



Euromonitor
International

Travel in Malaysia

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

AI-driven destination management and premiumisation reshape travel

In-destination spending accelerates as premium and experiential travel reshape spending patterns

Visit Malaysia 2026 campaign champions authentic experiences to drive visitor engagement

Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Digital marketing and sustainability investment sustain growth

Experience-driven travel and tailored digital content will sustain in-destination spending

Sustainability initiatives redefine hospitality and shape guest expectations

Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Established players defend market share as high barriers to entry persist across travel

Batik Air Malaysia and AirAsia MOVE emerge as challengers through rebranding and super app innovation

PRODUCTS

Smart Tourism Melaka and real-time data infrastructure engineer a new destination management product

Premium accommodation product design and retail integration capture high-value visitor spend

Experiential product engineering and digital marketing integration create new destination value architectures

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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