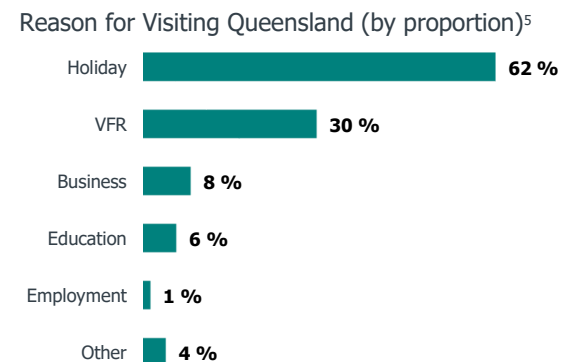
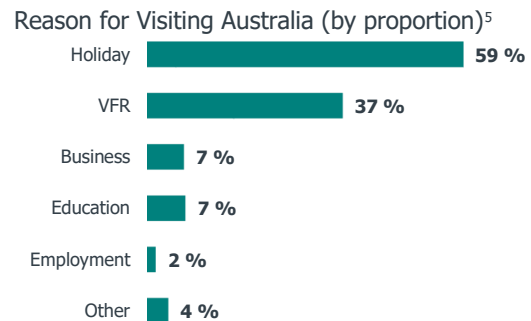
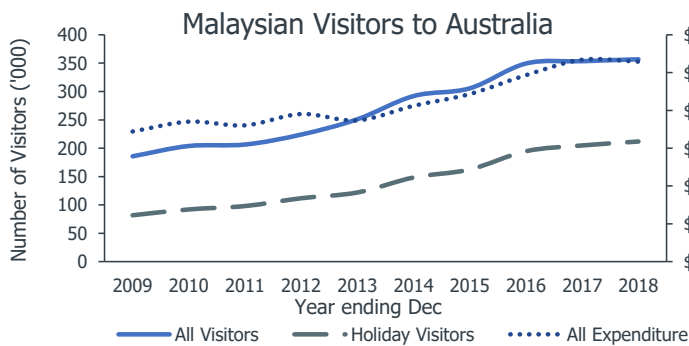


# Malaysia Market Snapshot

Year ending December 2018

Malaysian Visitors						Malaysian Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	357,000	▲ 1.0%	4%	23.5	▼ -1.1	\$1,058.2	▼ -0.9%	3%	\$2,965.5
<b>Holiday Visitors</b>	212,000	▲ 3.4%	5%	8.1	▼ -1.5				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	51,000	▲ 11.2%	2%	19.7	▼ -2.2	\$115.6	▲ 11.7%	2%	\$2,245.5
<b>Holiday Visitors</b>	32,000	▲ 31.3%	2%	6.1	▼ -1.0				



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	29%	37%	32%	3%	42%	58%	40%	16%	25%	17%
<b>Holiday Visitors</b>	30%	43%	26%	1%	42%	58%	26%	16%	32%	22%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	29%	40%	30%	1%	40%	60%	29%	20%	30%	16%
<b>Holiday Visitors</b>	33%	44%	23%	0%	40%	60%	18%	22%	36%	20%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	28%	14%	12%	7%	16%	21%	1%	7%
<b>Holiday Visitors</b>	39%	16%	12%	7%	14%	11%	0%	10%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	25%	15%	12%	10%	19%	18%	1%	9%
<b>Holiday Visitors</b>	33%	17%	11%	10%	20%	7%	1%	12%

**Research Updates**  
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1. ALoS - Average length of stay.  
2. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure.  
3. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.  
4. Tourism Research Australia - Forecasting.  
5. Due to visitors having more than one main reason for travel, proportions equal to more than 100%.  
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

