



Experiential Luxury in Malaysia

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Luxury hotels continue on the path to recovery in post-pandemic Malaysia
Familiar international players lead luxury hotels in Malaysia with further investment being seen in 2024
Regenerative and sustainable tourism a key marketing strategy – especially for island destinations

PROSPECTS AND OPPORTUNITIES

New luxury hotels set to continue opening with Malaysia becoming an increasingly popular destination for wealthy travellers
Strong potential for luxury foodservice to establish its ground in Malaysia with surging popularity of luxury café and dining concepts
Sustainable travel options and online bookings two key trends to look out for in the forecast period

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DISCLAIMER

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