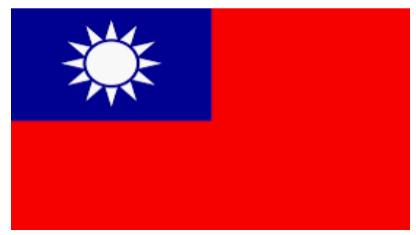


Taiwan Visitor Profile to NSW

Year ended December 2023



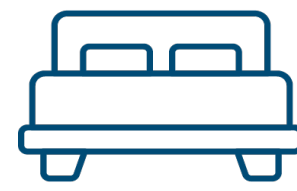
Source: International Visitor Survey, Tourism Research Australia



VISITORS

63,900

77% vs. 2019*



NIGHTS

2.5m

84% vs. 2019*



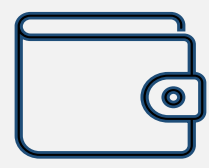
EXPENDITURE

\$218.6m

90% vs. 2019*

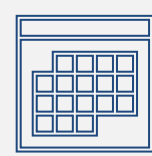
*vs. Pre-COVID period (YE Dec 2019)

Average spend



\$87 per night
\$3423 per visitor

Average length of stay



39.5 nights

Rank in NSW



#14 for visitors
#10 for nights
#11 for expenditure

NSW share of visitors to Australia

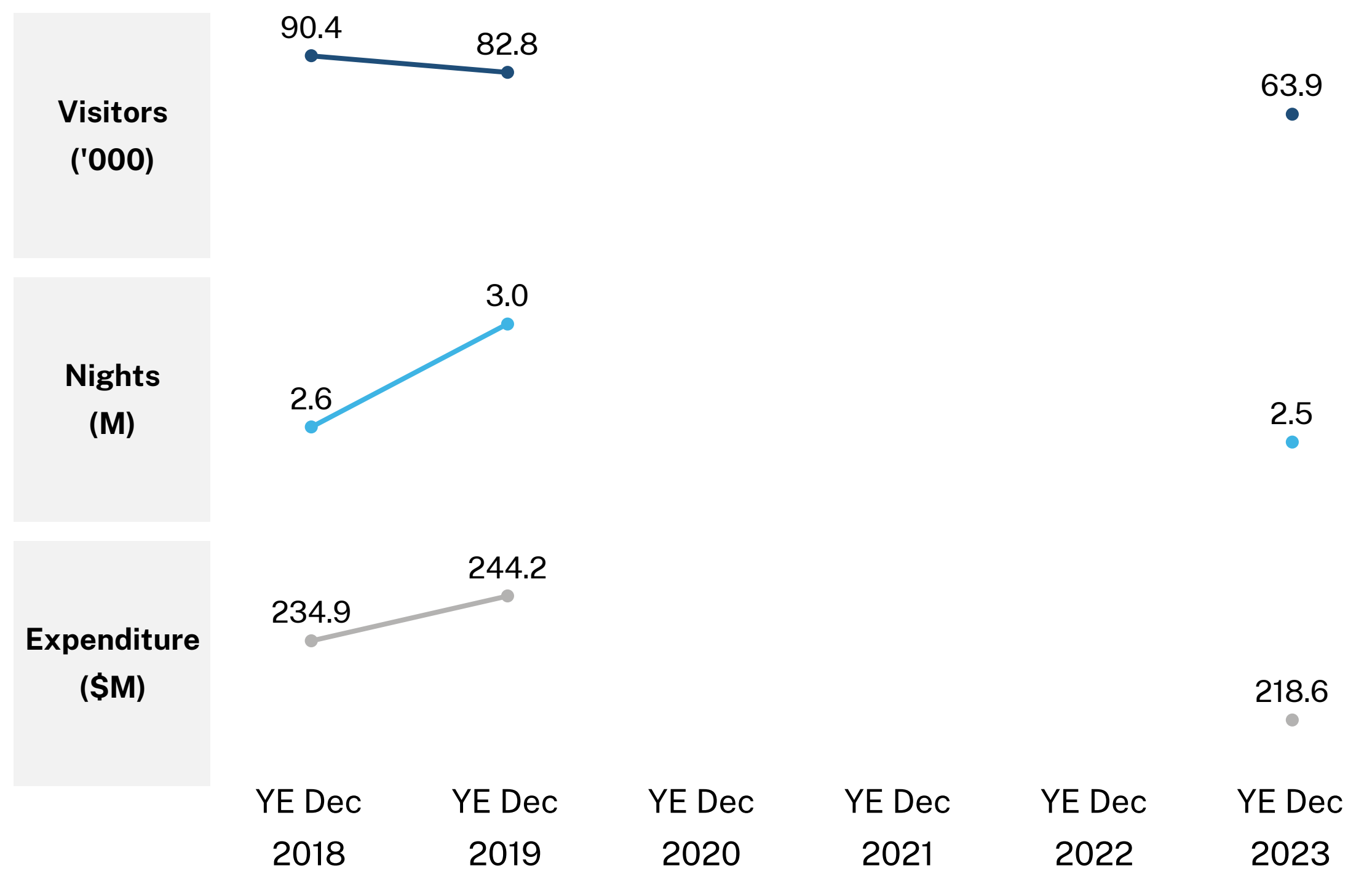
57% of international visitors from Taiwan visited NSW during their trip to Australia

Visitors 57%

Nights 43%

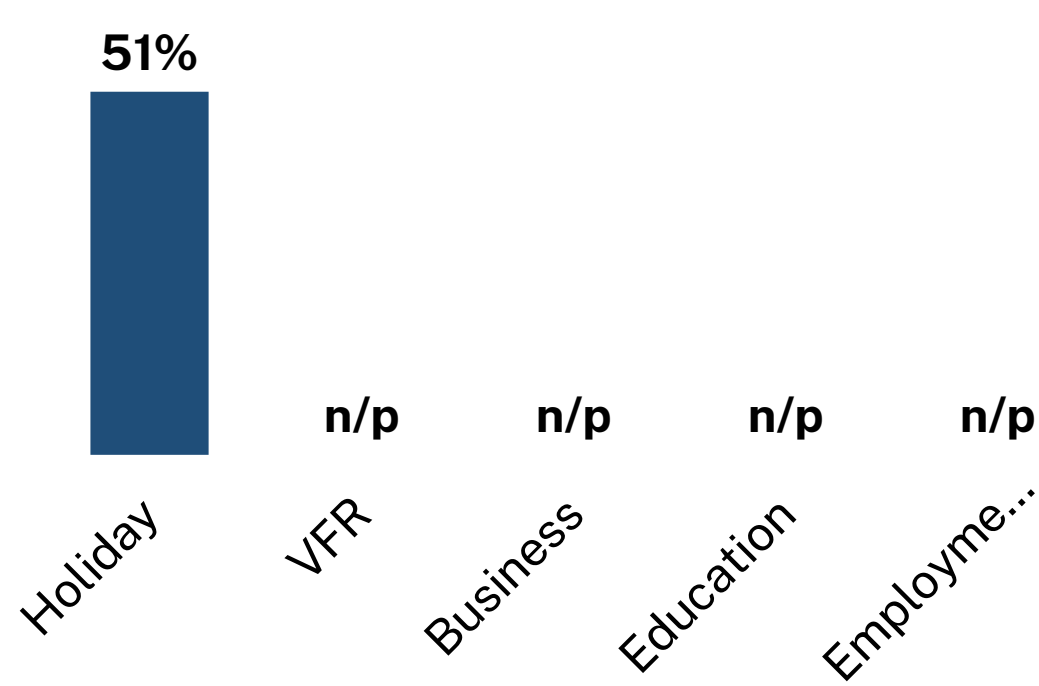
Expenditure 39%

Time Series

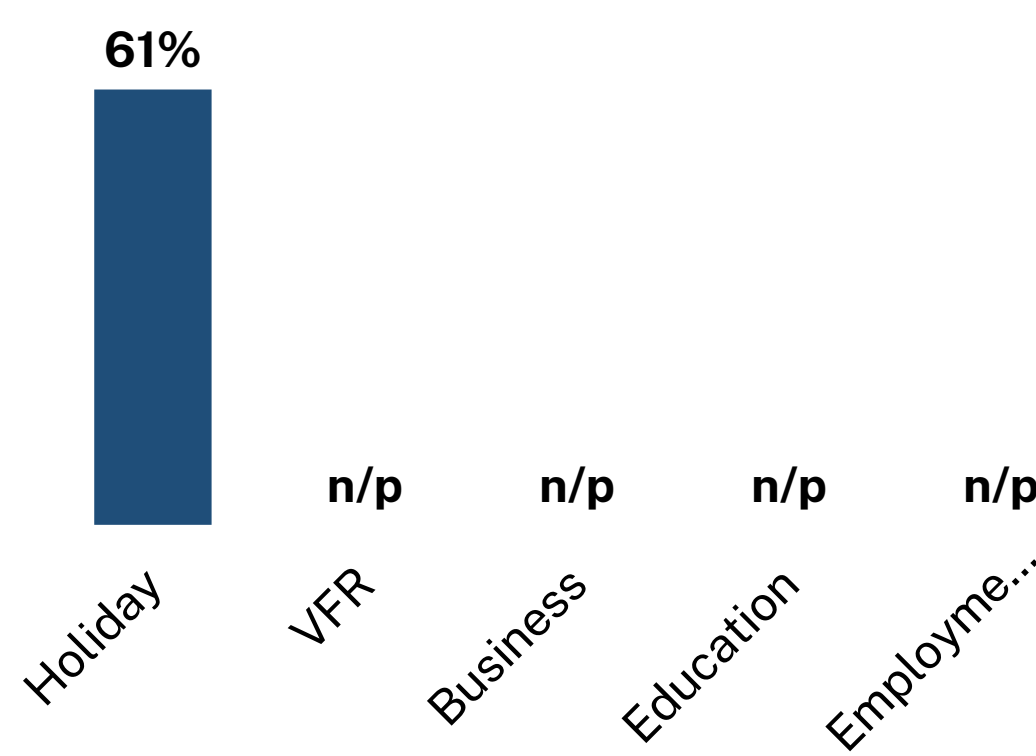


Purpose of Visit

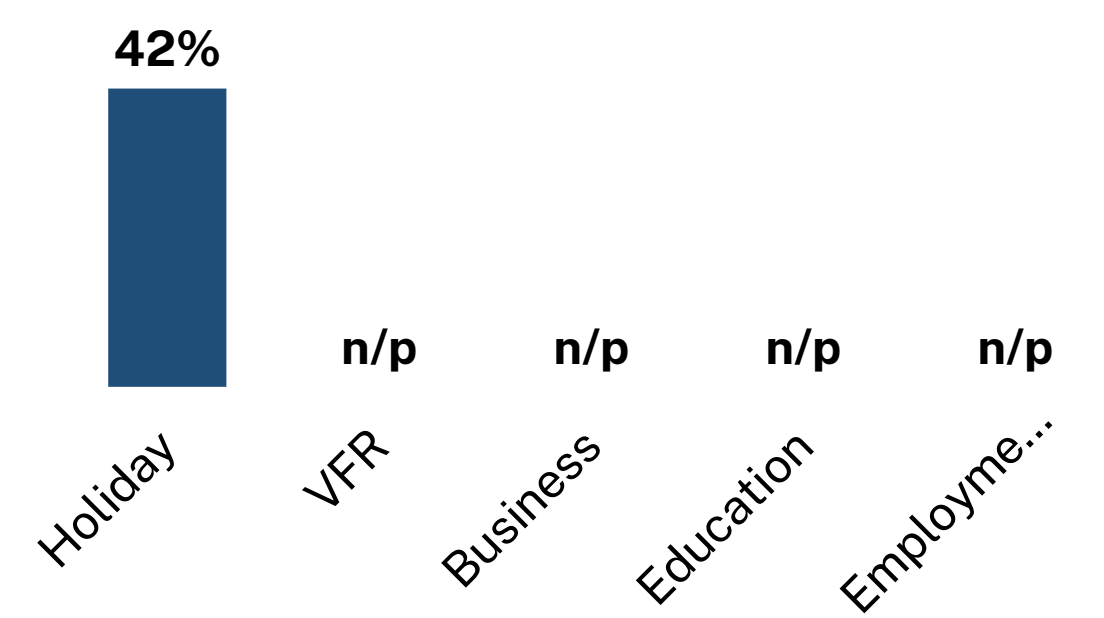
Visitors (000)



Nights (000)



Expenditure (\$M)



Visitor dispersal

97% of visitors from Taiwan visited Sydney as part of their trip

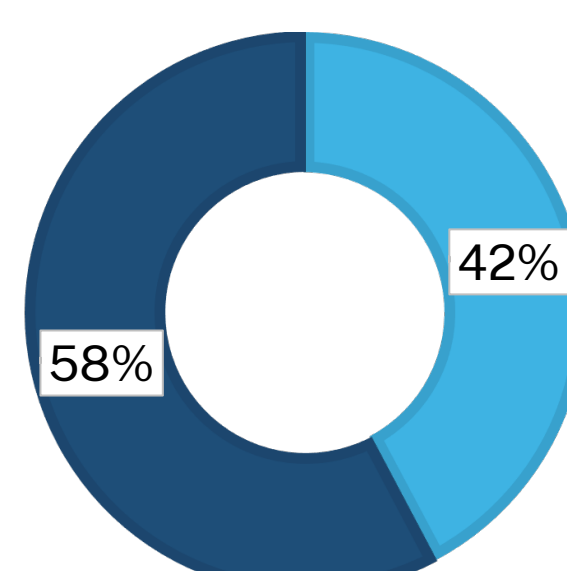
Regional NSW, n/p



First vs return visitor to Australia

58% of visitors from Taiwan to NSW were making a return visit to Australia

■ First time visitor
■ Return visitor



Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

Taiwan Visitor Profile to NSW

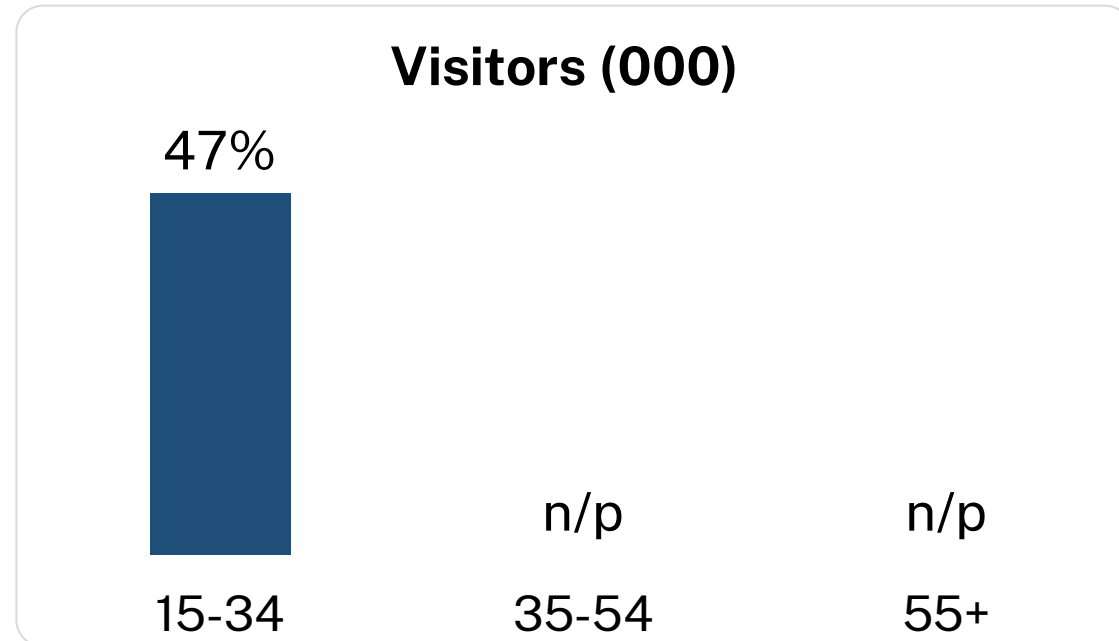
Year ended December 2023



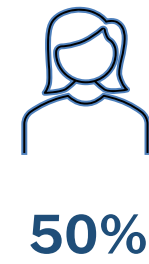
Source: International Visitor Survey, Tourism Research Australia

Age

'15-34 years' was the largest age group of visitors from Taiwan to NSW

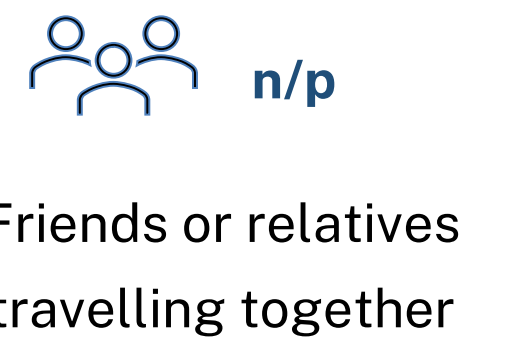
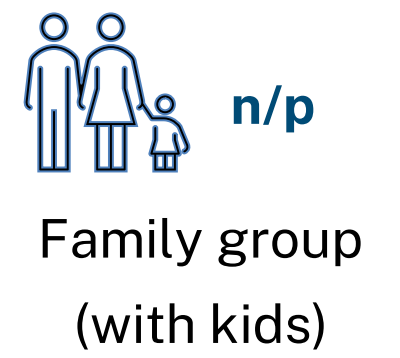
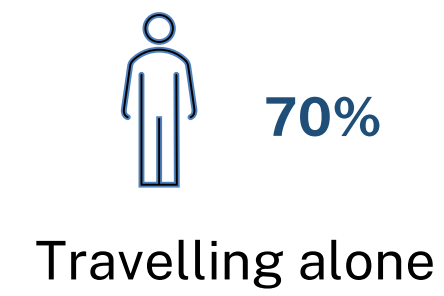


Gender



Travel party

70% of visitors from Taiwan to NSW were travelling alone.



Group tour

98% of all visitors to NSW from Taiwan didn't travel to Australia on a group tour

Group tour n/p



Travel package

92% of all visitors to NSW from Taiwan did not travel to Australia as part of a package tour

Package tour n/p



FIT visitor#

64% of visitors to NSW from Taiwan were Free and Independent Travellers



free and independent traveller

Lifestage

Young Singles (15 - 24 YO) n/p

Midlife Singles (25 - 44 YO) 42%

Older Singles (45+ YO) n/p

Young/Midlife Couples, no kids (15 - 44 YO) n/p

Older Couples, no kids at home (45+ YO) n/p

Parent(s) with kids still at home n/p

Aviation



Inbound seats to Sydney

102,840 seats

-20.9% YoY

1.1% of the total inbounds seats available at Sydney Airport

Key airlines



1. China Airlines, 67%

2. Cathay Pacific Airways (HK), 7%

3. Air Asia X, 5%

Source: International seat capacity based on direct non-stop services - YE December 2023, OAG

Source: Short term arrivals to Sydney, Tourism Research Australia