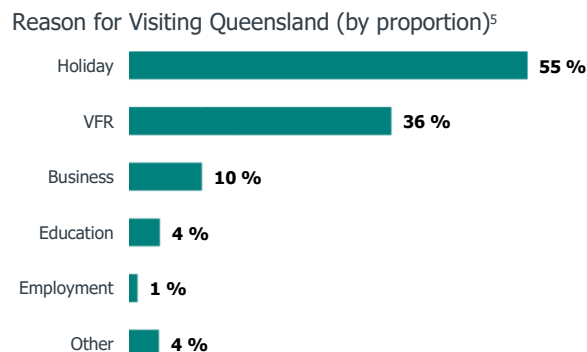
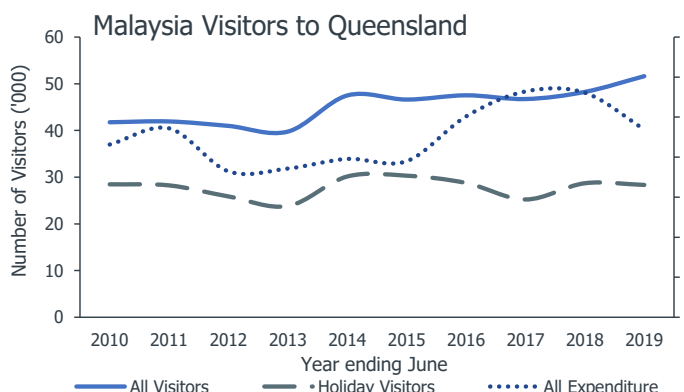
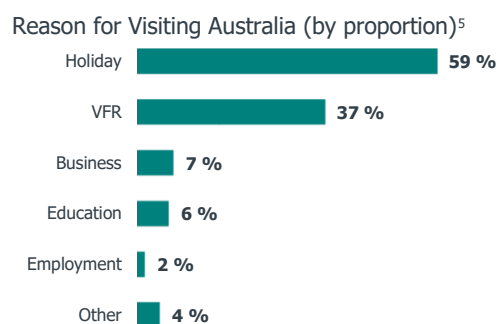


Malaysia Market Snapshot



Year ending June 2019

Malaysia Visitors						Malaysia Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	346,000	▼ -1.5%	4%	21.1	▼ -4.3	\$990.7	▼ -6.7%	3%	\$2,862.4
Holiday Visitors	205,000	▲ 1.2%	4%	7.3	▼ -1.7				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	52,000	▲ 7.0%	2%	13.2	▼ -9.4	\$93.9	▼ -16.3%	2%	\$1,818.7
Holiday Visitors	28,000	▼ -1.3%	2%	4.8	▼ -1.9				



Year ending June 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	26%	37%	34%	3%	41%	59%	39%	16%	26%	15%
Holiday Visitors	27%	42%	30%	1%	40%	60%	25%	18%	33%	21%
To Queensland										
Total Visitors	21%	40%	38%	1%	42%	58%	33%	23%	33%	9%
Holiday Visitors	22%	43%	34%	0%	45%	55%	15%	29%	45%	12%

Year ending June 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	28%	15%	11%	8%	17%	20%	1%	7%
Holiday Visitors	38%	18%	10%	8%	13%	12%	0%	9%
To Queensland								
Total Visitors	26%	13%	12%	9%	17%	21%	1%	9%
Holiday Visitors	35%	18%	8%	8%	20%	10%	1%	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

