

2025 Survey of Travel by R.O.C. Citizens

Summary

The COVID-19 pandemic has impacted the globe since 2020. After three years, conditions have gradually returned to normal, as the government lifted all pandemic-related restrictions in March 2023. However, the legacy of the pandemic has not only transformed work and lifestyle habits but has also driven structural changes within the tourism market. Regarding the domestic travel market, travel patterns have gradually shifted from longer, multi-day trips toward high-frequency, short-haul, and day-trip excursions. Furthermore, the widespread adoption of flexible and remote work arrangements has blurred the distinction between weekday and weekend travel, leading to an increase in mid-week short-haul tourism. Additionally, significant improvements in the accessibility of domestic rail networks, intercity bus services, and shared mobility solutions have enhanced overall mobility, serving as key drivers for the rising popularity of spontaneous and short-to-medium-distance travel among domestic travelers.

In 2025, this trend persisted, with the domestic travel market demonstrating distinct volatility patterns when facing the impact of natural disasters. In the third quarter of this year, multiple typhoons brought torrential rains, causing widespread flooding across several southern counties and cities. Additionally, Hualien suffered severe damage due to a landslide dam, which adversely impacted local tourism and disrupted travel plans for many residents. However, through the Tourism Administration's active promotion of the "Taiwan Tourism's 100 Highlights" initiative, which integrates tourism resources across counties, the government simultaneously launched various measures—such as bonus incentives for the "Taiwan Tour Bus," half-price discounts for the "Taiwan Tourist Shuttle," and the "Taiwan Summer Festival"—to sustain domestic travel momentum. Regarding affected regions, the government has accelerated industry recovery through the "Hualien Sustainable Tourism Revitalization Program" and post-disaster transport subsidies. Furthermore, the Legislative Yuan's amendment of the "Implementation Regulations on Commemoration Days and Holidays" in May—which introduced additional national holidays, including Teachers' Day, Retrocession Day, Constitution Day, the day before Lunar New Year's Eve, and Labor Day—is expected to further boost citizens' travel demand. Despite uncertainties in the international trade environment stemming from U.S. tariff policies, the domestic travel market has maintained steady growth, driven by improved transportation convenience, ongoing government tourism initiatives, and the positive impact of long weekends. Moreover, the government's distribution of a NT\$10,000 cash handout to citizens in the fourth quarter, aimed at mitigating the impacts of the global economic climate, has not only alleviated financial burdens on households but also injected significant consumption momentum into the tourism market.

In 2025, the total number of domestic trips taken by residents aged 12 and over increased year-on-year by 8.14% in the first quarter, 13.76% in the second quarter, 17.17% in the third quarter, and 8.51% in the fourth quarter. Overall, the total number of domestic trips for this demographic grew by 11.52% compared with the previous year. Regarding outbound travel, data from the National Immigration Agency shows that the total number of departures in 2025 increased by 12.43% compared with the same period in the previous year¹.

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). Stratified random sampling was used by administrative region, the number of valid domestic travel interviews was 6,042 in the first quarter, 6,036 in the second, 6,034 in the third, and 6,036 in the fourth. For outbound travel, valid interviews totaled 805 in the first quarter, 846 in the second, 900 in the third, and 985 in the fourth. The survey results are presented in two sections: “Important Indicators” and “Statistical Analysis”.

¹ Total number of outbound trips in 2025 was 18,944,436, compared with 16,849,683 in 2024.

I 、 Important Indicators of Domestic and Outbound Travel

Table 1 Domestic travel indicators I

Item	2025	2024	Comparison
The domestic travel rate	90.2%	90.8%	Decreased by 0.6 percentage points
Average number of trips per person	11.65 trips	10.46 trips	Increased by 1.19 trips
Total number of domestic trips by citizens	247,614,000 trips	222,032,000 trips	Increased by 11.52%
Average number of days per trip	1.32 days/per trip	1.39 days/per trip	Decreased by 0.07 days/per trip
Trips taken during holidays and weekends	67.2%	66.7%	Increased by 0.5 percentage points(※)
Overall degree of satisfaction	98.7%	98.8%	Decreased by 0.1 percentage points (※)
Average expenditure per person per trip	NT\$2,279 (US\$73.12)	NT\$2,323 (US\$72.35)	NT\$: Decreased by 1.89% (US\$: Increased by 1.06%)
Total expenditure on domestic travel by citizens	NT\$564.3 billion (US\$18.106 billion)	NT\$515.8 billion (US\$16.065 billion)	NT\$: Increased by 9.40% (US\$: Increased by 12.70%)

Note : 1. The survey respondents are R.O.C. citizens aged 12 and above.

2. (※) indicates that at the significance level of 5%, *t-test* shows “no significant difference”.

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

4. The average exchange rate was NT\$31.166 in 2025, NT\$32.108 in 2024, representing an appreciation of 3.02% 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	2025	2019	Comparison
The domestic travel rate	90.2%	91.1%	Decreased by 0.9 percentage points
Average number of trips per person	11.65 trips	7.99 trips	Increased by 3.66 trips
Total number of domestic trips by citizens	247,614,000 trips	169,279,000 trips	Increased by 46.28%
Average number of days per trip	1.32 days/per trip	1.51 days/ per trip	Decreased by 0.19 days/ per trip
Trips taken during holidays and weekends	67.2%	66.9%	Increased by 0.3 percentage points (※)
Overall degree of satisfaction	98.7%	98.4%	Increased by 0.3 percentage points (※)
Average expenditure per person per trip	NT\$2,279 (US\$73.12)	NT\$2,320 (US\$75.02)	NT\$: Decreased by 1.77% (US\$: Decreased by 2.53%)
Total expenditure on domestic travel by citizens	NT\$564.3 billion (US\$18.106 billion)	NT\$392.7 billion (US\$12.698 billion)	NT\$: Increased by 43.70% (US\$: Increased by 42.59%)

Note : 1. The survey respondents are R.O.C. citizens aged 12 and above.

2. (※) indicates that at the significance level of 5%, *t-test* shows “no significant difference”.

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

4. The average exchange rate was NT\$31.166 in 2025, NT\$30.925 in 2019, representing a depreciation of 0.77% 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	2025	2024	Comparison
The outbound travel rate	38.9%	34.6%	Increased by 4.3 percentage points
Total number of outbound trips by citizens (incl. children under 12 years old)	18,944,436 trips	16,849,683 trips	Increased by 12.43%
Average number of outbound trips per person (incl. under-12 years children)	0.81 trips	0.72 trips	Increased by 0.09 trips
Average nights of stay per trip	7.12 nights/per trip	7.25 nights/per trip	Decreased by 0.13 nights/per trip
Average expenditure per person per trip	NT\$55,288 (US\$1,774)	NT\$55,541 (US\$1,730)	NT\$: Decreased by 0.46% (US\$: Increased by 2.54%)
Total expenditure on outbound travel	NT\$1,047.4 billion (US\$33.607 billion)	NT\$935.8 billion (US\$29.145 billion)	NT\$: Increased by 11.93% (US\$: Increased by 15.31%)

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. (※) indicates that at the significance level of 5%, *t*-test shows "no significant difference".

3. The outbound travel rate is the proportion of people of age 12 and above 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. The average expenditure per person per trip refers to the outbound travel spending of surveyed citizens aged 12 and over, includes airfare, visas, accommodation and all other spending abroad, but excludes any relevant expenses incurred before departure or after the trip.

6. The average exchange rate was NT\$31.166 in 2025, NT\$32.108 in 2024, representing an appreciation of 3.02% 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	2025	2019	Comparison
The Outbound travel rate	38.9%	35.2%	Increased by 3.7 percentage points
Total number of outbound trips by citizens (incl. children under 12 years old)	18,944,436 trips	17,101,335 trips	Increased by 10.78%
Average number of outbound trips per person (incl. under-12 years children)	0.81 trips	0.72 trips	Increased by 0.09 trips
Average nights of stay per trip	7.12 nights/per trip	7.87 nights/per trip	Decreased by 0.75 nights/per trip
Average expenditure per person per trip	NT\$55,288 (US\$1,774)	NT\$47,802 (US\$1,546)	NT\$: Increased by 15.66% (US\$: Increased by 14.75%)
Total expenditure on outbound travel	NT\$1,047.4 billion (US\$33.607 billion)	NT\$817.5 billion (US\$26.435 billion)	NT\$: Increased by 28.12% (US\$: Increased by 27.13%)

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. (※) indicates that at the significance level of 5%, *t*-test shows "no significant difference".

3. The outbound travel rate is the proportion of people of age 12 and above 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. The average expenditure per person per trip refers to the outbound travel spending of surveyed citizens aged 12 and over, includes airfare, visa, accommodation and all other spending abroad, but excludes any relevant expenses incurred before departure or after the trip.

6. The average exchange rate was NT\$31.166 in 2025, NT\$30.925 in 2019, representing a depreciation of 0.77% 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 2025, citizens aged 12 and over made an estimated 247.61 million domestic trips, an 11.52% increase compared with 2024, and a 46.28% increase compared with 2019: The average number of trips per person rose to 11.65, representing an increase of 1.19 trips from 10.46 in 2024 and 3.66 trips from 7.99 in 2019. Furthermore, the total number of domestic trips taken by citizens aged 12 and over in 2025 reached 247.61 million.

Table 5 Average number of domestic trips per person

Unit: trips					
Year	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole year
2025	3.31	2.68	2.74	2.92	11.65
2024	3.07	2.36	2.34	2.69	10.46
2019	2.35	1.84	1.86	1.94	7.99

Table 6 The domestic trips of citizens

Unit: trips							
Item	2025					2024	2019
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole year	Whole year	Whole year
Total number of domestic trips by citizens aged 12 and above	70,385,000	56,962,000	58,218,000	62,049,000	247,614,000	222,032,000	169,279,000
Including children under age 12 in the same household	78,831,000	64,367,000	65,786,000	70,115,000	279,099,000	252,962,000	194,974,000

2. **In 2025, 90.2% of citizens aged 12 and above traveled domestically, showing no significant difference compared with 2024:** According to the survey, 90.2% of citizens aged 12 and above took at least one domestic trip in 2025, no significantly different from the 90.8% in 2024.

Table 7 The domestic travel rate

Unit:%

Year	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole year
2025	76.1	72.5	73.6	77.3	90.2
2024	75.2	70.1	71.4	74.0	90.8
2019	75.2	69.8	68.0	69.4	91.1

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

3. **Most domestic travel took place on weekends:** In 2025, 57.8% of domestic trips occurred on weekends, showing no significant difference from 2024. Regarding travel purpose, 83.7% of trips in 2025 were for “Sightseeing, recreation, or vacation,” an increase of 0.8 percentage points compared with 2024. This was followed by “Visiting friends and relatives,” which accounted for 15.6%.

Table 8 Travel time for domestic travel

Unit:%

Travel time	2025					2024	2019
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole year	Whole year	Whole year
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
National holidays	20.4	9.3	3.3	4.4	9.4	9.3	11.6
Weekends (Saturday or Sunday)	51.7	57.1	61.3	61.0	57.8	57.4	55.3
Weekdays	27.9	33.6	35.4	34.6	32.8	33.3	33.2

Note: There were 30 national holidays in 2025, 21 national holidays in 2024, and 28 national holidays in 2019.

Table 9 Purposes of domestic travel

Unit:%

Purpose	2025					2024	2019
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th 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	82.6	80.0	85.3	86.7	83.7	82.9	81.4
Business	0.4	0.6	0.7	0.7	0.6	0.8	1.2
Visiting friends and relatives	16.9	19.2	14.0	12.5	15.6	16.2	17.3
Health, wellness and medical tourism#	0.0	0.1	0.0	0.1	0.1	0.1	...
Others#	—	—	—	—	—	—	0.1

Note: “—” indicates no samples for this item; “0.0” indicates the percentage is under 0.05%; “...” indicates that the option was not available; “#” indicates that the sample size for this item is less than 30, therefore it is not suitable for comparison.

4. **In 2025, 1-day trips accounted for 79.1% of domestic travel, and the average duration of trips was 1.32 days:** In 2025, 66.7% of trips were taken within the travelers' residential area, an increase from 63.4% in 2024. 1-day trips accounted for 79.1% of domestic travel, while two-day and three-day trips comprised 13.6% and 5.7%, respectively, while trips lasting four days or more accounted for just 1.6%. The average trip duration was 1.32 days, a slight decrease from 1.39 days in 2024.

Table 10 Regions visited by citizens in 2025

Unit: row%

Region Visited	Northern Taiwan	Central Taiwan	Southern Taiwan	Eastern Taiwan	Offshore Islands
The whole country	45.0	29.0	24.9	3.6	0.8#
Northern Taiwan	74.7	16.2	8.5	2.3	0.5#
Central Taiwan	18.3	61.3	20.5	2.5	0.6#
Southern Taiwan	10.5	22.9	65.1	5.5	1.1#
Eastern Taiwan	29.2	11.5	28.1	38.1	0.2#
Offshore Islands	27.9	15.9	25.1	0.9#	38.1

Note : 1. Because trips may include multiple attractions during a single journey, regions visited were organized according to the specific locations respondents visited, including all the cross residential area travel.

2. The proportion of trips taken that were within the travelers' residential area was 66.7% in 2025, 63.4% in 2024 and 55.7% in 2019.

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

3. “#” indicates the sample size for the cell is less than 30 and is therefore not suitable for comparison.

Table 11 Number of domestic travel days

Unit:%

Number of domestic travel days	2025					2024	2019
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole year	Whole year	Whole year
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1-day	78.5	80.1	79.0	78.9	79.1	74.8	66.4
2-days	13.8	12.9	13.0	14.5	13.6	16.5	21.9
3-days	5.7	5.4	6.4	5.3	5.7	6.5	8.9
4-days or more	2.0	1.6	1.6	1.3	1.6	2.2	2.7
Average number of days per trip	1.33 days	1.30 days	1.33 days	1.30 days	1.32 days	1.39 days	1.51 days

5. Growth in “1-day no accommodation” trips and most of the overnight travelers choose to stay in hotels: In 2025, 79.1% of domestic trips were 1-day trips requiring no accommodation, followed by hotel stays (11.3%). Compared with 2024, “1-day no accommodation” increased by 4.3 percentage points, while stays in “Hotel,” “Homestay,” and “At friend’s or relative’s” decreased by 1.8, 1.1, and 1 percentage points, respectively.

Table 12 Main accommodation choices

Unit: %

Main accommodation choices	2025					2024	2019
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole year	Whole year	Whole year
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1-day no accommodation	78.5	80.1	79.0	78.9	79.1	74.8	66.4
Hotel	10.7	10.4	11.4	12.7	11.3	13.1	17.1
Hostel	0.3#	0.3#	0.2#	0.4	0.3	0.4	0.6
Homestay	4.2	4.6	5.0	3.7	4.4	5.5	7.8
Camping	0.9	0.7	0.6	0.9	0.8	0.9	1.0
At friend’s or relative’s	5.3	3.8	3.8	3.3	4.1	5.1	7.0
Others#	0.1	0.1	0.1	0.2	0.1	0.1	0.1

Note : 1. “Others” include overnight in the car, boat or cruise, etc.

2. “#” indicates a sample size less than 30, in the row header, it refers to the item; next to a value, it refers to the specific cell.
Data marked with “#” are not suitable for comparison.

6. **92.1% of the travelers planned their trips independently:** The majority of trips were planned by individuals (92.1%), while all other travel arrangements accounted for less than 2.2% each. Compared with 2024, there was no statistically significant difference in travel arrangements. The main reasons for choosing package tours were “No need to drive” (60.5%), “Saving planning time” (59.9%) and “Attracted by the itinerary” (54.8%), with no statistically significant difference compared with 2024. For those who chose to travel with a travel agency, the main reasons were “Previous experience with the agency” (55.1%) and “Reasonable and fair pricing” (51.6%). There was no statistically significant difference in these factors compared with 2024. Regarding travel types, 9.5% of trips were group trips, representing a decrease of 0.7 percentage points from 10.2% in 2024. (See Tables 13-17)

Table 13 Travel arrangements

Travel arrangements	2025					Unit:%	
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole year	2024 Whole year	2019 Whole year
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Package tours by travel agencies	1.5	1.7	1.7	1.8	1.7	1.8	1.9
Trips planned by schools or classes	0.3#	0.3#	0.3#	0.4#	0.3	0.4	0.7
Trips planned by employers	0.7	1.0	1.1	1.4	1.0	1.2	1.5
Trips planned by religious groups	1.2	1.1	1.0	0.9	1.1	1.2	1.6
Trips planned by village or senior citizen groups	1.7	2.4	2.2	2.3	2.2	2.0	3.0
Trips planned by non-governmental organizations	0.7	1.0	1.1	1.3	1.1	1.0	1.9
Trips planned by other groups	0.6#	0.8	0.4#	0.7	0.6	0.7	0.8
Trips planned by individuals	93.2	91.7	92.2	91.2	92.1	91.6	88.5
Others#	—	—	—	—	—	—	0.2

Note: 1. “Others” refers to itineraries provided by a hotel or homestay.

2. “—” indicates no samples for this cell; “#” indicates a sample size less than 30, in the row header, it refers to the item; next to a value, it refers to the specific cell. Data marked with “#” are not suitable for comparison.

Table 14 Itinerary products purchased by travelers planning their own trips

Bought any itinerary products		Unit:%		
Total		2025	2024	2019
No		99.1	99.1	98.9
Yes		0.9	0.9	1.1
Items (multi- response)	Half-day (one day, two days, etc.) itinerary tour	0.3	0.4	0.3
	Package	0.6	0.5	0.8
	Other	—	—	—

Note: 1. “—” indicates no samples for this item.

2. This question was only asked to travelers who planned their own trips.

3. Multiple-response question; total percentage sum exceeds the overall purchase rate.

Table 15 Reasons for participating in package tours by travel agencies

Unit: %

Reasons for participating in package tours planned by travel agencies	2025	2024	2019
Do not have to drive	60.5	64.8	46.2
To save planning time	59.9	62.7	46.7
Attracted by the itinerary	54.8	52.2	58.0
Attracted by the price	42.4	42.8	39.5
Lack of transportation to tourist destinations	28.3	25.9	16.3
Others#	0.1	—	0.1

Note : 1. This is a multiple response question, therefore, the sum of the percentages may exceed 100%.

2. Only travelers participating in package tours by agencies answered this question. The valid sample sizes for this question were 309 in 2025, 332 in 2024, and 313 in 2019.

3. “Others” refers to itineraries chosen by friends and relatives.

4. “—” indicates that there were no samples for this item; “#” indicates that the sample size for this item is less than 30, therefore it is not suitable for comparison.

Table 16 Reasons for choosing a travel agency

Unit: %

Reasons for choosing a travel agency	2025	2024	2019
Previous experience with the agency	55.1	50.6	38.9
Reasonable price	51.6	44.2	44.2
Recommendations from friends and relatives	36.9	40.0	52.2
Arranged by friends, relatives, companies, or schools	16.4	21.3	...
Reputation and brand awareness of the travel agency	18.0	19.2	10.9
Unique itinerary offered only by this agency	9.2	11.0	5.7
Others#	—	—	0.3

Note : 1. This is a multiple response question, therefore, the sum of the percentages may exceed 100%.

2. Asked only to respondents whose travel method was a package tour or an independent trip arranged by a travel agency. The sample sizes for this question were 351 in 2025, 380 in 2024, and 369 in 2019

3. “—” indicates no samples for this item; ‘...’ indicates the option is not applicable; ‘#’ indicates a sample size of less than 30, therefore it is not suitable for comparison.

Table 17 Individual or group trips

Unit: %

Individual or group trips	2025					2024	2019
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole year	Whole year	Whole year
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Individual	91.9	90.2	90.6	89.4	90.5	89.8	86.5
Group	8.1	9.8	9.4	10.6	9.5	10.2	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; 13.0% of travelers purchased travel-related products online:** The most common source of travel information was “Internet and social media” (55.0%), followed by “Friends, relatives, colleagues, or classmates” (44.5%). Compared with 2024, Sources of information, including “Internet and social media,” “Electronic media (TV/radio),” and “Friends, relatives, colleagues, classmates” decreased by 1.4, 1.0, and 0.7 percentage points, respectively. Additionally, 13.0% of travelers purchased travel-related products online, showing no significant difference from the 13.1% recorded in 2024. Regarding travel-related products used, “Hotel, homestay or camping” remained the most common category, though usage decreased compared with 2024. Conversely, the usage rate for “Various event tickets” increased relative to 2024. (See Tables 18-20)

Table 18 Sources of travel information

Unit: %			
Information sources	2025	2024	2019
Internet and social media	55.0	56.4	48.9
Friends, relatives, colleagues, classmates	44.5	45.2	48.1
Electronic media (TV/radio)	6.2	7.2	8.7
Printed media (newspaper/magazine)	1.7	2.0	2.9
Travel agencies	2.6	2.4	2.4
Visitor information center	0.3	0.3	0.4
Travel shows or exhibitions	0.3	0.3	0.3
Others	0.6	0.4	0.3

Note: 1. This is a multiple response question, therefore, the sum of the percentages may exceed 100%.

2. Travelers who did not collect information prior to their travel were excluded.

3. 55.4% travelers collected travel information in 2025, 60.4% in 2024 and 60.9% in 2019.

4. Electronic media includes television, broadcasting, and billboards, etc. Printed media indicates travel-related books, newspapers, magazines, etc. “Others” include community bulletin board, etc.

Table 19 Usage status of online-booked travel-related products for domestic Travel

Unit: %			
Usage status of online-booked travel-related products	2025	2024	2019
Total	100.0	100.0	100.0
No	87.0	86.9	87.6
Yes	13.0	13.1	12.4

Table 20 Types of online-booked travel-related products for domestic Travel

Unit: %

travel-related products	2025	2024	2019
Hotel, homestay or camping	59.8	62.2	81.7
Various event tickets	20.6	19.1	6.4
Taiwan High Speed Rail	15.5	16.8	8.2
Taiwan Railway	11.8	12.8	12.1
Restaurant reservation	5.2	...	...
Plane tickets	2.7	3.1	2.9
Package tours	2.1	2.2	2.1
Rental cars	2.4	2.5	1.1
Ferry ticket	1.5	...	...
Other	1.8	5.5	3.5

Note: 1. This is a multiple response question, therefore, the sum of the percentages may exceed 100%.

2. Travelers who did not use travel-related products purchased from the Internet were excluded

3. "Others" include local souvenirs and transportation tickets, such as cable car and bus passes, etc.

4. "..." indicates that the option was not available.

- 8. The most important factor influencing travel destination choices was “Transportation or connection convenience”, “Stress relief, leisure and health” increased:** “Transportation or connection convenience” (28.0%) was the most important factor influencing travel destination choices, followed by “Stress relief, leisure and health” (24.3%) and “Local delicacies”(13.6%). Compared with 2024, “Curiosity/never been there,” “Folk festivals,” “Children’s/teenager’s preferences” and “Theme activities” decreased by 2.1, 1.6, 1.4, 1.2 percentage points respectively, “Stress relief, leisure and health” increased by 3.4 percentage points. (See Table 21)

Table 21 Main factors for deciding where to visit (Degree of importance)

Unit: %, importance

Main factors	2025					2024	2019
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th 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	28.1 (1)	29.2 (1)	27.4 (1)	27.4 (1)	28.0 (1)	28.1 (1)	35.7 (1)
Stress relief, leisure and health	22.9 (2)	23.2 (2)	25.2 (2)	25.8 (2)	24.3 (2)	20.9 (2)	13.7 (2)
Local delicacies	12.7 (3)	14.1 (3)	15.0 (3)	12.8 (3)	13.6 (3)	14.0 (3)	7.8 (5)
Curiosity/never been there	7.0 (5)	7.9 (4)	7.3 (4)	6.8 (5)	7.2 (5)	9.3 (4)	11.3 (4)
Theme activities	7.1 (5)	7.3 (4)	7.5 (4)	9.5 (4)	7.9 (4)	9.1 (4)	13.4 (2)
Religious activities	8.7 (4)	5.5 (6)	4.0 (7)	4.8 (6)	5.7 (6)	...	...
Children's/teenager's preferences	4.7 (7)	4.6 (7)	5.6 (6)	4.6 (6)	4.9 (6)	6.3 (6)	5.9 (6)
Senior's preferences	2.8 (8)	2.8 (8)	2.5 (8)	2.6 (8)	2.7 (8)	2.9 (7)	2.8 (7)
Visiting exhibitions	2.4 (8)	2.3 (8)	2.6 (8)	2.5 (8)	2.5 (8)	2.4 (7)	2.0 (8)
Folk festivals	1.1 (10)	0.5 (12)	0.4 (11)	0.5 (12)	0.6 (12)	2.2 (7)	1.2 (9)
New attractions/facilities	1.0 (10)	1.1 (10)	1.6 (10)	1.2 (10)	1.3 (10)	1.3 (10)	1.3 (9)
Sales promotion	0.9 (10)	0.9 (10)	0.6 (11)	1.1 (10)	0.9 (10)	0.9 (11)	...
Tourism subsidy measures#	0.2 (13)	0.2 (13)	0.0 (13)	0.1 (13)	0.1 (13)	0.4 (11)	0.3 (13)
Supported by Citizens' Tour Card#	0.1 (13)	0.1 (13)	0.1 (13)	0.1 (13)	0.1 (13)	0.2 (11)	1.8 (8)
Accessible facilities#	0.1 (13)	0.1 (13)	0.0 (13)	0.1 (13)	0.1 (13)	0.1 (11)	0.1 (13)
Free or reasonably priced	...	...	...	...	...	...	1.3 (9)
Others	0.1	0.2	0.0	0.1	0.1	2.0	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 parentheses 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 $\alpha=5\%$.

4. "..." indicates that the option was not available, "#" indicates a sample size less than 30, in the row header, it refers to the item; next to a value, it refers to the specific cell. Data marked with "#" are not suitable for comparison.

5. "Others" include friends and relatives' invitation, business trip, use of travel coupons and fixed itinerary, etc.

9. **"Other recreational activities (Shopping etc.)" remained the most common category for domestic travel. Among sub-categories, "Coastal geological features, wetlands, rural scenery, and waterfalls" ranked first, although its popularity declined; meanwhile, "Shopping" and "Tasting local cuisine" followed, both of which increased:** Among main recreational activities, "Other recreational activities (Shopping, etc.)" (57.1%) remained the most common activity, followed by "Natural scenery sightseeing activities" (52.5%) and "Culinary activities" (48.3%). Compared with 2024, "Other recreational activities" and "Culinary activities" increased by 3.8 and 1.0 percentage points, respectively, while "Natural scenery sightseeing activities," "Cultural experiencing activities" and "Sports activities" decreased by 4.5, 1.9 and 0.8 percentage points, respectively. Among sub-categories, "Coastal geological features, wetlands, rural scenery, rivers, lakes, and waterfalls" (47.8%) remained the most

popular, although it experienced a 4.6 percentage-point decrease compared with 2024. This was followed by “Shopping” (46.7%) and “Tasting local delicacies” (41.2%), which saw increases of 4.2 and 0.5 percentage points, respectively. Furthermore, participation in “Photography” (under other recreational activities) and “Enjoying tea, coffee, or afternoon tea” (under culinary activities) increased by 1.4 and 1.8 percentage points, respectively, compared with 2024 (See Table 22)

Table 22 Main recreational activities

Unit: %

Recreational activities	2025	2024	2019
Natural scenery sightseeing activities	52.5	57.0	65.7
Coastal geological scenery, wetland ecology, rural scenery, rivers, lakes and waterfalls	47.8(1)	52.4(1)	55.6(1)
Forest trail hiking, mountain climbing, camping, river tracing	37.2	39.9	40.6
Animals (e.g. whale, firefly, bird, panda.)	7.3	7.6	7.5
Plants (e.g. flower, cherry blossom, maple leaves, giant trees)	14.1	13.1	17.5
Sunrise, snow, stars, and other astronomical phenomena	5.1	6.5	6.4
Cultural experiencing activities	26.0	27.9	29.6
Visiting cultural and historical sites	4.3	5.9	7.1
Attending festivals	0.8	1.5	1.7
Watching shows	2.4	2.2	2.0
Visiting cultural and arts exhibitions	4.6	4.9	5.0
Visiting activity exhibitions	2.3	2.6	3.0
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc.)	0.3	0.4	0.4
Indigenous culture experience	0.3	0.4	0.8
Hakka culture experience	0.2	0.3	...
Religious activities	12.0	11.6	9.2
Farm experience	1.4	1.7	1.9
Nostalgic experience	0.7	1.0	2.8
Visiting unique architectures	2.9	4.1	3.8
Popular movie/ TV drama filming sites	0.0#	0.2	0.1#
Sports activities	3.5	4.3	5.3
Swimming, diving, surfing, water skiing, jet skiing	0.9	1.3	2.2
Whitewater rafting, boating	0.1#	0.3	0.2
Fishing	0.2	0.2	0.2
Paragliding #	0.0	0.0	0.0
Ball Sports	0.4	0.3	0.3
Rock-climbing#	0.0	0.1	0.1
Grass skiing#	0.0	0.0	0.0
Cycling	1.4	2.0	2.4
Watching sports	0.4	0.2	0.1
Jogging/marathons#	0.1	0.1	0.1

Table 22 Main recreation activities (Cont.)

Unit:%

Recreational activities	2025	2024	2019
Amusement park activities	2.7	2.8	5.2
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	1.6	1.7	2.8
Water amusement park activities	0.3	0.4	0.6
Watching shows/programs provided by the amusement park	1.1	1.2	2.2
Watching the theme display in the amusement park	0.6	0.7	0.7
Culinary activities	48.3	47.3	48.5
Tasting local delicacies	41.2(3)	40.7(3)	41.7(3)
Night market eateries	8.5	9.1	10.3
Enjoying tea, coffee or afternoon tea	10.9	9.1	7.1
Tasting Wellness food#	0.1	0.1	0.1
Food promotion and cooking activities#	0.1	0.0	0.0
Other recreational activities	57.1	53.3	54.6
Driving for fun (cars, motorcycle)	3.3	4.4	7.5
Hot spring (cool spring), spa	3.9	4.2	5.6
Shopping	46.7(2)	42.5(2)	44.8(2)
Watching movies	2.4	2.0	1.1
Cruising/taking ferries	2.5	2.4	3.7
Enjoying scenery on cable car	0.4	0.5	0.7
Factory Tours	2.9	3.2	3.6
Hot-air balloon riding#	0.0	0.1	0.0
Photography	8.0	6.6	...
Watching fireworks	0.3	...	...
Others	1.5	1.5	1.2
Only visiting relatives and friends. No activities arranged	9.2	9.8	9.8

Note: 1. This is a multiple response question, therefore, the sum of the percentages may exceed 100%.

2. "Others" include barbecuing, singing, etc. Only visiting relatives and friends' includes tomb-sweeping.

3. "0.0" indicates the percentage is under 0.05%; "..." indicates that this option was not available ;

"#" indicates a sample size less than 30, in the row header, it refers to the item; next to a value, it refers to the specific cell.
Data marked with "#" are not suitable for comparison.

4. The top three activities are indicated in parenthesis. The same ranking number means the percentage of participation in the items has no significant difference at level $\alpha=5\%$.

10. The most preferred category among travelers was "Natural scenery sightseeing activities". Among sub-categories, "Coastal geological scenery, wetlands, rural scenery, rivers, lakes, and waterfalls" ranked first, although participation in these activities declined. Conversely, "Tasting local cuisine" and "Shopping" followed as the next most popular choices, with both seeing an increase in participation: The most preferred activity was "Natural scenery sightseeing activities" (36.6%) followed by "Other recreational activities (shopping, watching movies, Photography, etc.)" (22.1%) and "Culinary activities" (21.8%). Compared with 2024, traveler preference for "Culinary activities" and "Other leisure activities" increased by 3.0 and 1.4 percentage points, respectively. In contrast, preference for "Natural scenery

sightseeing” and “Cultural experience activities” decreased by 2.6 and 1.0 percentage points, respectively. Among sub-categories, “Viewing coastal geological landscapes, wetlands, rural scenery, and waterfalls” was the most popular, accounted for 19.0% of responses, and although it saw a decrease compared with 2024. “Tasting local specialties and delicacies” ranked second at 17.0%, which was an increase of 2.6 percentage points from 2024. “Shopping” placed third at 13.9%, recording an increase of 1.0 percentage points compared with 2024.

Table 23 Favorite recreational activities

Recreational activities	Unit: %		
	2025	2024	2019
Total	100.0	100.0	100.0
Natural scenery sightseeing activities	36.6	39.2	46.3
Coastal geological scenery, wetland ecology, rural scenery, rivers, lakes and waterfalls.	19.0(1)	20.0(1)	24.0(1)
Forest trail hiking, mountain climbing, camping, river tracing	12.5	13.7	13.8(2)
Animals (e.g. whale, firefly, bird, panda.)	1.7	2.0	2.0
Plants (e.g. flower, cherry blossom, maple leaves, giant trees)	2.2	2.1	4.2
Sunrise, snow, stars, and other astronomical phenomena	1.1	1.4	2.2
Cultural experiencing activities	14.7	15.7	14.1
Visiting cultural and historical sites	0.9	1.3	1.6
Attending festivals	0.5	0.7	1.1
Watching shows	1.4	1.3	0.9
Visiting cultural and arts exhibitions	2.3	2.5	1.9
Visiting activity exhibitions	1.3	1.5	1.4
Learning traditional craft skills (bamboo crafts, pottery, weaving, etc.)	0.1	0.2	0.1
Indigenous culture experience#	0.1	0.1	0.2
Hakka culture experience#	0.0	0.1	...
Religious activities	6.7	6.2	4.4
Farm experience	0.6	0.8	0.7
Nostalgic experience	0.3	0.2	0.8
Visiting unique architectures	0.4	0.7	0.9
Popular movie/ TV drama filming sites#	0.0	0.0	0.0
Sports activities	2.2	2.6	2.8
Swimming, diving, surfing, water skiing, jet skiing.	0.5	0.6	1.1
Whitewater rafting, boating#	0.1	0.1	0.1
Fishing#	0.2	0.2	0.1
Paragliding#	—	0.0	0.0
Ball Sports	0.3	0.2	0.2
Rock-climbing#	0.0	0.0	0.0
Grass skiing#	0.0	—	0.0
Cycling	0.7	1.2	1.2
Watching sports#	0.4	0.2	0.1
Jogging/marathons#	0.1	0.1	0.1

Table 23 Favorite recreational activities (Cont.)

Unit: %

Recreational activities	2025	2024	2019
Amusement park activities	1.4	1.6	2.0
Mechanical amusement park activities (e.g. roller-coaster, cable cars)	0.8	0.7	1.1
Water amusement park activities	0.1#	0.3	0.2
Watching shows/programs provided by the amusement park#	0.3	0.3	0.4
Watching the theme display in the amusement park	0.2	0.3	0.2
Culinary activities	21.8	18.8	15.2
Tasting local delicacies	17.0(2)	14.4(2)	11.4(3)
Night market eateries	3.3	2.9	2.9
Enjoying tea, coffee or afternoon tea	1.5	1.4	0.9
Tasting Wellness food#	0.0	0.0	0.0
Food promotion and cooking activities#	0.0	—	0.0
Other recreational activities	22.1	20.7	17.1
Driving for fun(cars, motorcycle)	0.4	0.6	0.8
Hot spring (cool spring), spa	2.2	2.5	2.7
Shopping	13.9(3)	12.9(3)	10.1
Watching movies	2.1	1.5	0.8
Cruising/taking ferries	0.9	0.8	0.9
Enjoying scenery on cable car#	0.1#	0.2	0.3
Factory Tours	0.4	0.5	0.6
Hot-air balloon riding#	0.0	0.0	0.0
Photography	0.7	0.6	...
Watching fireworks	0.2	...	...
Others	1.1	1.0	0.9
No favorite activities	1.2	1.5	2.4

Note : 1. “Others” include barbecuing, singing, etc.

2. “—” indicates no samples for this item; “0.0” indicates the percentage is under 0.05%; “...” indicates that this option was not Available; “#” indicates a sample size less than 30, in the row header, it refers to the item; next to a value, it refers to the specific cell. Data marked with “#” are not suitable for comparison.
3. The top three activities are indicated in parenthesis. The same ranking number means the percentage of participation in the items has no significant difference at level $\alpha=5\%$.

11. “Tamsui and Bali,” “Eastern Taipei and Xinyi Shopping District,” and “Jiaoxi” were more popular than other places: In 2025, most domestic trips were to Northern Taiwan. Compared with 2024, visits to Northern Taiwan increased by 3.8 percentage points. In contrast, visits to Southern Taiwan decreased by 3.4 percentage points. Among destinations, “Tamsui and Bali” consistently ranked as the most popular in 2024 and 2025. In terms of rankings, “Eastern Taipei and Xinyi Shopping District,” “Jiaoxi,” “Sun Moon lake,” “Yizhong St. Shopping District,” “Ximending” and “Guohua-Youai Commercial” all moved up compared with 2024. (See Tables 24-25)

Table 24 Region visited

Unit: %

Region visited	2025	2024	2019
Northern Taiwan	45.0	41.2	36.8
Central Taiwan	29.0	29.1	31.2
Southern Taiwan	24.9	28.3	29.3
Eastern Taiwan	3.6	4.0	6.1
Offshore Islands	0.8	1.0	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 include other cross-regional trips.

Table 25 Most visited places in Taiwan

Unit: %

Most visited places in Taiwan	Visit. ratio (%)	Most visited places in Taiwan	Visit. ratio (%)	Most visited places in Taiwan	Visit. ratio (%)
Tamsui/Bali	3.46	Tamsui/Bali	4.01	Tamsui/Bali	3.75
Eastern Taipei and Xinyi Shopping District	2.91	Pier-2 Art Center	2.69	Jiaoxi	3.41
Jiaoxi	2.74	Anping (including Old castle, Old streets and Kaitai Matsu Temple)	2.55	Love River/Cijin/Sizihwan	3.10
Pier-2 Art Center	2.47	Jiaoxi	2.55	Anping (including Old castle, Old streets and Matsu Temple)	2.75
Sun Moon lake	2.15	Eastern Taipei and Xinyi Shopping District	2.45	Sun Moon lake	2.64
Yizhong St. Shopping District	2.12	Sun Moon lake	2.33	Fengchia Shopping District	2.47
Guohua-Youai Commercial	1.88	Love River/Cijin/Sizihwan	2.28	Pier-2 Art Center	2.25
Ximending	1.88	Lukang (including Matsu Temple, Old Street and Folk Museum)	2.08	Luodong Night Market	2.13
Lukang (including Matsu Temple, Old Street and Folk Museum)	1.86	Yizhong St. Shopping District	2.02	Yizhong St. Shopping District	1.84
Anping (including Old castle, Old streets and Kaitai Matsu Temple)	1.80	Ximending	1.87	Lukang (including Matsu Temple, Old Street and Folk Museum)	1.64

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

2. The places visited were specified directly by the respondents.

12. “Personal automobile” remained the primary transportation for most travelers:

“Personal automobile” remained the primary mode of transportation for travelers, accounted for the highest share at 58.4%, followed by “Mass rapid transit (MRT),” (13.1%) and “Passenger bus (public or private)” (10.6%). Compared with 2024, the usage of “Mass rapid transit (MRT)” and “Personal motorcycle” increased by 1.4 and 1.3 percentage points, respectively, while “Personal automobile” and “Tour bus” decreased by 2.3 and 0.6 percentage points, respectively. (See Table 26).

Table 26 Main transportation for travel

Main transportation	2025					Unit:%	
	1 st	2 nd	3 rd	4 th	Whole	2024	2019
	Quarter	Quarter	Quarter	Quarter	year	Whole year	Whole year
Personal automobile	62.0 (1)	58.3 (1)	56.8 (1)	56.5 (1)	58.4 (1)	60.7 (1)	63.9 (1)
Tour bus	7.7	8.9	8.7	9.9	8.8	9.4	12.5 (2)
Large tour bus	7.3	8.5	8.3	9.3	8.3	8.9	...
Small tour bus	0.7	0.9	0.7	1.1	0.9	0.8	...
Passenger bus (public or private)	9.9 (3)	10.1 (3)	11.8 (3)	10.7 (3)	10.6 (3)	10.2 (3)	11.3 (3)
Rapid transit, Taiwan Tourist Shuttle Service	0.6	0.5	0.8	0.5	0.6	0.6	0.5
other public and private city buses	9.4	9.7	11.2	10.3	10.1	9.7	10.7
Personal motorcycle	7.4	10.2 (3)	8.9	9.5	9.0	7.7	5.1
Taiwan Railway	7.4	8.0	9.1	8.7	8.3	8.2	8.6
Taiwan High Speed Rail	5.2	4.3	4.5	5.1	4.8	5.2	4.4
Mass rapid transit (MRT)	12.8 (2)	12.0 (2)	13.6 (2)	13.8 (2)	13.1 (2)	11.7 (2)	9.2
Airplane	0.5	0.9	0.8	0.7	0.7	0.9	1.2
Boat	1.0	1.8	1.5	0.8	1.3	1.6	2.2
Rental car/motorcycle (self-driven)	1.5	2.3	2.1	2.0	2.0	2.5	3.3
Rental car	0.7	0.8	1.0	0.8	0.8	0.8	...
Rental motorcycle	0.8	1.5	1.2	1.2	1.2	1.7	...
Taxi (Uber, chartered car)	2.2	3.3	3.0	2.5	2.8	2.7	2.7
Bicycle (public bicycles such as YouBike, etc)	1.3	1.5	1.2	1.6	1.4	1.7	1.0
Chartered Bus (Taiwan tour bus, double-decker sightseeing buses, etc)#	0.0	0.2	0.1	0.1	0.1	0.1	0.1
Cable car#	0.1	0.1	0.1	0.0	0.1	0.2	0.3
Cruise	—	—	—	—	—	—	...
Light rail	1.2	0.8	0.8	0.9	0.9	1.1	...
Others	0.9	1.1	0.9	1.3	1.0	0.7	1.1

Note : 1. This is a multiple response question, therefore, the sum of the percentages may exceed 100%.

2. The top three activities are indicated in parentheses. The same ranking number means the percentage of participation in the items has no significant difference at level $\alpha=5\%$.

3. “Others” include options such as school bus, hotel shuttle, walk etc.

4. “—” indicates no samples for this item; “...” indicates that the option was not available; “#” indicates that the sample size for this item is less than 30, therefore it is not suitable for comparison.

13. **98.7% of travelers were satisfied with the places visited:** 98.7% of travelers reported satisfaction (combining “very satisfied” with “fairly satisfied”) with the facilities and places they visited, showing no statistically significant changes across regions compared with 2024. Dissatisfaction (combining “very dissatisfied” with “fairly dissatisfied”) remained low at 0.7%. Areas of higher dissatisfaction included “environmental management and maintenance” and “parking facilities”.

Table 27 Satisfaction with places visited

Unit: %

Year	Total	Satisfied			Dissatisfied			No comment
		subtotal	very satisfied	fairly satisfied	subtotal	fairly dissatisfied	very dissatisfied	
2025	100.0	98.7	25.6	73.2	0.7	0.6	0.1	0.6
2024	100.0	98.8	26.9	71.9	0.7	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 2025, total domestic travel expenditure by citizens aged 12 and above was estimated at NT\$564.3 billion, an increase of 9.40% from 2024 and 43.70% from 2019:** Based on the survey, the average expenditure per domestic trip for citizens aged 12 and above in 2025 was NT\$2,279. By category, expenditure from highest to lowest was: “Food and beverage,” “Shopping,” “Transportation,” “Lodging,” “Entertainment,” and “Other expenses”. For overnight travelers with accommodation expenses, the average expenditure was NT\$6,257 per person per trip, with “Lodging” being the primary expense. In contrast, for same-day travelers, the average expenditure was NT\$1,372 per person per trip, with “Food and beverage” being the primary expense. The average expenditure for group travel was NT\$3,726 per person per trip, which consisted of NT\$1,749 for same-day trips and NT\$6,983 for overnight trips. In 2025, 20.2% of trips utilized “Mobile payments,” a 2-percentage-point increase from 2024. Among these payments, “Food and beverage” was the most common category, while the usage rate for “Shopping” also showed an increase compared with 2024. (See Tables 28–33)

Table 28 Average expenditure on domestic travel per person per trip

Unit: NT\$, %

Items	2025			2024		2019	
	NT\$	%	Growth rate with 2024	NT\$	%	NT\$	%
Total	2,279	100.0	-1.9	2,323	100.0	2,320	100.0
Transportation	477	20.9	-6.7	511	22.0	567	24.4
Lodging	369	16.2	-14.6	432	18.6	439	18.9
Food and beverage	706	31.0	6.5	663	28.5	611	26.3
Entertainment	146	6.4	-3.9	152	6.5	129	5.6
Shopping	515	22.6	3.2	499	21.5	496	21.4
Other expenses	66	2.9	0.0	66	2.8	78	3.4

Note : “Entertainment” include 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 29 Average expenditure on domestic travel per person per trip in 2025**—According to overnight or 1-day trip**

Unit: NT\$

Item	Total	Overnight trip			1-day trip
		Total	Paid lodging	Free lodging	
Total	2,279	5,714	6,257	3,556	1,372
Transportation	477	1,166	1,159	1,198	295
Lodging	369	1,767	2,211	0	0
Food and beverage	706	1,531	1,584	1,318	487
Entertainment	146	322	362	163	100
Shopping	515	811	837	706	437
Other expenses	66	117	104	171	53

Note: “Free lodging” refers to those who stay at their relative’s/friend’s (99%) and at a hostel or camping with no need to pay for accommodations (1%).

Table 30 Group trip expenditure per person per trip in 2025

Unit: NT\$

Item	Total	1-day trip	Overnight trip
Total	3,726	1,749	6,983
Transportation	660	338	1,190
Lodging	863	0	2,285
Food and beverage	685	359	1,223
Entertainment	361	209	610
Shopping	871	612	1,298
Other expenses	286	231	377

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 31 Total expenditure on domestic travel by citizens aged 12 and above

Year	Average expenditure per person per trip	Total number of domestic trips	Total expenditure on domestic travel
2025	NT\$2,279	247,614,000 trips	NT\$564.3 billion
2024	NT\$2,323	222,032,000 trips	NT\$515.8 billion
2019	NT\$2,320	169,279,000 trips	NT\$392.7 billion

Table 32 Used mobile payment during travel

Unit: %

Used mobile payment during travel	2025	2024	2019
Total	100.0	100.0	100.0
No	79.8	81.8	96.0
Yes	20.2	18.2	4.0

Table 33 Mobile payment item

Unit: %

Mobile payment item	2025	2024	2019
Transportation	27.7	27.3	17.3
Lodging	5.3	6.5	5.7
Food and beverage	75.0	76.8	73.8
Entertainment	8.6	9.5	4.0
Shopping	34.7	31.9	21.7
Others#	—	0.1	—

Note: 1. This is a multiple response question and excluded the samples that didn't use mobile payment during travel.

2. “—” indicates no samples in the cell ; “#” indicates the sample size for the cell is less than 30, therefore it is not suitable for comparison.

3. “Others” include tour fee, insurance and medical etc.

15. **Group trips accounted for 9.5% of total domestic travel, most of the group trips traveled on “Weekends”:** Most of the group trips traveled for 1-day (62.2%). The average duration for group trip was 1.53 days. 92.7% took a “Tour bus,” “Weekends” (54.1%) the most popular day for group trips. (See Table 34).
16. **Elderly travelers accounted for 27.9% of total domestic travel, with 50.9% traveled on “Weekdays”, 21.3% in groups and their top 2 modes of transportation were “Personal automobile” and “Tour bus”:** Most elderly (aged 60 and above) travelers (80.4%) took 1-day trips primarily on “Weekdays” (50.9%). 21.3% traveled in groups. “Personal automobile” (50.3%) was the main transportation, followed by “Tour bus” (20.5%). (See Table 34)
17. **Middle-aged travelers accounted for 35.8% of total domestic travel, with 61.9% traveled on “Weekends”, 93.4% took “Individual trips” and “Personal automobile” was their main transportation.** 78.1% of middle-aged (aged 40 to under 60) travelers took 1-day trips, primarily on “Weekends” (61.9%). 93.4% of the middle-aged travelers took individual trips, while only 6.6% joined “Group trips”. Their main mode of transportation was “Personal automobile” (69.5%).(See Table 34)
18. **Youth travelers accounted for 28.8% of total domestic travel, with 66% traveled on “Weekends” and 97% took “individual trips”. “Personal automobile” was their main transportation:** 77.1% of youth (aged 20 to under 40) travelers took 1-day trips, primarily on “Weekends” (65.6%). 96.9% travelers took individual trips, while only 3.1% joined “Group trips”. Their main mode of transportation was “Personal automobile” (56.0%), followed by “Mass rapid transit” (17.0%), “Personal motorcycle” (13.1%), “Taiwan Railway” (10.9%) and “Passenger bus” (10.8%).(See Table 34)

Table 34 Characteristic analysis of domestic travel in 2025

Items	All citizens			Elderly (27.9%)		
	Overall	Individual trip (90.5%)	Group trip (9.5%)	Overall	Individual trip (78.7%)	Group trip (21.3%)
One day	79.1%	80.9%	62.2%	80.4%	84.8%	64.1%
Two days or more	20.9%	19.1%	37.8%	19.6%	15.2%	35.9%
Average days of stay	1.32days	1.30 days	1.53 days	1.31 days	1.26 days	1.49 days
Personal automobile	58.4%	64.0%	4.5%	50.3%	63.3%	2.4%
Tour bus	8.8%	—	92.7%	20.5%	—	96.3%
Passenger bus	10.6%	11.4%	3.0%	12.5%	15.2%	2.7%
Personal motorcycle	9.0%	9.8%	1.8%	5.7%	7.1%	0.8%
Taiwan Railway	8.3%	8.9%	2.9%	7.4%	8.8%	2.5%
Taiwan High Speed Rail	4.8%	5.1%	1.6%	4.1%	4.9%	1.0%
Mass rapid transit	13.1%	14.1%	3.1%	10.8%	13.3%	1.9%
Weekdays	9.4%	10.1%	2.1%	7.5%	9.1%	1.6%
Weekends	57.8%	58.2%	54.1%	41.7%	40.2%	47.1%
National holidays	32.8%	31.7%	43.9%	50.9%	50.7%	51.3%
Average expenditure per person per trip	NT\$2,279	NT\$2,128	NT\$3,726	NT\$2,338	NT\$2,008	NT\$3,557
Average expenditure for one-day trip	NT\$1,372	NT\$1,342	NT\$1,749	NT\$1,384	NT\$1,319	NT\$1,705
Average expenditure for over-night trip	NT\$5,714	NT\$5,452	NT\$6,983	NT\$6,243	NT\$5,843	NT\$6,870
Items	Middle-aged (35.8%)			Youth (28.8%)		
	Overall	Individual trip (93.4%)	Group trip (6.6%)	Overall	Individual trip (96.9%)	Group trip (3.1%)
One day	78.1%	79.4%	59.7%	77.1%	77.7%	59.0%
Two days or more	21.9%	20.6%	40.3%	22.9%	22.3%	41.0%
Average days of stay	1.33days	1.31 days	1.57 days	1.33 days	1.32 days	1.56 days
Personal automobile	69.5%	73.9%	6.8%	56.0%	57.4%	12.2%
Tour bus	6.0%	—	90.4%	2.5%	—	80.0%
Passenger bus	7.2%	7.5%	2.2%	10.8%	11.1%	2.1%
Personal motorcycle	8.5%	8.9%	3.3%	13.1%	13.4%	4.5%
Taiwan Railway	6.2%	6.3%	4.5%	10.9%	11.1%	2.2%
Taiwan High Speed Rail	3.6%	3.7%	1.7%	7.0%	7.1%	5.8%
Mass rapid transit	9.3%	9.7%	3.6%	17.0%	17.4%	4.6%
Weekdays	10.1%	10.7%	2.4%	9.5%	9.7%	4.1%
Weekends	61.9%	61.6%	67.4%	65.6%	65.4%	71.9%
National holidays	28.0%	27.8%	30.2%	24.8%	24.9%	24.0%
Average expenditure per person per trip	NT\$2,339	NT\$2,215	NT\$4,108	NT\$2,377	NT\$2,322	NT\$4,086
Average expenditure for one-day trip	NT\$1,405	NT\$1,382	NT\$1,846	NT\$1,432	NT\$1,417	NT\$2,038
Average expenditure for over-night trip	NT\$5,676	NT\$5,430	NT\$7,458	NT\$5,561	NT\$5,475	NT\$7,033

Note: 1. “group trip” means package tours by agencies, trips planned by employers, schools or classes, non-governmental organizations, religious groups, village, etc. Group trips accounted for 9.5% of total domestic travel.

2. Elderly, defined as citizens over age 60, accounted for 27.9% of total domestic travel in the year.

3. Middle-aged, defined as citizens aged 40 to under 60, accounted for 35.8% of total domestic travel in the year.

4. Youth, defined as citizens aged 20 to under 40, accounted for 28.8% of total domestic travel in the year.

Table 35 Average expenditure on domestic travel per person per trip in 2025
—According to age

Unit: NT\$

item		Total	Transportation	Lodging	Food and beverage	Entertainment	Shopping	Other expenses
All citizens	Overall	2,279	477	369	706	146	515	66
	One day trip	1,372	295	0	487	100	437	53
	Over-night trip	5,714	1,166	1,767	1,531	322	811	117
Elderly	Overall	2,338	465	382	660	113	593	125
	One day trip	1,384	287	0	451	63	485	98
	Over-night trip	6,243	1,195	1,945	1,516	314	1,034	239
Middle-aged,	Overall	2,339	480	398	733	127	540	61
	One day trip	1,405	296	0	510	86	464	49
	Over-night trip	5,676	1,138	1,822	1,530	272	810	104
Youth	Overall	2,377	525	375	771	207	470	29
	One day trip	1,432	319	0	530	150	407	26
	Over-night trip	5,561	1,218	1,638	1,584	397	685	39

Note : 1. "Entertainment" include 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. Outbound Travel

1. **“Length of vacation or time available” was identified as a leading factor affecting outbound travel decisions.** In 2025, when planning overseas trips, 26.2% of citizens aged 12 and above cited "Length of vacation or schedule compatibility" as the primary factor, followed by “Attractiveness of the itinerary” (17.9%) and “Budget available” (10.9%). Compared with 2024, the importance of “Attractiveness of the itinerary (sightseeing or activities)”, “Appropriate arrangements for work or family needs” and “Invitations from relatives or friends” increased by 1.5, 0.8, and 0.9 percentage points, respectively.

Table 36 Factors affecting outbound travel decision

Unit: %			
Item	2025	2024	2019
Total	100.0	100.0	100.0
Attractiveness of itinerary (sightseeing or activity)	17.9	16.4	14.9
Cheap airfare or travel fee	8.7	8.8	8.7
Length of vacation or time available	26.2	27.4	31.3
Budget available	10.9	11.1	14.2
Foreign currency exchange rates	1.4	1.7	1.0
Business needs	0.4	0.4	0.8
Health condition	3.2	3.3	3.4
Appropriate arrangement for work or family needs	4.1	3.3	4.1
Invitation from relatives or friends	7.6	6.7	9.6
Relieve stress	1.3	1.4	2.5
Consider the cost of outbound travel	2.7	2.4	...
Others#	0.1	0.1	0.2
No intention for outbound travel	15.6	17.1	9.2

- Note: 1. “Others” include international circumstances, natural disaster, weather, job situation and etc.
2. “...” indicates that the option was not available; “#” indicates that the sample size for this item is less than 30, therefore it is not suitable for comparison.
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.

2. **In 2025, 38.9% of citizens traveled abroad, marking an increase compared with 2024:** According to the survey results, the percentage of citizens who took at least one overseas trip rose to 38.9% in 2025, an increase of 4.3 percentage points from 34.6% in 2024.

Table 37 The outbound travel rate

Unit:%

Year	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole year
2025	13.9	14.0	15.6	16.2	38.9
2024	12.2	13.2	14.9	12.8	34.6
2019	11.1	13.4	13.3	12.4	35.2

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

3. **In 2025, 94.9% of outbound travelers utilized air travel as their mode of transportation, a decrease of nearly 1 percentage point compared with 2024.** According to the survey results, 94.9% of outbound travel was conducted by air, with 64.2% utilizing national carriers and 30.7% using non-national carriers. Compared with 2024, the share of air travel decreased by 0.9 percentage points, while the share of cruise travel increased by 0.6 percentage points.

Table 38 Mode of outbound transport

Unit:%

items	2025	2024
Total	100.0	100.0
Airplane	94.9	95.8
National carriers	64.2	66.7
Foreign airlines	30.7	29.1
Cruise	2.0	1.4
Ferry(Mini-Three Links)	3.0	2.8

4. **Japan was the most visited destination for outbound travelers, with an increase in visitors compared with 2024 :** In 2025 90.6% of outbound travelers visited Asian countries, particularly Japan (45.3%), followed by Mainland China (15.1%), South Korea (10.2%). Compared with 2024, visit to Japan and South Korea increased, while visit to Thailand decreased. (See Table 39).

Table 39 Destination of outbound travel

Unit:%

Destination			2025		2024		2019	
Asia	Mainland China/Hong Kong/Macao	Hong Kong Mainland China Macao	19.5	3.8 15.1(2) 1.5	18.6	3.5 14.2(2) 1.4	27.5	3.6 21.9(2) 2.6
	Southeast Asia	Thailand	14.6	4.6	19.5	6.4	15.7	4.2
		Malaysia		1.5		2.3		2.1
		Singapore		1.4		1.7		1.9
		Indonesia		1.0		1.1		1.0
		Philippines		0.9		1.2		1.8
		Vietnam		5.5		6.8		4.7
		Cambodia#		0.3		0.2		0.6
Myanmar#	—	—	0.1					
Northeast Asia	Japan South Korea	55.1	45.3(1) 10.2(3)	51.4	43.9(1) 7.8(3)	41.8	33.7(1) 8.3(3)	
Central/S. Asia#	India#	0.1	0.1	0.1	0.1	0.2	0.2	
Others #		0.8	0.8	1.0	1.0	1.1	1.1	
America		U.S.A.	3.3	2.6	2.5	2.1	4.4	3.6
		Canada#		0.8		0.4		0.6
		Others#		0.2		0.1		0.3
Europe		U.K.#	5.6	0.6	6.1	0.7	7.8	0.8
		Netherlands		1.0		0.6#		1.3
		Belgium#		0.6		0.5		0.8
		France		1.1		0.8#		1.4
		Germany		1.1		1.2		1.2
		Switzerland#		0.7		0.8		0.7
		Austria		1.0		1.3		1.3
		Czech#		0.8		1.1		0.9
		Hungary#		0.4		0.4		0.3
		Italy		0.9		0.9		0.5#
		Greece#		0.1		0.2		0.2
		Spain#		0.3		0.7		1.1
		Others		1.8		2.1		3.1
Oceania		Australia	1.7	1.1	1.6	1.2	2.0	1.2
		New Zealand#		0.7		0.3		0.7
		Palau#		0.0		0.1		0.0
		Others#		0.0		—		0.1
Africa#		South Africa#	0.4	0.1	0.2	—	0.3	—
		Others#		0.3		0.2		0.3

Note: 1. Destination region is a multiple response question, therefore, the sum of the percentages may exceed 100%.

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 includes Dubai, Turkey, Nepal, Brunei, etc.; other areas in the Americas include Brazil and Panama; other areas in Europe includes Finland, Sweden, Russia, Denmark, Norway, etc.

4. “—” indicates no samples in the cell. “0.0” indicates the percentage is under 0.05%;

“#” indicates a sample size less than 30, in the row header, it refers to the item; next to a value, it refers to the specific cell. Data marked with “#” are not suitable for comparison.

5. Number inside parenthesis indicates the top 3 places. The same ranking number means no significant difference.

5. **“Sightseeing, recreation, or vacation” was the primary purpose of outbound travel for citizens, accounted for 88%:** For outbound travel, the primary purpose for the majority of travelers was “Sightseeing, recreation, or vacation” (87.7%), followed by “Visiting friends and relatives” (6.2%) and “Business” (5.4%). Among travelers whose primary purpose was “Sightseeing, recreation, or vacation,” the leading reason for choosing a travel destination was “Relatives’ or friends’ invitation” (29.5%), followed by “Search for stress relief” (19.7%). Compared with 2024, the percentage of travelers motivated by “Special tourist activities” increased, while the share of “Company-sponsored trips” decreased.

Table 40 Purpose of outbound travel

Unit: %

Purpose	2025	2024	2019
Total	100.0	100.0	100.0
Sightseeing, recreational or vacation	87.7	84.9	76.3
Business	5.4	7.2	12.0
Visiting friends and relatives	6.2	7.3	10.0
Health, wellness and medical tourism#	0.2	0.0	...
Short-term study	0.5	0.5	1.2
Others #	—	—	0.5

Note: “...” indicates that the option was not available; “—” indicates that there were no samples for the item; “0.0” indicates the percentage is under 0.05%; “#” indicates that the sample size for this item is less than 30, therefore it is not suitable for comparison.

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

Unit: %

Main reason	2025	2024	2019
Total	100.0	100.0	100.0
Relatives’ or friends’ invitation	29.5	29.8	35.8
Search of stress relief	19.7	19.6	15.9
Curiosity of different culture	16.5	17.4	18.8
Cheap touring expenses	9.0	8.5	8.3
Shopping	5.9	5.3	2.9
Special tourist activities	5.4	4.0	3.1
Tasting exotic cuisine	3.3	2.7	2.8
Company-sponsored trips	3.2	4.5	3.3
Historical legacy	2.8	2.7	3.1
Good recreational facilities	1.4	1.7	1.2
Convenient transportation	2.6	2.8	2.7
Religious factors#	0.4	0.8	0.9
Work factors#	—	—	0.4
Others#	0.3	0.2	0.7

Note: 1. “Others” included travel agency coupon, weather and children’s preferences.

2. “—” indicates no samples in the cell; “#” indicates that the sample size for this item is less than 30, therefore it is not suitable for comparison.

6. **The most common approach for outbound travel was “Independent arrangement”, which accounts for 62%:** The most common approach for outbound travel was “Independent arrangement”, which accounts for 61.5%. Compared with 2024, the percentage of travelers opting for “Partial travel agency assistance” decreased, while those choosing “Independent arrangement” increased. The most common reasons for selecting a travel agency included “Relatives, company or school arrangements”, “Reasonable price,” “Prior travel experiences with the agency,” “Recommendation by friends and relatives,” and “Travel agency's good reputation”, which is no statistically significant difference compared with 2024.

Table 42 Type of outbound travel

Unit: %

Types		2025	2024	2019
Total		100.0	100.0	100.0
Group travel	Group, incentive or company-sponsored travel	24.4	25.6	35.0
Individual travel	Sub total	75.6	74.4	65.0
	Independent travel packages (e.g., flight and hotel bundles)	6.6	6.7	4.8
	Partial travel agency assistance	7.5	9.8	15.3
	Independent arrangement	61.5	58.0	44.9

Table 43 Reasons for deciding travel agency for outbound travel

Unit: %

Reasons	2025	2024	2019
Relatives, company or school arrangements	34.9	35.7	23.5
Reasonable price	31.9	29.5	33.7
Prior travel experiences with the agency	28.7	27.0	28.4
Recommendation by friends and relatives	26.6	26.9	33.9
Travel agency's good reputation	22.1	17.7	17.6
Particular spots/itinerary only provided by this agency#	6.8	8.0	5.0
Others#	0.3	0.2	0.9

Note : 1. This is a multiple response question, therefore, the sum of the percentages may exceed 100%.

2. Respondents with “Independent arrangement” do not need to answer this question.

3. “Others” include “Travel agency’s coupon”, etc.

4. “#” indicates the sample size for the cell is less than 30, therefore it is not suitable for comparison.

7. **The usage rate of online-booked travel-related products for outbound travel has reached 60%, showed an increase compared with 2024 :** According to the survey results, the usage rate of online-booked travel-related products for overseas travel reached 60.1%, up 2.7 percentage points from 2024. “International flights” and “International accommodation” recorded the highest usage rates and showed growth compared with 2024, followed by “SIM cards/Wi-Fi services”.

Table 44 Usage of online-booked travel-related product for outbound Travel

Unit: %

Usage of online-booked travel-related product		2025	2024	2019
Total		100.0	100.0	100.0
No		39.9	42.6	56.6
Yes		60.1	57.4	43.4
Types of related products (multi-response)	International flights	50.1	46.9	34.2
	International accommodation	46.9	43.1	30.3
	SIM cards / Wi-Fi Services	29.4	29.8	10.8
	Travel passes /tickets	19.2	20.2	9.6
	Tour packages / itinerary activities	7.4	7.2	4.3
	Restaurant reservations	7.0	6.4	2.0
	Car rental	7.1	7.5	3.8
	Travel insurance	18.3	...	...
	Others#	—	0.7	0.8

Note: 1. Types of related products is a multiple response question.

The rate for each item = Number of sample trips utilizing the specific item ÷ Total sample trips.
total percentage sum exceeds the overall purchase rate

2 “Others” include travel-related apps, etc.

3 “...” indicates that the option was not available, “#” indicates that the sample size for this item is less than 30, therefore it is not suitable for comparison.

8. **In 2025, total outbound travel expenditure by ROC citizens was estimated at NT\$1,047.4 billion, an increase of 11.93% from 2024 and 28.12% from 2019:** According to the surveyed travelers, the average outbound expenditure (including international airfare) per trip was NT\$55,288, and the total number of outbound trips was 18,944,436. Based on these figures, the outbound travel expenditure by ROC citizens reached NT\$1,047.4 billion, an increase of 11.93% from 2024 and 28.12% from 2019. Additionally, the average pre- and post-trip spending per outbound trip was NT\$2,657(covering expenses such as travel necessities, gifts for overseas relatives and friends, clothing, medicine, SIM cards, Wi-Fi rentals, personal insurance, transportation to and from airports or seaports, and post-trip costs like laundry and photo development, etc.), bringing the total pre- and post-trip expenditure to an estimated NT\$50.335 billion. (See Tables 45-46)

Table 45 Expenditure on outbound travel

Items	Average expenditure per trip per person	Total number of travels	Total travel expenditure estimated
2025	NT\$55,288	18,944,436 travels	NT\$1,047.4 billion
2024	NT\$55,541	16,849,683 travels	NT\$935.8 billion
2019	NT\$47,802	17,101,335 travels	NT\$817.5 billion

Note: 1.Outbound travel expenditure includes international airline tickets, visa, lodging and all other spending in foreign countries.

2. The data on “total number of outbound travel” is sourced from the Ministry of the Interior National Immigration Agency.

Table 46 Average pre- and post-trip spending per outbound trip

Unit: NT\$

Expense	2025	2024	2019
Total	2,657	2,941	2,284
Purchase of travel necessities prior to travel	1,025	1,361	1,076
Personal insurance expenses	781	701	517
Transportation between home and airport/harbor	825	817	665
Related expenses after returning home	26	62	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 laundry, developing photos, suitcase repair etc.

C. Comparisons between Domestic and Outbound Travel

- Outbound travelers who also participated in domestic travel account for 94.9%, higher than those who travelled only domestically (87.3%).** In 2025, 90.2% of citizens participated in domestic travel, while 38.9% traveled overseas, with an average 11.65 domestic trips and 0.81 outbound trips per person in the year. Regarding the impact of outbound travel on domestic travel, the domestic travel rate among outbound travelers was higher than that of non-outbound travelers (94.9% compared with 87.3%), and their average domestic travel expenditure was also higher (NT\$2,961 compared with NT\$2,233). Similarly, regarding the impact of domestic travel on outbound travel, the outbound travel rate among domestic travelers was higher than that of non-domestic travelers (40.9% compared with 20.4%). Furthermore, their outbound expenditure (including international airfare) averaged NT\$55,982, which was higher than the NT\$52,485 spent by non-domestic travelers, while their average length of stay for outbound trips was shorter than that of non-domestic travelers (6.89 nights compared with 8.09 nights). (See Tables 47-49)

Table 47 Domestic vs. Outbound travel in 2025

items	Domestic Travel					Outbound Travel				
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole Year	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Whole Year
Did not travel	23.9%	27.5%	26.4%	22.7%	9.8%	86.1%	86.0%	84.4%	83.8%	61.1%
Travelled	76.1%	72.5%	73.6%	77.3%	90.2%	13.9%	14.0%	15.6%	16.2%	38.9%
Average number of trips per person	3.31	2.68	2.74	2.92	11.65	0.19	0.20	0.21	0.21	0.81
Total number of trips	70,385,000 trips 78,831,000 trips (incl. children under 12 in the same household)	56,962,000 trips 64,367,000 trips (incl. children under 12 in the same household)	58,218,000 trips 65,786,000 trips (incl. children under 12 in the same household)	62,049,000 trips 70,115,000 trips (incl. children under 12 in the same household)	247,614,000 trips 279,099,000 trips (incl. children under 12 in the same household)	4,492,552 trips	4,648,710 trips	4,968,278 trips	4,834,896 trips	18,944,436 trips

Table 48 The domestic travel rate, average expenditure and average length of stay for domestic trips by outbound travel status

Status	2025			2024			2019		
	Domestic travel Rate (%)	Average expenditure per person per trip (NT\$)	Average of days per trip (day)	Domestic travel Rate (%)	Average expenditure per person per trip (NT\$)	Average of days per trip (day)	Domestic travel Rate (%)	Average expenditure per person per trip (NT\$)	Average of days per trip (day)
Overall	90.2%	NT\$2,279	1.32days	90.8%	NT\$2,323	1.39days	91.1%	NT\$2,320	1.51 days
Outbound travel	94.9%	NT\$2,961	1.39days	97.2%	NT\$2,640	1.44 days	95.1%	NT\$2,884	1.62 days
Didn't travel outbound	87.3%	NT\$2,233	1.31days	87.5%	NT\$2,274	1.38 days	88.9%	NT\$2,240	1.49 days

Note: Percentages are based on the valid sample size (trips) for each category.

Table 49 The outbound travel rate, average expenditure per person (Including international airfare) and average length of stay for outbound trips by domestic travel status

Status	2025			2024			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 expenditure per person per trip (NT\$)	Average of days per trip (night)
Overall	38.9%	NT\$55,288	7.13 nights	34.6%	NT\$55,541	6.95 nights	35.2%	NT\$47,802	7.60 nights
Domestic travel	40.9%	NT\$55,982	6.89 nights	37.0%	NT\$53,324	6.61 nights	36.7%	NT\$46,364	9.89 nights
Didn't travel domestically	20.4%	NT\$52,485	8.09 nights	10.6%	NT\$62,212	7.99 nights	19.2%	NT\$51,535	9.44 nights

Note : 1. Average of days per trip (night) calculated based on the sample of respondents,

2. Average expenditure per person per trip include those spent on international travel and during stays across different regions.

3. Percentages are based on the valid sample size (trips) for each category.

2. **68% of outbound travelers did not reduce the frequency of their domestic travel despite traveling abroad:** In 2025, 67.6% of outbound travelers did not reduce the frequency of their domestic travel despite traveling abroad. Regarding the interaction between domestic and outbound travel, the largest group consisted of those who traveled domestically but did not travel abroad (53.3%), followed by those who engaged in both types of travel (36.9%) and those who traveled neither domestically nor abroad (7.8%). The smallest group comprised those who traveled abroad but did not engage in domestic travel(2.0%).(See Tables 50-51)

Table 50 Domestic travel reduced due to outbound travel

Unit: %

Item	2025	2024	2019
Total	100.0	100.0	100.0
Domestic travel not reduced	67.6	69.6	69.3
Domestic travel reduced due to outbound travel	32.4	30.4	30.7

Table 51 The cross relation between domestic and outbound travel

Unit: %

2025			
Outbound travel \ Domestic travel	No	Yes	Total
No	7.8	2.0	9.8
Yes	53.3	36.9	90.2
	61.1	38.9	100.0
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
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, 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 was 42. The median monthly income of domestic travelers was NT\$36,268, which was lower than the NT\$43,660 median monthly income of outbound travelers. Regarding occupation, domestic travelers were more likely to be retirees, office support staff, technicians/assistants, housekeepers, and students, whereas outbound travelers were more commonly office support staff, technicians/assistants, retirees, professionals, and students.

Table 52 Characteristics of domestic vs. outbound travelers in 2025

Characteristics	Domestic travelers	Outbound travelers
Gender	Males (48.3%), females (51.7%)	Males (46.2%), females (53.8%)
Age (median)	47	42
Monthly income (median)	NT\$36,268	NT\$43,660
Occupations	Retires (15.8%), Office support staff (12.6%), Technicians/assistants (12.2%), Housekeepers (11.7%), Students (10.4%).	Office support staff (13.8%), Technicians/assistants(13.5%), Retires(13.3%), professionals(12.2%), Students(12.1%).

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

4. **Most domestic and outbound travelers resided in Northern Taiwan:** Data showed that Northern residents accounted for 50.2% of domestic travelers, followed by those from Central Taiwan (25.1%), while outbound travelers were even more concentrated in the north, with 52.0% from Northern Taiwan, followed by 24.4% from the south, making Northern residents the primary source of both domestic and outbound travel, both exceeding 50%.

Table 53 Residence region for domestic and outbound travelers in 2025

Unit: %

Residence region	Domestic travel	Outbound travel
Total	100.0	100.0
Northern Taiwan	50.2	52.0
Central Taiwan	25.1	19.9
Southern Taiwan	22.9	24.4
Eastern Taiwan	1.3	1.5
Offshore Islands	0.4	2.3

