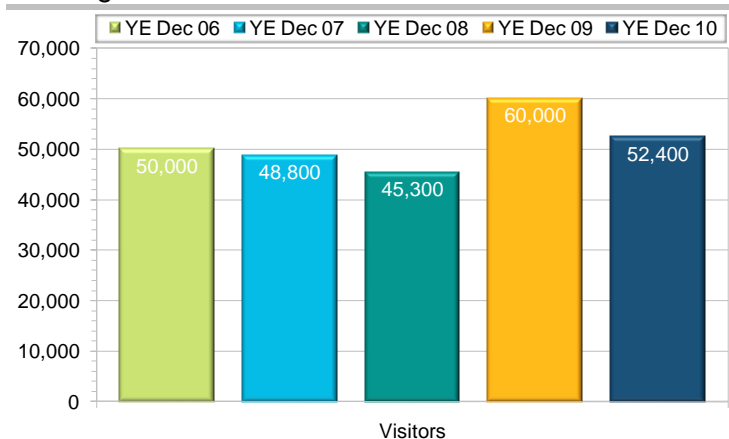


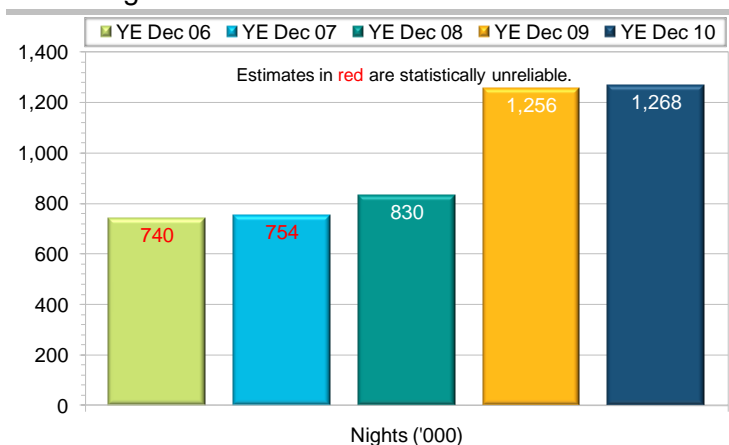
### Overnight visitors



NSW received 52,400 overnight visitors from Taiwan - down by 12.7% on YE Dec 09. Taiwan contributed 1.8% of visitors to the State - down by 0.4% points on YE Dec 09.

Note: Natural disasters and recurring political instability in Taiwan have reduced growth in outbound travel in recent years. The low Australian dollar and reduced fuel charges have increased the price competitiveness of Australia as a destination.

### Visitor nights



Visitors from Taiwan spent nearly 1.3 million nights in NSW - up by 0.9% on YE Dec 09. Taiwan contributed 1.9% of visitor nights in the State - down by 0.1% point on YE Dec 09.

### Market share

NSW received 65.1% of visitors and 27.4% of nights by Taiwanese travellers in Australia. Compared to YE Dec 09, the share of visitors was up by 0.1% point and the share of nights was down by 1.8% points.

### Accommodation

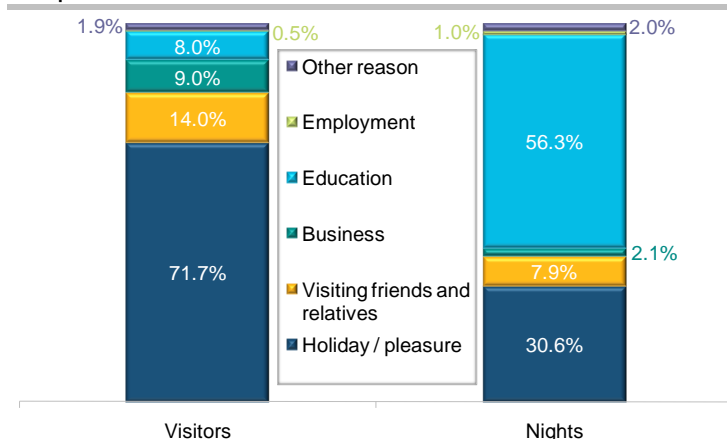
'Rented house / apartment / unit / flat' (52.2%) was the most popular accommodation type used by Taiwanese visitors for nights in NSW. 'Home of friend or relative' (22.2%) was the 2<sup>nd</sup> most popular, followed by 'homestay' (5.9%).

'Holiday / pleasure' visitors from Taiwan spent more nights in NSW in a 'rented house / apartment / unit / flat' (51.4%) than in any other accommodation. 'Home of friend or relative' (13.8%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel / motel / motor inn, below 4 star' (13.0%).

Note: Percentage change figures provided in this market profile do not necessarily represent statistically significant change.

(1) Source: International Visitor Survey, YE Dec 10, Tourism Research Australia (TRA) - unless otherwise indicated

### Purpose of visit



'Holiday / pleasure' (71.7%) was the largest purpose for Taiwanese visitors to the State. 'Visiting friends and relatives' (14.0%) was the 2<sup>nd</sup> largest, followed by 'business' (9.0%).

'Education' (56.3%) was the largest purpose in terms of nights by Taiwanese visitors in NSW. 'Holiday / pleasure' (30.6%) was the 2<sup>nd</sup> largest, followed by 'visiting friends and relatives' (7.9%).

### Length of stay

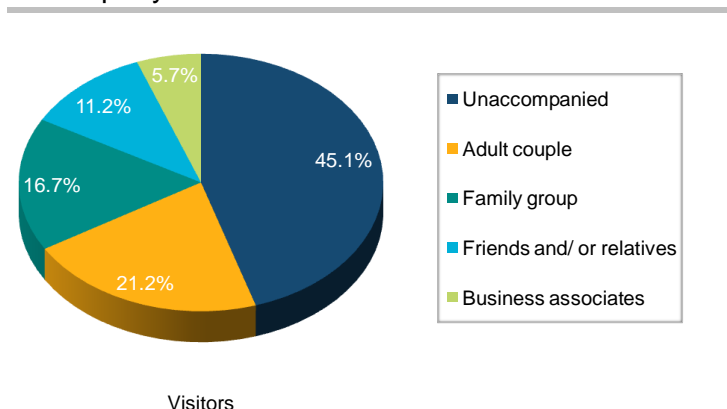
Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday / pleasure	10.3	52.9	4	6
Visiting friends and relatives	13.7	15.6	11	9
Business	5.7	12.9	4	5
Education	170.3	159.4	153	141
Employment	54.9	196.9	13	134
Other reason	25.8	70.0	4	49
Total	24.2	57.4	4	8

Visitors from Taiwan stayed, on average, 24.2 nights in NSW, while their average stay in Australia was 57.4 nights.

The median length of stay in the State was 4 nights, compared to 8 nights in Australia.

'Holiday / pleasure' visitors from Taiwan had an average stay of 10.3 nights and a median stay of 4 nights in NSW.

### Travel party



'Unaccompanied' (45.1%) was the most common travel party description for Taiwanese overnight visitors to the State. 'Adult couple' (21.2%) was the 2<sup>nd</sup> most common, followed by 'family group' (16.7%).

# Taiwan Market Profile <sup>(1)</sup>

## Year ended December 2010

Visitors to NSW	52,400
Nights in NSW (million)	1.3
Expenditure in NSW (million)	\$ 108
Expenditure per visitor in NSW	\$ 2,062

### Top 5 places visited in NSW

No.	Region	% of visitors to NSW
1	Sydney	97.3%
2	Blue Mountains	8.7%
3	The Hunter	1.6%
4	Illawarra sub-region	0.7%
5	Northern Rivers	0.6%

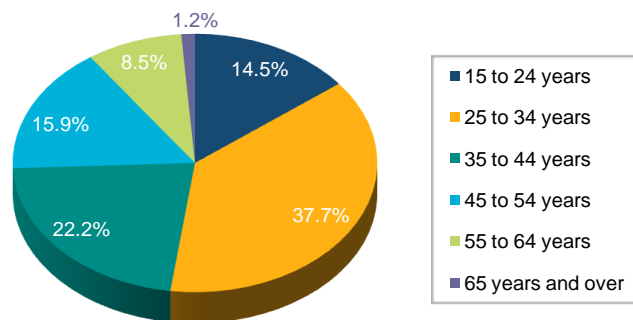
'Sydney' (97.3%) was by far the most visited region in NSW by Taiwanese overnight visitors. 'Blue Mountains' (8.7%) was the 2<sup>nd</sup> most visited region, followed by 'The Hunter' (1.6%) and 'Illawarra sub-region' (0.7%).

Taiwanese overnight visitors to Australia: 'Sydney' (63.3%) was the most visited region, followed by 'Brisbane' (37.3%) and 'Melbourne' (30.9%).

### Gender

A larger proportion of Taiwanese overnight visitors to the State were female (63.0%) than male (37.0%).

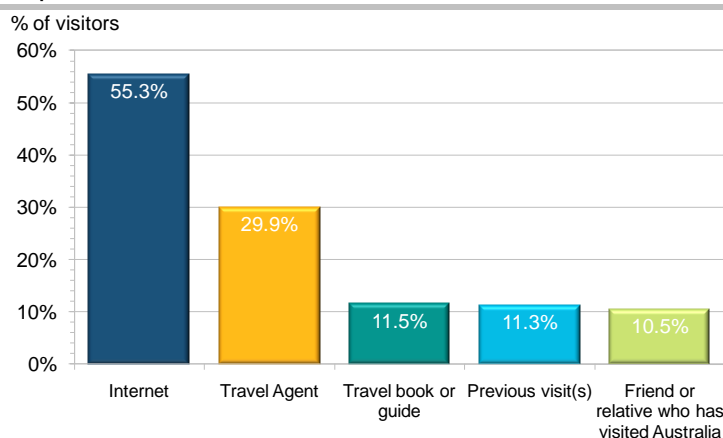
### Age



Visitors

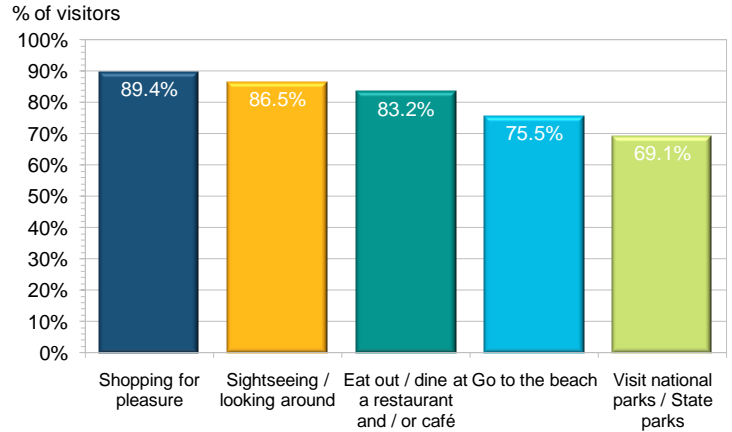
'25 to 34 years' (37.7%) was the biggest age group of Taiwanese overnight visitors to NSW, followed by '35 to 44 years' (22.2%) and '45 to 54 years' (15.9%).

### Top 5 information sources



The 'internet' (55.3%) was the most popular information source for the trip to Australia by Taiwanese overnight visitors who had been to NSW. 'Travel agent' (29.9%) was the 2<sup>nd</sup> most popular, followed by 'travel book or guide' (11.5%) and 'previous visit(s)' (11.3%).

### Top 5 activities in Australia



'Shopping for pleasure' (89.4%) was the most popular activity undertaken during the trip to Australia by Taiwanese overnight visitors who had been to NSW. 'Sightseeing / looking around' (86.5%) was the 2<sup>nd</sup> most popular activity, followed by 'eat out / dine at a restaurant and / or cafe' (83.2%).

### Transport

'Aircraft' (34.4%) was the most common transport used to destinations in NSW by Taiwanese overnight visitors. 'Charter or tour bus' (24.4%) was the 2<sup>nd</sup> most common, followed by 'private or company car' (17.3%).

### First time or repeat visit

Most Taiwanese overnight visitors who had been to NSW (65.1%) were visiting Australia for the first time.

### Travel package

Almost 1/2 (49.5%) of Taiwanese overnight visitors who had been to the State, arrived in Australia on a travel package. 'All accommodation' (94.9%) was the most popular travel arrangement included in the package (other than 'international airfares'), followed by 'most meals within Australia' (86.4%).

### Group tours

The rate of group tour travel to Australia, amongst Taiwanese overnight visitors who had been to NSW, was 42.9%.

### Expenditure (excl package expenditure) <sup>(2)</sup>

Destination	Total (\$ million)	Per visitor \$	Per night \$
New South Wales	\$108	\$2,062	\$85
Australia	\$311	\$3,864	\$67

Taiwanese overnight visitors spent \$108 million in NSW. In total, they spent \$311 million in Australia. On average, visitors from Taiwan spent \$2,062 per visitor and \$85 per night in NSW.

<sup>(2)</sup> Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA

### Forecast <sup>(3)</sup>

Taiwanese visitors to Australia are expected to increase from 99,000\* in 2009 to 136,000\* in 2020, an average annual growth rate of 3.0%.

<sup>(3)</sup> Source: Forecast 2010 Issue 2, Tourism Forecasting Committee  
\* Includes children less than 15 years