

Travel & Tourism in Malaysia

Industry Report | 2025-11-13 | 42 pages | MarketLine

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Report description:

Travel & Tourism in Malaysia

Summary

Travel & Tourism in Malaysia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). 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 & tourism industry is segmented into passenger airlines, passenger rail, foodservice, hotels & motels, and travel intermediaries.
- The Malaysian travel & tourism industry recorded revenues of \$26.5 billion in 2024, representing a negative compound annual growth rate (CAGR) of 0.8% between 2019 and 2024.
- The hotels & motels segment accounted for the industry's largest proportion in 2024, with total revenues of \$8 billion, equivalent to 30.2% of the industry's overall value.
- In 2024, Malaysia accounted for a share of 1.7% of the Asia-Pacific travel & tourism industry.

Scope

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

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- Add weight to presentations and pitches by understanding the future growth prospects of the Malaysia travel & tourism market with five year forecasts

Reasons to Buy

- What was the size of the Malaysia travel & tourism market by value in 2024?
- What will be the size of the Malaysia travel & tourism market in 2029?
- What factors are affecting the strength of competition in the Malaysia travel & tourism market?
- How has the market performed over the last five years?
- What are the main segments that make up Malaysia's travel & tourism market?

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