

Taiwan

Key Market Message

From 1 April 2009, China Airlines increased their Taipei to Sydney service to a daily service, which will provide 30,456 seats per week on this route. To leverage this opportunity, Tourism Australia and China Airlines launched the 'China Airlines Brings You to Australia Everyday' co-operative campaign, with a focus on Sydney and a range of new products.

Visitor arrivals for the three months to March 2009 were 26,400, up by 32 per cent relative to the same period in 2008. This was particularly positive as total outbound from January to April was down 9.17 per cent relative to the same period in 2008.

1. Key Market Results and Achievements

- On 20 May 2009, Tourism Australia launched a new website for consumers in Taiwan to promote nine Aussie experiences as part of the *Feel Australia* campaign. As well as the print, radio and online executions of the campaign, the experiences were also profiled at the Taipei Tourism Exhibition. The four day fair attracted 150,000 participants and created an estimated 800 bookings for Australian products. The campaign will run until 15 June 2009.
- The campaign involves a media mix of print advertising, radio and online. The campaign and the products were also promoted at the Taipei Tourism Exhibition 2009, the biggest summer travel fair in Taiwan, to entice travellers to choose Australia in the coming summer holidays.

2. Australian Travel Market

2.1 Market performance

- There were 7,900 visitors from Taiwan in March 2009, an increase of 26 per cent relative to the same month of the previous year.
- There were 11,100 visitors from Taiwan in April 2009, an increase 107 per cent compared to April 2008. This brings the total for the four months to April 2009 to 37,500, representing an increase of 48 per cent relative to the same period in 2008.

2.2 Trade Information Summary (including Business Events)

- In May 2009, two corporate end-users and one trade media attend the Asian Corporate Famil to Brisbane and Perth. The two corporate delegates invited are from the pharmaceutical and insurance sectors.
- The number of Taiwanese agents in the ASP program has increased by 69 per cent since May 2008. In May 2009, there were 677 Aussie Specialist agents from 141 agencies; of which 26 per cent are fully qualified ASP agents.

3. Current and Upcoming Activities in Market

3.1 Consumer Marketing:

Dates	Project / Event	Partners
20 May 2009 - 30 June 2009	<ul style="list-style-type: none">• ASP 'Feel Australia' co-operative campaign	Five ASP agencies

3.2 Trade Marketing:

Dates	Project / Event	Partners
22 May 2009 - 25 May 2009	<ul style="list-style-type: none">• ASP 'Feel Australia' Exhibition at Taipei Tourism Exposition	Five ASP agencies: Comfort, Fantasy, Joyee, Lion, Phoenix
22 May 2009 - 24 May 2009	<ul style="list-style-type: none">• Australian Working Holiday and Education Exhibition	ACIO Austrade, China Airlines, Eva Air, Joyee Tour

4. Media Environment

- Since the first outbreak of H1N1 Influenza in Mexico in April 2009, the Taiwan media has observed global H1N1 flu cases. The Taiwan Government has issued a Red Travel Alert for Mexico and Yellow Travel Alerts for 29 countries that have reported swine flu cases, including Australia, the United States, Canada, Britain, Sweden, Greece, Turkey, Guatemala, Cuba, New Zealand, India, Malaysia, Japan, China and Hong Kong. *Source of information: The China Post, 20 May 2009*
- Almost all media in Taiwan reported the first confirmed case H1N1 virus flu in Australia, but also mentioned that the patient had recovered.
- From July 2008 - April 2009, Tourism Australia's activities have generated publicity to the value of AUD 5,448,125 in terms of advertising equivalence.

For more information on Tourism Australia's publicity, International Media Hosting Program (IMHP) and results, please visit www.publicity.australia.com

Alternatively for general media information visit www.media.australia.com

5. General Travel Outlook

5.1 Political and Economic Outlook

- Taiwan's unemployment rate surged to a new high of 5.81 per cent in March 2009; up by 0.06 per cent on the previous month and by 1.95 per cent year on year. *Source of information: The China Post, 23 April 2009*
- From January 2009, the benchmark index in Taiwan Stock Market (TAIEX) had risen by 40 per cent. *Source of information: The China Post, 23 March 2009*
- At end May 2009 the exchange rate was AUD 1: TWD 25.23. The Taiwanese Dollar had appreciated by 6.1 per cent relative to January 2009. *Source of information: Mega Bank, 21 May 2009*

5.2 Outbound Travel

- In April 2009, there were 695,011 Taiwanese outbound departures, a decrease of 9.72 per cent relative to April 2008. *Source of information: The Tourism Bureau of Republic of China, May 2009*
- From 1 June 2009, young Taiwanese people are able to file visa applications with the Japanese Interchange Association as part of a reciprocal working holiday program with Japan. *Source of information: The China Post, 12 May 2009*
- The Executives of Taiwan's national airlines have welcomed the agreement between Taiwan and China to allow an additional 162 charter flights per week between the two countries. *Source of information: The China Post, 27 April 2009*
- Taiwan residents holding a valid Mainland Travel Permit (MTP) may enter Hong Kong as a visitor or in transit and stay for up to seven days. *Source of information: The Apple Daily, 16 April 2009*

6. Next 60 Days

Taiwan						
START DATE	END DATE	MARKET	PROJECT/EVENT	TARGET AUDIENCE	LOCATION	PARTNERS
20-May-09	30-Jun-09	Taiwan	'Feel Australia' campaign	Consumer	Taiwan	Five ASP agencies
5-Jun-09	30-Jun-09	Taiwan	'Best Time To Go To Australia'	Consumer	Taiwan	TBC
13-Jun-09	15-Jun-09	Taiwan	ATE	Trade	Melbourne	Nil