

Travel in Malaysia

Market Direction | 2022-09-06 | 48 pages | Euromonitor

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Report description:

2022 sees travel in Malaysia on track to recovery as the country transitions to the endemic phase of the coronavirus. In April 2022, it fully reopened its borders and a month later allowed tourists to enter with no need to show proof of COVID-19 tests. As such, international visitors have begun to return to Malaysia, and around the first week of May near half a million people entered Malaysia from Singapore through the countries' newly-opened land borders.

Euromonitor International's Travel in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Booking, Car Rental (Destination), In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Travel market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Travel in Malaysia
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List Of Contents And Tables

TRAVEL IN MALAYSIA

EXECUTIVE SUMMARY

Travel in 2022

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

CHART 1 Inbound Receipts: 2022-2027

CHART 2 Average Spend per Trip for Inbound Arrivals: 2022-2027

MARKET DATA

Table 1 Surface Travel Modes Sales: Value 2017-2022

Table 2 Surface Travel Modes Online Sales: Value 2017-2022

Table 3 Forecast Surface Travel Modes Sales: Value 2022-2027

Table 4 Forecast Surface Travel Modes Online Sales: Value 2022-2027

Table 5 In-Destination Spending: Value 2017-2022

Table 6 Forecast In-Destination Spending: Value 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

TOURISM FLOWS IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Tourism stakeholders work hard to boost travel to Malaysia as international borders reopen

Domestic tourism benefits from governmental support and high rates of vaccination

PROSPECTS AND OPPORTUNITIES

Smart Tourism 4.0 to be key focus for development and innovation

Tourism to benefit from government partnerships with e-commerce players

CATEGORY DATA

Table 7 Inbound Arrivals: Number of Trips 2017-2022

Table 8 Inbound Arrivals by Country: Number of Trips 2017-2022

Table 9 Inbound City Arrivals 2017-2022

Table 10 Inbound Tourism Spending: Value 2017-2022

Table 11 Forecast Inbound Arrivals: Number of Trips 2022-2027

Table 12 Forecast Inbound Arrivals by Country: Number of Trips 2022-2027

Table 13 Forecast Inbound Tourism Spending: Value 2022-2027

Table 14 Domestic Trips by Destination: Number of Trips 2017-2022

Table 15 Domestic Spending: Value 2017-2022

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Table 16 □Forecast Domestic Spending: Value 2022-2027

Table 17 □Outbound Departures: Number of Trips 2017-2022

Table 18 □Outbound Departures by Destination: Number of Trips 2017-2022

Table 19 □Outbound Tourism Spending: Value 2017-2022

Table 20 □Forecast Outbound Departures: Number of Trips 2022-2027

Table 21 □Forecast Outbound Departures by Destination: Number of Trips 2022-2027

Table 22 □Forecast Outbound Spending: Value 2022-2027

AIRLINES IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cautious consumers drive growth in domestic travel, benefiting low cost carriers

AirAsia back at the top in airlines in 2022, dominating low cost carriers

PROSPECTS AND OPPORTUNITIES

Airlines to recover to pre-pandemic levels by 2024

Online sales to rise faster than offline sales while AirAsia continues to innovate and diversify

CATEGORY DATA

Table 23 Airlines Sales: Value 2017-2022

Table 24 Airlines Online Sales: Value 2017-2022

Table 25 Airlines: Passengers Carried 2017-2022

Table 26 Airlines NBO Company Shares: % Value 2017-2021

Table 27 Non-Scheduled Carriers Brands by Key Performance Indicators 2022

Table 28 Low Cost Carriers Brands by Key Performance Indicators 2022

Table 29 Full Service Carriers Brands by Key Performance Indicators 2022

Table 30 Forecast Airlines Sales: Value 2022-2027

Table 31 Forecast Airlines Online Sales: Value 2022-2027

LODGING (DESTINATION) IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

2022 sees big improvements for hotels in Malaysia

Upscale and luxury hotels to benefit from tourism recovery, having suffered most during the pandemic

PROSPECTS AND OPPORTUNITIES

Malaysia to welcome several new openings as players invest in ecotourism

Full recovery predicted for hotels by 2025, though players likely to raise rates

CATEGORY DATA

Table 39 Lodging (Destination) Sales: Value 2017-2022

Table 40 Lodging (Destination) Online Sales: Value 2017-2022

Table 41 Hotels Sales: Value 2017-2022

Table 42 Hotels Online Sales: Value 2017-2022

Table 43 Other Lodging Sales: Value 2017-2022

Table 44 Other Lodging Online Sales: Value 2017-2022

Table 45 Lodging (Destination) Outlets: Units 2017-2022

Table 46 Lodging (Destination) Rooms: Number of Rooms 2017-2022

Table 47 Lodging (Destination) by Incoming vs Domestic: % Value 2017-2022

Table 48 □Hotels NBO Company Shares: % Value 2017-2021

Table 49 □Hotel Brands by Key Performance Indicators 2022

Table 50 □Forecast Lodging (Destination) Sales: Value 2022-2027

Table 51 □Forecast Lodging (Destination) Online Sales: Value 2022-2027

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Table 52 □Forecast Hotels Sales: Value 2022-2027

Table 53 □Forecast Hotels Online Sales: Value 2022-2027

Table 54 □Forecast Other Lodging Sales: Value 2022-2027

Table 55 □Forecast Other Lodging Online Sales: Value 2022-2027

Table 56 □Forecast Lodging (Destination) Outlets: Units 2022-2027

BOOKING IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Booking begins to bounce back amid relaxed restrictions in 2022

Mayflower leads overall with Expedia number one in travel intermediaries online; players develop diverse strategies to capture new consumers post-pandemic

PROSPECTS AND OPPORTUNITIES

Digital developments to drive growth in booking while diversification remains central to progress

Full recovery set for 2024 with online sales driving growth and prompting a greater shift towards omnichannel solutions

CATEGORY DATA

Table 32 Booking Sales: Value 2017-2022

Table 33 Business Travel Sales: Value 2017-2022

Table 34 Leisure Travel Sales: Value 2017-2022

Table 35 Travel Intermediaries NBO Company Shares: % Value 2017-2022

Table 36 Forecast Booking Sales: Value 2022-2027

Table 37 Forecast Business Travel Sales: Value 2022-2027

Table 38 Forecast Leisure Travel Sales: Value 2022-2027

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