

Travel in Malaysia

Market Direction | 2024-09-12 | 49 pages | Euromonitor

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Report description:

Tourism in Malaysia is on a strong upswing in 2024. Malaysia's travel industry is enjoying a positive recovery, with several factors influencing its ongoing development. The full return of travellers from China would be a game changer, but current restrictions continue to impede recovery in this area. Global challenges including war and economic concerns are creating uncertainty, with the industry responding through moves such as flexible booking options. Malaysia is well placed to tap into a wi...

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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Booking, 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 reliable information resources to help drive informed strategic planning.

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