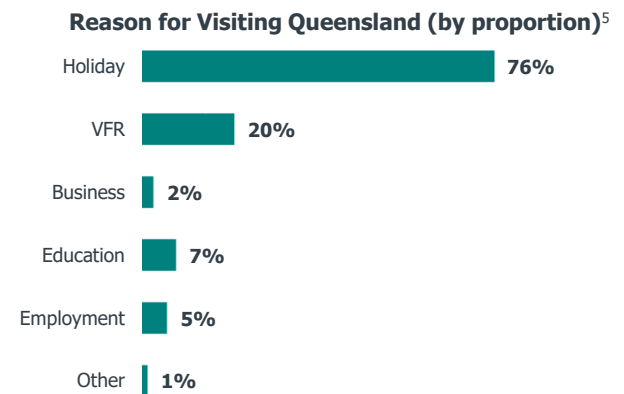
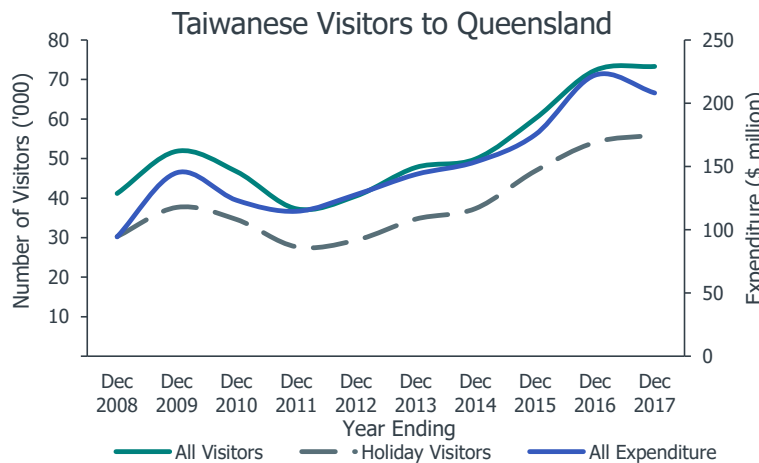
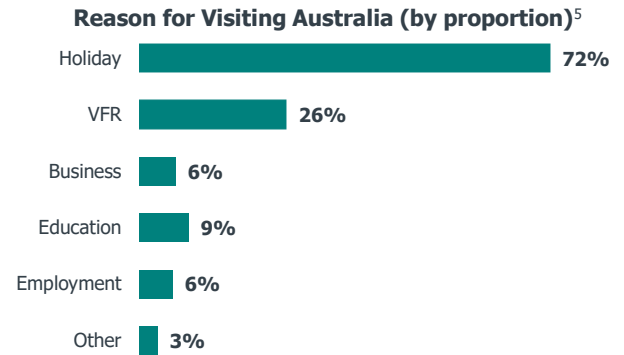
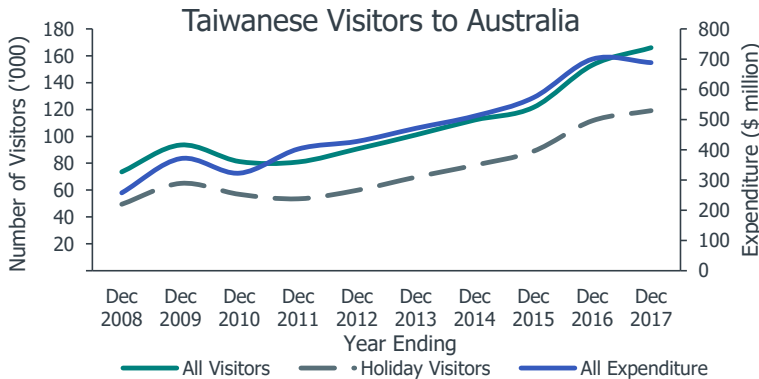


# Taiwan Market Snapshot

Year ending Dec 2017

Taiwanese Visitors						Taiwanese 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>	166,000	▲ 8.5%	2%	61.4	▼ -2.0	\$688.4	▼ -1.6%	2%	\$4,117.3
<b>Holiday Visitors</b>	119,000	▲ 6.7%	3%	44.4	▼ -6.5				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	73,000	▲ 1.4%	3%	43.6	▼ -4.0	\$208.1	▼ -6.3%	4%	\$2,828.2
<b>Holiday Visitors</b>	56,000	▲ 3.5%	3%	26.1	▼ -12.2				



Year ending Dec 2017	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>	37%	38%	24%	1%	38%	62%	45%	9%	16%	24%
<b>Holiday Visitors</b>	39%	37%	23%	1%	40%	60%	35%	11%	20%	31%
<b>To Queensland</b>										
<b>Total Visitors</b>	39%	35%	25%	1%	41%	59%	35%	6%	17%	38%
<b>Holiday Visitors</b>	40%	37%	22%	1%	43%	57%	26%	7%	17%	45%

Year ending Dec 2017	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>	56%	16%	10%	5%	8%	5%	32%	
<b>Holiday Visitors</b>	67%	13%	9%	2%	6%	2%	42%	
<b>To Queensland</b>								
<b>Total Visitors</b>	62%	19%	6%	3%	6%	2%	38%	
<b>Holiday Visitors</b>	75%	14%	3%	2%	5%	1%	49%	

**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

