

# Malaysia

As part of the [ACT Government’s Tourism 2030 \(T2030\) strategy](#), Malaysia is identified as a key market of focus. The T2030 predicts international overnight expenditure in the ACT has the potential to reach \$1.4 billion by 2030.

## Malaysian visitors arriving to the ACT for leisure (holiday & VFR)

Year ending Dec 2023



## Planning & booking behaviours of Malaysian travellers

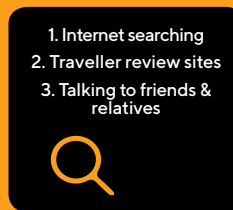
### PLANNING & BOOKING



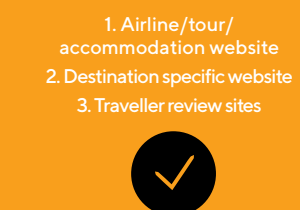
### PEAK TRAVEL PERIOD



### SOURCES FOR PLANNING



### SOURCES FOR BOOKING



## Top tourism experiences for Malaysian travellers

Tourism Australia’s Future of Demand research measures experiences which most motivate travellers when choosing a destination. From 140 experiences, the following (which align with Canberra’s offering) feature in the top 20 for travellers from Malaysia:



DINING OUT



SHOPPING



FOOD & DRINK FESTIVALS



AERIAL TOURS



ZOOS, WILDLIFE PARKS, AQUARIUMS



HISTORICAL SITES



MUSEUMS/GALLERIES



WINE GROWING REGION



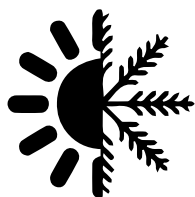
EXPLORING WILDERNESS



SEASONAL NATURAL EVENTS

# Top Canberra experiences for Malaysian travellers

VisitCanberra’s research shows the following top five Canberra experiences appeal to travellers from Malaysia:



### SEASONAL EXPERIENCES

Canberra is a rare treat among Australian cities, celebrating each distinct season with different events, festivals, and experiences.



### LOCAL CUISINES & PRODUCE

Canberra is paradise for foodies offering a truly eclectic mix of dining styles, cuisines and experiences.



### FAMILY-FRIENDLY ACTIVITIES

From nature themed playgrounds to attractions made for children, Canberra is the ultimate family-friendly destination.



### ACTIVITIES ON & AROUND LAKE BURLEY GRIFFIN

Lake Burley Griffin is Canberra’s glistening centrepiece – a water playground surrounded by museums, galleries, iconic landmarks, cafes and parks.



### UNIQUE ACCOMMODATION

Glamping under the stars in a vineyard, slumbering near lions or sinking into luxe surrounds in the CBD – Canberra is full of unique accommodation that’ll make your holiday extra memorable!

## VisitCanberra’s key messages in Malaysia

“Canberra. A different kind of capital.”

“There’s more to discover in Australia’s capital city. Don’t miss out.”

“Extend your next Australian holiday in the capital, Canberra.”

## VisitCanberra’s activities in Malaysia

Partnerships with key distribution partners

Hosting trade & media famils

Attending trade events to meet with key travel trade partners

Training travel agents through the Aussie Specialist Program

Business Development Manager servicing the Malaysia market

## Get involved

- **Sharing your news:** tell us about your new experiences that can be pitched to media and PR agencies or shared through our content.
- **Supporting famil visits:** gain exposure through trade or media famils by providing your experience free-of-charge or at a discounted rate.
- **Getting trade ready:** use our support programs to learn more about promoting and selling your product through trade partners, connect with the Australian Tourism Export Council and access their training library, and become involved in VisitCanberra trade engagement events and programs.
- **Attend Destination Canberra:** VisitCanberra holds an annual conference for the tourism industry. Join us for a day of inspirational presentations, practical learnings, and the opportunity to collaborate with your peers.

## Further resources

- [VisitCanberra’s calendar of upcoming international marketing and trade engagement activity](#)
- [Future of Demand Market Snapshots](#)
- [High Yield Traveller Profile for Malaysia](#)

For more information and contacts

[DOWNLOAD THE WORKING WITH VISITCANBERRA GUIDE](#)