

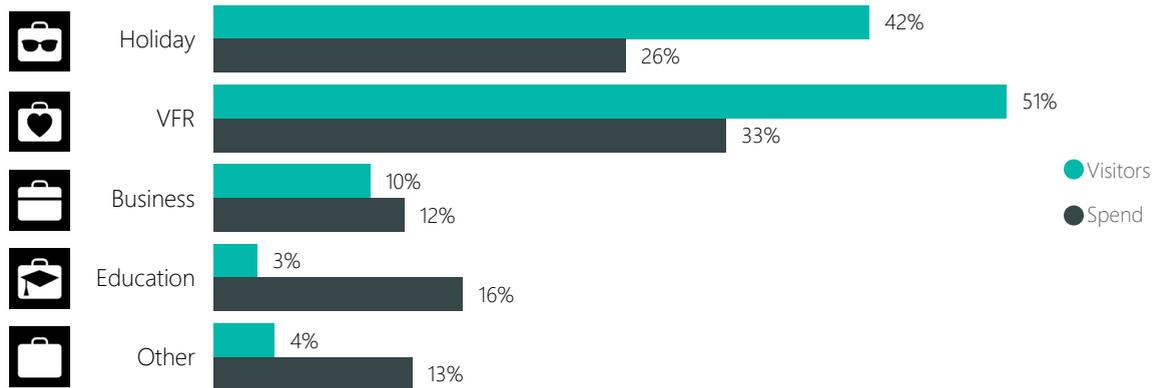
# MALAYSIA | MARKET PROFILE 2023

## MARKET OVERVIEW

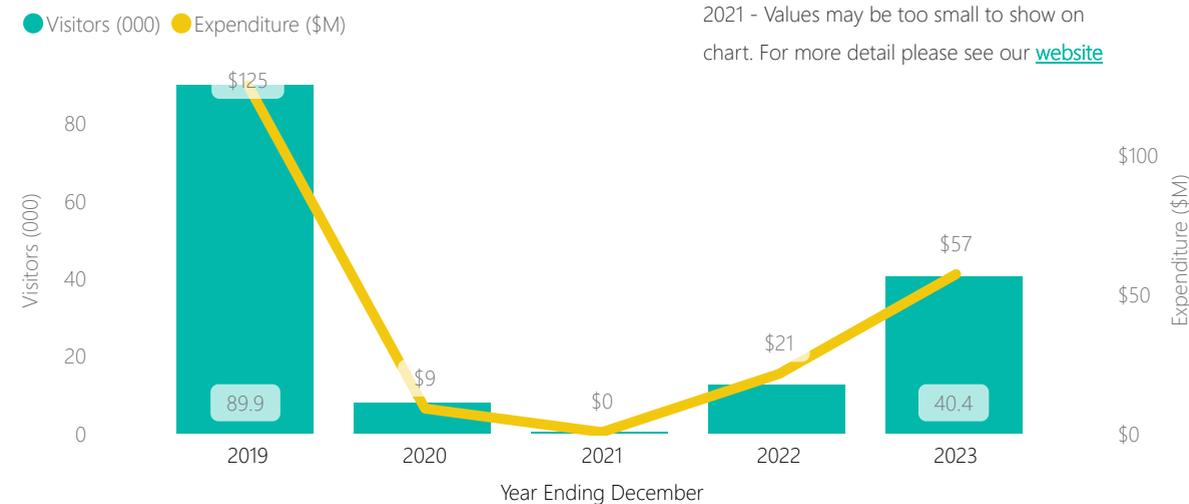
### Leisure Visitation to WA<sup>1</sup>



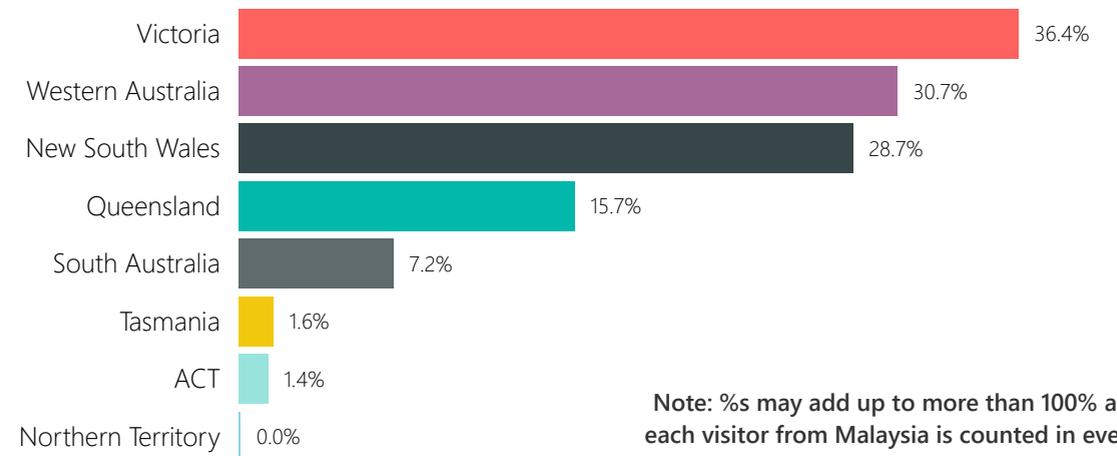
### International Visitors and Spend by Purpose (WA)<sup>1</sup>



### Leisure Visitation and Spend to WA<sup>2</sup>

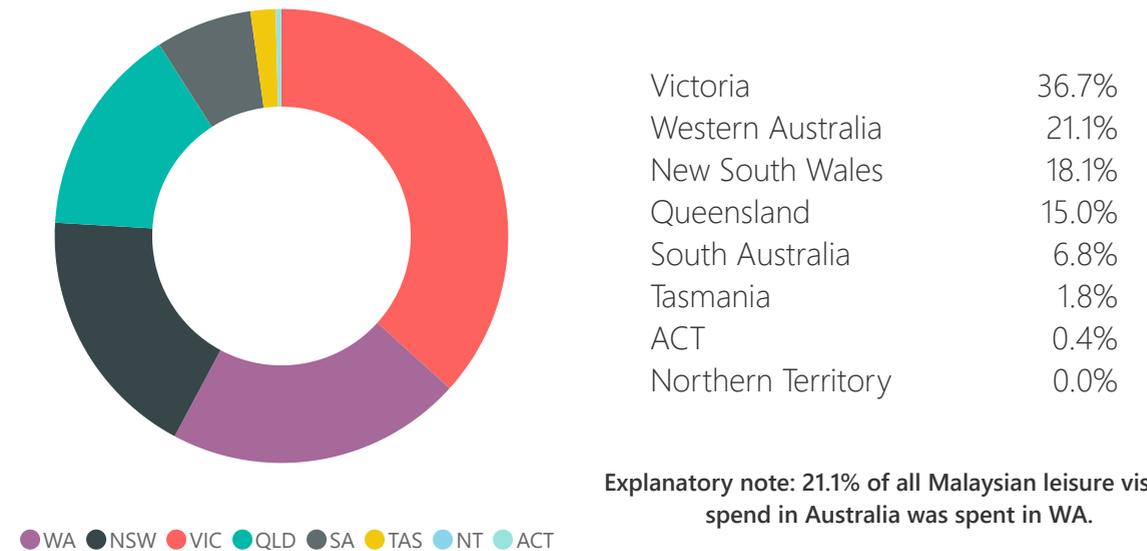


### Market Share of International Leisure Visitors to Australia<sup>1</sup>



**Note: %s may add up to more than 100% as each visitor from Malaysia is counted in every State they visit.**

### Market Share of International Leisure Visitor Spend in Australia<sup>1</sup>

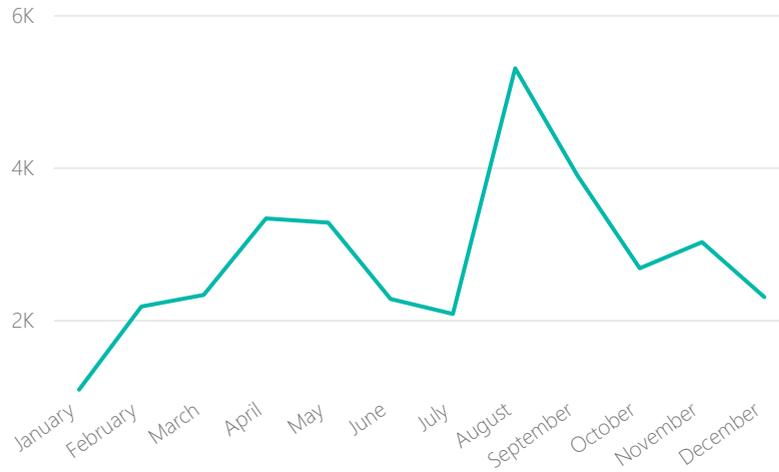


**Explanatory note: 21.1% of all Malaysian leisure visitor spend in Australia was spent in WA.**

# MALAYSIA | MARKET PROFILE

## TRIP PROFILE (TWO YEAR AVERAGE - 2019/23)

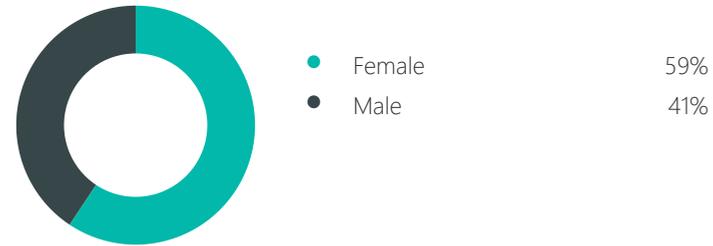
Seasonality - Short-term Leisure Visitor Arrivals to WA<sup>4</sup>



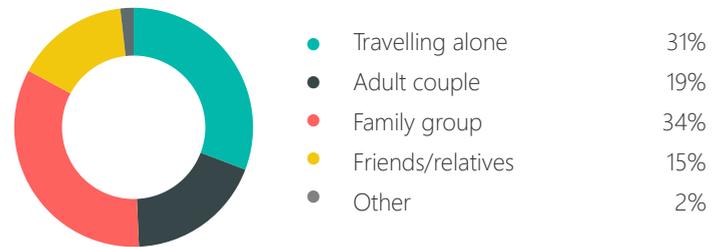
Age<sup>3</sup>



Gender<sup>3</sup>



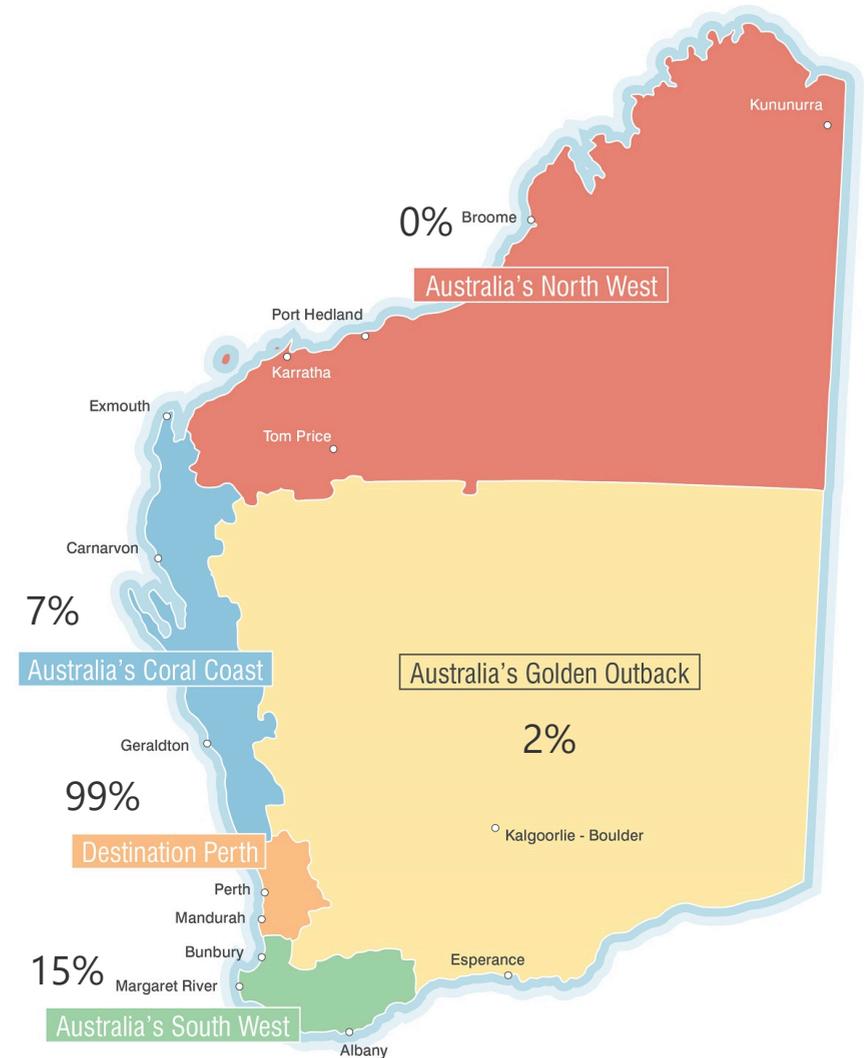
Travel Party<sup>3</sup>



Length of Trip<sup>3</sup>



Regional Dispersal<sup>3</sup>



# MALAYSIA | MARKET PROFILE

## TRIP PROFILE (TWO YEAR AVERAGE - 2019/23)

### Top 5 Activities for Leisure Visitors to WA<sup>3</sup>

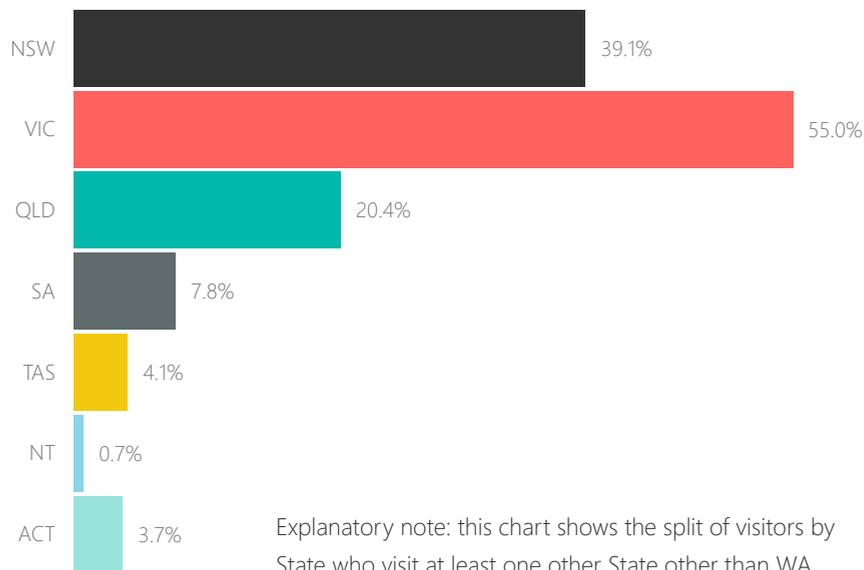
1	Eat out / dine at a restaurant and/or cafe	95%
2	Go shopping for pleasure	93%
3	Go to markets	67%
4	Sightseeing/looking around	82%
5	Visit national parks / state parks	66%

*NOTE: Activity may have taken in place in WA or elsewhere in Australia during the trip.*

### Top 3 Accommodation Choices for Leisure Visitors to WA<sup>3</sup>

1	Other Private Accommodation	54%
2	Hotel/resort/motel or motor Inn	46%
3	Friends or relatives property	39%

### Other States Visited<sup>3</sup>



### Number of States Visited<sup>3</sup>



### Group Tour v Free Independent Travellers (FIT)<sup>3</sup>

94% of Malaysian leisure visitors to WA are free independent travellers. Equally, 96% of Malaysian leisure visitors to the rest of Australia are free independent travellers, so only a small proportion are likely to be on a group tour.

### Repeat Visitors<sup>3</sup>

77% of Malaysian leisure visitors to WA are on a return visit to Australia

### Travel Packages<sup>3</sup>

5% of Malaysian leisure visitors to WA arrived on a travel package

# MALAYSIA | MARKET PROFILE

## IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

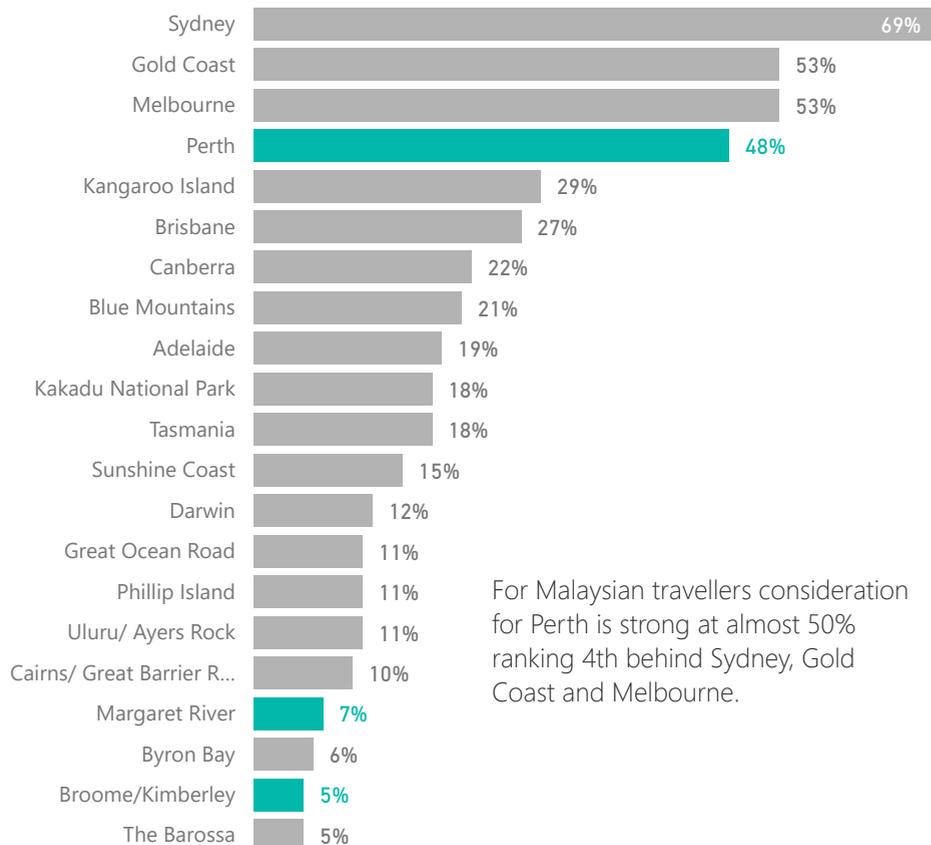
### Out of region (OOR) travellers



Travelled outside of their region within the last 5 years for leisure and/or intend to travel outside of their region for leisure within the next 2 years

### Consideration of Australian Destinations <sup>5</sup>

(those considering a trip to Australia in the next 4 years)



For Malaysian travellers consideration for Perth is strong at almost 50% ranking 4th behind Sydney, Gold Coast and Melbourne.

### Which factors are most important when choosing a destination <sup>5</sup>

- 1 A safe and secure destination 44%
- 2 Value for money 41%
- 3 Appealing climate or weather 34%
- 4 Beautiful natural environments e.g. mountains, rivers, forests 32%
- 5 A family friendly destination 30%
- 6 Clean and hygienic 27%

When deciding upon a holiday destination Malaysian travellers are looking for a safe and secure destination, that provides value for money and an appealing climate, similar to the global view.

### What OOR travellers associate with destinations <sup>5</sup>

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	47%	40%	18%	36%	11%	10%
A vibrant city lifestyle	56%	46%	22%	39%	7%	9%
Beautiful natural environments	21%	21%	10%	22%	18%	9%
Different and interesting local wildlife	15%	15%	8%	20%	11%	8%
Good food, wine/beverages	38%	37%	18%	32%	10%	10%
Interesting events and festivals	42%	33%	15%	28%	10%	10%
Value for money	39%	32%	16%	34%	9%	8%

Malaysian travellers associate Sydney, Melbourne and Perth strongly with most factors, with Perth associated the most highly for beautiful natural environments and different and interesting local wildlife.

# MALAYSIA | MARKET PROFILE

## NOTES & REFERENCES

### Notes

'Leisure' comprises both holiday visitors and those visiting friends and relatives (VFR).

### References

1. Tourism Research Australia – International Visitor Survey, YE Dec 23
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 19/23 (2020-2022 cannot be used)
4. Australian Bureau of Statistics via Tourism Research Australia – Visitor Arrivals and Departures (State of Stay: WA, Category of Traveller: Short Term Visitor Arrival, Main purpose of trip: Leisure, Country (TRA benchmarks)), YE Dec 23
5. Tourism Australia – Consumer Demand Project, July - December 2023.

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