



**Euromonitor
International**

Lodging (Destination) in Malaysia

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

AI robotics and ESG certification reshape lodging as digitalisation and sustainability converge
Domestic travel demand offsets international volatility as short-term rentals outpace hotels
Sustainability-led innovation reduces operational costs as eco-conscious traveller demand accelerates
Chart 1 Lodging (Destination) Sales: Value 2021-2031
Chart 2 Lodging (Destination) Sales by Category: Value 2026

WHAT'S NEXT?

Premium hotel expansion and affordable alternatives will shape growth
Short-term rentals outpaces hotels as experiential travel and affordability drive growth
Digital-first strategies and AI adoption reshape guest expectations
Chart 1 Forecast Lodging (Destination) Sales: Value 2021-2031
Chart 2 Forecast Lodging (Destination) Sales by Category: Value 2026-2031

PRODUCTS

Embodied AI robotics and digital key infrastructure engineer a new guest interaction model
ESG certification systems and smart building materials specify sustainability as a product feature
Luxury property design and ecotourism architecture create differentiated product categories

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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