

MALAYSIA

INTERNATIONAL MARKET UPDATE 2026

MARKET OVERVIEW

- Malaysia is South Australia's 13th largest inbound market and is ranked 11th for expenditure as of March 2026.
- 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.
- 91% of Malaysian visitors to South Australia have been to Australia before.*
- 34% of visits are for the purpose of Holiday, 59% for Visiting Friends and Relatives (VFR). *



FAST FACTS & FIGURES

Data is an annual average over 2 years ending March 2025 - March 2026

MALAYSIA	HOLIDAY	VFR	BUSINESS	OTHER	TOTAL
VISITS (SA)	3,000	6,000	1000	2,000	10,000
VISITS (AUS)	95,000	73,000	16,000	26,000	190,000
NIGHTS (SA)	24,000	113,000	2,000	181,000	320,000
NIGHTS (AUS)	1,084,000	1,519,000	160,000	2,627,000	5,391,000
ALOS - NIGHTS (SA)	7	19	4	115	32
ALOS - NIGHTS (AUS)	11	21	10	102	28
EXPENDITURE (SA)					\$42m

ALOS = AVERAGE LENGTH OF STAY. VFR = VISITING FRIENDS AND RELATIVES.
*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING MARCH 2025 - MARCH 2026.
A HIGH AVERAGE DUE TO EDUCATION VISITORS.

SNAPSHOT OF CURRENT STATISTICS – MARCH 2026

VISITORS

 10k

NIGHTS

 309k

AVERAGE LENGTH OF STAY

 32 nights[#]

EXPENDITURE

 \$48m

AVERAGE SPEND

 \$157 per night \$4,951[#] per visitor

INTERNATIONAL RANKING IN SOUTH AUSTRALIA

 #13 for visitors
#15 for nights
#11 for expenditure

AIR ACCESS

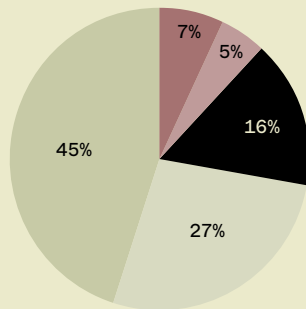
KEY CONNECTING AIRLINES

- 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*

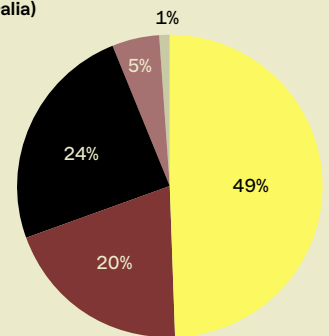
Visitor accommodation type (in South Australia)

- 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
- Other travel party

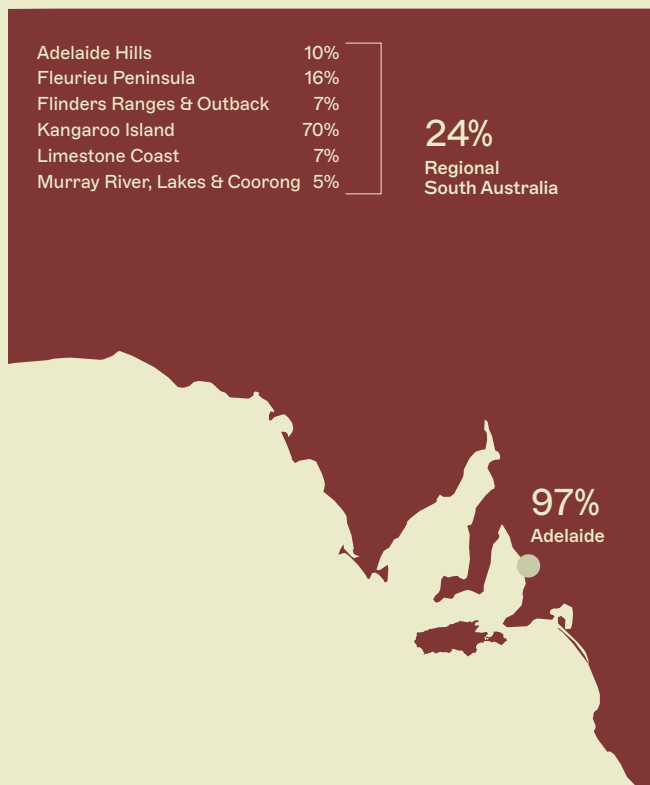


MARKET INSIGHTS

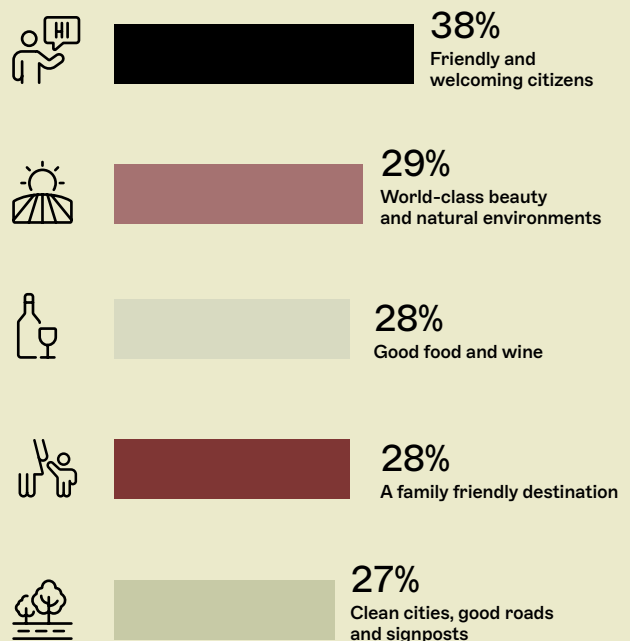
- Malaysians are influenced by attractive deals/offers, favourable weather, social media and word-of-mouth recommendations when deciding which destination to visit.
- Malaysian travellers are price-conscious, digitally sophisticated and very comfortable actively searching for deals and better perceived 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 travel 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 MARCH 2025 - MARCH 2026.
+DATA INCLUDES VISITORS WHO TRAVELLED TO MULTIPLE REGIONS FOR ALL PURPOSES.

BOOKING PREFERENCES



51%

Online Travel Agent
(eg. Expedia)



51%

Direct with Airline



30%

Retail Travel Agent/
Tour Operator



38%

Direct with
Accommodation



22%

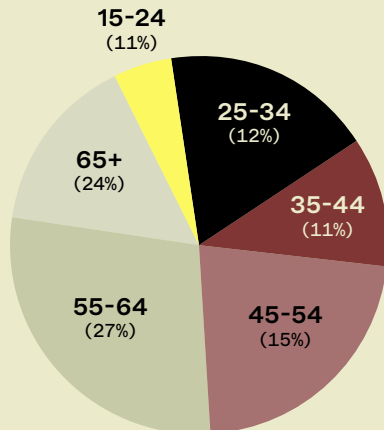
Direct with
Experience Provider



3%

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 travel 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

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**SOUTH
AUSTRALIA**



Government of South Australia

South Australian Tourism Commission

KEY TRADE PARTNERS

KEY AGENTS

- Apple Vacations
- 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:

- Australia & Beyond Holidays
- Australia Unique Travel
- Fortune Fragon
- H2Oz
- Holiday Services Down Under
- Tranquil Travel
- Valentino Holidays
- Xceptional Tours Australia

TOP ONLINE TRAVEL AGENTS/META SEARCH ENGINES

Trip.com

agoda

Booking.com

klook

kkday

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