

Malaysia Travel and Tourism Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-03-13 | 66 pages | MarketLine

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Report description:

Malaysia Travel and Tourism Market Summary, Competitive Analysis and Forecast to 2027

Summary

Travel & Tourism in Malaysia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The travel and tourism industry consists of revenues generated by passenger airlines, passenger rail, foodservice, hotels and motels, travel intermediaries and casinos and gaming market.
- The Malaysian travel and tourism industry had total revenues of \$42.4 billion in 2022, representing a negative compound annual rate of change (CARC) of 2.1% between 2017 and 2022.
- Food service was the industry's largest segment in 2022, with total revenues of \$17.0 billion, equivalent to 40.2% of the industry's overall value.
- South Korea was one of the key inbound tourist markets for Malaysia, with high per capita expenditure and longer average length of stay prior to COVID-19. Tourism Malaysia, a government agency, launched a two-week roadshow from June 22, 2022, to July 1, 2022, in South Korea with the aim to attract regular and new international tourists across the country.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the travel &

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tourism market in Malaysia

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel & tourism market in Malaysia
- Leading company profiles reveal details of key travel & tourism market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Malaysia travel & tourism market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Malaysia travel & tourism market by value in 2022?
- What will be the size of the Malaysia travel & tourism market in 2027?
- What factors are affecting the strength of competition in the Malaysia travel & tourism market?
- How has the market performed over the last five years?
- Who are the top competitors in Malaysia's travel & tourism market?

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