

核定機關：行政院主計總處
核定文號：主普管字第1040401095號
有效期間：105年1月1日至107年12月31日

Case Number								
Residence		Month Date				Serial Number		

2017 Annual Survey of Visitors Expenditure and Trends in Taiwan

Dear Sir or Madam,

In order to improve the quality of our tourism facilities and services, Taiwan's Tourism Bureau is conducting this survey to obtain a comprehensive understanding of your consumption behavior during your stay in Taiwan. To help us better understand your needs, the Tourism Bureau would appreciate your time in filling out this survey.

Tourism Bureau

訪視開始時間：____月____日____時____分

A. General Information

A1. When did you arrive in Taiwan on this trip? Date : ____/____/____
yy mm dd

A2. How many times have you been to Taiwan in the past three years (including this time)? _____

A3. How many days did you spend planning for this trip before you left for Taiwan? _____ days

B. Plan for Your Trip

B1.1. Have you ever obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports? ☐ (1) Yes (**Please go to 2.**) ☐ (2) No (**Please go to B2.1**)

B1.2. How would you rate the source of information's influence on your decision to visit Taiwan?

(5=very strong, 4=strong, 3=moderate, 2=slight, 1=very slight)

	5	4	3	2	1	Never Seen
(1) Newspapers, magazines, books.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Underground(subway), advertisement boxes, advertisement on buses.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) TV, radio.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) International travel exhibitions.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Outdoor advertisements or billboards.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Tourism leaflets of travel agencies.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Word-of-mouth recommendations from friends or relatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) Internet.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(8.1) Reference websites :

☐ (1) Public web portals (ex.: yahoo, google, baidu, sina, etc.)

☐ (2) Social networking service (ex: facebook, twitter, weibo, etc.)

☐ (3) Official websites of tourism-related organizations (ex.: Taiwan Tourism Bureau, travel agencies, hotels, amusement parks, etc.)

☐ (4) Forums of blogs or bbs.

☐ (5) Others _____

B2.1. Where do you plan to get travel information after your arrival in Taiwan? **(Check all that apply)**

- ☐ (1) Airport Arrival Hall ☐ (2) Ground Transportation Center ☐ (3) Travel Agency
☐ (4) Visitor Information Center ☐ (5) Hotel ☐ (6) Convenient Store ☐ (7) Restaurant
☐ (8) Website ☐ (9) APP ☐ (10) Others _____

B2.2. What kind of tourism information do you hope to get after arriving in Taiwan? **(Check all that apply)**

- ☐ (1) Service items and travel programs of travel agencies
☐ (2) Public transport information (railway, highway, MRT) ☐ (3) Car rental information
☐ (4) Travel or road maps ☐ (5) Restaurant information ☐ (6) Accommodation information
☐ (7) Theme traveling suggestion ☐ (8) Scenic spots introduction
☐ (9) Festivals introduction ☐ (10) Others _____

B3. What are the purposes of taking this trip to Taiwan?

(Indicate by marking “A” for the main purpose and “B” for the secondary purpose.)

- ☐ (1) Sightseeing ☐ (2) Business ☐ (3) International Conference or Exhibition
☐ (4) Visiting friends or relatives ☐ (5) Studies ☐ (6) Medical Treatment
☐ (7) Others (Please specify) _____

(If your answer is “(1)”, please go to B4. Otherwise, please go to section C.)

B4. What attracted you to come to Taiwan for sightseeing this time? **(Check all that apply)**

- ☐ (1) Scenery ☐ (2) Shopping ☐ (3) Gourmet food or delicious snacks ☐ (4) Fruits ☐ (5) Flowers
☐ (6) Geographical convenience ☐ (7) Weather ☐ (8) Historical relics ☐ (9) Night life
☐ (10) Festival activities _____
☐ (11) Recreational facilities (e.g. amusement parks, golf courses, resort villages) ☐ (12) Health care
☐ (13) Taiwan's customs and culture ☐ (14) Friendliness of the people ☐ (15) Safe social environment
☐ (16) Democracy ☐ (17) Company excursion ☐ (18) Others (please specify) _____

C. Expenditure Behavior

C1. How did you arrange this trip to Taiwan?

- ☐ (1) Group tour arranged through a travel agency. (Joined a tour group)
☐ (2) Individual tour arranged through a travel agency. (Examples: exchange program, school holiday trip, incentive travel, family and friends tour group, etc.)
☐ (3) Individual tour arranged through a travel agency only for booking accommodations (and tickets.)
☐ (4) Without any arrangements through travel agencies for booking accommodations and tickets; jointed the activities arranged by a Taiwan travel agency after arrival.
☐ (5) Without any arrangements through travel agencies for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival.

(If your answer is “(1)”, please go to C2. If your answer is “(2) or (5)”, please go to C4.

If your answer is “(3) or (4)”, please go to C3.)

C2.1. How would you rate your level of satisfaction with the services provided by the local travel agency and tour guides ?

	very satisfied	satisfied	neutral	dissatisfied	very dissatisfied	not applicable	the reasons of dissatisfaction
	5	4	3	2	1	0	
(1) Itinerary.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
(2) Accommodations.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
(3) Transportation (including driver services)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
(4) Meals.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
(5) Professionalism of the tour guides.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
(6) The tour guides' ability to handle emergencies.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
(7) The tour guides' integral service performances.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
(8) Overall impression.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		_____

C2.2. What are your comments on shopping arranged by the local travel agency?

A. Number of shopping trips: _____ times

B. Commodity prices: ☐ (1) Very low-price ☐ (2) Low-price ☐ (3) Good-price
☐ (4) High-price ☐ (5) Very high-price

C3. After arrival, have you ever made travel arrangements through local travel agencies?

(Please check all that apply)

☐ (1) none ☐ (2) half-day tour ☐ (3) one-day tour ☐ (4) two-day tour ☐ (5) over three-day tour

C4. Did you pay any prepaid travel expenses for personal itinerary before arrival? (prepaid by yourself, your relatives, your company...etc.) ☐ (1) Yes **(Please go to C5.)** ☐ (2) No **(Please go to C7.)**

C5. How much did you prepay before arrival? _____ **(Type of currency : _____)**
(Air/ship fare: ☐ (1) include ☐ (2) excluded)

C6. Which of the following expenses did you prepay before arrival? **(Please check all that apply)**

☐ (1) Hotel: _____ (website: _____)
☐ (2) Restaurants outside hotel: _____
☐ (3) Local transportation: _____ ☐ (4) Entertainment: _____
☐ (5) Miscellaneous expenses: _____ ☐ (6) Shopping: _____

C7. How much money in total did you spend in Taiwan on this trip? **(Please exclude C5.prepayments)**
_____ **(Type of currency : _____)**

C8. Please itemize these expenses in terms of their amount or percentage.

1. Hotel bills: _____ % _____ person(s)
2. Meals excluding hotel meals: _____ % _____ person(s)
3. Local transportation: _____ % _____ person(s)
4. Entertainment: _____ % _____ person(s)
5. Miscellaneous expenses: _____ % _____ person(s)
6. Shopping: _____ % _____ person(s)
(1) Clothes or accessories: _____ %
(2) Jewelry or jade: _____ %
(3) Souvenirs or handicraft products: _____ %
(4) Cosmetics or perfumes: _____ %

- (5) Local special products: _____ %
- (6) Tobacco or alcohol: _____ %
- (7) Chinese herbal medicine or health food: _____ %
- (8) 3C or electric appliances: _____ %
- (9) Tea: _____ %
- (10) Others (please specify): _____ %

C9. Did you claim a tax refund prior to departure?

- ☐ (1) Yes. **(Please go to C10.)** ☐ (2) No. Why not? _____ **(Please go to section D.)**

C10. Were the refund procedures easy to follow and convenient?

- ☐ (1) Yes. ☐ (2) No. Why not? _____

D. Tourist Behavior

D1. Please check all activities that you have participated in during your stay in Taiwan.

- ☐ (1) Eco tour: _____ (Hint) ☐ (2) Sports or sporting competitions: _____ (Hint)
- ☐ (3) Hot spring soaking: _____ (Hint) ☐ (4) Taking wedding or salon shots: _____ (Hint)
- ☐ (5) Exhibitions: _____ (Hint) ☐ (6) Cultural events: _____ (Hint)
- ☐ (7) Festival activities: _____ (Hint) ☐ (8) Shopping ☐ (9) Night market
- ☐ (10) Historical relics sightseeing ☐ (11) SPA, sauna ☐ (12) Massage or acupressure
- ☐ (13) Skin care treatment or manicure nail art ☐ (14) Karaoke or KTV ☐ (15) Pubs or night clubs
- ☐ (16) Lake tour ☐ (17) Theme park ☐ (18) Health care ☐ (19) Others (please specify) _____

D2.1. What tourist spots have you visited on this trip?

D2.2. Your favorite tourist spot is: _____ Why? _____

D2.3. Your least favorite tourist spot is: _____ Why? _____

D3. Please rate your level of satisfaction with the means of public transportation in Taiwan.

	no experience	satisfaction				
		very satisfied	satisfied	neutral	dissatisfied	very dissatisfied
		5	4	3	2	1
(1) High Speed Rail.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Train.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) MRT.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Airplane.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Coach.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Sightseeing tour bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Bus.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) Taxi.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(9) Ferry.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(10) Taiwan Tourist Shuttle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(11) Public bicycles (YouBike, c-bike, etc.)...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D4. Where did you stay during this visit to Taiwan? **(Please check all that apply, if required, rate your general impressions, using a scale of 1-5, with "5" meaning very satisfied and "1" meaning very dissatisfied.)**

- ☐ (1) Hotels ----- The main hotel is _____. How do you rate it? _____
- ☐ (2) Guest houses (or B&B) _____. How do you rate it? _____
- ☐ (3) The home of relatives or friends ☐ (4) Dormitory ☐ (5) Rental apartments
- ☐ (6) Temples, seminaries, or churches ☐ (7) Others (please specify) _____

D5. Will you visit Taiwan again?

☐ 1. Yes. The main reason is:

- ☐ (1) Sightseeing ☐ (2) Business ☐ (3) International Conference or Exhibition
- ☐ (4) Visiting friends or relatives ☐ (5) Studies ☐ (6) Medical Treatment
- ☐ (7) Others (please specify) _____

☐ 2. No. Why not? _____

D6. Will you recommend friends or relatives to visit Taiwan? ☐ (1) Yes. ☐ (2) No.

D7. How do you rate your satisfaction with the experiences you had during your stay in Taiwan, using a scale of 1-5, with "5" meaning excellent and "1" meaning poor?

	Excellent					Poor	No experience
	5	4	3	2	1		0
1. Convenience							
(1) Efficiency of applying for a visa.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
(2) International transportation to Taiwan (Ease of obtaining tickets, flight times, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
(3) Communication facilities (Int'l public telephone, the Internet).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
(3a) iTaiwan Free Wi-Fi.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
(4) Access to tourism information.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
(5) Local transportation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
(6) Immigration procedures.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
(7) Customs procedures.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
2. Environment internationalization							
(1) Clearness of road signs and public facilities signs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
(2) Access to services in English.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
(3) Friendliness of Taiwan people.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
3. Safety							
(1) Safety of recreational facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
(2) Safety of social environments.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
(3) Safety of accommodation facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
(4) Good public environmental hygiene.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
(5) Good food hygiene.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
4. Please rate your overall satisfaction with this trip to Taiwan.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

D8.1. Please indicate your favorite foreign country/area which you have had **visited as a tourist** for the past 3 years? **(Please check one only and exclude the country/area of your residence)**

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> (1) Mainland China | <input type="checkbox"/> (2) Hong Kong/Macao | <input type="checkbox"/> (3) Indonesia | <input type="checkbox"/> (4) Japan |
| <input type="checkbox"/> (5) Korea | <input type="checkbox"/> (6) Malaysia | <input type="checkbox"/> (7) Philippines | <input type="checkbox"/> (8) Singapore |
| <input type="checkbox"/> (9) Thailand | <input type="checkbox"/> (10) None of above (Please go to D9.) | | |

D8.2. Why is the _____ (Please fill in with the above mentioned country/area) your favorite?

_____ **(From the list of 1-17, please check the reasons that apply.)**

According to your experience during this visit, Taiwan is superior to _____

(Please fill in with the above mentioned country/area) in _____ **(Please check all that apply)**

- (1) Scenery (2) Shopping (3) Gourmet food or delicious snacks (4) Fruits (5) Flowers
(6) Geographical convenience (7) Weather (8) Historical relics (9) Night life (10) Festival activities
(11) Recreational facilities (e.g. amusement parks, golf course, resort villages)
(12) Health care (13) Customs and culture (14) Friendliness of the people
(15) Safe social environment (16) Democracy
(17) Others: other country/area _____ Taiwan _____

D9. Which part of Taiwan has given you the deepest impression? **(Please check all that apply)**

- ☐ (1) Gourmet food ☐ (2) Coastal view ☐ (3) Hot springs ☐ (4) Historical relics
☐ (5) Night markets sightseeing ☐ (6) Cycling fun ☐ (7) Famous local products ☐ (8) Temple
☐ (9) Night life ☐ (10) Aboriginal culture ☐ (11) Cosmetic and medical treatments
☐ (12) Local friendliness and hospitality ☐ (13) 24 hour book stores
☐ (14) Convenience stores ☐ (15) Fruits
☐ (16) Festival activities _____
☐ (17) Tourist spots _____
☐ (18) The accommodation experience (hotels or guest houses, etc.) _____
☐ (19) Others (please specify) _____

E. Personal Information

E1. Nationality: _____

E2. The country of your residence: _____

E3. Age: ☐ (1) 12-19 ☐ (2) 20-29 ☐ (3) 30-39 ☐ (4) 40-49 ☐ (5) 50-59
☐ (6) 60-65 ☐ (7) 66 and over

E4. Annual income: **(converted to USD)**

- ☐ (1) Under 9,999 ☐ (2) 10,000-14,999 ☐ (3) 15,000-29,999 ☐ (4) 30,000-39,999
☐ (5) 40,000-69,999 ☐ (6) 70,000-99,999 ☐ (7) Over 100,000 ☐ (8) No fixed income

E5. Education:

- ☐ (1) Primary, junior, senior high schools or vocational high school
☐ (2) College or university ☐ (3) Graduate school (master or doctor) ☐ (4) Others _____

E6. Occupation:

- ☐ (1) Legislators, Senior Officials and Managers
☐ (2) Professionals ☐ (3) Technicians and Associate Professionals
☐ (4) Clerical Support Workers ☐ (5) Service and Sales Workers
☐ (6) Skilled Agricultural, Forestry and Fishery Workers
☐ (7) Craft and Related Trades Workers
☐ (8) Plant and Machine Operators, and Assemblers ☐ (9) Elementary Laborers
☐ (10) Housewife/Househusband ☐ (11) Student ☐ (12) Retired ☐ (13) Others _____

E7. Gender: ☐ (1) Male ☐ (2) Female

Other suggestions:

What part of the trip did you find most satisfying and least satisfying in this trip?

The most satisfying: _____

The least satisfying: _____

Other opinions: _____

e-mail : _____

~~~~~ Thank You for Your Cooperation ~~~~~ Have a Nice Trip Home!

**F. 訪視紀錄表**

F1. 訪視結束時間: \_\_\_\_\_ 時 \_\_\_\_\_ 分 F2. 訪視日期: \_\_\_\_\_ 年 \_\_\_\_\_ 月 \_\_\_\_\_ 日

| F3. 受訪者合作情形:          | 很強                       |                          |                          |                          | 很弱                       |
|-----------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|                       | 5                        | 4                        | 3                        | 2                        | 1                        |
| 1. 受訪者合作態度.....       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. 受訪者對問題了解程度.....    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. 受訪者對問題回答用心程度.....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. 受訪者因為有人到場影響程度..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. 本問卷可採信程度.....      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

訪員簽名: \_\_\_\_\_ 訪員編號: \_\_\_\_\_ 審查員: \_\_\_\_\_