

Tourist Attractions in Malaysia

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Abstracts

Tourism Malaysia made strong effort to promote more tourist attractions, therefore boosting growth of the category. General information on tourist attractions in Malaysia categorised by states can be found online on Tourism Malaysia's official website. Tourist attractions in Malaysia identified stronger value growth in 2013 with 6% value growth compared to only 4% value growth recorded in 2012. Stronger growth in total value size is generated by tourist attractions in Malaysia contributed...

Euromonitor International's Tourist Attractions 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: Tourist Attractions by Category, Tourist Attractions by Channel.

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

Why buy this report?

Get a detailed picture of the Tourist Attractions 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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Slower Economic Growth Affects Growth of Multiple Categories in Travel and Tourism in 2013

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Highly Fragmented Environment Leads To Strong Degree of Competition

Growing Number of Online Distribution Channels Identified

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