Taiwan Tourism Satellite Account 2023

1. Introduction

In 2001, the Tourism Administration (formerly Tourism Bureau) initiated the development of a framework of Taiwan Tourism Satellite Account, referred to as TTSA2001, the first version of Taiwan Tourism Satellite Accounts Framework. TTSA2001 has been established in accordance with the recommended methodological framework of the UN Tourism (formerly UNWTO) and other international organizations, which is known as TSA: RMF 2000.

Having reviewed Taiwan's tourism-related statistics and taken into consideration the data requirements to complete the ten tables suggested in TSA: RMF 2001, the TA has established a set of six tables in TTSA2001. The six tables are tourism expenditure table, tourism products supply table, tourism ratio of tourism products table, tourism ratio of tourism industries table, tourism gross domestic product table, and employment in tourism industries table. Based on the TTSA2001 framework, Taiwan TSAs were compiled for the years between 1999 and 2012.

In 2010, the Tourism Satellite Account: Recommended Methodological Framework, known as TSA: RMF 2008, was published. It served as an international standard by providing the common conceptual framework for constructing a TSA. The TA reviewed the concepts, definitions and tables recommended in TSA: RMF 2008, and upgraded TTSA2001 into the second version of Taiwan Tourism Satellite Account Framework, called TTSA2016.

In order to achieve a uniform basis for comparison with other countries, TTSA2016 follows the recommendation of TSA: RMF 2008, and defines tourism as "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of activity remunerated from within the place visited."

When attempting to define "usual environment", many countries use "distance" as the criterion. Due to Taiwan's small size, a large proportion of tourism activities would be excluded if "distance" was used as the defining criterion. Therefore, whether an activity is outside of one's usual environment is determined in a subjective manner, i.e., the visitor decides if his or her activities are conducted outside the usual environment.

TTSA2016 considers three types of visitors in TTSA. These include inbound visitors, domestic visitors, and outbound visitors. The domestic visitors are further

divided into same-day visitors and overnight visitors.

Tourism expenditure is one of the most important statistics in TSA. The TA adopted its definition given by TSA: RMF 2008, “tourism expenditure is the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips. It includes expenditure by visitors themselves as well as expenses that are paid for reimbursed by others.”

According to the types of visitors defined in TTSA2016, three forms of tourism expenditure are compiled in TTSA, namely inbound tourism expenditure, domestic tourism expenditure, and internal tourism expenditure. Inbound tourism expenditure refers to tourism related expenditure made by inbound visitors for the consumption of tourism products supplied by Taiwan tourism industries. Domestic tourism expenditure includes (1) the tourism related expenditure made by Taiwan residents traveling within Taiwan, and (2) the value of tourism products provided by Taiwan enterprises that are purchased by outbound visitors before and after their trips abroad. Internal tourism expenditure refers to tourism expenditure of resident visitors and inbound visitors within Taiwan, and it is the sum of domestic tourism expenditure and inbound tourism expenditure.

Value added and employment opportunities are the key contributions that tourism makes to an economy. These aggregates represent a set of relevant indicators of the size of tourism in an economy from the supply side. Thus, we included table T7 and table T8 to estimate the contributions of Taiwan tourism activities.

2. Tourism Products and Tourism Industries in TTSA2016

We followed the recommendation of TSA: RMF 2008, and classified tourism products as tourism characteristic products and other tourism products in TTSA2016. We further adopted the ROC Standard Industrial Classification (the 11th revised edition), and categorized the tourism industries as tourism characteristic industries and other tourism industries. The lists of tourism products and tourism industries included in TTSA2016 are shown in Table 1.

We reviewed the content of TTSA2016 and made a few changes this year, including reclassifying the passenger transport industries and using the supply table to calculate the shares of tourism product supply for each tourism industry. Based on this revision and the table structure from TTSA2016, we compiled the Taiwan Tourism Satellite Accounts 2023.

Table 1 Tourism Products and Tourism Industries in TTSA2016

Tourism products	Tourism industries/activities
Tourism characteristic products	Tourism characteristic industries
1. Accommodation services	1. Accommodation
2. Food and beverage serving services	2. Food and beverage serving (F & B serving)
3. Passenger transport services	3. Transport industries
3.1 Land passenger services	3.l Land transport
3.2 Air passenger services	3.2 Air transport
3.3 Water passenger services	3.3 water transport
4. Motor vehicle rental services	4. Motor vehicle rental
5.Travel agencies and other reservation services	5. Travel agencies and other reservation
6. Art, recreation and leisure services	6. Art, recreation and leisure industry
7. Shopping services (incl. gasoline retail)	7. Retail trade
Other tourism products	Other tourism industries

3. Taiwan Tourism Satellite Account Tables

The primary objective of a TSA is to provide a statistical framework consistent with national accounts, so that the economic importance of the tourism activities can be identified and recognized. Compilation of the TSA data can provide important tourism information, such as the supply of tourism products, the demand for tourism products, investment and employment in the tourism industries, tourism direct gross value added generated by tourism industries, etc. This information is crucial to government policy analysis, market research, tourism industries performance evaluation and tourism forecasts.

Although TSA: RMF 2008 recommended a total of 10 tables for a TSA, after reviewing data availability related to Taiwan tourism, we included 9 tables in TTSA2016, as shown in Figure 1. It is worth mentioning that table T9 not only is showing the non-monetary information such as accommodation capacity and number of visitors, but also the direct gross value added generated by each different type of visitors. The 9 tables are compiled in the sequence shown in Figure 2.

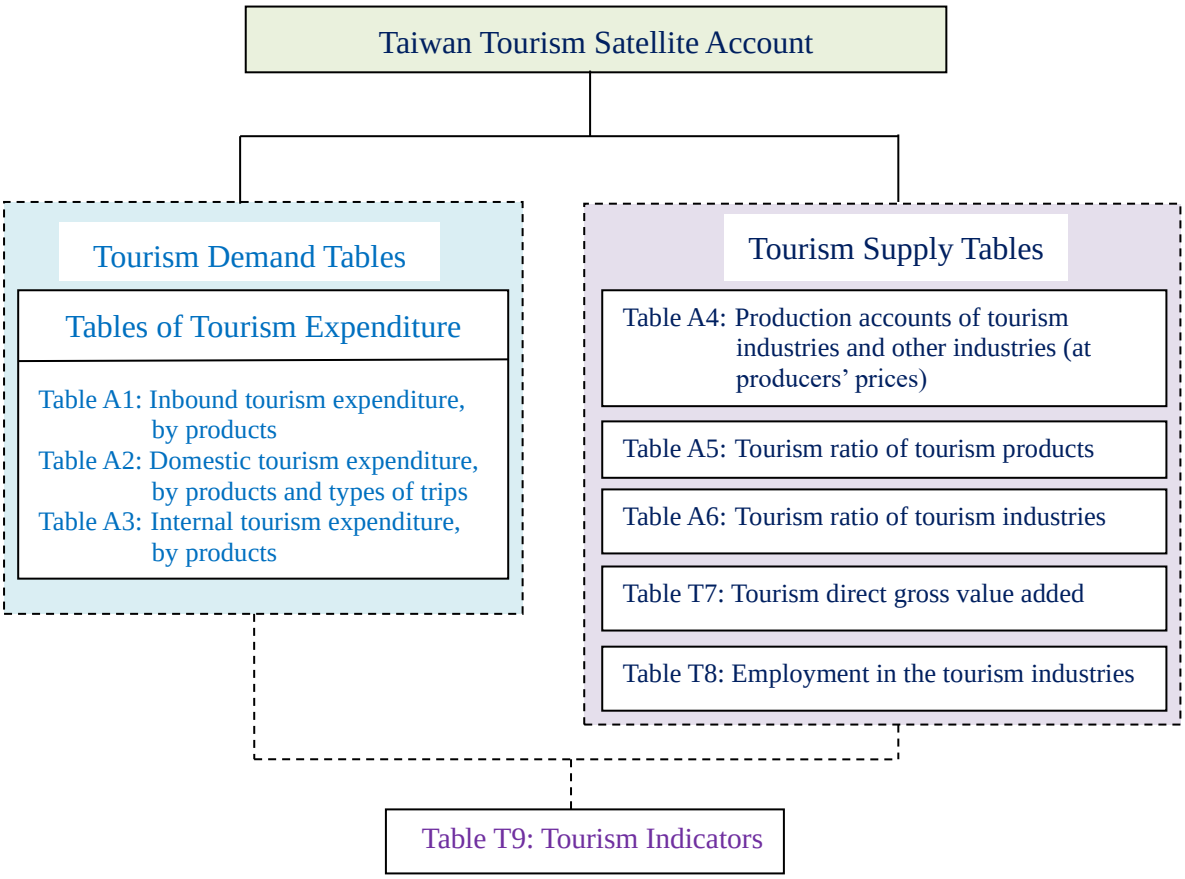


Figure 1 Tables in TTSA2016

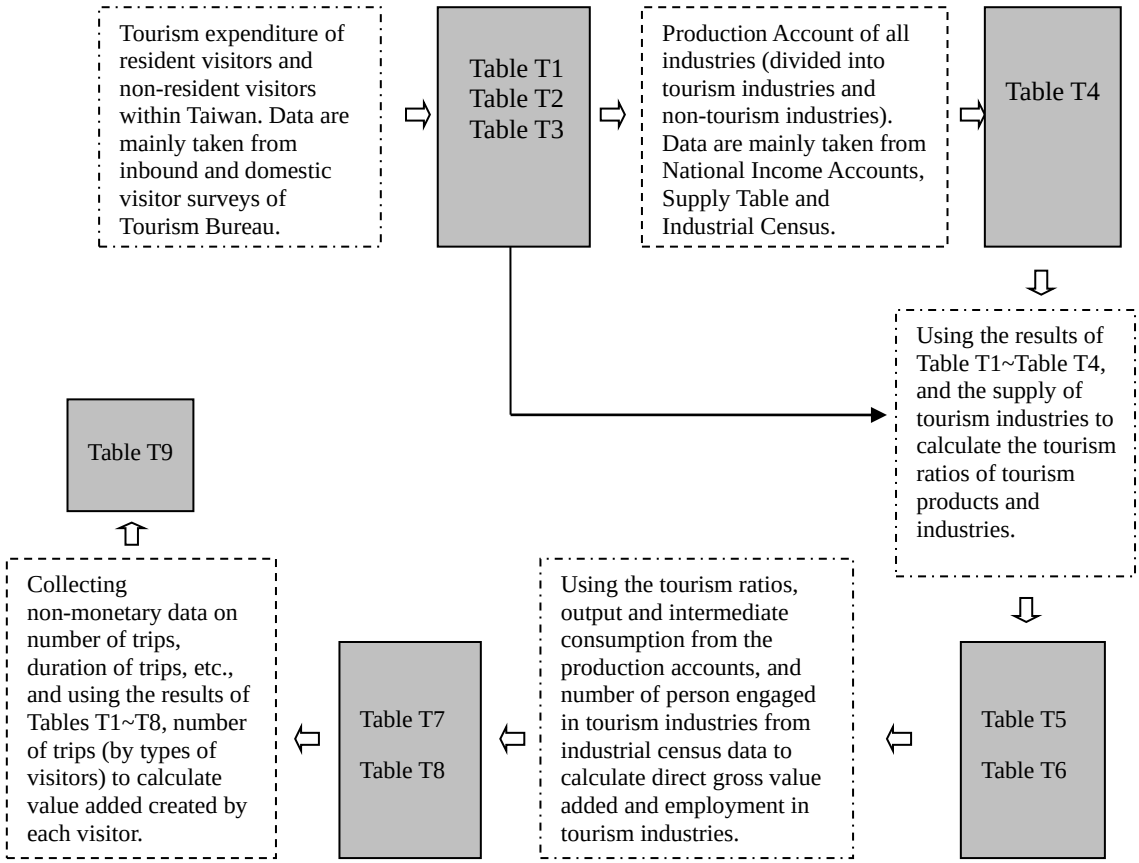


Figure 2 Compilation Sequence of TTSA

4. Results of Taiwan Tourism Satellite Accounts 2009-2023

(1) Results of Taiwan Tourism Satellite Account 2023

Table T1 Inbound tourism expenditure, by products 2023

Tourism products	Inbound tourism expenditure	
	amount（million NT$）	Percentage (%)
Total	333,509	100.00
Tourism characteristic products	319,079	95.67
Accommodation services	73,892	22.16
Food & beverage serving services	67,019	20.10
Passenger transport services	111,758	33.51
Land passenger services	27,529	8.25
Air passenger services	84,230	25.26
Water passenger services	--	--
Motor vehicle services	992	0.30
Travel agencies and other reservation services	1,947	0.58
Art, recreation and leisure services	15,544	4.66
Shopping services	47,926	14.37
Other tourism products	14,430	4.33

--: not applied.

Exchange rate = 31.150 (NT$/US$)

Table T2 Domestic tourism expenditure, by products and types of trips 2023

Units: million NT$, %

Tourism products	Domestic tourism expenditure					
	Domestic tourism trips			Outbound tourism trips	Total	percentage
	Same-day visitors	Overnight visitors	Sub-total			
Total	217,201	320,938	538,139	190,075	728,215	100.00
Tourism characteristic products	209,263	313,768	523,031	181,004	704,036	96.68
Accommodation services	0	103,621	103,621	--	103,621	14.23
F & B serving services	67,715	76,350	144,065	--	144,065	19.78
Passenger transport services	16,640	27,343	43,983	152,370	196,353	26.96
Land passenger services	16,212	22,528	38,740	10,089	48,829	6.71
Air passenger services	428	4,815	5,243	142,281	147,524	20.26
Water passenger services	--	--	--	--	--	--
Motor vehicle rental services	32,706	1,861	34,568	--	34,568	4.75
Travel agencies & other reservation services	994	24,781	25,774	10,032	35,807	4.92
Art, recreation and leisure services	13,389	15,770	29,159	--	29,159	4.00
Shopping services	54,536	46,844	101,380	18,602	119,982	16.48
Gasoline retail services	23,283	17,199	40,481	--	40,481	5.56
Other tourism products	7,938	7,170	15,108	9,071	24,179	3.32

--: not applied.

Exchange rate =31.150 (NT$/US$)

Table T3 Internal Tourism Expenditure, by products 2023

Units: million NT$, %

Tourism products	Internal tourism expenditure						
	Inbound tourism expenditure	Domestic tourism expenditure				Total	percentage
		Domestic tourism trips		Outbound tourism trips	Sub-total		
		Same-day visitors	Overnight visitors				
Total	333,509	217,201	320,938	190,075	728,215	1,061,723	100.00
Tourism characteristic products	319,079	209,263	313,768	181,004	704,036	1,023,114	96.36
Accommodation services	73,892	0	103,621	--	103,621	177,513	16.72
Food & beverage serving services	67,019	67,715	76,350	--	144,065	211,084	19.88
Passenger transport services	111,758	16,640	27,413	152,370	196,353	308,111	29.02
Land passenger services	27,529	16,212	22,528	10,089	48,929	76,358	7.19
Air passenger services	84,230	428	4,815	142,281	147,524	231,753	21.83
Water passenger services	--	--	--	--	--	--	--
Motor vehicle rental services	992	32,706	1,861	--	34,568	35,560	3.35
Travel agencies & other reservation services	1,947	994	24,781	10,032	35,807	37,754	3.56
Art, recreation and leisure services	15,544	13,389	15,770	--	29,159	44,703	4.21
Shopping services	47,926	54,536	46,844	18,602	119,982	167,908	15,81
Gasoline retail services	--	23,283	17,199	--	40,481	40,481	3.81
Other tourism products	14,430	7,938	7,170	9,071	24,179	38,609	3.64

--: not applied.

Exchange rate =31.150(NT$/US$)

Table T4 Production accounts of tourism industries and other industries (at producers' prices) 2023

Unit: million NT$

industries / products	Total	Tourism characteristic industries									Other tourism industries	All other industries
		accommodation	F & B serving	Land Passenger transport	Air Passenger transport	Water passenger transport	Motor vehicle rental	Travel agencies & other reservation	Art, recreation & leisure industries	Retail trade		
Tourism characteristic products	4,177,984	240,513	1,096,822	239,434	300,472	6,521	86,960	40,508	307,163	1,699,447	144,422	16,102
Accommodation services	201,598	200,407							1,191			
F & B serving services	1,125,885	39,914	1,065,921		30				6,862	4,728	379	8,051
Passenger transport services												
Land passenger services	239,212			239,195			17					
Air passenger services	300,232				300,232							
Water passenger services	6,521					6,521						
Motor vehicle rental services	87,134			192			86,942					
Travel agencies & other reservation services	40,508							40,508				
Art, recreation & leisure services	300,520	14							296,103	378		4,026
Shopping services	1,876,753	177	30,901	48	210	--	--	--	3,008	1,694,340	144,043	4,026
Other tourism products	3,486,319	35	--	--	--	--	--	--	--	3,008	3,475,225	8,051
Tourism products	7,664,303	240,548	1,096,822	239,434	300,472	6,521	86,960	40,508	307,163	1,702,455	3,619,647	24,153
All other products	40,620,991	12,694	10,743	24	--	--	--	351	6,173	188,761	170,956	40,230,909
Total output（at producers' prices）	48,285,294	253,242	1,107,565	239,458	300,472	6,521	86,960	40,859	313,336	1,891,216	3,790,603	40,255,062
Intermediate consumption	25,041,400	128,141	566,864	102,284	193,758	4,036	35,944	29,804	107,685	555,242	1,330,496	21,987,147
Gross value added (at producers' prices)	23,243,894	125,101	540,701	137,175	106,714	2,486	51,015	11,055	205,651	1,335,974	2,460,107	18,267,915
Compensation of employees	10,308,332	74,413	263,861	58,528	48,590	3,865	5,476	40,916	127,023	599,580	1,447,677	7,638,402
Net production tax	1,168,198	2,115	2,425	1,744	400	7	2,064	584	2,324	12,773	93,735	1,050,027
Fixed assets consumption	4,032,296	19,546	28,980	38,993	41,495	1,636	37,514	2,078	18,569	100,283	315,150	3,428,051
Gross operating surplus	7,735,068	29,027	245,435	37,911	16,229	-3,023	5,960	-32,524	57,735	623,338	603,545	6,151,435

Exchange rate = 31.150(NT$/US$)

Table T5 Tourism ratio of tourism products 2023

Tourism products	Tourism expenditure（million NT$）(1)	Tourism Supply（million NT$）(2)	Tourism product ratios (3)=(1)/(2)
Total	1,061,723	11,657,290	0.091
Tourism characteristic products	1,023,114	8,170,971	
Accommodation services	177,513	201,598	0.881
Food & beverage serving services	211,084	1,125,885	0.187
Passenger transport services	308,111	545,965	0.5664
Land passenger services	76,358	239,212	0.319
Air passenger services	231,753	300,232	0.772
Water passenger services	--	6,521	--
Motor vehicle rental services	35,560	87,134	0.408
Travel agencies & other reservation services	37,754	40,508	0.932
Art, recreation & leisure ser.	44,703	300,520	0.149
Shopping services	208,390	5,869,361	0.036
Other tourism products	38,609	3,486,319	0.011

Exchange rate =31.150 (NT$/US$)

Table T6 Tourism ratio of tourism industries 2023

Unit: million NT$

products \ industries	Total	Tourism characteristic industries									Other tourism industries
		accommodation	F & B serving	Land passenger transport	Air passenger transport	Water passenger transport	Motor vehicle rental	Travel agencies & other reservation	Art, recreation & leisure industry	Retail trade	
Tourism characteristic products											
Accommodation services	177,513	176,470							1,048		
Food & beverage serving ser.	209,574	7,483	199,842		6				1,287	886	71
Passenger transport services											
Land passenger services	76,358			76,352			6				
Air passenger services	231,753				231,753						
Water passenger services	--					--					
Motor vehicle rental services	35,560						35,482				
Travel agencies & other reservation services	37,754							37,754			
Art, recreation and leisure services	44,104	2							44,046	56	
Shopping services	66,491	6	1,097	2	7				107	60,157	5,114
Other tourism products	38,520	0	0	0	0	0	0	0	0	33	38,486
Tourism output value	917,627	183,957	200,939	76,432	231,767	0	35,487	37,754	46,487	61,133	43,671
Total supply of tourism industries	8,030,232	253,242	1,107,565	239,458	300,472	6,521	86,960	40,859	313,336	1,891,216	3,790,603
Tourism industry ratios	0.11	0.73	0.18	0.32	0.77	0.00	0.41	0.92	0.15	0.03	0.0115

Exchange rate =31.150 (NT$/US$)

Table T7 Tourism Direct Gross Value Added 2023

Unit: million NT$

industries	Total	Tourism characteristic industries									Other tourism industries
		Accommodation	F & B serving	Land passenger transport	Air passenger transport	Water passenger transport	Motor vehicle rental	Travel agencies & other reservation	Art, recreation & leisure industry	Retail trade	
Total output value	8,030,232	253,242	1,107,565	239,458	300,472	6,521	86,960	40,859	313,336	1,891,216	3,790,603
Intermediate inputs	3,054,253	128,141	566,864	102,284	193,758	4,036	35,944	29,804	107,685	555,242	1,330,496
Tourism industry ratios		0.73	0.18	0.32	0.77	0.00	0.41	0.92	0.15	0.03	0.0115
Tourism output value	917,627	183,957	200,939	76,432	231,767	0	35,487	37,754	46,487	61,132	43,671
Tourism intermediate inputs	469,487	93,082	102,843	32,648	149,453	0	14,668	27,539	15,976	17,948	15,329
TDGVA	448,140	90,874	98,096	43,785	82,313	0	20,819	10,215	30,511	43,185	28,343
National GDP	23,243,894										
TDGVA/national GDP	1.93%										

Exchange rate =31.150(NT$/US$)

Table T8 Employment in the tourism industries 2023

Industries	Total	Tourism characteristic industries									Other tourism industries
		Accommodation	F & B serving	Land passenger transport	Air passenger transport	Water passenger transport	Motor vehicle rental	Travel agencies & other reservation	Art, recreation, & leisure industries	Retail trade	
Tourism industry ratios		0.73	0.18	0.32	0.77	0.00	0.41	0.92	0.15	0.03	0.0115
Number of persons engaged, end of 2021	2,846,073	96,108	587,523	6,7240	10,445	35	7,533	19,564	92,934	969,062	995,629
Output value of tourism industries, 2021(million NT$)	6,503,391	163,608	778,896	139,247	138,489	200,914	56,923	50,075	225,580	1,517,199	3,232,461
Output value of tourism industries, 2023 (million NT$)	8,030,232	253,242	1,107,565	239,458	300,472	6,521	86,960	40,859	313,336	1,891,216	3,790,603
Number of persons engaged in tourism industries, end of 2023	3,654,848	148,762	835,439	115,631	22,661	1	11,508	15,963	129,088	1,207,953	1,167,542
Number of persons engaged in Tourism, end of 2023	405,114	108,061	151,569	36,908	17,480	0	4,696	14,750	19,152	39,047	13,451

Exchange rate = 31.150(NT$/US$)

Table T9 Tourism Indicators 2023

Tourism trips and Stay nights, by types of visitors

indicators	Inbound visitors	Outbound visitors	Domestic visitors		
			Same-day visitors	Overnight visitors	Total
Number of trips	5,923,057	11,795,834	146,997,117	59,749,883	206,747,000
Duration of trips (days)	7.39	7.84	1.0	2.56	1.45

Number of establishments and capacity, by forms of accommodation

indicators	International tourist hotel	Standard tourist hotel	hotel	Home stay	
Number of establishments	73	46	3,316	11,464	
Capacity (rooms)	19,871	7,173	168,860	35,996	
Capacity utilization (rooms)	4,507,086	1,346,599	29,960,515	3,753,001	
Occupancy rate	62.45%	55.72%	48.86%	26.62%	

Economic contribution, by types of visitors

indicators	Inbound visitors	Outbound visitors	Domestic visitors		Total
			Same-day visitors	Overnight visitors	
Tourism value added（million NT$）	146,086	69,044	93,012	139,998	448,140
Tourism value added/Total National GDP（%）	0.63	0.30	0.40	0.60	1.93
Tourism value added per visitor（NT$10,000）	2.466	0.585	0.063	0.234	

Exchange rate =31.150(NT$/US$)