



Data for visitors to Australia for less than 12 months



Taiwan is Australia's 16th largest inbound market, reaching 78% of pre-pandemic levels in FY2023-24. 2 in 3 Taiwanese visitors are solo travellers.

Visitor numbers



Total visitors
152,700



Change vs last year
+108%



Change vs pre-pandemic
-22%



Rank
16th

Visitor group type



Solo traveller
68%

Total INT: 57%



Adult couple
10%

Total INT: 20%



Family
10%

Total INT: 12%



Other
12%

Total INT: 11%

Visitor spend



Average visitor spend
\$5,600



Total spend in Australia
\$782m



Change in total spend vs last year
+77%



Change in total spend vs pre-pandemic
+6%

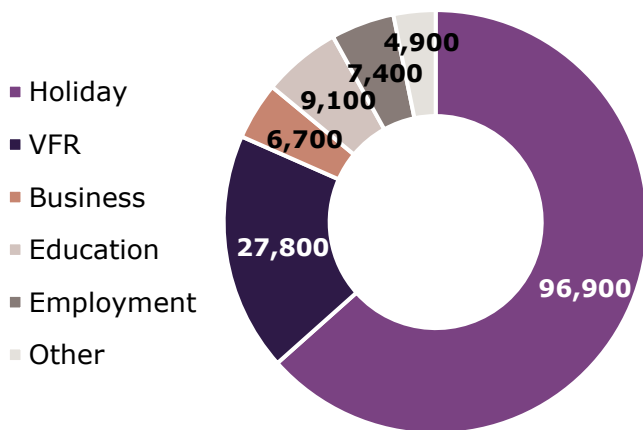


Taiwan is forecast to return to pre-pandemic levels in in 2025. 4 in 5 Taiwanese visitors come to Australia for a holiday or visiting friends and relatives (VFR).

Forecast visitor growth



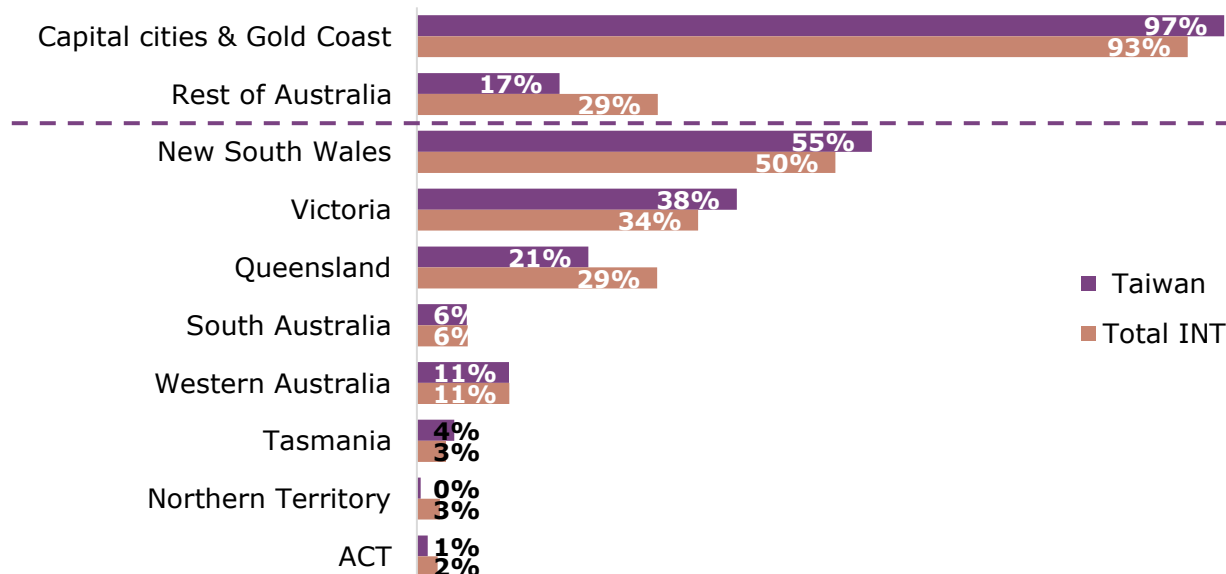
Main reason for visitation



	Taiwan	Total INT
Holiday	63%	43%
Visiting Friends or Relatives	18%	34%
Business	4%	9%
Education	6%	6%
Employment	5%	4%
Other	3%	4%

*Total INT = The average for total international visitors to Australia

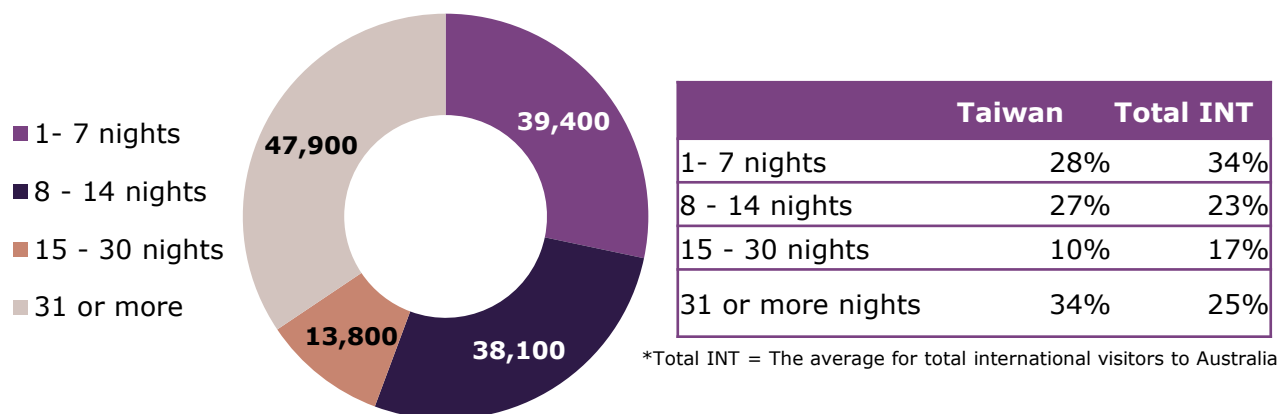
Where visitors stay





Taiwanese visitors spend more nights in Australia compared to the average international visitors. Key demand-driving experiences includes social and outdoor activities, local attractions and going to the beach.

Nights Stayed



Visitor experience rating and trip type



Positive trip sentiment
 (7+ out of 10)

95%

Total INT: 96%



First trip to
 Australia

46%

Total INT: 36%

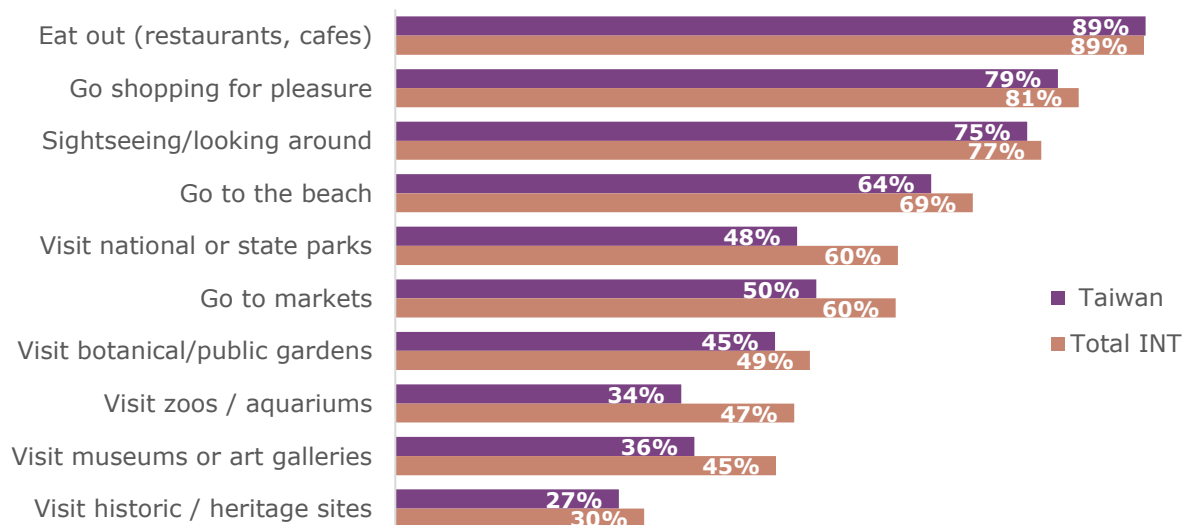


Return trip to
 Australia

54%

Total INT: 64%

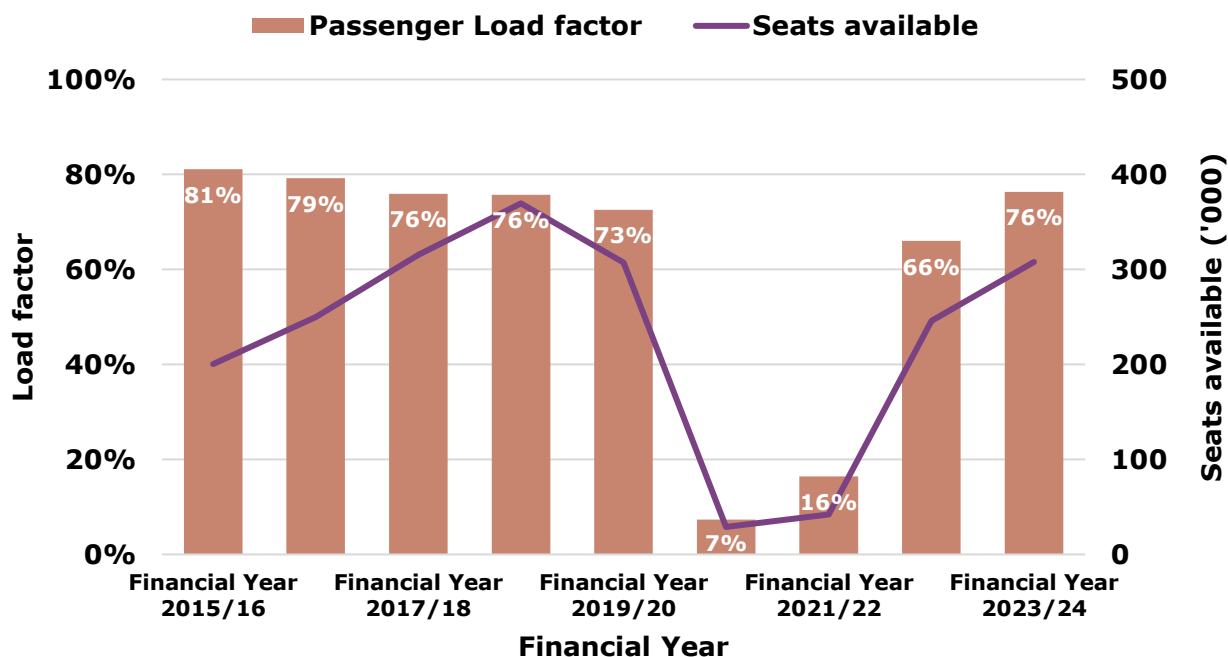
What visitors do





Aviation capacity for Taiwan remains below pre-pandemic levels in FY2023-24. 74,200 Australians visited Taiwan in FY2023-24.

Aviation capacity



Australian visitors to market



Australian residents returning from market

74,200



Taiwanese residents coming into Australia

152,700



NET visitor balance

+78,500

Data sources

- Tourism Research Australia, International Visitor Survey (IVS)
- Australian Bureau of Statistics, Overseas Arrivals and Departures
- Tourism Research Australia, forecasts (arrivals to Australia forecasts)
- Bureau of Infrastructure and Transport Research Economics, Aviation Statistics

Data may not sum to 100% for all measures due to rounding and visitors can visit more than one location and/or experienced more than one activity. Updated December 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade). Web: www.tra.gov.au. Enquiries welcome at: tourism.research@tra.gov.au