

Market Snapshot

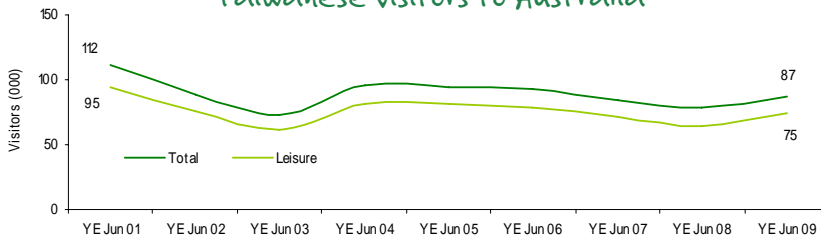
Year ended June 2009



Taiwan

	Australia	Change Jun 08 to Jun 09	Share of international visitors	Queensland	Change Jun 08 to Jun 09	Share of visitors to Qld
Total visitors	87,000	12% ▲	2%	49,000	9% ▲	2%
Total ALOS ¹ (nights)	44.8	8.3 ▲		37.5	10.5 ▲	
Leisure² visitors	75,000	15% ▲	2%	43,000	10% ▲	2%
Leisure ALOS	32.6	9.7 ▲		23.9	8.4 ▲	
Expenditure (\$m)³	312	27% ▲	2% (share of expenditure)	134	22% ▲	3% (Share of Expenditure)

Taiwanese visitors to Australia



Taiwanese visitors to Australia

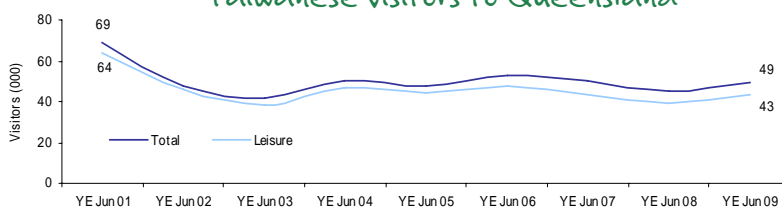
Taiwanese visitor numbers to Australia have remained relatively steady since the year ended June 2004, however they did increase by 12% over the year ended June 2009.

Over half of all visitors from Taiwan were first time visitors to Australia (63%). This is an increase of 20% on the year ended June 2008.

Just over half (51%) of Taiwanese visitors travelled unaccompanied, while 21% travelled as an adult couple.

14% of Taiwanese visitors to Australia were backpackers⁴, an increase of 33% over the last 12 months.

Taiwanese visitors to Queensland



Taiwanese visitors to Queensland

Visitors from Taiwan to Queensland increased in the year ended June 2009. This market has remained steady since the year ended June 2004.

Taiwanese visitors to Queensland most commonly visited Brisbane and the Gold Coast (70% and 45% respectively). Further both regions experienced an increase in Taiwanese visitors over the last 12 months (up 13% and 5% respectively).

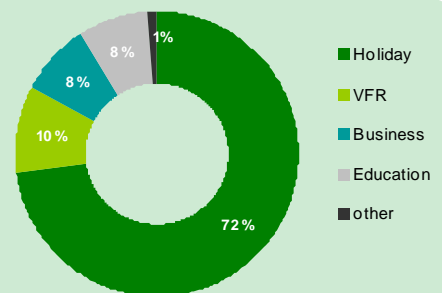
Taiwanese visitors spent \$134 million on their trip to Queensland in the year to June 2009. This was an increase of 22% over the year.

Taiwanese spend per visitor in Queensland was \$2,752, higher than the total international total average spend (\$1,986).

Main purpose of visitation to Australia

There was a 12% increase in Taiwanese visitors to Australia in the year ended June 2009. This was due to an increase in the holiday market.

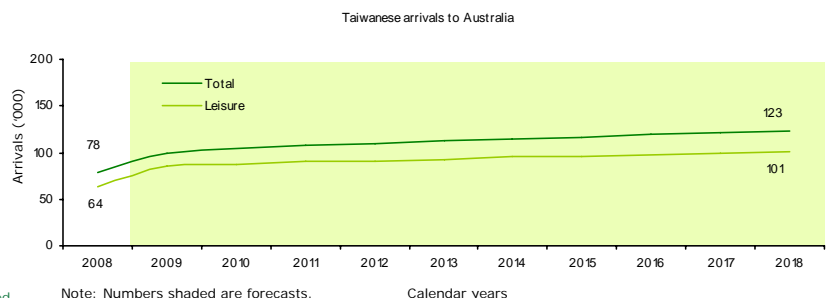
Taiwanese holiday visitors (39.2 nights) had a longer average length of stay than the visiting friends or relatives market (25.4 nights).



Taiwanese arrivals forecast⁵

In 2008, there were 8.5 million outbound departures from Taiwan, down 5.6% compared with 2007. Australia's share of this market fell slightly to 0.9% in 2008.

Arrivals to Australia from Taiwan are forecast to increase by an average of 5% each year from 2008 to reach 123,000 arrivals in 2018.



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 or hostel
 5. Tourism Forecasting Committee 2009 Issue 1

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