

# CONSUMER PROFILE MALAYSIA



## SUMMARY

### Traveller Profile

#### Motivations for travel

Malaysian travellers choose a destination based on family-friendly attractions, world-class nature and friendly and open citizens. A destination must also satisfy the rational factors of safety and security and value for money.

#### Where are they going?

The most visited destination for Malaysian travellers is China, followed by Japan. Australia is third on the list in terms of trips taken in 2016, ahead of Taiwan and Hong Kong.

#### Where do they want to go?

Australia makes it to the top of the consideration set for Malaysian travellers, in terms of intention to visit, in close competition with Japan. Approximately 30 per cent of Malaysian consumers intend to travel to Australia and Japan in the next two years.

#### Who do they travel with?

Approximately one-third of Malaysian consumers travel as a couple.

### Perceptions of Australia

Australia is well-placed to deliver on the importance factors which are most highly ranked among Malaysian travellers, with Australia being among the top three long-haul destinations that are most associated with providing these offerings. Most positively, Australia ranks in first position for family-friendliness.

### Traveller Behaviour

#### How do they prefer to travel?

- › Trip length is shorter than the average of international travellers, at eight nights featuring an average of three destinations.
- › Preferred styles of travel include city breaks and visiting friends and family.
- › Under one-third of trips are tour groups, with a shift towards semi-independent and fully-independent travel in recent years.

#### When do they travel?

March, November and December are the peak travel months for Malaysian consumers, with lead times typically falling between three to six months.

For travel to Australia, specifically, Lunar New Year, July and school holidays are the peak travel periods for Malaysian travellers.

#### How do they plan to travel?

For early planning and inspiration, Malaysian travellers are using a combination of online and offline sources, including searching the internet, talking to friends and family, and using traveller review sites and social media.

#### How do they book travel?

When it comes to booking, the majority are doing so either directly via an airline or accommodation provider's website, or via a travel agent (by telephone or in person).



### TripAdvisor Facts

Malaysia is the sixth largest international market viewing Australia on TripAdvisor, at 3.8% of all sessions. In 2016 this figure increased by 18.3% year-on-year. With Malaysia's position as the sixth largest international market viewing Australia, this represents a relatively small market share of all the international destinations they are searching.

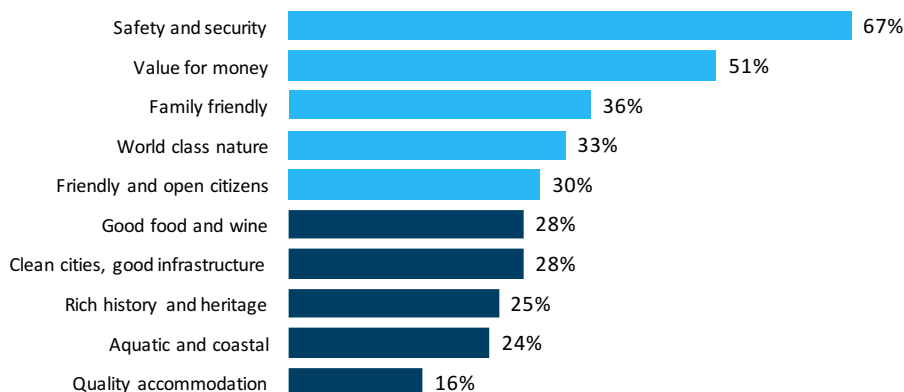
# MALAYSIAN TRAVELLER PROFILE



The information in this fact sheet comes from Tourism Australia’s (TA) international consumer research study the ‘Consumer Demand Project’ (CDP). The CDP was set up in 2012 to look into how global consumers view Australia and what most motivates them to visit.

Insights from the CDP have been used extensively to inform and support development of TA’s strategic direction, campaign development as well as to inform the tourism industry of potential opportunities to build the value of Australian tourism. The research is used to help shape the future marketing of Australia and identify opportunities to make the country’s tourism offering more attractive to overseas visitors.

## Most important factors when selecting a holiday destination



Read as: 67% of respondents rate ‘safety and security’ among the top five most important factors when choosing a holiday destination.

Notes: \*Average nights: the sum of all nights divided by the sum of all visitors. \*\*Median nights: represents the midpoint length of stay for which 50% of visitors stay less and 50% stay longer, removing the impact of very long stay visitors. † Data refers to an average of 2012-2016. § Refers to share of arrivals of respective purpose. Sources: 1. Department of Immigration and Border Protection, December 2016. 2. Tourism Research Australia, International Visitor Survey, December 2016.

## MARKET OVERVIEW

In 2016, Malaysia was Australia’s seventh largest inbound market for visitor arrivals, eighth largest market for total visitor spend and 10th for visitor nights.



Holiday<sup>o§</sup>  
**60%**



Visiting friends  
& relatives<sup>o§</sup>  
**22%**



Business<sup>o§</sup>  
**6%**



Education<sup>o§</sup>  
**6%**



**\$1.2bn**  
Total spend<sup>2</sup>  
(↑ 9 per cent)



**Average nights  
stayed<sup>o</sup>**



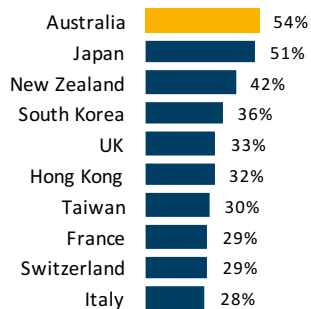
**Median nights  
stayed<sup>o</sup>**

# AUSTRALIA'S POSITION AND OPPORTUNITY

## Purchase funnel

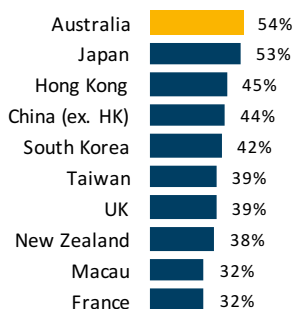
### Aspiration

Which of the following destinations are you *considering travelling to* in the next 4 years?



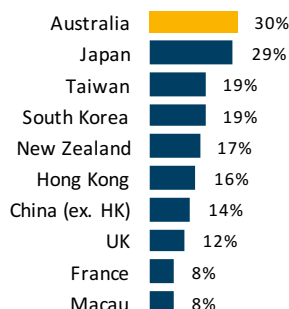
### Awareness of holiday experiences

How aware would you say you are of the holiday experiences on offer in the following destinations?



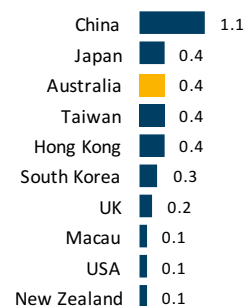
### Intention

Which of the following destinations are you *actively planning to visit* for a holiday in the next 2 years?



### Visitation

Millions of trips in 2016<sup>1</sup>



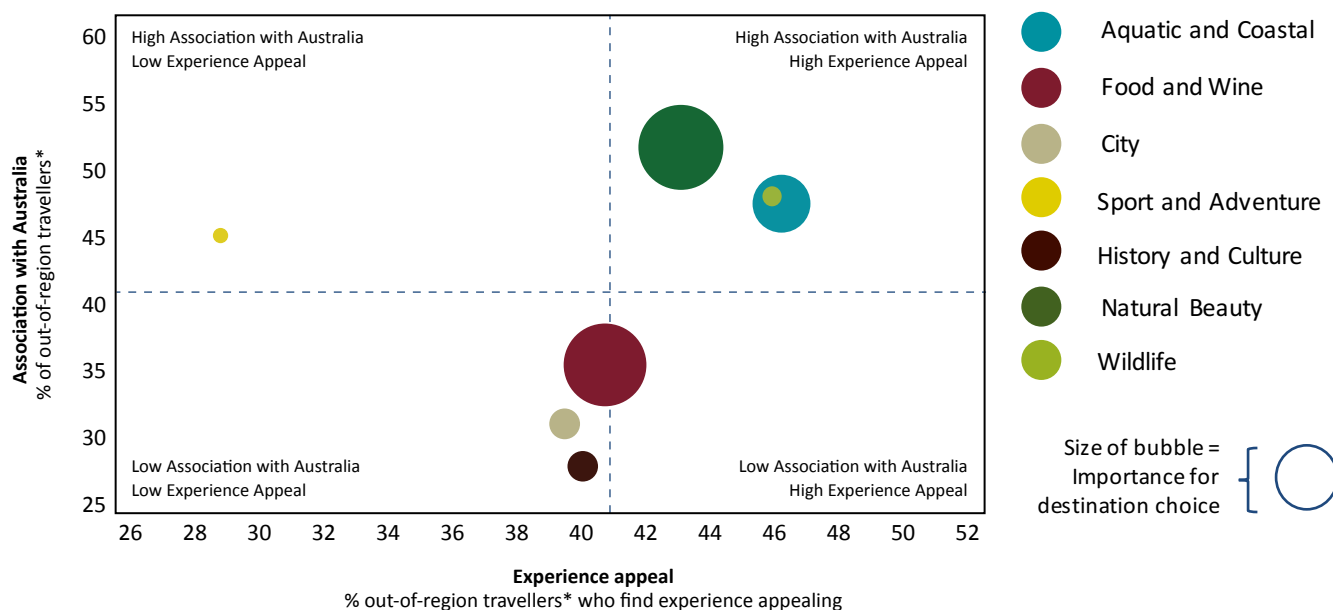
Read as: 54% of Malaysian consumers are considering travel to Australia in the next 4 years, while 30% are intending to visit in the next 2 years. Australia is ranked #3 for visitation against other out-of-region (OOR) destinations for Malaysian travellers.

Notes: \*Hawaii is included in US for visitation figures as cannot be separated. Sources: 1. Tourism Economics, YE2016.

## Opportunity matrix

The opportunity matrix is a comprehensive way to showcase the opportunity for Australian tourism through identifying the key thematic appeals and experience categories.

Among the Malaysian market, Australia performs strongest with respect to natural beauty and aquatic and coastal experiences. Both types of experiences have a strong level of appeal and association with Australia (higher and to the right), while natural beauty experiences are considered most important (larger bubble). Food and wine experiences are also important among this market, but generate lower levels of association with Australia.



Read as: Food and wine experiences are important among the Malaysian market, and while there is a moderate level of tested appeal for Australia's food and wine experiences, the unprompted association with these types of experiences is weaker than average.

Notes: \*Out-of-region travellers refers to consumers travelling outside their region of residence.

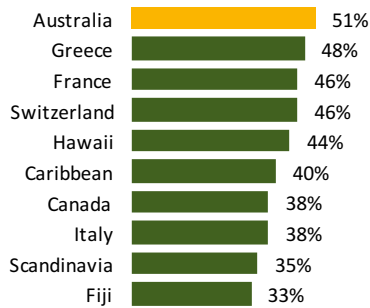
# NATURE AND WILDLIFE

## How does Australia rate?

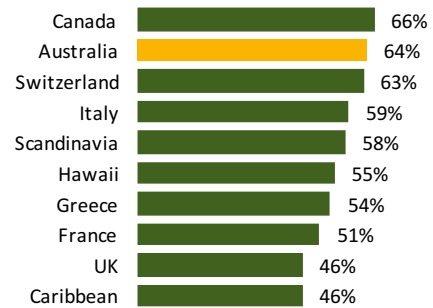
Respondents were asked to indicate which destinations they associated with the following factors. Each respondent was provided with a list in excess of 50 international destinations.

### World class nature

#### Respondents who have not visited Australia



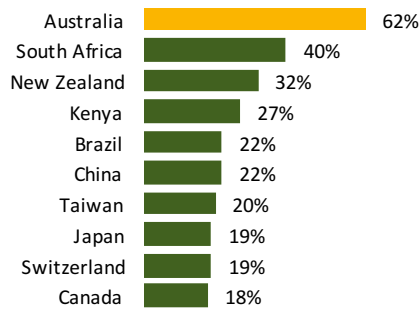
#### Respondents who have visited Australia



Read as: 51% of respondents who have not visited Australia associate Australia with 'world class nature.' This figure rises to 64% among those who have visited.

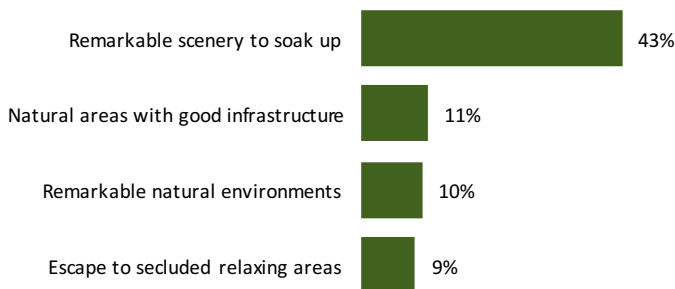
### Unique and interesting wildlife

#### Total respondents



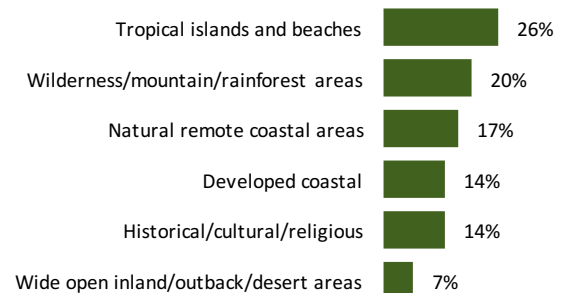
Read as: 62% of total respondents associate Australia with 'unique and interesting wildlife.'

### Elements of 'world class nature'



Read as: 43% of respondents said that 'remarkable scenery to soak up' is a key element of 'world class nature'.

### Most important types of 'world class nature'



Read as: 26% of respondents said 'tropical islands and beaches' are an important type of 'world class nature'.

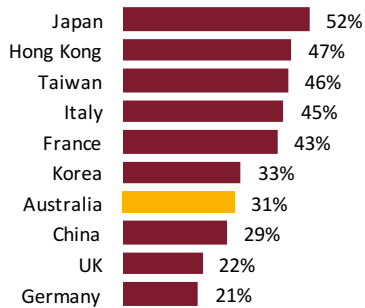
# FOOD AND WINE

## How does Australia rate?

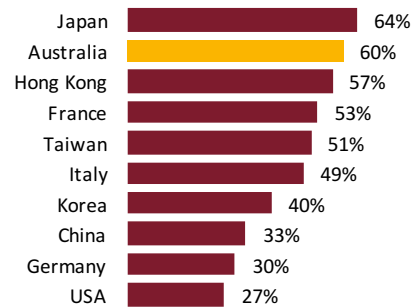
Respondents were asked to indicate which destinations they associated with the following factors. Each respondent was provided with a list in excess of 50 international destinations.

### Good food and wine

#### Respondents who have not visited Australia

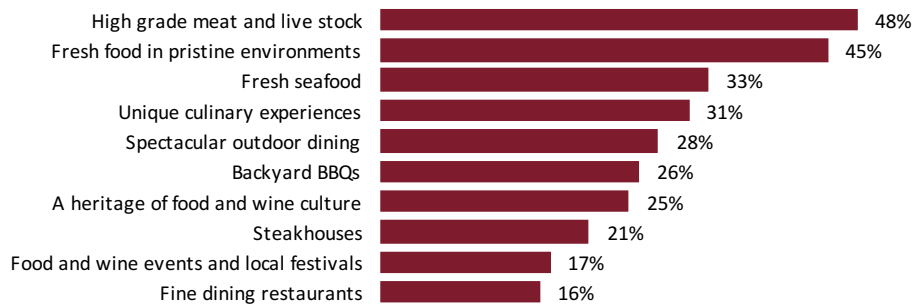


#### Respondents who have visited Australia



Read as: 31% of respondents who have not visited Australia associate Australia with 'good food and wine.' This figure rises to 60% among those who have visited.

### Current associations with Australian food and wine



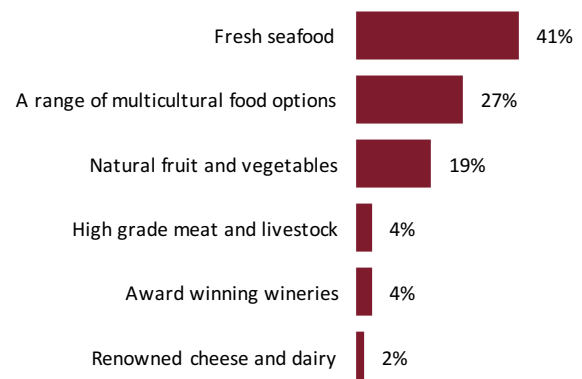
Read as: 48% of respondents associate Australian food and wine with 'high grade meat and live stock'.

### Elements of 'good food and wine'



Read as: 35% of respondents said 'interesting street-food' is a key element of 'good food and wine.'

### Important types of 'good food and wine'



Read as: 41% of respondents said 'fresh seafood' is an important type of 'good food and wine'.

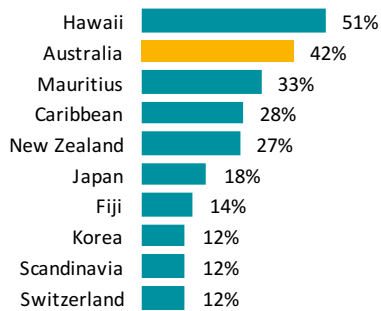
# AQUATIC AND COASTAL

## How does Australia rate?

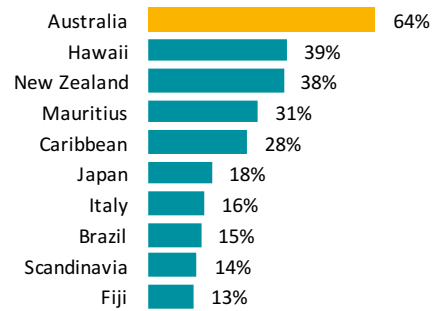
Respondents were asked to indicate which destinations they associated with the following factors. Each respondent was provided with a list in excess of 50 international destinations.

### Aquatic and coastal

#### Respondents who have not visited Australia



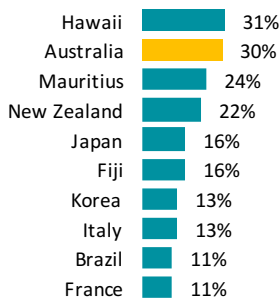
#### Respondents who have visited Australia



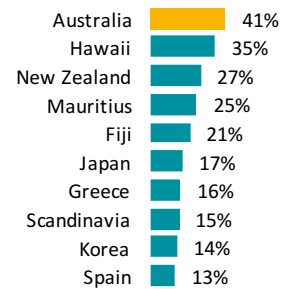
Read as: 42% of respondents who have not visited Australia associate Australia with 'aquatic and coastal' experiences. This figure rises to 64% among those who have visited.

### Remote coastal, beach and aquatic locations

#### Respondents who have not visited Australia



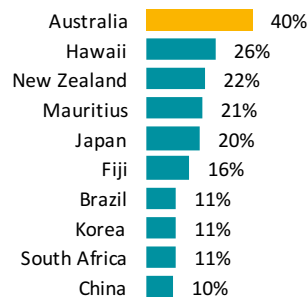
#### Respondents who have visited Australia



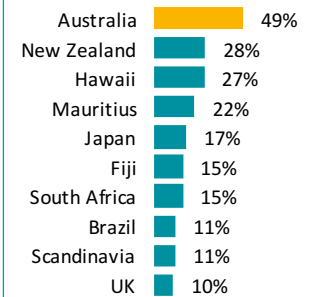
Read as: 41% of respondents that have visited Australia associate Australia with 'remote coastal, beach and aquatic locations'.

### Aquatic wildlife

#### Respondents who have not visited Australia



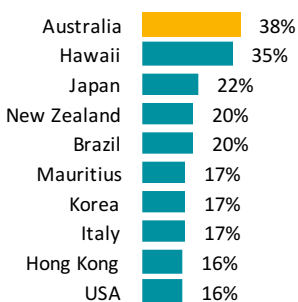
#### Respondents who have visited Australia



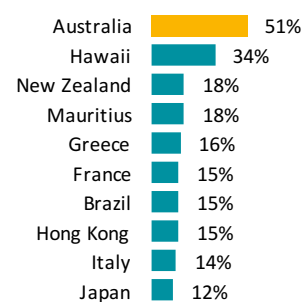
Read as: 49% of respondents that have visited Australia associate Australia with 'aquatic wildlife'.

### Developed coastal and beach locations

#### Respondents who have not visited Australia



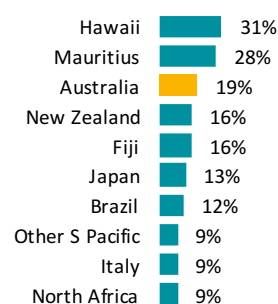
#### Respondents who have visited Australia



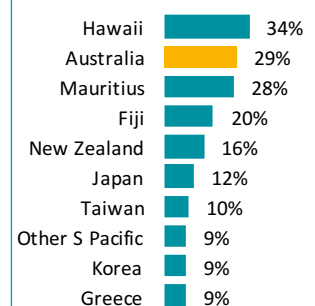
Read as: 51% of respondents that have visited Australia associate Australia with 'developed coastal and beach locations'.

### Tropical islands and locations

#### Respondents who have not visited Australia



#### Respondents who have visited Australia

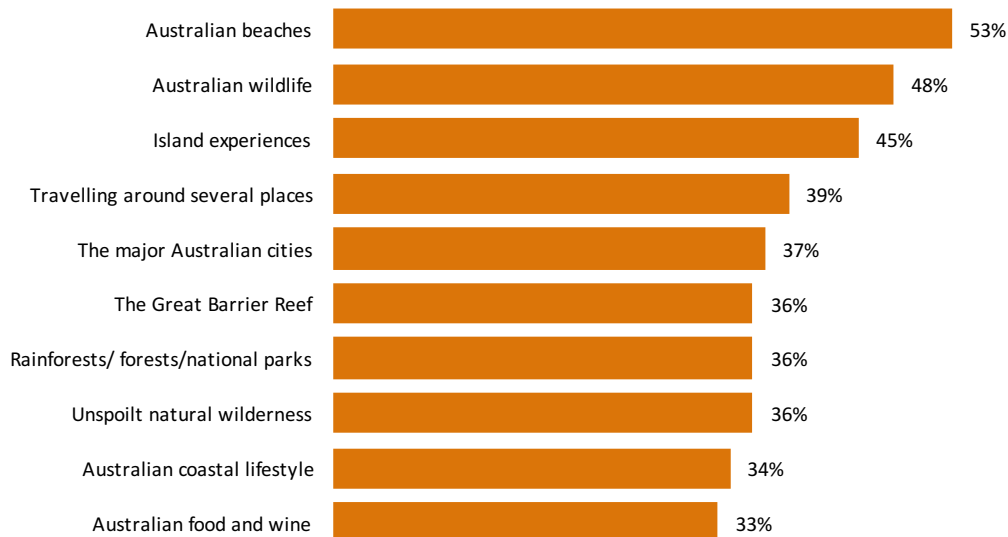


Read as: 29% of respondents that have visited Australia associate Australia with 'tropical islands and locations'.

# ATTRACTIONS AND EVENTS

Attractions and events play a valuable role in attracting visitors to Australia in addition to encouraging visitors to disperse throughout the country and extend their stay.

## Top 10 Australian attractions



Read as: 53% of respondents indicate 'Australian beaches' as an appealing Australian attraction.

## Leisure events

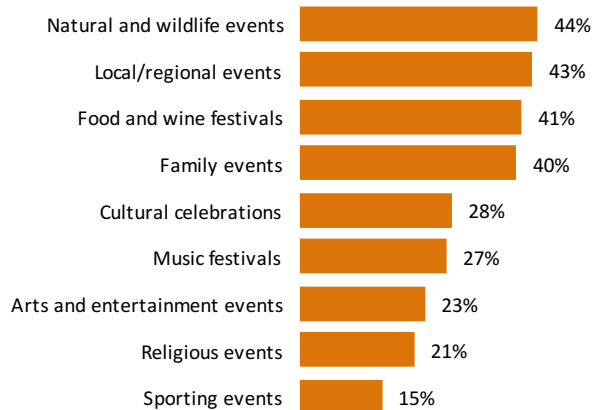
Respondents were asked to what extent they agreed with the following statement:

*When travelling internationally I always look to time my trip and places visited with an event or festival of interest.*



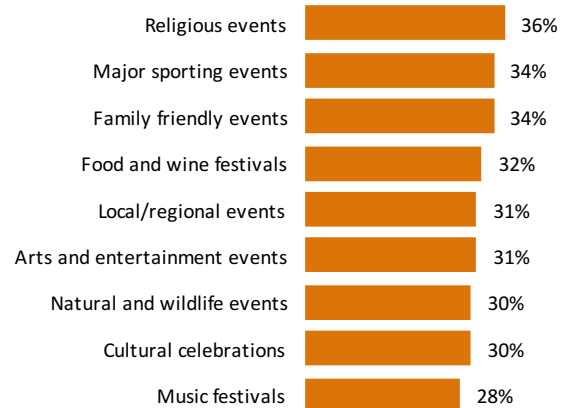
Read as: 63% of respondents indicate that they always look to time their trip and places visited with an event or festival of interest.

## Most appealing events to attend overseas



Read as: 44% of respondents indicate 'natural and wildlife events' as appealing elements when travelling overseas.

## Events with the greatest influence on destination choice

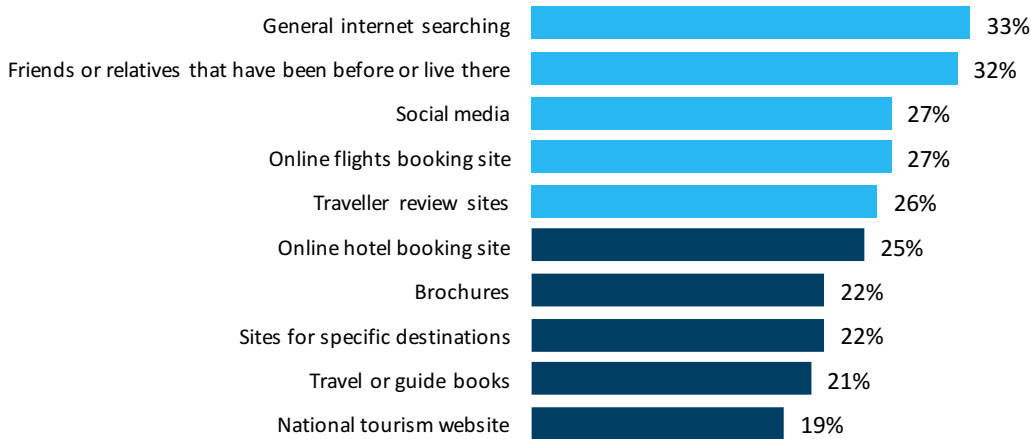


Read as: 36% of respondents indicate the influence of 'religious events' on destination choice.

# PLANNING AND BOOKING INFORMATION SOURCES

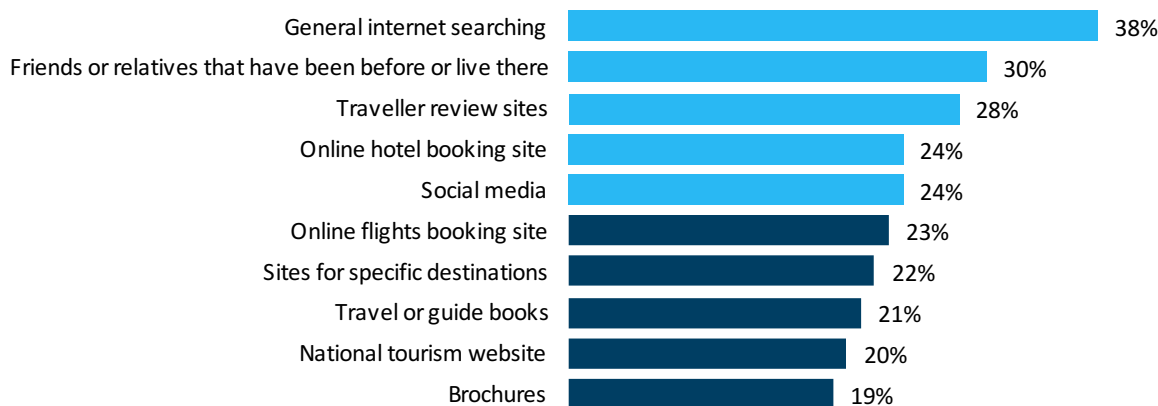
The following charts highlight the information sources that Malaysian consumers use to plan and book their holidays.

## Preferred sources for *early planning and holiday inspiration*



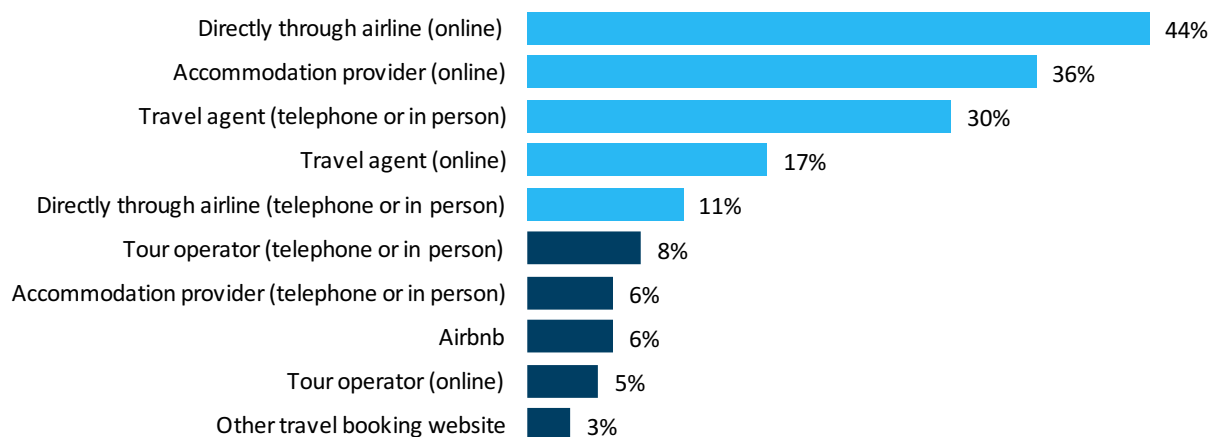
Read as: 33% of respondents indicate 'general internet searching' as a preferred source during the early stages of planning a holiday.

## Preferred sources for *seeking information about a holiday destination*



Read as: 38% of respondents indicate 'general internet searching' as a preferred source for seeking information about a holiday destination.

## Preferred sources used to *book a holiday*

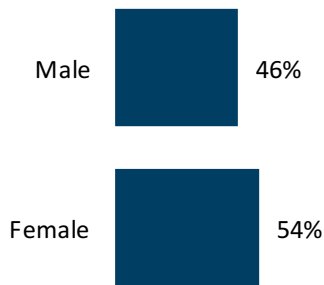


Read as: 44% of respondents indicate 'directly through (an) airline (online)' as a preferred source when booking a holiday.

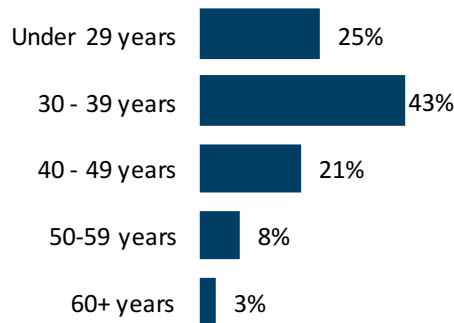


# RESPONDENT PROFILE

## Gender



## Age



## ABOUT THE RESEARCH

The Consumer Demand Project (CDP) research is carried out by BDA Marketing Planning, a consultancy who specialise in international demand side strategy development and consumer research. It helps determine the strategic priorities to achieve the Tourism 2020 goal, by providing a comprehensive assessment of Australia's current destination appeal and the latent demand potential. The research is conducted annually across eleven of Australia's key tourism markets: China, Germany, India, Indonesia, Japan, Malaysia, New Zealand, Singapore, South Korea, UK and USA. In 2016, the following markets were integrated into the program: Hong Kong, Taiwan, Canada, Brazil, France and Italy. Over the last five years, Tourism Australia have spoken to over 90,000 international long-haul travellers via online research panels.

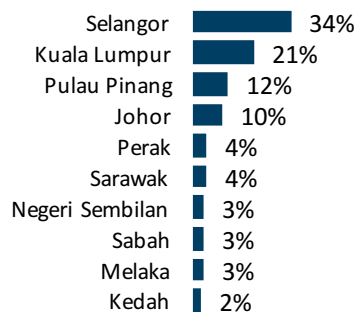
## WANT TO KNOW MORE?

Fact sheets for seventeen of Australia's key tourism markets can be accessed at: <http://www.tourism.australia.com/statistics/consumer-demand-research.aspx>

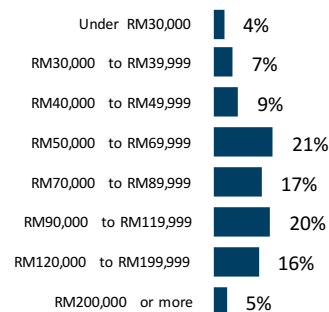
**For more information, please contact:**

ask.us@tourism.australia.com  
 www.tourism.australia.com  
 @TourismAus

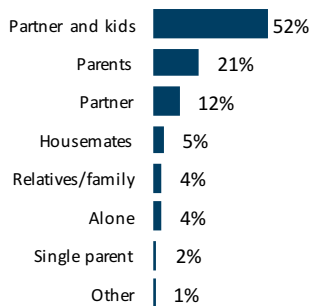
## Place of residence



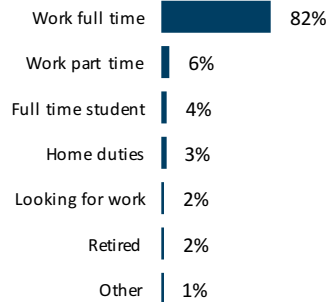
## Income



## Living situation



## Employment status



## Occupations

