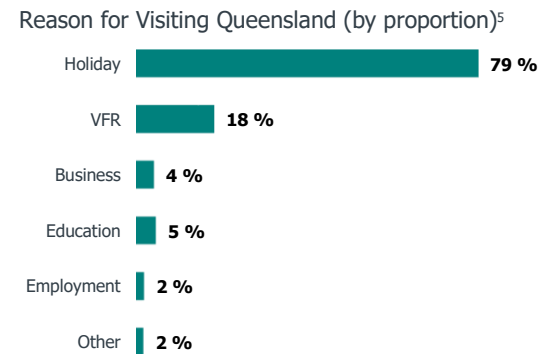
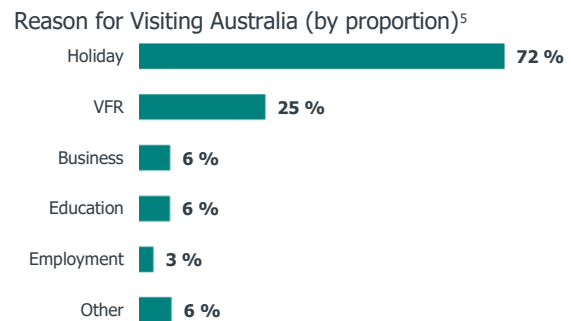
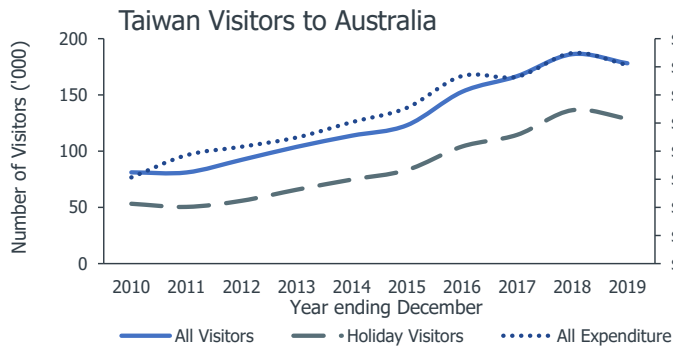


Taiwan Market Snapshot



Year ending December 2019

Taiwan Visitors						Taiwan Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	178,000	▼ -4.4%	2%	51.9	▼ -1.1	\$706.4	▼ -5.6%	2%	\$3,966.2
Holiday Visitors	129,000	▼ -5.5%	3%	43.6	▼ -1.2				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	81,000	▲ 1.1%	3%	33.7	▼ -9.5	\$207.8	▼ -11.6%	3%	\$2,579.1
Holiday Visitors	63,000	▲ 10.5%	3%	27.6	▼ -11.3				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	30%	39%	29%	2%	40%	60%	45%	14%	21%	14%
Holiday Visitors	32%	37%	29%	1%	39%	61%	35%	15%	27%	17%
To Queensland										
Total Visitors	28%	40%	31%	2%	41%	59%	36%	16%	26%	13%
Holiday Visitors	26%	41%	32%	0%	42%	58%	27%	16%	32%	15%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	49%	21%	8%	6%	7%	9%	0%	28%
Holiday Visitors	60%	21%	7%	5%	3%	5%	0%	38%
To Queensland								
Total Visitors	51%	25%	8%	5%	4%	7%	1%	39%
Holiday Visitors	57%	23%	8%	4%	2%	6%	0%	48%

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

