

UK TOURISTS TO MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL UK TOURISTS: 560,893
- % CHANGE 2017 / 2016: +0.2%
- MARKET SHARE: 24.7%
- MALTA'S LARGEST MARKET

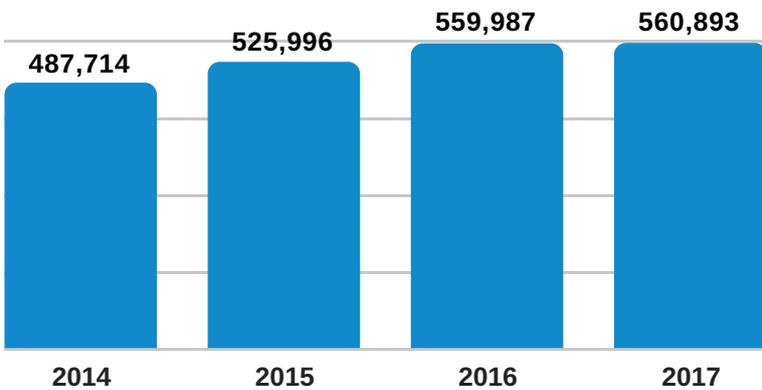
OPERATED BY 7 AIRLINES



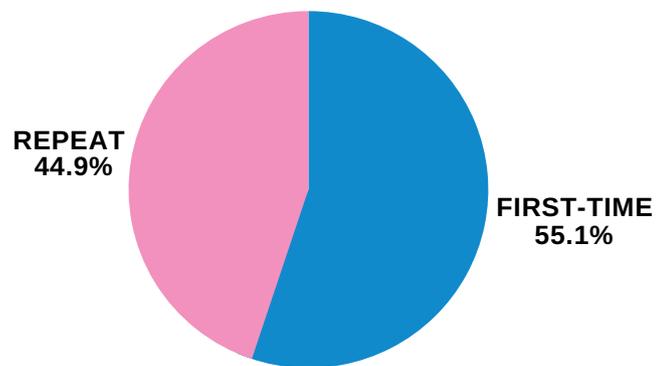
CONNECTED TO 17 AIRPORTS

- LIVERPOOL - JOHN LENNON
- EDINBURGH - TURNHOUSE
- BRISTOL
- BELFAST INTERNATIONAL
- LONDON - STANSTED
- LONDON - HEATHROW**
- LONDON - GATWICK**
- NEWCASTLE
- LONDON - LUTON
- GLASGOW
- MANCHESTER**
- LEEDS - BRADFORD
- LONDON - SOUTHEND
- BIRMINGHAM
- GLASGOW - PRESTWICK
- NOTTINGHAM - EAST MIDLANDS**
- BOURNEMOUTH INTERNATIONAL

TOTAL INBOUND TOURISTS

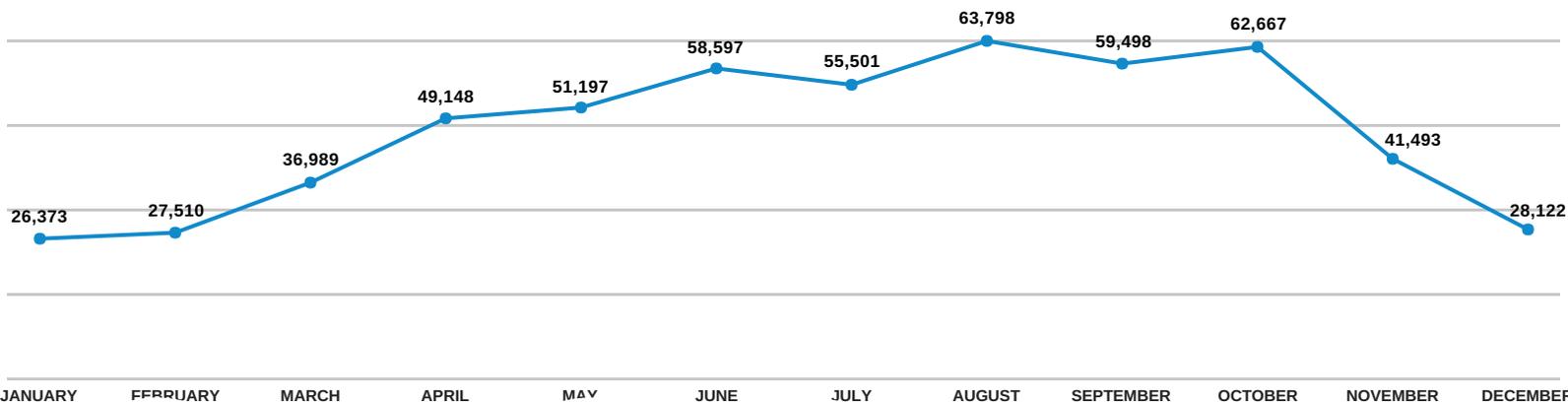


FIRST-TIME Vs. REPEAT



INBOUND TOURISTS BY MONTH AND SEASONALITY

The highest percentage increases in Inbound Tourists were recorded in January (+13.5%), November (+12.8%) and December (+4.9%).



16.2%



28.3%



31.9%

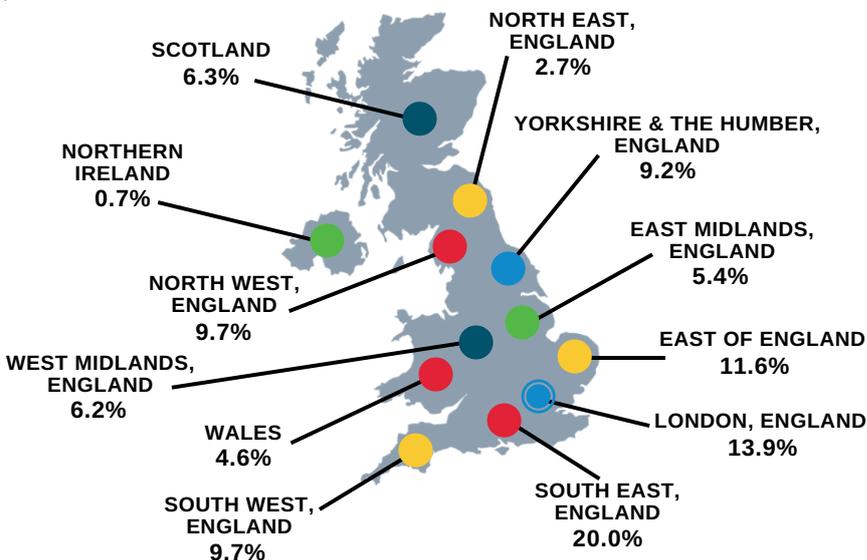


23.6%

In 2017, the most popular months were August (11.4%), October (11.2%) and September (10.6%).



REGION OF RESIDENCE



TOTAL GUEST NIGHTS AND AVERAGE LENGTH OF STAY



In 2017, Total Guest Nights experienced a decrease of 5.3% over the previous year.

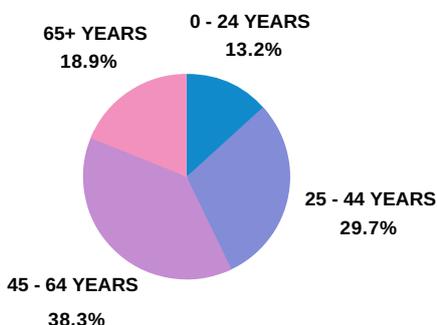
TOTAL EXPENDITURE

A decrease of 2.5% was registered over 2016.

€ 473.1 Million

The Average Spend Per Capita was of €843.

AGE GROUPS



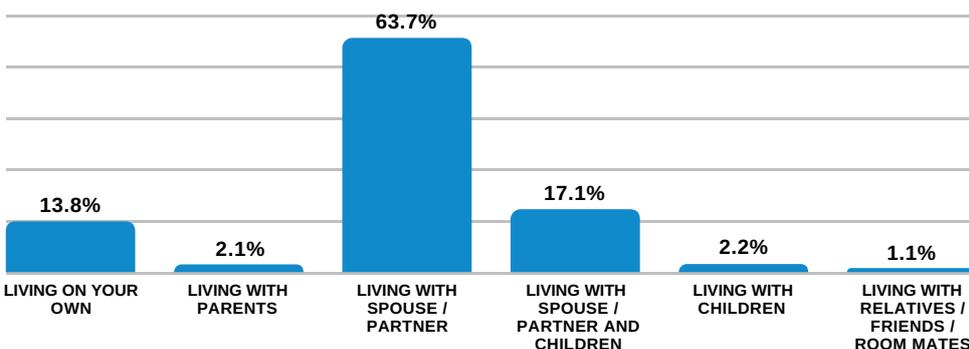
LEVEL OF EDUCATION

48.4% Tertiary Level



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

LIVING ARRANGEMENTS

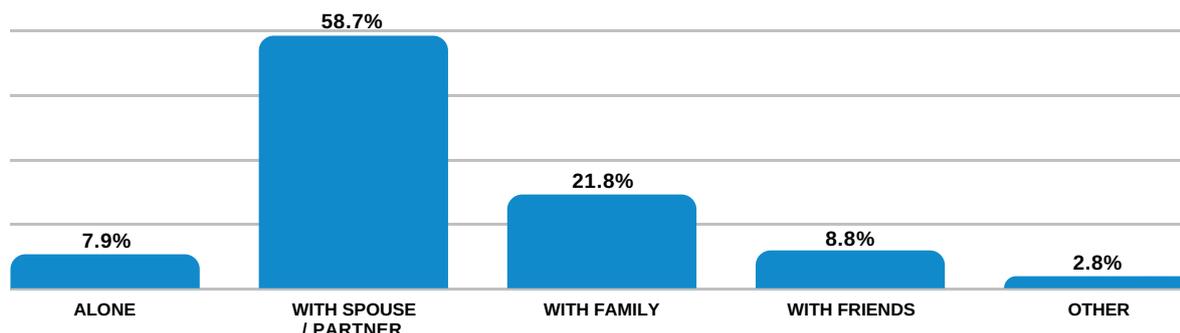


OCCUPATION AND AVERAGE INCOME

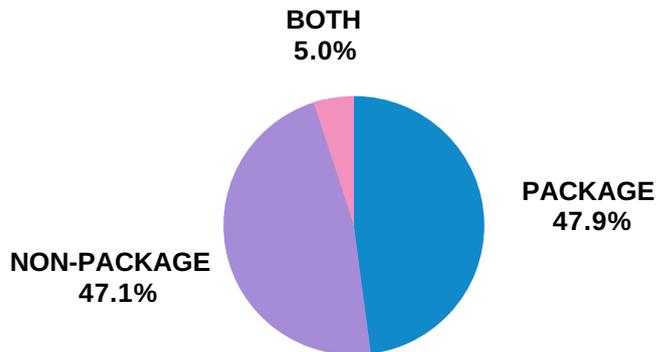


€ 2,635 / Person / Month

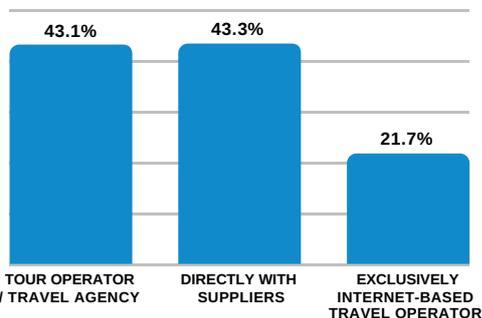
TRAVELLING PARTY



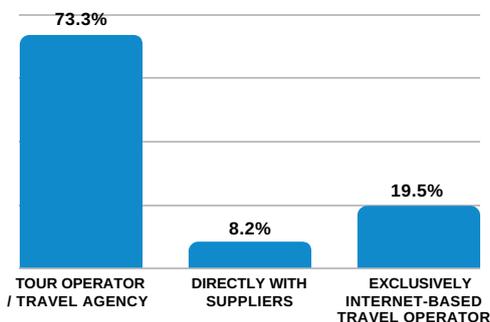
TYPE OF BOOKING



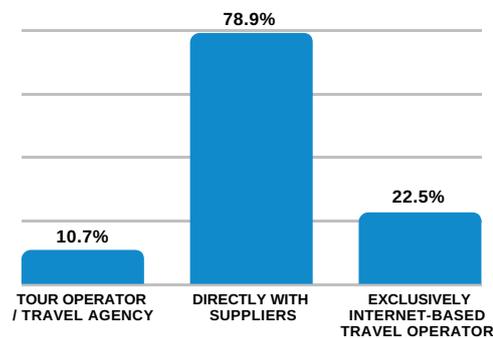
BOOKING MADE WITH



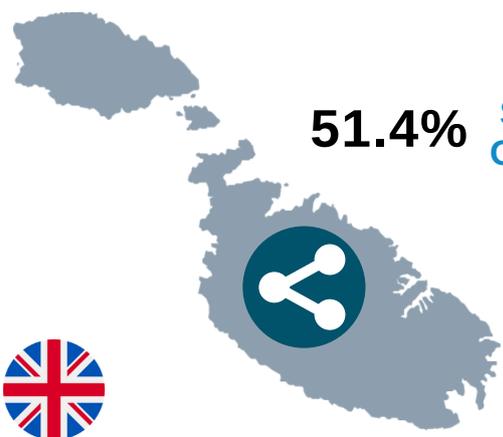
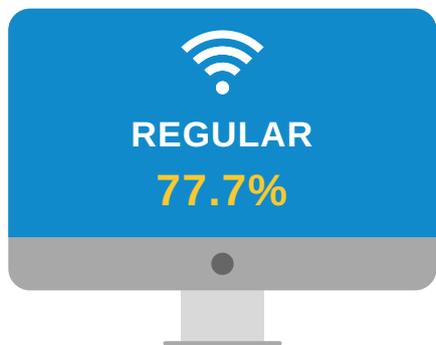
PACKAGE BOOKINGS MADE WITH



NON-PACKAGE BOOKINGS MADE WITH



DIGITAL MEDIA USAGE



DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS

RECOMMENDATION
BY FRIENDS /
RELATIVES

37.4%

DIGITAL
MEDIA

30.7%

TOUR OPERATOR
BROCHURE / WEB

25.6%

TRAVEL
GUIDE
BOOK

10.1%

NEWSPAPER /
MAGAZINE ADVERT
/ ARTICLE



7.9%

OTHER FACTORS

PREVIOUS
VISIT

45.2%

New!
DESTINATION

42.0%

ENGLISH
SPOKEN WIDELY

Hello!

38.6%

GOOD FLIGHT
CONNECTIONS



36.0%

MALTESE
HOSPITALITY



31.2%

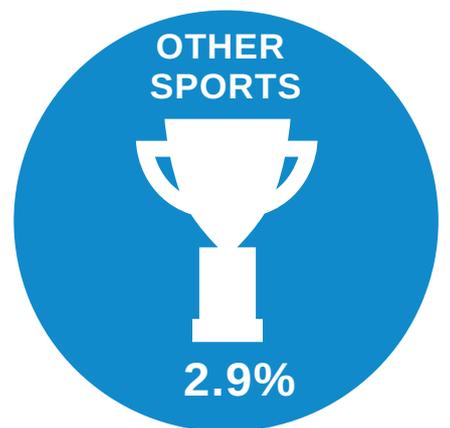
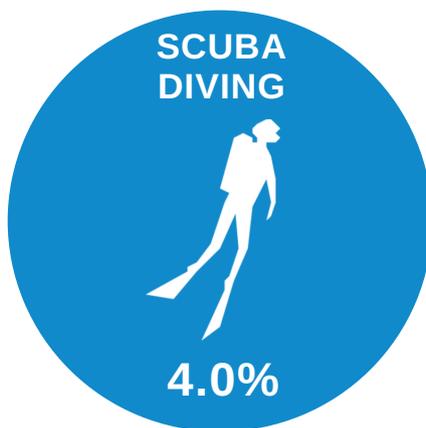
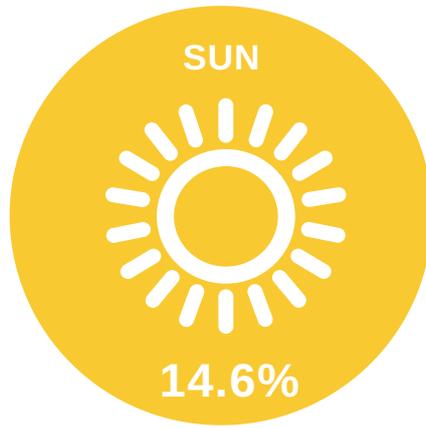
COST /
VALUE FOR
MONEY



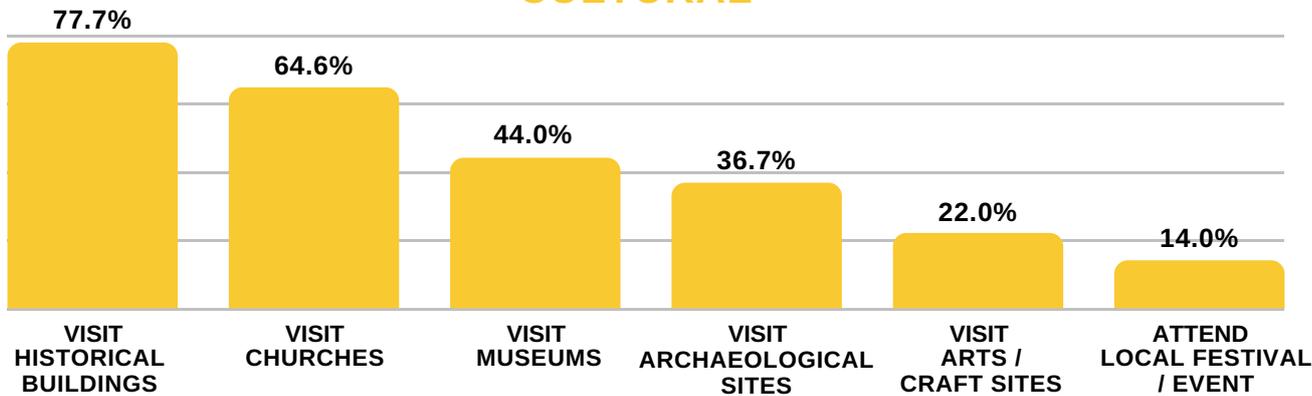
29.3%



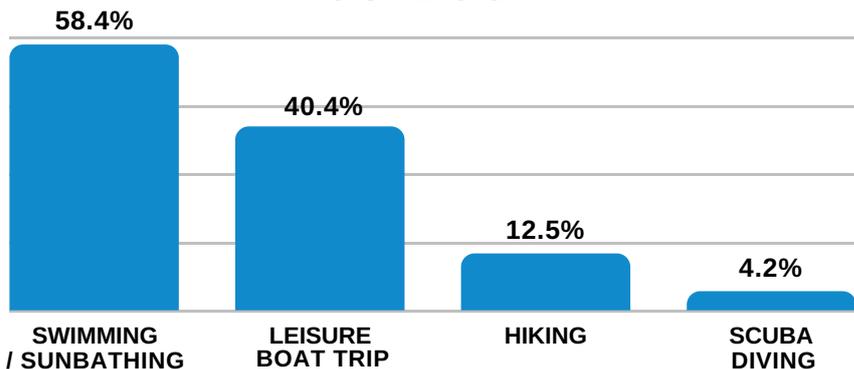
TRAVEL MOTIVATIONS



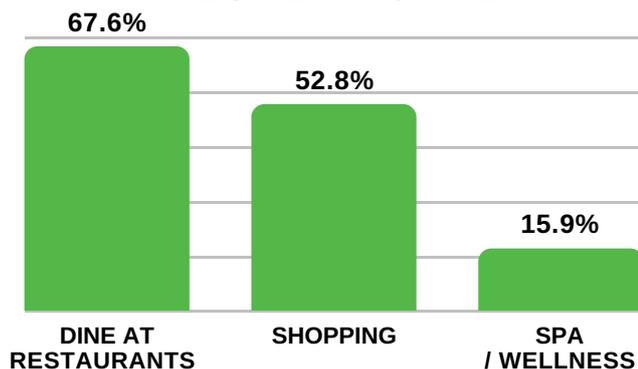
ACTIVITIES ENGAGED IN CULTURAL



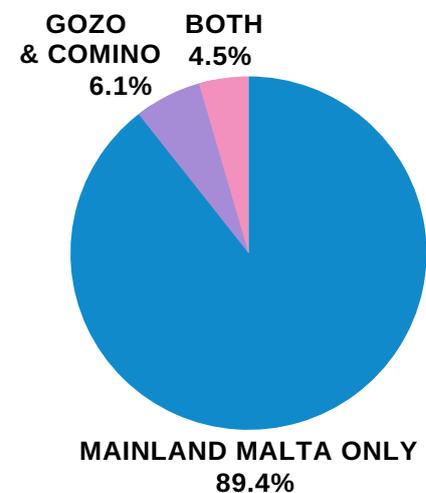
OUTDOOR



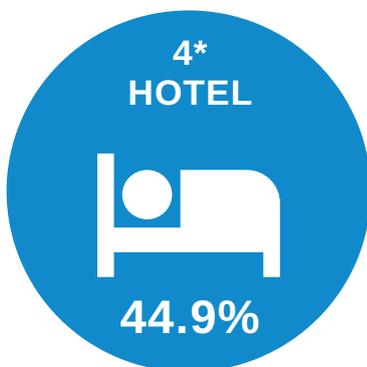
RECREATIONAL



TOURISTS SPENDING NIGHTS IN



TYPE OF ACCOMMODATION USED



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



21.4% of UK Tourists stayed in 4* Hotels.

TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED
27.9%



MET
65.1%



NOT MET
7.0%



93.9%
WOULD RECOMMEND MALTA TO FRIENDS / RELATIVES

