

# Malaysia Tourism Report Q2 2016

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## Abstracts

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BMI View: Malaysia's tourism market continues to record steady growth, with expanding international transport connections, easing of visa restrictions and more effective marketing campaigns all serving to attract a greater volume of visiting tourists to the country. We expect to see further growth in international arrivals throughout the forecast period through to 2020, making Malaysia an attractive investment destination for hotel groups keen to take advantage of the country's growth potential. In particular we expect to see more investment outside of the capital city, exploring beach holiday destinations to rival more established regional holiday markets. We do note, however, that there are some risks to these forecasts, including a fragile relationship with key market China and security concerns in parts of the country.

### Key Updates And Forecasts

Malaysia has now launched an e-visa service for visitors from China, effective 1 March 2016. The e-visa is applicable for visitors from China travelling to Malaysia to visit friends and relatives for a maximum of 30 days. Importantly, Malaysia has also announced visa-free entry for tourism visitors from China from 1 March 2016 to 31 December 2016, for a maximum stay of 15 days.

Malaysia is also working to attract more visitors from India by expanding air travel connections. At present, several airlines (Malaysia Airlines, AirAsia, AirAsia X, Malindo Air) travel to 24 Indian cities with around 20,000 seats available weekly. Malaysia is looking to expand this to 60,000 seats and add additional destinations.

The country's hotel sector continues to attract considerable investment, with a

number of new hotels under development including projects by leading global hotel groups such as Starwood and Best Western. Shangri-La International Hotel Management has also announced it will enter the market with the opening of Hotel Jen Kota Kinabalu in Borneo in 2016 and a Hotel Jen in Kuala Lumpur in 2019.

Measures such as these support our forecasts for steady increases in international tourism arrivals to Malaysia, with the inbound market currently forecast to increase from 30.3mn arrivals in 2016 to some 39.7mn arrivals in 2020.

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