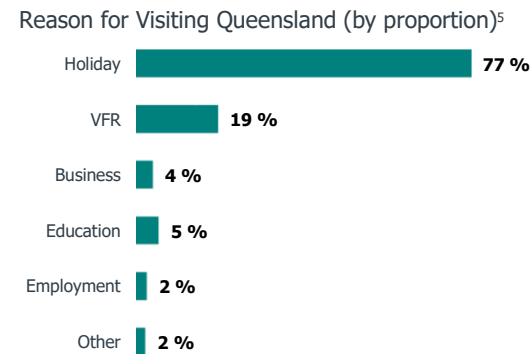
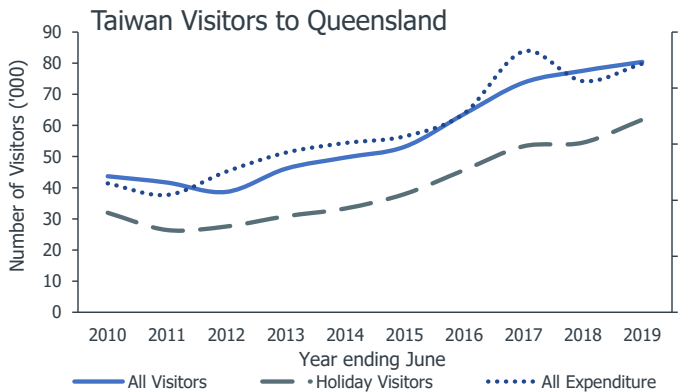
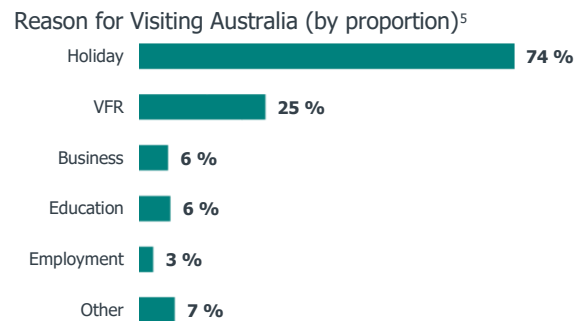
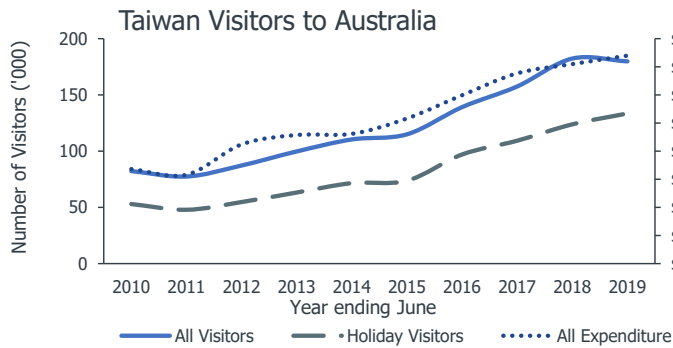


# Taiwan Market Snapshot



Year ending June 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>	180,000	▼ -1.4%	2%	56.3	▲ 3.4	\$739.5	▲ 4.2%	2%	\$4,113.0
<b>Holiday Visitors</b>	133,000	▲ 7.8%	3%	50.5	▲ 9.1				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	80,000	▲ 3.7%	3%	39.7	▼ -0.9	\$221.8	▲ 7.6%	4%	\$2,758.3
<b>Holiday Visitors</b>	62,000	▲ 13.5%	3%	34.6	▲ 0.1				



Year ending June 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>										
<b>Total Visitors</b>	32%	38%	28%	2%	39%	61%	48%	13%	17%	15%
<b>Holiday Visitors</b>	35%	37%	27%	2%	37%	63%	42%	14%	21%	18%
<b>To Queensland</b>										
<b>Total Visitors</b>	31%	39%	30%	0%	39%	61%	44%	16%	21%	14%
<b>Holiday Visitors</b>	32%	40%	28%	0%	40%	60%	39%	16%	23%	16%

Year ending June 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>								
<b>Total Visitors</b>	49%	18%	9%	5%	9%	9%	27%	
<b>Holiday Visitors</b>	58%	20%	8%	4%	3%	6%	35%	
<b>To Queensland</b>								
<b>Total Visitors</b>	56%	17%	8%	4%	7%	8%	36%	
<b>Holiday Visitors</b>	63%	19%	6%	4%	3%	5%	44%	

**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

