

FINNISH TOURISTS TO MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL FINNISH TOURISTS: 20,329
- % CHANGE 2017 / 2016: -1.6%
- MARKET SHARE: 0.9%

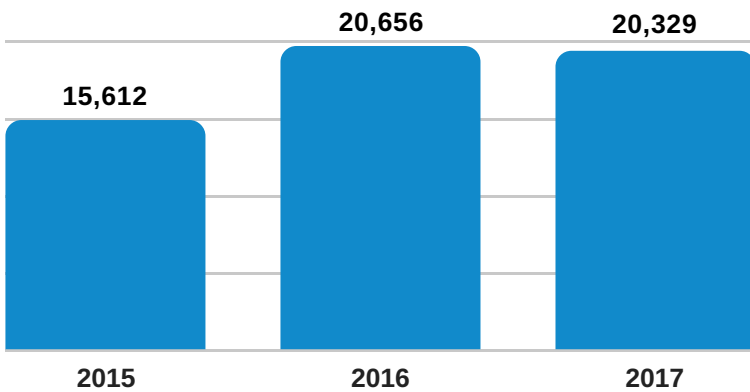
OPERATED BY 1 AIRLINE

FINNAIR

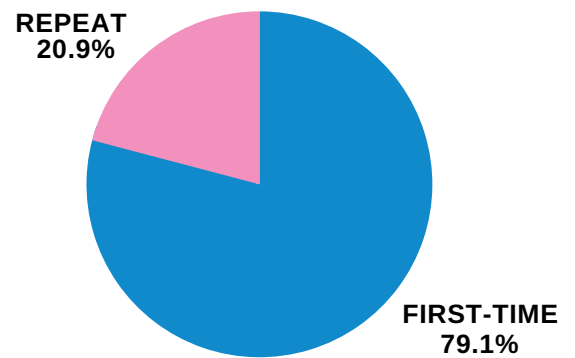
CONNECTED TO 1 AIRPORT

HELSINKI - VANTA

TOTAL INBOUND TOURISTS

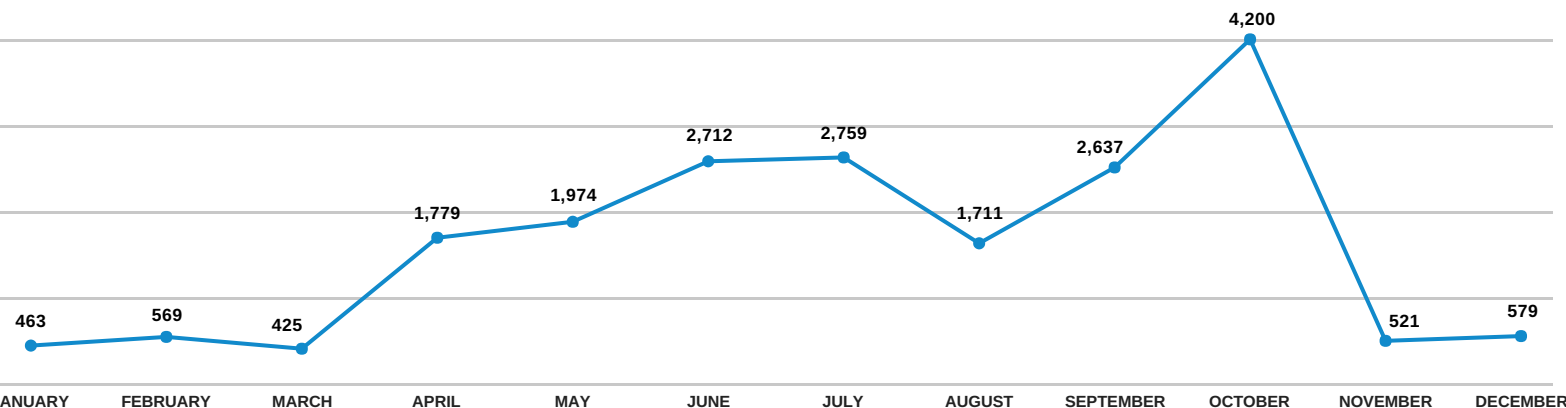


FIRST-TIME Vs. REPEAT



INBOUND TOURISTS BY MONTH AND SEASONALITY

The highest percentage increases in Inbound Tourists were recorded in January (+53.8%), September (+39.7%) and July (+14.6%).



7.2%



31.8%



35.0%

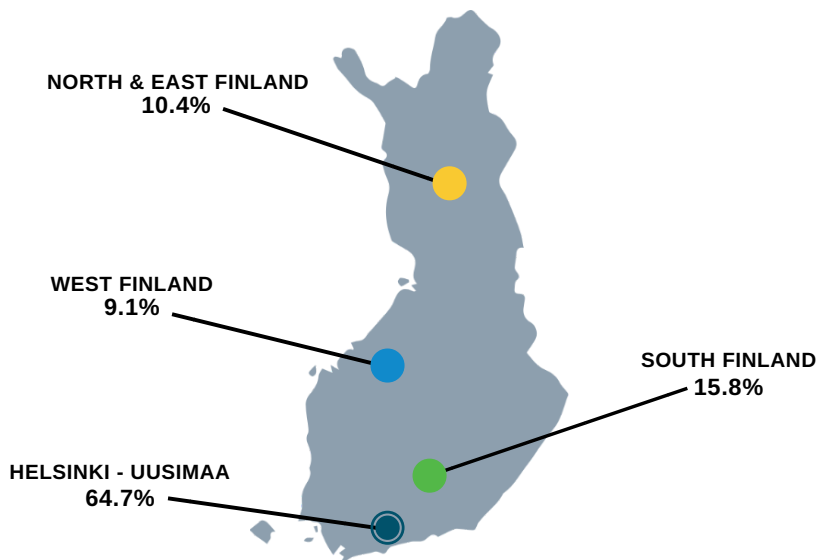


26.1%

In 2017, the most popular months were October (20.7%), July (13.6%) and June (13.3%).



REGION OF RESIDENCE



TOTAL GUEST NIGHTS AND AVERAGE LENGTH OF STAY



In 2017, Total Guest Nights experienced a decrease of 6.4% over the previous year.

TOTAL EXPENDITURE

A decrease of 2.2% was registered over 2016.

€ 21.6 Million

The Average Spend Per Capita was of €1,063.

AVERAGE AGE



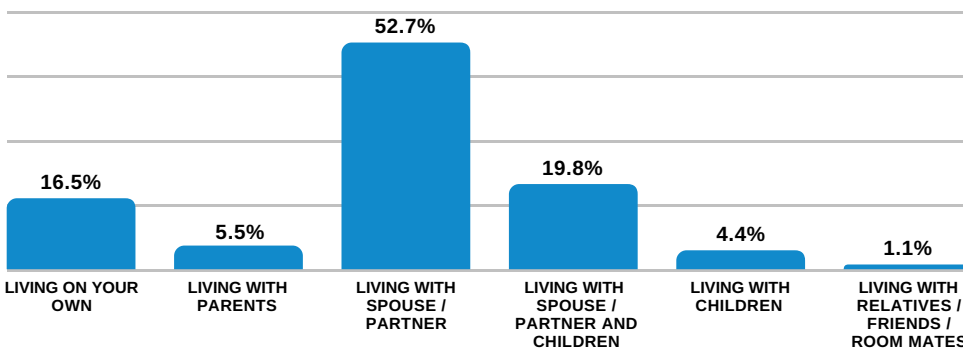
LEVEL OF EDUCATION

58.6% Tertiary Level

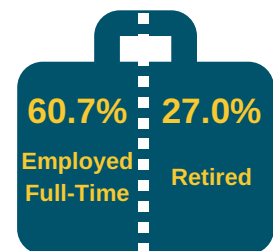


The vast majority of Finnish Tourists had a Tertiary Level of Education.

LIVING ARRANGEMENTS

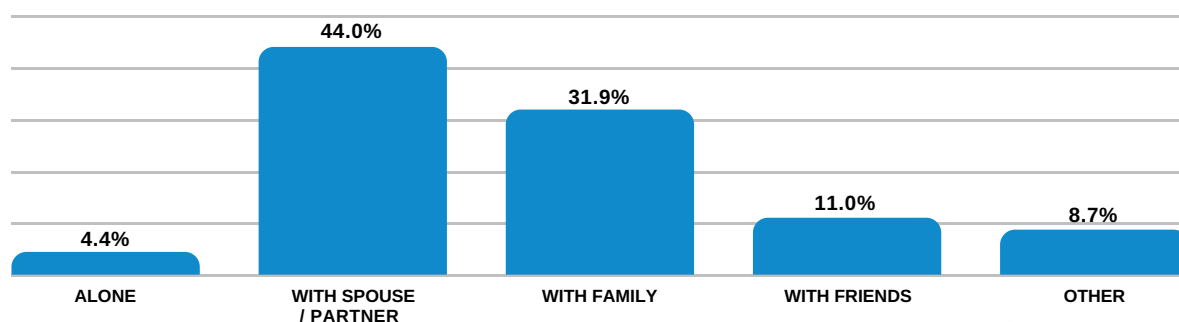


OCCUPATION AND AVERAGE INCOME

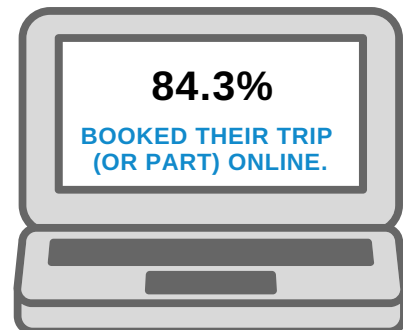
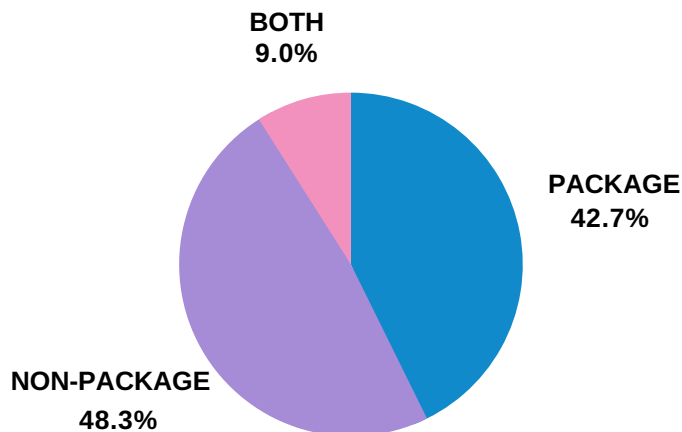


€ 3,022 / Person / Month

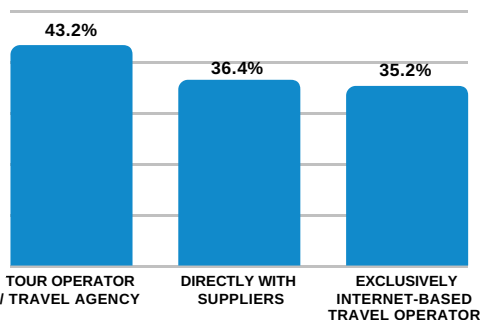
TRAVELLING PARTY



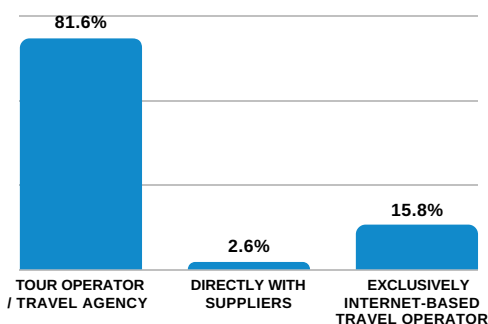
TYPE OF BOOKING



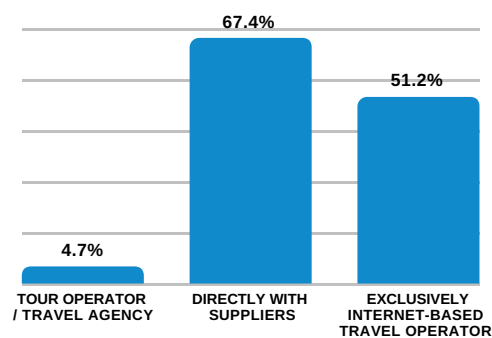
BOOKING MADE WITH



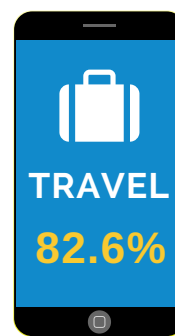
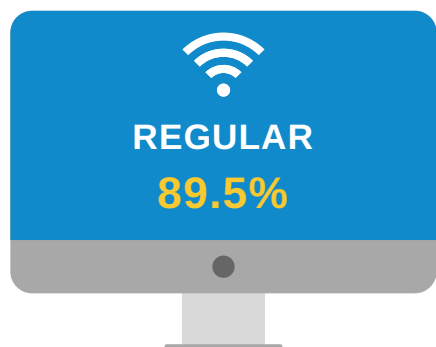
PACKAGE BOOKINGS MADE WITH



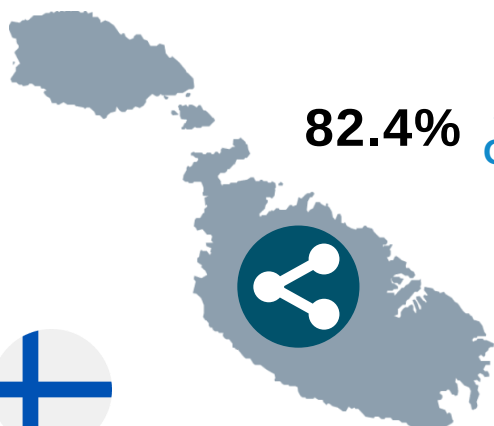
NON-PACKAGE BOOKINGS MADE WITH



DIGITAL MEDIA USAGE



82.4% SHARED THEIR EXPERIENCE IN MALTA ON SOCIAL MEDIA DURING THEIR STAY.



DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS

DIGITAL MEDIA

72.5%

RECOMMENDATION
BY FRIENDS /
RELATIVES

34.1%

TOUR OPERATOR
BROCHURE / WEB

29.7%

NEWSPAPER /
MAGAZINE ADVERT
/ ARTICLE



16.5%

TRAVEL
GUIDE
BOOK

12.1%

OTHER FACTORS

New!
DESTINATION

69.2%

GOOD FLIGHT
CONNECTIONS



48.4%

ENGLISH
SPOKEN WIDELY

Hello!

30.8%

COST /
VALUE FOR
MONEY



18.7%

PREVIOUS
VISIT

16.5%

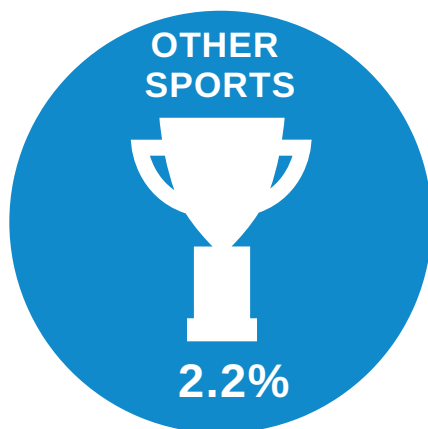
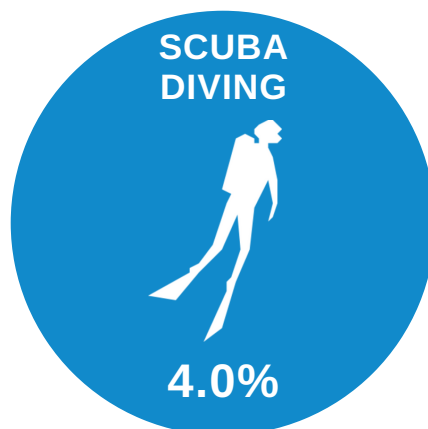
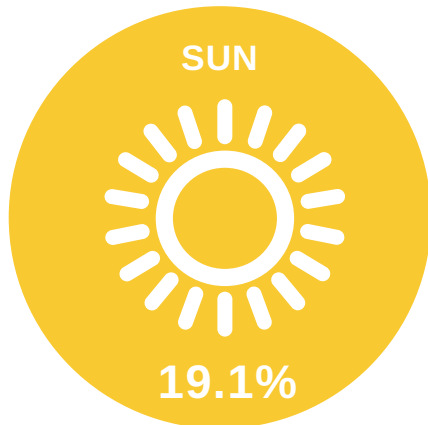
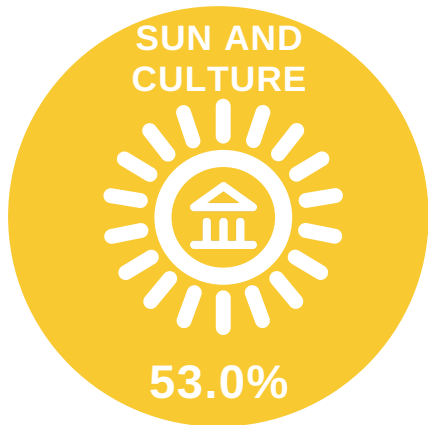
MALTESE
HOSPITALITY



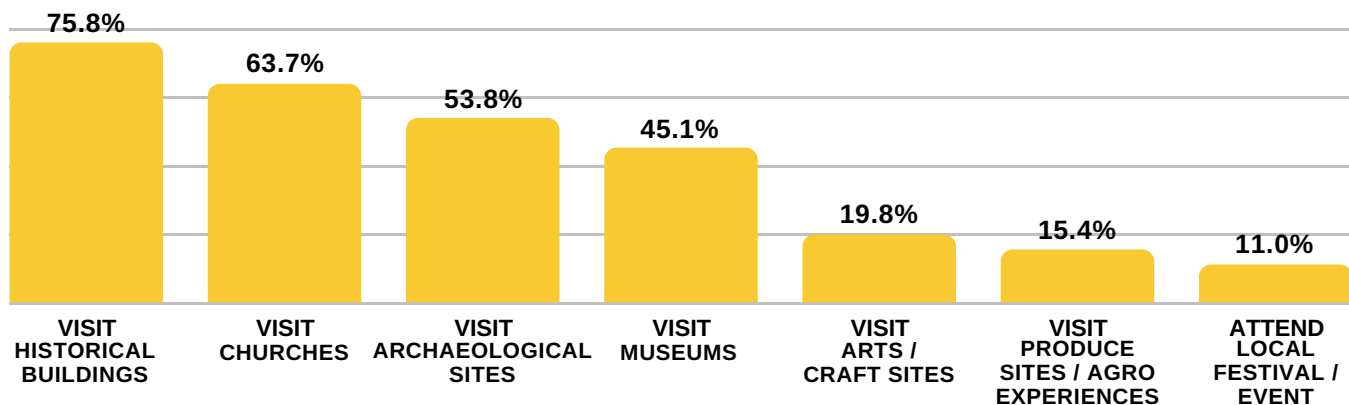
13.2%



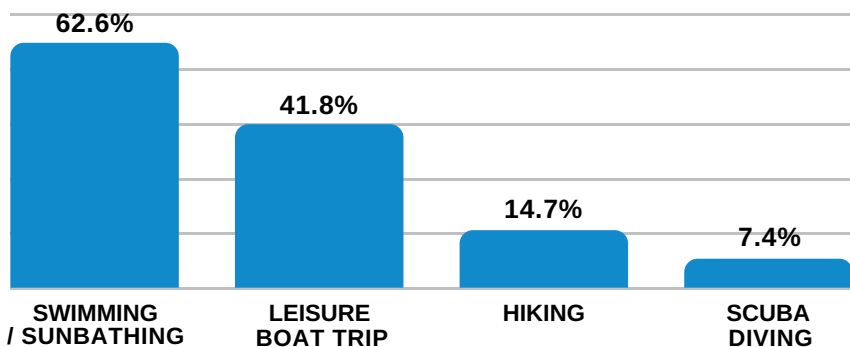
TRAVEL MOTIVATIONS



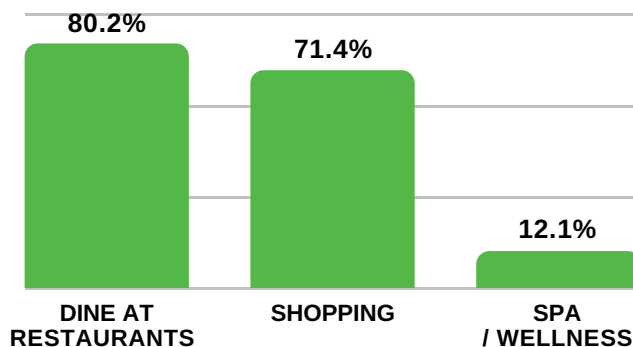
ACTIVITIES ENGAGED IN CULTURAL



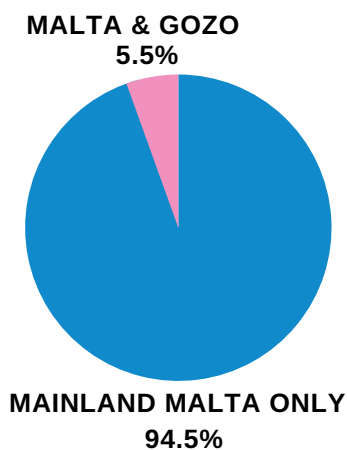
OUTDOOR



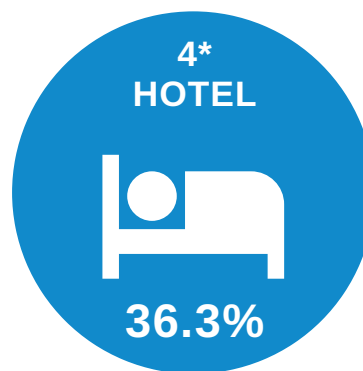
RECREATIONAL



TOURISTS SPENDING NIGHTS IN



TYPE OF ACCOMMODATION USED



One-fourth of Finnish Tourists stayed in 3* Hotels.

TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED
32.2%



MET
64.4%



NOT MET
3.3%



96.7%
WOULD RECOMMEND MALTA TO FRIENDS / RELATIVES

