

SWISS TOURISTS TO MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL SWISS TOURISTS: 44,065
- % CHANGE 2017 / 2016: +8.8%
- MARKET SHARE: 1.9%

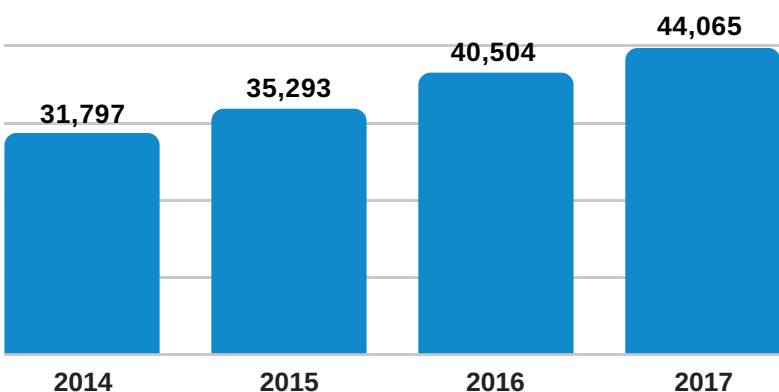
OPERATED BY 3 AIRLINES



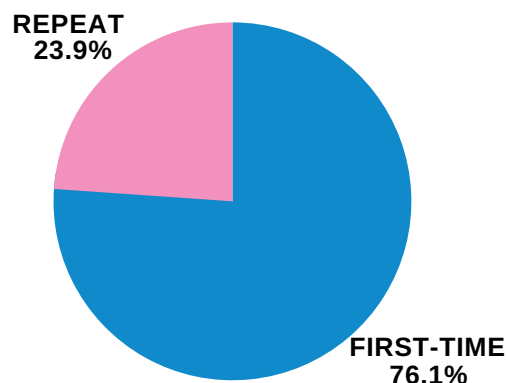
CONNECTED TO 2 AIRPORTS

ZÜRICH
GENEVA

TOTAL INBOUND TOURISTS

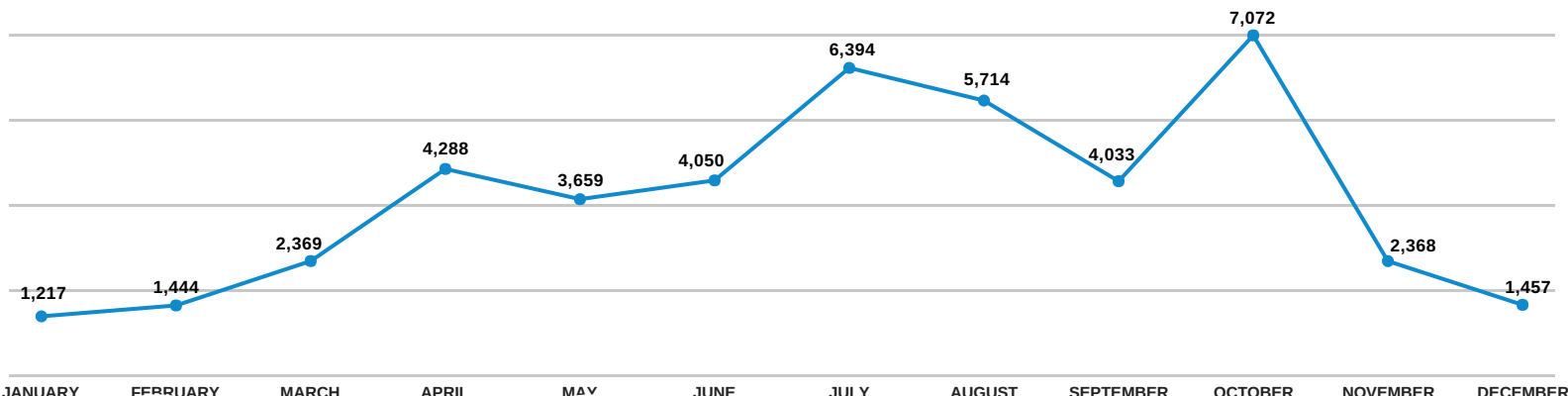


FIRST-TIME Vs. REPEAT



INBOUND TOURISTS BY MONTH AND SEASONALITY

The highest percentage increases in Inbound Tourists were recorded in March (+76.8%), January (+56.4%) and April (+41.5%).



11.4%



27.2%



36.6%

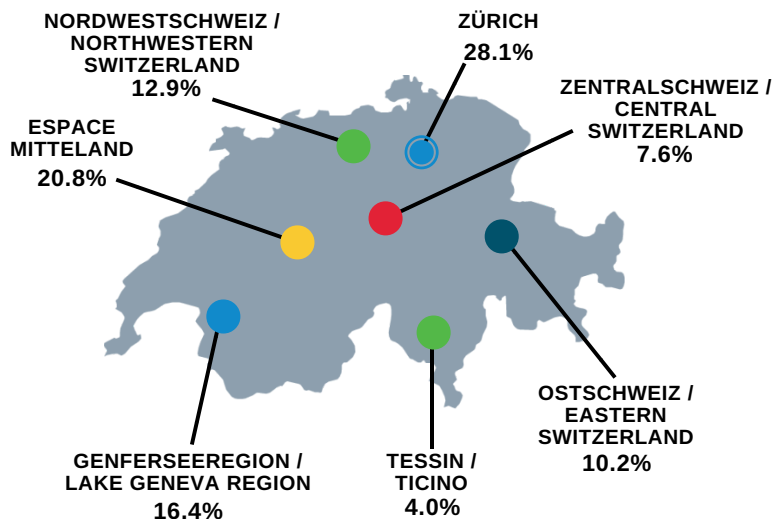


24.7%

In 2017, the most popular months were October (16.0%), July (14.5%) and August (13.0%).



REGION OF RESIDENCE



TOTAL GUEST NIGHTS AND AVERAGE LENGTH OF STAY



In 2017, Total Guest Nights experienced an increase of 3.4% over the previous year.

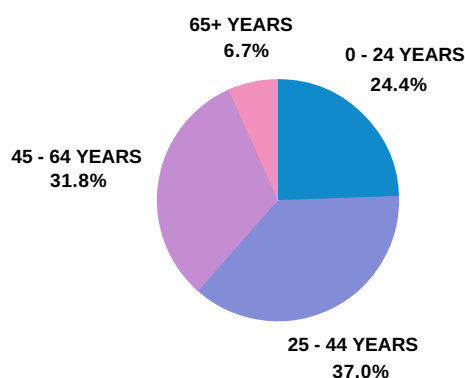
TOTAL EXPENDITURE

An increase of 5.1% was registered over 2016.

€ 50.1 Million

The Average Spend Per Capita was of €1,137.

AGE GROUPS



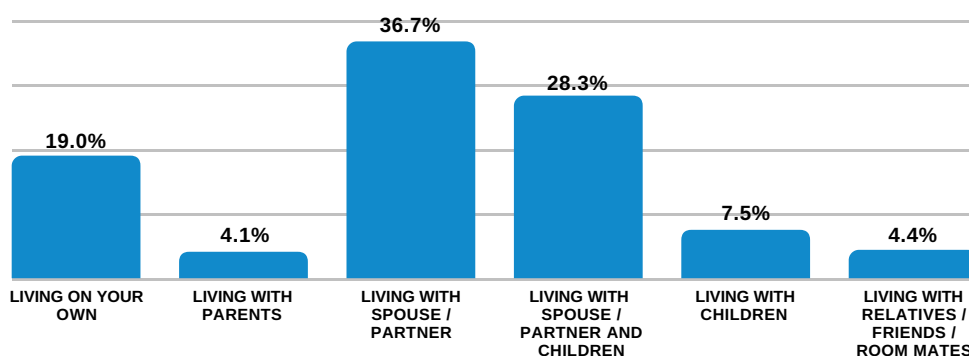
LEVEL OF EDUCATION

51.4% Tertiary Level

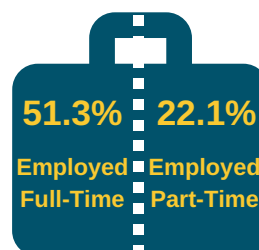


Little over than one-third of Swiss Tourists underwent Vocational Training.

LIVING ARRANGEMENTS

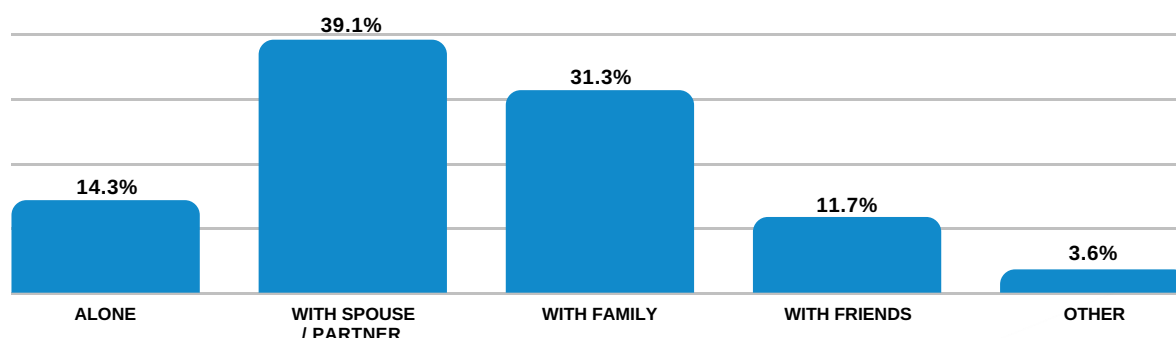


OCCUPATION AND AVERAGE INCOME

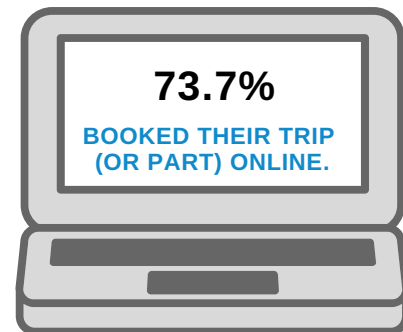
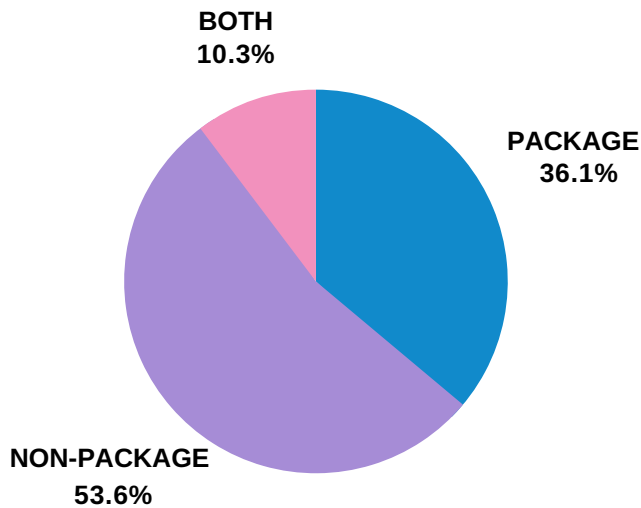


€ 5,122 / Person / Month

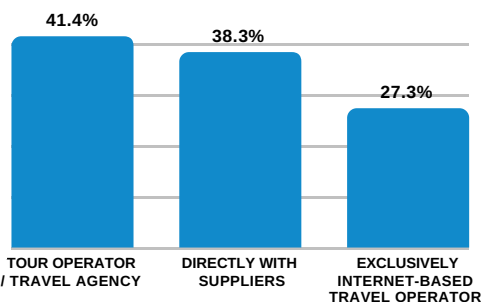
TRAVELLING PARTY



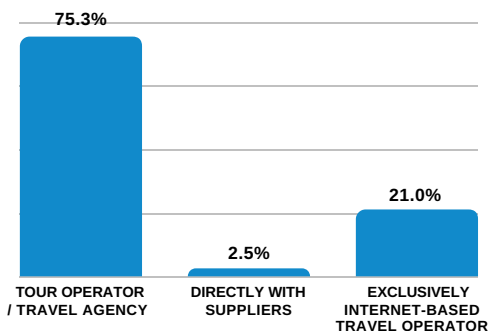
TYPE OF BOOKING



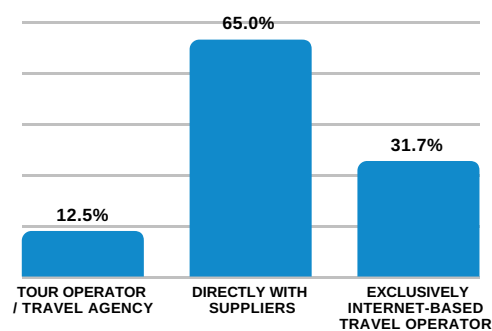
BOOKING MADE WITH



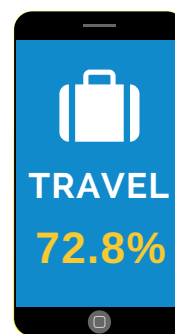
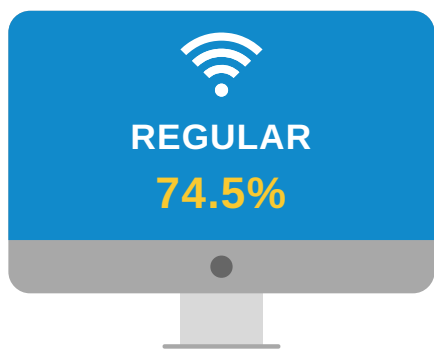
PACKAGE BOOKINGS MADE WITH



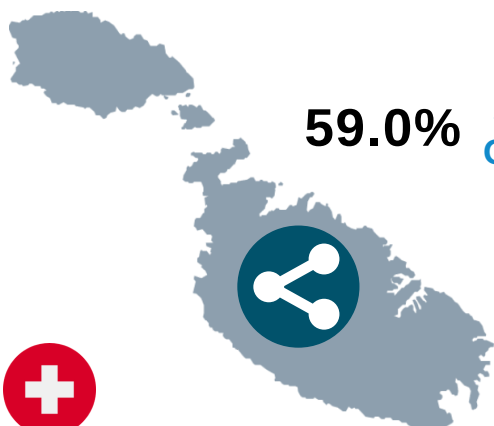
NON-PACKAGE BOOKINGS MADE WITH



DIGITAL MEDIA USAGE

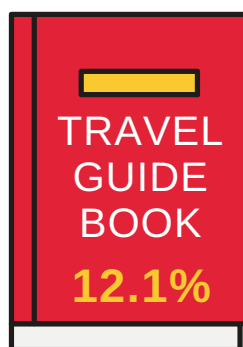
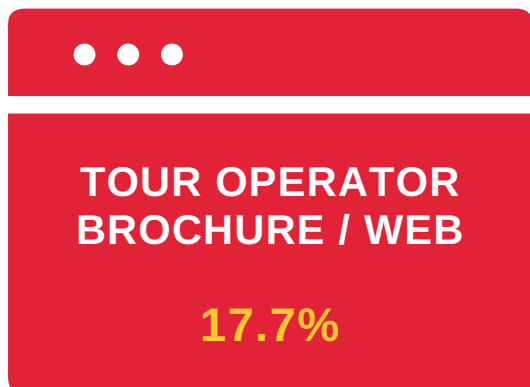
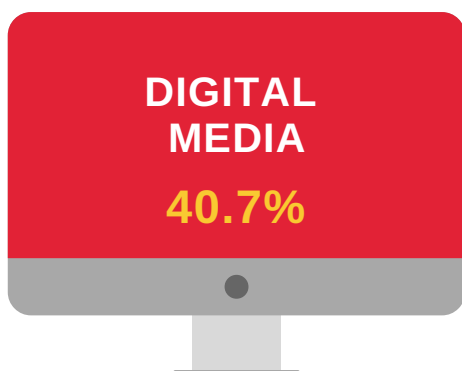


59.0% SHARED THEIR EXPERIENCE IN MALTA ON SOCIAL MEDIA DURING THEIR STAY.



DESTINATION CHOICE INFLUENCERS

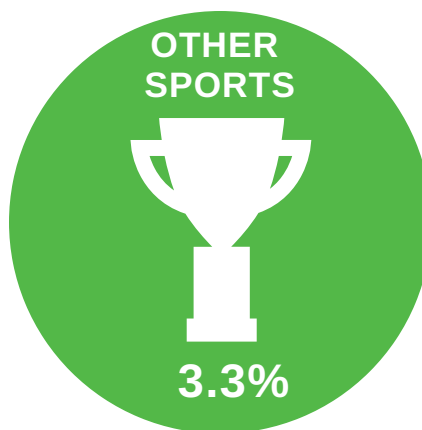
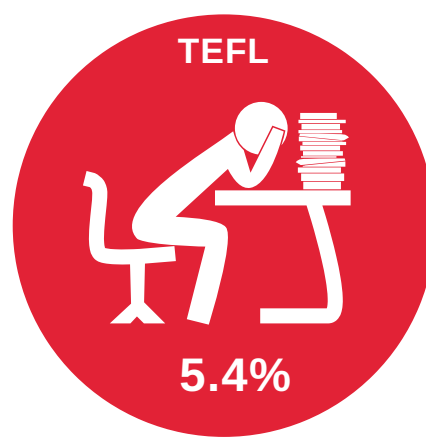
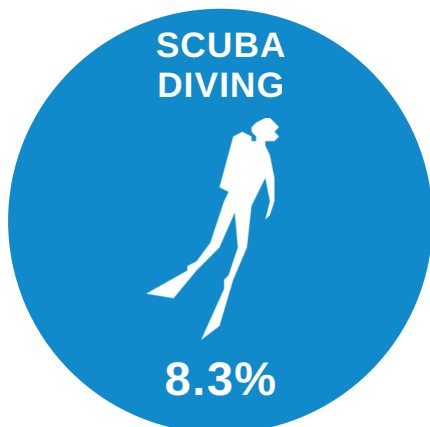
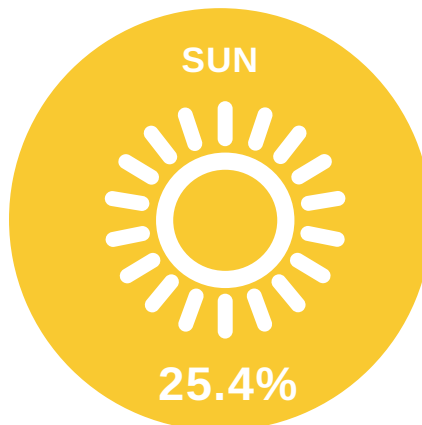
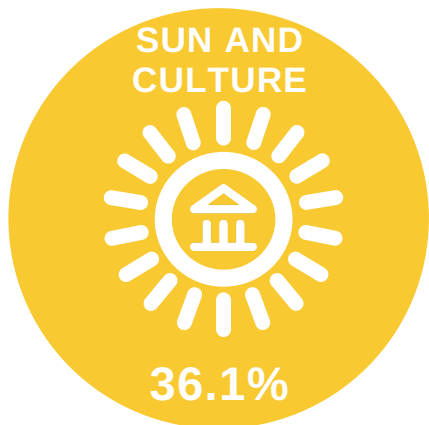
COMMUNICATION CHANNELS



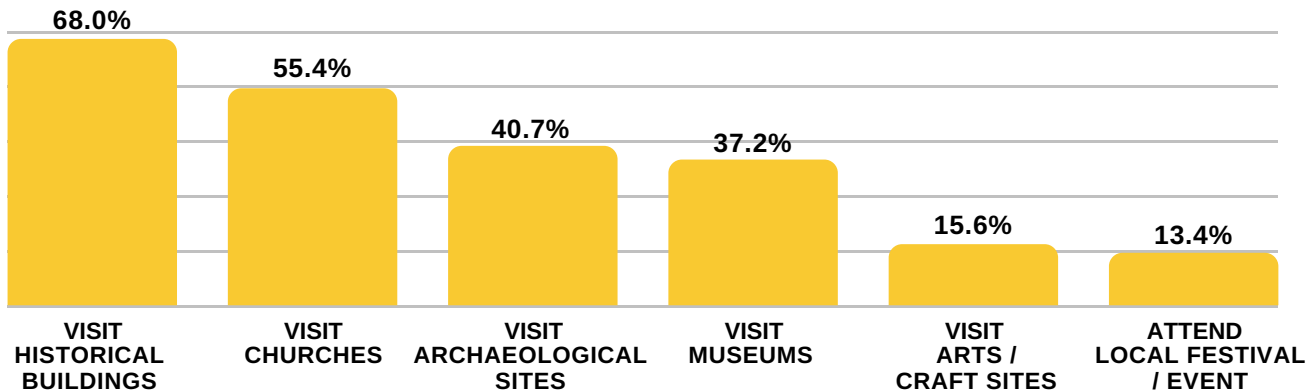
OTHER FACTORS



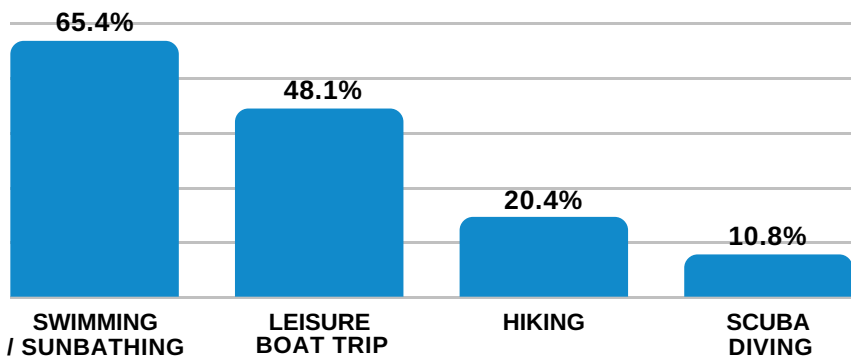
TRAVEL MOTIVATIONS



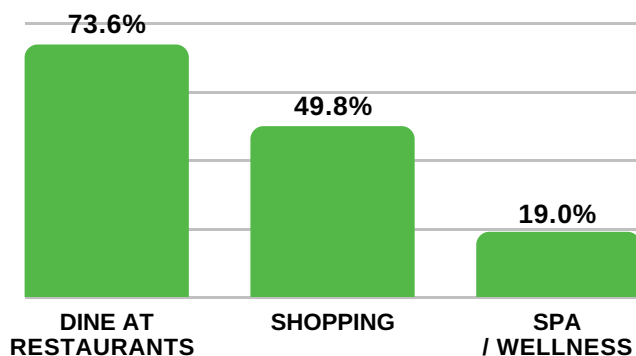
ACTIVITIES ENGAGED IN CULTURAL



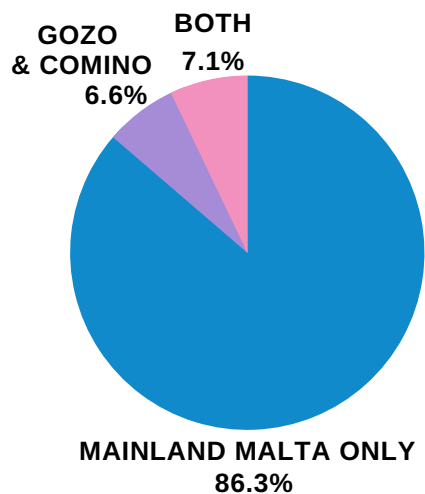
OUTDOOR



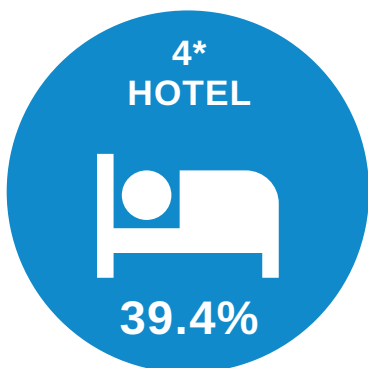
RECREATIONAL



TOURISTS SPENDING NIGHTS IN



TYPE OF ACCOMMODATION USED



17.4% of Swiss Tourists stayed in Self-Catering / Apartment / Farmhouse / Villa.



Over one-fifth of Swiss Tourists stayed in 4* Hotels.

TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED
18.0%



MET
72.8%



NOT MET
9.2%



88.4%
WOULD RECOMMEND MALTA TO FRIENDS / RELATIVES

