

# Tourism Flows Inbound in Malaysia

<https://marketpublishers.com/r/T5E46718EFEEN.html>

Date: November 2014

Pages: 15

Price: US\$ 990.00 (Single User License)

ID: T5E46718EFEEN

## 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.

## Contents

Headlines

Trends

Prospects

Category Data

Table 1 Arrivals by Country of Origin: Number of Trips 2008-2013

Table 2 Arrivals by Mode of Transport: Number of Trips 2008-2013

Table 3 Arrivals by Purpose of Visit: Number of Trips 2008-2013

Table 4 Business Arrivals by MICE Penetration: Number of Trips 2008-2013

Table 5 Leisure Arrivals by Type: % Trips 2008-2013

Table 6 Incoming Tourist Receipts by Geography: Value 2008-2013

Table 7 Incoming Tourist Receipts by Category: Value 2008-2013

Table 8 Method of Payment for Incoming Tourist Receipts: % Value 2008-2013

Table 9 Forecast Arrivals by Country of Origin: Number of Trips 2013-2018

Table 10 Forecast Arrivals by Mode of Transport: Number of Trips 2013-2018

Table 11 Forecast Arrivals by Purpose of Visit: Number of Trips 2013-2018

Table 12 Forecast Incoming Tourist Receipts by Geography: Value 2013-2018

Table 13 International Arrivals by City 2008-2013

Executive Summary

Slower Economic Growth Affects Growth of Multiple Categories in Travel and Tourism in 2013

Missing Flight Mh370 Causes Uncertainties in Travel and Tourism

Highly Fragmented Environment Leads To Strong Degree of Competition

Growing Number of Online Distribution Channels Identified

Unforeseen Incident Could Dampen Performance of Travel and Tourism in Malaysia Over the Forecast Period

SWOT

Summary 1 Malaysia: SWOT

Demand Factors

Table 14 Leave Entitlement: Volume 2008-2013

Table 15 Holiday Takers by Age 2008-2013

Table 16 Seasonality of Trips: % Breakdown 2008-2013

Balance of Payments

Table 17 Balance of Tourism Payments: Value 2008-2013

Definitions

Sources

Summary 2 Research Sources

## I would like to order

Product name: Tourism Flows Inbound in Malaysia

Product link: <https://marketpublishers.com/r/T5E46718EFEEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T5E46718EFEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970