

Austria

Market Profile 2018

INBOUND TOURISTS

2018

39,029

2017

29,624

2010

19,908

1.5%
Market
Share

AIR CONNECTIVITY

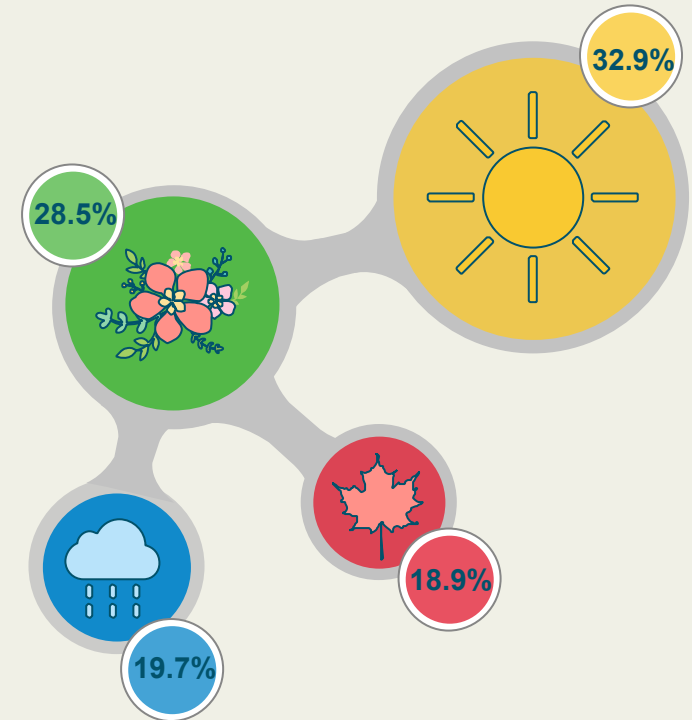
2 AIRLINES

- Air Malta
- Wizz Air

1 AIRPORT

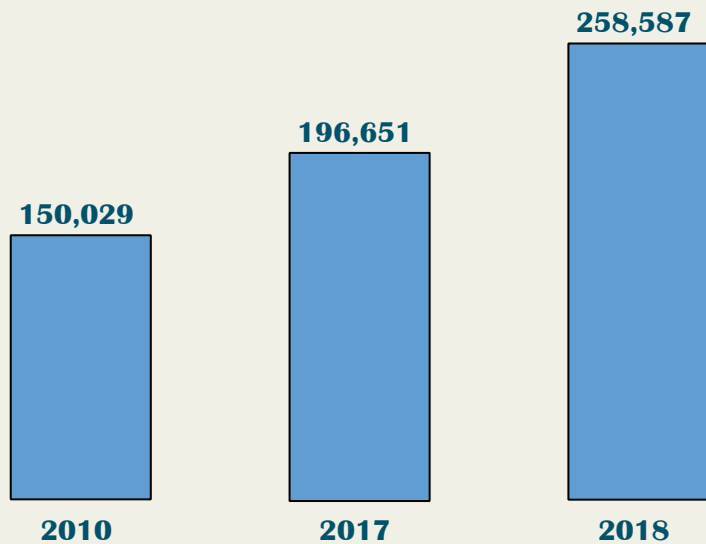
- Vienna - Schwechat

SEASONALITY



BED NIGHTS

《《 TOTAL NIGHTS 》》

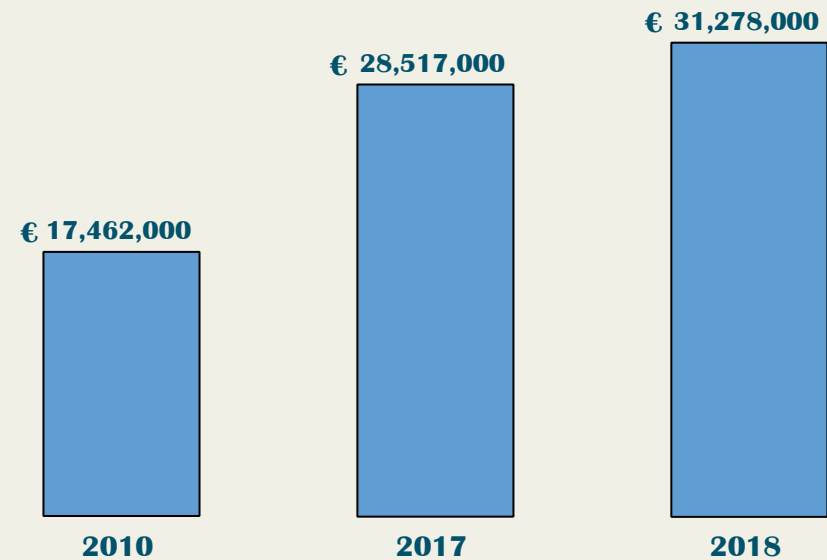


《《 AVERAGE LENGTH OF STAY 》》



EXPENDITURE

《《 TOTAL EXPENDITURE 》》

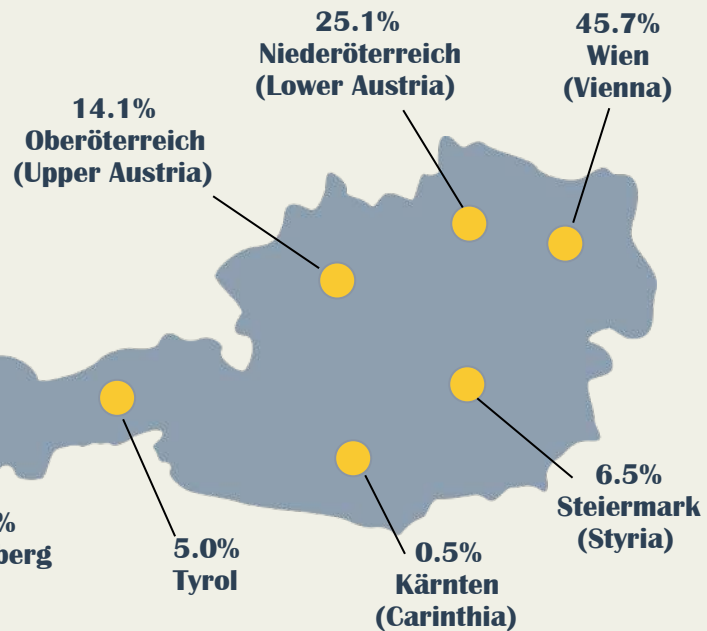


《《 EXPENDITURE PER CAPITA 》》

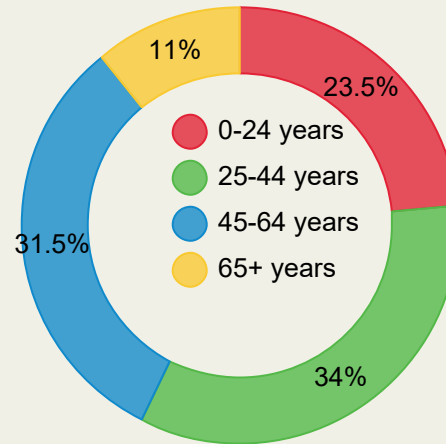


SOCIO-DEMOGRAPHIC PROFILE

REGION OF RESIDENCE

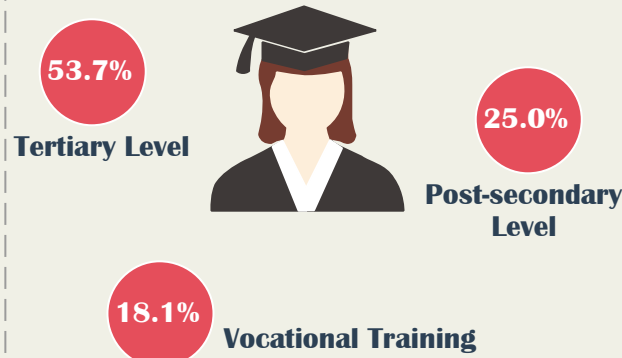


AGE GROUPS

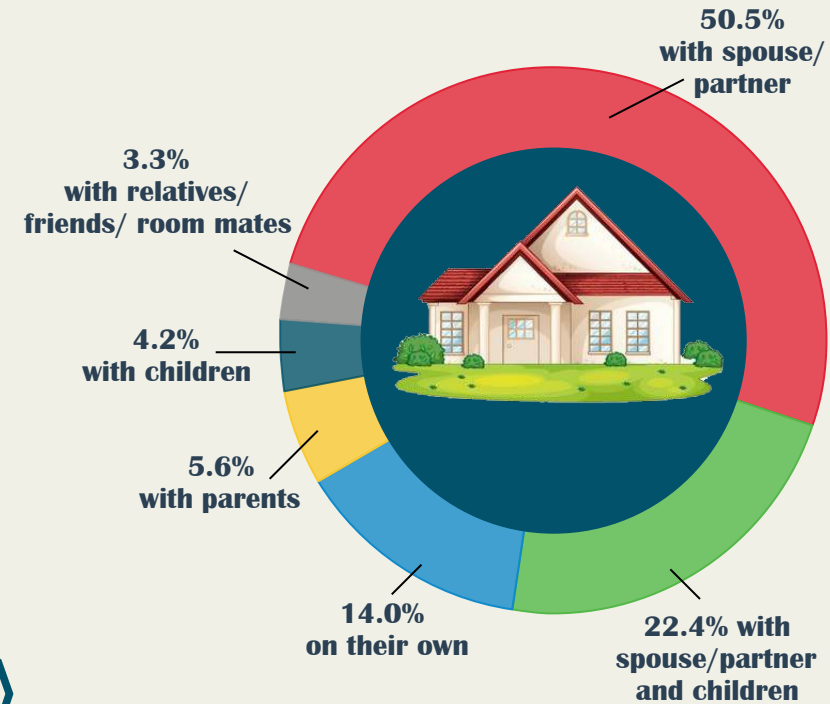


Average age: 46 years

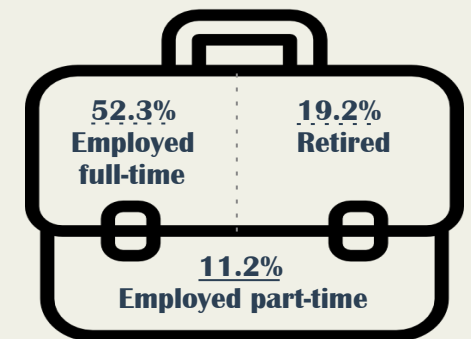
LEVEL OF EDUCATION



LIVING ARRANGEMENTS

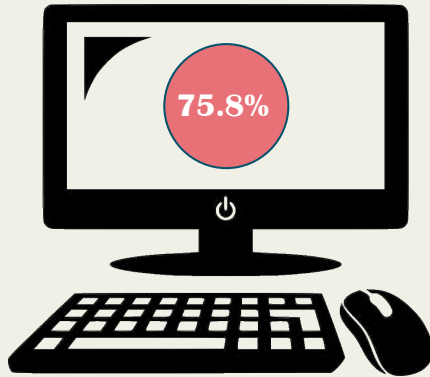


OCCUPATION



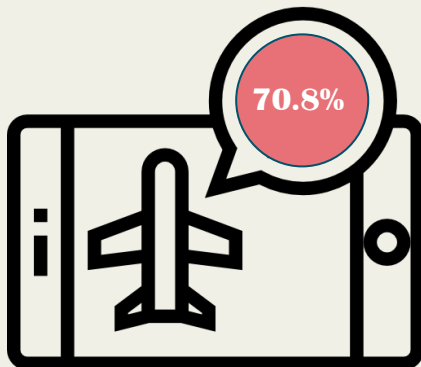
DIGITAL MEDIA USAGE

REGULAR



1. Facebook
2. Whatsapp
3. Instagram
4. Orf.at
5. Google

TRAVEL PURPOSES



1. Booking.com
2. Tripadvisor
3. Facebook
4. Airbnb
5. Google



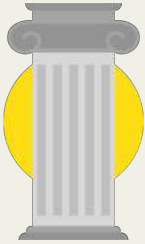
68.7% of tourists shared their experience in Malta on social media during stay.



TRAVEL MOTIVATIONS

SUN AND CULTURE

56.6%



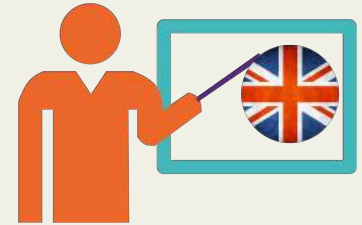
CULTURE

11.7%



LEARNING ENGLISH

11.2%



SUN

8.8%



BUSINESS

7.7%



SCUBA DIVING

7.0%



VISITING FRIENDS AND RELATIVES

4.7%



SPECIAL OCCASION

4.0%



OTHER SPORTS

3.7%



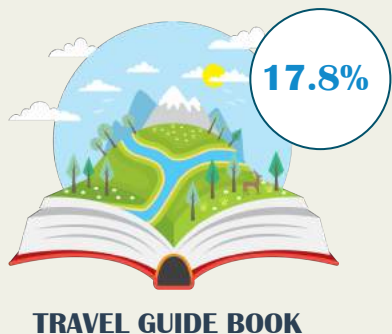
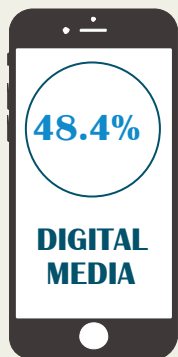
WELLNESS

2.3%

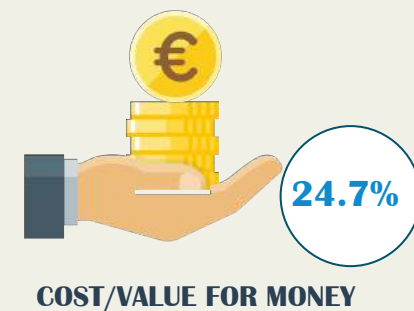
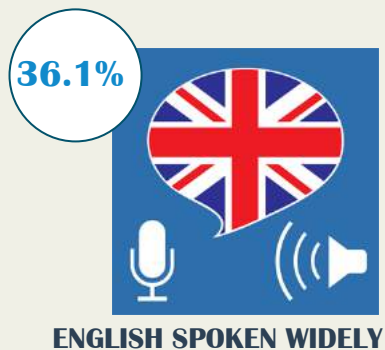
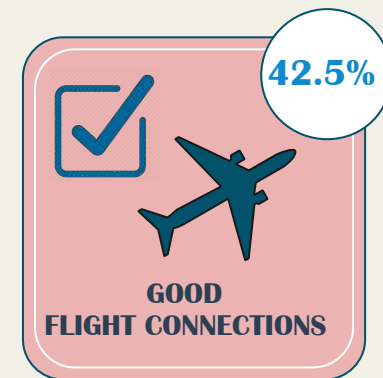


DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS

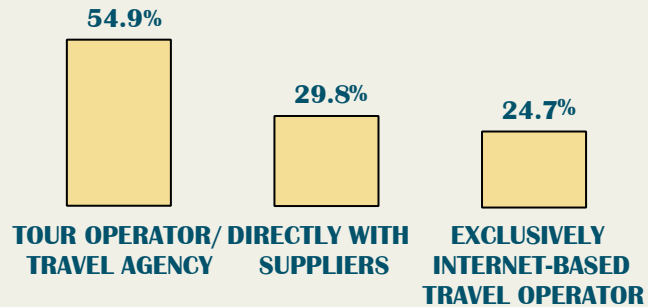


OTHER FACTORS

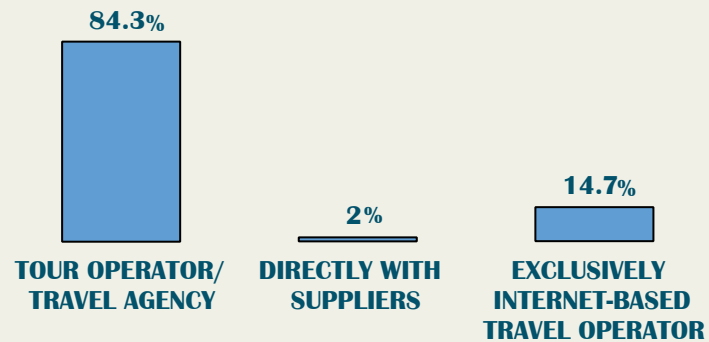


TYPE OF BOOKING

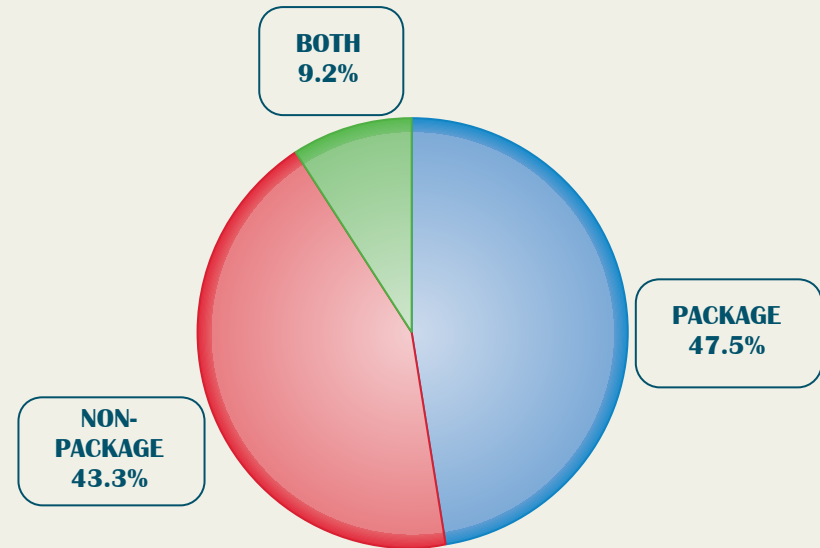
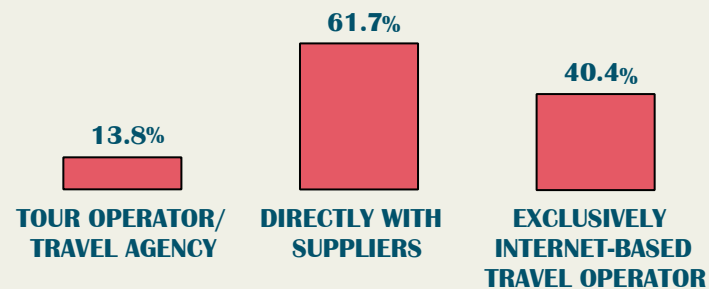
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS MADE WITH

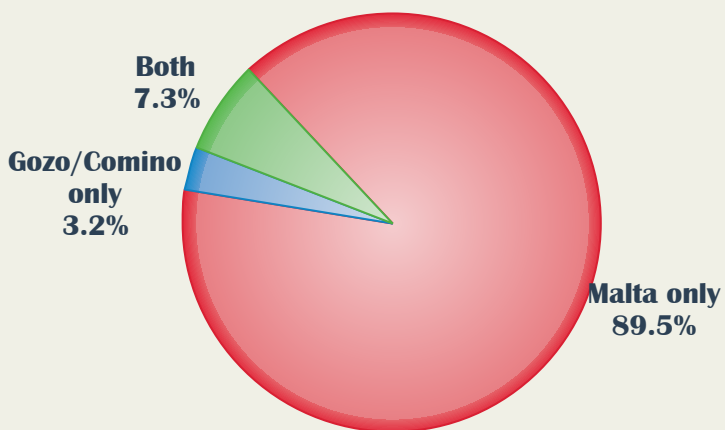


NON-PACKAGE BOOKINGS MADE WITH

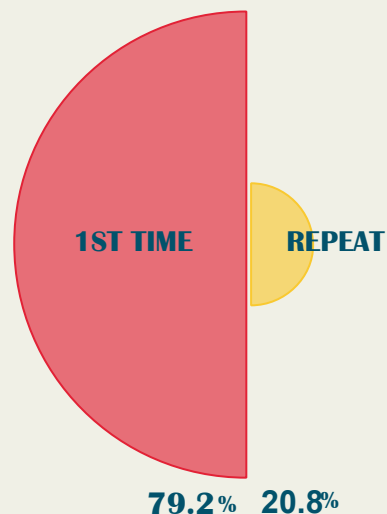


**63.9% COMPLETED TRIP
BOOKINGS ONLINE**

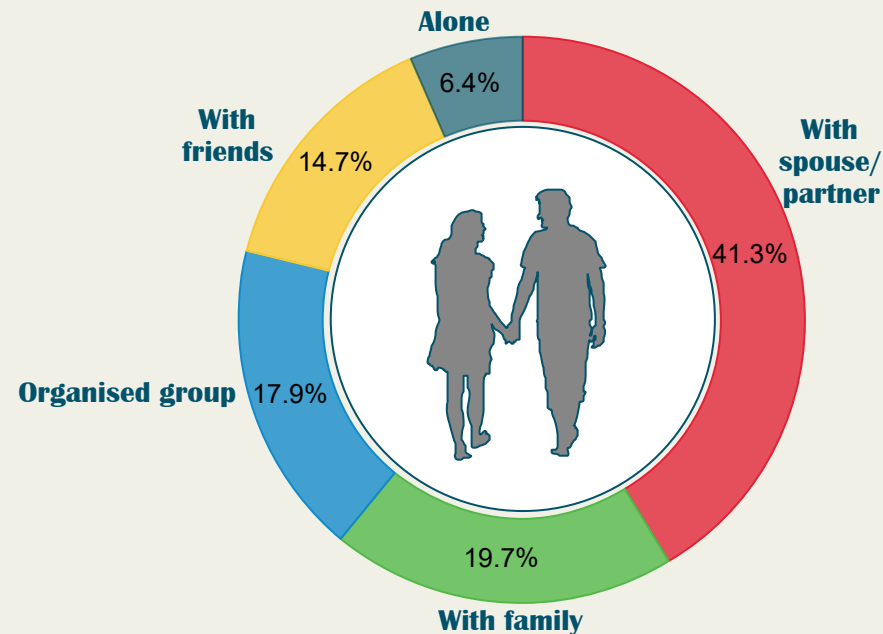
TYPE OF TRIP



1st TIME VS REPEAT TOURISTS



TRAVELLING PARTY



TYPE OF ACCOMMODATION USED

« THE MALTESE ISLANDS »



39.8% of Austrian Tourists spending nights in the Maltese Islands stayed in 4* hotels.

16.2% stayed in 3* hotels.

12.5% stayed in 5* hotels.

19.0% of Austrian Tourists spending nights in the Maltese Islands opted for self-catering apartment/farmhouse/villa.



ACTIVITIES ENGAGED IN

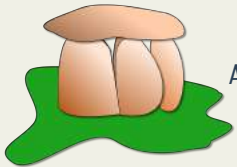
CULTURAL



82.2%
**Visit Historical
Buildings**



73.5%
Visit Churches



54.3%
**Visit
Archaeological
Sites**



42.0%
Visit Museums



18.7%
**Attend Local
Festivals/
Events**



16.4%
**Visit Arts/
Craft Sites**

OUTDOOR



63.9%
**Swimming/
Sunbathing**



45.7%
**Leisure Boat
Trip**



18.9%
Hiking



8.0%
Scuba Diving

RECREATIONAL



70.3%
**Dine at
Restaurants**



47.5%
Shopping



19.2%
Spa/ Wellness

TOURISTS' EXPECTATIONS OF MALTA



《 EXCEEDED 》

24.2%



《 MET 》

70.2%



《 NOT MET 》

5.6%



92.5%
**Would recommend the Maltese Islands to their
friends / relatives.**