

High Value Travellers MALAYSIA



"Family friendly"

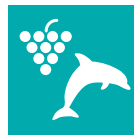
DEFINITION OF A HIGH VALUE TRAVELLER



Travel Long Haul



Considering or intending to visit Australia.



Motivated by nature and wildlife, aquatic and coastal, and food and wine experiences



Represent "high value": above average trip expenditure, and a higher likelihood to stay longer and disperse further

Size of the market¹

1 million HVTs in Malaysia considering Australia

Representing **24%** of the Malaysian long haul travel market

An additional **0.6 million** HVTs in Malaysia not currently considering Australia

Drivers of Destination Choice²

Important factors when choosing a long haul destination

World class nature and wildlife

A safe and secure destination

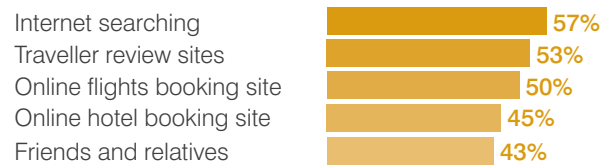
Good food, wine, local cuisine and produce

Value for money

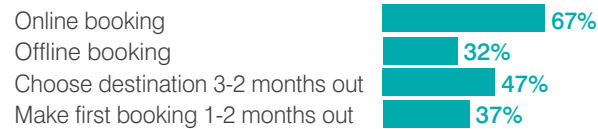
World class coastlines, beaches and marine wildlife

Family friendly

Planning Sources¹

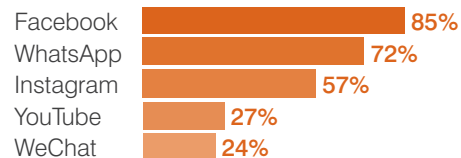


Booking Behaviour¹



Social Media³

Top sources used to share overseas holiday experiences



WA SPECIFIC INSIGHTS

Most Appealing WA Experiences³

When prompted with pictures and descriptions of WA destinations and experiences.

- Coastal / beach
- Observing wildlife / marine life
- Engaging with wildlife / marine life
- Outdoor / nature
- Food and wine experiences

Likely length of stay in WA is **7 nights³**.

Around a third have a **friend or relative** living in WA³.

