



Malaysia - Times Series Year ending June 2006 - 2011

By stopover reason for visit

Holiday visitors ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	19	24	18	18	17
	Victoria	19	19	18	24	26	38
	Queensland	16	18	26	29	31	31
	Total	65	67	74	84	87	111

Market share of holiday visitors (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	29.6	35.4	24.7	21.1	20.0
	Victoria	28.8	27.8	24.9	28.1	30.1	34.5
	Queensland	25.2	26.7	35.4	34.3	35.5	28.4

Holiday visitor nights ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	187	228	156	126	95
	Victoria	135	122	164	209	179	254
	Queensland	103	108	159	149	177	213
	Total	712	628	645	682	664	822

Market share of holiday visitor nights (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	26.3	36.3	24.2	18.5	14.3
	Victoria	19.0	19.5	25.4	30.7	26.9	30.9
	Queensland	14.4	17.2	24.7	21.8	26.6	25.9

VFR visitors ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	10	11	10	14	14
	Victoria	16	19	20	34	35	36
	Queensland	7	6	7	9	8	8
	Total	46	49	52	74	80	82

Market share of VFR visitors (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	22.8	22.3	19.7	19.0	17.4
	Victoria	35.9	38.9	38.3	46.1	44.1	43.4
	Queensland	15.3	11.3	13.8	12.2	10.0	9.5

VFR visitor nights ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	155	212	161	158	225
	Victoria	273	346	313	593	569	488
	Queensland	125	104	115	101	133	172
	Total	831	982	959	1,364	1,317	1,528

Market share of VFR visitor nights (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	18.6	21.6	16.8	11.5	17.1
	Victoria	32.8	35.3	32.6	43.4	43.2	31.9
	Queensland	15.0	10.6	11.9	7.4	10.1	11.2

Source: International Visitor Survey.

Base: All visitors aged 15 years and over travel grid completed.

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Business visitors ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	7	8	7	6	9
	Victoria	4	5	7	6	6	7
	Queensland	3	3	4	3	3	3
	Total	17	20	23	19	22	24

Market share of business visitors (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	37.4	42.3	30.6	33.3	41.2
	Victoria	24.7	23.5	30.1	28.6	27.1	26.9
	Queensland	16.1	17.3	17.9	17.7	13.1	11.6

Business visitor nights ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	70	81	49	39	73
	Victoria	32	31	61	64	38	57
	Queensland	25	20	41	26	24	19
	Total	190	191	274	205	251	238

Market share of business visitor nights (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	36.8	42.5	17.7	19.3	28.9
	Victoria	17.0	16.4	22.1	31.1	15.1	23.8
	Queensland	13.1	10.5	14.8	12.5	9.5	8.1

Education visitors ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	2.9	3.4	3.7	3.3	2.7
	Victoria	6.9	8.6	5.5	9.5	11.2	12.5
	Queensland	2.6	2.1	3.1	1.4	1.6	2.0
	Total	19.1	21.6	21.6	26.6	27.5	30.7

Market share of Education visitors (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	15.2	15.7	17.1	12.4	9.8
	Victoria	36.1	39.8	25.5	35.7	40.7	40.7
	Queensland	13.6	9.7	14.4	5.3	5.8	6.5

Education visitor nights ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	485	573	611	376	448
	Victoria	1,079	1,143	928	1,633	1,717	1,587
	Queensland	214	174	570	176	203	336
	Total	3,029	3,097	3,622	3,923	3,895	4,028

Market share of Education visitor nights (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	16.0	18.5	16.9	9.6	11.5
	Victoria	35.6	36.9	25.6	41.6	44.1	39.4
	Queensland	7.1	5.6	15.7	4.5	5.2	8.3

Employment visitors ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	0.1	0.1	0.5	1.1	0.6
	Victoria	0.6	0.4	0.7	0.2	1.5	0.4
	Queensland	0.7	0.6	-	0.1	0.5	0.3
	Total	2.1	2.7	2.7	3.1	3.8	2.5

Market share of Employment visitors (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	4.8	3.7	18.5	35.5	15.8
	Victoria	28.6	14.8	25.9	6.5	39.5	16.0
	Queensland	33.3	22.2	#VALUE!	3.2	13.2	12.0



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		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Employment visitor nights (’000)	State visited						
	New South Wales	9	20	33	57	47	13
	Victoria	31	46	38	15	171	13
	Queensland	31	30 -		34	85	6
	Total	93	216	176	329	468	155

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Market share of Employment visitor nights (per cent)	State visited						
	New South Wales	9.2	9.2	18.6	17.4	10.1	8.7
	Victoria	32.8	21.1	21.6	4.4	36.5	8.3
	Queensland	33.1	13.8	#VALUE!	10.3	18.1	3.7

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Total visitors (’000)	State visited						
	New South Wales	38.2	44.6	38.2	41.9	40.9	44.6
	Victoria	46.4	48.1	48.9	66.2	76.6	92.4
	Queensland	27.6	28.4	36.9	40.7	41.6	42.7
	Total	136.0	141.6	149.6	175.2	193.9	220.4

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Market share of total visitors (per cent)	State visited						
	New South Wales	28.1	31.5	25.5	23.9	21.1	20.2
	Victoria	34.1	34.0	32.7	37.8	39.5	41.9
	Queensland	20.3	20.1	24.7	23.2	21.5	19.4

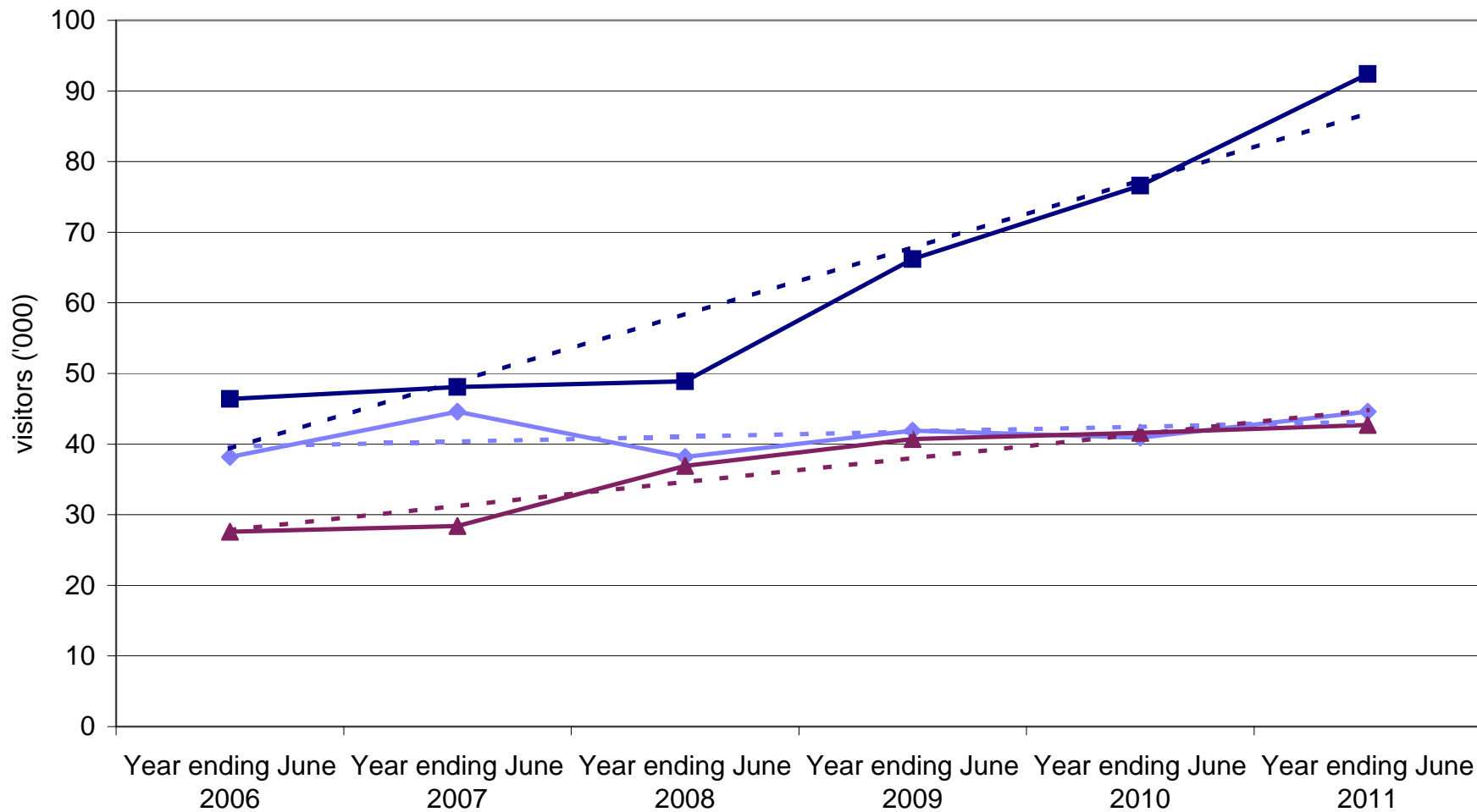
		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Total visitor nights (’000)	State visited						
	New South Wales	936	1,118	1,010	762	889	872
	Victoria	1,592	1,694	1,504	2,515	2,677	2,408
	Queensland	500	436	886	489	623	751
	Total	4,969	5,261	5,684	6,519	6,607	6,800

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Market share of total visitor nights (per cent)	State visited						
	New South Wales	18.8	21.3	17.8	11.7	13.5	12.8
	Victoria	32.0	32.2	26.5	38.6	40.5	35.4
	Queensland	10.1	8.3	15.6	7.5	9.4	11.0

Source: International Visitor Survey.

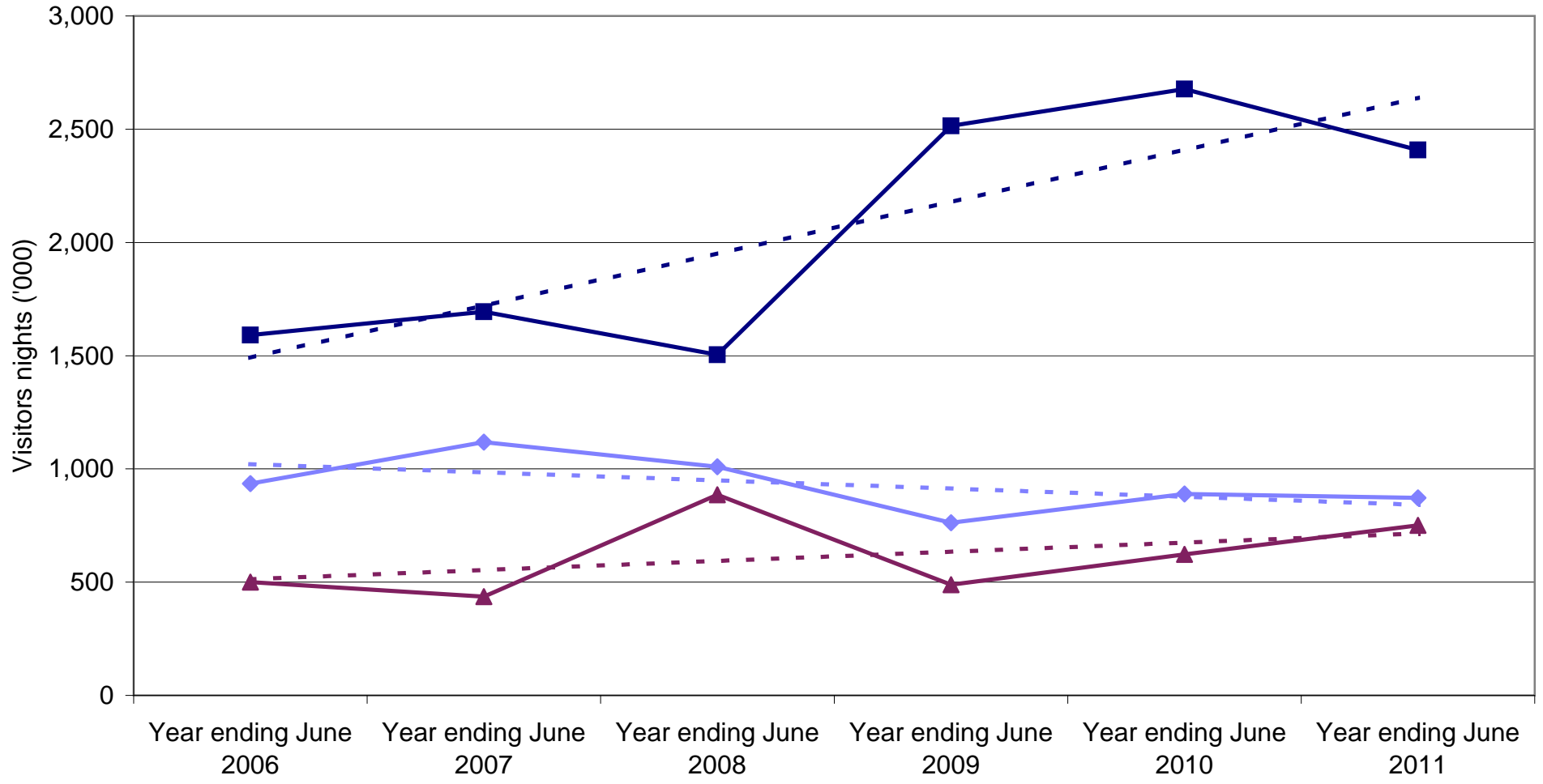
Base: All visitors aged 15 years and over travel grid completed.

Malaysian visitors by State visited



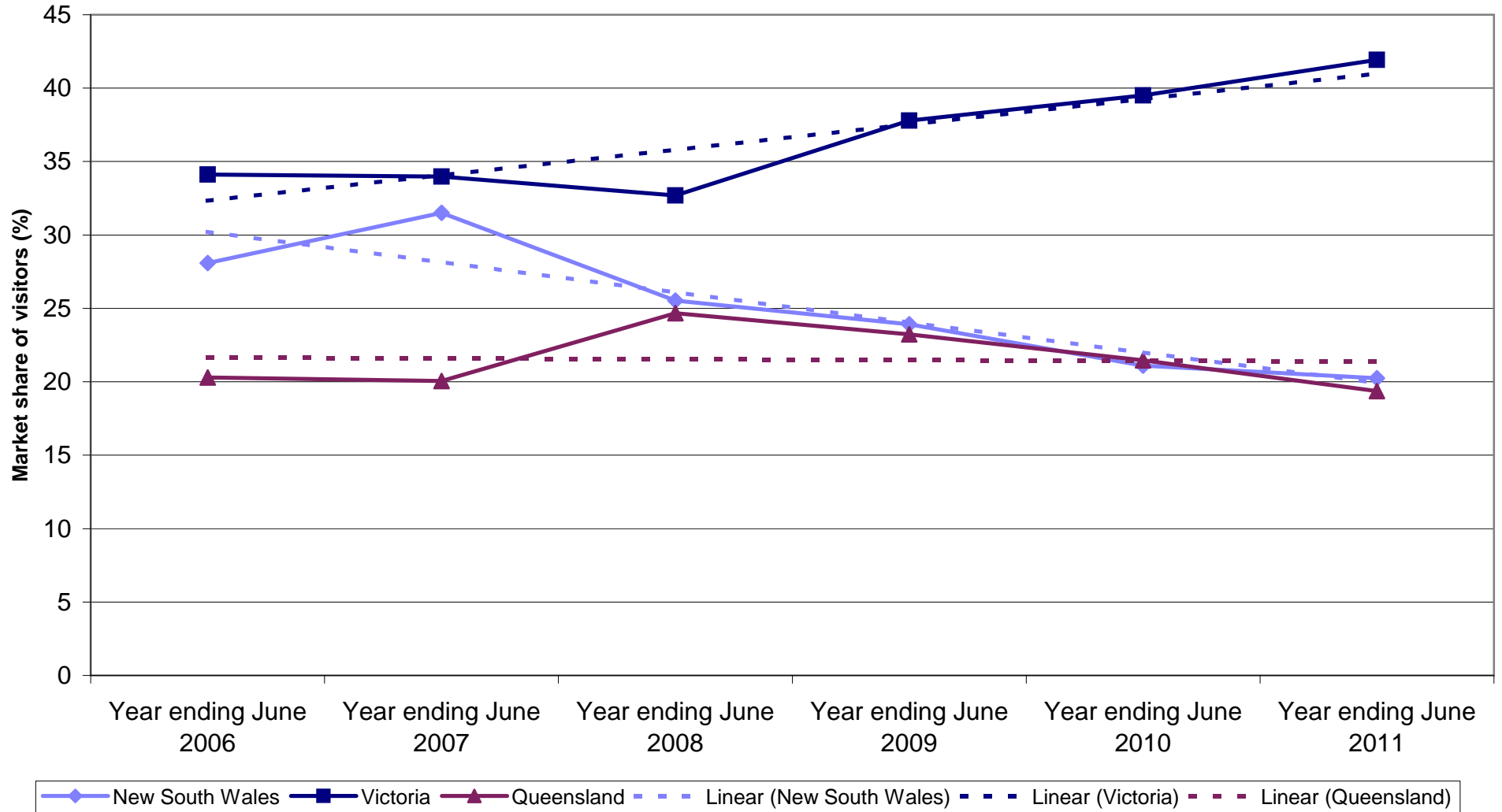
Legend: New South Wales (solid line with diamond markers), Victoria (solid line with square markers), Queensland (solid line with triangle markers), Linear (New South Wales) (dashed line), Linear (Victoria) (dashed line), Linear (Queensland) (dashed line).

Malaysian nights by State visited

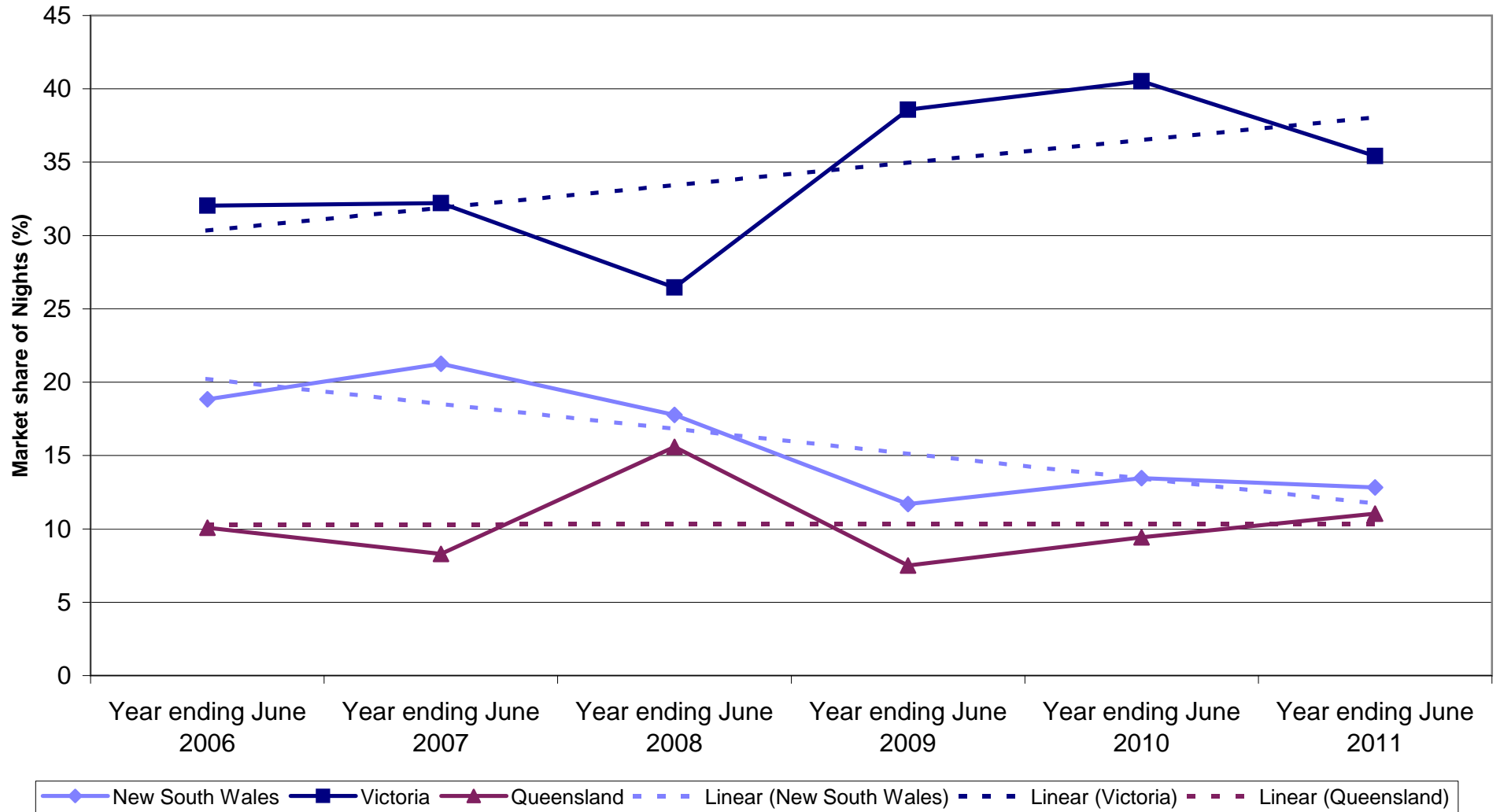


Legend: New South Wales (blue diamond), Victoria (dark blue square), Queensland (maroon triangle), Linear (New South Wales) (dashed blue), Linear (Victoria) (dashed dark blue), Linear (Queensland) (dashed maroon)

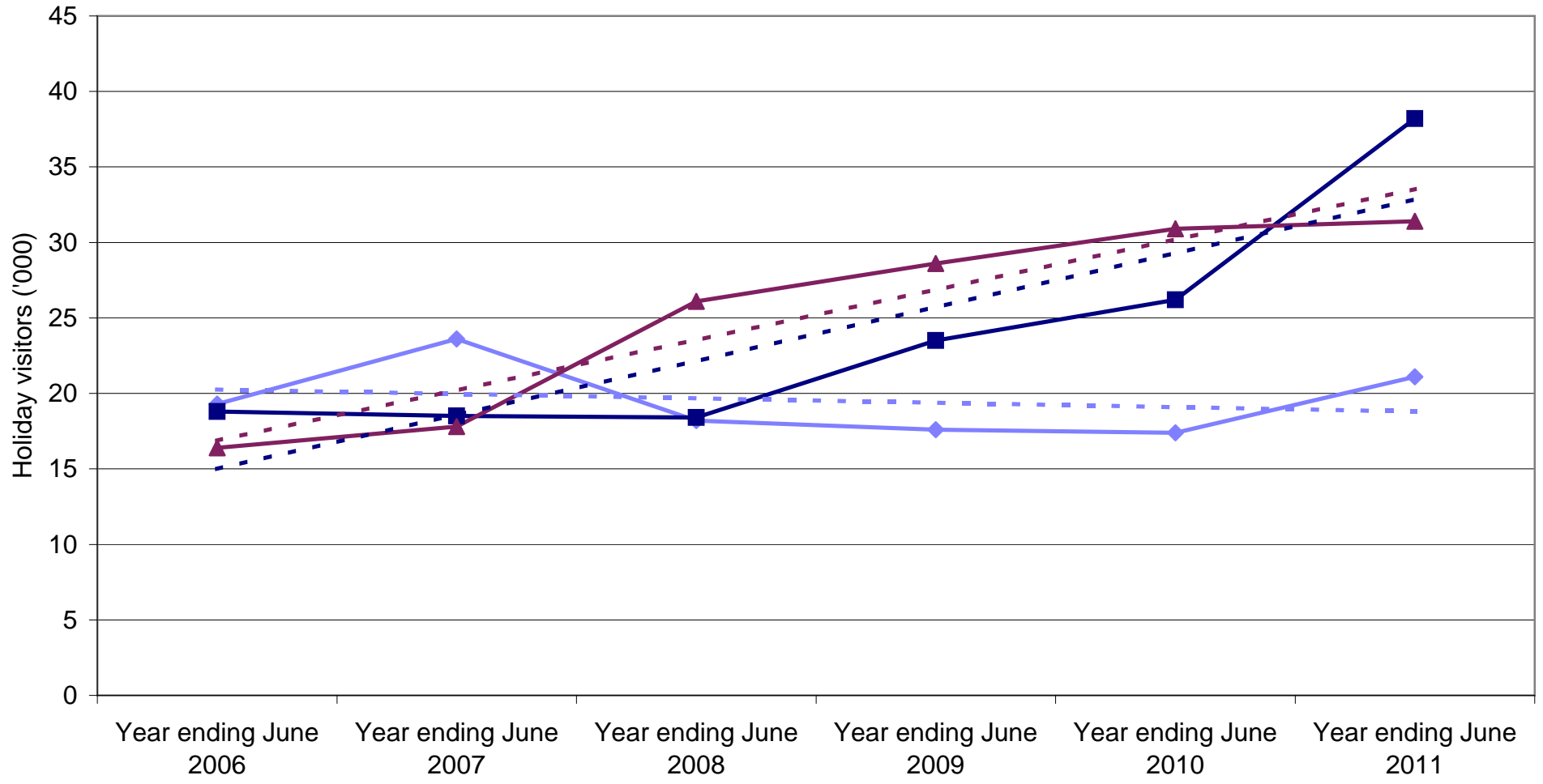
State market share of Malaysian visitors to Australia



State market share of Malaysian nights to Australia

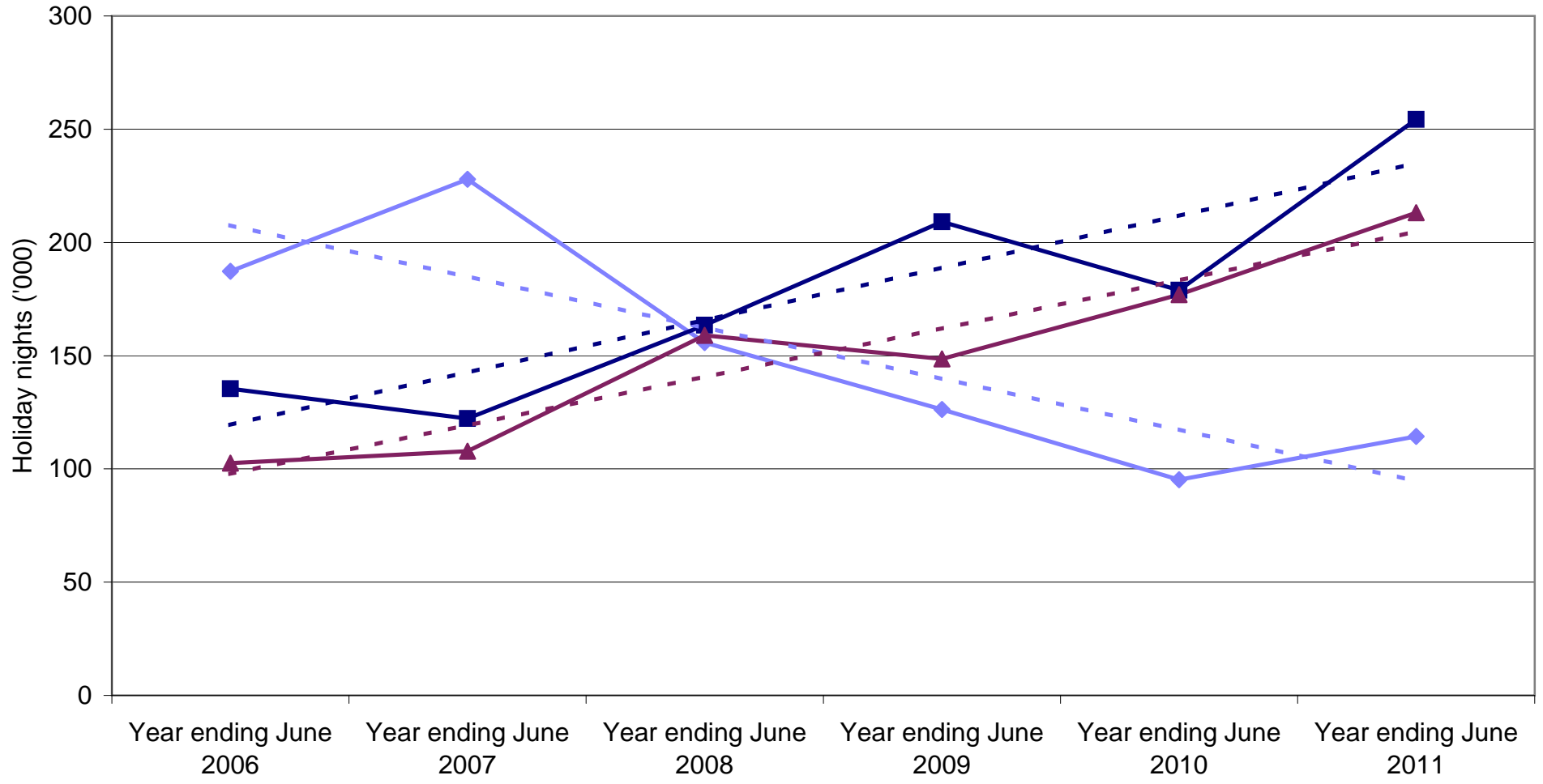


Malaysian holiday visitors by State visited



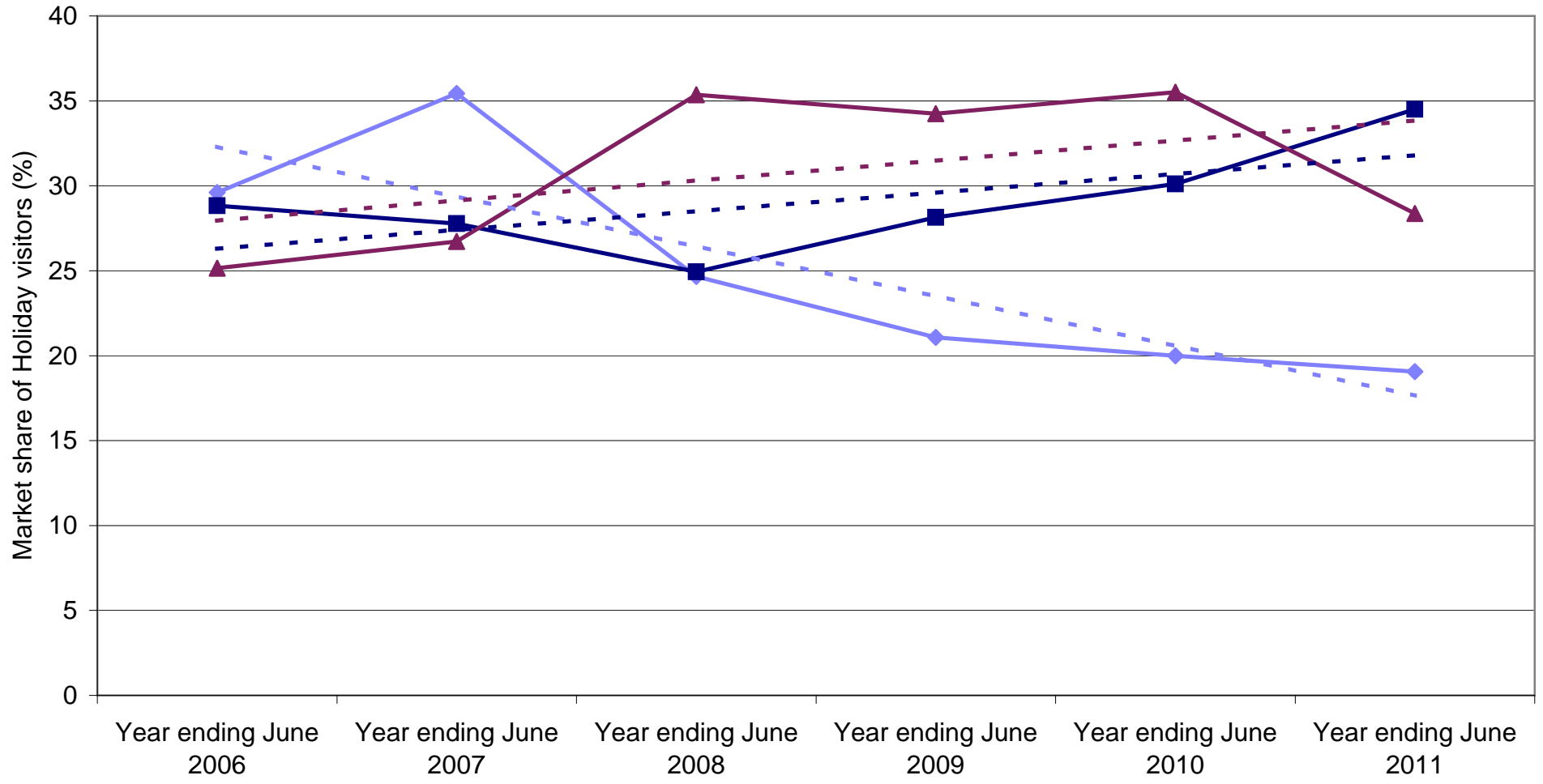
◆ New South Wales
 ■ Victoria
 ▲ Queensland
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 - - - Linear (Victoria)
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Malaysian holiday nights by State visited



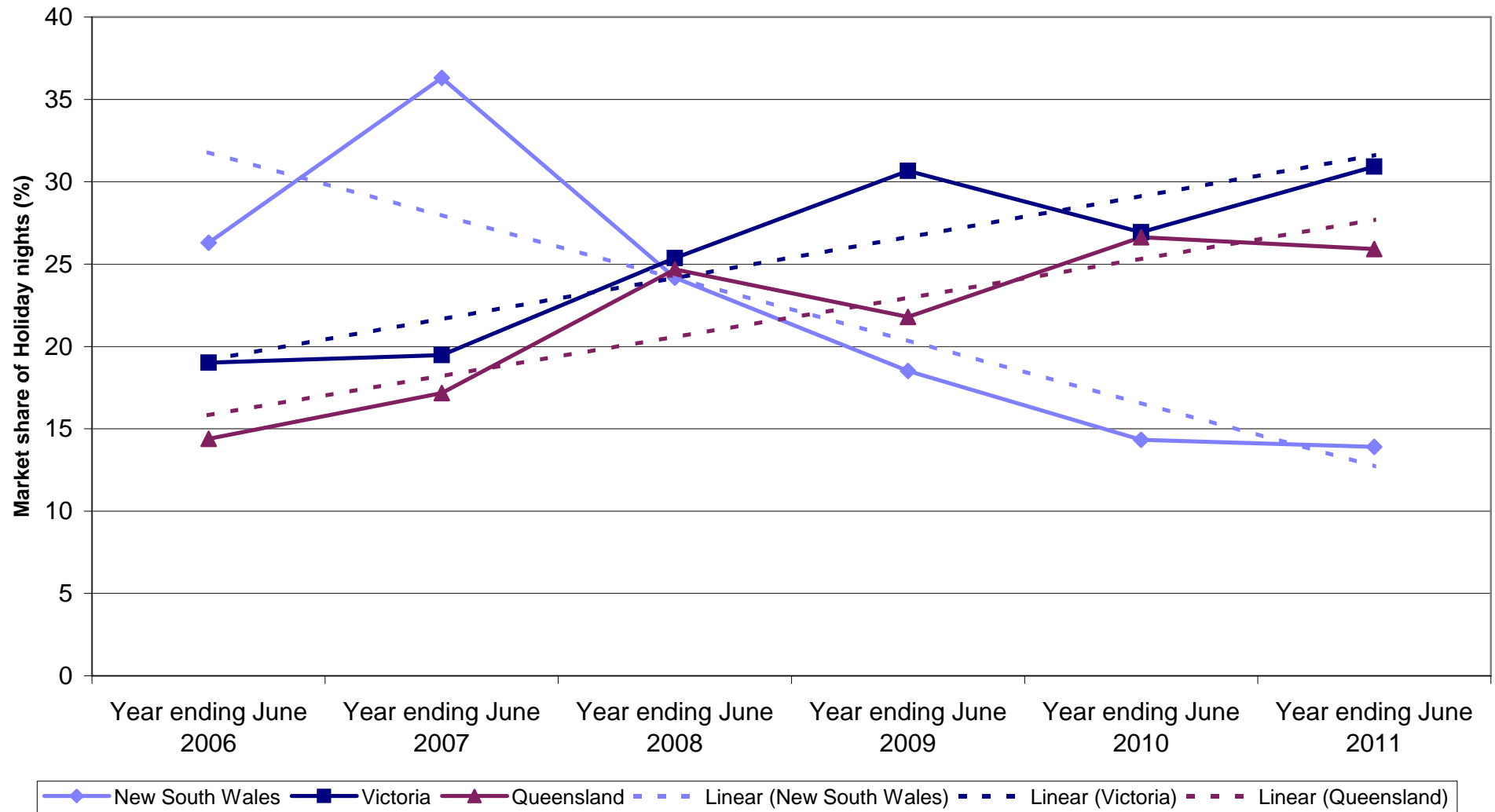
Legend: New South Wales (solid blue line with diamond markers), Victoria (solid dark blue line with square markers), Queensland (solid maroon line with triangle markers), Linear (New South Wales) (dashed light blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line).

State market share of Malaysian holiday visitors to Australia

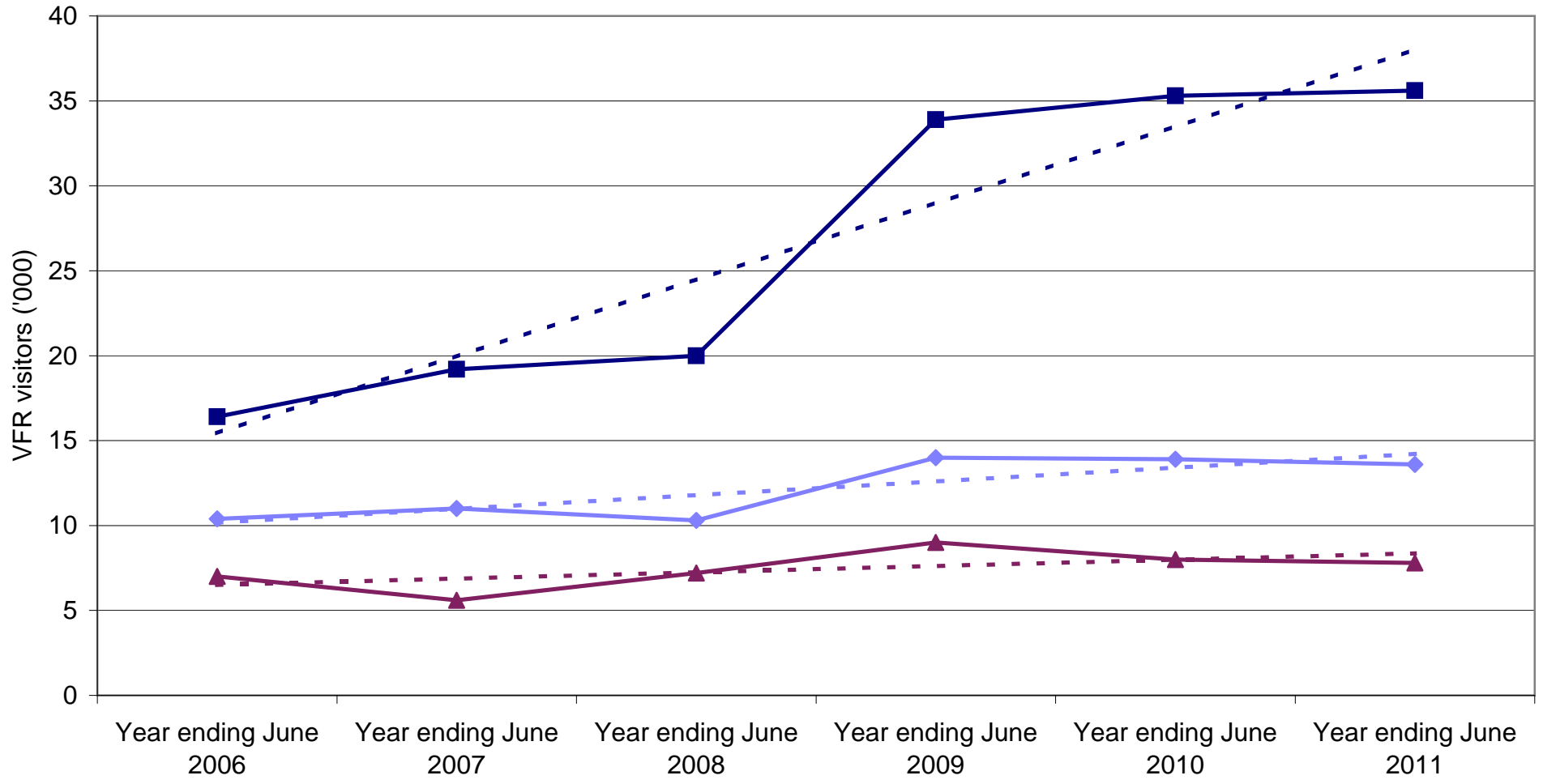


◆ New South Wales ■ Victoria ▲ Queensland - - - Linear (New South Wales) - - - Linear (Victoria) - - - Linear (Queensland)

State market share of Malaysian holiday nights to Australia

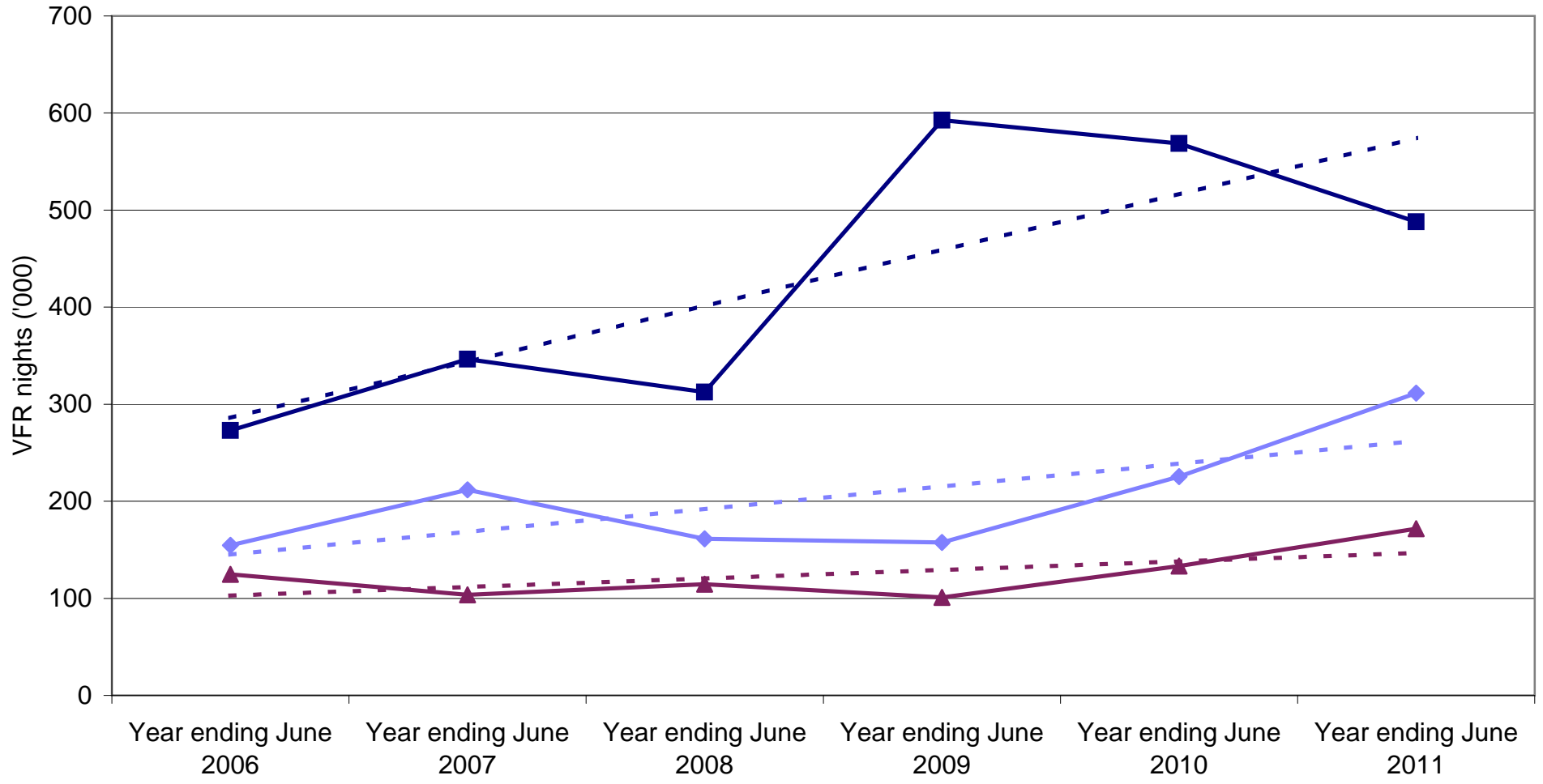


Malaysian VFR visitors by State visited



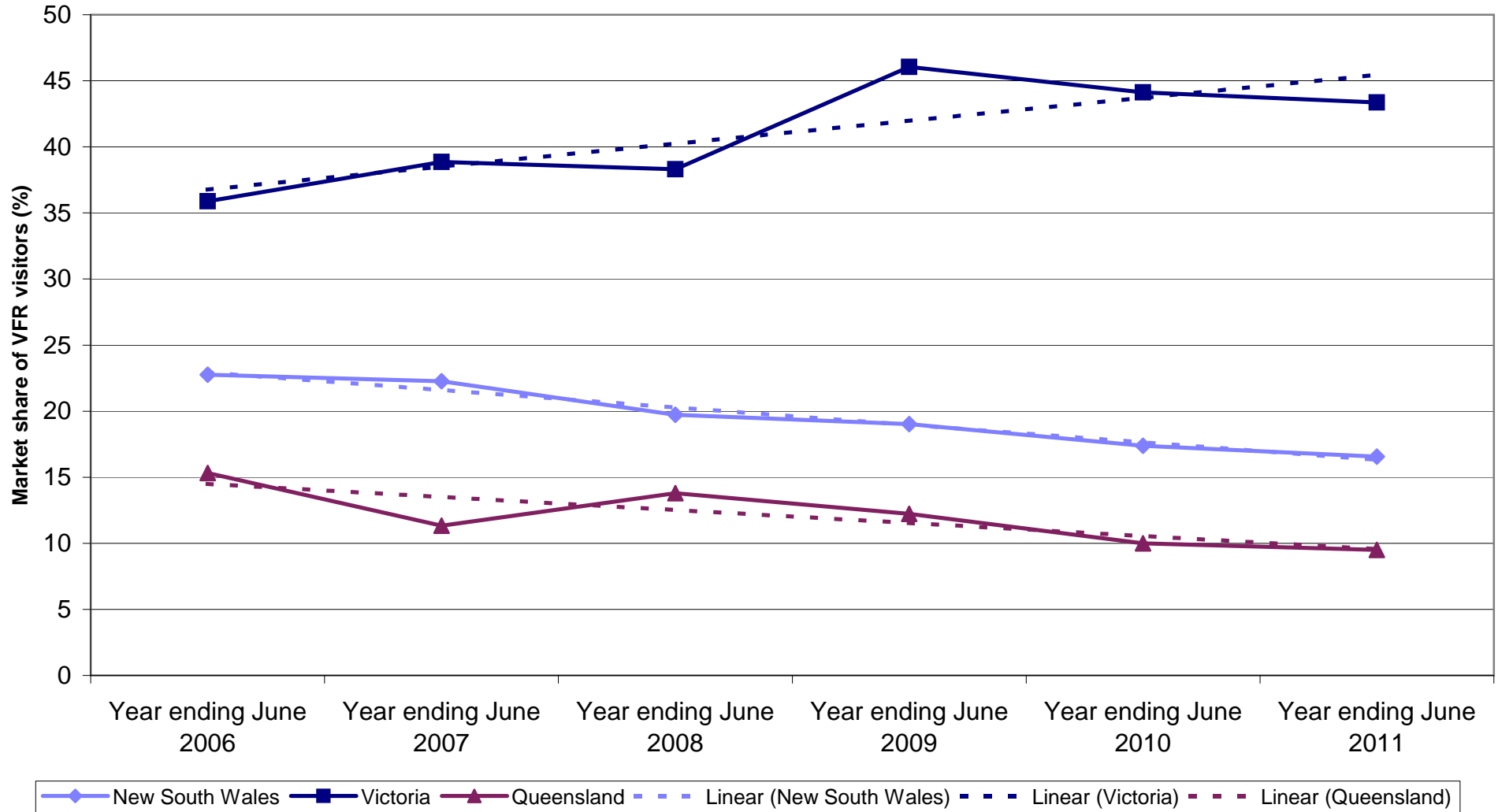
Legend: New South Wales (solid line with diamond), Victoria (solid line with square), Queensland (solid line with triangle), Linear (New South Wales) (dashed line with diamond), Linear (Victoria) (dashed line with square), Linear (Queensland) (dashed line with triangle)

Malaysian VFR nights by State visited

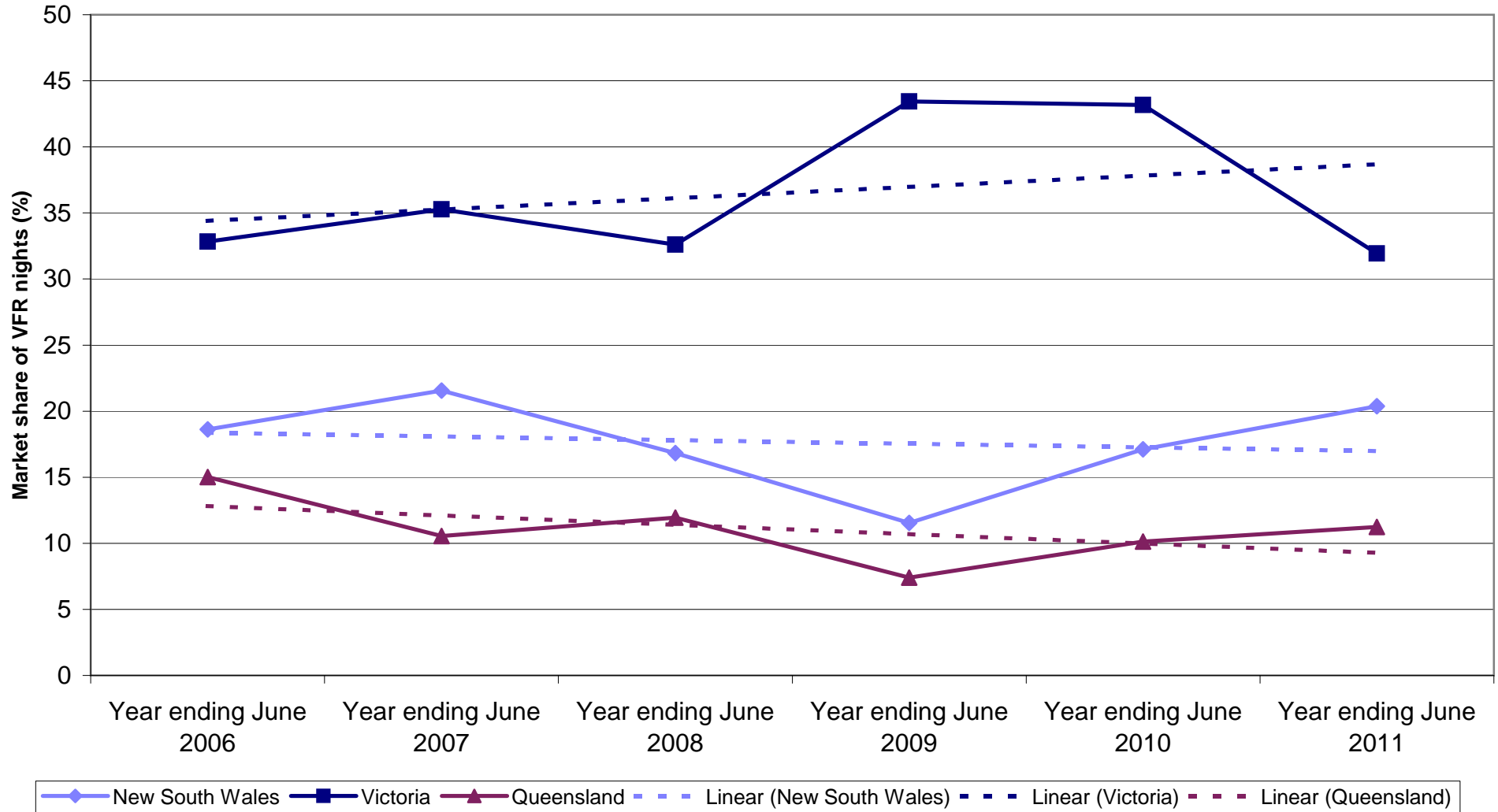


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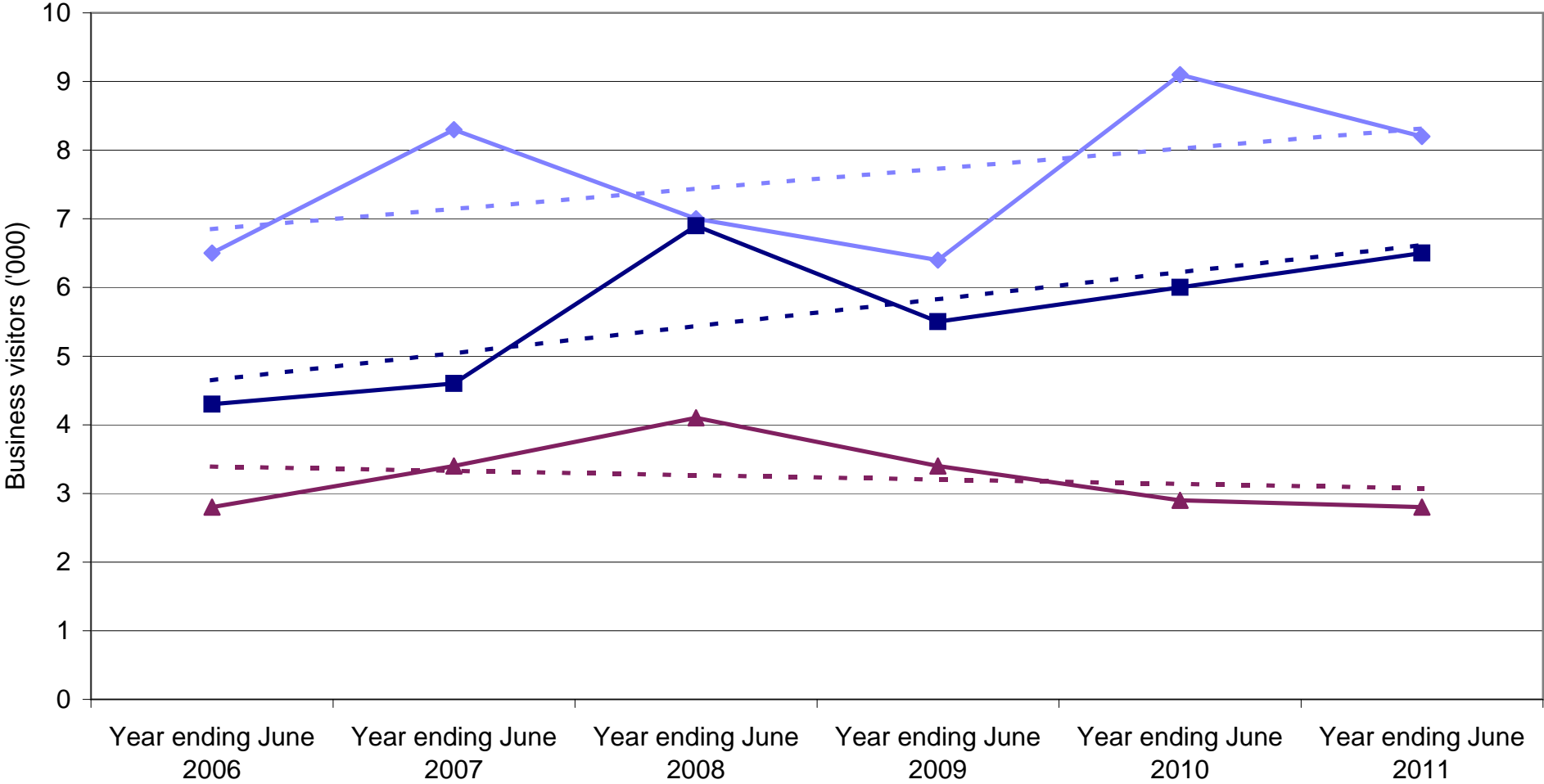
State market share of Malaysian VFR visitors to Australia



State market share of Malaysian VFR nights to Australia

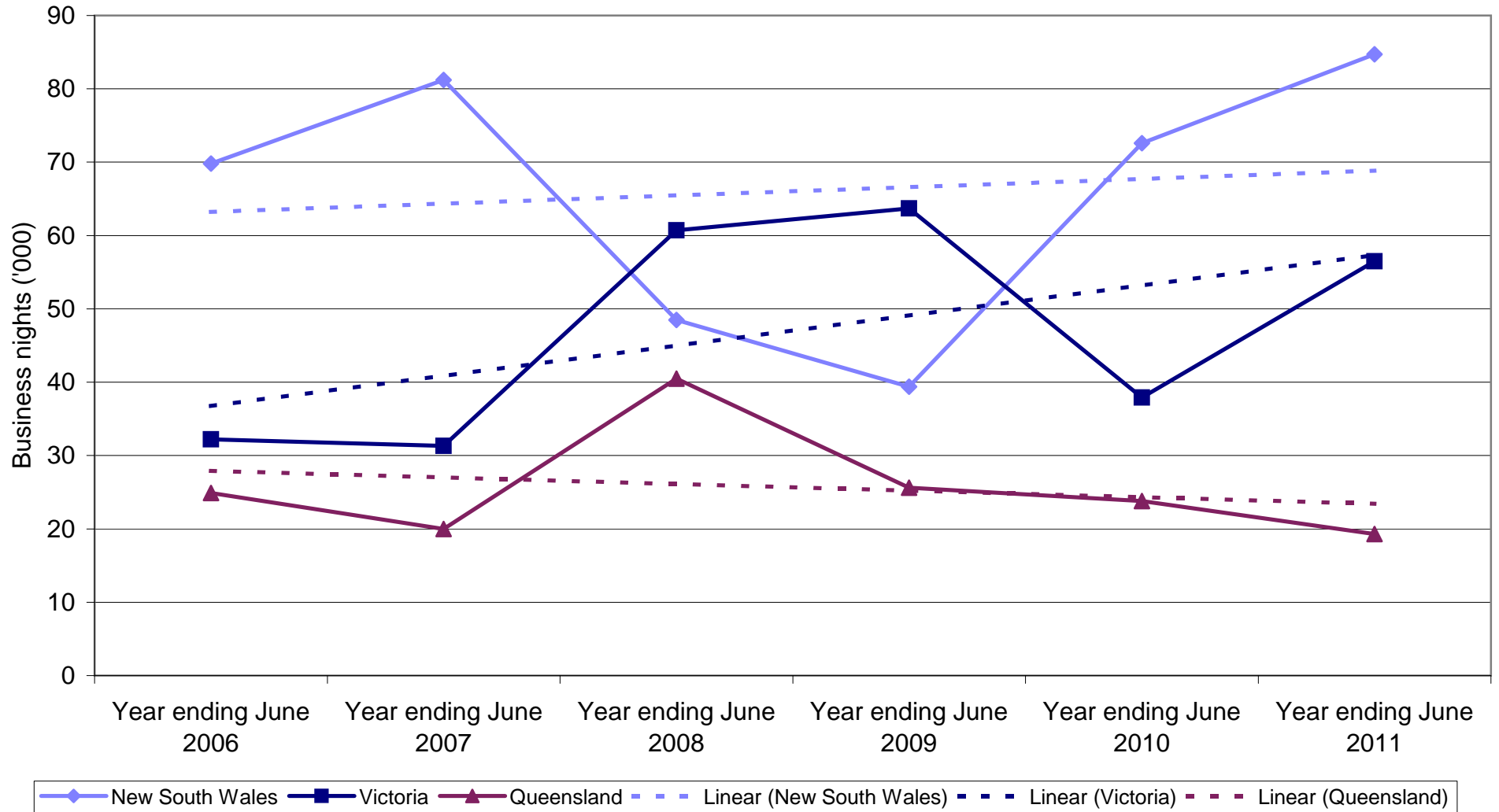


Malaysian Business visitors by State visited

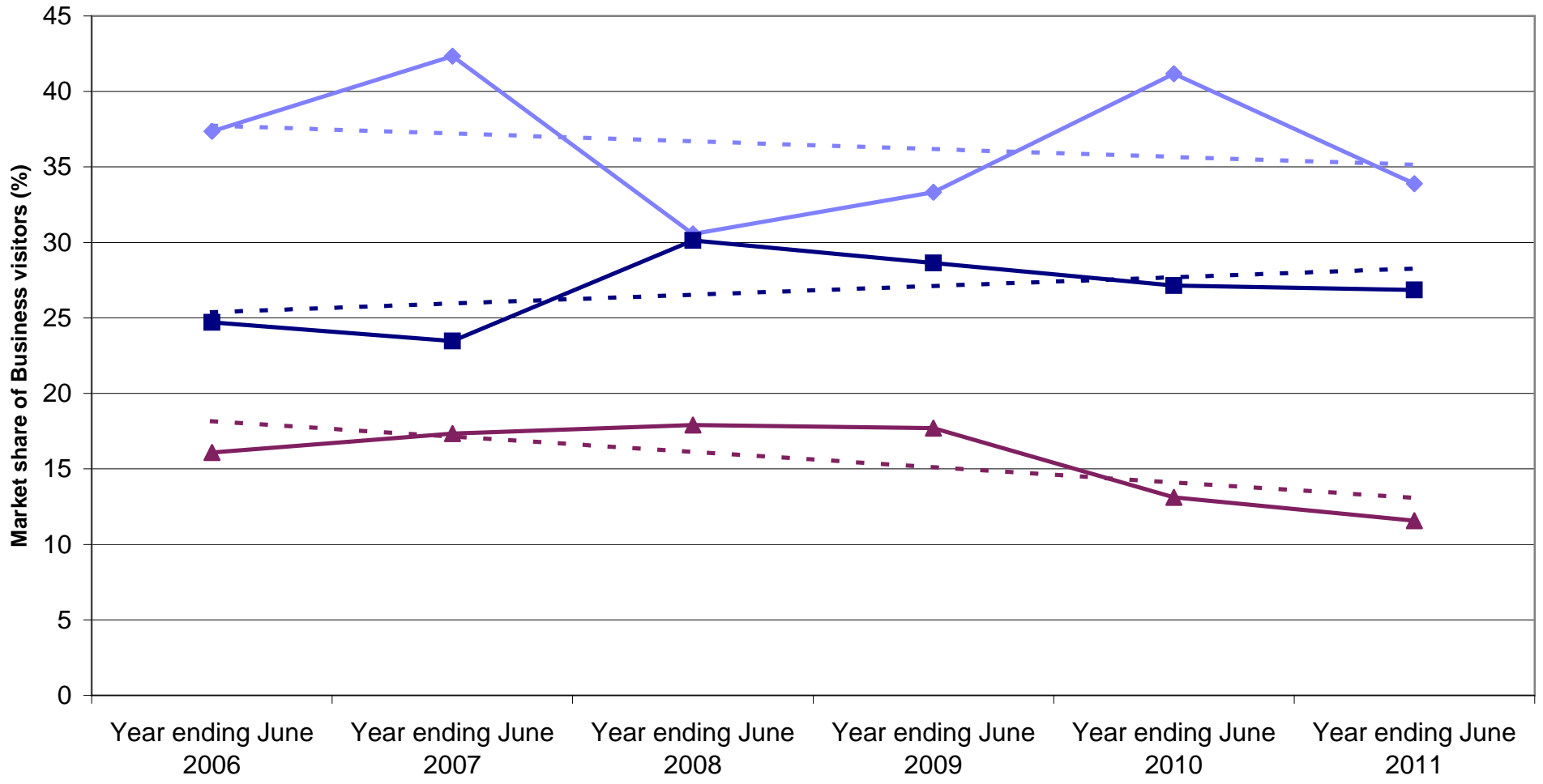


◆ New South Wales
 ■ Victoria
 ▲ Queensland
 - - - Linear (New South Wales)
 - - - Linear (Victoria)
 - - - Linear (Queensland)

Malaysian Business nights by State visited

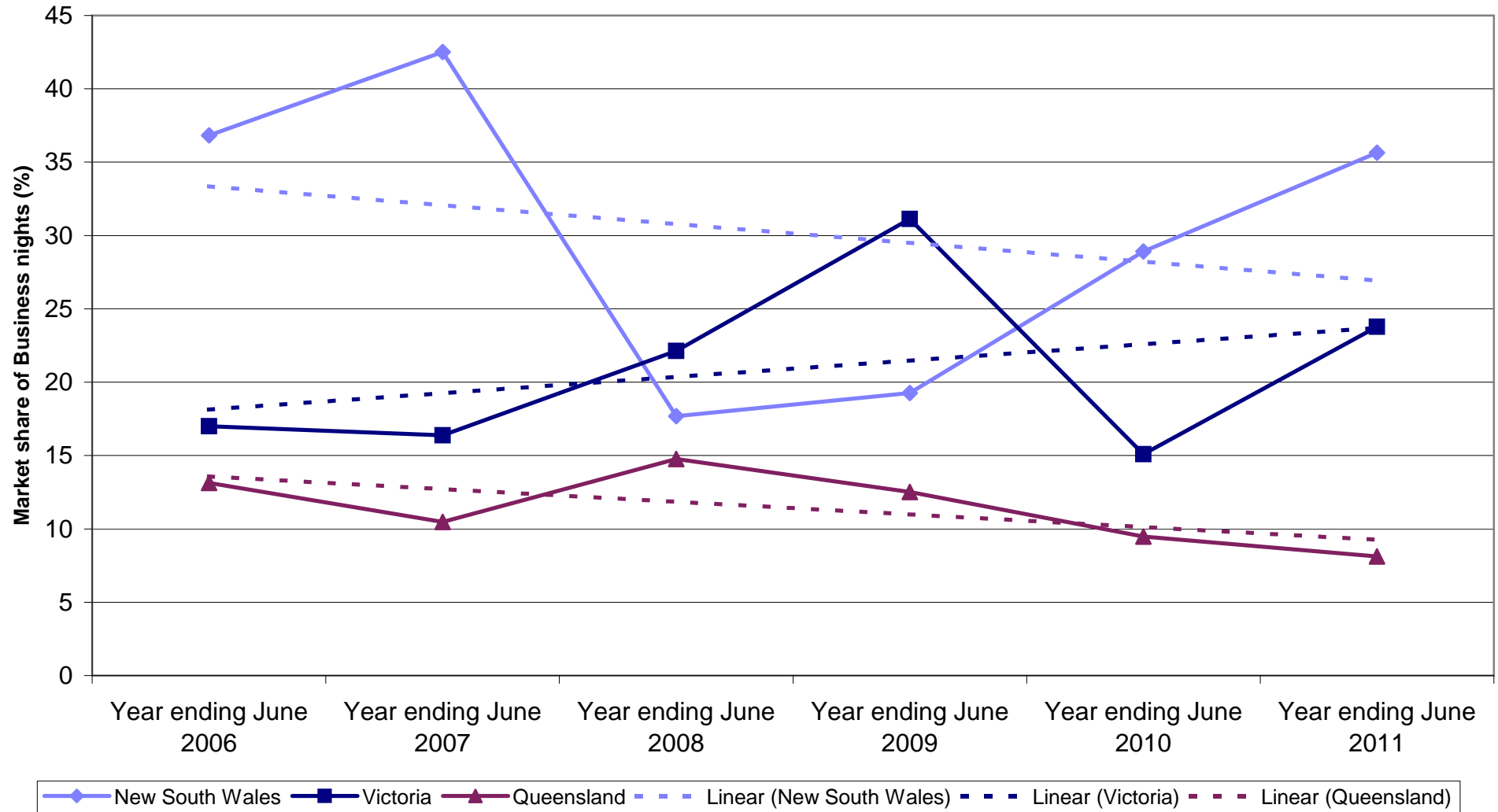


State market share of Malaysian Business visitors to Australia

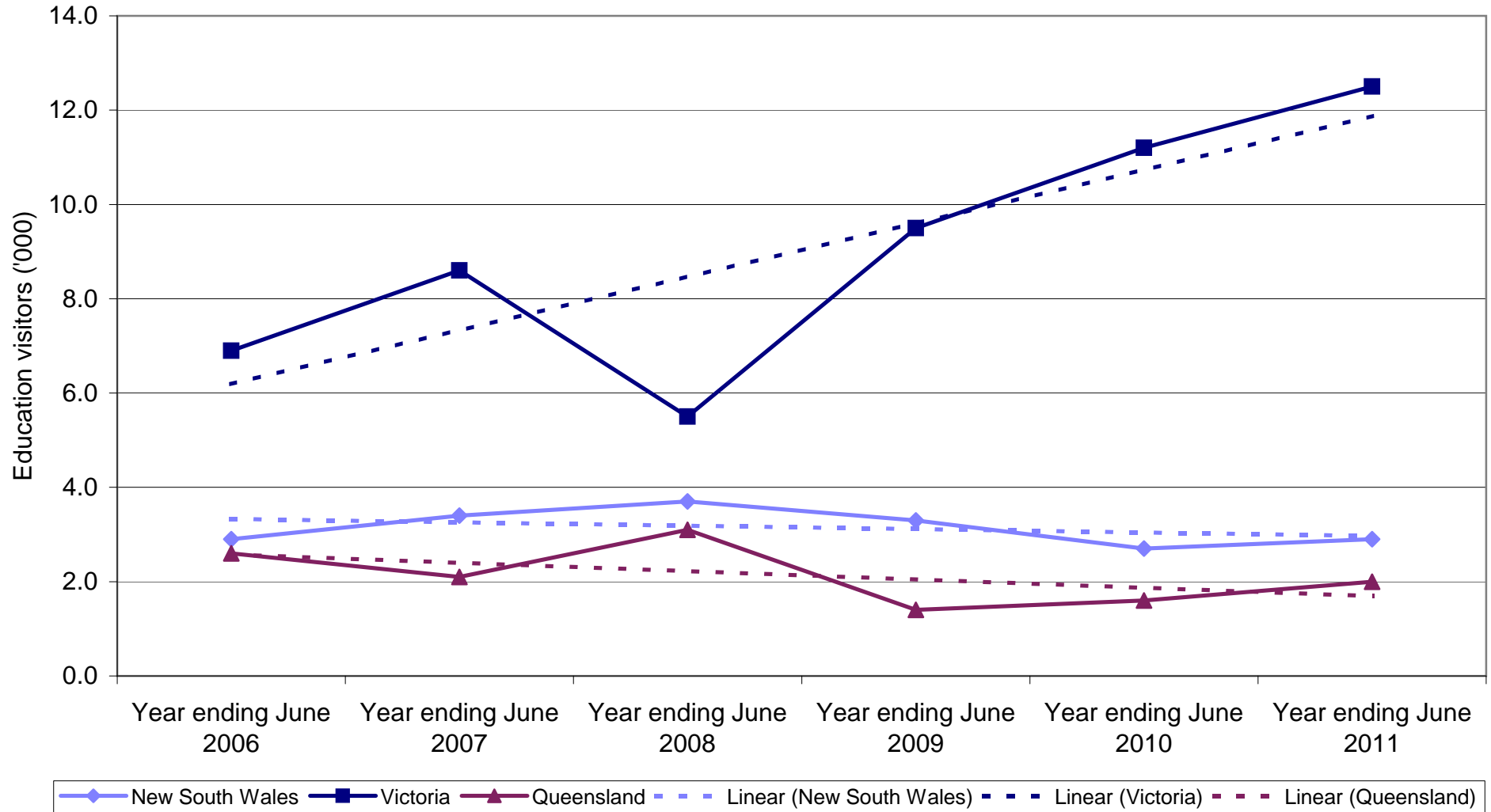


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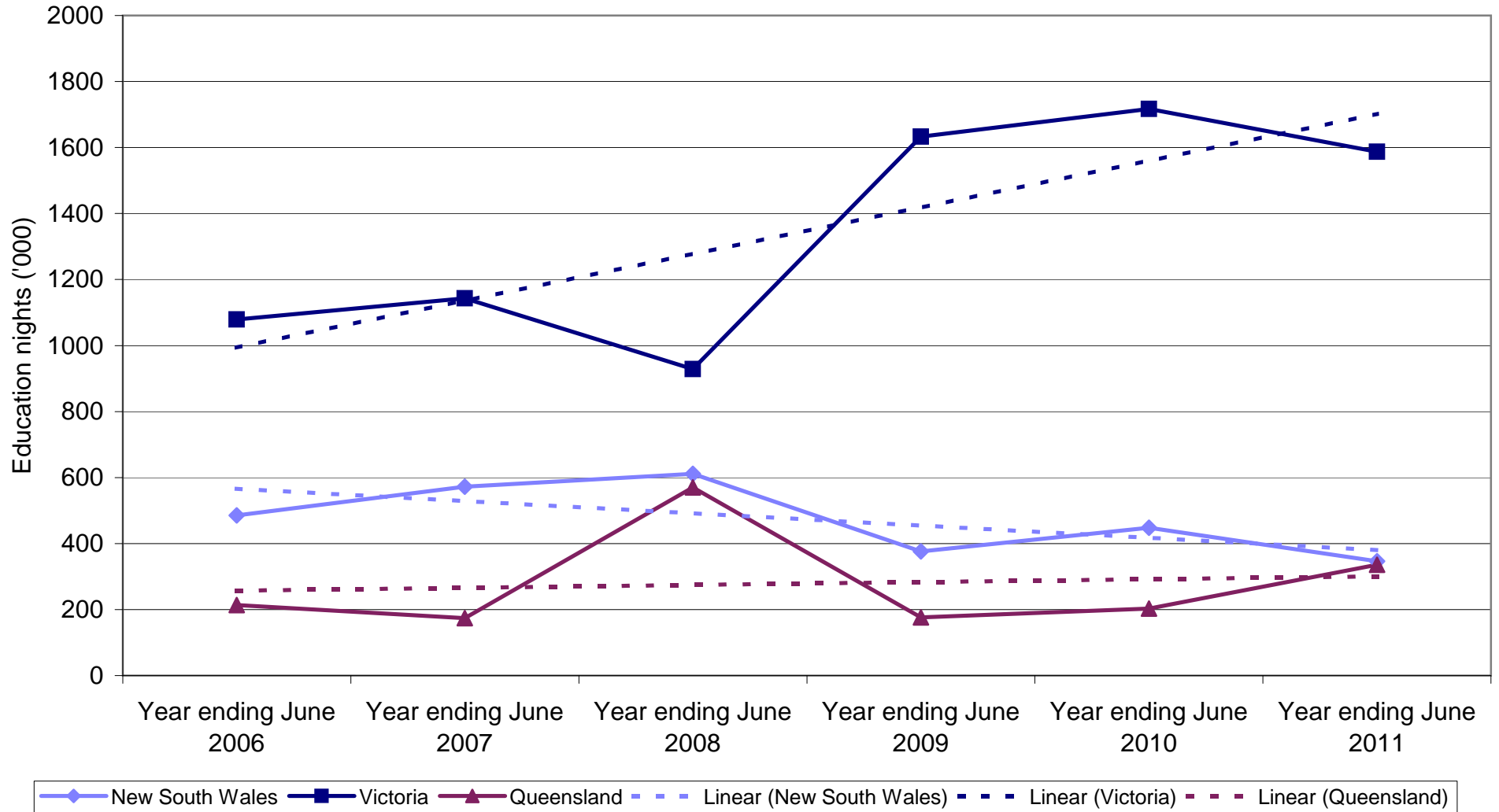
State market share of Malaysian Business nights to Australia



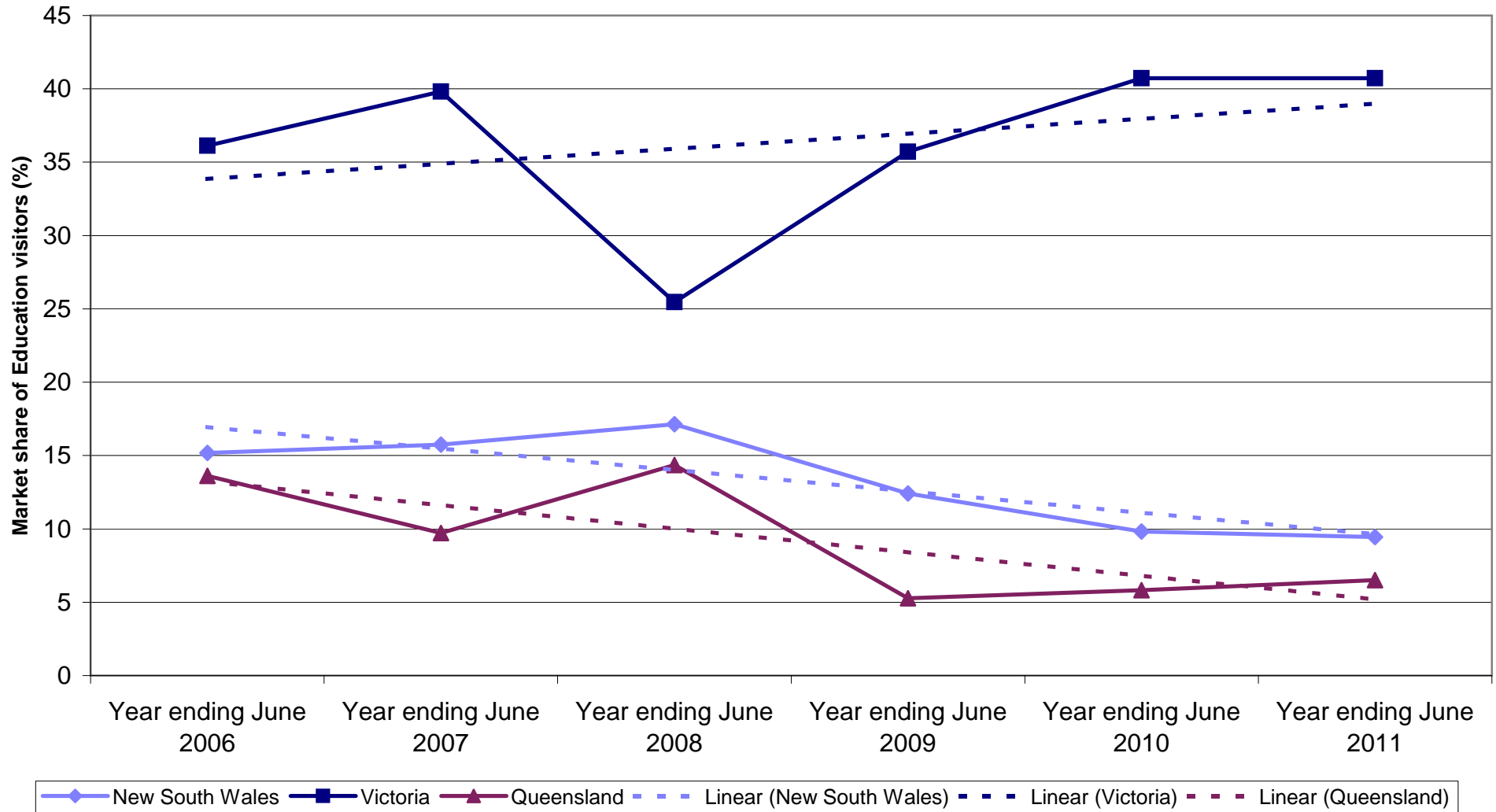
Malaysian Education visitors by State visited



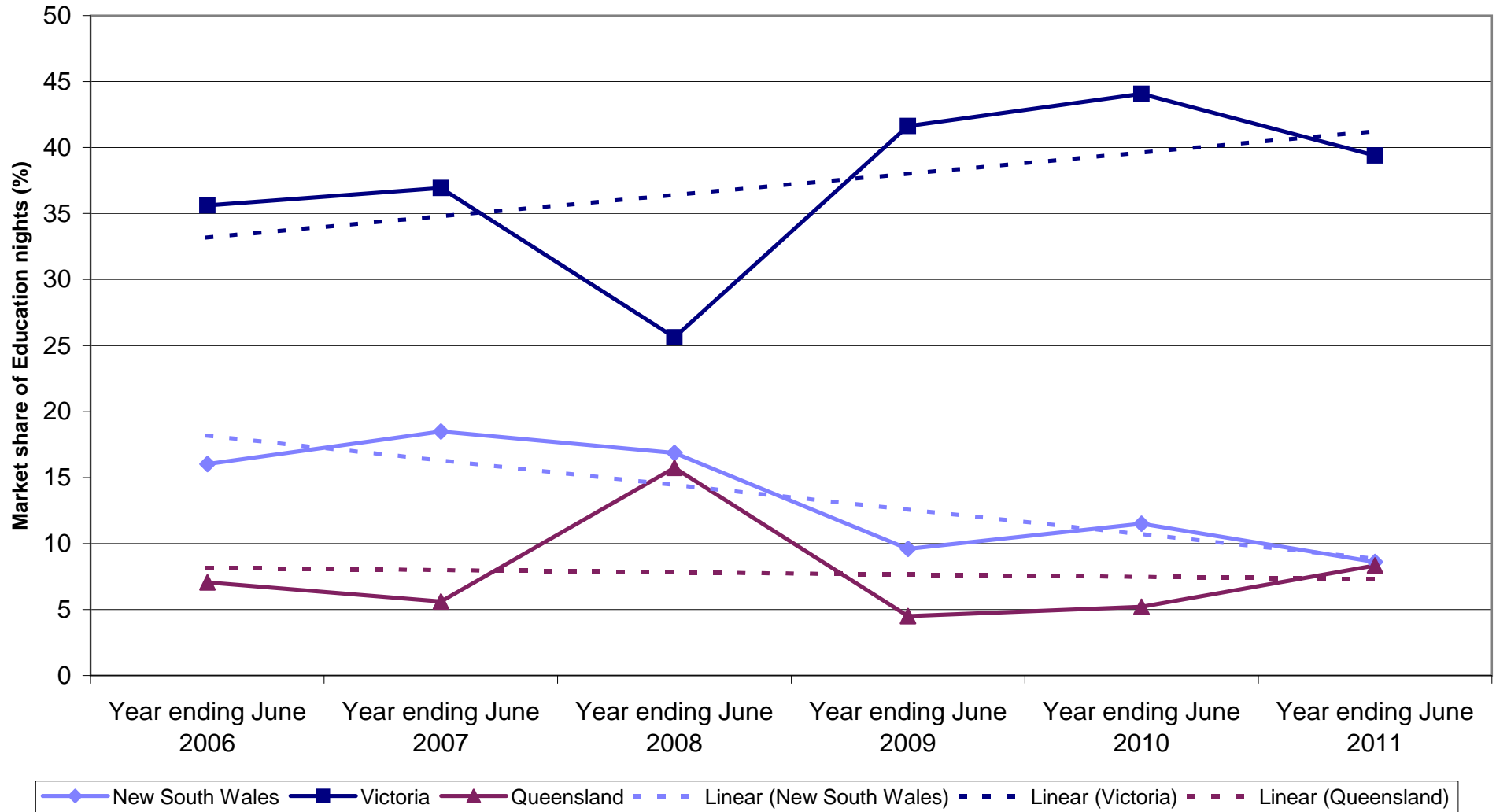
Malaysian Education nights by State visited



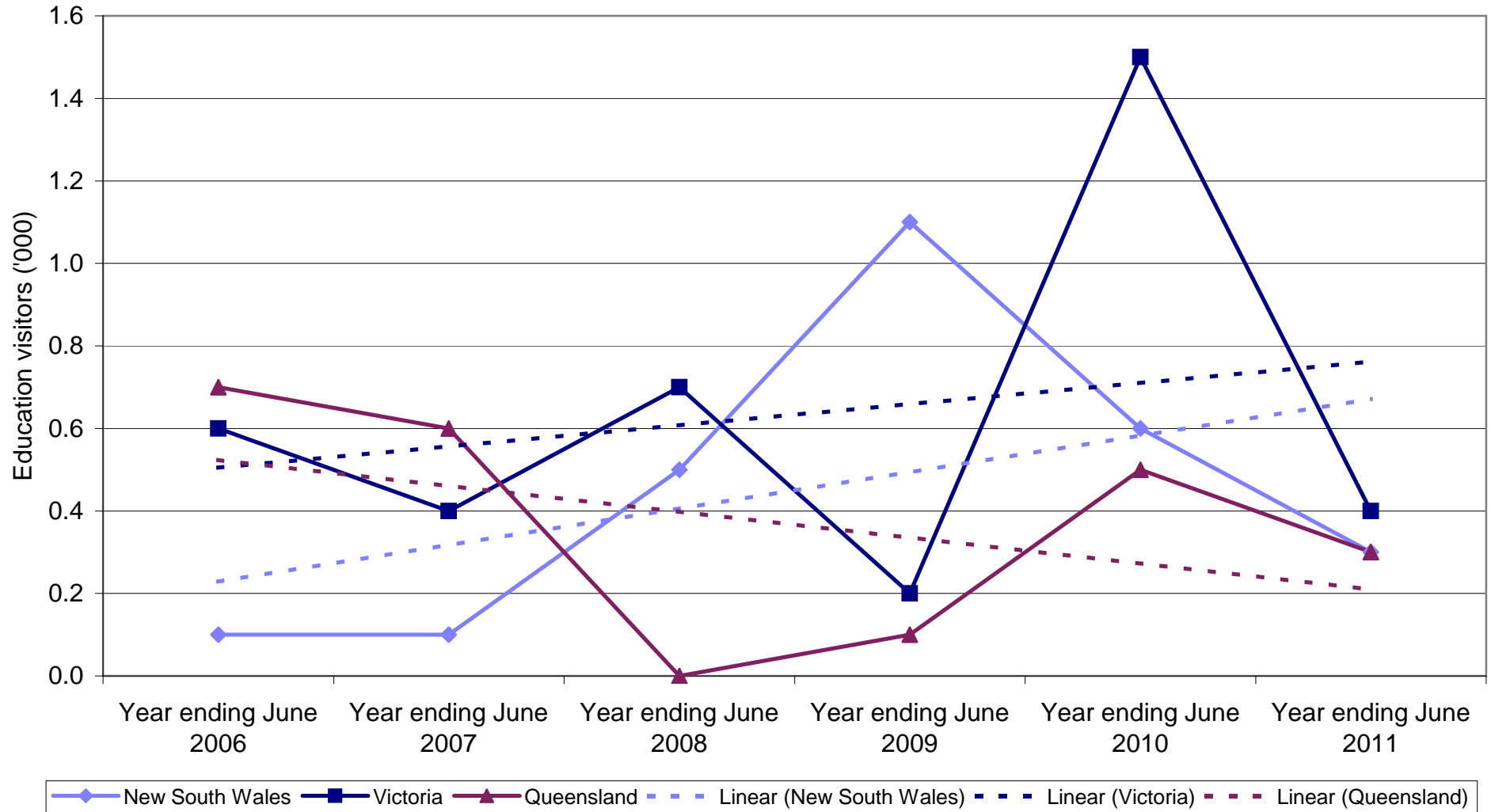
State market share of Malaysian Education visitors to Australia



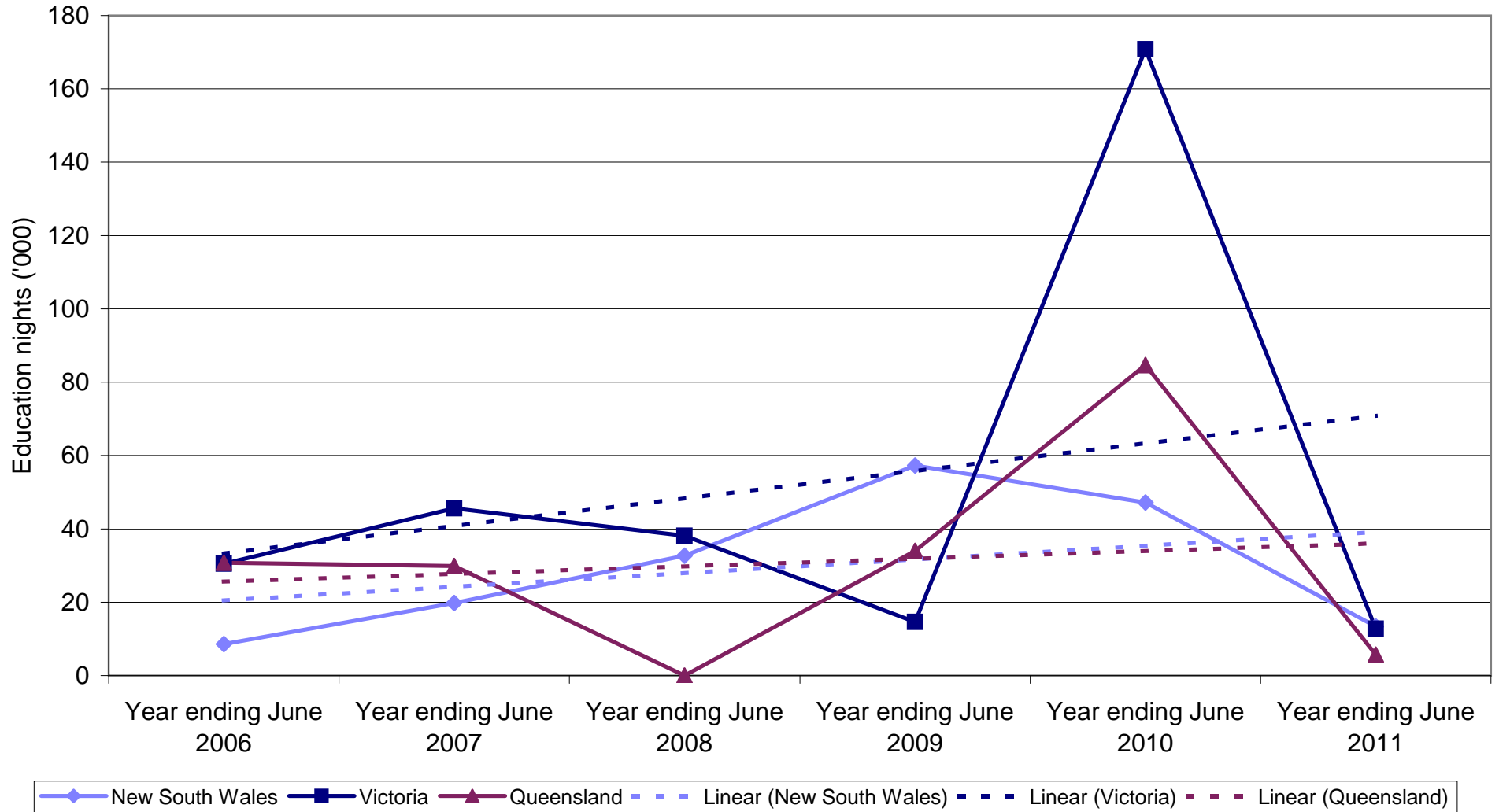
State market share of Malaysian Education nights to Australia



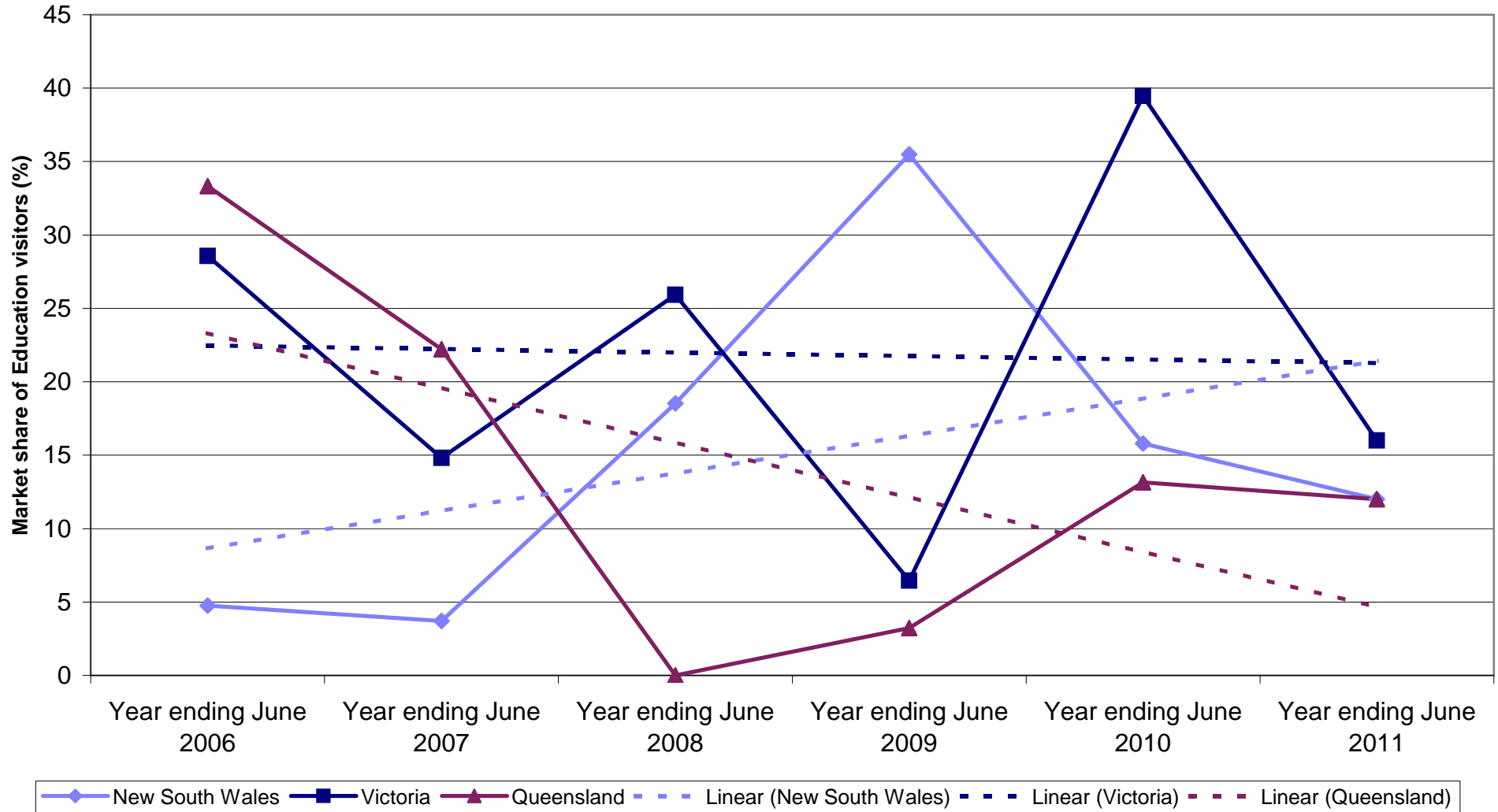
Malaysian Employment visitors by State visited



Malaysian Employment nights by State visited



State market share of Malaysian Employment visitors to Australia



State market share of Malaysian Employment nights to Australia

