

GERMAN TOURISTS TO MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL GERMAN TOURISTS: 193,033
- % CHANGE 2017 / 2016: +23.1%
- MARKET SHARE: 8.5%
- MALTA'S THIRD LARGEST MARKET

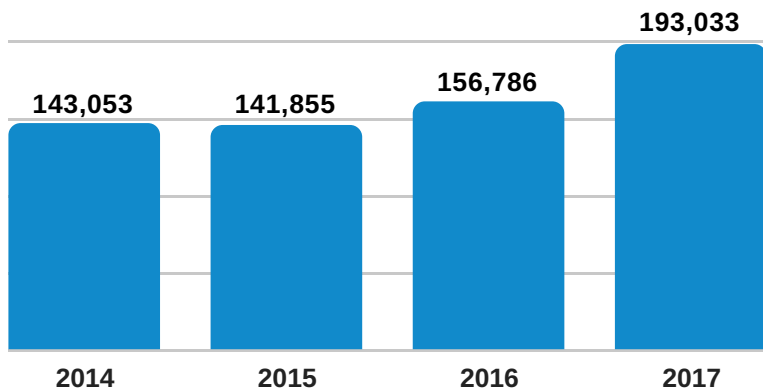
OPERATED BY 4 AIRLINES



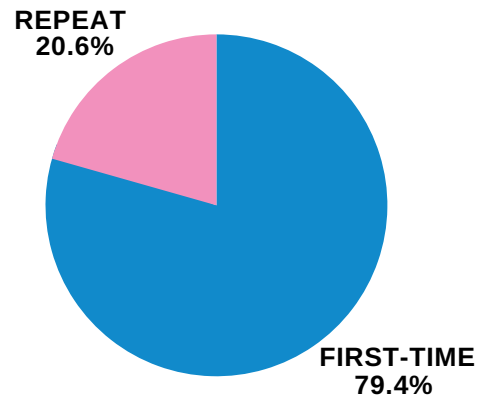
CONNECTED TO 11 AIRPORTS

DÜSSELDORF - NIEDERRHEIN
 HAMBURG - FUHLBUETTEL
 KARLSRUHE / BADEN BADEN
 NUREMBERG
MUNICH
 FRANKFURT STUTTGART - ECHTERDINGEN
 COLOGNE / BONN
 DÜSSELDORF
 BERLIN - SHOENEFELD
 BERLIN - TEGEL

TOTAL INBOUND TOURISTS

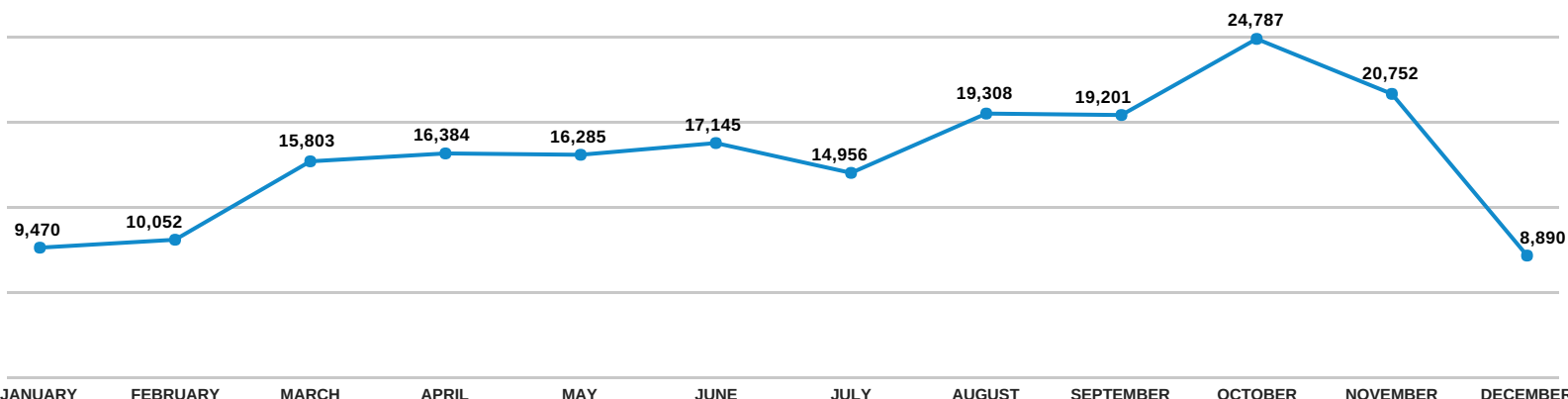


FIRST-TIME Vs. REPEAT



INBOUND TOURISTS BY MONTH AND SEASONALITY

The highest percentage increases in Inbound Tourists were recorded in June (+42.8%), March (+39.3%) and September (+34.3%).



18.3%



25.8%



27.7%

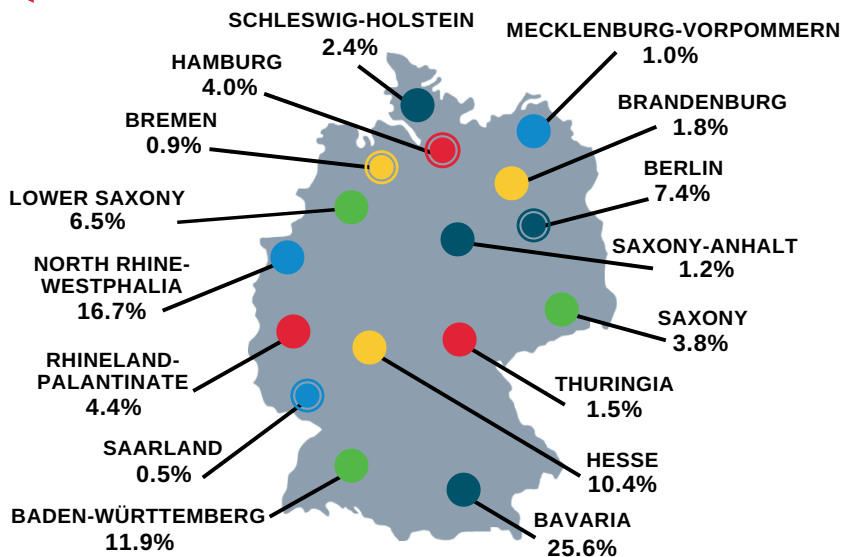


28.2%

In 2017, the most popular months were October (12.8%), November (10.8%) and August (10.0%).



REGION OF RESIDENCE



TOTAL GUEST NIGHTS AND AVERAGE LENGTH OF STAY



In 2017, Total Guest Nights increased by 15.0% over the previous year.

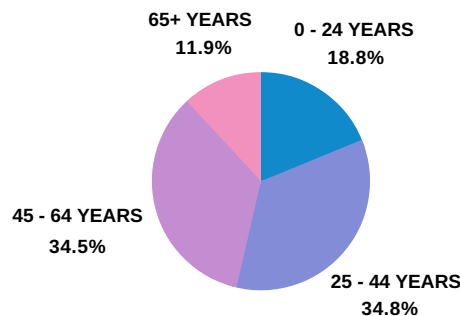
TOTAL EXPENDITURE

An increase of 22.3% was registered over 2016.

€ 168.7 Million

The Average Spend Per Capita was of €874.

AGE GROUPS



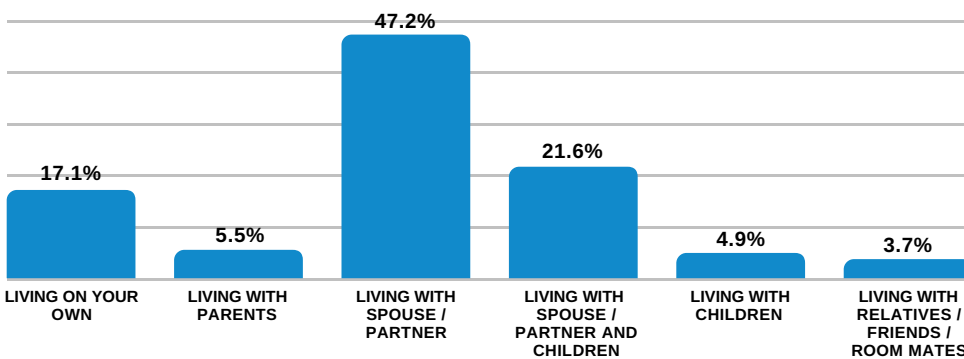
LEVEL OF EDUCATION

54.9% Tertiary Level

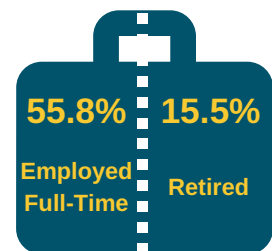


One in every four German Tourists underwent Vocational Training

LIVING ARRANGEMENTS

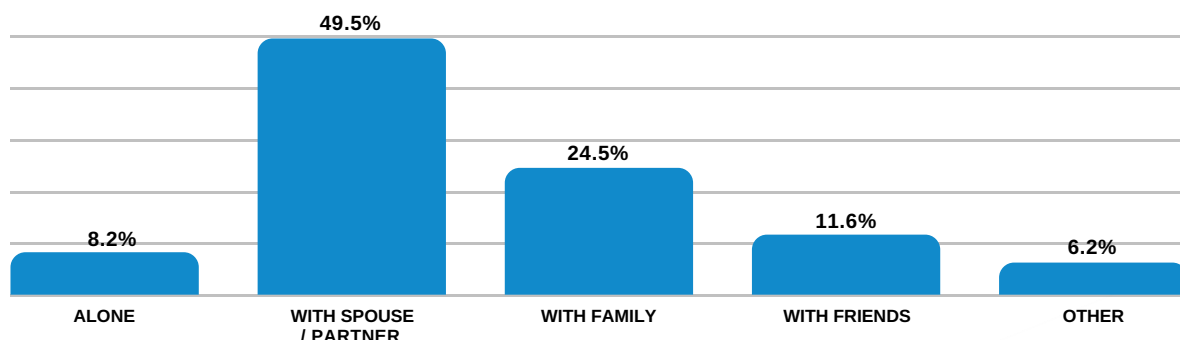


OCCUPATION AND AVERAGE INCOME

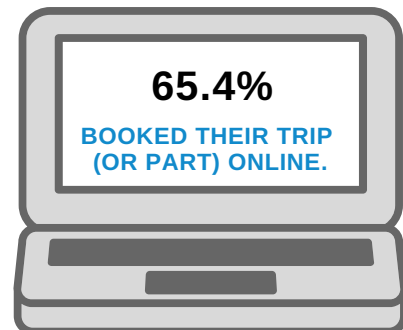
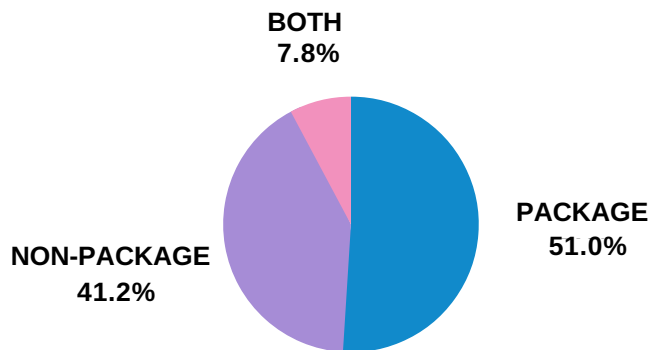


€ 2,528 / Person / Month

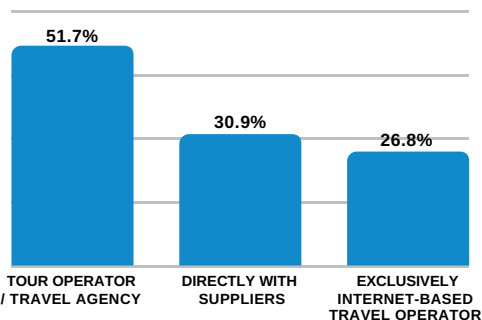
TRAVELLING PARTY



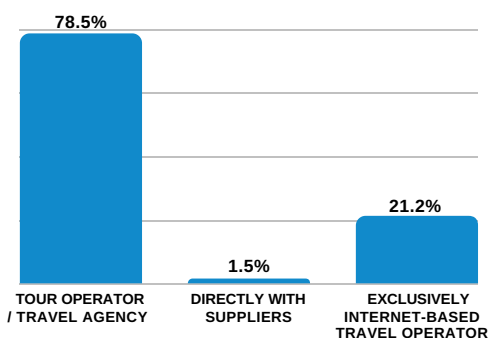
TYPE OF BOOKING



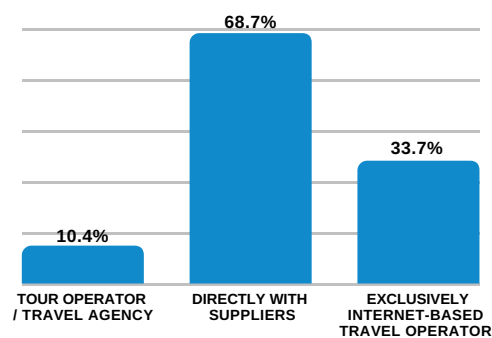
BOOKING MADE WITH



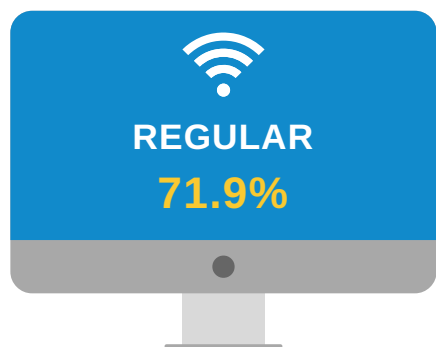
PACKAGE BOOKINGS MADE WITH



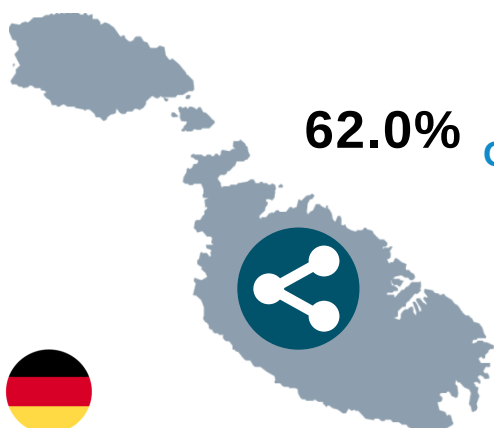
NON-PACKAGE BOOKINGS MADE WITH



DIGITAL MEDIA USAGE

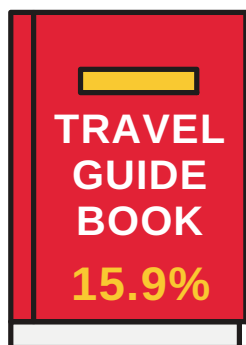
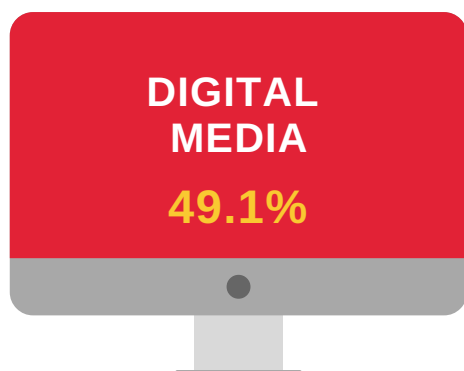


62.0% SHARED THEIR EXPERIENCE IN MALTA ON SOCIAL MEDIA DURING THEIR STAY.



DESTINATION CHOICE INFLUENCERS

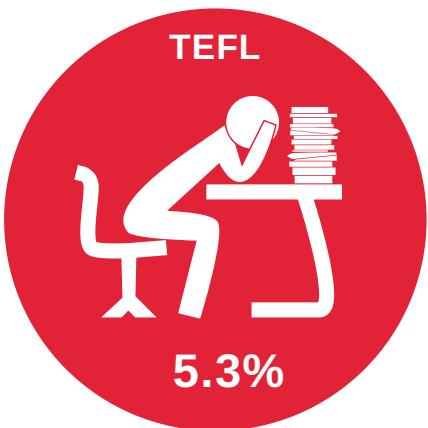
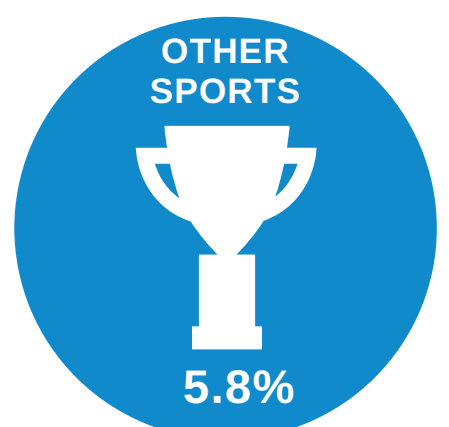
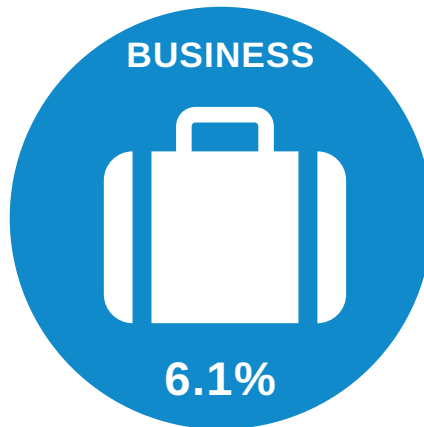
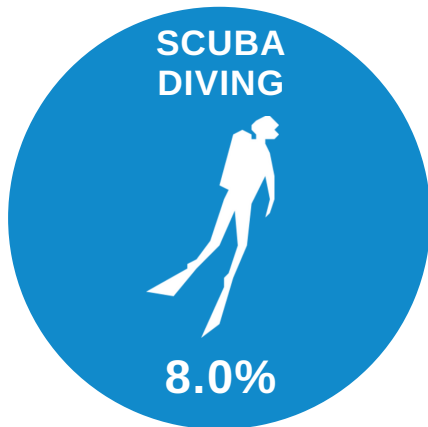
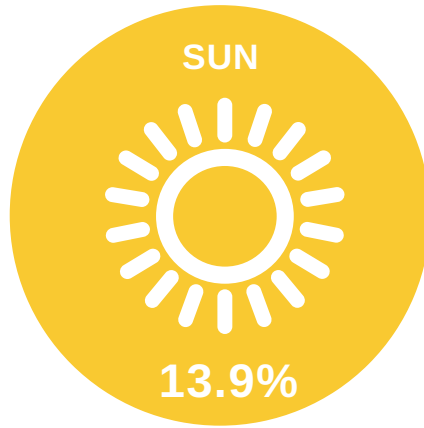
COMMUNICATION CHANNELS



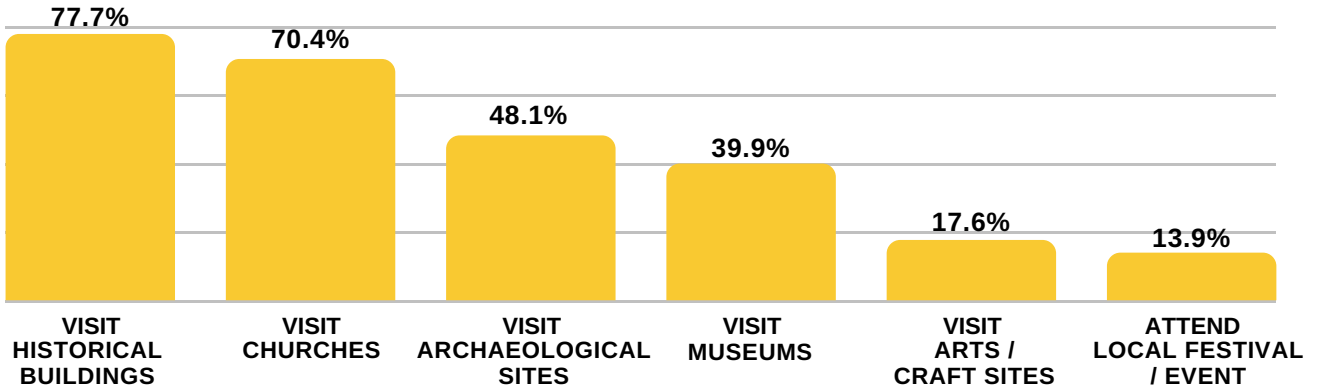
OTHER FACTORS



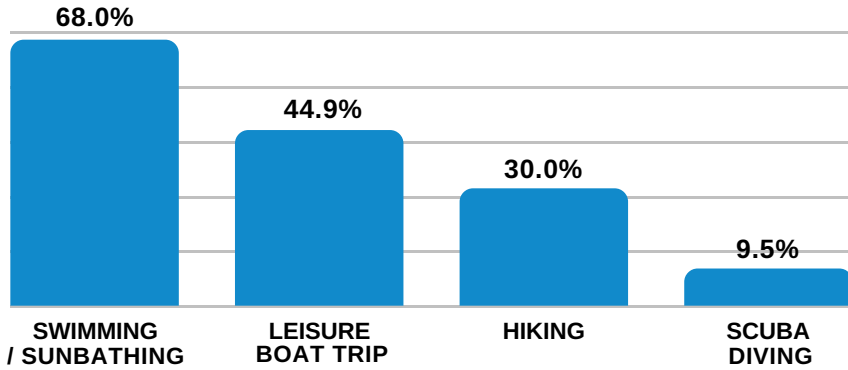
TRAVEL MOTIVATIONS



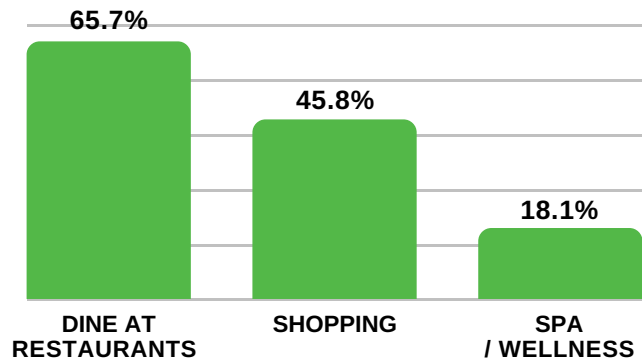
ACTIVITIES ENGAGED IN CULTURAL



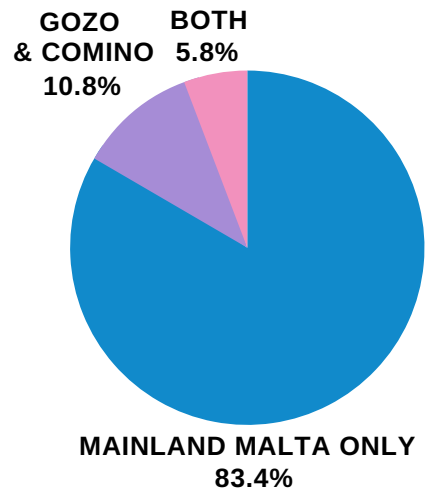
OUTDOOR



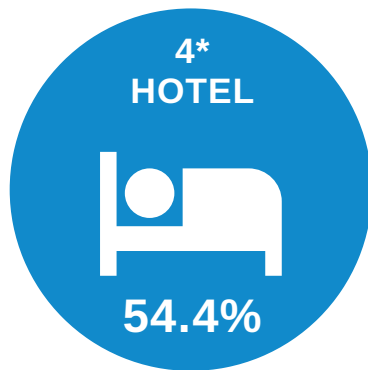
RECREATIONAL



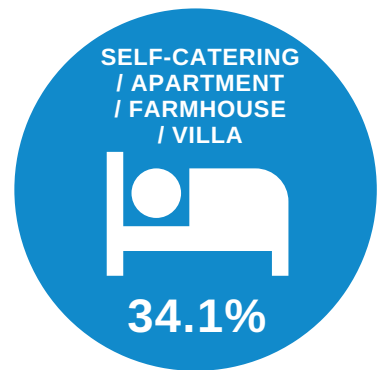
TOURISTS SPENDING NIGHTS IN



TYPE OF ACCOMMODATION USED



13.5% of German Tourists stayed in 3* Hotels.



28.8% of German Tourists stayed in 4* Hotels

TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED
18.1%



MET
75.6%



NOT MET
6.3%



92.9%
WOULD RECOMMEND MALTA TO FRIENDS / RELATIVES

