2024 Survey of Travel by R.O.C. Citizens
Summary

Since 2020, the COVID-19 pandemic has significantly impact the world. It was not until 2022 that the situation began to ease, with countries gradually lifting lockdown restrictions and governments loosening various disease prevention measures. Daily life steadily returned to normal, and the tourism industry began to recover.

In 2024, domestic tourism remained strong. In the first quarter, the total number of domestic trips by citizens aged 12 and above increased by 8.48% compared with the same period in 2023. However, on April 3, a major earthquake struck Hualien, with aftershocks continuing and causing serious damage to local transportation and tourism. In the second quarter, visits to Eastern Taiwan declined, and the total number of domestic trips slightly decreased by 0.31% year-on-year. To encourage travel to Eastern Taiwan following the earthquake, the Tourism Administration introduced various incentive programs starting June 1, including discounts for individual travelers, group tour subsidies, transportation subsidies, and theme park ticket discounts. As a result, domestic trips rose by 8.77% in the third quarter compared with the same period in 2023. Starting in November, the government collaborated with all 22 local governments to promote the “Taiwan Tourism 100 Spotlights” campaign, leading to a 12.49% year-on-year increase in domestic trips during the fourth quarter. Overall, in 2024, the total number of domestic trips by citizens aged 12 and above increased by 7.39% compared with 2023 and by 31.16% compared with 2019.

Regarding outbound travel, after the travel agency group tour ban was lifted on October 13, 2022, data from the National Immigration Agency showed that outbound trips in 2024 increased by 42.84% compared with 2023[1], but remained 1.47% lower than in 2019.

This survey focused primarily on domestic travel, with outbound travel data provided as supplementary information. Data was collected quarterly through computer-assisted telephone interviews (CATI), supplemented by mobile phone and online interviews for existing samples. Stratified random sampling was used by administrative region, with a margin of error of ±1.3 percentage points at a 95% confidence level for each quarter. The number of valid domestic travel interviews was 6,049 in the first quarter, 6,038 in the second, 6,033 in the third, and 6,038 in the fourth. For outbound travel, valid interviews totaled 712 in the first quarter, 803 in the second, 847 in the third, and 800 in the fourth. The survey results are presented in two sections: “Important Indicators” and “Statistical Analysis”.

[1] Total number of outbound trips in 2024 was 16,849,683; 11,795,834 in 2023 and 17,101,335 in 2019.

I、Important Indicators of Domestic and Outbound Travel

Table 1 Domestic travel indicators Ⅰ

Item	2024	2023	Comparison
Domestic travel rate	90.8%	90.0%	Increased by 0.8 percentage points
Average number of trips per person	10.46 trips	9.79 trips	Increased by 0.67 trips
Total number of domestic trips by citizens	222,032,000 trips	206,747,000 trips	Positive Growth of 7.39%
Average number of days per trip	1.39 days/per trip	1.45 days/per trip	Decreased by 0.06 days/per trip
Trips taken during holidays and weekends	66.7%	67.7%	Decreased by 1.0 percentage points
Overall degree of satisfaction	98.8%	98.9%	Decreased by 0.1 percentage points (※)
Average expenditure per person per trip	NT$2,323 (US$72.35)	NT$2,396 (US$76.92)	NTD：Negative Growth of 3.05% (USD：Negative Growth of 5.94%)
Total expenditure on domestic travel by citizens	NT$515.8 billon (US$16.065 billon)	NT$495.4 billon (US$15.904 billon)	NTD：Positive Growth of 4.12% (USD：Positive Growth of 1.01%)

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$32.108 in 2024, NT$31.150 in 2023, depreciating 2.98% 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 Ⅱ

Item	2024	2019	Comparison
Domestic travel rate	90.8%	91.1%	Decreased by 0.3percentage points(※)
Average number of trips per person	10.46 trips	7.99 trips	Increased by 2.47 trips
Total number of domestic trips by citizens	222,032,000 trips	169,279,000 trips	Positive Growth of 31.16%
Average number of days per trip	1.39 days/per trip	1.51 days/ per trip	Decreased by 0.12 days/ per trip
Trips taken during holidays and weekends	66.7%	66.9%	Decreased by 0.2 percentage points (※)
Overall degree of satisfaction	98.8%	98.4%	Increased by 0.4 percentage points
Average expenditure per person per trip	NT$2,323 (US$72.35)	NT$2,320 (US$75.02)	NTD：Positive Growth of 0.13%(※) (USD：Negative Growth of 3.56%)
Total expenditure on domestic travel by citizens	NT$515.8 billon (US$16.065 billon)	NT$392.7 billon (US$12.698 billon)	NTD：Positive Growth of 31.35% (USD：Positive Growth of 26.52%)

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$32.108 in 2024, NT$30.925 in 2019, depreciating 3.68% 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 Ⅰ

Item	2024	2023	Comparison
Outbound travel rate	34.6%	24.2%	Increased by 10.4 percentage points
Total number of outbound trips by citizens (incl. children under 12 years old)	16,849,683 trips	11,795,834 trips	Positive Growth of 42.84%
Average number of outbound trips per person (incl. under 12 years old children)	0.72 trips	0.50 trips	Increased by 0.22 trips
Average nights of stay per trip	7.25 nights/per trip	7.84 nights/per trip	Decreased by 0.59 nights/per trip
Average expenditure per person per trip	NT$55,541 (US$1,730)	NT$60,481 (US$1,942)	NTD: Negative Growth of 8.17% (USD: Negative Growth of 10.92%)
Total expenditure on outbound travel	NT$935.8 billion (US$29.145 billion)	NT$713.4 billion (US$22.902 billion)	NTD: Positive Growth of 31.17% (USD: Positive Growth of 27.26%)

Note: 1.The data of "total number of outbound travel" and the "average nights of stay per trip" 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 trips per person = total number of outbound travel ÷ the total population in Taiwan.
5. Average expenditure per person per trip includes airfare, visa, accommodation and all other spending abroad, but does not include the spending before and after the trip.
6. The exchange rate was NT$32.108 in 2024, NT$31.150 in 2023, depreciating 2.98% 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 4 Outbound travel indicators Ⅱ

Item	2024	2019	Comparison between
Outbound travel rate	34.6%	35.2%	Decreased by 0.6 percentage points (※)
Total number of outbound trips by citizens (incl. children under 12 years old)	16,849,683 trips	17,101,335 trips	Negative Growth of 1.47%
Average number of outbound trips per person (incl. under 12 years old children)	0.72 trips	0.72 trips	Unchanged
Average nights of stay per trip	7.25 nights/per trip	7.87 nights/per trip	Decreased by 0.62 nights/ per trip
Average expenditure per person per trip	NT$55,541 (US$1,730)	NT$47,802 (US$1,546)	NTD: Positive Growth of 16.19% (USD: Positive Growth of 11.90%)
Total expenditure on outbound travel	NT$935.8 billion (US$29.145 billion)	NT$817.5 billion (US$26.435 billion)	NTD: Positive Growth of 14.47% (USD: Positive Growth of 10.25%)

Note: 1.The data of "total number of outbound travel" and the "average nights of stay per trip" 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 trips per person = total number of outbound travel ÷ the total population in Taiwan.

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

6. The exchange rate was NT$32.108 in 2023, NT$30.925 in 2019, depreciating 3.68% during the same period (Source: Central Bank of the Republic of China，https://www.cbc.gov.tw/tw/cp-520-36599-75987-1.html).

II、Statistical Analysis

A. Domestic Travel

1. **In 2024, citizens aged 12 and above made an estimated 222.03 million domestic trips, a 7.39 percentage points increase compared with 2023.** The average number of trips per person rose to 10.46, up 0.67 trips from 9.79 in 2023, and up 2.47 trips from 7.99 in 2019.

Table 5 Average number of domestic trips per person

Unit: trips

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year
2024	3.07	2.36	2.34	2.69	10.46
2023	2.85	2.38	2.16	2.40	9.79
2019	2.35	1.84	1.86	1.94	7.99

Table 6 The domestic trips of citizens

Unit: trips

item	2024					2023	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	65,088,000	50,073,000	49,687,000	57,184,000	222,032,000	206,747,000	169,279,000
Including children under age 12 in the same household	73,549,000	57,083,000	57,140,000	65,190,000	252,962,000	236,051,000	194,974,000

2. **In 2024, 90.8% of citizens traveled domestically, an increase from 90.0% in 2023.** According to the survey, 90.8% of citizens aged 12 and above took at least one domestic trip in 2024—up 0.8 percentage points from 2023, and no significant difference from 91.1% in 2019.

Table 7 Domestic travel rate

Unit: %

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Whole year
2024	75.2	70.1	71.4	74.0	90.8
2023	72.3	71.4	69.5	74.1	90.0
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" and increased, while travel during "National holidays" declined.** In 2024, 57.4% of domestic trips occurred on "Weekends." Compared with 2023, travel during "Weekends" and "Weekdays" increased by 2.1 and 1.0 percentage points, respectively, while "National holidays" saw a decrease of 3.1 percentage points. Compared with 2019, "Weekends" increased by 2.1 percentage points and "National holidays" decreased by 2.3 percentage points. In terms of travel purpose, 82.9% of trips in 2024 were for "Sightseeing, recreation, vacation," and 16.2% were for "Visiting friends and relatives." Compared with 2023, the purpose of travel remained relatively unchanged, but compared with 2019, the share of "Sightseeing, recreation, vacation" increased by 1.5 percentage points, while "Visiting friends and relatives" declined by 1.1 percentage points.(See Tables 8-9)

Table 8 Travel time for domestic travel

Unit: %

Travel time	2024					2023	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	23.3	10.8	1.2	1.5	9.3	12.4	11.6
Weekends (saturday or sunday)	48.7	56.0	61.9	63.1	57.4	55.3	55.3
Weekdays	28.0	33.2	36.9	35.4	33.3	32.3	33.2

Note: There were 21 national holidays in 2024, 32 national holidays in 2023, 28 national holidays in 2019.

Table 9 Purposes of domestic travel

Unit: %

Purpose	2024					2023	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	81.8	79.0	85.5	85.2	82.9	82.9	81.4
Business	0.5	1.0	1.0	0.8	0.8	0.7	1.2
Visiting friends and relatives	17.6	19.8	13.4	13.9	16.2	16.5	17.3
Health, wellness and medical tourism#	0.0	0.2	0.1	0.1	0.1	…	…
Other#	—	—	—	—	—	—	0.1

Note:"—" means no sample in the cell；"0.0" means the percentage is under 0.05%；"…" means this item is not an option；"#"means the samples was less than 30, not suitable for comparison.

4. **In 2024, one-day trips accounted for 74.8% of domestic travel, and the average duration of trips was 1.39 days:** In 2024, 63.4% of trips were taken within the travelers' residential area—up from 61.2% in 2023 and 55.7% in 2019. One-day trips accounted for 74.8% of domestic travel, marking a 3.7percentage points increase from 2023. Two-day and three-day trips comprised 16.5% and 6.5%, decreasing by 1.7 and 1.8 percentage points respectively from the previous year. Trips lasting four days or more made up just 2.2%. The average trip duration was 1.39 days, down from 1.45 days in 2023 and 1.51 days in 2019. Compared with 2019, one-day trips increased by 8.4 percentage points, while two-day and three-day trips declined by 5.4 and 2.4 percentage points, respectively. (See Tables 10-11)

Table 10 Regions visited by citizens in 2024

Unit: row %

Region Visited / Residential Area	Northern Taiwan	Central Taiwan	Southern Taiwan	Eastern Taiwan	Offshore Islands
The whole country	**41.2**	**29.1**	**28.3**	**4.0**	**1.0**
Northern Taiwan	70.1	19.2	10.5	2.6	0.6
Central Taiwan	19.3	57.4	23.1	2.5	0.8
Southern Taiwan	10.1	22.3	66.2	5.6	0.8
Eastern Taiwan	31.5	11.0	24.9	40.0	0.5#
Offshore Islands	26.0	9.6	20.2	0.9#	49.3

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.The percentage of the trips were within the travelers' residential area was 63.4% in 2024, 61.2% in 2023 and 55.7% in 2019.

Intra-residential area travel ratio = the total number of trips within their residential area ÷ total person-trips.

3. "#" means the sample was less than 30 and is not suitable for comparison.

Table 11 Number of domestic travel days

Unit: %

Number of domestic travel days	2024					2023 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	74.1	76.4	73.7	75.1	74.8	71.1	66.4
2 days	16.2	15.5	17.0	17.1	16.5	18.2	21.9
3 days	7.0	6.0	7.0	6.1	6.5	8.3	8.9
4 days or more	2.7	2.1	2.3	1.7	2.2	2.4	2.7
Average number of days per trip	1.41 days	1.36 days	1.41 days	1.37 days	1.39 days	1.45 days	1.51 days

5. **Growth in "1-day no accommodation" trips and most of the overnight travelers chose to stay in hotels:** In 2024, 74.8% of domestic trips were 1-day with no overnight accommodation, followed by hotel stays (13.1%). Compared with 2023, "1-day no accommodation" had a 3.7 percentage points increase, while stays in "Hotel" and "Homestay" had a 1.7 and 1.5 percentage points decrease, respectively. Compared with 2019, "1-day no accommodation" had a 8.4 percentage points increase, stays in "Hotel" , "Homestay" and "At friend's/ relative's" had a 4, 2.3 and 1.9 percentage points decrease, respectively.

Table 12 Main accommodation choices

Unit: %

Main accommodation choices	2024					2023 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	74.1	76.4	73.7	75.1	74.8	71.1	66.4
Hotel	13.4	11.5	14.1	13.2	13.1	14.8	17.1
Hostel	0.4#	0.5#	0.3#	0.3#	0.4	0.4	0.6
Homestay	4.7	5.8	6.5	5.3	5.5	7.0	7.8
Camping	0.9	0.9	0.7	1.2	0.9	1.3	1.0
At friend's/ relative's	6.5	4.8	4.5	4.7	5.1	5.3	7.0
Other#	0.1	0.1	0.1	0.1	0.1	0.2	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. **91.6% of the travelers planned their trips by themselves:** The majority of the trips were planned by the travelers themselves (91.6%), while all other types of trip planning accounted for less than 3%. Compared with 2023, "Package tours by travel agencies" decreased by 0.5 percentage points. Compared with 2019, "Trips planned by non-governmental organizations" and "Trips planned by village or senior citizen groups" decreased by 0.9 and 1 percentage points respectively, while "Package tours by travel agencies" increased by 3.1 percentage points. The main reasons for choosing "package tours by travel agencies" were "Do not have to drive" (64.8%) and "To save planning time" (62.7%). Compared with 2023, the reason "Attracted by the itinerary" decreased by 8.5 percentage points, while "To save planning time" increased by 5.1 percentage points. Compared with 2019, "Lack of transportation to the scenic site", "To save planning time" and "Do not have to drive" all increased by 9 to 19 percentage points. Regarding travel types, 10.2% of trips were "Group trips" showing no significant difference from 2023 but decreased 3.3 percentage points from 13.5% in 2019. (See Tables 13-16)

Table 13 Types of trips

Unit: %

Types of trips	2024					2023	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	1.7	1.8	1.7	2.2	1.8	2.3	1.9
Trips planned by schools or classes	0.2#	0.7	0.6#	0.3#	0.4	0.5	0.7
Trips planned by employers	0.6	1.4	1.1	1.5	1.2	1.2	1.5
Trips planned by religious groups	1.2	1.3	1.2	1.3	1.2	0.9	1.6
Trips planned by village or senior citizen groups	1.7	2.0	2.3	2.0	2.0	1.9	3.0
Trips planned by non-governmental organizations	0.8	0.8	0.9	1.2	1.0	1.2	1.9
Trips planned by other groups	0.7	0.8	1.0	0.6	0.7	0.7	0.8
Trips planned by travelers themselves	93.3	91.1	91.2	90.9	91.6	91.3	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 14 Itinerary products purchased by travelers planning their own trips

Unit: %

Buy any itinerary products		2024	2023	2019
Total		**100.0**	**100.0**	**100.0**
No		99.1	98.9	98.9
Yes		0.9	1.1	1.1
Items (multi-answer)	Half-day (one day, two days, etc.) itinerary tour	0.4	0.4	0.3
	Package	0.5	0.8	0.8
	Other	—	—	—

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

Table 15 Reasons for participating in package tours by travel agencies

Unit: %

Reasons for participating in package tours planned by travel agencies	2024	2023	2019
Do not have to drive	64.8	64.1	46.2
To save planning time	62.7	57.6	46.7
Attracted by the itinerary	52.2	60.7	58.0
Attracted by the price	42.8	44.4	39.5
Lack of transportation to tourist destinations	25.9	26.1	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 16 Individual or group trips

Unit: %

Individual or group trips	2024					2023	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	91.7	89.1	89.4	88.7	89.8	89.7	86.5
Group	8.3	10.9	10.6	11.3	10.2	10.3	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 common source of travel information; 13.1% of travelers purchased travel-related products online:** the most common source of travel information was "Internet and social media" (56.4%), followed by "Friends, relatives, colleagues or classmates" (45.2%). Compared with 2023, there was a 5.3 percentage points increase in travelers who "Did not collect information"; while other Information sources with no significant difference. Compared with 2019, "Did not collect information" with no significant difference, "Internet and social media" increased by 7.5 percentage points, while "Friends, relatives, colleagues or classmates" and "Electronic media" decreased by 2.9 and 1.5 percentage points, respectively. Additionally, 13.1% of travelers purchased travel-related products online, with no significant difference in 12.9% from 2023, and had a 0.7 percentage points increase from 12.4% in 2019, with "Hotel or homestay" being the most common product. (See Tables 17-19)

Table 17 Sources of travel information

Unit: %

Information sources	2024	2023	2019
Internet and social media	56.4	56.5	48.9
Friends, relatives, colleagues, classmates	45.2	44.5	48.1
Electronic media (TV/radio)	7.2	7.2	8.7
Printed media (newspaper/magazine)	2.0	2.3	2.9
Travel agencies	2.4	2.7	2.4
Visitor information center	0.3	0.3	0.4
Travel shows or exhibitions	0.3	0.3	0.3
Other	0.4	0.4	0.3

Note: 1.This is a multiple-answer question. Travelers who did not collect information prior to their travel were excluded.
2.60.4% travelers collected travel information in 2024, 65.7% in 2023 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 18 Used travel-related products purchased from the Internet

Unit: %

Used travel-related products purchased from the Internet	2024	2023	2019
Total	**100.0**	**100.0**	**100.0**
No	86.9	87.1	87.6
Yes	13.1	12.9	12.4

Table 19 Used items purchased from the Internet

Unit: %

Used items purchased from the Internet	2024	2023	2019
Hotel or homestay	62.2	71.2	81.7
Amusement park tickets	19.1	13.2	6.4
Taiwan High Speed Rail	16.8	12.9	8.2
Taiwan Railway	12.8	10.3	12.1
Plane tickets	3.1	3.0	2.9
Rental cars	2.5	2.2	1.1
Package tours	2.2	3.3	2.1
Other	5.5	5.4	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. **The most important factor influencing travel destination choices was "Transportation or connection convenience":** "Transportation or connection convenience" (28.1%) was the most important factor influencing travel destination choices. followed by "Stress relief, leisure and health" (20.9%) and "Local delicacies" (14.0%). Compared with 2023, "Stress relief, leisure and health", "Local delicacies" increased by 3.3 and 1.8 percentage points respectively; "Curiosity/never been there" decreased by 1.7 percentage points. Compared with 2019, "Transportation or connection convenience", "Theme activities", "Curiosity/never been there" deceased by 7.6, 4.3 and 2 percentage points respectively, while "Stress relief, leisure and health", "Local delicacies" increased by 7.2 and 6.2 percentage points respectively.

Table 20 Main factors for deciding where to visit (Degree of importance)

Unit: %, importance

Main factors	2024					2023	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	26.5 (1)	30.5 (1)	27.7 (1)	28.0 (1)	28.1 (1)	28.6 (1)	35.7 (1)
Stress relief, leisure and health	21.0 (2)	19.5 (2)	21.2 (2)	21.6 (2)	20.9 (2)	17.6 (2)	13.7 (2)
Local delicacies	14.6 (3)	13.7 (3)	14.1 (3)	13.5 (3)	14.0 (3)	12.2 (3)	7.8 (5)
Curiosity/never been there	8.7 (4)	9.4 (4)	10.6 (4)	8.6 (5)	9.3 (4)	11.0 (4)	11.3 (4)
Theme activities	9.0 (4)	9.0 (4)	7.6 (5)	10.9 (4)	9.1 (4)	9.8 (5)	13.4 (2)
Children's/teenager's preferences	5.4 (6)	7.1 (6)	7.3 (5)	5.7 (6)	6.3 (6)	6.5 (6)	5.9 (6)
Senior's preferences	3.6 (7)	2.8 (7)	2.4 (7)	2.6 (7)	2.9 (7)	2.7 (7)	2.8 (7)
Folk festivals	2.7 (9)	2.0 (8)	2.6 (7)	1.1 (9)	2.2 (7)	2.6 (7)	1.2 (9)
Less crowded attractions	…	…	…	…	…	2.5 (7)	…
Visiting exhibitions	1.8 (9)	2.3 (8)	2.7 (7)	2.7 (7)	2.4 (7)	2.1 (7)	2.0 (8)
New attractions/facilities	1.3 (9)	1.4 (10)	1.2 (10)	1.5 (9)	1.3 (10)	1.6 (11)	1.3 (9)
Sales promotion	0.8 (11)	1.0 (10)	0.8 (11)	1.0 (9)	0.9 (11)	1.0 (12)	…
free or reasonably priced						…	1.3 (9)
Supported by Citizen' Tour Card#	0.2 (12)	0.2 (12)	0.3 (13)	0.2 (12)	0.2 (11)	0.2 (13)	0.3 (13)
Tourism subsidy measures	0.1# (12)	0.1# (12)	0.7 (11)	0.6 (12)	0.4 (11)	0.2 (13)	1.8 (8)
Accessible facilities#	0.1 (12)	0.1 (12)	0.2 (13)	0.1 (12)	0.1 (11)	0.1 (13)	0.1 (13)
Other	4.5	—	—	—	2.0	2.9	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."—" 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.

9. **"Natural scenery sightseeing" remained the most common activity in domestic travel:** Among main recreational activities, "Natural scenery sightseeing activities" (57.0%) remained the most common activity, followed by "Other recreational activities (Shopping, watching movies, Photography, etc.)" (53.3%) and "Culinary activities" (47.3%). Looking into the details, most people traveled for "Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall."(52.4%), followed by "Shopping" (42.5%) and "Tasting local delicacies" (40.7%). Compared with 2023, "Other recreational activities (Shopping, watching movies, Photography, etc.)" and "Cultural experiencing activities" increased by 2.6 and 1.3 percentage points, respectively, while "Natural scenery sightseeing activities" saw a largest decrease at 6.4 percentage points. Compared with 2019, "Natural scenery sightseeing activities" also saw showed a largest decrease by 8.7 percentage points. (See Table 21)

Table 21 Main recreational activities

Unit: %

Recreational activities	2024	2023	2019
Natural scenery sightseeing activities	**57.0**	**63.4**	**65.7**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall	52.4(1)	58.0(1)	55.6(1)
Forest trail hiking, mountain climbing, camping, river tracing	39.9	44.5(2)	40.6
Animals (e.g. whale, firefly, bird, panda.)	7.6	8.6	7.5
Plants (e.g. flower , cherry blossom, maple leaves, giant trees)	13.1	15.1	17.5
Sunrise, snow, stars, and other astronomical phenomena	6.5	8.0	6.4
Cultural experiencing activities	**27.9**	**26.6**	**29.6**
Visiting cultural and historical sites	5.9	5.9	7.1
Attending festivals	1.5	1.0	1.7
Watching shows	2.2	2.1	2.0
Visiting cultural and arts exhibitions	4.9	5.0	5.0
Visiting activity exhibitions	2.6	2.6	3.0
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc.)	0.4	0.4	0.4
Indigenous culture experience	0.4	0.5	0.8
Hakka culture experience	0.3	...	…
Religious activities	11.6	9.7	9.2
Farm experience	1.7	1.8	1.9
Nostalgic experience	1.0	1.1	2.8
Visiting unique architectures	4.1	5.0	3.8
Popular movie/ TV drama filming sites	0.2	0.3	0.1

Table 21 Main recreation activities (Cont.)

Unit: %

Recreational activities	2024	2023	2019
Sports activities	**4.3**	**5.3**	**5.3**
Swimming, diving, surfing, water skiing, jet skiing	1.3	2.0	2.2
Whitewater rafting, boating	0.3	0.1	0.2
Fishing	0.2	0.2	0.2
Paragliding #	0.0	0.0	0.0
Ball Sports	0.3	0.3	0.3
Rock-climbing#	0.1	0.1	0.1
Grass skiing#	0.0	0.0	0.0
Cycling	2.0	2.4	2.4
Watching sports	0.2	0.3	0.1
Jogging/marathons#	0.1	0.1	0.1
Amusement park activities	**2.8**	**3.6**	**5.2**
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	1.7	1.9	2.8
Water amusement park activities	0.4	0.5	0.6
Watching shows/programs provided by the amusement park	1.2	1.7	2.2
Watching the theme display in the amusement park	0.7	0.8	0.7
Culinary activities	**47.3**	**50.5**	**48.5**
Tasting local delicacies	40.7(3)	43.9(3)	41.7(3)
Night market eateries	9.1	10.0	10.3
Enjoying tea, coffee or afternoon tea	9.1	10.1	7.1
Tasting Wellness food#	0.1	0.1	0.1
Food promotion and cooking activities#	0.0	0.1	0.0
Other recreational activities	**53.3**	**50.7**	**54.6**
Driving for fun (cars, motorcycle)	4.4	6.9	7.5
Hot spring (cool spring), spa	4.2	4.9	5.6
Shopping	42.5(2)	40.1	44.8(2)
Watching movies	2.0	1.6	1.1
Cruising/taking ferries	2.4	3.1	3.7
Enjoying scenery on cable car	0.5	0.7	0.7
Factory Tours	3.2	3.6	3.6
Hot-air balloon riding#	0.1	0.0	0.0
Photography	6.6	…	…
Other	1.5	1.5	1.2
Only visiting relatives and friends. No activities arranged	**9.8**	**9.0**	**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 no this item；“#” 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. **The most preferred activity among travelers was "Natural scenery sightseeing activities":** The most travelers preferred activity was "Natural scenery sightseeing activities" (39.2%), followed by "Other recreational activities (Shopping, watching movies, Photography, etc.)"(20.7%) and "Culinary activities" (18.8%). Looking into the details, the most preferred activity was "Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall, etc."(20.2%), followed by "Tasting local delicacies" (14.4%). Compared with 2023, preference for "Natural scenery sightseeing activities" decreased by 4.1 percentage points, while "Other recreational activities (Shopping, watching movies, Photography, etc.)" and "Cultural experiencing activities" increased by 2.6 and 2.1 percentage points, respectively. Compared with 2019, "Natural scenery sightseeing activities" decreased by 7.1 percentage points, while "Other recreational activities (Shopping, watching movies, Photography, etc.)", "Culinary activities" and "Cultural experiencing activities" increased by 3.6, 3.6 and 1.6 percentage points, respectively.

Table 22 Favorite recreational activities

Unit: %

Recreational activities	2024	2023	2019
Total	**100.0**	**100.0**	**100.0**
Natural scenery sightseeing activities	**39.2**	**43.3**	**46.3**
Coastal geological scenery, wetland ecology, rural scenery, river, lakes and waterfall.	20.0(1)	22.5(1)	24.0(1)
Forest trail hiking, mountain climbing, camping, river tracing	13.7	14.1(2)	13.8(2)
Animals (e.g. whale, firefly, bird, panda.)	2.0	2.0	2.0
Plants (e.g. flower, cherry blossom, maple leaves, giant trees)	2.1	2.5	4.2
Sunrise, snow, stars, and other astronomical phenomena	1.4	2.1	2.2
Cultural experiencing activities	**15.7**	**13.6**	**14.1**
Visiting cultural and historical sites	1.3	1.3	1.6
Attending festivals	0.7	0.6	1.1
Watching shows	1.3	1.0	0.9
Visiting cultural and arts exhibitions	2.5	2.1	1.9
Visiting activity exhibitions	1.5	1.3	1.4
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc.)	0.2	0.1	0.1
Indigenous culture experience#	0.1	0.1	0.2
Hakka culture experience#	0.1	…	…
Religious activities	6.2	4.9	4.4
Farm experience	0.8	0.8	0.7
Nostalgic experience	0.2	0.3	0.8
Visiting unique architectures	0.7	1.0	0.9
Popular movie/ TV drama filming sites#	0.0	0.0	0.0

Table 22 Favorite recreational activities (Cont.)

Unit: %

Recreational activities	2024	2023	2019
Sports activities	**2.6**	**2.8**	**2.8**
Swimming, diving, surfing, water skiing, jet skiing.	0.6	0.9	1.1
Whitewater rafting, boating#	0.1	0.0	0.1
Fishing#	0.2	0.1	0.1
Paragliding#	0.0	0.0	0.0
Ball Sports	0.2	0.2	0.2
Rock-climbing#	0.0	0.1	0.0
Grass skiing#	—	0.0	0.0
Cycling	1.2	1.1	1.2
Watching sports#	0.2	0.2	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	0.7	1.1
Water amusement park activities	0.3	0.2	0.2
Watching shows/programs provided by the amusement park#	0.3	0.4	0.4
Watching the theme display in the amusement park	0.3	0.3	0.2
Culinary activities	**18.8**	**18.3**	**15.2**
Tasting local delicacies	14.4(2)	14.0(2)	11.4(3)
Night market eateries	2.9	2.9	2.9
Enjoying tea, coffee or afternoon tea	1.4	1.5	0.9
Tasting Wellness food#	0.0	0.0	0.0
Food promotion and cooking activities#	—	0.0	0.0
Other recreational activities	**20.7**	**18.1**	**17.1**
Driving for fun(cars, motorcycle)	0.6	0.7	0.8
Hot spring (cool spring), spa	2.5	2.5	2.7
Shopping	12.9(3)	10.9	10.1
Watching movies	1.5	1.3	0.8
Cruising/taking ferries	0.8	0.9	0.9
Enjoying scenery on cable car#	0.2	0.2	0.3
Factory Tours	0.5	0.5	0.6
Hot-air balloon riding#	0.0	0.0	0.0
Photography	0.6	…	…
Other	1.0	1.0	0.9
No favorite activities	**1.5**	**2.3**	**2.4**

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

2. “0.0”means the percentage is under 0.05%, “—” means no sample in the cell, “…” means no this item, “#” 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", was more popular than other places:** In 2024, most domestic trips were to Northern Taiwan. Compared with 2023, visits to Northern Taiwan increased by 1.8 percentage points increase, In contrast, visits to Southern and Eastern Taiwan decreased by 0.9 and 1.5 percentage points, respectively, due to the impact of the Hualien earthquake and consecutive typhoons. Compared with 2019, visits to Northern Taiwan increased by 4.4 percentage points, while Central, Southern and Eastern Taiwan had a decrease by 2.1, 1 and 2.1 percentage points respectively. Among destinations, "Tamsui and Bali" consistently ranked as the most popular in 2019, 2023, and 2024. Additionally, "Pier-2 Art Center", "Anping (including the Old castle, Old streets and Matsu Temple)", "Eastern Taipei and Xinyi Shopping District", "Lukang (including the Matsu Temple, Old Street and Folk Museum)" and "Ximending" all rose popularity compared with 2023 and 2019. (See Tables 23-24)

Table 23 Region visited

Unit: %

Region visited	2024	2023	2019
Northern Taiwan	41.2	39.4	36.8
Central Taiwan	29.1	29.3	31.2
Southern Taiwan	28.3	29.2	29.3
Eastern Taiwan	4.0	5.5	6.1
Offshore Islands	1.0	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. Region visited accorded to the interviewees' answers about the places they visited, multiple attractions in the same trips, each region visited also included other cross-regional trips.

Table 24 Most visited places in Taiwan

Unit: %

2024		2023		2019	
Most visited places in Taiwan	Visit. ratio (%)	Most visited places in Taiwan	Visit. ratio (%)	Most visited places in Taiwan	Visit. ratio (%)
Tamsui/Bali	4.01	Tamsui/Bali	3.64	Tamsui/Bali	3.75
Pier-2 Art Center	2.69	Jiaoxi	3.12	Jiaoxi	3.41
Anping (including Old castle, Old streets and Matsu Temple)	2.55	Sun-Moon lake	2.77	Love River/Cijin/Sizihwan	3.10
Jiaoxi	2.55	Anping (including Old castle, Old streets and Matsu Temple)	2.73	Anping (including Old castle, Old streets and Matsu Temple)	2.75
Eastern Taipei and Xinyi Shopping District	2.45	Love River/Cijin/Sizihwan	2.49	Sun-Moon lake	2.64
Sun-Moon lake	2.33	Pier-2 Art Center	2.39	Fengchia Shopping District	2.47
Love River/Cijin/Sizihwan	2.28	Eastern Taipei and Xinyi Shopping District	2.08	Pier-2 Art Center	2.25
Lukang (including Matsu Temple, Old Street and Folk Museum)	2.08	Fengchia Shopping District	1.91	Luodong Night Market	2.13
Yizhong St. Shopping. District	2.02	Yizhong St. Shopping. District	1.77	Yizhong St. Shopping District	1.84
Ximending	1.87	Lukang (including Matsu Temple, Old Street and Folk Museum)	1.74	Lukang (including Matsu Temple, Old Street and Folk Museum)	1.64

Note：1. Visiting ratio = the number of trips made to this place ÷ total sampled travelers' number of tips.
2. The places being visited were specifically answered by the respondents.

12.**"Personal automobile" remained the main transportation for most travelers:** "Personal automobile" remained the main transportation for most travelers (60.7%), followed by "Mass rapid transit (MRT)" (11.7%). Compared with 2023, the used of "Mass rapid transit (MRT)", "Passenger bus (public or private)", "Taiwan railway" and "Taiwan high speed rail" increased by1.7, 1.7, 0.6 and 0.6 percentage points, respectively, while "Personal automobile" decreased by 3.8 percentage points. Compared with 2019, "Personal motorcycle", "Mass rapid transit (MRT)" and "Taiwan high speed rail" increased by 2.6, 2.5 and 0.8 percentage points, respectively; while "Personal automobile", "Tour bus" and "Passenger bus (public or private)" decreased by 3.2, 3.1 and 1.1 percentage points , respectively. (See Table 25).

Table 25 Main transportation for travel

Unit：%

Main transportation	2024 1st Quarter	2024 2nd Quarter	2024 3rd Quarter	2024 4th Quarter	2024 Whole year	2023 Whole year	2019 Whole year
Personal automobile	64.0 (1)	60.6 (1)	60.9 (1)	57.3 (1)	60.7 (1)	64.5 (1)	63.9 (1)
Tour bus	7.8	9.8	9.3	10.5	9.4	9.7 (2)	12.5 (2)
Large tour bus	7.5	9.1	8.9	10.1	8.9	9.1	…
Small tour bus	0.6	1.0	0.7	1.0	0.8	1.1	…
Passenger bus (public or private)	10.3 (2)	9.5 (3)	9.8 (3)	11.2 (3)	10.2 (3)	8.5	11.3 (3)
Rapid transit, Taiwan Tourist Shuttle Service	0.5	0.6	0.5	0.7	0.6	0.6	0.5
other public and private city buses	9.8	9.0	9.3	10.7	9.7	8.0	10.7
Personal motorcycle	7.9	7.4	7.8	7.6	7.7	7.3	5.1
Taiwan railway	7.5	8.3	8.0	9.1	8.2	7.6	8.6
Taiwan high speed rail	5.2	4.8	5.3	5.6	5.2	4.6	4.4
Mass rapid transit (MRT)	10.0 (2)	12.1 (2)	11.9 (2)	12.9 (2)	11.7 (2)	10.0 (2)	9.2
Airplane	0.7	1.2	1.1	0.7	0.9	1.0	1.2
Boat	1.1	2.4	1.8	1.0	1.6	1.9	2.2
Rental car/motorcycle (self-driven)	2.3	2.9	3.1	1.7	2.5	2.6	3.3
Rental car	1.0	0.7	1.0	0.7	0.8	0.8	…
Rental motorcycle	1.4	2.2	2.1	1.1	1.7	1.8	…
Taxi (Uber, chartered car)	2.4	2.6	3.0	2.8	2.7	2.5	2.7
Bicycle(public bicycles such as YouBike,etc)	1.7	1.8	1.7	1.7	1.7	1.7	1.0
Chartered Bus#	0.0	0.1	0.1	0.1	0.1	0.2	0.1
Cable car	0.3#	0.1#	0.1#	0.3#	0.2	0.2	0.3
Cruise	—	—	—	—	—	—	…
Light rail	1.2	1.3	1.1	0.9	1.1	0.7	…
Other	0.3#	0.6#	0.6	1.3	0.7	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.“Other” includes options like walking, school bus, hotel shuttle, walk etc.
4. “—” 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. **98.8% of travelers were satisfied with the places visited:** 98.8% of travelers reported satisfaction (combining "very satisfied" with "fairly satisfied") with the facilities and places they visited, with no significant change across regions compared with 2023 and 2019. Dissatisfaction (combining "very dissatisfied" with "fairly dissatisfied") remained low at 0.7%. The area with the highest dissatisfaction was "environmental management and maintenance".

Table 26 Satisfaction with places visited

Unit: %

Year	Total	Satisfied			Dissatisfied			No comment
		subtotal	very satisfied	fairly satisfied	subtotal	fairly dissatisfied	very dissatisfied	
2024	100.0	98.8	26.9	71.9	0.7	0.6	0.1	0.5
2023	100.0	98.9	27.3	71.6	0.6	0.6	0.1	0.5
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".

14. **In 2024, total domestic travel expenditure by citizens aged 12 and above was estimated at NT$515.8 billion, an increase 4.12% from 2023 and 31.35% from 2019:** Based on the survey, in 2024 the average expenditure per domestic trip was NT$2,323, with spending ranked from highest to lowest on "Food and beverage", "Transportation", "Shopping", "Lodging", "Entertainment" and "Other expenses". For travelers with overnight stays, the average per capita expenditure was NT$5,903, while for same-day round trips without overnight stays, it was NT$1,306. Group travelers spent an average of NT$3,527 per trip, including NT$1,661 for same-day trips and NT$6,287 for overnight trips. The total domestic travel expenditure by citizens aged 12 and above in 2024 was estimated at NT$515.8 billion, increase 4.12% from 2023, and 31.35% from 2019. Additionally, 18.2% of travelers used "Mobile payments," reflecting increases of 2.4 % from 2023 and 14.2% from 2019, with the most common use being for "Food and beverage". (See Tables 27-32)

Table 27 Average expenditure on domestic travel per person per trip

Unit: NT$, %

Item	2024				2023		2019	
	NT$	%	Growth rate with 2023	Growth rate with 2019	NT$	%	NT$	%
Total	**2,323**	**100.0**	**-3.0**	**0.1**	**2,396**	**100.0**	**2,320**	**100.0**
Transportation	511	22.0	-0.8	-9.9	515	21.5	567	24.4
Lodging	432	18.6	-14.3	-1.6	504	21.0	439	18.9
Food and beverage	663	28.5	-1.6	8.5	674	28.1	611	26.3
Entertainment	152	6.5	8.6	17.8	140	5.8	129	5.6
Shopping	499	21.5	1.8	0.6	490	20.5	496	21.4
Other expenses	66	2.8	-9.6	-15.4	73	3.0	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 28 Average expenditure on domestic travel per person per trip in 2024 ─According to overnight or 1-day trip

Unit: NT$

Item	Total	Overnight trip			1-day trip
		Total	Paid lodging	Free lodging	
Total	**2,323**	**5,348**	**5,903**	**3,232**	**1,306**
Transportation	511	1,109	1,114	1,092	310
Lodging	432	1,717	2,167	0	0
Food and beverage	663	1,325	1,377	1,128	440
Entertainment	15	310	354	140	99
Shopping	499	764	797	638	410
Other expenses	66	123	94	234	47

Note:“Free lodging” refers to those who stay at their relative’s/friend’s (98.1%) and at a hostel or camping with no need to pay for accommodations (1.9%).

Table 29 Group trip expenditure per person per trip in 2024

Unit: NT$

Item	Total	1-day trip	Overnight trip
Total	**3,527**	**1,661**	**6,287**
Transportation	690	380	1,150
Lodging	857	0	2,124
Food and beverage	517	286	860
Entertainment	362	202	599
Shopping	884	626	1,266
Other expenses	217	167	288

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 30 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
2024	NT$2,323	222,032,000 trips	NT$515.8 billion
2023	NT$2,396	206,747,000 trips	NT$495.4 billion
2019	NT$2,320	169,279,000 trips	NT$392.7 billion

Table 31 Used mobile payment during travel

Unit: %

Used mobile payment during travel	2024	2023	2019
Total	**100.0**	**100.0**	**100.0**
No	81.8	84.2	96.0
Yes	18.2	15.8	4.0

Table 32 Mobile payment item

Unit: %

Mobile payment item	2024	2023	2019
Transportation	27.3	28.0	17.3
Lodging	6.5	15.4	5.7
Food and beverage	76.8	75.8	73.8
Entertainment	9.5	9.0	4.0
Shopping	31.9	33.2	21.7
Other#	0.1	—	—

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; “0.0”means the percentage is under 0.05%；
“#”means the sample was less than 30 and is not suitable for comparison.
3. “Other” includes tour fee, insurance and medical etc.

15. **Group trips accounted for 10.2 % of total domestic travel, most of the group trips traveled on “Weekends” and “Weekdays”.** Most of the group trips traveled for 1 day (59.7%). The average duration for group trip was 1.57 days. 91.4% took a “Tour bus”. “Weekends” (54.2%) and “Weekdays” (43.5%) were the more popular day for group trips (See Table 33).

16. **Elderly travelers (aged 60 and above) accounted for 26.4% of total domestic travel, with 51.3% traveling on “Weekdays”, 23% traveled in groups and their top 2 modes of transportation were “Personal automobile” and “Tour bus”:** Most elderly travelers (77.4%) took 1-day trips primarily on “Weekdays” (51.3%). 23.3% o traveled in groups. “Personal automobile” (50.9%) was the main transportation, followed by “Tour bus” (22.1%). Compared with all citizens, elderly travelers had higher rates of traveling in groups, using “tour bus” and traveling on “Weekdays”, but a lower rate of overnight trips. In terms of spending, the average amount spent on “Shopping” per trip was NT$575, higher than the overall average of NT$499, and the

average expenditure for “Overnight trips” was NT$5,848, also higher than the NT$5,348 average for all citizens. (See Tables 33–34).

17. **Middle-aged travels (aged 40 to under 60) accounted for 36.3% of total domestic travel, with 63% traveling on “Weekends”, 92.3% taking “Individual trips” and “Personal automobile” was their main transportation.** 74.2% of middle-aged travelers took 1-day trips, primarily on “Weekdays” (63.0%). 92.3% of the middle-aged travel taking individual trips, while only 7.7% joined “Group trips”. Their main mode of transportation was “Personal automobile” (70.4%). Compared with all citizens, middle-aged travelers had higher rates of using “Personal automobile” and traveling on “Weekends,” but lower rates of “Group trips.” Their average expenditure on “One-day trips” was NT$1,364—the highest among all age groups—primarily spent on “Food and beverage” and “Shopping.”. (See Tables 33-34).

18. **Youth travelers (aged 20 to under 40) accounted for 29.8% of total domestic travel, with 63.9% traveling on “Weekends” and 96.9% taking “individual trips”. “Personal automobile” was their main transportation:** 71.7% of youth travelers took 1-day trips, primarily on “Weekdays” (63.9%). 96.9% travel taking individual trips, while only 3.1% joined “Group trips”. Their main mode of transportation was “Personal automobile” (60.7%), followed by “Mass rapid transit” (14.5%), “Personal motorcycle” (10.8%), “Taiwan railway” (10.6%), and “Passenger bus” (10.1%). Most youth trips (71.7%) were one-day trips. Compared with all citizens, youth travelers had higher rates of overnight trips and greater use of “Mass rapid transit,” “Personal motorcycle,” “Taiwan railway,” and “Taiwan high speed rail,” but lower rates of “Group trips.” In terms of spending, the average amount spent on “Entertainment” per trip was NT$202, higher than the overall average of NT$152, while the average expenditure on “Overnight trips” was NT$5,078, lower than the overall average of NT$5,348. (See Tables 33-34).

Table 33 Characteristic analysis of domestic travel in 2024

Items	All citizens			Elderly (26.4%)		
	Overall	Individual trip (89.2%)	Group trip (10.2%)	Overall	Individual trip (76.7%)	Group trip (23.3%)
One day	74.8%	76.6%	59.7%	77.4%	81.9%	62.6%
Two days or more	25.2%	23.4%	40.3%	22.6%	18.1%	37.4%
Average days of stay	1.39days	1.37 days	1.57 days	1.37 days	1.33 days	1.52 days
Personal automobile	60.7%	67.0%	5.2%	50.9%	65.3%	3.6%
Tour bus	9.4%	—	91.4%	22.1%	—	94.6%
Passenger bus	10.2%	10.8%	4.7%	12.6%	15.1%	4.2%
Personal motorcycle	7.7%	8.3%	1.9%	5.4%	6.8%	0.9%
Taiwan railway	8.2%	8.9%	2.6%	8.0%	9.8%	2.0%
Taiwan high speed rail	5.2%	5.6%	1.8%	4.3%	5.3%	1.1%
Mass rapid transit	11.7%	12.6%	3.6%	9.2%	11.5%	1.8%
Weekdays	57.4%	57.8%	54.2%	40.8%	39.5%	45.3%
Weekends	33.3%	32.2%	43.5%	51.3%	50.7%	53.2%
National holidays	9.3%	10.1%	2.2%	7.9%	9.8%	1.5%
Average expenditure per person per trip	NT$2,323	NT$2,185	NT$3,527	NT$2,335	NT$2,025	NT$3,352
Average expenditure for one-day trip	NT$1,306	NT$1,275	NT$1,661	NT$1,307	NT$1,238	NT$1,608
Average expenditure for over-night trip	NT$5,348	NT$5,163	NT$6,287	NT$5,848	NT$5,585	NT$6,266

Items	Middle-aged (36.3%)			Youth (29.8%)		
	Overall	Individual trip (92.3%)	Group trip (7.7%)	Overall	Individual trip (96.9%)	Group trip (3.1%)
One day	74.2%	75.8%	55.8%	71.7%	72.2%	55.4%
Two days or more	25.8%	24.2%	44.2%	28.3%	27.8%	44.6%
Average days of stay	1.39 days	1.37 days	1.62 days	1.40 days	1.40 days	1.60 days
Personal automobile	70.4%	75.6%	6.7%	60.7%	62.3%	12.4%
Tour bus	6.9%	—	90.6%	2.6%	—	83.4%
Passenger bus	6.6%	6.9%	4.0%	10.1%	10.3%	4.0%
Taiwan railway	6.9%	7.3%	2.8%	10.8%	11.0%	5.0%
Mass rapid transit	5.8%	5.9%	3.9%	10.6%	10.9%	2.8%
Personal motorcycle	4.3%	4.4%	2.7%	7.8%	8.0%	1.3%
Taiwan high speed rail	9.3%	9.8%	4.0%	14.5%	14.9%	2.5%
Weekdays	63.0%	62.6%	67.0%	63.9%	63.6%	74.8%
Weekends	26.8%	26.5%	30.6%	26.8%	27.0%	18.3%
National holidays	10.2%	10.9%	2.5%	9.3%	9.4%	6.9%
Average expenditure per person per trip	NT$2,416	NT$2,286	NT$3,985	NT$2,404	NT$2,368	NT$3,533
Average expenditure for one-day trip	NT$1,364	NT$1,333	NT$1,880	NT$1,352	NT$1,345	NT$1,636
Average expenditure for over-night trip	NT$5,446	NT$5,266	NT$6,636	NT$5,073	NT$5,030	NT$5,891

Note: 1"group trip" means "package tours by agencies", trips planned by employers, schools or classes, non- governmental organizations, religious groups, village, etc.
2. Elderly, defined as citizens over age 60, accounted for 26.4% of total domestic travel in the year.
3. Middle-aged, defined as citizens aged 40 to under 60, accounted for 36.3% of total domestic travel in the year.
4. Youth, defined as citizens aged 20 to under 40, accounted for 29.8% of total domestic travel in the year.

Table 34 Average expenditure on domestic travel per person per trip in 2024 ─According to age

Unit: NT$

item		Total	Transpor-tation	Lodging	Food and beverage	Entertain-ment	Shopping	Other expenses
All citizens	**Over all**	2,323	511	432	663	152	499	66
	One day trip	1,306	310	0	440	99	410	47
	Over-night trip	5,348	1,109	1,717	1,325	310	764	123
Elderly	**Over all**	2,335	507	428	597	122	575	106
	One day trip	1,307	315	0	396	65	448	83
	Over-night trip	5,848	1,163	1,893	1,283	318	1,008	183
Middle -aged,	**Over all**	2,416	517	450	696	137	539	77
	One day trip	1,364	312	0	463	87	452	50
	Over-night trip	5,446	1,104	1,746	1,368	281	789	158
Youth	**Over all**	2,404	552	453	730	202	437	30
	One day trip	1,352	336	0	483	146	366	21
	Over-night trip	5,073	1,099	1,603	1,356	346	616	53

Note：1.“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.

2. Elderly defined as citizens over age 60, Middle-aged, defined as citizens aged 40 to under 60, Youth, defined as citizens aged 20 to under 40.

B. Comparisons between Domestic and Outbound Travel

1. **Outbound travelers who also participated in domestic travel account for 97.2%, higher than those who travelled only domestically (87.5%).** In 2024, 90.8% of citizens participated in domestic travel, while 34.6% traveled overseas, with an average of 10.46 domestic trips and 0.72 outbound trips per person in the year. Regarding the impact of outbound travel on domestic travel, 97.2% of outbound travelers also engaged in domestic travel, compared with 87.5% of those who traveled solely within the country. Moreover, outbound travelers spent more per domestic trip (NT$2,640) than those who did not travel abroad (NT$2,274). Similarly, regarding the impact of domestic travel on outbound travel, domestic travelers were significantly more likely to travel overseas than non-domestic travelers (37.0% vs. 10.6%), although their average expenditure per outbound trip was lower (NT$53,324 vs. NT$62,212). (See Tables 35-37)

Table 35 Domestic vs. Outbound travel in 2024

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	24.8%	29.9%	28.6%	26.0%	9.2%	87.8%	86.8%	85.1%	87.2%	65.4%
Travelled	75.2%	70.1%	71.4%	74.0%	90.8%	12.2%	13.2%	14.9%	12.8%	34.6%
Average number of trips per person	3.07	2.36	2.34	2.69	10.46	0.17	0.18	0.19	0.18	0.72
Total number of trips	65,88,000 trips 73,549,000 trips (incl. children under 12 in the same household)	50,073,000 trips 57,083,000 trips (incl. children under 12 in the same household)	49,687,000 trips 57,140,000 trips (incl. children under 12 in the same household)	57,184,000 trips 65,190,000 trips (incl. children under 12 in the same household)	222,032,000 trips 252,962,000 trips (incl. children under 12 in the same household)	3,993,196 trips	4,275,156 trips	4,484,159 trips	4,097,172 trips	16,849,683 trips

Table 36 Domestic travel rate, average expenditure per person per trip and average number of days per trip in ─ "Outbound travel" vs. "Didn't travel outbound"

Status	2024			2023			2019		
	Domestic travel Rate (%)	Average expenditure per person per trip (NT$)	Average of days of per trip (day)	Domestic travel Rate (%)	Average expenditure per person per trip (NT$)	Average of days of per trip (day)	Domestic travel Rate (%)	Average expenditure per person per trip (NT$)	Average of days per trip (day)
Overall	**90.8%**	**NT$2,323**	**1.39days**	**90.0%**	**NT$2,396**	**1.45 days**	**91.1%**	**NT$2,320**	**1.51 days**
Outbound travel	97.2%	NT$2,640	1.44 days	96.0%	NT$3,050	1.56 days	95.1%	NT$2,884	1.62 days
Didn't travel outbound	87.5%	NT$2,274	1.38 days	88.2%	NT$2,330	1.44 days	88.9%	NT$2,240	1.49 days

Table 37 Outbound travel rate, average expenditure per person per trip and average number of nights per trip ─"Domestic travel" vs. "Didn't travel domestically"

Status	2024			2023			2019		
	Outbound travel Rate (%)	Average expenditure per person per trip (NT$)	Average of days per trip (night)	Outbound travel Rate (%)	Average expenditure per person per trip (NT$)	Average of days per trip (night)	Outbound travel Rate (%)	Average xpenditure pe person per trip (NT$)	Average of days per trip (night)
Overall	**34.6%**	**NT$55,541**	**6.95 nights**	**24.2%**	**NT$60,481**	**7.59nights**	**35.2%**	**NT$47,802**	**7.60 nights**
Domestic travel	37.0%	NT$53,324	6.61 nights	25.8%	NT$59,653	7.10nights	36.7%	NT$46,364	9.89 nights
Didn't travel domestically	10.6%	NT$62,212	7.99 nights	9.8%	NT$62,975	9.07nights	19.2%	NT$51,535	9.44 nights

Note：Average of days per trip (night) calculated based on the sample of respondents, include those spent on international travel and during stays across different regions.

2. **69.6% of outbound travelers did not reduce their domestic travel despite traveling abroad, with the primary factor influencing outbound travel being the "Length of vacation or time availab**le". In 2024, 69.6% of outbound travelers did not reduce their domestic travel despite traveling abroad. When planning outbound travel, 27.4% of citizens considered "Length of vacation or time available" as a key factor, followed by "Attractiveness of package tour itinerary" (16.4%) and "Budget available" (11.1%). Compared with 2023, considered "Attractiveness of itinerary (sightseeing or activity),", "Length of vacation or time available," and "Invitation from relatives or friends" increased by 4.1, 1.5 and 1.1 percentage points, respectively; while those citing "Cheap airfare or travel fee,", "Budget available,", "Consider the cost of outbound travel," and "Foreign currency exchange rates" decreased by 2.5, 1, 0.9 and 0.7 percentage points respectively. Compared with 2019, "Attractiveness of itinerary (sightseeing or activity)" and "Foreign currency exchange rates" increased by 1.5 and 0.7 percentage points, respectively; "Length of vacation or time available,", "Budget

available,”, “Invitation from relatives or friends,”, “Relieve stress,” and “Appropriate arrangement for work or family needs” decreased by 1 to 4 percentage points. Regarding the interaction between domestic and outbound travel, most citizens engaged in domestic but not outbound travel (57.2%), followed by those who engaged in both (33.6%), those with neither (8.2%), and those with only outbound travel (1.0%). (See Tables 38-40)

Table 38 Domestic travel reduced due to outbound travel

Unit:%

Item	2024	2023	2019
Total	**100.0**	**100.0**	**100.0**
Domestic travel not reduced	69.6	71.2	69.3
Domestic travel reduced due to outbound travel	30.4	28.8	30.7

Table 39 Factors affecting outbound travel decision

Unit:%

Item	2024	2023	2019
Total	**100.0**	**100.0**	**100.0**
Attractiveness of itinerary (sightseeing or activity)	16.4	12.3	14.9
Cheap airfare or travel fee	8.8	11.3	8.7
Length of vacation or time available	27.4	25.9	31.3
Budget available	11.1	12.1	14.2
Foreign currency exchange rates	1.7	2.4	1.0
Business needs	0.4	0.3	0.8
Health condition	3.3	3.4	3.4
Appropriate arrangement for work or family needs	3.3	3.1	4.1
Invitation from relatives or friends	6.7	5.6	9.6
Relieve stress	1.4	1.2	2.5
Consider the recover level of travel country	…	1.2	…
Consider the cost of outbound travel	2.4	3.3	…
Others	0.1#	0.6	0.2
No intention for outbound travel	17.1	17.2	9.2

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

2. “…” means this item is not an option; “─” means no sample in the cell.

3. This question should be answered based on the reasons affecting the respondent’s outbound travel decision, regardless of whether they have traveled abroad or not

Table 40 The cross relation between domestic and outbound travel

Unit: %

2024			
Outbound travel / Domestic travel	No	Yes	**Total**
No	8.2	1.0	**9.2**
Yes	57.2	33.6	**90.8**
	65.4	**34.6**	**100.0**
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:** Based on travel profiles, most domestic trips occurred in February, March, June, September, and December, while most outbound trips took place in June, July, and August. For both domestic and outbound travel, there were more female travelers than male. In terms of age, the median age of travelers on domestic trips was 47, while for outbound trips it was 42. The median monthly income of domestic travelers was NT$35,131, wqhich was lower than the NT$41,806 median monthly of outbound travelers. Regarding occupation, domestic travelers were more likely to be retirees, office support staff, housekeepers, technicians/assistants, and students, while outbound travelers were more commonly office support staff, students, professionals, technicians/assistants and retirees. (See Table 41)

Table 41 Characteristics of domestic vs. outbound travelers in 2024

Characteristics	Domestic travelers	Outbound travelers
Month	February (11.8%), March (10.1%), June (11.0%), September (10.8%) and December (11.8%)	June (9.3%), July (9.3%) and August (9.2%)
Gender	Males (48.4%), females (51.6%)	Males (46.3%), females (53.7%)
Age (median)	47	432
Monthly income (median)	NT$35,131	NT$41,806
Occupations	Retires (14.3%), Office support staff (12.8%), Housekeepers (12.2%), Technicians/assistants (11.7%), Students (10.4%).	Office support staff (14.7%), Students (13.4%), professionals (12.4%), Technicians/assistants (12.0%), Retires (11.6%).

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 primarily for sightseeing:** Most people travelled domestically for "Sightseeing, recreation or vacation purpose" (82.9%), followed by "Visiting friends or relatives" (16.2%). For outbound travel, most people went for "Sightseeing, recreation or vacation purpose" (84.9%), followed by the "Visiting friends and relatives" (7.3%) and "Business" (7.2%). The main factor influencing the choice of destination for outbound travel was "Relatives' or friends' invitation," followed by "Search of stress relief" and "Curiosity of different culture". (See Tables 42-43)

Table 42 Purpose of domestic vs. outbound travel

2024			
Domestic travel		Outbound travel	
Purpose	%	Purpose	%
Total	**100.0**	**Total**	**100.0**
Sightseeing, recreational, vacation	82.9	Sightseeing, recreational, vacation	84.9
Business	0.8	Business	7.2
Visiting friends and relatives	16.2	Visiting friends and relatives	7.3
Health, wellness and medical tourism#	0.1	Health, wellness and medical tourism#	0.0
Others	—	Short-term study#	0.5
		Others	—
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; "0.0"means the percentage was under 0.05%; "#"means the sample was less than 30 and is not suitable for comparison.
2 "Others" means participate in volunteer, sports, religious and other activities, etc.

Table 43 Main reason for sightseeing traveler deciding visiting country (area)

Unit:%

Main reason	2024	2023	2019
Total	**100.0**	**100.0**	**100.0**
Relatives' or friends' invitation	29.8	29.4	35.8
Search of stress relief	19.6	18.9	15.9
Curiosity of different culture	17.4	15.0	18.8
Shopping	8.5	7.4	2.9
Cheap touring expenses	5.3	6.4	8.3
A gift from employer	4.5	5.9	3.3
Special tourist activities	4.0	4.2	3.1
Accessibility	2.8	4.3	2.7
Tasting exotic cuisine	2.7	3.6	2.8
Historical legacy	2.7	2.0	3.1
Good recreational facilities	1.7	1.3	1.2
Religious factors#	0.8	0.4	0.9
Work factors#	—	—	0.4
Others#	0.2	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 2024, with 63.4% of domestic travelers choosing destinations within their residential area (see Table 10), and 90.6% of outbound travelers visiting Asian countries, particularly Japan (43.9%), followed by Mainland China (14.2%), Korea (7.1%), and Thailand (6.9%). Compared with 2023, visits to Mainland China increased, while visits to Korea and the U.S.A. decreased; compared with 2019, visits to Japan, Thailand, and Vietnam increased, while visits to Mainland China and the U.S.A. decreased. (See Table 44).

Table 44 Destination of outbound travel

Unit：%

Destination			2024		2023		2019	
Asia	Mainland China/Hong Kong/Macao	Hong Kong	18.6	3.5	15.1	3.0	27.5	3.6
		Mainland China		14.2(2)		11.3(2)		21.9(2)
		Macao		1.4		1.5		2.6
	Southeast Asia	Thailand	19.5	6.4	18.1	5.3	15.7	4.2
		Malaysia		2.3		3.1		2.1
		Singapore		1.7		1.9		1.9
		Indonesia		1.1		1.6		1.0
		Philippines		1.2		0.6#		1.8
		Vietnam		6.8		6.6		4.7
		Cambodia#		0.2		─		0.6#
		Myanmar#		─		0.0		0.1
	Northeast Asia	Japan	51.4	43.9(1)	54.3	44.1(1)	41.8	33.7(1)
		Korea		7.8(3)		10.5(2)		8.3(3)
	Central/S. Asia#	India#	0.1	0.1	0.1	0.1	0.2	0.2
	Others #		1.0	1.0	0.5	0.5	1.1	1.1
America		U.S.A.	2.5	2.1	4.2	3.4	4.4	3.6
		Canada#		0.4		1.4		0.6
		Others#		0.1		─		0.3
Europe		U.K.#	6.1	0.7	6.4	0.5	7.8	0.8
		Netherlands#		0.6		1.0		1.3
		Belgium#		0.5		0.6		0.8
		France#		0.8		1.0		1.4
		Germany		1.2		1.6		1.2
		Switzerland#		0.8		0.7		0.7
		Austria		1.3		1.3#		1.3
		Czech		1.1		1.0#		0.9
		Hungary#		0.4		0.5		0.3
		Italy#		0.9		1.1		0.5
		Greece#		0.2		0.1		0.2
		Spain#		0.7		0.5		1.1
		Others		2.1		2.1		3.1
Oceania		Australia	1.6	1.2	1.9	1.2#	2.0	1.2
		New Zealand#		0.3		0.7		0.7
		Palau#		0.1		─		0.0
		Others#		─		0.1		0.1
Africa#		South Africa	0.2	─	0.2	─	0.3	─
		Others#		0.2		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 with northern residents accounting for 47.3% of domestic travelers, followed by those from southern Taiwan (25.9%), while outbound travelers were even more concentrated in the north, with 53.5% from northern Taiwan, followed by 21.5% from the south and 20.9% from central Taiwan, making northern residents the primary source of both domestic and outbound travel.

Table 45 Residence region for domestic and outbound travelers' in 2024

Unit: %

Residence region	Domestic travel	Outbound travel
Total	**100.0**	**100.0**
Northern Taiwan	47.3	53.5
Central Taiwan	24.4	20.9
Southern Taiwan	25.9	21.5
Eastern Taiwan	1.7	1.5
Offshore Islands	0.7	2.7

7. **Most domestic and outbound travel was conducted by individuals:** 89.8% of domestic and 74.4% of outbound trips taken individually, while group travel accounted for 25.6% of outbound trips, a higher share than the 10.2% seen in domestic travel. The main reasons domestic travelers chose package tours through travel agencies were "Prior tour experiences with the agency," "Reasonable prices," and "Recommendation by relatives and friends," while outbound travelers cited "Relatives, company or school arrangements", "Reasonable prices," "Prior tour experiences with the agency," and " Recommendation by friends and relatives," as their top reasons. (See Tables 46-47)

Table 46 Type of Domestic vs. outbound travel in 2024

Unit: %

Type	Domestic travel	Outbound travel
Total	**100.0**	**100.0**
Individual travel	89.8	74.4
Group travel	10.2	25.6

Note: Individual travel in domestic travel means the trips 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 47 Reasons for deciding travel agency for domestic and outbound travel in 2024

Unit: %

Reasons	Domestic travel	Outbound travel
Prior travel experiences with the agency	50.6	27.0
Reasonable price	44.2	29.5
Recommendation by friends and relatives	40.0	26.9
Relatives, company or school arrangements	21.3	35.7
Travel agency's good reputation	19.2	17.7
Particular spots/itinerary only provided by this agency	11.0	8.0
Others#	—	0.2

Note：1. This is a multiple-answer question.
2. "—" means no sample in the cell; "#"means the sample was less than 30 and is not suitable for comparison
3. Others means "travel agency's coupon".

8. **In 2024, total domestic travel expenditure by ROC citizens was estimated at NT$515.8 billion, while outbound travel expenditure reached NT$ 935.8 billion:** For citizens age 12 and above, the average spending per domestic trip was NT$2,323, with of 222.03 million domestic trips taken during the year. The total domestic travel expenditure was therefore estimated at NT$515.8 billion. For outbound travel, the average spending per trip was NT$55,541, contributing to the NT$935.8 billion total. Additionally, the average pre- and post-trip spending per outbound trip was NT$2,941(covering expenses such as travel necessities, clothing, medicine, gifts for overseas relatives and friends, SIM cards, Wi-Fi rentals, transportation to and from airports or seaports, personal insurance, and post-trip costs like laundry and photo development.), bringing the total pre- and post-trip expenditure to an estimated NT$49.56 billion. (See Tables 48-49)

Tabl 48 Expenditure on domestic vs. outbound travel in 2024

Expenditure	Domestic travel (age 12 and above)	Outbound travel
Average expenditure per trip per person	NT$2,323 (+0.13%)	NT$55,541 (+16.19%)
Total number of travels	222,032,000 travels (+31.16%)	16,849,683 travels (-1.47%)
Total travel expenditure estimated	NT$515.8 billion (+31.35%) US$16.065 billion (+26.52%)	NT$935.8 billion (+14.47%) US$29.145 billion (+10.25%)

Note：1. Number inside parenthesis indicates growth rate from 2019.
2. Outbound travel expenditure includes international airline tickets, visa, lodging and all other spending in foreign counties.

Table 49 Average pre- and post-trip spending per outbound trip

Unit: NT$

Expense	2024	2023	2019
Total	**2,941**	**3,270**	**2,284**
Purchase of travel necessities prior to travel	1,361	1,577	1,076
Personal insurance expenses	701	717	517
Transportation between home and airport/harbor	817	900	665
Personal pandemic prevention expenses	…	24	...
Related expenses after returning home	62	52	26

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