

## 2006 Annual Survey of Visitors Expenditure and Trends in Taiwan

### Data description

■ ‘2006 Annual Survey of Visitors Expenditure and Trends in Taiwan’ sponsored by the Tourism Bureau, Republic of China(Taiwan). Center for Survey Research, Research Center for Humanities and Social Sciences, Academia Sinica is responsible for the data distribution. Released files of this survey include SPSS dataset, STATA dataset, SAS program, source data (ASCII) and questionnaire .

### ■ Released File Description

#### 1. Questionnaire

ques2006.pdf	Questionnaire (Adobe Acrobat v9.4)
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#### 2. Dataset

data2006.sav	SPSS Dataset (SPSS v20.0)
data2006.dta	STATA Dataset (STATA v9.0)
data2006.dat	Source Data (ASCII)

#### 3. Program

data2006.sas	SAS program for data2006.dat (SAS v9.3)
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### ■ Guideline for data usage

1. Data cleaning is based on ‘Illegal Value’. The result after data cleaning: (Regarding ‘missing’, only those variable names which prescribed as cannot-be-missed will be listed out.)

Ques.No.	Variable Name	Illegal Value	Frequency
B5.2	b5_2a	99	1
B5.2	b5_2b	99	2
B5.2	b5_2c	99	2
B5.2	b5_2d	99	3
C2(1)	c2a	99	4
C2(2)	c2b	99	8
C2(3)	c2c	99	6
C2(4)	c2d	99	5
C2(5)	c2e	99	8
C2(6)	c2f	99	5
C2(7)	c2g	99	11
C4	c4b	25	2
C4	c4c	2	2

C6	c6b	25	1
C7.1	c7_1a	99999	2
C7.1	c7_1b	**	3
C7.2	c7_2a	99999	2
C7.2	c7_2b	**	2
C7.3	c7_3a	99999	2
C7.3	c7_3b	**	2
C7.4	c7_4a	99999	2
C7.4	c7_4b	**	3
C7.5	c7_5a	99999	2
C7.5	c7_5b	**	2
C7.6	c7_6a	99999	2
C7.6	c7_6b	**	3
C7.6(1)	c7_6_a	99999	4
C7.6(2)	c7_6_b	99999	3
C7.6(3)	c7_6_c	99999	2
C7.6(4)	c.7_6_d	99999	2
C7.6(5)	c7_6_e	99999	2
C7.6(6)	c7_6_f	99999	2
C7.6(7)	c7_6_g	99999	2
C7.6(8)	c7_6_h	99999	2
C7.6(9)	c7_6_i	99999	2
C7.6(10)	c7_6_j	99999	2
D2.1	d2_1b	10	9
		11	77
		12	2
D3(1)	d3_1b	99	42
D3(1)	d3_1c	5	1
		99	32

2. The length limitation of variable label and value label in STATA program are 80byte (40 Chinese characters) and 40byte(20 Chinese characters).

## ■ Dataset Citation Description

There are a number of different citation styles, depending on the discipline in which you are working. The following is for reference only.

Tourism Bureau, Republic of China(Taiwan). (2006). 2006 Annual Survey of Visitors Expenditure and Trends in Taiwan (AG010006en) [data file]. Available from Survey Research Data Archive, Center for Survey Research, Research

Center for Humanities and Social Sciences, Academia Sinica. Web site:  
<http://srda.sinica.edu.tw>. doi:10.6141/TW-SRDA-AG010006en-1.

■ Contact us

Data released by the Survey Research Data Archive (SRDA), Center for Survey  
Research, Research Center for Humanities and Social Sciences, Academia Sinica  
E-mail : [srda@gate.sinica.edu.tw](mailto:srda@gate.sinica.edu.tw)

\*\*\*\*\* Continued by Questionnaire \*\*\*\*\*

核定機關：行政院主計處  
 核定文號：台(92)處普三字第0920007924號  
 調查週期：定期按年調查

Case Number								
Residence		Month Date			Serial Number			

## 2006 Annual Survey of Visitors Expenditure and Trends in Taiwan

Dear Sir or Madam,

We are conducting this survey to obtain a comprehensive understanding of your consumption behavior during your stay in Taiwan, so we can better our tourism facilities. In order to understand your needs and offer better service, the Tourism Bureau sincerely invites you to assist us in filling out this questionnaire.

Graduate Institute of Enterprise Innovation and Development, Shih-Chien University

Interview Time: \_\_\_\_\_:

### A. General Information

A1. When did you arrive in Taiwan on this trip? Date(dd/mm/yy) : \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

A2. Where did you arrive in Taiwan?

- (1) Chiang Kai-Shek International Airport     (2) Kaohsiung International Airport  
 (3) Keelung Port     (4) Kaohsiung Port     (5) Other (please specify) \_\_\_\_\_

A3. How many times have you been to Taiwan for the past three years (including this time)? \_\_\_\_\_

If this is not your first trip, what purpose of visit was last time you came to Taiwan?

- (1) Sightseeing     (2) Business     (3) International Conference or Exhibit  
 (4) Visiting friends or relatives     (5) Studies     (6) Other Purpose \_\_\_\_\_

A4. When did you start planning for this trip before you left for Taiwan? \_\_\_\_\_

A5. Does anyone accompany you in this trip?

- (1) Yes (Please go to A6.)     (2) No (Please go to B.)

A6. The people who accompany you are: (Check all that apply)

- (1) Spouse     (2) Children     (3) Relatives     (4) Colleagues     (5) Friends

### B. Plan for Your Trip

B1.1. Before arrival, had you ever read or seen any advertisements or reports related to Taiwan tourism?

- (1) Yes (Please go to 2.)     (2) No (Please go to B2.)

2. How much did the following media influence your decision to make a sightseeing trip to Taiwan on this trip or in the future? (5=very strongly, 4=strongly, 3=middle, 2=slightly, 1=very slightly)

	5	4	3	2	1	No experience
(1) Newspapers, magazines, books.....	<input type="checkbox"/>					
(2) Undergrounds(subways), advertisement boxes, advertisement on buses.....	<input type="checkbox"/>					
(3) TV, radio.....	<input type="checkbox"/>					
(4) the Internet.....	<input type="checkbox"/>					
(5) International travel exhibitions.....	<input type="checkbox"/>					
(6) Outdoor advertisements.....	<input type="checkbox"/>					

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

- (1) Arrival Hall                       (2) Ground Transportation Center                       (3) Travel Agency  
 (4) Visitor Information Center                       (5) Hotel                       (6) The Internet  
 (7) Convenient Store                       (8) Restaurant                       (9) Other \_\_\_\_\_

B3. What are the purposes of your current visit to Taiwan?

**(Please use "A" to signify main purpose, and use "B" to signify secondary purpose )**

- (1) Sightseeing                       (2) Business                       (3) International Conference or Exhibit  
 (4) Visiting friends or relatives                       (5) Studies                       (6) Other Purpose \_\_\_\_\_

**(If your answer is "(1)", please go to B4. If your answer is "(2)" or "(3)", please go to B5.**

**Otherwise, please go to section C.)**

B4. What attracts you to sightsee Taiwan this time? **(Check all that apply)**

- (1) Scenery                       (2) Attending festival activities \_\_\_\_\_  
 (3) Price of goods                       (4) Food                       (5) Fruits                       (6) Weather                       (7) Night life  
 (8) Recreational facilities (e.g. amusement parks, golf course, recreational village)                       (9) Historic relics  
 (10) Company excursion                       (11) Geographical convenience                       (12) Taiwan custom and culture  
 (13) Safe social environment                       (14) Democracy                       (15) Health tourism                       (16) Other \_\_\_\_\_

B5.1. Did you spend your free time on sightseeing during this visit in Taiwan?

- A. Yes.     (1) Half a day     (2) 1 day     (3) 2 days     (4) 3 days     (5) 4 days     (6) Over 5 days

B. No. Why not? **(Check all that apply)**

- (1) Not arranged by the local office/sponsor                       (2) Lack of time  
 (3) Lack of tourist information                       (4) Not included in the package tour  
 (5) Nothing interesting                       (6) Other \_\_\_\_\_

**(If attending "International conference or exhibition" is neither main purpose nor secondary purpose, please go to Section C.)**

2. Please rank your satisfaction level with this International conference or exhibition:

**(5=very high, 4= high, 3=middle, 2=low, 1=very low)**

	5	4	3	2	1	No experience
(1) Agenda/exhibition arrangements.....	<input type="checkbox"/>					
(2) Conference/exhibition facilities.....	<input type="checkbox"/>					
(3) Transportation convenience.....	<input type="checkbox"/>					
(4) Pre/post conference tour.....	<input type="checkbox"/>					

3. Please advise your opinion or suggestion on the pre- or post-conference tour.

## C. Spending Behavior

C1. How did you arrange this trip to Taiwan?

- (1) Group tour arranged through a travel agency.  
 (2) Individual tour arranged through a travel agency.  
 (3) Ticket booked and/or accommodations arranged through a travel agency.  
 (4) Self-guided tour, with an itinerary plotted and activities arranged by a Taiwan travel agency after arrival.  
 (5) Self-guided tour, without any arrangements by a Taiwan travel agency after arrival.

**(If your answer is "(5)", please go to C3.)**

C2. Please rank your satisfaction level with the service of the travel agency and the tour guide with respect to the following:

	very high	high	middle	low	very low	Self-guided
	5	4	3	2	1	
(1) Itinerary.....	<input type="checkbox"/>					
(2) Accommodations.....	<input type="checkbox"/>					
(3) Transportation.....	<input type="checkbox"/>					
(4) Meals.....	<input type="checkbox"/>					
(5) Tour guide service.....	<input type="checkbox"/>					
(6) Professionalism of the tour guides.....	<input type="checkbox"/>					
<b>(7) Overall impression...</b>	<input type="checkbox"/>					

C3. Are there any prepaid travel expenses before arrival?

(1) Yes (**Please go to C4.**)       (2) No (**Please go to C6.**)

C4. How much did you prepay before arrival? \_\_\_\_\_ (Type of currency : \_\_\_\_\_)  
(Air/ship fare  include  excluded)

C5. Which of the following expenses did you prepay before arrival? (**Please check all that apply**)

(1) Hotel       (2) Meals outside hotel       (3) Local transportation  
 (4) Entertainment       (5) Miscellaneous expenses

C6. How much money in total did you pay in Taiwan this trip? (**Please exclude prepayment**)

\_\_\_\_\_ (Type of currency : \_\_\_\_\_)

C7. Please itemize these expenses in terms of their amount and 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 handcraft products: \_\_\_\_\_ %
  - (4) Cosmetics or perfumes: \_\_\_\_\_ %
  - (5) Featured food or special products: \_\_\_\_\_ %
  - (6) Tobacco or alcohol: \_\_\_\_\_ %
  - (7) Chinese herbal medicine or health food: \_\_\_\_\_ %
  - (8) 3C or electric appliances: \_\_\_\_\_ %
  - (9) Tea: \_\_\_\_\_ %
  - (10) Other (please specify): \_\_\_\_\_ %

C8. Have you ever claimed a tax refund prior to departure?

(1) Yes. **(Please go to C9.)**  (2) No. Why not? \_\_\_\_\_ **(Please go to section D.)**

C9. Are the refund procedures easily to be followed?

(1) Yes.  (2) No. Why not? \_\_\_\_\_

## D. Tourist Behavior

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

- (1) Outdoor recreation (e.g. mountain climbing, diving, rafting, whale watching or bird watching)
- (2) Golfing  (3) Hot spring  (4) Shopping  (5) Historic relics
- (6) Wedding or salon shots  (7) Skin care treatment or manicure nail art
- (8) Massage or acupressure  (9) Karaoke or K.T.V.  (10) Pubs or night clubs
- (11) Exhibitions  (12) Local festival activities \_\_\_\_\_
- (13) Culture events  (14) SPA, sauna  (15) Night market  (16) Lake tour
- (17) Trench's site visit  (18) Other (please specify): \_\_\_\_\_

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

\_\_\_\_\_

1. Your most favorite tourist spot is: \_\_\_\_\_ Why? \_\_\_\_\_

2. Your least favorite tourist spot is: \_\_\_\_\_

Please indicate all parts that you dislike:

- (1) Scenery  (2) Recreational facilities  (3) Environment
- (4) Transportation  (5) Other (please specify): \_\_\_\_\_

D3. Where have you stayed during this visit in Taiwan? **(Please check all that apply)**

(1) Hotels ----- The hotel is \_\_\_\_\_

On a scale of 1 to 5, 1 being poor and 5 being excellent, how do you rate the hotel? \_\_\_\_\_

What was the room rate per night?

(1) under 45USD  (2) 45-90USD  (3) 90-135USD  (4) over 135USD

**(If you answered (1) or (2) to C1, the 'Rate (per night)' can be omitted)**

- (2) The home of relatives or friends  (3) Dormitory  (4) Rental apartments
- (5) Temples, seminaries, or churches
- (6) Youth hostel or community centers \_\_\_\_\_
- (7) Guest house ( or B&B) \_\_\_\_\_
- (8) Others (please specify): \_\_\_\_\_

D4. Will you visit Taiwan again?

(1) Yes. The main reason is:

- (1) Sightseeing  (2) Business
- (3) Attending conferences or exhibits  (4) Visiting friends or relatives
- (5) Other (please specify) \_\_\_\_\_

(2) No. Why not? \_\_\_\_\_

D5. On a scale of 1-5, 1 being poor and 5 being excellent, how do you rate your satisfaction with the experiences during your stay in Taiwan?

	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	No experience
1. Convenience						
(1) Efficiency of applying for a visa.....	<input type="checkbox"/>					
(2) International transportation to Taiwan (travel arrangements).....	<input type="checkbox"/>					
(3) Communication facilities (Int'l public telephone, the Internet).....	<input type="checkbox"/>					
(4) Access to tourist information.....	<input type="checkbox"/>					
(5) Local transportation.....	<input type="checkbox"/>					
(6) Immigration procedures.....	<input type="checkbox"/>					
(7) Customs procedures.....	<input type="checkbox"/>					
2. Environment internationalization						
(1) Clearness of road signs and public facilities signs.....	<input type="checkbox"/>					
(2) Access to services in English.....	<input type="checkbox"/>					
(3) Friendliness of Taiwan people.....	<input type="checkbox"/>					
3. Safety						
(1) Safety of recreational facilities.....	<input type="checkbox"/>					
(2) Safe social environment.....	<input type="checkbox"/>					
(3) Safety of accommodation facilities.....	<input type="checkbox"/>					
(4) Good public environmental hygiene.....	<input type="checkbox"/>					
<b>4. Please rate your overall satisfaction with this trip to Taiwan.....</b>	<input type="checkbox"/>					

D6.1. Please indicate your most favorite foreign country/area which you have **sightseeing** for past 3 years?  
(Single answer)(Exclude the country/area of your residence)

- (1) China     (2) Hong Kong/Macao     (3) Indonesia     (4) Japan     (5) Korea  
 (6) Malaysia     (7) Philippines     (8) Singapore     (9) Thailand  
 (10) Other (Please go to Section E.)

2. Why is the chosen country/area your favorite? \_\_\_\_\_

(From the list of 1-15, please check the reasons that apply.)

Taiwan is superior to this country/area in \_\_\_\_\_ (Please check all that apply)

- (1) Scenery    (2) Price of goods    (3) Cuisine    (4) Fruits    (5) Weather    (6) Night life  
 (7) Recreational facilities (e.g. amusement parks, golf course, recreational village)  
 (8) Historic relics    (9) Geographical convenience    (10) Custom and culture  
 (11) Safe social environment    (12) Democracy    (13) Friendliness of people  
 (14) Festival activities    (15) Others: other country \_\_\_\_\_ Taiwan \_\_\_\_\_

## E. Personal Information

Please write down your personal data.

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 and over

E4. Annual income: (converted to USD)

(1)Under 10,000    (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)Unfixed income

E5. Education:

(1)Primary school    (2)Junior high school, senior high school or vocational high school  
 (3)College, university, graduate school or Doctor    (4)Others \_\_\_\_\_

E6. Occupation:

(1)Legislator, administrator, business executive and manager  
 (2)Professional    (3)Technician or assistant    (4)Office clerk  
 (5)Service workers and shop/market sales workers  
 (6)Agricultural, animal husbandry, forestry and fishing workers  
 (7)Production and related worker, plant/machine operators and labors  
 (8)Homemaker    (9)Student    (10)Retired    (11)Others \_\_\_\_\_

E7. Gender:    (1)Male    (2)Female

E8. E-mail: \_\_\_\_\_

### 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: \_\_\_\_\_

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

## F. 訪視記錄表

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"/> |
| 2. 受訪者對問題了解程度.....    | <input type="checkbox"/> |
| 3. 受訪者對問題回答用心程度.....  | <input type="checkbox"/> |
| 4. 受訪者因為有人到場影響程度..... | <input type="checkbox"/> |
| 5. 本問卷可採信程度.....      | <input type="checkbox"/> |

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