

# Visitor Economy Profile 2023-24: Malaysia

Malaysia is Australia’s eleventh largest inbound market, having reached 50% of pre-pandemic levels in FY2023-24. Total spend from Malaysia visitors was $697 million for FY2023–24.

## Visitor numbers

* Total visitors: 194,400
* Change vs last year: +35%
* Change vs pre-pandemic: -50%
* Rank: 11th

## Visitor group type

* Solo traveller: 44% (Total INT\*: 57%)
* Adult couple: 18% (Total INT: 20%)
* Family: 26% (Total INT: 12%)
* Other: 13% (Total INT: 11%)

\*Total INT = The average for total international visitors to Australia

## Visitor spend

* Average visitor spend: $4,000
* Total spend in Australia: $697 million
* Change in total spend vs last year: +45%
* Change in total spend vs pre-pandemic: -30%

Malaysian visitors are forecast to return to pre-pandemic levels by 2029. ​ 4 in 5 Malaysian visitors come to Australia for a holiday or visiting friends and relatives (VFR).

## Forecast visitor growth

**Table 1:** **Forecast visitors to Australia from 2015 to 2029**

| **Year** | **Malaysian visitors to Australia** |
| --- | --- |
| 2015 | 341,000 |
| 2016 | 390,000 |
| 2017 | 397,000 |
| 2018 | 401,000 |
| 2019 | 385,000 |
| 2020 | 45,000 |
| 2021 | 2,000 |
| 2022 | 85,000 |
| 2023 | 176,000 |
| 2024 | 205,000 |
| 2025 | 231,000 |
| 2026 | 285,000 |
| 2027 | 325,000 |
| 2028 | 358,000 |
| 2029 | 387,000 |

## Main reason for visitation

**Table 2:** **Main reason for visitation**

| **Reason** | **Number of visitors from Malaysia** | **Percentage of visitors from Malaysia** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday | 91,600 | 47% | 43% |
| Visiting Friends or Relatives (VFR) | 65,200 | 34% | 34% |
| Business | 13,500 | 7% | 9% |
| Education | 10,500 | 5% | 6% |
| Employment | 7,900 | 4% | 4% |
| Other | 5,700 | 3% | 4% |

## Where visitors stay

**Table 3:** **Where visitors stay**

| **Location** | **Percentage of visitors from Malaysia** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 96% | 93% |
| Rest of Australia | 19% | 29% |
| New South Wales | 24% | 50% |
| Victoria | 40% | 34% |
| Queensland | 14% | 29% |
| South Australia | 7% | 6% |
| Western Australia | 29% | 11% |
| Tasmania | 3% | 3% |
| Northern Territory | 0% | 3% |
| ACT | 1% | 2% |

Malaysian visitors spend less nights in Australia compared to the average international visitors. Key demand-driving experiences include social and outdoors activities, local attractions and going to the beach.

## Nights stayed

**Table 4:** **Nights stayed**

| **Nights** | **Number of visitors from Malaysia** | **Percentage of visitors from Malaysia** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 64,500 | 37% | 34% |
| 8–14 nights | 51,900 | 29% | 23% |
| 15–30 nights | 20,800 | 12% | 17% |
| 31 or more nights | 39,200 | 22% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 94% (Total INT: 96%)
* First trip to Australia: 15% (Total INT: 36%)
* Return trip to Australia: 85% (Total INT: 64%)

## What visitors do

**Table 5:** **What visitors do**

| **Activity** | **Percentage of visitors from Malaysia** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Social activities | 95% | 94% |
| Outdoor / Nature | 80% | 78% |
| Local attractions / Tourist activities | 71% | 68% |
| Go to markets | 61% | 50% |
| Go to the beach | 57% | 64% |
| Visit national parks / state parks | 48% | 48% |
| Visit botanical or other public gardens | 47% | 45% |
| Arts / Heritage | 44% | 51% |
| Visit museums or art galleries | 32% | 36% |
| Visit wildlife parks / zoos / aquariums | 28% | 34% |

Aviation capacity for Malaysia remains below pre-pandemic levels. Over quarter of a million Australians visited Malaysia in the FY2023-24.

## Aviation capacity

**Table 6:** **Aviation capacity**

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2015–16 | 77% | 1,481,767 |
| 2016–17 | 80% | 1,758,609 |
| 2017–18 | 79% | 1,656,928 |
| 2018–19 | 77% | 1,674,973 |
| 2019–20 | 78% | 1,282,999 |
| 2020–21 | 14% | 32,469 |
| 2021–22 | 55% | 137,159 |
| 2022–23 | 77% | 1,113,908 |
| 2023–24 | 79% | 1,393,510 |

## Australians in market

* Australians in market: 256,700
* Indian residents coming into Australia: 194,400
* NET visitor balance: -62,300

## Data sources

* Tourism Research Australia, International Visitor Survey (IVS)
* Australian Bureau of Statistics, Overseas Arrivals and Departures
* Tourism Research Australia, forecasts (arrivals to Australia forecasts)
* Bureau of Infrastructure and Transport Research Economics, Aviation Statistics

Data may not sum to 100% for all measures due to rounding and visitors can visit more than one location and/or experienced more than one activity. Updated November 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade).

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