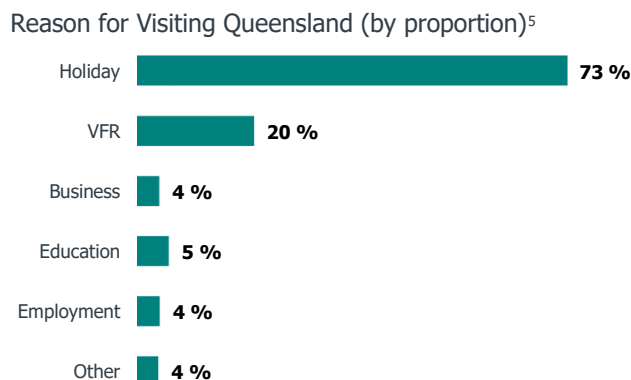
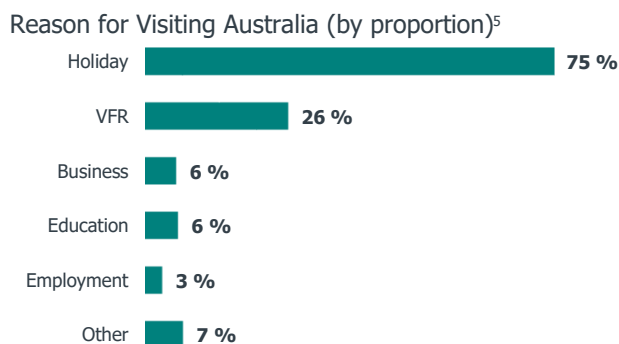


# Taiwan Market Snapshot

Year ending March 2020

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>	162,000	▼ -12.3%	2%	52.6	▼ -3.7	\$679.6	▼ -11.1%	2%	\$4,184.6
<b>Holiday Visitors</b>	117,000	▼ -15.2%	3%	42.6	▼ -6.9				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	75,000	▼ -6.9%	3%	31.4	▼ -15.3	\$202.1	▼ -18.5%	4%	\$2,684.8
<b>Holiday Visitors</b>	58,000	▼ -1.7%	3%	23.2	▼ -19.2				



Year ending March 2020	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%	37%	28%	2%	40%	60%	44%	13%	21%	14%
<b>Holiday Visitors</b>	34%	37%	28%	1%	39%	61%	33%	15%	28%	17%
<b>To Queensland</b>										
<b>Total Visitors</b>	29%	39%	30%	2%	41%	59%	35%	16%	26%	14%
<b>Holiday Visitors</b>	28%	40%	32%	0%	41%	59%	27%	16%	31%	16%

Year ending March 2020	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>	48%	23%	8%	6%	6%	9%	0%	27%
<b>Holiday Visitors</b>	57%	23%	8%	4%	3%	5%	0%	37%
<b>To Queensland</b>								
<b>Total Visitors</b>	49%	28%	8%	5%	4%	4%	1%	37%
<b>Holiday Visitors</b>	56%	27%	8%	2%	2%	4%	0%	47%

**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

