



**Euromonitor
International**

Lodging (Destination) in Malaysia

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Good recovery since border reopened with focus on service quality and guest experience due to labour shortage
Diversified traveller profiles mean unique lodging options on the rise

PROSPECTS AND OPPORTUNITIES

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Enhancing operations to ensure sustainability and service quality will be key

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Travel in Malaysia - Industry Overview

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DISCLAIMER

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