

## 2010 Annual Survey of Visitors Expenditure and Trends in Taiwan

### Data description

- ‘2010 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), questionnaire and code book.

### ■ Released File Description

#### 1. Questionnaire

ques2010.pdf	Questionnaire (Adobe Acrobat v9.4)
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#### 2. Dataset

data2010.sav	SPSS Dataset (SPSS v20.0)
data2010.dta	STATA Dataset (STATA v9.0)
data2010.dat	Source Data (ASCII)

#### 3. Program

data2010.sas	SAS program for data2010.dat (SAS v9.3)
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#### 4. Code book

code2010.doc	Code book (Word 2003)
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### ■ Guideline for data usage

1. Data cleaning is based on ‘Illegal Value’, and the result after data cleaning is ‘none’.
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). (2010). 2010 Annual Survey of Visitors Expenditure and Trends in Taiwan (AG010010en) [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-AG010010en-1.

■ Contact us

Data released by the Survey Research Data Archive (SRDA), Center for Survey  
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\*\*\*\*\* Continued by Code Book \*\*\*\*\*

### Code Book

ques. num.	variable name	column	variable label	value label	note
	id	1-5	Case number		
	mon	6-7	Configuration month		
	stay	8-9	Stay in Taiwan __day(s)		
A. General Information					
A2.	a2	10	What was the port of entry?	1. Taiwan Taoyuan International Airport 2. Kaohsiung International Airport 3. Taipei Sonshan Airport 4. Keelung Port 5. Kaohsiung Port 6. Other	
A3.	a3	11-13	How many times have you been to Taiwan in the past three years (including this time)?		
A4.	a4	14-16	How many days did you spend planning for this trip before you left for Taiwan?		
A5.	a5	17	Is anyone accompanying you on this trip?	1. Yes (go toA6.) 2. No (skip to section B)	
A6.	The people who are accompanying you are(choice multiple)				
(1)	a6_1	18	Spouse	0. No 1. Yes	
(2)	a6_2	19	Children		
(3)	a6_3	20	Parents		
(4)	a6_4	21	Relatives		
(5)	a6_5	22	Colleagues		
(6)	a6_6	23	Friends		
B. Plan for Your Trip					
B1.1.	b1a	24	Have you ever obtained	1. Yes (go toB1. 2.)	

ques. num.	variable name	column	variable label	value label	note
			pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports?	2. No (skip to B2.1.)	
B1.2.	How would you rate the source of information's influence on your decision to visit Taiwan?				
(1)	b1b1	25	Newspapers, magazines, books	0. Never Seen 1. Very slight 2. Slight 3. Moderate 4. Strong 5. Very Strong	
(2)	b1b2	26	Underground(subway), advertisement boxes, advertisement on buse		
(3)	b1b3	27	TV, radio		
(4)	b1b4	28	Internet		
(5)	b1b5	29	International travel exhibitions		
(6)	b1b6	30	Outdoor advertisements or billboards		
(7)	b1b7	31	Tourism leaflets of travel agencies		
(8)	b1b8	32	Word-of-mouth recommendations from friends or relatives		
B2.1.	Where do you plan to get travel information after your arrival in Taiwan? (choice multiple)				
(1)	b2a_1	33	Airport Arrival Hall	0. No 1. Yes	
(2)	b2a_2	34	Ground Transportation Center		
(3)	b2a_3	35	Travel Agency		
(4)	b2a_4	36	Visitor Information Center		
(5)	b2a_5	37	Hotel		
(6)	b2a_6	38	Internet		
(7)	b2a_7	39	Convenient Store	0. No	

ques. num.	variable name	column	variable label	value label	note
(8)	b2a_8	40	Restaurant	1. Yes	
(9)	b2a_9	41	Other		
B2.2.	What tourism information do you hope to get after arriving in Taiwan? (choice multiple)				
(1)	b2b_1	42	Directories of travel agencies and service items	0. No 1. Yes	
(2)	b2b_2	43	Transportation information (railway, MRT, car rentals)		
(3)	b2b_3	44	Travel or road maps		
(4)	b2b_4	45	Restaurant information		
(5)	b2b_5	46	Accommodation information		
(6)	b2b_6	47	Theme traveling suggestion		
(7)	b2b_7	48	Scenic spots introduction		
(8)	b2b_8	49	Festivals introduction		
(9)	b2b_9	50	Other		
B3	What are the purposes of taking this trip to Taiwan?				
	b3a	51	Main reason	1. Sightseeing(go to B4.) 2. Business(skip to B5.) 3. International Conference or Exhibit(skip to B5.) 4. Visiting friends or relatives(skip to section C.) 5. Studies(skip to section C.) 6. Other(skip to section C.)	
B3	b3b	52-53	Second reason	01. Sightseeing(go to	

ques. num.	variable name	column	variable label	value label	note
				B4.) 02. Business(skip to B5.) 03. International Conference or Exhibit(skip to B5.) 04. Visiting friends or relatives(skip to section C.) 05. Studies(skip to section C.)\ 06. Other(skip to section C.) 99. Not applicable	
B4	What attracted you to come to Taiwan for sightseeing this time?(choice multiple)				
(1)	b4_1	54	Scenery	0. No 1. Yes	
(2)	b4_2	55	Price of goods		
(3)	b4_3	56	Food		
(4)	b4_4	57	Fruits		
(5)	b4_5	58	Flowers		
(6)	b4_6	59	Geographical convenience		
(7)	b4_7	60	Weather		
(8)	b4_8	61	Historical relics		
(9)	b4_9	62	Night life		
(10)	b4_10	63	Festival activities		
(11)	b4_11	64	Recreational facilities(e.g. amusement parks, golf courses, resort villages)		
(12)	b4_12	65	Health care		
(13)	b4_13	66	Taiwan's customs and culture		
(14)	b4_14	67	Friendliness of the people		
(15)	b4_15	68	Safe social	0. No	

ques. num.	variable name	column	variable label	value label	note
			environment	1. Yes	
(16)	b4_16	69	Democracy		
(17)	b4_17	70	Company excursion		
(18)	b4_18	71	Other		
B5.	b5	72	Did you spend your free time sightseeing during this visit to Taiwan?(If your answer of B3 is “(1)”, please skip to section C.)	1. Yes(go to B5.1.A) 2. No(skip to B5.1.B)	
B5A.	b5a	73	Yes. If so, how much time did you spend sightseeing?	1. Half a day 2. 1 day 3. 2 days 4. 3 days 5. 4 days 6. Over 5 days	
B5B.	No. Why not? (choice multiple)				
(1)	b5b_1	74	Not arranged by the local office/sponsor	0. No 1. Yes	
(2)	b5b_2	75	Lack of time		
(3)	b5b_3	76	Lack of tourism information		
(4)	b5b_4	77	Not included in the package tour		
(5)	b5b_5	78	Nothing interesting		
(6)	b5b_6	79	Other		
C. Expenditure Behavior					
C1.	c1	80	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. Accommodations arranged (and ticket booked) through a	

ques. num.	variable name	column	variable label	value label	note
				travel agency. (skip to C3.) 4. Self-guided tour, with an itinerary planned and activities arranged by a Taiwan travel agency after arrival 5. Self-guided tour, without any arrangements by a Taiwan travel agency after arrival. (skip to C3.)	
C2.1.	How would you rate your level of satisfaction with the services provided by the local travel agency and tour guides ?				
(1)	c2a1	81-82	Itinerary	00. Not applicable	
(2)	c2a2	83-84	Accommodations	01. Very dissatisfied	
(3)	c2a3	85-86	Transportation	02. Dissatisfied	
(4)	c2a4	87-88	Meals	03. Neutral	
(5)	c2a5	89-90	Tour guide service	04. Satisfied	
(6)	c2a6	91-92	Professionalism of the tour guides	05. Very satisfied 99. Missing	
(7)	c2a7	93-94	Overall impression	01. Very dissatisfied 02. Dissatisfied 03. Neutral 04. Satisfied 05. Very satisfied 99. Missing	
C2.2.	What are your comments on shopping arranged by the local travel agency? s(If your answer of C1. is not “(1)”, please skip to C3.)				
A.	c2ba	95-96	Number of shopping trips: __time		
B.	c2bb	97	Commodity prices	1. Very low-price 2. Low-price 3. Good-price 4. High-price	

ques. num.	variable name	column	variable label	value label	note
				5. Very high-price	
C3.	c3	98	Did you pay any prepaid travel expenses before arrival?	1. Yes(go to C4.) 2. No(skip to C6.)	
C4.	How much did you prepay before arrival?				
	c4a	99-106	Total cost		
	c4b	107-108	Type of currency	Refer to Appendix 1	
	c4c	109	Air/ship fare	1. Include air/ship fare 2. Excluded air/ship fare	
C5.	Which of the following expenses did you prepay before arrival? (choice multiple)				
(1)	c5_1	110	Hotel	0. No 1. Yes	
(2)	c5_2	111	Meals outside hotel		
(3)	c5_3	112	Local transportation		
(4)	c5_4	113	Entertainment		
(5)	c5_5	114	Miscellaneous expenses		
C6.	c6a	115-122	How much money in total did you spend in Taiwan on this trip? (Please exclude prepayments)		
	c6b	123-124	How much money in total did you spend in Taiwan on this trip? (Please exclude prepayments)Type of currency	Refer to Appendix 1	
C7.	Please itemize these expenses in terms of their amount or percentage.				
1.	c7a_a	125-132	Hotel bills		
	c7a_b	133-134	Hotel bills: __person(s)		
2.	c7b_a	135-142	Meals excluding hotel meals		
	c7b_b	143-144	Meals excluding hotel meals __person(s)		

ques. num.	variable name	column	variable label	value label	note
3.	c7c_a	145-152	Local transportation		
	c7c_b	153-154	Local transportation_person(s)		
4.	c7d_a	155-162	Entertainment		
	c7d_b	163-164	Entertainment_person(s)		
5.	c7e_a	165-172	Miscellaneous expenses		
	c7e_b	173-174	Miscellaneous expenses__person(s)		
6.	c7f_a	175-182	Shopping		
	c7f_b	183-184	Shopping__person(s)		
	c7f1	185-192	Shopping (1) Clothes or accessories		
	c7f2	193-200	Shopping (2) Jewelry or jade		
	c7f3	201-208	Shopping (3) Souvenirs or handicraft products		
	c7f4	209-216	Shopping(4) Cosmetics or perfumes		
	c7f5	217-224	Shopping (5) Local special products		
	c7f6	225-232	Shopping (6) Tobacco or alcohol		
	c7f7	233-240	Shopping (7) Chinese herbal medicine or health food		
	c7f8	241-248	Shopping (8) 3C or electric appliances		
	c7f9	249-256	Shopping (9) Tea		
	c7f10	257-264	Shopping(10) Other		
C8.	c8	265	Did you claim a tax refund prior to departure?	1. Yes. (go to C9.) 2. No.(go to section D.)	
C9.	c9	266	Were the refund	1. Yes	

ques. num.	variable name	column	variable label	value label	note
			procedures easy to follow and convenient?	2. No	
D. Tourist Behavior					
D1.	Please check all activities that you have attended during your stay in Taiwan. (choice multiple)				
(1)	d1_1	267	Outdoor recreation	0. No 1. Yes	
(2)	d1_2	268	Golfing		
(3)	d1_3	269	Hot spring soaking		
(4)	d1_4	270	Shopping		
(5)	d1_5	271	Historical relics sightseeing		
(6)	d1_6	272	Taking wedding or salon shots		
(7)	d1_7	273	Skin care treatment or manicure nail art		
(8)	d1_8	274	Massage or acupressure		
(9)	d1_9	275	Karaoke or K.T.V.		
(10)	d1_10	276	Pubs or night clubs		
(11)	d1_11	277	Exhibitions		
(12)	d1_12	278	Local festival activities		
(13)	d1_13	279	Cultural events		
(14)	d1_14	280	SPA, sauna		
(15)	d1_15	281	Night market		
(16)	d1_16	282	Lake tour		
(17)	d1_17	283	Theme park		
(18)	d1_18	284	Health care		
(19)	d1_19	285	Bicycle riding		
(20)	d1_20	286	Other		
D2.	What tourist spots have you visited on this trip?				
	d2_1	287-289	spot1	Refer to Appendix 2	
	d2_2	290-292	spot2		
	d2_3	293-295	spot3		
	d2_4	296-298	spot4		
	d2_5	299-301	spot5		
	d2_6	302-304	spot6		

ques. num.	variable name	column	variable label	value label	note
	d2_7	305-307	spot7		
	d2_8	308-310	spot8		
	d2_9	311-313	spot9		
D2.	d2_10	314-316	spot10	Refer to Appendix 2	
	d2_11	317-319	spot11		
	d2_12	320-322	spot12		
	d2_13	323-325	spot13		
	d2_14	326-328	spot14		
	d2_15	329-331	spot15		
D2.1.	d2a	332-334	Your favorite tourist spot		
D2.2.	d2b1	335-337	Your least favorite tourist spot		
Please indicate what you disliked about your least favorite tourist spot(choice multiple)					
(1)	d2b2_1	338	Scenery	0. No 1. Yes	
(2)	d2b2_2	339	Recreational facilities		
(3)	d2b2_3	340	Environment		
(4)	d2b2_4	341	Transportation		
(5)	d2b2_5	342	Other		
D3.	Please rate your level of satisfaction with the means of public transportation in Taiwan.				
(1)	d3a	343-344	High Speed Rail	00. No experience 01. Very dissatisfied 02. Dissatisfied 03. Neutral 04. Satisfied 05. Very satisfied 99. Missing	
(2)	d3b	345-346	Train		
(3)	d3c	347-348	MRT		
(4)	d3d	349-350	Airplane		
(5)	d3e	351-352	Coach		
(6)	d3f	353-354	Sightseeing tour bus		
(7)	d3g	355-356	Bus		
(8)	d3h	357-358	Taxi		
(9)	d3i	359-360	Ferry		
D4.	Where did you stay during this visit to Taiwan?				
(1)	d4_1	361	Hotels(choice multiple)	0. No 1. Yes	
	d4_1a	362-363	The main hotel is in ____County (City)		
				01. Taipei 02. Keelung 03. Taoyuan	created variable

ques. num.	variable name	column	variable label	value label	note
				04. Hsinchu 05. Miaoli 06. Taichung 07. Nantou 08. Changhua 09. Yunlin 10. Chiayi 11. Tainan 12. Kaohsiung 13. Pingtung 14. Yilan 15. Hualien 16. Taitung 17. Penghu 18. Kinmen and Matsu	
(1)	d4_1b	364	Type of hotel	1. International Tourist Hotels 2. Tourist Hotels 3. Ordinary Tourist Hotels	created variable
	d4_1c	365	How do you rate hotels?	1. Very dissatisfied 2. Dissatisfied 3. Neutral 4. Satisfied 5. Very satisfied	
(2)	d4_2	366	Guest houses(choice multiple)	0. No 1. Yes	
	d4_2a	367	How do you rate guest houses?	1. Very dissatisfied 2. Dissatisfied 3. Neutral 4. Satisfied 5. Very satisfied	
(3)	d4_3	368	Youth hostels or community centers(choice multiple)	0. No 1. Yes	

ques. num.	variable name	column	variable label	value label	note
	d4_3a	369	How do you rate youth hostels or community centers?	1. Very dissatisfied 2. Dissatisfied 3. Neutral 4. Satisfied 5. Very satisfied	
(4)	d4_4	370	The home of relatives or friends(choice multiple)	0. No 1. Yes	
(5)	d4_5	371	Dormitory(choice multiple)		
(6)	d4_6	372	Rental apartments(choice multiple)		
(7)	d4_7	373	Temples, seminaries, or churches(choice multiple)		
(8)	d4_8	374	Others(choice multiple)		
D5.	d5	375	Will you visit Taiwan again?	1. Yes. The main reason is 2. No	
D5.1.	d5a	376	Yes. The main reason	1. Sightseeing 2. Business 3. International Conference or Exhibit 4. Visiting friends or relatives 5. Studies 6. Others	
D6.	How do you rate your satisfaction with the experiences you had during your stay in Taiwan.				
	1.Convenience				
	d6a1	377	(1)Efficiency of applying for a visa	0. No experience 1. Very dissatisfied 2. Dissatisfied 3. Neutral	

ques. num.	variable name	column	variable label	value label	note
				4. Satisfied 5. Very satisfied	
D6.	d6a2	378	(2) International transportation to Taiwan	1. Very dissatisfied 2. Dissatisfied 3. Neutral 4. Satisfied 5. Very satisfied	
	d6a3	379	(3) Communication facilities	0. No experience 1. Very dissatisfied	
	d6a4	380	(4) Access to tourism information	2. Dissatisfied 3. Neutral	
	d6a5	381	(5) Local transportation	4. Satisfied 5. Very satisfied	
	d6a6	382	(6) Immigration procedures	1. Very dissatisfied 2. Dissatisfied	
	d6a7	383	(7) Customs procedures	3. Neutral 4. Satisfied 5. Very satisfied	
2. Environment internationalization					
	d6b1	384	(1) Clearness of road signs and public facilities signs	1. Very dissatisfied 2. Dissatisfied 3. Neutral	
	d6b2	385	(2) Access to services in English	4. Satisfied 5. Very satisfied	
	d6b3	386	(3) Friendliness of Taiwan people		
3.Safety					
	d6c1	387	(1) Safety of recreational facilities	0. No experience 1. Very dissatisfied 2. Dissatisfied 3. Neutral 4. Satisfied 5. Very satisfied	

ques. num.	variable name	column	variable label	value label	note
D6.	d6c2	388	(2) Safety of social environments	1. Very dissatisfied 2. Dissatisfied 3. Neutral 4. Satisfied 5. Very satisfied	
	d6c3	389	(3) Safety of accommodation facilities	0. No experience 1. Very dissatisfied 2. Dissatisfied 3. Neutral 4. Satisfied 5. Very satisfied	
	d6c4	390	(4) Good public environmental hygiene	1. Very dissatisfied 2. Dissatisfied	
	d6c5	391	(5) Good food hygiene	3. Neutral 4. Satisfied 5. Very satisfied	
	4. overall satisfaction				
	d6d	392	Please rate your overall satisfaction with this trip to Taiwan	1. Very dissatisfied 2. Dissatisfied 3. Neutral 4. Satisfied 5. Very satisfied	
D7.1.	d7a	393-394	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)	1. Mainland China 2. Hong Kong/Macao 3. Indonesia 4. Japan 5. Korea 6. Malaysia 7. Philippines 8. Singapore 9. Thailand 10. None of above (skip to D8.)	
D7.2.	Why is the chosen country/area your favorite? (choice multiple)				
(1)	d7b1_1	395	Scenery	0. No 1. Yes	

ques. num.	variable name	column	variable label	value label	note
(2)	d7b1_2	396	Price of goods	0. No 1. Yes	
(3)	d7b1_3	397	Food		
(4)	d7b1_4	398	Fruits		
(5)	d7b1_5	399	Flowers		
(6)	d7b1_6	400	Geographical convenience		
(7)	d7b1_7	401	Weather		
(8)	d7b1_8	402	Historical relics		
(9)	d7b1_9	403	Night life		
(10)	d7b1_10	404	Festival activities		
(11)	d7b1_11	405	Recreational facilities		
(12)	d7b1_12	406	Health care		
(13)	d7b1_13	407	Customs and culture		
(14)	d7b1_14	408	Friendliness of the people		
(15)	d7b1_15	409	Safe social environment		
(16)	d7b1_16	410	Democracy		
(17)	d7b1_17	411	Others		
D7.2.	Taiwan is superior to this country/area in(choice multiple)				
(1)	d7b2_1	412	Scenery	0. No 1. Yes	
(2)	d7b2_2	413	Price of goods		
(3)	d7b2_3	414	Food		
(4)	d7b2_4	415	Fruits		
(5)	d7b2_5	416	Flowers		
(6)	d7b2_6	417	Geographical convenience		
(7)	d7b2_7	418	Weather		
(8)	d7b2_8	419	Historical relics		
(9)	d7b2_9	420	Night life		
(10)	d7b2_10	421	Festival activities		
(11)	d7b2_11	422	Recreational facilities		
(12)	d7b2_12	423	Health care		
(13)	d7b2_13	424	Customs and culture		
(14)	d7b2_14	425	Friendliness of the		

ques. num.	variable name	column	variable label	value label	note
			people		
(15)	d7b2_15	426	Safe social environment	0. No 1. Yes	
(16)	d7b2_16	427	Democracy		
(17)	d7b2_17	428	Others		
D8.	Which part of Taiwan has given you the deepest impression?(choice multiple)				
(1)	d8_1	429	Gourmet food	0. No 1. Yes	
(2)	d8_2	430	Forest and seashore ecological landscapes		
(3)	d8_3	431	Coastal view		
(4)	d8_4	432	Hot springs soaking		
(5)	d8_5	433	Historical relics		
(6)	d8_6	434	Night markets sightseeing		
(7)	d8_7	435	3C products		
(8)	d8_8	436	Cycling fun		
(9)	d8_9	437	Famous local products		
(10)	d8_10	438	Temple		
(11)	d8_11	439	Night life		
(12)	d8_12	440	Aboriginal culture		
(13)	d8_13	441	National Palace Museum		
(14)	d8_14	442	Taipei 101		
(15)	d8_15	443	Alishan		
(16)	d8_16	444	Sun Moon Lake		
(17)	d8_17	445	Taroko, Tienhsiang		
(18)	d8_18	446	Cosmetic and medical treatments		
(19)	d8_19	447	Local friendliness and hospitality		
(20)	d8_20	448	Traditional crafts		
(21)	d8_21	449	Recreational farm		
(22)	d8_22	450	Other		
E. Personal Information					

ques. num.	variable name	column	variable label	value label	note
E1.	e1	451-452	Nationality	Refer to Appendix 3	
E2.	e2	453-454	The country of your residence	Refer to Appendix 4	
E3.	e3	455-456	Age	01. 12-19 02. 20-29 03. 30-39 04. 40-49 05. 50-59 06. 60-65 07. 66 and over 99. Missing	
E4.	e4	457-458	Annual income: (converted to USD)	01. Under 9,999 02. 10,000-14,999 03. 15,000-29,999 04. 30,000-39,999 05. 40,000-69,999 06. 70,000-99,999 07. Over 100,000 08. No fixed income 99. Missing	
E5.	e5	459-460	Education	01. Primary school 02. Junior high school, senior high school or vocational high school 03. College, university, graduate school or higher 04. Others 99. Missing	
E6	e6	461-462	Occupation	01. Legislator, administrator, business executive or manager 02. Professional 03. Technician or	

ques. num.	variable name	column	variable label	value label	note
				assistant 04. Office clerk 05. Service worker and shop/market sales worker 06. Agricultural, animal husbandry, forestry and fishery worker 07. Production and related worker, plant/machine operator and laborer 08. Homemaker 09. Student 10. Retired 11. Others 99. Missing	
E7	e7	463	Gender	1. Male 2. Female	
	area	464	Survey areas	1. Taoyuan 2. Kaohsiung 3. Taipei	Created variable

### Appendix 1 : Type of Currency

Num.	Type of currency
1	JPY
2	CNY
3	HKD
4	SGD
5	KRW
6	MYR
7	THB
8	USD
9	CAD
10	GBP
11	EUR
14	AUD
16	NTD
17	IDR
18	PHP

## Appendix 2 : Spot

### 一、Night Market

No.	Chinese	English
<b>01</b>	<b>臺北市</b>	Taipei City
801	士林夜市	Shilin Night Market
802	華西街夜市	Huaxi Street (Snake Alley) Night Market
803	饒河街夜市	Raohe Street Night Market
804	師大夜市	Shida Night Market
805	臨江街(通化街)夜市	Linjiang St. Night Market
806	公館夜市	Gongguan Night Market
807	迪化街夜市	Dihua Street Night Market
808	寧夏夜市(圓環)	Ninxia Night Market
809	南機場夜市	Nanjichang Night Market
810	景美夜市	Jingmei Night Market
811	臺北市內其他夜市	Other Night Markets in Taipei City
<b>01</b>	<b>臺北縣</b>	Taipei County
815	樂華夜市	Lehua Night Market
816	板橋南雅夜市	Banciao Nanya Night Market
817	新莊夜市	Sinjhuang Night Market
818	中和興南夜市	Jhonghe Singnan Night Market
819	臺北縣內其他夜市	Other Night Markets in Taipei County
<b>02</b>	<b>基隆市</b>	Keelung
825	基隆廟口夜市	Miaokow Night Market
826	基隆市內其他夜市	Other Night Markets in Keelung City
<b>03</b>	<b>桃園縣</b>	Taoyuan
830	中壢新民夜市	Jhongli Sinmin Night Market
831	桃園觀光夜市	Taoyuan Tourist Night Market
832	桃園縣內其他夜市	Other Night Markets in Taoyuan County
<b>04</b>	<b>新竹市</b>	Hsinchu City
834	新竹城隍廟夜市	Chenghuang Temple Night Market
835	新竹市內其他夜市	Other Night Markets in Hsinchu City
<b>04</b>	<b>新竹縣</b>	Hsinchu County
838	新竹縣內之夜市	Other Night Markets in Hsinchu County
<b>05</b>	<b>苗栗縣</b>	Miaoli County

No.	Chinese	English
840	苗栗縣內之夜市	Other Night Markets in Miaoli County
<b>06</b>	<b>臺中市</b>	Taichung City
843	臺中逢甲夜市	Fongjia Night Market
844	臺中中華路夜市	Jhonghua Night Market
845	臺中市內其他夜市	Other Night Markets in Taichung City
<b>06</b>	<b>臺中縣</b>	Taichung County
847	臺中縣內之夜市	Other Night Markets in Taichung County
<b>07</b>	<b>南投縣</b>	Nantou County
849	南投縣內之夜市	Other Night Market in Nantou County
<b>08</b>	<b>彰化縣</b>	Changhua County
851	彰化縣內之夜市	Other Night Markets in Changhua County
<b>09</b>	<b>雲林縣</b>	Yunlin County
853	雲林縣內之夜市	Other Night Markets in Yunlin County
<b>10</b>	<b>嘉義市</b>	Chiayi City
855	嘉義文化路夜市	Wenhua Rd. Night Market
856	嘉義市內其他夜市	Other Night Markets in Chiayi City
<b>10</b>	<b>嘉義縣</b>	Chiayi County
858	嘉義縣內之夜市	Other Night Markets in Chiayi County
<b>11</b>	<b>臺南市</b>	Tainan City
860	臺南小北夜市	Siaobei Night Market
861	臺南花園夜市	Huayuan Night Market
862	臺南市內其他夜市	Other Night Markets in Tainan City
<b>11</b>	<b>臺南縣</b>	Tainan County
863	臺南縣內之夜市	Other Night Markets in Tainan County
<b>12</b>	<b>高雄市</b>	Kaohsiung City
865	高雄六合夜市	Liuhe Night Market
866	高雄新興夜市	Sinsing Night Market
867	高雄瑞豐夜市	Rueifong Night Market
868	高雄市內其他夜市	Other Night Markets in Kaohsiung City
<b>12</b>	<b>高雄縣</b>	Kaohsiung County
869	高雄縣內之夜市	Other Night Markets in Kaohsiung County
<b>13</b>	<b>屏東縣</b>	Pingtung County
871	屏東民族路夜市	Minzu Rd. Night Market
872	屏東縣內其他夜市	Other Night Markets in Pingtung County
<b>14</b>	<b>宜蘭縣</b>	Ilan County
874	宜蘭羅東夜市	Luodong Night Market

No.	Chinese	English
875	宜蘭縣內其他夜市	Other Night Markets in Yilan County
<b>15</b>	<b>花蓮縣</b>	Hualien County
877	花蓮南濱夜市	Nanbin Night Market
<b>16</b>	<b>臺東縣</b>	Taitung County
880	臺東縣內之夜市	Other Night Markets in Taitung County
<b>17</b>	<b>澎湖縣</b>	Penghu County
883	澎湖縣內之夜市	Other Night Markets in Penghu County
<b>18</b>	<b>金門縣</b>	Kinmen County
885	金門縣內之夜市	Other Night Markets in Kinmen County

## 二、Scenic Spots

No.	Chinese	English
<b>01</b>	<b>臺北市</b>	Taipei City
1	臺北101	Taipei101
2	故宮博物院	National Palace Museum
3	中正紀念堂	Chiang KaiShek Memorial Hall
4	信義計畫區商圈	Xinyi Planning District shopping area
5	西門町	Ximending
6	忠烈祠	China's Martyrs Shrine
7	臺北東區	Taipei East District (Zhongxiao Dunhua)shopping area
8	龍山寺	Lungshan Temple
9	陽明山	Yangming National Park
10	北投	Peitou
11	臺北車站及商圈	Taipei main station shopping area
12	總統府	Presidential Office Building
13	木柵貓空	Mucha Maokong
14	木柵動物園	Taipei Zoo
15	臺北捷運商店街	Taipei Metro Mall
16	五分埔成衣市場	Wufenpu Garment Wholesale Area
17	美麗華百樂園(摩天輪)	Miramar Entertainment Park
18	國父紀念館	Dr. Sun Yatsen Memorial Hall
19	行天宮	Hsing Tien temple
20	光華電腦商場	Guanghua Digital Plaza

No.	Chinese	English
21	市立美術館	Taipei Fine Arts Museum
22	圓山	Yuanshan
23	孔廟	Confucius Temple
24	士林官邸	Shilin Official Residence
25	紅樓	Red House
26	天母	Tienmu
27	保安宮(大龍峒)	Dalongdong Baoan Temple
28	228和平公園	228 Memorial Peace Park
29	臺北光點	SPOT Taipei Film House
30	國立歷史博物館	National Museum of History
31	當代藝術館	Museum of Contemporary Art, Taipei
32	建國玉市、花市	Jianguo Holiday Jade and Flower Market
33	市立兒童育樂中心	Taipei Children's Recreation Center
34	市立兒童交通博物館	Taipei Children's Transportation Center
35	中華工藝館	Taiwan Handicraft Promotion Center
36	原住民博物館(臺北市)	Shungye Museum of Formosan Aborigines
37	袖珍博物館(臺北市)	Miniatures Museum of Taiwan
38	華江雁鴨公園	Huajiang Birdwatching Area
39	市立動物園	Taipei Zoo
40	中影文化城	Chinese Culture & Movie Center
41	植物園	Taipei Botanical Garden
42	市立天文科學教育館	Taipei Astronomical Museum
43	林安泰古厝	Lin AnTai Old Homestead
44	臺灣民俗北投文物館	Beitou Museum
45	大湖公園	Dahu Park
46	北投溫泉博物館	Beitou Hot Springs Museum
47	郵政博物館	Chinese Postal Museum
48	國軍英雄館	Military Heroes Hotel
49	南港經貿園區	Nankang Software Park
50	台北國際花博	Taipei Flora Expo Park
51	華山藝文區	Huashan 1914 Creative Park
<b>01</b>	<b>臺北縣</b>	<b>Taipei County</b>
65	九份	Jiufen
66	淡水、紅毛城、老街、漁人碼頭	Tanshui
67	野柳	Yehliu

No.	Chinese	English
68	金瓜石	Jinguashi
69	烏來	Wulai
70	遠望坑親水公園	Yanliao Beach Park
71	八里十三行博物館	Shihsanhang Museum of Archaeology, Bali
72	深坑老街	Shenkeng old main street
73	法鼓山(金山)	Dharma Drum Mountain
74	碧潭	Bitan Scenic Area
75	十分瀑布	Shifen Scenic Area
76	鶯歌陶瓷博物館	Yingge Ceramics Museum
77	平溪	Pingsi
78	鶯歌	Yingge
79	三峽	Sanxia
80	海洋世界	Yehliu Ocean World
81	朱銘美術館	Juming Museum
82	坪林	Pinglin
83	雲仙樂園	Yunxian Holiday Resort
84	天祿藝術中心	Tianlu Art Center
85	三芝	Sanzhi
86	林家花園(林本源園邸)	Lin family Garden
87	福隆海水浴場	Fulong Beach
88	林口	Linkou
89	白沙灣	Baisha Bay
90	鼻頭角公園(含登山步道)	Bitou Cape Park
91	坪林茶葉博物館	Pinglin Tea Museum
92	八仙樂園	Formosa Fun Coast
93	觀音山	Guanyinshan
94	海濱公園	Coastline Park
95	清水祖師廟	Qingshui Zushi (Divine Ancestor) Temple in Sanxia
96	海王星樂園	Neptune Amusement Park
97	翡翠灣海水浴場	Green Bay (Feicuiwan)
98	龍洞南口海洋公園	Longdong South Ocean Park
99	十八王公廟	Temple of Eighteen Deities (Shi Ba Wang Gong)
100	金寶山鄧麗君墓園	Teresa Teng Memorial Park (Yun Garden)
101	三芝名人文物館	Sanzhi Visitor Center and Gallery

No.	Chinese	English
102	三芝淺水灣	Qianshui Bay
103	關渡	Gandau
104	三貂角燈塔	Sandiao Jiao Cape Light House
105	菁桐	Jingtong
<b>02</b>	<b>基隆市</b>	<b>Keelung</b>
110	東北角海岸	The Northeast Coastal Scenic Area
111	碧砂漁港	Bisha Fishing Harbor
112	基隆港	Keelung Port
113	中正公園	ChungChen Park
114	八斗子濱海公園	Patoutzu
115	和平島濱海公園	Peace Island
116	情人湖公園	Lover's Lake
117	海門天險	Keelung Fort
118	大武崙砲台	Dawulun Gun Emplacement
<b>03</b>	<b>桃園縣</b>	<b>Taoyuan</b>
125	小人國	Window on China
126	大溪	Dashi
127	石門水庫風景區	Shinmem Dam
128	慈湖	Cihu (The Culture Resort of the Jiang)
129	中壢	Chungli
130	中正航空科學館	Aviation Museum
131	拉拉山	Lalashan
<b>04</b>	<b>新竹市</b>	<b>Hsinchu City</b>
135	新竹科學園區	Hsinchu Science Park
136	南寮漁港	Nanliao Harbor
137	古奇峰	Ku Chi Peak
<b>04</b>	<b>新竹縣</b>	<b>Hsinchu County</b>
145	六福村主題樂園	Leofoo Village
146	內灣	Neiwan
147	北埔	Beipu
148	大霸尖山	Dabajian Mountain
149	小叮噹科學遊樂園	Little Ding Dong Science Park
150	泰安溫泉	Taian Springs
151	華陶窯	Hwataoyao
152	大霸尖山	Dabajian Mountain
153	內灣線鐵路沿線景點	Scenic Spots along Neiwan Branch Line

No.	Chinese	English
<b>05</b>	<b>苗栗縣</b>	Miaoli County
160	三義木雕(木雕博物館)	Sanyi Wood Sculptures
161	獅頭山	Shihtoushan (Lion's Head Mountain)
162	通霄海水浴場	Tungsiio Beach Pool
163	西湖渡假村	West Lake Resort
164	崎頂海水浴場	Ciding Beach Pool
165	飛牛牧場	Flying Cow Ranch
<b>06</b>	<b>臺中市</b>	Taichung City
170	國立自然科學博物館	National Museum of Natural Science
171	亞哥花園	Encore Garden
172	東山樂園	Yaker Park
173	臺中美術館	National Taiwan Museum of Fine Arts
<b>06</b>	<b>臺中縣</b>	Taichung County
175	月眉育樂世界	Yamay Resort
176	梨山	Li Shan (Pear Mountain)
177	大雪山	Tahuehshan Forest Recreation Area
178	武陵森林遊樂區	Wuling National Forest Receration Area
179	鐵鋤山	Tiehchenshan Mountain Recreation Area
180	大安海水浴場	Taan Beach
181	高美溼地	Taichung County Gaomei Wetlands Wildlife Refuge
<b>07</b>	<b>南投縣</b>	Nantou County
185	日月潭	Sun Moon Lake
186	九族文化村	Formosan Aborincinal culture Village
187	清境農場	Chingching Farm
188	溪頭	Hsitou Bamboo Forest
189	中台禪寺	Chungtaichan Monastery
190	集集	Chichi
191	埔里	Puli
192	醒靈寺	Sinling Temple
193	玉山國家公園(南投縣、嘉義縣)	Yushan National Park
194	埔里酒廠	Puli Brewery Factory
195	921震災紀念館(集集)	Earthquake Museum of Taiwan
196	谷關	Kukuan
197	合歡山	Hohuanshan Forest
198	杉林溪森林遊樂區	Shanling Stream Recreation Area

No.	Chinese	English
199	鳳凰谷鳥園	Fonghuanggu Bird and Ecology Park
200	車埕車站	Checheng Train Station
201	霧社	Wushe Scenic Area Recreation Area
202	受天宮	Shoutian Temple
203	東埔溫泉	Dongpu Springs
204	奧萬大森林遊樂區	Aowanda National Forest Recreation Area
205	合歡山森林遊樂區	Hehuanshan National Forest Recreation Area
206	廬山溫泉	Lushan Hot Springs
207	廣興紙寮	Guangxing Paper Factory
208	添興窯	Tenshing Kiln Ceramics Cultural Park
209	邵族文化村	Ita Thao Cultural Village
<b>08</b>	<b>彰化縣</b>	Changhua County
215	鹿港天后宮	Lugang Mazu Temple
216	鹿港民俗文物館	Lugang Folk Arts Museum
217	鹿港龍山寺	Lugang Longshan Temple
218	八卦山	Baguashan
219	臺灣民俗村	Taiwan Folk Village
220	彰化孔子廟	Confucius Temple (Changhua)
221	彰化鹿港小吃	Lugang Traditional Snacks
222	鹿港老街	Lugang Old Streets
<b>09</b>	<b>雲林縣</b>	Yunlin County
225	劍湖山世界	Janfusun Fancyworld Theme Park
226	北港朝天宮	Beigang Chaotien Temple
227	草嶺	Caoling
<b>10</b>	<b>嘉義市</b>	Chiayi City
<b>10</b>	<b>嘉義縣</b>	Chiayi County
235	阿里山	Alishan
236	奮起湖	Fenqihu
237	嘉義農場	Chiayis Farm
<b>11</b>	<b>臺南市</b>	Tainan City
240	安平古堡	Old Fort of Anping
241	赤崁樓	Chihkan Tower
242	臺南孔子廟	Confucius Temple (Tainan)
243	延平郡王祠	Koxinga Shrine (Yanping Junwang Temple)

No.	Chinese	English
244	安平港國家歷史風景區	Anping Port National Historical Scenic Area
245	億載金城	Eternal Fortress
246	大天后宮	Datianhou Temple (Tainan Grand Matsu Temple)
247	鹿耳門天后宮	Luermen Tianhou temple
248	喜樹黃金海岸	Xishu Golden Beach
249	祀典武廟	Official God of War Temple (Sacrificial Rites Martial Temple)
250	五妃廟	Wufei Temple (Five Consorts Temple)
251	四草大眾廟及炮台	Sicao Dazhong Temple and Gun Emplacement
<b>11</b>	<b>臺南縣</b>	Tainan County
260	關子嶺	Guanziling
261	七股賞鳥	Qigu Birdseeing
262	烏山頭水庫	Wushantou Reservoir Scenic Area
263	曾文水庫	Tsengwen Reservoir Scenic Area
264	大坑休閒農場	Dakeng Leisure Farm
<b>12</b>	<b>高雄市</b>	Kaohsiung City
270	愛河	Love River
271	西子灣	Xizi Bay
272	蓮池潭	Lotus Lake
273	旗津海岸公園	Qijin Seaside Park
274	柴山(壽山、壽山動物園)	Shou Shan(Shou Shan Zoo)
275	龍虎塔	Dragon and Tiger Pagodas
276	城市光廊	Urban Spotlight
277	東帝士大樓	Kaohsiung 85 Building
278	左營春秋閣	Spring and Autumn Pavilions
279	高雄孔廟	Confucius Temple (Kaohsiung )
280	高雄港	Port of Kaohsiung
281	布魯樂谷主題親水樂園	Blue Lagoon Water Theme Park
282	高雄歷史博物館	Kaohsiung Museum of History
283	高雄天后宮	Chijin Mazu Temple
284	國立科學工藝博物館	National Science and Technology Museum
285	高雄市立美術館	Kaohsiung Museum of Fine Arts
286	夢時代購物中心	Dream Mall

No.	Chinese	English
287	新崛江商圈	New Juejiang Shopping Area
288	鼓山渡輪站	Gushan Ferry Station
289	中央公園	Central Park (Kaohsiung)
290	打狗英國領事館	Former British Consulate
291	鄧麗君紀念文物館	Teresa Teng Memorial Hall
292	義大世界	EDA World
<b>12</b>	<b>高雄縣</b>	<b>Kaohsiung County</b>
295	佛光山	Fo Kuang Shan
296	澄清湖	Cheng Ching Lake
297	美濃客家文化村	Fo Kuang Shan
298	寶來、不老溫泉	Cheng Ching Lake
299	茂林風景區(含情人谷、多納溫泉)	Meinong Hakka Cultural Village
300	六龜服務區	Baolai and Bulao Springs
301	甲仙	Maolin National Scenic Area
302	梅山遊客中心(高雄縣、臺東縣)	Liugui Service Area
303	屏東農場(高雄分場)	Jiaxian
304	藤枝森林遊樂區	Meishan Visitor Center
305	十八羅漢山	Kaohsiung Farm
306	三地門	Tengzhi National Forest Recreation Area
307	賽嘉服務區(賽嘉航空園區)	Shihba Luohan Shan
<b>13</b>	<b>屏東縣</b>	<b>Pingtung County</b>
315	墾丁國家公園	Kenting National Park
316	鵝鑾鼻公園	Eluanbi Park
317	海洋生物博物館	National Museum of Marine Biology and Aquarium
318	貓鼻頭公園	Maubitou Park
319	四重溪	Sichongxi
320	佳樂水風景區	Jialeshuei Scenic Area
321	墾丁星際碼頭	Kenting Space Port
322	南灣海域遊憩區	Nanwen Beach Recreation Area
323	大鵬灣國家風景區	Dapeng Bay National Scenic Area
324	墾丁海水浴場	Kenting Sea Pool
325	小琉球	Liuqiu (Shiaoliuqiu)
326	三地門	Sandimen
<b>14</b>	<b>宜蘭縣</b>	<b>Ilan County</b>

No.	Chinese	English
330	礁溪	Jiaosi
331	冬山河	Tung Shan Science Area
332	太平山	Taipingshan Forest Recreation Area
333	蘇澳冷泉	Suao Cold Springs
334	五峰旗	Wufengqi Scenic Area
335	龜山島	Guishan Island ( Turtle Island )
336	福山植物園	Fushan Botanical Garden
337	頭城休閒農場	Toucheng Farm
338	南方澳	Nanfangao
339	太平山森林遊樂區	Taipingshan National Forest Recreation Area
340	頭城海水浴場	Toucheng Sea Pool
341	棲蘭山	Chilan Forest Playground
342	草嶺古道(含桃源谷步道系統)	Caoling Historic Trail
343	烏石港	Wushih Harbor
344	大溪蜜月灣	Da River (Daxi) Honeymoon Bay
345	傳藝中心	National Center for Traditional Arts
<b>15</b>	<b>花蓮縣</b>	<b>Hualien County</b>
350	太魯閣、天祥	Taroko, Tienhsiang
351	花蓮海洋公園	Hualien Farglory Ocean Park
352	七星潭	Qixing Lake (Qixingtai)
353	阿美文化村	Amis Cultural Village
354	鯉魚潭風景特定區	Liyu (Carp) Lake
355	坪林兆豐休閒農場	Shin Kong Chao Feng Ranch & Reaort
356	瑞穗紅葉溫泉	Ruisui Hongye Springs
357	秀姑巒溪泛舟觀光區	Xiuguluan River Rafting Area
358	文山溫泉	Wenshan Springs
359	東海岸(八仙洞、石梯坪、三仙台)	The East Coast(Pahsien Caves, Shihtiping , Sanhsientai)
360	東華大學	National DongHua University
361	花蓮海濱公園	Hualien Seaside Park
362	花東海岸賞鯨	Whale and Dolphine Watching Tour along East Coast
363	花蓮觀光糖廠	Hualien Sugar Factory
364	石梯坪	Shitiping
365	花蓮慈濟	Hualien Tzuchi

No.	Chinese	English
366	馬太鞍濕地生態園區	Mataian Wetland Ecological Park
<b>16</b>	<b>臺東縣</b>	Taitung County
370	知本	Chihpen
371	三仙台	Sanxiantai (Terrace of the Three Immortals)
372	綠島	Lu Tao(Green Island)
373	八仙洞	Baxian Cave (Baxiandong)
374	小野柳	Xiaoyeliu
375	卑南文化公園	Beinan Cultural Park
376	關山親水公園	Guanshan Water Park
377	初鹿牧場	Chulu Pasture
378	臺東農場(東河分場)	Taitung Veterans Farm
379	蘭嶼	Lanyu(Orchid Island)
380	卑南史前博物館	National Museum of Prehistory
381	成功港	Chengkong Harbor
382	水往上流	Water Running Up
383	都蘭山	Dulan Mountain
384	大武山	Dawu Mountain
<b>17</b>	<b>澎湖縣</b>	Penghu County
385	澎湖國家風景區	Penghu National Scenic Area
386	吉貝嶼	Jibei Island
387	七美嶼	Qimei Island
<b>18</b>	<b>金門縣</b>	Kinmen County
390	慈湖	Cihu (Kinmen)
391	金門國家公園(含遊客中心)	Kinmen National Park
392	翟山	Taoshan
393	古寧頭戰史館	Guningtou Battlefield / Guningtou Battlefield History Museum
394	民俗村	Shanhou Folk Culture Village
395	莒光樓	Juguang Tower
396	太武山	Taiwu Mountain
397	金門酒廠	Kinmen Liquor Factory
398	浯江溪口	Wujiang River Estuary
399	中山紀念林	Zhongshanlin Recreational Area
<b>18</b>	<b>馬祖縣</b>	Matsu
405	芹壁聚落	Qinbi Village
406	壁山觀景	Bi Mountain Sightseeing Platform

### Appendix 3: Nationality

Num.	Nationality
1	Japan
2	Mainland China
4	Singapore
5	Korea
6	Malaysia
7	Asia
8	U.S.A.
9	Canada
10	U.K.
11	France
12	Germany
13	Europe
14	New Zealand & Australia
15	Others
16	R.O.C.

#### Appendix 4 : Residence

Num.	Residence Country
1	Japan
2	Mainland China
3	Hong Kong or Macao
4	Singapore
5	Korea
6	Malaysia
7	Asia
8	U.S.A.
9	Canada
10	U.K.
11	France
12	Germany
13	Europe
14	New Zealand & Australia
15	Others

P.S. : R.O.C. is not included.