

Tourism Flows Inbound in Malaysia

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Abstracts

International arrivals grew by 4% in number of trips in 2013, compared to a mere 1% volume growth in 2012. Stronger volume growth identified in international arrivals is mainly due to strong promotional efforts shown by the tourism board of Malaysia in promoting the country as a tourism destination to the world. Malaysia continued to be promoted with the slogan of Malaysia Truly Asia to the rest of the world by Tourism Malaysia with a diverse range of activities being introduced, ranging from...

Euromonitor International's Tourism Flows Inbound 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 2009-2013, 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 2018 illustrate how the market is set to change.

Product coverage: Arrivals, Arrivals by Mode of Transport, Arrivals by Purpose of Visit.

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 Inbound 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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