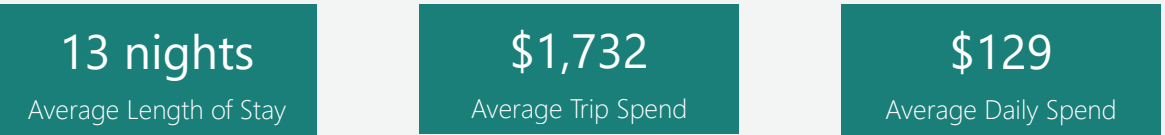


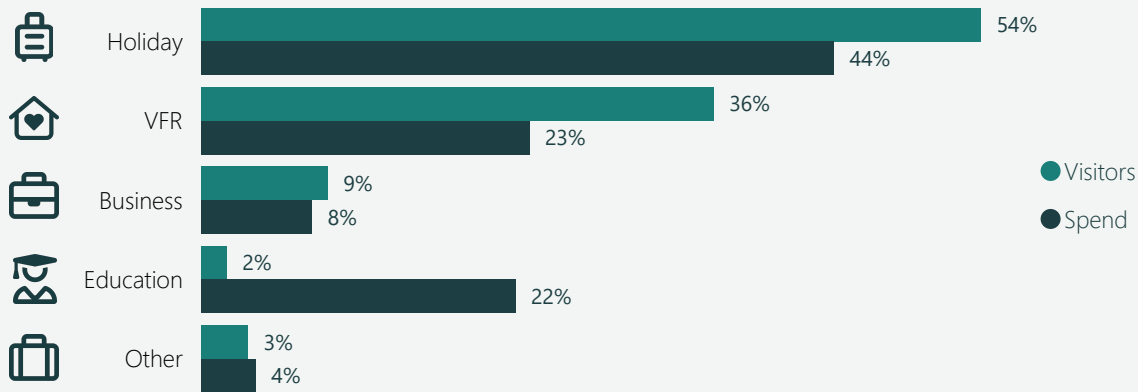
# MALAYSIA | MARKET PROFILE 2024

## MARKET OVERVIEW

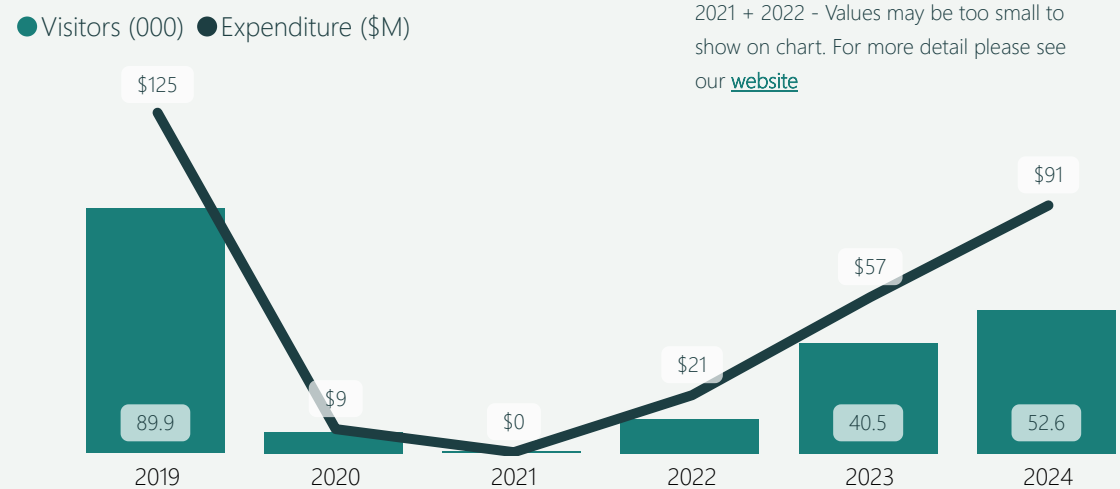
### Leisure Visitation to WA <sup>1</sup>



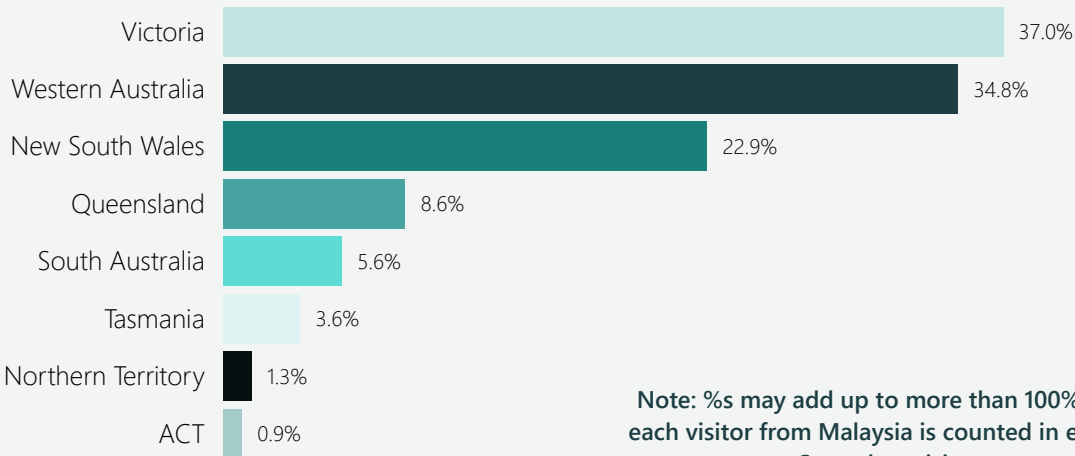
### International Visitors and Spend by Purpose (WA) <sup>1</sup>



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

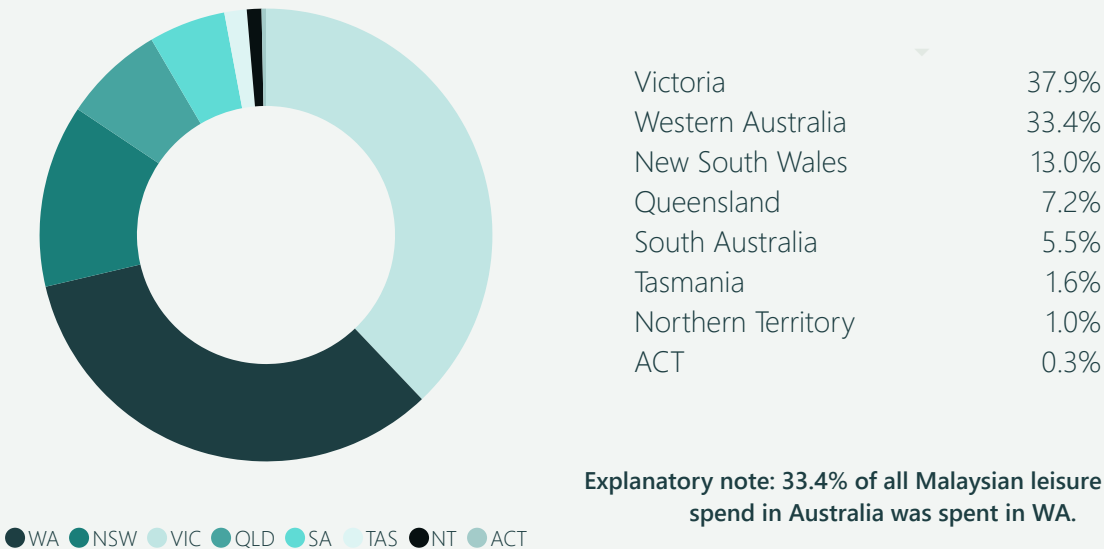


### Market Share of International Leisure Visitors to Australia <sup>1</sup>



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: 33.4% of all Malaysian leisure visitor spend in Australia was spent in WA.

# MALAYSIA | MARKET PROFILE

TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

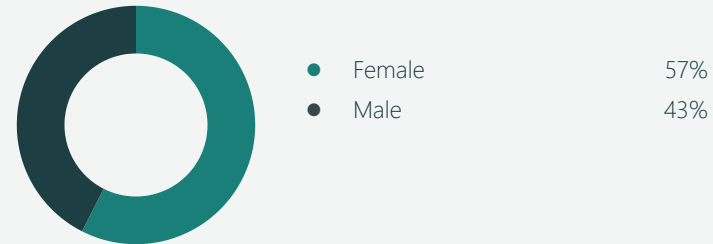
## Seasonality - Short-term Leisure Visitor Arrivals to WA <sup>4</sup>



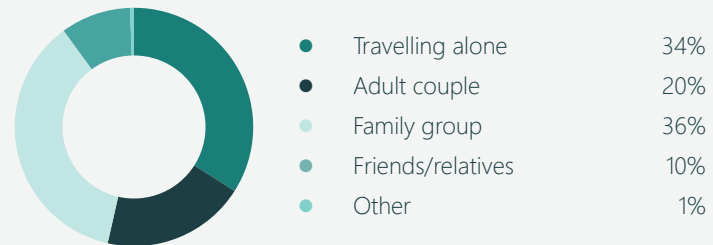
## Age <sup>3</sup>



## Gender <sup>3</sup>



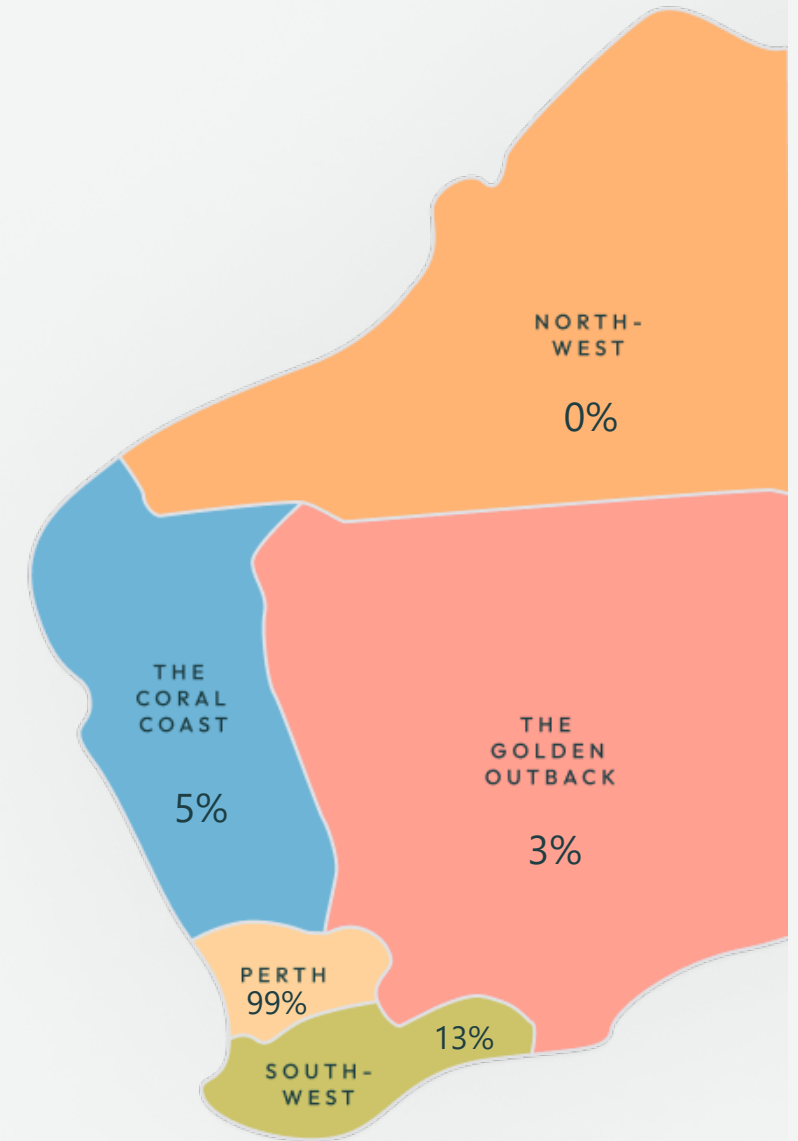
## Travel Party <sup>3</sup>



## Length of Trip <sup>3</sup>



## Regional Dispersal <sup>3</sup>



# MALAYSIA | MARKET PROFILE

TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

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

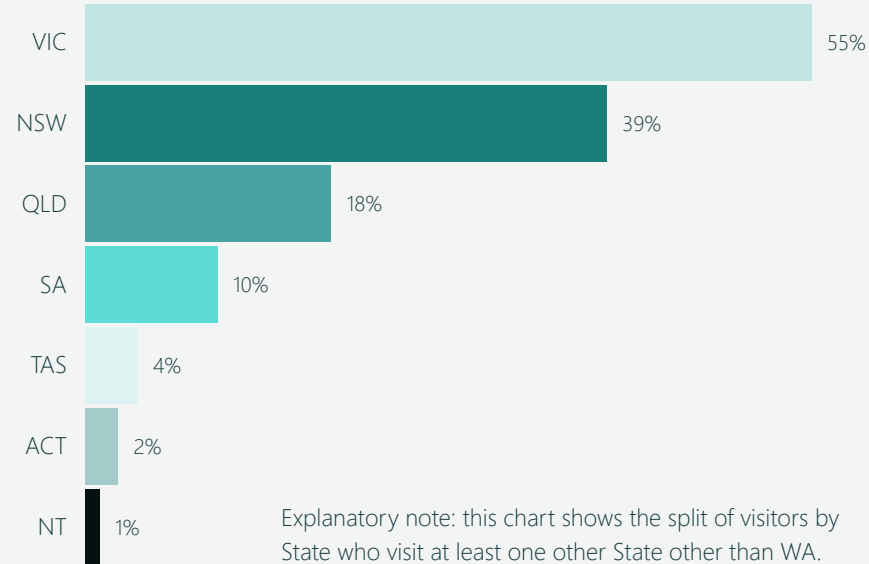
|   |  |     |
|---|--|-----|
| ① | Eat out / dine at a restaurant and/or cafe | 98% |
| ② | Go shopping for pleasure                   | 94% |
| ③ | Sightseeing/looking around                 | 90% |
| ④ | Visit national parks / state parks         | 70% |
| ⑤ | Go to markets                              | 69% |

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

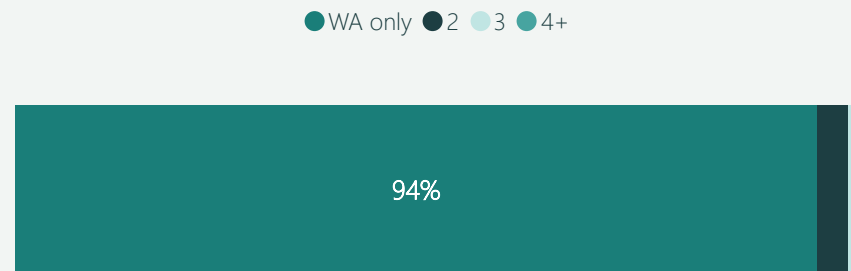
## Top 3 Accommodation Choices for Leisure Visitors to WA <sup>3</sup>

|   |                                 |     |
|---|---------------------------------|-----|
| ① | Friends or relatives property   | 48% |
| ② | Hotel/resort/motel or motor Inn | 47% |
| ③ | Other commercial accommodation  | 11% |

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



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



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

68% of Malaysian leisure visitors to WA are free independent travellers. 97% 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>

88% of Malaysian leisure visitors to WA are on a return visit to Australia

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

3% of Malaysian leisure visitors to WA arrived on a travel package

# MALAYSIA | MARKET PROFILE

## IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

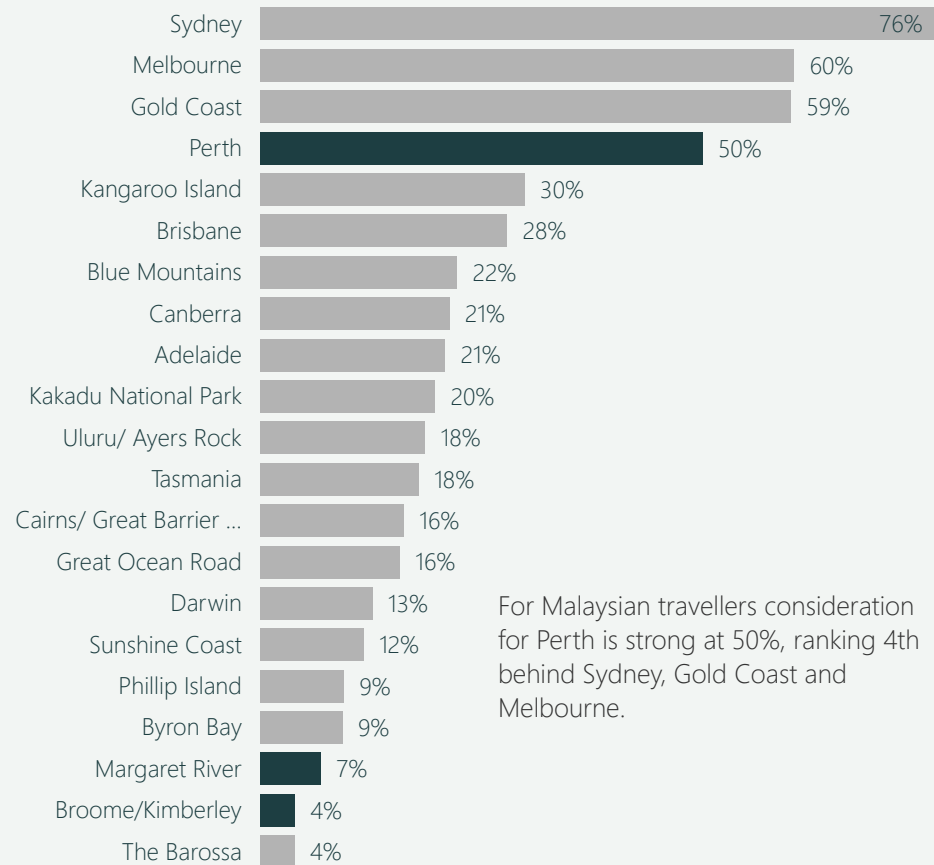
### Out of region (OOR) travellers



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 50%, ranking 4th behind Sydney, Gold Coast and Melbourne.

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

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

When deciding upon a holiday destination Malaysian travellers are looking for destinations that are easy to get to (time and effort), and offer value for money (being worth what it costs to visit).

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

|   | Sydney | Melbourne | Brisbane | Perth | Margaret River | Broome/Kimberley region |
|---|--------|-----------|----------|-------|----------------|-------------------------|
| A family friendly destination   | 44%    | 41%       | 18%      | 40%   | 9%             | 7%                      |
| A vibrant city lifestyle  | 54%    | 47%       | 19%      | 36%   | 5%             | 5%                      |
| Beautiful natural environments, including mountains, rivers, forests, beaches, and coastlines | 16%    | 15%       | 10%      | 18%   | 18%            | 7%                      |
| Different and interesting local wildlife  | 14%    | 12%       | 8%       | 16%   | 8%             | 7%                      |
| Good food, wine/beverages, local cuisine and produce  | 39%    | 37%       | 17%      | 31%   | 9%             | 7%                      |
| Interesting events and festivals  | 42%    | 32%       | 14%      | 26%   | 7%             | 7%                      |
| Value for money   | 33%    | 32%       | 12%      | 33%   | 8%             | 4%                      |

Of all international markets, Malaysians have the strongest positive perceptions/associations of Perth. Perth is most associated with being a family friendly destination, and outperforms Sydney and Melbourne on nature and 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 24
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23/24
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 23/24
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 24
5. Tourism Australia – Consumer Demand Project, October - December 2024.

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