

# Tourism Flows in Malaysia

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## Abstracts

After surpassing the initial target for tourist arrivals in 2022, Malaysia is projected to continue on the path to recovery in 2023, albeit the number of inbound arrivals is expected to remain well below pre-pandemic levels, in terms of number of trips. Malaysia continues to face several challenges in driving the recovery of its travel industry. This includes challenges related to Russia's invasion of Ukraine which has led to an increase in costs (eg fuel) as well as restrictions on air space an...

Euromonitor International's Tourism 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Domestic Tourism, 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 Tourism 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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