High Value Travellers MALAYSIA



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 market 1

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 Choice

Important factors when choosing

World class nature and wildlife

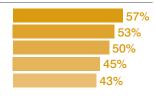
A safe and secure destination

Good food, wine, local cuisine

a long haul destination

Planning Sources

Internet searching Traveller review sites Online flights booking site Online hotel booking site Friends and relatives



Online booking Offline booking

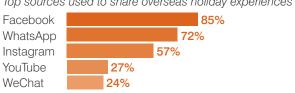


Booking Behaviour

Choose destination 3-2 months out Make first booking 1-2 months out

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



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.



World class coastlines, beaches and marine wildlife

and produce

Value for money

Family friendly

Sources: 1. Tourism Australia, High Value Travellers, accessed January 2019 via www.tourism.australia.com 2. Tourism Australia, Consumer Demand Project, 2018. 3. BDA on behalf of Tourism Western Australia, High Value Traveller Research, November 2018.