Malaysia
Country insights

OUTBOUND DEPARTURES (MN)

OUTBOUND EXPENDITURE (US$ MN)

MALAYSIA COUNTRY INSIGHTS

Malaysia

Country insights

OUTBOUND DEPARTURES (MN)

OUTBOUND EXPENDITURE (US$ MN)

GENERAL TRAVELLER PROFILE

GENDER

FEMALE

MALE

AGE GROUP

18-24

25-34

35-44

45-54

56+

57%

43%

9%

43%

18%

8%

22%

WINTER BREAKS IN EUROPE APPEAL TO MALAYSIAN TRAVELLERS (% OF RESPONDENTS)

ACCOMMODATION

- 4* hotel/5* hotel or resort
- 3* hotel/budget hotel/hostel
- Hotel apartment/Airbnb

AVERAGE NUMBER OF NIGHTS SPENT IN EUROPE:

9.9

AVERAGE SPEND PER PERSON ON TRIP TO EUROPE:

US$1,500

AVERAGE SPEND PER PERSON PER NIGHT:

US$150

MALAYSIANS ARE FAMILY-ORIENTED TRAVELLERS

- 55% Family
- 21% Family & friends
- 14% Solo
- 8% Part of tour group

MOTIVATIONS TO HOLIDAY IN EUROPE

- Scenic beauty and natural landscapes (62%)
- To enjoy the weather in Europe (55%)
- Diversity of cultural & historical attractions (55%)
- Diversity of holiday experiences & activities (48%)
- Prestigious holiday destination (38%)
- Shopping for products & brands (35%)
- Ease of accessibility (34%)
- No need for visa to travel to Europe (27%)
- Europeans are hospitable and friendly people (26%)
- Europe is a value-for-money destination (25%)

PURPOSE OF TRAVEL TO EUROPE (IN LAST 5 YEARS)

- Leisure trips (50%)
- Business trips (27%)
- Visiting friends & relatives (13%)
- Health/medical trips (7%)
- Visit of global sporting events, short study trips, etc. (2%)

TOP 5 ONLINE INFORMATION SOURCES USED

- Social media (64%)
- Travel review sites (53%)
- Search engines (39%)
- Travel booking and comparison websites (35%)
- Travel agent/tour operator websites (26%)

TOP 5 HOLIDAY ACTIVITIES IN EUROPE

- Sightseeing/exursion tours (59%)
- Shopping (55%)
- Visiting historical and cultural attractions (49%)
- Tasting local food/gastronomy (43%)
- Going to museums and art galleries (39%)

TOP 10 EUROPEAN TRAVEL THEMES

- Tasting local food/gastronomy (85%)
- "Slow" adventure (81%)
- Culture & History (76%)
- Nature (75%)
- City life (71%)

TOP 10 EUROPEAN DESTINATIONS MOST LIKELY TO VISIT (NEXT 5 YEARS)

- Switzerland (15%)
- United Kingdom (12%)
- France (10%)
- Italy (9%)
- Austria (6%)
- Iceland (6%)
- Greece (5%)
- Belgium (4%)
- Spain (4%)
- Turkey (4%)

Undertaken during the period March to July 2019, the study focused on primary research in four South-East Asian markets (Malaysia, Indonesia, Thailand and Singapore). The research involved online interviews and focus groups with consumers as well as interviews with the travel trade.

Online consumer interviews (quantitative) were conducted among 1,000 respondents.

Online focus groups (4) were conducted, one in each travel source market.

Travel trade interviews were undertaken with a total of 14 representatives in the four countries.