2023 Survey of Travel by R.O.C. Citizens
Summary

Since 2020, the COVID-19 pandemic has been affecting the world significantly, and it was not until 2022 that the pandemic began slowing down and countries gradually started lifting lockdowns, while governments also gradually relaxed various pandemic prevention regulations. The Central Epidemic Command Center (CECC) implemented the first phase of mask relaxation on December 1, 2022, which included the cancellation of mandatory mask-wearing in outdoor spaces and venues. On February 20, 2023, the second phase of mask relaxation was implemented, relaxing rules on wearing masks indoors, with only eight types of venues still requiring masks. From March 20, those with mild symptoms were exempted from notification and quarantine, allowing a gradual return to normal life. In the first quarter of 2023, the total number of domestic trips by Taiwanese citizens aged 12 and above increased by 41.27% compared to the same period in 2022. Additionally, in accordance with the "Special Regulations on Strengthening Economic and Social Resilience after the Pandemic and Sharing Economic Achievements for All," the Ministry of Finance implemented a universal cash payment of NT$6,000 in April to allow the public to partake in the economic results. Starting from May 31, except for designated medical institutions where masks were still required, the public was able to decide whether to wear masks in other indoor spaces. In the second quarter, the total number of domestic trips by Taiwanese citizens aged 12 and above increased by 46.35% compared to the same period last year. However, in the third quarter, the total number of domestic trips decreased by 2.99% compared to the same period last year, attributed to the domestic travel subsidies. In the fourth quarter, the growth rate was 13.79%. Overall, for all of 2023, the total number of domestic trips by Taiwanese citizens aged 12 and above increased by 22.66% compared to 2022. Regarding outbound travel, after the travel agency ban was lifted on October 13, 2022, data from the Ministry of the Interior's National Immigration Agency shows that the total number of outbound trips in 2023 increased by eight times compared to 2022[1] but decreased by 31.02% compared to 2019.

This survey mainly focused on data related to domestic travel by Taiwanese citizens, with outbound travel data used as supplementary information. The survey was conducted through computer-assisted telephone interviewing (CATI), while old samples were also supplemented by mobile phone and online surveys, and a stratified random sampling method was used across counties and cities in Taiwan for each quarter. The sampling error is ±1.3% with a 95% confidence interval for each quarter. The number of successful interviews for domestic travel in the first quarter was 6,244, 6,039 in the second quarter, 6,036 in the third quarter, and 6,034 in the fourth quarter. On outbound travel, there were 272 successful interviews in the first quarter, 444 in the second quarter, 624 in the third

[1] Total number of outbound trips in 2022 was 1,482,821; and 11,795,834 in 2023.

quarter, and 666 in the fourth quarter. This resulting analysis is presented in two parts—"Important Indicators" and "Statistical Analysis".

I、Important Indicators of Domestic and Outbound Travel

Table 1 Domestic travel indicators comparison between 2023 and 2022

Item	2023	2022	Comparison
Domestic travel rate	90.0%	88.3%	Increased by 1.7%
Average number of trips per person	9.79 trips	8.04 trips	Increased by 1.75 trips
Total number of domestic trips by citizens	206,747,000 trips	168,558,000 trips	Positive Growth of 22.66%
Average number of days per trip	1.45 days	1.47 days	Decreased by 0.02 days (※)
Trips taken during holidays and weekends	67.7%	65.8%	Increased by 1.9%
Overall degree of satisfaction	98.9%	99.2%	Decreased by 0.3% (※)
Average expenditure per person per trip	NT$2,396 (US$76.92)	NT$2,316 (US$77.78)	NTD：Positive Growth of 3.45% (USD：Negative Growth of 1.11%)
Total expenditure on domestic travel by citizens	NT$495.4 billon (US$15.904 billon)	NT$390.4 billon (US$13.111 billon)	NTD：Positive Growth of 26.90% (USD：Positive Growth of 21.30%)

Note：1. The survey respondents are R.O.C. citizens of age 12 and above.
2. (※) means in the significance level of 5%, *t-test* shows "no significant difference".
3. Domestic travel rate is the proportion of people who had at least one domestic travel during the year.
4. The exchange rate was NT$29.777 in 2022, NT$31.150 in 2023, depreciating 4.41% during the same period. (Source: Central Bank of the Republic of China, https://www.cbc.gov.tw/tw/cp-520-36599-75987-1.html).

Table 2 Domestic travel indicators comparison between 2023 and 2019

Item	2023	2019	Comparison
Domestic travel rate	90.0%	91.1%	Decreased by 1.1%
Average number of trips per person	9.79 trips	7.99 trips	Increased by 1.80 trips
Total number of domestic trips by citizens	206,747,000 trips	169,279,000 trips	Positive Growth of 22.13%
Average number of days per trip	1.45 days	1.51 days	Decreased by 0.06 days
Trips taken during holidays and weekends	67.7%	66.9%	Increased by 0.8%
Overall degree of satisfaction	98.9%	98.4%	Increased by 0.5%(※)
Average expenditure per person per trip	NT$2,396 (US$76.92)	NT$2,320 (US$75.02)	NTD：Positive Growth of 3.28% (USD：Positive Growth of 2.53%)
Total expenditure on domestic travel by citizens	NT$495.4 billon (US$15.904 billon)	NT$392.7 billon (US$12.698 billon)	NTD：Positive Growth of 26.15% (USD：Positive Growth of 25.25%)

Note：1. The survey respondents are R.O.C. citizens of age 12 and above.
2. (※) means in the significance level of 5%, *t-test* shows “no significant difference”.
3. Domestic travel rate is the proportion of people who had at least one domestic travel during the year.
4. The exchange rate was NT$30.925 in 2019, NT$31.150 in 2023, depreciated 0.72% during the same period. (Source: Central Bank of the Republic of China, https://www.cbc.gov.tw/tw/cp-520-36599-75987-1.html).

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

Table 3 Outbound travel indicators

Item	2023	2019	Comparison between 2023 and 2019
Outbound travel rate	24.2%	35.2%	Decreased by 11.0%
Total number of outbound travels by citizens (incl. children under 12 years old)	11,795,834 travels	17,101,335 travels	Negative Growth of 31.02%
Average number of outbound travels per person (incl. under 12 years old children)	0.50 travels	0.72 travels	Decreased by 0.22 travels
Average nights of stay per travel	7.84 nights	7.87 nights	Decreased by 0.03 nights
Average expenditure per person per travel	NT$60,481 (US$1,942)	NT$47,802 (US$1,546)	NTD: Positive growth of 26.52% (USD: Positive growth of 25.61%)
Total expenditure on outbound travel	NT$713.4 billion (US$22.902 billion)	NT$817.5 billion (US$26.435 billion)	NTD: Negative of 12.73% (USD: Negative Growth of 13.36%)

Note: 1.The data of "total number of outbound travel" and the "average nights of stay per travel" is sourced from Ministry of the Interior National Immigration Agency.

2.(※) means in the significance level of 5%, *t*-test shows " no significant difference".

3. Outbound travel rate is the proportion of people who had at least one outbound travel during the year.

4. Average number of outbound travels per person = total number of outbound travel ÷ the total population in Taiwan.

5. Average expenditure per person per travel includes airfare, visa, accommodation and all other spending abroad, but does not include the spending before and after the travel.

6. The exchange rate was NT$30.925 in 2019, NT$31.150 in 2023, depreciated 0.72% during the same period (Source: Central Bank of the Republic of China，https://www.cbc.gov.tw/tw/cp-520-36599-75987-1.html).

7. Affected by the COVID-19 pandemic from 2020 to 2022, borders were strictly controlled. Therefore the outbound sample size was insufficient, so comparisons were not made.

II、Statistical Analysis

A. Domestic Travel

1. **There were a total of 206.75 million domestic trips made by citizens of age 12 and above in 2023, with a growth of 22.66% from 2022:** The results show that the average number of trips per person made in 2023 were 9.79, increased 1.75 from 8.04 per person in 2022, and also increased 1.8 from 7.99 in 2019. It was estimated that 206.75 million domestic trips were made by citizens of age 12 and above.

Table 4 Average number of domestic trips per person

Unit: trips

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year
2023	2.85	2.38	2.16	2.40	9.79
2022	2.02	1.64	2.25	2.13	8.04
2019	2.35	1.84	1.86	1.94	7.99

Table 5 The domestic trips of citizens

Unit: trips

item	2023					2022	2019
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	Whole year	Whole year
Total number of domestic trips by citizens of age 12 and above (proportion of whole year)	60,000,000	50,231,000	45,682,000	50,834,000	206,747,000	168,558,000	169,279,000
Including children under age 12 in the same household (proportion of whole year)	67,800,000	57,766,000	52,534,000	57,951,000	236,051,000	192,520,000	194,974,000

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2. **In 2023, 90.0% of citizens traveled domestically, increased from 2022, decreased from 2019:** According to the survey results, citizens who at least traveled once domestically in 2023 account for 90.0% of the total population, had a 1.7% increase from 88.3% in 2022 and a 1.1% decrease from 91.1% in 2019.

Table 6 Domestic travel rate

Unit: %

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year
2023	72.3	71.4	69.5	74.1	90.0
2022	61.7	58.0	68.7	70.6	88.3
2019	75.2	69.8	68.0	69.4	91.1

Note：Each domestic travel rate is the proportion of people who had at least one travel domestically during the quarter (whole year) ÷ the total number of participants.

3. **Most domestic travel took place on weekends. "Sightseeing, recreation, vacation" increased, "Visiting friends and relatives" decreased:** In 2023, 55.3% of domestic travel took place on weekends. Compared with 2019, travel during "National holidays" increased by 0.8%, during "Weekdays" decreased by 0.9%. Regarding the purpose of travel, in 2023, 82.9% of domestic travelers engaged in "Sightseeing, recreation, vacation" trips, while 16.5% were "Visiting friends and relatives" Compared with 2019, the proportion of "Sightseeing, recreation, and vacation" increased by 1.5%, while the proportion "Visiting friends and relatives" decreased by 0.8%.

Table 7 Travel time for domestic travel

Unit: %

Travel time	2023					2022	2019
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	Whole year	Whole year
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
National holidays	26.6	14.3	4.9	3.2	12.4	11.4	11.6
Weekends (saturday or sunday)	45.6	53.2	60.6	62.0	55.3	54.4	55.3
Weekdays	27.8	32.5	34.5	34.8	32.3	34.2	33.2

Note: There were 28 national holidays in 2019 and 2022, 32 national holidays in 2023.

Table 8 Purposes of domestic travel

Unit: %

Purpose	2023					2022	2019
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	Whole year	Whole year
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
Sightseeing, recreational, vacation	81.7	80.1	83.5	86.3	82.9	81.2	81.4
Business	0.6	0.5	1.0	0.5	0.7	0.7	1.2
Visiting friends and relatives	17.7	19.4	15.5	13.2	16.5	18.0	17.3
Other#	—	—	—	—	—	0.1	0.1

Note: 1. "Sightseeing, recreational, vacation" includes "sightseeing only", "fitness and sport", "religious", "ecotourism" and "conference vacation".
2. "Other" means Medical treatment and travel, accompany family members to attend college interviews.
3. "—" means no sample in the cell；"#"means the samples was less than 30, not suitable for comparison.

4. **71.1% of the domestic trips were one day, and the average duration of trips was 1.45 days:** In 2023, about 61.2% of trips were within the travelers' residential area, having increased from 55.7% in 2019. 71.1% were one-day, followed by two-day (18.2%), three-day (8.3%), and four-day and above (2.4%). Compared with 2019, two-days and above decreased by 4.7%. The average number of days per trip was 1.45 days, shorter than the 1.51 days in 2019 (See Table 9 and Table 10).

Table 9 Regions visited by citizens in 2023

Unit: row %

Residential Area \ Region Visited	Northern Taiwan	Central Taiwan	Southern Taiwan	Eastern Taiwan	Offshore Islands
The whole country	**39.4**	**29.3**	**29.2**	**5.5**	**1.1**
Northern Taiwan	67.0	20.7	11.0	4.6	0.7
Central Taiwan	19.7	55.5	24.5	3.7	0.9
Southern Taiwan	10.5	20.9	66.2	6.8	1.0
Eastern Taiwan	32.9	10.2	24.4	38.1	0.9
Offshore Islands	26.7	11.1	18.1	2.8	50.4

Note：1. The trips include multiple attractions in the same trip, regions visited were organized according to places the respondents visited, including all the cross residential area travel.
2. Intra-residential area travel ratio = the total number of travels within their residential area ÷ total person-travels. The percentage of the travels were within the travelers' residential area was 61.2% in 2023, 63.5% in 2022 and 55.7% in 2019.

Table 10 Number of domestic travel days

Unit: %

Number of domestic travel days	2023					2022 Whole year	2019 Whole year
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year		
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
1 day	69.8	73.4	69.4	71.9	71.1	71.4	66.4
2 days	18.8	16.1	19.1	18.7	18.2	17.8	21.9
3 days	8.7	8.2	8.8	7.5	8.3	8.1	8.9
4 days or more	2.7	2.3	2.7	2.0	2.4	2.7	2.7
Average number of days per trip	1.47 days	1.41 days	1.49 days	1.42 days	1.45 days	1.47 days	1.51 days

5. **"1-day no accommodation" trips increased, most of the overnight travelers chose to stay in hotels:** In 2023, 71.1% of domestic travel were 1-day with no need of accommodation, followed by choosing to stay in "Hotel" (14.8%). Compared with 2019, "1-day with no need of accommodation" had a 4.7% increase, choosing to stay in "Hotel" , "At friend's/relative's" and "Homestay" had a 2.3%, 1.7% and 0.8% decrease respectively.

Table 11 Main accommodation choices

Unit: %

Main accommodation choices	2023					2022 Whole year	2019 Whole year
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year		
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
1-day no accommodation	69.8	73.4	69.4	71.9	71.1	71.4	66.4
Hotel	14.3	14.3	15.6	15.2	14.8	14.1	17.1
Hostel	0.3#	0.4#	0.3#	0.2#	0.4	0.3	7.0
Homestay	7.0	6.3	8.4	6.2	7.0	7.1	7.8
Camping	1.3	1.1	1.2	1.3	1.3	1.3	1.0
At friend's/ relative's	7.2	4.3	4.9	4.7	5.3	5.7	0.6
Other	0.2#	0.2#	0.2#	0.2#	0.2	0.1#	0.1#

Note：1. "Other" includes overnight in the car, boat or cruise, etc.
2. "#"means the sample was less than 30 and is not suitable for comparison.

6. **91.3% of the travelers planned their trips by themselves:** The majority of the trips were planned by the travelers themselves (91.3%), other types of trips were below 3%. Compared with 2019, "Trips planned by travelers themselves" and "Package tours by travel agencies" had a 2.8% and 0.4% increase respectively; other types of trips decreased.

   The major reasons for participating in package tours by travel agencies were "Do not have to drive" (64.1%), "Attracted by the itinerary" (60.7%) and "To save planning time" (57.7%). Compared with 2019, "Do not have to drive", "To save planning time" and "Lack of transportation to the scenic site" had a 10~18% increase. For the individual or group trips, 10.3% were group trips that had a 3.2% decrease from 13.5% in 2019. (See Tables 12-15)

Table 12 Types of trips

Unit: %

Types of trips	2023					2022	2019
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	Whole year	Whole year
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
Package tours by travel agencies	2.4	2.3	2.3	2.2	2.3	2.2	1.9
Trips planned by schools or classes	0.5#	0.3#	0.5#	0.7	0.5	0.4	0.7
Trips planned by employers	0.5#	1.5	1.3	1.5	1.2	0.8	1.5
Trips planned by religious groups	1.1	0.8	0.8	1.1	0.9	0.8	1.6
Trips planned by village or senior citizen groups	1.6	1.8	2.2	2.1	1.9	1.6	3.0
Trips planned by non-governmental organizations	0.8	1.4	1.1	1.4	1.2	1.0	1.9
Trips planned by other groups	0.5#	0.6	0.7	1.0	0.7	0.5	0.8
Trips planned by travelers themselves	92.5	91.4	91.2	90.0	91.3	92.7	88.5
Other#	—	—	—	—	—	—	0.2

Note: 1. "Other" refers to itineraries provided by a hotel or homestay.
2. "—"means no sample in the cell;"#"means the sample was less than 30 and is not suitable for comparison.

Table 13 Itinerary products purchased by travelers planning their own trips

Unit: %

<table>
<tr><th colspan="2">Buy any itinerary products</th><th>2023</th><th>2022</th><th>2019</th></tr>
<tr><td colspan="2">Total</td><td>100.0</td><td>100.0</td><td>100.0</td></tr>
<tr><td colspan="2">No</td><td>98.9</td><td>99.1</td><td>98.9</td></tr>
<tr><td colspan="2">Yes</td><td>1.1</td><td>0.9</td><td>1.1</td></tr>
<tr><td rowspan="3">Items (multi-answer)</td><td>Half-day (one day, two days, etc.) itinerary tour</td><td>0.4</td><td>0.4</td><td>0.3</td></tr>
<tr><td>Package</td><td>0.8</td><td>0.6</td><td>0.8</td></tr>
<tr><td>Other</td><td>—</td><td>—</td><td>—</td></tr>
</table>

Note: 1."—"means no sample in the cell.
2. This question was only asked to travelers who planned their own trips.

Table 14 Reasons for participating in package tours by travel agencies

Unit: %

Reasons for participating in package tours planned by travel agencies	2023	2022	2019
Do not have to drive	64.1	61.9	46.2
Attracted by the itinerary	60.7	59.7	58.0
To save planning time	57.6	58.1	46.7
Attracted by the price	44.4	49.9	39.5
Lack of transportation to the scenic site	26.1	24.0	16.3
Other#	—	—	0.1

Note：1. This is a multiple answer question.
2. Only travelers participating in package tours by agencies answered.
3. “Other” means chosen by friends and relatives.
4. “—” means no sample in the cell ;“#”means the samples was less than 30 and is not suitable for comparison.

Table 15 Individual or group trips

Unit: %

Individual or group trips	2023					2022	2019
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	Whole year	Whole year
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
Individual	91.3	89.8	89.6	88.0	89.7	91.6	86.5
Group	8.7	10.2	10.4	12.0	10.3	8.4	13.5

Note：“Individual” means trips planned by traveler themselves and the main transportation is not a tour bus.

7. **“Internet and social media” was the most popular source of travel information; 12.9% of the travelers used travel-related products purchased from the internet:** Most obtained travel information from “Internet and social media” (56.5%), followed by “Friends, relatives, colleagues or classmates” (44.5%). Among them, “Internet and social media” increase yearly, “Friends, relatives, colleagues or classmates” and “Electronic media” had a 3.6% and 1.5% decrease respectively from 2019. In 2023, 12.9% of the travelers used travel-related products purchased from the internet, with no significant difference from 2019. The most used item among travel-related products was “Hotel or homestay” (See Tables 16-18).

Table 16 Sources of travel information

Unit: %

Information sources	2023	2022	2019
Internet and social media	56.5	57.4	48.9
Friends, relatives, colleagues, classmates	44.5	43.6	48.1
Electronic media (TV/radio)	7.2	8.2	8.7
Printed media (newspaper/magazine)	2.3	2.5	2.9
Travel agencies	2.7	2.8	2.4
Visitor information center	0.3	0.6	0.4
Travel shows or exhibitions	0.3	0.3	0.3
Other	0.4	0.5	0.3

Note: 1.This is a multiple-answer question. Travelers who did not collect information prior to their travel were excluded.
2. 65.7% travelers collected travel information in 2023, 64.3% in 2022 and 60.9% in 2019.
3. Electronic media includes television, broadcasting, and billboards, etc. Printed media indicates travel-related books, newspapers, magazines, etc. “Other” means community bulletin board, etc.

Table 17 Used travel-related products purchased from the Internet

Unit: %

Used travel-related products purchased from the Internet	2023	2022	2019
Total	**100.0**	**100.0**	**100.0**
No	87.1	87.5	87.6
Yes	12.9	12.5	12.4

Table 18 Used items purchased from the Internet

Unit: %

Used items purchased from the Internet	2023	2022	2019
Hotel or homestay	71.2	77.9	81.7
Taiwan High Speed Rail	12.9	9.6	8.2
Taiwan Railway	10.3	7.3	12.1
Amusement park tickets	13.2	10.3	6.4
Package tours	3.3	2.6	2.1
Plane tickets	3.0	3.6	2.9
Rental cars	2.2	2.6	1.1
Other	5.4	5.7	3.5

Note: 1.This is a multiple-answer question. Travelers who did not use travel-related products purchased from the Internet were excluded.
2. “Other” includes restaurant reservation, meal voucher, ferry ticket, camping sites, etc.

8. **"Transportation or connection convenience" was the most important factor when deciding where to visit:** The top main factor considered by the travelers in terms of visiting places was the "Transportation or connection convenience" (28.6%), followed by "Stress relief, leisure and health" (17.6%) and the third was "Local delicacies" (12.2%). Among them, "Local delicacies" and "Folk festivals" increase yearly; "Transportation or connection convenience" and "Theme activities" had a 7.1% and 3.6% decrease respectively from 2019, "Folk festivals", "Stress relief, leisure and health" and "Local delicacies" had a 1.4%, 3.9% and 4.4% increase respectively from 2019.

Table 19 Main factors for deciding where to visit (Degree of importance)

Unit: %, importance

Main factors	2023					2022	2019
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	Whole year	Whole year
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
Transportation or connection convenience	26.3 (1)	31.3 (1)	31.9 (1)	25.2 (1)	28.6 (1)	28.1 (1)	35.7 (1)
Stress relief, leisure and health	19.1 (2)	17.2 (2)	12.5 (2)	21.6 (2)	17.6 (2)	17.8 (2)	13.7 (2)
Local delicacies	12.3 (3)	13.0 (3)	12.6 (2)	11.2 (3)	12.2 (3)	10.6 (3)	7.8 (5)
Curiosity/never been there	10.7 (4)	10.0 (4)	12.9 (2)	10.4 (4)	11.0 (4)	9.4 (4)	11.3 (4)
Theme activities	10.2 (4)	9.3 (5)	7.8 (5)	11.7 (3)	9.8 (5)	9.9 (4)	13.4 (2)
Children's/teenager's preferences	5.3 (6)	6.7 (6)	8.2 (5)	5.9 (6)	6.5 (6)	6.1 (6)	5.9 (6)
Senior's preferences	2.9 (7)	2.4 (7)	3.2 (7)	2.4 (7)	2.7 (7)	2.2 (8)	2.8 (7)
Folk festivals	6.3 (9)	0.9 (11)	1.9 (10)	1.2 (9)	2.6 (7)	1.7 (10)	1.2 (9)
Less crowed attractions	2.5 (7)	2.2 (7)	2.7 (7)	2.5 (8)	2.5 (7)	4.5 (7)	…
Visiting exhibitions	1.5 (9)	2.6 (9)	2.6 (7)	1.7 (9)	2.1 (7)	1.7 (10)	2.0 (8)
New attractions/facilities	1.7 (9)	1.7 (10)	1.6 (10)	1.6 (9)	1.6 (11)	1.4 (10)	1.3 (9)
Sales promotion	0.7 (12)	0.9 (11)	1.3 (10)	1.2 (9)	1.0 (12)	1.0 (10)	…
free or reasonably priced	...	...	…	...	…	…	1.3 (9)
Supported by Citizen' Tour Card#	0.3 (13)	0.2 (13)	0.3 (13)	0.2 (13)	0.2 (13)	0.2 (15)	0.3 (13)
Tourism subsidy measures#	0.2 (13)	0.2 (13)	0.1 (13)	0.2 (13)	0.2 (13)	1.4 (10)	1.8 (8)
Accessible facilities#	0.1 (13)	0.1 (13)	0.0 (13)	0.2 (13)	0.1 (13)	0.0 (15)	0.1 (13)
No pandemic	...	...	…	...	…	2.5 (8)	…
Other	—	1.5	0.5	2.9	1.2	1.6	1.5

Note：1. This question is for travelers who planned their trip themselves or joined package tours by travel agencies. And whose travel purpose was not "Visiting friends and relatives".
2. The above factors are weighted according to their degree of importance.
3. The number in the parenthesis indicates the ranking of importance when travelers consider whether or not to visit the places. The same ranking number means the degree of importance is under the significance level α=5%.
4. "0.0" means the percentage is under 0.05%；"—" means no sample in the cell ; "…" means this item is not an option, "#" means the sample was less than 30 and is not suitable for comparison.
5. "Other" includes friends and relatives' invitation, business trip, use of travel coupons and fixed itinerary, etc.
6. Revised "Free or reasonably priced" to "Sales promotion" from 2020; added "Less crowed attractions" and "No pandemic" in 2022: deleted "No pandemic" in 2023.

9. **"Natural scenery sightseeing" was the most engaged in activity in domestic travel:** Among major traveler activities, most people traveled for "Natural scenery sightseeing activities" (63.4%), followed by "Other recreational activities" (50.7%) and "Culinary activities" (50.5%). Looking into the details, most people traveled for "Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall."(58.0%), followed by "Forest trail hiking, mountain climbing, camping, river tracing" (44.5%) and "Tasting local delicacies" (43.9%). Compared with 2019, "Natural scenery sightseeing activities", "Cultural experiencing activities", "Amusement park activities" and "Other recreational activities" had a 1~4% decrease from 2019, "Culinary activities" had a 2% increase from 2019. (See Table 20)

Table 20 Main recreation activities

Unit: %

Recreation activities	2023	2022	2019
Natural scenery sightseeing activities	**63.4**	**64.0**	**65.7**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall	58.0(1)	57.7(1)	55.6(1)
Forest trail hiking, mountain climbing, camping, river tracing	44.5(2)	45.2(2)	40.6
Animals (e.g. whale, firefly, bird, panda.)	8.6	8.5	7.5
Plants (e.g. flower , cherry blossom, maple leaves, giant trees)	15.1	15.9	17.5
Sunrise, snow, stars, and other astronomical phenomena	8.0	9.0	6.4
Cultural experiencing activities	**26.6**	**25.7**	**29.6**
Visiting cultural and historical sites	5.9	6.3	7.1
Attending festivals	1.0	1.5	1.7
Watching shows	2.1	1.8	2.0
Visiting cultural and arts exhibitions	5.0	4.0	5.0
Visiting activity exhibitions	2.6	2.3	3.0
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc.)	0.4	0.3	0.4
Indigenous culture experience	0.5	0.5	0.8
Religious activities	9.7	8.9	9.2
Farm experience	1.8	2.0	1.9
Nostalgic experience	1.1	1.5	2.8
Visiting unique architectures	5.0	4.2	3.8
Popular movie/ TV drama filming sites	0.3	0.2	0.1

Table 20 Main recreation activities (Cont.)

Unit: %

Recreation activities	2023	2022	2019
Sports activities	**5.3**	**5.2**	**5.3**
Swimming, diving, surfing, water skiing, jet skiing	2.0	2.1	2.2
Whitewater rafting, boating#	0.1	0.2	0.2
Fishing	0.2	0.3	0.2
Paragliding #	0.0	0.0	0.0
Ball Sports	0.3	0.2	0.3
Rock-climbing	0.1	0.0	0.1
Grass skiing	0.0	0.1	0.0
Cycling	2.4	2.2	2.4
Watching sports	0.3	0.1	0.1
Jogging/marathons#	0.1	0.1	0.1
Amusement park activities	**3.6**	**3.7**	**5.2**
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	1.9	2.1	2.8
Water amusement park activities	0.5	0.5	0.6
Watching shows/programs provided by the amusement park	1.7	1.6	2.2
Watching the theme display in the amusement park	0.8	0.7	0.7
Culinary activities	**50.5**	**48.1**	**48.5**
Tasting local delicacies	43.9(3)	42.8(3)	41.7(3)
Night market eateries	10.0	8.4	10.3
Enjoying tea, coffee or afternoon tea	10.1	10.0	7.1
Tasting Wellness food	0.1	0.2	0.1
Food promotion and cooking activities#	0.1	0.0	0.0
Other recreational activities	**50.7**	**50.1**	**54.6**
Driving for fun (cars, motorcycle)	6.9	8.0	7.5
Hot spring (cool spring), spa	4.9	4.8	5.6
Shopping	40.1	41.3	44.8(2)
Watching movies	1.6	1.6	1.1
Cruising/taking ferries	3.1	2.8	3.7
Enjoying scenery on cable car	0.7	0.5	0.7
Factory Tours	3.6	2.7	3.6
Hot-air balloon riding#	0.0	0.0	0.0
Other	1.5	1.3	1.2
Only visiting relatives and friends. No activities arranged	**9.0**	**12.2**	**9.8**

Note: 1.This is a multiple-answer question.
2. “Other” includes barbecuing, singing, etc. “Only visiting relatives and friends” includes tomb-sweeping.
3. “0.0”means the percentage is under 0.05%, “#” means the sample was less than 30 and is not suitable for comparison.
4. The top three activities are indicated in the parenthesis. The same ranking number means the percentage of participation the items have no significant difference under significance level α=5%.

10. **As for the favorite activities, most people preferred "Natural scenery sightseeing activities".** In terms of favorite activities, most people preferred "Natural scenery sightseeing activities" (43.3%), followed by "Culinary activities" (18.3%) and "Other recreational activities" (18.1%). Looking into the details, the most people preferred "Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc."(22.5%), followed by "Forest trail hiking, mountain climbing, camping, river tracing" (14.1%) and "Tasting local delicacies" (14.0%). Compared with 2019, liked "Natural scenery sightseeing activities" had a 3% decrease, liked "Culinary activities" and "Other recreational activities" had a 3.1% and 1% increase respectively.

Table 21 Favorite activities

Unit: %

Recreation activities	2023	2022	2019
Total	**100.0**	**100.0**	**100.0**
Natural scenery sightseeing activities	**43.3**	**46.7**	**46.3**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall.	22.5(1)	23.1(1)	24.0(1)
Forest trail hiking, mountain climbing, camping, river tracing	14.1(2)	16.4(2)	13.8(2)
Animals (e.g. whale, firefly, bird, panda.)	2.0	1.8	2.0
Plants (e.g. flower, cherry blossom, maple leaves, giant trees)	2.5	2.7	4.2
Sunrise, snow, stars, and other astronomical phenomena	2.1	2.7	2.2
Cultural experiencing activities	**13.6**	**13.0**	**14.1**
Visiting cultural and historical sites	1.3	1.3	1.6
Attending festivals	0.6	1.1	1.1
Watching shows	1.0	0.9	0.9
Visiting cultural and arts exhibitions	2.1	1.7	1.9
Visiting activity exhibitions	1.3	1.0	1.4
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc.)#	0.1	0.1	0.1
Indigenous culture experience#	0.1	0.1	0.2
Religious activities	4.9	4.8	4.4
Farm experience	0.8	0.8	0.7
Nostalgic experience	0.3	0.4	0.8
Visiting unique architectures	1.0	0.7	0.9
Popular movie/ TV drama filming sites#	0.0	0.0	0.0

Table 21 Favorite activities (Cont.)

Unit: %

Recreation activities	2023	2022	2019
Sports activities	**2.8**	**3.0**	**2.8**
Swimming, diving, surfing, water skiing, jet skiing.	0.9	1.1	1.1
Whitewater rafting, boating#	0.0	0.1	0.1
Fishing#	0.1	0.3	0.1
Paragliding#	0.0	0.0	0.0
Ball Sports#	0.2	0.2	0.2
Rock-climbing#	0.1	0.0	0.0
Grass skiing#	0.0	0.0	0.0
Cycling	1.1	1.1	1.2
Watching sports#	0.2	0.1	0.1
Jogging/marathons#	0.1	0.1	0.1
Amusement park activities	**1.6**	**1.6**	**2.0**
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	0.7	0.9	1.1
Water amusement park activities	0.2	0.2	0.2
Watching shows/programs provided by the amusement park	0.4	0.3	0.4
Watching the theme display in the amusement park#	0.3	0.2	0.2
Culinary activities	**18.3**	**17.0**	**15.2**
Tasting local delicacies	14.0(2)	13.4(3)	11.4(3)
Night market eateries	2.9	2.2	2.9
Enjoying tea, coffee or afternoon tea	1.5	1.3	0.9
Tasting Wellness food#	0.0	0.0	0.0
Food promotion and cooking activities#	0.0	0.0	0.0
Other recreational activities	**18.1**	**17.0**	**17.1**
Driving for fun(cars, motorcycle)	0.7	0.9	0.8
Hot spring (cool spring), spa	2.5	2.4	2.7
Shopping	10.9	9.9	10.1
Watching movies	1.3	1.2	0.8
Cruising/taking ferries	0.9	0.9	0.9
Enjoying scenery on cable car#	0.2	0.2	0.3
Factory Tours	0.5	0.6	0.6
Hot-air balloon riding#	0.0	0.0	0.0
Other	1.0	0.9	0.9
No favorite activities	**2.3**	**1.8**	**2.4**

Note：1. “Other” includes barbecuing, singing, etc.

2. “0.0”means the percentage is under 0.05%, “#” means the sample was less than 30 and is not suitable for comparison.

3. The top three activities are indicated in the parenthesis. The same ranking number means the percentage of participation the items have no significant difference under significance level α=5%.

11.**"Tamsui and Bali", "Jiaoxi" were more popular than other places:** In 2023, most trips were made to the Northern Taiwan, Compared with 2019, visited Northern Taiwan had a 2.6% increase, Central Taiwan and Eastern Taiwan had a 1.9% and 0.6% decrease respectively. Looking at the visited places, "Tamsui and Bali" was more popular than other places in 2019, 2022 and 2023. Compared with 2022, "Eastern Taipei and Xinyi Shop District" and "Lukang (including Matsu temple, old Street, Folk Museum, etc.)" moved up in popularity from 2022. Compared with 2019, "Sun-Moon lake", "Pier-2 Art Center" and "Eastern Taipei and Xinyi Shop District" moved up in popularity from 2019. (See Tables 22-23)

Table 22 Region visited

Unit: %

Region visited	2023	2022	2019
Northern Taiwan	39.4	37.5	36.8
Central Taiwan	29.3	30.5	31.2
Southern Taiwan	29.2	28.9	29.3
Eastern Taiwan	5.5	6.0	6.1
Offshore Islands	1.1	1.1	1.2

Note: 1. Northern Taiwan: Taipei City, Keelung City, New Taipei City, Yilan County, Taoyuan City, Hsinchu County, Hsinchu City.
Central Taiwan: Miaoli County, Taichung City, Changhua County, Nantou County, Yunlin County.
Southern Taiwan: Chiayi County, Chiayi City, Tainan City, Kaohsiung City, Pingtung County.
Eastern Taiwan: Taitung County, Hualien County.
Offshore Islands: Kinmen County, Lienchiang County, Penghu County.
2. Includes all the cross-region in the travels.
3. Region visited counted according to the places visited by the respondents.

Table 23 Most visited places in Taiwan

Unit: %

2023		2022		2019	
Most visited places in Taiwan	Visit. ratio (%)	Most visited places in Taiwan	Visit. ratio (%)	Most visited places in Taiwan	Visit. ratio (%)
Tamsui/Bali	3.64	Tamsui/Bali	3.50	Tamsui/Bali	3.75
Jiaoxi	3.12	Jiaoxi	2.91	Jiaoxi	3.41
Sun-Moon lake	2.77	Sun-Moon lake	2.69	Love River/Cijin/Sizihwan	3.10
Anping (including the old castle, old streets and Matsu Temple, etc.)	2.73	Anping (including the old castle, old streets and Matsu Temple, etc.)	2.65	Anping (including the old castle, old streets and Matsu Temple, etc.)	2.75
Love River/Cijin/Sizihwan	2.49	Love River/Cijin/Sizihwan	2.50	Sun-Moon lake	2.64
Pier-2 Art Center	2.39	Pier-2 Art Center	2.24	Fengchia Shop District	2.47
Eastern Taipei and Xinyi Shop District	2.08	Fengchia Shop District	1.92	Pier-2 Art Center	2.25
Fengchia Shop District	1.91	Yizhong St. Shop. District	1.81	Luodong Night Market	2.13
Yizhong St. Shop. District	1.77	Eastern Taipei and Xinyi Shop District	1.73	Yizhong St. Shop. District	1.84
Lukang (including Matsu temple, old Street, Folk Museum, etc.)	1.74	Daxi	1.58	Lukang (including Matsu temple, old Street, Folk Museum, etc.)	1.64

Note：1. Visiting ratio = the number of travels made to this place ÷ total sampled travelers' number of travels.

2. The places being visited were specifically answered by the respondents.

12. **"Personal automobile" was still the main transportation for most travelers:** The results show that "Personal automobile" was still the main transportation for most travelers (64.5%), followed by "Mass rapid transit (MRT)" (10.0%) and "Tour bus" (9.7%). Compared with 2019, "Personal automobile" and "Mass rapid transit (MRT)" had a 2.2% and 0.8% increase respectively, "Tour bus", "Passenger bus (public or private)", "Taiwan railway" and "Rental car/motorcycle" had a 2.8%, 2.8%, 1% and 0.7% decrease respectively. (See Table 24).

Table 24 Main transportation for travel

Unit：%

Main transportation	2023					2022	2019
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year	Whole year	Whole year
Personal automobile	69.6 (1)	63.4 (1)	65.5 (1)	59.5 (1)	64.5 (1)	68.2 (1)	63.9 (1)
Tour bus	8.4 (2)	9.6 (2)	9.6 (2)	11.3 (2)	9.7 (2)	7.7 (2)	12.5 (2)
Passenger bus (public or private)	7.8 (2)	7.8	8.7	9.6	8.5	7.8 (2)	11.3 (3)
Personal motorcycle	5.7	8.3	6.8	8.4	7.3	8.2 (2)	5.1
Taiwan railway	6.0	7.8	8.1	8.6	7.6	5.9	8.6
Taiwan high speed rail	4.3	4.4	5.0	4.9	4.6	3.6	4.4
Mass rapid transit (MRT)	8.4 (2)	10.3 (2)	9.4 (2)	11.8 (2)	10.0 (2)	8.0 (2)	9.2
Airplane	0.8	1.5	1.1	0.6	1.0	1.1	1.2
Boat	1.2	2.7	2.3	1.3	1.9	1.5	2.2
Rental car/motorcycle (self-driven)	2.3	3.0	2.9	2.0	2.6	2.6	3.3
Taxi (Uber, chartered car)	2.2	2.7	2.7	2.5	2.5	2.3	2.7
Bicycle	1.5	1.2	2.1	2.0	1.7	1.2	1.0
Chartered Bus	0.1	0.2	0.1	0.2	0.2	0.1	0.1
Cable car#	0.2	0.2	0.2	0.3	0.2	0.1	0.3
Cruise#	─	─	─	─	─	─	…
Light rail	0.6	0.6	0.8	0.9	0.7	0.6	…
Other	1.0	0.8	0.5	0.9	0.8	0.8	1.1

Note：1. This is a multiple-answer question.

2. The top three activities are indicated in the parenthesis. The same ranking number means the percentage of participation the items have no significant difference under significance level α=5%.

3. Added “Cruise” and “Light rail” from 2021.

4. Rapid transit, Taiwan Tourist Shuttle Service, and other public and private city buses are included in “passenger bus”; “chartered bus” refers to Taiwan Tour Bus and Sightseeing Bus；“Other” includes options like walking, school bus, hotel shuttle, walk etc.

5. “─” means no sample in the cell.”; “…” means this item is not an option; “#” means the samples was less than 30 and is not suitable for comparison.

13. **98.9% of travelers felt satisfied with the places visited:** 98.9% of travelers felt satisfied (combining "very satisfied" with "fairly satisfied") with the facilities and places they visited, there was no significant difference in regions visited from 2022 and 2019. Dissatisfaction (combining "very dissatisfied" with "fairly dissatisfied") amounted to 0.6%. The item with the more dissatisfaction were "Environmental management and maintenance" and "Smooth traffic situation".

Table 25 Satisfaction with places visited

Unit: %

Year	Total	Satisfied			Dissatisfied			No comment
		subtotal	very satisfied	fairly satisfied	subtotal	fairly dissatisfied	very dissatisfied	
2023	100.0	98.9	27.3	71.6	0.6	0.6	0.1	0.5
2022	100.0	99.2	30.0	69.2	0.4	0.4	0.0	0.4
2019	100.0	98.4	25.7	72.7	0.7	0.6	0.1	0.9

Note：1. "Satisfied" combines "very satisfied" with "fairly satisfied". "Dissatisfied" combines "very dissatisfied" with "fairly dissatisfied".
2. The results excluded those who traveled for "only visiting relatives and friends".
3. "0.0" means the percentage is under 0.05%.

14. **In 2023, the total expenditure on domestic travel by citizens of age 12 and above was estimated at NT$495.4 billion, up 26.90% from 2022 and up 26.15% from 2019.** Based on the survey, the average expenditure per domestic trip by citizens of age 12 and above was NT$2,396 in 2023. The items of travel expenditure were specified as following (from high to low): "Food and beverage", "Transportation", "Lodging", "Shopping", "Entertainment" and "Other expenses". For travelers who had overnight stays with accommodation expenses, the average per capita expenditure per trip was NT$5,779, while for those on same-day round trips without overnight stays, it was NT$1,229 per person. The average per capita expenditure for group travelers was NT$3,963 per trip, with NT$1,625 for same-day round trips and NT$6,640 for those with overnight stays. The total expenditure on domestic travel by citizens of age 12 and above in 2023 was estimated at around NT$495.4 billion, up 26.90% from 2022, and up 26.15% from 2019. In 2023, 15.8% of travelers used mobile payments and this usage rate has been increasing over the years. The most common use of mobile payments was in "Food and beverage" (See Tables 26-31).

Table 26 Average expenditure on domestic travel per person per trip

Unit: NT$, %

Item	2023				2022		2019	
	NT$	%	Growth rate with 2022	Growth rate with 2019	NT$	%	NT$	%
Total	**2,396**	**100.0**	**3.5**	**3.3**	**2,316**	**100.0**	**2,320**	**100.0**
Transportation	515	21.5	4.3	-9.2	494	21.3	567	24.4
Lodging	504	21.0	3.1	14.8	489	21.1	439	18.9
Food and beverage	674	28.1	5.0	10.3	642	27.7	611	26.3
Entertainment	140	5.8	15.7	8.5	121	5.2	129	5.6
Shopping	490	20.5	0.6	-1.2	487	21.0	496	21.4
Other expenses	73	3.0	-12.0	-6.4	83	3.6	78	3.4

Note：“Entertainment” includes all sorts of entry tickets, movie tickets, singing and other entertainment expenses or activities; “Other expenses” include donations to temples, tips, medical, insurance and etc.

Table 27 Average expenditure on domestic travel per person per trip in 2023

Unit: NT$

Item	Total	Overnight trip			1-day trip
		Total	Paid lodging	Free lodging	
Total	**2,396**	**5,270**	**5,779**	**3,068**	**1,229**
Transportation	515	1,066	1,069	1,052	292
Lodging	504	1,744	2,147	0	0
Food and beverage	674	1,285	1,330	1,092	426
Entertainment	140	271	308	112	86
Shopping	490	784	807	684	371
Other expenses	73	120	118	128	54

Note: “Free lodging” refers to those who stay at their relative’s/friend’s (97%) and at a hostel or camping with no need to pay for accommodations (3%).

Table 28 Group trip expenditure per person per trip in 2023

Unit: NT$

Item	Total	1-day trip	Overnight trip
Total	**3,963**	**1,625**	**6,640**
Transportation	708	301	1,174
Lodging	1,033	0	2,215
Food and beverage	598	334	901
Entertainment	335	185	507
Shopping	967	588	1,400
Other expenses	322	217	443

Note: “Group trip” means “package tours by travel agencies”, trips planned by employers, schools or classes, non-governmental organizations, religious groups, village, etc. and trips planned by themselves with a tour bus.

Table 29 Total expenditure on domestic travel by citizens of age 12 and above

Year	Average expenditure per person per trip	Total number of domestic trips	Total expenditure on domestic travel
2023	NT$2,396	206,747,000 trips	NT$495.4 billion
2022	NT$2,316	168,558,000 trips	NT$390.4 billion
2019	NT$2,320	169,279,000 trips	NT$392.7 billion

Table 30 Used mobile payment during travel

Unit: %

Used mobile payment during travel	2023	2022	2019
Total	**100.0**	**100.0**	**100.0**
No	84.2	88.2	96.0
Yes	15.8	11.8	4.0

Table 31 Mobile payment item

Unit: %

Mobile payment item	2023	2022	2019
Transportation	28.0	24.8	17.3
Food and beverage	75.8	72.3	73.8
Lodging	15.4	6.5	5.7
Entertainment	9.0	8.8	4.0
Shopping	33.2	31.6	21.7
Other	—	0.2#	—

Note: 1. This is a multiple answer question and excluded the samples that didn’t use mobile payment during travel.
2. “—” means no sample in the cell; “#”means the sample was less than 30 and is not suitable for comparison.
3. “Other” includes tour fee, insurance and medical etc.
4. “#” means the samples was less than 30 and is not suitable for comparison.

15. **Group trips accounted for 10.3 % of total domestic travel, most of the group trips traveled on "Weekdays" and "Weekends".** Most of the group trips traveled for 1 day (53.4%). The average duration for group trip was 1.69 days. 94.2% took a "Tour bus". "Weekdays" (47.5%) and "Weekends" (48.8%) were the more popular day for group trips (See Table 32).

16. **Elderly travel accounted for 25.6% of total domestic travel, with half of them traveling on "Weekdays", 22.8% traveled in groups and their top 2 main forms of transportation were "Personal automobile" and "Tour bus".** 74.2% of the elderly (over age 60) travelers traveled for 1 day and most trips were made on "Weekdays" (50.4%). 22.8% of all travel were group trips. "Personal automobile" (53.2%) was the main transportation, followed by "Tour bus" (22.0%) (See Table 32).

17. **Middle-aged travels accounted for 37.1% of total domestic travel, 58.4% traveled on "Weekends", individual trips accounted for 91.9%. "Personal automobile" was their main transportation.** 67.9% of middle-aged (age 40~under 60) traveled for 1 day, and made most trips on "Weekends" (58.4%). 91.9% of the middle-aged travel were individual trips, with only 8.1% group trips. "Personal automobile" (72.4%) was the main transportation, followed by "Mass rapid transit" (7.8%), "Tour bus" (7.5%) (See Table 32).

18. **Youth travels accounted for 30.2% of total domestic travel, 61.6% traveled on "Weekends", individual trips accounted for 96.4%. "Personal automobile" was their main transportation.** 67.9% of youth (age 20~40) traveled for 1 day, and made most trips on "Weekends" (61.6%). Up to 96.4% of the youth travel were individual trips, with only 3.6% group trips. "Personal automobile" (65.8%) was the main transportation, followed by "Mass rapid transit" (12.2%), "Personal motorcycle" (9.8%), "Taiwan railway" (9.3%) and "Passenger bus" (8.4%) (See Table 32).

Table 32 Characteristic analysis of domestic travel in 2023

Items	All			Elderly (25.6%)		
	Overall	Individual trip (87.7%)	Group trip (10.3%)	Overall	Individual trip (77.2%)	Group trip (22.8%)
One day	71.1%	73.2%	53.4%	74.2%	79.1%	57.5%
Two days or more	28.9%	26.8%	46.6%	25.8%	20.9%	42.5%
Average days of stay	1.45days	1.42 days	1.69 days	1.43 days	1.37 days	1.62 days
Personal automobile	64.5%	71.4%	4.5%	53.2%	68.1%	2.5%
Tour bus	9.7%	—	94.2%	22.0%	—	96.7%
Passenger bus	8.5%	9.0%	3.8%	11.4%	13.6%	3.8%
Personal motorcycle	7.3%	8.0%	1.5%	5.5%	6.8%	0.9%
Taiwan railway	7.6%	8.2%	2.8%	7.4%	8.9%	2.3%
Taiwan high speed rail	4.6%	5.0%	1.5%	4.3%	5.3%	1.1%
Mass rapid transit	10.0%	10.9%	2.0%	8.8%	11.1%	1.1%
Weekdays	32.3%	30.6%	47.5%	50.4%	49.1%	54.8%
Weekends	55.3%	56.0%	48.8%	41.4%	40.9%	43.1%
National holidays	12.4%	13.4%	3.7%	8.2%	10.0%	2.2%
Average expenditure per person per trip	NT$2,396	NT$2,215	NT$3,963	NT$2,441	NT$2,054	NT$3,752
Average expenditure for one-day trip	NT$1,229	NT$1,196	NT$1,625	NT$1,247	NT$1,158	NT$1,667
Average expenditure for over-night trip	NT$5,270	NT$4,996	NT$6,640	NT$5,870	NT$5,445	NT$6,571

Items	Middle-aged (37.1%)			Youth (30.2%)		
	Overall	Individual trip (91.9%)	Group trip (8.1%)	Overall	Individual trip (96.4%)	Group trip (3.6%)
One day	70.8%	72.5%	51.1%	67.9%	68.7%	47.2%
Two days or more	29.2%	27.5%	48.9%	32.1%	31.3%	52.8%
Average days of stay	1.47 days	1.43 days	1.70 days	1.47 days	1.46 days	1.88 days
Personal automobile	72.4%	78.3%	5.8%	65.8%	67.9%	11.3%
Tour bus	7.5%	—	92.3%	3.1%	—	84.0%
Passenger bus	5.7%	5.9%	4.0%	8.4%	8.6%	4.3%
Taiwan railway	6.6%	7.0%	1.9%	9.8%	10.1%	4.1%
Mass rapid transit	6.0%	6.3%	3.2%	9.3%	9.4%	5.3%
Personal motorcycle	3.9%	4.0%	2.3%	6.0%	6.2%	2.2%
Taiwan high speed rail	7.8%	8.2%	3.0%	12.2%	12.5%	3.7%
Weekdays	28.5%	27.9%	35.1%	24.4%	24.0%	34.1%
Weekends	58.4%	58.3%	60.0%	61.6%	61.8%	57.0%
National holidays	13.1%	13.8%	4.9%	14.0%	14.2%	8.9%
Average expenditure per person per trip	NT$2,498	NT$2,334	NT$4,359	NT$2,445	NT$2,376	NT$4,270
Average expenditure for one-day trip	NT$1,294	NT$1,274	NT$1,617	NT$1,231	NT$1,223	NT$1,523
Average expenditure for over-night trip	NT$5,419	NT$5,135	NT$7,228	NT$5,016	NT$4,907	NT$6,728

Note: 1“group trip” means “package tours by agencies”, trips planned by employers, schools or classes, non-governmental organizations, religious groups, village, etc. and trips planned by themselves with a tour bus, accounted for 10.3% of total domestic travel in the year.

2. Elderly, defined as citizens over age 60, accounted for 25.6% of total domestic travel in the year.

3. Middle-aged, defined as citizens aged 40~60, accounted for 37.1% of total domestic travel in the year.

4. Youth, defined as citizens aged 20~40, accounted for 30.2% of total domestic travel in the year.

B. Comparisons between Domestic and Outbound Travel

1. **Outbound travelers who also engage in domestic travel account for 96.0%, higher than those who travelled only domestically (88.2%).** In 2023, 90.0% of citizens engaged in domestic travel, while 24.2% travelled overseas. On average, participants made 9.79 domestic travels per person and 0.50 outbound travels per person in the year. The data shows the relation between outbound travel and domestic travel was that outbound travelers had higher chances of partaking in domestic travels (96.0% vs. 88.2%), also that there was higher expenditure per person per travel and longer stay days per travel in domestic travel than travelers without outbound travel. The impact of domestic travel on outbound travel was that domestic travelers had higher chances of making outbound travels (25.8% vs. 9.8%), but domestic travelers stayed shorter nights per outbound travel when compared with travelers who did not engage in domestic travel (7.10 days vs. 9.07 days). (See Table 33-35)

Table 33 Domestic vs. Outbound travel in 2023

items	Domestic Travel					Outbound Travel				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole Year
Did not travel	27.7%	28.6%	30.5%	25.9%	10.0%	95.4%	92.8%	89.4%	89.1%	75.8%
Travelled	72.3%	71.4%	69.5%	74.1%	90.0%	4.6%	7.2%	10.6%	10.9%	24.2%
Average number of travels per person	2.85	2.38	2.16	2.40	9.79	0.09	0.12	0.15	0.14	0.50
Total number of trips	60,00,000 trips 67,800,000 trips (incl. children under 12)	50,231,000 trips 57,766,000 trips (incl. children under 12)	45,682,000 trips 52,534,000 trips (incl. children under 12)	50,834,000 trips 57,951,000 trips (incl. children under 12)	206,747,000 trips 236,051,000 trips (incl. children under 12)	2,085,700 trips	2,839,251 trips	3,498,458 trips	3,372,425 trips	11,795,834 trips

Table 34 Domestic travel rate, average expenditure per person per travel and average day of stay per travel in ─ "Outbound travel" vs. "Didn't outbound travel"

Unit: %

Status	2023			2019		
	Domestic travel rate (%)	Average expenditure per person per travel(NT$)	Average day of stay per travel(day)	Domestic travel rate (%)	Average expenditure per person per travel(NT$)	Average day of stay per travel(day)
Overall	**90.0%**	**NT$2,396**	**1.45 days**	**91.1%**	**NT$2,320**	**1.51 days**
Outbound travel	96.0%	NT$3,050	1.56 days	95.1%	NT$2,884	1.62 days
Didn't outbound travel	88.2%	NT$2,330	1.44 days	88.9%	NT$2,240	1.49 days

Table 35 Outbound travel rate, average expenditure per person per travel and average nights of stay per travel ─"Domestic travel" vs. "Didn't domestic travel"

Unit: %

Status	2023			2019		
	Outbound travel rate (%)	Average expenditure per person per travel (NT$)	Average day of stay per travel (night)	Outbound travel rate (%)	Average expenditure per person per travel (NT$)	Average day of stay per travel (night)
Overall	**24.2%**	**NT$60,481**	**7.59 nights**	**35.2%**	**NT$47,802**	**7.60 nights**
Domestic travel	25.8%	NT$59,653	7.10 nights	36.7%	NT$46,364	9.89 nights
Didn't domestic travel	9.8%	NT$62,975	9.07 nights	19.2%	NT$51,535	9.44 nights

2. **71.2% of outbound travelers did not cut down their domestic travel because they had engaged in outbound travel. The major reason that affected citizen's desire to travel abroad was the "length of vacation or time available".** In 2023, 71.2% of outbound travelers did not cut down their domestic travel because they had made outbound travel. The leading factor which affected people's decision for travelling outbound was the "Length of vacation or time available" (25.9%), followed by "Attractiveness of package tour itinerary" (12.3%), "Budget available" (12.1%) and "Cheap airfare or travel fee"(11.3%) , in addition, 17.2% "No intention for outbound travel". Compared with 2022, "No intention for outbound travel" had a 21.1% decrease. Compared with 2019, "No intention for outbound travel" had an 8% increase. Observed the interaction at domestic and outbound travel, most of citizens had domestic travel but no outbound travel (66.8%), followed by those who had domestic and outbound travel (23.3%), those who had no domestic and outbound travel (9.0%), and finally those who had outbound travels but no domestic travel (1.3%). (See Tables 36-38)

Table 36 Domestic travel reduced due to outbound travel

Unit: %

Item	2023	2019
Total	**100.0**	**100.0**
Domestic travel not reduced	71.2	69.3
Domestic travel reduced due to outbound travel	28.8	30.7

Table 37 Factors affecting outbound travel decision

Unit: %

Item	2023	2022	2019
Total	**100.0**	**100.0**	**100.0**
Attractiveness of itinerary (sightseeing or activity)	12.3	6.5	14.9
Cheap airfare or travel fee	11.3	6.7	8.7
Length of vacation or time available	25.9	14.7	31.3
Budget available	12.1	8.2	14.2
Foreign currency exchange rates	2.4	1.8	1.0
Business needs	0.3	0.1	0.8
Health condition	3.4	1.5	3.4
Appropriate arrangement for work or family needs	3.1	1.3	4.1
Invitation from relatives or friends	5.6	2.1	9.6
Relieve stress	1.2	0.8	2.5
Restriction of travel country	—	…	…
Consider the quarantine policy of country	…	16.1	…
Consider the recover level of travel country	1.2	…	…
Consider the cost of outbound travel	3.3	…	…
The country that wants to travel not reopen	…	1.7	…
Others	0.6	0.1	0.2
No intention for outbound travel	17.2	38.3	9.2
Still worried about COVID-19 pandemic	…	19.0	…
Simply no intention	…	19.3	…

Note: 1.Others includes still worried about the Covid-19 pandemic, international circumstances, natural disaster, weather, job situation and etc.

2. In 2023, deleted "Consider the quarantine policy of country" and "The country that wants to travel has not reopened"; "No intention for outbound travel" didn't divided to "Still worried about COVID-19 pandemic" and "simple no intention"; added "Restriction of travel country", "Consider the recover level of travel country" and "Consider the cost of outbound travel".

3. "…" means this item is not an option; "—" means no sample in the cell.

Table 38 The cross relation between domestic and outbound travel

Unit: %

2023			
Outbound travel / Domestic travel	No	Yes	**Total**
No	9.0	1.0	**10.0**
Yes	66.8	23.2	**90.0**
	75.8	**24.2**	**100.0**
2019			
outbound travel / Domestic travel	No	Yes	Total
No	7.2	1.7	**8.9**
Yes	57.6	33.5	**91.1**
Total	**64.8**	**35.2**	**100.0**

3. **The outbound travelers had higher monthly income than domestic travelers:** Comparing profiles of domestic and outbound travelers, we found that most domestic travels were made in June, September and December; most outbound travels in July, August and October. Gender-wise, for both domestic and outbound travel, there were more females than males. Age-wise, domestic travelers were age 47 and age 41 for outbound travelers. As for the monthly income, domestic travelers, on average, made NT$34,488 per month, which was lower than the outbound travelers' NT$42,117 per month. Regarding their occupation, more domestic travelers were retirees, housekeepers, office supportive staff and technicians/assistants. In outbound travels, there were more professionals, office supportive staff, retirees, technicians/assistants and students. (See Table 39)

Table 39 Characteristics of domestic vs. outbound travelers

Characteristics	2023	
	Domestic travelers	Outbound travelers
Month	June (11.4%), September (11.6%) and December (11.9%)	July (9.2%), August (10.0%) and October (10.3%)
Gender	Males (48.8%), females (51.2%)	Males (46.8%), females (53.2%)
Age (median)	47	41
Monthly income (median)	NT$34,488	NT$42,117
Occupations	Retires (14.6%), Housekeepers (12.5%), Office supportive staff (12.4%) Technicians/assistants (11.1%).	Professionals (15.0%), Office supportive staff (13.1%), Retires (13.0%), Technicians/assistants (11.8%), Students (11.5%).
Characteristics	2019	
	Domestic travelers	Outbound travelers
Month	February (12.1%), June (10.8%), September (11.2%) and December (11.0%)	June (9.2%) and July (9.2%)
Gender	Males (49.1%), females (50.9%)	Males (48.9%), females (51.1%)
Age (median)	44	43
Monthly income (median)	NT$29,495	NT$36,651
Occupations	Housekeepers (14.6%), Retires (12.6%), Service/sales workers (12.0%), Students (11.0%), Office supportive staff (10.7%), Technicians/assistants (9.8%).	Housekeepers (11.9%), Retires (11.9%), Students (11.8%), Technicians/assistants (11.5%), Office supportive staff (11.2%), Service/sales workers (10.1%).

Note: The outbound travelers' data on the travel month, gender and age is sourced from the Ministry of the Interior National Immigration Agency.

4. **Both domestic and outbound travel were mainly made for sightseeing:** Most people travelled domestically for "Sightseeing, recreation or vacation purpose" (82.9%), followed by "Visiting friends or relatives" (16.5%). For outbound travel, more people went for "Sightseeing, recreation or vacation purpose" (80.5%), followed by the "Visiting friends and relatives" (10.2%) and "Business" (9.4%). The major reason for deciding the country (area) was "Relatives' or friends' invitation". (See Tables 40-41)

Table 40 Purpose of domestic vs. outbound travel

2023			
Domestic travel		Outbound travel	
Purpose	%	Purpose	%
Total	**100.0**	**Total**	**100.0**
Sightseeing, recreational, vacation	82.9	Sightseeing, recreational, vacation	80.5
Business	0.7	Business	9.4
Visiting friends and relatives	16.5	Visiting friends and relatives	10.2
Others	—	Short-term study	—
		Others	—
2019			
Domestic travel		Outbound travel	
Purpose	%	Purpose	%
Total	**100.0**	**Total**	**100.0**
Sightseeing, recreational, vacation	81.4	Sightseeing, recreational, vacation	76.3
Business	1.2	Business	12.0
Visiting friends and relatives	17.3	Visiting friends and relatives	10.0
Others#	0.1	Short-term study	1.2
		Others#	0.5

Note: 1. "–" means no sample in the cell, "#"means the sample was less than 30 and is not suitable for comparison.
2 "Others" in domestic travel means medical treatment and travel, company family members to attend college interview; "Others" in outbound travel means participate in volunteer, sports, religious and other activities, etc.

Table 41 Major reason for sightseeing traveler deciding visiting country (area)

Unit: %

Major reason	2023	2019
Total	**100.0**	**100.0**
Relatives' or friends' invitation	29.4	35.8
Search of stress relief	18.9	15.9
Curiosity of different culture	15.0	18.8
Shopping	7.4	2.9
Cheap touring expenses	6.4	8.3
A gift from employer	5.9	3.3
Accessibility	4.3	2.7
Special tourist activities	4.2	3.1
Tasting exotic cuisine#	3.6	2.8
Historical legacy#	2.0	3.1
Good recreational facilities#	1.3	1.2
Religious factors#	0.4	0.9
Work factors#	—	0.4
Others#	1.2	0.7

Note: 1. "Others" included travel agency coupon, weather and children's preferences.
2. "—" means no sample in the cell"; "#"means the sample was less than 30 and is not suitable for comparison.

5. **Most travelers, both domestic and outbound, preferred short-distance travels.** In 2023, 61.2% of the domestic travelers chosen to travel within their residential area (see Table 9). For outbound travelers, 88% opted for Asian countries, especially Japan (44.1%), followed by Mainland China (11.3%) and Korea (10.5%). Compared with 2019, the number of visitors to Japan, Korea, Thailand, Malaysia and Vietnam increased, the number of visitors to Mainland China and Macao decreased. (See table 42).

Table 42 Destination of outbound travel

Unit：%

Destination			2023		2019	
Asia	Mainland China/Hong Kong/Macao	Hong Kong	15.1	3.0	27.5	3.6
		Mainland China		11.3(2)		21.9(2)
		Macao		1.5		2.6
	Southeast Asia	Thailand	18.1	5.3	15.7	4.2
		Malaysia		3.1		2.1
		Singapore		1.9		1.9
		Indonesia		1.6		1.0
		Philippines		0.6#		1.8
		Vietnam		6.6		4.7
		Cambodia		—		0.6#
		Myanmar#		0.0		0.1
	Northeast Asia	Japan	54.3	44.1(1)	41.8	33.7(1)
		Korea		10.5(2)		8.3(3)
	Central/S. Asia#	India#	0.1	0.1	0.2	0.2
	Others #		0.5	0.5	1.1	1.1
America		U.S.A.	4.2	3.4	4.4	3.6
		Canada#		1.4		0.6
		Others#		—		0.3
Europe		U.K.#	6.4	0.5	7.8	0.8
		Netherlands		1.0#		1.3
		Belgium#		0.6		0.8
		France		1.0#		1.4
		Germany		1.6		1.2
		Switzerland#		0.7		0.7
		Austria		1.3#		1.3
		Czech#		1.0		0.9
		Hungary#		0.5		0.3
		Italy#		1.1		0.5
		Greece#		0.1		0.2
		Spain		0.5#		1.1
		Others		2.1		3.1
Oceania		Australia	1.9	1.2#	2.0	1.2
		New Zealand#		0.7		0.7
		Palau#		—		0.0
		Others#		0.1		0.1
Africa#		South Africa	0.2	—	0.3	—
		Others		0.2		0.3

Note: 1. Destination region is a multiple-answer question.
2. Malaysia includes Sabah; Japan includes Okinawa; U.S.A includes Guam and Hawaii; Thailand includes Phuket; Indonesia includes Bali.
3. Other areas in Asia include Dubai, Turkey, Nepal, Brunei, etc.; other areas in America include Brazil and Panama; other areas in Europe include Finland, Sweden, Russia, Denmark, Norway, etc.
4.”—”means no sample in the cell; “0.0”means the percentage was under 0.05%.; “#”means the sample was less than 30 and is not suitable for comparison
5. Number inside parenthesis indicates the top 3 places. The same ranking number means no significant difference.

6. **Most domestic and outbound travelers resided in northern Taiwan:** Data shows that northern citizens (46.4%) represented the most share of domestic travelers, followed residents from southern Taiwan (26.3%) and central Taiwan (25.1%). More outbound travelers were northern citizens (53.1%), followed by central (21.1%) and southern (21.0%) citizens. Residents of the northern region are the main source of domestic and outbound travel.

Table 43 Residence region for domestic and outbound travelers' in 2023

Unit: %

Residence region	Domestic travel	Outbound travel
Total	**100.0**	**100.0**
Northern Taiwan	46.4	53.1
Central Taiwan	25.1	21.1
Southern Taiwan	26.3	21.1
Eastern Taiwan	1.6	2.5
Offshore Islands	0.6	2.2

7. **Most domestic and outbound travels were made by individuals:** Most domestic travels were made by individuals (89.7%) and most outbound travels were also made by individuals (74.9%). There were 25.1% of outbound travels by group travel, which were higher than the domestic travel (10.3%). The main reasons for domestic travelers to choose package tours by travel agencies were "Prior tour experiences with the agency", "Reasonable prices" and "Recommendation by relatives and friends"; for outbound travelers were "Reasonable prices", "Recommendation by relatives and friends", "Relatives, company or school arrangements" and "Prior tour experiences with the agency". (See Tables 44-45)

Table 44 Type of Domestic vs. outbound travel in 2023

Unit: %

Type	Domestic travel	Outbound travel
Total	**100.0**	**100.0**
Individual travel	89.7	74.9
Group travel	10.3	25.1

Note: Individual travel in domestic travel means the travels planned by travelers themselves and the main transportation is not travel bus; individual travel in outbound travel includes "buy a free and independent tour package", "Arranged some items by agency" and "All arranged by themselves".

Table 45 Reasons for deciding travel agency for domestic and outbound travel in 2023

Unit: %

Reasons	Domestic travel	Outbound travel
Reasonable price	52.5	32.8
Recommendation by friends and relatives	51.5	30.3
Relatives, company or school arrangements	…	30.2
Prior travel experiences with the agency	53.1	26.5
Travel agency's good reputation	23.9	17.5
Particular spots/itinerary only provided by this agency	16.0	7.5
Others	—	—

Note：1. This is a multiple-answer question.
2. "—" means no sample in the cell; "…" means this item is not an option.

8. **In 2023, the total expenditure of domestic travel by ROC citizens was estimated as NT$495.4 billion, whereas that of outbound travel was NT$ 713.4 billion.** For age 12 and above, the average spending per person per domestic travel was NT$2,396, there was a total of 206.75 million domestic travels made in 2023, so the total expenditure on domestic travel was estimated to be NT$495.4 billion. As for outbound travel, the average spending per person per travel was NT$60,481 and NT$713.4 billion was estimated for outbound travel in 2023. In addition, the spending prior to and after the outbound travel averages to NT$3,270 (including purchases of travel necessities, clothes, medicine, gifts for overseas relatives and friends, SIM card, WIFI machine that bought domestically etc. Transportation between home and airports/seaports, personal insurance expenses. Travel-related payment after returning home, ex: laundry, luggage repairs, developing photos, etc.). The total expenditure prior to and after the outbound travel was estimated to be NT$38.57 billion. (See Tables 46-47)

Tabl 46 Expenditure on domestic vs. outbound travel in 2023

Expenditure	Domestic travel (age 12 and above)	Outbound travel
Average expenditure per travel per person	NT$2,396 (+3.28%)	NT$60,481 (26.52%)
Total number of travels	206,747,000 travels (+22.13%)	11,795,834 travels (-31.02%)
Total travel expenditure estimated	NT$495.4 billion (+26.15%) US$15.904 billion (+25.25%)	NT$713.4 billion (-12.73%) US$22.902 billion (-13.36%)

Note：1. Number inside parenthesis indicates growth rate from 2018.
2. Outbound travel expenditure includes international airline tickets, visa, lodging and all other spending in foreign counties.

Table 47 Average spending prior to and after returning from outbound travel per person per travel

Unit: NT$

Expense	2023	2019
Total	**3,270**	**2,284**
Purchase of travel necessities prior to travel	1,577	1,076
Personal insurance expenses	717	517
Transportation between home and airport/harbor	900	665
Personal pandemic prevention expenses	24	...
Related expenses after returning home	52	26

Note: 1. "Purchase of travel necessities prior to travel" includes travel necessities, clothes, medicine and gifts for overseas relatives and friends, SIM card, WIFI machine that bought domestically, etc.
2. "Related expenses after returning home" include travel-related expenses such as laundry, luggage repairs, developing photos, etc.
3."…" means no this item.

C. Impact of COVID-19 on domestic travel and outbound travel

1. **After the pandemic slows down and life is unblocked, 25.9% of citizens increased their domestic travel.** In 2023, after the pandemic slows down and life is unblocked, 25.9% citizens increased their domestic travel, with the main reason given being “Post-pandemic relief”. 6.2% decreased domestic travel and the major reasons given were “Still worried about catching COVID-19”, “Inflation” and “The cost of domestic travel is expensive”, 67.9% were unaffected.

Table 48 Impact of COVID-19 on domestic travel in 2023

Unit: %

Impact of COVID-19 on domestic travel		2023
Total		**100.0**
Decrease		6.2
The reasons for decrease	Still worried about catching COVID-19	2.9
	Inflation	2.0
	The cost of domestic travel is expensive	1.9
	Border reopening after pandemic, choose outbound travel	0.5
	Reduced in income	0.9
	Other#	0.1
Increase		25.9
The reasons for increase	Post-pandemic relief	15.9
	Promotions of the agencies	1.6
	Travel subsidy program	1.1
	Company encouraged vacation travel	0.7
	After pandemic, the cost of outbound travel increased, then turned to domestic travel	2.5
	Compensating for reduced tourism during the pandemic	7.0
	Experience new attractions or activities after the pandemic	4.4
	Other#	0.0
Unaffected		67.9

Note: 1. “Others” for the decrease include the overcrowding of tourist attractions after the unblocking and the scenic spots have not yet fully recovered, etc. “Others” for increase means have more time.
2. “0.0” means the percentage is under 0.05%; “#”means the samples was less than 30, not suitable for comparison.

2. **Compared to the time before the pandemic, 19.7% of the population said their travel arrangements changed:** In 2023, 19.7% of the surveyed people indicated that their domestic travel plans have been altered compared to the pre-pandemic period, and the higher change rate were in “Attraction selection” (11.0%) and “Travel days” (9.5%).

Table 49 Changes in Domestic Travel Arrangements Compared to the Pre-pandemic Period in 2023

Unit: %

Travel arrangements changes		2023
Total		**100.0**
No change		80.3
Changed		19.7
Changed items	Transportation	6.7
	Travel days	9.5
	Types of travels	6.5
	Accommodation choices	6.0
	The way of dining	5.9
	Attractions selection	11.0
	Other	—

Note: 1.”—” means no sample in the cell.
2. This question was only for travelers.

3. **Compared to the time before the pandemic, 9.9% of outbound travelers changed their arrangements:** In 2023, 9.9% of the outbound travelers change their outbound travel arrangements compared to the pre-pandemic period. The major change were “Choose an accommodation with pandemic prevention safety certification” (4.0%) and “Choose a transportation with pandemic prevention measures” (3.9%). (See Tables 50)

Table 50 Compared to the time before the pandemic, the changes in outbound travel arrangements in 2023

Unit: %

Changed item		2023
Total		**100.0**
No change		90.1
Change arrangement		9.9
Changed items	Choose an itinerary for an pandemic prevention package#	0.9
	Take a small group tour	2.7
	Reduce travel days	3.0
	Reduce long distance movements	2.4
	Choose an accommodation with pandemic prevention safety certification	4.0
	Choose a restaurant with pandemic prevention safety certification	2.9
	Choose a transportation with pandemic prevention measures	3.9
	Other	—

Note: 1. "—" means no sample in the cell, "#"means the sample was less than 30 and is not suitable for comparison.
2. This question was only for those who want to go abroad.