

# INTERNATIONAL MARKET PROFILE MALAYSIA

## MARKET OVERVIEW

- ▶ Most Malaysians have been to Australia previously before considering a holiday in South Australia.
- ▶ Malaysians usually visit one or maximum two states on each visit to Australia.
- ▶ Malaysians have limited time to travel on annual holidays, preferring to take a series of short trips rather than one long holiday per year.
- ▶ South Australia's strength lies in Adelaide and the nearby surrounds, including Barossa, Adelaide Hills and Fleurieu Peninsula.

## FAST FACTS & FIGURES

Data is based on a 3 year annual average for the years ending Dec 2016 – Dec 2018 for all purpose visitors.

MALAYSIA	HOLIDAY	VFR	BUSINESS	OTHER	TOTAL
Visits (SA)	5,000	7,000	1,000	2,000	13,000
Visits (AUS)	204,000	140,000	23,000	47,000	353,000
Nights (SA)	40,000	99,000	6,000	195,000	341,000
Nights (AUS)	1,796,000	2,623,000	252,000	3,840,000	8,511,000
ALOS - Nights (SA)	8	14	6	98	26
ALOS - Nights (AUS)	9	19	11	82	24
<b>EXPENDITURE</b>	<b>\$49,000,000</b>				

## APPEALING EXPERIENCES

- ▶ Adelaide for safety, ease of getting around, vibrant restaurant scene, abundance of local produce and shopping precincts.
- ▶ Adelaide surrounds (Glenelg, Adelaide Hills, Barossa & Fleurieu Peninsula) for its easy access to key destinations and wildlife encounters.
- ▶ Kangaroo Island's diverse and abundant nature and wildlife.
- ▶ Self-drive journeys including Southern Ocean Drive (Adelaide to Melbourne touring route including the Limestone Coast).

## TARGET MARKET PROFILE

- ▶ South Australia targets the 'High Value Traveller' market 25-49 years old, living in Kuala Lumpur or Penang, travelling as a couple or as a family. This market likes to try new things but actively pursue good value travel experiences.

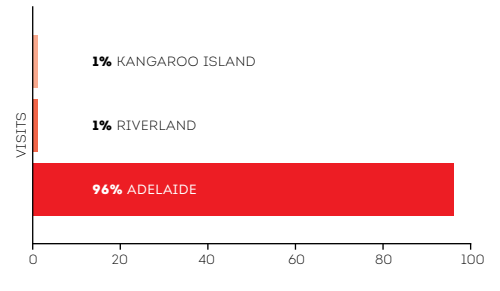
## AIR ACCESS

- ▶ Malaysia Airlines provides direct access to Adelaide from Kuala Lumpur.
- ▶ Malindo Air provides 1-stop air access to Adelaide via Denpasar.

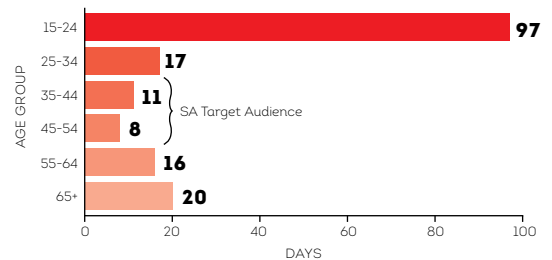
## KEY THEMES

- ▶ Coastal & aquatic
- ▶ Nature & wildlife
- ▶ Food
- ▶ Soft adventure
- ▶ Shopping
- ▶ Self-drive

## KEY SOUTH AUSTRALIAN OVERNIGHT DESTINATIONS

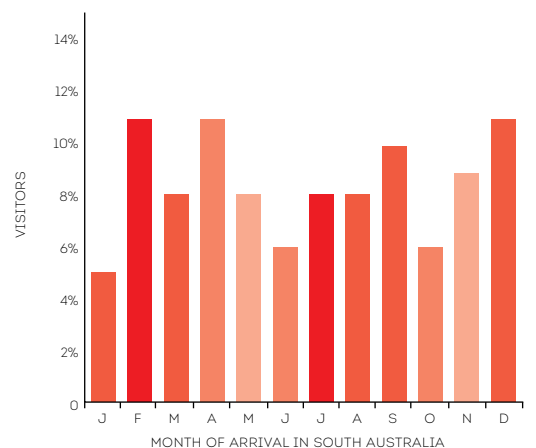


## LENGTH OF STAY IN SOUTH AUSTRALIA BY AGE GROUP



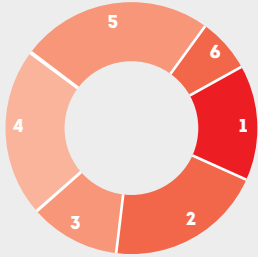
\*Average length of stay is influenced by longer staying education and VFR sectors

## SEASONALITY



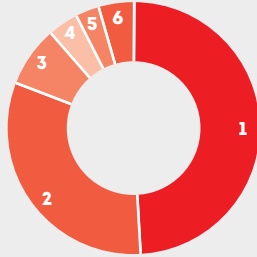
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## VISITOR AGE PROFILE



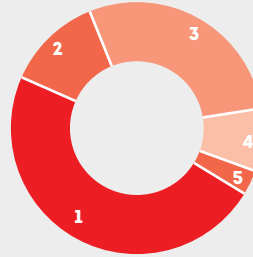
- 1 15-24 15%**
- 2 25-34 20%**
- 3 35-44 12%**
- 4 45-54 21%**
- 5 55-64 25%**
- 6 65+ 7%**

## ACCOMMODATION USED



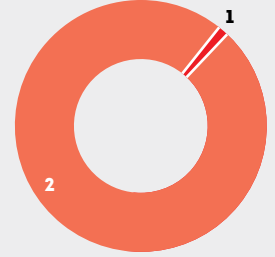
- 1 Rented house/apartment/unit/flat 49%**
- 2 Home of friend/relative 32%**
- 3 Hotel/resort/motel/motor inn 8%**
- 4 Education institution (University / school dormitory or college) 4%**
- 5 Backpacker/hostel 2%**
- 6 Other 4%**

## TRAVEL PARTY DESCRIPTIONS



- 1 Unaccompanied 49%**
- 2 Adult couple 12%**
- 3 Family group 29%**
- 4 With friends/relatives travelling together 9%**
- 5 Business 2%**

## PACKAGE TOURS



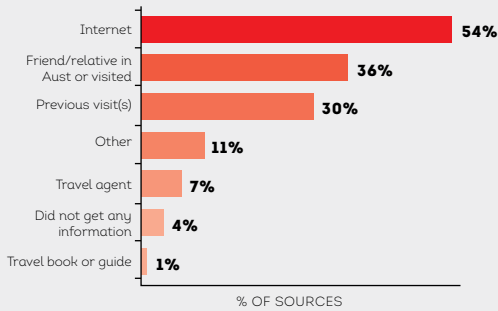
- 1 Package tour 1%**
- 2 Non-package tour 99%**

## MARKET INSIGHTS

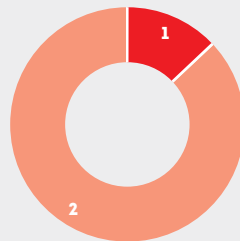
- ▶ Most Malaysians are English speaking, in particular the younger generations.
- ▶ Be aware of cultural and religious sensitivities i.e. Halal meals for Muslims and most Muslims do not consume alcohol in any form.
- ▶ Asians like to be 'on the go' so quick meals (preferably warm) are recommended.
- ▶ Malaysia Airlines has the ability to influence travel outside of key seasons with fare specials and promotions throughout the year.
- ▶ The SATC will continue to work closely with trade partners on itinerary development and support in-market trade events to ensure the trade have the knowledge required to sell South Australia.
- ▶ While trade partners are important, the market is gradually becoming digitally sophisticated, and consumers will shop around for the best deal possible, moving between traditional partners and online deals.
- ▶ As online research and bookings are increasing, operators need to have an up-to-date website and the ability to book online.
- ▶ The SATC has amplified its focus on increasing consumer awareness through media partners and direct to consumer, digital advertising campaigns.

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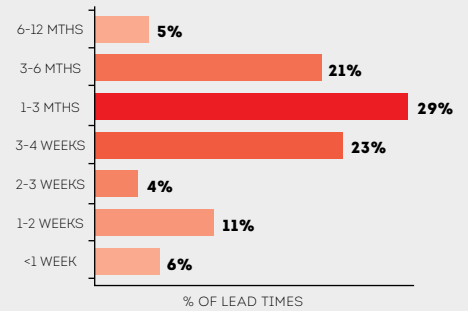
## INFORMATION SOURCES



## FIRST OR RETURN VISIT



## BOOKING LEAD TIMES



## KEY DISTRIBUTION PARTNERS

### KEY WHOLESALE PARTNERS

- ANGEL TOUR PTE LTD
- AIRLINK TRAVEL & TOUR SDN BHD
- APPLE VACATIONS & CONVENTIONS SDN BHD
- CORPORATE INFORMATION TRAVEL SDN BHD
- FOREVER TRAVEL SERVICE SDN BHD
- GOLDEN DELUXE TRAVEL SERVICE AGENCY SDN BHD
- HOLIDAY TOURS & TRAVEL SDN BHD
- MALAYSIA HARMONY TOUR & TRAVEL SDN BHD (12FLY)
- PARLO TOURS SDN BHD
- PNL TRAVEL SDN BHD
- SUNWAY TRAVEL SDN BHD

### INBOUND REPRESENTATIVE COMPANY IN AUSTRALIA

Business is highly competitive and travel agents do not contract a single inbound operator, rather request quotations for each tour and proceed the booking with the inbound tour operator that provides the cheapest quotation for that particular tour.

Active inbound companies in the region include Encounter Australia, Experience Tours Australia, Australian Tour Management, Holiday Pacific and Perfect Tours Australia.

## CONTRACTING & BROCHURE TIMES

April-June with validity from 01 October to 30 September.

## TOP TRAVEL WEBSITES

- AIRASIA.COM
- BOOKING.COM
- MALAYSIAAIRLINES.COM
- EXPEDIA.COM
- SKYSCANNER.COM.MY
- AGODA.COM
- TRIPADVISORY.COM.MY
- AIRBNB.COM
- TRIVAGO.COM.MY

## SOCIAL MEDIA

Find our Facebook page at [SeeSouthAustralia](#)

## CONTACTS

### MARKETING

VIVIENNE LI  
MANAGER, EASTERN MARKETS  
VIVIENNE.LI@SA.GOV.AU

### DISTRIBUTION

TRADE@TOURISM.SA.COM

Source: International Visitor Survey Dec 16, Dec 17 & Dec 18 conducted by Tourism Research Australia. Unless otherwise stated, all data refers to the Annual Average results for the 3 years from Dec 2016 to Dec 2018. Totals may not add to 100% due to rounding. np = not published due to small sample size. VFR = Visiting Friends and Relatives, ALOS = Average Length Of Stay (Nights). Definition of Package Tour: Where the international airfares plus some other travel component (transport, accommodation, tour) are paid for before arrival in Australia. Disclaimer: This summary has been prepared by the South Australian Tourism Commission (SATC) in good faith. While every care has been taken in preparing the information, the SATC does not represent or warrant that it is correct, complete or suitable for the purposes for which you wish to use it. By using this information you acknowledge that it is provided by SATC without any responsibility on behalf of the SATC and agree to release and indemnify the SATC for any loss or damage that you or any third party may suffer as a result of your reliance on this information. Produced by the South Australian Tourism Commission April 2019.

