

Lodging (Destination) in Malaysia

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Recovery in lodging being driven by higher occupancy rates and a rise in Average Daily Room rates (ADR)
Labour Shortage Is Key Challenge To Greeting Demand in 2023 Resulting In Missed Opportunities

PROSPECTS AND OPPORTUNITIES

New hotel openings on the horizon with more opportunities available to target the growing army of digital nomads and the desire for sustainable tourism
Luxury lodging options likely to thrive as consumers increasingly demand memorable experiences

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Travel in Malaysia - Industry Overview

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DISCLAIMER

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