

2025 Annual Survey Report on Visitors Expenditure and Trends in Taiwan

Summary

The Tourism Administration of the Ministry of Transportation and Communications (MOTC) conducts this survey to understand the motivations, trends, expenditure patterns, impressions, and opinions of visitors to Taiwan. The results serve as a reference for 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 "2025 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 subjects of this survey are foreign and overseas Chinese visitors who entered Taiwan between January 1 and December 31, 2025. The survey employed quota sampling to control sample characteristics and ensure representativeness. A total of 6,660 valid responses were collected from January to December. The sampling error is less than 0.012 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 Demographic Information on Inbound Visitors."

I. Related Indices of Inbound Visitors in Taiwan

8,574,547 persons.	Number of inbound visitors; a 9.12% increase compared to 2024 and a 27.73% decrease compared to 2019.
6.95 nights.....	Average length of stay (nights) for inbound visitors; 0.03 nights shorter than in 2024, but 0.75 nights longer than in 2019.
US\$185.14.....	Average per capita daily expenditure; a 1.26% increase compared to 2024, but a 5.50% decrease compared to 2019.
US\$11.033 billion	Total tourism expenditure by inbound visitors; a 10.02% increase compared to 2024, but a 23.44% decrease compared to 2019.
US\$1,287.....	Average per capita expenditure per trip; a 0.86% increase compared to 2024, and a 5.93% increase compared to 2019.
99%.....	Overall visitor satisfaction rate; on par with 2024, but 1 percentage point higher than in 2019.
42%.....	Percentage of inbound visitors who revisited Taiwan in the past three years.

Table 1 Related Indices of the Inbound Visitors in Taiwan - Comparison between 2025 and 2024

Indicator	2025	2024	Comparison
Number of inbound visitors	8,574,547 persons	7,857,686 persons	Increase of 716,861 persons (9.12% increase)
Average length of stay for inbound visitors	6.95 nights	6.98 nights	Decrease of 0.03 nights
Average per capita daily expenditure	US\$185.14 (NT\$5,770)	US\$182.83 (NT\$5,870)	Increase of US\$2.31 (1.26% increase); Decrease of NT\$100 (1.70% decrease)
Total tourism expenditure by inbound visitors (excluding international airfare)	US\$11.033 billion (NT\$343.857 billion)	US\$10.028 billion (NT\$321.967 billion)	Increase of US\$1.005 billion (10.02% increase); Increase of NT\$21.890 billion (6.80% increase)
Average per capita expenditure per trip	US\$1,287 (NT\$40,102)	US\$1,276 (NT\$40,975)	Increase of US\$11 (0.86% increase); Decrease of NT\$873 (2.13% decrease)
Overall visitor satisfaction rate	99.36%	99.49%	Decrease of 0.13 percentage points
Percentage of inbound visitors who revisited Taiwan ³	42.25%	53.67%	

Notes: 1. Data on the “Number of inbound visitors” and “Average length of stay for inbound visitors” were obtained from 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 2025 was 31.166, and in 2024 it was 32.108, based on official data published on the website of the Central Bank of the Republic of China (Taiwan).

3. The 2025 figure refers to the "percentage of inbound visitors who revisited Taiwan in the past three years," while the 2024 figure refers to the "percentage of inbound visitors who revisited Taiwan in the past five years."

Table 2 Related Indices of the Inbound Visitors in Taiwan - Comparison between 2025 and 2019

Indicator	2025	2019	Comparison
Number of inbound visitors	8,574,547 persons	11,864,105 persons	Decrease of 3,289,558 persons (27.73% decrease)
Average length of stay for inbound visitors	6.95 nights	6.20 nights	Increase of 0.75 nights
Average per capita daily expenditure	US\$185.14 (NT\$5,770)	US\$195.91 (NT\$6,059)	Decrease of US\$10.77 (5.50% decrease); Decrease of NT\$289 (4.77% decrease)
Total tourism expenditure by inbound visitors (excluding international airfare)	US\$11.033 billion (NT\$343.857 billion)	US\$14.411 billion (NT\$445.649 billion)	Decrease of US\$3.378 billion (23.44% decrease); Decrease of NT\$101.792 billion (22.84% decrease)
Average per capita expenditure per trip	US\$1,287 (NT\$40,102)	US\$1,215 (NT\$37,563)	Increase of US\$72 (5.93% increase); Increase of NT\$2,539 (6.76% increase)
Overall visitor satisfaction rate	99.36%	98.33%	Increase of 1.03 percentage points
Percentage of inbound visitors who revisited Taiwan in the past three years	42.25%	42.22%	Increase of 0.03 percentage points

Notes: 1. Data on the “Number of inbound visitors” and “Average length of stay for inbound visitors” were obtained from 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 2025 was 31.166, 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).

II. Analysis of Inbound Visitors' Plans

A. 63% of the inbound visitors came to Taiwan primarily for holiday, leisure, and recreation.

The primary purpose of inbound visitors to Taiwan was holiday, leisure, and recreation (63.28%), followed by visiting friends or relatives (20.11%) and business (12.30%), among others.

Table 3 The main purpose of the inbound visitors in 2025

Unit: Persons; %		
Main Purpose	Frequency	Percentage
Total	6,660	100.00
Holiday, leisure, and recreation	4,215	63.28
Business	819	12.30
International conference or exhibition	175	2.63
Visiting friends or relatives	<u>1,340</u>	<u>20.11</u>
Studies	13	0.20
Medical treatment	59	0.89
Others	39	0.59

B. About 65% of inbound visitors whose purpose was holiday, leisure, and recreation had seen tourism promotion advertisements or travel reports about Taiwan prior to their trip. The main information channels influencing their decision to visit Taiwan were social media, search engines, and word-of-mouth recommendations from friends or relatives, and travel blogs and online notes were the information content with the greatest influence.

Among the 5,828 inbound visitors whose primary or secondary purpose was holiday, leisure, and recreation, 64.77% had seen tourism promotion advertisements or travel reports about Taiwan prior to their trip. The main sources were social media (89.91%), search engines (70.99%), word-of-mouth recommendations from friends or relatives (50.20%), TV/radio (21.38%), and travel agency brochures and leaflets (15.95%), among others.

By place of residence, the proportion of inbound visitors who had seen tourism promotion advertisements or travel reports about Taiwan prior to their trip was highest among visitors from Germany/UK/France (85.25%), followed by Vietnam (84.84%), Thailand (82.94%), Malaysia (77.30%), Korea (76.89%), Singapore (73.80%), Japan (69.89%), Indonesia (67.03%), the Philippines (65.44%), Australia/New Zealand (65.17%), and India (64.00%).

Table 4 Percentage of inbound visitors whose purpose was holiday, leisure, and recreation who had seen tourism promotion advertisements or travel reports about Taiwan prior to their trip in 2025

Unit: %		
Seen or Not	Yes	No
Holiday, leisure, and recreation purpose	64.77	35.23

Note: This analysis is based on inbound visitors whose primary or secondary purpose was holiday, leisure, and recreation.

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 visitors' decisions to travel to Taiwan for holiday, leisure, and recreation.

Table 5 Degree of influence of tourism advertisements or travel reports on inbound visitors' decision to visit Taiwan in 2025

Unit: %	
Information Channel	Percentage of Influence
Total	100.00
Social media	37.48
Search engines	<u>31.49</u>
Word-of-mouth recommendations from friends or relatives	15.97
TV/radio	5.60
Travel agency brochures and leaflets	4.86
Newspapers, magazines, books	2.02
E-commerce platforms	1.10
Underground (subway), buses and bus stations, airplane and airport	0.69
International tourism exhibitions or special events	0.48
Outdoor advertisements or billboards	0.31

Notes: 1. This analysis is based on inbound visitors whose primary or secondary purpose was holiday, leisure, and recreation, 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 travel blogs and online notes (67.58%), followed by traveler reviews (59.31%), and photography or video records (54.99%).

Table 6 Information content that had the greatest influence on inbound visitors' decision to visit Taiwan in 2025

Unit: %

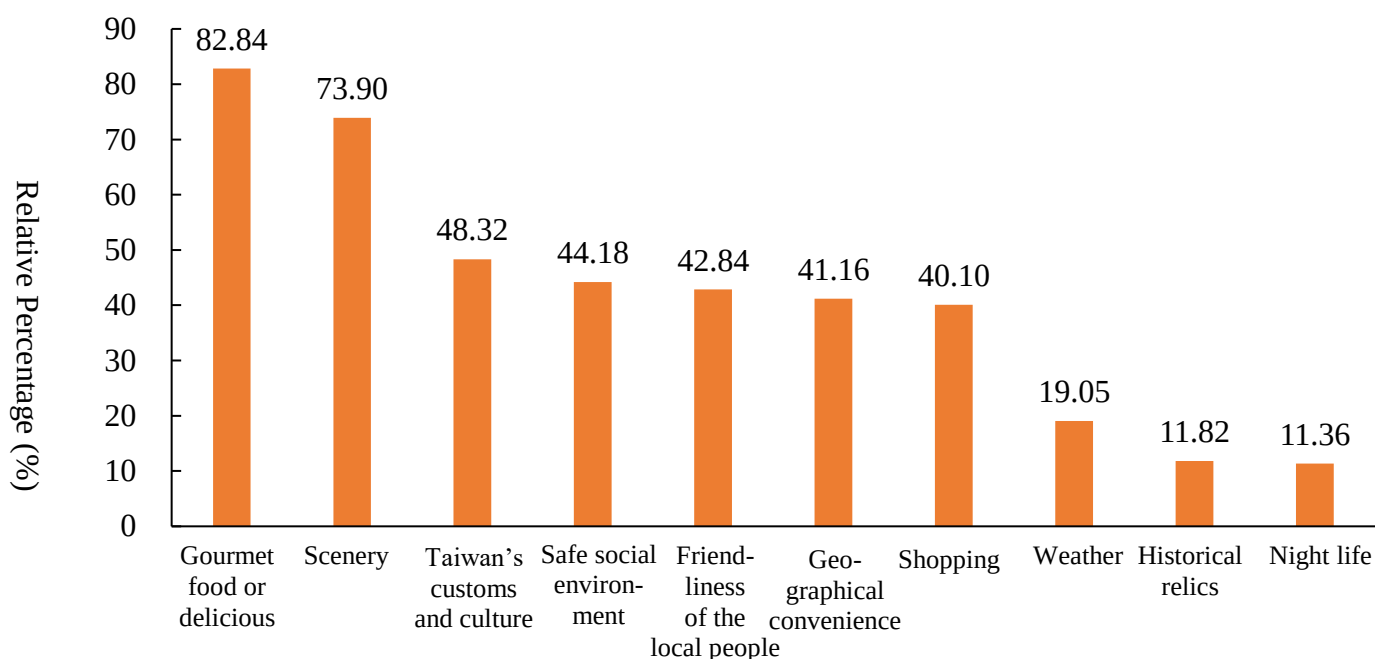
Information Content	Relative Percentage
Travel blogs and online notes	67.58
Traveler reviews	59.31
Photography or video records	54.99
Advertisements	20.40
Film and television programs	16.98
Travel magazines or reports	12.42
Incentives and preferential measures	5.03
Movies	4.72

Notes: 1. This was a multiple-response question.

2. This analysis is based on inbound visitors whose primary or secondary purpose was holiday, leisure, and recreation, 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 Taiwan for holiday, leisure, and recreation.

The main factors attracting visitors to Taiwan for holiday, leisure, and recreation were gourmet food or delicious snacks (82.84%), scenery (73.90%), Taiwan's customs and culture (48.32%), a safe social environment (44.18%), and the friendliness of the local people (42.84%), among others.



Note: This was a multiple-response question.

Figure 1 Top 10 reasons why inbound visitors decided to travel to Taiwan for holiday, leisure, and recreation in 2025

D. 76% 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 76.40%. The second most common arrangement was "group tour arranged through a travel agency (joined a tour group)", accounting for 9.83%.

By main purpose of visit, visitors across all purpose categories also predominantly 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 2025 - 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 or tickets	Without any arrangements through travel agencies/OTA for booking accommodations and tickets; joined 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	9.83	4.07	5.90	3.80	76.40
Holiday, leisure, and recreation	100.00	15.54	2.99	3.87	4.51	73.09
Business	100.00	-	7.20	20.27	0.73	71.80
International conference or exhibition	100.00	-	17.72	16.57	1.14	64.57
Visiting friends or relatives	100.00	-	2.54	1.12	4.03	92.31
Studies	100.00	-	61.54	7.69	-	30.77
Medical treatment	100.00	-	-	23.73	1.69	74.58
Others	100.00	-	33.33	12.82	-	53.85

Notes: 1. "-" indicates no sample data available.

2. Visitors whose purpose was studies (13 persons) had a sample size of fewer than 30; these figures are for reference only.

III. Analysis of Inbound Visitors' Behavior

A. 58% of inbound visitors were visiting Taiwan for the first time in the past three years.

Among the inbound visitors, 57.75% were visiting Taiwan for the first time within the past three years. This was followed by second-time visitors (25.63%), third-time visitors (10.53%), fourth-time visitors (3.15%), and those who had visited five times or more (2.94%).

Table 8 Number of times inbound visitors had visited Taiwan in the past three years (including this visit) in 2025

Unit: %	
Times	Percentage
Total	100.00
The first time	57.75
The second time	25.63
The third time	10.53
The fourth time	3.15
Five times or more	2.94

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 (86.88%), Taipei 101 (60.59%), Ximending (including the Red House) (57.55%), Chiang Kai-Shek Memorial Hall (46.52%), and Jiufen (42.55%), among others.

Among tourist night markets, the most frequently visited were Raohe Street Night Market (25.48%), followed by Ningxia Night Market (25.21%), and Shilin Night Market (23.57%).

Table 9 Ranking of the major scenic spots visited by inbound visitors in 2025

Unit: %

Ranking	Scenic Spot	Relative Percentage	Ranking	Scenic Spot	Relative Percentage
1	Night Markets	86.88	6	Xinyi Shopping District	41.13
2	Taipei 101	60.59	7	Pingxi	32.45
3	Ximending (Including the Red House)	57.55	8	Zhongshan Station Shopping District	31.38
4	Chiang Kai-Shek Memorial Hall	46.52	9	Longshan Temple	26.62
5	Jiufen	42.55	10	Dadaocheng	26.43

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

Table 10 Ranking of night markets visited by inbound visitors in 2025

Unit: %

Ranking	Night Market	Relative Percentage	Ranking	Night Market	Relative Percentage
1	Raohe Street Night Market	25.48	6	Yilan Luodong Night Market	4.80
2	Ningxia Night Market	25.21	7	Keelung Miaokou Night Market	4.20
3	Shilin Night Market	23.57	8	Nanjichang Night Market	4.14
4	Taichung Fengchia Night Market	8.05	9	Taichung Yizhong Street Night Market	3.92
5	Kaohsiung Liuhe Night Market	7.12	10	Kaohsiung Ruifeng Night Market	2.91

Notes: 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 inbound visitors.

Among the scenic spots visited by inbound visitors, "Sun Moon Lake" was the most favored (favorability rate of 38.18%), followed by "Jiufen" (23.18%), "Pier-2 Art Center" (21.69%), "Tamsui" (16.45%), and "Yangmingshan" (13.69%).

Table 11 Ranking of the favorite scenic spots visited by inbound visitors in 2025

Ranking	Scenic spot	Relative Percentage	Percentage favoring the scenic spot	Ranking	Scenic spot	Relative Percentage	Percentage favoring the scenic spot
1	Sun Moon Lake	15.81	38.18%	6	Yehliu	18.06	12.80%
2	Jiufen	42.55	23.18%	7	National Palace Museum	24.34	12.40%
3	Pier-2 Art Center	10.87	21.69%	8	Pingxi	32.45	12.12%
4	Tamsui	24.55	16.45%	9	Beitou	13.20	11.49%
5	Yangmingshan	11.52	13.69%	10	Taipei 101	60.59	9.69%

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) $\times$ 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 visited city/county among inbound visitors.

By city or county, the top destinations visited by inbound visitors were Taipei City (84.17%), followed by New Taipei City (59.38%), Nantou County (16.59%), Kaohsiung City (16.40%), Taichung City (15.65%), Yilan County (10.99%), and Tainan City (9.40%), among others.

By region, Northern Taiwan accounted for 87.78% of visits, followed by Southern Taiwan (23.96%), Central Taiwan (21.77%), Eastern Taiwan (2.66%), and the Offshore Islands (0.29%).

Table 12 Ranking of the cities and counties visited by inbound visitors in 2025

Unit: %

Ranking	City/County	Relative Percentage	Ranking	City/County	Relative Percentage
1	Taipei City	84.17	12	Hsinchu City	3.69
2	New Taipei City	59.38	13	Changhua County	2.03
3	Nantou County	16.59	14	Pingtung County	1.94
4	Kaohsiung City	16.40	15	Hualien County	1.79
5	Taichung City	15.65	16	Hsinchu County	1.40
6	Yilan County	10.99	17	Taitung County	1.11
7	Tainan City	9.40	18	Miaoli County	0.84
8	Taoyuan City	9.20	19	Yunlin County	0.57
9	Chiayi County	8.20	20	Penghu County	0.23
10	Keelung City	7.34	21	Kinmen County	0.05
11	Chiayi City	4.95	22	Lienchiang County	0.02

Note: This table is based on tourist attractions that respondents remembered having visited. Since itineraries may cover multiple counties/cities, the percentages exceed 100% in total.

Table 13 Ranking of primary areas visited by inbound visitors in 2025

Unit: %

Ranking	Area	Relative Percentage
1	Northern Taiwan	87.78
2	Southern Taiwan	23.96
3	Central Taiwan	21.77
4	Eastern Taiwan	2.66
5	Offshore Islands	0.29

Notes: 1. This table is based on scenic spots that respondents recalled visiting. Since itineraries may cover multiple regions, the percentages exceed 100% in total.

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.

Offshore Islands: Kinmen County, Lienchiang County, Penghu County.

E. "Shopping", "visiting night markets", and "visiting historical sites and relics" were the major activities of inbound visitors in Taiwan.

Inbound visitors most commonly engaged in shopping (93.50%) during their stay in Taiwan, followed by visiting night markets (87.12%), visiting historical sites and relics(64.58%), massage or acupressure (21.16%), and hiking/ trekking/ backpacking/ mountaineering (19.04%).

Table 14 Ranking of the activities inbound visitors participated in during their stay in Taiwan in 2025

Unit: %					
Ranking	Item	Relative Percentage	Ranking	Item	Relative Percentage
1	Shopping	93.50	10	Aquatic activities (including lake tour or diving etc.)	13.14
2	Night market	87.12	11	Leisure farm	11.95
3	Visiting historical sites and relics	64.58	12	Amusement park	7.57
4	Massage or acupressure	21.16	13	Cultural events (including concerts)	5.87
5	Hiking/trekking/backpacking /mountaineering	19.04	14	Festival activities (including religious activities, etc.)	3.50
6	Exhibitions	15.93	15	Tribal tourism	2.82
7	Hot spring soaking	15.36	16	Tourism factory	1.86
8	Eco tour (e.g., bird watching, flower viewing, or butterfly appreciation)	13.60	17	Health care	1.10
9	Pubs or night clubs	13.26	18	Sports or sporting competitions (including cycling trips, etc.)	0.54

Note: This was a multiple-response question.

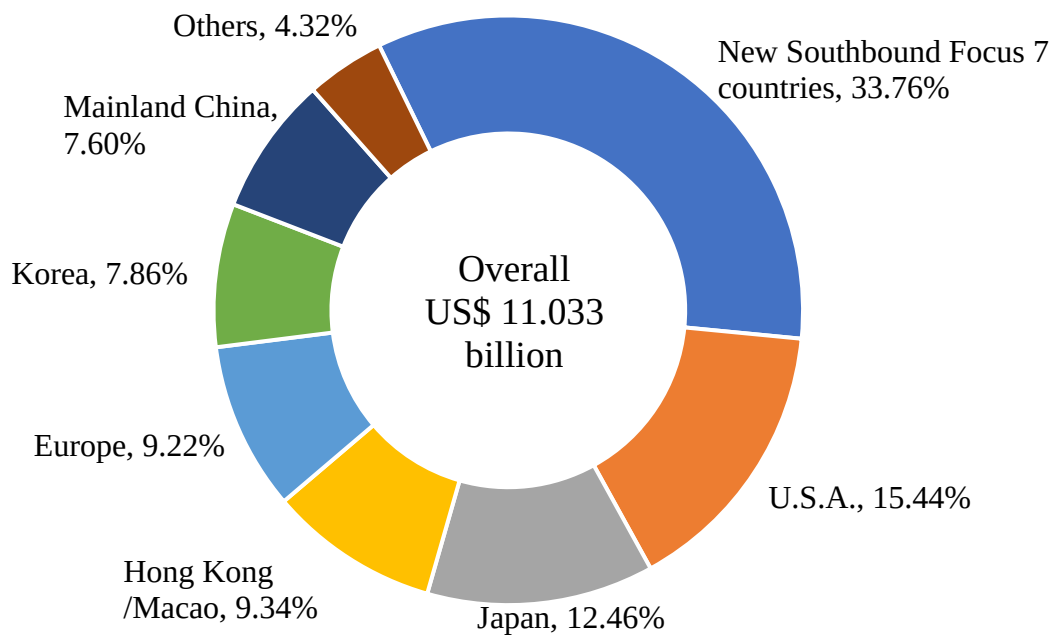
IV. Analysis of Inbound Visitors' Expenditure

A. In 2025, tourism expenditure by visitors to Taiwan amounted to US\$11.033 billion, up 10.02% from 2024, and recovered to 76.56% of its 2019 level.

In 2025, the number of inbound visitors was 8,574,547 persons, an increase of 9.12% compared to 2024. The average length of stay for all inbound visitors was 6.95 nights, a decrease of 0.03 nights compared to 2024. The average daily expenditure per visitor in Taiwan was estimated at US\$185.14, an increase of 1.26% compared to 2024. The total annual amount of visitors' expenditure was estimated at US\$11.033 billion, up 10.02% from 2024, and recovered to 76.56% of its 2019 level.

According to the analysis of the 7 main markets, the total expenditure by inbound visitors was highest from the New Southbound Focus 7 countries (US\$3.725 billion, accounting for 33.76% of the total), followed by the U.S.A. (US\$1.704 billion, 15.44%), Japan (US\$1.375 billion, 12.46%), Hong Kong/Macao (US\$1.030 billion, 9.34%), Europe (US\$1.017 billion, 9.22%), Korea (US\$0.867 billion, 7.86%), and Mainland China (US\$0.838 billion, 7.60%).

Among the 7 main markets, tourism expenditure increased compared to 2024 for all markets except Hong Kong/Macao, which decreased by 5.68%. The largest growth was from Europe (14.92%), followed by Mainland China (13.24%), Japan (12.43%), the New Southbound Focus 7 countries (12.33%), Korea (8.38%), and the U.S.A. (7.51%).



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 2025

Table 15 Total tourism expenditure by inbound visitors in Taiwan (compared to 2024) - by main market

Market	Number of inbound visitors (persons) (1)	Average length of stay (nights) (2)	Average daily expenditure per visitor (US\$) (3)	Total annual amount of visitors' expenditure (US\$ billion) (4)=(1)×(2)×(3) ÷1,000,000,000	Percentage (5)=(4) ÷11.033
All	8,574,547	6.95	185.14	11.033	100.00%
(Growth rate)	9.12%	-0.43%	1.26%	10.02%	
New Southbound Focus 7 Countries	2,578,396	8.85	163.24	3.725	33.76%
(Growth rate)	8.43%	2.55%	1.01%	12.33%	
U.S.A.	715,481	9.81	242.84	1.704	15.44%
(Growth rate)	9.86%	-3.73%	1.67%	7.51%	
Japan	1,483,176	4.73	195.98	1.375	12.46%
(Growth rate)	12.40%	-1.46%	1.48%	12.43%	
Hong Kong /Macao	1,310,139	4.19	187.71	1.030	9.34%
(Growth rate)	-0.06%	-6.05%	0.47%	-5.68%	
Europe	403,499	12.38	203.67	1.017	9.22%
(Growth rate)	15.29%	-2.29%	2.09%	14.92%	
Korea	1,016,520	4.13	206.41	0.867	7.86%
(Growth rate)	1.34%	2.48%	4.26%	8.38%	
Mainland China	637,060	8.44	155.92	0.838	7.60%
(Growth rate)	45.38%	-23.06%	1.27%	13.24%	

Notes: 1. Data on the “Number of inbound visitors” and “Average length of stay” were obtained from the National Immigration Agency, Ministry of the Interior, Republic of China (Taiwan).

2. The New Southbound Focus 7 countries include Singapore, Malaysia, Indonesia, the Philippines, Vietnam, Thailand, and India.

3. The "Growth Rate" is compared to that of 2024.

Table 16 Total tourism expenditure by inbound visitors in Taiwan (compared to 2019) - by main market

Market	Number of inbound visitors (persons) (1)	Average length of stay (nights) (2)	Average daily expenditure per visitor (US\$) (3)	Total annual amount of visitors' expenditure (US\$ billion) (4)=(1)×(2)×(3) ÷1,000,000,000	Percentage (5)=(4) ÷11.033
All	8,574,547	6.95	185.14	11.033	100.00%
(Growth rate)	-27.73%	12.10%	-5.50%	-23.44%	
New Southbound Focus 7 Countries	2,578,396	8.85	163.24	3.725	33.76%
(Growth rate)	-0.73%	16.60%	-	-	
U.S.A.	715,481	9.81	242.84	1.704	15.44%
(Growth rate)	18.25%	-3.54%	41.51%	61.36%	
Japan	1,483,176	4.73	195.98	1.375	12.46%
(Growth rate)	-31.59%	11.56%	-14.58%	-34.80%	
Hong Kong /Macao	1,310,139	4.19	187.71	1.030	9.34%
(Growth rate)	-25.48%	-0.71%	-10.01%	-33.42%	
Europe	403,499	12.38	203.67	1.017	9.22%
(Growth rate)	4.33%	14.74%	38.85%	66.18%	
Korea	1,016,520	4.13	206.41	0.867	7.86%
(Growth rate)	-18.19%	5.63%	2.20%	-11.62%	
Mainland China	637,060	8.44	155.92	0.838	7.60%
(Growth rate)	-76.53%	17.71%	-21.90%	-78.43%	

Notes: 1. Data on the “Number of inbound visitors” and “Average length of stay” were obtained from the National Immigration Agency, Ministry of the Interior, Republic of China (Taiwan).

2. The "Growth Rate" is compared to that of 2019. Since the New Southbound market classification changed from the "New Southbound 18 countries" in 2019 to the "New Southbound Focus 7 countries" in 2025, a comparison between the two years is not presented for this market.

B. In 2025, the average daily expenditure per visitor for all inbound visitors was US\$185.14, up 1.26% from 2024, and recovered to 94.50% of its 2019 level; tourism expenditure amounted to US\$11.033 billion, up 10.02% from 2024, and recovered to 76.56% of its 2019 level.

In 2025, the average daily expenditure per visitor in Taiwan was US\$185.14, of which hotel bills accounted for the largest share at US\$77.43 (41.82%), followed by meals excluding hotel meals at US\$39.19 (21.17%), and shopping at US\$33.92 (18.32%). Compared to 2024, the average daily expenditure per visitor for all visitors increased by US\$2.31 (up 1.26%). Within the expenditure structure, meals excluding hotel meals recorded the largest increase, up by US\$1.84 (up 4.93%), while local transportation recorded the largest decrease, down by US\$1.83 (down 9.53%).

Comparing the 4 main purposes of visit, visitors whose purpose was international conference or exhibition had the highest average daily expenditure (US\$274.51), followed by business (US\$235.38), holiday, leisure, and recreation (US\$190.20), and visiting friends or relatives (US\$123.85). In terms of shopping expenses, international conference or exhibition visitors had the highest spending (US\$38.42), followed by holiday, leisure, and recreation visitors (US\$34.44), business visitors (US\$33.26), and visitors visiting friends or relatives (US\$32.59). Compared to 2024, the average daily expenditure per visitor increased for visitors whose purpose was international conference or exhibition, holiday, leisure, and recreation, and visiting friends or relatives.

According to the analysis of the 7 main markets, visitors from the U.S.A. had the highest average daily expenditure (US\$242.84), followed by Korea (US\$206.41), Europe (US\$203.67), Japan (US\$195.98), Hong Kong/Macao (US\$187.71), the New Southbound Focus 7 countries (US\$163.24), and Mainland China (US\$155.92). In terms of shopping expenses, the order was Hong Kong/Macao (US\$42.25), Mainland China (US\$37.01), Korea (US\$36.10), the U.S.A. (US\$35.54), the New Southbound Focus 7 countries (US\$34.18), Japan (US\$30.93), and Europe (US\$18.96).

For the Japan market, the average daily expenditure per visitor was US\$195.98, an increase of US\$2.85 (up 1.48%) compared to 2024. Within the expenditure structure, hotel bills showed the largest increase, up by US\$4.06 (up 4.76%), while local transportation recorded the largest decrease, down by US\$3.83 (down 18.34%).

For the Mainland China market, the average daily expenditure per visitor was US\$155.92, an increase of US\$1.95 (up 1.27%) compared to 2024. Within the expenditure structure, shopping showed the largest increase, up by US\$3.57 (up 10.68%), while local transportation recorded the largest decrease, down by US\$3.02 (down 18.80%).

For the Korea market, the average daily expenditure per visitor was US\$206.41, an increase of US\$8.43 (up 4.26%) compared to 2024. Within the expenditure structure, meals excluding hotel meals showed the largest increase, up by US\$7.15 (up 18.47%), while local transportation recorded the largest decrease, down by US\$3.37 (down 14.96%).

For the Hong Kong/Macao market, the average daily expenditure per visitor was US\$187.71, an increase of US\$0.88 (up 0.47%) compared to 2024. Within the expenditure structure, shopping showed the largest increase, up by US\$1.86 (up 4.61%), while local transportation recorded the largest decrease, down by US\$2.51 (down 15.23%).

For the New Southbound Focus 7 countries market, the average daily expenditure per visitor was US\$163.24, an increase of US\$1.64 (up 1.01%) compared to 2024. Within the expenditure structure, entertainment showed the largest increase, up by US\$2.02 (up 31.46%), while hotel bills recorded the largest decrease, down by US\$2.07 (down 3.13%).

For the U.S.A. market, the average daily expenditure per visitor was US\$242.84, an increase of US\$3.98 (up 1.67%) compared to 2024. Within the expenditure structure, hotel bills showed the largest increase, up by US\$12.29 (up 12.61%), while shopping recorded the largest decrease, down by US\$5.31 (down 13.00%).

For the Europe market, the average daily expenditure per visitor was US\$203.67, an increase of US\$4.16 (up 2.09%) compared to 2024. Within the expenditure structure, entertainment showed the largest increase, up by US\$3.17 (up 33.94%), while meals excluding hotel meals recorded the largest decrease, down by US\$0.57 (down 1.35%).

Table 17 The average daily expenditure per visitor in 2025 - by main purpose of visit (compared to 2024)

		Unit: USD						
Main Purpose		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All	Amount of money	185.14	77.43	39.19	17.37	9.95	7.28	33.92
	Percentage	100.00%	41.82%	21.17%	9.38%	5.38%	3.93%	18.32%
	Amount of growth	2.31	1.17	1.84	-1.83	0.72	-0.05	0.46
	Growth rate	1.26%	1.53%	4.93%	-9.53%	7.80%	-0.68%	1.37%
Holiday, leisure, and recreation	Amount of money	190.20	79.41	41.60	18.34	10.91	5.50	34.44
	Percentage	100.00%	41.75%	21.87%	9.64%	5.74%	2.89%	18.11%
	Amount of growth	9.76	6.68	3.65	-1.22	0.68	-0.15	0.12
	Growth rate	5.41%	9.18%	9.62%	-6.24%	6.65%	-2.65%	0.35%
Business	Amount of money	235.38	129.62	37.10	21.29	9.10	5.01	33.26
	Percentage	100.00%	55.07%	15.76%	9.04%	3.87%	2.13%	14.13%
	Amount of growth	-36.27	-24.32	-4.44	-5.88	1.17	-0.91	-1.89
	Growth rate	-13.35%	-15.80%	-10.69%	-21.64%	14.75%	-15.37%	-5.38%
International conference or exhibition	Amount of money	274.51	134.21	59.89	21.92	13.59	6.48	38.42
	Percentage	100.00%	48.89%	21.82%	7.98%	4.95%	2.36%	14.00%
	Amount of growth	13.76	4.52	5.99	-2.25	4.02	-0.46	1.94
	Growth rate	5.28%	3.49%	11.11%	-9.31%	42.01%	-6.63%	5.32%
Visiting friends or relatives	Amount of money	123.85	33.21	30.85	11.75	7.28	8.17	32.59
	Percentage	100.00%	26.81%	24.91%	9.49%	5.88%	6.60%	26.31%
	Amount of growth	1.72	-0.70	-0.91	-0.88	0.51	1.12	2.58
	Growth rate	1.41%	-2.06%	-2.87%	-6.97%	7.53%	15.89%	8.60%

Notes: Both the “amount of growth” and the “growth rate” are compared with 2024.

Table 18 The average daily expenditure per visitor in 2025 - 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	185.14	77.43	39.19	17.37	9.95	7.28	33.92
	Percentage	100.00%	41.82%	21.17%	9.38%	5.38%	3.93%	18.32%
	Amount of growth	-10.77	0.81	0.71	-1.38	3.92	2.99	-17.82
	Growth rate	-5.50%	1.06%	1.85%	-7.36%	65.01%	69.70%	-34.44%
Holiday, leisure, and recreation	Amount of money	190.20	79.41	41.60	18.34	10.91	5.50	34.44
	Percentage	100.00%	41.75%	21.87%	9.64%	5.74%	2.89%	18.11%
	Amount of growth	-13.35	1.28	2.66	-0.49	4.14	1.23	-22.18
	Growth rate	-6.56%	1.64%	6.83%	-2.60%	61.15%	28.81%	-39.17%
Business	Amount of money	235.38	129.62	37.10	21.29	9.10	5.01	33.26
	Percentage	100.00%	55.07%	15.76%	9.04%	3.87%	2.13%	14.13%
	Amount of growth	12.90	6.40	-2.60	-3.76	5.23	3.19	4.45
	Growth rate	5.80%	5.19%	-6.55%	-15.01%	135.14%	175.27%	15.45%
International conference or exhibition	Amount of money	274.51	134.21	59.89	21.92	13.59	6.48	38.42
	Percentage	100.00%	48.89%	21.82%	7.98%	4.95%	2.36%	14.00%
	Amount of growth	92.53	53.48	31.41	3.81	11.25	-4.77	-2.65
	Growth rate	50.85%	66.25%	110.29%	21.04%	480.77%	-42.40%	-6.45%
Visiting friends or relatives	Amount of money	123.85	33.21	30.85	11.75	7.28	8.17	32.59
	Percentage	100.00%	26.81%	24.91%	9.49%	5.88%	6.60%	26.31%
	Amount of growth	6.65	3.68	-2.03	-1.19	3.45	3.89	-1.14
	Growth rate	5.67%	12.46%	-6.17%	-9.20%	90.08%	90.89%	-3.38%

Notes: Both the “amount of growth” and the “growth rate” are compared with 2019.

Table 19 The average daily expenditure per visitor in 2025 - by main market
(compared to 2024)

		Unit: USD						
Main Market		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All	Amount of money	185.14	77.43	39.19	17.37	9.95	7.28	33.92
	Percentage	100.00%	41.82%	21.17%	9.38%	5.38%	3.93%	18.32%
	Amount of growth	2.31	1.17	1.84	-1.83	0.72	-0.05	0.46
	Growth rate	1.26%	1.53%	4.93%	-9.53%	7.80%	-0.68%	1.37%
Japan	Amount of money	195.98	89.39	41.13	17.05	10.15	7.33	30.93
	Percentage	100.00%	45.61%	20.99%	8.70%	5.18%	3.74%	15.78%
	Amount of growth	2.85	4.06	1.83	-3.83	-0.47	-0.22	1.48
	Growth rate	1.48%	4.76%	4.66%	-18.34%	-4.43%	-2.91%	5.03%
Mainland China	Amount of money	155.92	57.22	33.97	13.04	5.50	9.18	37.01
	Percentage	100.00%	36.70%	21.79%	8.36%	3.52%	5.89%	23.74%
	Amount of growth	1.95	0.99	3.27	-3.02	0.00	-2.86	3.57
	Growth rate	1.27%	1.76%	10.65%	-18.80%	0.00%	-23.75%	10.68%
Korea	Amount of money	206.41	87.35	45.87	19.16	11.47	6.46	36.10
	Percentage	100.00%	42.32%	22.22%	9.28%	5.56%	3.13%	17.49%
	Amount of growth	8.43	4.89	7.15	-3.37	-0.65	-0.98	1.39
	Growth rate	4.26%	5.93%	18.47%	-14.96%	-5.36%	-13.17%	4.00%
Hong Kong /Macao	Amount of money	187.71	71.65	40.05	13.97	8.60	11.19	42.25
	Percentage	100.00%	38.17%	21.34%	7.44%	4.58%	5.96%	22.51%
	Amount of growth	0.88	-1.01	0.98	-2.51	0.12	1.44	1.86
	Growth rate	0.47%	-1.39%	2.51%	-15.23%	1.42%	14.77%	4.61%
New Southbound Focus 7 Countries	Amount of money	163.24	64.14	35.30	16.55	8.44	4.63	34.18
	Percentage	100.00%	39.29%	21.62%	10.14%	5.17%	2.84%	20.94%
	Amount of growth	1.64	-2.07	1.64	-0.16	2.02	0.16	0.05
	Growth rate	1.01%	-3.13%	4.87%	-0.96%	31.46%	3.58%	0.15%
U.S.A.	Amount of money	242.84	109.74	46.03	25.40	17.36	8.77	35.54
	Percentage	100.00%	45.19%	18.95%	10.46%	7.15%	3.61%	14.64%
	Amount of growth	3.98	12.29	-0.36	-1.54	-0.20	-0.90	-5.31
	Growth rate	1.67%	12.61%	-0.78%	-5.72%	-1.14%	-9.31%	-13.00%
Europe	Amount of money	203.67	100.43	41.69	22.78	12.51	7.30	18.96
	Percentage	100.00%	49.31%	20.47%	11.19%	6.14%	3.58%	9.31%
	Amount of growth	4.16	1.06	-0.57	0.77	3.17	0.28	-0.55
	Growth rate	2.09%	1.07%	-1.35%	3.50%	33.94%	3.99%	-2.82%

Notes: 1. The New Southbound Focus 7 countries include Singapore, Malaysia, Indonesia, the Philippines, Vietnam, Thailand, and India.

2. Both the “amount of growth” and the “growth rate” are compared with 2024.

Table 20 The average daily expenditure per visitor in 2025 - by main market
(compared to 2019)

		Unit: USD						
Main Market		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All	Amount of money	185.14	77.43	39.19	17.37	9.95	7.28	33.92
	Percentage	100.00%	41.82%	21.17%	9.38%	5.38%	3.93%	18.32%
	Amount of growth	-10.77	0.81	0.71	-1.38	3.92	2.99	-17.82
	Growth rate	-5.50%	1.06%	1.85%	-7.36%	65.01%	69.70%	-34.44%
Japan	Amount of money	195.98	89.39	41.13	17.05	10.15	7.33	30.93
	Percentage	100.00%	45.61%	20.99%	8.70%	5.18%	3.74%	15.78%
	Amount of growth	-33.44	-21.01	-3.11	-2.31	0.23	0.99	-8.23
	Growth rate	-14.58%	-19.03%	-7.03%	-11.93%	2.32%	15.62%	-21.02%
Mainland China	Amount of money	155.92	57.22	33.97	13.04	5.50	9.18	37.01
	Percentage	100.00%	36.70%	21.79%	8.36%	3.52%	5.89%	23.74%
	Amount of growth	-43.71	3.67	4.61	-2.63	-0.31	5.20	-54.25
	Growth rate	-21.90%	6.85%	15.70%	-16.78%	-5.34%	130.65%	-59.45%
Korea	Amount of money	206.41	87.35	45.87	19.16	11.47	6.46	36.10
	Percentage	100.00%	42.32%	22.22%	9.28%	5.56%	3.13%	17.49%
	Amount of growth	4.45	-10.23	5.35	1.43	6.98	0.60	0.32
	Growth rate	2.20%	-10.48%	13.20%	8.07%	155.46%	10.24%	0.89%
Hong Kong /Macao	Amount of money	187.71	71.65	40.05	13.97	8.60	11.19	42.25
	Percentage	100.00%	38.17%	21.34%	7.44%	4.58%	5.96%	22.51%
	Amount of growth	-20.87	-7.90	-6.23	-6.64	2.98	7.14	-10.22
	Growth rate	-10.01%	-9.93%	-13.46%	-32.22%	53.02%	176.30%	-19.48%
U.S.A.	Amount of money	242.84	109.74	46.03	25.40	17.36	8.77	35.54
	Percentage	100.00%	45.19%	18.95%	10.46%	7.15%	3.61%	14.64%
	Amount of growth	71.23	36.50	5.50	6.69	11.97	3.97	6.60
	Growth rate	41.51%	49.84%	13.57%	35.76%	222.08%	82.71%	22.81%
Europe	Amount of money	203.67	100.43	41.69	22.78	12.51	7.30	18.96
	Percentage	100.00%	49.31%	20.47%	11.19%	6.14%	3.58%	9.31%
	Amount of growth	56.99	25.14	9.60	3.83	7.29	5.30	5.83
	Growth rate	38.85%	33.39%	29.92%	20.21%	139.66%	265.00%	44.40%

Notes: Both the “amount of growth” and the “growth rate” are compared with 2019.

C. In 2025, the average daily expenditure per inbound tour group visitor in Taiwan was US\$216.50, up 7.72% from 2024, and recovered to 96.71% of its 2019 level.

In 2025, the average daily expenditure per inbound tour group visitor in Taiwan was US\$216.50, up 7.72% from 2024, and recovered to 96.71% of its pre-pandemic level in 2019. Within the expenditure structure, hotel bills accounted for the largest share at US\$83.57 (38.60%), followed by meals excluding hotel meals at US\$42.79 (19.76%).

Based on an analysis of the 4 main markets, in 2025, inbound tour group visitors from Japan had the highest average daily expenditure at US\$227.07 per person, followed by Korea (US\$221.58), Hong Kong/Macao (US\$195.88), and the New Southbound Focus 7 countries (US\$191.35). In terms of shopping expenses, the rankings were: inbound tour group visitors from Hong Kong/Macao (US\$42.98), the New Southbound Focus 7 countries (US\$41.63), Korea (US\$41.58), and Japan (US\$35.18).

Based on the breakdown of shopping expenses, inbound tour group visitors overall spent the most on local special products, accounting for 39.64%, followed by tea at 19.71%, and souvenirs or handicraft products at 11.70%. Inbound tour group visitors from Japan spent the most on local special products and tea, each accounting for 37.38%, with souvenirs or handicraft products ranking third at 11.00%. Inbound tour group visitors from Korea spent the most on local special products, accounting for 44.85%, followed by tobacco or alcohol at 18.06%, and tea at 17.05%. Inbound tour group visitors from Hong Kong/Macao spent the most on local special products, accounting for 47.39%, followed by tea at 28.94%, and souvenirs or handicraft products at 8.26%. Inbound tour group visitors from the New Southbound Focus 7 countries spent the most on local special products, accounting for 36.94%, followed by cosmetics or perfumes at 20.01%, and clothes or accessories at 17.30%.

Inbound tour group visitors from Japan had an average daily expenditure per person in Taiwan of US\$227.07, an increase of US\$13.10 (up 6.12%) compared to 2024. Within the expenditure structure, meals excluding hotel meals recorded the largest increase, up by US\$10.35 (up 26.84%), while hotel bills recorded the largest decrease, down by US\$5.77 (down 6.36%).

Inbound tour group visitors from Korea had an average daily expenditure per person in Taiwan of US\$221.58, an increase of US\$6.15 (up 2.85%) compared to 2024. Within the expenditure structure, meals excluding hotel meals recorded the largest increase, up by US\$10.73 (up 31.19%), while hotel bills recorded the largest decrease, down by US\$3.30 (down 3.65%).

Inbound tour group visitors from Hong Kong/Macao had an average daily expenditure per person in Taiwan of US\$195.88, an increase of US\$7.96 (up 4.24%) compared to 2024. Within the expenditure structure, meals excluding hotel meals recorded the largest increase, up by US\$6.16 (up 20.99%), while shopping recorded the largest decrease, down by US\$4.13 (down 8.77%).

Inbound tour group visitors from the New Southbound Focus 7 countries had an average daily expenditure per person in Taiwan of US\$191.35, an increase of US\$8.56 (up 4.68%) compared to 2024. Within the expenditure structure, shopping recorded the largest increase, up by US\$6.55 (up 18.67%), while hotel bills recorded the largest decrease, down by US\$8.61 (down 10.94%).

Table 21 The average daily expenditure for each inbound tour group visitor in 2025 - by main market (compared to 2024)

		Unit: USD						
Main Market		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All tour group visitors	Amount of money	216.50	83.57	42.79	28.66	12.79	8.76	39.93
	Percentage	100.00%	38.60%	19.76%	13.24%	5.91%	4.05%	18.44%
	Amount of growth	15.51	-1.69	8.48	1.16	4.89	-0.26	2.93
	Growth rate	7.72%	-1.98%	24.72%	4.22%	61.90%	-2.88%	7.92%
Japan tour group visitors	Amount of money	227.07	84.92	48.91	33.17	12.67	12.22	35.18
	Percentage	100.00%	37.40%	21.54%	14.61%	5.58%	5.38%	15.49%
	Amount of growth	13.10	-5.77	10.35	2.42	5.05	-1.24	2.29
	Growth rate	6.12%	-6.36%	26.84%	7.87%	66.27%	-9.21%	6.96%
Korea tour group visitors	Amount of money	221.58	87.19	45.13	26.58	12.98	8.12	41.58
	Percentage	100.00%	39.35%	20.37%	12.00%	5.86%	3.66%	18.76%
	Amount of growth	6.15	-3.30	10.73	-2.52	0.40	-2.31	3.15
	Growth rate	2.85%	-3.65%	31.19%	-8.66%	3.18%	-22.15%	8.20%
Hong Kong /Macao tour group visitors	Amount of money	195.88	77.60	35.51	21.71	10.08	8.00	42.98
	Percentage	100.00%	39.62%	18.13%	11.08%	5.15%	4.08%	21.94%
	Amount of growth	7.96	0.90	6.16	-0.35	5.61	-0.23	-4.13
	Growth rate	4.24%	1.17%	20.99%	-1.59%	125.50%	-2.79%	-8.77%
New Southbound Focus 7 Countries tour group visitors	Amount of money	191.35	70.11	36.14	26.44	10.55	6.48	41.63
	Percentage	100.00%	36.64%	18.89%	13.82%	5.51%	3.38%	21.76%
	Amount of growth	8.56	-8.61	3.16	0.54	5.47	1.45	6.55
	Growth rate	4.68%	-10.94%	9.58%	2.08%	107.68%	28.83%	18.67%

- Notes: 1. Tour group visitors refer to inbound visitors whose travel arrangement was "group tour arranged through a travel agency (joined a tour group)", with a total sample size of 655 people.
2. The sample sizes for tour group visitors from the U.S.A. (33 persons) and Europe (9 persons) were fewer than 50 and thus not suitable for comparison.
3. As of the end of 2025, Mainland China has not yet allowed group tours to Taiwan.
4. Both "amount of growth" and "growth rate" are compared to 2024.

Table 22 The average daily expenditure for each inbound tour group visitor in 2025 - by main market (compared to 2019)

		Unit: USD						
Main Market		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All tour group visitors	Amount of money	216.50	83.57	42.79	28.66	12.79	8.76	39.93
	Percentage	100.00%	38.60%	19.76%	13.24%	5.91%	4.05%	18.44%
	Amount of growth	-7.36	33.00	11.36	12.99	5.02	0.03	-69.76
	Growth rate	-3.29%	65.26%	36.14%	82.90%	64.61%	0.34%	-63.60%
Japan tour group visitors	Amount of money	227.07	84.92	48.91	33.17	12.67	12.22	35.18
	Percentage	100.00%	37.40%	21.54%	14.61%	5.58%	5.38%	15.49%
	Amount of growth	-76.05	-15.56	-8.93	0.55	-4.73	-5.45	-41.93
	Growth rate	-25.09%	-15.49%	-15.44%	1.69%	-27.18%	-30.84%	-54.38%
Korea tour group visitors	Amount of money	221.58	87.19	45.13	26.58	12.98	8.12	41.58
	Percentage	100.00%	39.35%	20.37%	12.00%	5.86%	3.66%	18.76%
	Amount of growth	-5.16	12.14	3.02	4.93	2.25	-10.18	-17.32
	Growth rate	-2.28%	16.18%	7.17%	22.77%	20.97%	-55.63%	-29.41%

Notes: 1. Tour group visitors refer to inbound visitors whose travel arrangement was "group tour arranged through a travel agency (joined a tour group)", with a total sample size of 655 people.

2. As of the end of 2025, Mainland China has not yet allowed group tours to Taiwan.

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

Table 23 The average daily expenditure of shopping details for each inbound tour group visitor in 2025 - 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		39.93	100.00%	35.18	100.00%	41.58	100.00%
Clothes or accessories		3.30	8.26%	0.92	2.62%	0.90	2.17%
Jewelry or jade		0.26	0.65%	0.92	2.62%	0.08	0.19%
Souvenirs or handicraft products		4.67	11.70%	3.87	11.00%	5.50	13.23%
Cosmetics or perfumes		3.66	9.17%	0.52	1.47%	0.62	1.49%
Local special products		15.83	39.64%	13.15	37.38%	18.65	44.85%
Tobacco or alcohol		2.76	6.91%	1.25	3.55%	7.51	18.06%
Cosmeceuticals or health food		0.97	2.43%	1.40	3.98%	1.16	2.79%
Consumer electronics & home appliances		0.59	1.48%	0.00	0.00%	0.02	0.05%
Tea		7.87	19.71%	13.15	37.38%	7.09	17.05%
Others		0.02	0.05%	0.00	0.00%	0.05	0.12%

Table 23 The average daily expenditure of shopping details for each inbound tour group visitor in 2025 - by main market (continued)

Unit: USD

Shopping Details	All tour group visitors		Hong Kong/Macao tour group visitors		New Southbound Focus 7 Countries tour group visitors	
	Amount of money	Percentage	Amount of money	Percentage	Amount of money	Percentage
Total	39.93	100.00%	42.98	100.00%	41.63	100.00%
Clothes or accessories	3.30	8.26%	1.87	4.35%	7.20	17.30%
Jewelry or jade	0.26	0.65%	0.00	0.00%	0.10	0.24%
Souvenirs or handicraft products	4.67	11.70%	3.55	8.26%	4.18	10.04%
Cosmetics or perfumes	3.66	9.17%	2.82	6.56%	8.33	20.01%
Local special products	15.83	39.64%	20.37	47.39%	15.38	36.94%
Tobacco or alcohol	2.76	6.91%	0.54	1.26%	0.59	1.42%
Cosmeceuticals or health food	0.97	2.43%	1.15	2.68%	0.65	1.56%
Consumer electronics & home appliances	0.59	1.48%	0.24	0.56%	1.42	3.41%
Tea	7.87	19.71%	12.44	28.94%	3.78	9.08%
Others	0.02	0.05%	0.00	0.00%	0.00	0.00%

Notes: 1. Tour group visitors refer to inbound visitors whose travel arrangement was "group tour arranged through a travel agency (joined a tour group)".

2. As of the end of 2025, Mainland China has not yet allowed group tours to Taiwan.

D. In 2025, the average daily expenditure per inbound non-tour-group visitor in Taiwan was US\$181.73, up 0.76% from 2024, and recovered to 96.37% of its 2019 level

In 2025, the average daily expenditure per inbound non-tour-group visitor in Taiwan was US\$181.73, up 0.76% from 2024, and recovered to 96.37% of its pre-pandemic level in 2019. Within the expenditure structure, hotel bills accounted for the largest share at US\$76.76 (42.24%), followed by meals excluding hotel meals at US\$38.79 (21.34%).

According to the analysis of the 7 main markets, in 2025, inbound non-tour-group visitors from the U.S.A. had the highest average daily expenditure in Taiwan at US\$241.24 per person, followed by Korea (US\$202.25), Europe (US\$198.57), Japan (US\$192.01), Hong Kong/Macao (US\$187.18), the New Southbound Focus 7 countries (US\$159.11), and Mainland China (US\$155.92). In terms of shopping expenses, the rankings were: inbound non-tour-group visitors from Hong Kong/Macao (US\$42.19), Mainland China (US\$37.01), the U.S.A. (US\$35.65), Korea (US\$34.66), the New Southbound Focus 7 countries (US\$33.10), Japan (US\$30.39), and Europe (US\$18.45).

Based on the breakdown of shopping expenses, inbound non-tour-group visitors overall spent the most on local special products, accounting for 40.79%, followed by clothes or accessories at 19.96%, and souvenirs or handicraft products at 13.14%. Inbound non-tour-group visitors from Japan spent the most on local special products, accounting for 50.77%, followed by tea at 17.90%, and souvenirs or handicraft products at 16.75%. Inbound non-tour-group visitors from Mainland China spent the most on local special products, accounting for 35.72%, followed by clothes or accessories at 27.21%, and tea at 11.67%. Inbound non-tour-group visitors from Korea spent the most on local special products, accounting for 50.46%, followed by souvenirs or handicraft products at 16.13%, and tobacco or alcohol at 12.46%. Inbound non-tour-group visitors from Hong Kong/Macao spent the most on local special products, accounting for 51.91%, followed by clothes or accessories at 18.56%, and souvenirs or handicraft products at 9.20%. Inbound non-tour-group visitors from the New Southbound Focus 7 countries spent the most on local special products, accounting for 33.57%, followed by clothes or accessories at 30.54%, and souvenirs or handicraft products at 12.05%. Inbound non-tour-group visitors from the U.S.A. spent the most on local special products, accounting for 23.39%, followed by souvenirs or handicraft products at 16.89%, and clothes or accessories at 16.30%. Inbound non-tour-group visitors from Europe spent the most on local special products, accounting for 32.31%, followed by souvenirs or handicraft products at 24.44%, and tea at 12.20%.

Inbound non-tour-group visitors from Japan had an average daily expenditure per

person in Taiwan of US\$192.01, an increase of US\$3.13 (up 1.66%) compared to 2024. Within the expenditure structure, hotel bills recorded the largest increase, up by US\$5.82 (up 6.91%), while local transportation recorded the largest decrease, down by US\$3.91 (down 20.74%).

Inbound non-tour-group visitors from Mainland China had an average daily expenditure per person in Taiwan of US\$155.92, an increase of US\$1.95 (up 1.27%) compared to 2024. Within the expenditure structure, shopping recorded the largest increase, up by US\$3.57 (up 10.68%), while local transportation recorded the largest decrease, down by US\$3.02 (down 18.80%).

Inbound non-tour-group visitors from Korea had an average daily expenditure per person in Taiwan of US\$202.25, an increase of US\$10.64 (up 5.55%) compared to 2024. Within the expenditure structure, hotel bills recorded the largest increase, up by US\$7.71 (up 9.69%), while local transportation recorded the largest decrease, down by US\$2.87 (down 14.26%).

Inbound non-tour-group visitors from Hong Kong/Macao had an average daily expenditure per person in Taiwan of US\$187.18, an increase of US\$0.27 (up 0.14%) compared to 2024. Within the expenditure structure, shopping recorded the largest increase, up by US\$2.49 (up 6.27%), while local transportation recorded the largest decrease, down by US\$2.37 (down 14.92%).

Inbound non-tour-group visitors from the New Southbound Focus 7 countries had an average daily expenditure per person in Taiwan of US\$159.11, an increase of US\$0.90 (up 0.57%) compared to 2024. Within the expenditure structure, entertainment recorded the largest increase, up by US\$1.50 (up 22.62%), while hotel bills recorded the largest decrease, down by US\$0.99 (down 1.54%).

Inbound non-tour-group visitors from the U.S.A. had an average daily expenditure per person in Taiwan of US\$241.24, an increase of US\$2.73 (up 1.14%) compared to 2024. Within the expenditure structure, hotel bills recorded the largest increase, up by US\$11.13 (up 11.44%), while shopping recorded the largest decrease, down by US\$5.30 (down 12.94%).

Inbound non-tour-group visitors from Europe had an average daily expenditure per person in Taiwan of US\$198.57, a decrease of US\$0.44 (down 0.22%) compared to 2024. Within the expenditure structure, only entertainment increased, up by US\$2.43 (up 26.27%), while meals excluding hotel meals recorded the largest decrease, down by US\$1.81 (down 4.29%).

Table 24 The average daily expenditure per inbound non-tour-group visitor in 2025 -
by main market (compared to 2024)

		Unit: USD						
Main Market		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All non-tour-group visitors	Amount of money	181.73	76.76	38.79	16.15	9.65	7.11	33.27
	Percentage	100.00%	42.24%	21.34%	8.89%	5.31%	3.91%	18.31%
	Amount of growth	1.37	1.73	1.02	-1.90	0.22	0.00	0.30
	Growth rate	0.76%	2.31%	2.70%	-10.53%	2.33%	0.00%	0.91%
Japan non-tour-group visitors	Amount of money	192.01	90.03	40.13	14.94	9.83	6.69	30.39
	Percentage	100.00%	46.89%	20.90%	7.78%	5.12%	3.48%	15.83%
	Amount of growth	3.13	5.82	0.67	-3.91	-1.41	0.32	1.64
	Growth rate	1.66%	6.91%	1.70%	-20.74%	-12.54%	5.02%	5.70%
Mainland China non-tour-group visitors	Amount of money	155.92	57.22	33.97	13.04	5.50	9.18	37.01
	Percentage	100.00%	36.70%	21.79%	8.36%	3.52%	5.89%	23.74%
	Amount of growth	1.95	0.99	3.27	-3.02	0.00	-2.86	3.57
	Growth rate	1.27%	1.76%	10.65%	-18.80%	0.00%	-23.75%	10.68%
Korea non-tour-group visitors	Amount of money	202.25	87.26	45.99	17.25	11.07	6.02	34.66
	Percentage	100.00%	43.14%	22.74%	8.53%	5.47%	2.98%	17.14%
	Amount of growth	10.64	7.71	5.69	-2.87	-0.87	-0.34	1.32
	Growth rate	5.55%	9.69%	14.12%	-14.26%	-7.29%	-5.35%	3.96%
Hong Kong/Macao non-tour-group visitors	Amount of money	187.18	71.29	40.30	13.52	8.52	11.36	42.19
	Percentage	100.00%	38.09%	21.53%	7.22%	4.55%	6.07%	22.54%
	Amount of growth	0.27	-1.00	0.11	-2.37	-0.40	1.44	2.49
	Growth rate	0.14%	-1.38%	0.27%	-14.92%	-4.48%	14.52%	6.27%
New Southbound Focus 7 Countries non-tour-group visitors	Amount of money	159.11	63.24	35.15	15.14	8.13	4.35	33.10
	Percentage	100.00%	39.75%	22.09%	9.52%	5.11%	2.73%	20.80%
	Amount of growth	0.90	-0.99	1.41	-0.14	1.50	-0.03	-0.85
	Growth rate	0.57%	-1.54%	4.18%	-0.92%	22.62%	-0.68%	-2.50%
U.S.A. non-tour-group visitors	Amount of money	241.24	108.40	46.30	24.79	17.53	8.57	35.65
	Percentage	100.00%	44.93%	19.19%	10.28%	7.27%	3.55%	14.78%
	Amount of growth	2.73	11.13	0.01	-2.07	0.07	-1.11	-5.30
	Growth rate	1.14%	11.44%	0.02%	-7.71%	0.40%	-11.47%	-12.94%
Europe non-tour-group visitors	Amount of money	198.57	99.21	40.42	21.86	11.68	6.95	18.45
	Percentage	100.00%	49.96%	20.36%	11.01%	5.88%	3.50%	9.29%
	Amount of growth	-0.44	-0.04	-1.81	-0.03	2.43	-0.06	-0.93
	Growth rate	-0.22%	-0.04%	-4.29%	-0.14%	26.27%	-0.86%	-4.80%

Notes: 1. Non-tour-group visitors refer to all visitors except tour group visitors.

2. Both the “amount of growth” and the “growth rate” are compared with 2024.

Table 25 The average daily expenditure per inbound non-tour-group visitor in 2025 -
by main market (compared to 2019)

		Unit: USD						
Main Market		Total	Hotel Bills	Meals excluding hotel meals	Local transportation	Entertainment	Miscellaneous expenses	Shopping
All non-tour-group visitors	Amount of money	181.73	76.76	38.79	16.15	9.65	7.11	33.27
	Percentage	100.00%	42.24%	21.34%	8.89%	5.31%	3.91%	18.31%
	Amount of growth	-6.84	-5.27	-0.69	-3.12	3.84	3.73	-5.33
	Growth rate	-3.63%	-6.42%	-1.75%	-16.19%	66.09%	110.36%	-13.81%
Japan non-tour-group visitors	Amount of money	192.01	90.03	40.13	14.94	9.83	6.69	30.39
	Percentage	100.00%	46.89%	20.90%	7.78%	5.12%	3.48%	15.83%
	Amount of growth	-21.33	-22.38	-0.92	-1.38	1.43	2.93	-1.01
	Growth rate	-10.00%	-19.91%	-2.24%	-8.46%	17.02%	77.93%	-3.22%
Mainland China non-tour-group visitors	Amount of money	155.92	57.22	33.97	13.04	5.50	9.18	37.01
	Percentage	100.00%	36.70%	21.79%	8.36%	3.52%	5.89%	23.74%
	Amount of growth	-39.88	-15.37	-2.86	-7.76	-1.44	4.24	-16.69
	Growth rate	-20.37%	-21.17%	-7.77%	-37.31%	-20.75%	85.83%	-31.08%
Korea non-tour-group visitors	Amount of money	202.25	87.26	45.99	17.25	11.07	6.02	34.66
	Percentage	100.00%	43.14%	22.74%	8.53%	5.47%	2.98%	17.14%
	Amount of growth	5.09	-14.41	6.05	0.29	7.68	2.53	2.95
	Growth rate	2.58%	-14.17%	15.15%	1.71%	226.55%	72.49%	9.30%

Notes: 1. Non-tour-group visitors refer to all visitors except tour group visitors.

2. Both the “amount of growth” and the “growth rate” are compared with 2019.

Table 26 The average daily expenditure of shopping details for each inbound non-tour-group visitor in 2025 - 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	33.27	100.00%	30.39	100.00%	37.01	100.00%
Clothes or accessories	<u>6.64</u>	<u>19.96%</u>	2.50	8.23%	<u>10.07</u>	<u>27.21%</u>
Jewelry or jade	0.69	2.07%	0.19	0.62%	0.46	1.24%
Souvenirs or handicraft products	4.37	13.14%	5.09	16.75%	2.32	6.27%
Cosmetics or perfumes	1.56	4.69%	0.42	1.38%	2.12	5.73%
Local special products	13.57	40.79%	15.43	50.77%	13.22	35.72%
Tobacco or alcohol	1.65	4.96%	0.87	2.86%	2.75	7.43%
Cosmeceuticals or health food	0.66	1.98%	0.27	0.89%	1.29	3.49%
Consumer electronics & home appliances	0.43	1.29%	0.09	0.30%	0.44	1.19%
Tea	3.22	9.68%	<u>5.44</u>	<u>17.90%</u>	4.32	11.67%
Others	0.48	1.44%	0.09	0.30%	0.02	0.05%

Table 26 The average daily expenditure of shopping details for each inbound non-tour-group visitor in 2025 - 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	33.27	100.00%	34.66	100.00%	42.19	100.00%
Clothes or accessories	<u>6.64</u>	<u>19.96%</u>	3.88	11.19%	<u>7.83</u>	<u>18.56%</u>
Jewelry or jade	0.69	2.07%	0.17	0.49%	0.28	0.66%
Souvenirs or handicraft products	<u>4.37</u>	<u>13.14%</u>	<u>5.59</u>	<u>16.13%</u>	<u>3.88</u>	<u>9.20%</u>
Cosmetics or perfumes	1.56	4.69%	0.31	0.89%	1.78	4.22%
Local special products	<u>13.57</u>	<u>40.79%</u>	<u>17.49</u>	<u>50.46%</u>	<u>21.90</u>	<u>51.91%</u>
Tobacco or alcohol	1.65	4.96%	<u>4.32</u>	<u>12.46%</u>	0.55	1.30%
Cosmeceuticals or health food	0.66	1.98%	0.86	2.48%	0.80	1.90%
Consumer electronics & home appliances	0.43	1.29%	0.05	0.15%	0.07	0.17%
Tea	3.22	9.68%	1.69	4.88%	3.19	7.56%
Others	0.48	1.44%	0.30	0.87%	1.91	4.52%

Table 26 The average daily expenditure of shopping details for each inbound non-tour-group visitor in 2025 - by main market (continued 2)

Unit: USD

Shopping Details	All non-tour-group visitors		New Southbound Focus 7 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	33.27	100.00%	33.10	100.00%	35.65	100.00%
Clothes or accessories	6.64	19.96%	10.11	30.54%	5.81	16.30%
Jewelry or jade	0.69	2.07%	1.00	3.02%	2.71	7.60%
Souvenirs or handicraft products	4.37	13.14%	3.99	12.05%	6.02	16.89%
Cosmetics or perfumes	1.56	4.69%	2.80	8.46%	1.43	4.01%
Local special products	13.57	40.79%	11.11	33.57%	8.34	23.39%
Tobacco or alcohol	1.65	4.96%	0.98	2.96%	3.39	9.51%
Cosmeceuticals or health food	0.66	1.98%	0.47	1.42%	1.50	4.21%
Consumer electronics & home appliances	0.43	1.29%	0.84	2.54%	0.59	1.65%
Tea	3.22	9.68%	1.64	4.96%	5.71	16.02%
Others	0.48	1.44%	0.16	0.48%	0.15	0.42%

Table 26 The average daily expenditure of shopping details for each inbound non-tour-group visitor in 2025 - 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	33.27	100.00%	18.45	100.00%
Clothes or accessories	<u>6.64</u>	<u>19.96%</u>	1.58	8.57%
Jewelry or jade	0.69	2.07%	0.19	1.03%
Souvenirs or handicraft products	<u>4.37</u>	<u>13.14%</u>	<u>4.51</u>	<u>24.44%</u>
Cosmetics or perfumes	1.56	4.69%	0.41	2.22%
Local special products	13.57	40.79%	5.96	32.31%
Tobacco or alcohol	1.65	4.96%	1.57	8.51%
Cosmeceuticals or health food	0.66	1.98%	0.32	1.73%
Consumer electronics & home appliances	0.43	1.29%	0.58	3.14%
Tea	3.22	9.68%	2.25	12.20%
Others	0.48	1.44%	1.08	5.85%

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

E. A total of 25.75% of the inbound visitors utilized the tax refund service, with 99.59% reporting that the process was convenient.

Among the inbound visitors surveyed, 25.75% utilized the tax refund service, with 99.59% reporting that the process was convenient.

By main purpose of visit, 26.10% of inbound visitors whose purpose was holiday, leisure, and recreation had used the tax refund service, and 99.45% of them thought the procedures were convenient.

Table 27 The tax refund conditions for the inbound visitors in 2025 - by main purpose

Unit: %		
Main Purpose	Applied for tax refund	Thought the procedures were convenient
All Purposes	25.75	99.59
Holiday, leisure, and recreation	26.10	99.45
Business	21.12	100.00
International conference or exhibition	38.86	100.00
Visiting friends or relatives	26.04	100.00
Studies	23.08	100.00
Medical treatment	22.03	92.31
Others	23.08	100.00

Note: The sample size for visitors whose purpose was studies was 13, which was fewer than 30; the figures are for reference only.

V. Analysis of Inbound Visitors' Satisfaction

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

Inbound visitors were generally satisfied with Taiwan's tourism convenience, international-friendly environment, and safety. Among all items, "Friendliness of Taiwanese people" and "Safety of social environments" received the highest satisfaction scores.

Table 28 The overall satisfaction of the inbound visitors during this trip to Taiwan in 2025

Item		Mean	Standard Deviation
Convenience	Local transportation	4.69	0.49
	Access to tourism information	4.59	0.54
	Communication/Internet facilities	4.57	0.58
	Customs clearance procedures	4.29	0.64
International-friendly environment	Friendliness of Taiwanese people	4.72	0.48
	Clarity of road signs and public facilities signs	4.39	0.62
	Access to services in English	4.28	0.77
Safety	Safety of social environments	4.70	0.48
	Safety of recreational environment	4.66	0.51
	Safety of accommodation facilities	4.63	0.53
	Good food hygiene	4.46	0.61
Total	Overall satisfaction	4.62	0.50

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

B. 99.76% of the inbound visitors were willing to revisit Taiwan, and the likely purpose of their next trip would be holiday, leisure, and recreation. 99.88% of the inbound visitors will recommend friends or relatives to visit Taiwan.

99.76% of the inbound visitors expressed a willingness to return to Taiwan. Among them, the most likely purpose for their next visit would be holiday, leisure, and recreation (74.37%), followed by visiting friends or relatives (13.11%) and business (10.10%). In addition, 99.88% 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 2025

Unit: %

Main purpose	Total	Holiday, leisure, and recreation	Business	International conference/ exhibition	Visit relatives/ friends	Studies	Medical Treatment	Others
Percentage	100.00	74.37	10.10	1.28	13.11	0.20	0.69	0.25

Table 30 The willingness of the inbound visitors to recommend friends or relatives to visit Taiwan in 2025

Unit: %

Will you recommend friends or relatives to visit Taiwan	Total	Yes	No
Percentage	100.00	99.88	0.12

C. "Culinary delights," "Visiting night markets," "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 (87.81%), night markets sightseeing (77.63%), natural landscape (63.26%), local friendliness and hospitality (53.96%), and historical relics (38.54%), among others.

Table 31 Ranking of the deepest impression of Taiwan as thought of by inbound visitors in 2025

Unit: %					
Ranking	Item	Relative Percentage	Ranking	Item	Relative Percentage
1	Culinary delights	87.81	10	Religious culture	8.96
2	Visiting night markets	77.63	11	Tourist spots (including amusement park)	7.82
3	Natural landscape	63.26	12	Festival activities or performances (including concerts)	2.27
4	Local friendliness and hospitality	53.96	13	Cycling fun	2.24
5	Historical sites and relics	38.54	14	Book stores	2.21
6	Convenience stores	36.34	15	Aboriginal culture	2.21
7	Night life	30.08	16	Health care	1.91
8	Famous local products	27.15	17	The accommodation experience (hotels or guest houses, etc.)	1.05
9	Hot springs	11.08	18	Others	0.78

Note: This was a multiple-response question.

D. 92% of the inbound visitors were satisfied with their stay at hotels or guest houses.

The main accommodation for the inbound visitors was hotels (87.09%), followed by the home of relatives or friends (17.87%), and guest houses (or B&Bs) (5.17%). The overall satisfaction rate (very satisfied & satisfied) was 92.25% for hotel stays and 91.57% for guest house (or B&B) stays.

Table 32 Accommodation type of the inbound visitors in 2025

Unit: %

Accommodation Type	Relative Percentage
Hotel	87.09
The home of relatives or friends	17.87
Guest houses (or B&B)	5.17
Dormitory	0.68
Temples, seminaries, or churches	0.14
Rental apartments	0.03
Other	0.23

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. 99% of the inbound tour group visitors were satisfied with the services of the travel agencies and tour guides.

98.93% of the inbound tour group visitors were satisfied with the services provided by the travel agencies and the tour guides, and with zero respondents reporting dissatisfaction.

Table 33 Overall Satisfaction with the Local Travel Agencies and Tour Guide Services among Inbound Tour Group Visitors in 2025

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	98.93	36.95	61.98	1.07	-	-	-

Note: "-" indicates no sample cases.

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 98.85%.

Among inbound visitors, the most frequently used means of transportation in Taiwan were the MRT (79.19%), followed by taxis (48.29%) and trains (39.94%). The overall satisfaction rate with the means of transportation taken or used in Taiwan was 98.85%, with only 0.32% expressing dissatisfaction, most commonly regarding taxis.

Table 34 Modes of transportation used by inbound visitors in Taiwan in 2025

Unit: %

Mode of Transportation	Relative Percentage of Usage
MRT	79.19
Taxi	48.29
Train	39.94
Bus	36.20
Uber (diversified taxi)	18.69
High-Speed Rail	14.71
Coach	13.09
Ferry	5.63
Public bicycle	4.40
Car rental	3.74
Airplane	0.36
Other	14.85

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" includes Taiwan Tourist Shuttle Bus, double decker sightseeing bus, etc.
3. "Others" include private cars, cars driven by friends or relatives, company cars, hotel transfers, cable cars, etc.

Table 35 Overall satisfaction with the means of transportation taken or used by inbound visitors in Taiwan in 2025

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	98.85	57.11	41.74	0.83	0.32	0.32	-

Note: "-" indicates no sample cases.

G. 34.25% of the inbound visitors took low-carbon and environmental considerations into account when selecting travel services.

34.25% of the inbound visitors said they took low-carbon and environmental considerations into account when selecting travel services, most commonly in relation to transportation, followed by accommodation.

Table 36 Whether inbound visitors took low-carbon and environmental considerations into account when selecting travel services in 2025

Unit: %

Whether Low-carbon and Environmental Considerations Were a Factor in Selecting Travel Services	Total	Yes	No
Percentage	100.00	34.25	65.75

VI. Analysis of Basic Demographic 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 (19.21%), followed by professionals (15.47%) and service and sales workers (14.02%).

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 (69.24%). The average annual income of inbound visitors was approximately US\$28,798.90. The most common income range was US\$15,000–29,999 (23.80%), followed by US\$30,000–39,999 (18.78%), and no fixed income (14.95%).