

Malaysian Tourism Industry Forecast to 2012

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Abstracts

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CD-ROM: US\$ 900.00 Malaysia is one of the most popular tourist destinations in the ASEAN region. Despite the global economic slowdown and concerns regarding H1N1 flu, it received around 23.6 Million international tourists in 2009, an increase of around 7% over the previous year. Singapore, Indonesia, and Thailand are important sources of visitors for the country.

According to our new research report “Malaysian Tourism Industry Forecast to 2012”, international tourist arrivals in Malaysia will grow at a CAGR of around 8% during the forecast period (2011-2013) and tourism receipts from overseas tourists are expected to rise at a CAGR of around 8% during the same period, thereby, surpassing RM 70 Billion (over US\$ 22.4 Billion) by 2013. Apart from the ASEAN countries, it is anticipated that tourist arrivals from China, India, and the Middle East will strongly grow during the forecast period (2011-2013). Malaysian tourism industry will continue to grow rapidly in coming years, on the back of increasing promotional activities by the government and growing reputation of the country as a shopping hub.

Our report provides an insight in the Malaysian tourism industry and studies its past, present, and future scenario. It offers a detailed study of the forces driving the industry and discusses key market trends, which are making Malaysia a potential tourism destination. Our report also contains extensive information (analysis and statistical data) of various industrial parameters that will help clients to analyze opportunities critical for their success in the Malaysian tourism industry.

With focus on various segments, including inbound tourism, outbound tourism, expenditure by inbound tourists, medical tourism, MICE, and hotel industry, the report provides a thorough analysis of the Malaysian tourism industry. Our report also includes

industry forecast and estimates along with detailed information about the key players operating in the Malaysian tourism industry. Due consideration has been given to the competitive landscape to enable clients understand the market structure and growth prospects in coming years.

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