

# SPANISH TOURISTS TO MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL SPANISH TOURISTS: 75,511
- % CHANGE 2017 / 2016: +37.2%
- MARKET SHARE: 3.3%

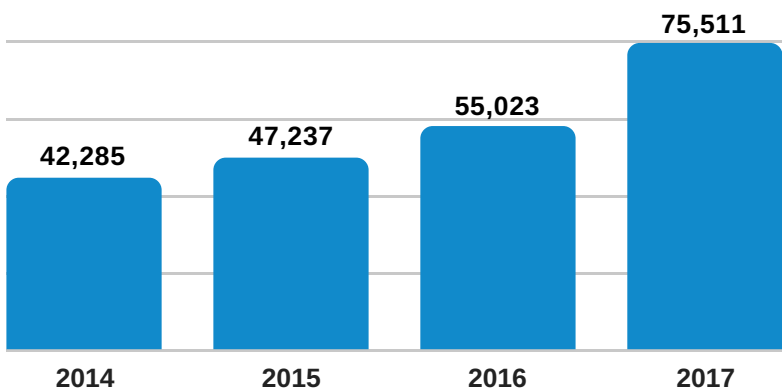
OPERATED BY 5 AIRLINES



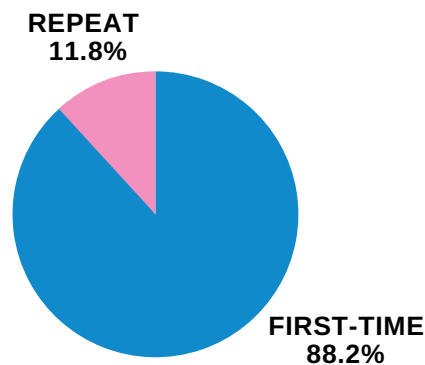
CONNECTED TO 5 AIRPORTS

VALENCIA  
MADRID - BARAJAS  
BARCELONA MALAGA  
GERONA - COSTA BRAVA

## TOTAL INBOUND TOURISTS

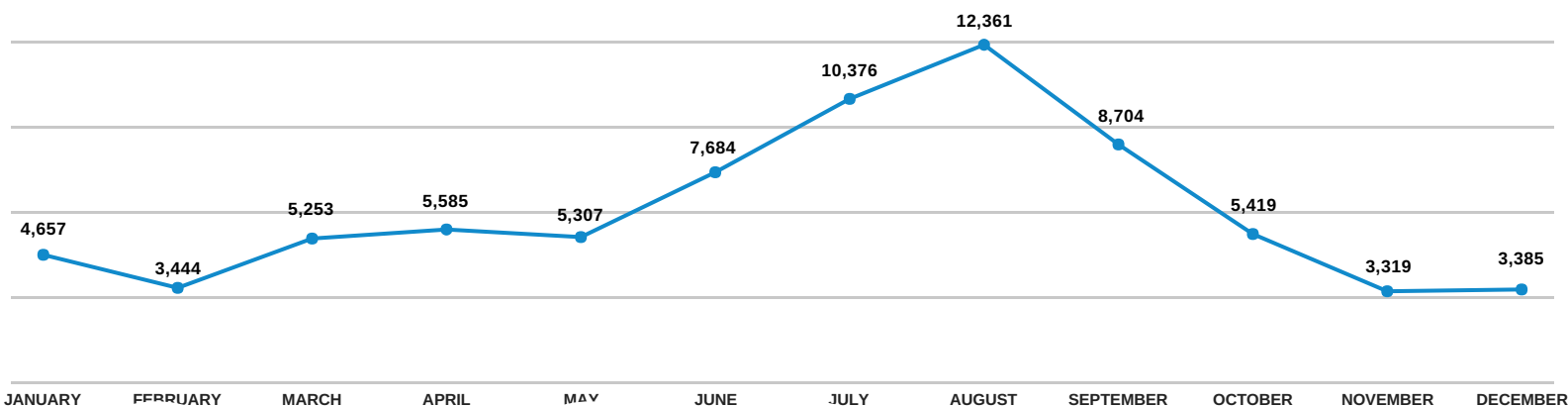


## FIRST-TIME Vs. REPEAT



## INBOUND TOURISTS BY MONTH AND SEASONALITY

The highest percentage increases in Inbound Tourists were recorded in February (+124.7%), January (+91.2%) and March (+73.4%).



17.7%



24.6%



41.6%

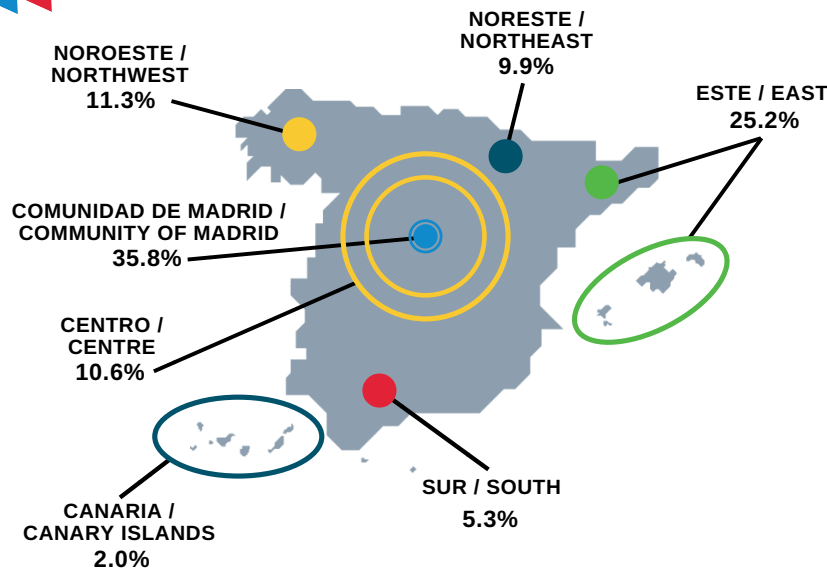


16.1%

In 2017, the most popular months were August (16.4%), July (13.7%) and September (11.5%).



## REGION OF RESIDENCE



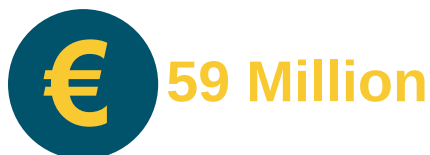
## TOTAL GUEST NIGHTS AND AVERAGE LENGTH OF STAY



In 2017, Total Guest Nights experienced an increase of 24.5% over the previous year.

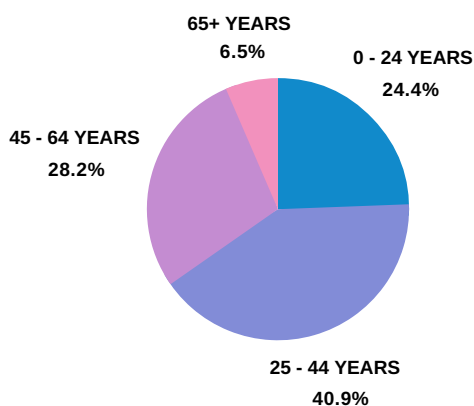
## TOTAL EXPENDITURE

An increase of 35.8% was registered over 2016.



The Average Spend Per Capita was of €782.

## AGE GROUPS



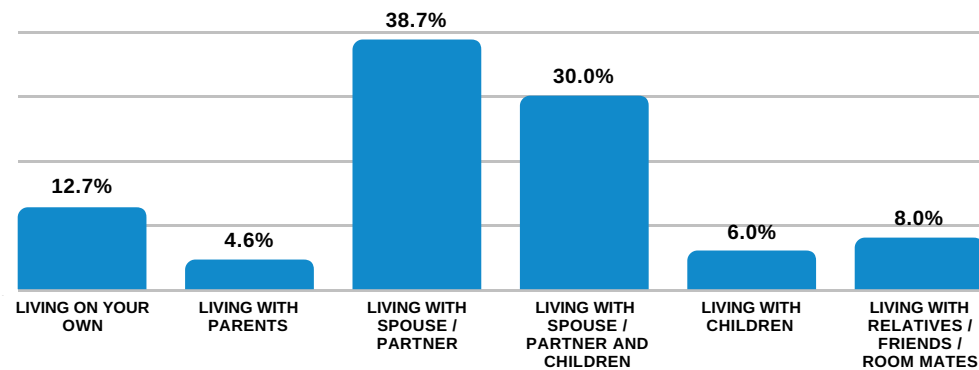
## LEVEL OF EDUCATION

**80.3% Tertiary Level**



Four-fifths of Spanish Tourists had a Tertiary Level of Education.

## LIVING ARRANGEMENTS

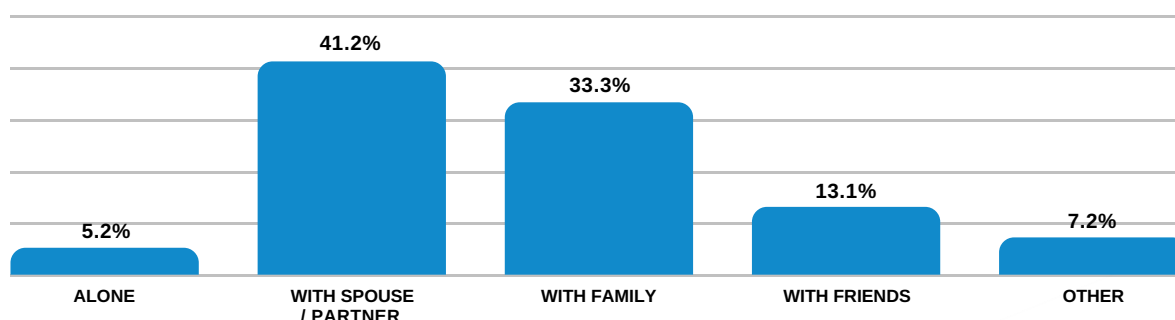


## OCCUPATION AND AVERAGE INCOME

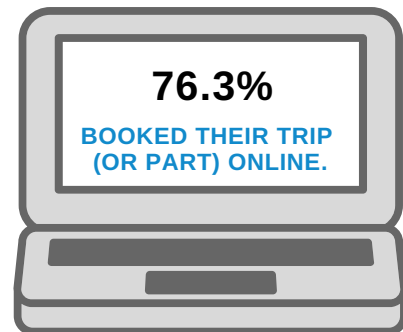
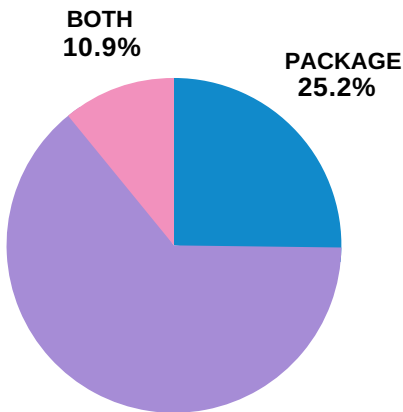


**€ 1,890 / Person / Month**

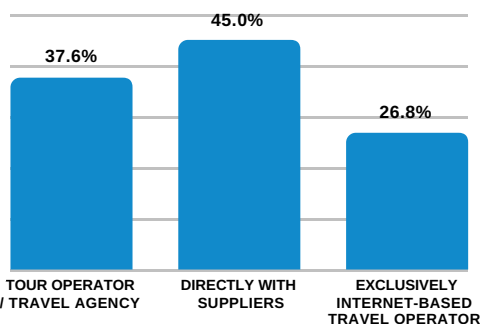
## TRAVELLING PARTY



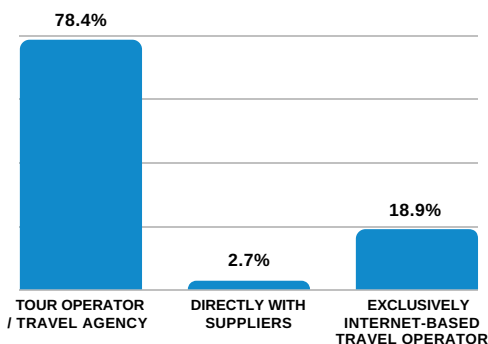
# TYPE OF BOOKING



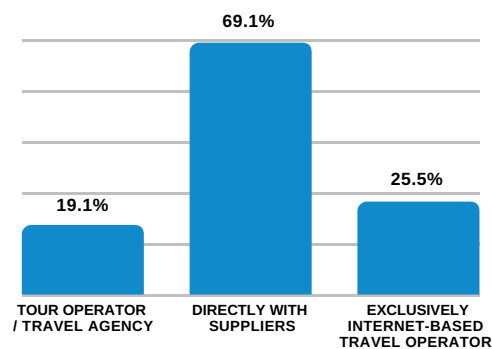
## BOOKING MADE WITH



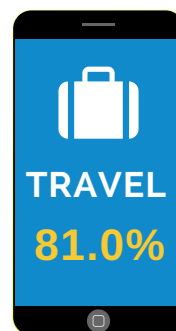
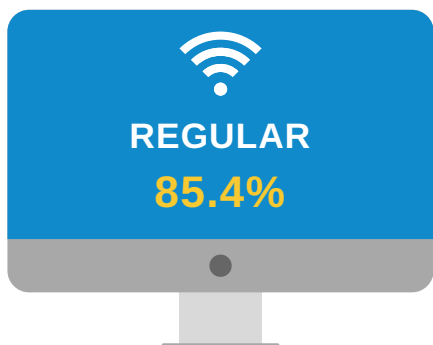
## PACKAGE BOOKINGS MADE WITH



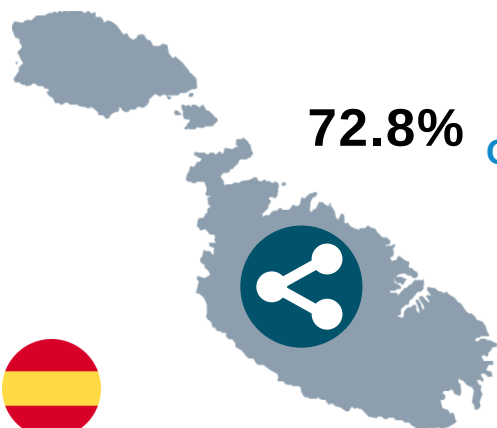
## NON-PACKAGE BOOKINGS MADE WITH



# DIGITAL MEDIA USAGE

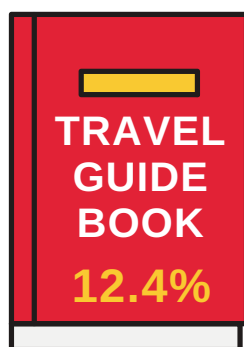
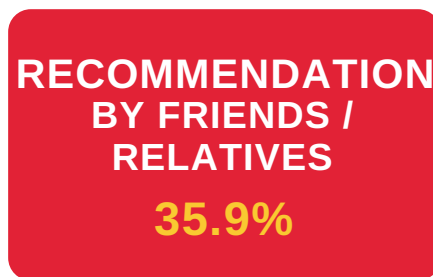
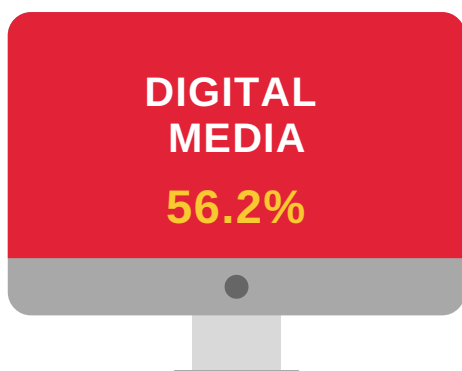


**72.8%** SHARED THEIR EXPERIENCE IN MALTA ON SOCIAL MEDIA DURING THEIR STAY.

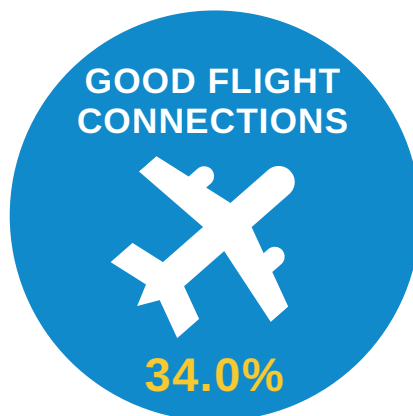


# DESTINATION CHOICE INFLUENCERS

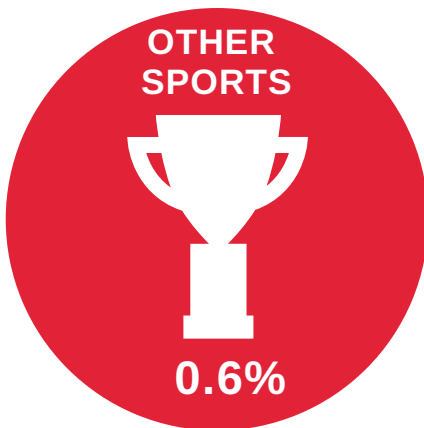
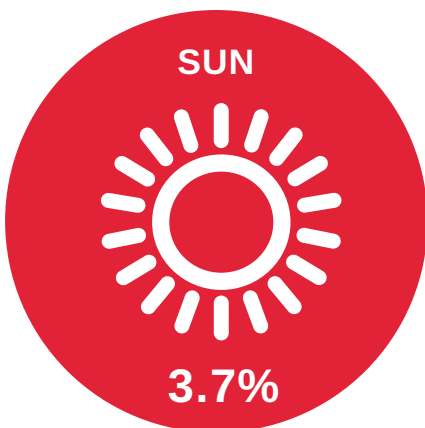
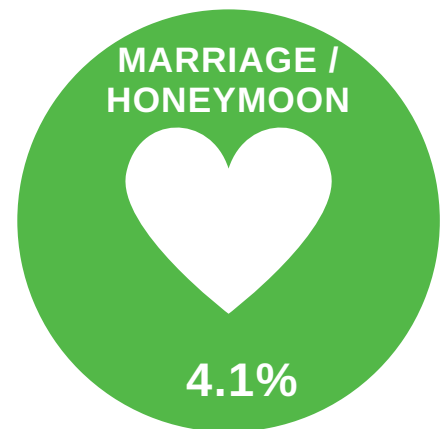
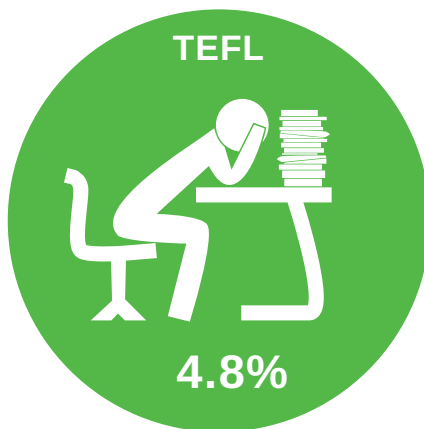
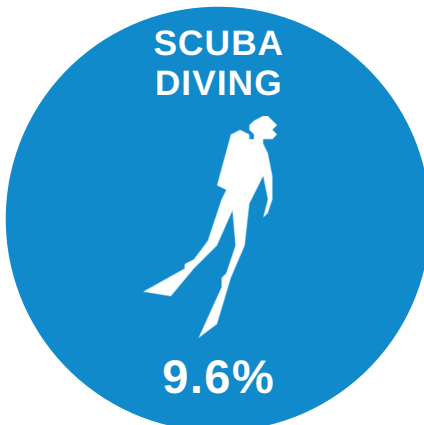
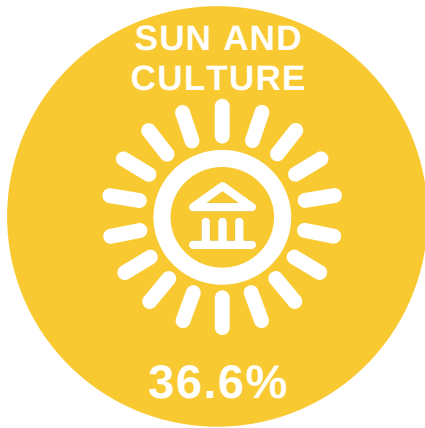
## COMMUNICATION CHANNELS



## OTHER FACTORS

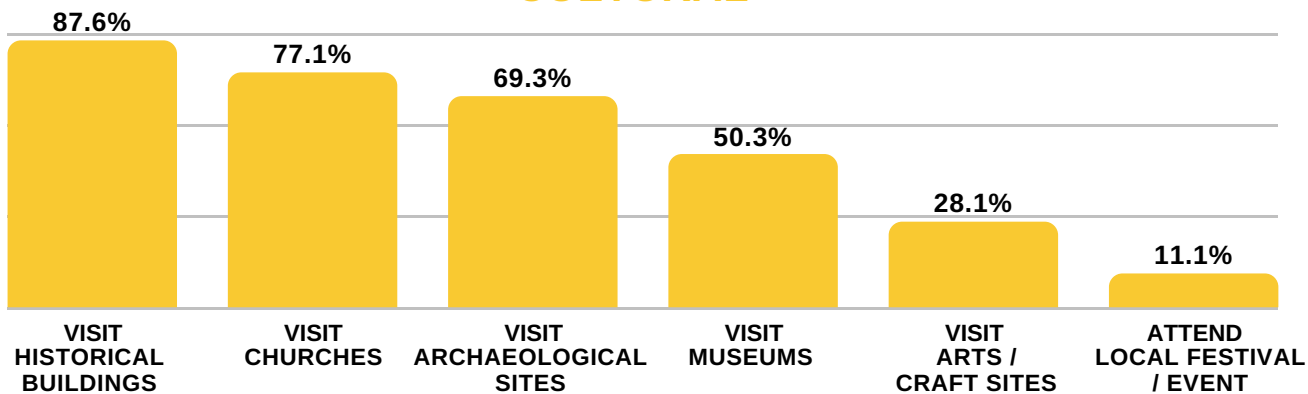


# TRAVEL MOTIVATIONS

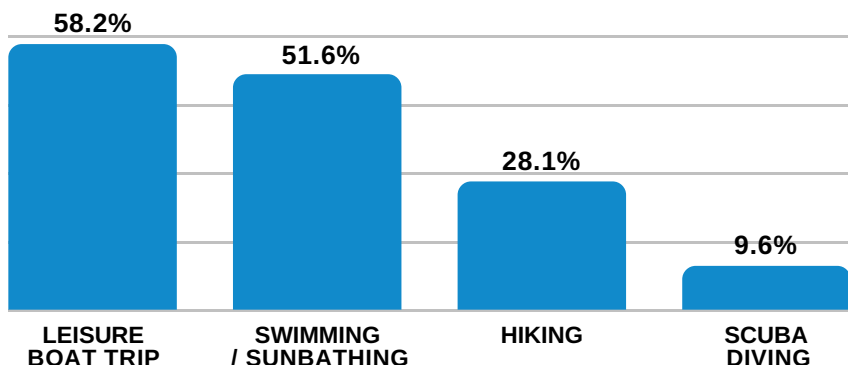


# ACTIVITIES ENGAGED IN

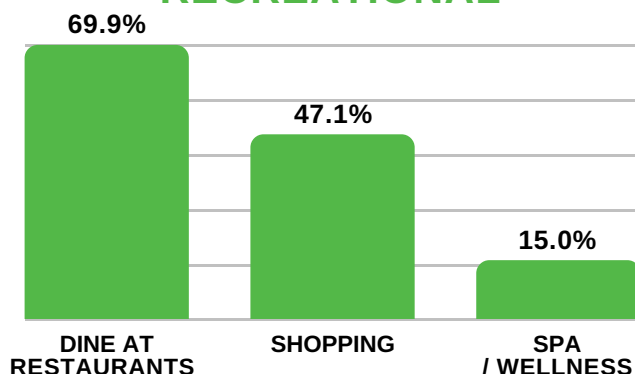
## CULTURAL



## OUTDOOR

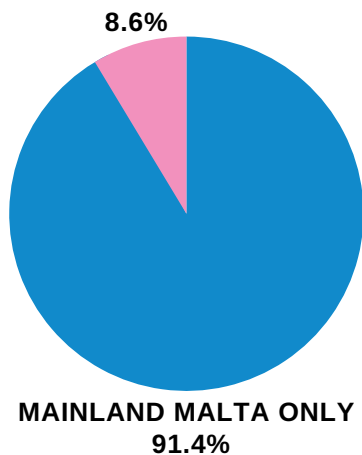


## RECREATIONAL

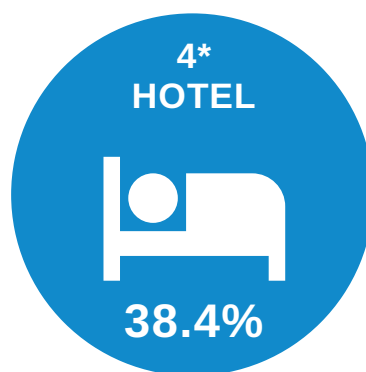


## TOURISTS SPENDING NIGHTS IN

BOTH MAINLAND MALTA AND GOZO & COMINO



## TYPE OF ACCOMMODATION USED



21.2% of Spanish Tourists stayed in Self-Catering / Apartment / Farmhouse / Villa.

## TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED  
19.5%



MET  
65.1%



NOT MET  
15.4%



84.7%  
WOULD RECOMMEND MALTA TO FRIENDS / RELATIVES

