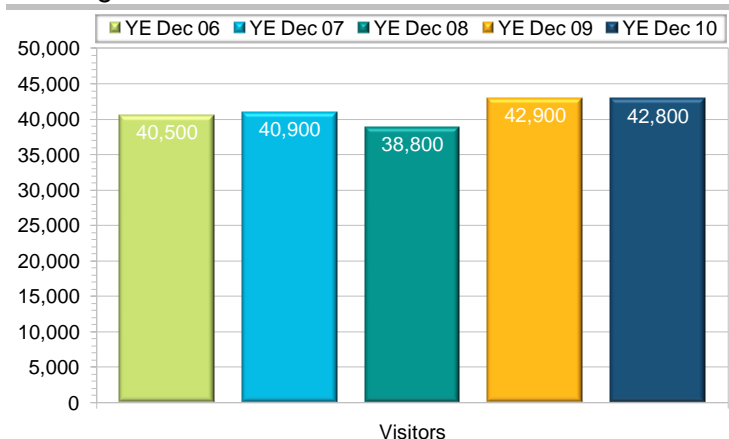


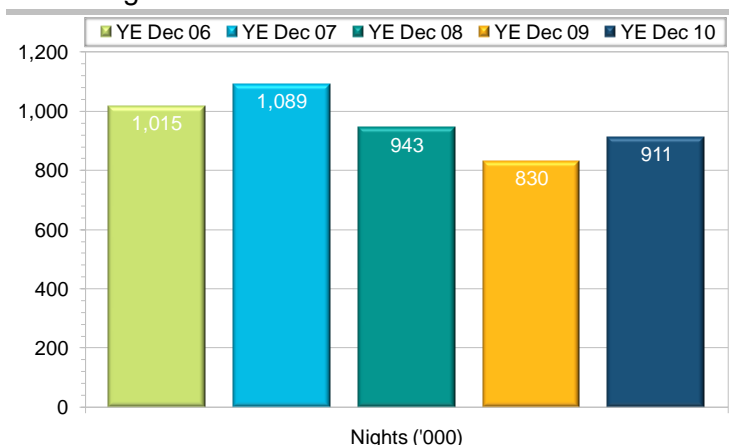
Overnight visitors



NSW received 42,800 overnight visitors from Malaysia - down by 0.1% on YE Dec 09. Malaysia contributed 1.5% of visitors to the State - down by 0.1% point on YE Dec 09.

Note: The emergence of short-haul low-cost airline seats from Malaysia has dramatically increased overseas travel by residents. Growth in direct aviation capacity had led to sharp reductions in airfares on the Malaysia – Australia routes.

Visitor nights



Visitors from Malaysia spent 910,700 nights in NSW - up by 9.7% on YE Dec 09. Malaysia contributed 1.4% of visitor nights in the State - unchanged on YE Dec 09.

Market share

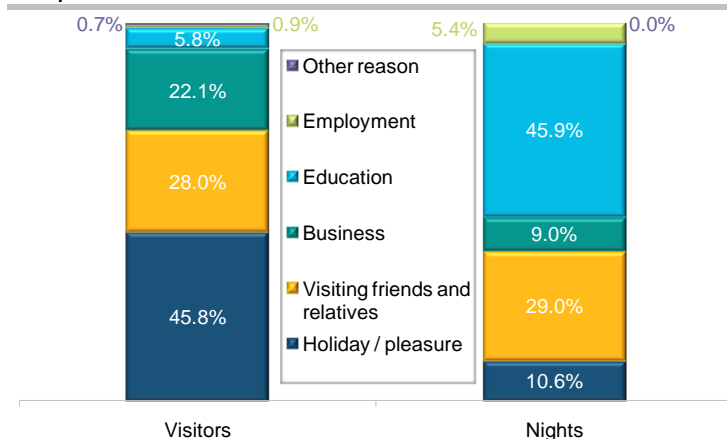
NSW received 20.1% of visitors and 13.1% of nights by Malaysian travellers in Australia. Compared to YE Dec 09, the share of visitors was down by 2.2% points and the share of nights was up by 0.8% points.

Accommodation

'Home of friend or relative' (35.4%) was the most popular accommodation type used by Malaysian visitors for nights in NSW. 'Rented house / apartment / unit / flat' (35.3%) was the 2nd most popular, followed by 'serviced apartment' (7.8%).

'Holiday / pleasure' visitors from Malaysia spent more nights in NSW in a 'home of friend or relative' (28.4%) than in any other accommodation. 'Standard hotel / motel / motor inn, below 4 star' (24.6%) was the 2nd most popular, followed by 'backpacker / hostel' (17.2%).

Purpose of visit



'Holiday / pleasure' (45.8%) was the largest purpose for Malaysian visitors to the State. 'Visiting friends and relatives' (28.0%) was the 2nd largest, followed by 'business' (22.1%).

'Education' (45.9%) was the largest purpose in terms of nights by Malaysian visitors in NSW. 'Visiting friends and relatives' (29.0%) was the 2nd largest, followed by 'holiday / pleasure' (10.6%).

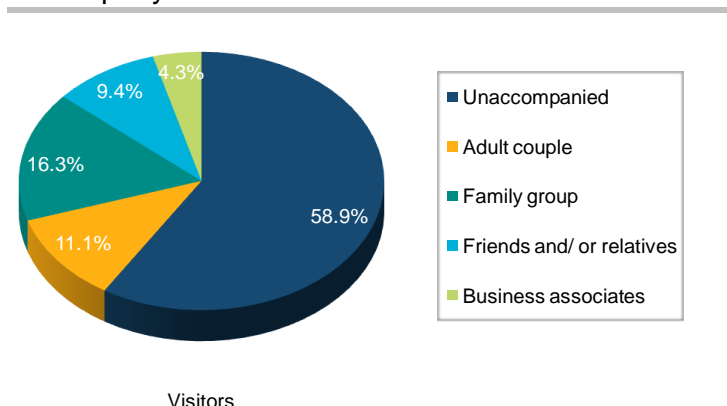
Length of stay

Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday / pleasure	4.9	9.6	4	6
Visiting friends and relatives	22.1	21.9	12	11
Business	8.7	13.1	4	6
Education	169.0	152.8	146	135
Employment	123.4	142.7	20	95
Other reason	1.0	21.0	1	7
Total	21.3	32.7	6	8

Visitors from Malaysia stayed, on average, 21.3 nights in NSW, while their average stay in Australia was 32.7 nights. The median length of stay in the State was 6 nights, compared to 8 nights in Australia.

'Holiday / pleasure' visitors from Malaysia had an average stay of 4.9 nights and a median stay of 4 nights in NSW.

Travel party



'Unaccompanied' (58.9%) was the most common travel party description for Malaysian overnight visitors to the State. 'Family group' (16.3%) was the 2nd most common, followed by 'adult couple' (11.1%).

Note: Percentage change figures provided in this market profile do not necessarily represent statistically significant change.

(1) Source: International Visitor Survey, YE Dec 10, Tourism Research Australia (TRA) - unless otherwise indicated

Malaysia Market Profile ⁽¹⁾

Year ended December 2010

Visitors to NSW	42,800
Nights in NSW (million)	0.9
Expenditure in NSW (million)	\$ 114
Expenditure per visitor in NSW	\$ 2,661

Top 5 places visited in NSW

No.	Region	% of visitors to NSW
1	Sydney	92.8%
2	Northern Rivers	2.8%
3	Illawarra sub-region	2.0%
4	The Hunter	1.8%
5	Mid North Coast	1.5%

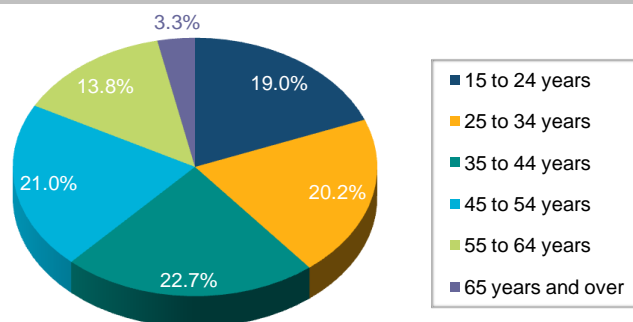
'Sydney' (92.8%) was by far the most visited region in NSW by Malaysian overnight visitors. 'Northern Rivers' (2.8%) was the 2nd most visited region, followed by 'Illawarra sub-region' (2.0%) and 'The Hunter' (1.8%).

Malaysian overnight visitors to Australia: 'Melbourne' (41.8%) was the most visited region, followed by 'Experience Perth' (26.2%) and 'Sydney' (18.7%).

Gender

A larger proportion of Malaysian overnight visitors to the State were female (52.9%) than male (47.1%).

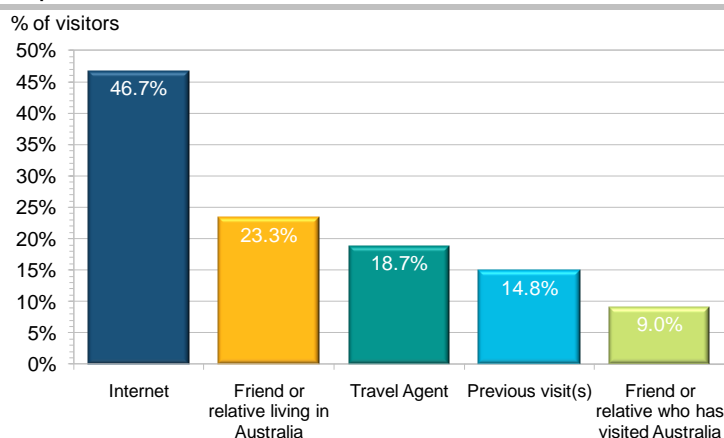
Age



Visitors

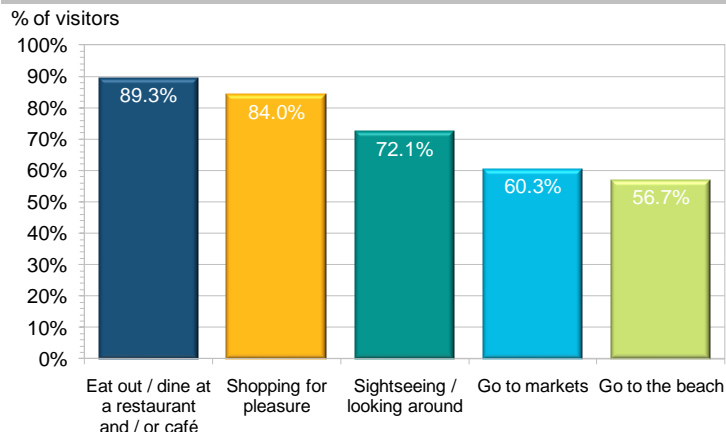
'35 to 44 years' (22.7%) was the biggest age group of Malaysian overnight visitors to NSW, followed by '45 to 54 years' (21.0%) and '25 to 34 years' (20.2%).

Top 5 information sources



The 'internet' (46.7%) was the most popular information source for the trip to Australia by Malaysian overnight visitors who had been to NSW. 'Friend or relative living in Australia' (23.3%) was the 2nd most popular, followed by 'travel agent' (18.7%) and 'previous visit(s)' (14.8%).

Top 5 activities in Australia



'Eat out / dine at a restaurant and / or cafe' (89.3%) was the most popular activity undertaken during the trip to Australia by Malaysian overnight visitors who had been to NSW. 'Shopping for pleasure' (84.0%) was the 2nd most popular activity, followed by 'sightseeing / looking around' (72.1%).

Transport

'Aircraft' (32.4%) was the most common transport used to destinations in NSW by Malaysian overnight visitors. 'Private or company car' (27.3%) was the 2nd most common, followed by 'taxi or chauffeur driven hire car' (23.8%).

First time or repeat visit

Most Malaysian overnight visitors who had been to NSW (72.5%) were on a repeat visit to Australia.

Travel package

Nearly 1/12 (7.4%) of Malaysian overnight visitors who had been to the State, arrived in Australia on a travel package. 'All accommodation' (73.3%) was the most popular travel arrangement included in the package (other than 'international airfares'), followed by 'airfares within Australia' (68.7%).

Group tours

The rate of group tour travel to Australia, amongst Malaysian overnight visitors who had been to NSW, was 5.0%.

Expenditure (excl package expenditure) ⁽²⁾

Destination	Total (\$ million)	Per visitor \$	Per night \$
New South Wales	\$114	\$2,661	\$125
Australia	\$807	\$3,789	\$116

Malaysian overnight visitors spent \$114 million in NSW. In total, they spent \$807 million in Australia. On average, visitors from Malaysia spent \$2,661 per visitor and \$125 per night in NSW.

(2) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA

Forecast ⁽³⁾

Malaysian visitors to Australia are expected to increase from 212,000* in 2009 to 322,000* in 2020, an average annual growth rate of 3.9%.

(3) Source: Forecast 2010 Issue 2, Tourism Forecasting Committee
* Includes children less than 15 years