

Backpackers and adventure travellers wanted in Malaysia

Calling for more backpackers and adventure travellers from Australia Malaysia Tourism and 80 key trade partners met with several suppliers in a dinner seminar this week.

Hosting agents at the South Steyne Floating Restaurant, Malaysia Tourism put on both a mini-travel mart as well as a dinner seminar for agents, partly as a thanks to the industry in bringing in 317,000 travellers into the country.

Australian arrivals this year to September have grown 26% on last year's figures, which is markedly better than the 6.4% average global growth.

"Australia has been a particularly good market for us," Zulkifly Said, Tourism Malaysia Industry Development Director, told e-Travel Blackboard.

"Unfortunately we've [Tourism Malaysia] have had our marketing budget cut for next year... But we're hopeful that Australians will still come."

"Australians also spend a lot of time in Malaysia each trip, with the average stay at around nine nights - and even higher for backpackers," he continues. "Each traveller spends on average MYR400 a day, which is quite good."

While Australians are beginning to travel to Malaysian Borneo, Mr Zulkifly feels that there is more potential to be found from the market, and further encouragement from the private sector could help these initiatives along.

The evening was capped off with a prize draw that included accommodation and air travel packages were given out in a lucky dip draw. Nancy from Transglobal took out the first prize of an economy ticket to Kuala Lumpur with Malaysia Airlines and a three-day two-night tour courtesy of Mountain Torque.



Shahrin Mokhtar Tourism Malaysia Director Australia, and Zulkifly Said Tourism Malaysia Director Industry Development



Quek from Mountain Torq, Zulkifly from Tourism Malaysia, with prize winner Nancy from Transglobal, Kristina from Malaysia Airlines

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