

# Visitor Economy Profile 2023-24: Taiwan

Taiwan is Australia’s 16th largest inbound market, having reached 78% of pre-pandemic levels in FY2023-24. Total spend from Taiwanese visitors was $782 million for FY2023–24.

## 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%)

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

## Visitor spend

* Average visitor spend: $5,600
* Total spend in Australia: $782 million
* Change in total spend vs last year: +77%
* Change in total spend vs pre–pandemic: +6%

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

## Forecast visitor growth

**Table 1: Forecast visitors to Australia, from 2015 to 2029**

| **Year** | **Taiwanese visitors to Australia** |
| --- | --- |
| 2015 | 131,000 |
| 2016 | 163,000 |
| 2017 | 180,000 |
| 2018 | 203,000 |
| 2019 | 195,000 |
| 2020 | 36,000 |
| 2021 | 0 |
| 2022 | 26,000 |
| 2023 | 123,000 |
| 2024 | 179,000 |
| 2025 | 209,000 |
| 2026 | 229,000 |
| 2027 | 245,000 |
| 2028 | 258,000 |
| 2029 | 268,000 |

## Main reason for visitation

**Table 2: Main reason for visitation**

| **Reason** | **Number of visitors from Taiwan** | **Percentage of visitors from Taiwan** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday | 96,900 | 63% | 43% |
| Visiting Friends or Relatives (VFR) | 27,800 | 18% | 34% |
| Business | 6,700 | 4% | 9% |
| Education | 9,100 | 6% | 6% |
| Employment | 7,400 | 5% | 4% |
| Other | 4,900 | 3% | 4% |

## Where visitors stay

**Table 3: Where visitors stay**

| **Location** | **Percentage of visitors from Taiwan** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 97% | 93% |
| Rest of Australia | 17% | 29% |
| New South Wales | 55% | 50% |
| Victoria | 38% | 34% |
| Queensland | 21% | 29% |
| South Australia | 6% | 6% |
| Western Australia | 11% | 11% |
| Tasmania | 4% | 3% |
| Northern Territory | 0% | 3% |
| ACT | 1% | 2% |

Taiwanese visitors spend more nights in Australia compared to the average international visitors. Key demand-driving experiences include social outdoors activities.

## Nights stayed

**Table 4: Nights stayed**

| **Nights** | **Number of visitors from Taiwan** | **Percentage of visitors from Taiwan** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 39,373 | 28% | 34% |
| 8–14 nights | 38,121 | 27% | 23% |
| 15–30 nights | 13,759 | 10% | 17% |
| 31 or more nights | 47,906 | 34% | 25% |

## 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

**Table 5: What visitors do**

| **Activity** | **Percentage of visitors from Taiwan** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Eat out / dine at a restaurant and/or cafe | 89% | 89% |
| Go shopping for pleasure | 81% | 79% |
| Sightseeing/looking around | 77% | 75% |
| Go to the beach | 69% | 64% |
| Visit national parks / state parks | 60% | 48% |
| Go to markets | 60% | 50% |
| Visit botanical or other public gardens | 49% | 45% |
| Visit wildlife parks / zoos / aquariums | 47% | 34% |
| Visit museums or art galleries | 45% | 36% |
| Visit history / heritage buildings, sites or monuments | 30% | 27% |

Aviation capacity for Taiwan remains below pre-pandemic levels. Over 74,000 Australians visited Taiwan in FY2023–24.

## Aviation capacity

**Table 6: Aviation capacity**

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2015–16 | 81% | 200,485 |
| 2016–17 | 79% | 249,955 |
| 2017–18 | 76% | 315,366 |
| 2018–19 | 76% | 369,527 |
| 2019–20 | 73% | 307,264 |
| 2020–21 | 7% | 28,913 |
| 2021–22 | 16% | 42,134 |
| 2022–23 | 66% | 245,893 |
| 2023–24 | 76% | 307,932 |

## Australian visitors to Taiwan

* Australian visitors to 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 November 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade).

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