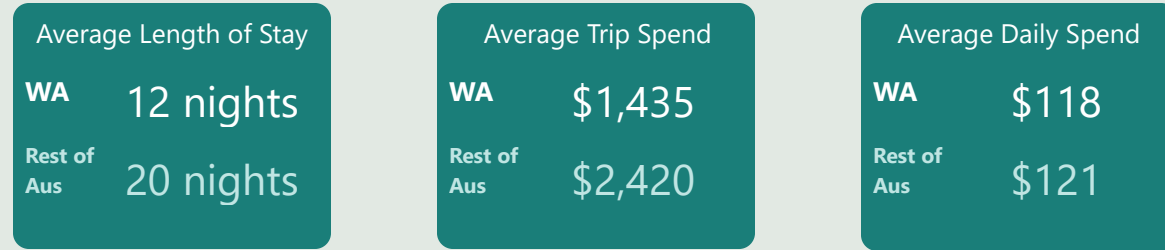


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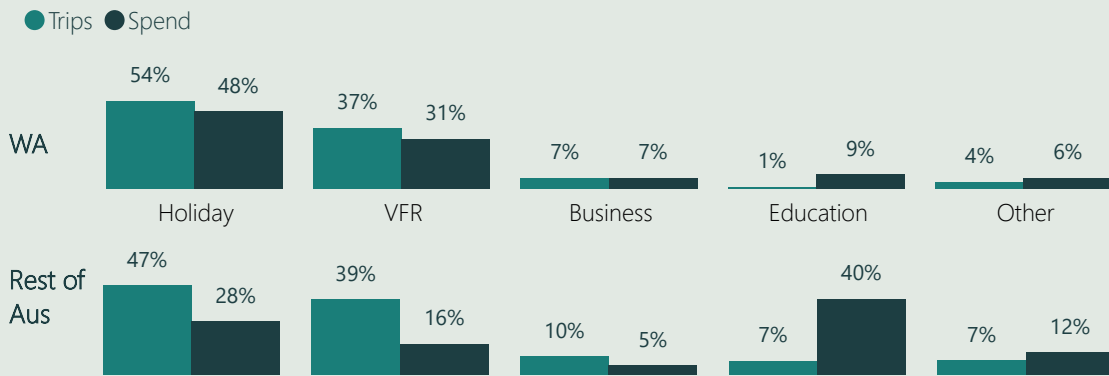
MARKET OVERVIEW

Leisure Visitation to WA (as compared to an average for other states/territories) ¹

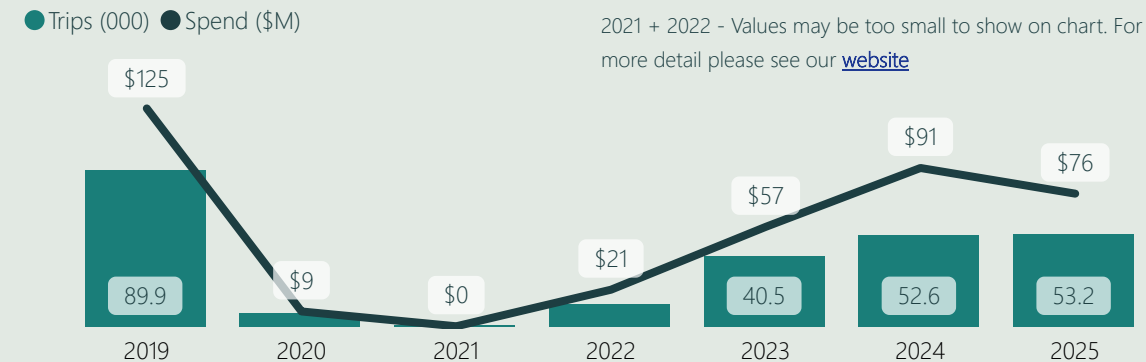
Rest of Aus is an average of all other states excluding WA



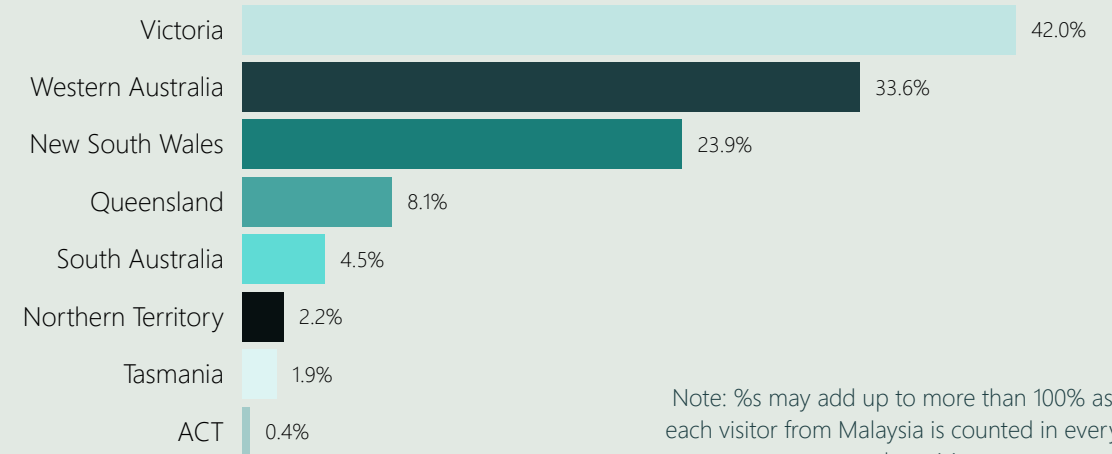
Total Trips and Spend by Purpose ¹



Leisure Visitation and Spend in WA ²

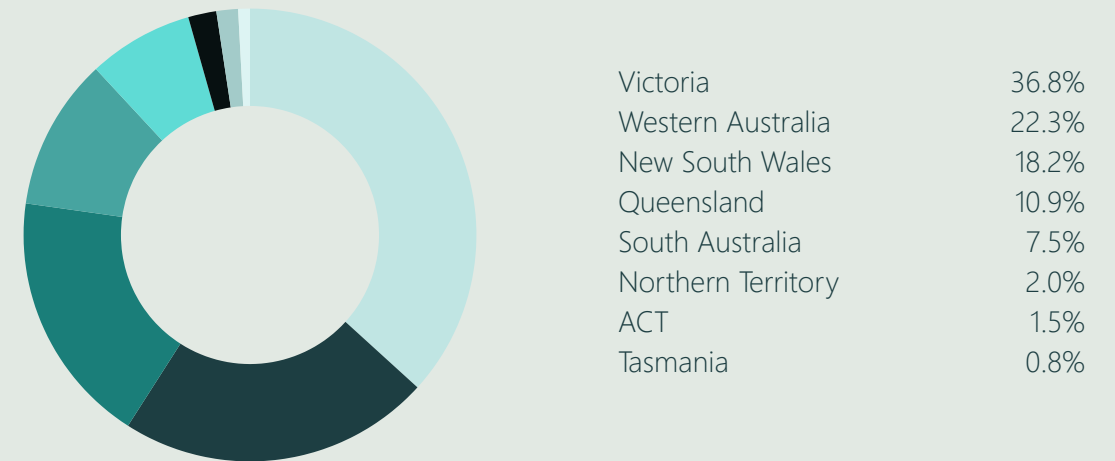


Market Share of Leisure Trips to Australia ¹



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

Market Share of Leisure Trip Spend in Australia ¹



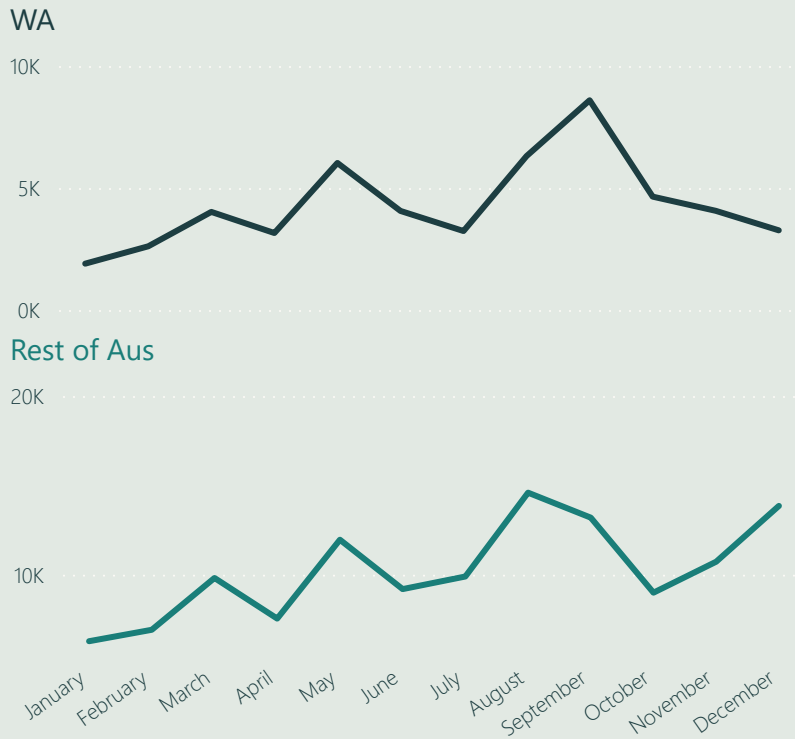
Explanatory note: 22.3% of all Malaysian leisure trip spend in Australia was spent in WA.

Legend: WA (dark teal), NSW (teal), VIC (light teal), QLD (medium teal), SA (light teal), TAS (very light teal), NT (black), ACT (light grey)

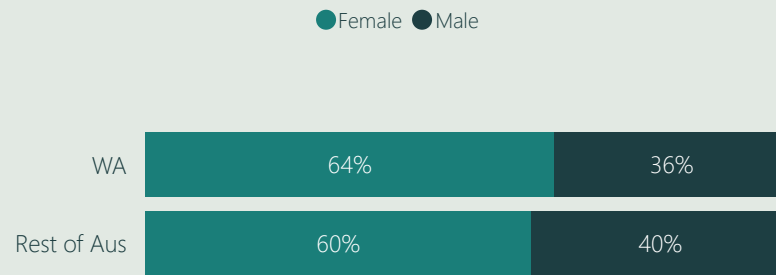
MALAYSIA | MARKET PROFILE

LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

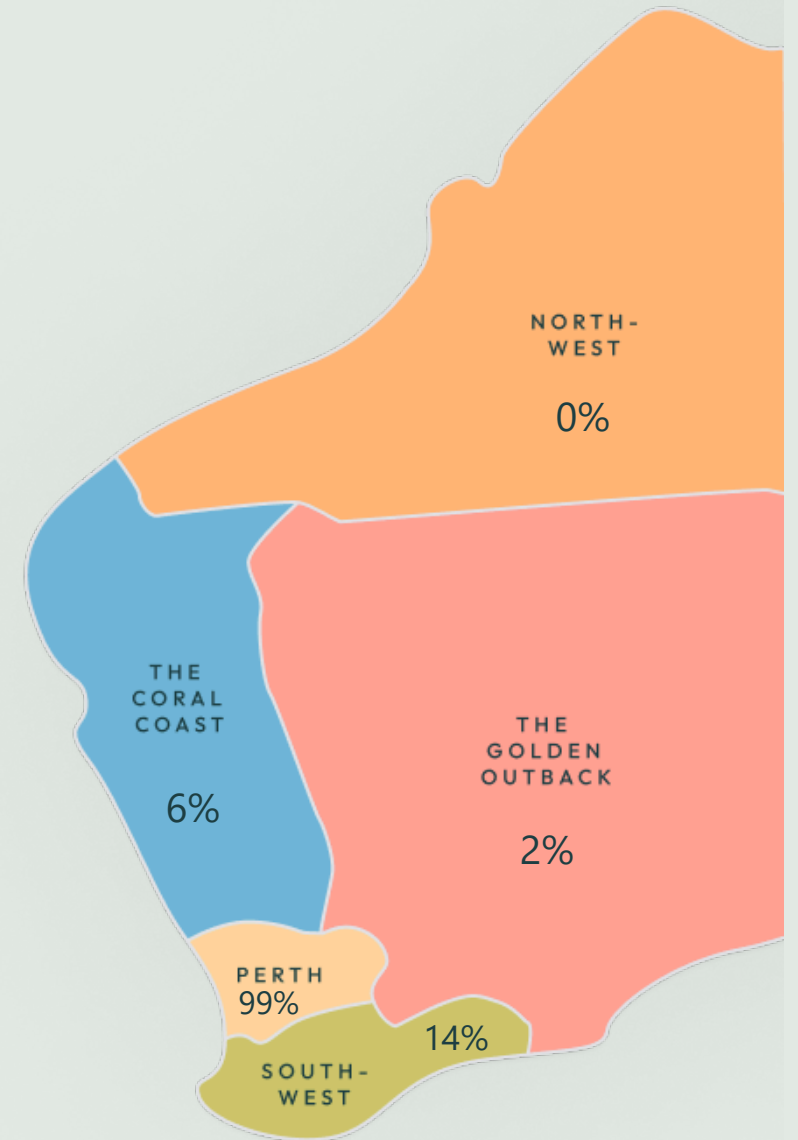
Seasonality - Short-term Leisure Visitor Arrivals ⁴



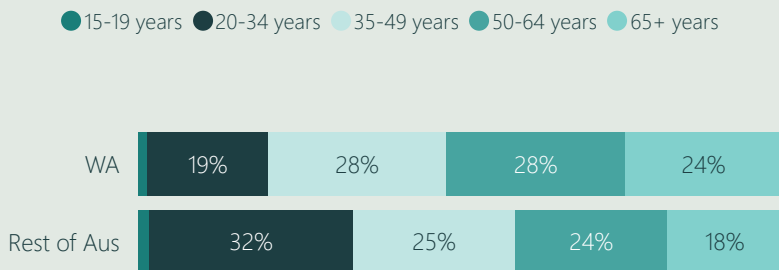
Gender ³



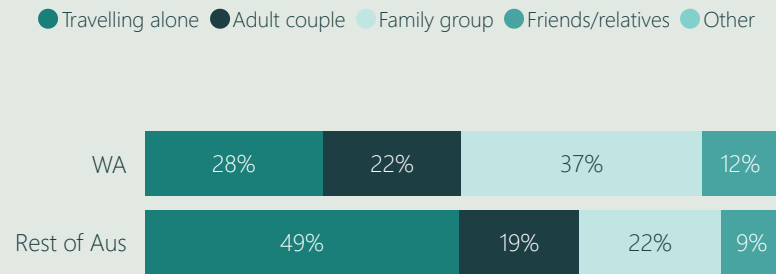
Regional Dispersal ³



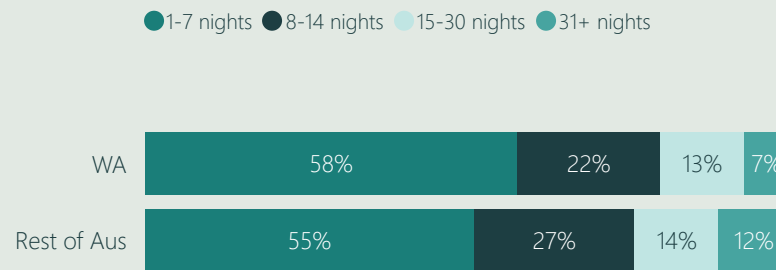
Age ³



Travel Party ³



Average Length of Stay in State ³



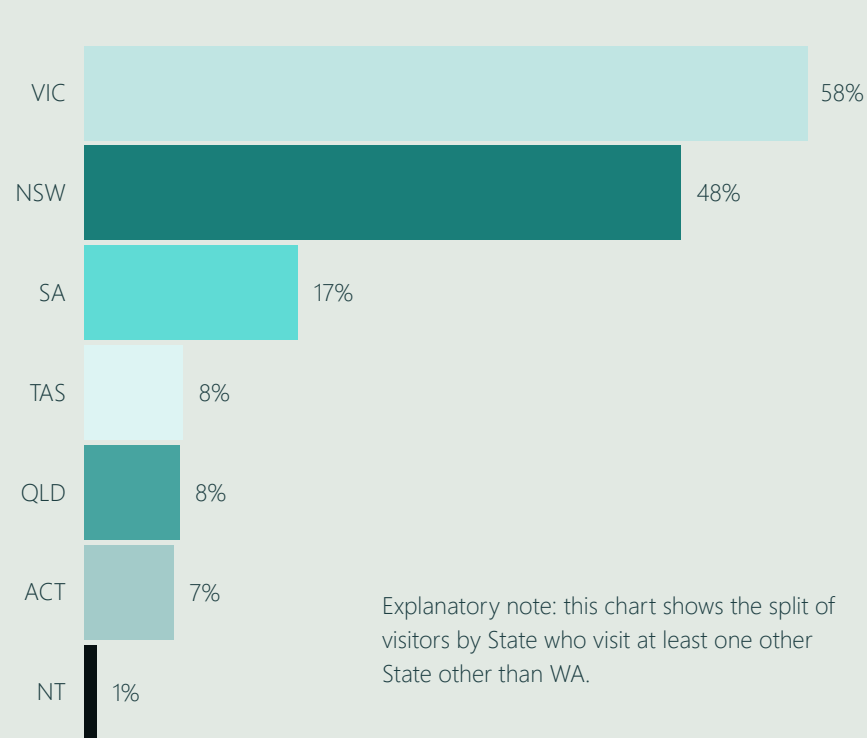
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LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

Top 10 Activities for Leisure Visitors to WA ³*

	WA	Rest of Aus
	%	%
① Eat out / dine at a restaurant and/or cafe	98%	95%
② Sightseeing/looking around	90%	81%
③ Go shopping for pleasure	89%	86%
④ Visit national parks / state parks	69%	39%
⑤ Go to markets	66%	65%
⑥ Visit botanical or other public gardens	63%	48%
⑦ Go to the beach	59%	51%
⑧ Visit wildlife parks / zoos / aquariums	37%	34%
⑨ Visit buildings or sites of historical interest	27%	29%
⑩ Visit wineries	24%	17%

Other States Visited ³



Group Tour v Free Independent Travellers (FIT) ³

55% of Malaysian leisure visitors to WA are free independent travellers. 94% 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.

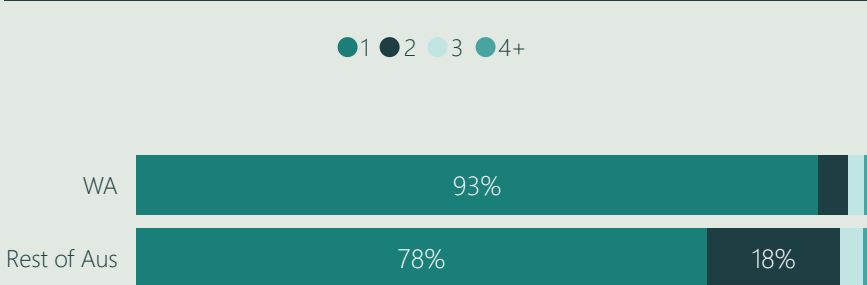
Repeat Visitors ³

77% of Malaysian leisure visitors to WA are on a return visit to Australia whilst the proportion for the rest of Australia is 76%.

Top 3 Accommodation Choices for Leisure Visitors to WA ³

	WA	Rest of Aus
	%	%
① Hotel/resort/motel or motor Inn	54%	53%
② Friends or relatives property	38%	48%
③ Other commercial accommodation	12%	15%

Number of States Visited ³



Travel Packages ³

4% of Malaysian leisure visitors to WA arrived on a travel package and the percentage this type of visitor makes up in the rest of Australia is 2%.

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

MALAYSIA | MARKET PROFILE

IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

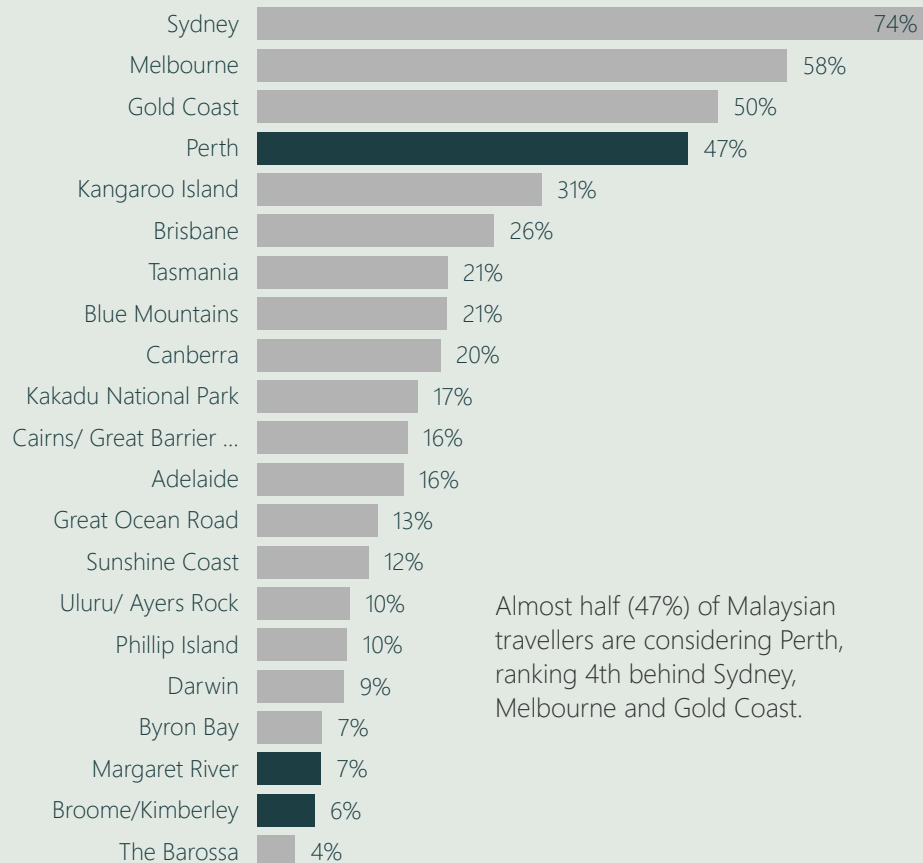
Out of region (OOR) travellers



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 ⁵

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



Almost half (47%) of Malaysian travellers are considering Perth, ranking 4th behind Sydney, Melbourne and Gold Coast.

Which factors are most important when choosing a destination ⁵

- ① Value for money
- ② A safe and secure destination
- ③ Easy to get to (time & effort)
- ④ Appealing climate or weather
- ⑤ Easy to obtain an entry visa
- ⑥ A family friendly destination

Value for money is the number one driver of destination choice for Malaysian travellers. They are also looking for destinations which are safe and secure as well as easy to get to (time & effort).

What OOR travellers associate with destinations ⁵

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	48%	42%	19%	38%	8%	7%
A vibrant city lifestyle	59%	49%	20%	38%	6%	7%
Beautiful natural environments	18%	19%	10%	18%	18%	10%
Different and interesting local wildlife	14%	13%	8%	15%	10%	9%
Good food, wine/beverages, local cuisine and produce	42%	38%	16%	29%	10%	9%
Interesting events and festivals	45%	39%	16%	24%	6%	6%
Value for money	40%	36%	13%	32%	9%	7%

Of all international markets, Malaysians have the strongest positive perceptions/associations of Perth. Perth is most associated with being a family friendly destination and its vibrant city lifestyle. Perth outperforms Sydney and Melbourne on nature and wildlife.

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DEFINITIONS & SOURCES

Definitions

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

Sources

1. Tourism Research Australia – International Visitor Survey, YE Dec 25
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23/24/25
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 24/25
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 25
5. Tourism Australia – Consumer Demand Project, October - December 2025.

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