

核定機關：行政院主計總處
核定文號：主普管字第1120400080號
調查類別：一般統計調查
有效期間：112年1月1日至114年12月31日

樣 本 編 號		
居住地	配置月日	流水號

2023 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 five 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. 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 B2.1. Otherwise, please go to C1.)

B2.1. Have you ever obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports? ☐ (1) Yes (Please go to B2.2.) ☐ (2) No (Please go to B3)

B2.2. 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	0 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), buses and bus stations, airplane and airport	<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 tourism exhibitions or special events.....	<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(including social networking service).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B3. 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 _____
☐ (9) Night life ☐ (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) Cycling trip
☐ (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/OTA for booking accommodations and tickets; jointed the activities arranged by a Taiwan travel agency after arrival.
☐ (5) Without any arrangements through travel agencies/OTA for booking accommodations and tickets; no arrangements by a Taiwan travel agency after arrival.

(If your answer is “(1)”, please go to C2.1 and C2.2, then skip to C4. 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"/>		_____
(2) Accommodations	<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"/>		_____
(4) Meals	<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"/>		_____
(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"/>		_____
(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/OTA?

(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. 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, how do you rate them? _____

☐ (2) Guest houses (or B&B), how do you rate them? _____

☐ (3) The home of relatives or friends ☐ (4) Dormitory ☐ (5) Rental apartments

☐ (6) Temples, seminaries, or churches

☐ (7) Others (please specify) _____

C5. 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 C5.1.)** ☐ (2) No **(Please go to C7.)**

C5.1. 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 (or guest houses etc.): _____

☐ (2) Restaurants outside hotel (or guest houses etc.): _____

☐ (3) Local transportation: _____ ☐ (4) Prepaid entertainment expenses: _____

☐ (5) Prepaid miscellaneous expenses: _____

☐ (6) Prepaid shopping expenses: _____

C7. How much money in total did you spend in Taiwan on this trip? **(Please exclude C5.1 prepayments)**
_____ **(Type of currency : _____)**

C8. Please itemize these expenses in terms of their amount (or percentage) and persons.

1. Hotel (or guest houses etc.) bills: _____ \$ _____ % _____ person(s)

1.1 The hotel (or guest houses etc.) accommodation fee is about: _____ \$ _____ % _____ person(s)

2. Meals excluding hotel (or guest houses etc.) 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) Cosmeceuticals 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. **(Please go to D1.)**

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

☐ (1) Yes. ☐ (2) No.

D. Tourist Behavior

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

☐ (1) Eco tour: (e.g Bird watching 、 flower viewing or butterfly appreciation) _____ (Hint)

☐ (2) Sports or sporting competitions (including cycling trip etc.): _____ (Hint)

☐ (3) Festival activities (including religious activities etc.): _____ (Hint)

☐ (4) Hot spring soaking ☐ (5) Massage or acupuncture ☐ (6) Pubs or night clubs

☐ (7) Exhibitions ☐ (8) Cultural events ☐ (9) Historical relics sightseeing

☐ (10) Shopping ☐ (11) Night market

☐ (12) Aquatic recreation activities (including lake tour or diving etc.)

☐ (13) Hiking/trekking/backpacking/mountaineering ☐ (14) Tourism factory

☐ (15) Leisure farm ☐ (16) Tribal tourism ☐ (17) Amusement 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? _____

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

	satisfaction					no experience
	very satisfied	satisfied	neutral	dissatisfied	very dissatisfied	
	5	4	3	2	1	0
(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) Bus (Includes Taiwan Tourist Shuttle Bus, Double decker Sightseeing Bus etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Coach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) Car rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(9) Public bicycles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(10) Ferry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(11) Uber (diversified taxi) ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(12) Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D4. Will you visit Taiwan again?

☐ 1. Yes. The main purpose 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? _____

D5. Will you recommend friends or relatives to visit Taiwan?

☐ (1) Yes ☐ (2) No. Why not? _____

D6. 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) Entry permit and customs clearance procedures.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Communication/Internet facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Access to tourism information.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Local transportation.....	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>
(2) Access to services in language.....	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>
3. Safety						
(1) Safety of recreational environment.....	<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"/>	<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 food hygiene.....	<input type="checkbox"/>	<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"/>	

D7. What are your deepest impression of Taiwan in this trip? **(Please check all that apply)**

☐ (1) Gourmet food ☐ (2) Natural landscape ☐ (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) Health care

☐ (12) Local friendliness and hospitality ☐ (13) Book stores ☐ (14) Convenience stores ☐ (15) Fruits

☐ (16) Festival activities _____

☐ (17) Tourist spots (including amusement park) _____

☐ (18) The accommodation experience (hotels or guest houses, etc.) _____

☐ (19) Others (please specify) _____

D8. Is there any change in the itinerary of this trip to Taiwan due to the Covid-19 epidemic?

☐ (1) No.

☐ (2) Yes. What has changed is (Please check all that apply):

- ☐ (1) Transportation ☐ (2) Travel days ☐ (3) Way of travel ☐ (4) Accommodation
☐ (5) Dining options ☐ (6) Travel location selection
☐ (7) Others (please specify) _____

D9. Opinion about comply with epidemic prevention regulations after entering Taiwan:

- ☐ (1) Very easy to comply with regulations ☐ (2) Easy to comply with regulations
☐ (3) Acceptable to comply with regulations ☐ (4) Difficult to comply with regulations
☐ (5) Very difficult to comply with regulations ☐ (6) Unknown/Unsure

E. Personal Information

E1. Nationality: _____ E2. The country/area of your residence: _____

E3. Age: ☐ (1) 12-19 ☐ (2) 20-29 ☐ (3) 30-39 ☐ (4) 40-49 ☐ (5) 50-59
☐ (6) 60-64 ☐ (7) 65-69 ☐ (8) 70 and over

E4. Education:

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

E5. 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

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

E8. What is your religious belief?

- ☐ (1) None ☐ (2) Buddhism ☐ (3) Taoism ☐ (4) Christianity ☐ (5) Catholicism ☐ (6) Islam
☐ (7) Other religions

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 Home!

F1.訪視結束時間：_____時_____分 訪員簽名：_____