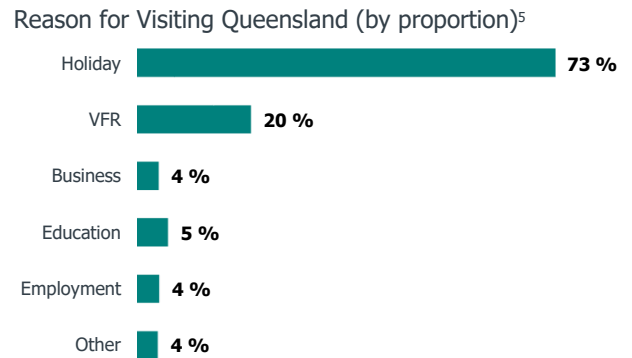
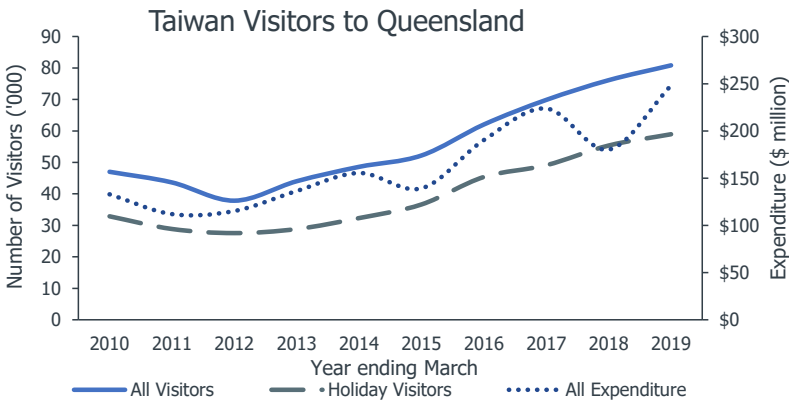
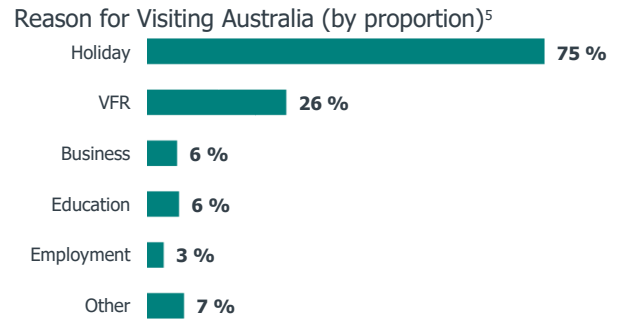
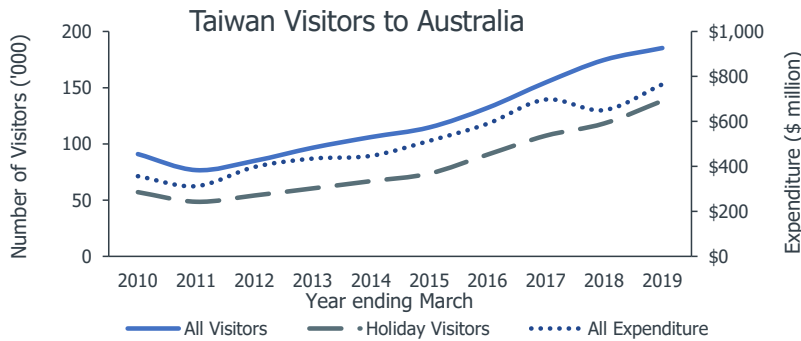


Taiwan Market Snapshot

Year ending March 2019

Taiwan Visitors						Taiwan Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	185,000	▲ 6.1%	2%	56.2	▲ 2.0	\$764.8	▲ 17.6%	2%	\$4,128.1
Holiday Visitors	138,000	▲ 17.0%	3%	49.5	▲ 8.1				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	81,000	▲ 6.2%	3%	46.6	▲ 10.1	\$248.1	▲ 37.6%	4%	\$3,068.8
Holiday Visitors	59,000	▲ 6.5%	3%	42.4	▲ 15.1				



Year ending March 2019	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	33%	40%	26%	1%	39%	61%	48%	13%	18%	16%
Holiday Visitors	35%	38%	25%	1%	36%	64%	41%	14%	21%	19%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	36%	39%	25%	0%	42%	58%	43%	14%	23%	16%
Holiday Visitors	38%	41%	22%	0%	42%	58%	37%	14%	25%	20%

Year ending March 2019	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	48%	19%	10%	5%	9%	9%	1%	26%
Holiday Visitors	57%	20%	10%	4%	4%	6%	0%	33%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	52%	16%	10%	4%	7%	10%	1%	30%
Holiday Visitors	60%	18%	9%	4%	3%	7%	0%	39%

Research Updates
To receive an email alert whenever new tourism figures are released, please [click](#)

1. ALoS - Average length of stay.
2. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure.
3. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.
4. Tourism Research Australia - Forecasting.
5. Due to visitors having more than one main reason for travel, proportions equal to more than 100%.
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

