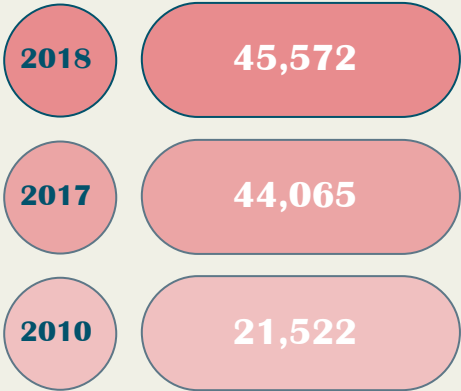


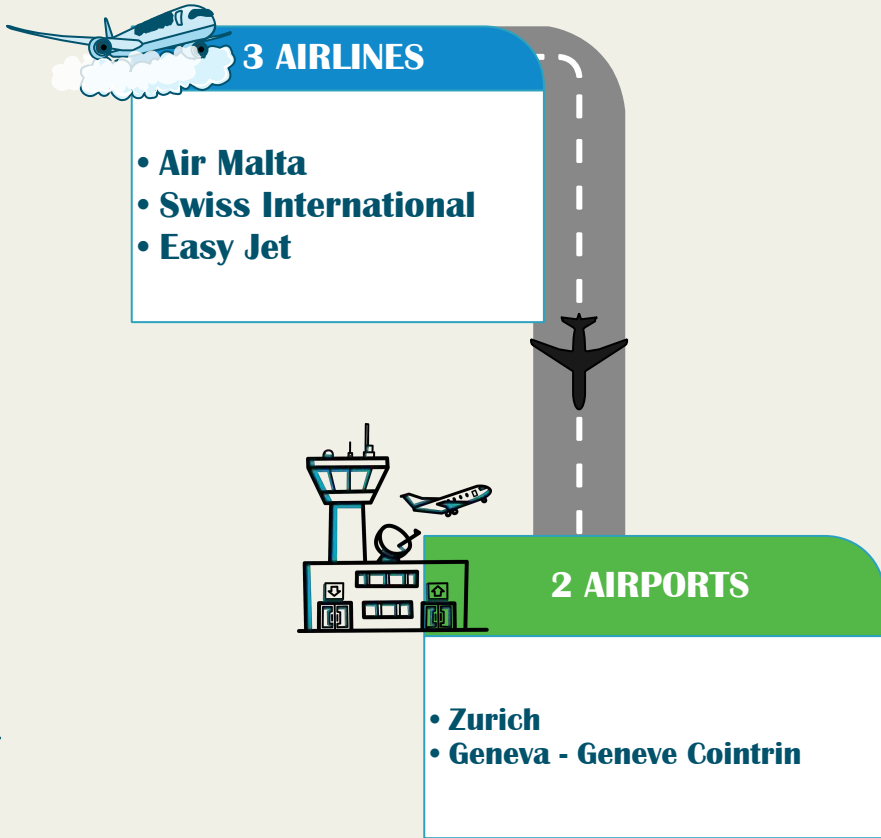
Switzerland Market Profile 2018

INBOUND TOURISTS

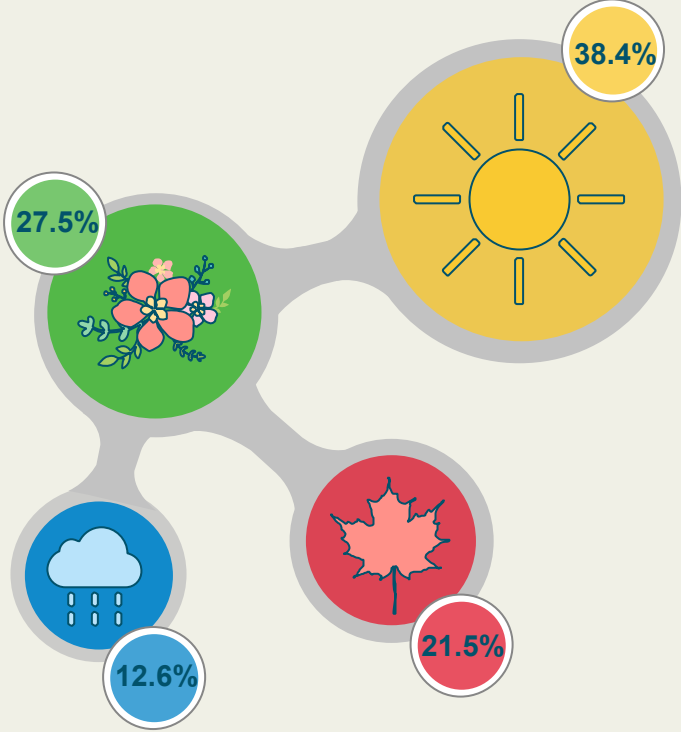


1.8%
Market
Share

AIR CONNECTIVITY

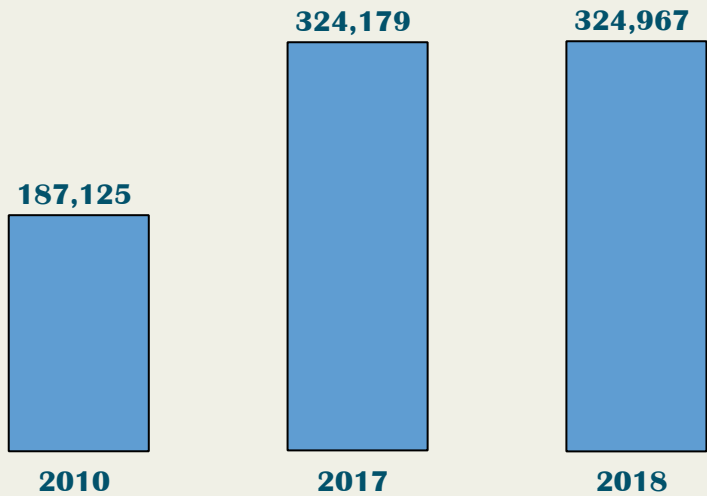


SEASONALITY



BED NIGHTS

《《 TOTAL NIGHTS 》》

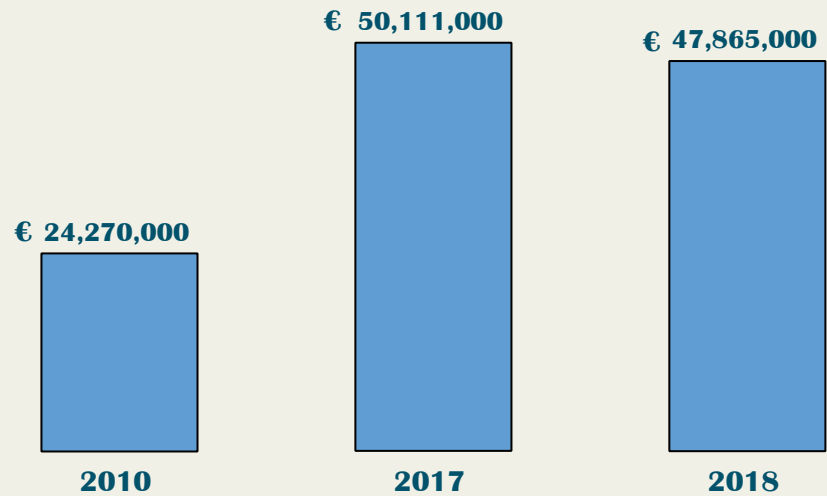


《《 AVERAGE LENGTH OF STAY 》》

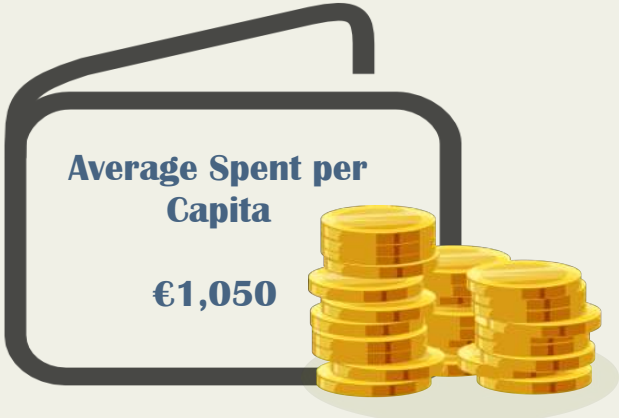


EXPENDITURE

《《 TOTAL EXPENDITURE 》》

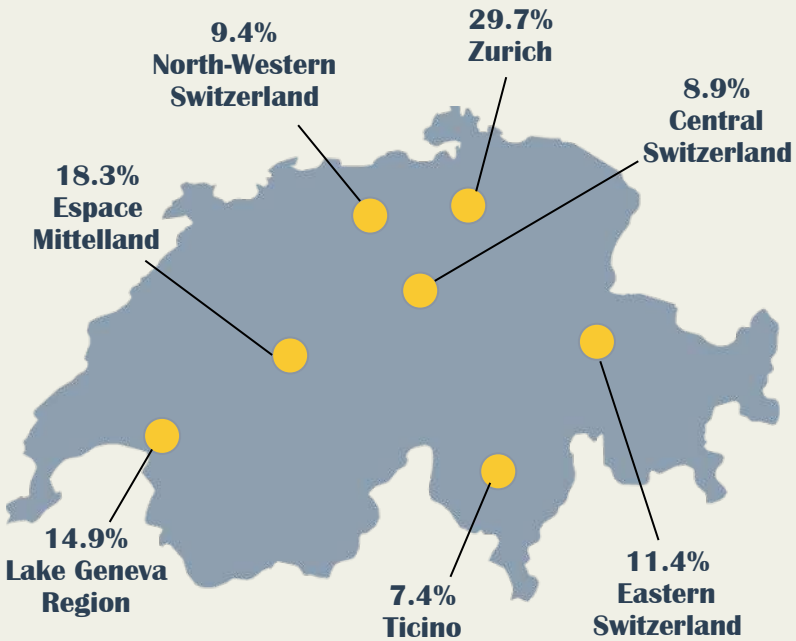


《《 EXPENDITURE PER CAPITA 》》

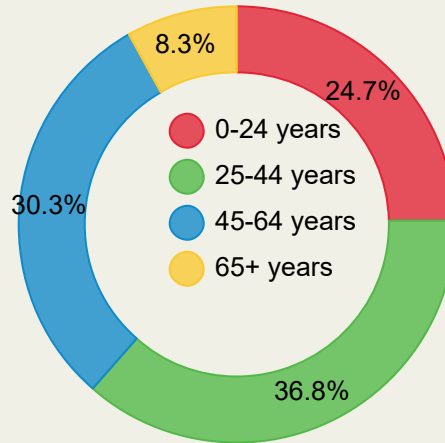


SOCIO-DEMOGRAPHIC PROFILE

REGION OF RESIDENCE

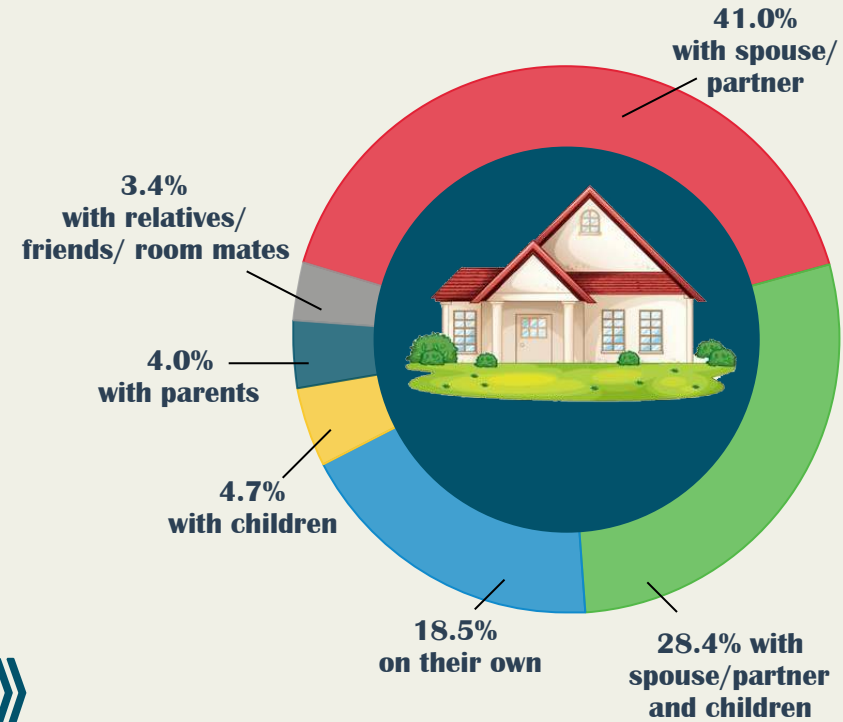


AGE GROUPS



Average age: 49 years

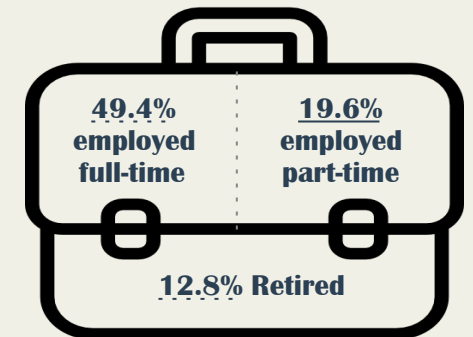
LIVING ARRANGEMENTS



LEVEL OF EDUCATION



OCCUPATION



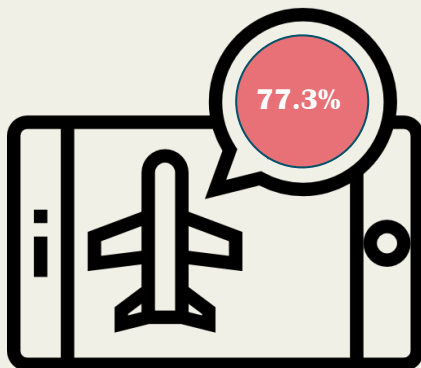
DIGITAL MEDIA USAGE

REGULAR



1. Facebook
2. Instagram
3. Whatsapp
4. Google
5. Linked In

TRAVEL PURPOSES



1. Tripadvisor
2. Booking.com
3. Google
4. E-bookers
5. Instagram



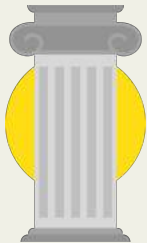
67.2% of tourists shared their experience in Malta on social media during stay.



TRAVEL MOTIVATIONS

SUN AND CULTURE

48.1%



SUN

14.6%



SCUBA DIVING

14.2%



CULTURE

7.5%



BUSINESS

7.5%



VISITING FRIENDS AND RELATIVES

6.9%



WELLNESS

5.9%



OTHER SPORTS

5.5%



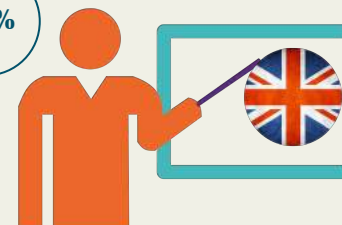
SPECIAL OCCASION

4.5%



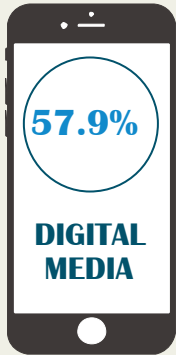
LEARNING ENGLISH

4.4%

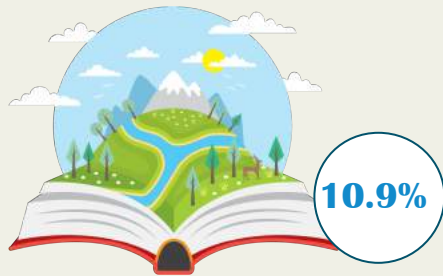


DESTINATION CHOICE INFLUENCERS

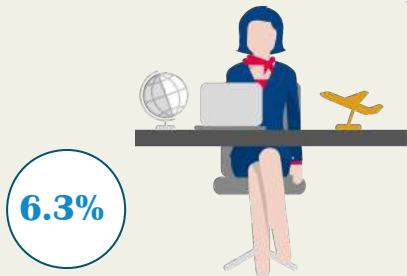
COMMUNICATION CHANNELS



TOUR OPERATOR BROCHURE / WEB

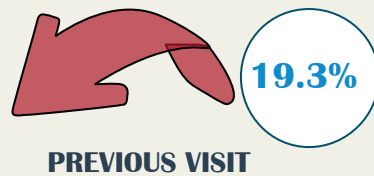
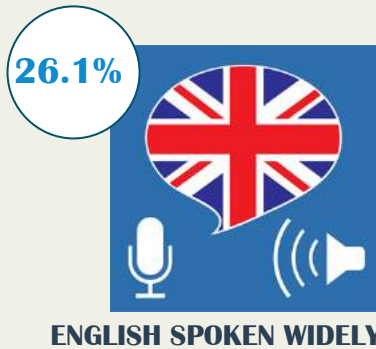


TRAVEL GUIDE BOOK



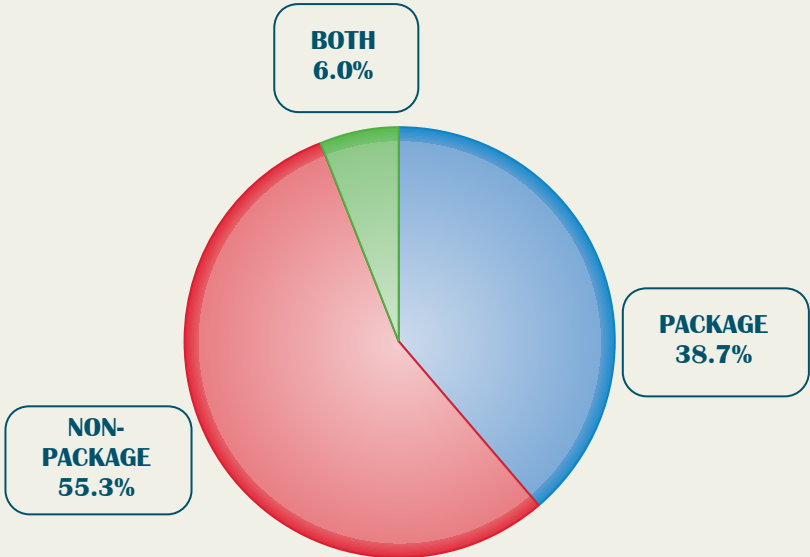
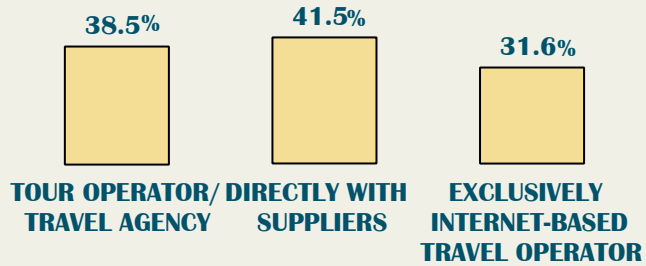
RECOMMENDATION BY TRAVEL AGENT

OTHER FACTORS

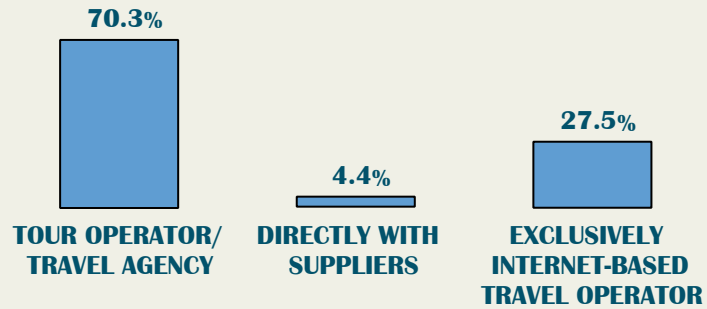


TYPE OF BOOKING

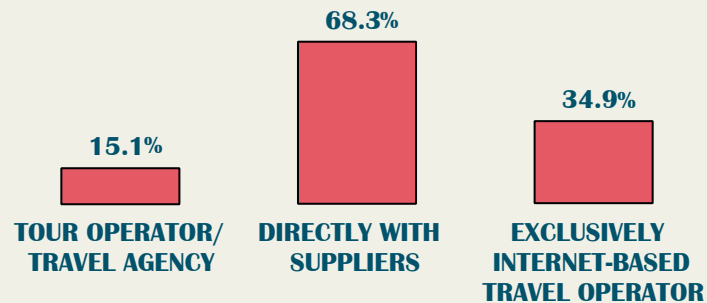
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS MADE WITH

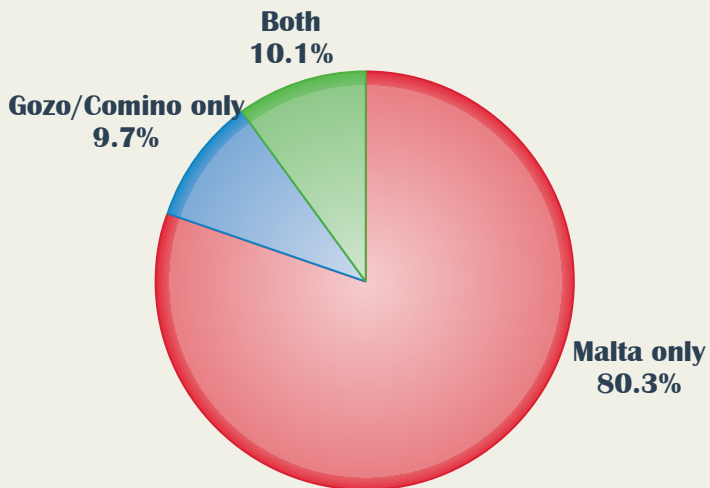


NON-PACKAGE BOOKINGS MADE WITH

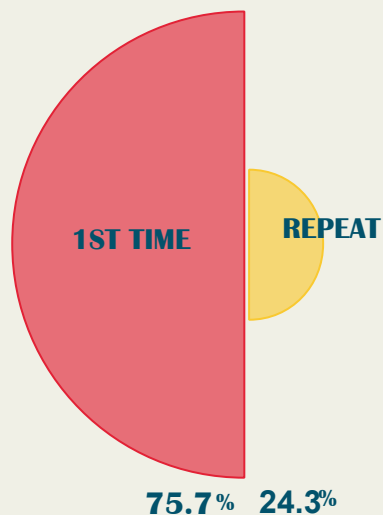


81.9% COMPLETED TRIP BOOKINGS ONLINE

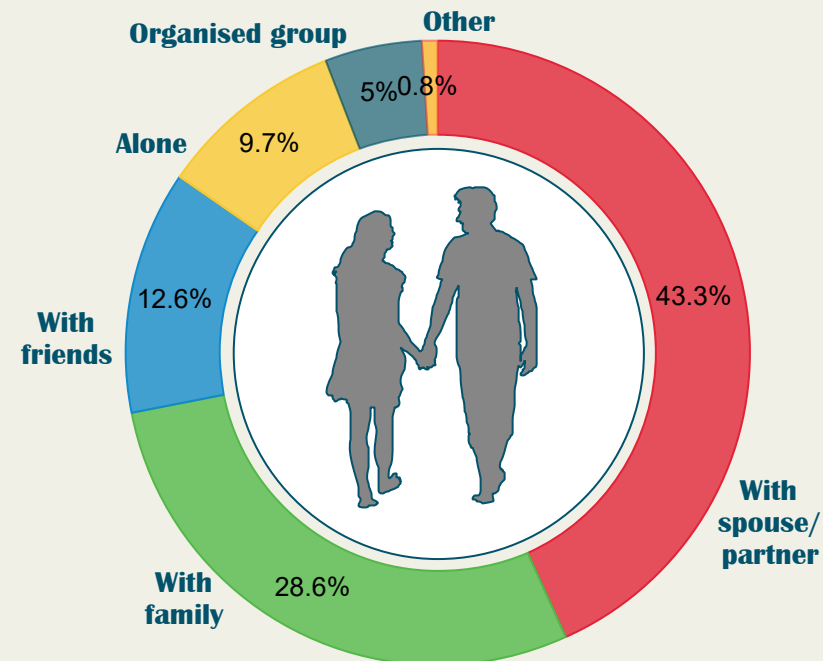
TYPE OF TRIP



1st TIME VS REPEAT TOURISTS



TRAVELLING PARTY



TYPE OF ACCOMMODATION USED

MALTA



39.7% of Swiss Tourists spending nights in Malta stayed in 4* hotels.

GOZO



39.0% of Swiss Tourists spending nights in Gozo opted for self-catering apartment/farmhouse/villa.

ACTIVITIES ENGAGED IN

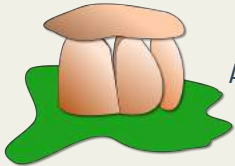
CULTURAL



73.9%
Visit Historical
Buildings



63.0%
Visit Churches



44.1%
Visit
Archaeological
Sites



38.2%
Visit Museums



10.9%
Visit Arts/
Craft Sites



13.9%
Attend Local
Festivals/
Events

OUTDOOR



66.4%
Swimming/
Sunbathing



36.1%
Leisure Boat
Trip



28.3%
Hiking



14.8%
Scuba Diving

RECREATIONAL



74.4%
Dine at
Restaurants



45.8%
Shopping



19.3%
Spa/
Wellness

TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED

15.9%



MET

75.5%



NOT MET

8.6%



92.0%
**Would recommend the Maltese Islands to their
friends / relatives.**