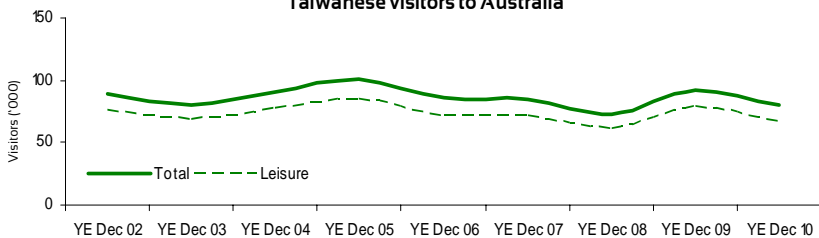


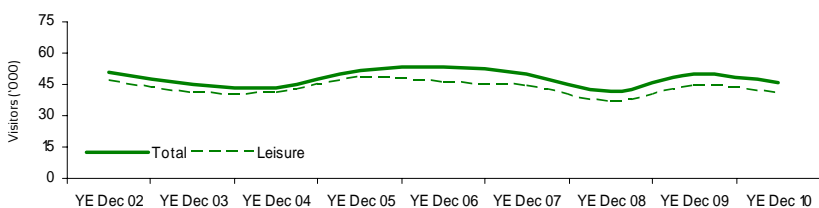
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
<b>Total visitors</b>	80,000	▼ -13%	1%	46,000	▼ -8%	2%
Total ALOS <sup>1</sup> (nights)	57.4	▲ 10.8		36.3	▲ 2.8	
<b>Leisure<sup>2</sup> visitors</b>	67,000	▼ -15%	2%	41,000	▼ -7%	2%
Leisure ALOS	40.9	▲ 6.7		22.4	▲ 0.2	
<b>Expenditure (\$m)<sup>3</sup></b>	\$328	▼ -5%	2% (share of expenditure)	\$123	▼ -12%	3% (share of expenditure)

Taiwanese visitors to Australia



Taiwanese visitors to Queensland



## Taiwanese visitors to Australia

Taiwanese visitation to Australia continued to decline in the year ended December 2010, driven by a decline in the holiday market.

Over half of all visitors from Taiwan were first time visitors to Australia (56%).

Over half (53%) of Taiwanese visitors travelled unaccompanied, while 18% travelled as an adult couple.

39% of Taiwanese visitors to Australia are youth market<sup>4</sup> visitors, and this market increased by 3% over the year to December 2010.

## Taiwanese visitors to Queensland

Visitation from Taiwan to Queensland declined in the year ended December 2010. This was driven by a decline in holiday visitation (down 13%).

Taiwanese visitors to Queensland most commonly visited Brisbane and the Gold Coast. The Gold Coast and Brisbane showed declines in Taiwanese visitors over the year to December 2010 (down 21% and 12%, respectively).

## Expenditure in Queensland

Taiwanese visitors spent \$123 million on their trips to Queensland in the year to December 2010. This was a decline of 12% over the year.

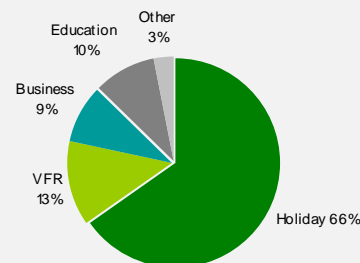
Taiwanese spend per visitor in Queensland was \$2,653. This is higher than the average spend of all international visitors to Queensland (\$1,846).

## Main purpose of visitation to Australia

The decline in Taiwanese visitors to Australia was driven by the decline in the holiday market (down 20%) in the year to December 2010.

However the VFR (visiting friends or relatives) market increased by 11% over this period.

Education visitors accounted for a larger proportion of the Taiwanese market than that for all international markets to Australia (10% compared with 8%).

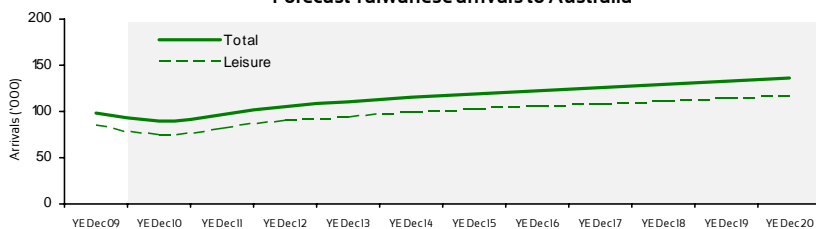


## Taiwanese arrivals forecast<sup>5</sup>

Arrivals to Australia from Taiwan are forecast to increase by an average of 3% each year from 2009 and reach 136,000 arrivals in 2020.

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).

Forecast Taiwanese arrivals to Australia



Note: Numbers shaded are forecasts.

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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. Youth market represents visitors aged between 15 and 29 years old.  
 5. Tourism Forecasting Committee 2010 Issue 2  
 Note: All data unless specified is from Tourism Research Australia, International Visitor Survey year ended December 2010