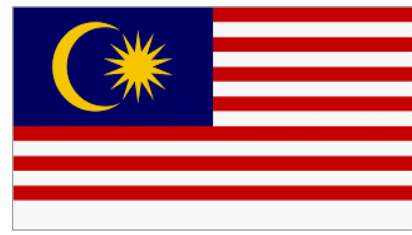


Malaysia Visitor Profile to NSW

Year ended December 2023



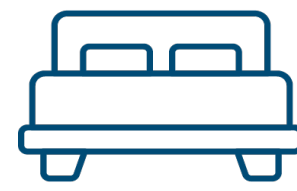
Source: International Visitor Survey, Tourism Research Australia



VISITORS

48,600

53% vs. 2019*



NIGHTS

1m

58% vs. 2019*



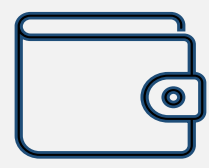
EXPENDITURE

\$101.9m

51% vs. 2019*

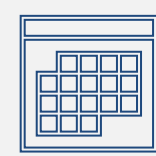
*vs. Pre-COVID period (YE Dec 2019)

Average spend



\$98 per night
\$2099 per visitor

Average length of stay



21.3 nights

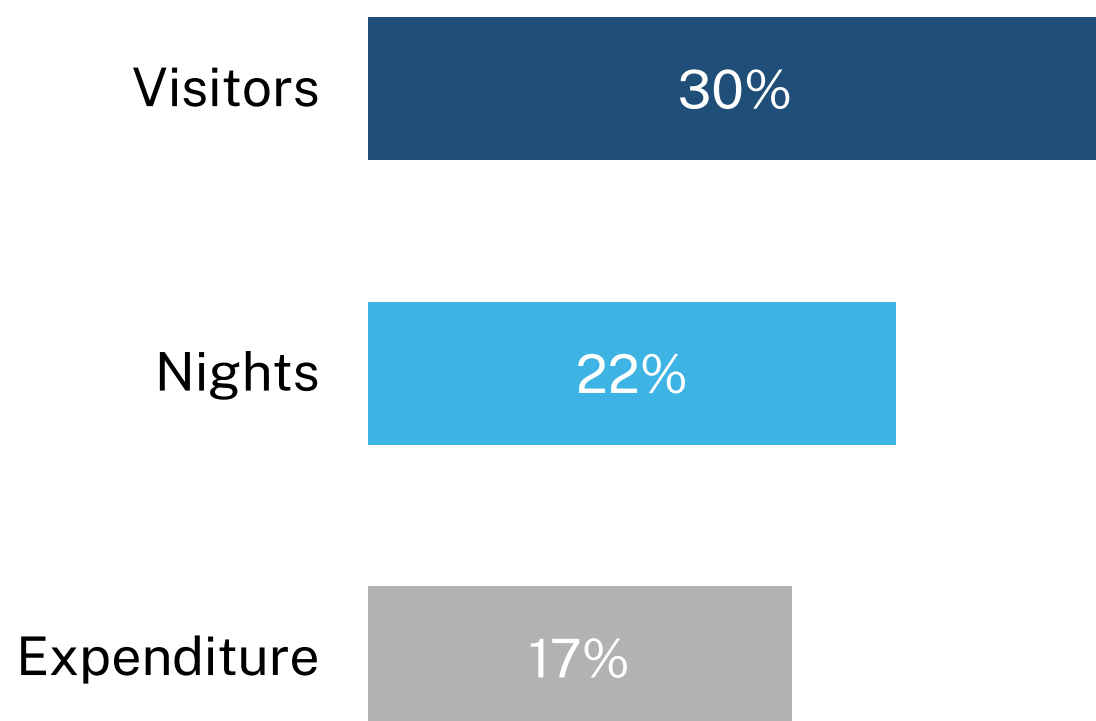
Rank in NSW



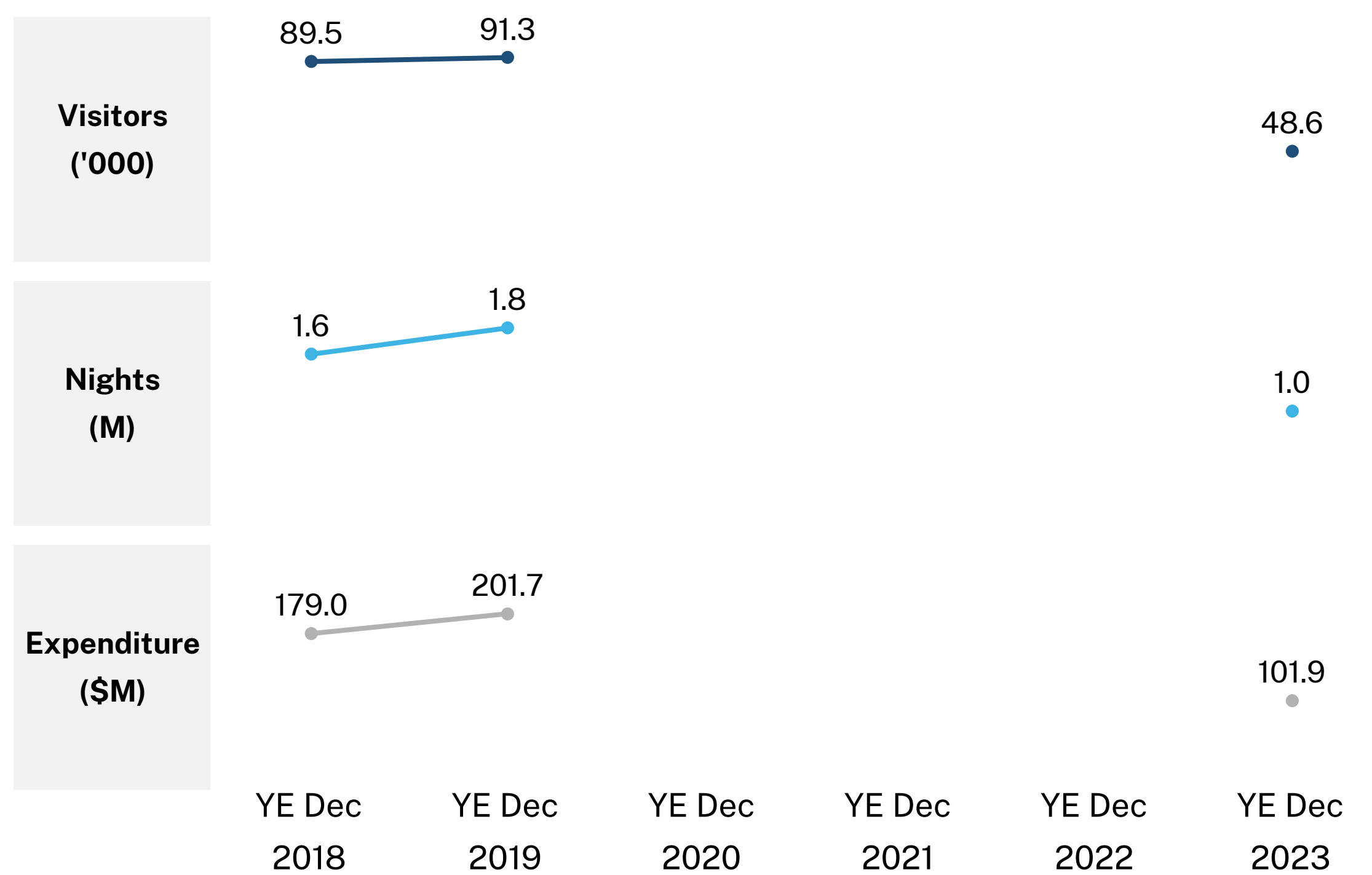
#15 for visitors
#15 for nights
#15 for expenditure

NSW share of visitors to Australia

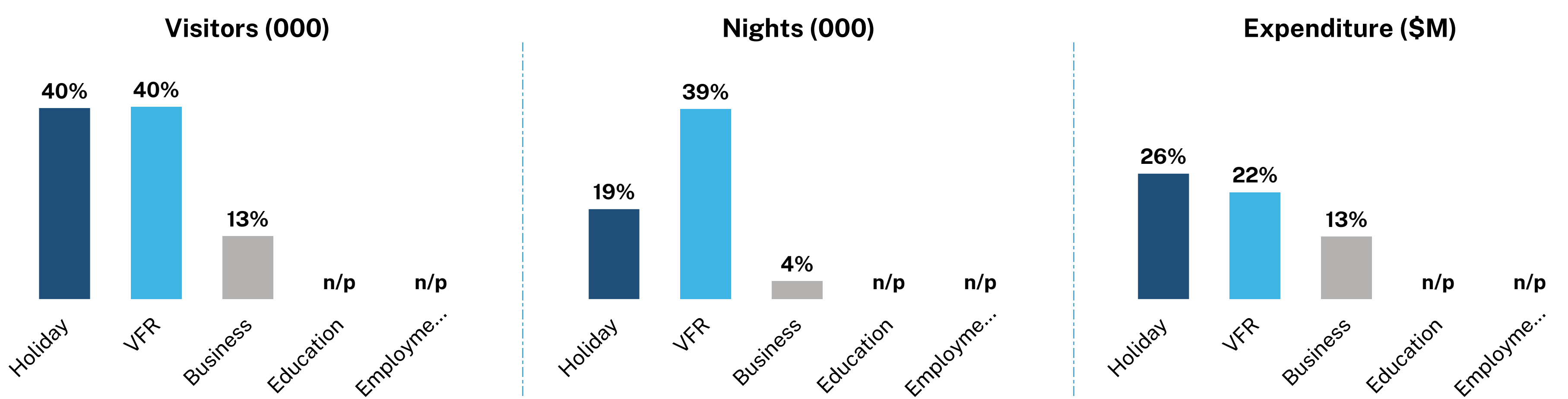
30% of international visitors from Malaysia visited NSW during their trip to Australia



Time Series



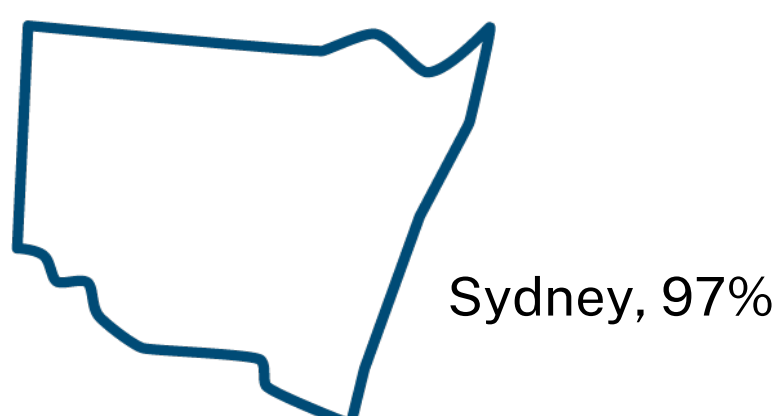
Purpose of Visit



Visitor dispersal

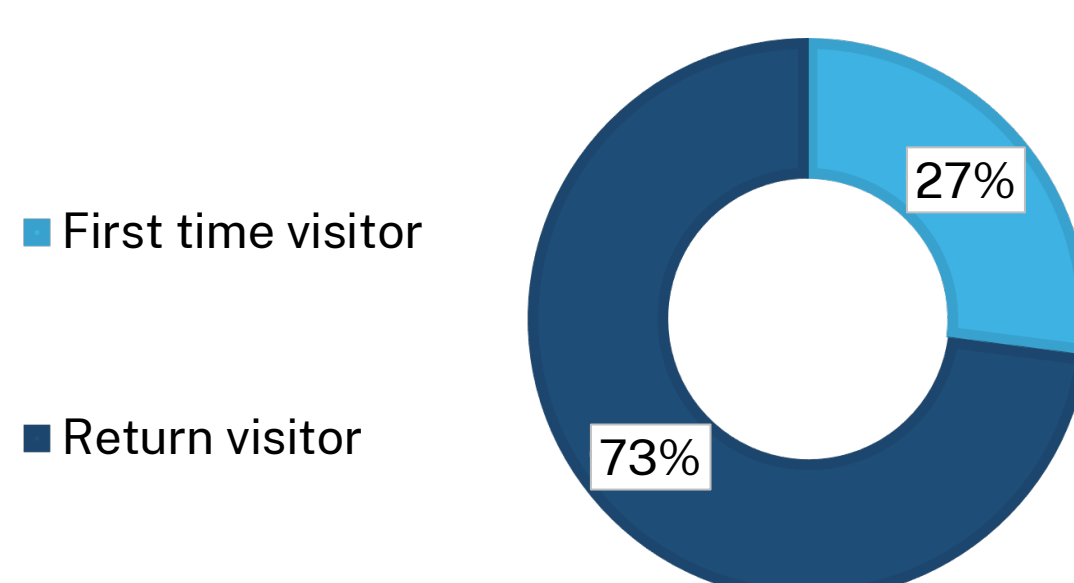
97% of visitors from Malaysia visited Sydney as part of their trip

Regional NSW, n/p



First vs return visitor to Australia

73% of visitors from Malaysia to NSW were making a return visit to Australia



Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

Malaysia Visitor Profile to NSW

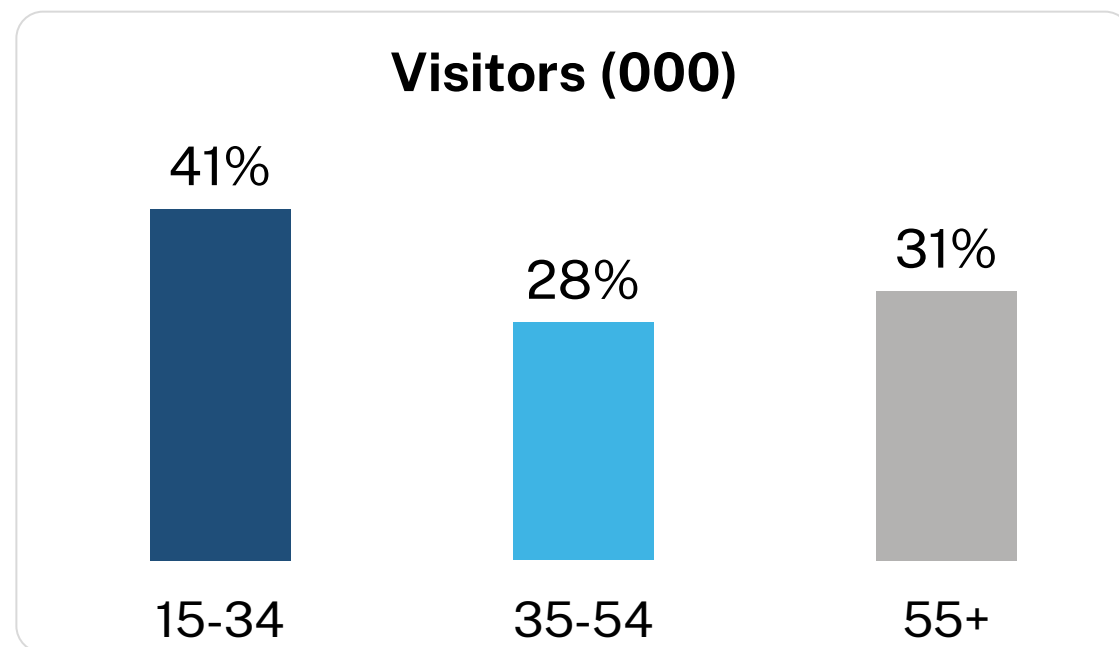
Year ended December 2023



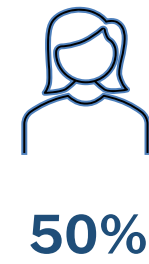
Source: International Visitor Survey, Tourism Research Australia

Age

'15-34 years' was the largest age group of visitors from Malaysia to NSW

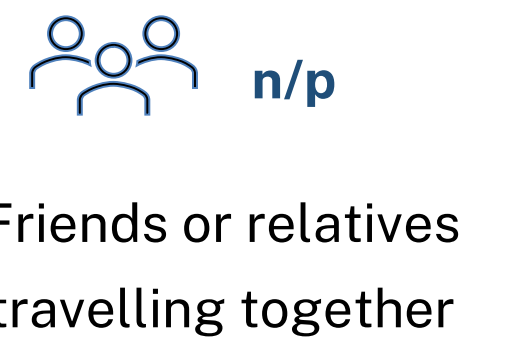
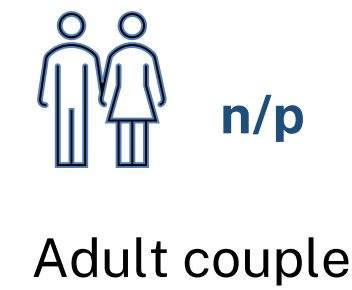
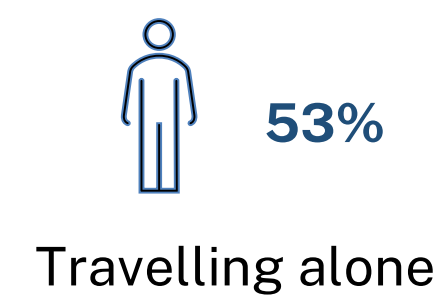


Gender



Travel party

53% of visitors from Malaysia to NSW were travelling alone.



Group tour

99% of all visitors to NSW from Malaysia didn't travel to Australia on a group tour

Group tour n/p



Travel package

99% of all visitors to NSW from Malaysia did not travel to Australia as part of a package tour

Package tour n/p



FIT visitor#

76% of visitors to NSW from Malaysia were Free and Independent Travellers



free and independent traveller

Lifestage

Young Singles (15 - 24 YO) 10%

Midlife Singles (25 - 44 YO) 28%

Older Singles (45+ YO) n/p

Young/Midlife Couples, no kids (15 - 44 YO) n/p

Older Couples, no kids at home (45+ YO) n/p

Parent(s) with kids still at home 29%

Aviation



Inbound seats to Sydney

363,271 seats

+120.3% YoY

3.8% of the total inbounds seats available at Sydney Airport

Key airlines



1. Air Asia X, 35%
2. Malaysian Airline, 33%
3. Tiger Airways, 9%

Source: International seat capacity based on direct non-stop services - YE December 2023, OAG

Source: Short term arrivals to Sydney, Tourism Research Australia