

# Germany

## Market Profile 2018

### INBOUND TOURISTS

2018

226,962

2017

193,033

2010

126,194

**No. 3 Rank**

**8.7%**  
Market  
Share

### AIR CONNECTIVITY

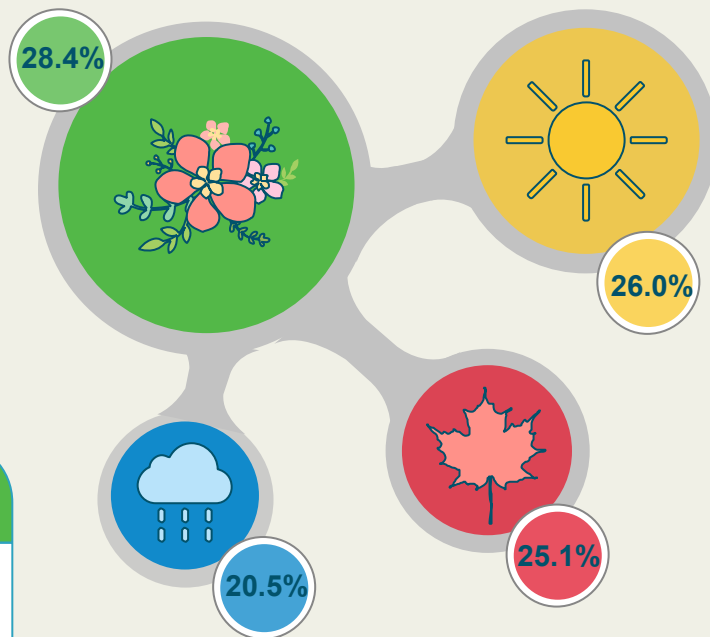
#### 6 AIRLINES

- Lufthansa
- Air Malta
- Ryanair
- Small Planet
- Condor
- Hapag Lloyd Express

#### 12 AIRPORTS

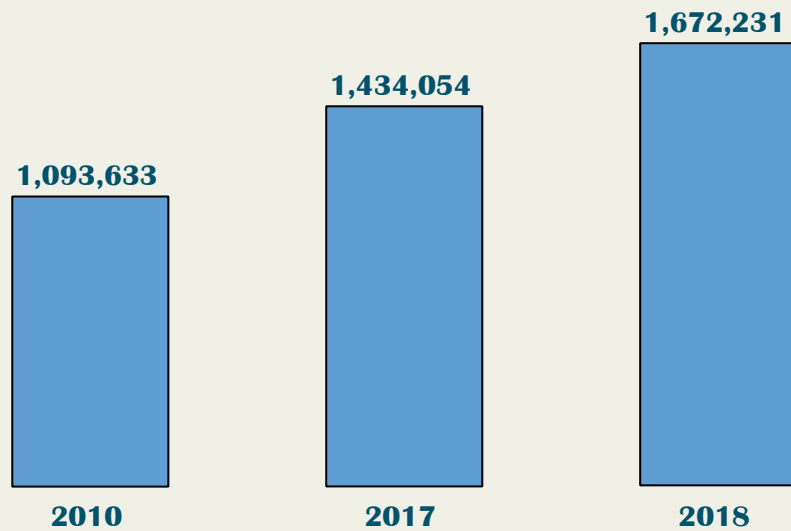
- Frankfurt
- Munich - Franz Josef Strauss
- Cologne Bonn
- Berlin - Schönefeld
- Düsseldorf
- Nuremberg
- Karlsruhe - Baden-baden
- Hannover
- Hamburg - Fuhlsbuettel
- Berlin - Tegel
- Leipzig - Halle
- Stuttgart - Echterdingen

### SEASONALITY



## BED NIGHTS

### 《《 TOTAL NIGHTS 》》

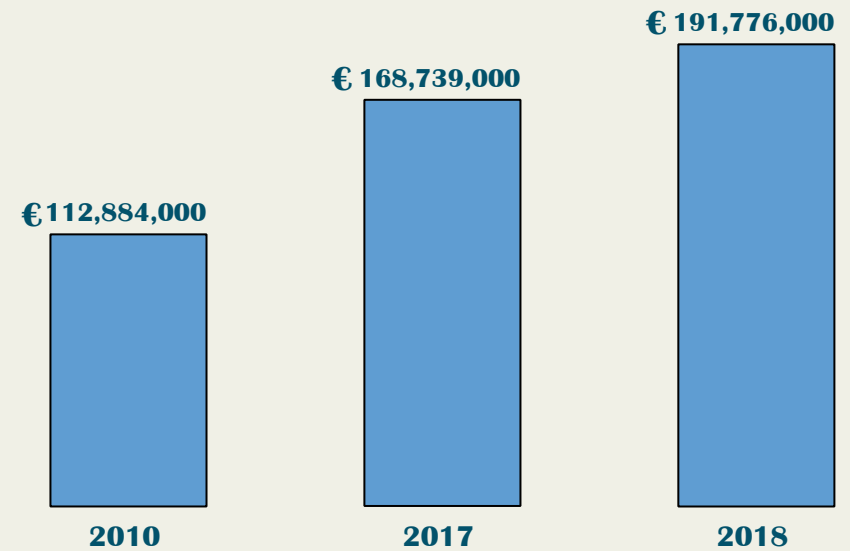


### 《《 AVERAGE LENGTH OF STAY 》》



## EXPENDITURE

### 《《 TOTAL EXPENDITURE 》》

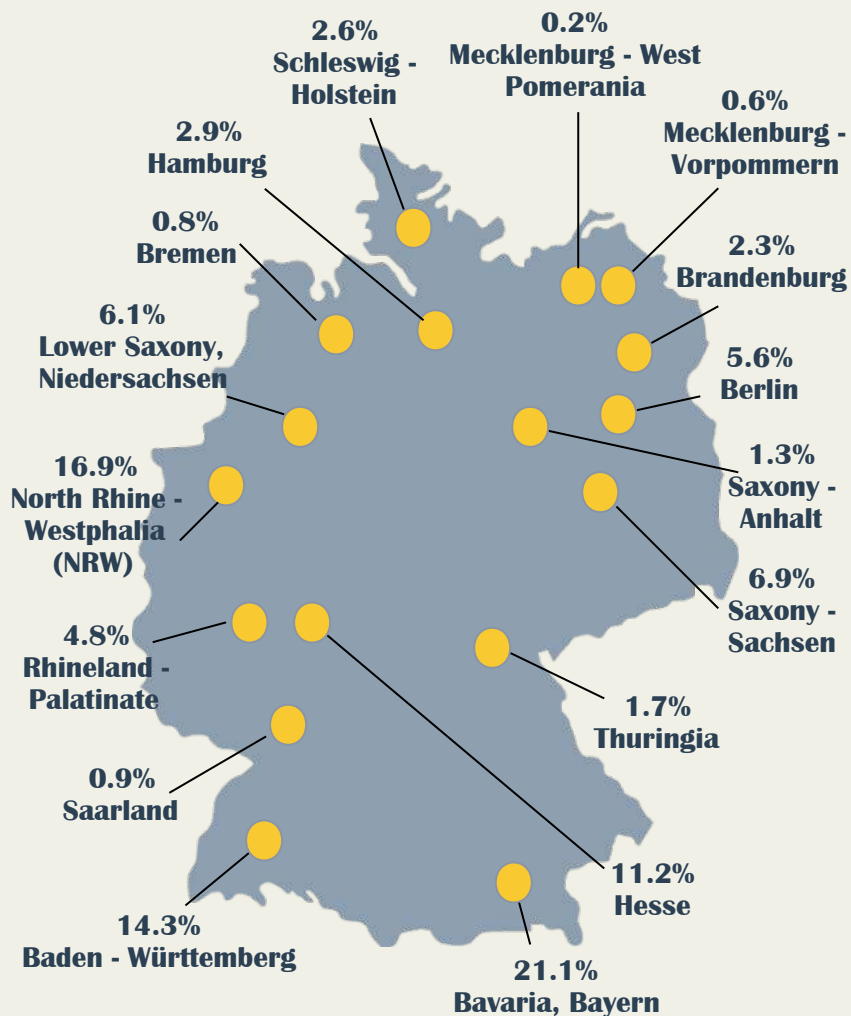


### 《《 EXPENDITURE PER CAPITA 》》

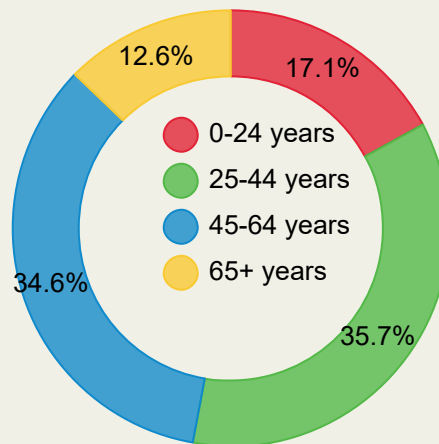


# SOCIO-DEMOGRAPHIC PROFILE

## REGION OF RESIDENCE

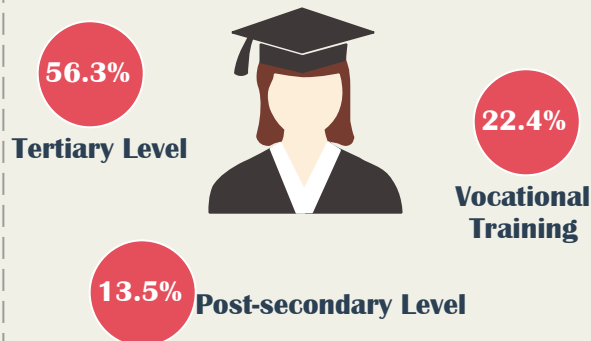


## AGE GROUPS

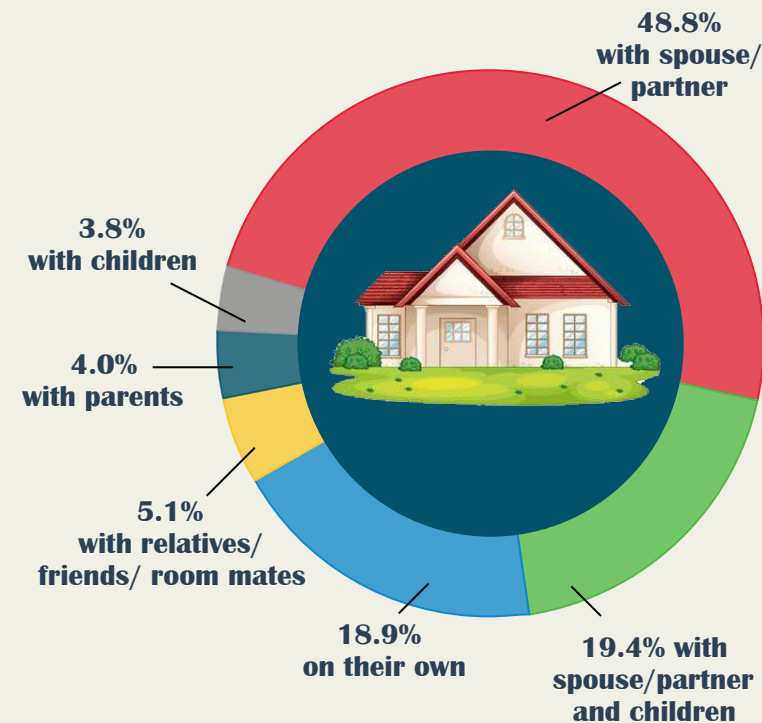


Average age: 48 years

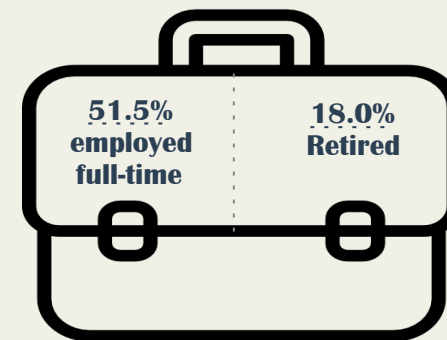
## LEVEL OF EDUCATION



## LIVING ARRANGEMENTS

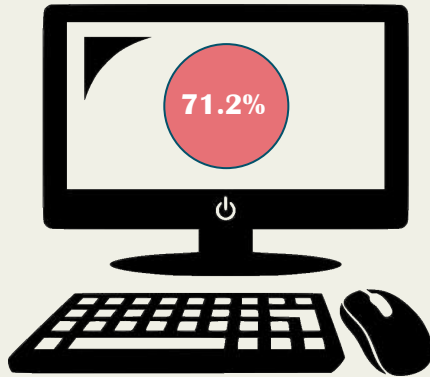


## OCCUPATION



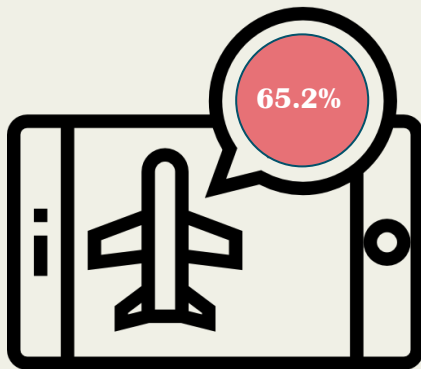
## DIGITAL MEDIA USAGE

### REGULAR



1. Facebook
2. Whatsapp
3. Instagram
4. Google

### TRAVEL PURPOSES



1. Booking.com
2. Tripadvisor
3. Google
4. Holidaycheck
5. Airbnb.com
6. Check24.de



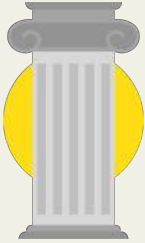
**64.8% of tourists shared their experience in Malta on social media during stay.**



# TRAVEL MOTIVATIONS

## SUN AND CULTURE

54.5%



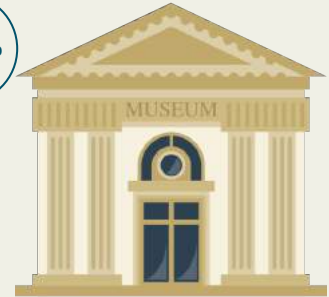
## SUN

13.0%



## CULTURE

10.1%



## SCUBA DIVING

7.1%



## BUSINESS

6.2%



## OTHER SPORTS

5.3%



## VISITING FRIENDS AND RELATIVES

4.7%



## SPECIAL OCCASION

4.5%



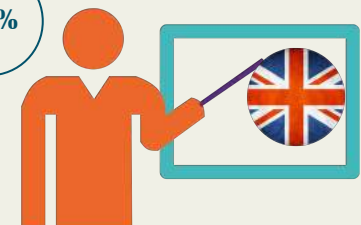
## WELLNESS

4.5%



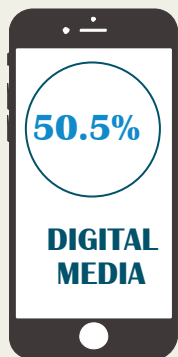
## LEARNING ENGLISH

4.4%



## DESTINATION CHOICE INFLUENCERS

### COMMUNICATION CHANNELS



TOUR OPERATOR BROCHURE  
/ WEB

17.4%



TRAVEL GUIDE BOOK

15.2%



NEWSPAPER. MAGAZINE  
ADVERT/ ARTICLE

12.8%



RECOMMENDATION BY  
TRAVEL AGENT

9.4%



TV

8.9%

### OTHER FACTORS



NEW  
DESTINATION

61.6%



GOOD  
FLIGHT CONNECTIONS

40%

33.5%



ENGLISH SPOKEN WIDELY



PREVIOUS VISIT

20.2%



COST/VALUE FOR MONEY

26.8%

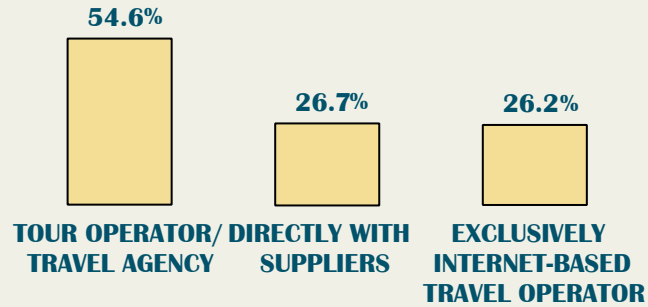


MALTESE HOSPITALITY

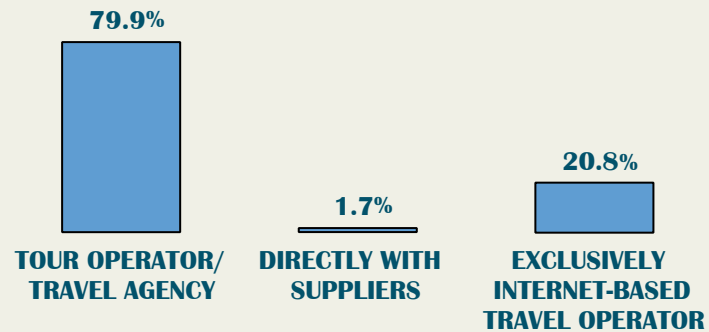
12.4%

## TYPE OF BOOKING

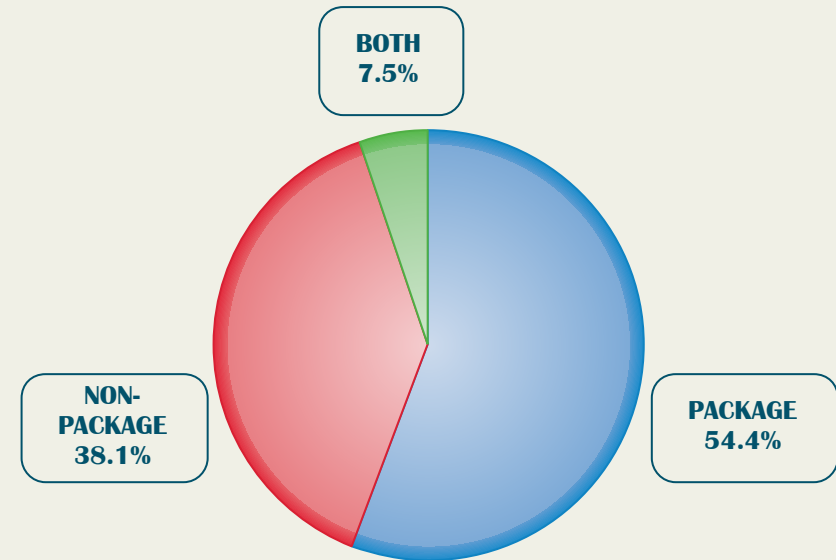
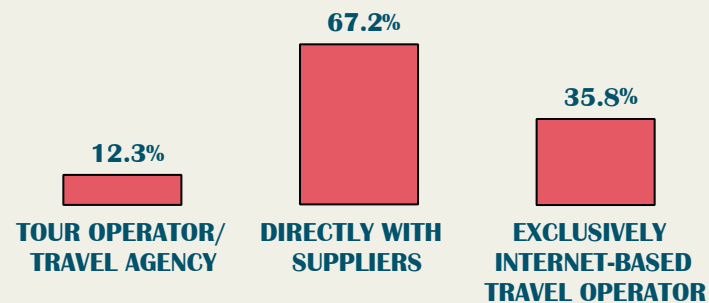
### TRIP BOOKINGS MADE WITH



### PACKAGE BOOKINGS MADE WITH



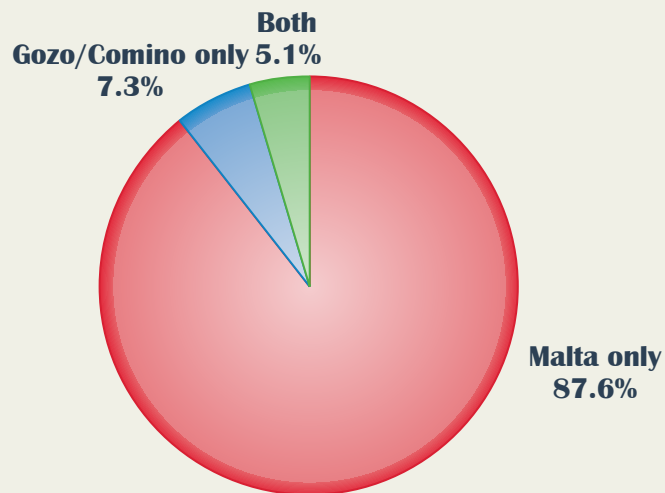
### NON-PACKAGE BOOKINGS MADE WITH



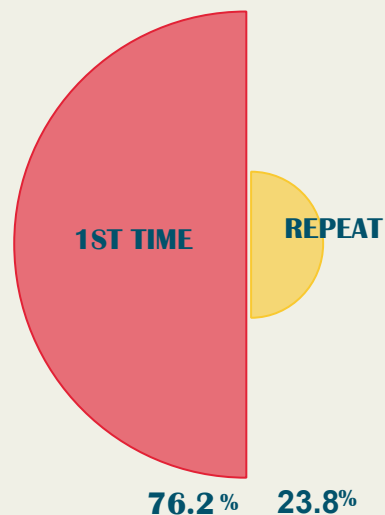
**63.6% COMPLETED TRIP BOOKINGS ONLINE**



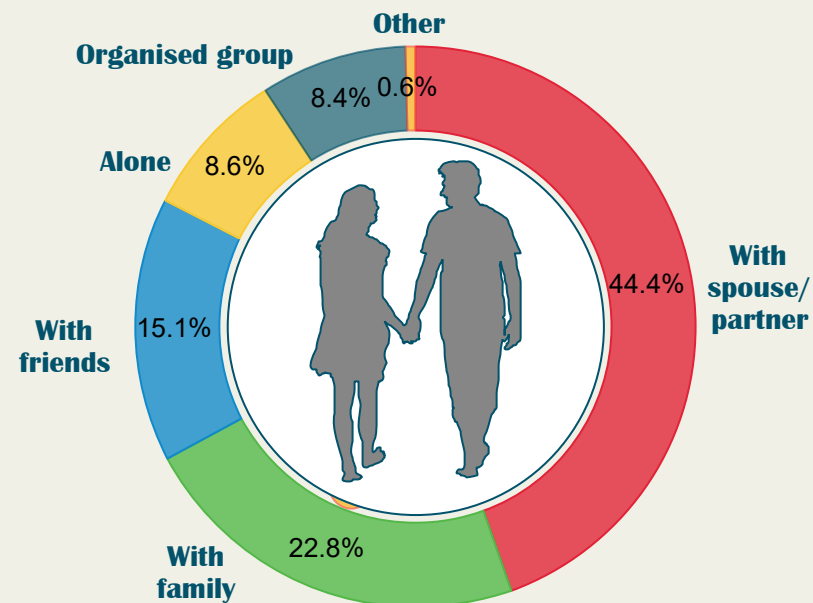
## TYPE OF TRIP



## 1st TIME VS REPEAT TOURISTS



## TRAVELLING PARTY



## TYPE OF ACCOMMODATION USED

### MALTA



**57.1% of German Tourists spending nights in Malta stayed in 4\* hotels.**

### GOZO



**43.4% of German Tourists spending nights in Gozo opted for self-catering apartment/farmhouse/villa.**



## ACTIVITIES ENGAGED IN

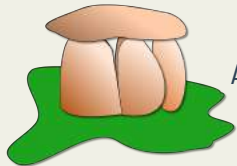
### CULTURAL



**81.6%**  
**Visit Historical  
Buildings**



**72.4%**  
**Visit Churches**



**54.4%**  
**Visit  
Archaeological  
Sites**



**42.3%**  
**Visit Museums**



**15.9%**  
**Visit Arts/  
Craft Sites**



**14.7%**  
**Attend Local  
Festivals/  
Events**

### OUTDOOR



**58.8%**  
**Swimming/  
Sunbathing**



**42.8%**  
**Leisure Boat  
Trip**



**31.3%**  
**Hiking**



**8.5%**  
**Scuba Diving**

### RECREATIONAL



**60.3%**  
**Dine at  
Restaurants**



**45.4%**  
**Shopping**



**18.6%**  
**Spa/ Wellness**

## TOURISTS' EXPECTATIONS OF MALTA



《 EXCEEDED 》

**20.3%**



《 MET 》

**73.0%**



《 NOT MET 》

**6.7%**



**93.2%**  
**Would recommend the Maltese Islands to their  
friends / relatives.**