

Whether you're talking about a tourism destination, hotel, or travel brand, it's difficult to market across entire generations of travellers. It's more effective to identify psychographic segments - types of travellers who, regardless of age or gender, share similar attitudes, interests and behaviours.

Tourism Australia has embarked on a journey to transition from predominantly demographically defined and based target audiences across markets, to a global behavioural and attitudinal target audience. This transformation is underpinned by the development of the High Value Traveller (HVT) segment.

DEFINITION OF A HIGH VALUE TRAVELLER



TRAVEL LONG HAUL

Travels long haul (out of region) on a regular basis.



PREFERENCE FOR AUSTRALIA

Consideration to visit Australia in the short or long term.



KEY DRIVERS FOR DESTINATION CHOICE

Food and wine, aquatic and coastal, and nature and wildlife experiences are key drivers when choosing a holiday destination.



REPRESENT HIGH VALUE

Above average trip expenditure. Higher likelihood to stay longer. Higher likelihood to disperse further.

High Value Travellers (HVTs) are empowered and increasingly knowledgeable about the world around them. They know what they want, when they want it and where they want to get it. As such, HVTs view knowledge about a destination as fundamental to an enriching travel experience. That experience starts well before they board a ship or plane, but rather as they seek out and discover new travel content online.

So when it comes to travel, HVTs prefer authentic holidays where they can experience the local culture and get a taste of everyday life. With their eyes, ears and mind wide open, they travel to expand their horizons to become more knowledgeable of the world we live in. This means getting a taste for everything from the local cuisine to the natural surroundings. Especially when it's a destination they've not yet travelled to.



1.5M

High Value Travellers in Malaysia






of which
0.9M

are considering visiting Australia in the next four years

and a further
0.6M

not considering Australia in the next four years

DID YOU KNOW?

-  **96%** Enjoy escaping day-to-day life when travelling
-  **95%** Travel to enrich their knowledge of the world
-  **95%** Like to get a taste for the local cuisine when travelling
-  **95%** Travel to become more open-minded of the world
-  **92%** Feel now is the right time to travel to escape the pressures of modern life



represents

~37%

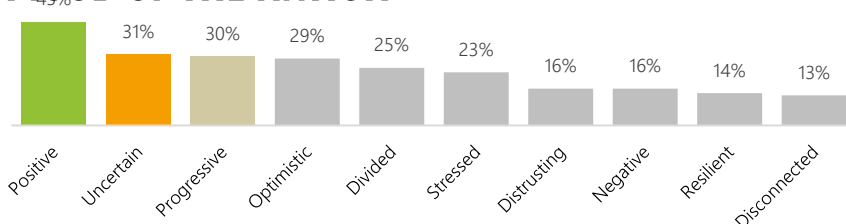
of the Malaysian long haul travel market



Staying an average

7 NIGHTS

MOOD OF THE NATION

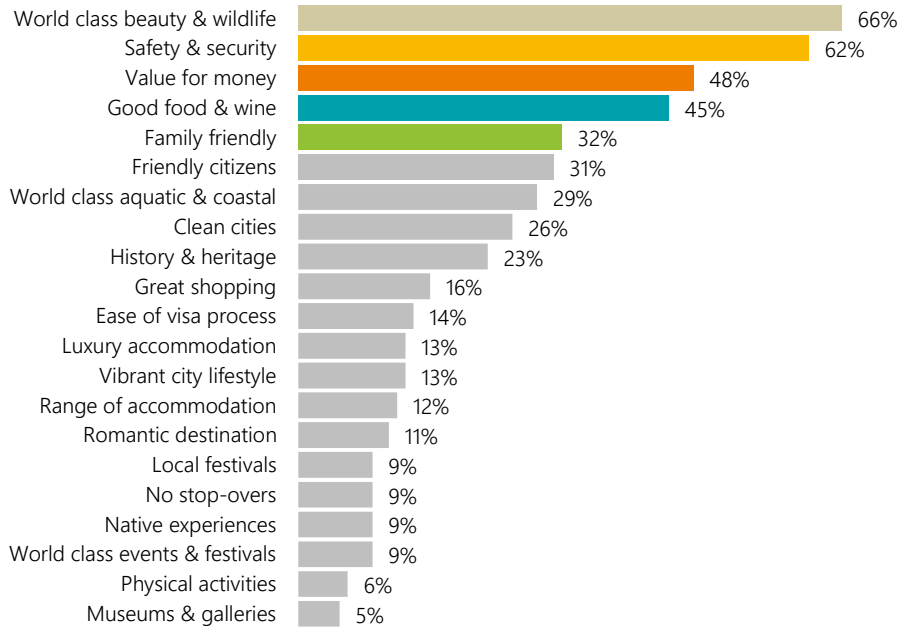


Spending

2-3X

more than the average traveller₁

DRIVERS OF DESTINATION CHOICE

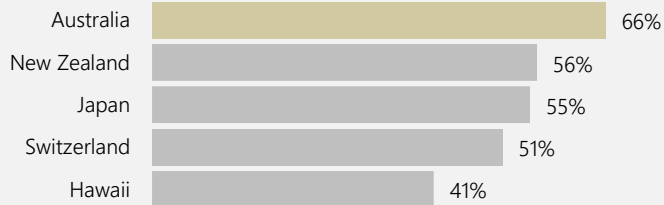


Read as: 66% of Malaysian HVTs state world-class beauty and wildlife is the most important driver for destination choice.

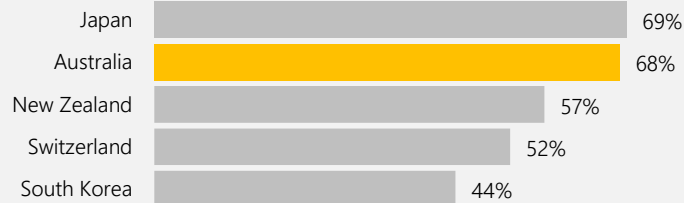
AUSTRALIA'S ASSOCIATION TO DRIVERS OF DESTINATION CHOICE



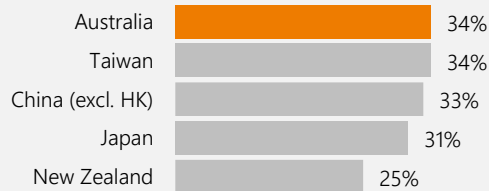
NATURE & WILDLIFE



SAFETY & SECURITY



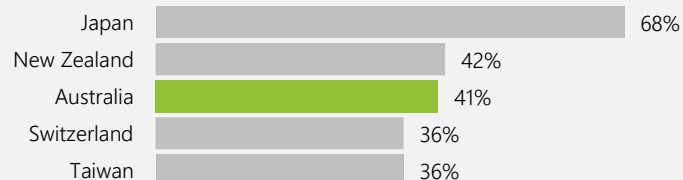
VALUE FOR MONEY



GOOD FOOD & WINE



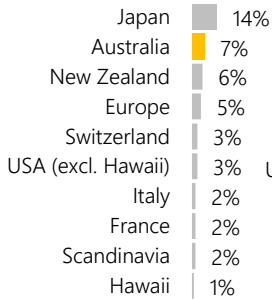
FRIENDLY CITIZENS



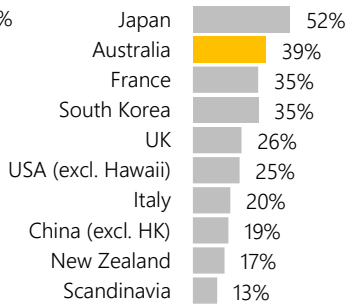
Read as: 66% of Malaysian HVTs associate Australia as the top destination for world class beauty and wildlife.

DEMAND FOR AUSTRALIA

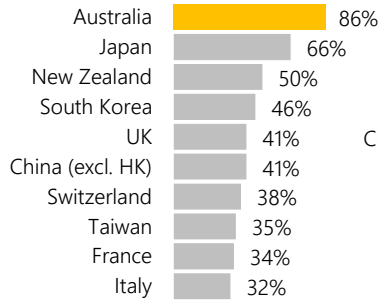
MOST DESIRABLE DESTINATIONS



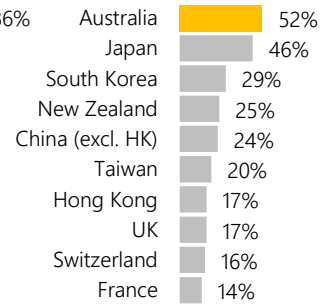
MOST FASHIONABLE DESTINATIONS



CONSIDERATION TO VISIT (IN THE NEXT 4 YEARS)



INTENTION TO VISIT (IN THE NEXT 2 YEARS)

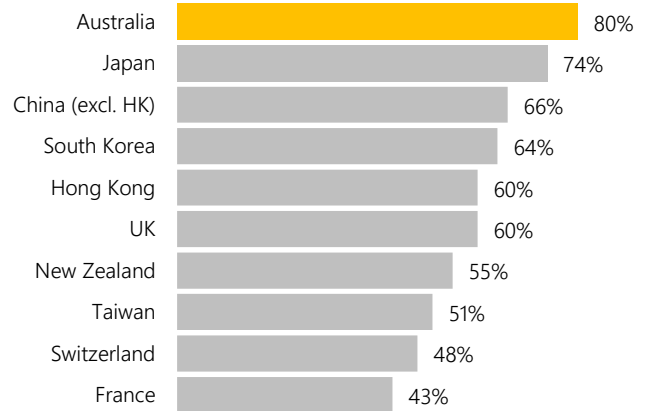


Read as: 86% of Malaysian HVTs state Australia is their most considered destination.



Mornington Peninsula, Victoria

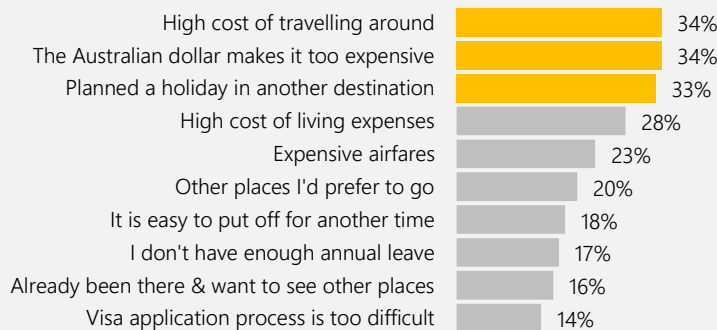
AWARENESS OF HOLIDAY EXPERIENCES



DRIVERS FOR CHOOSING AUSTRALIA



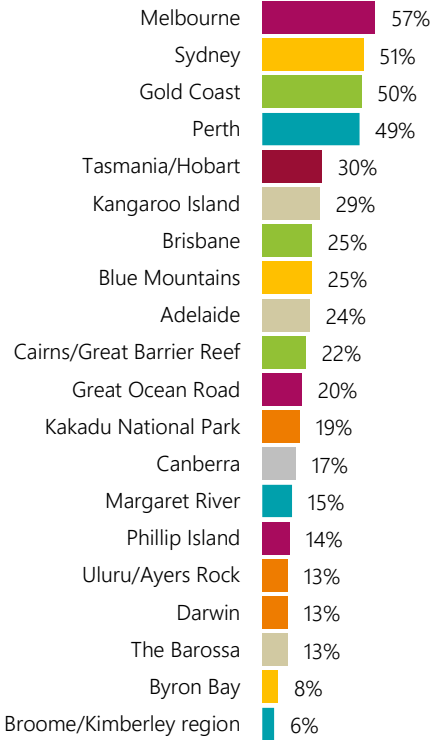
BARRIERS FOR NOT CHOOSING AUSTRALIA



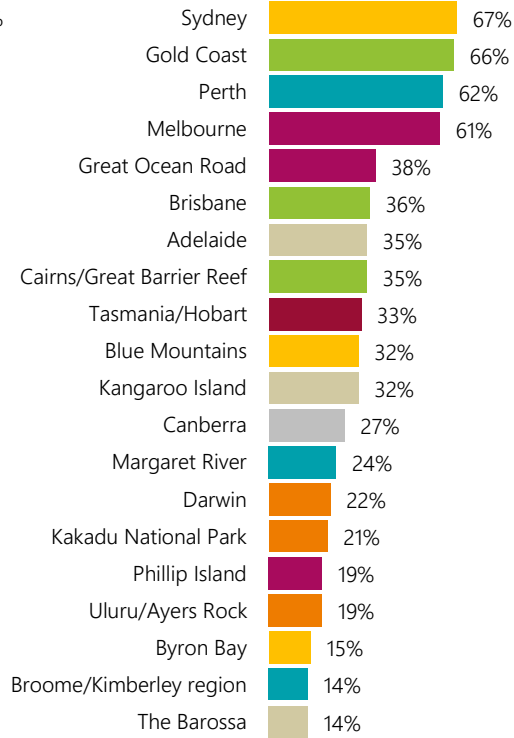
Read as: 68% of Malaysian HVTs identify Australia as a destination that is a safe and friendly place to visit.

DEMAND FOR AUSTRALIA

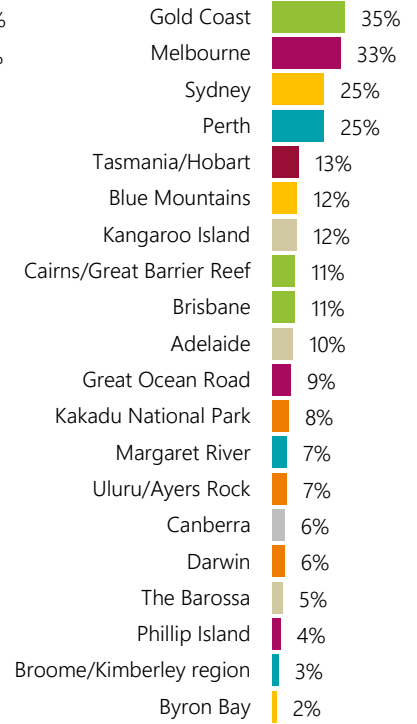
CONSIDERATION TO VISIT (IN THE NEXT 4 YEARS)



AWARENESS OF EXPERIENCES WITHIN AUSTRALIAN DESTINATIONS



INTENTION TO VISIT (IN THE NEXT 2 YEARS)



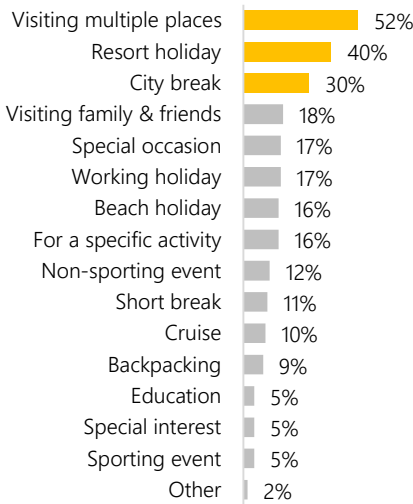
Read as: Of all Malaysian HVTs considering Australia, 57% are considering visiting Melbourne in the next 4 years.



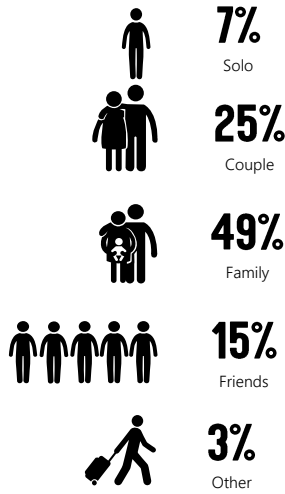
Canberra, Australian Capital Territory

TRIP BEHAVIOUR

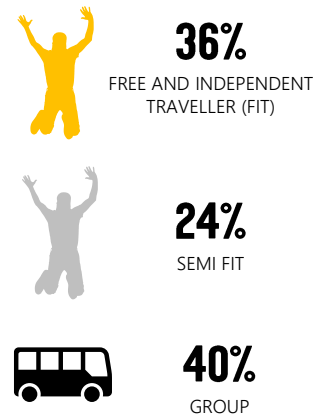
TRIP TYPE



TRAVEL PARTY

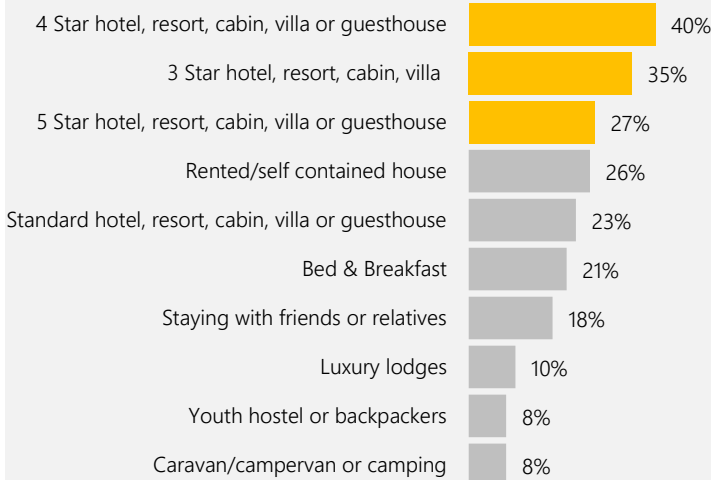


TRAVEL STYLE

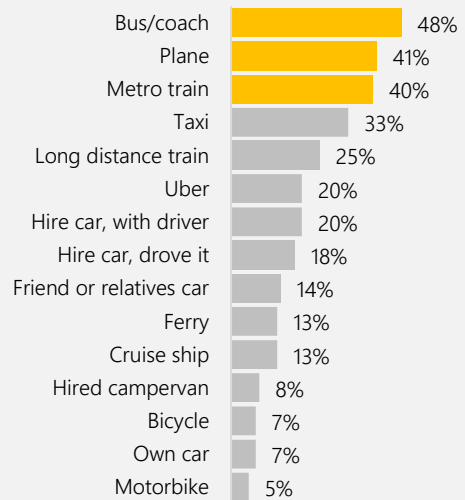


Read as: 52% of Malaysian HVTs stated their last holiday was to visit multiple places.

ACCOMMODATION TYPE

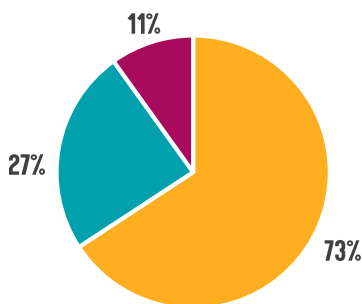


TRANSPORT

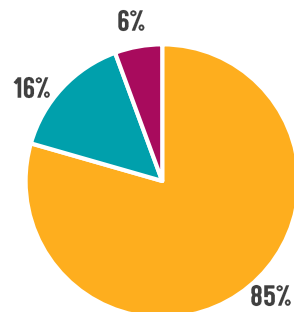


Read as: 40% of Malaysian HVTs prefer 4-star accommodation.

BOOKING LEAD TIME FOR ACCOMMODATION



BOOKING LEAD TIME FOR FLIGHTS



- Booked well in advance of my trip
- Booked not long before my trip
- Booked while on my trip

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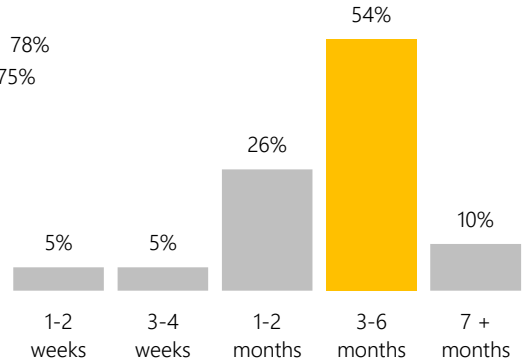
Read as 73% of Malaysian HVTs booked accommodation well in advance of their trip.

PLANNING AND BOOKING

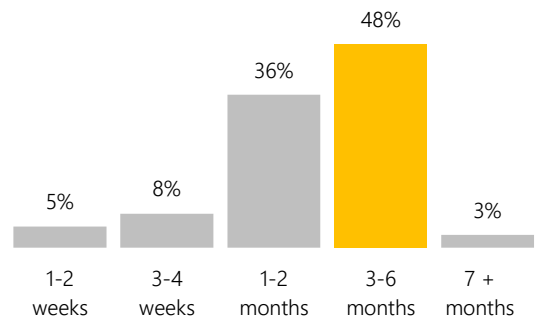
PLANNING SOURCES



DESTINATION CHOICE LEAD TIME

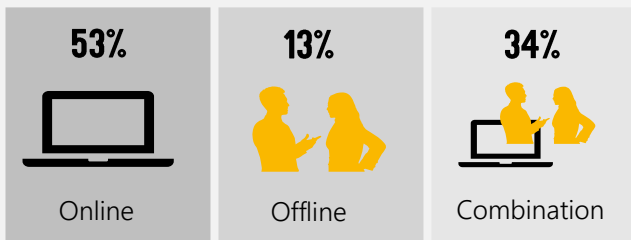


BOOKING LEAD TIME

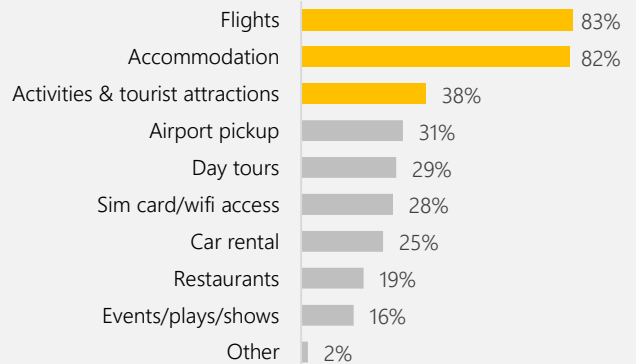


Read as: 54% of Malaysian HVTs select a destination 3-6 months before they travel.

ONLINE VS. OFFLINE BOOKING

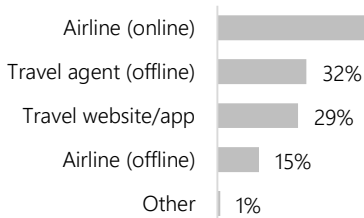


BOOKED PRIOR TO DEPARTURE

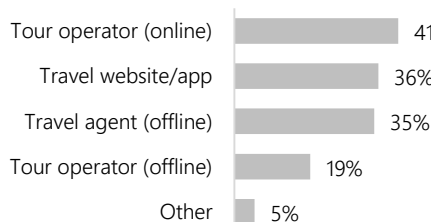


Read as: 53% of Malaysian HVTs book online, while 13% book through offline sources.

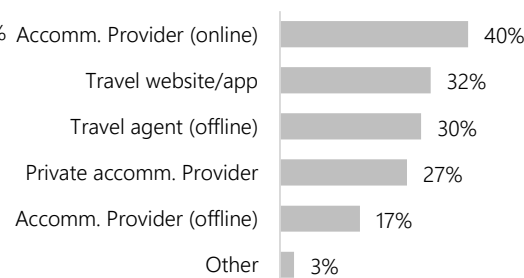
FLIGHT BOOKINGS



TOUR BOOKINGS



ACCOMODATION BOOKINGS



Read as: 58% of Malaysian HVTs booked flights directly through an airline website on their last trip.