



Booking in Malaysia

September 2024

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Booking in Malaysia - Category analysis

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
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- Table 4 - Travel Intermediaries NBO Company Shares: % Value 2019-2024
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Travel in Malaysia - Industry Overview

EXECUTIVE SUMMARY

- Travel in 2024
- Airlines: Key trends
- Hotels: Key trends
- Booking: Key trends
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- Summary 1 - Research Sources

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