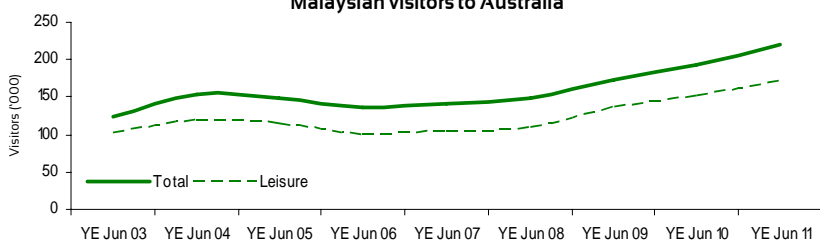


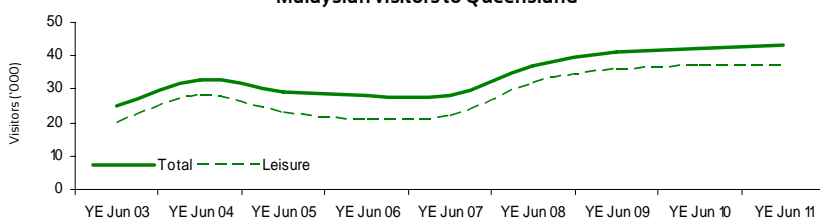
Year ended June 2011

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	220,000	▲ 15%	4%	43,000	▲ 2%	2%
Total ALOS ¹ (nights)	30.9	▼ -3.6		17.6	▲ 2.6	
Leisure² visitors	172,000	▲ 15%	4%	37,000	● 0%	2%
Leisure ALOS	13.7	▲ 0.5		10.5	▲ 2.1	
Expenditure (\$m)³	\$853	▲ 15%	5% (share of expenditure)	\$84	▲ 14%	2% (share of expenditure)

Malaysian visitors to Australia



Malaysian visitors to Queensland



Malaysian visitors to Australia

Malaysian visitation to Australia increased by 15% during the year ending June 2011.

Malaysian visitors are less likely to travel to Australia on a group tour than the average international visitor, with almost 97% of Malaysian visitors travelling free and independently. Most of the growth from the Malaysian market in the year ending June 2011 was sourced from the non-group tour travellers.

Unaccompanied travellers account for 44% of all Malaysian travellers. This market was softer in the year ending June 2011 (down 5%).

Malaysian family groups and family and relatives travelling together recorded strong growth in the year ending June 2011 (up 37% and 36%, respectively).

Malaysian visitors to Queensland

In the year ending June 2011, the number of Malaysian visitors to Queensland increased (up 2%), driven by holiday visitors. VFR and business travel declined.

The Gold Coast and Brisbane were the Queensland regions most visited by Malaysians. While the Gold Coast had declines in visitation (down 7%), Brisbane had growth (up 29%).

Malaysian Market Insights⁴

Australia's share of Malaysia's outbound market was steady at 0.5% in 2010. Travel from Malaysia to Australia increased with a strong Malaysian economy supporting consumer and business confidence, resulting in expansions in direct flights. However, growth is expected to slow as the strong Australian dollar makes Australia comparably more expensive compared with other Malaysian destinations.

Expenditure in Queensland

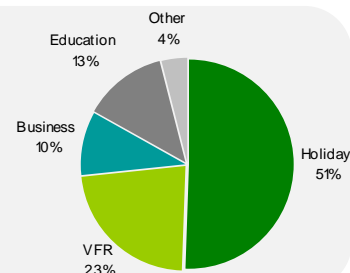
Malaysians spent \$84 million on their trips to Queensland in the year ending June 2011. This was an increase of 14% on the previous year.

Malaysian visitors spend \$1,969 per visitor and \$112 per night on their trips to Queensland. This is higher than the average spend of all international visitors to Queensland (\$1,822 per visitor or \$91 per night).

Main purpose of visitation to Australia

Holiday drove the growth in Malaysian visitors to Australia, although most main purpose of visiting Australia increased.

Malaysians are more likely to visit Australia for holiday and education, but less likely to visit for VFR and business purposes than the average international visitor.

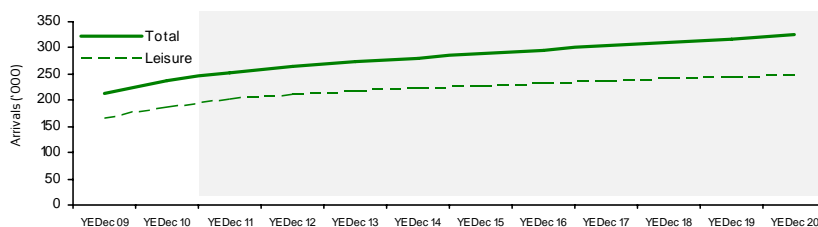


Malaysian arrivals forecast⁵

Malaysian arrivals to Australia are forecast to increase by an average of 3.2% each year between 2010 and 2020 to reach 326,000 arrivals.

Please note that arrivals forecast are based on total visitor arrivals into Australia, and therefore may vary from the visitation figures provided in the table above (as visitors are defined as persons over the age of 15, who are visiting Australia for 12 months or less).

Forecast Malaysian arrivals to Australia



Note: Numbers shaded are forecasts.

1. Average length of stay
2. Leisure is holiday and visiting friends or relatives (VFR) combined
3. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure
4. Tourism Australia's Malaysia Market Profile 2011
5. Tourism Forecasting Committee 2011 Issue 2
Note: All data unless specified is from Tourism Research Australia, International Visitor Survey year ended June 2011

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