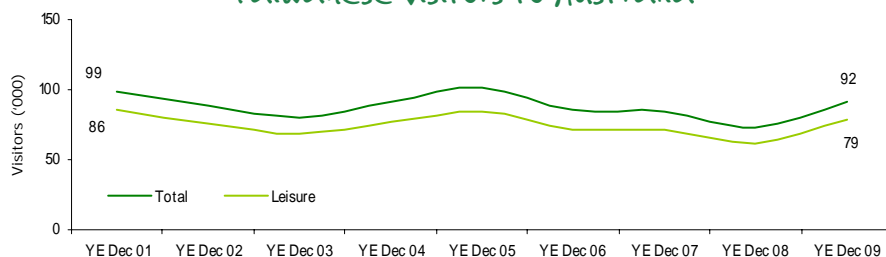


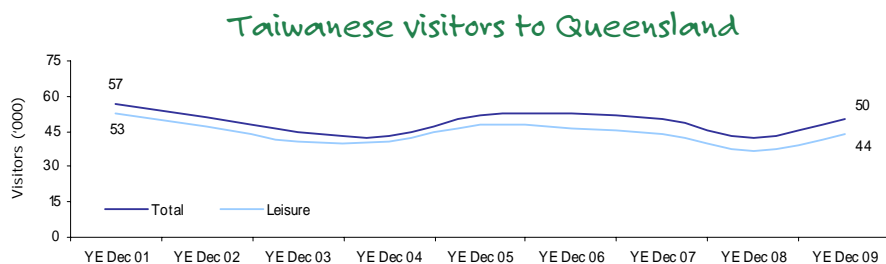
Taiwan

	Australia	Change Dec 08 to Dec 09	Share of international visitors	Queensland	Change Dec 08 to Dec 09	Share of visitors to Qld
Total visitors	92,000	26% ▲	2%	50,000	19% ▲	3%
Total ALOS ¹ (nights)	46.6	1.6 ▲		33.5	-2.8 ▼	
Leisure² visitors	79,000	30% ▲	2%	44,000	19% ▲	3%
Leisure ALOS	34.2	2.2 ▲		22.2	-0.6 ▼	
Expenditure (\$m)³	344	35% ▲	2% (share of expenditure)	139	30% ▲	4% (share of expenditure)

Taiwanese visitors to Australia



Taiwanese visitors to Queensland



Taiwanese visitor numbers increased in the year ended December 2009, following a number of periods of declines.

Over half of all visitors from Taiwan were first time visitors to Australia (61%).

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

13% of Taiwanese visitors to Australia were backpackers⁴. This market increased by 33% over the year to December 2009, with the buoyant youth market contributing.

Taiwanese visitors spent \$139 million on their trips to Queensland in the year to December 2009. This was an increase of 30% over the year.

Taiwanese spend per visitor in Queensland was \$2,766. This is higher than the average spend of all international visitors to Queensland (\$1,973).

Taiwanese visitors to Queensland

Visitors from Taiwan to Queensland increased in the year ended December 2009. This was driven by an increase in holiday visitors.

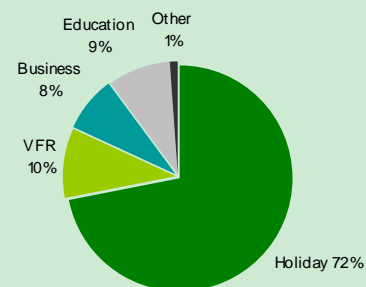
Taiwanese visitors to Queensland most commonly visited Brisbane and the Gold Coast (68% and 48% made a stopover respectively). With both regions experienced an increase in Taiwanese visitors over the last 12 months (up 26% and 33% respectively).

Main purpose of visitation to Australia

The holiday market accounted for 72% of Taiwanese visitors to Australia, and increased by 38% over this period.

There was a 26% increase in Taiwanese visitors to Australia in the year ended December 2009. This was due to an increase in the holiday market (up 38%).

Taiwanese holiday visitors (40.6 nights) had a longer average length of stay than the VFR (visiting friends or relatives) market (34.1 nights).

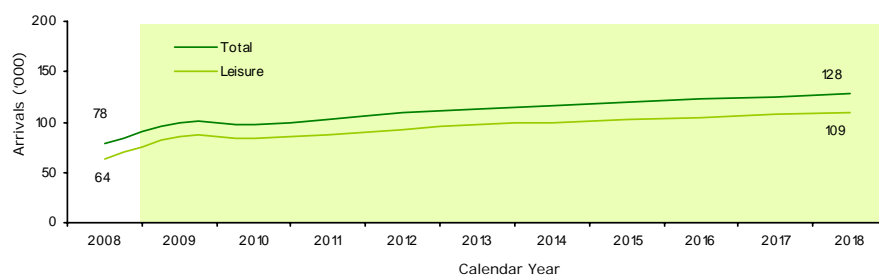


Taiwanese arrivals forecast ⁵

Arrivals to Australia from Taiwan are forecast to increase by an average of 5% each year from 2008 to reach 128,000 arrivals in 2018.

Please note that arrivals forecast are based on total visitor arrivals into Australia, and therefore may vary from the visitation figures provided in the table above (as visitors are defined as persons over the age of 15, who are visiting Australia for 12 months or less).

Taiwanese arrivals to Australia



1. Average length of stay
2. Leisure is holiday and visiting friends or relatives (VFR) combined
3. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure
4. Backpackers are classified as visitors who spent at least one night in a backpacker/hostel
5. Tourism Forecasting Committee 2009 Issue 2

Note: All data unless specified is from Tourism Research Australia, International Visitor Survey year ended December 2009

Note: Numbers shaded are forecasts.