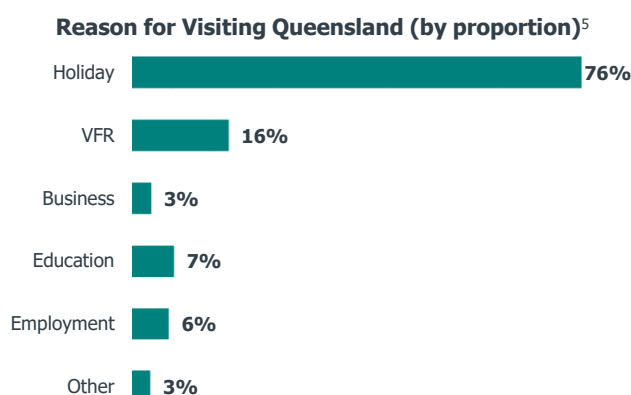
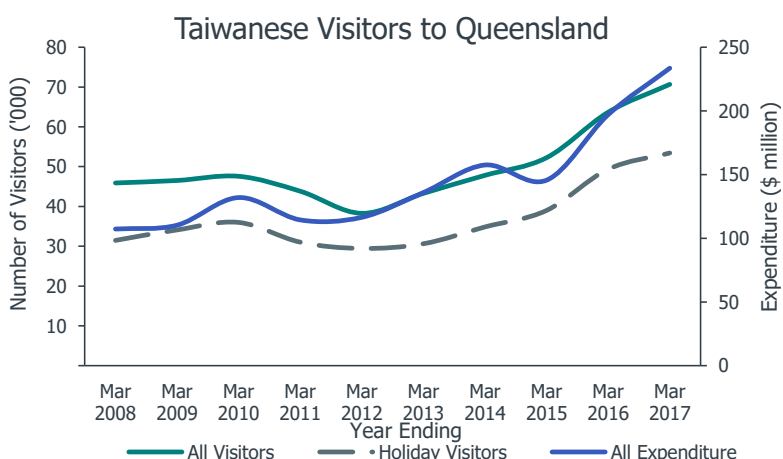
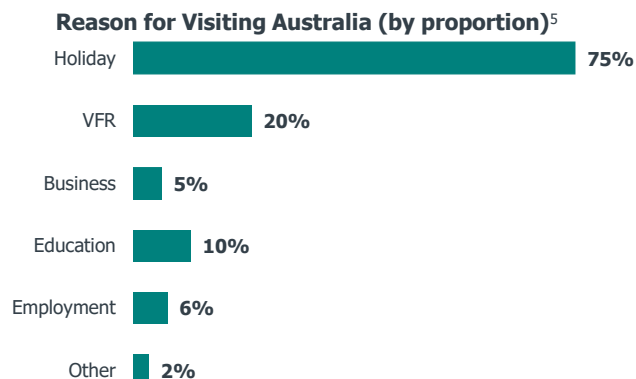
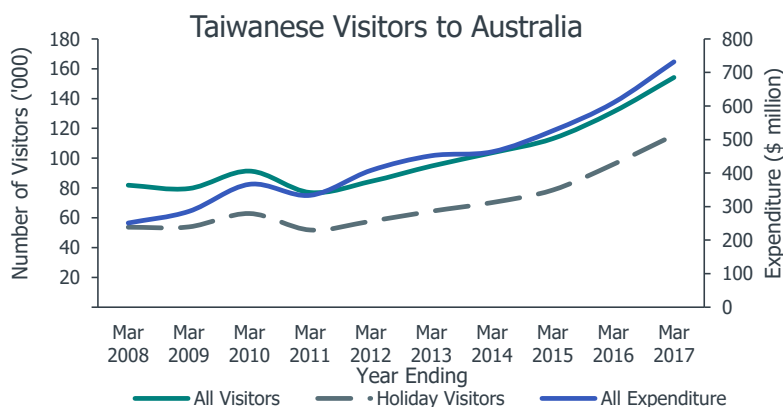


Taiwan Market Snapshot

Year ending Mar 2017

Taiwanese Visitors						Taiwanese Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	154,000	▲ 17.6%	2%	65.9	▼ -8.6	\$731.7	▲ 20.0%	3%	\$4,695.9
Holiday Visitors	115,000	▲ 20.4%	3%	47.6	▼ -14.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	71,000	▲ 11.0%	3%	50.8	▲ 0.8	\$233.6	▲ 18.5%	5%	\$3,260.8
Holiday Visitors	53,000	▲ 8.2%	3%	34.5	▼ -5.2				



Year ending Mar 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	41%	36%	20%	3%	43%	57%	46%	11%	16%	23%
Holiday Visitors	44%	34%	18%	4%	40%	60%	39%	11%	18%	27%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	43%	29%	22%	6%	39%	61%	40%	10%	14%	34%
Holiday Visitors	45%	26%	22%	7%	39%	61%	31%	11%	16%	40%

Year ending Mar 2017	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	49%	21%	11%	4%	7%	8%	0%	31%
Holiday Visitors	59%	20%	10%	3%	4%	3%	0%	40%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	54%	21%	8%	4%	9%	5%	1%	37%
Holiday Visitors	65%	20%	5%	3%	5%	2%	0%	46%

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. Tourism Research Australia - Forecasting
4. Non-core - Countries not included by TRA in individual analysis are grouped by continent, or region.
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

