



**Euromonitor
International**

Tourism Flows in Malaysia

October 2025

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2025 DEVELOPMENTS

The government's robust subsidies and marketing initiatives support strong growth in tourism flows

Accessibility, affordability and a focus on experiences drive strong growth in tourism flows

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Strengthening ties with key regional countries and catering to domestic tourism are essential to fuel forecast period growth

Enhanced air and rail connectivity and diplomatic ties are set to propel outbound travel

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DISCLAIMER

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