

# ITALIAN TOURISTS TO MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL ITALIAN TOURISTS: 363,668
- % CHANGE 2017 / 2016: +15.4%
- MARKET SHARE: 16.0%
- MALTA'S SECOND LARGEST MARKET

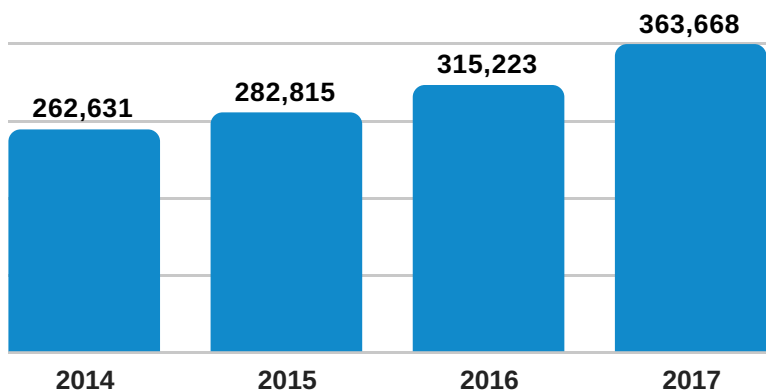
## OPERATED BY 4 AIRLINES



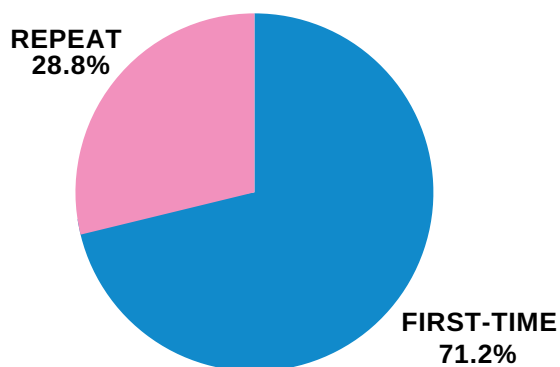
## CONNECTED TO 15 AIRPORTS

- ROME - CIAMPINO
- PISA / FLORENCE - GALILEO GALILEI
- TRAPANI - BIRGI MILAN - LINATE NAPLES - CAPODICHINO
- ROME - FIUMICINO
- CATANIA - FONTANAROSSA
- PALERMO - PUNTA RAISI BARI - PALESE COMISO MILAN - MALPENSA
- BERGAMO - ORIO AL SERIO
- BOLOGNA - GUGLIELMO MARCONI
- VENICE - TREVISO
- TURIN - CITTA DI TORINO

## TOTAL INBOUND TOURISTS

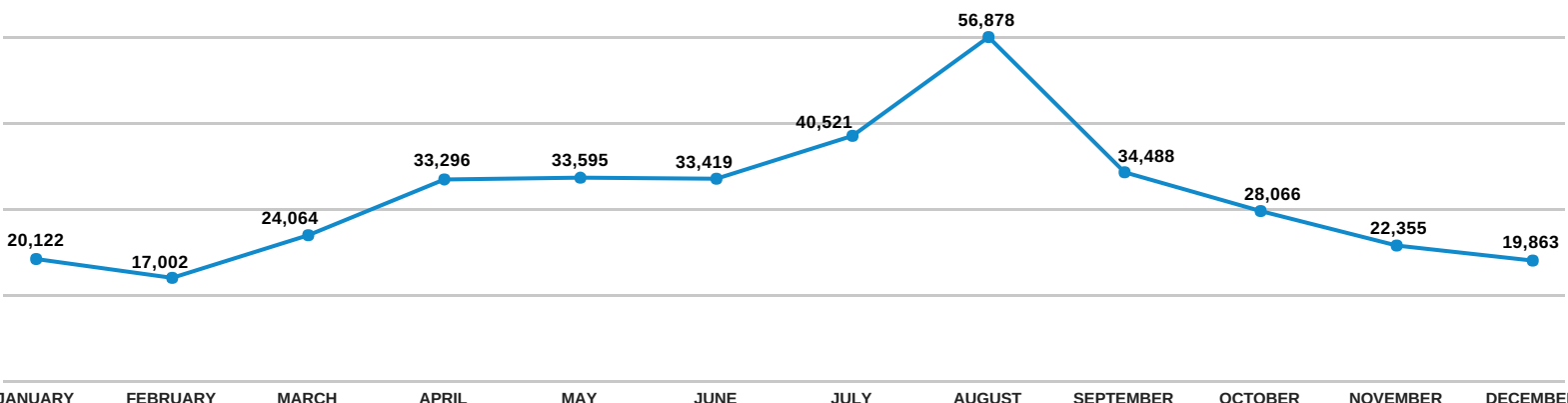


## FIRST-TIME Vs. REPEAT



## INBOUND TOURISTS BY MONTH AND SEASONALITY

The highest percentage increases in Inbound Tourists were recorded in May (+36.2%), April (+31.7%) and March (+26.8%).



16.8%



27.6%



36.3%

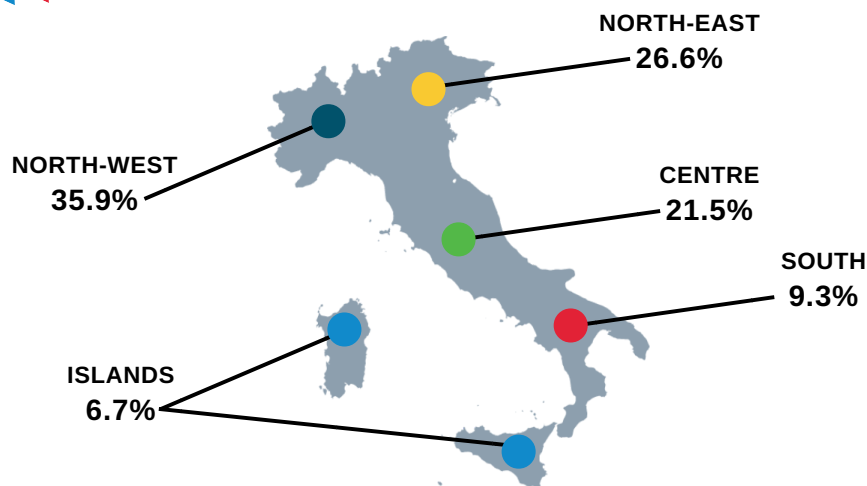


19.3%

In 2017, the most popular months were August (15.6%), July (11.1%) and September (9.5%).



## REGION OF RESIDENCE



## TOTAL GUEST NIGHTS AND AVERAGE LENGTH OF STAY



In 2017, Total Guest Nights increased by 12.8% over the previous year.

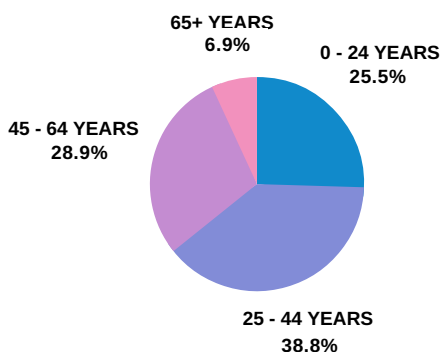
## TOTAL EXPENDITURE

An increase of 16.9% was registered over 2016.



The Average Spend Per Capita was of €620.

## AGE GROUPS



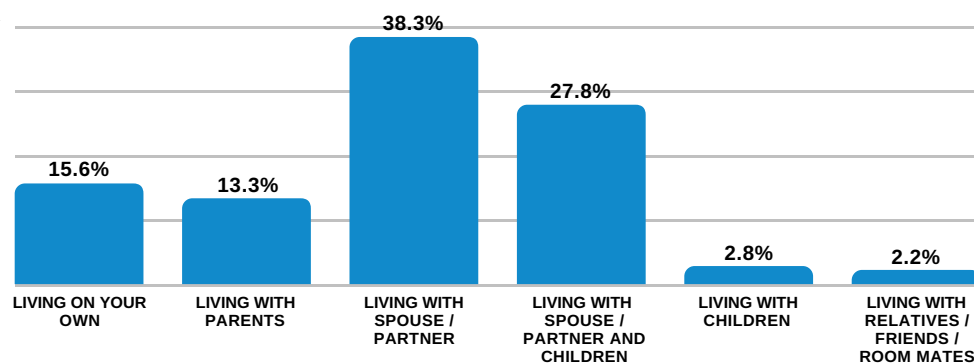
## LEVEL OF EDUCATION

**50.8% Tertiary Level**

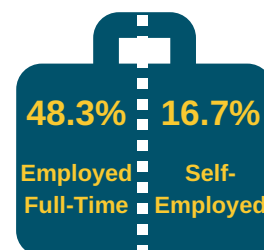


Two in every five Italian Tourists had a Post-Secondary Level of Education.

## LIVING ARRANGEMENTS

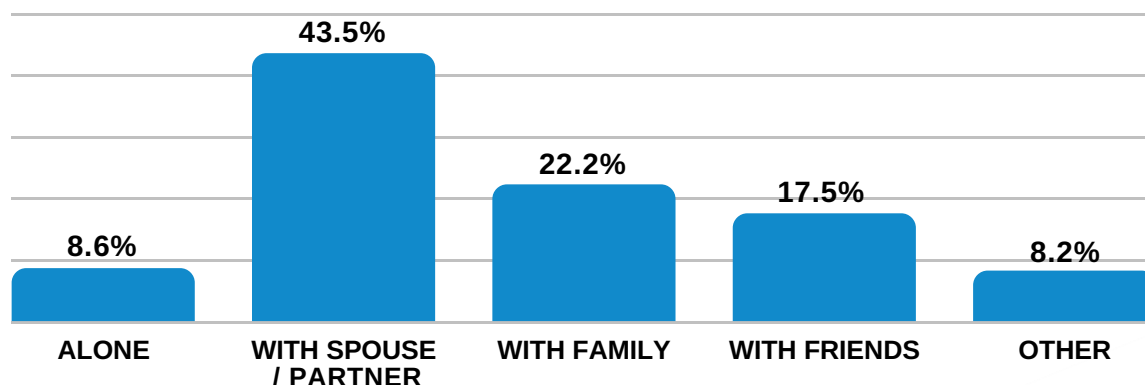


## OCCUPATION AND AVERAGE INCOME

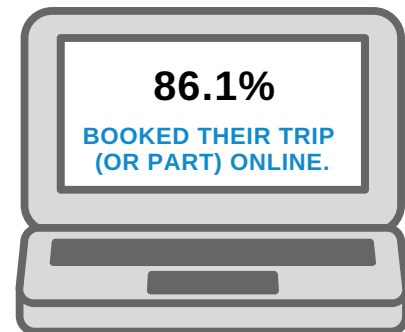
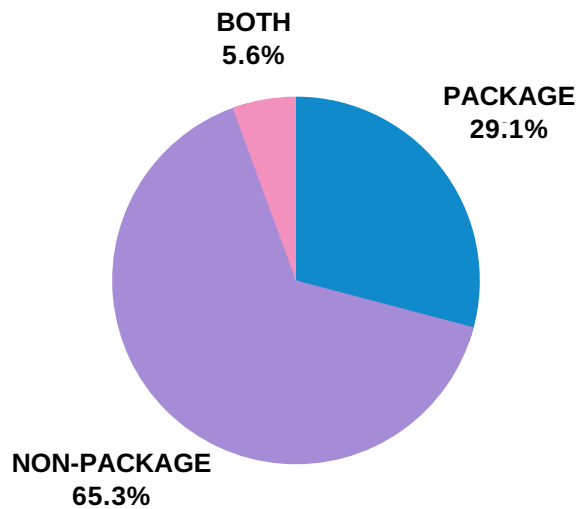


**€ 1,852 / Person / Month**

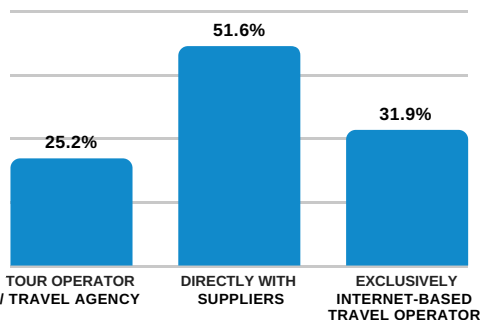
## TRAVELLING PARTY



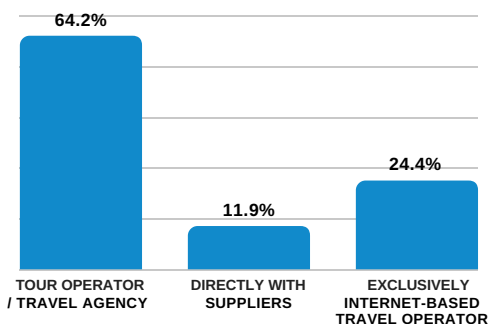
# TYPE OF BOOKING



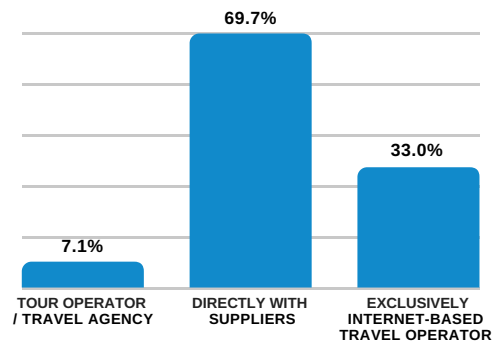
## BOOKING MADE WITH



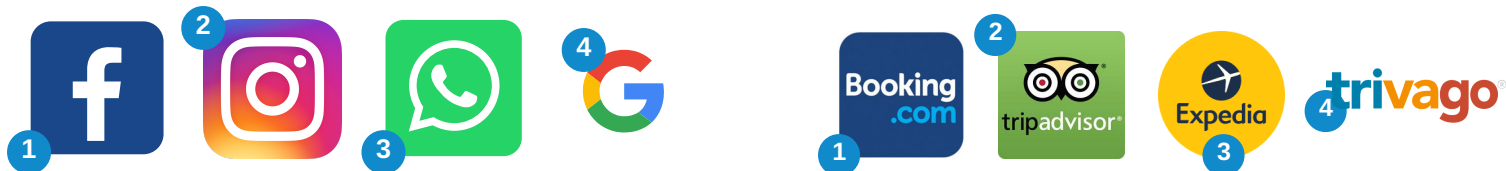
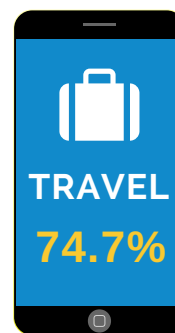
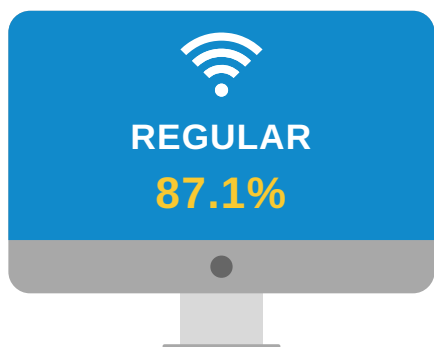
## PACKAGE BOOKINGS MADE WITH



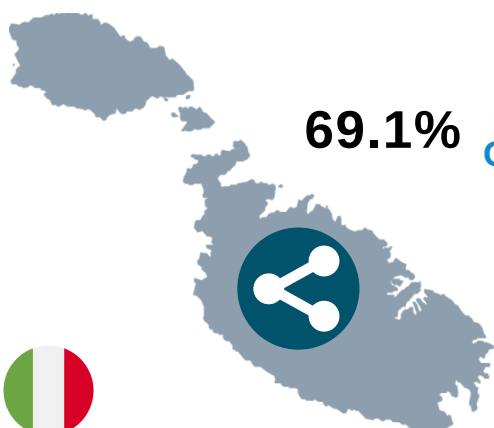
## NON-PACKAGE BOOKINGS MADE WITH



# DIGITAL MEDIA USAGE

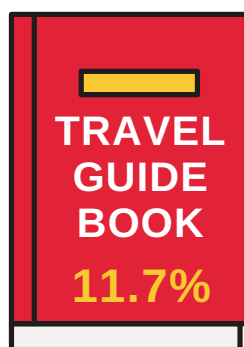
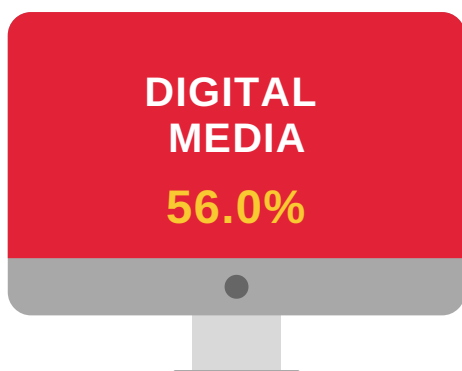


**69.1%** SHARED THEIR EXPERIENCE IN MALTA ON SOCIAL MEDIA DURING THEIR STAY.

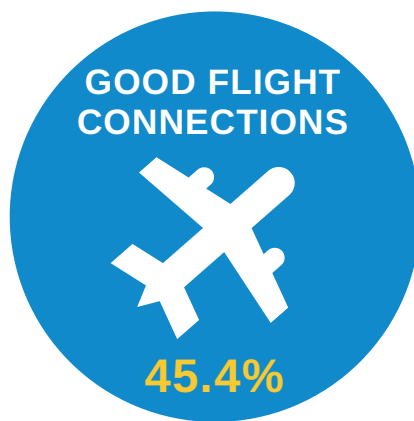


# DESTINATION CHOICE INFLUENCERS

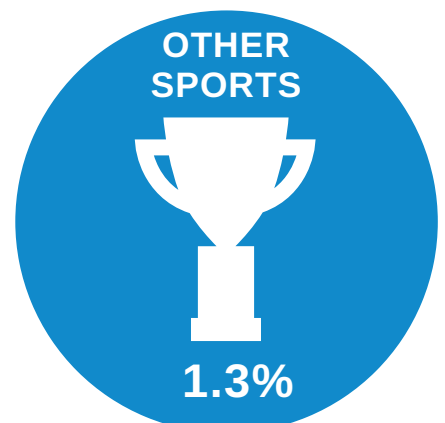
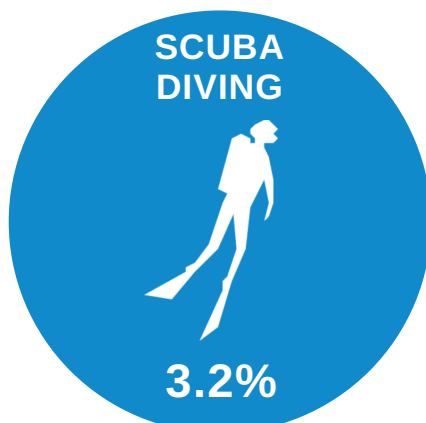
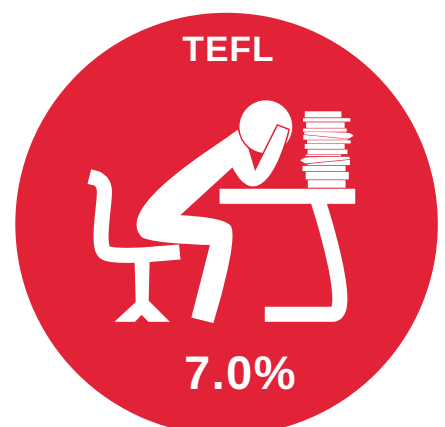
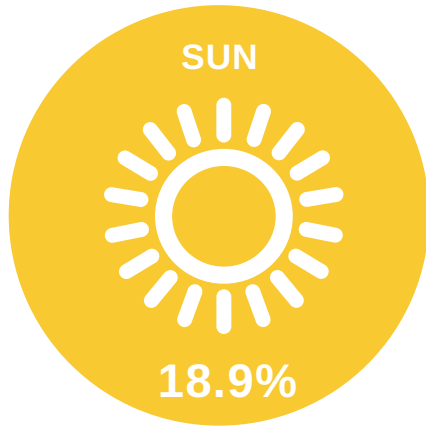
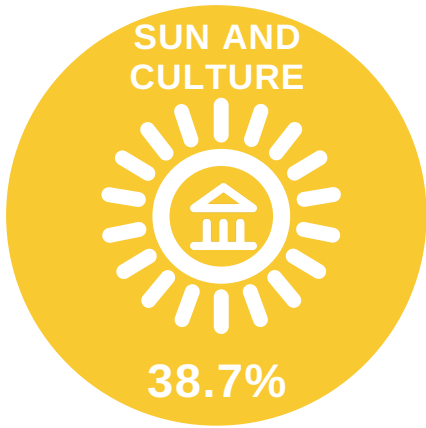
## COMMUNICATION CHANNELS



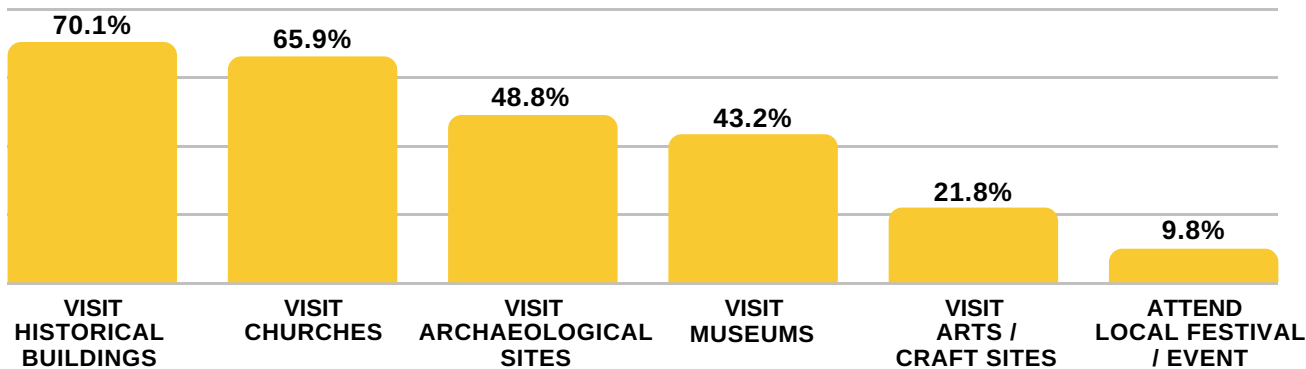
## OTHER FACTORS



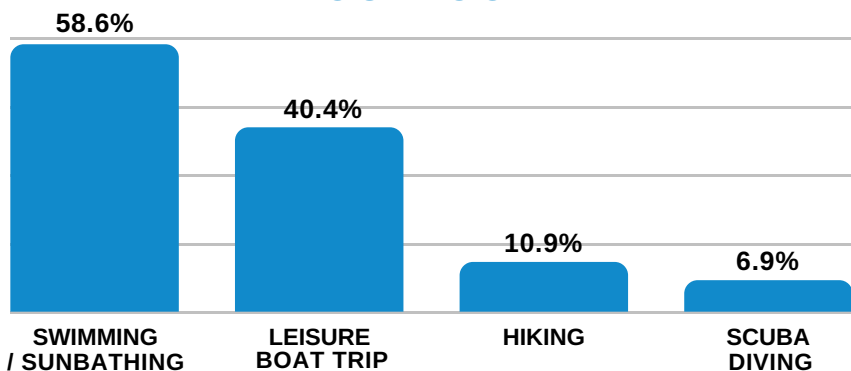
# TRAVEL MOTIVATIONS



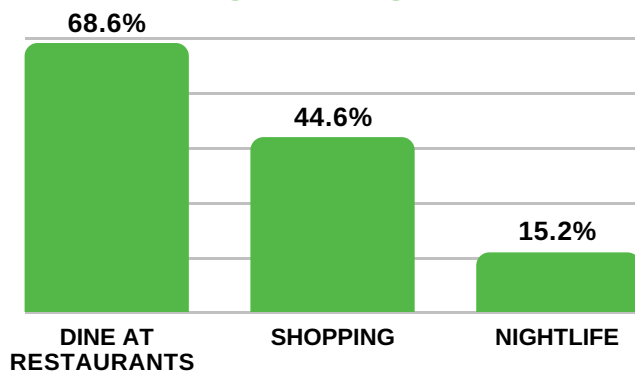
# ACTIVITIES ENGAGED IN CULTURAL



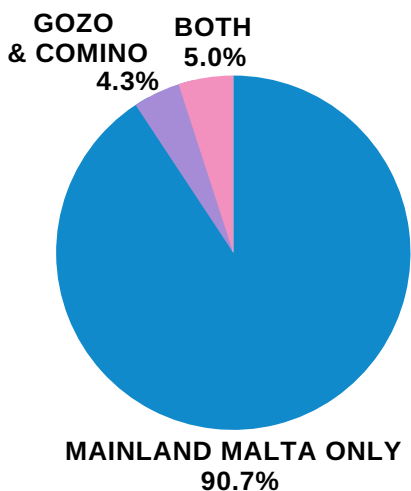
## OUTDOOR



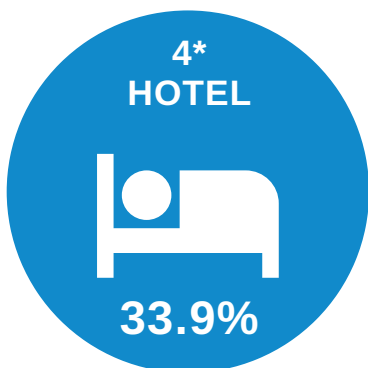
## RECREATIONAL



## TOURISTS SPENDING NIGHTS IN



## TYPE OF ACCOMMODATION USED



Almost one in every four Italian Tourists stayed in a 3\* Hotel.



Little more than one-fifth of Italian Tourists staying in Gozo opted for a Guesthouse or Hostel.

## TOURISTS' EXPECTATIONS OF MALTA



**EXCEEDED**  
22.8%



**MET**  
64.6%



**NOT MET**  
12.6%



**91.1%**  
WOULD RECOMMEND MALTA TO FRIENDS / RELATIVES

