



Data for visitors to Australia for less than 12 months



Malaysia is Australia's 11th largest inbound market. In 2025 Malaysia saw a 5% year-on-year increase in visitation, and a 3% increase in spend in Australia.

Visitor numbers



Total visitors
213,680



Change vs last year
+5%



Rank
11th

Visitor spend



Average visitor spend
\$3,641



Total spend in Australia
\$704.9m



Change in total spend vs last year
+3%

Visitor group type



Solo traveller
50%
Total INT: 54%



Adult couple
16%
Total INT: 20%



Family/ friends group
30%
Total INT: 23%

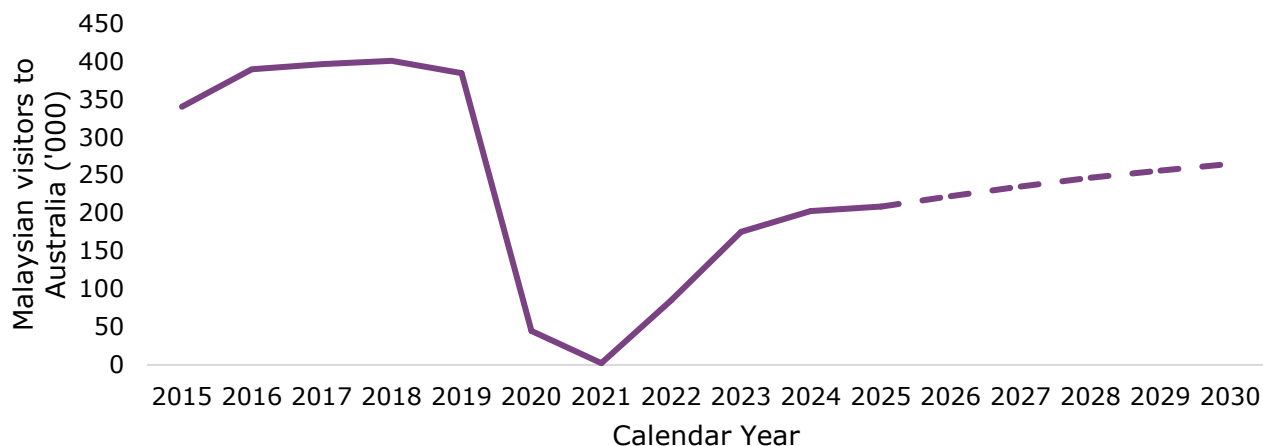


Other
4%
Total INT: 3%

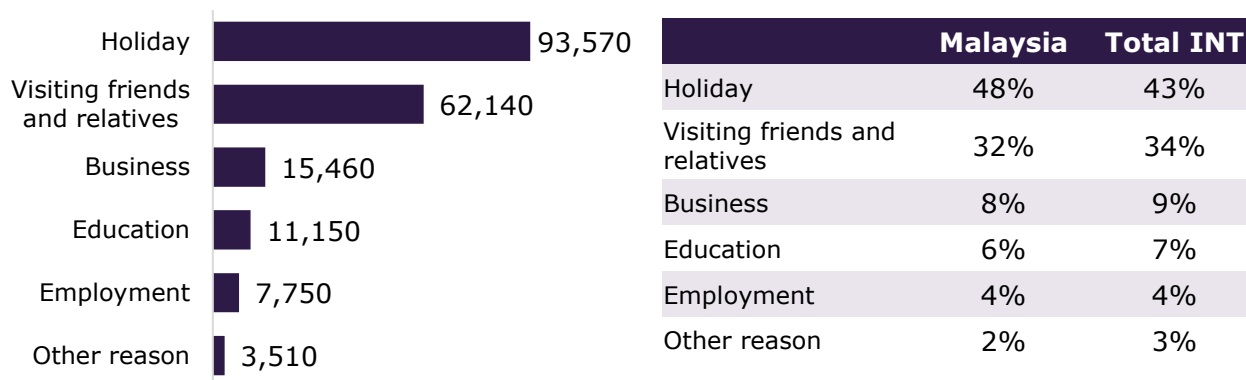


Malaysian visitors are forecast to grow to 265,000 by 2030. Visitors from Malaysia are more likely to visit for a holiday, visit Victoria and Western Australia than the average international visitor.

Forecast visitor growth

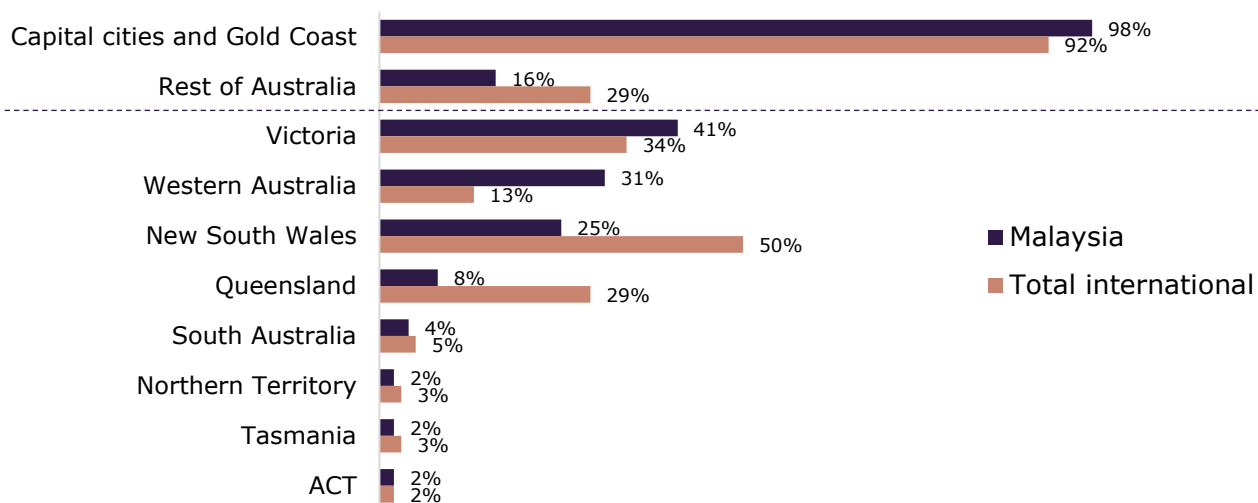


Main reason for visitation



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

Destinations visited





Malaysian visitors spend less nights in Australia compared to the average international visitor. Most Malaysian visitors are on a return trip to Australia. Key demand-driving experiences include eating out, shopping and markets.

Nights Stayed

	Malaysia	Total INT
1 - 7 nights	47%	34%
8 - 14 nights	23%	23%
15 - 30 nights	11%	17%
31 or more nights	18%	25%

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

Visitor experience rating and trip type



Positive trip sentiment
 (7+ out of 10)

95%

Total INT: 97%



First trip to
 Australia

30%

Total INT: 41%

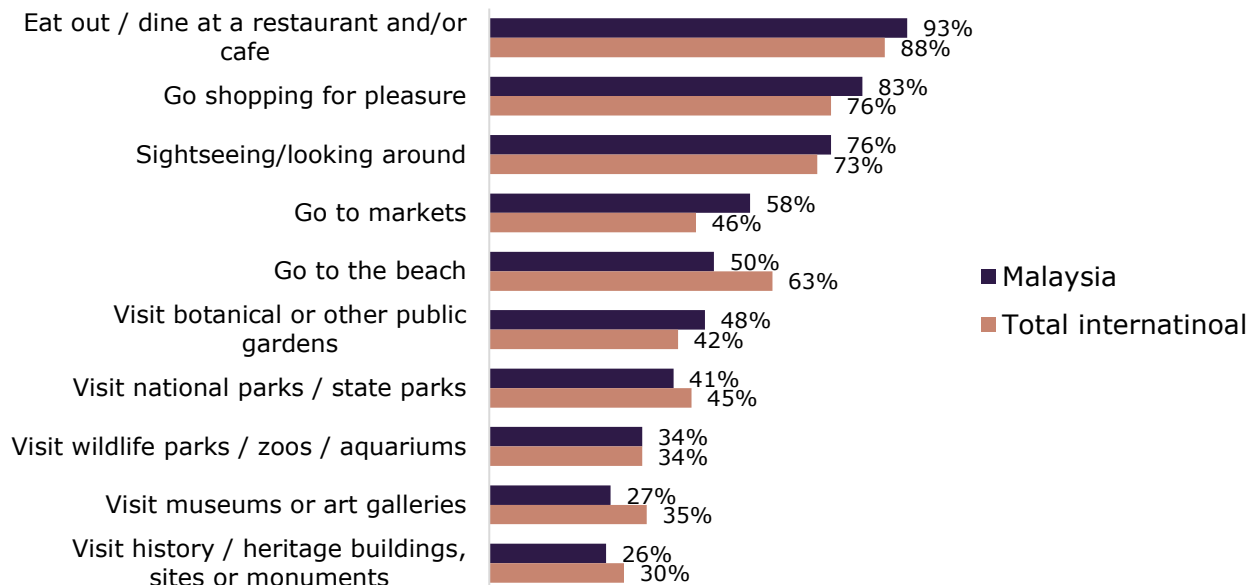


Return trip to
 Australia

70%

Total INT: 59%

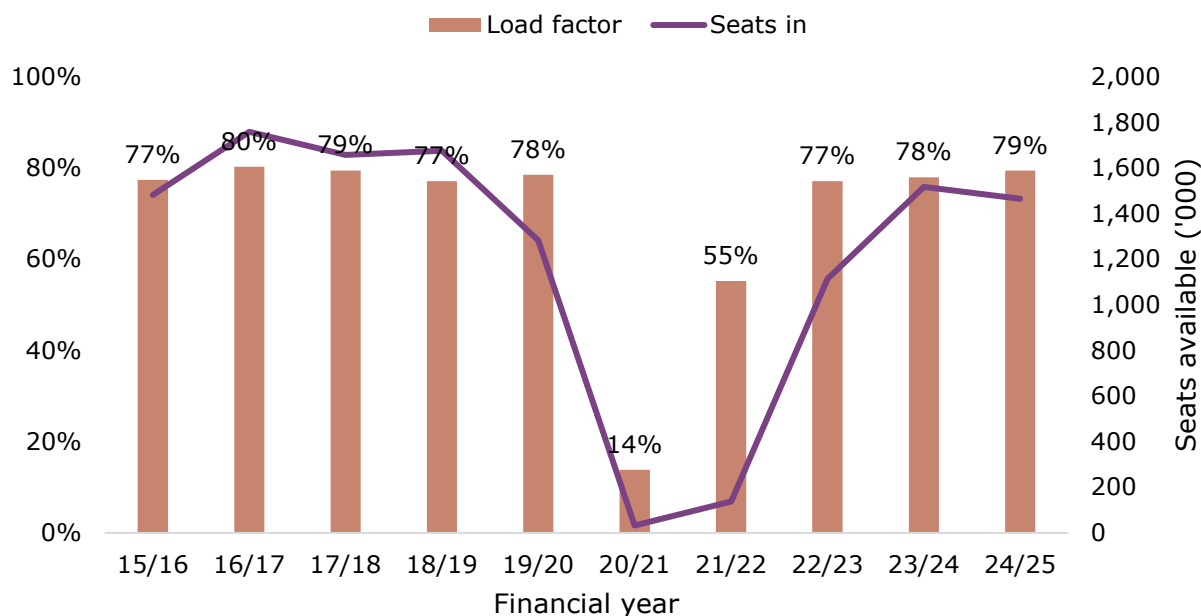
What visitors do





Aviation capacity for Malaysia has slightly declined, while the load factor remains stable. Over 300,000 Australians visited Malaysia in 2025, an increase of 12%, year on year.

Direct aviation capacity



Australian visitors to market



Australians' visiting
 Malaysia
302,390



Malaysian residents
 Visiting Australia
213,680



NET visitor
 balance
-88,710

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 March 2026.

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