



International Visitor Profile 2009

Taiwan

Summary

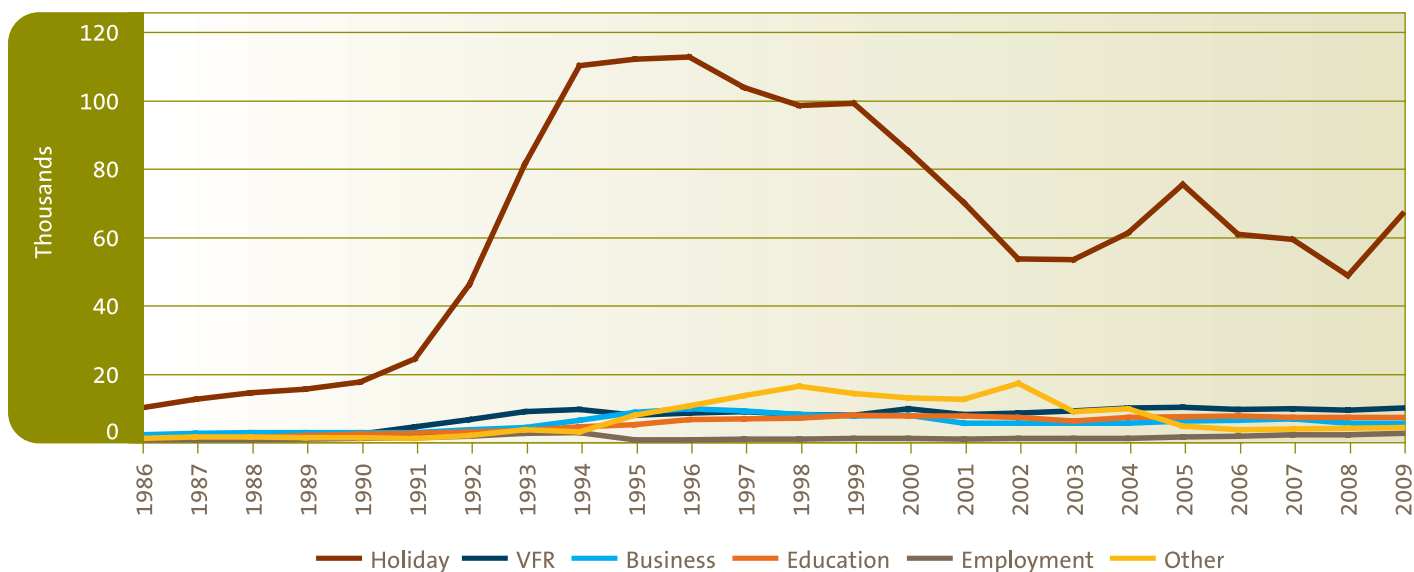
- Taiwan is Australia's fourteenth largest inbound market. In 2009, there were 92,394 visitors from Taiwan over 15 years of age and 98,538 visitors in total.
- The average length of stay for visitors from Taiwan was 47 nights compared to the national average of 34 nights.
- Visitors from Taiwan accounted for 2% of all international visitor nights in 2009, making Taiwan the fourteenth largest market in terms of nights.
- Visitors from Taiwan spent \$473 million on trips to Australia in 2009, spending on average \$5,124 per trip.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to www.ret.gov.au/tra

Visitor arrivals

- There was a 27% increase in visitor arrivals from Taiwan during 2009 compared to 2008. This was largely driven by a 37% increase in holiday visitors.
- The business market was the only market from Taiwan to decline during 2009 (down 3%).

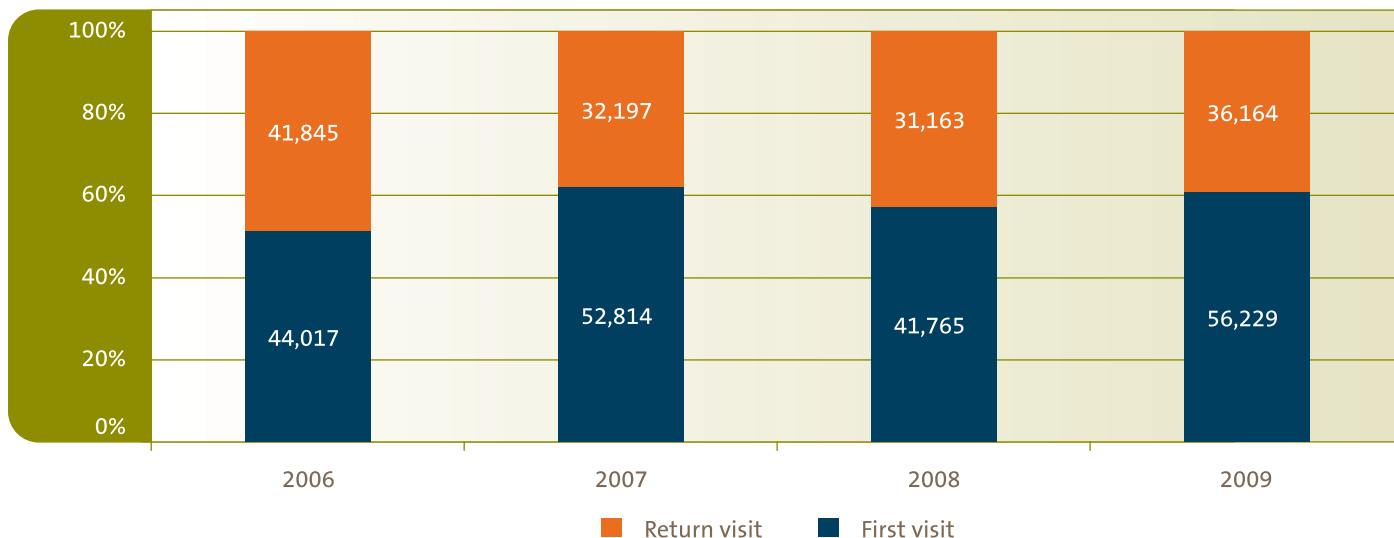
Figure 1 – Main purpose of visit



Repeat visitors

- Around 61% of visitors from Taiwan were first-time visitors to Australia, compared to the national average of 38% first-time visitors.

Figure 2 – First or return visit



Travel party

- Almost half (48%) of visitors from Taiwan travelled unaccompanied, while 21% travelled as an adult couple.

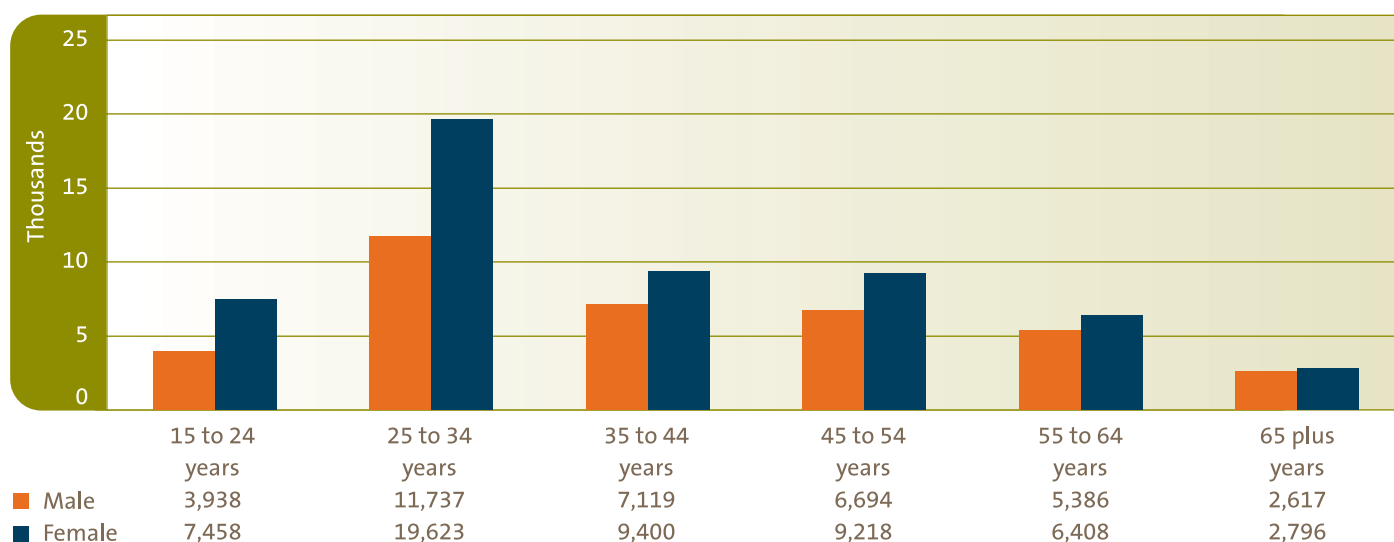
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	38	44	36	43	38	52	44	48
Adult couple	19	22	17	19	16	22	19	21
Family group –parent(s) and children	17	20	15	18	9	12	12	13
Friends or relatives	9	11	12	15	8	11	14	15
Business associates	3	3	5	5	3	3	3	3
Total	86	100	85	100	73	100	92	100

Demographics

- Across all age groups there were more female than male visitors from Taiwan.
- The largest demographic of visitors from Taiwan were females aged 25 to 34 years (21%).

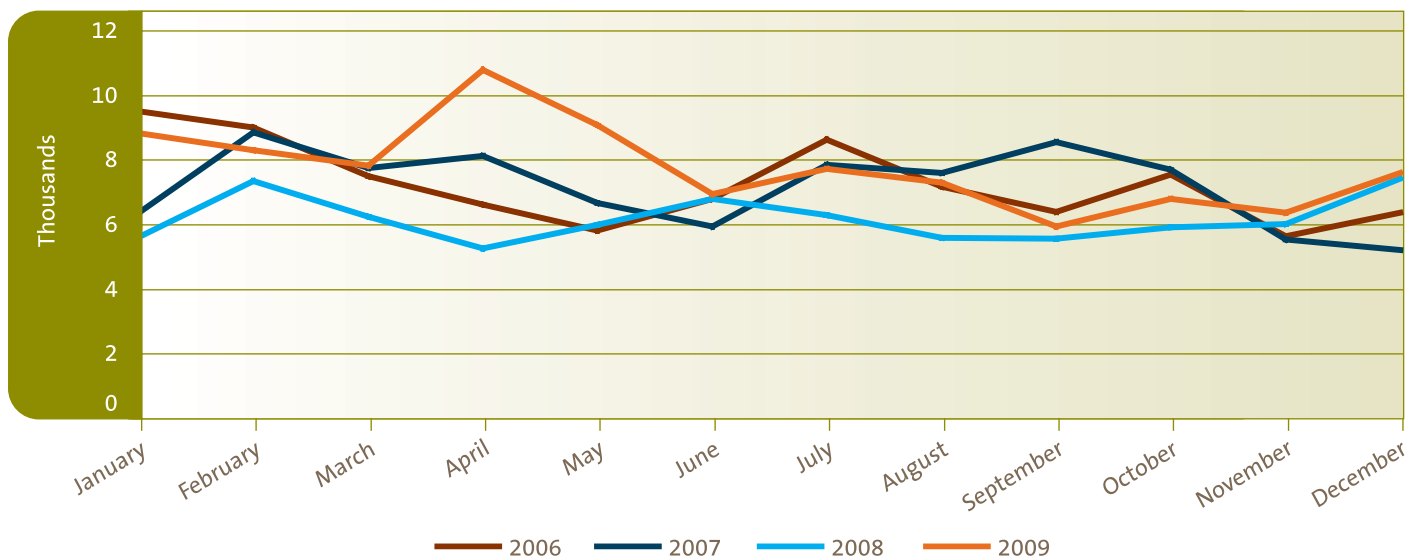
Figure 3 – Age and gender, 2009



Seasonality

- During 2009, visitor arrivals from Taiwan were highest during April and May.

Figure 4 – Month of arrival



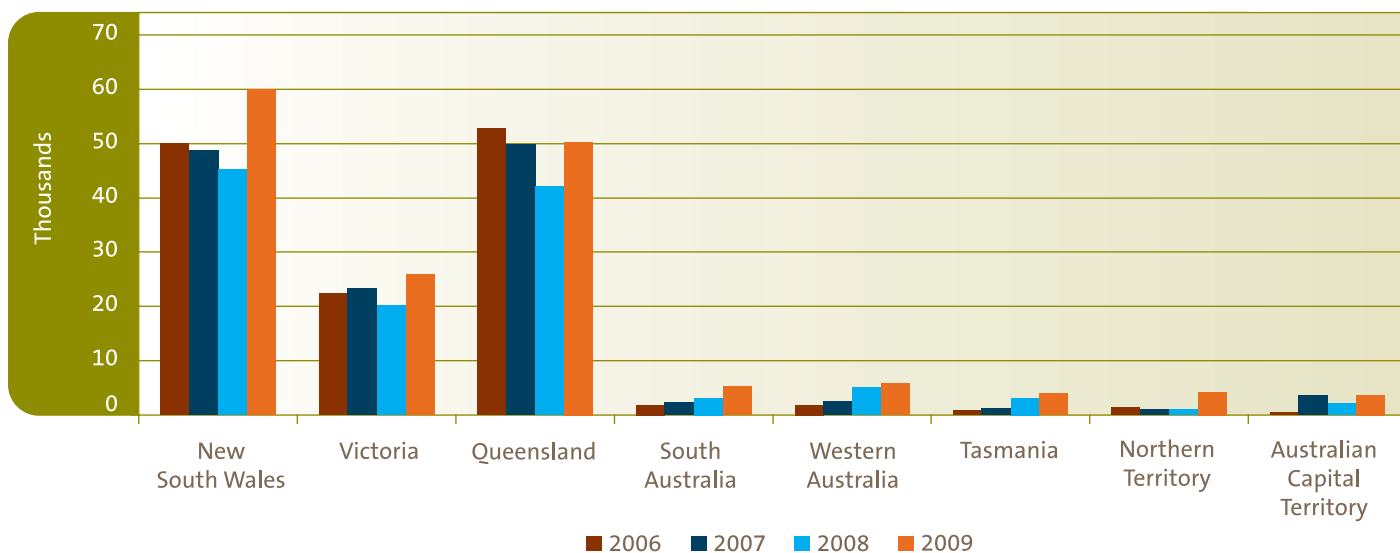
Length of stay and destination

- The average length of stay for holiday visitors from Taiwan has been increasing from an average of 12 nights in 2006 to 40 nights in 2009.
- The most visited states were New South Wales, Queensland and Victoria.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	12	6	19	6	35	6	40	7
Visiting friends or relatives	51	15	21	10	28	12	33	12
Business	9	6	9	5	11	6	14	5
Education	137	115	151	141	153	154	136	126
Employment	27	5	235	269	91	102	102	122
Other	59	1	12	5	40	6	80	5
Total	27	7	32	7	45	8	47	8

Figure 5 – State/territory visited



Dispersal

- One quarter of nights (25%) were spent outside the major gateways of Sydney, Melbourne, Brisbane and Perth, compared to the national average of 32% of nights.

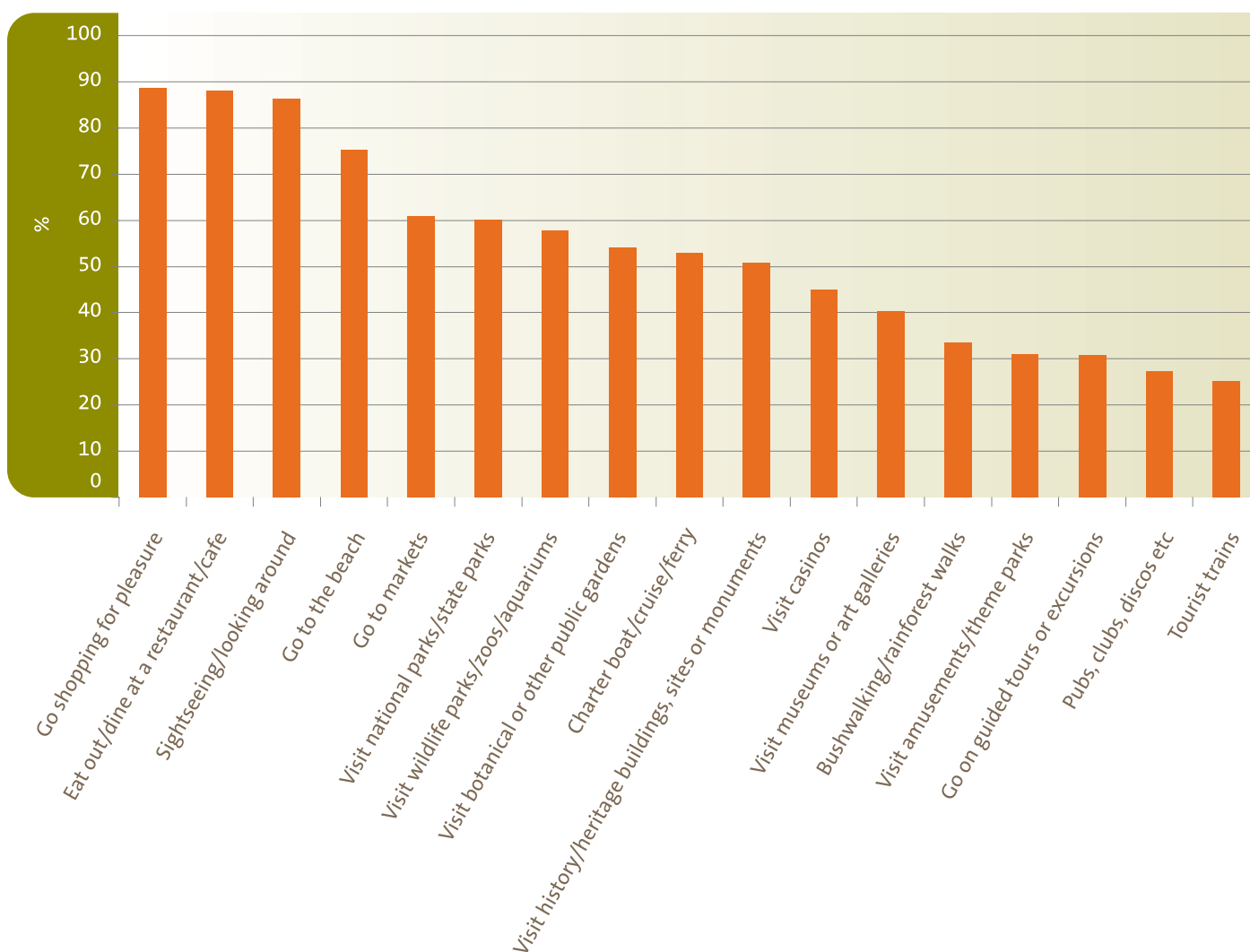
Table 3 – Dispersal by visitor nights

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	1,802	77	2,056	77	2,573	79	3,222	75
Dispersed regions	546	23	623	23	702	21	1,076	25
Total	2,348	100	2,679	100	3,275	100	4,298	100

Activities

- The most popular activities for visitors from Taiwan were: go shopping for pleasure; eat out/dine at a restaurant/café; sightseeing/looking around; and go to the beach.

Figure 6 – Leisure activities, 2009



TIEV¹ and expenditure

- Visitors from Taiwan had a Total Inbound Economic Value (TIEV) of \$436 million on trips to Australia in 2009. This was a 31% increase on 2008.
- Visitors from Taiwan spent on average \$5,124 per trip.

Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit

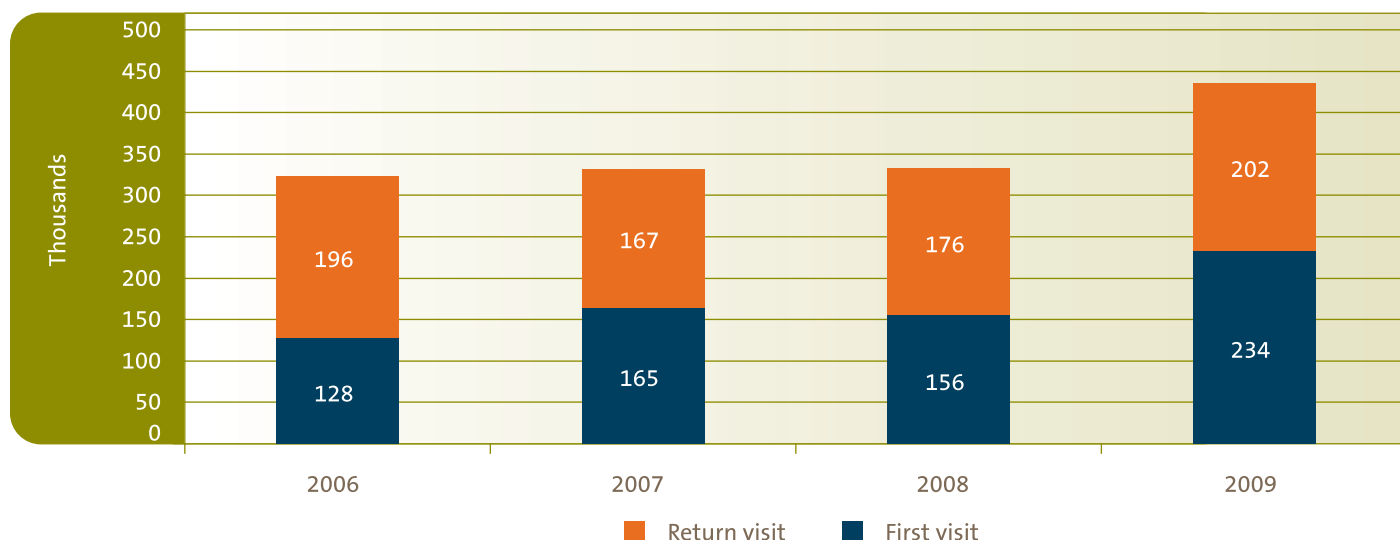


Table 4 – Visitors and average expenditure on specified items, 2009

	Visitors ('000)	Average spend (\$)
Organised tours	20	475
Domestic airfares	12	391
International airfares	56	1,257
Rental vehicles	7	360
Petrol and oil costs	13	379
Other transport fares	47	230
Food, drink and accommodation	82	1,591
Shopping to use in Australia	27	471
Shopping to take home	85	411
Gambling	15	259
Entertainment	37	142
Motor vehicles	1	3,722
Education	11	8,605
Phone, fax and postage	36	162
Package tour	37	2,113
Other	11	404
Total	92	5,124

¹ TIEV represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.

Trip planning and booking horizons

- Around one third (35%) of holiday visitors planned their trip to Australia one to three months prior to travelling.
- Few holiday and VFR visitors from Taiwan booked their flights more than three months prior to travel.

Figure 8 – Planning horizons by purpose, 2009

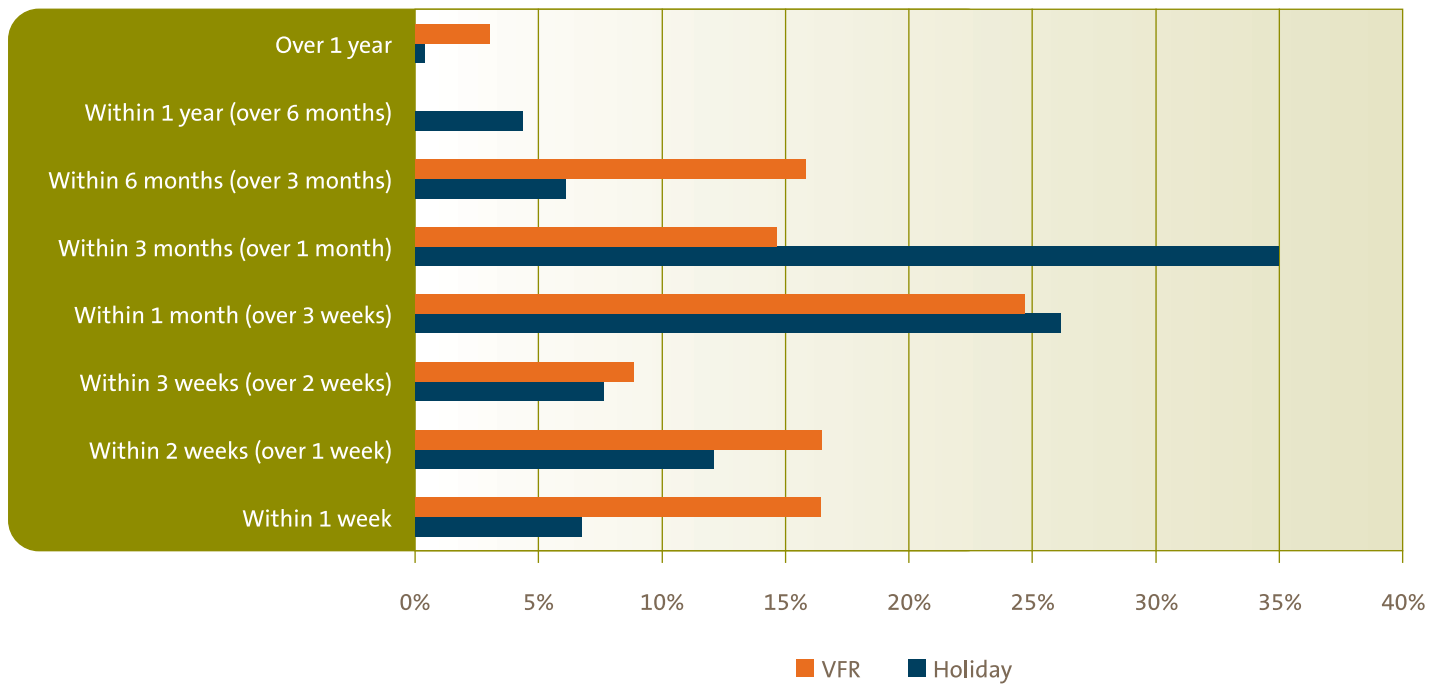
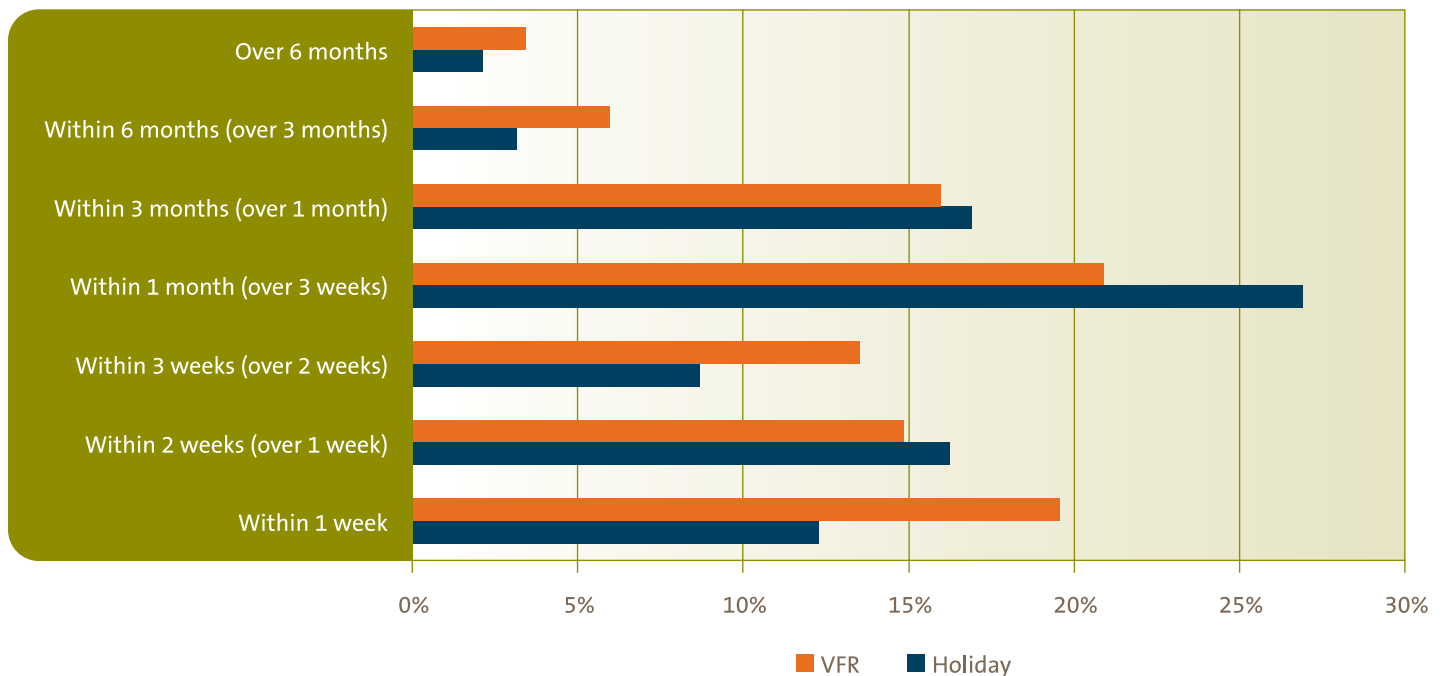


Figure 9 – Flight booking horizons by purpose, 2009



Information sources and internet usage

- The most common information sources for first-time visitors to Australia were the internet (57%), travel agent (45%) and friend or relative who has visited Australia (27%).
- The most common information sources for repeat visitors to Australia were the internet (43%), previous visit (29%) and travel agent (25%).
- The most common reasons for using the internet were to find out more about Australia after deciding to visit (64%) and to help plan an itinerary (48%).

Figure 10 – Information sources, 2009

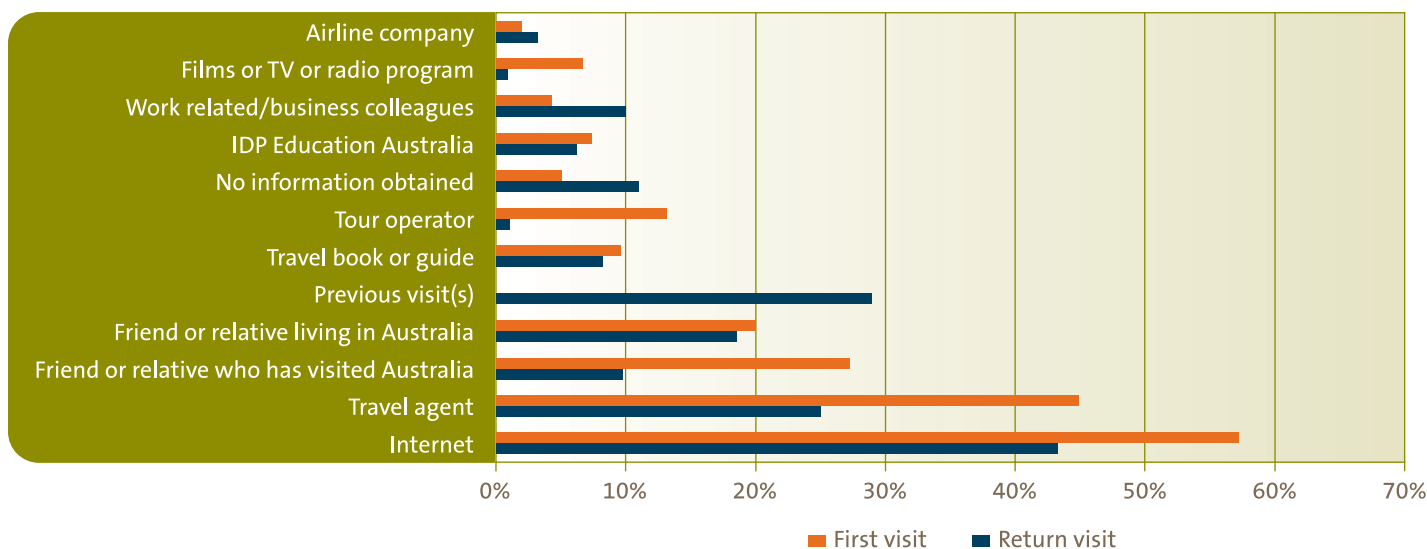
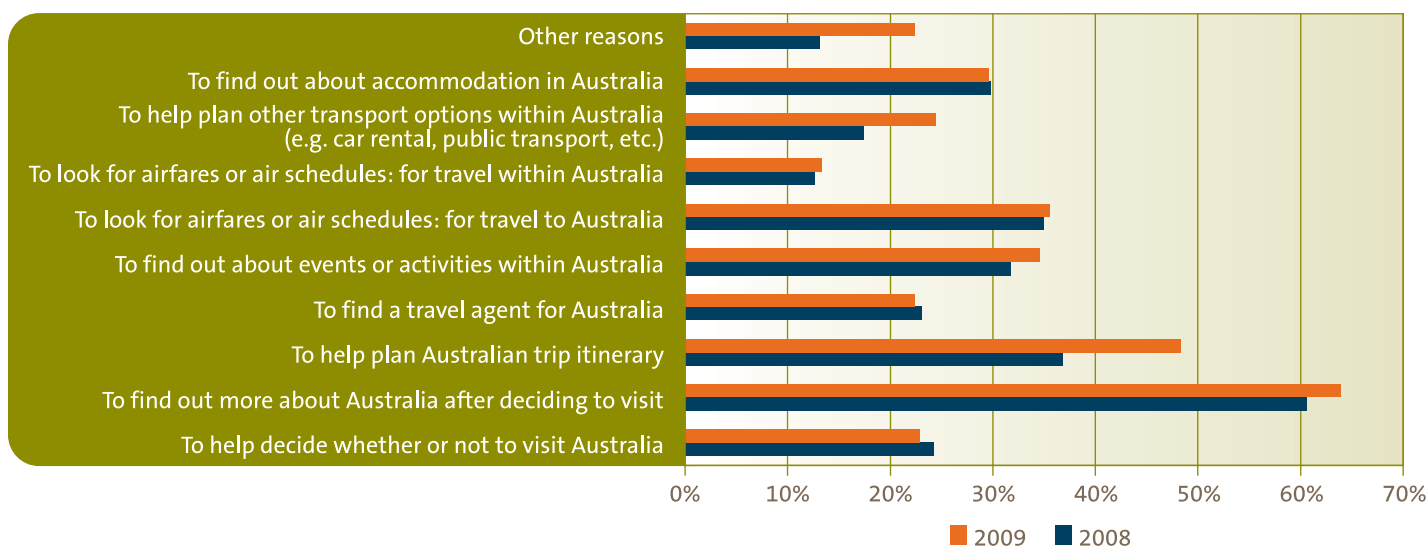


Figure 11 – Reasons for internet usage



Tourism Research Australia
 Department of Resources, Energy and Tourism
 GPO Box 1564
 Canberra ACT 2601
 Email: tourism.research@ret.gov.au
 Web: www.ret.gov.au/tra
 ABN: 46 252 861 927
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Tourism Research Australia, International Visitor Survey (unpublished data)
 Figures 1, 3 and 4 – Department of Immigration and Citizenship
 All figures refer to persons over the age of 15 years

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