

# **2024 Annual Survey Report on Visitors Expenditure and Trends in Taiwan**

## **Summary**

The Tourism Administration of the Ministry of Transportation and Communications (MOTC) seeks to understand the motivations, trends, consumption patterns, 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 "2024 Annual Survey Report on Visitors Expenditure and Trends in Taiwan", interviewing departing visitors at Taiwan Taoyuan International Airport, Taipei Songshan Airport, and Kaohsiung International Airport.

The number of visitors to Taiwan surpassed 10 million in 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. Following the lifting of border restrictions on October 13, 2022, visitor numbers began to gradually recover. In 2024, despite natural disasters such as the Hualien earthquake in April and typhoons in July and October, Taiwan recorded a total of 7,857,686 visitors for the year, marking a 21.13% increase compared to 2023 and reaching 66.23% of the 2019 level.

The subjects of this survey are foreign and overseas Chinese visitors who entered Taiwan between January 1 and December 31, 2024 (excluding foreign and overseas Chinese transit visitors). The survey employed quota sampling to control sample characteristics and ensure representativeness. A total of 6,620 valid responses were collected from January to December. The sampling error is less than 0.013 at the 95% confidence level.

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

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

7,857,686 persons...	Number of inbound visitors; a 21.13% increase compared to 2023 and a 33.77% decrease compared to 2019.
6.98 nights.....	Average length of stay (nights) for inbound visitors; 0.41 nights shorter than in 2023, but 0.78 nights longer than in 2019.
US\$182.83.....	Average per capita daily expenditure; a 1.20% increase compared to 2023, but a 6.68% decrease compared to 2019.
US\$10.028 Billion..	Total tourism expenditure by inbound visitors; a 15.78% increase compared to 2023, but a 30.41% decrease compared to 2019.
US\$1,276.....	Average per capita expenditure per trip; a 4.42% decrease compared to 2023, but a 5.02% increase compared to 2019.
99%.....	Overall visitor satisfaction rate; 2 percentage points higher than in 2023 and 1 percentage point higher than in 2019.
54%.....	Percentage of inbound visitors who revisited Taiwan in the past five years; a 1.34 percentage point increase compared to 2023.

**Table 1** Related Indices of the Inbound Visitors in Taiwan - Comparison between 2024 and 2023

Indicator	2024	2023	Comparison
Number of inbound visitors	7,857,686 persons	6,486,951 persons	Increase of 1,370,735 persons (21.13% increase)
Average length of stay for inbound visitors	6.98 nights	7.39 nights	Decrease of 0.41 nights
Average per capita daily expenditure	US\$ 182.83 (NT\$5,870)	US\$180.67 (NT\$5,628)	Increase of US\$2.16 (1.20% increase) Increase of NT\$242 (4.30% increase)
Total tourism expenditure by inbound visitors (excluding international airfare)	US\$10.028 Billion (NT\$321.967 Billion)	US\$8.661 Billion (NT\$269.792 Billion)	Increase of US\$1.367 Billion (15.78% increase) Increase of NT\$52.175 Billion (19.34% increase)
Average per capita expenditure per trip	US\$1,276 (NT\$40,975)	US\$1,335 (NT\$41,590)	Decrease of US\$59 (4.42% decrease) Decrease of NT\$615 (1.48% decrease)
Overall visitor satisfaction rate	99.49%	97.12%	Increase of 2.37 percentage points
Percentage of inbound visitors who revisited Taiwan in the past five years	53.67%	52.33%	Increase of 1.34 percentage points

Notes: 1. The data source for “Number of inbound visitors” and “Average length of stay for inbound visitors” are 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 2024 was 32.108, and in 2023 it was 31.150, based on official data published on the website of the Central Bank of the Republic of China (Taiwan).

**Table 2** Related Indices of the Inbound Visitors in Taiwan - Comparison between 2024 and 2019

Indicator	2024	2019	Comparison
Number of inbound visitors	7,857,686 persons	11,864,105 persons	Decrease of 4,006,419 persons (33.77% decrease)
Average length of stay for inbound visitors	6.98 nights	6.20 nights	Increase of 0.78 nights
Average per capita daily expenditure	US\$ 182.83 (NT\$5,870)	US\$195.91 (NT\$6,059)	Decrease of US\$13.08 (6.68% decrease) Decrease of NT\$189 (3.12% decrease)
Total tourism expenditure by inbound visitors (excluding international airfare)	US\$10.028 Billion (NT\$321.967 Billion)	US\$14.411 Billion (NT\$445.649 Billion)	Decrease of US\$4.383 Billion (30.41% decrease) Decrease of NT\$123.682 Billion (27.75% decrease)
Average per capita expenditure per trip	US\$1,276 (NT\$40,975)	US\$1,215 (NT\$37,563)	Increase of US\$61 (5.02% increase) Increase of NT\$3,412 (9.08% increase)
Overall visitor satisfaction rate	99.49%	98.33%	Increase of 1.16 percentage points
Percentage of inbound visitors revisiting Taiwan <sup>3</sup>	53.67%	42.22%	

Notes: 1. The data source for “Number of inbound visitors” and “Average length of stay for inbound visitors” are 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 2024 was 32.108, and in 2019 it was 30.925, based on official data published on the website of the Central Bank of the Republic of China (Taiwan).

3. The 2024 figure for the visitor revisit rate refers to the percentage of inbound visitors who revisited Taiwan in the past five years, while the 2019 figure refers to revisits within the past three years.

## II. Analysis of Inbound Visitors' Plans

### A. 66% of the inbound visitors came to Taiwan primarily for sightseeing.

The primary purposes of inbound visitors to Taiwan were sightseeing (65.96%), visiting friends or relatives (18.52%), business (12.69%), and international conferences or exhibitions (1.63%), among others.

**Table 3** The main purpose the inbound visitors in 2024

Main Purpose	Unit: Persons; %	
	Frequency	Percentage
Total	6,620	100.00
Sightseeing	<b>4,367</b>	<b>65.96</b>
Business	<b>840</b>	<b>12.69</b>
International conference or exhibition	108	1.63
Visiting friends or relatives	<b>1,226</b>	<b>18.52</b>
Studies	5	0.08
Medical treatment	45	0.68
Others	29	0.44

### B. 63% of inbound visitors whose primary or secondary purpose was sightseeing had obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports. The main information channels influencing their decision to visit Taiwan were social media, search engines, and word-of-mouth recommendations from friends or relatives. In terms of content, traveler reviews were the most frequently cited as having the greatest influence.

Among the 5,856 inbound visitors whose primary or secondary purpose was sightseeing, 62.96% had obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports. The main information channels influencing their decision to visit Taiwan were social media (84.73%), search engines (74.34%), word-of-mouth recommendations from friends or relatives (52.13%), TV/radio (22.81%), and tourism leaflets of travel agencies (18.28%), among others.

By country of residence, the proportion of sightseeing-purpose visitors who had obtained pre-travel information about Taiwan from official tourism promotion campaigns or travel reports was highest among visitors from Vietnam (89.51%), followed by Japan (75.71%), Thailand (74.53%), and Korea (72.66%).

**Table 4** 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 2024

Unit: %		
Seen or Not Seen	Yes	No
All Sightseeing Purpose Visitors	62.96	37.04

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

Among the various information channels, social media, search engines, and word-of-mouth recommendations from friends or relatives were the top three channels that had the greatest influence on sightseeing-purpose visitors’ decisions to travel to Taiwan.

**Table 5** Degree of influence of tourism advertisements or travel reports on sightseeing-purpose visitors’ decision to visit Taiwan in 2024

Unit: %	
Information Channel	Percentage of Influence
Total	100.00
Social media	34.80
Search engines	32.00
Word-of-mouth recommendations from friends or relatives	17.21
TV/radio	5.80
Tourism leaflets of travel agencies	5.68
Newspapers, magazines, books	1.86
E-commerce platforms	1.32
International tourism exhibitions or special events	0.65
Underground (subway), buses and bus stations, airplane and airport	0.37
Outdoor advertisements or billboards	0.31

Notes: 1. This analysis is based on inbound visitors whose primary or secondary purpose was sightseeing and who had seen tourism advertisements or travel reports about Taiwan prior to their trip.

2. The percentages of influence were calculated by assigning weighted scores based on visitors’ rankings of the top three most influential information channels.

The information content that visitors reported as having the greatest influence on their decision to visit Taiwan was traveler reviews (74.72%), followed by travel notes (54.41%) and photography or video records (50.15%).

**Table 6** Information content that had the greatest influence on sightseeing-purpose visitors' decision to visit Taiwan in 2024

Unit: %	
Information Content	Percentage of Influence
Traveler reviews	74.72
Travel notes	54.41
Photography or video records	50.15
Advertisements	21.70
Film and television programs	18.23
Travel magazines or reports	14.13
Incentives and preferential measures	9.14
Movies	4.50

Note: This analysis is based on inbound visitors whose primary or secondary purpose was sightseeing and who had seen tourism advertisements or travel reports about Taiwan prior to their trip.

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

The main factors attracting sightseeing-purpose visitors to Taiwan were gourmet food or delicious snacks (87.43%), scenery (76.26%), a safe social environment (46.74%), Taiwan’s customs and culture (42.26%), and the friendliness of the people (41.02%).



Note: This was a multiple-response question.

**Figure 1** Top 10 reasons why the inbound visitors decided to take sightseeing trips to Taiwan in 2024

**D. 75% of inbound visitors arranged their trip to Taiwan “without any arrangements through travel agencies/OTA for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival.”**

Among all 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 75.16%. The second most common arrangement was “group tour arranged through a travel agency (joined a tour group)”, accounting for 12.39%.

By main purpose of visit, the majority of visitors across all major purpose categories also chose “without any arrangements through travel agencies/OTA for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival.”

**Table 7** Type of travel arrangements made by inbound visitors in 2024 - by main purpose of visit

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	12.39	2.79	5.48	4.18	75.16
Sightseeing	100.00	18.78	2.04	4.17	4.37	70.64
Business	100.00	-	8.21	18.33	1.31	72.15
International conference or exhibition	100.00	-	12.96	5.56	4.63	76.85
Visiting friends or relatives	100.00	-	0.57	1.22	5.71	92.50
Studies	100.00	-	20.00	-	-	80.00
Medical treatment	100.00	-	4.44	11.11	-	84.45
Others	100.00	-	10.34	3.45	-	86.21

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

2. The sample size for visitors with studies purposes (5 persons), medical treatment (45 persons), and others (29 persons) is less than 50 persons; their values are for reference only.

### III. Analysis of Inbound Visitors' Behavior

#### A. 46% inbound visitors were visiting Taiwan for the first time in the past five years.

Among the inbound visitors, 46.33% were visiting Taiwan for the first time within the past five years. This was followed by second-time visitors (30.06%), third-time visitors (14.55%), fourth-time visitors (4.88%), and those who had visited five times or more (4.18%).

**Table 8** Numbers of times inbound visitors had visited Taiwan in the past five years(including this visit) in 2024

		Unit: %
Times	Percentage	
Total		100.00
The first time		<b>46.33</b>
The second time		<b><u>30.06</u></b>
The third time		<b>14.55</b>
The forth time		4.88
More than 5 times		4.18

#### B. “Night markets”, “Taipei 101”, “Ximending”, “Chiang Kai-Shek Memorial Hall”, and “Jiufen”, were the major scenic spots visited by inbound visitors.

The major scenic spots visited by inbound visitors were night markets (83.84%), Taipei 101 (57.04%), Ximending (including the Red House) (56.13%), Chiang Kai-Shek Memorial Hall (42.16%), and Jiufen (41.37%), among others.

Among tourist night markets, the most frequently visited was Raohe Street Night Market (35.63%), followed by Shilin Night Market (31.09%).

**Table 9** Ranking of the major scenic spots visited by inbound visitors in 2024

Unit: %

Ranking	Scenic Spot	Relative Percentage	Ranking	Scenic Spot	Relative Percentage
1	Night Markets	83.84	6	Xinyi Shopping District	37.36
2	Taipei 101	57.04	7	Pingxi	33.17
3	Ximending (Including the Red House)	56.13	8	Tamsui	29.94
4	Chiang Kai-Shek Memorial Hall	42.16	9	Longshan Temple	24.44
5	Jiufen	41.37	10	National Palace Museum	23.49

Note: This table is based on tourist attractions that respondents remembered having visited.

**Table 10** Ranking of night markets visited by inbound visitors in 2024

Unit: %

Ranking	Night Market	Relative Percentage	Ranking	Night Market	Relative Percentage
1	Raohe Night Market	35.63	6	Keelung Miaokou Night Market	5.36
2	Shilin Night Market	31.09	7	Dihua Street (including Dadaocheng) Night Market	3.55
3	Ningxia Night Market	21.19	8	Kaohsiung Ruifeng Night Market	3.23
4	Taichung Fengchia Night Market	11.21	9	Taichung Yizhong Street Night Market	2.76
5	Kaohsiung Liuhe Night Market	8.34	10	Yilan Luodong Night Market	2.60

Note: 1. This table is based on the night markets that visitors recalled having visited.

2. The term “night market” refers broadly to markets that primarily operate at night. These markets typically feature vendors, food stalls, shops, and street performers, offering a variety of local snacks, cuisine, 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 (42.70%), followed by “Jiufen”, “Tamsui”, “Pingxi”, and “Yehliu” (all over 15%).

**Table 11** Ranking of the favorite scenic spots visited by inbound visitors in 2024

Ranking	Scenic spot	Relative Percentage	Percentage favoring the scenic spot	Ranking	Scenic spot	Relative Percentage	Percentage favoring the scenic spot
1	Sun Moon Lake	15.53	42.70%	6	Beitou	14.56	13.28%
2	Jiufen	41.37	21.07%	7	National Palace Museum	23.49	13.25%
3	Tamsui	29.94	16.65%	8	Night Markets	83.84	11.62%
4	Pingxi	33.17	16.48%	9	Ximending (Including the Red House)	56.13	10.50%
5	Yehliu	18.13	15.75%	10	Dadaocheng	11.99	10.08%

Notes: 1. For the question, “Favorite Scenic Spot,” respondents were allowed to select only one favorite location from among the spots they had visited.

2. The percentage favoring the scenic spot = (Number of people who selected the spot as their favorite / 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. Rankings are listed in descending order based on favorability percentage.

**D. Taipei City was the most frequently visited city/county for sightseeing among inbound visitors.**

By city or county, the top destinations visited by inbound visitors were Taipei City (84.85%), followed by New Taipei City (60.17%), Taichung City (17.96%), Nantou County (16.47%), and Kaohsiung City (16.09%), among others.

By region, Northern Taiwan accounted for 88.19% of visits, followed by Central Taiwan (23.88%), Southern Taiwan (23.05%), Eastern Taiwan (3.52%), and the Offshore Islands (0.62%).

**Table 12** Ranking of the cities and counties visited by inbound visitors in 2024

Unit: %

Ranking	City/County	Relative Percentage	Ranking	City/County	Relative Percentage
1	Taipei City	84.85	12	Chiayi City	3.43
2	New Taipei City	60.17	13	Pingtung County	3.13
3	Taichung City	17.96	14	Hualien County	2.79
4	Nantou County	16.47	15	Changhua County	2.04
5	Kaohsiung City	16.09	16	Hsinchu County	1.57
6	Tainan City	9.53	17	Taitung County	1.25
7	Yilan County	8.85	18	Miaoli County	0.92
8	Keelung City	8.84	19	Yunlin County	0.59
9	Taoyuan City	8.63	20	Penghu County	0.53
10	Chiayi Cunt	7.11	21	Kinmen County	0.06
11	Hsinchu City	4.47	22	Lienchiang County	0.03

Note: This table is organized based on scenic spots that interviewed visitors remembered visiting. The data includes cases where itineraries covered multiple cities and counties.

**Table 13** Ranking of primary areas inbound visitors visited in 2024

Unit: %

Ranking	Area	Relative Percentage
1	Northern Taiwan	88.19
2	Central Taiwan	23.88
3	Southern Taiwan	23.05
4	Eastern Taiwan	3.52
5	Offshore islands	0.62

Notes: 1. This table is based on scenic spots that respondents recalled visiting. It includes cases where travel 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.**

Inbound visitors most commonly participated in shopping (92.33%) during their stay in Taiwan, followed by visiting night markets (85.06%), historical relics sightseeing (56.68%), massage or acupuncture (19.97%), and hot spring soaking (16.63%).

**Table 14** Ranking of the activities the inbound visitors participated in 2024

Unit:%					
Ranking	Item	Relative Percentage	Ranking	Item	Relative Percentage
1	Shopping	92.33	10	Cultural events	9.08
2	Night market	85.06	11	Pubs or night clubs	7.63
3	Historical relics sightseeing	56.68	12	Amusement park	7.28
4	Massage or acupuncture	19.97	13	Leisure farm	6.62
5	Hot spring soaking	16.63	14	Festival activities (including religious activities etc.)	3.56
6	Hiking/trekking/backpacking/mountaineering	14.09	15	Tourism factory	1.86
7	Aquatic activities (including lake tour or diving etc.)	14.00	16	Tribal tourism	1.69
8	Eco tour (e.g Bird watching 、flower viewing or butterfly appreciation)	12.87	17	Health care	0.91
9	Exhibitions	9.88	18	Sports or sporting competitions(including cycling trip etc.)	0.35

Note: This was a multiple-response question.

## IV. Analysis of Inbound Visitors’ Expenditure

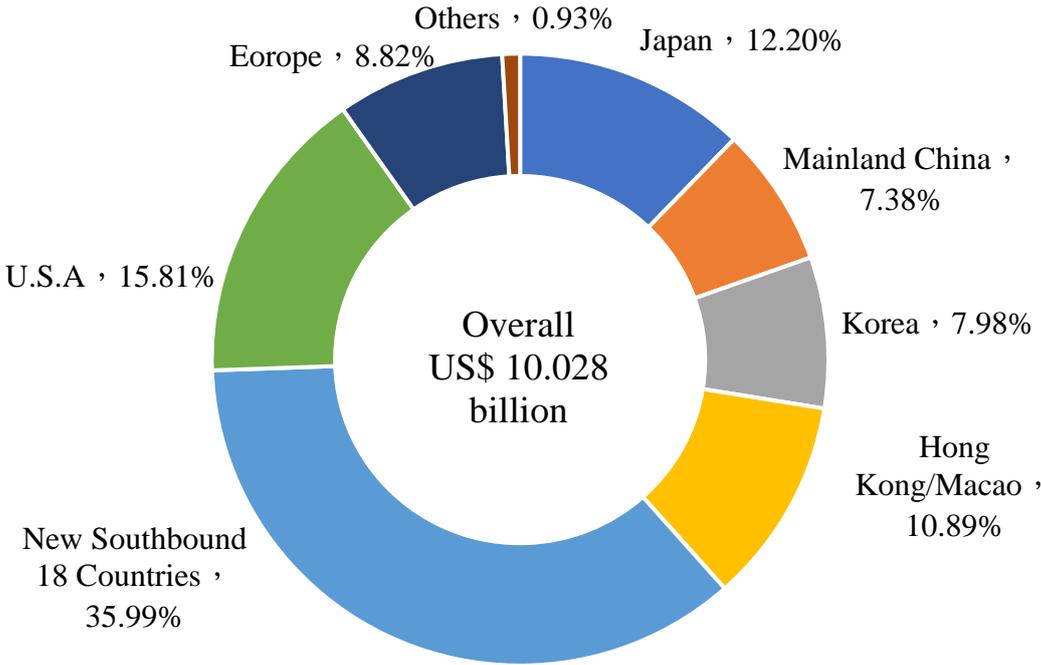
**A. In 2024, tourism expenditure by visitors to Taiwan amounted to US\$10.028 billion, an increase of 15.78% compared to 2023, restoring to 69.59% of the levels seen in 2019.**

In 2024, the number of inbound visitors was 7,857,686 persons, an increase of 21.13% compared to 2023. The average length of stay for all inbound visitors was 6.98 nights, a decrease of 0.41 nights compared to 2023. The average daily expenditure per visitor in Taiwan was estimated at US\$182.83, an increase of 1.20% compared to 2023. The total annual amount of visitors’ expenditure was estimated at US\$10.028 billion, an increase of 15.78% compared to 2023,

restoring to 69.59% of the 2019 level. When calculated in New Taiwan Dollars, this expenditure amounted to NT\$321.967 billion, a 19.34% increase over 2023, restoring to 72.25% of the 2019 level.

According to the analysis of the 7 main markets, the total expenditure by inbound visitors was highest from the New Southbound 18 countries (US\$3.609 billion, accounting for 35.99% of the total), followed by the U.S.A. (US\$1.585 billion, 15.81%), Japan (US\$1.223 billion, 12.20%), Hong Kong/Macao (US\$1.092 billion, 10.89%), Europe (US\$0.885 billion, 8.82%), Korea (US\$0.800 billion, 7.98%), and Mainland China (US\$0.740 billion, 7.38%).

Tourism expenditure from all of the 7 main markets increased compared to 2023. The largest growth was from the U.S.A. (30.88%), followed by Mainland China (29.60%), Japan (21.93%), Korea (20.85%), Europe (13.46%), the New Southbound 18 countries (9.26%), and Hong Kong/Macao (7.59%).



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 2024

**Table 15** The total expenditure of inbound visitors from the 7 main markets in 2024  
(compared to 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) ÷100.28
All	7,857,686	6.98	182.83	100.28	100.00%
(Growth rate)	21.13%	-5.55%	1.20%	15.78%	
New Southbound 18 Countries	2,538,154	8.73	162.88	36.09	35.99%
(Growth rate)	6.12%	4.30%	-1.27%	9.26%	
U.S.A	651,264	10.19	238.86	15.85	15.81%
(Growth rate)	22.99%	-12.08%	21.05%	30.88%	
Japan	1,319,592	4.8	193.13	12.23	12.20%
(Growth rate)	42.16%	-12.25%	-2.27%	21.93%	
Hong Kong /Macao	1,310,977	4.46	186.83	10.92	10.89%
(Growth rate)	9.29%	-6.11%	4.87%	7.59%	
Europe	349,981	12.67	199.51	8.85	8.82%
(Growth rate)	17.06%	-4.52%	1.50%	13.46%	
Korea	1,003,086	4.03	197.98	8.00	7.98%
(Growth rate)	34.69%	-3.82%	-6.67%	20.85%	
Mainland China	438,212	10.97	153.97	7.40	7.38%
(Growth rate)	93.67%	-33.39%	0.54%	29.60%	

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

2. The "Growth Rate" is compared to that of 2023.

**Table 16** The total expenditure of inbound visitors from the 7 main markets in 2024  
(compared to 2019)

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) ÷100.28
All	7,857,686	6.98	182.83	100.28	100.00%
(Growth rate)	-33.77%	12.58%	-6.68%	-30.41%	
New Southbound 18 Countries	2,538,154	8.73	162.88	36.09	35.99%
(Growth rate)	-8.44%	13.52%	-4.45%	-0.69%	
U.S.A	651,264	10.19	238.86	15.85	15.81%
(Growth rate)	7.64%	0.20%	39.19%	50.09%	
Japan	1,319,592	4.80	193.13	12.23	12.20%
(Growth rate)	-39.13%	13.21%	-15.82%	-42.01%	
Hong Kong /Macao	1,310,977	4.46	186.83	10.92	10.89%
(Growth rate)	-25.43%	5.69%	-10.43%	-29.41%	
Europe	349,981	12.67	199.51	8.85	8.82%
(Growth rate)	-9.51%	17.42%	36.02%	44.61%	
Korea	1,003,086	4.03	197.98	8.00	7.98%
(Growth rate)	-19.28%	3.07%	-1.97%	-18.45%	
Mainland China	438,212	10.97	153.97	7.40	7.38%
(Growth rate)	-83.85%	53.00%	-22.87%	-80.95%	

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

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

**B. In 2024, the average daily expenditure per inbound visitor in Taiwan was US\$182.83, an increase of 1.20% compared to 2023, restoring to 93.32% of the 2019 level.**

In 2024, the average daily expenditure per inbound visitor in Taiwan was US\$182.83. The highest spending category was hotel bills at US\$76.26 (41.71%), followed by meals excluding hotel meals at US\$37.35 (20.43%) and shopping at US\$33.46 (18.30%). Compared to 2023, the average daily expenditure per visitor increased by US\$2.16 (up 1.20%). Among the expenditure categories, hotel bills recorded the largest increase, up by US\$4.74 (up 6.63%), while entertainment expenses showed the largest decrease, down by US\$2.17 (down 19.04%).

When comparing the four main purposes for visiting Taiwan, business visitors had the highest average daily expenditure at US\$271.65 per person, followed by international conference or exhibition visitors (US\$260.75), sightseeing visitors (US\$180.44), and visitors for the purpose of visiting friends or relatives (US\$122.13). In terms of shopping expenses, international conference or exhibition visitors spent the most at US\$36.48, followed by business visitors (US\$35.15), sightseeing visitors (US\$34.32), and visiting friends or relatives (US\$30.01). Compared to 2023, all visitor types except sightseeing visitors showed an increase in average daily expenditure. Sightseeing visitors' spending slightly decreased by US\$0.87 (down 0.48%).

According to the analysis of the 7 main markets, visitors from the U.S.A. had the highest average daily expenditure in Taiwan at US\$238.86 per person, followed by Europe (US\$199.51), Korea (US\$197.98), Japan (US\$193.13), Hong Kong/Macao (US\$186.83), the New Southbound 18 countries (US\$162.88), and Mainland China (US\$153.97). In terms of shopping expenses, the rankings were as follows: the U.S.A. (US\$40.85 per person per day), Hong Kong/Macao (US\$40.39), Korea (US\$34.71), the New Southbound 18 countries (US\$33.44), Mainland China (US\$33.44), Japan (US\$29.45), and Europe (US\$19.51).

For the Japan market, the average daily expenditure per visitor was US\$193.13, a decrease of US\$4.49 (down 2.27%) compared to 2023. Within the expenditure structure, shopping expenses recorded the largest decrease, down by US\$6.45 (down 17.97%), while meals excluding hotel meals showed the largest increase, up by US\$3.24 (up 8.99%).

For the Mainland China market, the average daily expenditure per visitor was US\$153.97, an increase of US\$0.82 (up 0.54%) compared to 2023. Within the expenditure structure, meals excluding hotel meals showed the largest increase, up by US\$4.40 (up 16.73%), while entertainment expenses recorded the largest decrease, down by US\$4.45 (down 44.72%).

For the Korea market, the average daily expenditure per visitor was US\$197.98, a decrease of US\$14.16 (down 6.67%) compared to 2023. Within the expenditure structure, shopping expenses recorded the largest decrease, down by US\$10.25 (down 22.80%), while hotel bills showed the largest increase, up by US\$6.45 (up 8.49%).

For the Hong Kong/Macao market, the average daily expenditure per visitor was US\$186.83, an increase of US\$8.68 (up 4.87%) compared to 2023. Within the expenditure structure, meals excluding hotel meals showed the largest increase, up by US\$5.18 (up 15.28%), while local transportation expenses recorded the largest decrease, down by US\$3.08 (down 15.75%).

For the New Southbound 18 countries market, the average daily expenditure per visitor was US\$162.88, a decrease of US\$2.10 (down 1.27%) compared to 2023. Within the expenditure structure, entertainment expenses recorded the largest decrease, down by US\$4.14 (down 38.69%), while meals excluding hotel meals showed the largest increase, up by US\$3.24 (up 10.57%).

For the U.S.A. market, the average daily expenditure per visitor was US\$238.86, an increase of US\$41.53 (up 21.05%) compared to 2023. Within the expenditure structure, all categories except miscellaneous expenses showed an increase compared to 2023, with hotel bills recording the largest increase, up by US\$13.57 (up 16.18%).

For the Europe market, the average daily expenditure per visitor was US\$199.51, an increase of US\$2.94 (up 1.50%) compared to 2023. Within the expenditure structure, hotel bills showed the largest increase, up by US\$12.72 (up 14.68%), while shopping expenses recorded the largest decrease, down by US\$8.43 (down 30.17%).

**Table 17** The average daily expenditure per visitor in 2024- by main purpose of visit  
(compared to 2023)

Main Purpose		Unit: USD						
		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All	Amount of money	182.83	76.26	37.35	19.20	9.23	7.33	33.46
	Percentage	100.00%	41.71%	20.43%	10.50%	5.05%	4.01%	18.30%
	Amount of growth	2.16	4.74	3.27	-0.99	-2.17	-1.00	-1.69
	Growth rate	1.20%	6.63%	9.60%	-4.90%	-19.04%	-12.00%	-4.81%
Sightseeing	Amount of money	180.44	72.73	37.95	19.56	10.23	5.65	34.32
	Percentage	100.00%	40.31%	21.03%	10.84%	5.67%	3.13%	19.02%
	Amount of growth	-0.87	4.40	3.08	-0.78	-2.53	-1.87	-3.17
	Growth rate	-0.48%	6.44%	8.83%	-3.83%	-19.83%	-24.87%	-8.46%
Business	Amount of money	271.65	153.94	41.54	27.17	7.93	5.92	35.15
	Percentage	100.00%	56.67%	15.29%	10.00%	2.92%	2.18%	12.94%
	Amount of growth	4.21	10.64	-3.09	-2.53	-1.55	-3.91	4.65
	Growth rate	1.57%	7.42%	-6.92%	-8.52%	-16.35%	-39.78%	15.25%
International conference or exhibition	Amount of money	260.75	129.69	53.9	24.17	9.57	6.94	36.48
	Percentage	100.00%	49.74%	20.67%	9.27%	3.67%	2.66%	13.99%
	Amount of growth	23.51	53.11	6.89	-7.69	-5.92	-4.81	-18.07
	Growth rate	9.91%	69.35%	14.66%	-24.14%	-38.22%	-40.94%	-33.13%
Visiting friends or relatives	Amount of money	122.13	33.91	31.76	12.63	6.77	7.05	30.01
	Percentage	100.00%	27.77%	26.01%	10.34%	5.54%	5.77%	24.57%
	Amount of growth	7.16	2.18	8.06	-0.50	-1.08	-0.94	-0.56
	Growth rate	6.23%	6.87%	34.01%	-3.81%	-13.76%	-11.76%	-1.83%

Notes: 1. Both of "amount of growth" and "growth rate" is compared to 2023.

2. For the purposes of studies (5 persons), medical treatment (45 persons), and others (29 persons), the sample size is less than 50 and thus not suitable for comparison.

**Table 18** The average daily expenditure per visitor in 2024- by main purpose of visit  
(compared to 2019)

		Unit: USD						
Main Purpose		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All	Amount of money	182.83	76.26	37.35	19.20	9.23	7.33	33.46
	Percentage	100.00%	41.71%	20.43%	10.50%	5.05%	4.01%	18.30%
	Amount of growth	-13.08	-0.36	-1.13	0.45	3.20	3.04	-18.28
	Growth rate	-6.68%	-0.47%	-2.94%	2.40%	53.07%	70.86%	-35.33%
Sightseeing	Amount of money	180.44	72.73	37.95	19.56	10.23	5.65	34.32
	Percentage	100.00%	40.31%	21.03%	10.84%	5.67%	3.13%	19.02%
	Amount of growth	-23.11	-5.39	-0.99	0.73	3.46	1.38	-22.3
	Growth rate	-11.35%	-6.90%	-2.54%	3.88%	51.11%	32.32%	-39.39%
Business	Amount of money	271.65	153.94	41.54	27.17	7.93	5.92	35.15
	Percentage	100.00%	56.67%	15.29%	10.00%	2.92%	2.18%	12.94%
	Amount of growth	49.17	30.72	1.83	2.12	4.06	4.10	6.34
	Growth rate	22.10%	24.93%	4.61%	8.46%	104.91%	225.27%	22.01%
International conference or exhibition	Amount of money	260.75	129.69	53.90	24.17	9.57	6.94	36.48
	Percentage	100.00%	49.74%	20.67%	9.27%	3.67%	2.66%	13.99%
	Amount of growth	78.77	48.96	25.42	6.06	7.23	-4.31	-4.59
	Growth rate	43.28%	60.65%	89.26%	33.46%	308.97%	-38.31%	-11.18%
Visiting friends or relatives	Amount of money	122.13	33.91	31.76	12.63	6.77	7.05	30.01
	Percentage	100.00%	27.77%	26.01%	10.34%	5.54%	5.77%	24.57%
	Amount of growth	4.93	4.38	-1.13	-0.31	2.94	2.77	-3.72
	Growth rate	4.21%	14.83%	-3.44%	-2.40%	76.76%	64.72%	-11.03%

Notes: 1. Both of "amount of growth" and "growth rate" is compared to 2019.

2. For the purposes of studies (5 persons), medical treatment (45 persons), and others (29 persons), the sample size is less than 50 and thus not suitable for comparison.

**Table 19** The average daily expenditure per visitor in 2024- by main market (compared to 2023)

Main Market		Unit: USD						
		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All	Amount of money	182.83	76.26	37.35	19.20	9.23	7.33	33.46
	Percentage	100.00%	41.71%	20.43%	10.50%	5.05%	4.01%	18.30%
	Amount of growth	2.16	4.74	3.27	-0.99	-2.17	-1.00	-1.69
	Growth rate	1.20%	6.63%	9.60%	-4.90%	-19.04%	-12.00%	-4.81%
Japan	Amount of money	193.13	85.33	39.30	20.88	10.62	7.55	29.45
	Percentage	100.00%	44.18%	20.35%	10.81%	5.50%	3.91%	15.25%
	Amount of growth	-4.49	-0.26	3.24	-0.31	0.50	-1.21	-6.45
	Growth rate	-2.27%	-0.30%	8.99%	-1.46%	4.94%	-13.81%	-17.97%
Mainland China	Amount of money	153.97	56.23	30.70	16.06	5.50	12.04	33.44
	Percentage	100.00%	36.52%	19.94%	10.43%	3.57%	7.82%	21.72%
	Amount of growth	0.82	4.03	4.40	0.65	-4.45	-0.05	-3.76
	Growth rate	0.54%	7.72%	16.73%	4.22%	-44.72%	-0.41%	-10.11%
Korea	Amount of money	197.98	82.46	38.72	22.53	12.12	7.44	34.71
	Percentage	100.00%	41.65%	19.56%	11.38%	6.12%	3.76%	17.53%
	Amount of growth	-14.16	6.45	-4.27	-1.05	-3.58	-1.46	-10.25
	Growth rate	-6.67%	8.49%	-9.93%	-4.45%	-22.80%	-16.40%	-22.80%
Hong Kong /Macao	Amount of money	186.83	72.66	39.07	16.48	8.48	9.75	40.39
	Percentage	100.00%	38.89%	20.91%	8.82%	4.54%	5.22%	21.62%
	Amount of growth	8.68	4.24	5.18	-3.08	-2.64	0.76	4.22
	Growth rate	4.87%	6.20%	15.28%	-15.75%	-23.74%	8.45%	11.67%
New Southbound 18 Countries	Amount of money	162.88	67.63	33.90	16.92	6.56	4.43	33.44
	Percentage	100.00%	41.52%	20.81%	10.39%	4.03%	2.72%	20.53%
	Amount of growth	-2.10	2.99	3.24	-1.73	-4.14	-2.43	-0.03
	Growth rate	-1.27%	4.63%	10.57%	-9.28%	-38.69%	-35.42%	-0.09%
U.S.A	Amount of money	238.86	97.45	46.39	26.94	17.56	9.67	40.85
	Percentage	100.00%	40.80%	19.42%	11.28%	7.35%	4.05%	17.10%
	Amount of growth	41.53	13.57	9.25	4.45	5.40	-0.54	9.40
	Growth rate	21.05%	16.18%	24.91%	19.79%	44.41%	-5.29%	29.89%
Europe	Amount of money	199.51	99.37	42.26	22.01	9.34	7.02	19.51
	Percentage	100.00%	49.81%	21.18%	11.03%	4.68%	3.52%	9.78%
	Amount of growth	2.94	12.72	4.73	-1.50	-3.23	-1.35	-8.43
	Growth rate	1.50%	14.68%	12.60%	-6.38%	-25.70%	-16.13%	-30.17%

Notes: 1. The New Southbound 18 countries include 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. Both of "amount of growth" and "growth rate" is compared to 2023.

**Table 20** The average daily expenditure per visitor in 2024- by main market (compared to 2019)

Main Market		Unit: USD						
		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All	Amount of money	182.83	76.26	37.35	19.20	9.23	7.33	33.46
	Percentage	100.00%	41.71%	20.43%	10.50%	5.05%	4.01%	18.30%
	Amount of growth	-13.08	-0.36	-1.13	0.45	3.20	3.04	-18.28
	Growth rate	-6.68%	-0.47%	-2.94%	2.40%	53.07%	70.86%	-35.33%
Japan	Amount of money	193.13	85.33	39.30	20.88	10.62	7.55	29.45
	Percentage	100.00%	44.18%	20.35%	10.81%	5.50%	3.91%	15.25%
	Amount of growth	-36.29	-25.07	-4.94	1.52	0.70	1.21	-9.71
	Growth rate	-15.82%	-22.71%	-11.17%	7.85%	7.06%	19.09%	-24.80%
Mainland China	Amount of money	153.97	56.23	30.70	16.06	5.50	12.04	33.44
	Percentage	100.00%	36.52%	19.94%	10.43%	3.57%	7.82%	21.72%
	Amount of growth	-45.66	2.68	1.34	0.39	-0.31	8.06	-57.82
	Growth rate	-22.87%	5.00%	4.56%	2.49%	-5.34%	202.51%	-63.36%
Korea	Amount of money	197.98	82.46	38.72	22.53	12.12	7.44	34.71
	Percentage	100.00%	41.65%	19.56%	11.38%	6.12%	3.76%	17.53%
	Amount of growth	-3.98	-15.12	-1.80	4.80	7.63	1.58	-1.07
	Growth rate	-1.97%	-15.49%	-4.44%	27.07%	169.93%	26.96%	-2.99%
Hong Kong /Macao	Amount of money	186.83	72.66	39.07	16.48	8.48	9.75	40.39
	Percentage	100.00%	38.89%	20.91%	8.82%	4.54%	5.22%	21.62%
	Amount of growth	-21.75	-6.89	-7.21	-4.13	2.86	5.70	-12.08
	Growth rate	-10.43%	-8.66%	-15.58%	-20.04%	50.89%	140.74%	-23.02%
New Southbound 18 Countries	Amount of money	162.88	67.63	33.90	16.92	6.56	4.43	33.44
	Percentage	100.00%	41.52%	20.81%	10.39%	4.03%	2.72%	20.53%
	Amount of growth	-7.58	3.86	-2.41	-3.06	1.06	1.16	-8.19
	Growth rate	-4.45%	6.05%	-6.64%	-15.32%	19.27%	35.47%	-19.67%
U.S.A	Amount of money	238.86	97.45	46.39	26.94	17.56	9.67	40.85
	Percentage	100.00%	40.80%	19.42%	11.28%	7.35%	4.05%	17.10%
	Amount of growth	67.25	24.21	5.86	8.23	12.18	4.88	11.91
	Growth rate	39.19%	33.06%	14.46%	43.99%	226.39%	101.88%	41.15%
Europe	Amount of money	199.51	99.37	42.26	22.01	9.34	7.02	19.51
	Percentage	100.00%	49.81%	21.18%	11.03%	4.68%	3.52%	9.78%
	Amount of growth	52.83	24.08	10.17	3.06	4.12	5.02	6.38
	Growth rate	36.02%	31.98%	31.69%	16.15%	78.93%	251.00%	48.59%

Notes: 1. The New Southbound 18 countries include 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. Both of "amount of growth" and "growth rate" is compared to 2019.

**C. In 2024, the average daily expenditure per inbound tour group visitor in Taiwan was US\$200.99, a decrease of 6.17% compared to 2023, restoring to 89.78% of the 2019 level.**

In 2024, the average daily expenditure per inbound tour group visitor in Taiwan was US\$200.99, a 6.17% decrease compared to 2023, returning to 89.78% of the pre-pandemic level (2019). This decline may have been due to factors such as global inflation, depreciation of the Japanese yen and Korean won against the New Taiwan Dollar, reduced tour itineraries to Eastern Taiwan caused by the Hualien earthquake, and intensified price competition among destination tour packages. Within the expenditure structure, hotel bills were the highest spending category at US\$85.26 (42.42%), followed by shopping expenses at US\$37.00 (18.41%).

Based on an analysis of the four main markets, inbound tour group visitors from Korea had the highest average daily expenditure in 2024 at US\$215.43 per person, followed by Japan (US\$213.97), Hong Kong/Macao (US\$187.92), and the New Southbound 18 countries (US\$182.66). In terms of shopping expenses, the rankings were: Hong Kong/Macao (US\$47.11), Korea (US\$38.43), New Southbound 18 countries (US\$35.00), and Japan (US\$32.89).

A breakdown of shopping expenses showed that most inbound tour group visitors spent the most on local special products (46.28%), followed by tea (18.70%), and souvenirs or handicraft products (10.83%). Local special products were the top spending category in all four markets. As for the second-highest shopping expense, it was tea for tour group visitors from Japan, Korea, and Hong Kong/Macao, while for the New Southbound 18 countries, it was clothes or accessories.

Inbound tour group visitors from Japan had an average daily expenditure of US\$213.97, a decrease of US\$57.62 (down 21.22%) compared to 2023. Within the expenditure structure, hotel bills saw the largest decrease, down by US\$65.90 (down 42.08%), while local transportation expenses showed the largest increase, up by US\$13.05 (up 73.73%).

Inbound tour group visitors from Korea had an average daily expenditure of US\$215.43, a decrease of US\$37.24 (down 14.74%) compared to 2023. Shopping expenses showed the largest decrease, down by US\$31.44 (down 45.00%), while local transportation expenses had the largest increase, up by US\$9.15 (up 45.86%).

Inbound tour group visitors from Hong Kong/Macao had an average daily expenditure of US\$187.92, a decrease of US\$13.34 (down 6.63%) compared to 2023. Hotel bills recorded the largest decrease, down by US\$24.18 (down 23.97%), while meals excluding hotel meals showed the largest increase, up by US\$6.70 (up 29.58%).

Inbound tour group visitors from the New Southbound 18 countries had an average daily expenditure of US\$182.66, a decrease of US\$4.47 (down 2.39%) compared to 2023. Hotel bills showed the largest decrease, down by US\$15.34 (down 16.32%), while local transportation expenses showed the largest increase, up by US\$10.59 (up 68.90%).

**Table 21** The average daily expenditure for each inbound tour group visitor in 2024 – by main market (compared to 2023)

Unit: USD

Main Market		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All tour group visitors	Amount of money	200.99	85.26	34.31	27.50	7.90	9.02	37.00
	Percentage	100.00%	42.42%	17.07%	13.68%	3.93%	4.49%	18.41%
	Amount of growth	-13.21	-22.79	8.94	10.79	-2.00	1.49	-9.64
	Growth rate	-6.17%	-21.09%	35.24%	64.57%	-20.20%	19.79%	-20.67%
Japan tour group visitors	Amount of money	213.97	90.69	38.56	30.75	7.62	13.46	32.89
	Percentage	100.00%	42.39%	18.02%	14.37%	3.56%	6.29%	15.37%
	Amount of growth	-57.62	-65.90	11.57	13.05	-1.64	-0.04	-14.66
	Growth rate	-21.22%	-42.08%	42.87%	73.73%	-17.71%	-0.30%	-30.83%
Korea tour group visitors	Amount of money	215.43	90.49	34.40	29.10	12.58	10.43	38.43
	Percentage	100.00%	42.00%	15.97%	13.51%	5.84%	4.84%	17.84%
	Amount of growth	-37.24	-20.58	6.46	9.15	-0.27	-0.56	-31.44
	Growth rate	-14.74%	-18.53%	23.12%	45.86%	-2.10%	-5.10%	-45.00%
Hong Kong /Macao tour group visitors	Amount of money	187.92	76.70	29.35	22.06	4.47	8.23	47.11
	Percentage	100.00%	40.81%	15.62%	11.74%	2.38%	4.38%	25.07%
	Amount of growth	-13.34	-24.18	6.70	6.31	-1.08	1.66	-2.75
	Growth rate	-6.63%	-23.97%	29.58%	40.06%	-19.46%	25.27%	-5.52%
New Southbound 18 Countries tour group visitors	Amount of money	182.66	78.65	32.99	25.96	5.04	5.02	35.00
	Percentage	100.00%	43.06%	18.06%	14.21%	2.76%	2.75%	19.16%
	Amount of growth	-4.47	-15.34	7.90	10.59	-6.05	0.36	-1.93
	Growth rate	-2.39%	-16.32%	31.49%	68.90%	-54.55%	7.73%	-5.23%

- 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), with a total sample size of 820 people.
2. The sample sizes for tour group visitors from the U.S.A. (4 persons) and Europe (2 persons) were fewer than 50 and thus not suitable for comparison analysis
3. As of the end of 2024, Mainland China has not yet allowed group tours to Taiwan.
4. Both of "amount of growth" and "growth rate" is compared to 2023.

**Table 21** The average daily expenditure for each inbound tour group visitor in 2024 – by main market (compared to 2019)

Main Market		Unit: USD						
		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All tour group visitors	Amount of money	200.99	85.26	34.31	27.50	7.90	9.02	37.00
	Percentage	100.00%	42.42%	17.07%	13.68%	3.93%	4.49%	18.41%
	Amount of growth	-22.87	34.69	2.88	11.83	0.13	0.29	-72.69
	Growth rate	-10.22%	68.60%	9.16%	75.49%	1.67%	3.32%	-66.27%
Japan tour group visitors	Amount of money	213.97	90.69	38.56	30.75	7.62	13.46	32.89
	Percentage	100.00%	42.39%	18.02%	14.37%	3.56%	6.29%	15.37%
	Amount of growth	-89.15	-9.79	-19.28	-1.87	-9.78	-4.21	-44.22
	Growth rate	-29.41%	-9.74%	-33.33%	-5.73%	-56.21%	-23.83%	-57.35%
Korea tour group visitors	Amount of money	215.43	90.49	34.40	29.10	12.58	10.43	38.43
	Percentage	100.00%	42.00%	15.97%	13.51%	5.84%	4.84%	17.84%
	Amount of growth	-11.31	15.44	-7.71	7.45	1.85	-7.87	-20.47
	Growth rate	-4.99%	20.57%	-18.31%	34.41%	17.24%	-43.01%	-34.75%
New Southbound 18 Countries tour group visitors	Amount of money	182.66	78.65	32.99	25.96	5.04	5.02	35.00
	Percentage	100.00%	43.06%	18.06%	14.21%	2.76%	2.75%	19.16%
	Amount of growth	-27.96	20.99	-7.01	8.28	-3.73	-3.63	-42.85
	Growth rate	-13.28%	36.40%	-17.53%	46.83%	-42.53%	-41.97%	-55.04%

- 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 820 people.  
2. As of the end of 2024, Mainland China has not yet allowed group tours to Taiwan.  
3. Both of "amount of growth" and "growth rate" is compared to 2019.

**Table 23** The average daily expenditure of shopping details for each inbound tour group visitor in 2024 - by main market

Unit: USD

Shopping Details	All tour group visitors		Japan tour group visitors		Korea tour group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	37.00	100.00%	32.89	100.00%	38.43	100.00%
Clothes or accessories	3.02	8.15%	0.12	0.37%	3.61	9.40%
Jewelry or jade	0.56	1.52%	2.12	6.44%	0.15	0.40%
Souvenirs or handicraft products	<b>4.01</b>	<b>10.83%</b>	<b>3.45</b>	<b>10.48%</b>	<b>4.33</b>	<b>11.27%</b>
Cosmetics or perfumes	1.96	5.30%	0.50	1.51%	0.49	1.28%
Local special products	<b>17.12</b>	<b>46.28%</b>	<b>14.66</b>	<b>44.59%</b>	<b>20.09</b>	<b>52.25%</b>
Tobacco or alcohol	1.51	4.08%	1.55	4.70%	2.56	6.66%
Cosmeceuticals or health food	0.98	2.66%	0.64	1.95%	1.66	4.32%
3C or electronic appliances	0.87	2.35%	0.00	0.00%	0.06	0.15%
Tea	<b>6.92</b>	<b>18.70%</b>	<b>9.85</b>	<b>29.96%</b>	<b>5.45</b>	<b>14.19%</b>
Others	0.05	0.13%	0.00	0.00%	0.03	0.08%

**Table 23** The average daily expenditure of shopping details for each inbound tour group visitor in 2024 - by main market(continued.)

Unit: USD

Shopping Details	All tour group visitors		Hong Kong/Macao tour group visitors		New Southbound 18 Countries tour group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	37.00	100.00%	47.11	100.00%	35.00	100.00%
Clothes or accessories	3.02	8.15%	2.93	6.21%	<b>4.70</b>	<b>13.42%</b>
Jewelry or jade	0.56	1.52%	0.00	0.00%	0.01	0.03%
Souvenirs or handicraft products	<b>4.01</b>	<b>10.83%</b>	<b>3.40</b>	<b>7.22%</b>	4.24	12.12%
Cosmetics or perfumes	1.96	5.30%	1.79	3.79%	<b>4.28</b>	<b>12.22%</b>
Local special products	<b>17.12</b>	<b>46.28%</b>	<b>22.30</b>	<b>47.35%</b>	<b>14.47</b>	<b>41.36%</b>
Tobacco or alcohol	1.51	4.08%	1.59	3.37%	0.61	1.73%
Cosmeceuticals or health food	0.98	2.66%	1.71	3.62%	0.41	1.16%
3C or electronic appliances	0.87	2.35%	0.39	0.82%	2.38	6.81%
Tea	<b>6.92</b>	<b>18.70%</b>	<b>12.91</b>	<b>27.43%</b>	3.82	10.91%
Others	0.05	0.13%	0.09	0.19%	0.08	0.24%

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 2024, the average daily expenditure in Taiwan for each inbound non-tour-group visitor was US\$180.36, an increase of 2.38% compared to 2023, restoring to 95.65% of the 2019 level.**

In 2024, the average daily expenditure in Taiwan for each inbound non-tour-group visitor was US\$180.36, an increase of 2.38% compared to 2023, returning to 95.65% of the pre-pandemic level (2019). Within the expenditure structure, hotel bills accounted for the largest share at US\$75.03 (41.60%), followed by meals excluding hotel meals at US\$37.77 (20.94%).

According to the analysis of the seven main markets, the inbound non-tour-group visitors from the U.S.A. had the highest average daily expenditure in Taiwan in 2024 at US\$238.51 per person, followed by Europe (US\$199.01), Korea (US\$191.61), Japan (US\$188.88), Hong Kong/Macao (US\$186.91), the New Southbound 18 countries (US\$159.95), and Mainland China (US\$153.97). In terms of shopping expenses, the rankings were as follows: inbound non-tour-group visitors from the U.S.A. (US\$40.95), Hong Kong/Macao (US\$39.70), Mainland China (US\$33.44), Korea (US\$33.34), the New Southbound 18 countries (US\$33.21), Japan (US\$28.75), and Europe (US\$19.38).

Based on the breakdown of shopping expenses, the majority of inbound non-tour-group visitors spent the most on local special products, accounting for 42.55%, followed by clothes or accessories at 20.81%, and tea at 10.60%. Across the seven main markets, local special products ranked first for all of them. As for the second-highest spending category, it was tea for inbound non-tour-group visitors from Japan and the U.S.A.; clothes or accessories for those from Mainland China, Korea, Hong Kong/Macao, and the New Southbound 18 countries; and souvenirs or handicraft products for those from Europe.

The inbound non-tour-group visitors from Japan had an average daily expenditure per person in Taiwan of US\$188.88, an increase of US\$2.30 (up 1.23%) compared to 2023. Within the expenditure structure, hotel bills recorded the largest increase, up by US\$9.42 (up 12.60%), while shopping expenses recorded the largest decrease, down by US\$5.42 (down 15.86%).

The inbound non-tour-group visitors from Mainland China had an average daily expenditure per person in Taiwan of US\$153.97, an increase of US\$0.82 (up 0.54%) compared to 2023. Within the expenditure structure, meals excluding hotel meals recorded the largest increase, up by US\$4.40 (up 16.73%), while

entertainment expenses recorded the largest decrease, down by US\$4.45 (down 44.72%).

The inbound non-tour-group visitors from Korea had an average daily expenditure per person in Taiwan of US\$191.61, a decrease of US\$12.01 (down 5.90%) compared to 2023. Within the expenditure structure, except for hotel bills, which increased by US\$10.75 (up 15.63%), all other components decreased. Among them, shopping expenses recorded the largest decrease, down by US\$6.49 (down 16.29%).

The inbound non-tour-group visitors from Hong Kong/Macao had an average daily expenditure per person in Taiwan of US\$186.91, an increase of US\$12.16 (up 6.96%) compared to 2023. Within the expenditure structure, hotel bills recorded the largest increase, up by US\$8.58 (up 13.47%), while local transportation expenses recorded the largest decrease, down by US\$4.21 (down 20.95%).

The inbound non-tour-group visitors from the New Southbound 18 countries had an average daily expenditure per person in Taiwan of US\$159.95, a decrease of US\$1.32 (down 0.82%) compared to 2023. Within the expenditure structure, entertainment expenses recorded the largest decrease, down by US\$3.86 (down 36.28%), while hotel bills recorded the largest increase, up by US\$6.30 (up 10.55%).

The inbound non-tour-group visitors from the U.S.A. had an average daily expenditure per person in Taiwan of US\$238.51, an increase of US\$42.31 (up 21.56%) compared to 2023. Within the expenditure structure, all components increased except for miscellaneous expenses, which decreased by US\$0.64 (down 6.20%). Among the increases, hotel bills recorded the largest growth, up by US\$14.75 (up 17.87%).

The inbound non-tour-group visitors from Europe had an average daily expenditure per person in Taiwan of US\$199.01, an increase of US\$3.60 (up 1.84%) compared to 2023. Within the expenditure structure, hotel bills recorded the largest increase, up by US\$13.30 (up 15.47%), while shopping expenses recorded the largest decrease, down by US\$8.20 (down 29.73%).

**Table 24** The average daily expenditure for each inbound non-tour-group visitor in 2024 - by main market (compared to 2023)

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	180.36	75.03	37.77	18.05	9.43	7.11	32.97
	Percentage	100.00%	41.60%	20.94%	10.01%	5.23%	3.94%	18.28%
	Amount of growth	4.20	8.41	2.53	-2.60	-2.18	-1.32	-0.64
	Growth rate	2.38%	12.62%	7.18%	-12.59%	-18.78%	-15.66%	-1.90%
Japan non-tour-group visitors	Amount of money	188.88	84.21	39.46	18.85	11.24	6.37	28.75
	Percentage	100.00%	44.59%	20.89%	9.98%	5.95%	3.37%	15.22%
	Amount of growth	2.30	9.42	1.94	-2.92	0.96	-1.68	-5.42
	Growth rate	1.23%	12.60%	5.17%	-13.41%	9.34%	-20.87%	-15.86%
Mainland China non-tour-group visitors	Amount of money	153.97	56.23	30.70	16.06	5.50	12.04	33.44
	Percentage	100.00%	36.52%	19.94%	10.43%	3.57%	7.82%	21.72%
	Amount of growth	0.82	4.03	4.40	0.65	-4.45	-0.05	-3.76
	Growth rate	0.54%	7.72%	16.73%	4.22%	-44.72%	-0.41%	-10.11%
Korea non-tour-group visitors	Amount of money	191.61	79.55	40.30	20.12	11.94	6.36	33.34
	Percentage	100.00%	41.52%	21.03%	10.50%	6.23%	3.32%	17.40%
	Amount of growth	-12.01	10.75	-5.70	-4.17	-4.31	-2.09	-6.49
	Growth rate	-5.90%	15.63%	-12.39%	-17.17%	-26.52%	-24.73%	-16.29%
Hong Kong/Macao non-tour-group visitors	Amount of money	186.91	72.29	40.19	15.89	8.92	9.92	39.70
	Percentage	100.00%	38.68%	21.50%	8.50%	4.77%	5.31%	21.24%
	Amount of growth	12.16	8.58	4.69	-4.21	-3.01	0.59	5.52
	Growth rate	6.96%	13.47%	13.21%	-20.95%	-25.23%	6.32%	16.15%
New Southbound 18 Countries non-tour-group visitors	Amount of money	159.95	66.00	34.02	15.61	6.78	4.33	33.21
	Percentage	100.00%	41.26%	21.27%	9.76%	4.24%	2.71%	20.76%
	Amount of growth	-1.32	6.30	2.42	-3.60	-3.86	-2.90	0.32
	Growth rate	-0.82%	10.55%	7.66%	-18.74%	-36.28%	-40.11%	0.97%
U.S.A non-tour-group visitors	Amount of money	238.51	97.27	46.29	26.86	17.46	9.68	40.95
	Percentage	100.00%	40.78%	19.41%	11.26%	7.32%	4.06%	17.17%
	Amount of growth	42.31	14.75	9.01	4.40	5.19	-0.64	9.60
	Growth rate	21.56%	17.87%	24.17%	19.59%	42.30%	-6.20%	30.62%
Europe non-tour-group visitors	Amount of money	199.01	99.25	42.23	21.89	9.25	7.01	19.38
	Percentage	100.00%	49.87%	21.22%	11.00%	4.65%	3.52%	9.74%
	Amount of growth	3.60	13.30	4.72	-1.65	-3.27	-1.30	-8.20
	Growth rate	1.84%	15.47%	12.58%	-7.01%	-26.12%	-15.64%	-29.73%

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 2023.

**Table 25** The average daily expenditure for each inbound non-tour-group visitor in 2024 - by main market (compared to 2019)

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	180.36	75.03	37.77	18.05	9.43	7.11	32.97
	Percentage	100.00%	41.60%	20.94%	10.01%	5.23%	3.94%	18.28%
	Amount of growth	-8.21	-7.00	-1.71	-1.22	3.62	3.73	-5.63
	Growth rate	-4.35%	-8.53%	-4.33%	-6.33%	62.31%	110.36%	-14.59%
Japan non-tour-group visitors	Amount of money	188.88	84.21	39.46	18.85	11.24	6.37	28.75
	Percentage	100.00%	44.59%	20.89%	9.98%	5.95%	3.37%	15.22%
	Amount of growth	-24.46	-28.20	-1.59	2.53	2.84	2.61	-2.65
	Growth rate	-11.47%	-25.09%	-3.87%	15.50%	33.81%	69.41%	-8.44%
Mainland China non-tour-group visitors	Amount of money	153.97	56.23	30.70	16.06	5.50	12.04	33.44
	Percentage	100.00%	36.52%	19.94%	10.43%	3.57%	7.82%	21.72%
	Amount of growth	-41.83	-16.36	-6.13	-4.74	-1.44	7.10	-20.26
	Growth rate	-21.36%	-22.54%	-16.64%	-22.79%	-20.75%	143.72%	-37.73%
Korea non-tour-group visitors	Amount of money	191.61	79.55	40.30	20.12	11.94	6.36	33.34
	Percentage	100.00%	41.52%	21.03%	10.50%	6.23%	3.32%	17.40%
	Amount of growth	-5.55	-22.12	0.36	3.16	8.55	2.87	1.63
	Growth rate	-2.81%	-21.76%	0.90%	18.63%	252.21%	82.23%	5.14%
New Southbound 18 Countries non-tour-group visitors	Amount of money	159.95	66.00	34.02	15.61	6.78	4.33	33.21
	Percentage	100.00%	41.26%	21.27%	9.76%	4.24%	2.71%	20.76%
	Amount of growth	-6.92	1.75	-1.87	-4.60	1.55	1.51	-5.26
	Growth rate	-4.15%	2.72%	-5.21%	-22.76%	29.64%	53.55%	-13.67%

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 26** The average daily expenditure of shopping details for each inbound non-tour-group visitor in 2024 - by 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	32.97	100.00%	28.75	100.00%	33.44	100.00%
Clothes or accessories	<b><u>6.86</u></b>	<b><u>20.81%</u></b>	2.46	8.57%	<b><u>5.45</u></b>	<b><u>16.31%</u></b>
Jewelry or jade	0.40	1.20%	0.32	1.10%	0.25	0.76%
Souvenirs or handicraft products	3.39	10.29%	<b>3.84</b>	<b>13.36%</b>	2.40	7.17%
Cosmetics or perfumes	1.69	5.14%	0.60	2.07%	2.59	7.76%
Local special products	<b>14.04</b>	<b>42.55%</b>	<b>15.79</b>	<b>54.90%</b>	<b>12.27</b>	<b>36.66%</b>
Tobacco or alcohol	1.32	4.01%	0.76	2.65%	1.90	5.67%
Cosmeceuticals or health food	0.69	2.10%	0.12	0.41%	2.70	8.07%
3C or electronic appliances	0.88	2.67%	0.21	0.74%	0.82	2.46%
Tea	<b>3.49</b>	<b>10.60%</b>	<b><u>4.36</u></b>	<b><u>15.18%</u></b>	<b>5.06</b>	<b>15.13%</b>
Others	0.21	0.63%	0.29	1.02%	0.00	0.01%

**Table 26** The average daily expenditure of shopping details for each inbound non-tour-group visitor in 2024 - by main market (continued 1)

Unit: USD

Shopping Details	All non-tour-group visitors		Korea non-tour-group visitors		Hong Kong/Macao non-tour-group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	32.97	100.00%	33.34	100.00%	39.70	100.00%
Clothes or accessories	<b>6.86</b>	<b>20.81%</b>	<b>7.96</b>	<b>23.87%</b>	<b>8.42</b>	<b>21.22%</b>
Jewelry or jade	0.40	1.20%	0.07	0.22%	0.02	0.05%
Souvenirs or handicraft products	3.39	10.29%	<b>3.77</b>	<b>11.31%</b>	<b>3.65</b>	<b>9.19%</b>
Cosmetics or perfumes	1.69	5.14%	0.64	1.91%	2.16	5.43%
Local special products	<b>14.04</b>	<b>42.55%</b>	<b>15.82</b>	<b>47.46%</b>	<b>20.21</b>	<b>50.90%</b>
Tobacco or alcohol	1.32	4.01%	1.47	4.40%	0.73	1.84%
Cosmeceuticals or health food	0.69	2.10%	0.43	1.28%	0.52	1.32%
3C or electronic appliances	0.88	2.67%	0.16	0.48%	0.27	0.68%
Tea	<b>3.49</b>	<b>10.60%</b>	2.93	8.79%	3.20	8.06%
Others	0.21	0.63%	0.09	0.28%	0.52	1.31%

**Table 26** The average daily expenditure of shopping details for each inbound non-tour-group visitor in 2024 - by main market (continued 2)

Unit: USD

Shopping Details	All non-tour-group visitors		New Southbound 18 Countries non-tour-group visitors		U.S.A non-tour-group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	32.97	100.00%	33.21	100.00%	40.95	100.00%
Clothes or accessories	<b>6.86</b>	<b>20.81%</b>	<b>10.52</b>	<b>31.67%</b>	3.02	7.37%
Jewelry or jade	0.40	1.20%	0.37	1.11%	2.09	5.11%
Souvenirs or handicraft products	3.39	10.29%	<b>2.49</b>	<b>7.49%</b>	<b>5.14</b>	<b>12.55%</b>
Cosmetics or perfumes	1.69	5.14%	2.42	7.30%	1.60	3.91%
Local special products	<b>14.04</b>	<b>42.55%</b>	<b>12.71</b>	<b>38.31%</b>	<b>10.95</b>	<b>26.77%</b>
Tobacco or alcohol	1.32	4.01%	0.97	2.91%	4.16	10.15%
Cosmeceuticals or health food	0.69	2.10%	0.60	1.82%	1.63	3.98%
3C or electronic appliances	0.88	2.67%	0.92	2.76%	3.88	9.47%
Tea	<b>3.49</b>	<b>10.60%</b>	2.12	6.37%	<b>8.24</b>	<b>20.11%</b>
Others	0.21	0.63%	0.09	0.26%	0.24	0.58%

**Table 26** The average daily expenditure of shopping details for each inbound non-tour-group visitor in 2024 - by main market (continued.)

Unit: USD

Shopping Details	All non-tour-group visitors		Europe non-tour-group visitors	
	Amount of money	Percentage	Amount of money	Percentage
Total	32.97	100.00%	19.38	100.00%
Clothes or accessories	<b>6.86</b>	<b>20.81%</b>	2.10	10.83%
Jewelry or jade	0.40	1.20%	0.00	0.00%
Souvenirs or handicraft products	3.39	10.29%	<b>4.18</b>	<b>21.63%</b>
Cosmetics or perfumes	1.69	5.14%	1.40	7.21%
Local special products	<b>14.04</b>	<b>42.55%</b>	<b>6.27</b>	<b>32.42%</b>
Tobacco or alcohol	1.32	4.01%	1.71	8.80%
Cosmeceuticals or health food	0.69	2.10%	0.37	1.89%
3C or electronic appliances	0.88	2.67%	1.02	5.24%
Tea	<b>3.49</b>	<b>10.60%</b>	<b>2.26</b>	<b>11.64%</b>
Others	0.21	0.63%	0.07	0.34%

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

**E. A total of 23.22% of the inbound visitors had used the tax refund service, and 99.48% of them thought the procedures were convenient.**

Among the inbound visitors surveyed, 23.22% had used the tax refund service, and 99.48% of them thought the procedures were convenient.

By main purpose of visit, 22.88% of inbound visitors with sightseeing as their main purpose had used the tax refund service, and 99.50% of them thought the procedures were convenient.

**Table 22** The tax refund conditions for the inbound visitors in 2024 – by main purpose  
Unit: %

Main Purpose	Applied for tax refund	Thought the procedures were convenient
All Purposes	23.22	99.48
Sightseeing	22.88	99.50
Business	23.21	99.49
International conference or exhibition	36.11	100.00
Visiting friends or relatives	23.65	99.31
Studies	20.00	100.00
Medical treatment	17.78	100.00
Others	17.24	100.00

Note: The sample size for visitors with studies purposes (5 persons), medical treatment (45 persons), and others (29 persons) is less than 50 persons; their values are for reference only.

## V. Analysis of Inbound Visitors' Satisfaction

**A. A total of 99% of the inbound visitors were satisfied with their overall experience in Taiwan.**

Inbound visitors were generally satisfied with Taiwan's tourism convenience, environment internationalization, and safety. Among all items, "Friendliness of Taiwan people" received the highest satisfaction score at 4.72.

**Table 28** The overall satisfaction of the inbound visitors during this trip to Taiwan in 2024

Item		Mean	Standard Deviation
Convenience	Local transportation	4.63	0.53
	Communication/Internet facilities	4.60	0.54
	Access to tourism information	4.58	0.54
	Entry permit and customs clearance procedures	4.40	0.60
Environment Internationalization	Friendliness of Taiwan people	4.72	0.48
	Clearness of road signs and public facilities signs	4.37	0.66
	Access to services in language	4.31	0.75
Safety	Safety of social environments	4.68	0.48
	Safety of recreational environment	4.62	0.53
	Safety of accommodation facilities	4.62	0.53
	Good food hygiene	4.49	0.60
Total	Overall satisfaction	4.61	0.50

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

**B. A total of 99.80% of the inbound visitors were willing to revisit Taiwan, and the likely purpose of their next trip would be sightseeing. A total of 99.89% of the inbound visitors will recommend friends or relatives to visit Taiwan.**

A total of 99.80% of the inbound visitors said they were willing to come back to Taiwan. Among them, the most likely purpose for their next visit would be sightseeing (78.66%), followed by business (10.31%) and visiting friends or relatives (9.61%). In addition, 99.89% of the inbound visitors stated that they would recommend friends or relatives to visit Taiwan.

**Table 29** The main purpose of the inbound visitors to revisit Taiwan in 2024

								Unit: %
Main purpose	Total	Sightseeing	Visit relatives/ friends	Business	International conference/ exhibition	Studies	Medical Treatment	Others
Percentage	100.00	78.66	10.31	0.70	9.61	0.03	0.61	0.08

**Table 30** The willingness of the inbound visitors to recommend friends or relatives to visit Taiwan in 2024

			Unit: %
Will you recommend friends or relatives to visit Taiwan	Total	Yes	No
Percentage	100.00	99.89	0.11

**C. Taiwan’s “culinary delights,” “night markets sightseeing,” “natural landscape,” “local friendliness and hospitality,” and “historical relics” were the most impressive parts of Taiwan for inbound visitors.**

The most impressive parts of Taiwan during this trip were culinary delights (90.66%), night markets sightseeing (76.01%), natural landscape (65.77%), local friendliness and hospitality (49.11%), and historical relics (35.88%), etc.

**Table 31** Ranking of the deepest impression of Taiwan as thought of by inbound visitors in 2024

Unit: %

Ranking	Item	Relative Percentage	Ranking	Item	Relative Percentage
1	Culinary delights	90.66	10	Hot springs	12.11
2	Night markets sightseeing	76.01	11	Religious culture	8.93
3	Natural landscape	65.77	12	Cycling fun	2.84
4	Local friendliness and hospitality	49.91	13	Book stores	2.04
5	Historical relics	35.88	14	Festival activities	1.51
6	Famous local products	29.27	15	Aboriginal culture	1.28
7	Convenience stores	28.81	16	The accommodation experience (hotels or guest houses, etc.)	1.25
8	Night life	19.70	17	Health care	1.22
9	Tourist spots (including amusement park)	12.57	18	Others	1.47

Note: This was a multiple-response question.

**D. A total of 93% of the inbound visitors were satisfied with their hotel accommodation, and 84% were satisfied with their stay at guest houses (or B&Bs).**

The main accommodation for the inbound visitors was hotels (89.71%), followed by the home of relatives or friends (15.88%), and guest houses (or B&Bs) (7.42%). The overall satisfaction rate (very satisfied & satisfied) was 93.56% for hotel stays and 84.72% for guest house (or B&B) stays.

**Table 32** Accommodation type of the inbound visitors in 2024

Unit: %

Accommodation Type	Relative Percentage
Hotel	<b>89.71</b>
The home of relatives or friends	<b>15.88</b>
Guest houses (or B&B)	<b>7.42</b>
Dormitory	0.41
Rental apartments	0.12
Temples, seminaries, or churches	0.06
Other	0.06

Note: This was a multiple-response question. The percentages represent the relative proportion of visitors who selected each type of accommodation, not the frequency of stays.

**E. A total of 99% of the inbound tour group visitors were satisfied with their overall impressions of the travel agencies and the services of the tour guides.**

A total of 98.54% of the inbound tour group visitors were satisfied with the services provided by the travel agencies and the tour guides, while only 0.24% expressed dissatisfaction.

**Table 33** Overall Satisfaction with the Local Travel Agencies and Tour Guide Services among Inbound Tour Group Visitors in 2024

Unit: %

Row Percentage	Total	Satisfaction Level			Neutral	Dissatisfaction Level		
		Total	Very satisfied	Satisfied		Total	Dissatisfied	Very dissatisfied
Overall satisfaction with local travel agencies and tour guide services	100.00	98.54	25.37	73.17	1.22	0.24	0.24	-

Notes: 1. "-" indicates no sample cases.

2. There were only two dissatisfied responses: one about meal arrangements and the other about the quality of guided explanations.

**F. The most commonly used means of transportation by inbound visitors in Taiwan were the MRT, taxis, and trains (Taiwan Railways). The overall satisfaction rate with the transportation services they used reached 98.34%.**

Among inbound visitors, the most frequently used means of transportation in Taiwan were the MRT (76.13%), followed by taxis (50.51%) and trains (37.33%). The overall satisfaction rate with the means of transportation they had taken or employed in Taiwan was 98.34%.

**Table 34** Modes of transportation used and satisfaction levels of inbound visitors in 2024

Unit: %	
Mode of Transportation	Relative Percentage of Usage
MRT	<b>76.13</b>
Taxi	<b>50.51</b>
Train	<b>37.33</b>
Bus	33.99
High Speed Rail	17.21
Coach	15.77
Uber(diversified taxi)	14.55
Ferry	5.79
Car rental	4.59
Public bicycles	3.10
Airplane	0.60
Other	16.54

Notes: 1. This was a multiple-response question. The percentages represent the relative proportion of visitors who selected each type of transportation, not the frequency of use.

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, hotel transfers, etc.

**Table 35** Overall satisfaction with the means of transportation taken or employed by inbound visitors in Taiwan in 2024

Unit: %								
Row Percentage	Total	Satisfaction Level			Neutral	Dissatisfaction Level		
		Total	Very satisfied	Satisfied		Total	Dissatisfied	Very dissatisfied
Overall satisfaction with the means of transportation taken or employed	100.00	98.34	57.42	40.92	1.00	0.66	0.60	0.06

Notes: A total of 44 respondents expressed dissatisfaction, with the most common complaint regarding public and private coaches (22 persons), followed by taxis (15 persons).

**G. A total of 81.10% of the inbound visitors expressed willingness to carry out low-carbon travels in the future.**

A total of 81.10% of the inbound visitors expressed that they are “willing” to carry out low-carbon travels in the future, while 15.89% answered “without any knowledge/no idea,” and only 3.01% indicated “unwilling.”

**Table 36** Willingness of Inbound Visitors to Carry Out Low-carbon Travels

				Unit: %
Willingness to Carry Out Low-carbon Travels	Total	Willing	Unwilling	Without any knowledge / No idea
Percentage	100.00	81.10	3.01	15.89

## **VI. Analysis of Basic Information on Inbound Visitors**

**A. The largest occupational group among inbound visitors was clerical support workers.**

Among inbound visitors, the largest occupational group was clerical support workers (19.01%), followed by professionals (15.88%) and service and sales workers (14.11%).

**B. The highest level of education among inbound visitors was college or university, while the most common annual income range was US\$15,000–29,999.**

The highest level of education among inbound visitors was college or university (68.64%). The average annual income of inbound visitors was approximately US\$29,938.76. The most common income range was US\$15,000–29,999 (25.00%), followed by US\$10,000–14,999 (18.02%), and US\$30,000–39,999 (16.30%).