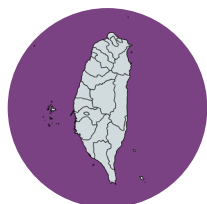




## Data for visitors to Australia for less than 12 months



Taiwan is Australia's 12<sup>th</sup> largest inbound market. In 2025 Taiwan saw a 18% year-on-year increase in visitation, and an 8% increase in spend in Australia.

### Visitor numbers



Total visitors  
**193,490**



Change vs last year  
**+18%**



Rank  
**12<sup>th</sup>**

### Visitor spend



Average visitor spend  
**\$5,589**



Total spend in Australia  
**\$977.8m**



Change in total spend vs last year  
**+8%**

### Visitor group type



Solo traveller  
**44%**  
Total INT: 54%



Adult couple  
**15%**  
Total INT: 20%



Family/ friends group  
**41%**  
Total INT: 23%

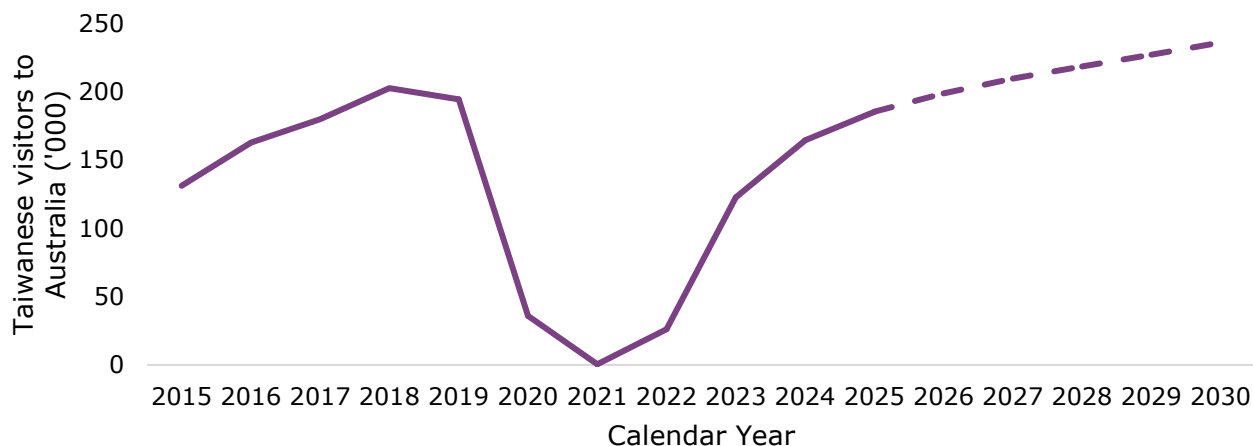


Other  
**0%**  
Total INT: 3%

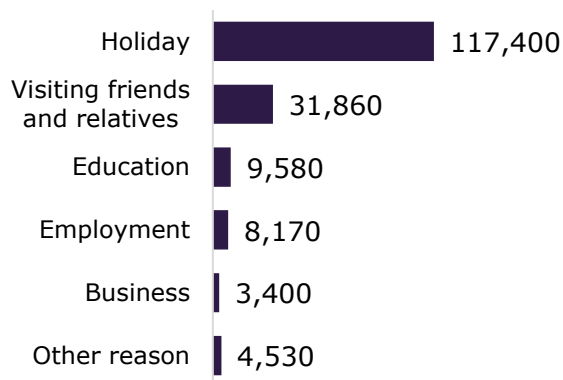


Taiwanese visitors are forecast to reach 236,000 by 2030. Visitors are more likely to come for a holiday than the average international traveller, and are more likely to visit Victoria.

## Forecast visitor growth



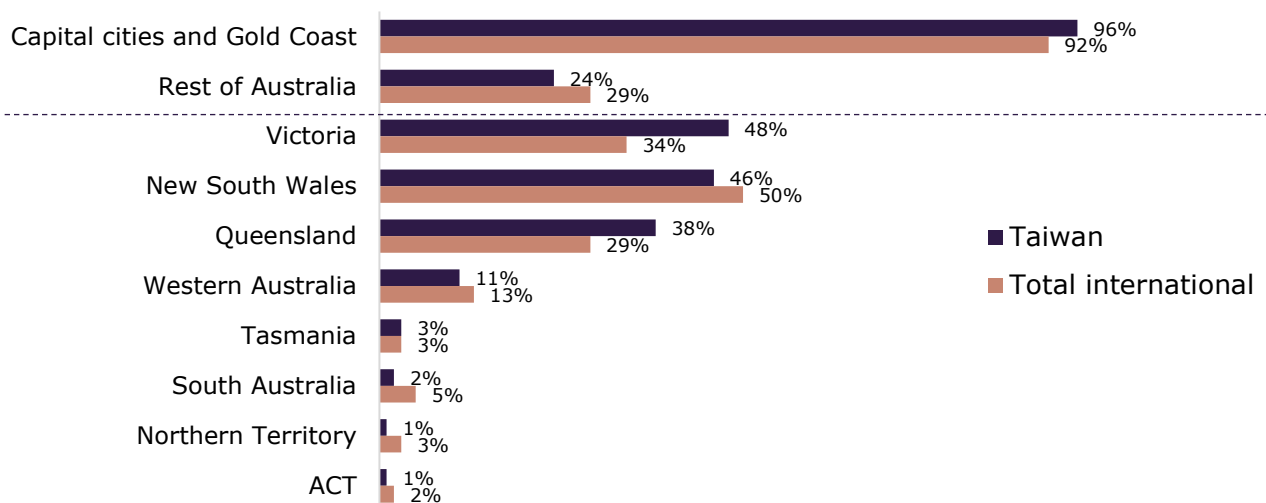
## Main reason for visitation



	Taiwan	Total INT
Holiday	67%	43%
Visiting friends and relatives	18%	34%
Education	5%	7%
Employment	5%	4%
Business	2%	9%
Other reason	3%	3%

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

## Destinations visited





Approximately 1 in 3 Taiwanese visitors spend more than one month in Australia, slightly more than the average international visitor. Key demand-driving experiences include shopping, sightseeing, going to the beach, and engaging with public spaces such as gardens, museums and national parks.

## Nights Stayed

	Taiwan	Total INT
1- 7 nights	25%	34%
8 - 14 nights	32%	23%
15 - 30 nights	14%	17%
31 or more nights	29%	25%

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

## Visitor experience rating and trip type



Positive trip sentiment  
(7+ out of 10)

**96%**

Total INT: 97%



First trip to  
Australia

**44%**

Total INT: 41%

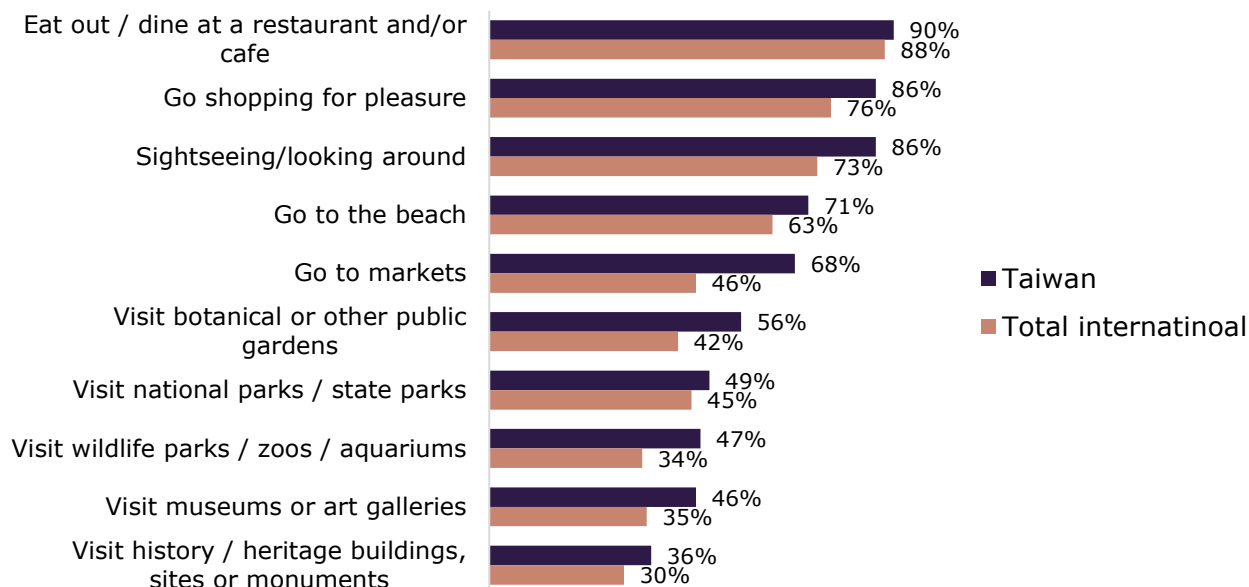


Return trip to  
Australia

**56%**

Total INT: 59%

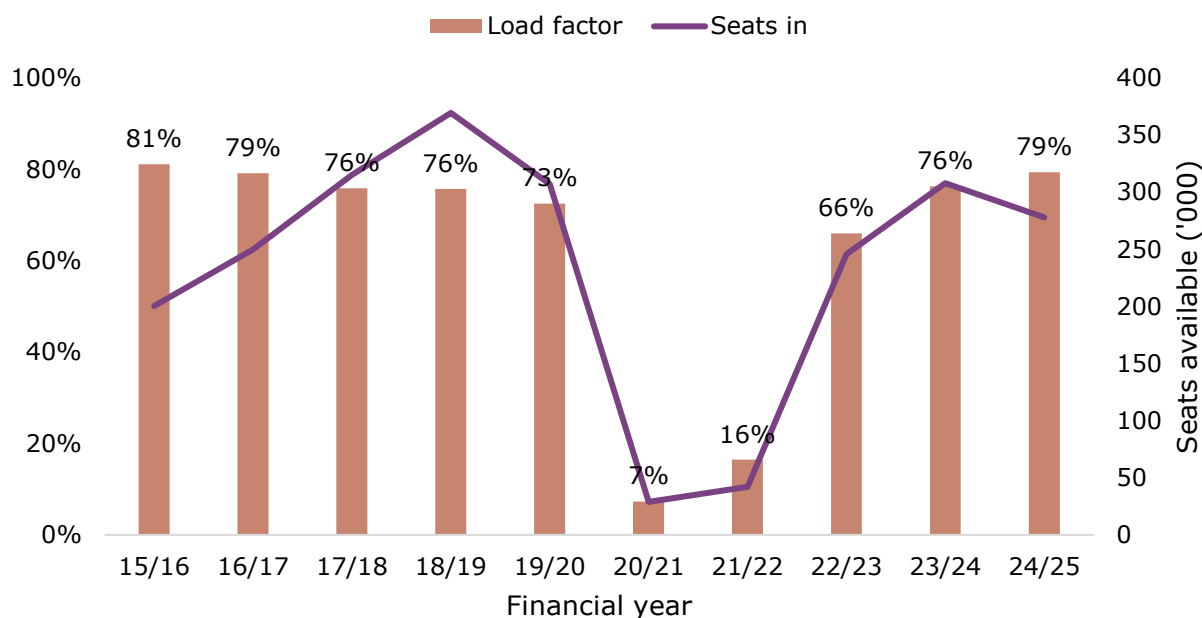
## What visitors do





Aviation capacity for Taiwan declined in FY2024-25, while the load factor increased. Over 85,000 Australians visited Taiwan in 2025, an 11% year on year growth.

## Direct aviation capacity



## Australian visitors to market



Australians' visiting  
 Taiwan  
**85,080**



Taiwanese residents  
 Visiting Australia  
**193,490**



NET visitor  
 balance  
**+108,410**

### 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 March 2026.

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