

Malaysia Tourism Report Q3 2016

<https://marketpublishers.com/r/MC189F22D37EN.html>

Date: July 2016

Pages: 33

Price: US\$ 1,295.00 (Single User License)

ID: MC189F22D37EN

Abstracts

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BMI View: Tourism is being targeted as a key growth area by Malaysia and the government is making significant investment in supporting transport infrastructure and marketing campaigns in order facilitate inbound travel and raise awareness of the country's many attractions. Visitor numbers are rising steadily and as a result the country has attracted the attention of leading regional and global hoteliers leading to the development of a broad range of new properties in Malaysia - both within established tourism destinations and in more remote locations. Regional travel continues to dominate the inbound tourism market, leaving Malaysia vulnerable to declines within key markets such as China and Singapore, and over the longer term the market would do well to expand European, Middle Eastern and North American arrivals in order to bring more sustainability to the tourism sector.

Key Updates And Forecasts

Malaysia is keen to promote its marine tourism attractions and in June 2016 launched the country's largest Marine Protected: the Tun Mustapha Park (TMP) occupies around 1.6mn hectares of seascape, as well as 50 islands, and is located by the northern tip of Sabah in East Malaysia. It is hoped that divers and snorkelers will be drawn by the expanse of coral reefs while Malaysia also hopes to attract volunteer tourists.

Transport infrastructure continues to improve in Malaysia. As well as upgrades to the existing road network, some progress is being made on the proposed 330km Singapore-Kuala Lumpur high speed rail connection and Kuala Lumpur International Airport is also set to be expanded in the coming years.

This quarter, we are broadly maintaining our forecasts for steady growth in Malaysia's inbound tourism market, which we are forecasting will grow from 30.3mn international arrivals in 2016 to 38.8mn arrivals in 2020. Asia Pacific states will continue to account for the bulk of international arrivals, though we do expect to see healthy growth in arrivals from the Middle East - currently a relatively small source region for Malaysia but one with enormous potential.

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