



## Data for visitors to Australia for less than 12 months



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  
**11<sup>th</sup>**

### 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%

### Visitor spend



Average visitor spend  
**\$4,000**



Total spend in Australia  
**\$697m**



Change in total spend vs last year  
**+45%**

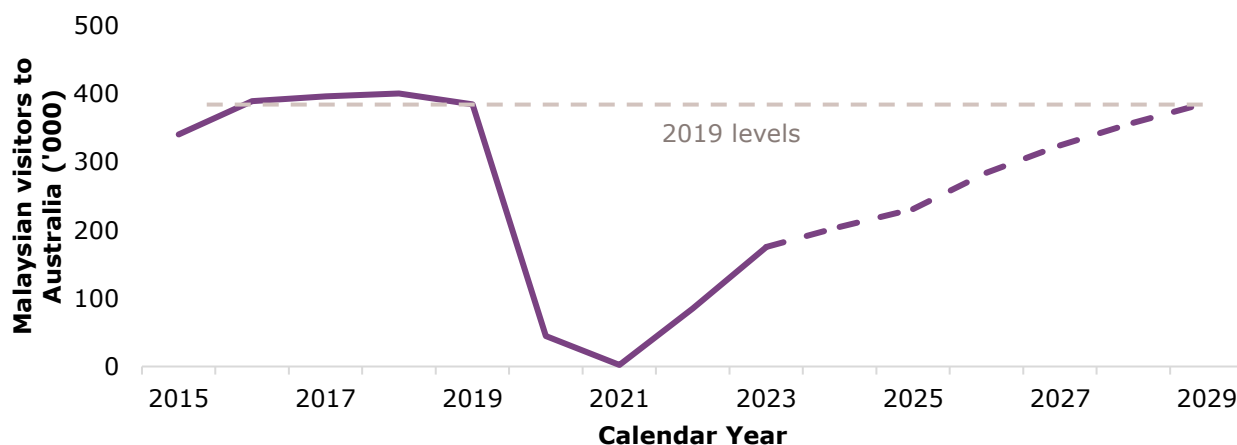


Change in total spend vs pre-pandemic  
**-30%**

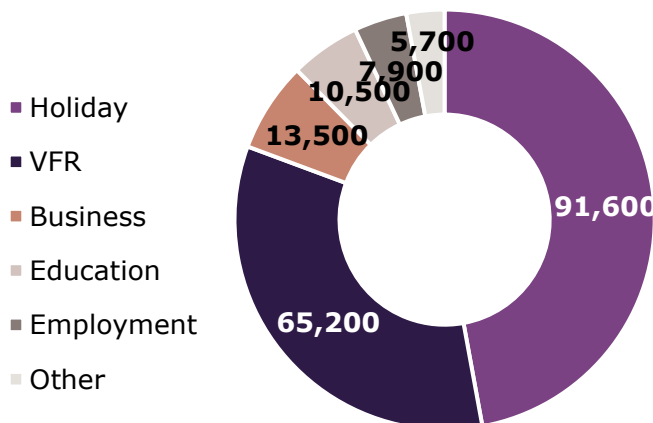


Malaysian visitors are forecast to return to pre-pandemic levels by 2029. 4 in 5 Malaysian visitors come to Australia for a holiday or visiting friends and relatives (VFR).

### Forecast visitor growth



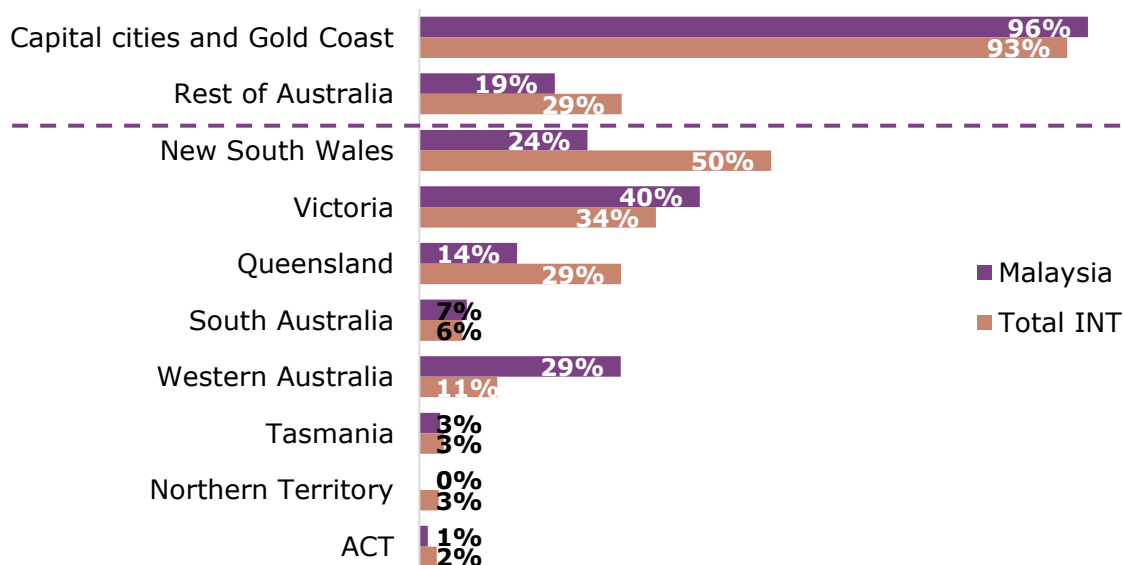
### Main reason for visitation



	Malaysia	Total INT
Holiday	47%	43%
Visiting Friends or Relative (VFR)	34%	34%
Business	7%	9%
Education	5%	6%
Employment	4%	4%
Other	3%	4%

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

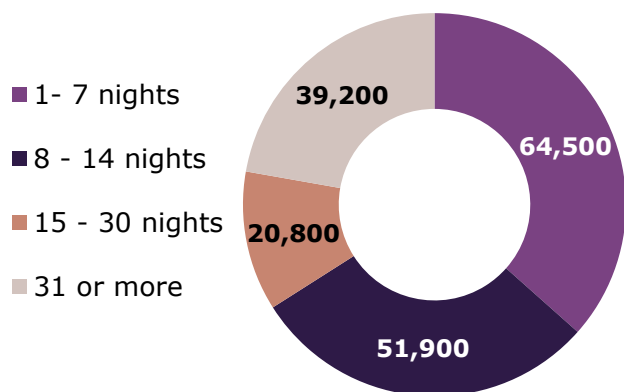
### Where visitors stay





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



	Malaysia	Total INT
1- 7 nights	37%	34%
8 - 14 nights	29%	23%
15 - 30 nights	12%	17%
31 or more nights	22%	25%

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

## 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%

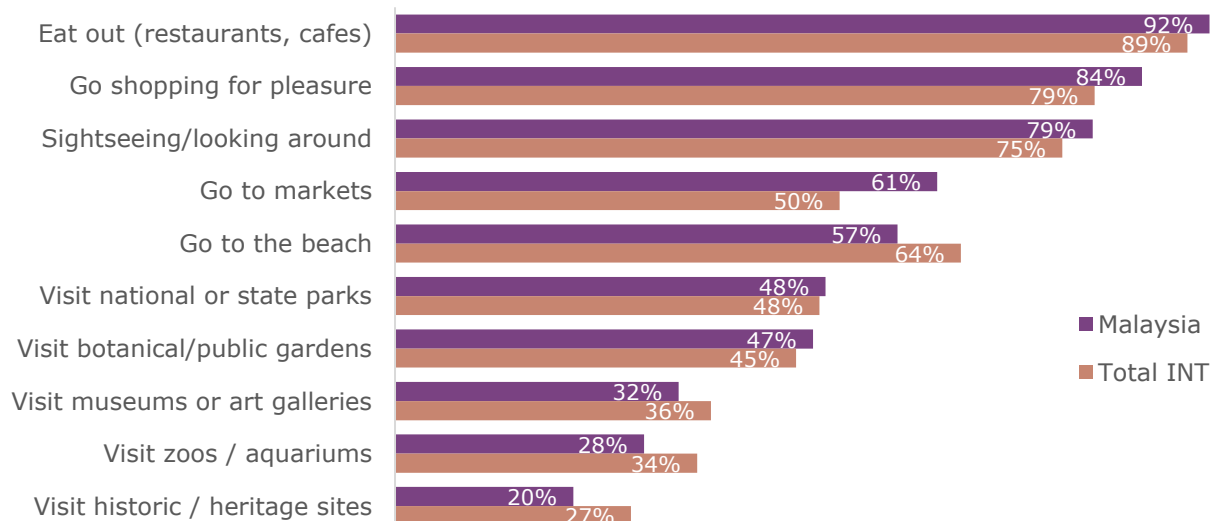


Return trip to  
Australia

**85%**

Total INT: 64%

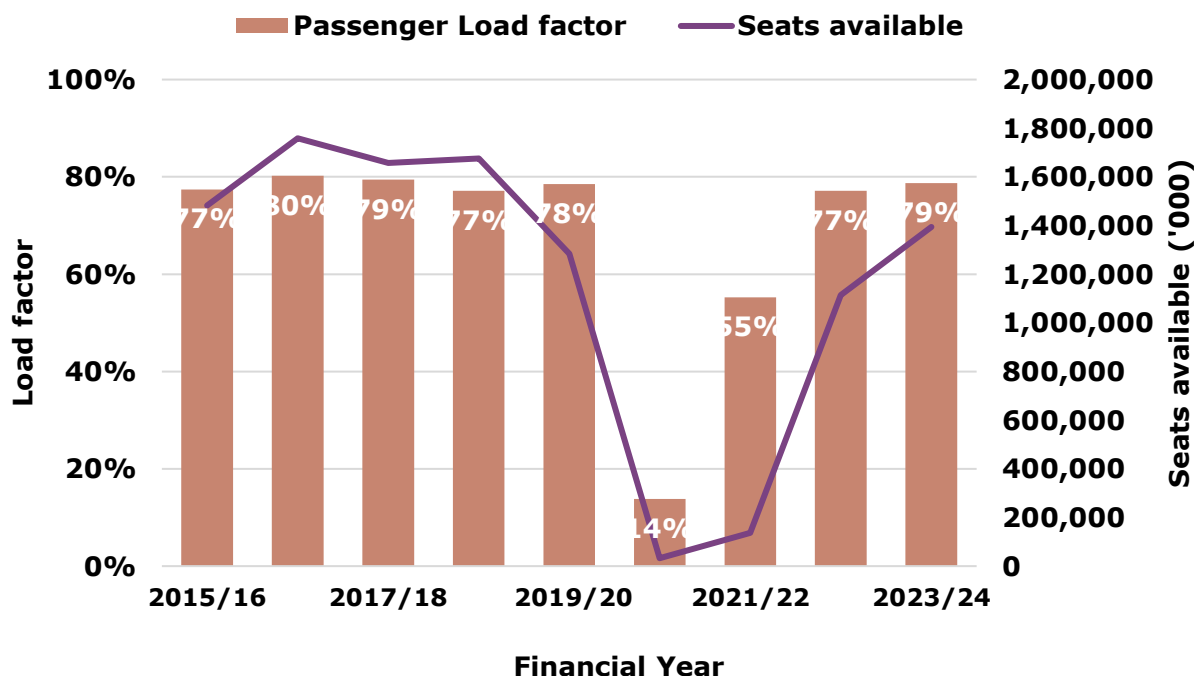
## What visitors do





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

## Aviation capacity



## Australians in market



Australian residents  
 returning from market  
**256,700**



Malaysian 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 December 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade). Web: [www.tra.gov.au](http://www.tra.gov.au). Enquiries welcome at: [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au)