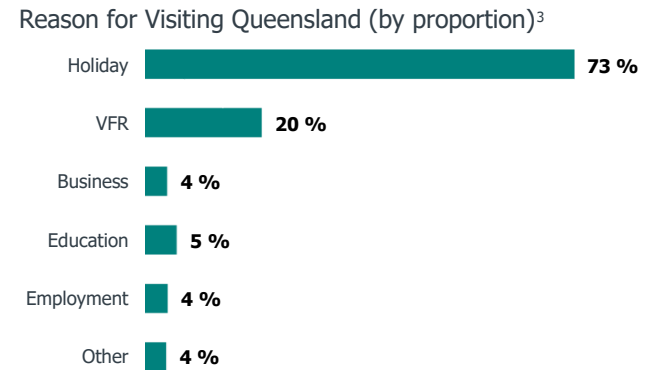
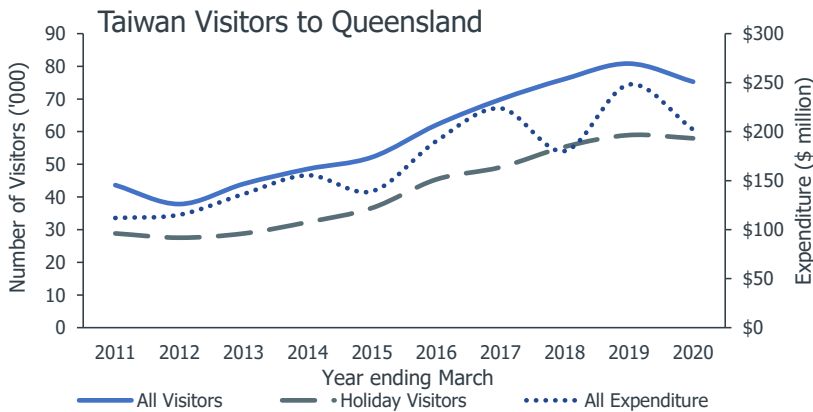
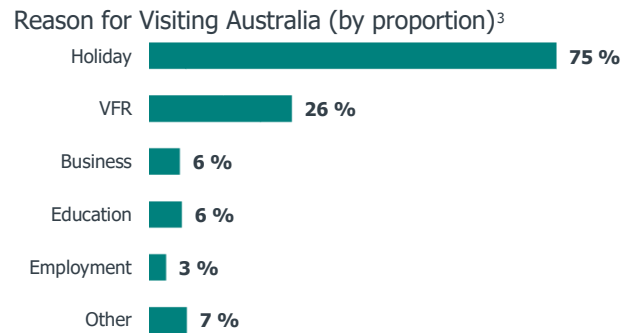


Taiwan Market Snapshot

Year ending March 2020

Taiwan Visitors						Taiwan Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	162,000	▼ -12.3%	2%	52.6	▼ -3.7	\$679.6	▼ -11.1%	2%	\$4,184.6
Holiday Visitors	117,000	▼ -15.2%	3%	42.6	▼ -6.9				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	75,000	▼ -6.9%	3%	31.4	▼ -15.3	\$202.1	▼ -18.5%	4%	\$2,684.8
Holiday Visitors	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
To Australia										
Total Visitors	32%	37%	28%	2%	40%	60%	44%	13%	21%	14%
Holiday Visitors	34%	37%	28%	1%	39%	61%	33%	15%	28%	17%
To Queensland										
Total Visitors	29%	39%	30%	2%	41%	59%	35%	16%	26%	14%
Holiday Visitors	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+	
To Australia								
Total Visitors	48%	23%	8%	6%	6%	9%	0%	27%
Holiday Visitors	57%	23%	8%	4%	3%	5%	0%	37%
To Queensland								
Total Visitors	49%	28%	8%	5%	4%	4%	1%	37%
Holiday Visitors	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. 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