

ASEAN Overseas Travel Awareness Survey Report <Malaysia>

March 2021



Survey conducted by:

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[Survey Overview]

Method	<ul style="list-style-type: none"> • Internet survey • Screening survey (preliminary survey) was first conducted by the Internet survey firm (Micromill, Inc.) utilizing survey monitor panel the firm maintains and actual survey conducted to qualified respondents.
Survey Period	<ul style="list-style-type: none"> • Friday, January 22 and Saturday, January 23, 2021
Sample Qualification	<ul style="list-style-type: none"> • Male/female 20 years old or older. Travels abroad at least once every 3 years and intends to travel abroad in the future. <p>*For each country, ensure to include at least 30 samples with experience of visiting the country.</p>



- Of the 10,000 males/females aged 20 and over who took part in this nationwide survey (including people with no intention of overseas travel), **11.9% had visited Malaysia**. Of this, 8.9% had visited for sightseeing, and 2.1% had visited for business.
 - The gender/age group that had visited the most was males 60 and older (17.0%), followed by males in their 20s (14.7%). The percentage of business trips for the male 60 and older group was also high.

[Questions for people who have visited Malaysia]

- Regarding number of visits, the **highest percentage of respondents (52.5%) had visited once. A high percentage of males (15.8%) had visited five times or more.**
- The most recent timing of visits to Malaysia was 2016 or earlier (54.6%). The visit timing was earlier the older the age group, with more than 70% of people aged 60 or older having visited 2016 or earlier.
- The highest purpose of visiting Malaysia was “Sightseeing/leisure” at 69.0%, followed by “Business Trips” (18.4%). A high percentage of males answered “Business Trips” and a **comparatively high percentage of people in their 20s and 30s answered “Visiting family/friends.”**
- Regarding deciding factor to choosing travel destination, responses were “Recommended by family, friends, acquaintances” (21.3%), “The trip was low cost” (18.9%), and “There was a good deal” (18.6%). Females, who travel more for sightseeing, had a particularly higher response rate for “Recommended by family, friends, acquaintances” and “Looked at magazines, newspapers, and books” than males.
- In terms of points of satisfaction upon visiting Malaysia, **“Scenery and atmosphere” ranked highest (36.0%), followed by “Natural scenery” (33.3%), then “Food ingredients and cuisine” (33.1%).** As for points of dissatisfaction, the highest percentage of people responded “Souvenirs and local products” (11.0%) followed by “Good public security” (8.1%). 49.3% of respondents answered that they were dissatisfied with “Nothing in particular,” which is around half, however the response rate was low for people in their 20s and 30s.
 - A comparison of points of satisfaction and points of dissatisfaction showed that a high percentage of respondents answered “Satisfied.” **The senior age groups were highly satisfied with “good public security” while the level of satisfaction toward public security was low in the younger age groups.** The response rate for satisfied/not satisfied was around equal for “Souvenirs and local products” and “Interaction and contact with locals,” suggesting there is room for improvement.



[Questions for all respondents with intention to travel overseas]

- Regardless of if they'd visited previously or not, when all respondents were asked their impression of Malaysia, most respondents (23.8%) answered "Beautiful nature and scenery," followed by "History and culture" (18.4%), and "Can relax" (17.7%). More females than males answered **"I don't have any impression, I don't know"** (Male: 16.1%, Female: 23.1%).
- Regarding intention to travel to Malaysia, **63.2% of all respondents answered that they wanted to go**. A comparison of people who'd visited before with those who had not showed that people who had visited before had a strong desire to visit again (73.0%.) By gender and age, **males/females in their 40s had a strong desire to visit, while females 60 or older had little desire to visit.**
- When respondents who had no intention of visiting Malaysia were asked why, the highest percentage answered "There are other destinations I want to go to" (42.6%). **A higher percentage of people who had never visited Malaysia answered "The level of public security concerns me,"** indicating people may have an impression of Malaysia being less safe than what it actually is.
- When asked their level of awareness of Malaysia's major five tourism resources, the highest percentage of respondents (51.4%) answered "I've heard of it and I know what kind of place it is" for Kuala Lumpur. For each of the tourism resources, **there was a tendency for higher age groups to have higher awareness,** with the awareness level of Penang for respondents in their 20s being 14.2% for "I've heard of it and I know what kind of place it is," which was more than 15 percentage points lower than overall. It is important to disseminate information to young age groups and females.



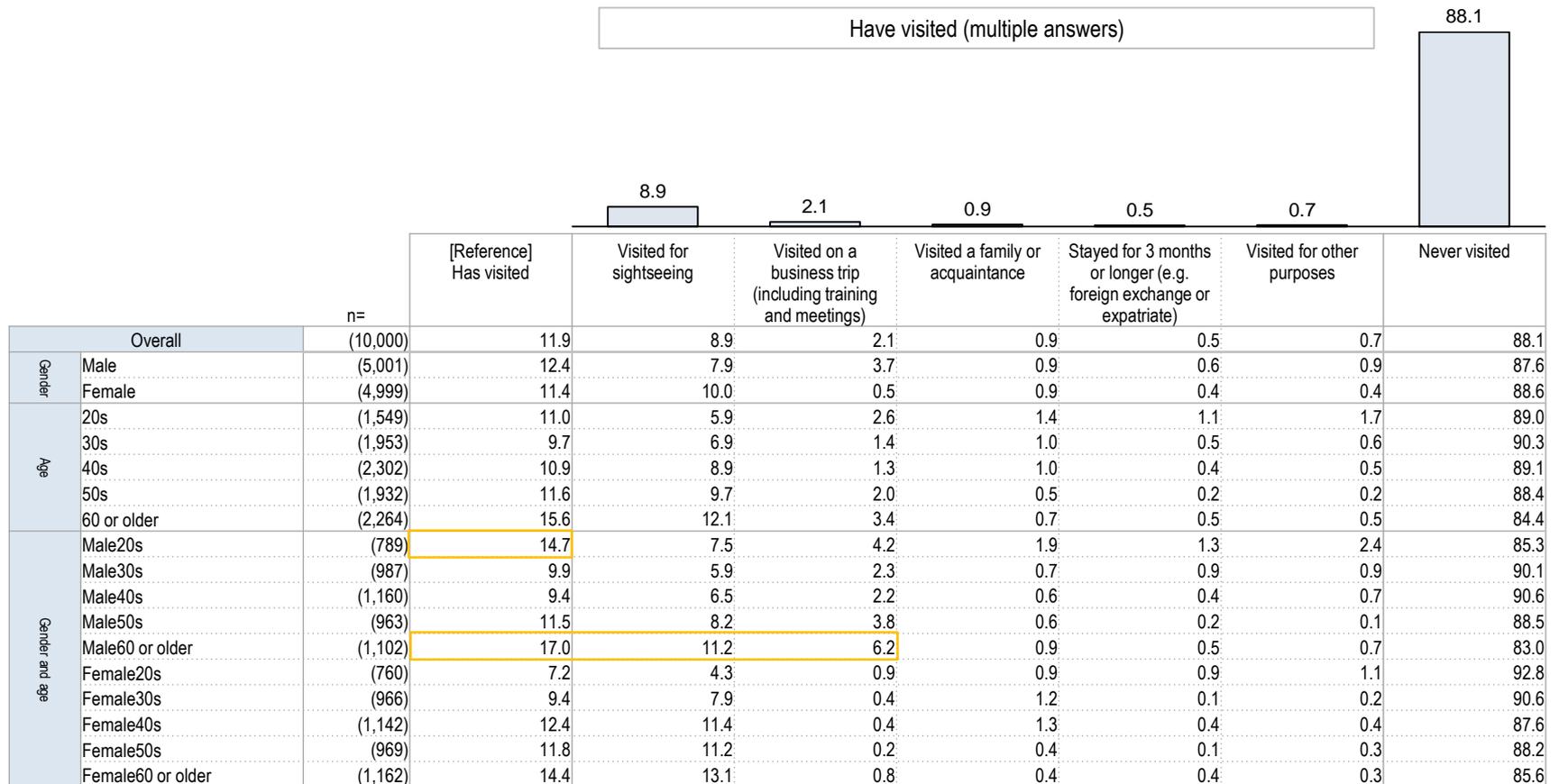
Survey Results

1. Visit experience (details)

- Of the 10,000 males/females aged 20 and over who took part in this nationwide survey (including people with no intention of overseas travel), 11.9% had visited Malaysia. Of this, 8.9% had visited for sightseeing, and 2.1% had visited for business.
- The gender/age group that had visited the most was males 60 and older (17.0%), followed by males in their 20s (14.7%). The percentage of business trips for the male 60 and older group was also high.

People who have visited Malaysia (Screening survey)

Q. Have you ever visited the below country or region? Please give all applicable answers for each country/region. [Malaysia]





Survey Results

2. [People who have visited] Number/timing of visits

- Regarding number of visits to Malaysia, the highest percentage of respondents (52.5%) had visited once. A high percentage of males (15.8%) had visited five times or more.
- The most recent timing of visits to Malaysia was 2016 or earlier (54.6%). The visit timing was earlier the older the age group, with more than 70% of people aged 60 or older having visited 2016 or earlier.

[People who have visited] Number of visits

Q. How many times have you visited each country? Please only give one applicable answer for each country.
*Regardless of purpose – e.g. sightseeing, business, etc. [Malaysia]

Once Twice 3 times 4 times 5 times or more

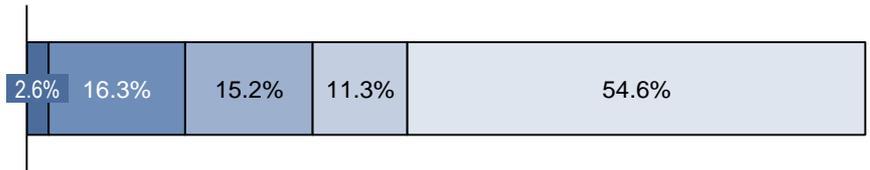


		n=	Once	Twice	3 times	4 times	5 times or more
Overall		(381)	52.5	22.0	10.5	2.1	12.9
Gender	Male	(247)	47.0	21.5	13.4	2.4	15.8
	Female	(134)	62.7	23.1	5.2	1.5	7.5
Age	20s	(52)	57.7	26.9	9.6	0.0	5.8
	30s	(59)	39.0	27.1	18.6	3.4	11.9
	40s	(67)	50.7	29.9	6.0	1.5	11.9
	50s	(92)	54.3	18.5	8.7	4.3	14.1
	60 or older	(111)	56.8	15.3	10.8	0.9	16.2
	Gender and age	Male20s	(34)	47.1	35.3	11.8	0.0
Male30s		(42)	35.7	23.8	21.4	4.8	14.3
Male40s		(39)	41.0	35.9	7.7	2.6	12.8
Male50s		(56)	51.8	14.3	10.7	3.6	19.6
Male60 or older		(76)	52.6	11.8	14.5	1.3	19.7
Female20s		(18)	77.8	11.1	5.6	0.0	5.6
Female30s		(17)	47.1	35.3	11.8	0.0	5.9
Female40s		(28)	64.3	21.4	3.6	0.0	10.7
Female50s		(36)	58.3	25.0	5.6	5.6	5.6
Female60 or older		(35)	65.7	22.9	2.9	0.0	8.6

[People who have visited] Timing of visit

Q. When did you take the trip? Please only give one applicable answer for each country.
*If you have visited a country more than once, please tell us the purpose of your most recent trip. [Malaysia]

2020 or later Around 2019 Around 2018 Around 2017 2016 or earlier



		n=	2020 or later	Around 2019	Around 2018	Around 2017	2016 or earlier
Overall		(381)	2.6	16.3	15.2	11.3	54.6
Gender	Male	(247)	2.4	18.2	18.2	11.3	49.8
	Female	(134)	3.0	12.7	9.7	11.2	63.4
Age	20s	(52)	1.9	28.8	21.2	17.3	30.8
	30s	(59)	5.1	22.0	23.7	18.6	30.5
	40s	(67)	3.0	16.4	17.9	10.4	52.2
	50s	(92)	1.1	14.1	14.1	4.3	66.3
	60 or older	(111)	2.7	9.0	7.2	10.8	70.3
	Gender and age	Male20s	(34)	0.0	32.4	29.4	17.6
Male30s		(42)	7.1	23.8	21.4	19.0	28.6
Male40s		(39)	2.6	23.1	23.1	15.4	35.9
Male50s		(56)	0.0	14.3	21.4	5.4	58.9
Male60 or older		(76)	2.6	9.2	6.6	6.6	75.0
Female20s		(18)	5.6	22.2	5.6	16.7	50.0
Female30s		(17)	0.0	17.6	29.4	17.6	35.3
Female40s		(28)	3.6	7.1	10.7	3.6	75.0
Female50s		(36)	2.8	13.9	2.8	2.8	77.8
Female60 or older		(35)	2.9	8.6	8.6	20.0	60.0



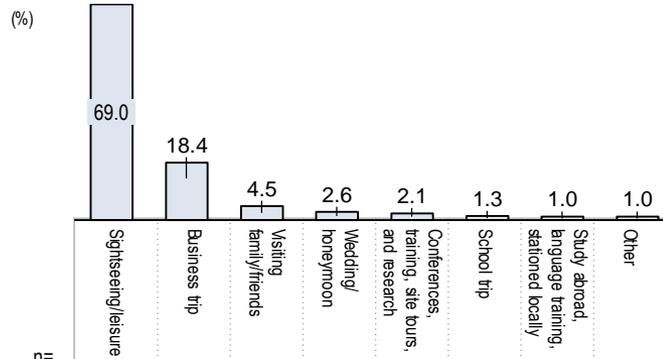
Survey Results

3. [People who have visited] Purpose/companion

- The highest purpose of visiting Malaysia was “Sightseeing/leisure” at 69.0%, followed by “Business Trips” (18.4%). A high percentage of males answered “Business trips” and a comparatively high percentage of people in their 20s and 30s answered “Visiting family/friends.”
- Regarding travel companion, “Spouse/partner” ranked highest (31.5%), followed by “Family and relatives” (22.0%), then “Friends/acquaintances” (21.5%).

[People who have visited] Purpose of visit

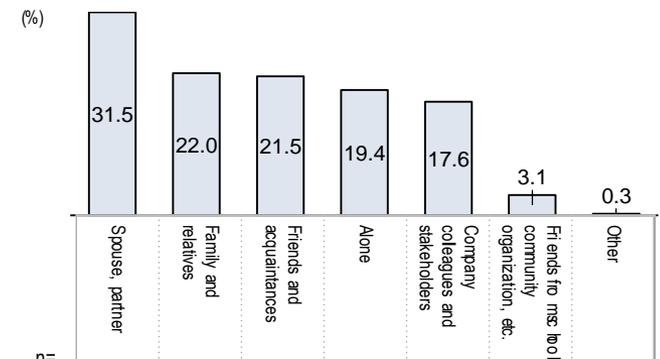
Q. What was the main purpose of the trip? Please only give one applicable answer as the purpose of visiting each country. *If you have visited a country more than once, please tell us the purpose of your most recent trip. **[Malaysia]**



	n=	Sightseeing/leisure	Business trip	Visiting family/friends	Wedding/honeymoon	Conferences, training, site tours, and research	School trip	Study abroad, language training, stationed locally	Other	
Overall	(381)	69.0	18.4	4.5	2.6	2.1	1.3	1.0	1.0	
Gender	Male	(247)	60.7	24.7	4.9	3.6	2.8	1.2	1.2	0.8
	Female	(134)	84.3	6.7	3.7	0.7	0.7	1.5	0.7	1.5
Age	20s	(52)	59.6	17.3	9.6	7.7	0.0	5.8	0.0	0.0
	30s	(59)	55.9	15.3	10.2	5.1	6.8	3.4	3.4	0.0
	40s	(67)	76.1	13.4	3.0	1.5	3.0	0.0	3.0	0.0
	50s	(92)	72.8	19.6	2.2	2.2	0.0	0.0	0.0	3.3
	60 or older	(111)	73.0	22.5	1.8	0.0	1.8	0.0	0.0	0.9
	Gender and age	Male20s	(34)	55.9	17.6	11.8	11.8	0.0	2.9	0.0
Male30s		(42)	47.6	16.7	9.5	7.1	9.5	4.8	4.8	0.0
Male40s		(39)	71.8	17.9	2.6	2.6	2.6	0.0	2.6	0.0
Male50s		(56)	62.5	30.4	3.6	1.8	0.0	0.0	0.0	1.8
Male60 or older		(76)	63.2	31.6	1.3	0.0	2.6	0.0	0.0	1.3
Female20s		(18)	66.7	16.7	5.6	0.0	0.0	11.1	0.0	0.0
Female30s		(17)	76.5	11.8	11.8	0.0	0.0	0.0	0.0	0.0
Female40s		(28)	82.1	7.1	3.6	0.0	3.6	0.0	3.6	0.0
Female50s		(36)	88.9	2.8	0.0	2.8	0.0	0.0	0.0	5.6
Female60 or older		(35)	94.3	2.9	2.9	0.0	0.0	0.0	0.0	0.0

[People who have visited] Travel companion

Q. Who accompanied you on the trip? Please give all the answers that are applicable for each country. *If you have visited a country more than once, please tell us about your companion on your most recent trip. **[Malaysia]**



	n=	Spouse/partner	Family and relatives	Friends and acquaintances	Alone	Company colleagues and stakeholders	Friends from mosque, community organization, etc.	Other	
Overall	(381)	31.5	22.0	21.5	19.4	17.6	3.1	0.3	
Gender	Male	(247)	31.6	19.4	15.4	24.3	23.1	2.4	0.4
	Female	(134)	31.3	26.9	32.8	10.4	7.5	4.5	0.0
Age	20s	(52)	17.3	34.6	28.8	13.5	11.5	7.7	0.0
	30s	(59)	16.9	22.0	30.5	18.6	16.9	11.9	0.0
	40s	(67)	31.3	19.4	23.9	26.9	10.4	0.0	0.0
	50s	(92)	35.9	21.7	18.5	18.5	21.7	1.1	1.1
	60 or older	(111)	42.3	18.0	14.4	18.9	21.6	0.0	0.0
	Gender and age	Male20s	(34)	17.6	35.3	32.4	20.6	8.8	0.0
Male30s		(42)	19.0	23.8	21.4	19.0	23.8	14.3	0.0
Male40s		(39)	30.8	17.9	20.5	33.3	15.4	0.0	0.0
Male50s		(56)	35.7	19.6	5.4	25.0	26.8	0.0	1.8
Male60 or older		(76)	42.1	10.5	9.2	23.7	30.3	0.0	0.0
Female20s		(18)	16.7	33.3	22.2	0.0	16.7	22.2	0.0
Female30s		(17)	11.8	17.6	52.9	17.6	0.0	5.9	0.0
Female40s		(28)	32.1	21.4	28.6	17.9	3.6	0.0	0.0
Female50s		(36)	36.1	25.0	38.9	8.3	13.9	2.8	0.0
Female60 or older		(35)	42.9	34.3	25.7	8.6	2.9	0.0	0.0



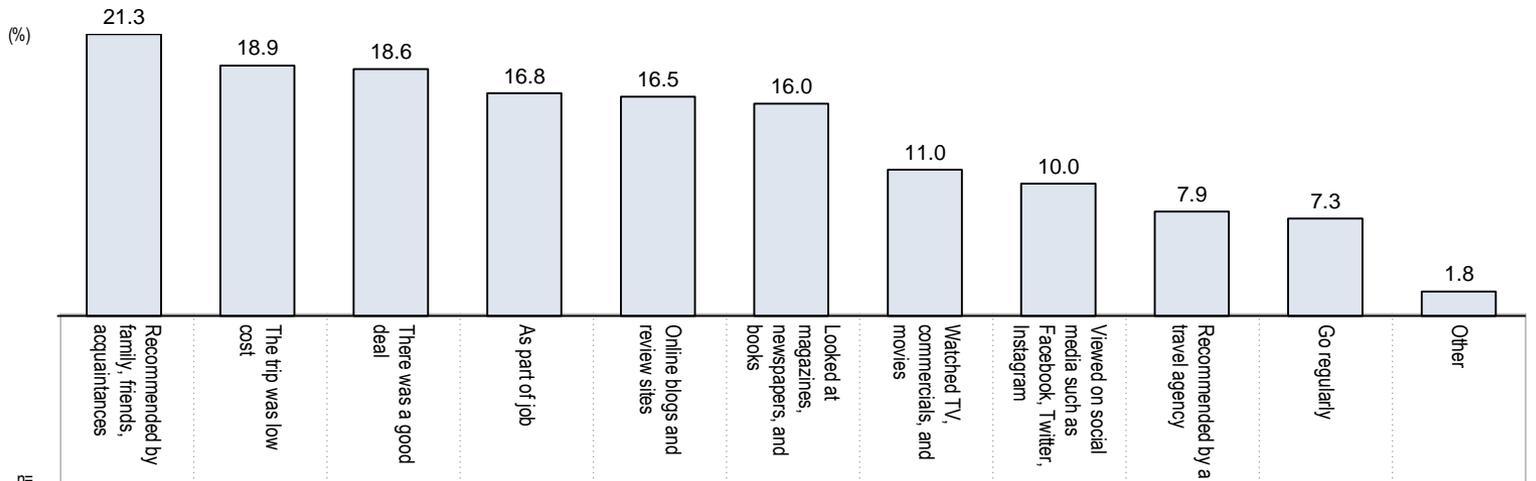
Survey Results

4. [People who have visited] Deciding factor in choosing travel destination

- Regarding deciding factor in choosing travel destination, responses were “Recommended by family, friends, acquaintances” (21.3%), “The trip was low cost” (18.9%), and “There was a good deal” (18.6%).
- Females, who travel more for sightseeing, had a particularly higher response rate for “Recommended by family, friends, acquaintances” and “Looked at magazines, newspapers, and books” than males.

[People who have visited] Deciding factor in choosing travel destination

Q. What was the deciding factor in choosing your travel destination? Please give all the answers that are applicable. *If you have visited a country more than once, please tell us about your most recent trip. **[Malaysia]**



		N	21.3	18.9	18.6	16.8	16.5	16.0	11.0	10.0	7.9	7.3	1.8
Gender	Overall	(381)	21.3	18.9	18.6	16.8	16.5	16.0	11.0	10.0	7.9	7.3	1.8
	Male	(247)	18.2	17.0	17.0	22.3	15.8	12.6	10.9	10.9	9.3	9.3	1.2
	Female	(134)	26.9	22.4	21.6	6.7	17.9	22.4	11.2	8.2	5.2	3.7	3.0
Age	20s	(52)	19.2	15.4	17.3	9.6	19.2	7.7	9.6	19.2	11.5	3.8	3.8
	30s	(59)	28.8	16.9	6.8	6.8	16.9	8.5	15.3	20.3	8.5	16.9	1.7
	40s	(67)	29.9	20.9	25.4	13.4	23.9	23.9	11.9	9.0	10.4	9.0	1.5
	50s	(92)	20.7	27.2	21.7	20.7	16.3	15.2	13.0	8.7	5.4	2.2	1.1
	60 or older	(111)	13.5	13.5	18.9	24.3	10.8	19.8	7.2	1.8	6.3	7.2	1.8
	Gender and age	Male20s	(34)	11.8	17.6	23.5	5.9	26.5	8.8	11.8	23.5	17.6	5.9
Male30s		(42)	28.6	19.0	4.8	9.5	14.3	7.1	16.7	21.4	9.5	21.4	0.0
Male40s		(39)	30.8	17.9	25.6	15.4	25.6	20.5	12.8	12.8	15.4	12.8	2.6
Male50s		(56)	14.3	23.2	19.6	30.4	12.5	10.7	10.7	8.9	1.8	1.8	0.0
Male60 or older		(76)	11.8	10.5	14.5	34.2	9.2	14.5	6.6	0.0	7.9	7.9	2.6
Female20s		(18)	33.3	11.1	5.6	16.7	5.6	5.6	5.6	11.1	0.0	0.0	11.1
Female30s		(17)	29.4	11.8	11.8	0.0	23.5	11.8	11.8	17.6	5.9	5.9	5.9
Female40s		(28)	28.6	25.0	25.0	10.7	21.4	28.6	10.7	3.6	3.6	3.6	0.0
Female50s		(36)	30.6	33.3	25.0	5.6	22.2	22.2	16.7	8.3	11.1	2.8	2.8
Female60 or older		(35)	17.1	20.0	28.6	2.9	14.3	31.4	8.6	5.7	2.9	5.7	0.0



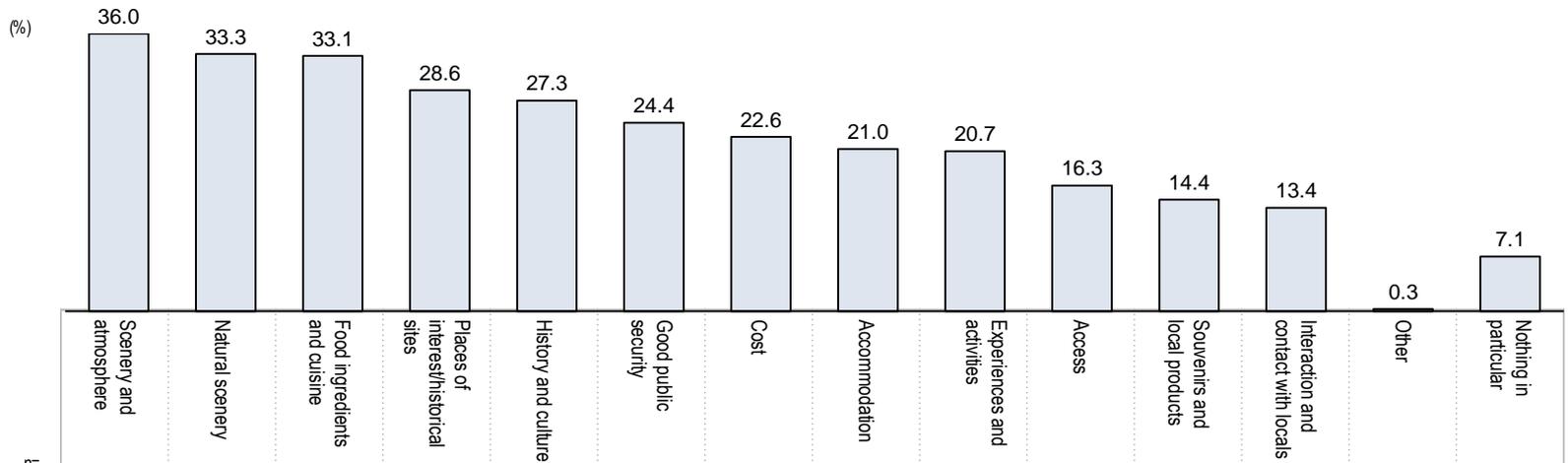
Survey Results

5. [People who have visited] Points of satisfaction

- In terms of points of satisfaction upon visiting Malaysia, “Scenery and atmosphere” ranked highest (36.0%), followed by “Natural scenery,” (33.3%) and “Food ingredients and cuisine” (33.1%).

[People who have visited] Points of satisfaction

Q. What were you satisfied with when you visited the destination? Please answer everything that applies to each country. [Malaysia]



		n=	36.0	33.3	33.1	28.6	27.3	24.4	22.6	21.0	20.7	16.3	14.4	13.4	0.3	7.1	
Gender	Overall	(381)	36.0	33.3	33.1	28.6	27.3	24.4	22.6	21.0	20.7	16.3	14.4	13.4	0.3	7.1	
	Male	(247)	33.2	28.3	32.8	26.7	26.3	23.5	23.1	19.0	19.4	17.8	15.8	15.8	0.4	6.9	
	Female	(134)	41.0	42.5	33.6	32.1	29.1	26.1	21.6	24.6	23.1	13.4	11.9	9.0	0.0	7.5	
Age	20s	(52)	28.8	17.3	19.2	17.3	21.2	17.3	23.1	19.2	19.2	9.6	17.3	15.4	0.0	7.7	
	30s	(59)	32.2	23.7	27.1	22.0	25.4	15.3	18.6	10.2	22.0	16.9	16.9	11.9	0.0	3.4	
	40s	(67)	43.3	32.8	47.8	32.8	29.9	29.9	29.9	32.8	26.9	22.4	20.9	14.9	0.0	7.5	
	50s	(92)	38.0	41.3	35.9	33.7	30.4	25.0	29.3	19.6	21.7	18.5	13.0	19.6	1.1	5.4	
	60 or older	(111)	35.1	39.6	31.5	30.6	27.0	28.8	14.4	21.6	16.2	13.5	9.0	7.2	0.0	9.9	
		Overall	(381)	36.0	33.3	33.1	28.6	27.3	24.4	22.6	21.0	20.7	16.3	14.4	13.4	0.3	7.1
Gender and age	Male20s	(34)	32.4	17.6	20.6	17.6	20.6	17.6	26.5	17.6	14.7	11.8	23.5	17.6	0.0	5.9	
	Male30s	(42)	31.0	23.8	26.2	21.4	31.0	21.4	21.4	7.1	23.8	23.8	23.8	16.7	0.0	0.0	
	Male40s	(39)	41.0	23.1	46.2	33.3	33.3	28.2	35.9	38.5	30.8	28.2	23.1	20.5	0.0	5.1	
	Male50s	(56)	32.1	30.4	37.5	30.4	21.4	17.9	26.8	14.3	19.6	14.3	10.7	21.4	1.8	8.9	
	Male60 or older	(76)	31.6	36.8	31.6	27.6	26.3	28.9	13.2	19.7	13.2	14.5	7.9	7.9	0.0	10.5	
	Female20s	(18)	22.2	16.7	16.7	16.7	22.2	16.7	16.7	22.2	22.2	27.8	5.6	5.6	11.1	0.0	11.1
	Female30s	(17)	35.3	23.5	29.4	23.5	11.8	0.0	11.8	17.6	17.6	0.0	0.0	0.0	0.0	11.8	
	Female40s	(28)	46.4	46.4	50.0	32.1	25.0	32.1	21.4	25.0	21.4	14.3	17.9	7.1	0.0	10.7	
	Female50s	(36)	47.2	58.3	33.3	38.9	44.4	36.1	33.3	27.8	25.0	25.0	16.7	16.7	0.0	0.0	
	Female60 or older	(35)	42.9	45.7	31.4	37.1	28.6	28.6	17.1	25.7	22.9	11.4	11.4	5.7	0.0	8.6	

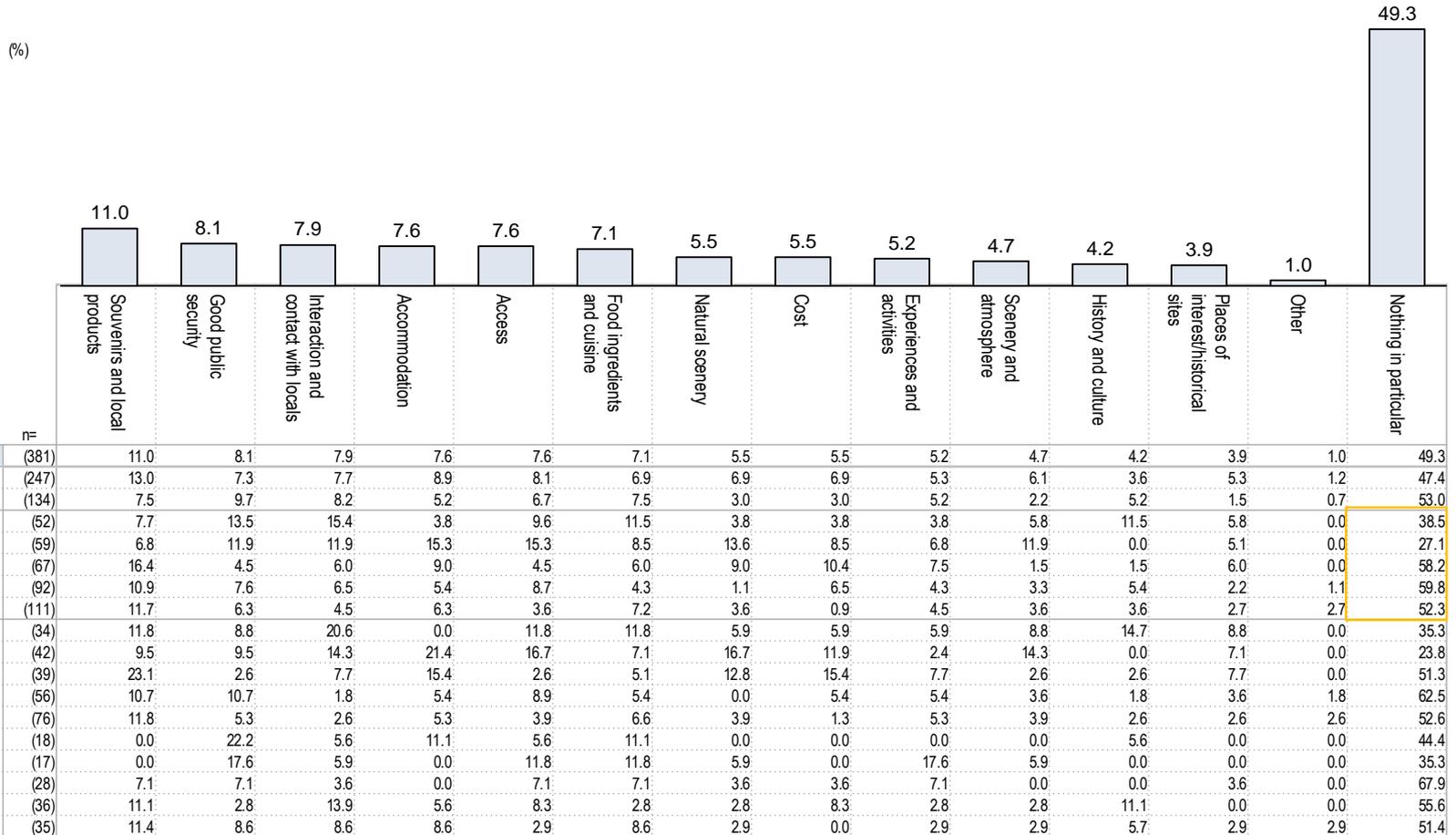


6. [People who have visited] Points of dissatisfaction

- As opposed to the previous page, when asked what they were dissatisfied with upon visiting Malaysia, the highest percentage of people responded “Souvenirs and local products,” followed by “Good public security” (8.1%).
- 49.3% of respondents answered that they were dissatisfied with “Nothing in particular,” which is around half, however the response rate was low for people in their 20s and 30s.

[People who have visited] Points of dissatisfaction

Q. . Q. What were you not really satisfied with when you visited the destination? Please answer everything that applies to each country. [Malaysia]





Survey Results

[Reference] Comparison of points of satisfaction/dissatisfaction

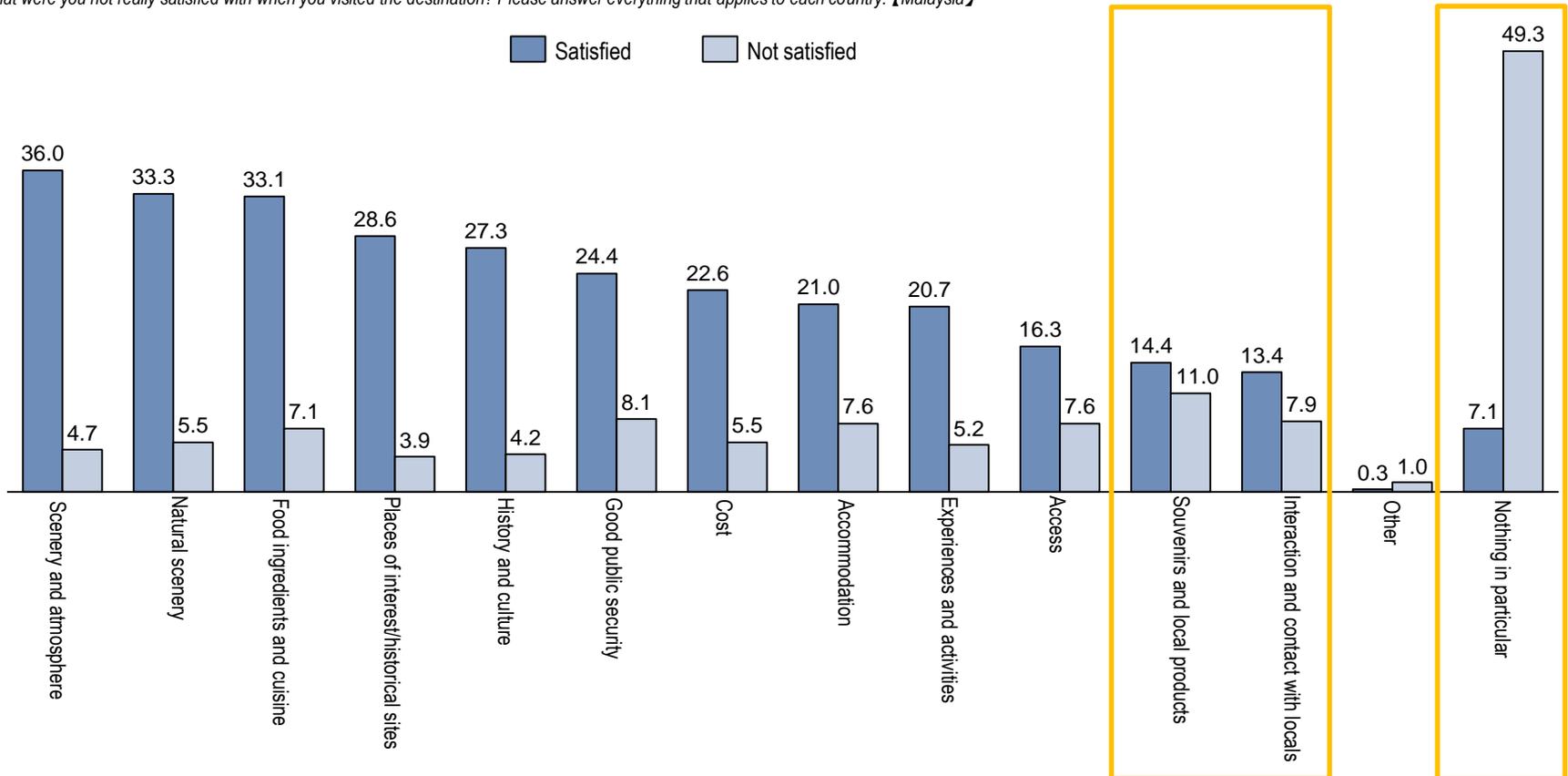
- A comparison of points of satisfaction and points of dissatisfaction showed that a high percentage of respondents answered “Satisfied.” The senior age groups were highly satisfied with “Good public security” while the level of satisfaction toward public security was low in the younger age groups.
- The response rate for satisfied/not satisfied was around equal for “Souvenirs and local products” and “Interaction and contact with locals,” suggesting there is room for improvement.

[People who have visited] Points of satisfaction/dissatisfaction

Q. What were you satisfied with when you visited the destination? Please answer everything that applies to each country. [Malaysia]

Q. What were you not really satisfied with when you visited the destination? Please answer everything that applies to each country. [Malaysia]

(%)





Survey Results

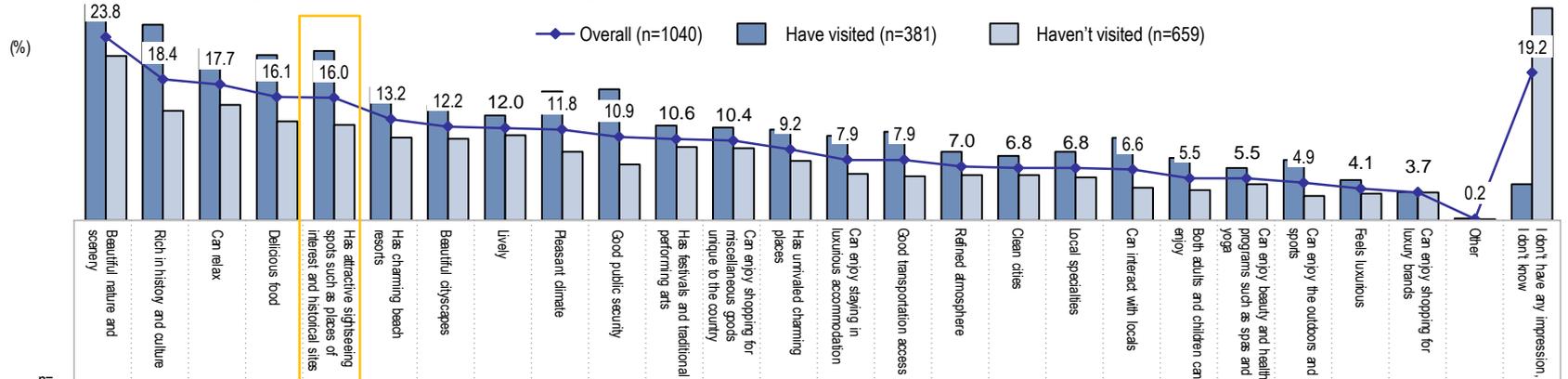
7. Impression of Malaysia



- Regardless of if they'd visited previously or not, when all respondents were asked their impression of Malaysia, most respondents (23.8%) answered "Beautiful nature and scenery," followed by "History and culture" (18.4%), and "Can relax" (17.7%). 19.2% of respondents answered "I don't have any impression, I don't know," and more females than males gave this answer. (Male: 16.1%, females: 23.1%).

Impression of Malaysia

Q. What are your impressions of the following 10 countries? Please answer everything that applies to each country. **[Malaysia]**



	n	Beautiful nature and scenery	Rich in history and culture	Can relax	Delicious food	Has attractive sightseeing spots such as places of interest and historical sites	Has charming beach resorts	Beautiful cityscapes	Lively	Pleasant climate	Good public security	Has festivals and traditional performing arts	Can enjoy shopping for miscellaneous goods unique to the country	Can enjoy staying in luxurious accommodation	Has unrivaled charming places	Can enjoy staying in luxurious accommodation	Good transportation access	Refined atmosphere	Clean cities	Local specialties	Can interact with locals	Can enjoy beauty and health programs such as spas and yoga	Both adults and children can enjoy	Can enjoy the outdoors and sports	Feels luxurious	Can enjoy shopping for luxury brands	Other	I don't have any impression, I don't know
Overall	(1,040)	23.8	18.4	17.7	16.1	16.0	13.2	12.2	12.0	11.8	10.9	10.6	10.4	9.2	7.9	7.9	7.0	6.8	6.8	6.6	5.5	5.5	4.9	4.1	3.7	0.2	19.2	
Gender	Male	(577)	24.3	19.6	18.5	16.5	16.8	14.2	13.9	11.4	12.0	12.3	12.0	10.1	10.4	7.5	9.5	8.0	8.1	7.1	8.7	5.5	6.2	6.1	5.0	4.7	0.3	16.1
	Female	(463)	23.3	16.8	16.6	15.6	14.9	11.9	10.2	12.7	11.7	9.1	8.9	10.8	7.8	8.4	5.8	5.8	5.2	6.5	4.1	5.4	4.5	3.5	3.0	2.4	0.0	23.1
Age	20s	(162)	15.4	19.8	13.0	14.8	13.0	11.7	10.5	11.7	9.3	8.0	14.2	7.4	11.1	10.5	6.8	10.5	9.9	9.9	8.6	4.3	6.2	6.2	6.8	6.8	0.0	16.0
	30s	(192)	18.8	10.9	14.6	15.1	9.9	12.5	14.1	17.2	12.0	11.5	10.4	7.3	7.3	6.8	6.8	8.3	8.3	9.4	9.9	3.6	7.8	4.7	5.7	5.2	0.0	16.7
	40s	(192)	26.6	16.7	19.3	22.9	13.5	13.5	15.1	14.6	10.9	11.5	15.6	15.6	9.9	6.8	10.4	9.4	7.3	5.2	6.3	8.3	6.3	7.8	4.2	4.7	0.0	19.3
	50s	(212)	27.4	19.3	20.8	16.5	22.6	19.8	12.7	12.3	14.2	12.7	12.3	10.8	10.8	10.8	9.0	4.2	5.2	7.5	6.1	9.0	6.1	3.8	3.8	2.4	0.0	16.0
	60 or older	(282)	27.7	23.0	19.1	12.4	18.4	9.2	10.6	6.4	9.6	10.6	6.7	10.3	7.8	5.7	6.7	4.6	5.0	3.9	3.9	2.8	2.5	3.2	1.8	1.1	0.7	25.2
Gender and age	Male20s	(81)	23.5	19.8	16.0	18.5	17.3	11.1	14.8	12.3	8.6	11.1	12.3	11.1	13.6	13.6	9.9	12.3	14.8	13.6	12.3	6.2	9.9	8.6	8.6	11.1	0.0	11.1
	Male30s	(112)	20.5	11.6	13.4	16.1	9.8	12.5	17.9	17.0	13.4	11.6	12.5	8.0	8.0	7.1	8.9	9.8	7.1	8.0	11.6	3.6	9.8	7.1	7.1	5.4	0.0	10.7
	Male40s	(102)	26.5	19.6	19.6	22.5	14.7	15.7	13.7	13.7	14.7	12.7	12.7	16.7	15.7	6.9	12.7	12.7	11.8	5.9	8.8	7.8	6.9	11.8	5.9	6.9	0.0	14.7
	Male50s	(123)	22.0	20.3	20.3	14.6	22.0	21.1	9.8	9.8	13.0	11.4	15.4	7.3	8.1	8.1	8.1	4.1	4.9	6.5	7.3	8.1	5.7	2.4	4.1	2.4	0.0	16.3
	Male60 or older	(159)	27.7	24.5	21.4	13.2	18.9	10.7	13.8	6.9	10.1	13.8	8.2	8.8	8.8	4.4	8.8	4.4	5.7	4.4	5.7	3.1	1.9	3.1	1.9	1.3	1.3	23.3
	Female20s	(81)	7.4	19.8	9.9	11.1	8.6	12.3	6.2	11.1	9.9	4.9	16.0	3.7	8.6	7.4	3.7	8.6	4.9	6.2	4.9	2.5	2.5	3.7	4.9	2.5	0.0	21.0
	Female30s	(80)	16.3	10.0	16.3	13.8	10.0	12.5	8.8	17.5	10.0	11.3	7.5	6.3	6.3	6.3	3.8	6.3	10.0	11.3	7.5	3.8	5.0	1.3	3.8	5.0	0.0	25.0
	Female40s	(90)	26.7	13.3	18.9	23.3	12.2	11.1	13.3	16.7	14.4	8.9	10.0	14.4	3.3	6.7	7.8	5.6	2.2	4.4	3.3	8.9	5.6	3.3	2.2	2.2	0.0	24.4
	Female50s	(89)	34.8	18.0	21.3	19.1	23.6	18.0	16.9	15.7	15.7	14.6	7.9	15.7	14.6	14.6	10.1	4.5	5.6	9.0	4.5	10.1	6.7	5.6	3.4	2.2	0.0	15.7
	Female60 or older	(123)	27.6	21.1	16.3	11.4	17.9	7.3	6.5	5.7	8.9	6.5	4.9	12.2	6.5	7.3	4.1	4.9	4.1	3.3	1.6	2.4	3.3	3.3	1.6	0.8	0.0	27.6
Visitation	Have visited	(381)	28.1	25.5	22.3	21.5	22.0	17.3	15.0	13.6	16.8	17.1	12.3	12.1	11.8	11.0	11.5	8.9	8.4	8.9	10.8	8.1	6.8	7.9	5.2	3.7	0.3	4.7
	Haven't visited	(659)	21.4	14.3	15.0	12.9	12.4	10.8	10.6	11.1	9.0	7.3	9.6	9.4	7.7	6.1	5.8	5.9	5.9	5.6	4.2	3.9	4.7	3.2	3.5	3.6	0.2	27.6



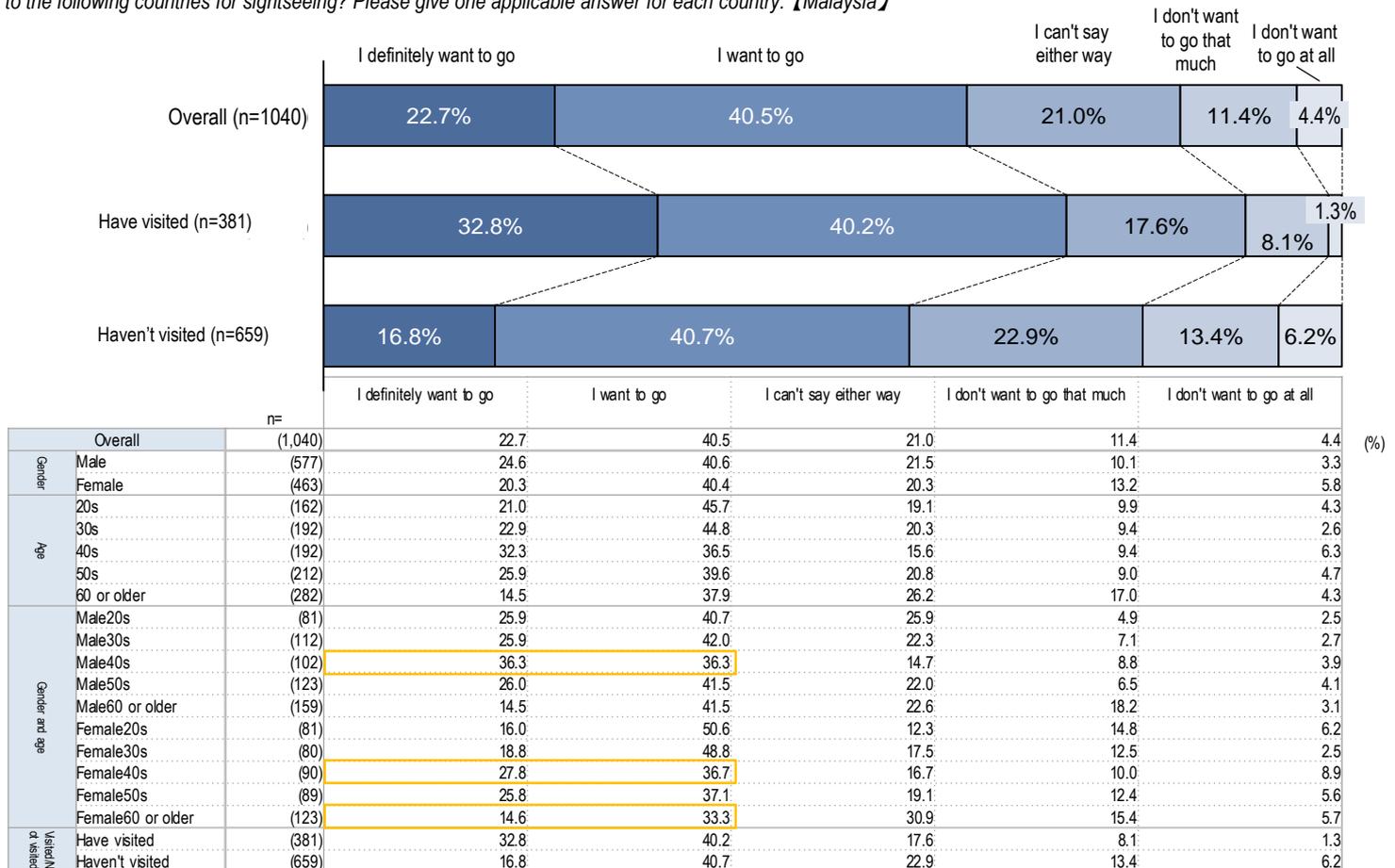
Survey Results

8. Intention to visit (sightseeing)

- Regarding intention to travel to Malaysia, 63.2% of all respondents answered that they wanted to go. (“Definitely want to go,” & “I want to go.”)
- A comparison of people who’d visited before with those who had not showed that people who had visited before had a strong desire to visit again at 73.0%. By gender and age, males/females in their 40s had a strong desire to visit, while females 60 or older had little desire to visit.

Intention to visit Malaysia (sightseeing)

Q. Would you like to travel to the following countries for sightseeing? Please give one applicable answer for each country. [Malaysia]



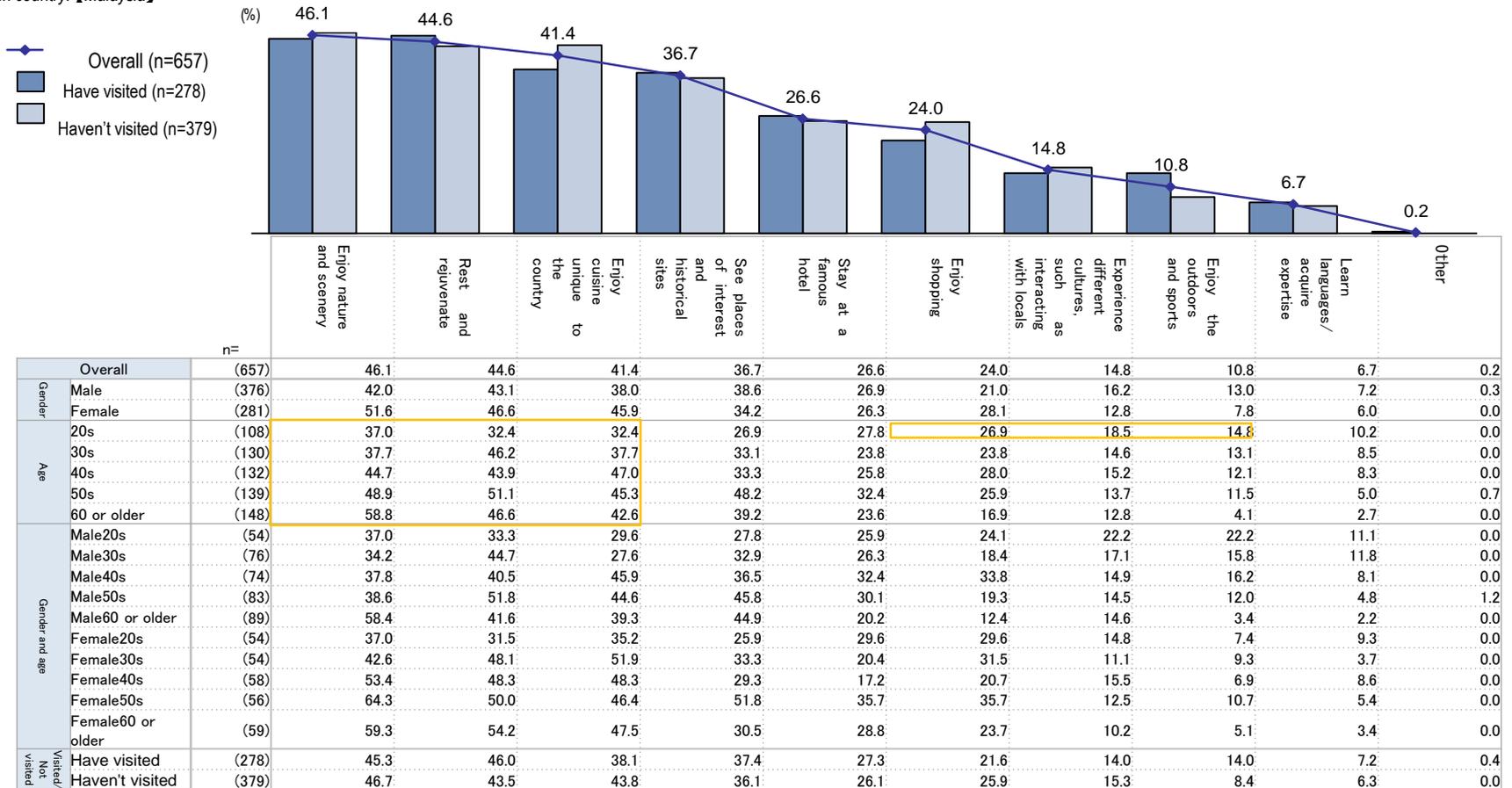


9. [People with intention to visit] What respondent wants to do at destination

- When those respondents who answered "I definitely want to go" or "I want to go" in the previous question were asked what they want to do in Malaysia, most answered "Enjoy nature and scenery" (46.1%).
- By age group, the higher the age group the stronger the desire to enjoy natural scenery, rest and rejuvenate, and cuisine, while the younger age groups expressed a comparatively strong desire for shopping, intercultural experiences, and outdoor sport.

[People with intention to visit] What respondent wants to do at destination

Q. This question is for respondents who answered "I definitely want to go" or "I want to go" in the previous question. What would you like to do if you take a sightseeing trip to the country? Please give all applicable answers for each country. [Malaysia]



Respondents: Want to travel to Malaysia for sightseeing and travel abroad at least once every 3 years and intend to travel abroad in the future



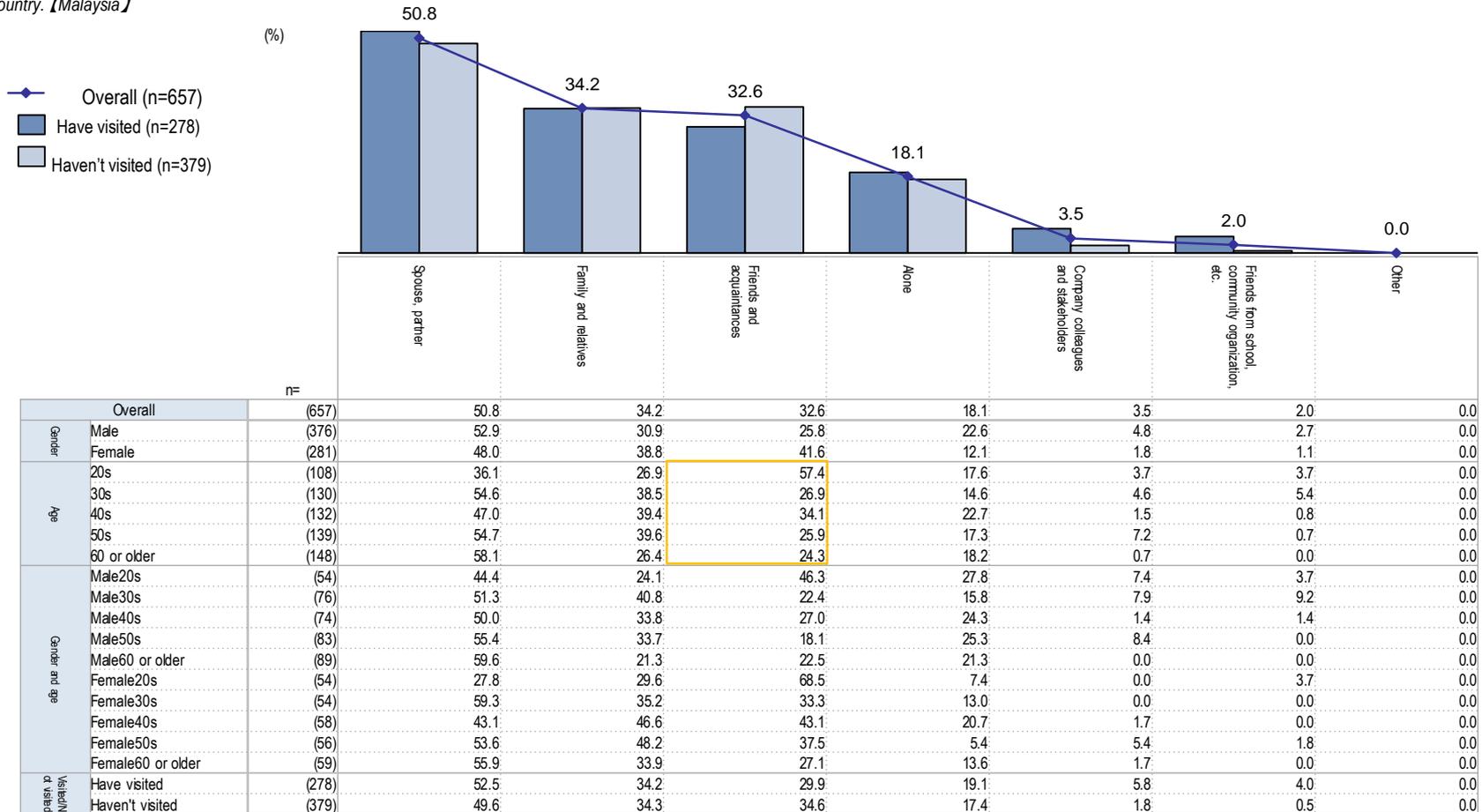
Survey Results

10. [People with intention to visit] Who respondent wants to go with (Travel companion)

- When asked who they'd like to travel to Malaysia with, the highest percentage of respondents answered "Spouse/partner" (50.8%), followed by "Family and relatives" (34.2%), and "Friends and acquaintances" (32.6%).
- 57.4% of respondents in their 20s answered "Friends and acquaintances" which was over 20 percentage points higher than overall.

[People with intention to visit] Preferred travel companion to Malaysia

Q. This question is for respondents who answered "I definitely want to go" or "I want to go" in the previous question. If you were to make the trip, who would you like to travel with? Please give all applicable answers for each country. [Malaysia]



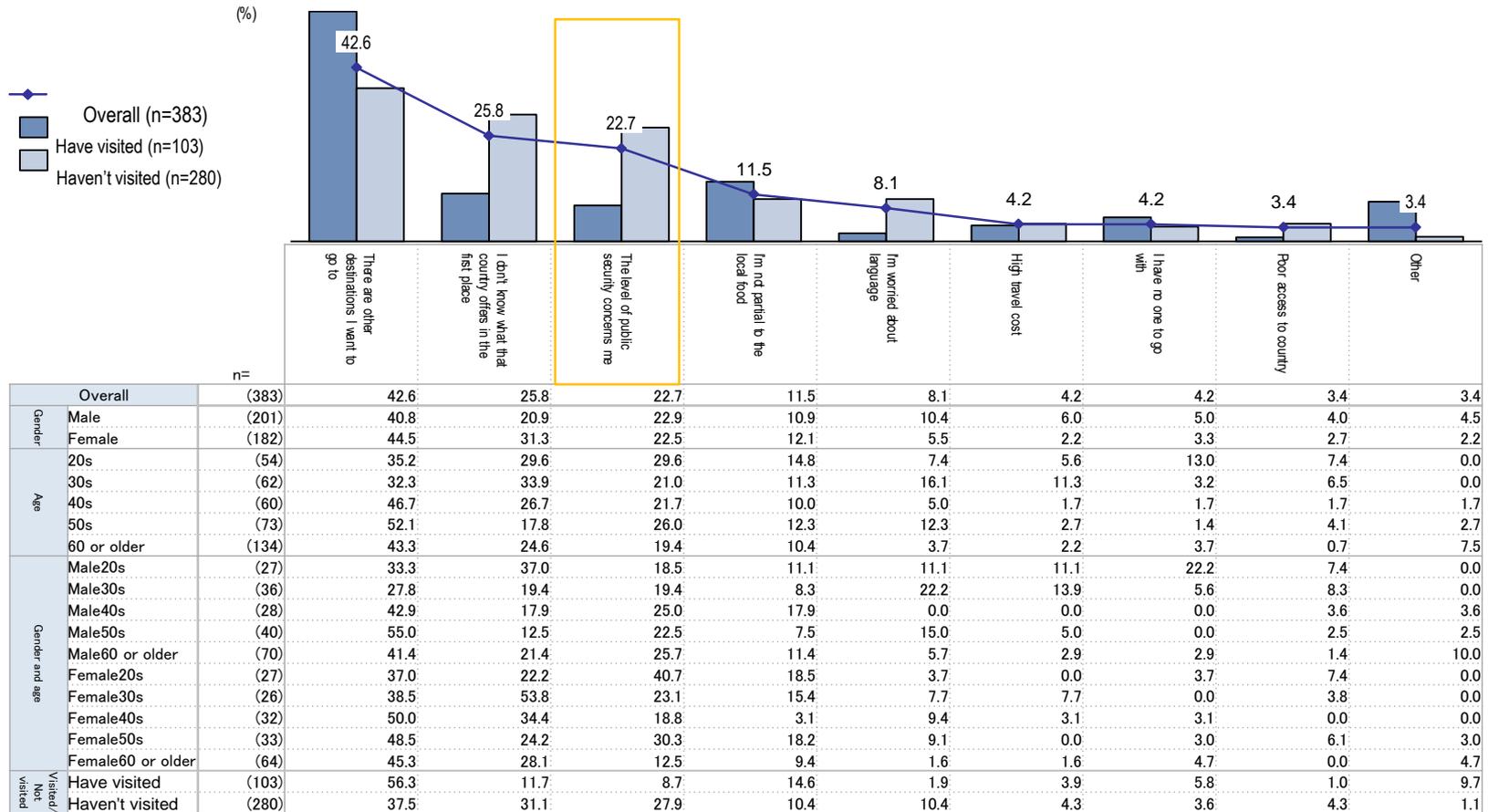


11. [People with no intention to visit] Reasons for having no intention to visit

- When respondents who answered "I can't say either way," "I don't want to go that much," or "I don't want to go at all" regarding their intention to visit Malaysia were asked the reason why, the highest percentage answered "There are other destinations I want to go to" (42.6%).
- A higher percentage of people who had never visited Malaysia answered "The level of public security concerns me," indicating people may have an impression of Malaysia being less safe than what it actually is.

[People with no intention to visit] Reasons for having no intention to visit Malaysia

Q. This question is for respondents who answered "I can't say either way," "I don't want to go that much," or "I don't want to go at all" in the previous question. Why don't you want to take a sightseeing trip to that destination? Please give all applicable answers for each country. **[Malaysia]**





Survey Results

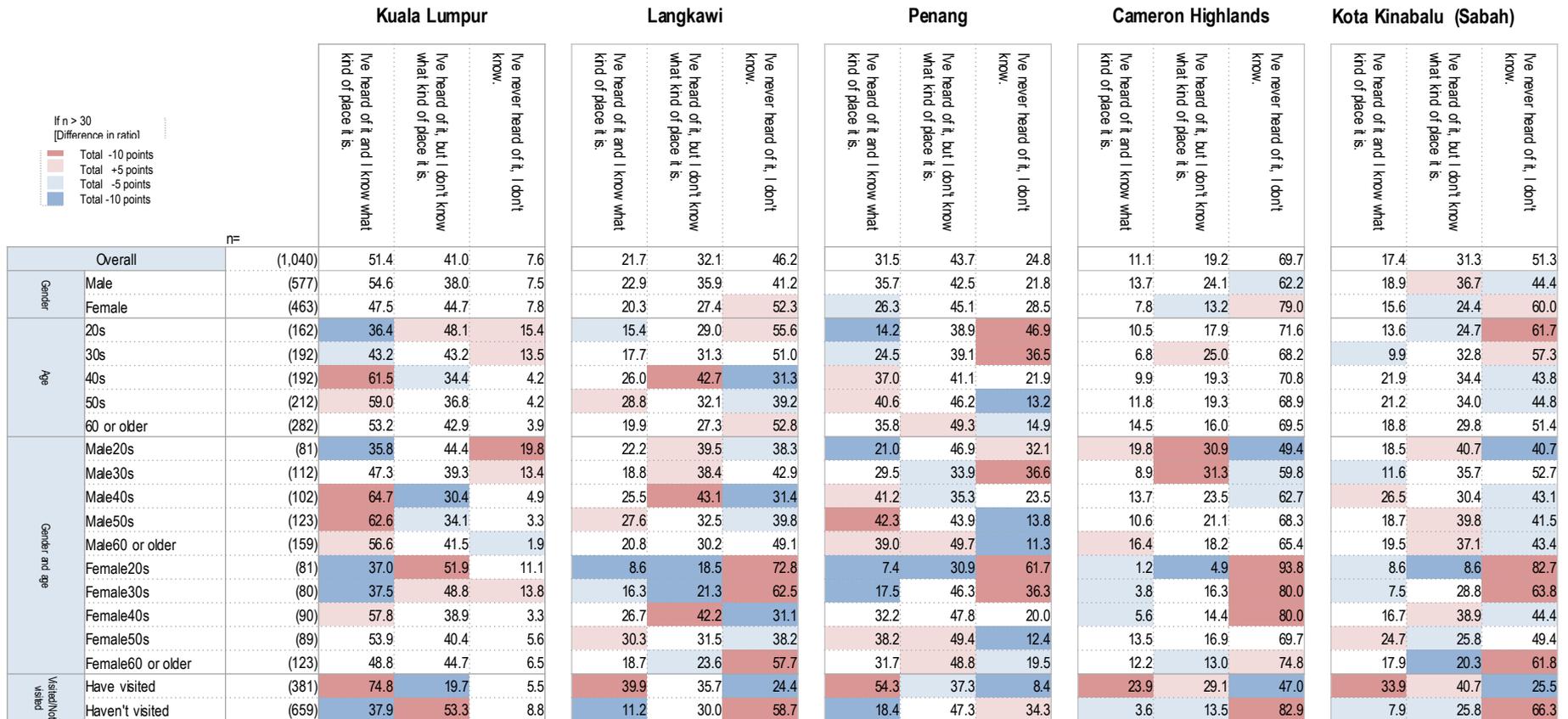
12. Awareness of tourism resources

- When asked their level of awareness of Malaysia's major five tourism resources, the highest percentage of respondents (51.4%) answered "I've heard of it and I know what kind of place it is" for Kuala Lumpur.
- For each of the tourism resources, there was a tendency for higher age groups to have higher awareness, with the awareness level of Penang for respondents in their 20s being 14.2% for "I've heard of it and I know what kind of place it is," which was more than 15 percentage points lower than overall.

Awareness of tourism resources

Q. Do you know the following places and tourist spots? Please give one applicable answer for each. *[Malaysia]*

(%)



Respondents: Travel abroad at least once every 3 years and intend to travel abroad in the future



Survey Results

13. Photo preference

- When we asked respondents to choose the photo of Malaysia they like the most out of three photos, a gap was evident depending on gender and age. Males/females aged 60 or older preferred ① Batu Caves, females in their 20s and males/females in their 30s preferred ② Sky Mirror (Kuala Selangor), and males in their 20s/females in their 40s preferred Suspension Bridge and Mt. Kinabalu. There was also a gap in response rate depending on whether or not respondents had previously visited Malaysia.

Photo preference (Malaysia)

Q. There are 3 photos for each of the following 10 countries. Which photo do you like the most? Please tell us which photo you like the most for each country. [Malaysia]

(%)

① Batu Caves (Selangor)



② Sky Mirror (Kuala Selangor)



③ Suspension Bridge and Mt. Kinabalu (Sabah)



If n > 30
[Difference in ratio]

■ Total -10 points
■ Total +5 points
■ Total -5 points
■ Total -10 points

		n=	① Batu Caves (Selangor)	② Sky Mirror (Kuala Selangor)	③ Suspension Bridge and Mt. Kinabalu (Sabah)
Gender	Overall	(1,040)	35.7	31.2	33.2
	Male	(577)	38.6	28.8	32.6
	Female	(463)	32.0	34.1	33.9
Age	20s	(162)	30.2	36.4	33.3
	30s	(192)	31.3	41.7	27.1
	40s	(192)	35.9	29.2	34.9
	50s	(212)	35.4	30.2	34.4
	60 or older	(282)	41.8	23.0	35.1
	Gender and age	Male20s	(81)	33.3	28.4
Male30s		(112)	34.8	41.1	24.1
Male40s		(102)	42.2	27.5	30.4
Male50s		(123)	37.4	29.3	33.3
Male60 or older		(159)	42.8	20.8	36.5
Female20s		(81)	27.2	44.4	28.4
Female30s		(80)	26.3	42.5	31.3
Female40s		(90)	28.9	31.1	40.0
Female50s		(89)	32.6	31.5	36.0
Female60 or older		(123)	40.7	26.0	33.3
Visited/Not visited	Have visited	(381)	34.9	31.8	33.3
	Haven't visited	(659)	36.1	30.8	33.1