

DANISH TOURISTS TO MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL DANISH TOURISTS: 45,729
- % CHANGE 2017 / 2016: +5.7%
- MARKET SHARE: 2.0%

OPERATED BY 5 AIRLINES



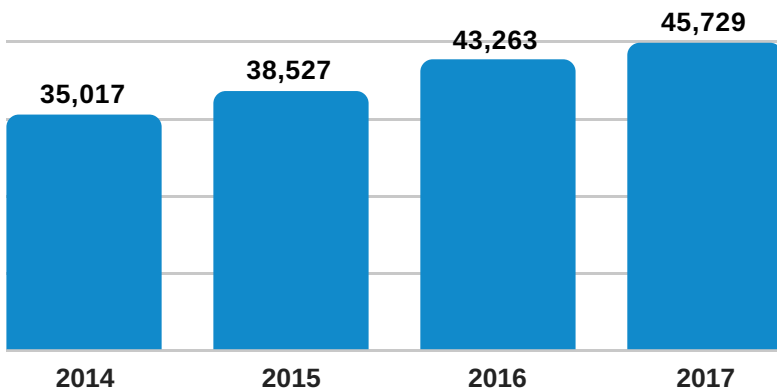
CONNECTED TO 3 AIRPORT

AALBORG

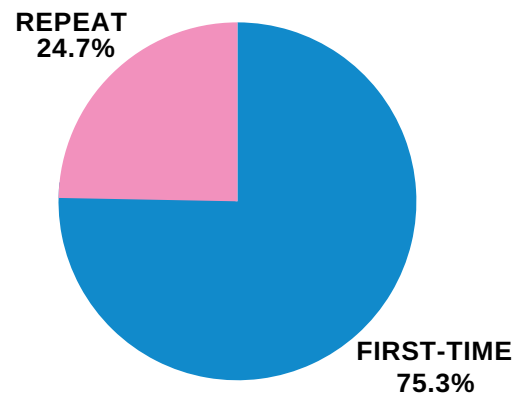
BILLUND

COPENHAGEN - KASTRUP

TOTAL INBOUND TOURISTS

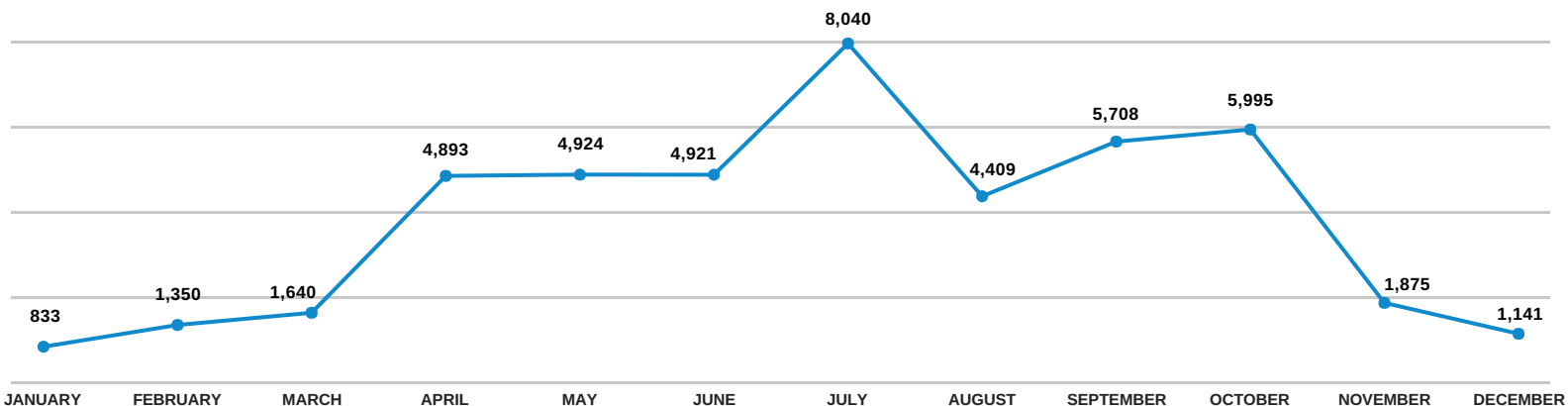


FIRST-TIME Vs. REPEAT



INBOUND TOURISTS BY MONTH AND SEASONALITY

The highest percentage increases in Inbound Tourists were recorded in November (+29.3%), June (+25.7%) and February (+24.8%).



8.4%



32.7%



39.7%



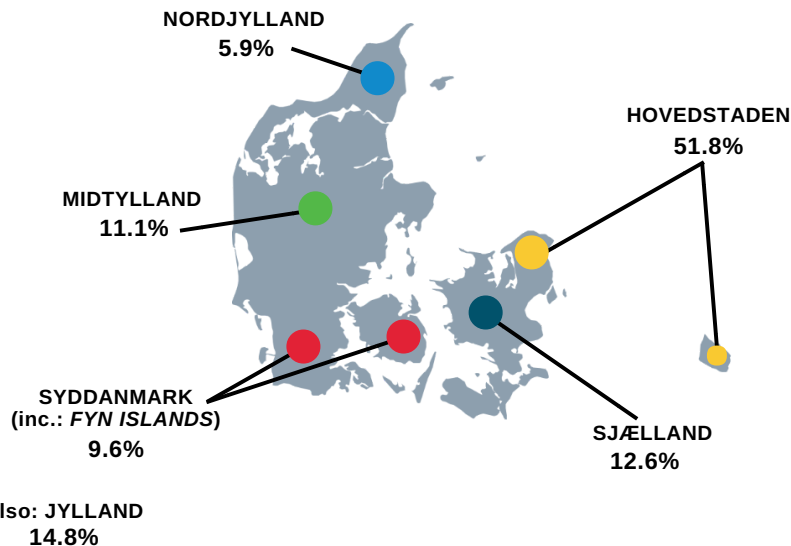
19.7%

In 2017, the most popular months were July (17.6%), October (13.1%) and September (12.5%).



Malta
Gozo & Comino

REGION OF RESIDENCE



TOTAL GUEST NIGHTS AND AVERAGE LENGTH OF STAY



In 2017, Total Guest Nights experienced an increase of 7.9% over the previous year.

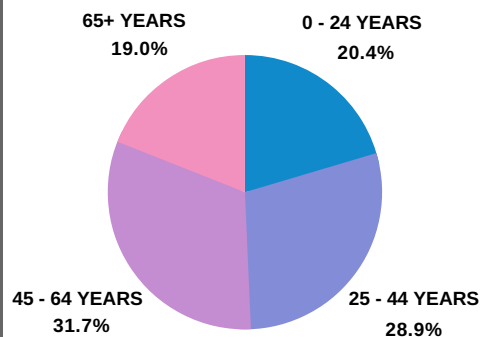
TOTAL EXPENDITURE

An increase of 11.8% was registered over 2016.

€ 46.1 Million

The Average Spend Per Capita was of €1,009.

AGE GROUPS



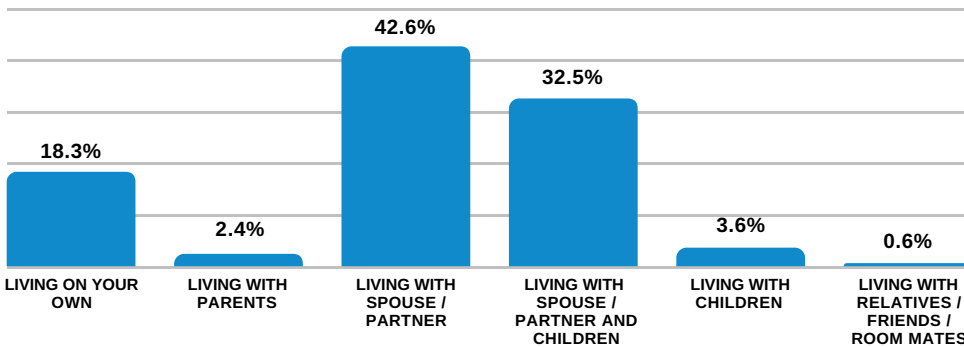
LEVEL OF EDUCATION

51.0% Tertiary Level

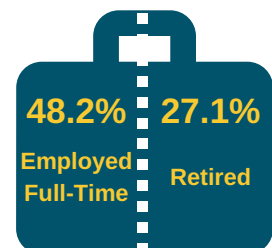


27.5% of Danish Tourists had a Post-Secondary Level of Education.

LIVING ARRANGEMENTS

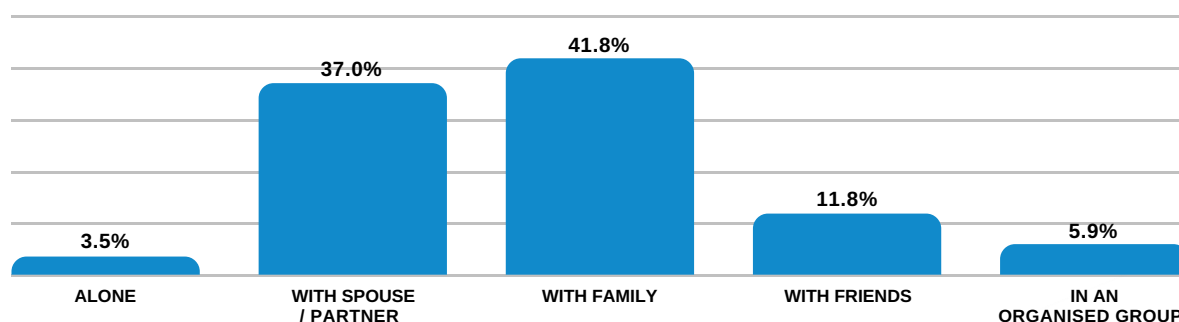


OCCUPATION AND AVERAGE INCOME

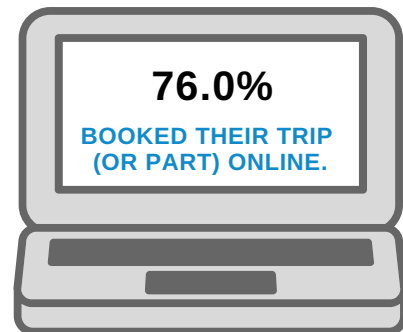
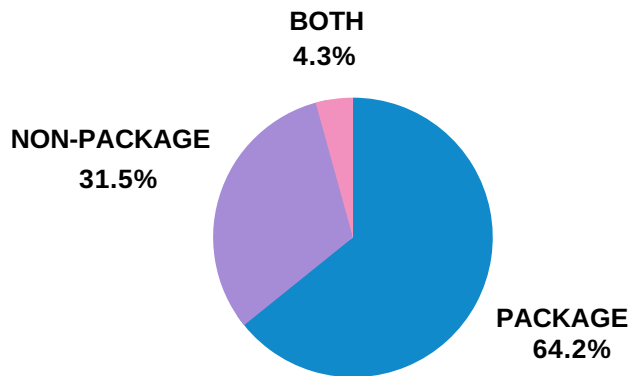


€ 3,908 / Person / Month

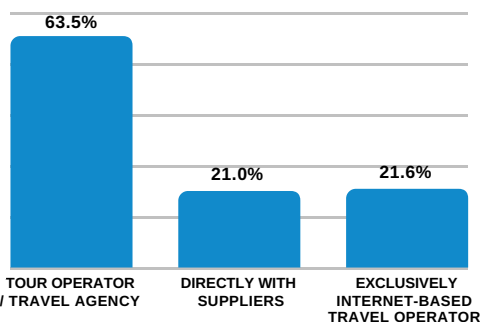
TRAVELLING PARTY



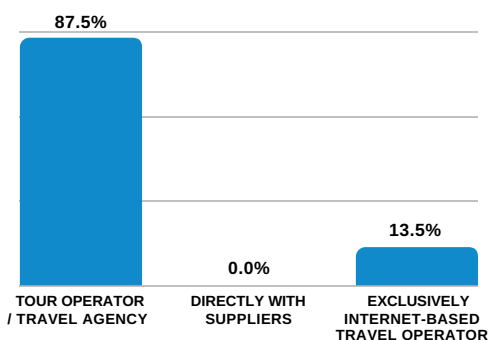
TYPE OF BOOKING



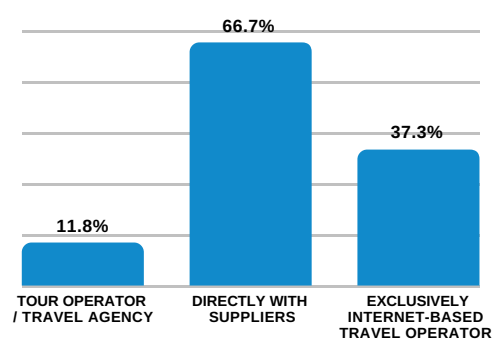
BOOKING MADE WITH



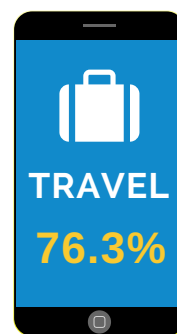
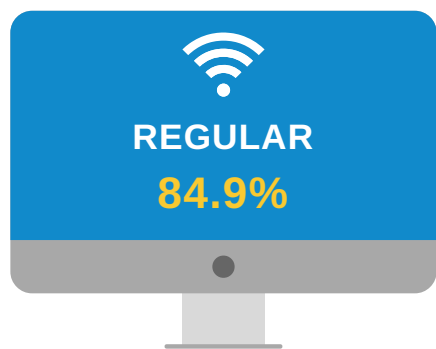
PACKAGE BOOKINGS MADE WITH



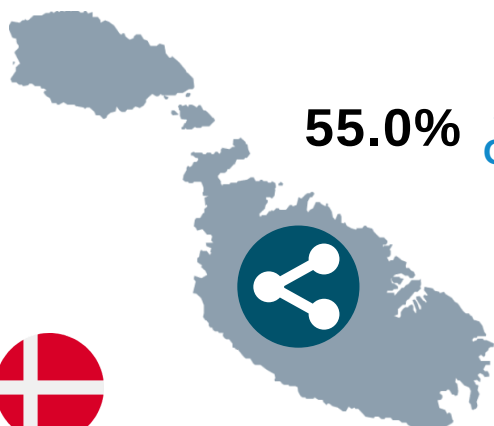
NON-PACKAGE BOOKINGS MADE WITH



DIGITAL MEDIA USAGE



55.0% SHARED THEIR EXPERIENCE IN MALTA ON SOCIAL MEDIA DURING THEIR STAY.



DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS

DIGITAL MEDIA

50.6%

RECOMMENDATION
BY FRIENDS /
RELATIVES

42.4%

TOUR OPERATOR
BROCHURE / WEB

31.8%

TRAVEL
GUIDE
BOOK

12.4%

NEWSPAPER /
MAGAZINE ADVERT
/ ARTICLE



10.6%

OTHER FACTORS

New!

DESTINATION

61.8%

GOOD FLIGHT
CONNECTIONS



32.4%

ENGLISH
SPOKEN WIDELY

Hello!

30.6%

COST /
VALUE FOR
MONEY



25.9%

PREVIOUS
VISIT

22.4%

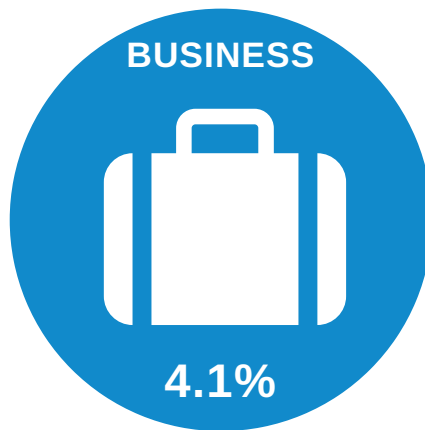
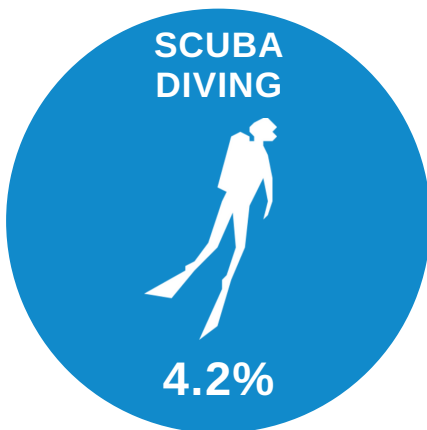
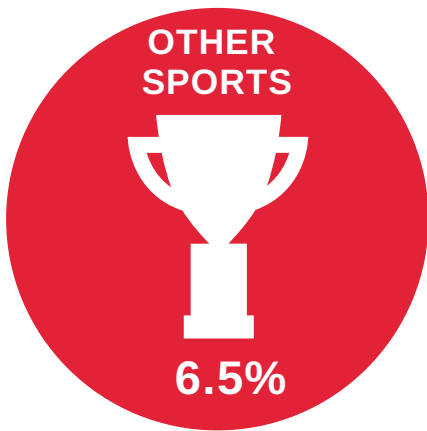
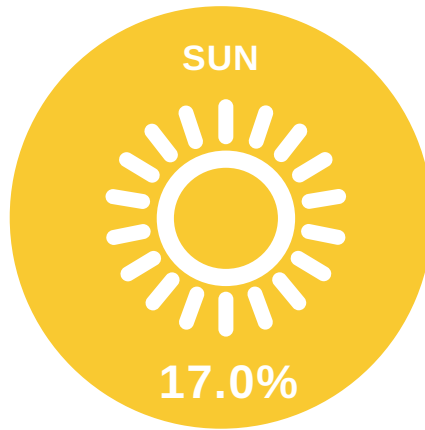
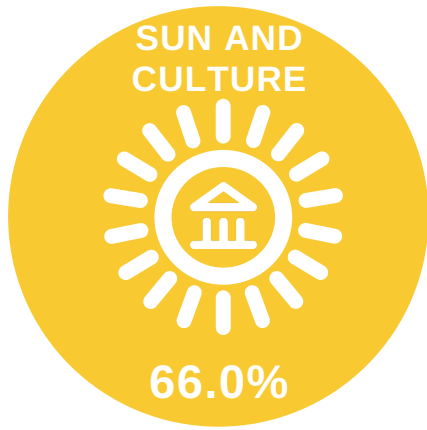
MALTESE
HOSPITALITY



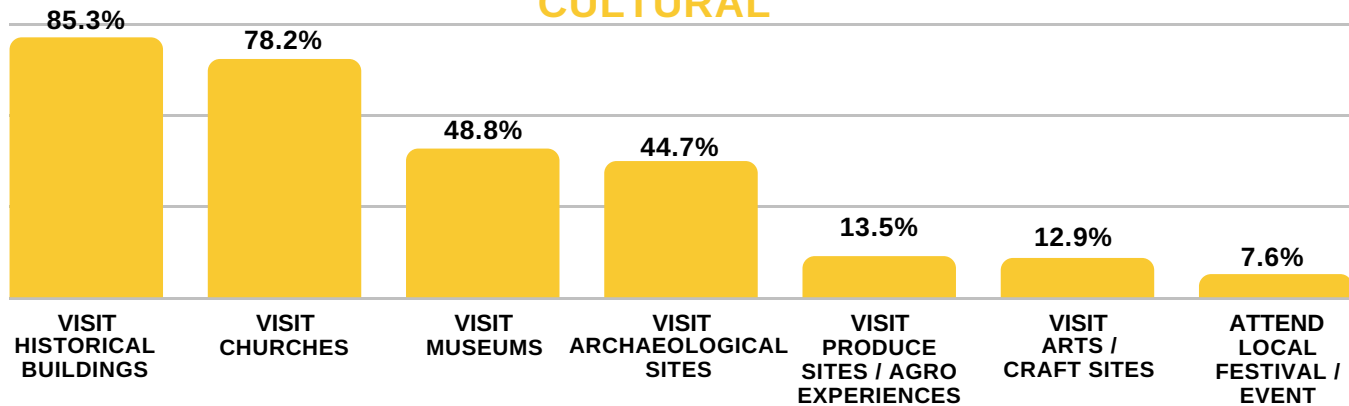
12.4%



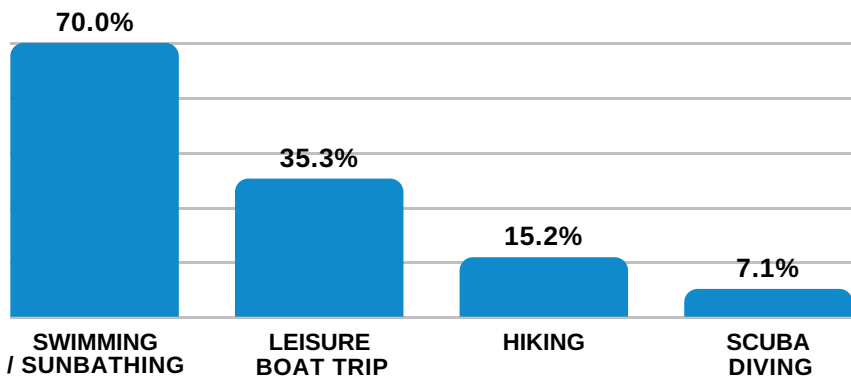
TRAVEL MOTIVATIONS



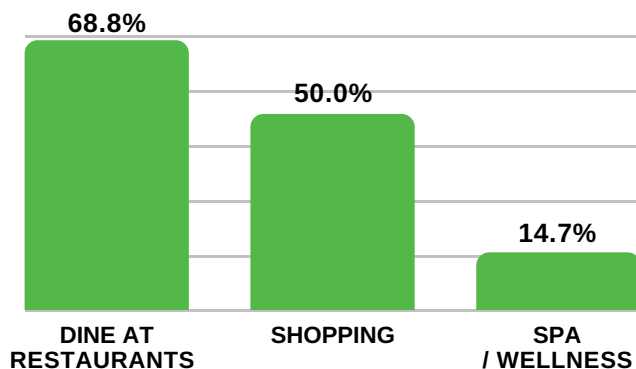
ACTIVITIES ENGAGED IN CULTURAL



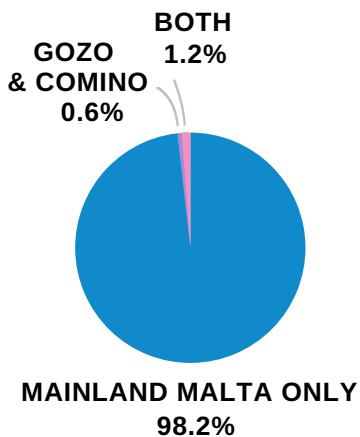
OUTDOOR



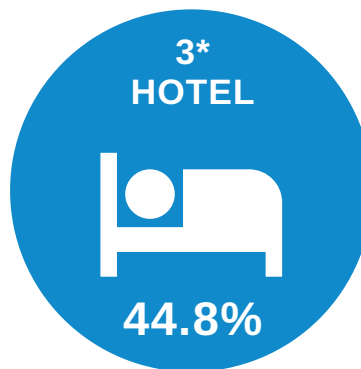
RECREATIONAL



TOURISTS SPENDING NIGHTS IN



TYPE OF ACCOMMODATION USED



35.8% of Danish Tourists stayed in 4* Hotels.

TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED
31.3%



MET
64.5%



NOT MET
4.2%



95.8%
WOULD RECOMMEND
MALTA TO FRIENDS
/ RELATIVES

