

Malaysia Tourism Report Q4 2015

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Abstracts

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BMI View: Malaysia's tourism market continues to grow, benefiting from strong regional travel connections, a growing range of tourist attractions and extensive government support including a relaxation of visa restrictions for visitors from key markets. Domestic economic growth will also support expansion of the outbound travel market. Overall, we are forecasting healthy increases in tourism-related spending and hotel and industry value.

Malaysia offers a diverse range of tourist attractions, from the picturesque beaches of Penang through to jungle lodges in Malaysian Borneo and the city attractions of Kuala Lumpur. Malaysia is also home to several UNESCO World Heritage Sites, giving it broad appeal in a competitive region, though in previous years it has lost out to countries such as Thailand, which has a more established reputation in major European source markets.

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