

Travel and Tourism in Malaysia

<https://marketpublishers.com/r/T408F5976ECEN.html>

Date: November 2020

Pages: 53

Price: US\$ 350.00 (Single User License)

ID: T408F5976ECEN

Abstracts

Travel and Tourism in Malaysia

Summary

Travel & Tourism in Malaysia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The travel and tourism industry consists of revenues generated by passenger airlines, passenger rail, foodservice, hotels and motels, travel intermediaries and casinos and gaming.

The Malaysian travel & tourism industry had total revenues of \$49.1bn in 2019, representing a compound annual growth rate (CAGR) of 2.7% between 2015 and 2019.

The foodservice segment was the industry's most lucrative in 2019, with total revenues of \$20.7bn, equivalent to 42.2% of the industry's overall value.

In 2018, Malaysia registered 25.8 million tourist arrivals and MYR84.1bn (\$20.3bn) in tourist receipts, placing it among the major tourism destinations of the world, which helped it recover from a decline the previous year.

Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the travel & tourism market in Malaysia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel & tourism market in Malaysia

Leading company profiles reveal details of key travel & tourism market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Malaysia travel & tourism market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the Malaysia travel & tourism market by value in 2019?

What will be the size of the Malaysia travel & tourism market in 2024?

What factors are affecting the strength of competition in the Malaysia travel & tourism market?

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COMPANIES MENTIONED

Yum! Brands, Inc.

McDonald's Corp

AirAsia Group Berhad

Marriott International Inc

Malaysia Airlines Berhad

Rangkaian Hotel Seri Malaysia Sdn Bhd

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