

United Kingdom Market Profile 2018

INBOUND TOURISTS

2018

640,570

2017

560,893

2010

415,099

No. 1 Rank

24.6%
Market
Share

AIR CONNECTIVITY

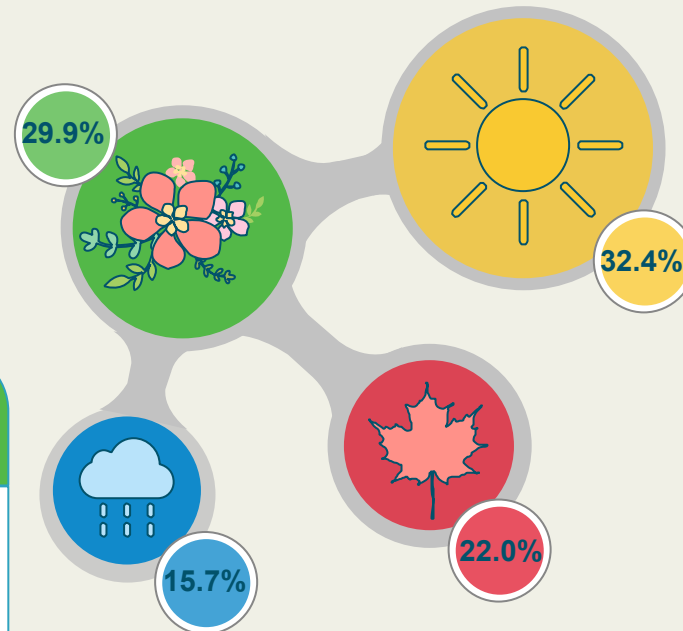
7 AIRLINES

- Ryanair
- Air Malta
- EasyJet
- Jet2.com
- British Airways
- Thomson Airways
- Thomas Cook

18 AIRPORTS

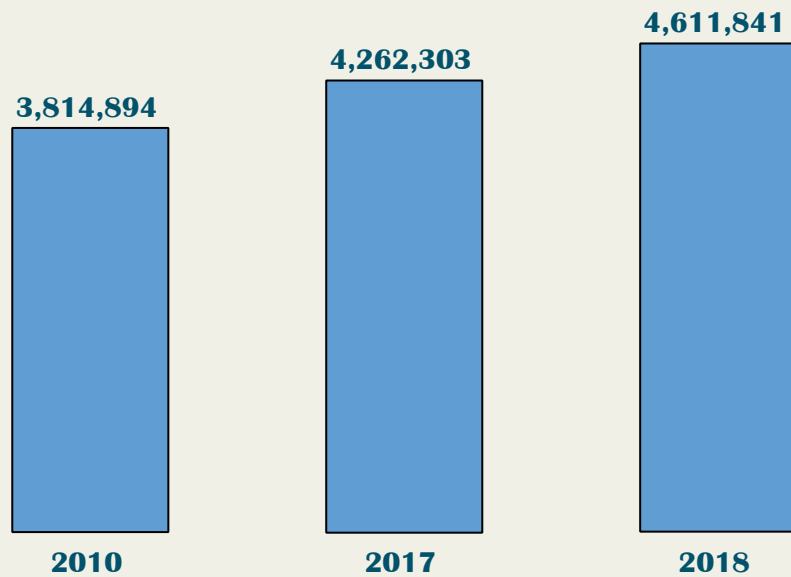
- London - Gatwick
- Manchester
- London - Heathrow
- London - Luton
- London - Stansted
- Birmingham
- Bristol
- London - Southend
- East Midlands
- Edinburgh
- Leeds - Bradford
- Newcastle
- Belfast International
- Liverpool - John Lennon
- Bournemouth International
- Aberdeen
- Glasgow
- Glasgow - Prestwick

SEASONALITY



BED NIGHTS

《《 TOTAL NIGHTS 》》

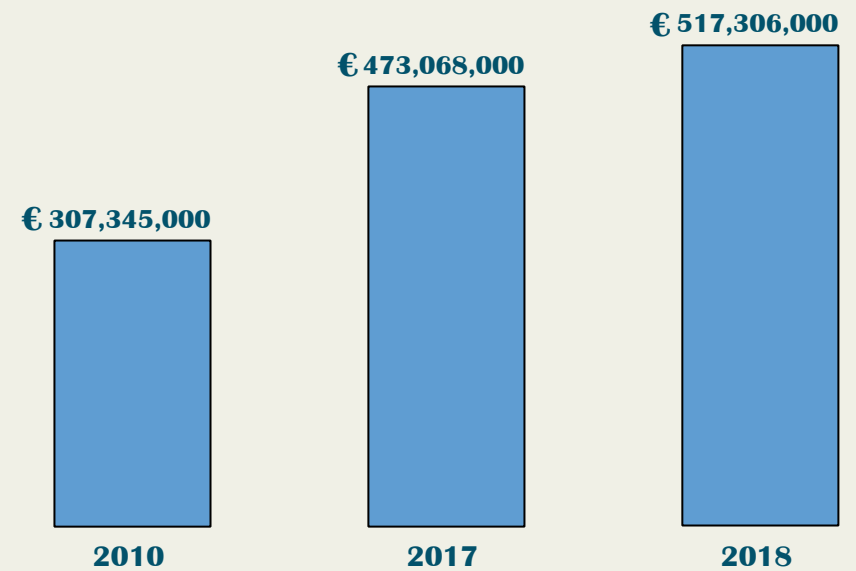


《《 AVERAGE LENGTH OF STAY 》》



EXPENDITURE

《《 TOTAL EXPENDITURE 》》

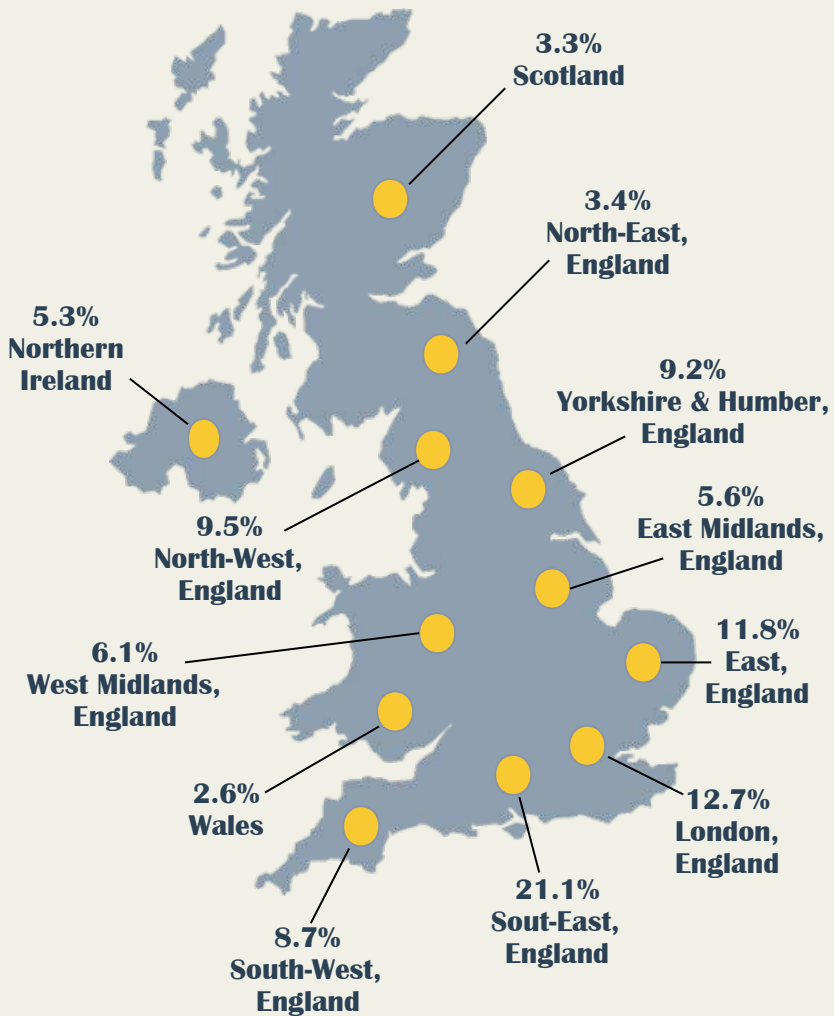


《《 EXPENDITURE PER CAPITA 》》

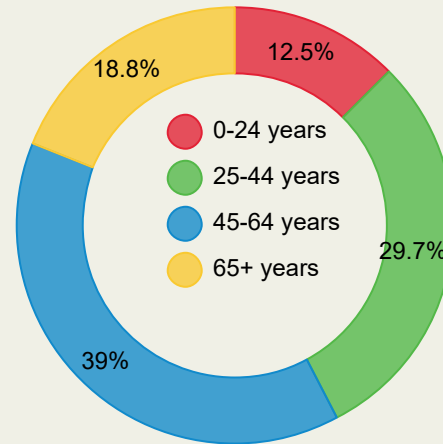


SOCIO-DEMOGRAPHIC PROFILE

REGION OF RESIDENCE

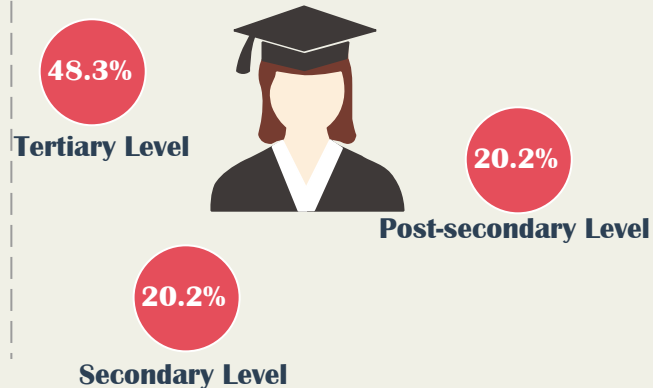


AGE GROUPS

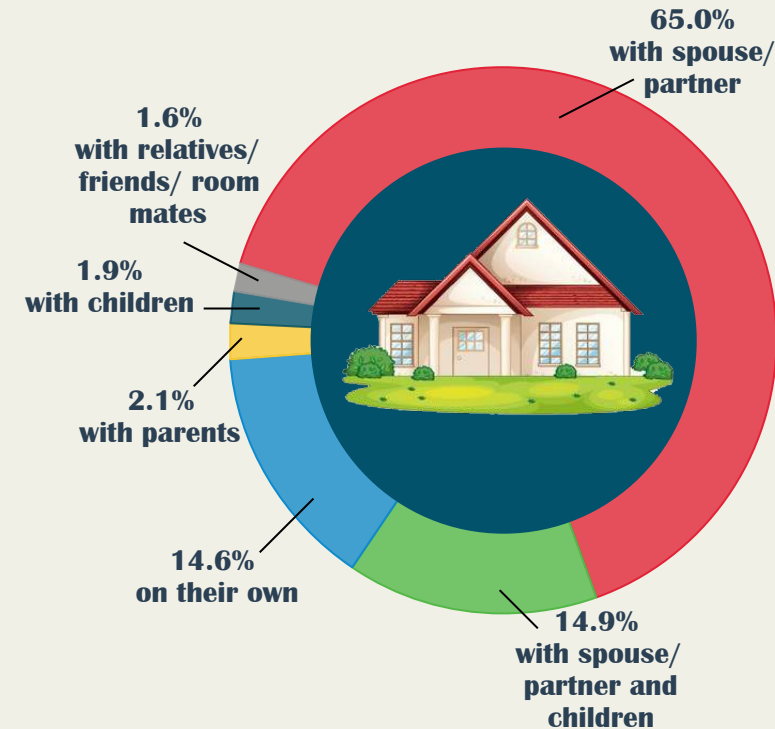


Average age: 58 years

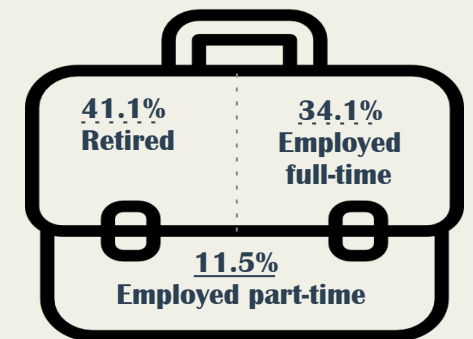
LEVEL OF EDUCATION



LIVING ARRANGEMENTS

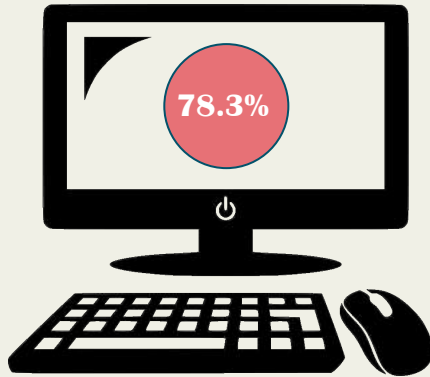


OCCUPATION



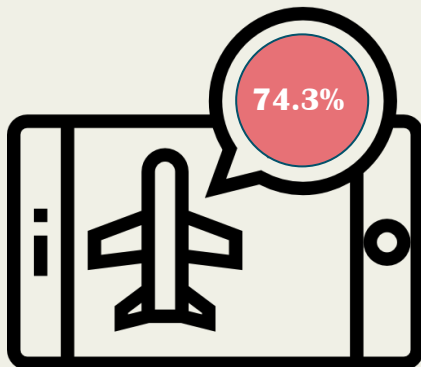
DIGITAL MEDIA USAGE

REGULAR



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

TRAVEL PURPOSES



1. Tripadvisor
2. Booking.com
3. Google
4. Expedia



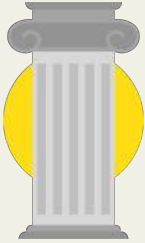
56.5% of tourists shared their experience in Malta on social media during stay.



TRAVEL MOTIVATIONS

SUN AND CULTURE

55.9%



SUN

14.2%



VISITING FRIENDS AND RELATIVES

9.1%



SPECIAL OCCASION

8.7%



CULTURE

8.1%



WELLNESS

5.7%



BUSINESS

4.1%



SCUBA DIVING

3.6%



OTHER SPORTS

2.2%



DESTINATION CHOICE INFLUENCERS

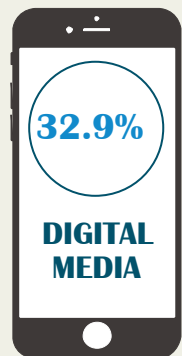
COMMUNICATION CHANNELS

38.0%

RECOMMENDATION
BY FRIENDS OR
RELATIVES

32.9%

DIGITAL
MEDIA



26.3%



TOUR OPERATOR BROCHURE
/ WEB

10.3%



NEWSPAPER. MAGAZINE
ADVERT/ ARTICLE

9.3%



TRAVEL GUIDE BOOK

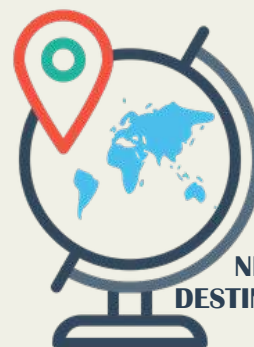
4.1%



RECOMMENDATION BY
TRAVEL AGENT

OTHER FACTORS

46.8%



NEW
DESTINATION

PREVIOUS VISIT

39.5%



39.0%



GOOD
FLIGHT CONNECTIONS

37.9%



ENGLISH SPOKEN WIDELY

31.9%



COST/VALUE FOR MONEY

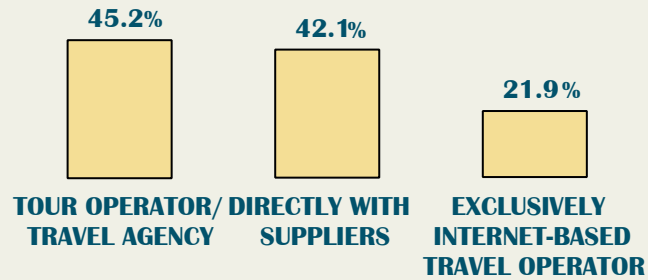
26.0%



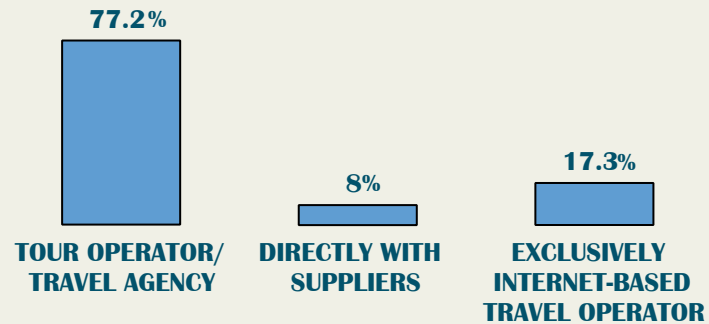
MALTESE HOSPITALITY

TYPE OF BOOKING

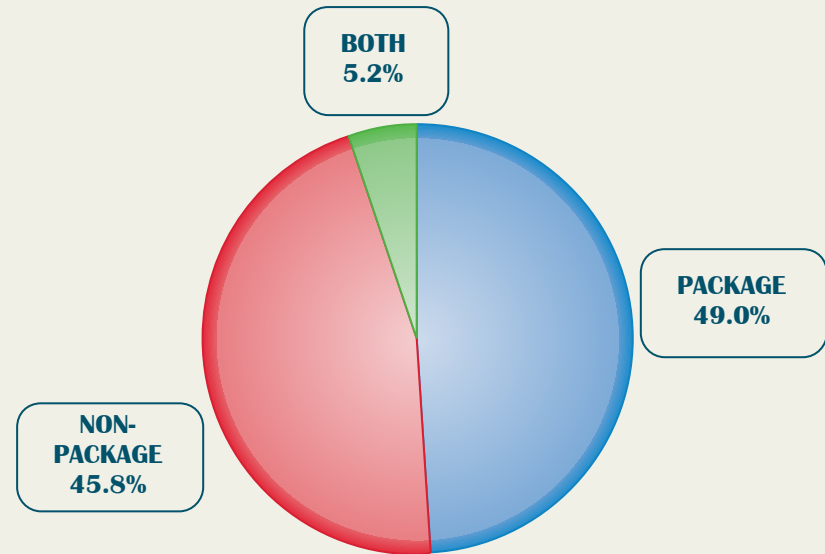
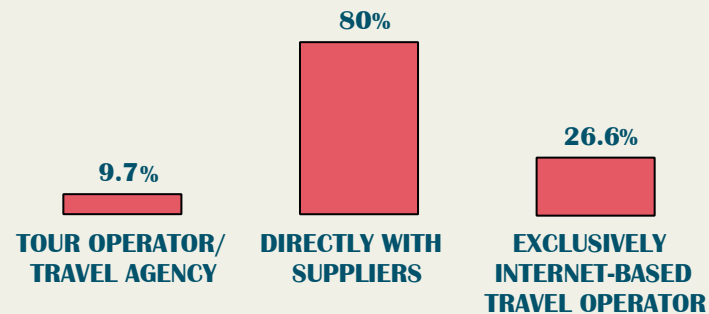
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS

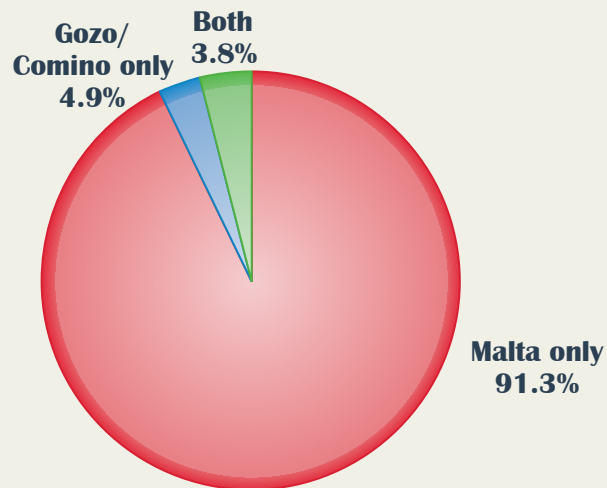


NON-PACKAGE BOOKINGS

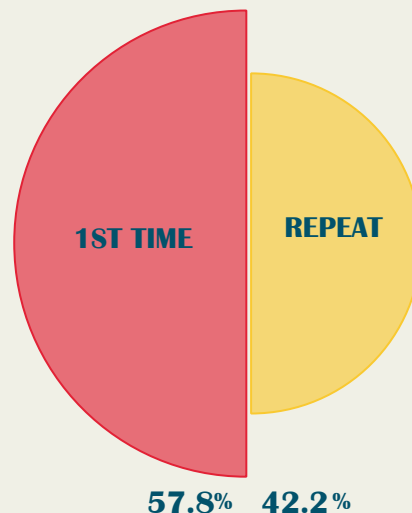


**74.3% COMPLETED TRIP
BOOKINGS ONLINE**

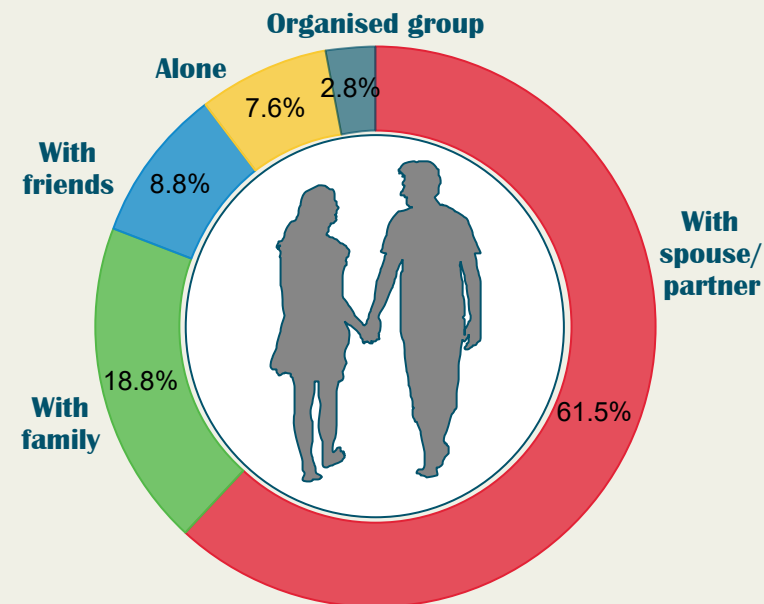
TYPE OF TRIP



1st TIME VS REPEAT TOURISTS



TRAVELLING PARTY



TYPE OF ACCOMMODATION USED

MALTA



47.9% of UK Tourists spending nights in Malta stayed in 4* hotels.

22.7% stayed in 5* hotels.

11.7% stayed in 3* hotels.



9.4% of UK Tourists spending nights in Malta opted for self-catering apartment/farmhouse/villa.

GOZO



32.4% of UK Tourists spending nights in Gozo opted for self-catering apartment/farmhouse/villa.

12.2% stayed at friends'/relatives' house.



27.7% stayed in 4* hotels.
8.5% stayed in 5* hotels.

ACTIVITIES ENGAGED IN

CULTURAL



79.7%
Visit Historical Buildings



66.9%
Visit Churches



48.0%
Visit Museums



39.2%
Visit Archaeological Sites



20.4%
Visit Arts/ Craft Sites



14.9%
Attend Local Festivals/ Events



10.3%
Visit Local Produce Sites/ Agro-experiences

OUTDOOR



51.4%
Swimming/ Sunbathing



38.5%
Leisure Boat Trip



12.1%
Hiking



4.2%
Scuba Diving

RECREATIONAL



65.9%
Dine at Restaurants



49.2%
Shopping



15.4%
Spa/ Wellness



4.4%
Nightlife/clubbing

TOURISTS' EXPECTATIONS OF MALTA



《 EXCEEDED 》

29.0%



《 MET 》

63.6%



《 NOT MET 》

7.4%



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