

Tourism Flows in Malaysia

September 2023

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Tourism Flows in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return of Chinese tourists seen as key for the recovery of tourism in Malaysia

Challenges persist but Malaysia looks set from a strong finish to 2023

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Inter-Asia/regional travel and domestic trips expected to drive tourism flows

Malaysia tourism board looking to promote the country as an important travel market

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DISCLAIMER

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