visitor from New Southbound 18 countries was US\$161.27, a decrease of US\$5.60 (3.36%) compared to 2019. Within the expenditure structure, shopping expenses saw the largest decrease, down by US\$5.58 (14.50%), while entertainment expenses had the largest increase, up by US\$5.41 (103.44%).

**Table 20** The average daily expenditure for each inbound non-tour-group visitor in 2023 - according to main market

Main Market		Unit: USD						
		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All non-tour-group visitors	Amount of money	176.16	66.62	35.24	20.65	11.61	8.43	33.61
	Percentage	100.00%	37.82%	20.00%	11.72%	6.59%	4.79%	19.08%
	Amount of growth	-12.41	-15.41	-4.24	1.38	5.80	5.05	-4.99
	Growth rate	-6.58%	-18.79%	-10.74%	7.16%	99.83%	149.41%	-12.93%
Japan non-tour-group visitors	Amount of money	186.58	74.79	37.52	21.77	10.28	8.05	34.17
	Percentage	100.00%	40.09%	20.11%	11.67%	5.51%	4.31%	18.31%
	Amount of growth	-26.76	-37.62	-3.53	5.45	1.88	4.29	2.77
	Growth rate	-12.54%	-33.47%	-8.60%	33.39%	22.38%	114.10%	8.82%
Mainland China non-tour-group visitors	Amount of money	153.15	52.20	26.30	15.41	9.95	12.09	37.20
	Percentage	100.00%	34.08%	17.17%	10.06%	6.50%	7.89%	24.30%
	Amount of growth	-42.65	-20.39	-10.53	-5.39	3.01	7.15	-16.50
	Growth rate	-21.78%	-28.09%	-28.59%	-25.91%	43.37%	144.74%	-30.73%
Korea non-tour-group visitors	Amount of money	203.62	68.80	46.00	24.29	16.25	8.45	39.83
	Percentage	100.00%	33.79%	22.59%	11.93%	7.98%	4.15%	19.56%
	Amount of growth	6.46	-32.87	6.06	7.33	12.86	4.96	8.12
	Growth rate	3.28%	-32.33%	15.17%	43.22%	379.35%	142.12%	25.61%
New Southbound 18 Countries non-tour-group visitors	Amount of money	161.27	59.70	31.60	19.21	10.64	7.23	32.89
	Percentage	100.00%	37.02%	19.60%	11.91%	6.60%	4.48%	20.39%
	Amount of growth	-5.60	-4.55	-4.29	-1.00	5.41	4.41	-5.58
	Growth rate	-3.36%	-7.08%	-11.95%	-4.95%	103.44%	156.38%	-14.50%

Notes: 1. The non-tour-group visitors mean all the inbound visitors except the tour group visitors.

2. Both of "amount of growth" and "growth rate" is compared to 2019.

**Table 21** The average daily expenditure of shopping details for each inbound non-tour-group visitor in 2023 - according to main market

Unit: USD

Shopping Details	All non-tour-group visitors		Japan non-tour-group visitors		Mainland China non-tour-group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	33.61	100.00%	34.17	100.00%	37.20	100.00%
Clothes or accessories	<b>5.67</b>	<b>16.86%</b>	2.60	7.61%	<b>8.43</b>	<b>22.67%</b>
Jewelry or jade	0.46	1.38%	0.43	1.26%	0.95	2.55%
Souvenirs or handicraft products	<b>4.96</b>	<b>14.75%</b>	<b>4.44</b>	<b>12.98%</b>	3.49	9.38%
Cosmetics or perfumes	1.39	4.15%	0.69	2.02%	2.24	6.03%
Local special products	<b>14.71</b>	<b>43.75%</b>	<b>18.03</b>	<b>52.77%</b>	<b>12.74</b>	<b>34.25%</b>
Tobacco or alcohol	1.21	3.60%	0.96	2.82%	1.98	5.32%
Cosmeceuticals or health food	0.80	2.38%	0.16	0.45%	2.54	6.84%
3C or electronic appliances	1.28	3.82%	1.59	4.66%	1.05	2.81%
Tea	2.85	8.49%	<b>4.94</b>	<b>14.47%</b>	<b>3.78</b>	<b>10.15%</b>
Others	0.28	0.82%	0.33	0.96%	0.00	0.00%

**Table 21** The average daily expenditure of shopping details for each inbound non-tour-group visitor in 2023 - according to main market (continued.)

Unit: USD

Shopping Details	All non-tour-group visitors		Korea non-tour-group visitors		New Southbound 18 Countries non-tour-group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	33.61	100.00%	39.83	100.00%	32.89	100.00%
Clothes or accessories	<b>5.67</b>	<b>16.86%</b>	<b>3.40</b>	<b>8.53%</b>	<b>7.80</b>	<b>23.70%</b>
Jewelry or jade	0.46	1.38%	0.68	1.71%	0.47	1.42%
Souvenirs or handicraft products	<b>4.96</b>	<b>14.75%</b>	<b>7.20</b>	<b>18.06%</b>	<b>4.73</b>	<b>14.39%</b>
Cosmetics or perfumes	1.39	4.15%	0.93	2.34%	1.68	5.09%
Local special products	<b>14.71</b>	<b>43.75%</b>	<b>22.06</b>	<b>55.39%</b>	<b>12.65</b>	<b>38.46%</b>
Tobacco or alcohol	1.21	3.60%	1.59	4.00%	0.99	3.00%
Cosmeceuticals or health food	0.80	2.38%	1.19	2.98%	0.64	1.96%
3C or electronic appliances	1.28	3.82%	0.31	0.78%	1.60	4.86%
Tea	2.85	8.49%	2.36	5.93%	1.94	5.91%
Others	0.28	0.82%	0.11	0.27%	0.39	1.21%

Note: Non-tour-group tour refers to all visitors except group tour visitors.

**E. A total of 16.81% of the inbound visitors had used the tax refund service. A total of 99% of the inbound visitors who had used the tax refund service thought the procedures to get a tax refund were convenient.**

A total of 16.81% of the inbound visitors had used the tax refund service. A total of 98.73% of the inbound visitors who had used the tax refund service thought the procedures were convenient.

More than 17.73% of the inbound visitors with sightseeing as their main purpose applied for tax refunds. A total of 98.49% of the inbound visitors with sightseeing purpose thought tax refund services were convenient.

**Table 22** The tax refund conditions for the inbound visitors in 2023– according to their main purpose

Main Purpose	Unit: %	
	Applied for tax refund	Thought the procedures were convenient
All Purposes	16.81	98.73
Sightseeing	17.73	98.49
Business	10.67	100.00
International conference or exhibition	15.94	90.91
Visiting friends or relatives	17.81	99.47
Studies	17.14	100.00
Medical treatment	23.08	100.00
Others	15.79	100.00

Note: The sample size for visitors with studies purposes (35 persons), medical treatment (13 persons), and others (19 persons) is less than 50 persons; their values are for reference only.

## V. Analysis of the Inbound Visitors' Satisfaction

- A. A total of 97% of the inbound visitors were satisfied with their overall experience in Taiwan.

The inbound visitors tended to be satisfied with the items of “convenience”, “environment internationalization” and “safety”. Among these factors, the highest satisfaction was with the “friendliness of Taiwan people”.

**Table 23** The overall satisfaction of the inbound visitors during this trip to Taiwan in 2023

	Item	Mean	Standard Deviation
Convenience	Local transportation	<b><u>4.54</u></b>	0.60
	Communication/Internet facilities	4.49	0.63
	Access to tourism information	4.41	0.64
	Entry permit and customs clearance procedures	4.40	0.64
Environment Internationalization	Friendliness of Taiwan people	<b>4.61</b>	0.58
	Clearness of road signs and public facilities signs	4.22	0.78
	Access to services in language	4.11	0.86
Safety	Safety of social environments	<b><u>4.54</u></b>	0.57
	Safety of recreational environment	<b>4.52</b>	0.57
	Safety of accommodation facilities	4.48	0.59
	Good food hygiene	4.37	0.66
Total	Overall satisfaction	4.44	0.56

Note: Likert 5 point scale: 1=very poor, 2=poor, 3=fair, 4=good, 5=excellent.

**B. A total of 99.84% of the inbound visitors were willing to revisit Taiwan, the likely purpose of their next trip would be sightseeing. A total of 99.93% of the inbound visitors will recommend friends or relatives to visit Taiwan.**

A total of 99.84% of the inbound visitors said they were willing to come back to Taiwan. The main purpose of their next trip would be sightseeing (76.67%), visiting friends or relatives (12.94%), and business (9.67%). A total of 99.93% of the inbound visitors will recommend relatives and friends to visit Taiwan.

**Table 24** The main purpose of the inbound visitors to revisit Taiwan in 2023

Unit: %								
Main purpose	Total	Sightseeing	Visit relatives/ friends	Business	International conference/ exhibition	Studies	Medical Treatment	Others
Percentage	100.00	76.67	9.67	12.94	0.25	0.16	0.21	0.10

**Table 25** The willingness of the inbound visitors to recommend friends or relatives to visit Taiwan in 2023

Unit: %			
Will you recommend friends or relatives to visit Taiwan	Total	Yes	No
Percentage	100.00	99.93	0.07



**C. Taiwan’s “gourmet food”, “natural landscape”, “night markets sightseeing”, “local friendliness and hospitality”, and “famous local products” were the most impressive parts of Taiwan for inbound visitors.**

The most impressive parts of Taiwan according to inbound visitors were Taiwan’s gourmet food (86.40%), natural landscape (67.83%), night markets sightseeing (61.19%), local friendliness and hospitality (43.74%), and famous local products (36.28%).

**Table 26** Ranking of the deepest impression of Taiwan as thought of by inbound visitors in 2023

Unit: %					
Ranking	Item	Relative Percentage	Ranking	Item	Relative Percentage
1	Gourmet food	86.40	10	Tourist spots	15.95
2	Natural landscape	67.83	11	Night life	14.44
3	Night markets sightseeing	61.19	12	Hot springs	12.78
4	Local friendliness and hospitality	43.74	13	Aboriginal culture	3.93
5	Famous local products	36.28	14	Book stores	3.47
6	Convenience stores	32.01	15	Cycling fun	3.21
7	Historical relics	26.57	16	Festival activities	1.84
8	Fruits	19.80	17	The accommodation experience	1.82
9	Temple	18.45	18	Health care	0.87

Note: Visitors interviewed were allowed to choose more than one item in this question.

**D. The overall satisfaction of the inbound visitors for their accommodation for hotel is 92%, and 85% for guest houses (or B&B).**

The main accommodation for the inbound visitors was a hotel (86.45%), followed by the home of relatives or friends (17.13%), and guest houses (or B&B) (11.23%). The overall satisfaction rate (very satisfied & satisfied) was 92.09% for hotel stays and 85.40% for guest houses (or B&B) stays.

**Table 27** Accommodation type of the inbound visitors in 2023

Unit: %	
Accommodation Type	Relative Percentage
Hotel	<b>86.45</b>
The home of relatives or friends	<b><u>17.13</u></b>
Guest houses (or B&B)	<b>11.23</b>
Dormitory	1.05
Temples, seminaries, or churches	0.44
Rental apartments	0.33
Other	0.05

Note: Visitors interviewed were allowed to choose more than one item in this question.

**E. A total of 98% of the inbound tour group visitors were satisfied with their overall impressions of the travel agencies and the services of the tour guides.**

The satisfaction rate of inbound tour group visitors with the overall impression of the travel agencies and the services of tour guides were 97.92%, with an overall average score of 4.30. The average satisfaction scores for each specific aspect were all above 4.17, indicating a general tendency towards satisfaction. The average satisfaction scores from highest to lowest were for the following aspects: “Professionalism of the tour guides”, “the tour guides’ integral service performances”, “transportation(including driver services)”, “accommodations”, “itinerary”, “meals”, and “the tour guides’ ability to handle emergencies.”

**Table 28** satisfaction of inbound tour group visitors with the services provided by the local travel agency and tour guides in 2023

Unit: Average Score

Service Item	Average Satisfaction Score
Overall Impression	4.30
Professionalism of the Tour guides	<b>4.39</b>
The tour guides’ integral service performances	<b>4.34</b>
Transportation(including driver services)	<b>4.33</b>
Accommodations	4.27
Itinerary	4.26
Meals	4.19
The tour guides’ ability to handle emergencies	4.17

Notes: Likert five-point scale: 1 = very dissatisfied, 2 = dissatisfied, 3 = neutral, 4 = satisfied, 5 = very satisfied.

**F. Inbound visitors in Taiwan primarily used the “MRT”, “taxis”, and “High Speed Rail” as the top 3 transportation methods. Satisfaction with each type of transportation exceeded 82%.**

Among inbound visitors, the most frequently used modes of transportation were the MRT (79.60%), followed by taxis (72.80%) and train (48.34%). Regarding satisfaction with various transportation options, the high speed rail(98.62%) ranked highest, followed by coach (97.67%), the MRT (96.83%), and train (96.48%).

**Table 29** Modes of transportation used and satisfaction levels of inbound visitors in 2023

A. Unit: %		
Mode of Transportation	Relative Percentage of Usage	Satisfaction
MRT	79.60	96.83
Taxi	72.80	92.75
Train	48.34	96.48
Bus	36.25	90.28
High Speed Rail	22.50	98.62
Coach	16.90	97.67
Uber(diversified taxi)	13.24	94.55
Ferry	12.18	93.27
Car rental	8.14	92.15
Public bicycles	6.08	91.91
Airplane	0.84	82.35
Other	11.01	98.81

Notes: 1. Satisfaction include both "very satisfied" and "satisfied".

2. "Bus" include Taiwan Tourist Shuttle Bus, double decker sightseeing bus, etc.

3. "Others" include chartered cars, friends' or relatives' cars, company cars, cable cars, light rail, hotel transfers, etc.

4. The sample size for airplane is less than 30; the values are for reference only.

**G. Due to the impact of COVID-19, only 2.21% of visitors changed their itinerary of this trip to Taiwan, with most changes in “travel days.”**

97.79% of the inbound visitors did not change their itinerary of this trip to Taiwan due to the impact of COVID-19, while 2.21% did. Among those affected by the pandemic, the most common change was “travel days.”

**Table 30** Whether the inbound visitors changed their itinerary of this trip to Taiwan due to the impact of COVID-19 in 2023

Unit: %	
Whether Itinerary of This Trip to Taiwan Was Changed Due to the Impact of COVID-19	Percentage
Total	100.00
Yes	2.21
No	97.79

**Table 31** Changes in Travel Arrangements to Taiwan Due to the Impact of COVID-19 Among Interviewed Visitors in 2023

Unit: %	
What Has Changed	Relative Percentage
Travel days	<b>40.74</b>
Way of travel	<b>23.70</b>
Travel location selection	<b>21.48</b>
Transportation	20.00
Dining options	18.52
Accommodation	9.63
Other	3.70

Notes: 1. This question analyzes visitors who changed their itinerary of this trip to Taiwan due to the impact of COVID-19.

2. This question was a multiple-choice question.

## H. 96% of inbound visitors found Taiwan's COVID-19 prevention regulations easy to follow.

Among interviewed visitors, 96.38% found Taiwan's COVID-19 prevention regulations easy to follow (including both “Very easy to comply with regulations” and “Easy to comply with regulations”).

**Table 32** Opinions of inbound visitors about comply with epidemic prevention regulations after entering Taiwan in 2023

Unit: %	
Opinion About Comply with Epidemic Prevention Regulations After Entering Taiwan	Percentage
Total	100.00
Very easy to comply with regulations	<b>78.86</b>
Easy to comply with regulations	<b>17.52</b>
Acceptable to comply with regulations	<b>3.11</b>
Difficult to comply with regulations	0.15
Very difficult to comply with regulations	0.08
Unknown/Unsure	0.28

## VI. Analysis of Basic Information of the Inbound Visitors

### A. The occupation of the inbound visitors was mainly professionals.

The main occupation of the inbound visitors was professionals (19.81%), service and sales workers(15.78%), and clerical support workers (15.63%).

### B. The education level of most inbound visitors was college or university and their annual income was mainly “between US\$15,000 and US\$29,999.”

The highest category of education on the survey of the inbound visitors was “College or university.” Most inbound visitors (66.39%) were in this category. The average annual income of the inbound visitors was US\$ 26,593.31. The most common income range was US\$15,000 to US\$29,999, making up 21.81%, followed by US\$10,000 to US\$14,999 at 17.47%, and US\$30,000 to US\$39,999 at 16.32%.