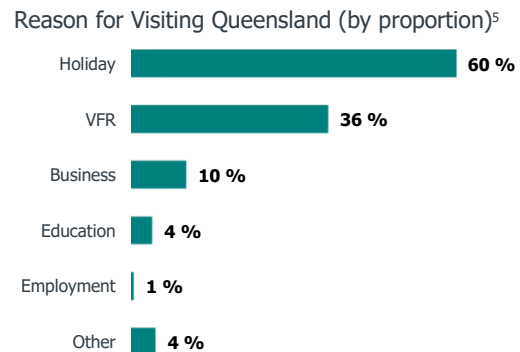
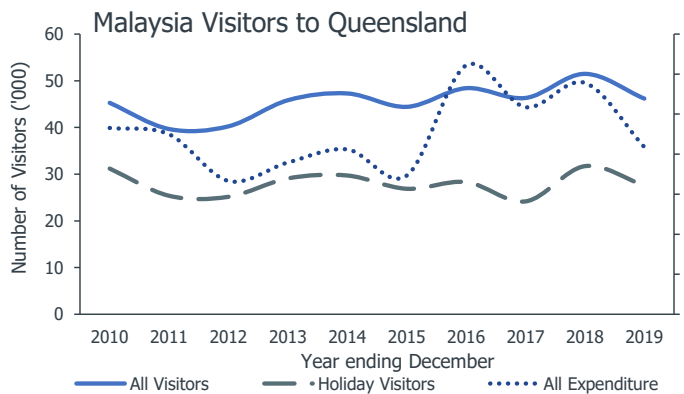
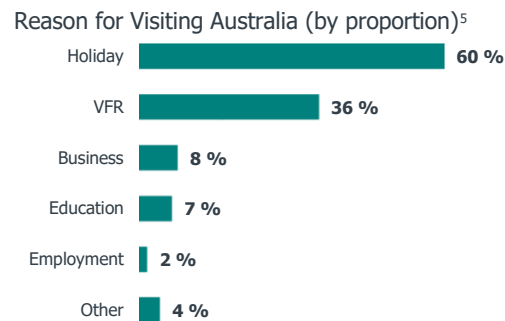


Malaysia Market Snapshot



Year ending December 2019

Malaysia Visitors						Malaysia Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	343,000	▼ -3.9%	4%	21.6	▼ -1.9	\$964.9	▼ -8.8%	3%	\$2,814.0
Holiday Visitors	207,000	▼ -2.1%	4%	7.6	▼ -0.5				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	46,000	▼ -10.3%	2%	12.0	▼ -7.7	\$83.6	▼ -27.7%	1%	\$1,809.3
Holiday Visitors	28,000	▼ -13.0%	1%	5.7	▼ -0.4				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	27%	38%	32%	3%	41%	59%	36%	17%	28%	15%
Holiday Visitors	25%	45%	29%	2%	39%	61%	23%	17%	35%	20%
To Queensland										
Total Visitors	22%	43%	33%	2%	46%	54%	31%	19%	37%	9%
Holiday Visitors	21%	49%	29%	0%	47%	53%	17%	20%	47%	14%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	27%	16%	12%	7%	17%	20%	1%	7%
Holiday Visitors	36%	20%	11%	6%	14%	13%	0%	10%
To Queensland								
Total Visitors	26%	14%	15%	10%	15%	20%	1%	11%
Holiday Visitors	32%	16%	15%	9%	14%	13%	0%	13%

Research Updates
To receive an email alert whenever new tourism figures are released, please [click here](#).

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

