

BELGIAN TOURISTS TO MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL BELGIAN TOURISTS: 73,428
- % CHANGE 2017 / 2016: +75.8%
- MARKET SHARE: 3.2%

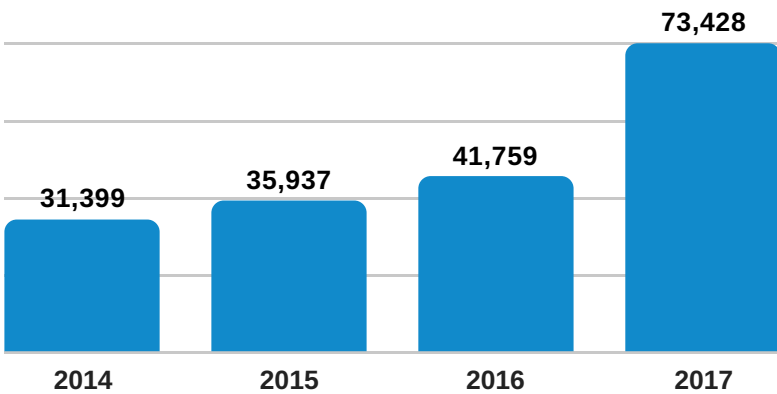
OPERATED BY 2 AIRLINES



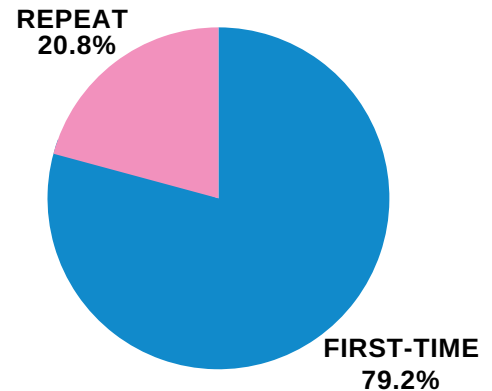
CONNECTED TO 1 AIRPORT

BRUSSELS

TOTAL INBOUND TOURISTS

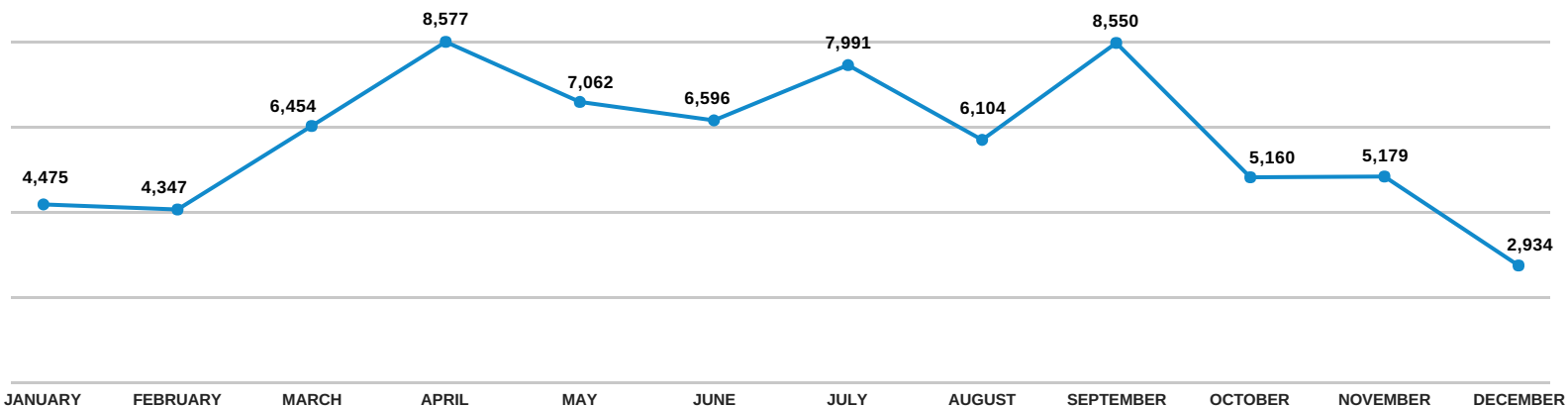


FIRST-TIME Vs. REPEAT



INBOUND TOURISTS BY MONTH AND SEASONALITY

The highest percentage increases in Inbound Tourists were recorded in January (+240.8%), February (+239.1%) and March (+234.1%).



20.8%



30.3%



30.8%

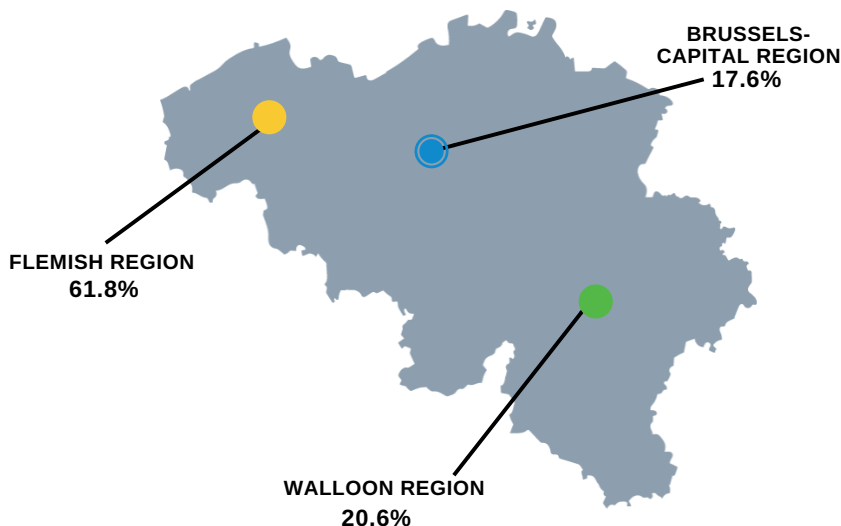


18.1%

In 2017, the most popular months were April (11.7%), September (11.6%) and July (10.9%).



REGION OF RESIDENCE



TOTAL GUEST NIGHTS AND AVERAGE LENGTH OF STAY



In 2017, Total Guest Nights experienced an increase of 57.2% over the previous year.

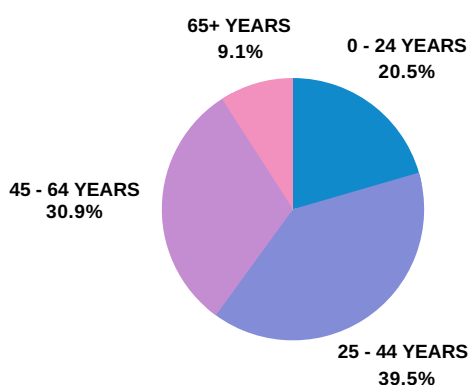
TOTAL EXPENDITURE

An increase of 55.2% was registered over 2016.

€ 56.6 Million

The Average Spend Per Capita was of €771.

AGE GROUPS



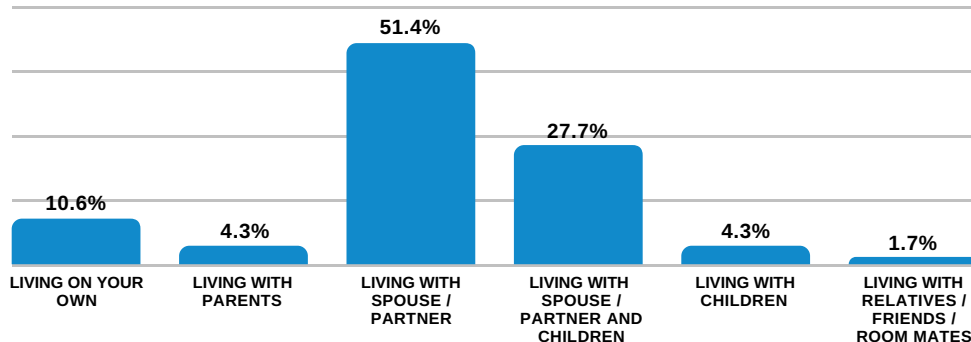
LEVEL OF EDUCATION

77.2% Tertiary Level

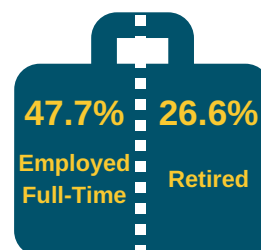


Over three-fourths of Belgian Tourists had a Tertiary Level of Education.

LIVING ARRANGEMENTS

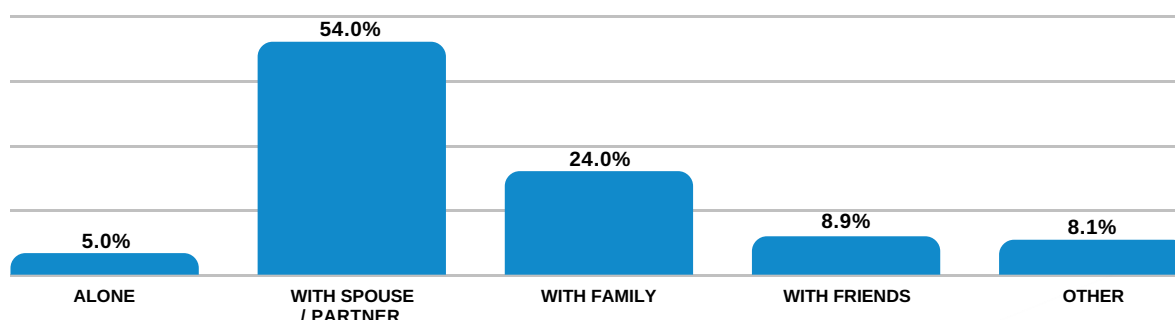


OCCUPATION AND AVERAGE INCOME

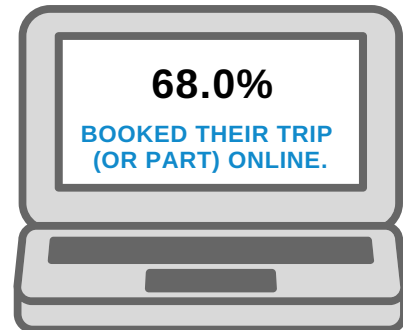
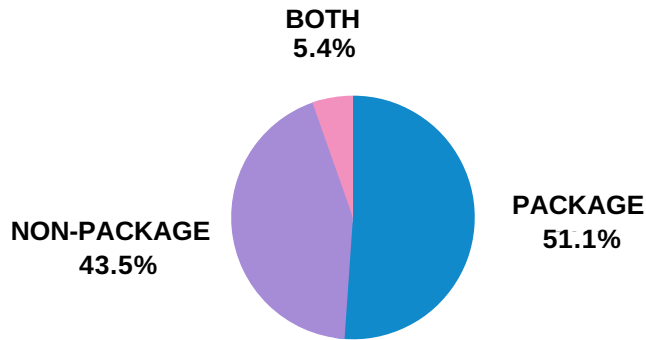


€ 2,454 / Person / Month

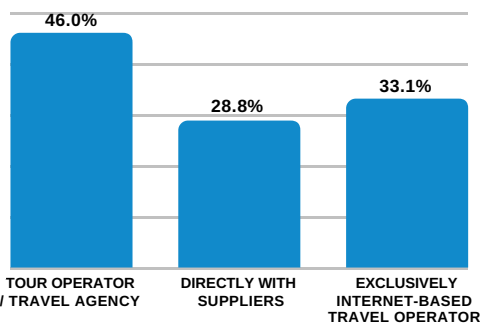
TRAVELLING PARTY



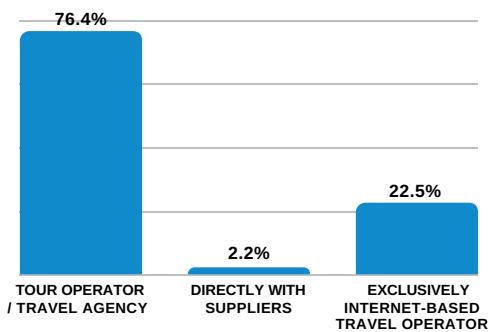
TYPE OF BOOKING



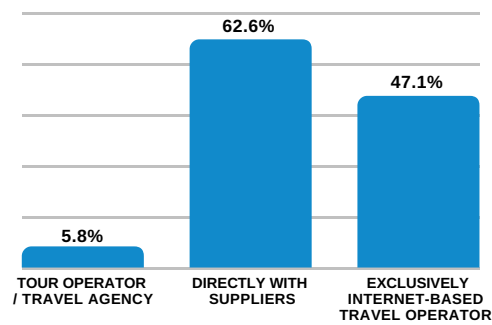
BOOKING MADE WITH



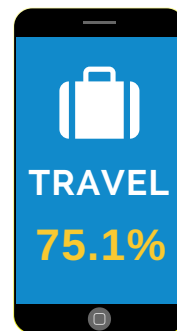
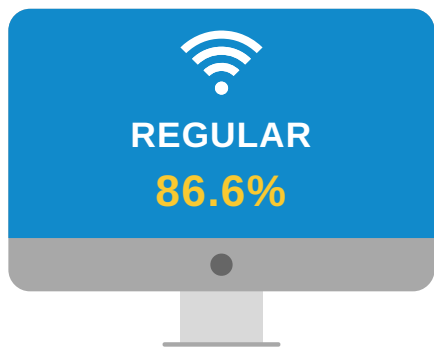
PACKAGE BOOKINGS MADE WITH



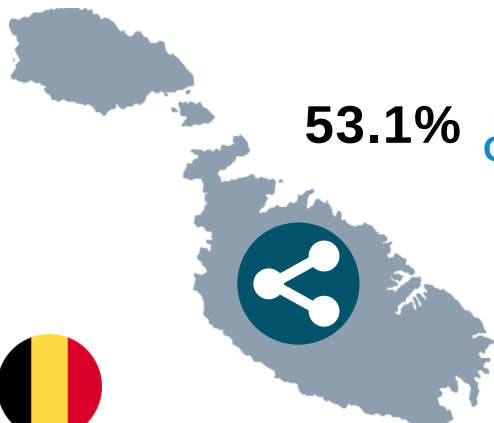
NON-PACKAGE BOOKINGS MADE WITH



DIGITAL MEDIA USAGE

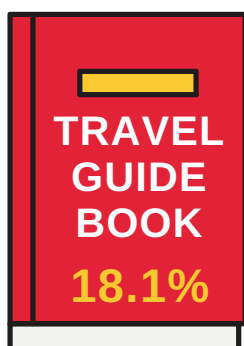
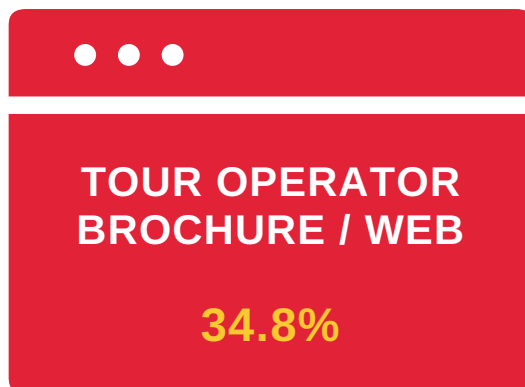
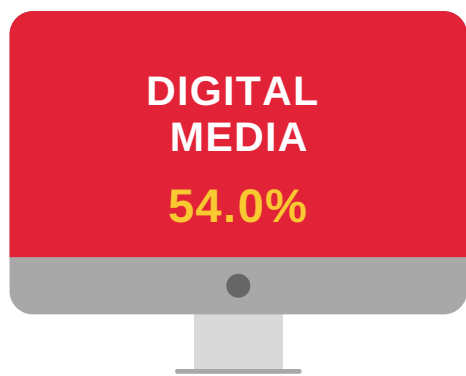


53.1% SHARED THEIR EXPERIENCE IN MALTA ON SOCIAL MEDIA DURING THEIR STAY.

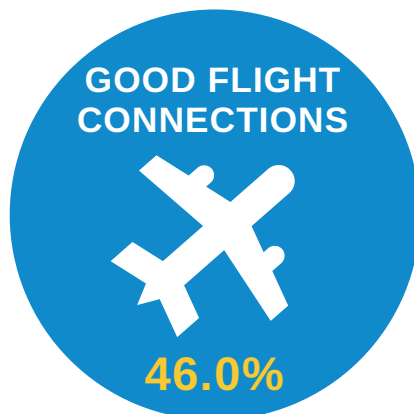


DESTINATION CHOICE INFLUENCERS

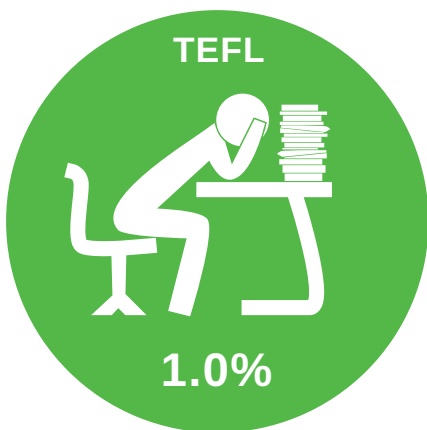
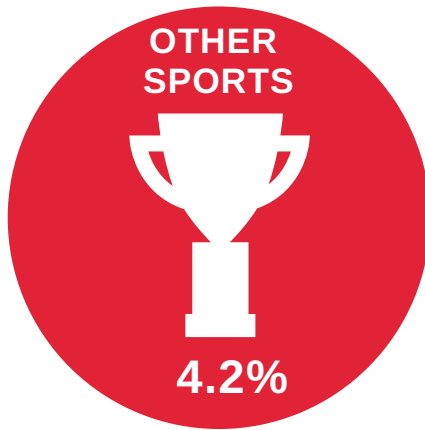
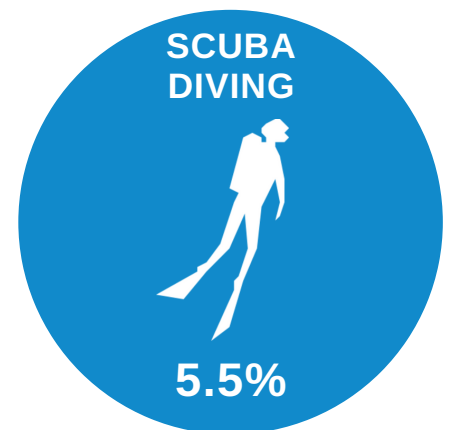
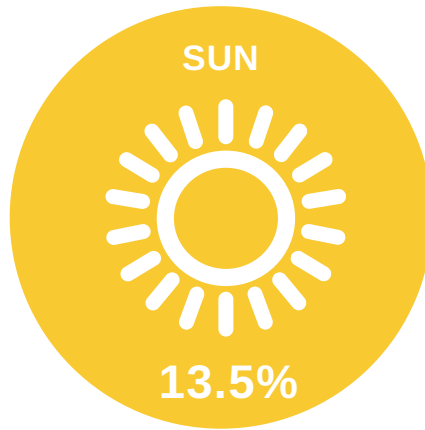
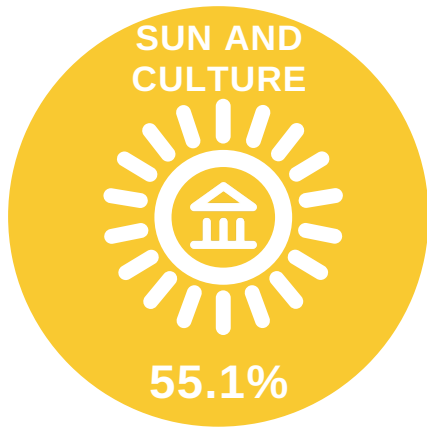
COMMUNICATION CHANNELS



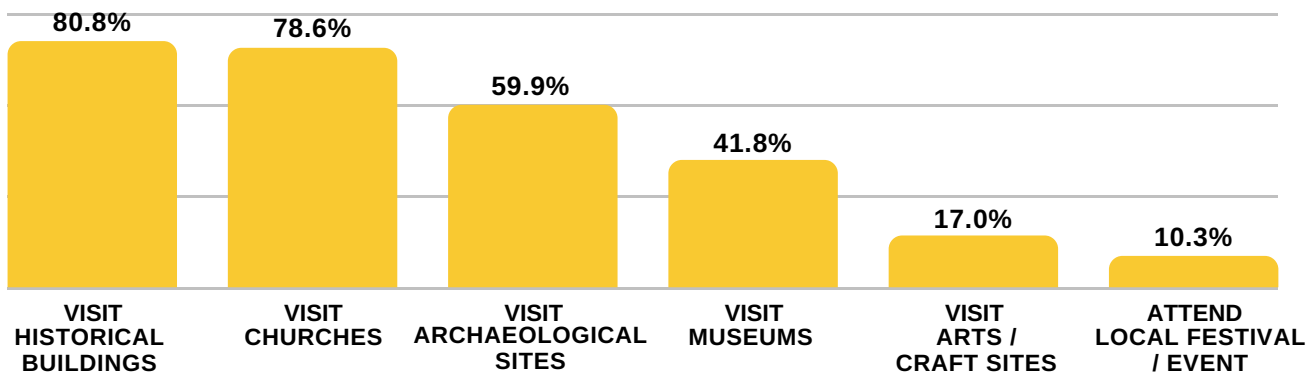
OTHER FACTORS



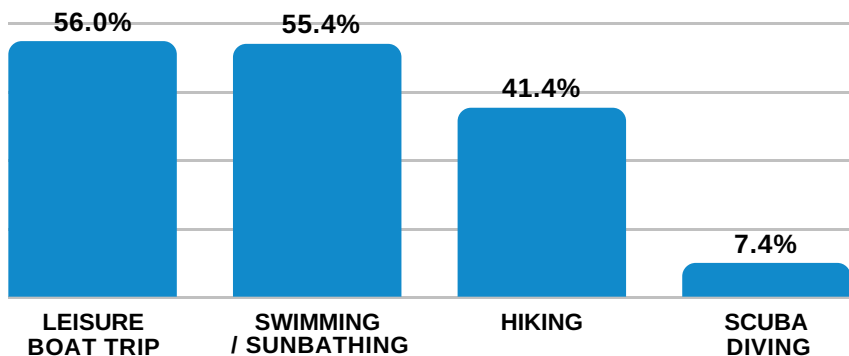
TRAVEL MOTIVATIONS



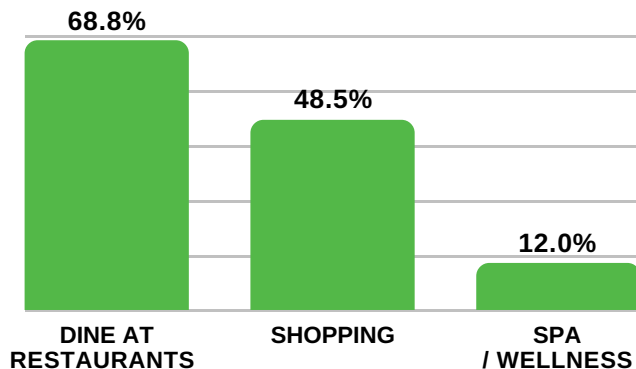
ACTIVITIES ENGAGED IN CULTURAL



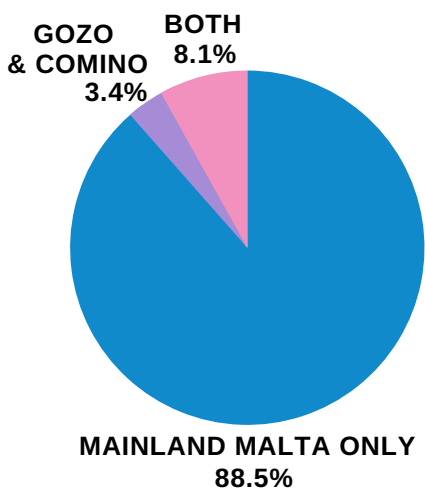
OUTDOOR



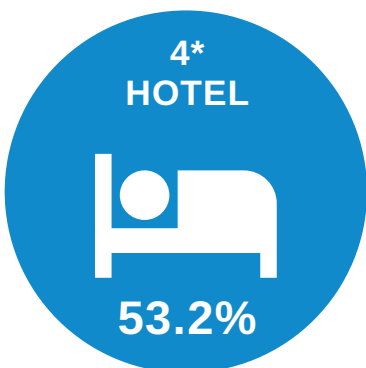
RECREATIONAL



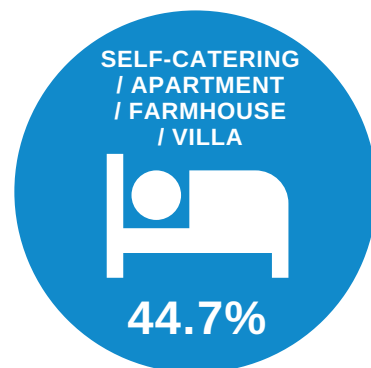
TOURISTS SPENDING NIGHTS IN



TYPE OF ACCOMMODATION USED



15.9% of Belgian Tourists stayed in 5* Hotels.



18.4% of Belgian Tourists stayed in Guesthouses or Hostels.

TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED
27.8%



MET
62.9%



NOT MET
9.3%



91.7%
WOULD RECOMMEND MALTA TO FRIENDS / RELATIVES

