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樣本編號		
居住地	配置月日	流水號

## 2024 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 Administration 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 Administration would appreciate your time in filling out this survey.

Tourism Administration

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. Before coming to Taiwan, from which of the following channels have you seen tourism advertisements or travel reports about Taiwan? **(Select all that apply)**

- (1) Search engines     (2) Social media     (3) E-commerce platforms  
 (4) TV/radio     (5) Word-of-mouth recommendations from friends or relatives  
 (6) Newspapers, magazines, books     (7) Outdoor advertisements or billboards  
 (8) Underground(subway), buses and bus stations, airplane and airport  
 (9) International tourism exhibitions or special events  
 (10) Tourism leaflets of travel agencies

B2.2.1 Which of the above-mentioned channels has exercised greater impact on your decision to visit Taiwan. **(fill in the option number):**

First (\_\_\_\_), Second (\_\_\_\_), Third (\_\_\_\_)

B2.3. In continuation from the previous question, which information contents about tourism advertisement or travel reports on Taiwan you have seen exercise greater impact on your decision to visit Taiwan? **(Select all that apply)**

- (1) Traveler reviews     (2) Travel notes     (3) Advertisements  
 (4) Film and television programs     (5) Movies     (6) Travel magazines or reports  
 (7) Incentives and preferential measures     (8) Photography or video records  
 (9) Others \_\_\_\_\_

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) Geographical convenience  
 (5) Weather    (6) Historical relics    (7) Night life    (8) Festival activities  
 (9) Recreational facilities (e.g. amusement parks, golf courses, resort villages)    (10) Health care  
 (11) Taiwan's customs and culture    (12) Friendliness of the people    (13) Safe social environment  
 (14) Democracy    (15) Cycling trip    (16) 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 satisfied, as a whole, do you find the local travel agencies and tour guide services in Taiwan?

- (1) Very satisfied    (2) Satisfied    (3) Neutral    (4) Dissatisfied    (5) Very dissatisfied

If you selected the answer as (4) or (5), what are the items you find dissatisfied with? **(Select all that apply)**

- (1) Itinerary    (2) Accommodations    (3) Transportation (including driver services)  
 (4) Meals    (5) Professionalism of the Tour guides  
 (6) The tour guides' ability to handle emergencies  
 (7) The tour guides' integral service performances.  
 (8) Others \_\_\_\_\_

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 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. Which of the following means of transportation have you taken or employed in Taiwan this time?  
**(Select all that apply)**

- (1) High-speed rail     (2) Train     (3) MRT     (4) Airplane     (5) Coach     (6) Taxi  
 (7) Car rental     (8) Public bicycle     (9) Ferry  
 (10) Bus (Includes Taiwan Tourist Shuttle Bus, Double decker Sightseeing Bus etc.)  
 (11) Uber (diversified taxi)     (12) Others \_\_\_\_\_

D4. In continuation from the previous question, how satisfied, as a whole, do you find with the means of transportation you have taken or employed in Taiwan?

- (1) Very satisfied     (2) Satisfied     (3) Neutral     (4) Dissatisfied     (5) Very dissatisfied

If you selected the answer as **(4) or (5)**, what are the items you find dissatisfied with? **(Select all that apply)**

- (1) High-speed rail     (2) Train     (3) MRT     (4) Airplane     (5) Coach     (6) Taxi  
 (7) Car rental     (8) Public bicycle     (9) Ferry  
 (10) Bus (Includes Taiwan Tourist Shuttle Bus, Double decker Sightseeing Bus etc.)  
 (11) Uber (diversified taxi)     (12) Others \_\_\_\_\_

D5. 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?\_\_\_\_\_

D6. Will you recommend friends or relatives to visit Taiwan?

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

D7. How do you rate your satisfaction with the experiences you had during your stay in Taiwan?

	not applicable	very satisfied	satisfied	neutral	dissatisfied	very dissatisfied	the reasons of dissatisfaction
	0	5	4	3	2	1	

**1. Convenience**

- (1) Entry permit and customs clearance procedures.....       \_\_\_\_\_  
(2)Communication/Internet facilities       \_\_\_\_\_  
(3)Access to tourism information.....       \_\_\_\_\_  
(4) Local transportation.....       \_\_\_\_\_

**2. Environment internationalization**

- (1)Clearness of road signs and public facilities signs.....       \_\_\_\_\_  
(2)Access to services in English.....       \_\_\_\_\_  
(3)Friendliness of Taiwan people.....       \_\_\_\_\_

**3. Safety**

- (1)Safety of recreational environment...       \_\_\_\_\_  
(2)Safety of social environments.....       \_\_\_\_\_  
(3)Safety of accommodation facilities...       \_\_\_\_\_  
(4)Good food hygiene.....       \_\_\_\_\_

**4. Please rate your overall satisfaction with this trip to Taiwan.....**

- \_\_\_\_\_

D8. What are your deepest impression of Taiwan in this trip? **(Please check all that apply)**

- (1)Culinary delights     (2) Natural landscape       (3)Hot springs (4)Historical relics  
 (5)Night markets sightseeing     (6)Cycling fun     (7)Famous local products     (8)Religious culture  
 (9)Night life       (10)Aboriginal culture       (11)Health care  
 (12)Local friendliness and hospitality     (13)Book stores       (14)Convenience stores  
 (15)Festival activities\_\_\_\_\_
- (16)Tourist spots(including amusement park)\_\_\_\_\_
- (17)The accommodation experience ( hotels or guest houses, etc.)\_\_\_\_\_
- (18)Others(please specify)\_\_\_\_\_

D9. Are you willing to carry out low-carbon travels in the future (such as choosing green, low-carbon or environmental-friendly hotel for accommodation, arrangements of travel itineraries using public transportation, bicycle or hiking, and purchase of local specialties to reduce energy consumption in cargo transportation, and so forth)?

(1) Willing    (2) Unwilling    (3) Without any knowledge/No idea

### 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

#### 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： \_\_\_\_\_