

# FRENCH TOURISTS TO MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL FRENCH TOURISTS: 176,371
- % CHANGE 2017 / 2016: +21.8%
- MARKET SHARE: 7.8%
- MALTA'S FOURTH LARGEST MARKET

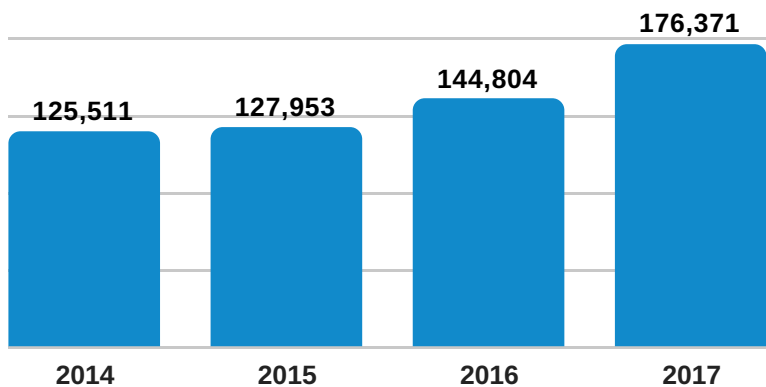
## OPERATED BY 5 AIRLINES



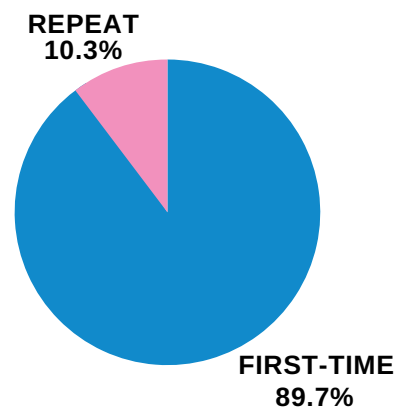
## CONNECTED TO 8 AIRPORTS

NANTES - ATLANTIQUE  
 LYON - SAINT EXUPERY  
**PARIS - CHARLES DE GAULLE**  
**PARIS - ORLY**  
 MARSEILLE LOURDES / TARBES  
 TOULOUSE - BLAGNAC  
 BORDEAUX - MERIGNAC

## TOTAL INBOUND TOURISTS

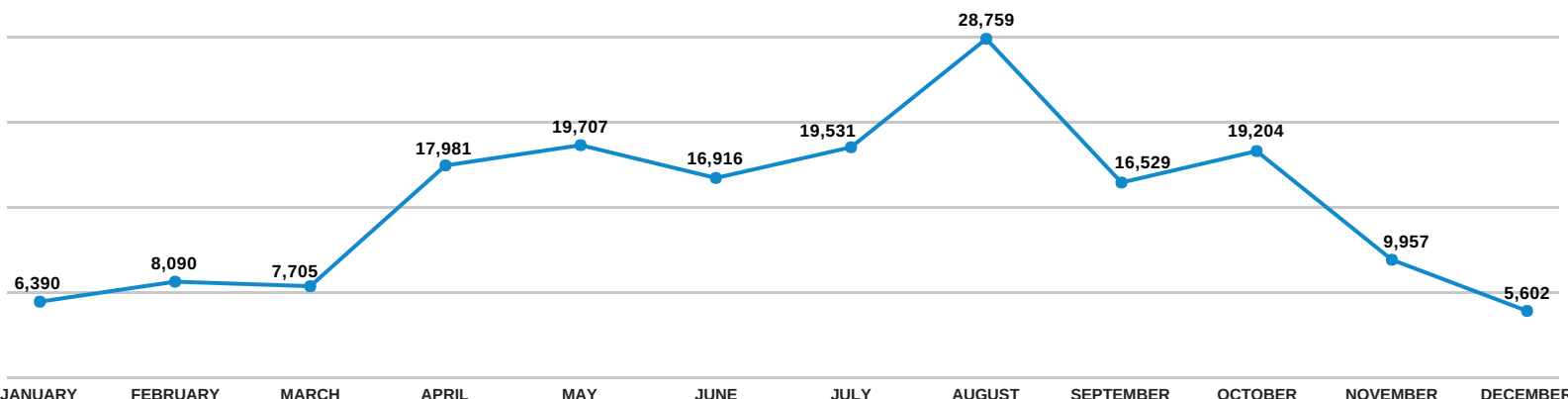


## FIRST-TIME Vs. REPEAT



## INBOUND TOURISTS BY MONTH AND SEASONALITY

The highest percentage increases in Inbound Tourists were recorded in January (+69.4%), February (+47.2%) and August (+38.2%).



12.6%



31.0%



36.8%

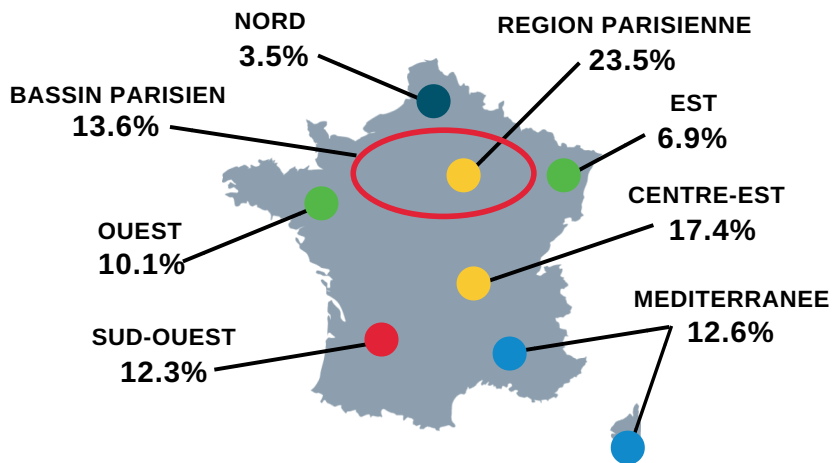


19.7%

In 2017, the most popular months were August (16.3%), May (11.2%) and July (11.1%).



## REGION OF RESIDENCE



## TOTAL GUEST NIGHTS AND AVERAGE LENGTH OF STAY



In 2017, Total Guest Nights increased by 24.6% over the previous year.

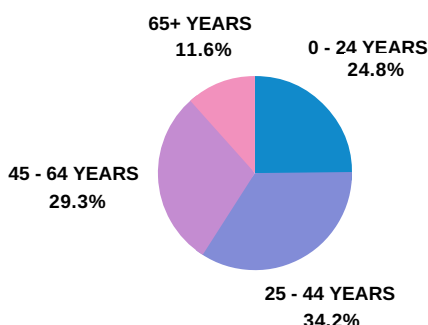
## TOTAL EXPENDITURE

An increase of 22.5% was registered over 2016.



The Average Spend Per Capita was of €876.

## AGE GROUPS



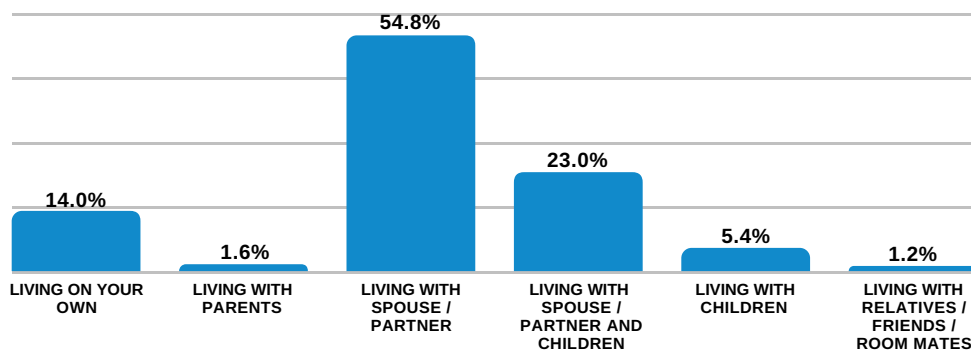
## LEVEL OF EDUCATION

**60.2% Tertiary Level**

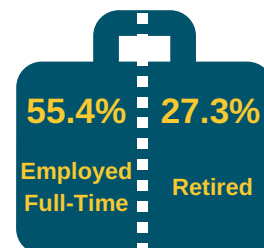


The majority of the remaining French Tourists either had Vocational Training (16.4%) or a Post-Secondary Level of Education (14.9).

## LIVING ARRANGEMENTS

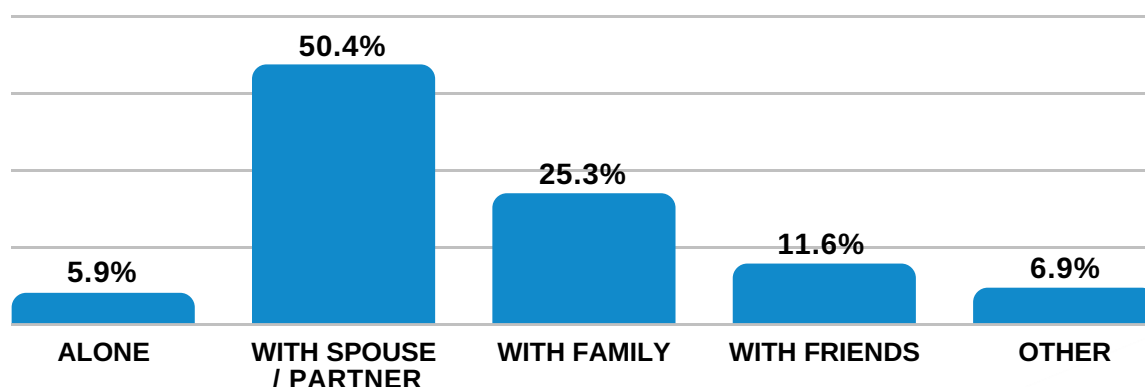


## OCCUPATION AND AVERAGE INCOME

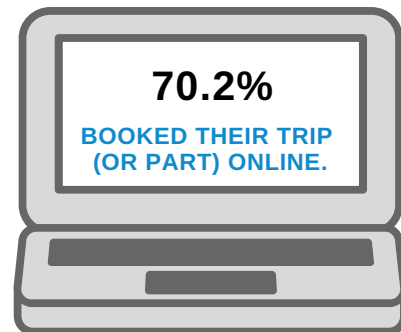
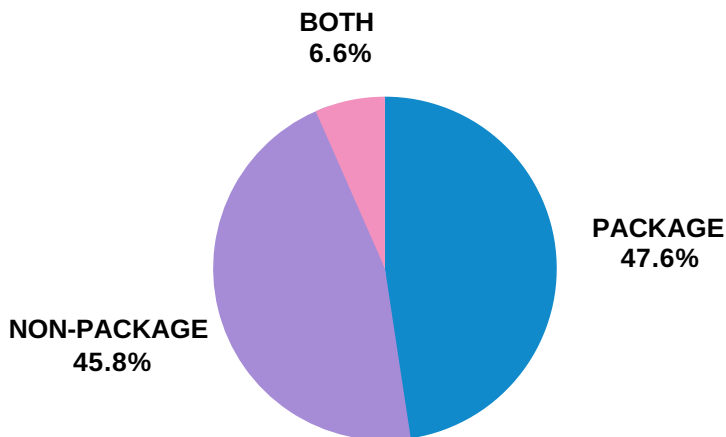


**€ 2,770 / Person / Month**

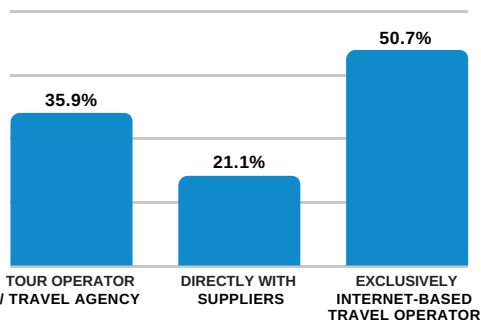
## TRAVELLING PARTY



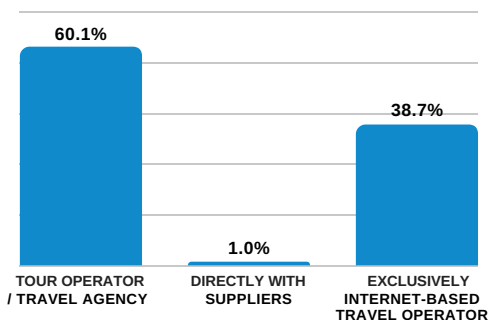
# TYPE OF BOOKING



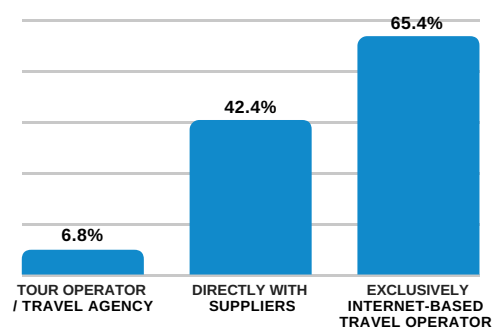
## BOOKING MADE WITH



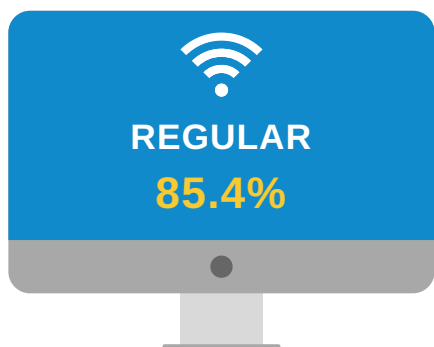
## PACKAGE BOOKINGS MADE WITH



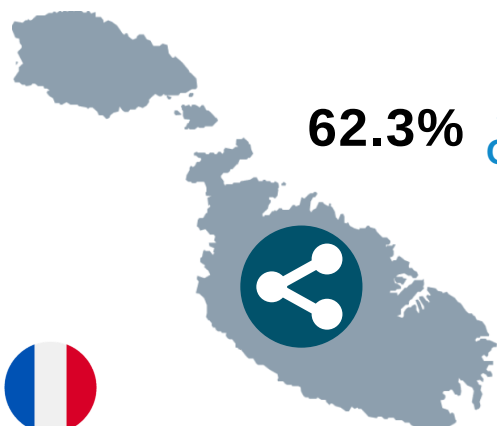
## NON-PACKAGE BOOKINGS MADE WITH



# DIGITAL MEDIA USAGE

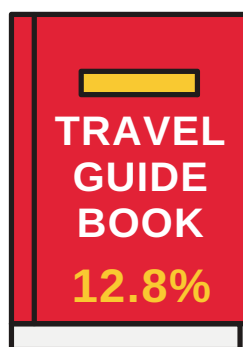
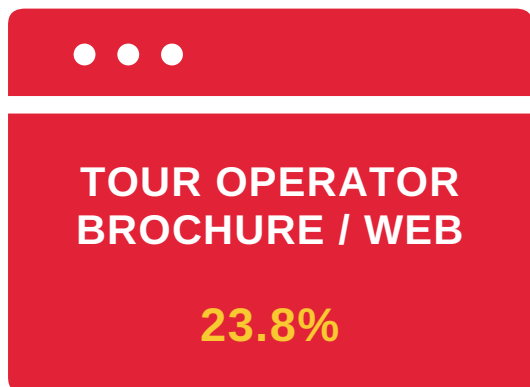
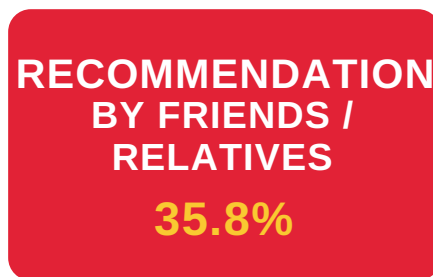
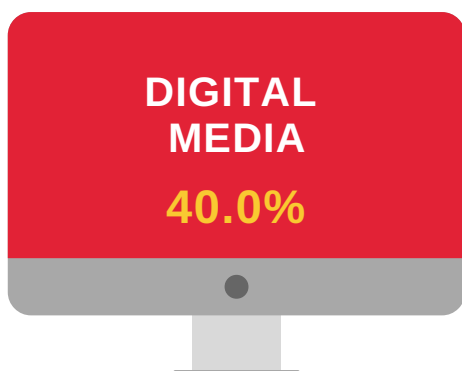


**62.3%** SHARED THEIR EXPERIENCE IN MALTA ON SOCIAL MEDIA DURING THEIR STAY.

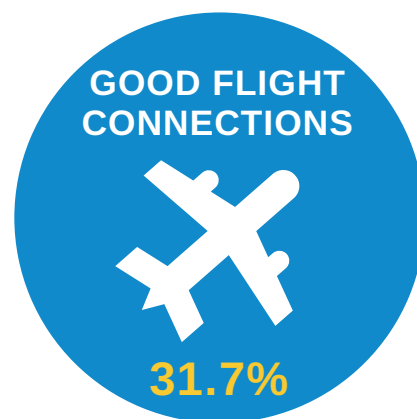


# DESTINATION CHOICE INFLUENCERS

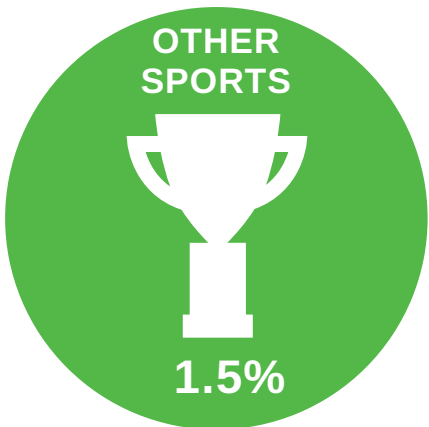
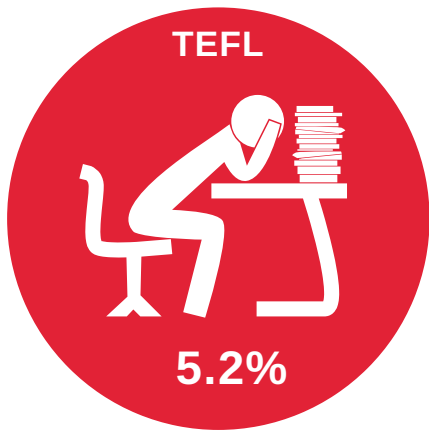
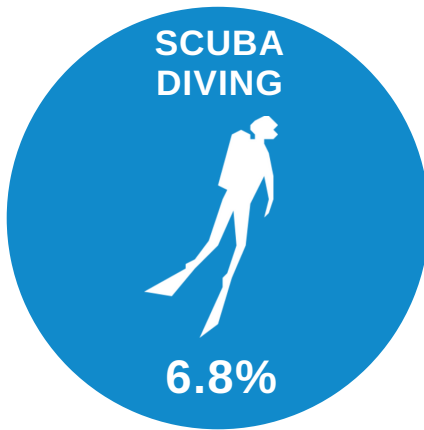
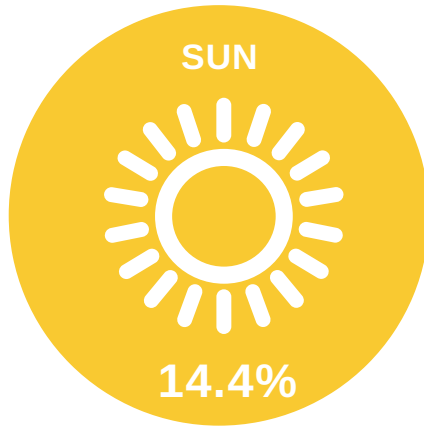
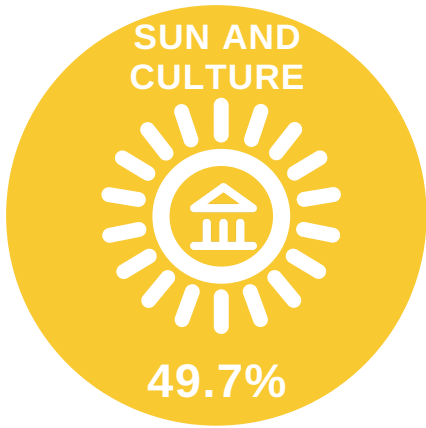
## COMMUNICATION CHANNELS



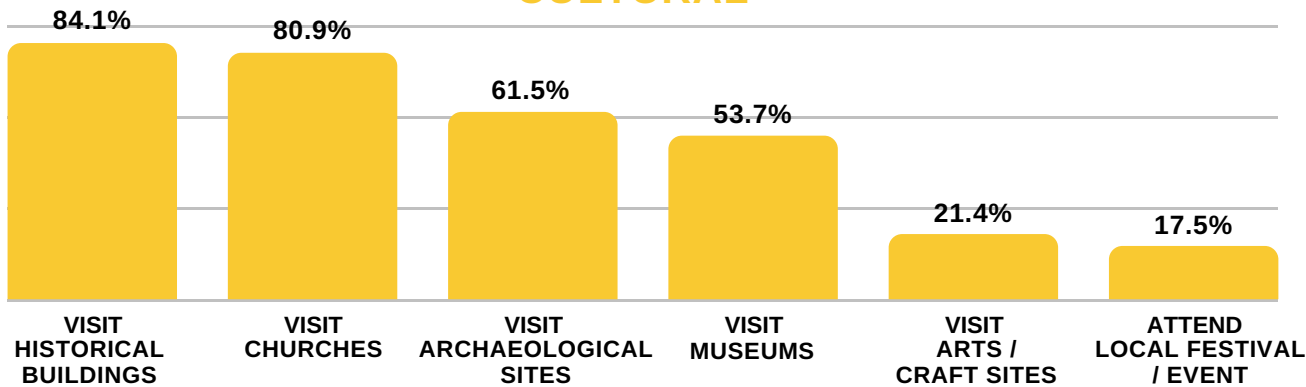
## OTHER FACTORS



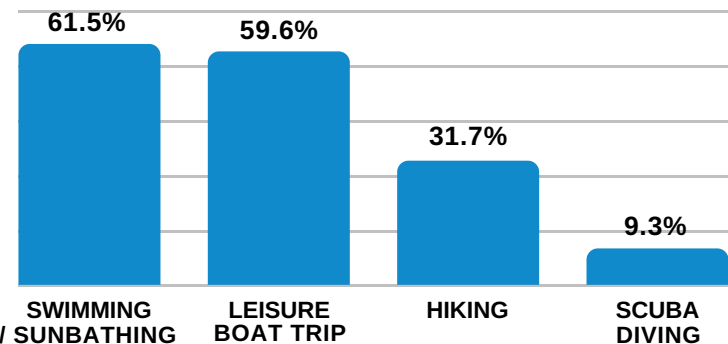
# TRAVEL MOTIVATIONS



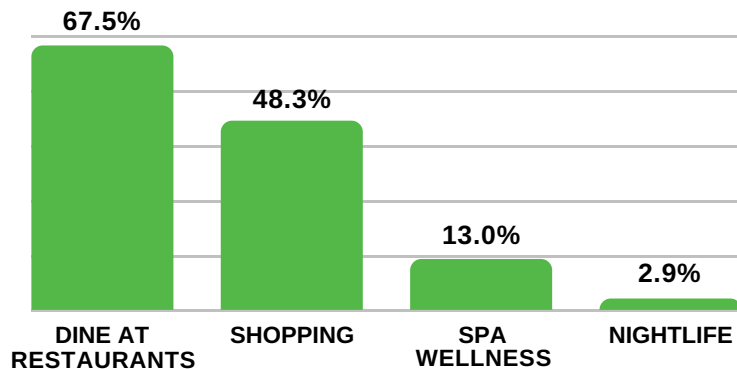
# ACTIVITIES ENGAGED IN CULTURAL



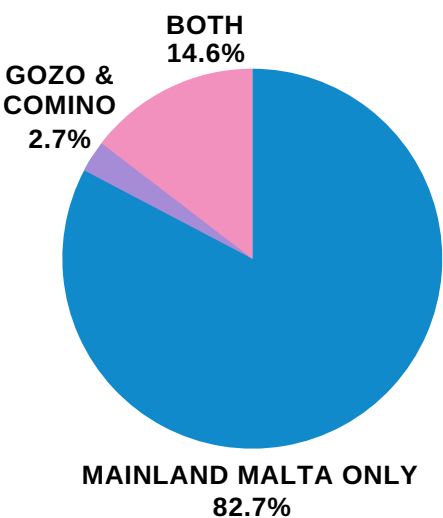
## OUTDOOR



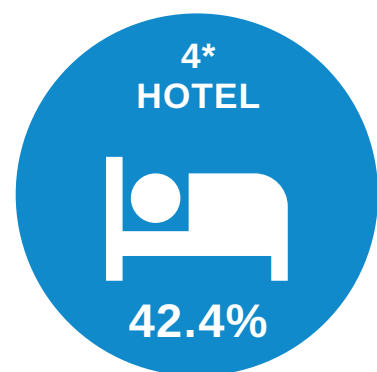
## RECREATIONAL



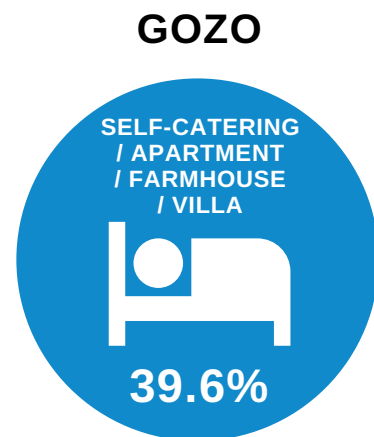
## TOURISTS SPENDING NIGHTS IN



## TYPE OF ACCOMMODATION USED



One-fifth of French Tourists stayed in a 3\* Hotel.



One-third of French Tourists staying in Gozo opted for a Guesthouse or Hostel.

## TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED  
17.9%



MET  
71.2%



NOT MET  
11.0%



91.3%  
WOULD RECOMMEND MALTA TO FRIENDS / RELATIVES

