



**Euromonitor
International**

Booking in Malaysia

September 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Malaysians keen on outbound and domestic tourism since the pandemic
Mobile as important touchpoint with homegrown app, AirAsia MOVE, transforming landscape

PROSPECTS AND OPPORTUNITIES

Offline intermediaries still relevant
Seamless personalised mobile experience will be key

CATEGORY DATA

- Table 1 - Booking Sales: Value 2019-2024
- Table 2 - Business Travel Sales: Value 2019-2024
- Table 3 - Leisure Travel Sales: Value 2019-2024
- Table 4 - Travel Intermediaries NBO Company Shares: % Value 2019-2024
- Table 5 - Forecast Booking Sales: Value 2024-2029
- Table 6 - Forecast Business Travel Sales: Value 2024-2029
- Table 7 - Forecast Leisure Travel Sales: Value 2024-2029

Travel in Malaysia - Industry Overview

EXECUTIVE SUMMARY

- Travel in 2024
- Airlines: Key trends
- Hotels: Key trends
- Booking: Key trends
- What next for travel?

MARKET DATA

- Table 8 - Surface Travel Modes Sales: Value 2019-2024
- Table 9 - Surface Travel Modes Online Sales: Value 2019-2024
- Table 10 - Forecast Surface Travel Modes Sales: Value 2024-2029
- Table 11 - Forecast Surface Travel Modes Online Sales: Value 2024-2029
- Table 12 - In-Destination Spending: Value 2019-2024
- Table 13 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/booking-in-malaysia/report.