

MALAYSIA

INTERNATIONAL MARKET UPDATE 2025

MARKET OVERVIEW

- Malaysia is South Australia's 12th largest inbound market and is ranked 9th for expenditure as of June 2025.
- Key demand-driving experiences include food and wine, nature and wildlife and the range of distinctive landscapes on Adelaide's doorstep such as the Barossa, Adelaide Hills and Fleurieu Peninsula.
- Malaysians usually visit one or a maximum of two states on each visit to Australia.
- There are more free independent travellers (FIT) than group departures as it is easier to make plans, especially when it comes to applying for visas.
- Malaysians have limited time to travel, preferring to take a series of short trips rather than one long holiday per year.
- 89% of Malaysian visitors to South Australia have been to Australia before.*
- 30% of visits are for the purpose of Holiday, 50% for Visiting Friends and Relatives (VFR). *



FAST FACTS & FIGURES


Data is an annual average over 2 years ending June 2024-June 2025

MALAYSIA	HOLIDAY	VFR	BUSINESS	OTHER	TOTAL
VISITS (SA)	4,000	5,000	500	2,000	11,000
VISITS (AUS)	89,000	72,000	16,000	26,000	178,000
NIGHTS (SA)	38,000	97,000	2,000	204,000	341,000
NIGHTS (AUS)	978,000	1,596,000	163,000	2,503,000	5,240,000
ALOS - NIGHTS (SA)	9	18	4	94	31
ALOS - NIGHTS (AUS)	11	22	10	95	29
EXPENDITURE (SA)					\$47m


ALOS = AVERAGE LENGTH OF STAY. VFR = VISITING FRIENDS AND RELATIVES.
*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING JUNE 2024-JUNE 2025.
A HIGH AVERAGE DUE TO EDUCATION VISITORS.

SNAPSHOT OF CURRENT STATISTICS – JUNE 2025


VISITORS

 10k


NIGHTS

 314k


AVERAGE LENGTH OF STAY

 32 nights[#]


EXPENDITURE

 \$48m

AVERAGE SPEND

 \$154 per night \$4,932[#] per visitor

INTERNATIONAL RANKING IN SOUTH AUSTRALIA

 #12 for visitors
#13 for nights
#9 for expenditure

AIR ACCESS

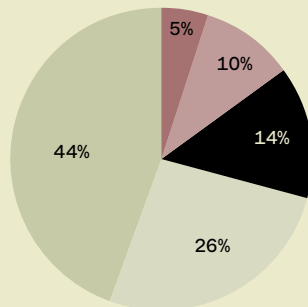
KEY CONNECTING AIRLINES

- Malaysia Airlines (MH) offer a direct service from Kuala Lumpur to Adelaide
- Multiple airlines offer connections via other Australian airports

VISITOR ACCOMMODATION TYPE AND TRAVEL PARTY DESCRIPTIONS*

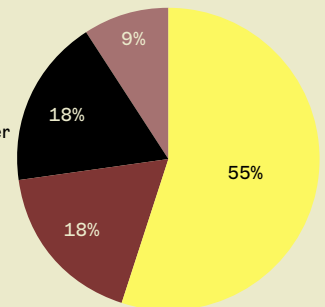
Visitor accommodation type (in South Australia)

- Other commercial accommodation
- Other accommodation
- Hotels and similar accommodation
- Friends or relatives' property
- Rented house/apartment/flat/unit



Travel party description (to South Australia)

- Travelling alone
- Adult couple
- Family group - parents and children
- Friends or relatives travelling together

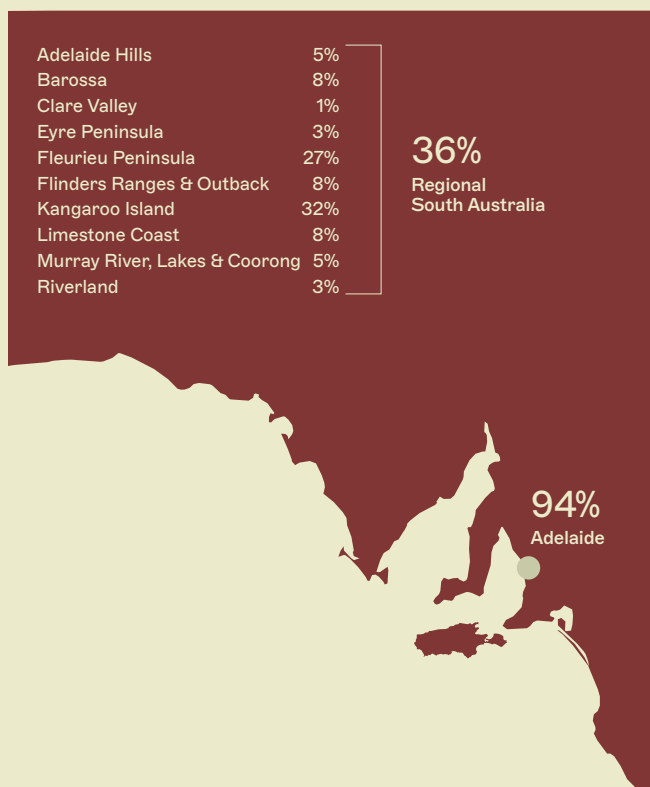


MARKET INSIGHTS

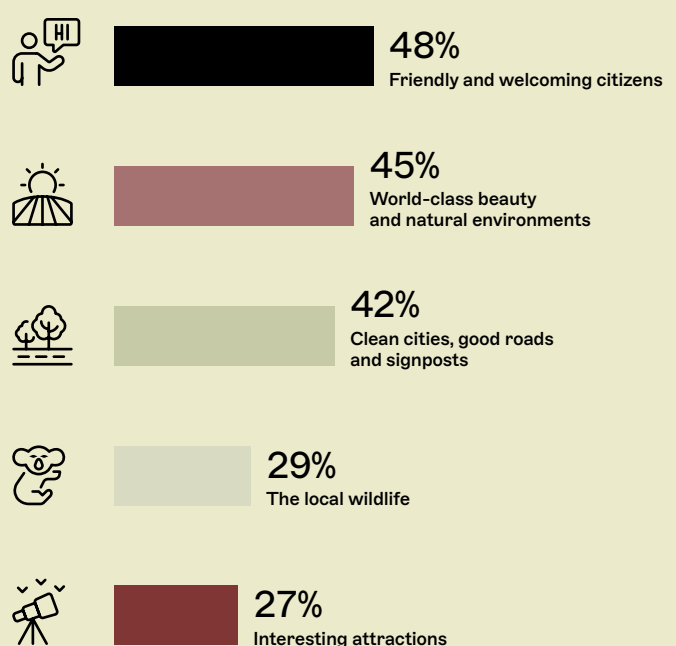
- Malaysians are influenced by attractive deals/offers, favourable weather, social media and word-of-mouth recommendations when deciding which destination to visit.
- Malaysian travellers are price-conscious, digitally sophisticated and very comfortable actively searching for deals and better perceived value for money.
- South Australia generally attracts couples and families residing in the Klang Valley (Kuala Lumpur & Selangor), Penang and Johor Bahru. Penang (Adelaide's sister city) is the 2nd largest city and a developing secondary market for Australia as more group travel is starting to come from that state.
- Working with trade partners remains important in the market to ensure that trade have the knowledge required to sell South Australia confidently.

- The South Australian Tourism Commission (SATC) continues to build on strong relationships with key trade partners, media, and airlines to reach consumers directly to ensure that destination awareness continues to be raised for South Australia.
- The Australian visa application for Malaysians is more stringent in comparison to other countries such as Singapore. This plays an important part in their decision-making process when selecting a holiday destination.
- Halal meals (alcohol and pork-free) and prayer facilities are essential considerations for Muslim travellers which is a sector of growing importance from Malaysia. It is important to be aware of cultural and religious sensitivities when promoting your experience to this market.
- Malaysian travellers turn to social media/influencer content on TikTok and Instagram, TV shows/movies with destination sets and travel search engines for travel inspiration.

VISITOR DISPERSAL**



FACTORS FOR CHOOSING TO VISIT SOUTH AUSTRALIA*



TARGET MARKET PROFILE

- Professionals who travel as a couple or with family/friends/older children, well-travelled, seeking unique and bespoke experiences (cool-cations) with most having been to Australia previously.

*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING JUNE 2024-JUNE 2025.
+DATA INCLUDES VISITORS WHO TRAVELLED TO MULTIPLE REGIONS FOR ALL PURPOSES.

BOOKING PREFERENCES



43%

Online Travel Agent
(eg. Expedia)



46%

Direct with Airline



39%

Retail Travel Agent/
Tour Operator



30%

Direct with
Accommodation



13%

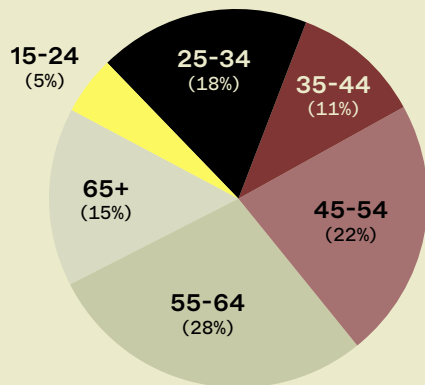
Direct with
Experience Provider



2%

Other

MALAYSIAN VISITORS TO SOUTH AUSTRALIA BY AGE GROUP*



MALAYSIA CHECKLIST

Consider the following points when targeting travellers from Malaysia:

- ✓ Be easy to book online by ensuring you have a seamless booking platform and an informative, up-to-date website.
- ✓ Connect with major online travel agents (OTAs) in-market to ensure that your product/experiences are showcased to their audiences.
- ✓ Build relationships with trade partners by attending various trade events, ensure that you keep them across any changes to your product and be responsive to their enquiries and questions.
- ✓ Highlight your immersive experience using rich imagery and video that showcase the unique and authentic aspects of what you offer.
- ✓ Try and offer deals where possible for the Malaysian consumer fair seasons (March-April and August-October) so that they are able to make their South Australian packages more attractive to encourage bookings for the school holidays (May-June and November-December).

Examples: Book 3 nights, pay for 2 nights; kids stay and play for free; complimentary pass to an experience when you purchase a standard entry ticket.

CONTACT

ADELAIDE

Martin Kaesler

Manager, Eastern Markets

martin.kaesler@sa.gov.au

SOUTHEAST ASIA

Suzanne Lim

Regional Manager, Southeast Asia

suzanne.lim@adelaide.com

**SOUTH
AUSTRALIA**



Government of South Australia

South Australian Tourism Commission

KEY TRADE PARTNERS

KEY AGENTS

- Apple Vacation
- Big Planet
- Corporate Information Travel (CIT)
- Forever Travel (Penang)
- Golden Destination
- Sedunia Travel
- Parlo Tours

INBOUND REPRESENTATIVE COMPANIES IN AUSTRALIA

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

Active inbound companies include:

- Xceptional Tours Australia
- Australia & Beyond Holidays
- Fortune Fragon
- Tranquil Travel
- Valentino Holidays

TOP ONLINE TRAVEL AGENTS/META SEARCH ENGINES

Trip.com

agoda

Booking.com

klook

kkday

*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING JUNE 2024-JUNE 2025.

DISCLAIMER: SOURCE: INTERNATIONAL VISITOR SURVEY JUNE 2024 AND JUNE 2025 CONDUCTED BY TOURISM RESEARCH AUSTRALIA, CONSUMER DEMAND PROJECT (CDP) 2024. TOTALS MAY NOT ADD TO 100% DUE TO ROUNDING. 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 DECEMBER 2025.