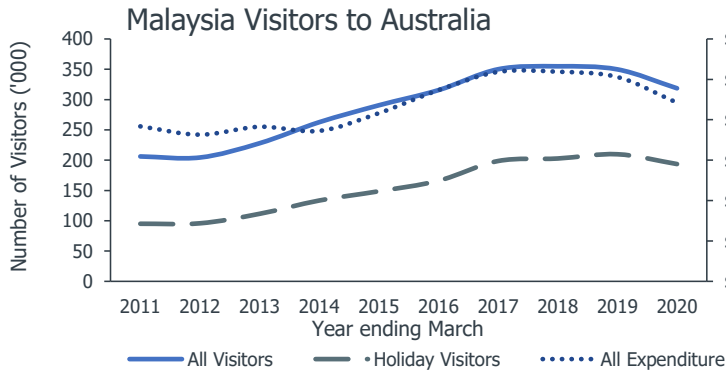


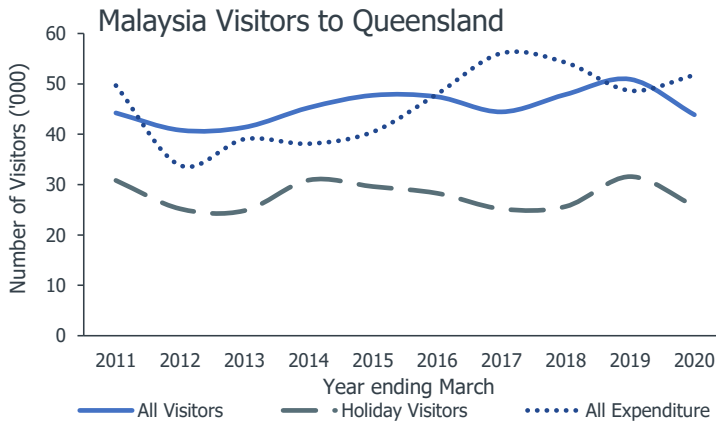
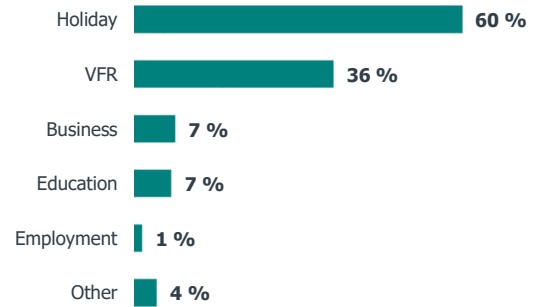
Malaysia Market Snapshot

Year ending March 2020

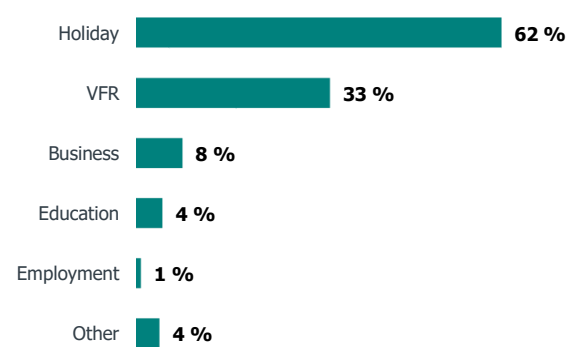
Malaysia Visitors						Malaysia Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	319,000	▼ -8.9%	4%	20.9	▼ -1.3	\$884.5	▼ -12.6%	3%	\$2,776.2
Holiday Visitors	194,000	▼ -7.7%	5%	7.2	▼ -0.8				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	44,000	▼ -13.8%	2%	14.2	▼ -0.3	\$103.5	▲ 6.3%	2%	\$2,358.4
Holiday Visitors	26,000	▼ -18.5%	2%	5.9	▼ -0.2				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia	26%	39%	32%	3%	41%	59%	35%	18%	28%	15%
Holiday Visitors	25%	45%	29%	1%	39%	61%	23%	17%	35%	21%
To Queensland	23%	43%	33%	2%	47%	53%	33%	19%	34%	9%
Holiday Visitors	22%	51%	27%	0%	47%	53%	20%	17%	46%	14%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia	26%	17%	12%	7%	17%	20%	1%	7%
Holiday Visitors	35%	20%	12%	6%	13%	13%	0%	11%
To Queensland	25%	14%	15%	9%	16%	20%	2%	12%
Holiday Visitors	34%	14%	16%	9%	16%	11%	0%	15%

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

