

# SWEDISH TOURISTS TO MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL SWEDISH TOURISTS: 53,949
- % CHANGE 2017 / 2016: +14.5%
- MARKET SHARE: 2.4%

OPERATED BY 2 AIRLINES

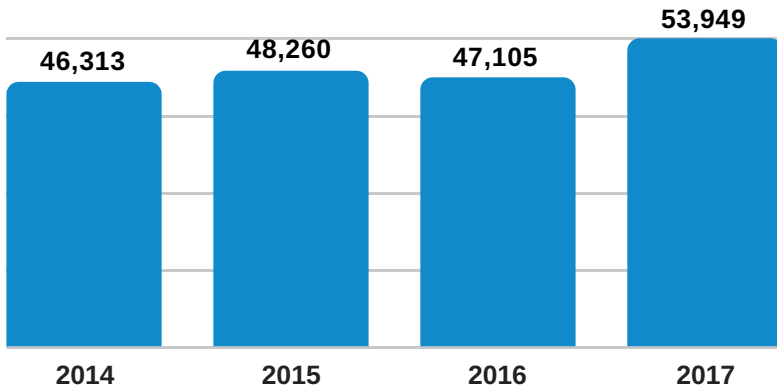


CONNECTED TO 2 AIRPORT

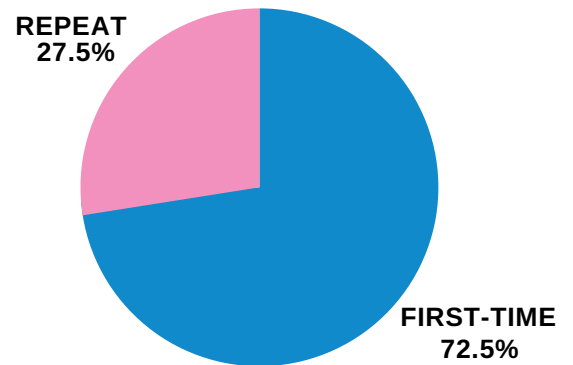
**STOCKHOLM - SKAVSTA**

**STOCKHOLM - ARLANDA**

## TOTAL INBOUND TOURISTS

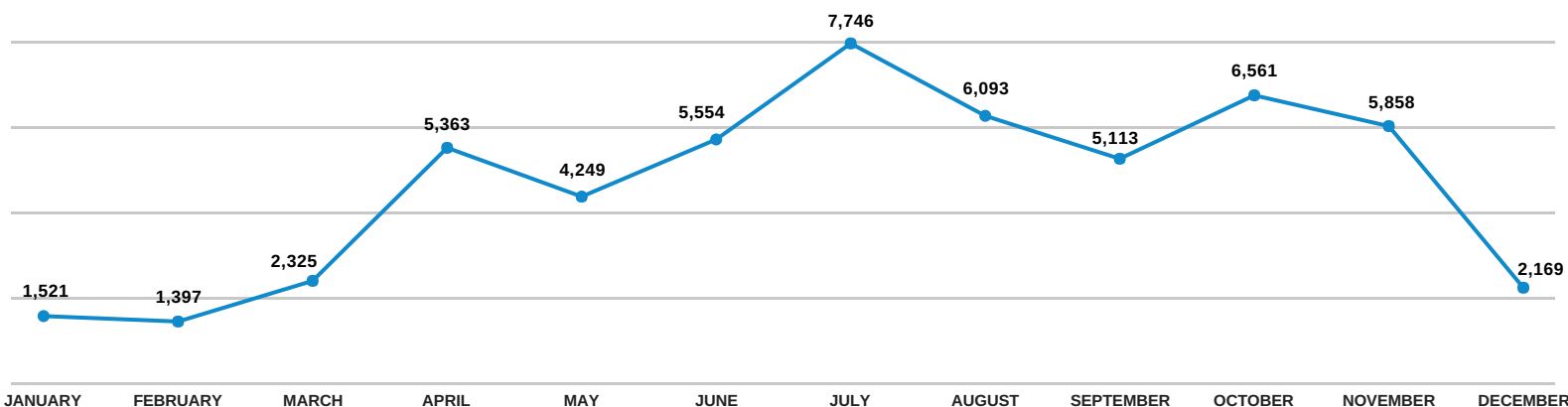


## FIRST-TIME Vs. REPEAT



## INBOUND TOURISTS BY MONTH AND SEASONALITY

The highest percentage increases in Inbound Tourists were recorded in August (+39.6%), September (+35.6%) and July (+30.4%).



9.7%



28.1%



35.1%

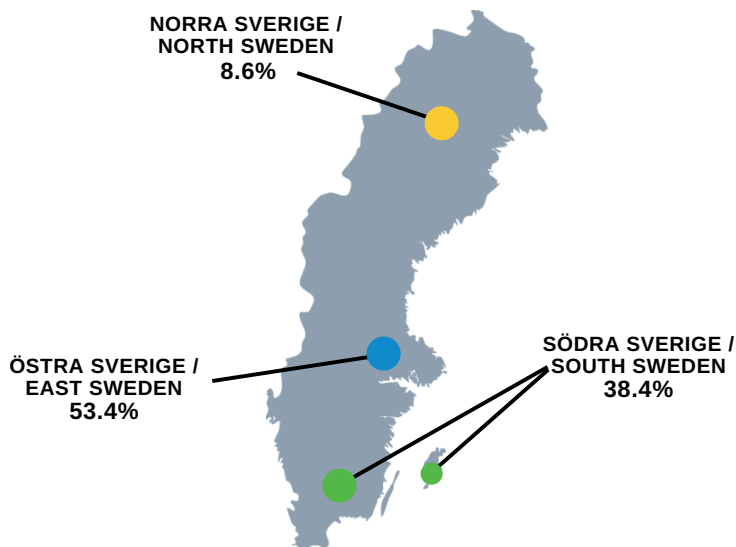


27.0%

In 2017, the most popular months were July (14.4%), October (12.2%) and August (11.3%).



## REGION OF RESIDENCE



## TOTAL GUEST NIGHTS AND AVERAGE LENGTH OF STAY



In 2017, Total Guest Nights experienced an increase of 8.1% over the previous year.

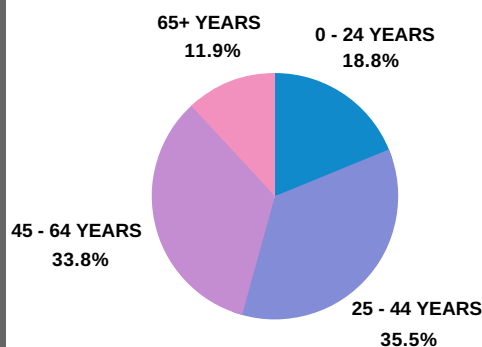
## TOTAL EXPENDITURE

An increase of 18.4% was registered over 2016.

€ 46.6 Million

The Average Spend Per Capita was of €863.

## AGE GROUPS



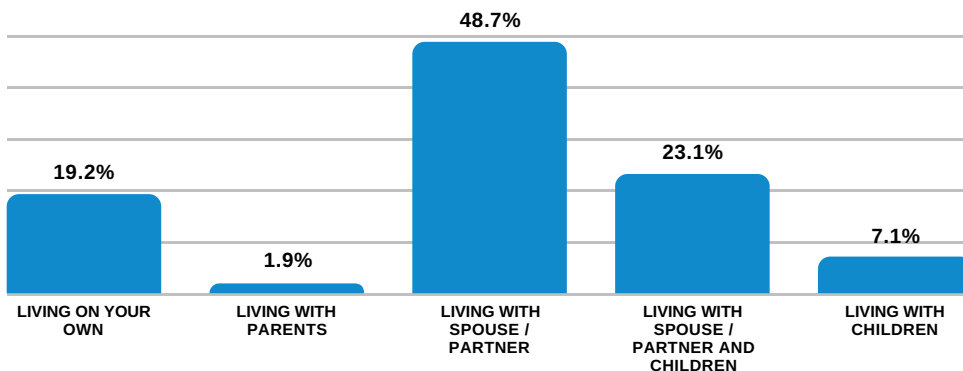
## LEVEL OF EDUCATION

51.7% Tertiary Level

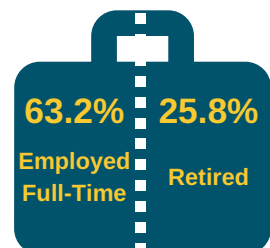


32.4% of Swedish Tourists had a Post-Secondary Level of Education.

## LIVING ARRANGEMENTS

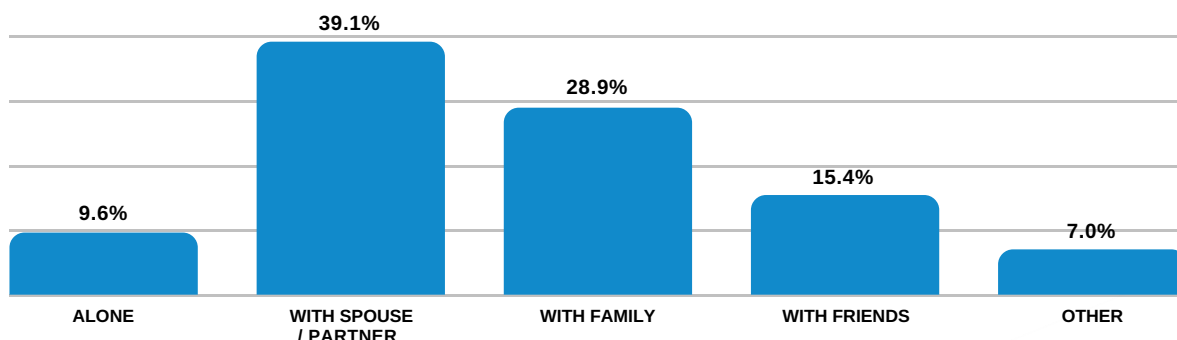


## OCCUPATION AND AVERAGE INCOME

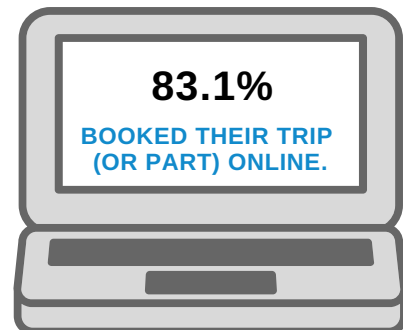
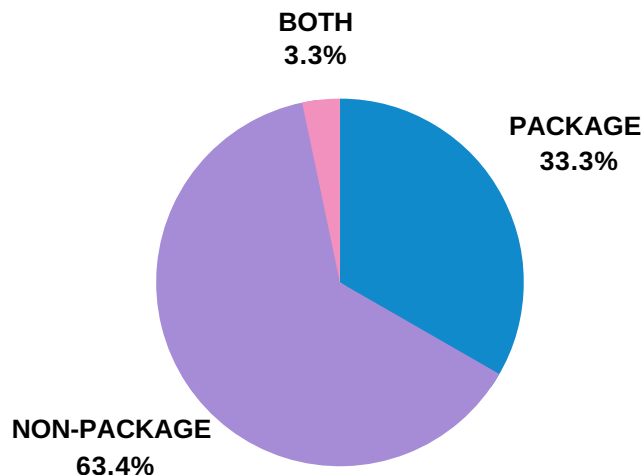


€ 3,307 / Person / Month

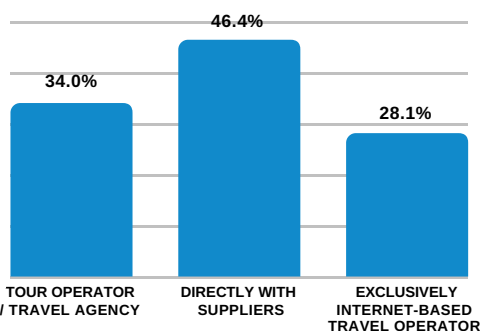
## TRAVELLING PARTY



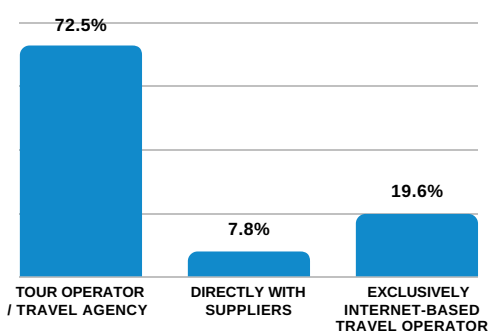
# TYPE OF BOOKING



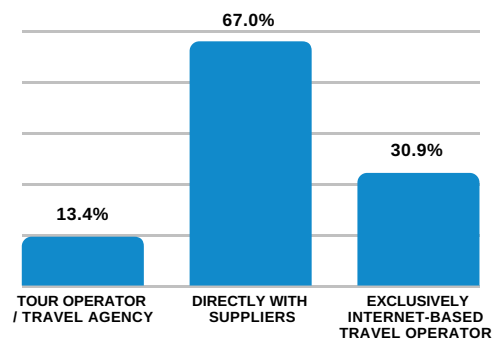
## BOOKING MADE WITH



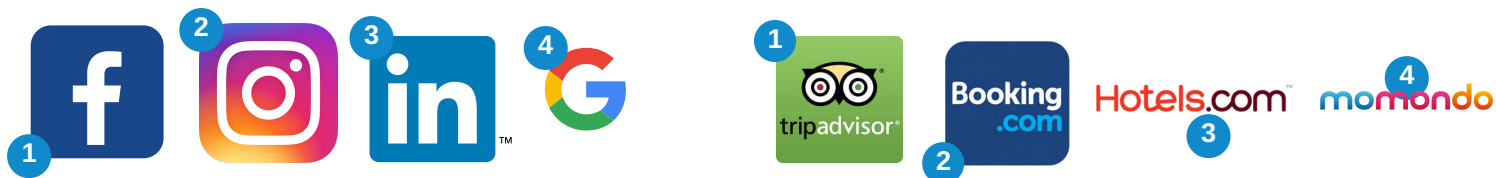
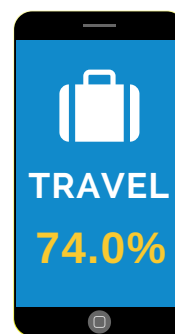
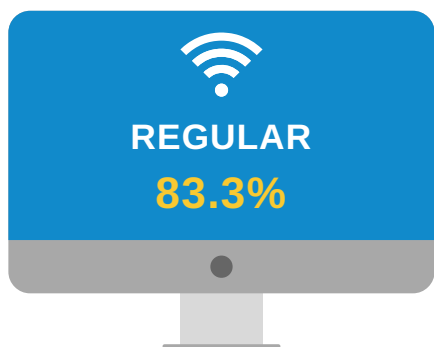
## PACKAGE BOOKINGS MADE WITH



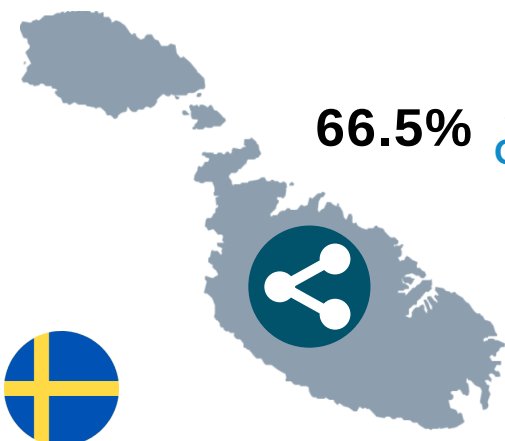
## NON-PACKAGE BOOKINGS MADE WITH



# DIGITAL MEDIA USAGE



**66.5%** SHARED THEIR EXPERIENCE IN MALTA ON SOCIAL MEDIA DURING THEIR STAY.



# DESTINATION CHOICE INFLUENCERS

## COMMUNICATION CHANNELS

DIGITAL MEDIA

47.5%

RECOMMENDATION BY FRIENDS / RELATIVES

37.8%

TOUR OPERATOR BROCHURE / WEB

12.8%

NEWSPAPER / MAGAZINE ADVERT / ARTICLE



8.3%

TRAVEL GUIDE BOOK

6.4%

## OTHER FACTORS

New!

DESTINATION

59.6%

GOOD FLIGHT CONNECTIONS



32.1%

ENGLISH SPOKEN WIDELY

Hello!

27.6%

COST / VALUE FOR MONEY



16.7%

MALTESE HOSPITALITY



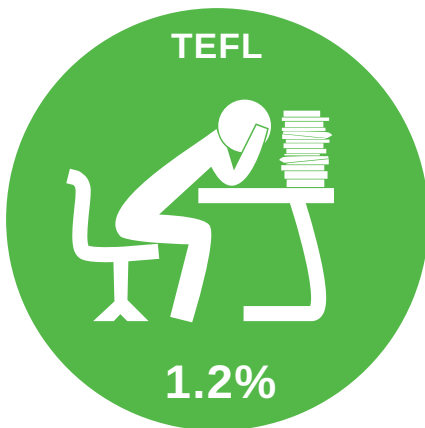
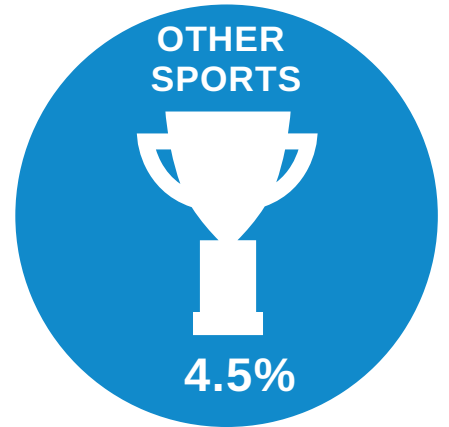
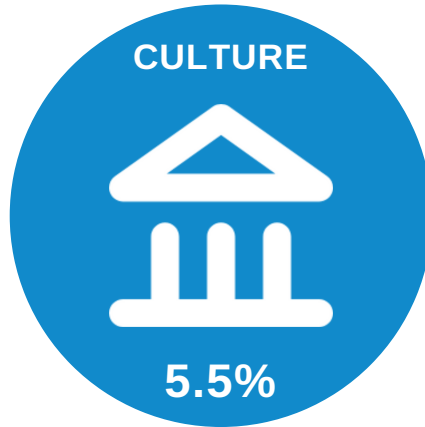
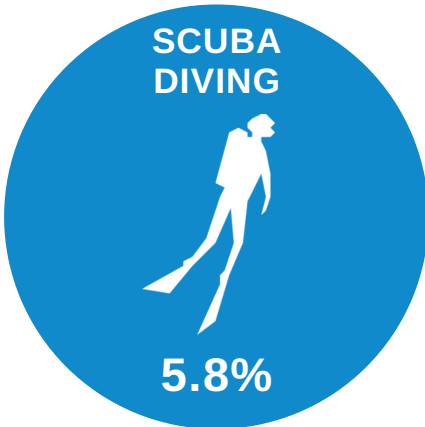
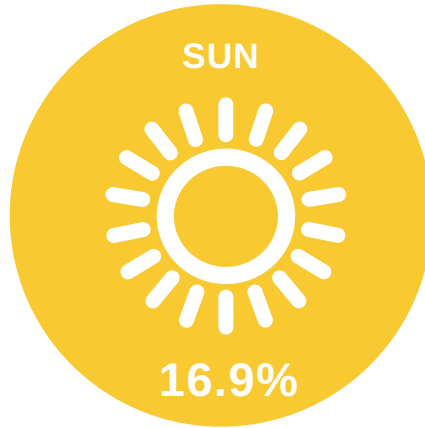
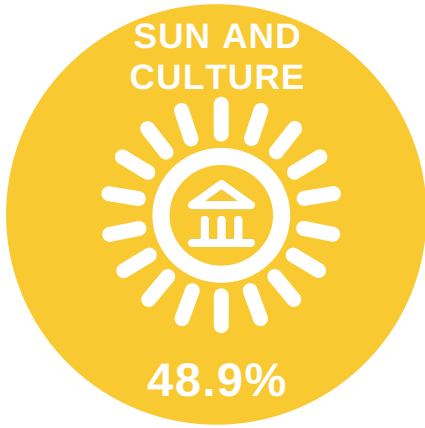
9.0%

PREVIOUS VISIT

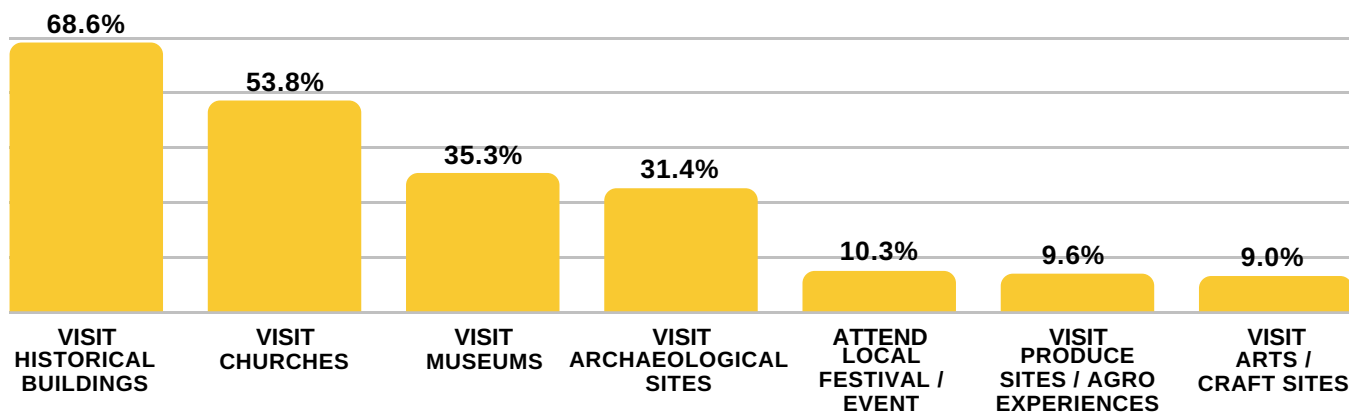
22.4%



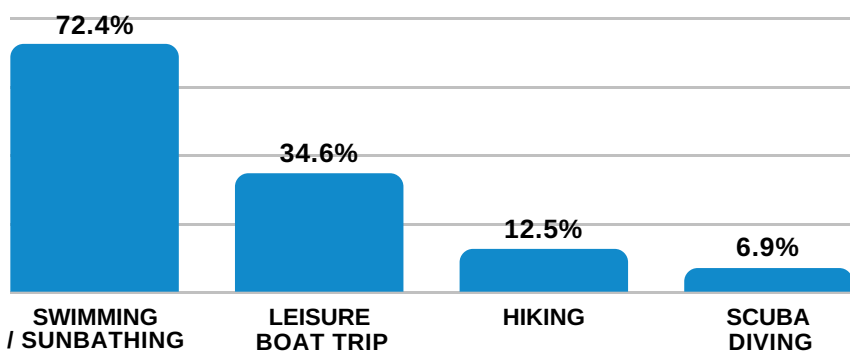
# TRAVEL MOTIVATIONS



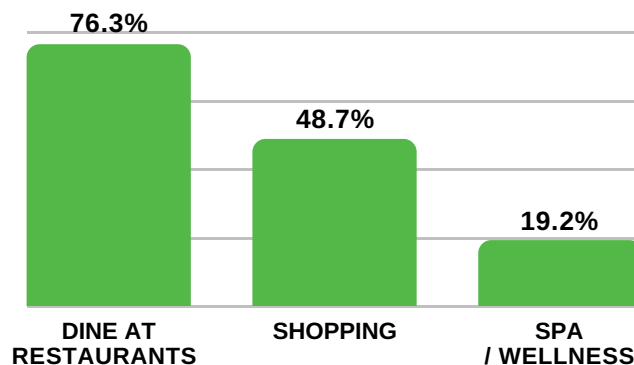
# ACTIVITIES ENGAGED IN CULTURAL



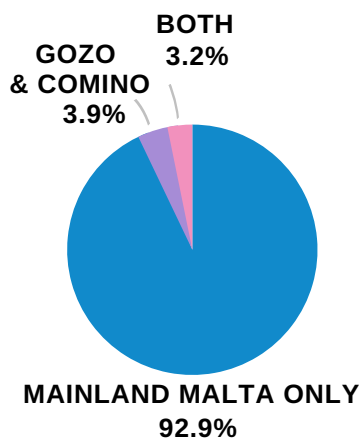
## OUTDOOR



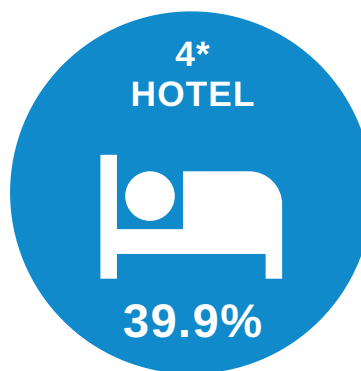
## RECREATIONAL



## TOURISTS SPENDING NIGHTS IN



## TYPE OF ACCOMMODATION USED



21.6% of Swedish Tourists stayed in 5\* Hotels.

## TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED  
27.5%



MET  
66.0%



NOT MET  
6.5%



93.4%  
WOULD RECOMMEND MALTA TO FRIENDS / RELATIVES

