



# International Visitor Profile

## Malaysia

### Visitor Profile 2007

#### Malaysia Visitor Summary

- In 2007 there were 159,414 visitors to Australia, an increase of 6% from the previous year, rating Malaysia as Australia's eighth largest inbound market for arrivals.
- In 2007, the average length of stay for Malaysian visitors was 37 nights, higher than the average of 30 nights for all visitors.
- In 2007, travellers from Malaysia accounted for 3% of all international visitor nights in Australia.
- Malaysia is Australia's ninth largest source market in terms of total expenditure. In 2007, travellers from Malaysia spent a total of \$769 million on trips to Australia, with an average expenditure of \$5,364 per trip.
- In 2007, 28% of Malaysian visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from Malaysia including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on [www.TRA.Australia.com](http://www.TRA.Australia.com)

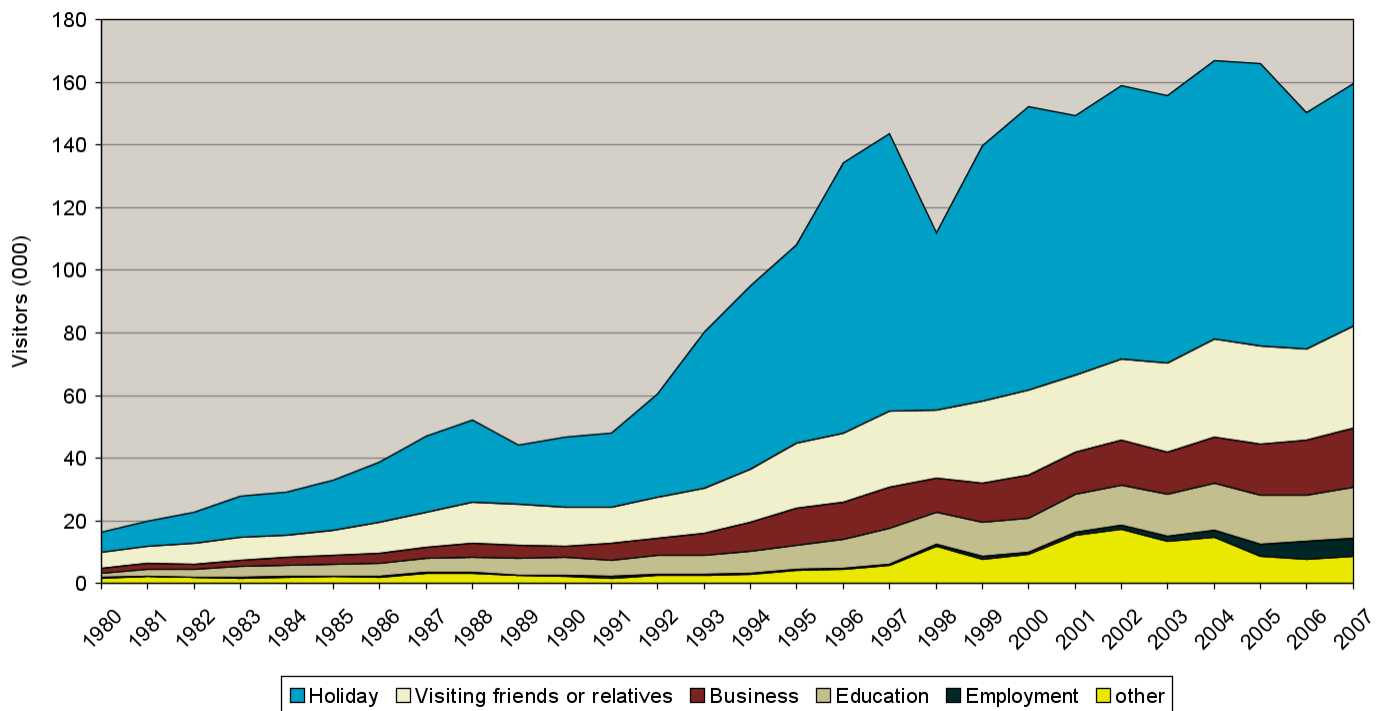
# Malaysia

## Visitor Profile 2007

### Visitor Arrivals

- In 2007, the number of visitors from Malaysia totalled 159,414, almost ten times the 16,407 arrivals in 1980 (Figure 1). Malaysia is currently Australia's eighth largest inbound tourist market.
- In 2007, 77,346 visitors came for a holiday, 32,295 came to visit friends and relatives (VFR), 19,163 on business, 6,014 for employment, 16,035 for education and 8,562 for other purposes.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from Malaysia was 4%.
- In 2007, 73% or 104,569 of all visitors from Malaysia were repeat visitors (Figure 2). This is much higher than the 57% average across all markets.
- Total visitor arrivals from Malaysia increased by 6% in 2007.

Figure 1 - Visitors from Malaysia by main purpose of visit 1980 - 2007



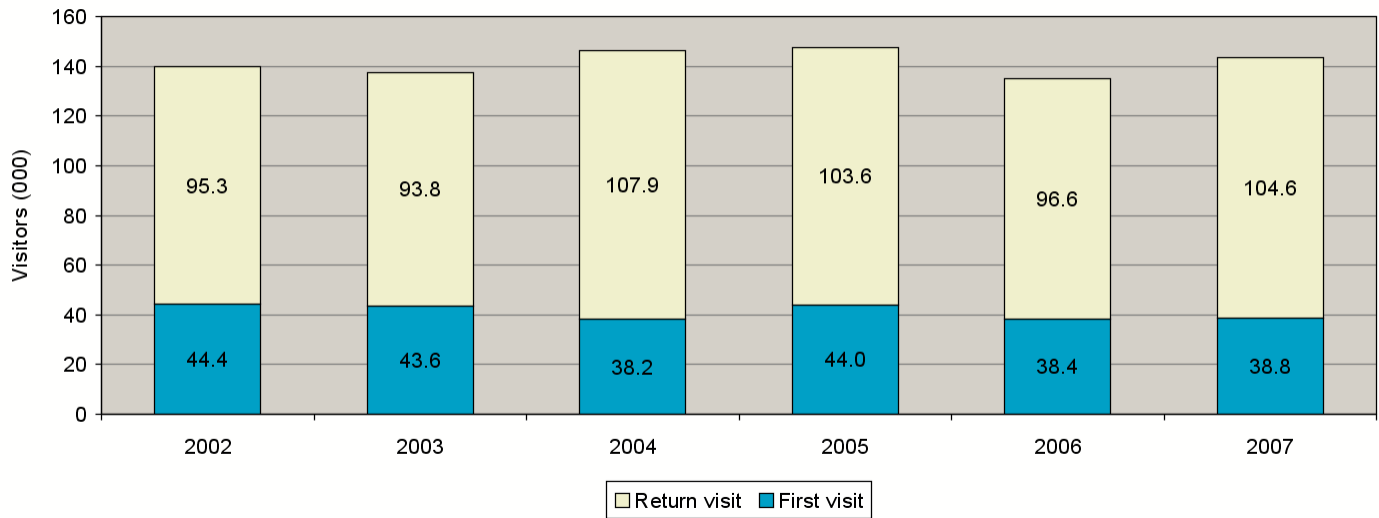
Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]

Base : All international visitors

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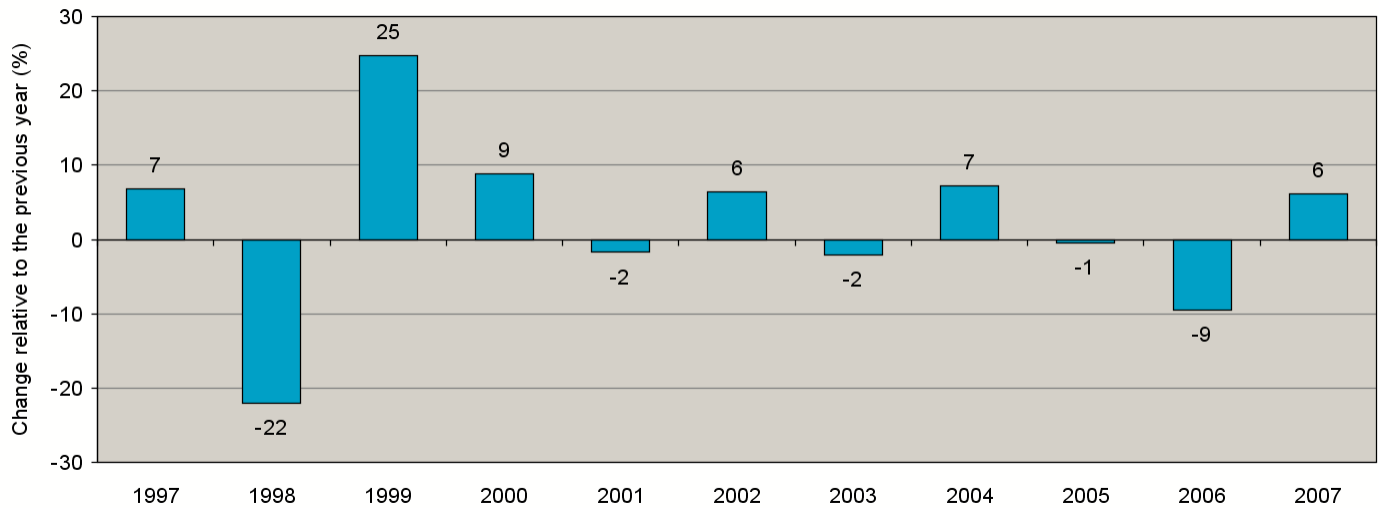
## Visitor Profile 2007

Figure 2 - Visitors from Malaysia by first or return visit 2002 - 2007



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from Malaysia 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
 Base : All international visitors

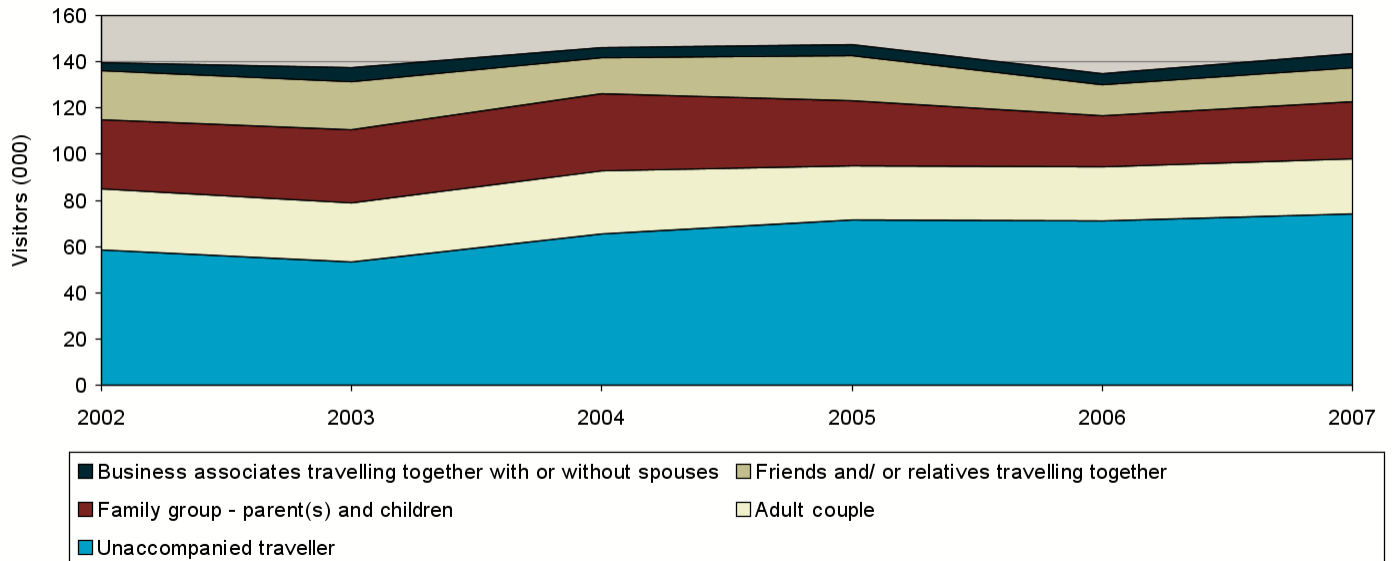
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## Visitor Profile 2007

### Travel Party

- The majority of visitors from Malaysia travelled as an unaccompanied traveller or an adult couple (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from Malaysia was 74,350 or 52% of all visitors from Malaysia.

Figure 4 - Visitors from Malaysia by travel party description 2002 - 2007.



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

Table 1 - Visitors from Malaysia by travel party description 2002 - 2007.

Travel Party Description	2002		2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	58.6	42	53.4	39	65.5	45	71.5	48	71.3	53	74.4	52
Adult couple	26.5	19	25.5	19	27.5	19	23.4	16	23.1	17	23.9	17
Family group - parent(s) and children	29.9	21	31.8	23	33.2	23	28.1	19	22.2	16	24.6	17
Friends and/or relatives travelling together	21.0	15	20.6	15	15.5	11	19.7	13	13.4	10	14.7	10
Business associates travelling together with or without spouses	3.7	3	6.2	4	4.5	3	4.8	3	5.0	4	5.9	4
<b>Total</b>	<b>139.7</b>	<b>100</b>	<b>137.5</b>	<b>100</b>	<b>146.2</b>	<b>100</b>	<b>147.5</b>	<b>100</b>	<b>135.0</b>	<b>100</b>	<b>143.3</b>	<b>100</b>

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.  
 Source: Tourism Research Australia, International Visitor Survey.

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## Visitor Profile 2007

### Visitor Demographics

Figure 5 - Visitors from Malaysia by age 1995 - 2007.

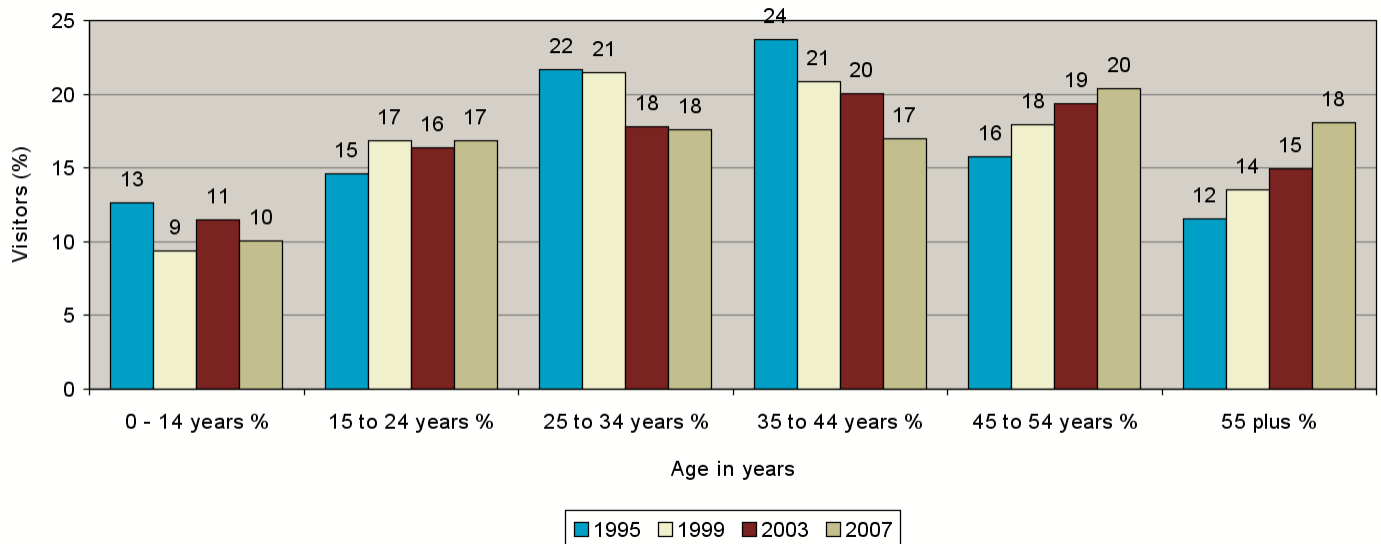
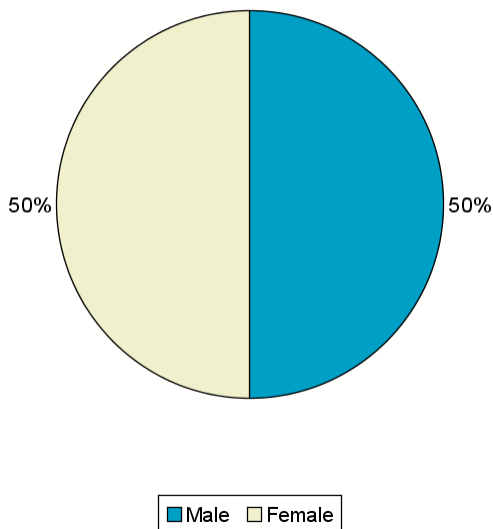


Figure 6 - Visitors from Malaysia by gender 2007



- In 2007, the age distribution shows 10% were aged 0-14 years, 17% were 15-24 years, 18% were 25-34 years, 17% were 35-44 years, 20% were aged 45-54 years and 18% were 55 and over.
- Of visitors from Malaysia, 50% were males or 79,343 visitors and 50% were females or 80,071 visitors. The gender ratio of visitors from Malaysia is 99 males per 100 females.

Source: Department of Immigration and Citizenship.  
Base : All International visitors.

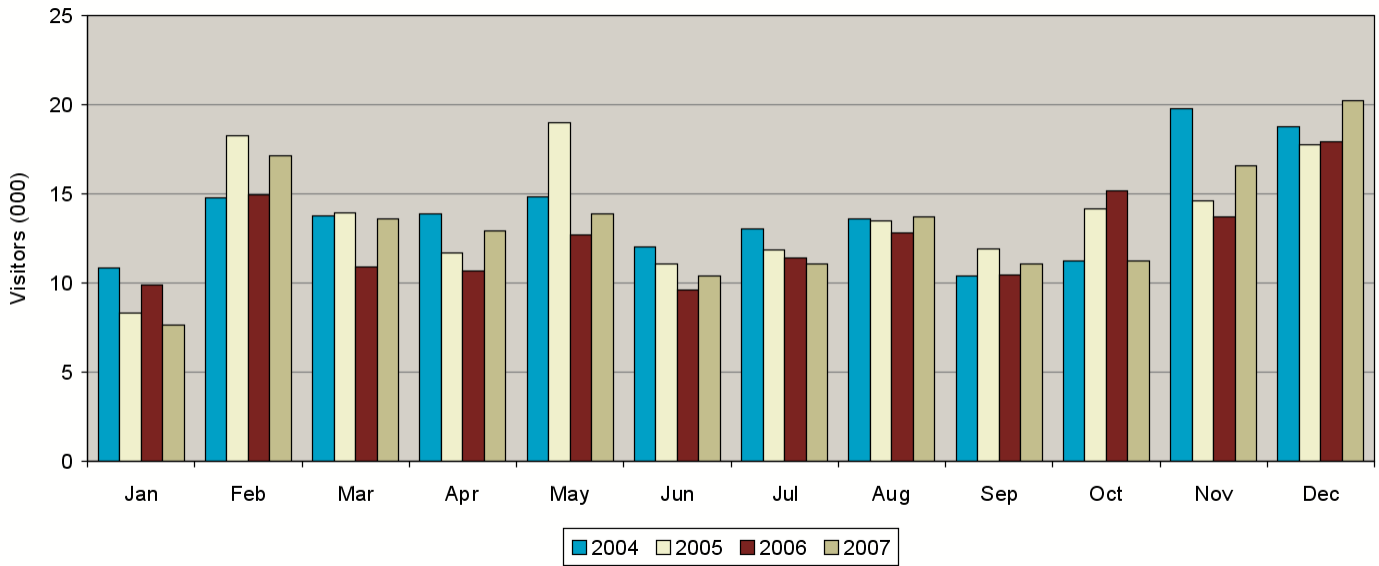
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## Visitor Profile 2007

### Seasonality

- The seasonality of visitor arrivals from Malaysia is shown in Figure 7.
- In 2007, December was the peak month for visitors from Malaysia, followed by February and November.

Figure 7 - Visitors from Malaysia by month of arrival 2004 - 2007.



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
 Base : All international visitors

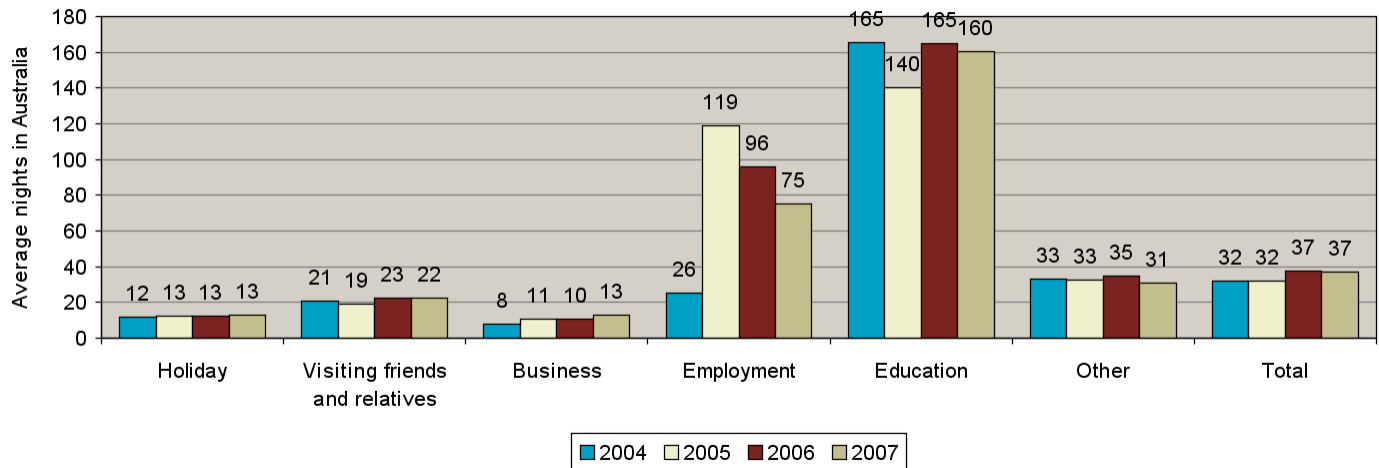
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## Visitor Profile 2007

### Duration of Stay

- During 2007, visitors from Malaysia spent 5.3 million nights in Australia, being 3 % of all visitor nights.

Figure 8 - Duration of stay for visitors from Malaysia by main purpose of visit 2004 - 2007.



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from Malaysia by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
<b>Main purpose of journey</b>								
Holiday	12	13	13	13	7	7	7	7
Visiting friends and relatives	21	19	23	22	12	11	12	12
Business	8	11	10	13	5	6	6	5
Employment	26	119	96	75	33	85	58	31
Education	165	140	165	160	148	130	148	133
Other	33	33	35	31	6	6	11	5
Total	32	32	37	37	8	8	9	9

Base: All visitors aged 15 years or over.

(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, International Visitor Survey.

Note : Total Includes employment and other reasons.

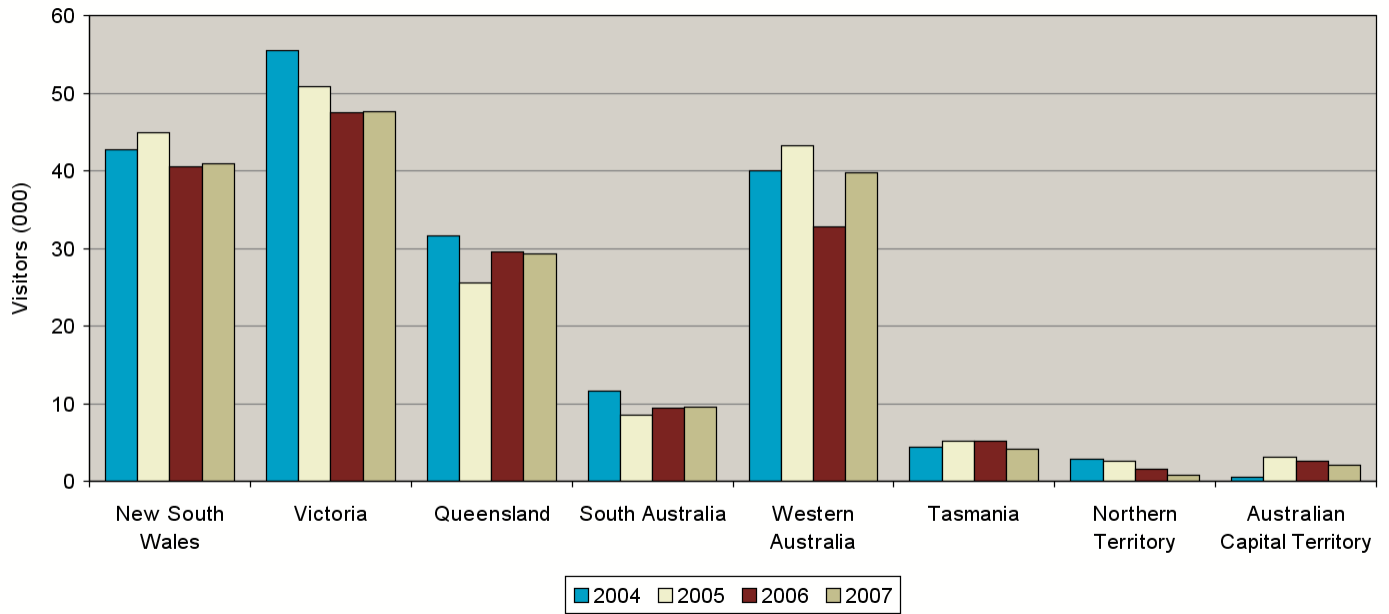
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## Visitor Profile 2007

### Destination Visited

- In 2007, the most popular State or Territory for visitors from Malaysia was Victoria with 47,576 visitors, or 33% of visitors, staying for 1.3 million nights.

Figure 9 - Visitors from Malaysia by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

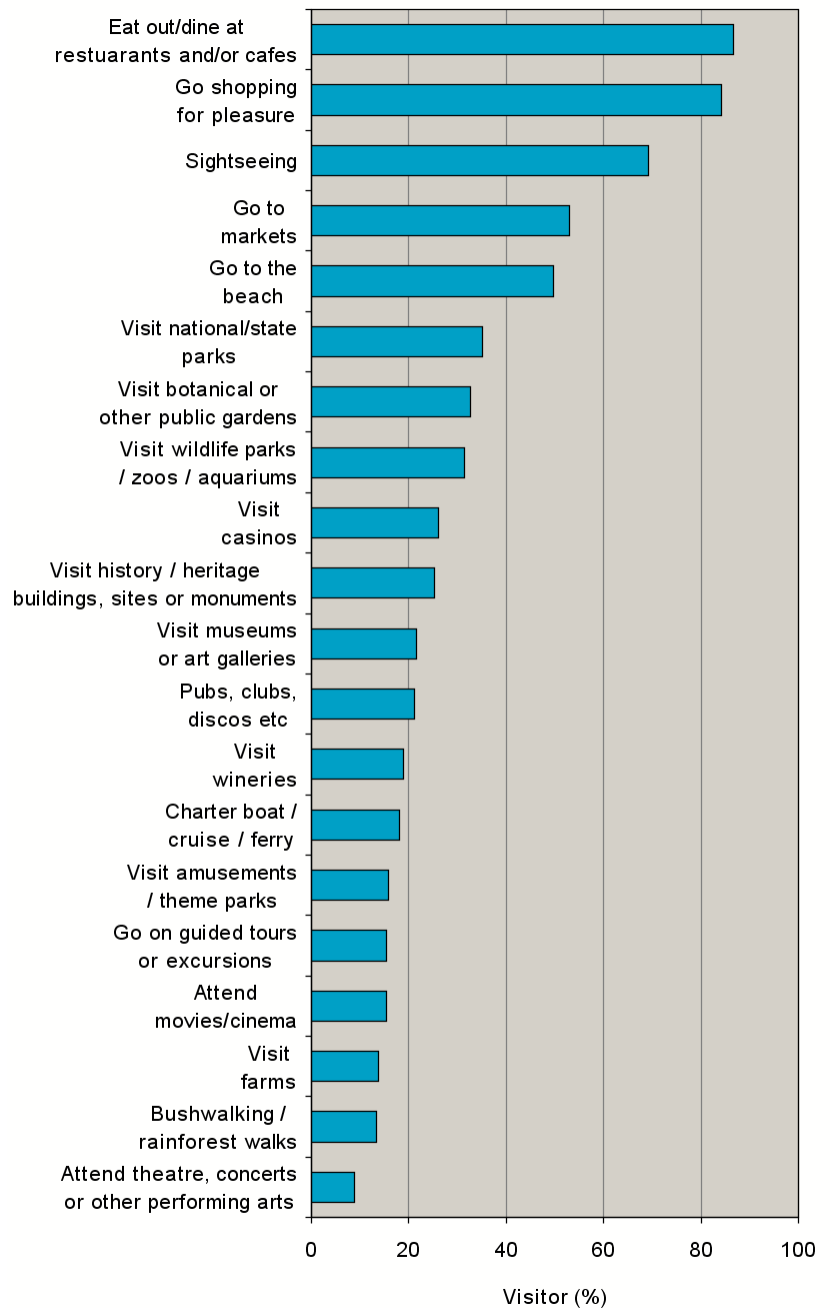
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## Visitor Profile 2007

### Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from Malaysia whilst in Australia.
- The top five activities in 2007 were: eat out at restaurants and or cafes, go shopping for pleasure, sightseeing, go to the markets and go to the beach (including swimming, surfing and diving).

Figure 10 - Visitors from Malaysia by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

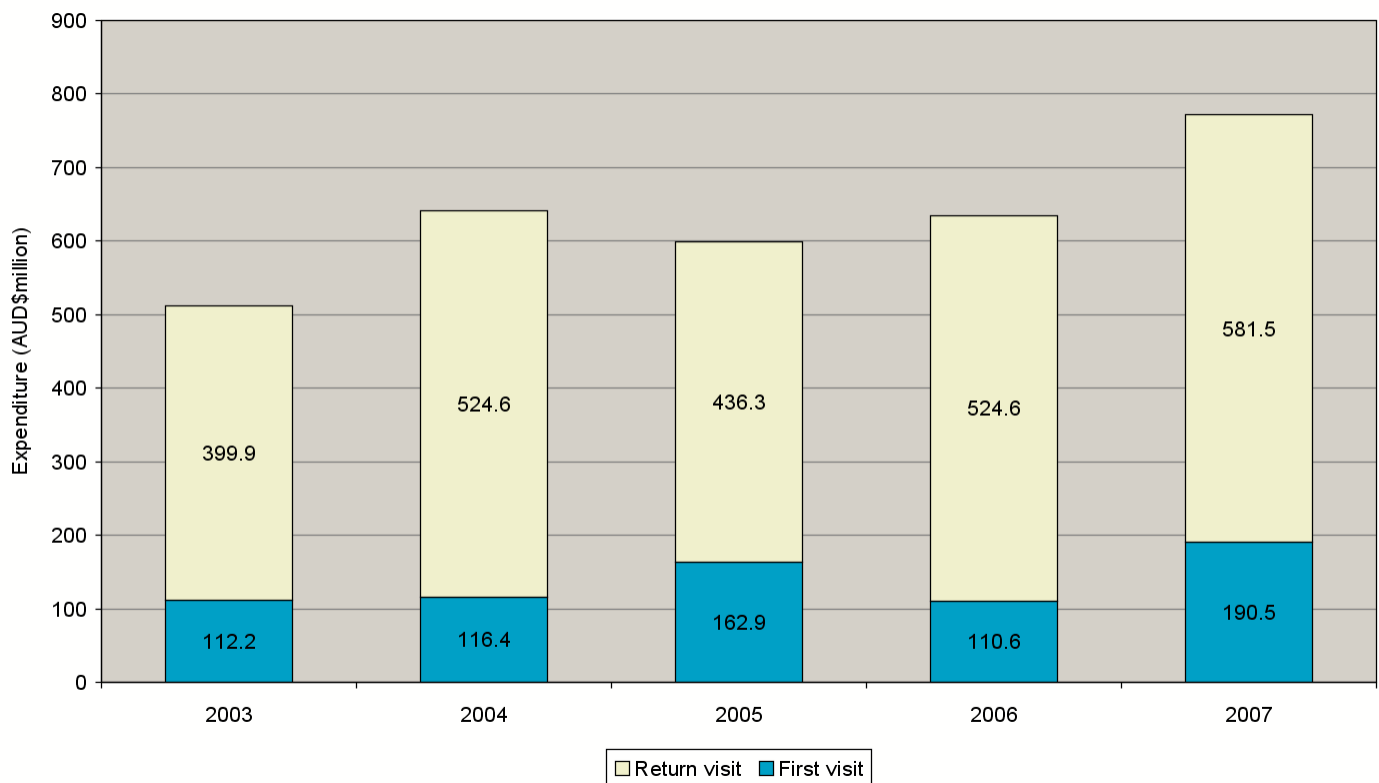
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## Visitor Profile 2007

### Expenditure

- During 2007, visitors from Malaysia had a TIEV of \$772 million on trips to Australia (Figure 11). This is an increase of 22% on the previous year.
- Travellers from Malaysia accounted for 3% of all TIEV.
- A total of \$581 million or 75% of Total Inbound Economic Value (TIEV) came from visitors on a return trip to Australia while first time visitors spent AUD\$190 million.
- In 2007, average Total Inbound Economic Value (TIEV) for Malaysian visitors was \$5,386.

Figure 11 - Visitors from Malaysia : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

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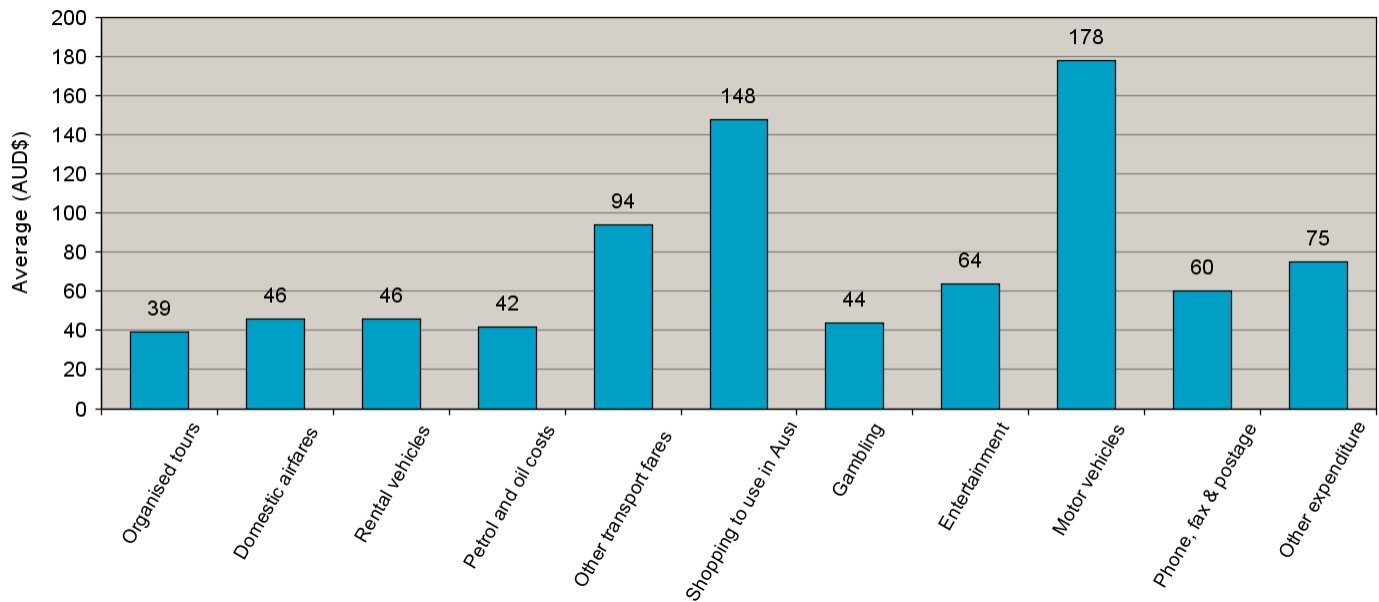
## Visitor Profile 2007

### Expenditure

Figure 12 shows expenditure by item as an average for all international visitors from Malaysia. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	847
Food, drink & accommodation	1,409
Shopping to take home	365
Education	1,731
Package tour	168
Other (total of items charted)	836

Figure 12 - Average expenditure for visitors from Malaysia by expenditure item 2007.



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over  
 Note : All amounts are reported in Australian Dollars.

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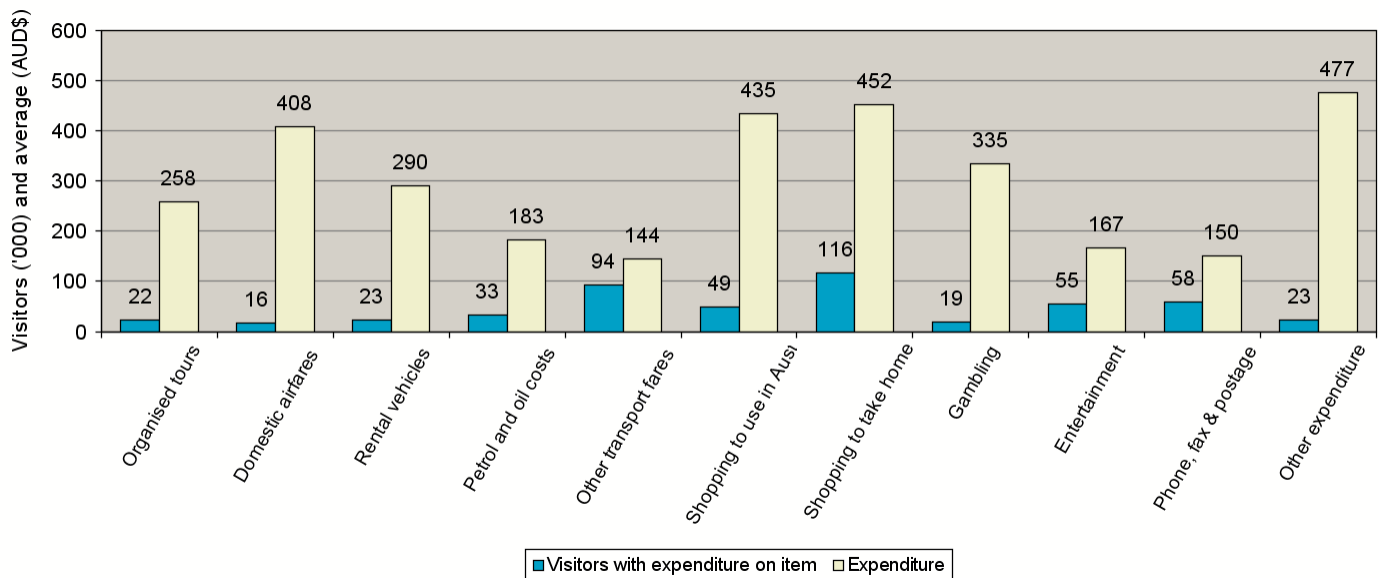
## Visitor Profile 2007

### Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, only 1% of all visitors from Malaysia had expenditure on the purchase of a motor vehicle however this was one of the largest spending items by this measure.
- In 2007, 81% of Malaysian travellers purchased 'shopping to take home' and 15% purchased 'organised tours'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	127	953
Food, drink & accommodation	132	1,530
Motor vehicles	2	14,845
Package tour	17	1,442
Education	19	13,318

Figure 13 - Average expenditure for visitors from Malaysia with expenditure on item 2007.



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over  
 Note : All amounts are reported in Australian Dollars

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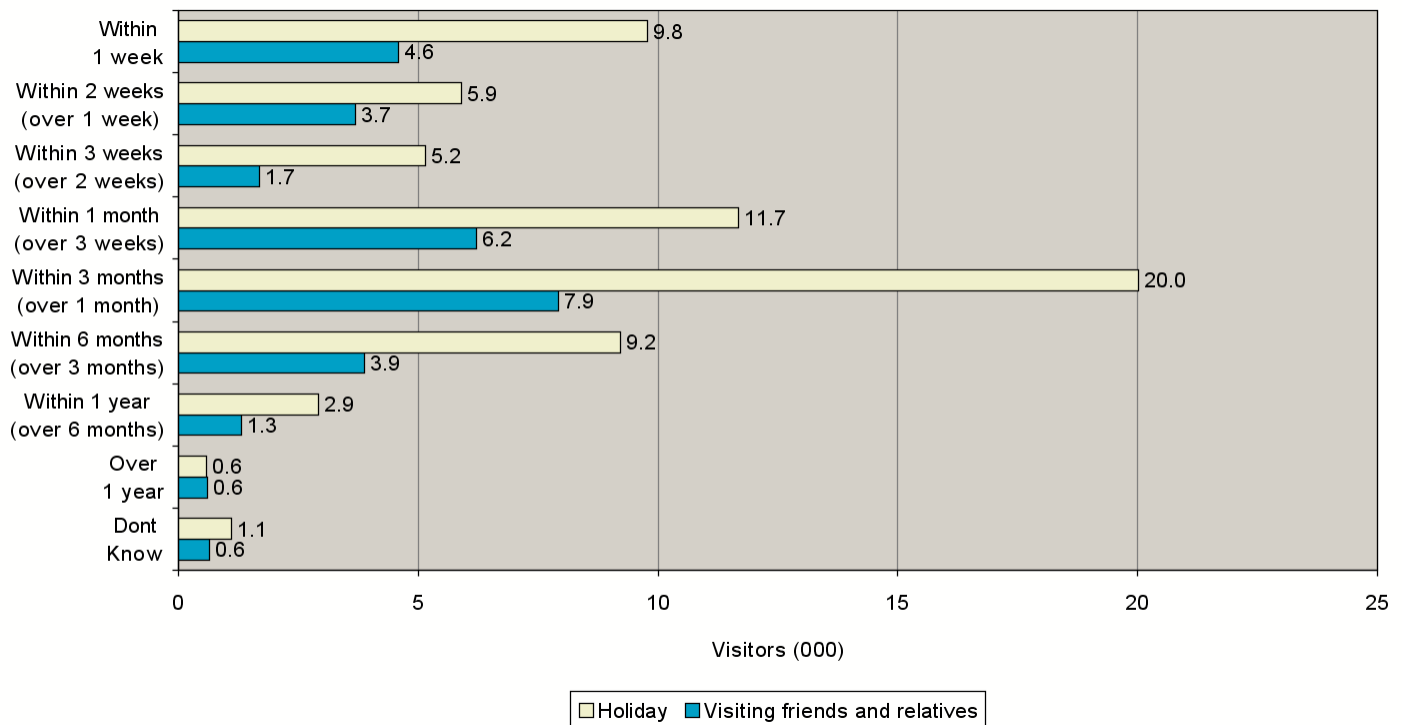
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### Planning and Booking Horizons

- Of the leisure travellers from Malaysia, 79% prepare their trip within 3 months of arriving in Australia.
- In 2007, 79% of holiday visitors started planning within 3 months prior to arriving in Australia, 49% that planned less than 1 month ahead while 5% began planning more than 6 months before arrival.
- Of the VFR travellers, 79% had started planning within 3 months prior to arrival in Australia, 53% planned less than 1 month ahead while 6% began planning more than 6 months before arrival.

Figure 14 - Leisure visitors from Malaysia: Planning horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you start planning this trip?"



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

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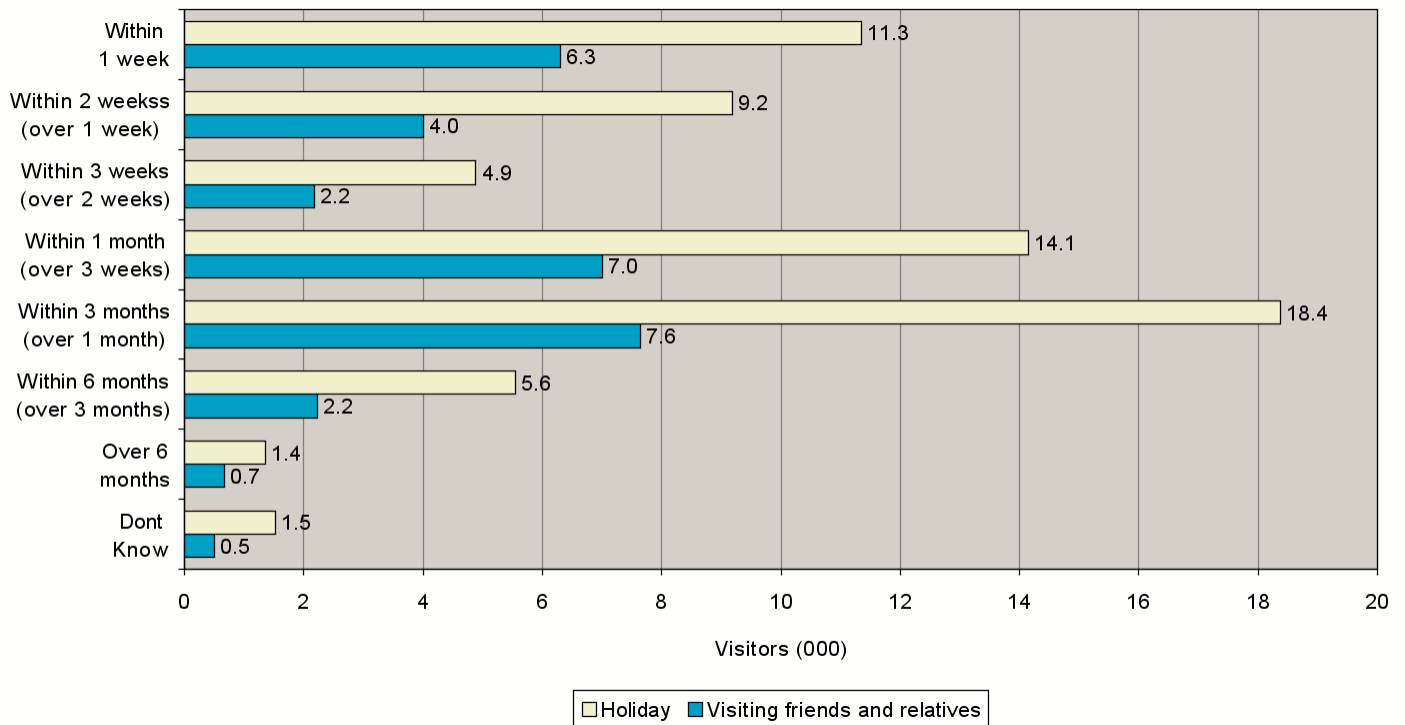
## Visitor Profile 2007

### Planning and Booking Horizons

- When booking flights, 60% of holiday travellers booked their ticket within one month of arrival, while 64% of VFR travellers booked flights within one month.
- Only 2% of leisure travellers booked their flight more than 6 months in advance.

Figure 15 - Leisure visitors from Malaysia: Booking horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you book your airfare?"



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

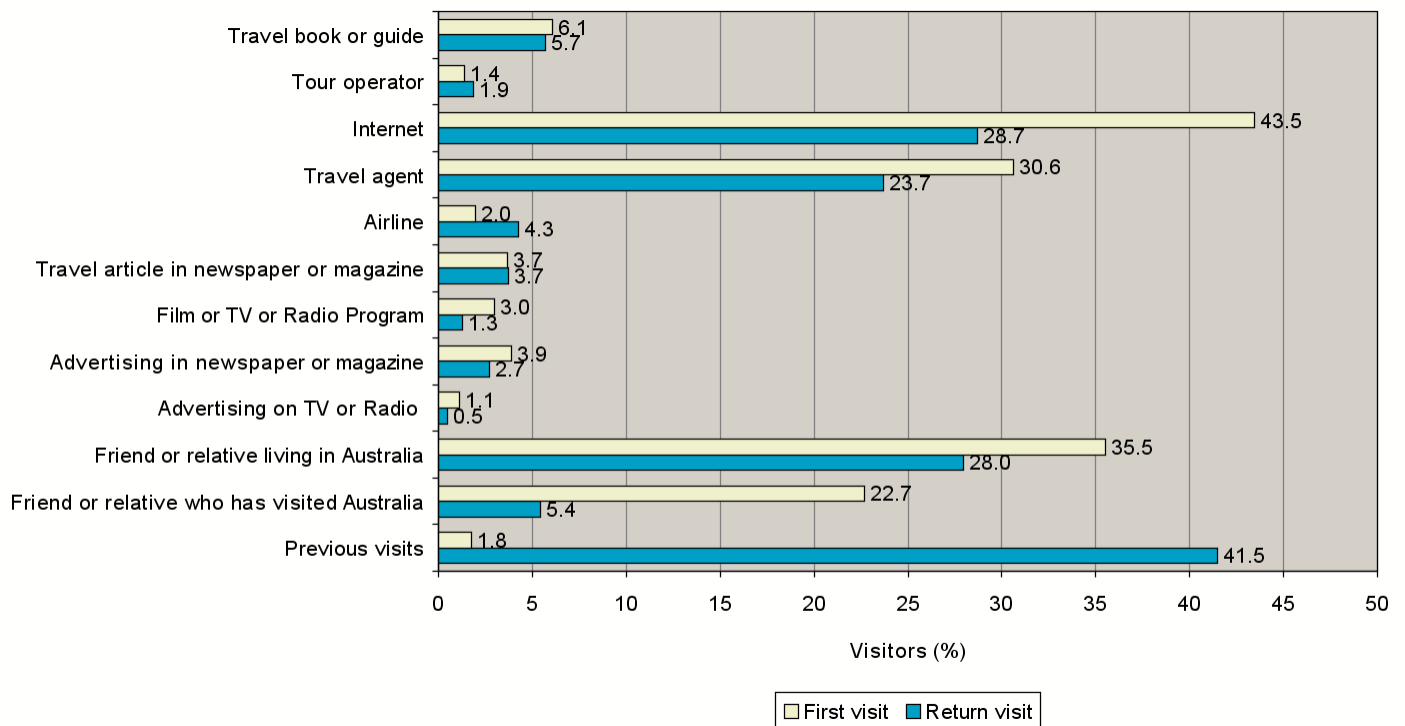
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## Visitor Profile 2007

### Information Sources

- The most common source of information for first time travellers from Malaysia was the internet, used by 43% of first time visitors when planning their travel.
- Of the of return visitors from Malaysia, 41% relied on knowledge from a previous visit or visits as a source of information about Australia.
- When planning this trip to Australia, 29% of return visitors obtained information from the internet.

Figure 16 - Visitors from Malaysia: Information sources on Australia by first or return visit 2007.



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

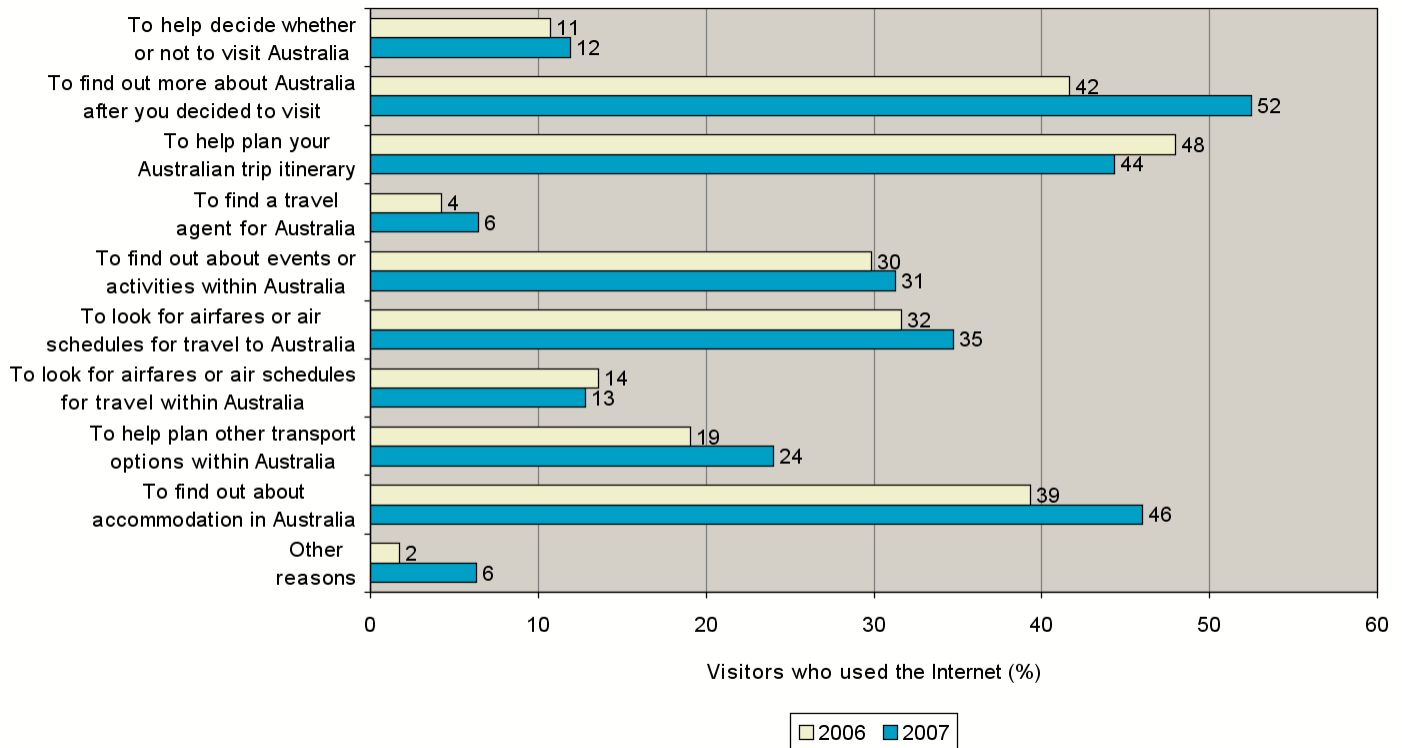
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## Visitor Profile 2007

### Internet Usage

- In 2007, a total of 72,137 or 50% of visitors from Malaysia used the internet when planning their trip to Australia
- Most visitors from Malaysia (52%) used the internet to plan their trip itinerary.

Figure 17 - Visitors from Malaysia by reasons for using the Internet 2006-2007.



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

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## Visitor Profile 2007

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