

IRISH TOURISTS TO MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL IRISH TOURISTS: 36,177
- % CHANGE 2017 / 2016: +9%
- MARKET SHARE: 1.6%

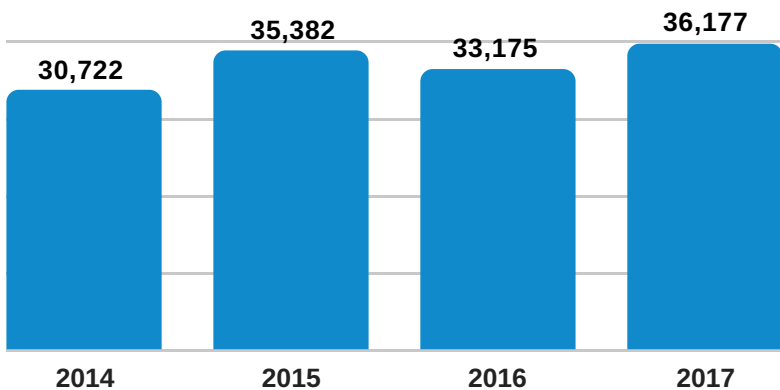
OPERATED BY 1 AIRLINE



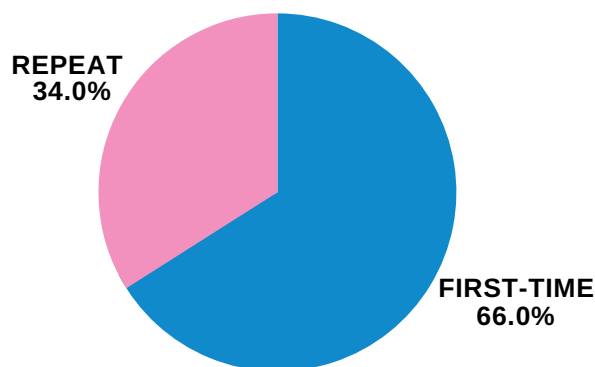
CONNECTED TO 1 AIRPORT

DUBLIN

TOTAL INBOUND TOURISTS

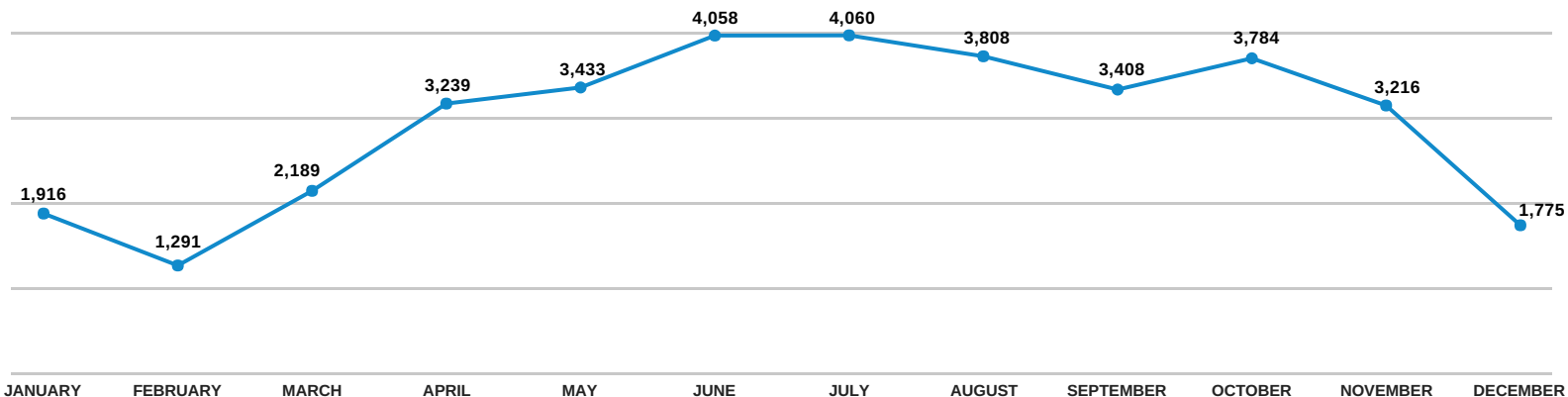


FIRST-TIME Vs. REPEAT



INBOUND TOURISTS BY MONTH AND SEASONALITY

The highest percentage increases in Inbound Tourists were recorded in November (+23.9%), January (+22.6%) and June (+20.8%).



14.9%



29.7%



31.2%

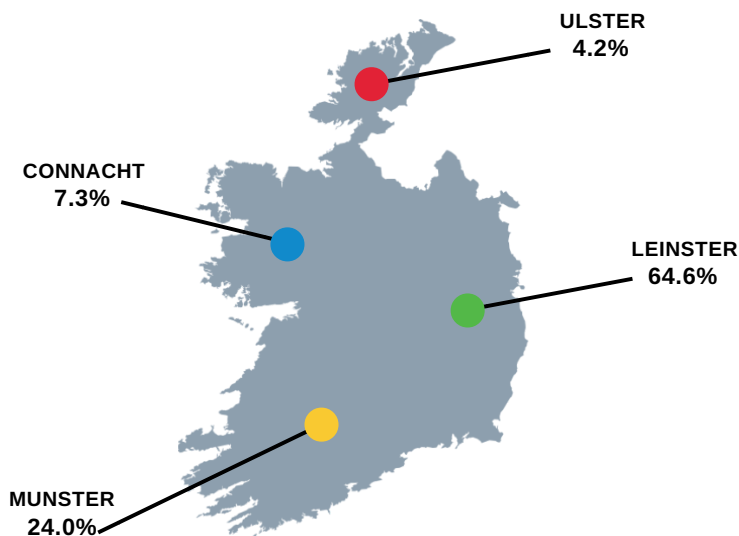


24.3%

In 2017, the most popular months were June/July (11.2%), August/October (10.5%) and May (9.5%).



REGION OF RESIDENCE



TOTAL GUEST NIGHTS AND AVERAGE LENGTH OF STAY



In 2017, Total Guest Nights experienced an increase of 1.2% over the previous year.

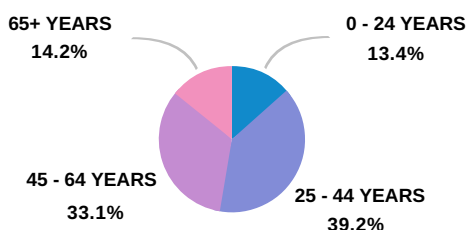
TOTAL EXPENDITURE

An increase of 4.6% was registered over 2016.

€ 32.3 Million

The Average Spend Per Capita was of €892.

AGE GROUPS



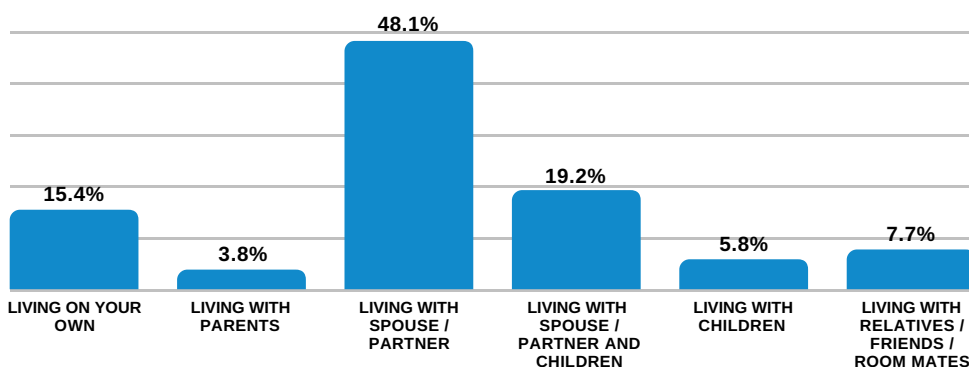
LEVEL OF EDUCATION

61.2% Tertiary Level

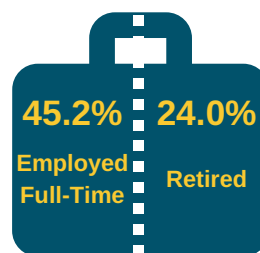


One-fifth of Irish Tourists had a Post-Secondary Level of Education.

LIVING ARRANGEMENTS

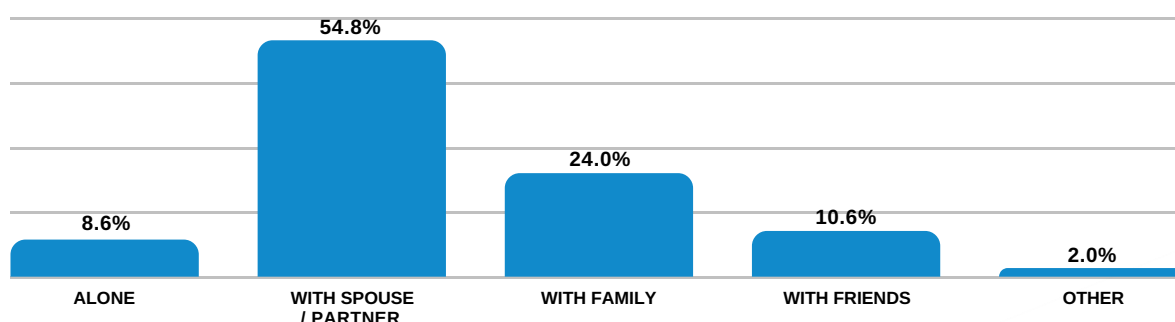


OCCUPATION AND AVERAGE INCOME

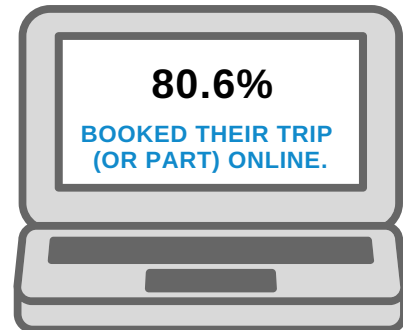
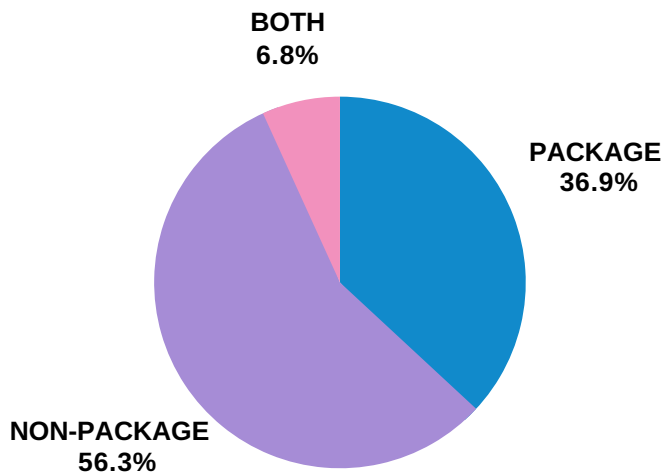


€ 2,974 / Person / Month

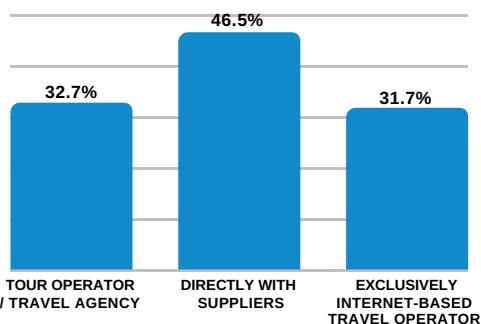
TRAVELLING PARTY



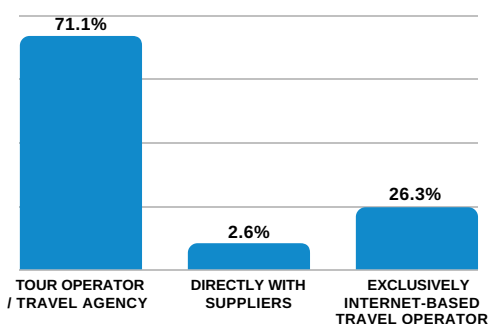
TYPE OF BOOKING



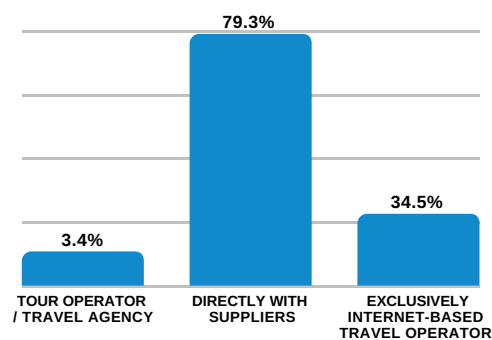
BOOKING MADE WITH



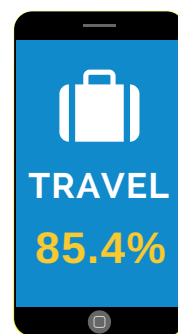
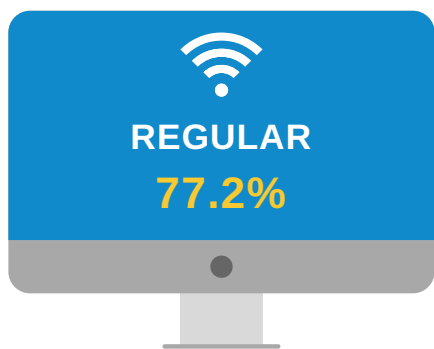
PACKAGE BOOKINGS MADE WITH



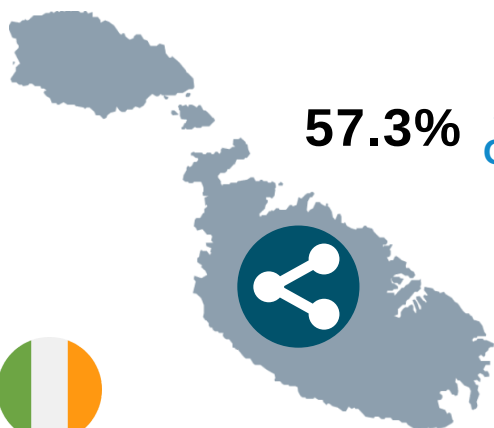
NON-PACKAGE BOOKINGS MADE WITH



DIGITAL MEDIA USAGE



57.3% SHARED THEIR EXPERIENCE IN MALTA ON SOCIAL MEDIA DURING THEIR STAY.



DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS

RECOMMENDATION
BY FRIENDS /
RELATIVES

48.1%

DIGITAL
MEDIA

37.5%

TOUR OPERATOR
BROCHURE / WEB

15.4%

NEWSPAPER /
MAGAZINE ADVERT
/ ARTICLE



15.4%

TRAVEL
GUIDE
BOOK

9.6%

OTHER FACTORS

New!
DESTINATION

53.8%

ENGLISH
SPOKEN WIDELY

Hello!

40.4%

GOOD FLIGHT
CONNECTIONS



30.8%

COST /
VALUE FOR
MONEY



23.1%

MALTESE
HOSPITALITY



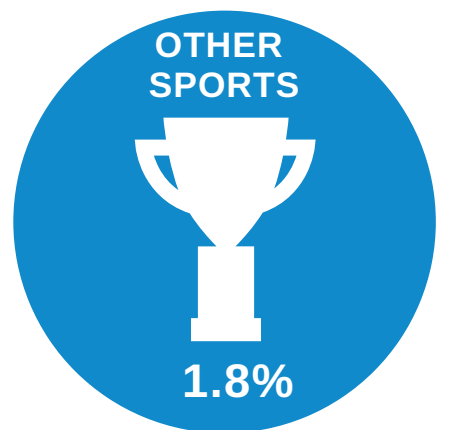
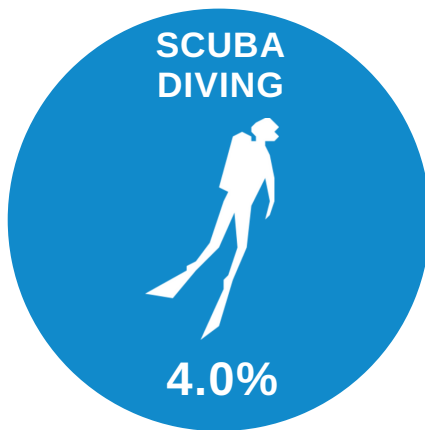
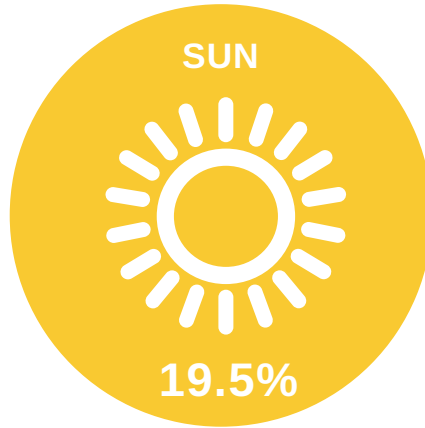
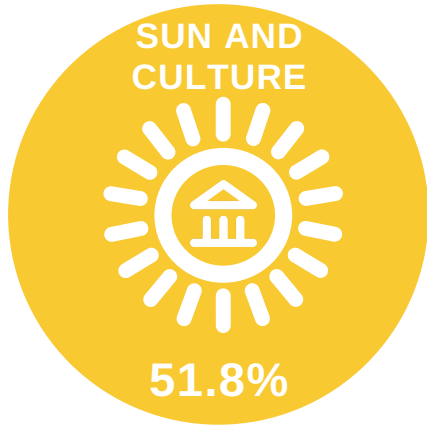
16.3%

PREVIOUS
VISIT

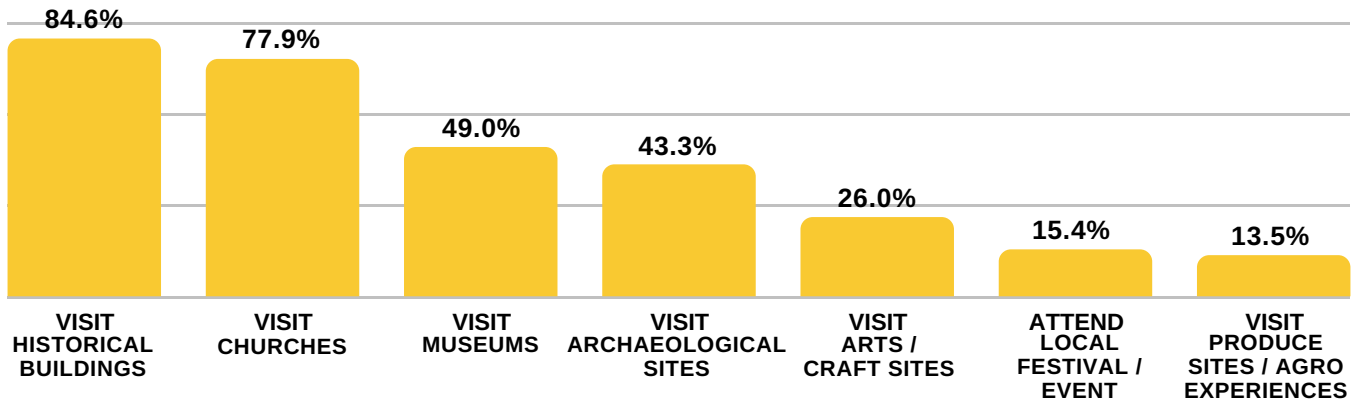
26.0%



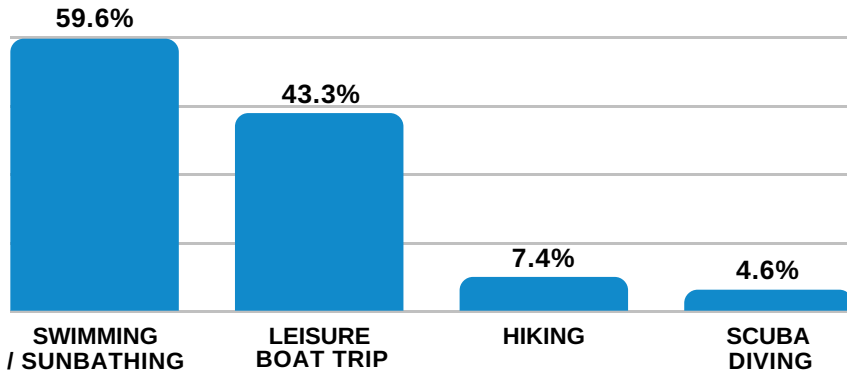
TRAVEL MOTIVATIONS



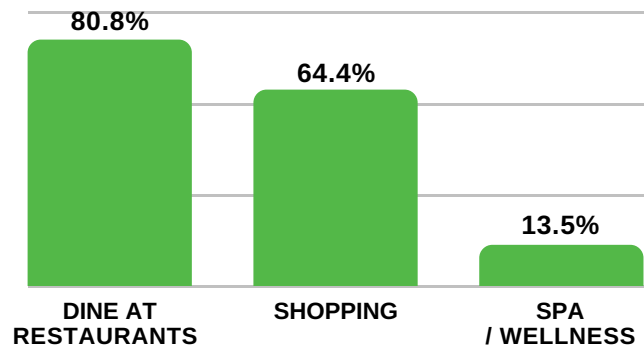
ACTIVITIES ENGAGED IN CULTURAL



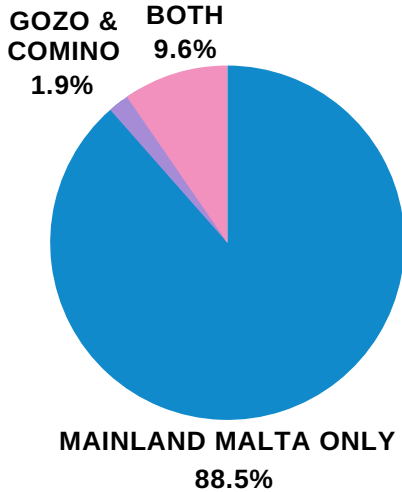
OUTDOOR



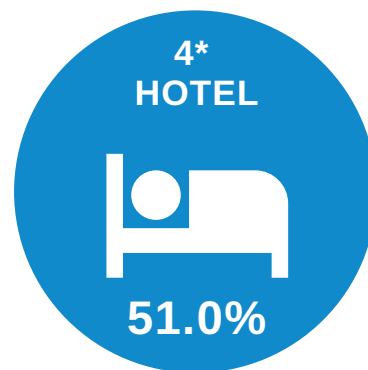
RECREATIONAL



TOURISTS SPENDING NIGHTS IN

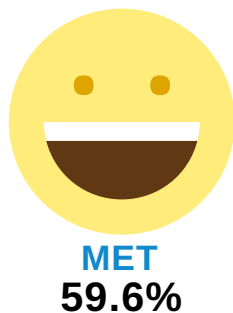


TYPE OF ACCOMMODATION USED



Almost one-fourth of Irish Tourists stayed in 5* Hotels.

TOURISTS' EXPECTATIONS OF MALTA



88.2%
WOULD RECOMMEND MALTA TO FRIENDS / RELATIVES

