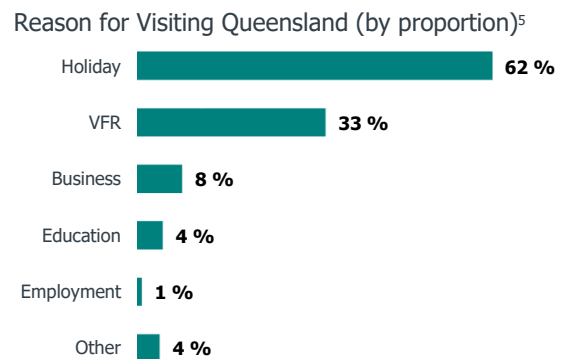
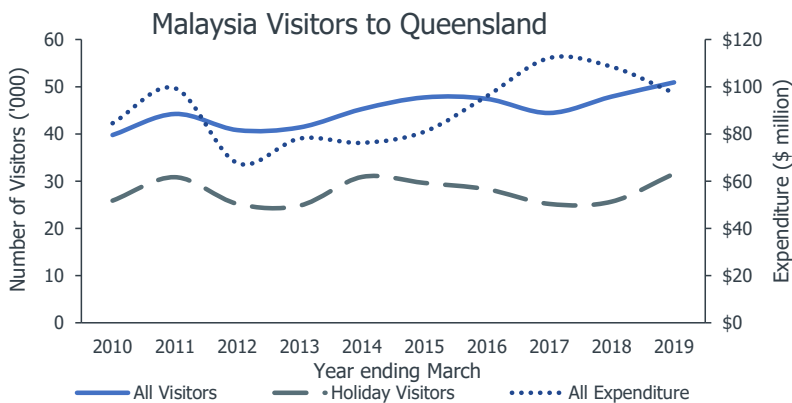
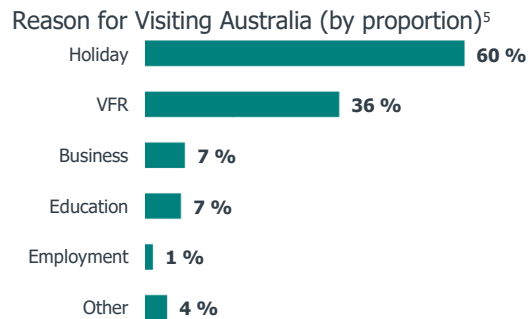


Malaysia Market Snapshot

Year ending March 2019

Malaysia Visitors						Malaysia Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	350,000	▼ -1.4%	4%	22.2	▼ -2.3	\$1,011.5	▼ -2.5%	3%	\$2,891.7
Holiday Visitors	210,000	▲ 3.5%	5%	8.0	▼ -0.6				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	51,000	▲ 6.3%	2%	14.5	▼ -7.7	\$97.3	▼ -10.3%	2%	\$1,911.4
Holiday Visitors	32,000	▲ 23.1%	2%	6.0	▼ -0.4				



Year ending March 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	28%	37%	32%	3%	41%	59%	39%	16%	26%	15%
Holiday Visitors	29%	43%	27%	1%	40%	60%	26%	17%	33%	20%
To Queensland										
Total Visitors	28%	38%	32%	2%	39%	61%	29%	20%	31%	15%
Holiday Visitors	32%	42%	26%	0%	41%	59%	17%	22%	38%	20%

Year ending March 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%	14%	11%	8%	17%	20%	1%	
Holiday Visitors	38%	17%	11%	7%	14%	12%	0%	
To Queensland								
Total Visitors	26%	15%	13%	10%	17%	19%	1%	
Holiday Visitors	32%	19%	11%	10%	20%	9%	1%	

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

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

