

Tourism Flows in Malaysia

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return of Chinese tourists seen as key for the recovery of tourism in Malaysia

Challenges persist but Malaysia looks set for a strong finish to 2023

PROSPECTS AND OPPORTUNITIES

Inter-Asia/regional travel and domestic trips expected to drive tourism flows

Malaysia tourism board looking to promote the country as an important travel market

CATEGORY DATA

Table 1 - Inbound Arrivals: Number of Trips 2018-2023

Table 2 - Inbound Arrivals by Country: Number of Trips 2018-2023

Table 3 - Inbound City Arrivals 2018-2023

Table 4 - Inbound Tourism Spending: Value 2018-2023

Table 5 - Forecast Inbound Arrivals: Number of Trips 2023-2028

Table 6 - Forecast Inbound Arrivals by Country: Number of Trips 2023-2028

Table 7 - Forecast Inbound Tourism Spending: Value 2023-2028

Table 8 - Domestic Trips by Destination: Number of Trips 2018-2023

Table 9 - Domestic Spending: Value 2018-2023

Table 10 - Forecast Domestic Trips by Destination: Number of Trips 2023-2028

Table 11 - Forecast Domestic Spending: Value 2023-2028

Table 12 - Outbound Departures: Number of Trips 2018-2023

Table 13 - Outbound Departures by Destination: Number of Trips 2018-2023

Table 14 - Outbound Tourism Spending: Value 2018-2023

Table 15 - Forecast Outbound Departures: Number of Trips 2023-2028

Table 16 - Forecast Outbound Departures by Destination: Number of Trips 2023-2028

Table 17 - Forecast Outbound Spending: Value 2023-2028

Travel in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 18 - Surface Travel Modes Sales: Value 2018-2023

Table 19 - Surface Travel Modes Online Sales: Value 2018-2023

Table 20 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 21 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 22 - In-Destination Spending: Value 2018-2023

Table 23 - Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tourism-flows-in-malaysia/report.