



Italy

Market Profile 2018

INBOUND TOURISTS

2018

390,607

2017

363,668

2010

219,663

No. 2 Rank

15.0%

Market
Share

AIR CONNECTIVITY



4 AIRLINES

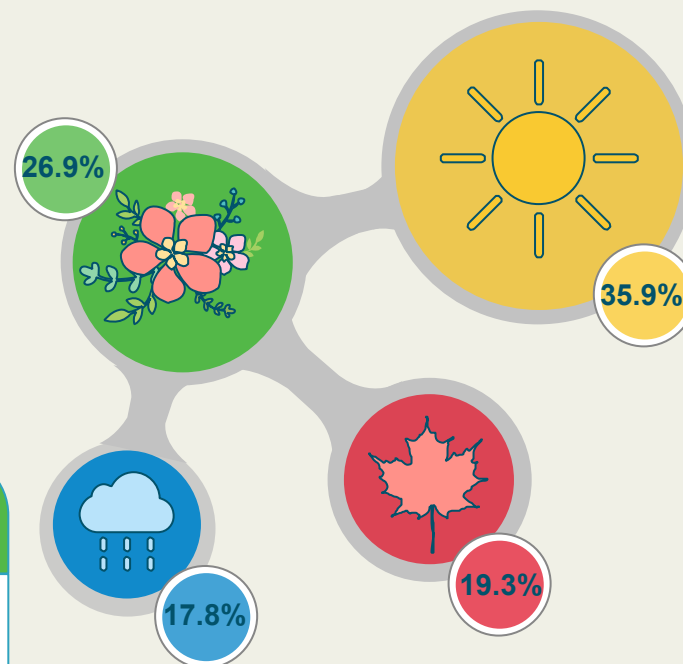
- Ryanair
- Air Malta
- Alitalia
- EasyJet



17 AIRPORTS

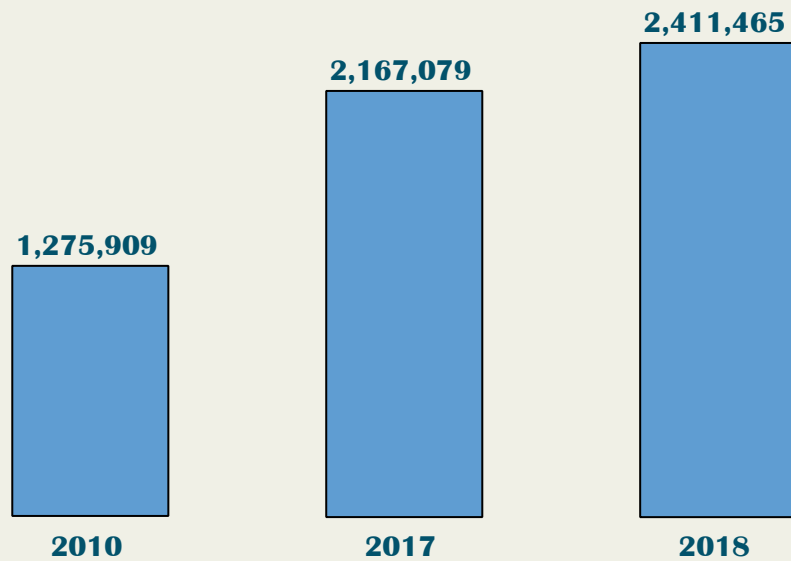
- Rome - Fiumicino
- Catania - Fontanarossa, Sicily
- Bergamo - Orio al Serio
- Milan - Linate
- Bologna - Guglielmo Marconi
- Venice - Treviso
- Naples - Capodichino
- Pisa/Florence - Galileo Galilei
- Rome - Ciampino
- Bari - Palese
- Palermo - Punta Raisi, Sicily
- Turin - Città di Torino
- Pescara - Liberi
- Comiso, Sicily
- Venice - Marco Polo
- Cagliari - Elmas
- Milan - Malpensa

SEASONALITY



BED NIGHTS

《《 TOTAL NIGHTS 》》

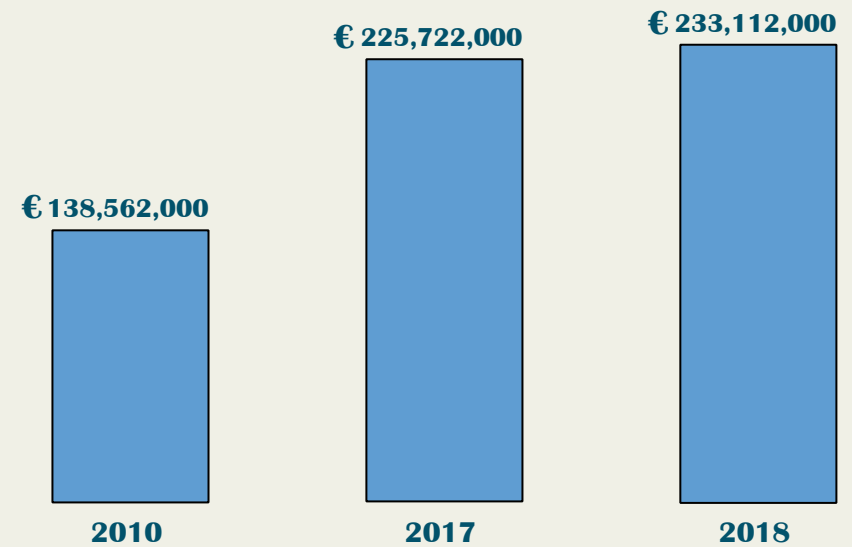


《《 AVERAGE LENGTH OF STAY 》》



EXPENDITURE

《《 TOTAL EXPENDITURE 》》

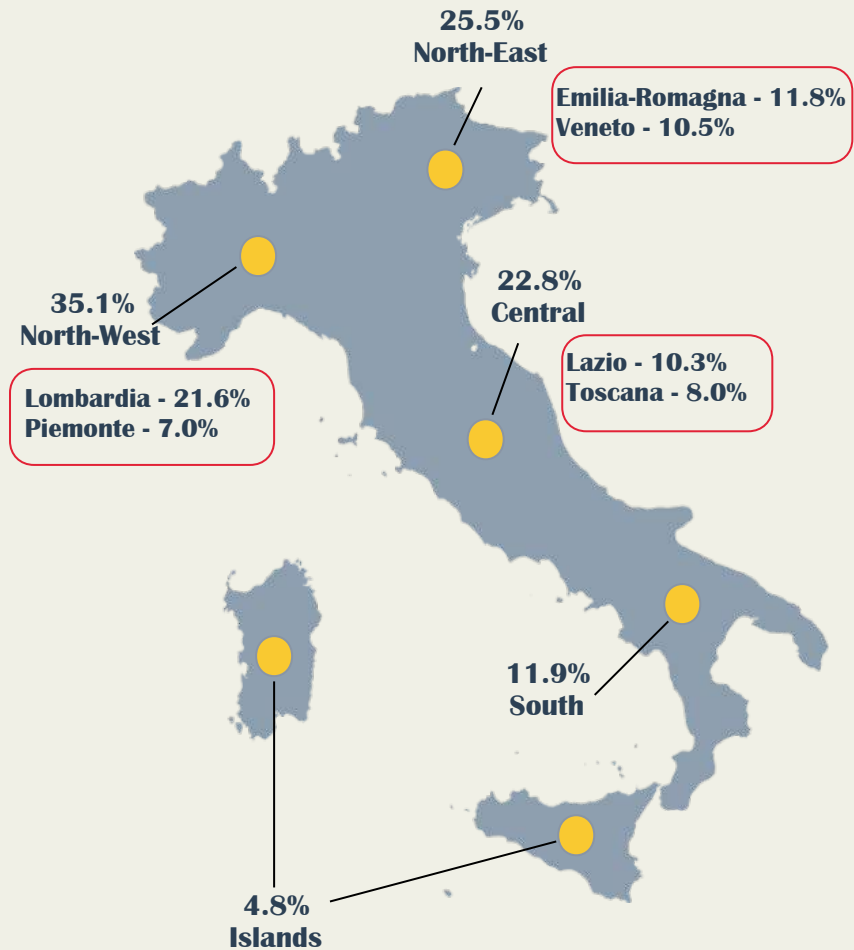


《《 EXPENDITURE PER CAPITA 》》

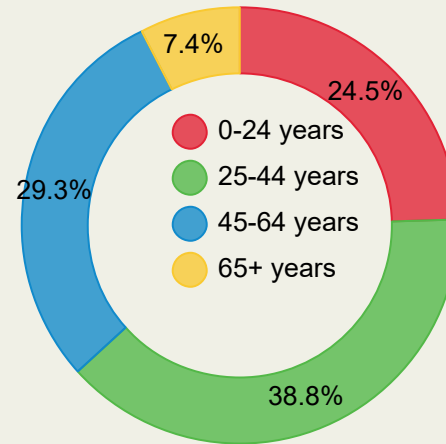


SOCIO-DEMOGRAPHIC PROFILE

REGION OF RESIDENCE



AGE GROUPS

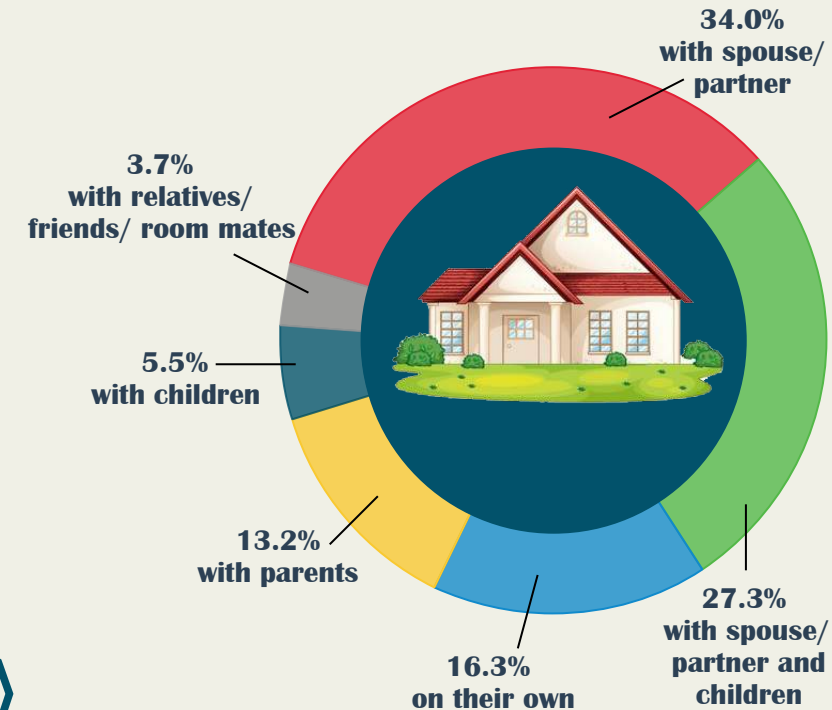


Average age: 45 years

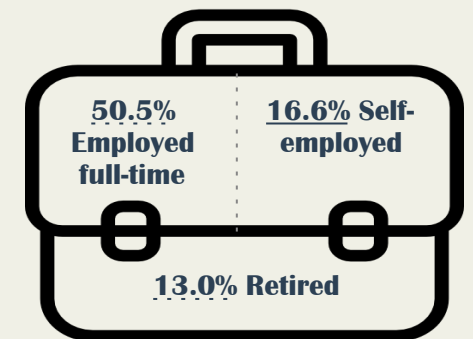
LEVEL OF EDUCATION



LIVING ARRANGEMENTS



OCCUPATION



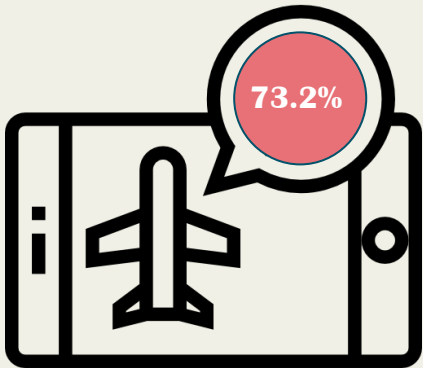
DIGITAL MEDIA USAGE

REGULAR



1. Facebook
2. Instagram
3. Whatsapp
4. Google
5. Twitter
6. LinkedIn

TRAVEL PURPOSES



1. **Booking.com**
2. **Tripadvisor**
3. **Trivago**
4. **Airbnb**
5. **Expedia**
6. **Ryanair**



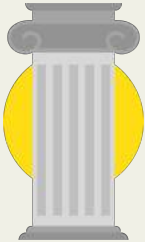
73.5% of tourists shared their experience in Malta on social media during stay.



TRAVEL MOTIVATIONS

SUN AND CULTURE

36.8%



SUN

20.6%



CULTURE

12.5%



VISITING FRIENDS AND RELATIVES

10.6%



BUSINESS

9.4%



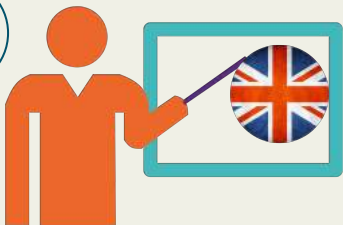
SPECIAL OCCASION

7.2%



LEARNING ENGLISH

6.0%



SCUBA DIVING

2.6%



OTHER SPORTS

2.0%



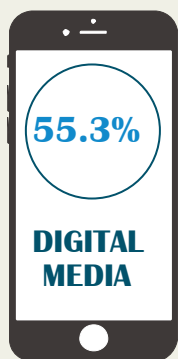
WELLNESS

0.4%



DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS



14.9%

**TOUR OPERATOR BROCHURE
/ WEB**



9.0%

TRAVEL GUIDE BOOK



7.2%

**NEWSPAPER. MAGAZINE
ADVERT/ ARTICLE**



6.1%

**RECOMMENDATION BY
TRAVEL AGENT**



4.0%

BOOKS

OTHER FACTORS



63.6%

**NEW
DESTINATION**



30.9%

COST/VALUE FOR MONEY

13.2%



ENGLISH SPOKEN WIDELY



47.9%

**GOOD
FLIGHT CONNECTIONS**



PREVIOUS VISIT

15.3%

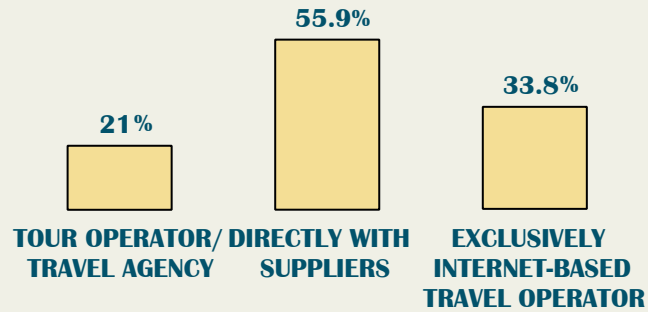


9.2%

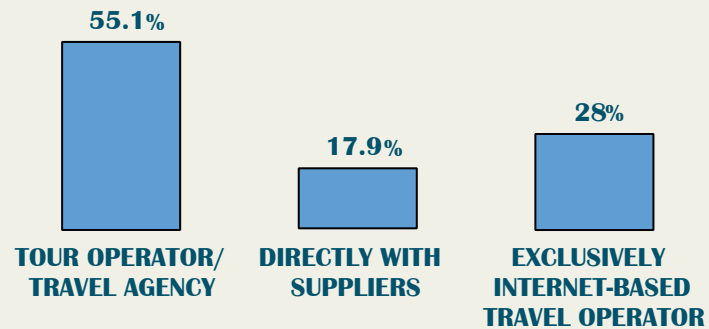
MALTESE HOSPITALITY

TYPE OF BOOKING

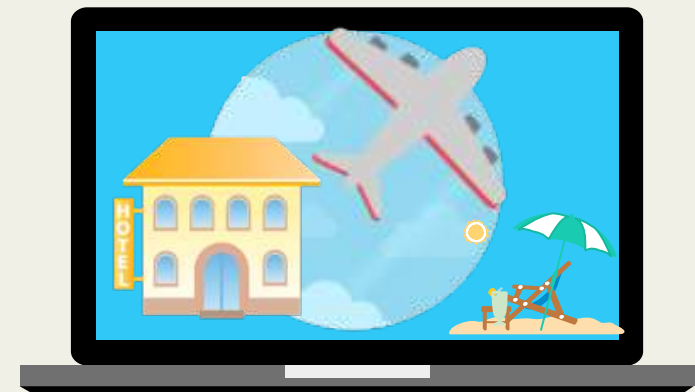
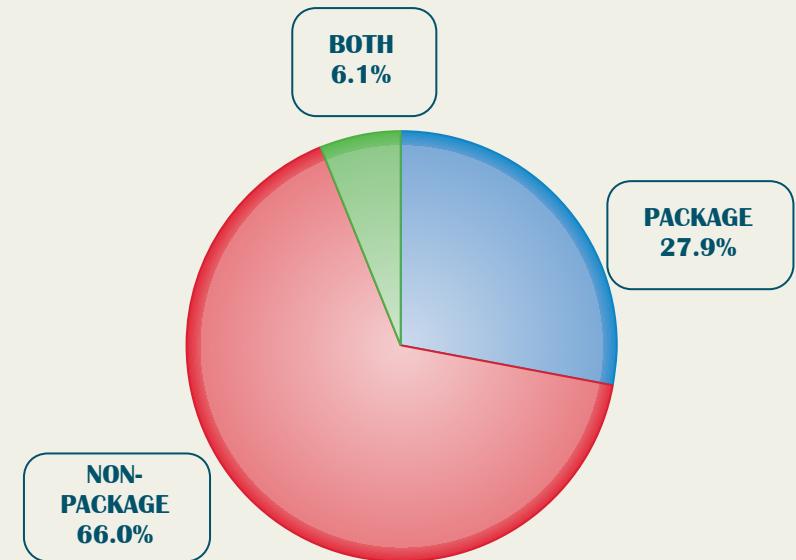
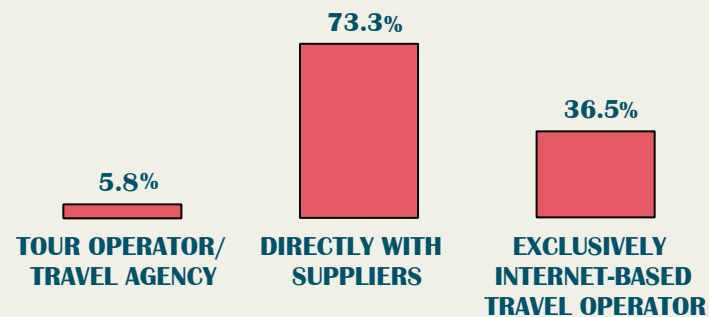
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS MADE WITH

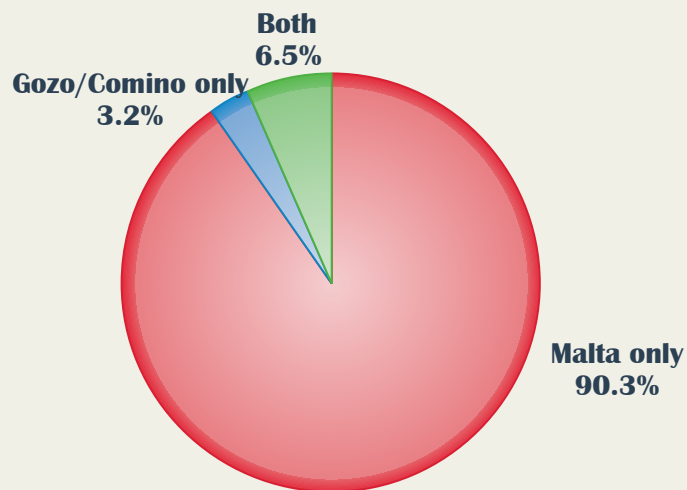


NON-PACKAGE BOOKINGS MADE WITH

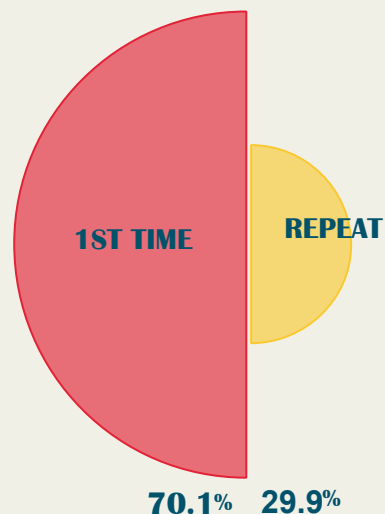


**87.6% COMPLETED TRIP
BOOKINGS ONLINE**

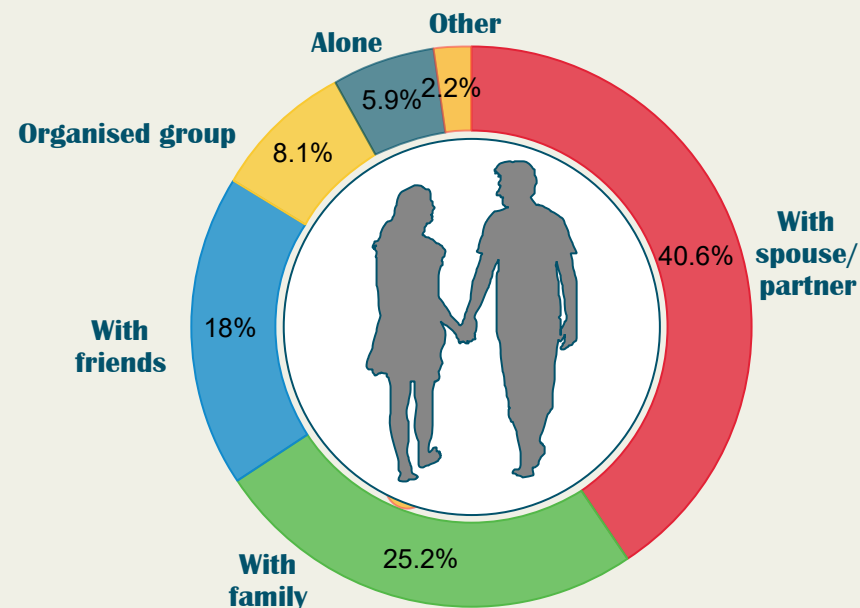
TYPE OF TRIP



1st TIME VS REPEAT TOURISTS



TRAVELLING PARTY



TYPE OF ACCOMMODATION USED

MALTA



29.3% of Italian Tourists spending nights in Malta stayed in 4* hotels.

25.1% stayed in 3* hotels.



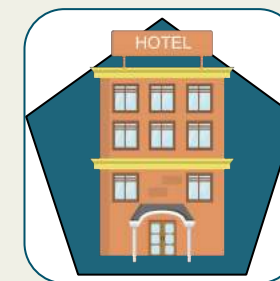
21.2% of Italian Tourists spending nights in Malta opted for self-catering apartment/farmhouse/villa.

GOZO



41.1% of Italian Tourists spending nights in Gozo opted for self-catering apartment/farmhouse/villa.

23.3% stayed in Guesthouse/ hostel.



11.0% stayed in 3* hotels.

ACTIVITIES ENGAGED IN

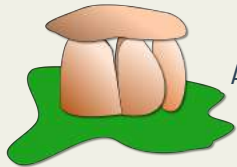
CULTURAL



66.3%
**Visit Historical
Buildings**



60.6%
Visit Churches



46.5%
**Visit
Archaeological
Sites**



39.4%
Visit Museums



19.6%
**Visit Arts/
Craft Sites**



11.7%
**Attend Local
Festivals/
Events**

OUTDOOR



51.0%
**Swimming/
Sunbathing**



40.1%
**Leisure Boat
Trip**



16.3%
Hiking



5.4%
Scuba Diving

RECREATIONAL



63.4%
**Dine at
Restaurants**



41.0%
Shopping



15.2%
Nightlife/clubbing



9.3%
Spa/ Wellness

TOURISTS' EXPECTATIONS OF MALTA



《 EXCEEDED 》

23.6%



《 MET 》

61.1%



《 NOT MET 》

15.3%



89.1%
**Would recommend the Maltese Islands to their
friends / relatives.**