

DESTINATION COUNTRY REPORT  
**MALAYSIA**

January 2015 - January 2016

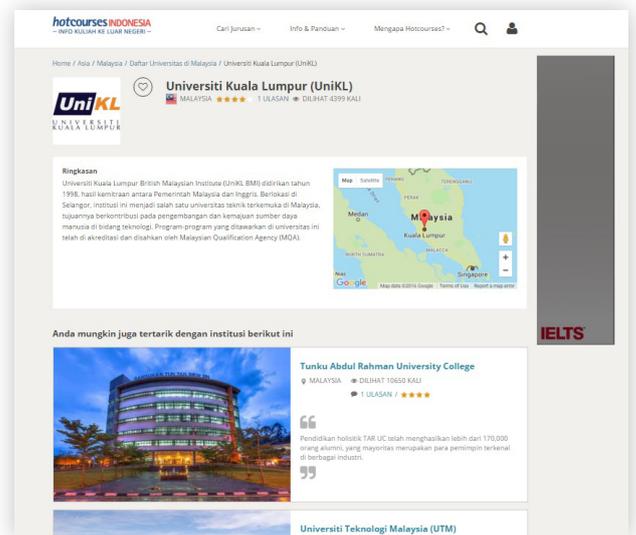
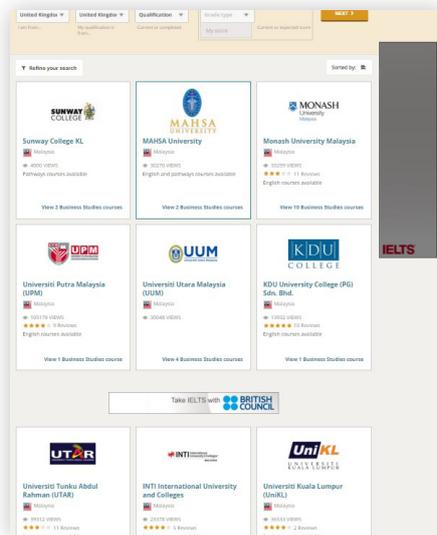
# Overview

This report captures an overview of interest from prospective international students looking at Malaysia. The data in this report is informed by the Hotcourses Insights tool which tracks searches across the global Hotcourses websites, to which there were around 23,000,000 users through 2015.

An initial report providing an overview of students across the global sites in 2015 can be found here: '[2015: A Year in Data. International Student destinations – diversification markets](#)'.

The data for this report is drawn from the time period **1 January 2015 – 31 January 2016** (13 months).

During the 13 month period that covers this report there were around **575,000 users looking at Malaysia** across the Hotcourses websites.



Global Search: [www.hotcoursesabroad.com](http://www.hotcoursesabroad.com)

some prominent websites for students abroad include:

[www.hotcourses.id](http://www.hotcourses.id)

[www.hotcourses.ae](http://www.hotcourses.ae)

[www.hotcourses.in.th](http://www.hotcourses.in.th)

### What were the nationalities of users seeking international study in Malaysia during 2015??

COUNTRY	PERCENTAGE
1 – Indonesia	31.74%
2 – Saudi Arabia	12.33%
3 – India	12.01%
4 – United States	9.11%
5 – Thailand	7.32%
6 – Egypt	5.28%
7 – Bangladesh	4.57%
8 – Singapore	3.45%
9 – Vietnam	3.31%
10 – United Arab Emirates	3.02%
11 – Pakistan	2.71%
12 – Iraq	2.61%
13 – Algeria	2.53%

As you might imagine, there is a fairly prominent geographic skew to the students looking at Malaysia with the vast majority coming from the Eastern hemisphere (with one exception, the United States).

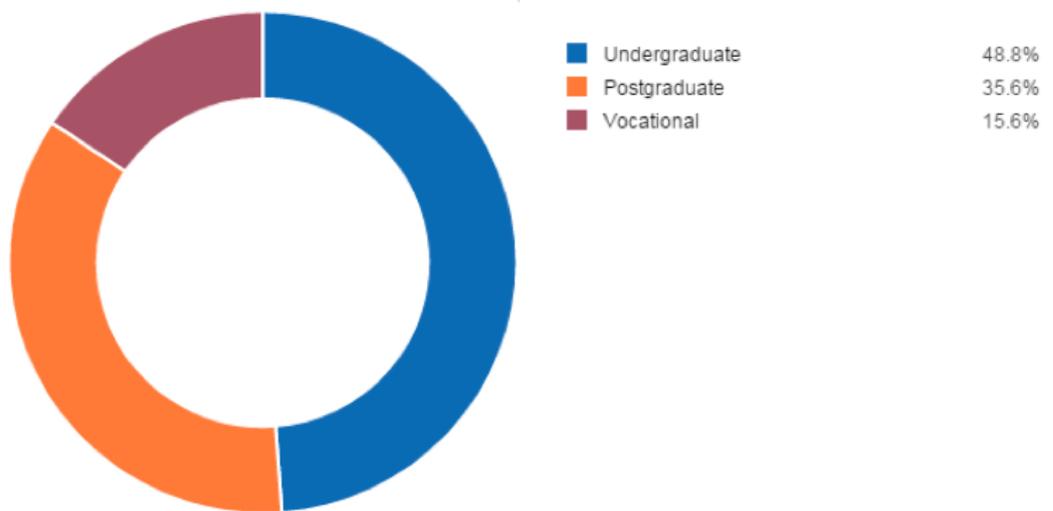
In 2015, around 10% of students studying in Malaysia were international students – one of the highest ratios for any country across the globe. In part, explained by a significant increase in international students heading to Malaysia in recent years, with an increase of 16.5% in international student numbers since 2013. Therefore the importance of international students is of critical importance.

Indeed, in April 2015 the Malaysian Prime Minister Dato' Sri Mohammed Najib bin Tun Abdul Razak launched a [higher education blueprint for 2015 – 2025](#), which commits to further expanding the numbers of international students heading to Malaysia. The blueprint ambitiously sets out the intention to increase the targeted number of international students studying in Malaysia to 250,000 by 2025. The **current number of international students in Malaysia are around 135,000** (data from 2014). It was just 27,872 in 2002 and 80,750 in 2009, so we have already seen a capacity in Malaysia to rapidly increase their international student population in a relatively short period of time.

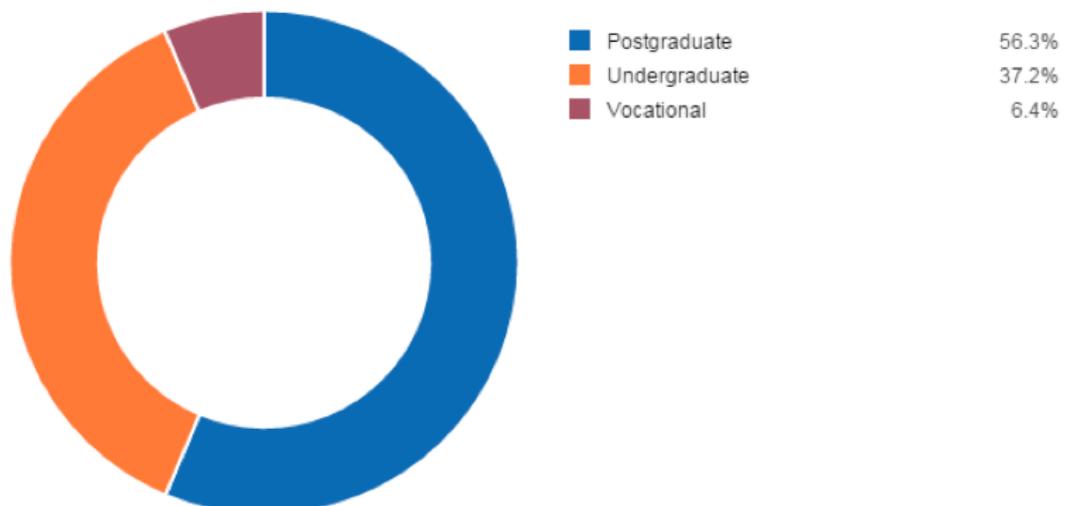
## What level are they searching?

Of the students looking to study in Malaysia, there was a breakdown between **undergraduate (48.8%), postgraduate (35.6%) and vocational (15.6%)**. And you can see from the comparison against the global picture, that users looking at Malaysia are much more likely to be at undergraduate level (48.8% compared to the wider global average of 37.2%).

### SEARCHES FOR MALAYSIA



### SEARCHES FOR UK, AUSTRALIA, USA, CANADA, NETHERLANDS, NZ & SINGAPORE



It is also worth reflecting on the **importance of Vocational level study to Malaysia**. In Malaysia it accounts for 15.6% of searches overall, whereas it only accounts for 7.1% across our sites globally. So students looking to study in Malaysia are more than twice as likely as the global average to be looking at vocational level study.

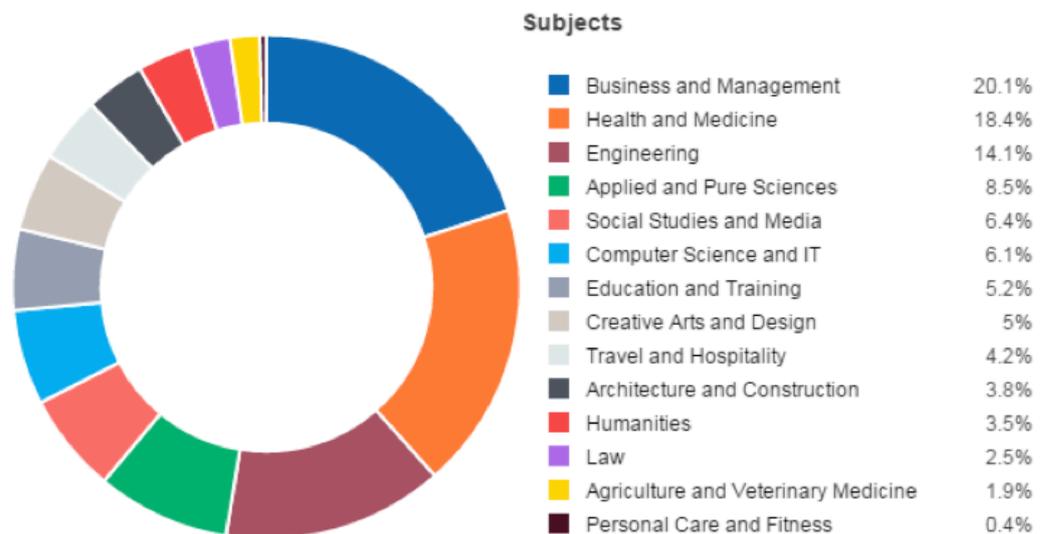
Indeed for searches from Bangladesh looking at Malaysia, 24.7% of students are at vocational level.

## Which subjects are students looking for?

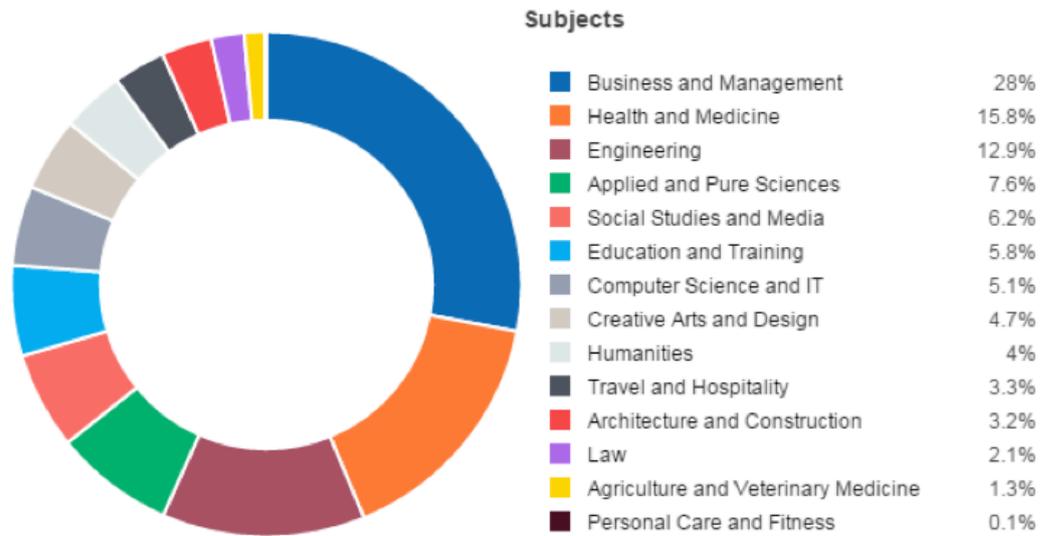
Overall, the most popular subjects being searched for in Malaysia are Business and Management (20.1%), Health and Medicine (18.4%) and Engineering (14.1%).

However there is an interesting difference between the choices at undergraduate and postgraduate level. With Business and Management being more popular amongst undergraduate students, Health and Medicine is most popular for postgraduate students.

### SUBJECT SEARCHES (UNDERGRADUATE, POSTGRADUATE & VOCATIONAL)



## UNDERGRADUATE SUBJECT SEARCHES

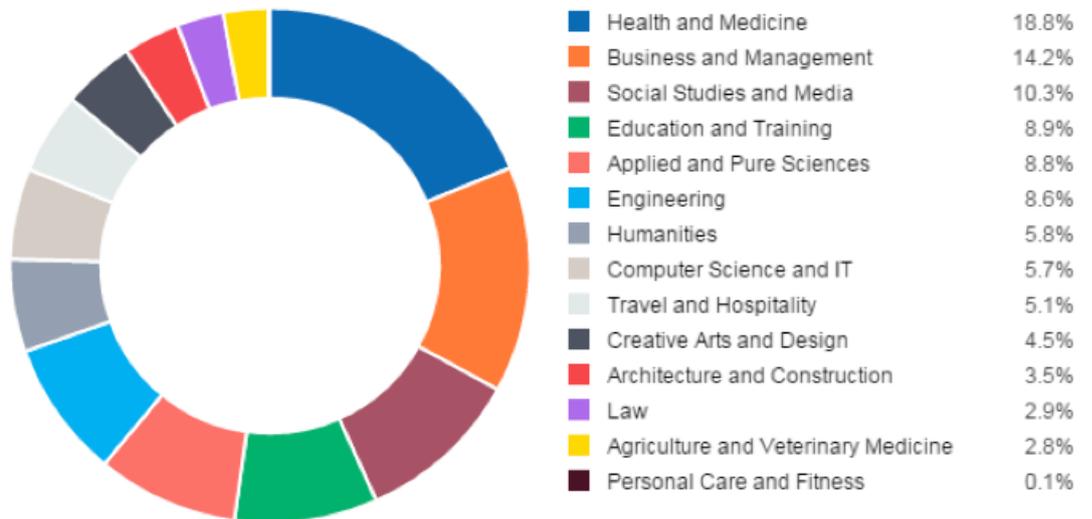


## POSTGRADUATE SUBJECT SEARCHES

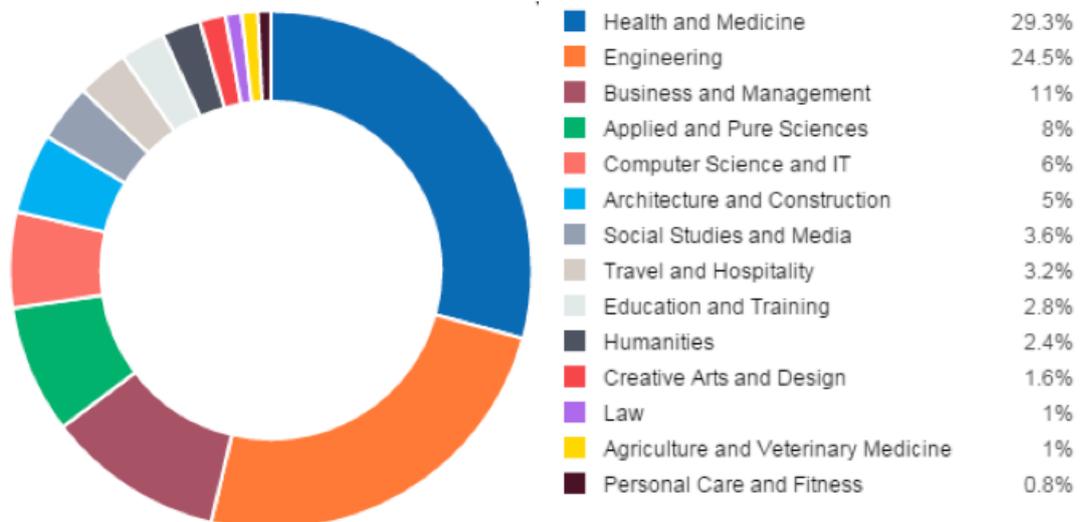


There is also some interesting variances in terms of subject search, by country of origin:

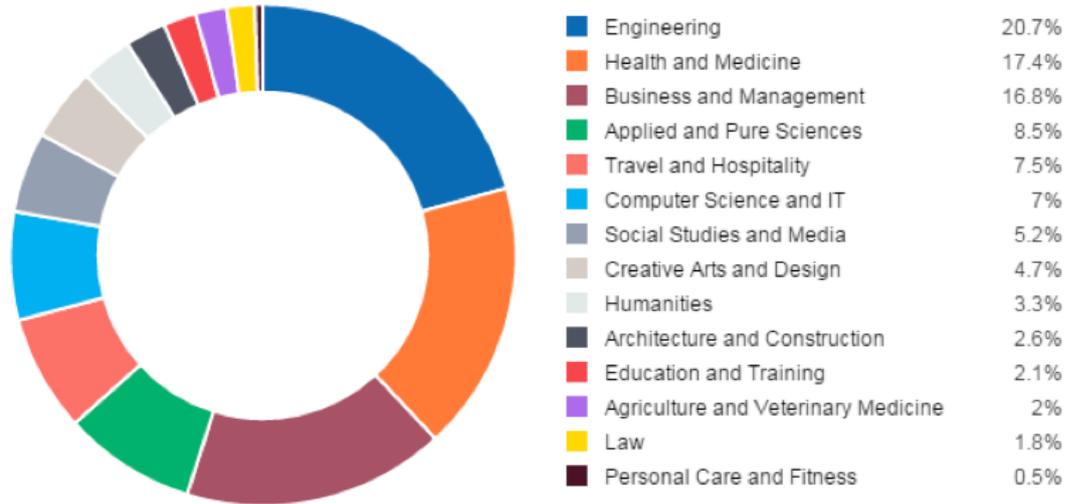
### INDONESIA



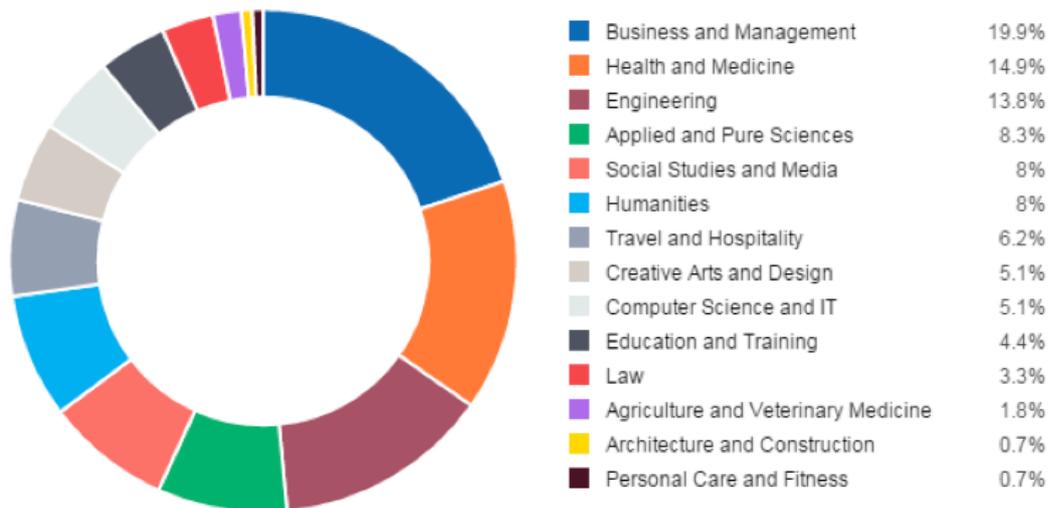
### SAUDI ARABIA



## INDIA



## THAILAND



## Understanding Indonesian demand for Malaysia

As geographical neighbours, it is perhaps unsurprising that the greatest volume of students looking to study in Malaysia on the Hotcourses sites comes from Indonesia (around 32% of the international searches).

Within Indonesia, users are most likely to come from Jakarta (40.2%), followed by East Java (14.9%) and North Sumatra (11.6%).



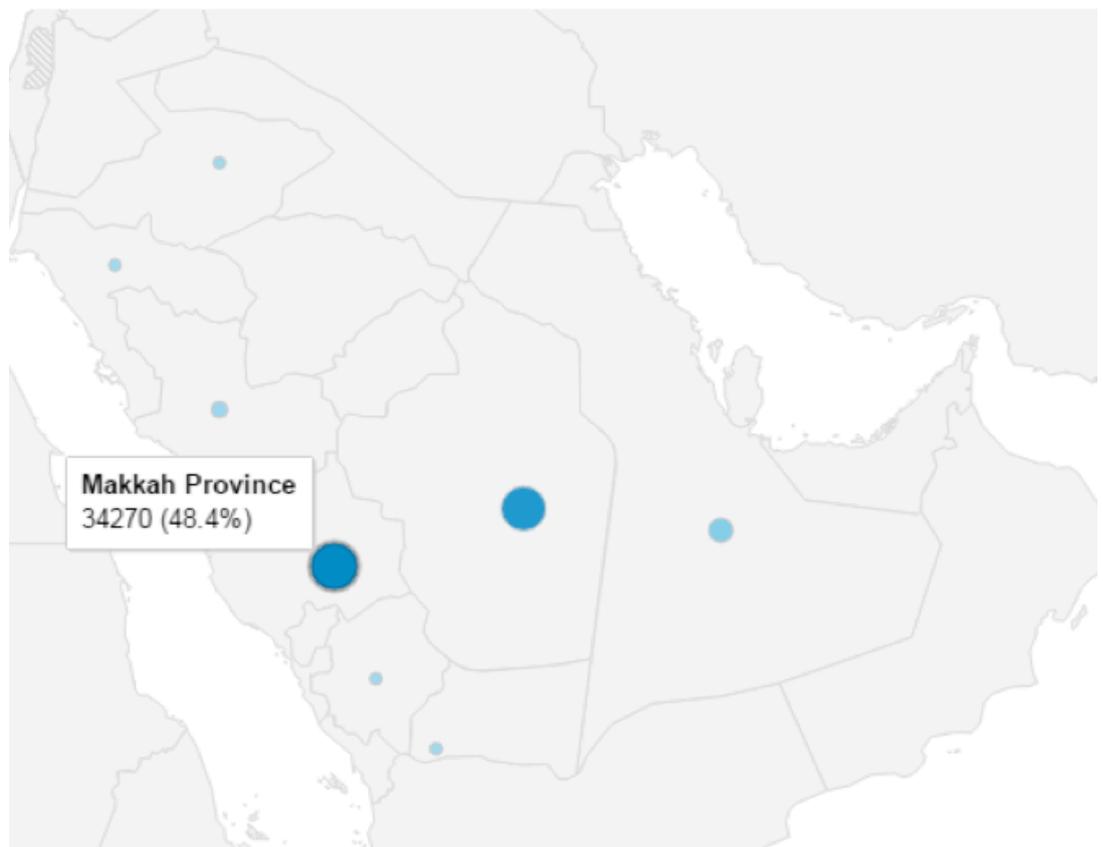
Top 12 areas within Indonesia where students are searching for Malaysia:

LOCATION	RESULTS
1 – Special Capital Region of Jakarta	40.2%
2 – East Java	14.9%
3 – North Sumatra	11.6%
4 – West Java	6.8%
5 – Special Region of Yogyakarta	3.3%
6 – South Sulawesi	3.0%
7 – South Sumatra	2.5%
8 – Banten	2.5%
9 – Riau	2.2%
10 – West Sumatra	1.8%
11 – Central Java	1.5%
12 – Riau Islands	1.4%

# Understanding Saudi Arabian demand for Malaysia

During the 13 month period in this report (1 January 2015 – 31 January 2016), students from Saudi Arabia were the second most popular for study in Malaysia. With the overwhelming majority users coming from the Makkah Province (48.4%), followed by Riyadh Province (39.8%) and thirdly Eastern Province (8.4%).

Date : Jan 01, 2015 - Jan 31, 2016

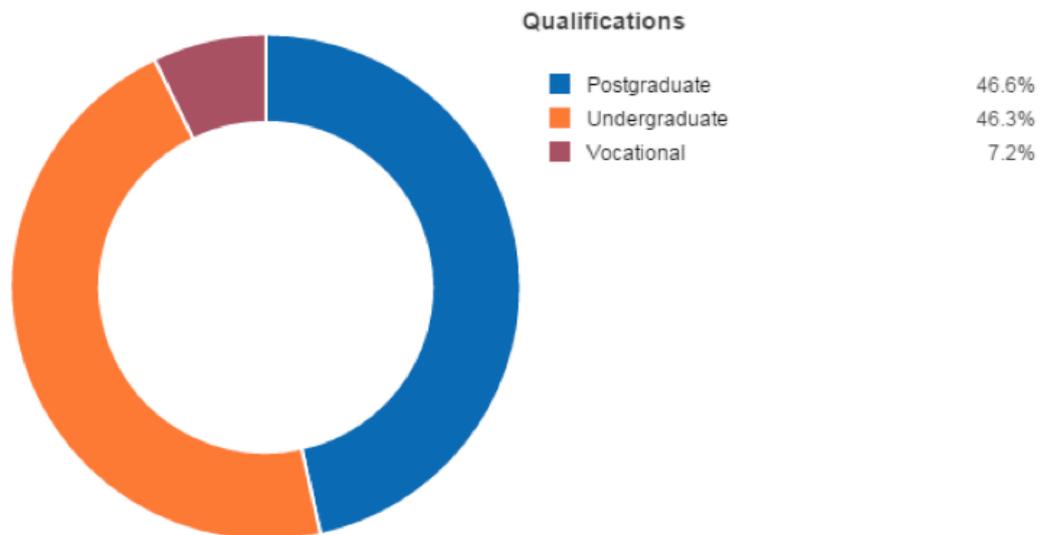


Total results: 70,000

A more detailed breakdown of the top 5 regions for students within Saudi Arabia looking at Malaysia:

COUNTRY	PERCENTAGE
1 – Makkah Province	48.4%
2 – Riyadh Province	39.8%
3 – Eastern Province	8.4%
4 – Al Madinah Province	1.4%
5 – Aseer Province	1.0%

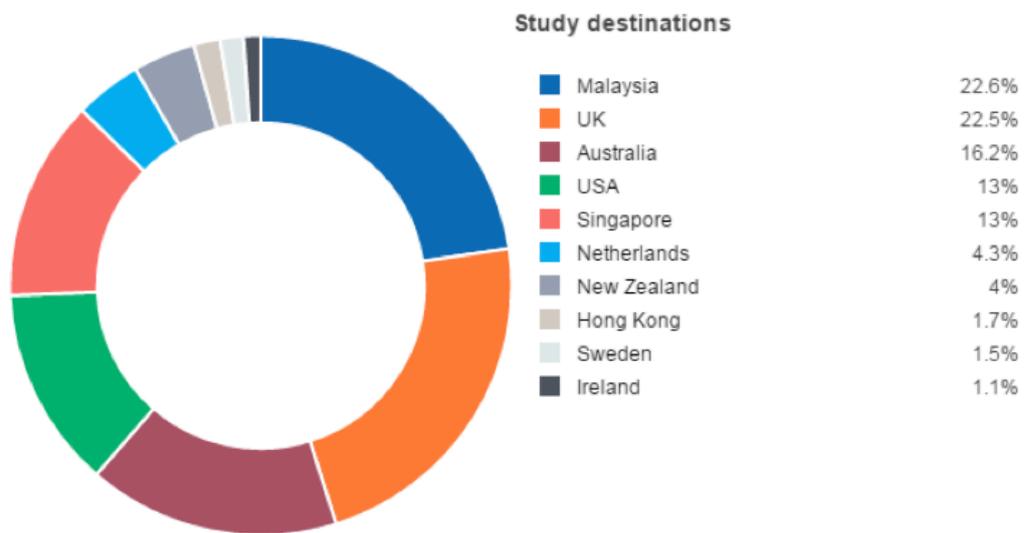
The breakdown of level of study from Saudi Arabia was postgraduate study (46.6%), undergraduate (46.3%) and vocational (7.2%). This compares against a global average for searches in Malaysia of 48.8% for undergraduate, 35.6% for postgraduate and 15.6% for vocational. So users from Saudi Arabia are much more likely to be looking for postgraduate study in Malaysia compared to the global average.



# Cities and Regions with particularly high interest in Malaysia

Although in Indonesia as a whole, Malaysia was the third most searched for destination with 15.3% of searches (behind the United Kingdom with 24.8% and Australia with 19%). However in North Sumatra, Malaysia is the most searched for destination accounting for 22.6% of users.

## NORTH SUMATRA, INDONESIA



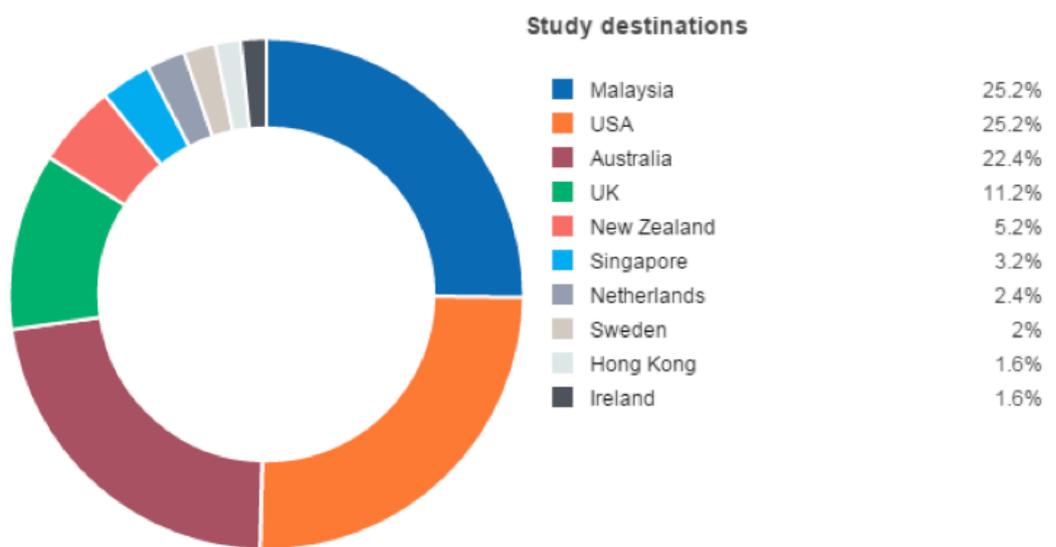
Also within the Punjab region of Pakistan, there is particularly high level of interest in Malaysia with 24% searches, which is second only to Australia which accounts for 26.1%

## PUNJAB REGION, PAKISTAN



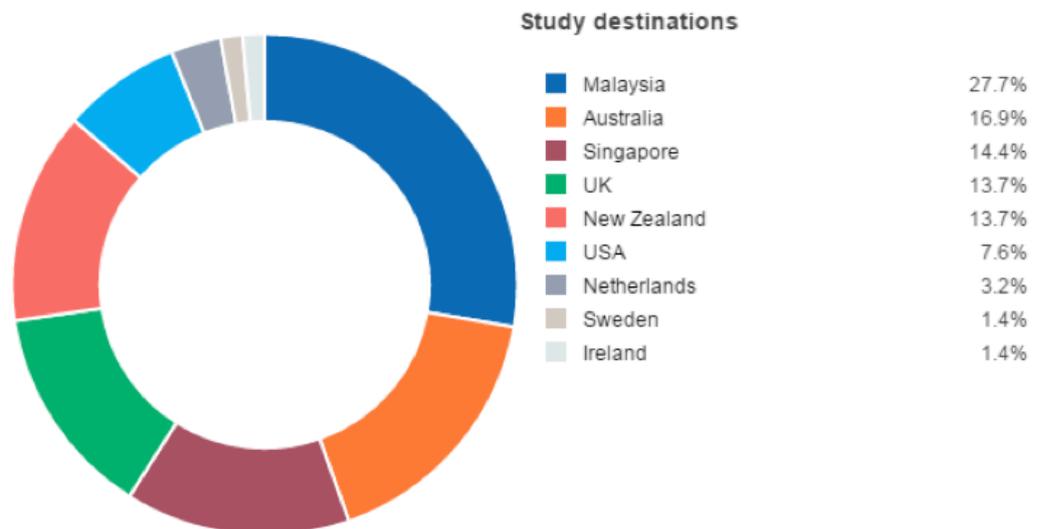
Similarly in Karachi, Pakistan there is a high level of interest in Malaysia where it ties with the United States for first place with 25.2% of searches.

## KARACHI, PAKISTAN



Also for Colombo in Sri Lanka, the number one searched for destination is Malaysia with 27.7% of users, considerably ahead of Australia in second place (16.9%) and Singapore (14.4%).

## COLOMBO, SRI LANKA



For further information on Hotcourses Insights, or to express interest in a bespoke destination country report or a country market report please contact us at [insights@hotcourses.com](mailto:insights@hotcourses.com)

If you are interested in our Insights Report, '**2015 A Year in Data: International student destinations – diversification markets**', please click here:

[http://images8.content-hca.com/commimg/myhotcourses/blog-inline/myhc\\_11513.pdf](http://images8.content-hca.com/commimg/myhotcourses/blog-inline/myhc_11513.pdf)