

Flows in Malaysia

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Abstracts

Inbound arrivals witnessed stronger growth in the number of trips in 2017 than in 2016. The weak ringgit, with an exchange rate of MYR4.30 to USD1.00 in 2017 was a main draw for tourist arrivals to Malaysia, particularly from Singapore as tourists stocked up on groceries and other products in the country. Tourism Malaysia also initiated a number of campaigns to attract interest from multiple countries, especially after the 2014 Malaysia Airlines' tragedies, which negatively and heavily impacted..

Euromonitor International's Flows in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Flows market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Executive Summary

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Mobile Sales Boost Online Travel in 2017

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Sharing Platforms Gain Popularity

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SWOT

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