



International Visitor Profile 2009

Malaysia

Summary

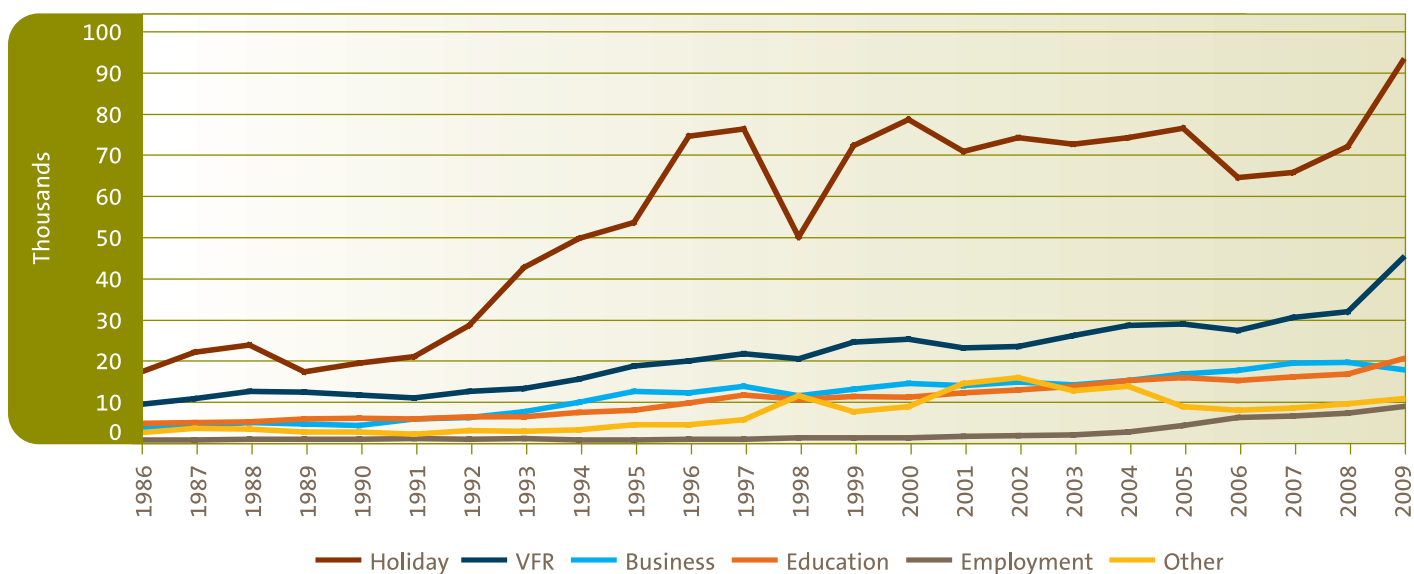
- Malaysia is Australia's seventh largest inbound market. In 2009, there were 192,366 visitors from Malaysia over 15 years of age and 211,545 visitors in total.
- The average length of stay for visitors from Malaysia was 35 nights compared to the national average of 34 nights.
- Visitors from Malaysia accounted for 4% of all international visitor nights in 2009, making Malaysia the ninth largest market in terms of nights.
- Visitors from Malaysia spent \$982 million on trips to Australia in 2009, spending on average \$5,104 per trip.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to www.ret.gov.au/tra

Visitor arrivals

- There was a 25% increase in visitor arrivals from Malaysia in 2009 compared to 2008. This was driven by increases across all markets except business which declined by 9%.

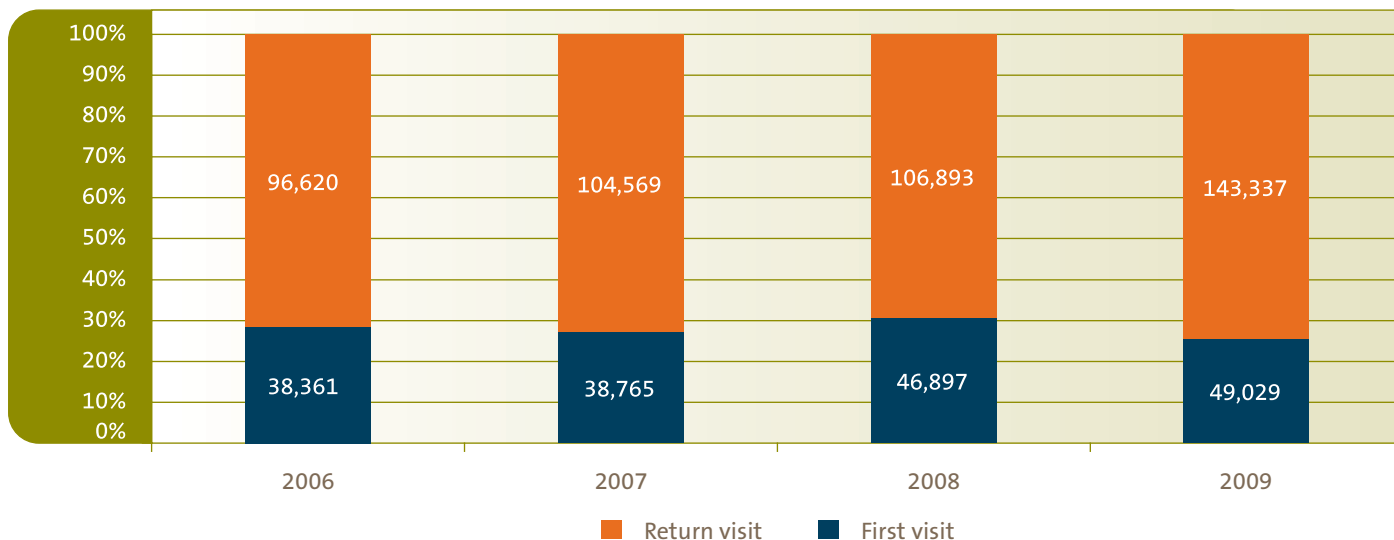
Figure 1 – Main purpose of visit



Repeat visitors

- Three quarters (75%) of visitors from Malaysia were repeat visitors to Australia compared to the national average of 62% repeat visitors.

Figure 2 – First or return visit



Travel party

- Around half (51%) of visitors from Malaysia travelled unaccompanied. Visitors also travelled as a family group (18%) and as an adult couple (17%).

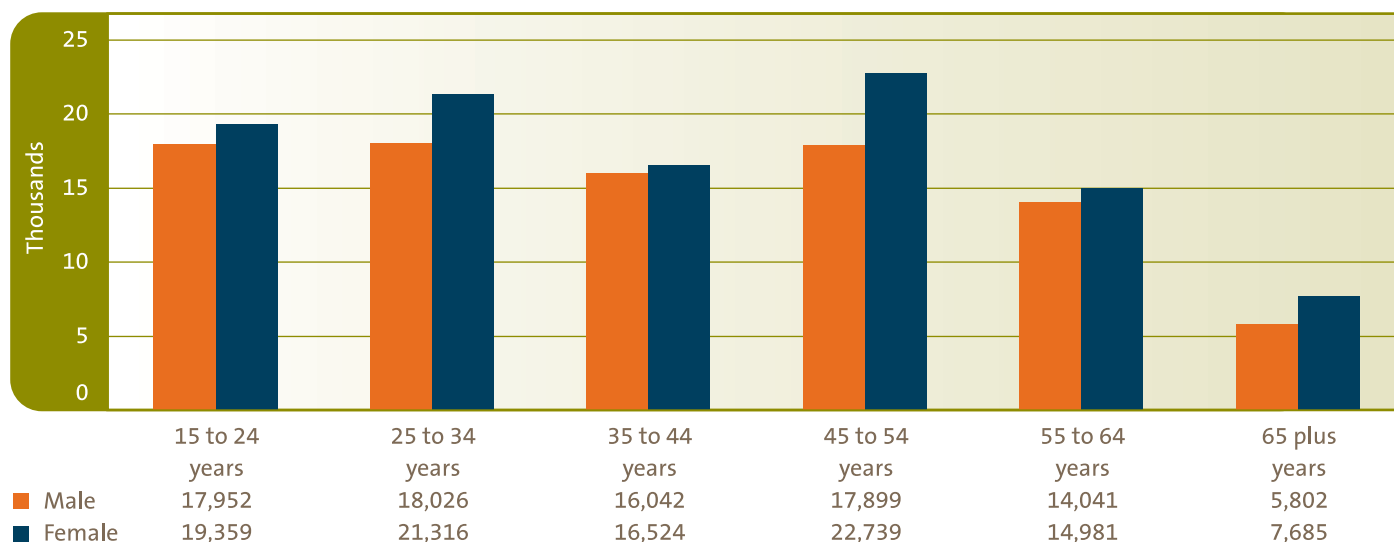
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	71	53	74	52	72	47	99	51
Adult couple	23	17	24	17	29	19	32	17
Family group –parent(s) and children	22	16	25	17	29	19	36	18
Friends or relatives	13	10	15	10	18	11	21	11
Business associates	5	4	6	4	6	4	5	3
Total	135	100	143	100	154	100	192	100

Demographics

- There were more female visitors than male visitors from Malaysia across all age groups.

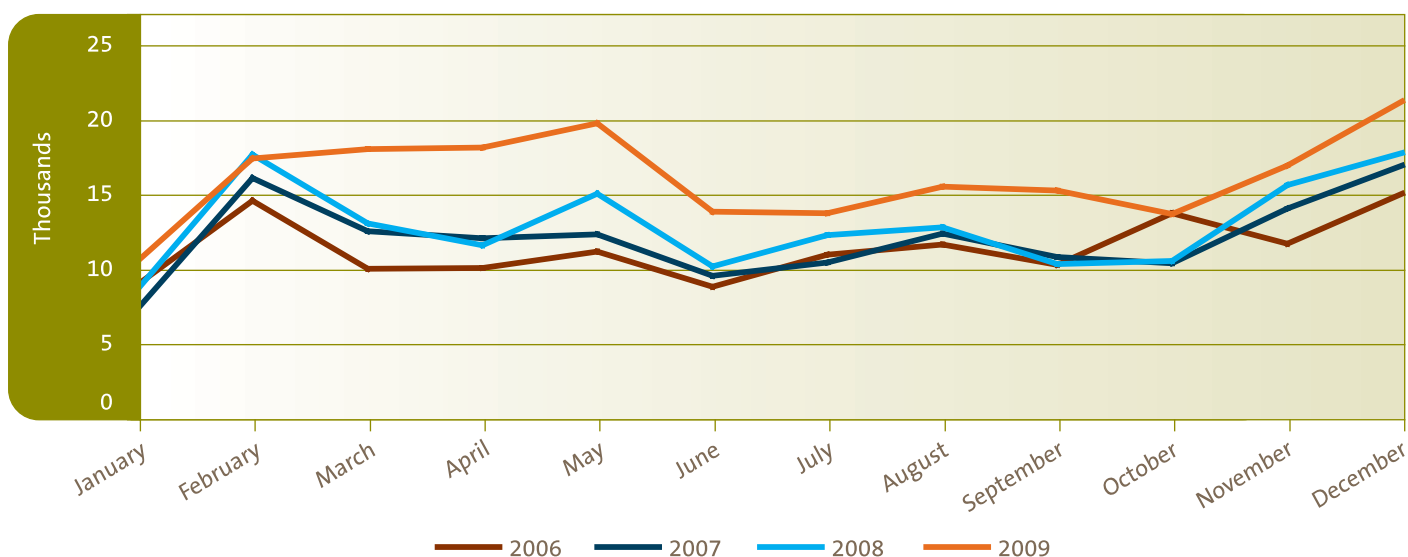
Figure 3 – Age and gender, 2009



Seasonality

- Visitor arrivals from Malaysia are traditionally higher during December and February.

Figure 4 – Month of arrival



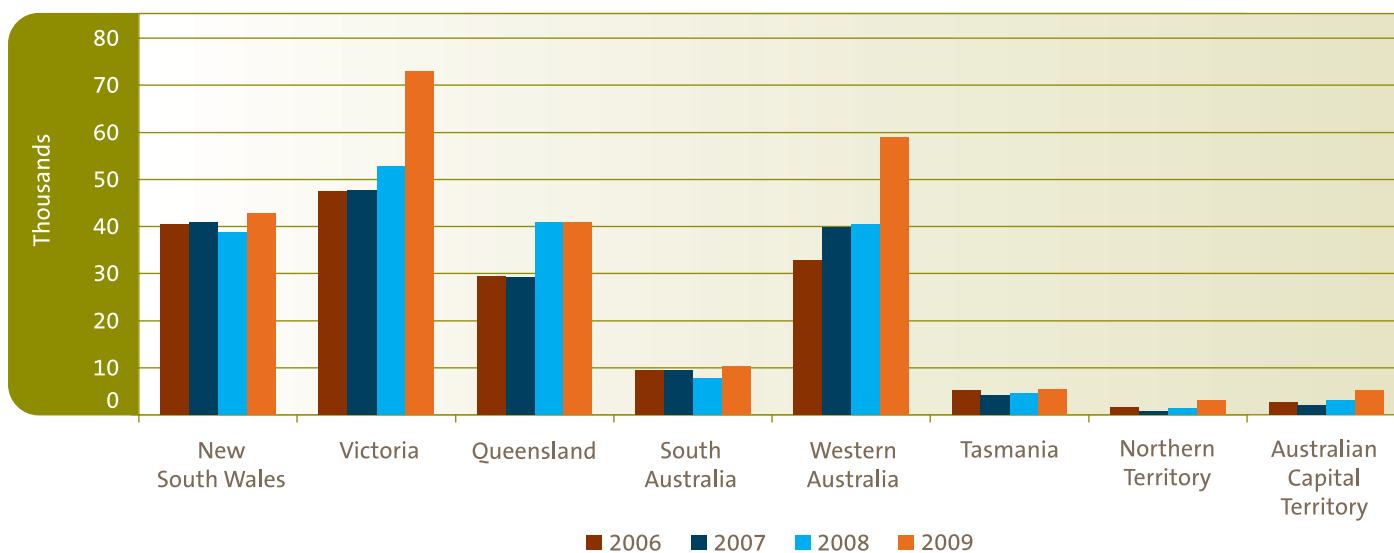
Length of stay and destination

- Visitors staying for education (157 nights) and employment (105 nights) had the longest average length of stay of all visitors from Malaysia.
- The most visited states were Victoria, Western Australia, New South Wales and Queensland.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	13	7	13	7	12	7	12	7
Visiting friends or relatives	23	12	22	12	23	14	19	11
Business	10	6	13	5	12	7	14	6
Education	165	148	160	134	176	166	157	141
Employment	96	58	75	31	93	46	105	106
Other	35	11	31	5	27	8	9	4
Total	37	9	37	9	39	10	35	8

Figure 5 – State/territory visited



Dispersal

- Visitors from Malaysia spent over three quarters of their nights (76%) within the major gateways of Sydney, Melbourne, Brisbane and Perth, compared to the national average of 68% of nights.

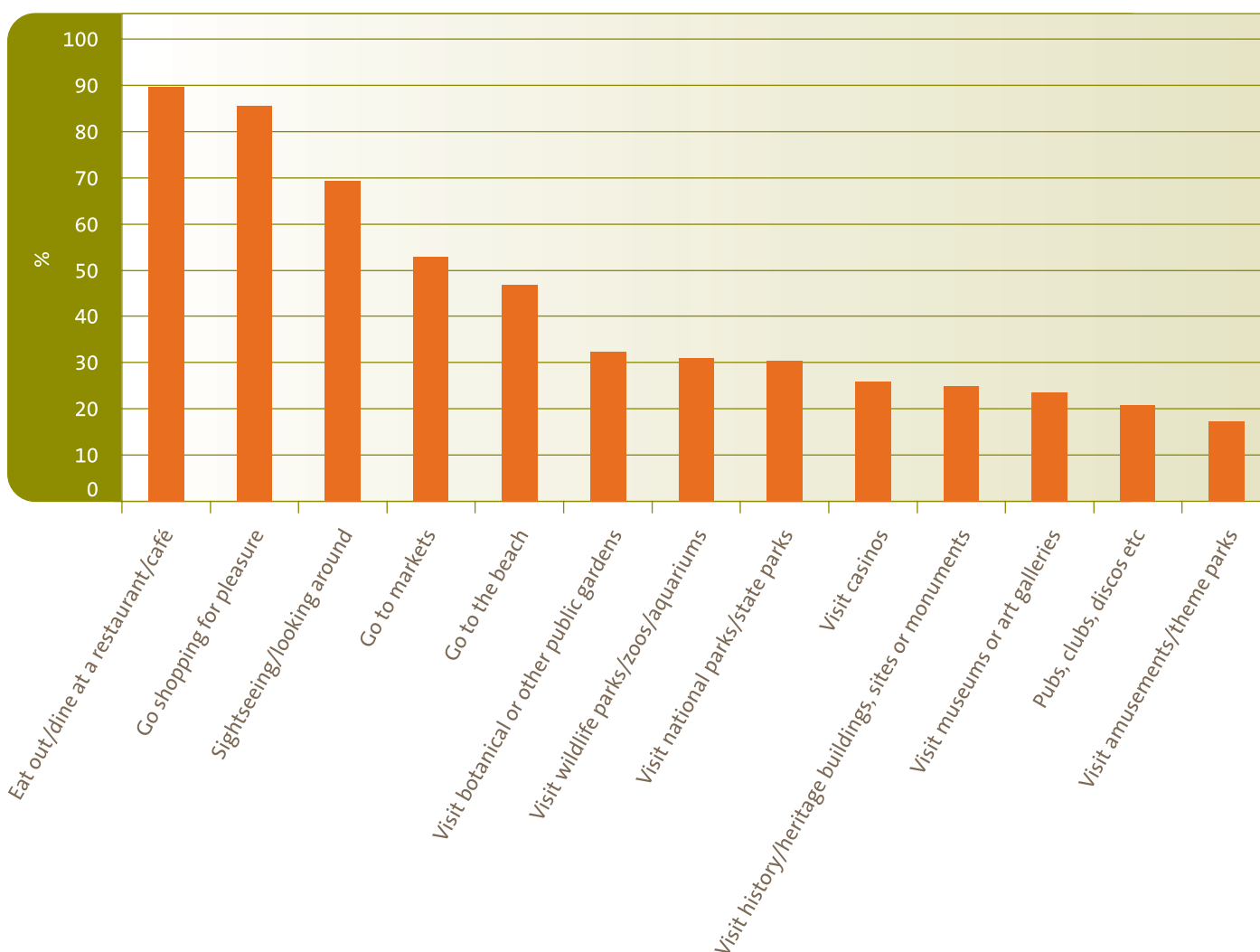
Table 3 – Dispersal by visitor nights

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	3,506	70	3,782	72	4,665	78	5,133	76
Dispersed regions	1,537	30	1,492	28	1,300	22	1,639	24
Total	5,043	100	5,275	100	5,965	100	6,772	100

Activities

- The most popular activities were: eat out/dine at a restaurant/café; go shopping for pleasure; and sightseeing/looking around.

Figure 6 – Leisure activities, 2009



TIEV¹ and expenditure

- Visitors from Malaysia had a Total Inbound Economic Value (TIEV) of \$975 million on trips to Australia during 2009. This was an increase of 14% on 2008.
- Visitors from Malaysia spent on average \$5,104 per trip.

Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit

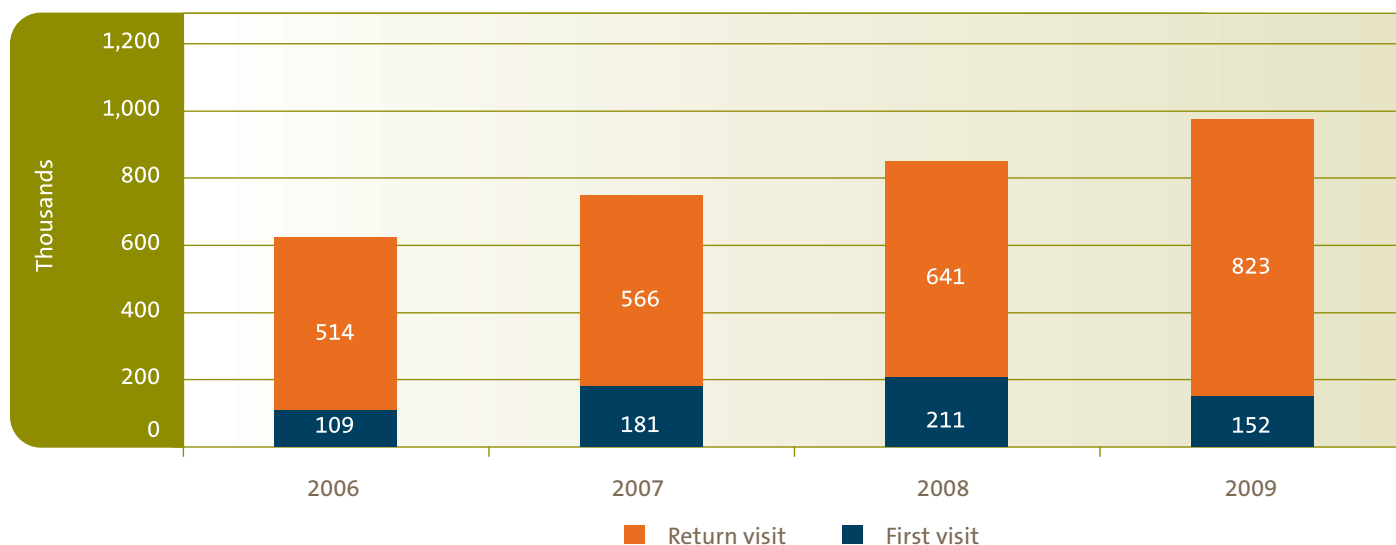


Table 4 – Visitors and average expenditure on specified items, 2009

	Visitors ('000)	Average spend (\$)
Organised tours	23	264
Domestic airfares	23	261
International airfares	173	854
Rental vehicles	29	237
Petrol and oil costs	50	171
Other transport fares	132	131
Food, drink and accommodation	183	1,521
Shopping to use in Australia	76	483
Shopping to take home	163	349
Gambling	20	422
Entertainment	78	186
Motor vehicles	4	10,719
Education	25	12,039
Phone, fax and postage	79	175
Package tour	20	1,647
Other	25	413
Total	192	5,104

¹ TIEV represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.

Trip planning and booking horizons

- Around 29% of holiday visitors and 23% of VFR visitors planned their trip to Australia more than three months in advance.
- Nearly half of all holiday and VFR visitors booked their flights to Australia between three weeks and three months prior to travel.

Figure 8 – Planning horizons by purpose, 2009

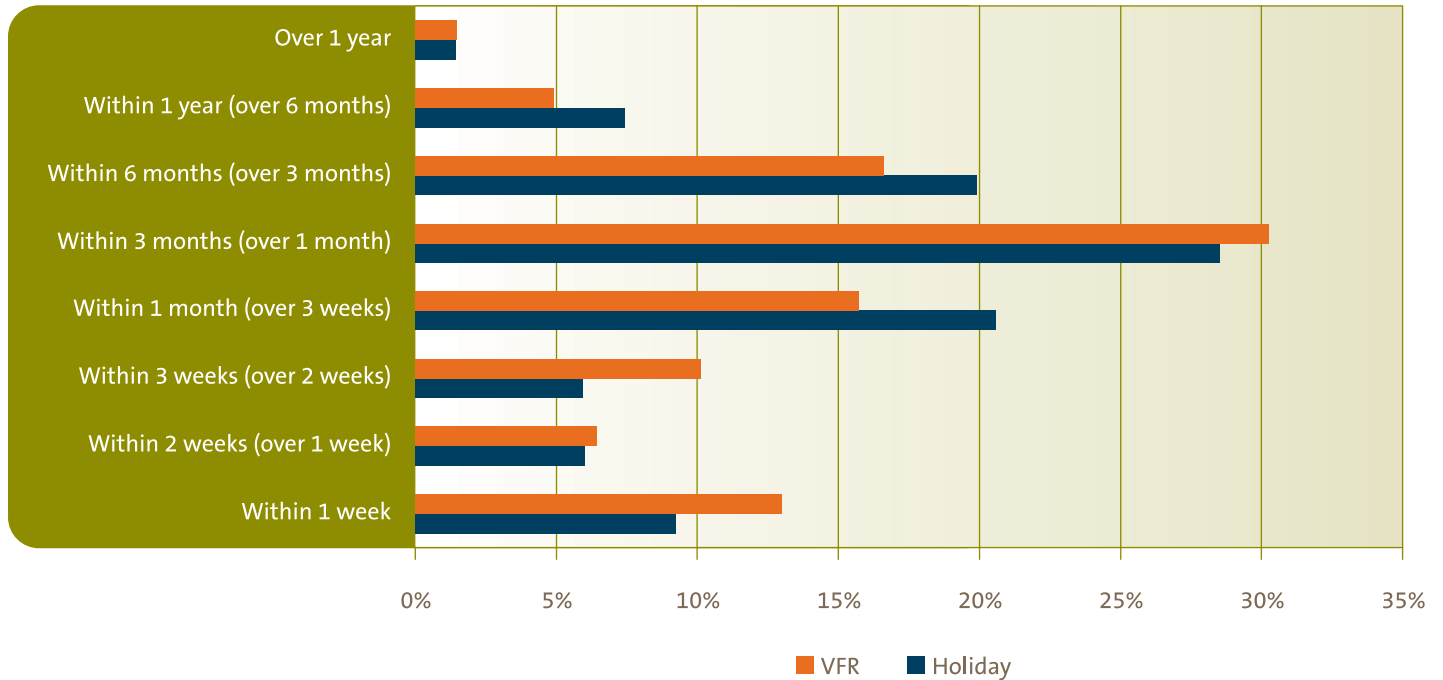
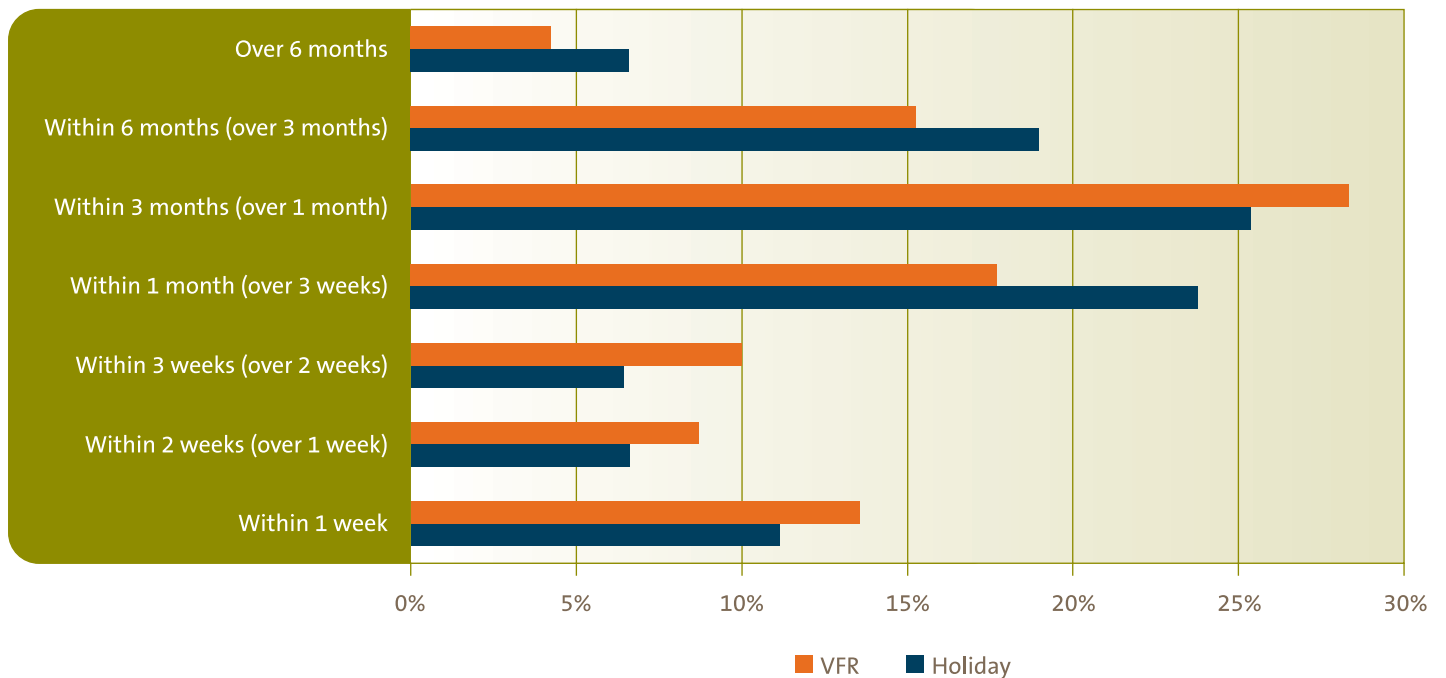


Figure 9 – Flight booking horizons by purpose, 2009



Information sources and internet usage

- The most common information sources for first-time visitors to Australia were the internet (56%), friends or relatives living in Australia (34%), travel agent (21%) and friend or relative who has visited Australia (18%).
- The most common information sources for repeat visitors were the internet (41%) and previous visit (40%).
- The most common reason for using the internet was to look for airfares or air schedules to Australia (62%) and to find out more about accommodation in Australia (47%).

Figure 10 – Information sources, 2009

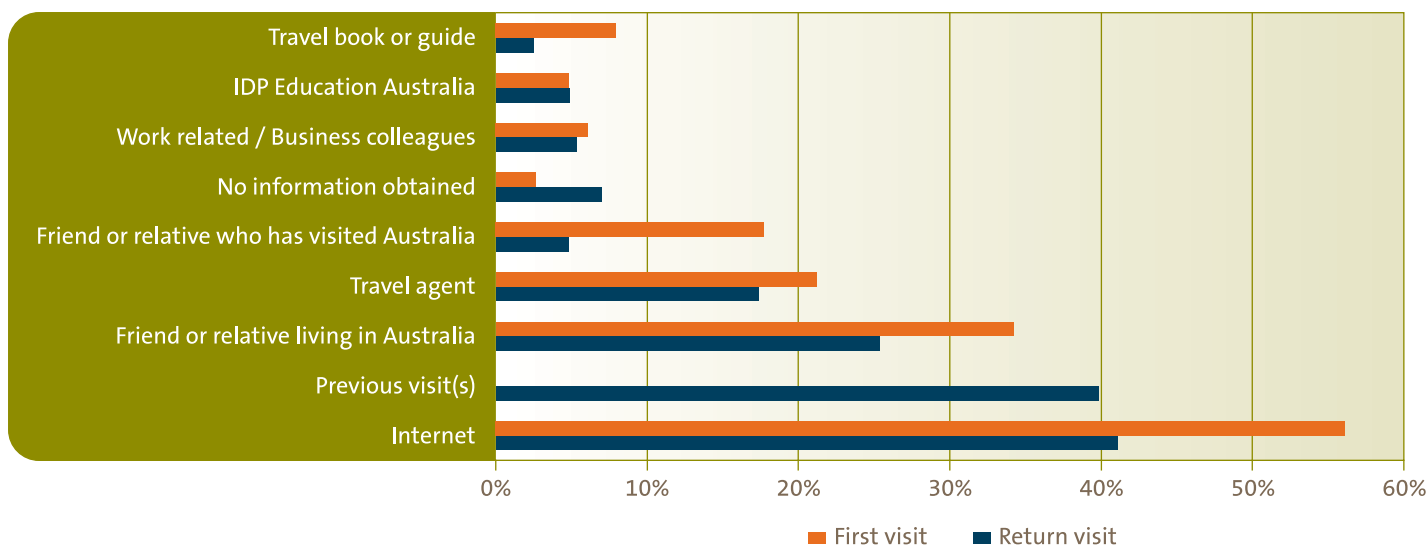
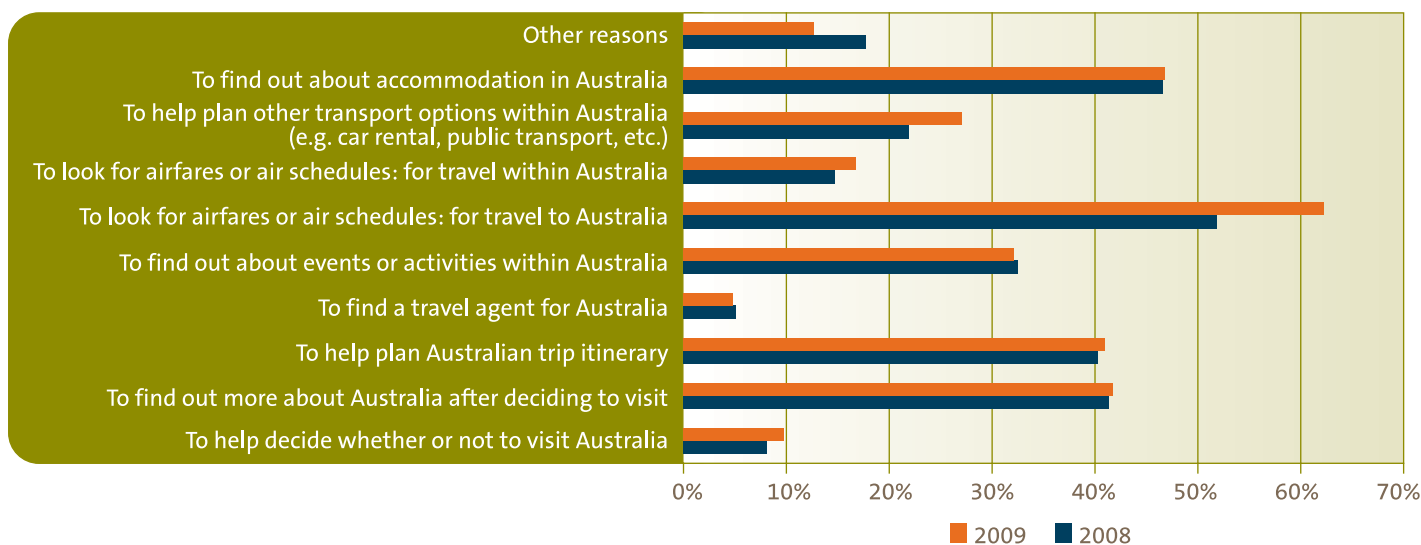


Figure 11 – Reasons for internet usage



Tourism Research Australia
 Department of Resources, Energy and Tourism
 GPO Box 1564
 Canberra ACT 2601
 Email: tourism.research@ret.gov.au
 Web: www.ret.gov.au/tra
 ABN: 46 252 861 927
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 Figures 1, 3 and 4 – Department of Immigration and Citizenship
 All figures refer to persons over the age of 15 years

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