

City Travel Briefing: Kuala Lumpur

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Abstracts

A vibrant city reflecting a blend of tradition and modernity, Kuala Lumpur boasts a rich cultural heritage and at the same time modern infrastructure in the hotel and air sectors. Both inbound and domestic tourism flows to the city have performed well during the 2007-2012 period, and are expected to continue to grow driven by strong economic performance in Asian countries and Malaysia itself. Asian neighbours are the main source markets for arrivals, with MICE tourism being especially strong.

Euromonitor International's City Travel Briefing: Kuala Lumpur report offers a comprehensive guide to this dynamic city destination. It reviews inbound, domestic and outbound tourism flows along with the main categories of travel accommodation, transportation and tourist attractions. It identifies the major trends and operators shaping the local market and offers strategic analysis of key factors influencing demand, including disposable income and connectivity.

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