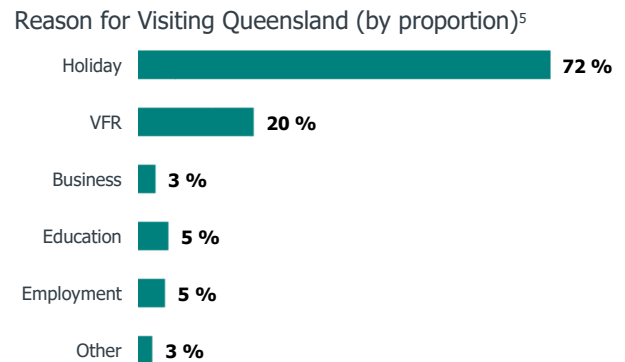
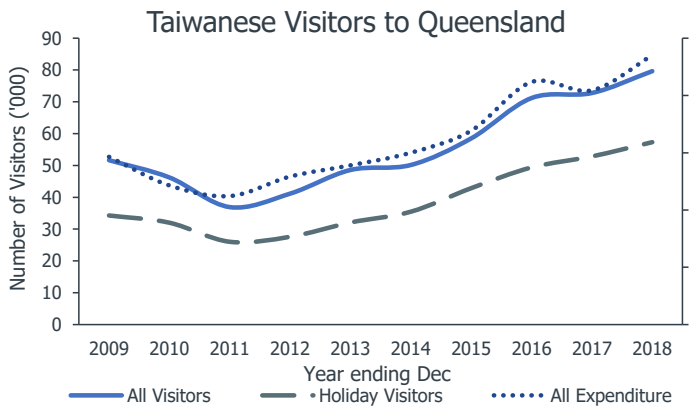
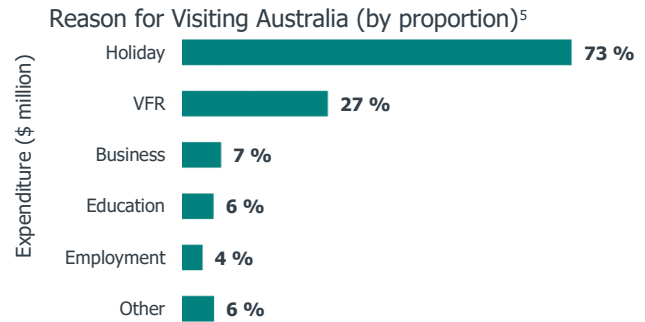
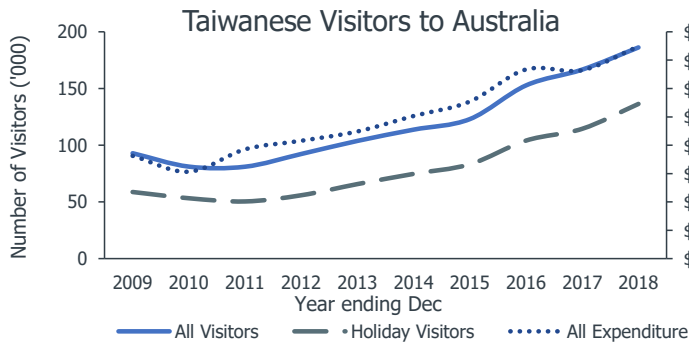


Taiwan Market Snapshot

Year ending December 2018

Taiwanese Visitors						Taiwanese Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	186,000	▲ 11.7%	2%	52.9	▼ -6.4	\$748.7	▲ 12.6%	2%	\$4,020.3
Holiday Visitors	136,000	▲ 19.1%	3%	44.8	▲ 1.6				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	80,000	▲ 9.4%	3%	43.2	▲ 0.3	\$235.0	▲ 14.9%	4%	\$2,950.8
Holiday Visitors	57,000	▲ 8.5%	3%	38.9	▲ 12.7				



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	35%	39%	25%	1%	37%	63%	49%	11%	19%	15%
Holiday Visitors	37%	38%	23%	1%	34%	66%	40%	13%	22%	19%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	39%	38%	23%	0%	44%	56%	44%	11%	25%	18%
Holiday Visitors	43%	37%	21%	0%	45%	55%	38%	11%	26%	22%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	Tour
Total Visitors	46%	20%	11%	3%	10%	9%	1%	26%
Holiday Visitors	55%	22%	10%	3%	4%	6%	0%	34%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	53%	17%	10%	2%	8%	8%	1%	29%
Holiday Visitors	62%	19%	8%	2%	4%	5%	0%	38%

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

