

Booking in Malaysia

Market Direction | 2023-09-04 | 16 pages | Euromonitor

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Report description:

Tourism Malaysia is looking for new ways to expand its reach and entice more travellers to book a holiday in the country. For example, Tourism Malaysia collaborated with Indonesian travel platform Traveloka on a smart partnership campaign to promote the country as a holiday destination of choice. The campaign ran for four months at the end of 2022 with travellers able to benefit from offers and promotions when booking a holiday to Malaysia during this period. The campaign targeted consumers in t...

Euromonitor International's Booking 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Booking Offline, Booking Online, Business Travel, Direct Suppliers, Leisure Travel, Travel Intermediaries.

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

Why buy this report?

- * Get a detailed picture of the Booking 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 reliable information resources to help drive informed strategic planning.

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Euromonitor International
September 2023

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Tourism board joins forces with booking players to promote Malaysia

AirAsia SuperApp continues to expand as it looks to provide a seamless booking experience

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