

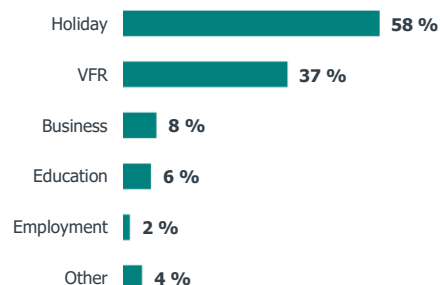
Malaysia Market Snapshot

Year ending September 2019

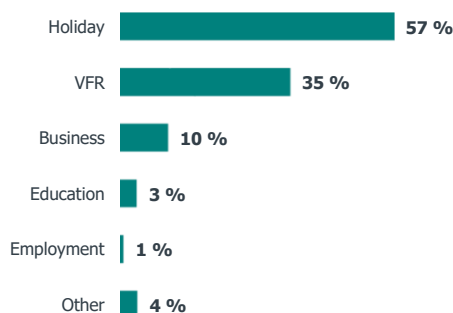
Malaysia Visitors						Malaysia Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	344,000	▼ -3.7%	4%	21.2	▼ -3.5	\$970.6	▼ -8.0%	3%	\$2,820.1
Holiday Visitors	200,000	▼ -6.5%	4%	7.2	▼ -1.5				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	50,000	▲ 2.6%	2%	12.7	▼ -7.8	\$88.0	▼ -21.6%	1%	\$1,754.2
Holiday Visitors	29,000	▼ -6.2%	2%	5.5	▼ -0.8				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



YE Sep 2019	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	26%	37%	34%	3%	41%	59%	36%	17%	27%	15%
Holiday Visitors	25%	43%	31%	1%	39%	61%	22%	18%	35%	21%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	20%	41%	37%	2%	39%	61%	31%	23%	31%	10%
Holiday Visitors	20%	45%	35%	0%	40%	60%	12%	26%	42%	17%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	28%	16%	11%	7%	17%	20%	1%	8%
Holiday Visitors	38%	20%	10%	7%	12%	13%	0%	11%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	27%	12%	12%	11%	16%	20%	1%	10%
Holiday Visitors	35%	16%	10%	10%	17%	12%	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

