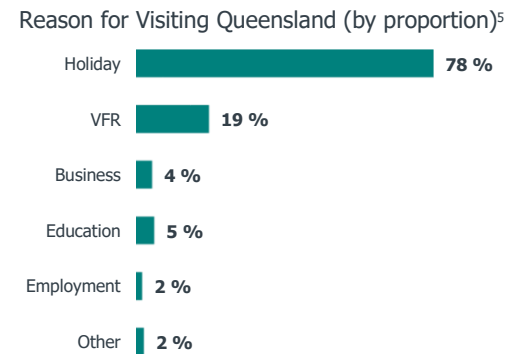
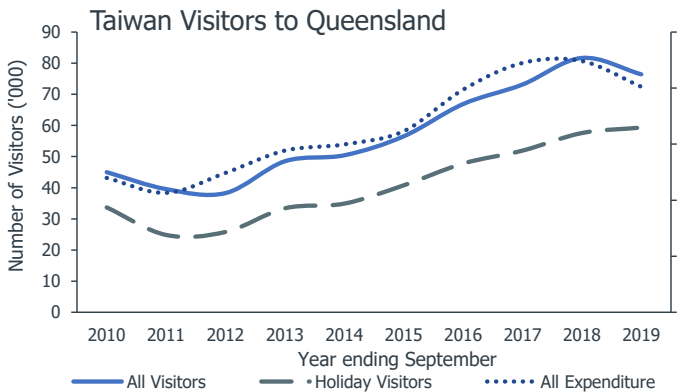
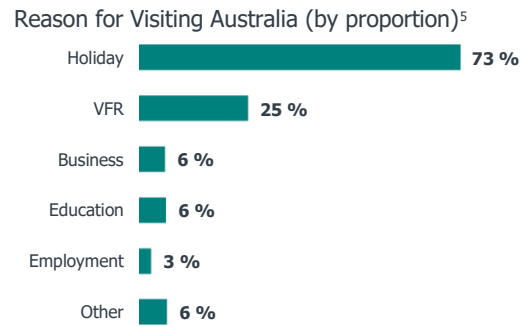


# Taiwan Market Snapshot



Year ending September 2019

Taiwan Visitors						Taiwan Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	179,000	▼ -4.3%	2%	55.1	▲ 4.7	\$732.2	● 0.0%	2%	\$4,098.8
<b>Holiday Visitors</b>	130,000	● 0.1%	3%	49.2	▲ 8.7				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	76,000	▼ -6.4%	3%	36.9	▼ -4.1	\$201.2	▼ -10.2%	3%	\$2,632.5
<b>Holiday Visitors</b>	59,000	▲ 3.1%	3%	31.8	▼ -5.1				



YE Sep 2019	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	30%	39%	29%	3%	40%	60%	47%	14%	18%	15%
<b>Holiday Visitors</b>	33%	37%	29%	2%	38%	62%	38%	15%	23%	19%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	29%	42%	28%	2%	40%	60%	39%	17%	25%	14%
<b>Holiday Visitors</b>	29%	43%	28%	0%	41%	59%	31%	18%	30%	15%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	50%	19%	7%	6%	8%	10%	0%	26%
<b>Holiday Visitors</b>	59%	20%	6%	5%	3%	7%	0%	34%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	55%	21%	6%	5%	6%	7%	0%	34%
<b>Holiday Visitors</b>	61%	20%	5%	6%	3%	5%	0%	41%

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

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

