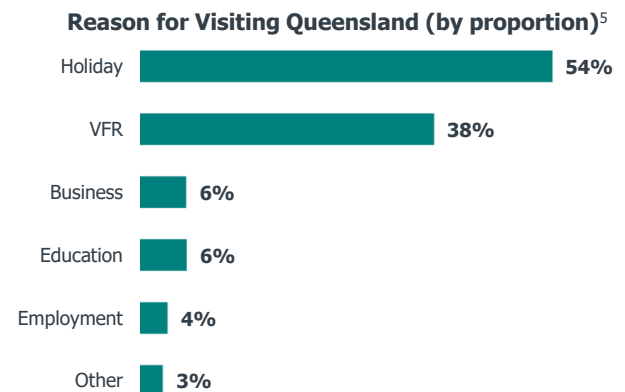
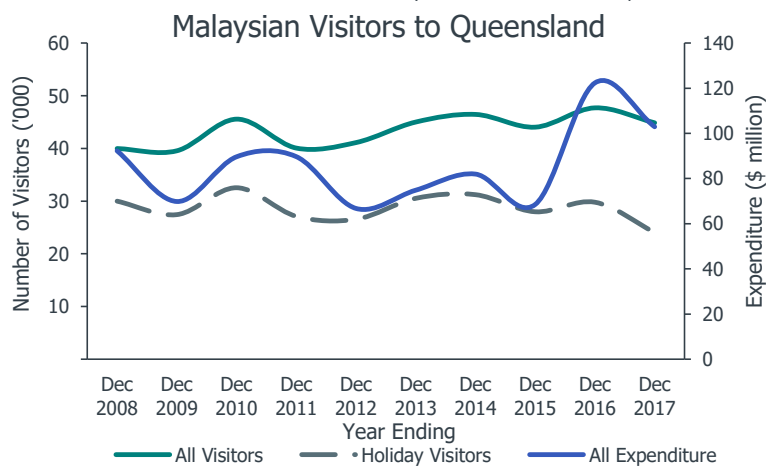
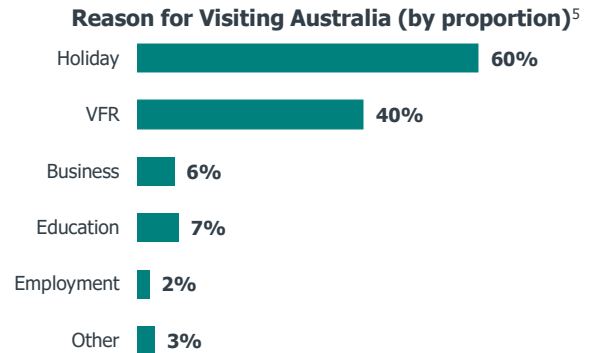


Year ending Dec 2017

Malaysian Visitors						Malaysian Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	351,000	▲ 1.4%	4%	24.7	▲ 1.1	\$1,076.4	▲ 10.8%	4%	\$3,049.8
Holiday Visitors	209,000	▲ 2.0%	5%	9.6	▲ 0.8				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	45,000	▼ -6.0%	2%	22.1	▲ 0.8	\$102.9	▼ -15.9%	2%	\$2,278.4
Holiday Visitors	24,000	▼ -19.3%	1%	7.2	▲ 0.9				



Year ending Dec 2017	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	30%	36%	30%	3%	44%	56%	39%	17%	25%	16%
Holiday Visitors	33%	41%	24%	2%	43%	57%	28%	18%	31%	22%
To Queensland										
Total Visitors	30%	39%	26%	5%	47%	53%	35%	18%	33%	13%
Holiday Visitors	30%	48%	21%	0%	50%	50%	20%	21%	43%	15%

Year ending Dec 2017	Number of Previous Visits to Australia						On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	
To Australia							
Total Visitors	30%	14%	11%	8%	15%	20%	5%
Holiday Visitors	41%	15%	12%	7%	12%	11%	7%
To Queensland							
Total Visitors	26%	15%	10%	12%	23%	11%	8%
Holiday Visitors	34%	13%	13%	12%	22%	2%	11%

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

