



International Visitor Profile

Taiwan

Visitor Profile 2007

Taiwan Visitor Summary

- In 2007, there were 92,680 visitors to Australia, a decrease of 1% from the previous year, rating Taiwan as Australia's thirteenth largest inbound market for arrivals.
- The average length of stay for Taiwan visitors in 2007 was 32 nights, slightly higher than the average of 30 nights for all visitors.
- Travellers from Taiwan accounted for 2% of all international visitor nights in Australia in 2007.
- Taiwan is Australia's twentieth largest source market in terms of total expenditure. In 2007 travellers from Taiwan spent a total of \$356 million on trips to Australia, with an average expenditure of \$4,185 per trip.
- In 2007, 23% of Taiwan visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from Taiwan including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on www.TRA.Australia.com

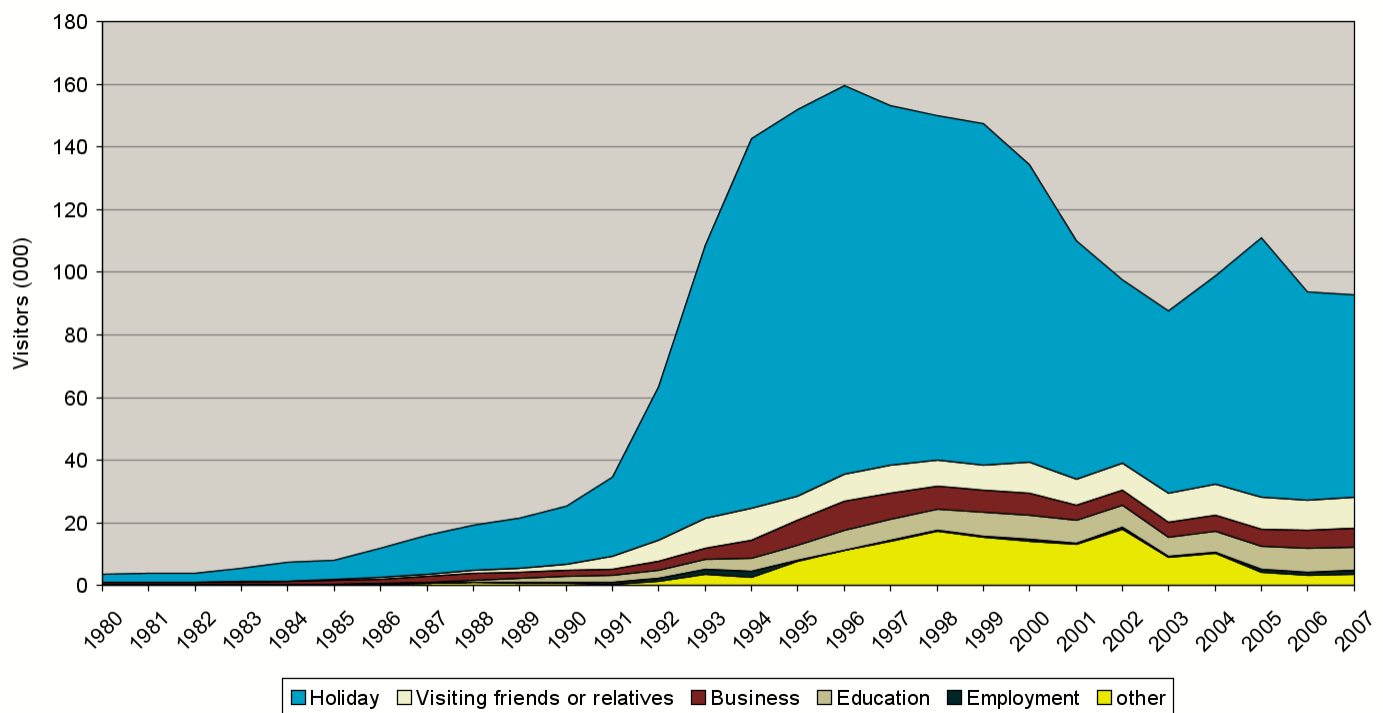
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Visitor Arrivals

- In 2007, the number of visitors from Taiwan totalled 92,680 twenty six times the 3,588 arrivals in 1980 (Figure 1). Taiwan is currently Australia's thirteenth largest inbound tourist market.
- In 2007, 64,579 visitors came for a holiday, 9,800 came to visit friends and relatives (VFR), 6,087 on business, 1,582 for employment, 7,182 for education and 3,452 for other purposes.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from Taiwan was -5%.
- In 2007, 38% or 32,197 of all visitors from Taiwan were repeat visitors (Figure 2). This is lower than the average of 57% across all markets.
- Total visitor arrivals from Taiwan decreased by 1% in 2007.

Figure 1 - Visitors from Taiwan by main purpose of visit 1980 - 2007



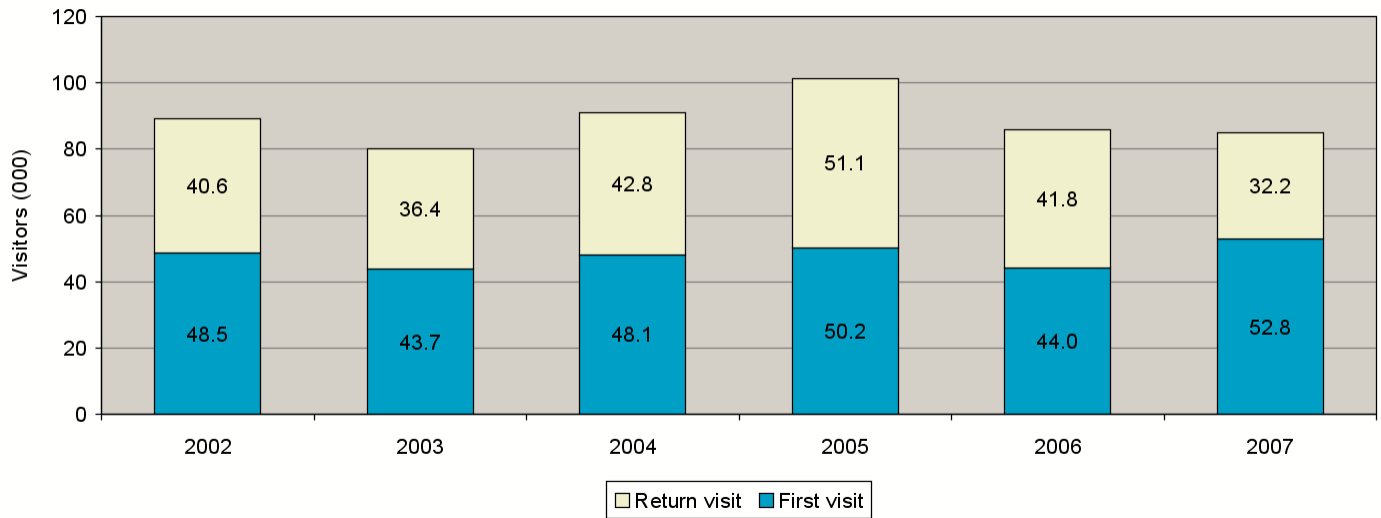
Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]

Base : All international visitors

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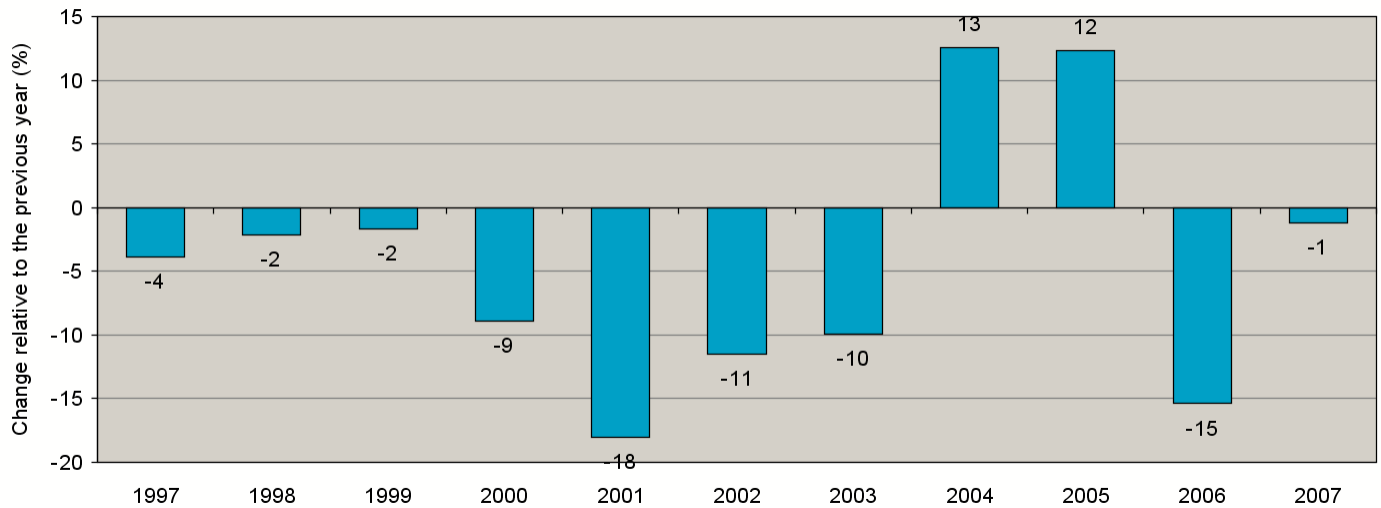
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Figure 2 - Visitors from Taiwan by first or return visit 2002 - 2007



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from Taiwan 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
 Base : All international visitors

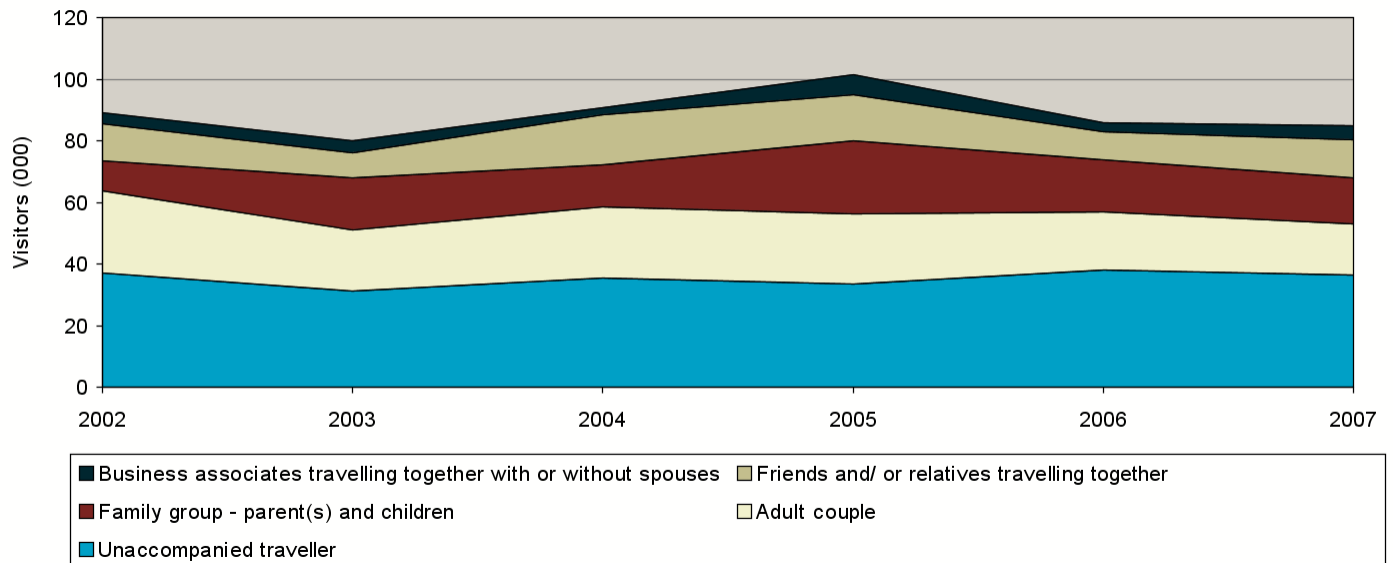
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Travel Party

- The majority of visitors from Taiwan travelled as an unaccompanied traveller, adult couple or family group (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from Taiwan was 36,454 or 43% of all visitors from Taiwan.

Figure 4 - Visitors from Taiwan by travel party description 2002 - 2007.



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Table 1 - Visitors from Taiwan by travel party description 2002 - 2007.

Travel Party Description	2002		2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	37.0	42	31.3	39	35.3	39	33.5	33	38.0	44	36.5	43
Adult couple	26.9	30	19.6	25	23.1	25	22.6	22	18.9	22	16.5	19
Family group - parent(s) and children	9.7	11	17.1	21	13.9	15	23.9	24	16.9	20	15.1	18
Friends and/ or relatives travelling together	12.0	13	8.1	10	16.0	18	14.8	15	9.1	11	12.4	15
Business associates travelling together with or without spouses	3.6	4	3.9	5	2.6	3	6.5	6	3.0	3	4.5	5
Total	89.1	100	80.1	100	90.9	100	101.4	100	85.9	100	85.0	100

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.
 Source: Tourism Research Australia, International Visitor Survey.

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Visitor Demographics

Figure 5 - Visitors from Taiwan by age 1995 - 2007.

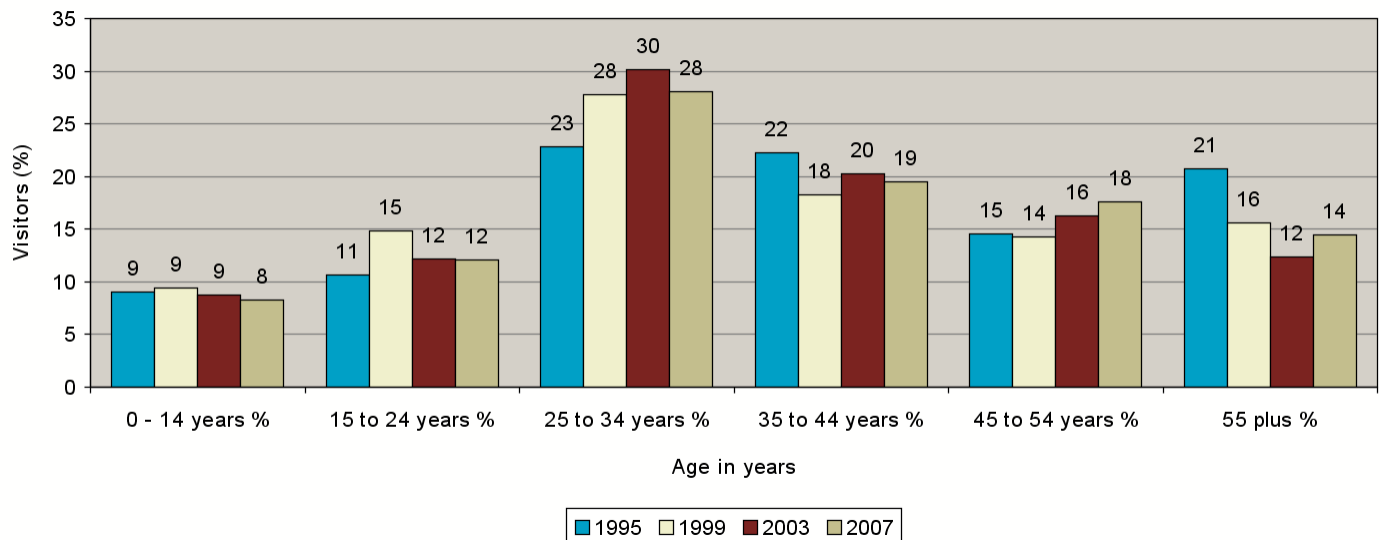
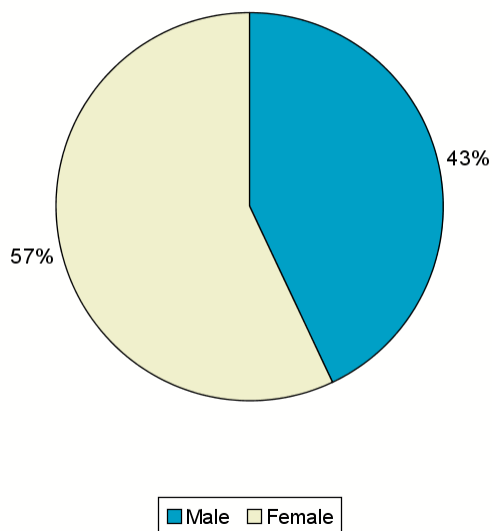


Figure 6 - Visitors from Taiwan by gender 2007



- In 2007, the age distribution shows 8% were aged 0-14 years, 12% were 15-24 years, 28% were 25-34 years, 19% were 35-44 years, 18% were aged 45-54 years and 14% were 55 and over.
- Of visitors from Taiwan, 57% were females or 52,989 visitors and 43% were males or 39,692 visitors. The gender ratio of visitors from Taiwan is 75 males per 100 females.

Source: Department of Immigration and Citizenship.
Base : All International visitors.

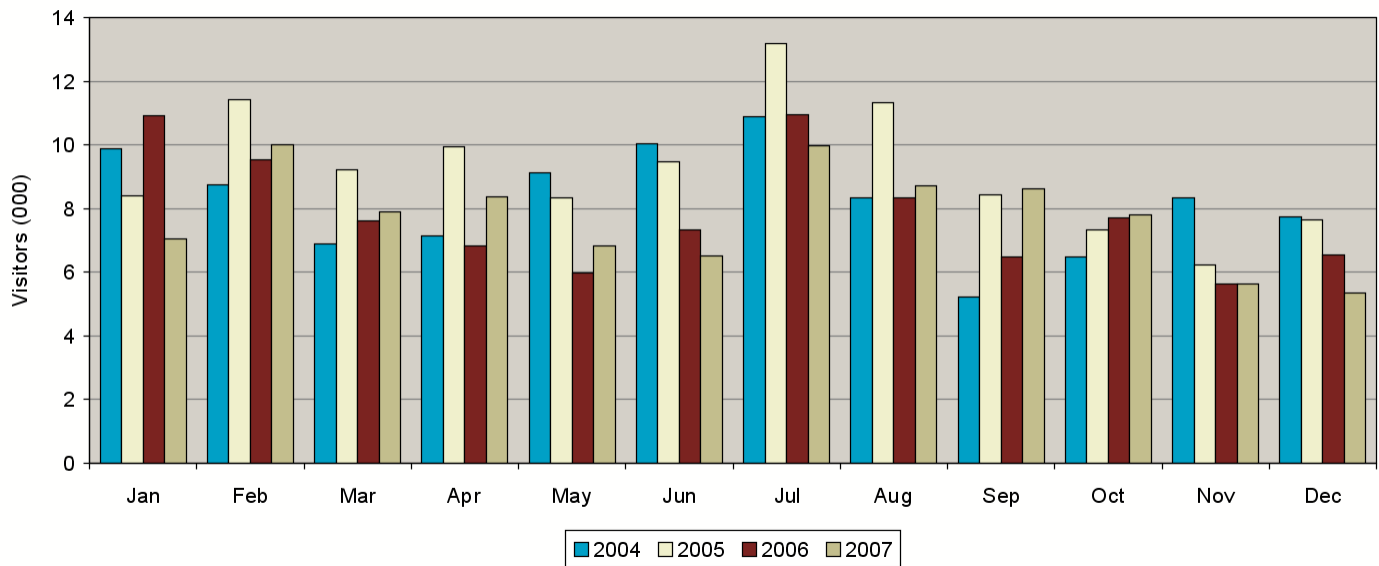
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Seasonality

- The seasonality of visitor arrivals from Taiwan is shown in Figure 7.
- In 2007, February was the peak month for visitors from Taiwan, followed by July and August.

Figure 7 - Visitors from Taiwan by month of arrival 2004 - 2007.



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

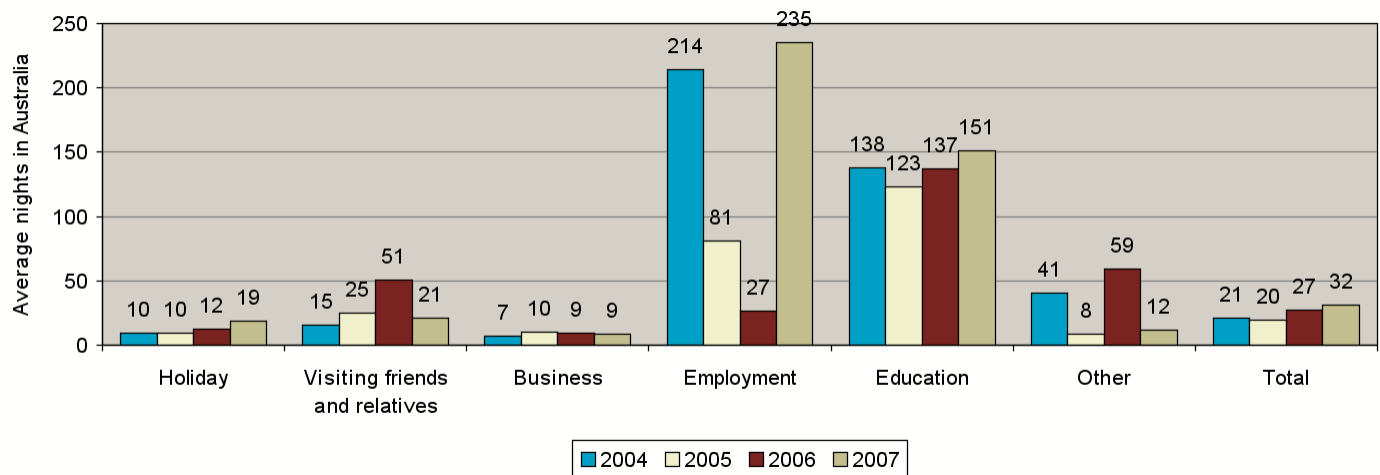
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Duration of Stay

- During 2007, visitors from Taiwan spent 2.7 million nights in Australia, being 2% of all visitor nights.

Figure 8 - Duration of stay for visitors from Taiwan by main purpose of visit 2004 - 2007.



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from Taiwan by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
Main purpose of journey								
Holiday	10	10	12	19	6	6	6	6
Visiting friends and relatives	15	25	51	21	11	11	15	10
Business	7	10	9	9	5	5	6	5
Employment	214	81	27	235	304	6	5	269
Education	138	123	137	151	125	90	115	141
Other	41	8	59	12	5	7	1	5
Total	21	20	27	32	6	6	7	7

Base: All visitors aged 15 years or over.

(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, International Visitor Survey.

Note : Total Includes employment and other reasons.

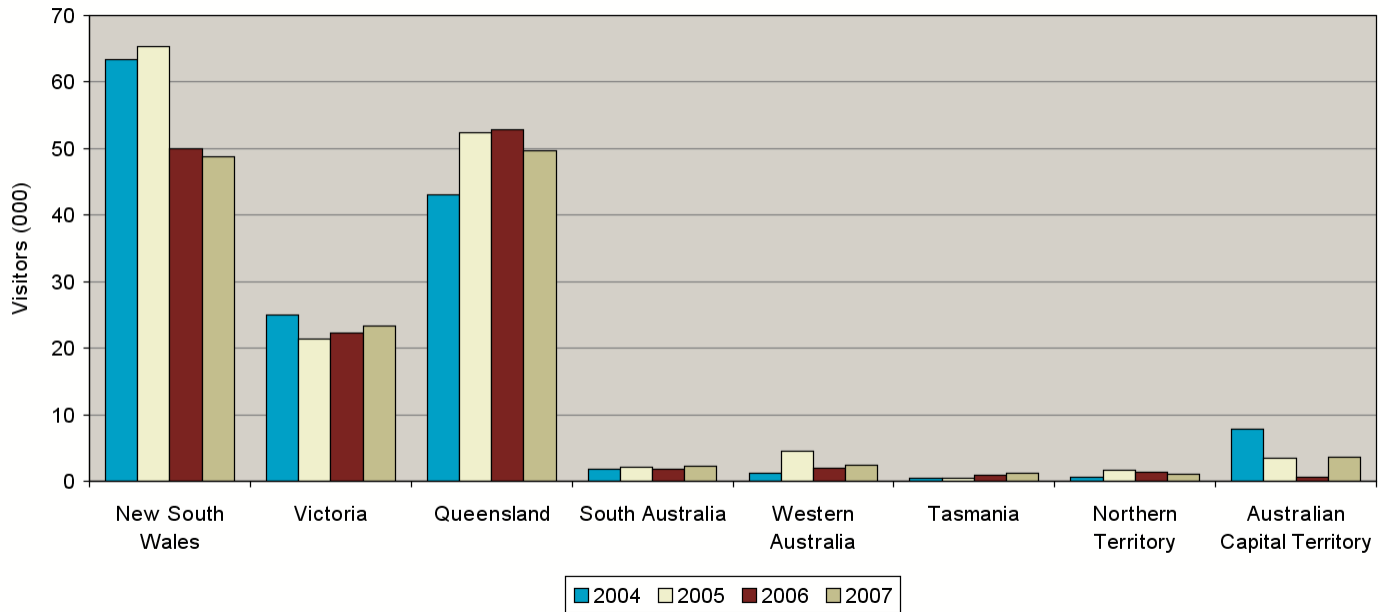
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Destination Visited

- In 2007, the most popular State or Territory for visitors from Taiwan was Queensland with 49,697 or 58% of visitors, staying for 1.1 million nights.

Figure 9 - Visitors from Taiwan by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

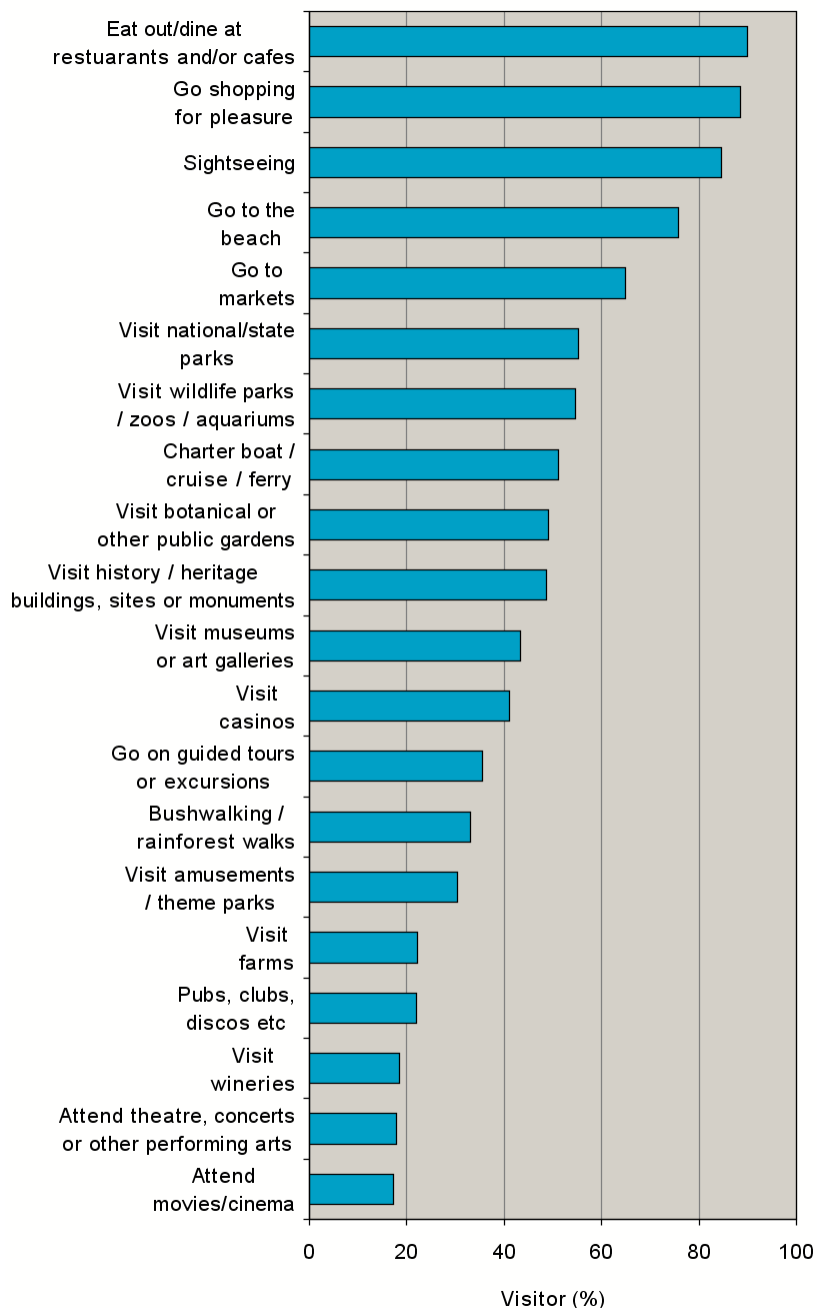
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Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from Taiwan whilst in Australia.
- The top five activities in 2007 were: eat out at restaurants and or cafes, go shopping for pleasure, sightseeing, go to the beach (including swimming, surfing and diving) and go to the markets.

Figure 10 - Visitors from Taiwan by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

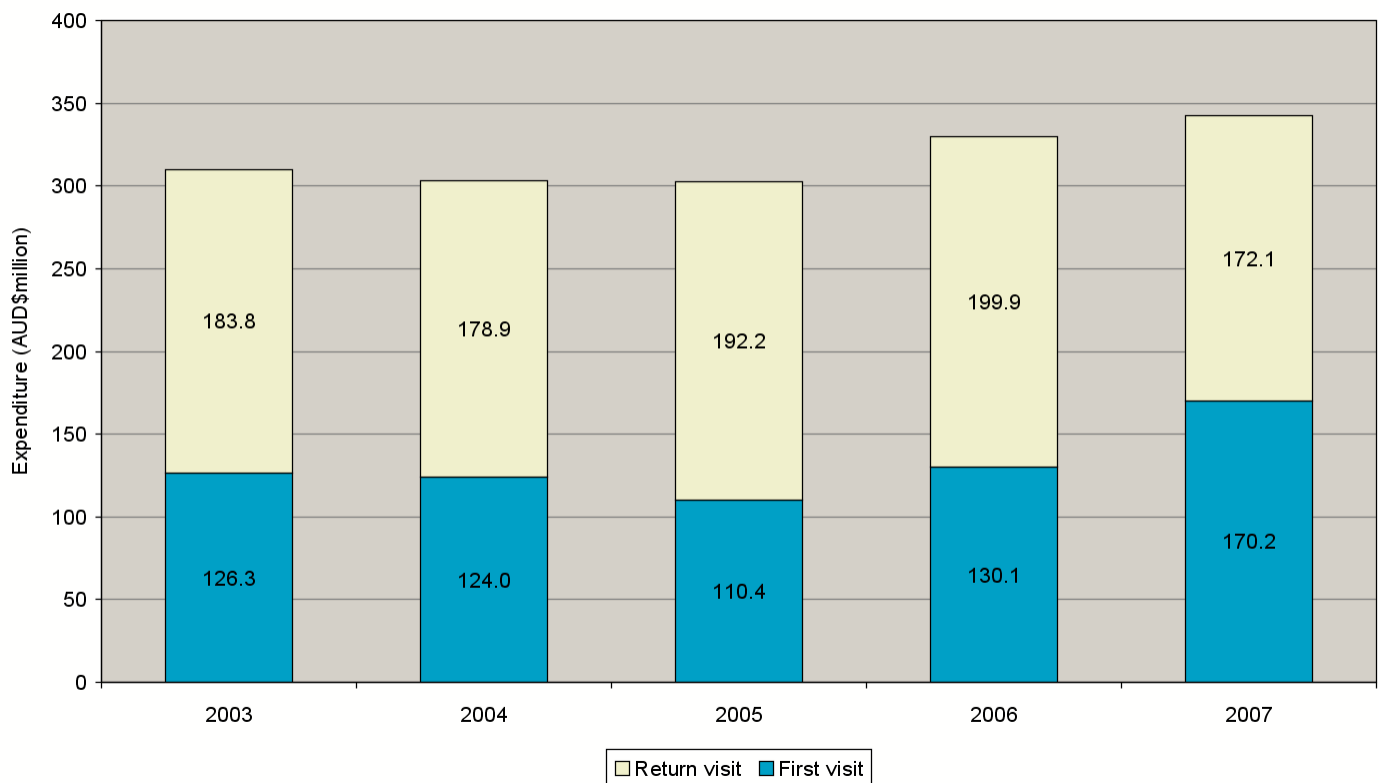
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Expenditure

- During 2007, visitors from Taiwan had a Total Inbound Economic Value (TIEV) of \$342 million on trips to Australia (Figure 11). This is an increase of 4% on the previous year.
- Travellers from Taiwan accounted for 1% of all Total Inbound Economic Value (TIEV).
- A total of \$172 million or 50% of TIEV came from visitors on a return trip to Australia while first time visitors spent \$170 million.
- Average Total Inbound Economic Value (TIEV) for Taiwan visitors was \$4,027.

Figure 11 - Visitors from Taiwan : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

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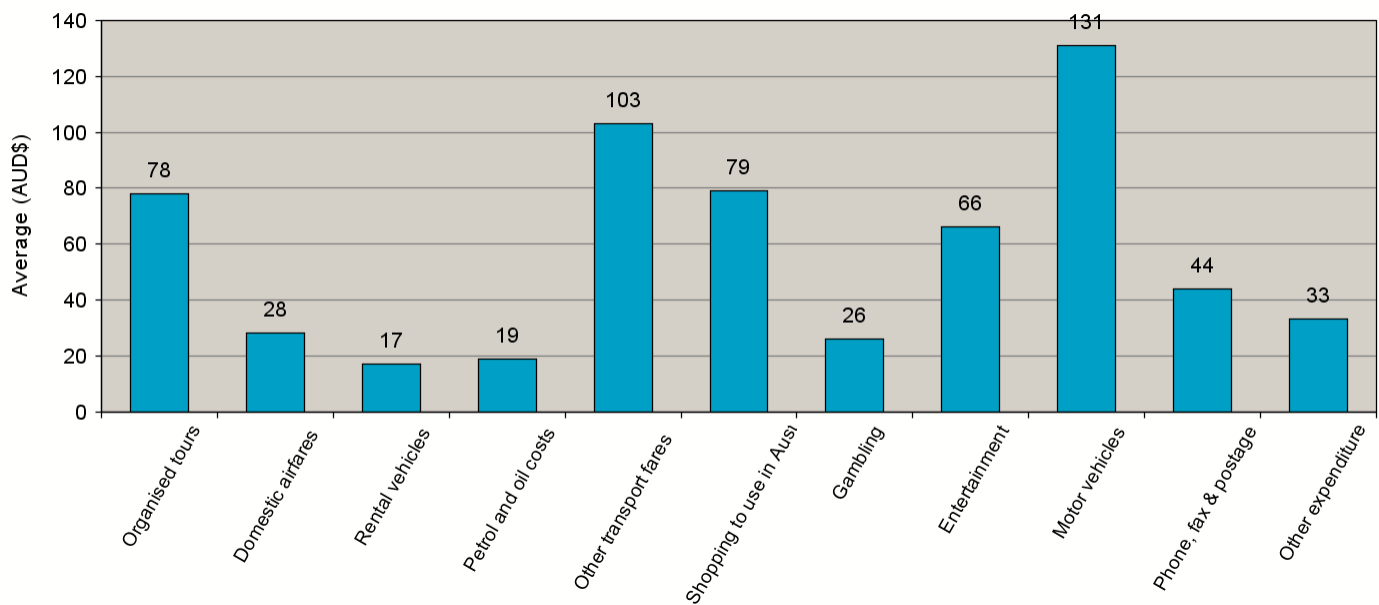
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Expenditure

- Figure 12 shows expenditure by item as an average for all international visitors from Taiwan. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	704
Food, drink & accommodation	984
Shopping to take home	444
Education	722
Package tour	699
Other (total of items charted)	624

Figure 12 - Average expenditure for visitors from Taiwan by expenditure item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars.

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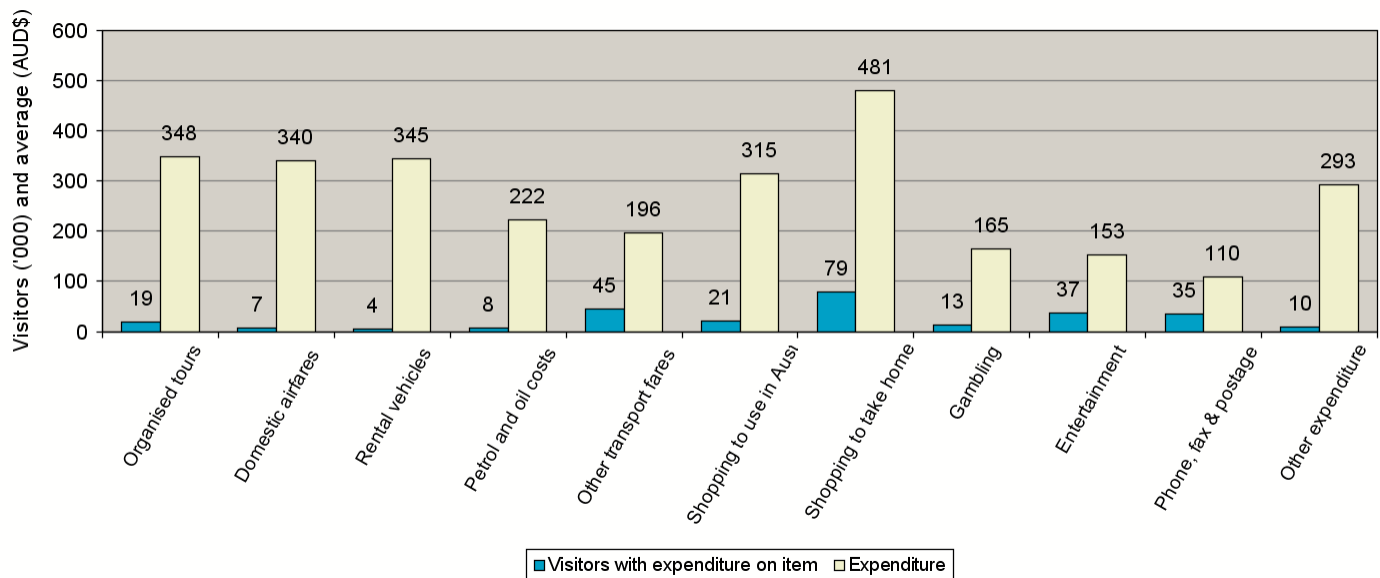
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Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, only 1% of all visitors from Taiwan had expenditure on the purchase of a motor vehicle however this was one of the largest expenditure items by this measure.
- In 2007, 93% of Taiwan travellers purchased 'shopping to take home' and 44% purchased 'package tours'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	48	1,261
Food, drink & accommodation	78	1,078
Motor vehicles	1	18,454
Package tour	38	1,585
Education	10	6,115

Figure 13 - Average expenditure for visitors from Taiwan with expenditure on item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars

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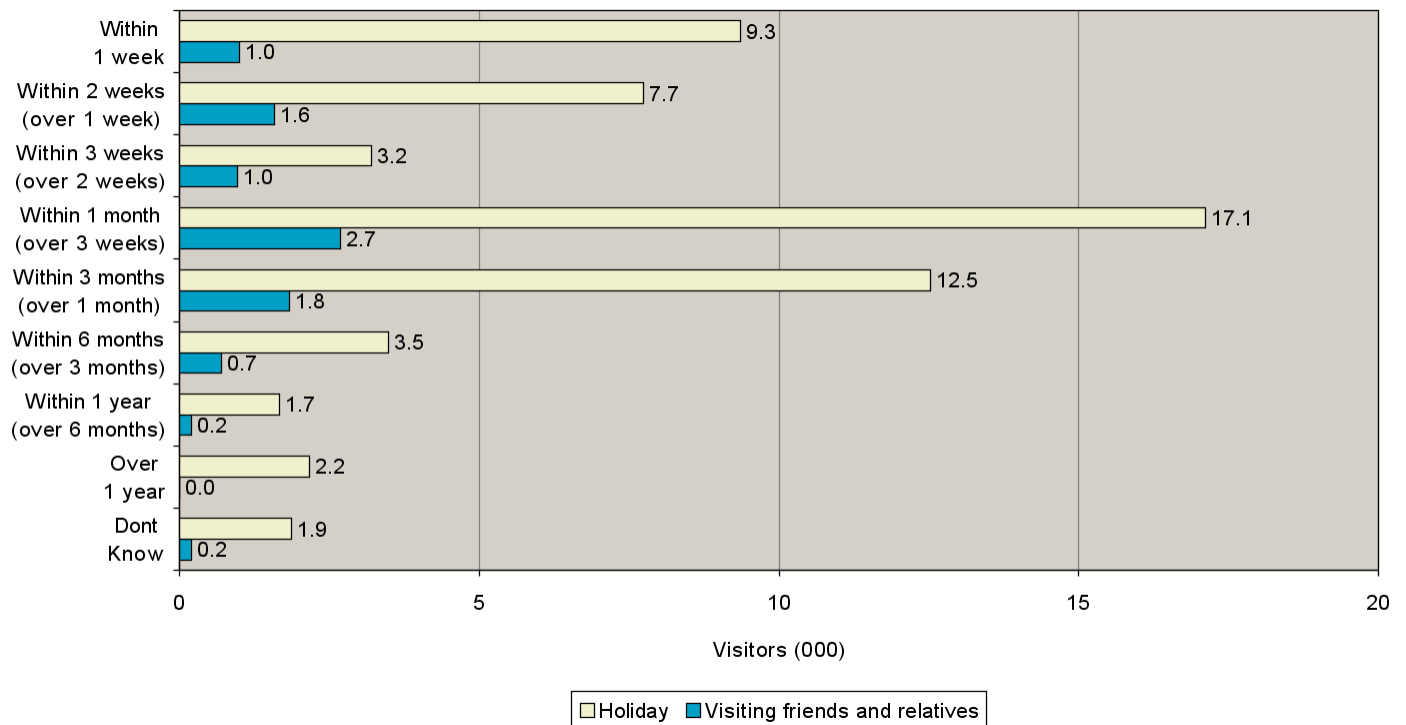
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Planning and Booking Horizons

- Of the leisure travellers from Taiwan, 85% prepare their trip within 3 months of arriving in Australia.
- In 2007, 84% of holiday visitors started planning within 3 months prior to arriving in Australia, 63% planned less than 1 month ahead.
- Of the travellers visiting friends and relatives, 88% had started planning within 3 months prior to arriving in Australia, 68% planning within 1 month of their arrival.

Figure 14 - Leisure visitors from Taiwan: Planning horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you start planning this trip?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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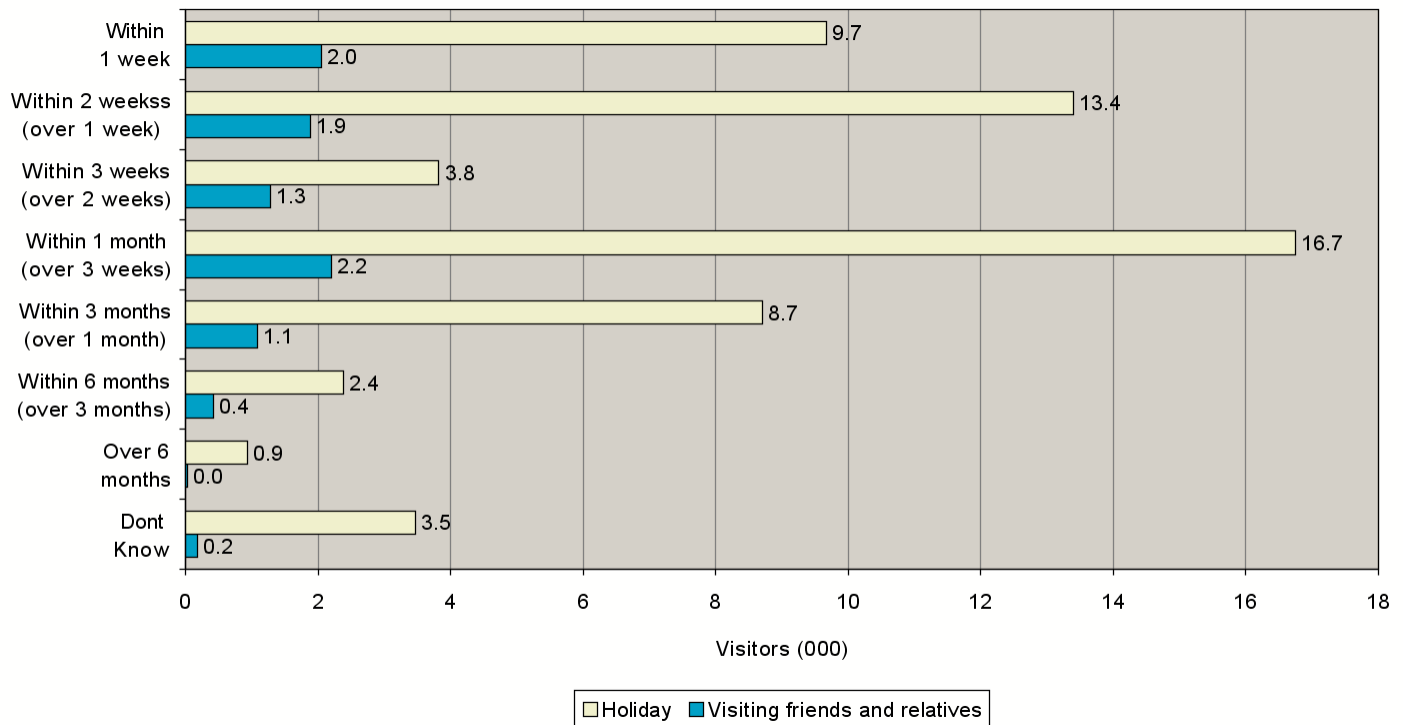
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Planning and Booking Horizons

- When booking flights 74% of holiday travellers booked their ticket within one month of arrival, while 81% of travellers visiting friends and relatives (VFR) booked within one month.

Figure 15 - Leisure visitors from Taiwan: Booking horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you book your airfare?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

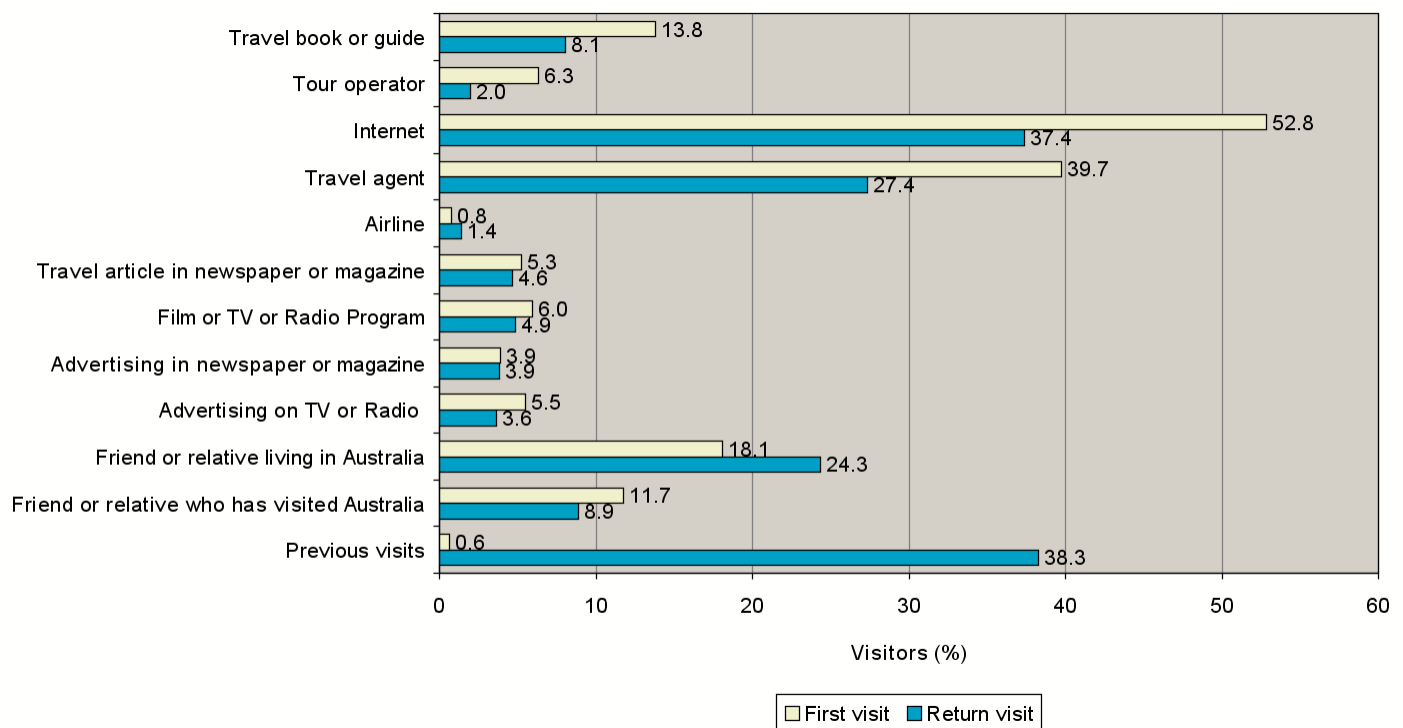
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Information Sources

- The most commonly used source of information for first time travellers from Taiwan was the internet, which was used by 53% of first time visitors when planning their travel whilst 40% used a travel agent.
- Of the return visitors from Taiwan, 37% relied on knowledge from the internet as a source of information about Australia.
- When planning this trip to Australia, 38% of return visitors used information obtained from a previous visit.

Figure 16 - Visitors from Taiwan: Information sources on Australia by first or return visit 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

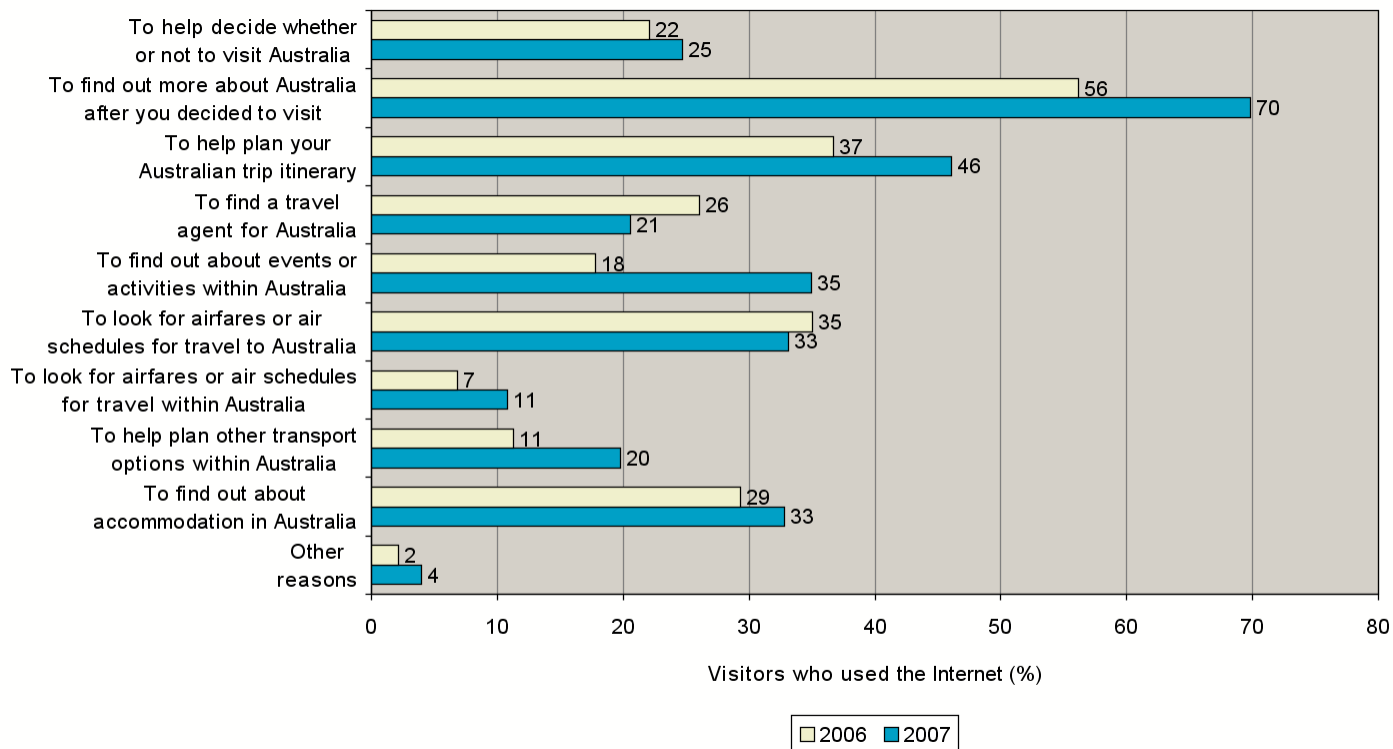
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Internet Usage

- In 2007, a total of 57,275 or 67% of visitors from Taiwan used the internet when planning their trip to Australia.
- Most visitors from Taiwan (70%) used the internet to find out more about Australia after they decided to visit.

Figure 17 - Visitors from Taiwan by reasons for using the Internet 2006-2007.



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

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