

AUSTRIAN TOURISTS TO MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL AUSTRIAN TOURISTS: 29,624
- % CHANGE 2017 / 2016: +21.8%
- MARKET SHARE: 1.3%

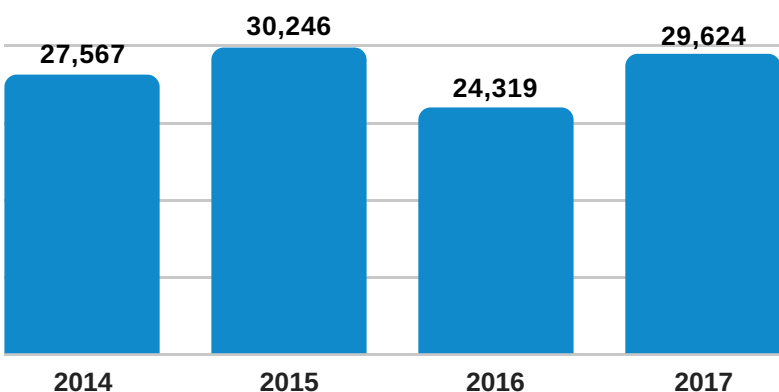
OPERATED BY 2 AIRLINES



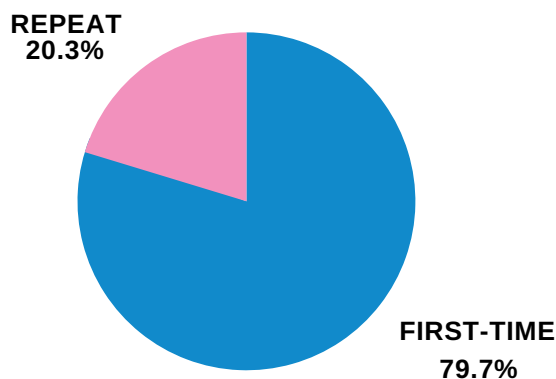
CONNECTED TO 1 AIRPORT

VIENNA
SCHWECHAT

TOTAL INBOUND TOURISTS

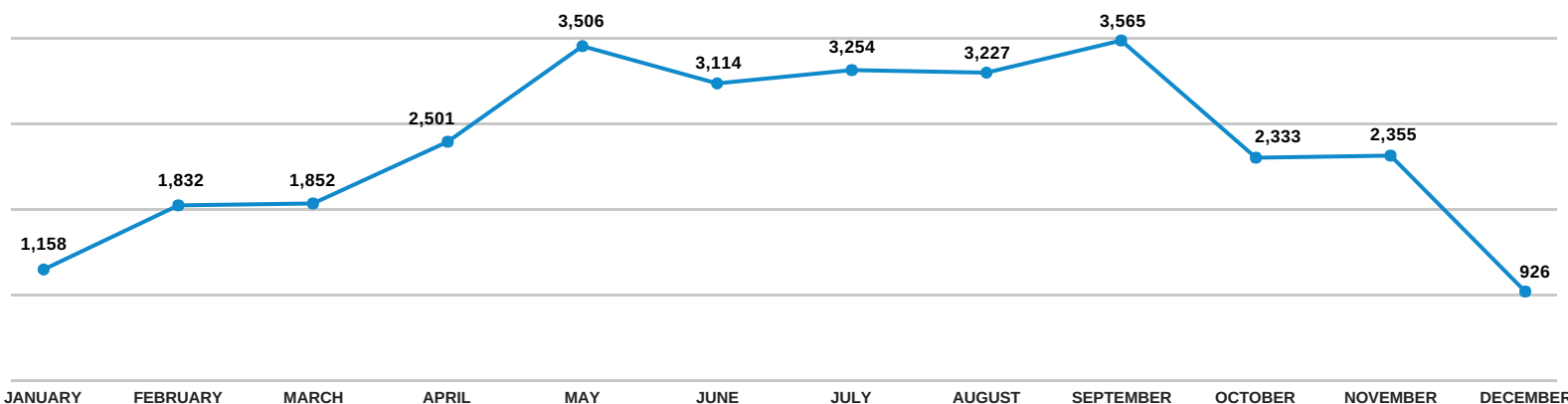


FIRST-TIME Vs. REPEAT



INBOUND TOURISTS BY MONTH AND SEASONALITY

The highest percentage increases in Inbound Tourists were recorded in January (+116.9%), February (+93.5%) and December (+53.8%).



16.3%



30.8%



33.9%

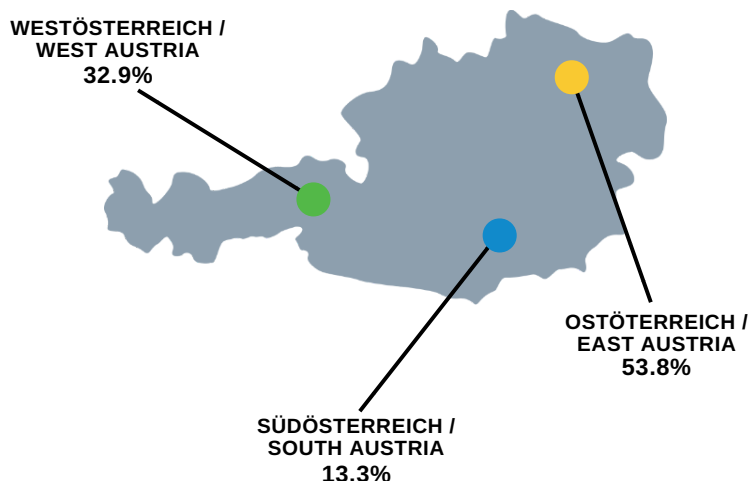


19.0%

In 2017, the most popular months were September (12.0%), May (11.8%) and July (11.0%).



REGION OF RESIDENCE



TOTAL GUEST NIGHTS AND AVERAGE LENGTH OF STAY



In 2017, Total Guest Nights experienced an increase of 17.3% over the previous year.

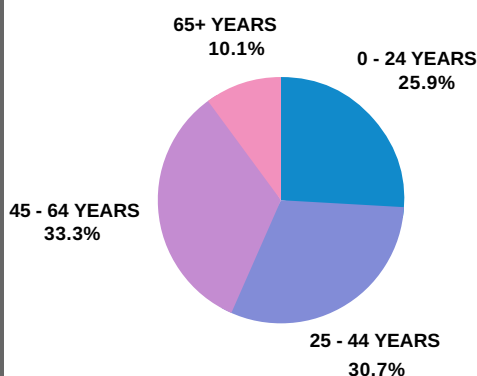
TOTAL EXPENDITURE

An increase of 31.9% was registered over 2016.

€ 28.5 Million

The Average Spend Per Capita was of €963.

AGE GROUPS



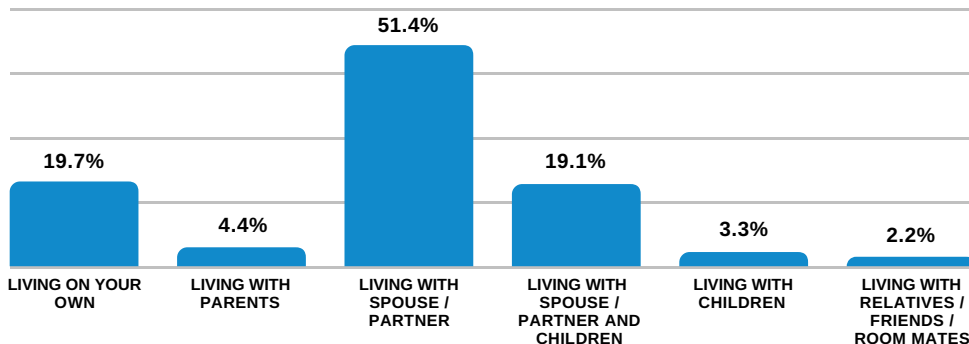
LEVEL OF EDUCATION

49.7% Tertiary Level



One-third of Austrian Tourists had a Post-Secondary Level of Education.

LIVING ARRANGEMENTS

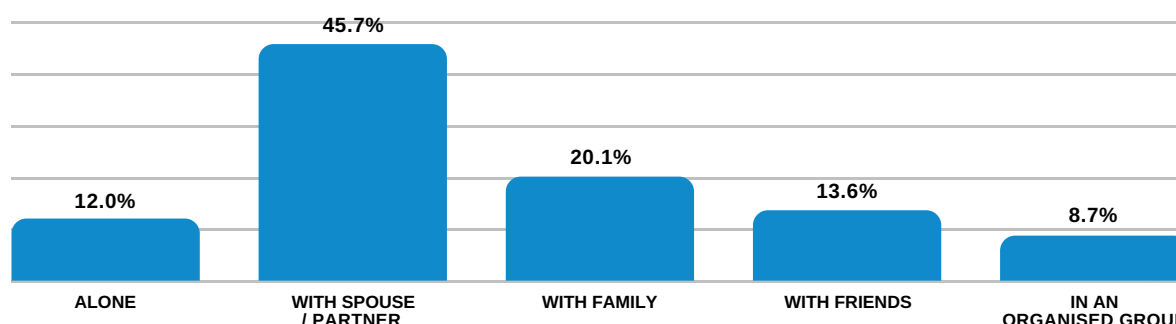


OCCUPATION AND AVERAGE INCOME

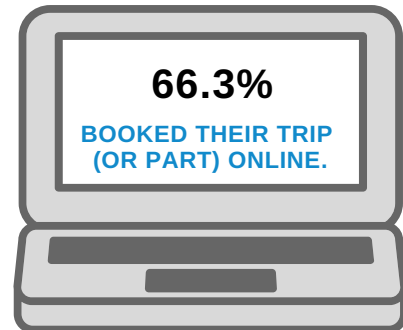
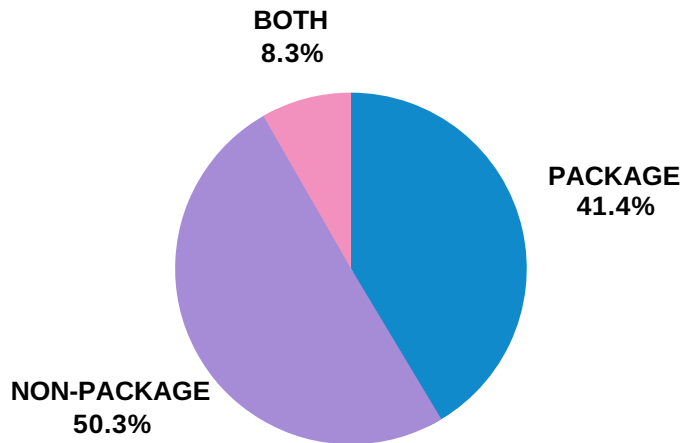
53.4% Employed Full-Time

€ 2,169 / Person / Month

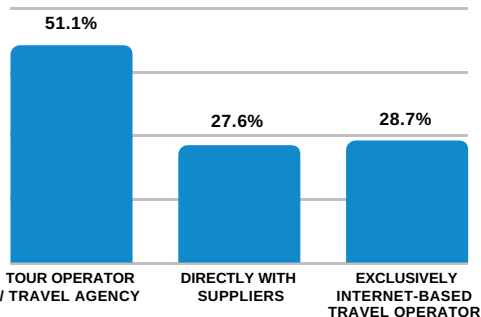
TRAVELLING PARTY



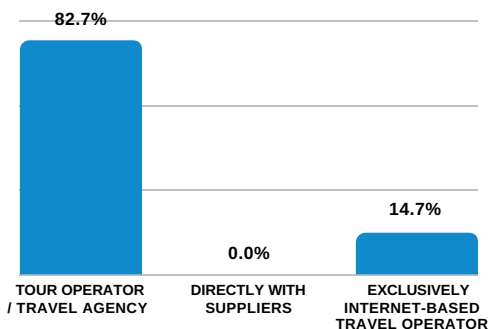
TYPE OF BOOKING



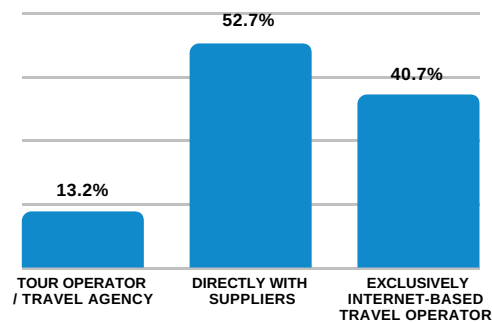
BOOKING MADE WITH



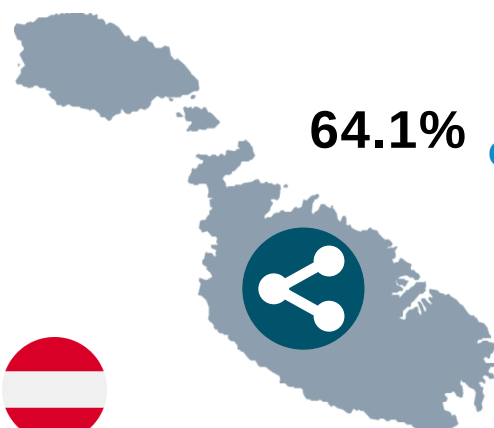
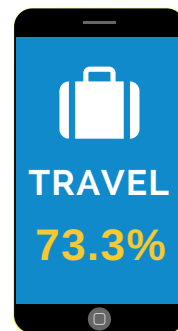
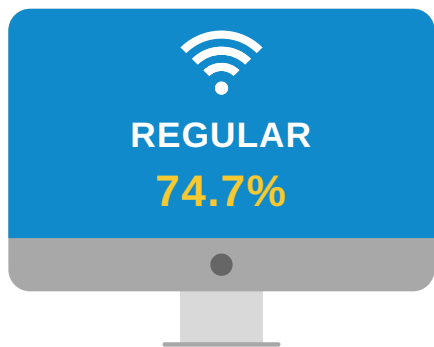
PACKAGE BOOKINGS MADE WITH



NON-PACKAGE BOOKINGS MADE WITH



DIGITAL MEDIA USAGE



DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS

RECOMMENDATION
BY FRIENDS /
RELATIVES

39.1%

DIGITAL
MEDIA

38.0%

TOUR OPERATOR
BROCHURE / WEB

17.4%

TRAVEL
GUIDE
BOOK

16.8%

NEWSPAPER /
MAGAZINE ADVERT
/ ARTICLE



9.8%

RECOMMENDATION
BY TRAVEL AGENT

9.2%



OTHER FACTORS

New!
DESTINATION

58.2%

GOOD FLIGHT
CONNECTIONS



44.0%

ENGLISH
SPOKEN WIDELY

Hello!

33.2%

COST /
VALUE FOR
MONEY



24.5%

PREVIOUS
VISIT

23.4%

MALTESE
HOSPITALITY



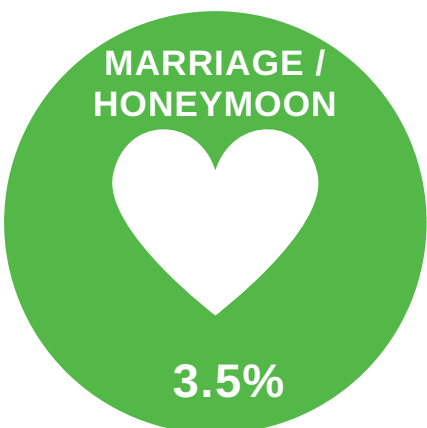
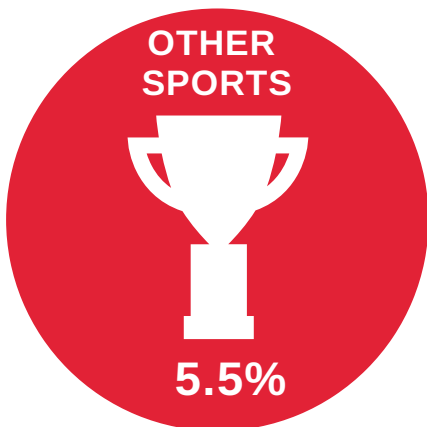
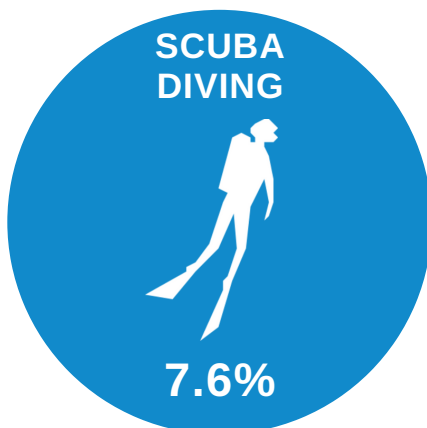
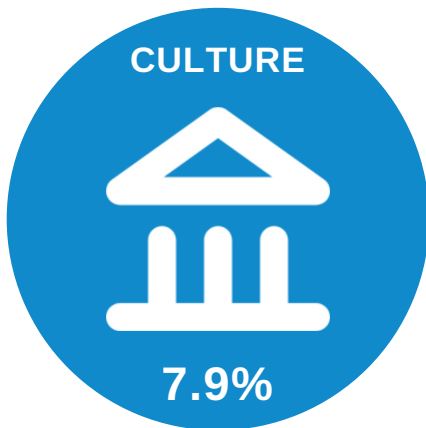
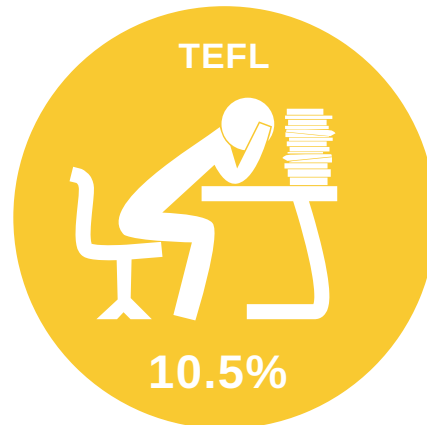
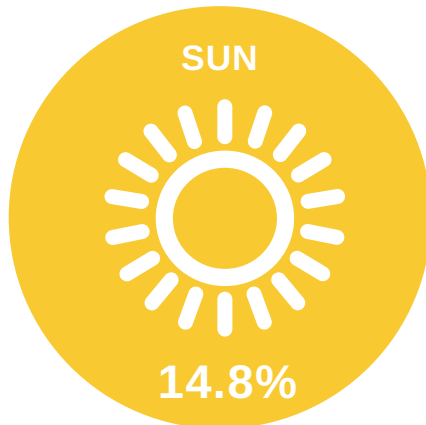
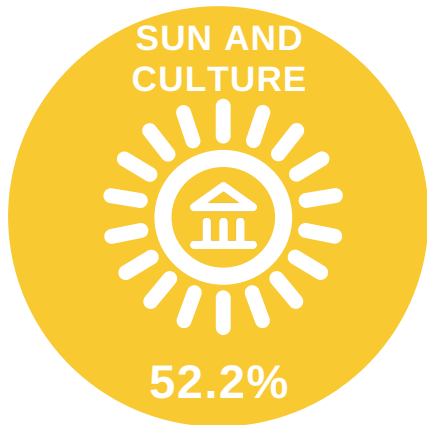
13.6%



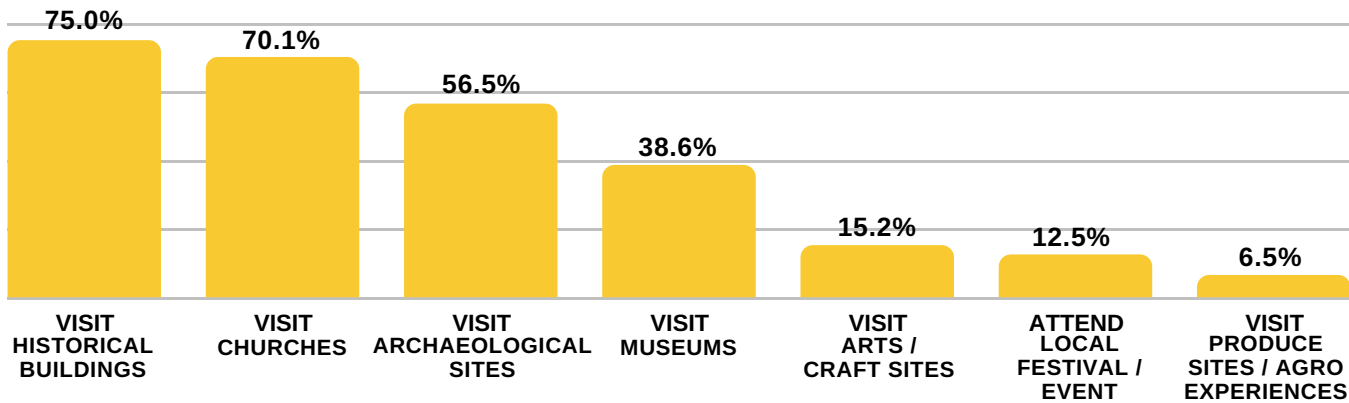


TRAVEL MOTIVATIONS

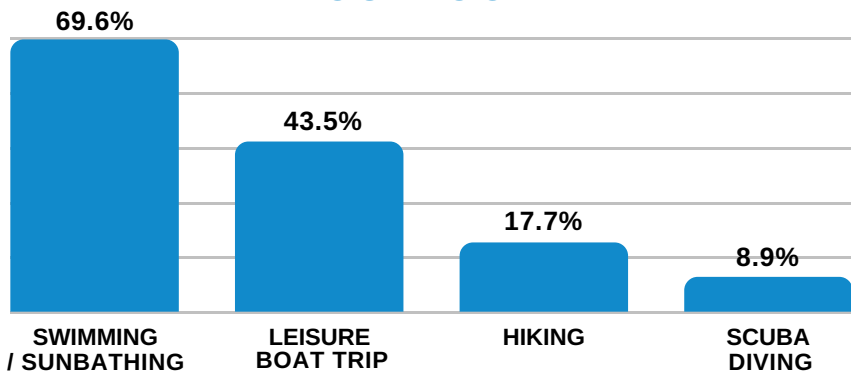
CULTURAL



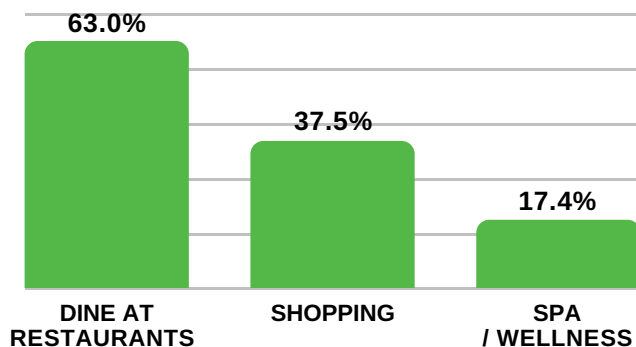
ACTIVITIES ENGAGED IN CULTURAL



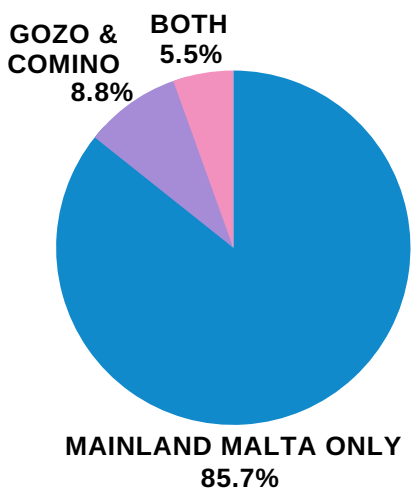
OUTDOOR



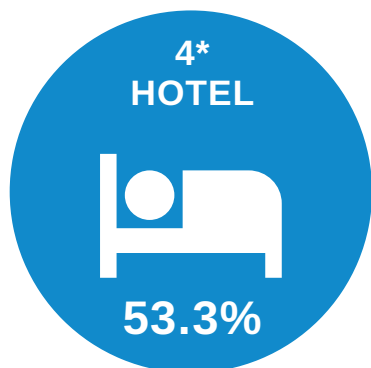
RECREATIONAL



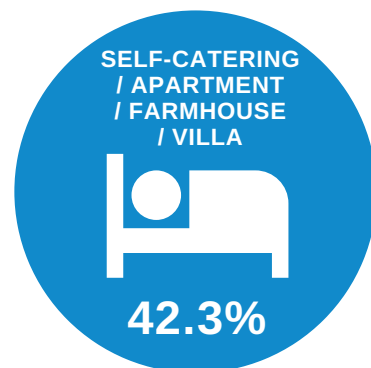
TOURISTS SPENDING NIGHTS IN



TYPE OF ACCOMMODATION USED



12.7% of Austrian Tourists stayed in 3* Hotels.



19.2% of Austrian Tourists stayed in 4* Hotels.

TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED
21.0%



MET
75.6%



NOT MET
3.4%



94.9%
WOULD RECOMMEND MALTA TO FRIENDS / RELATIVES

