



Spain

Market Profile 2018

INBOUND TOURISTS

2018

99,046

2017

75,511

2010

67,842

No. 5 Rank

3.8%

Market
Share

AIR CONNECTIVITY



6 AIRLINES

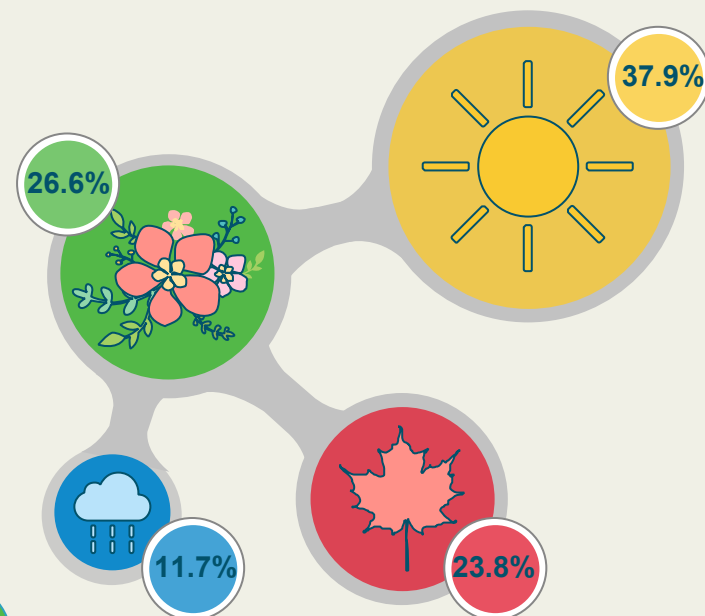
- Ryanair
- Vueling Airlines
- Iberia Express
- Air Malta
- Norwegian Air
- Volotea



7 AIRPORTS

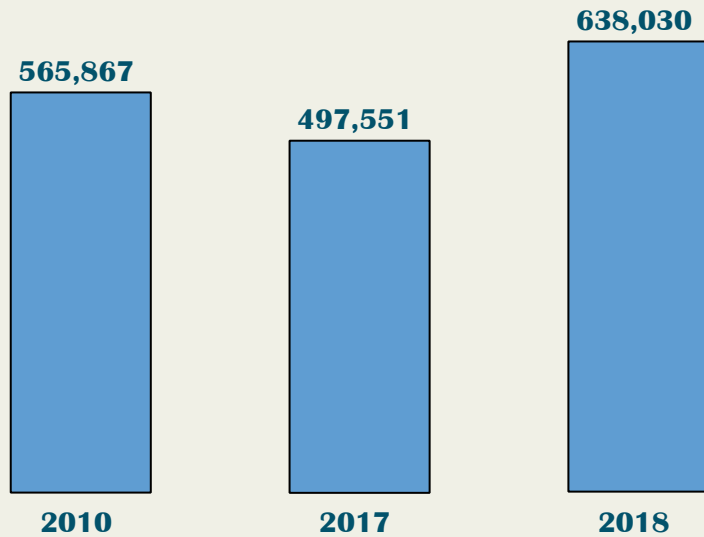
- Barcelona
- Madrid - Barajas
- Valencia
- Sevilla
- Girona - Costa Brava
- Malaga
- Bilbao

SEASONALITY



BED NIGHTS

《《 TOTAL NIGHTS 》》

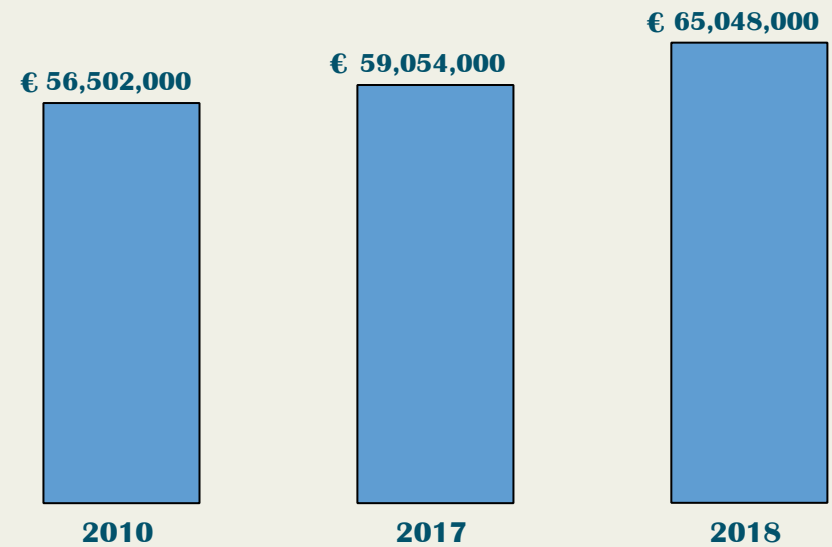


《《 AVERAGE LENGTH OF STAY 》》



EXPENDITURE

《《 TOTAL EXPENDITURE 》》

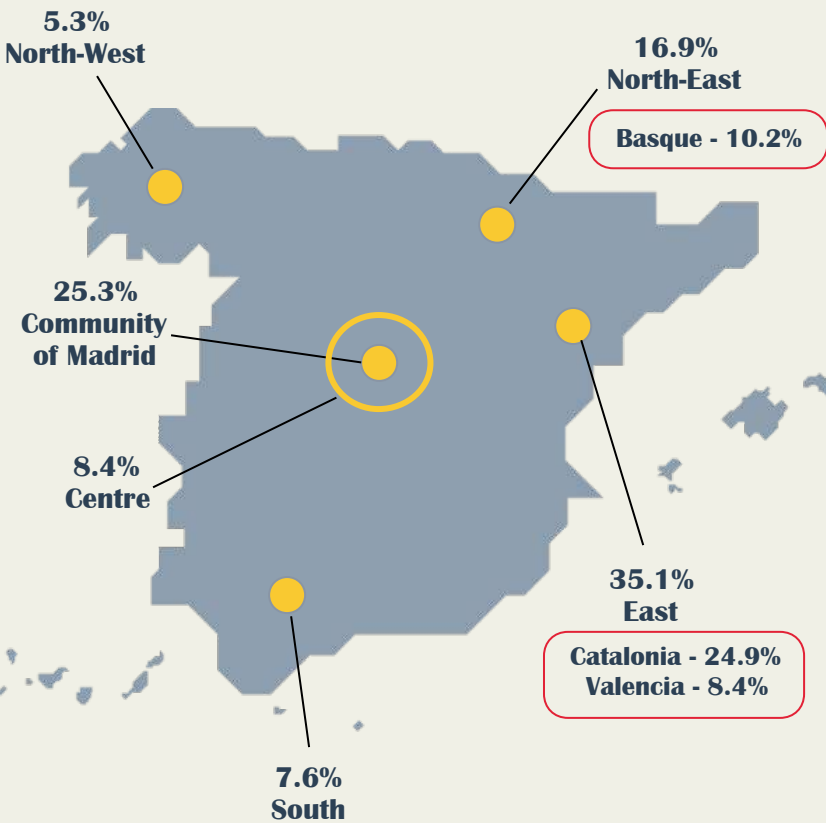


《《 EXPENDITURE PER CAPITA 》》

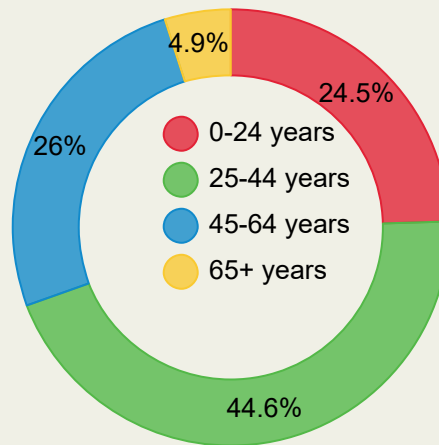


SOCIO-DEMOGRAPHIC PROFILE

REGION OF RESIDENCE

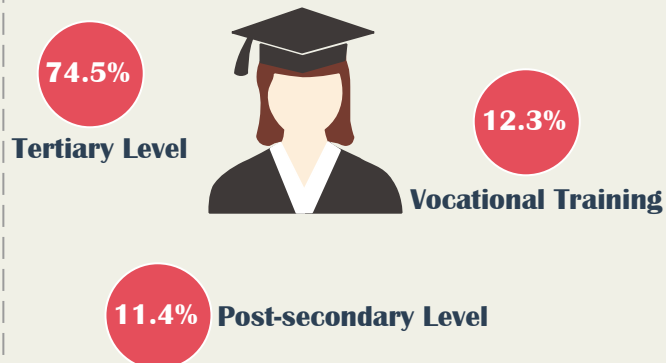


AGE GROUPS

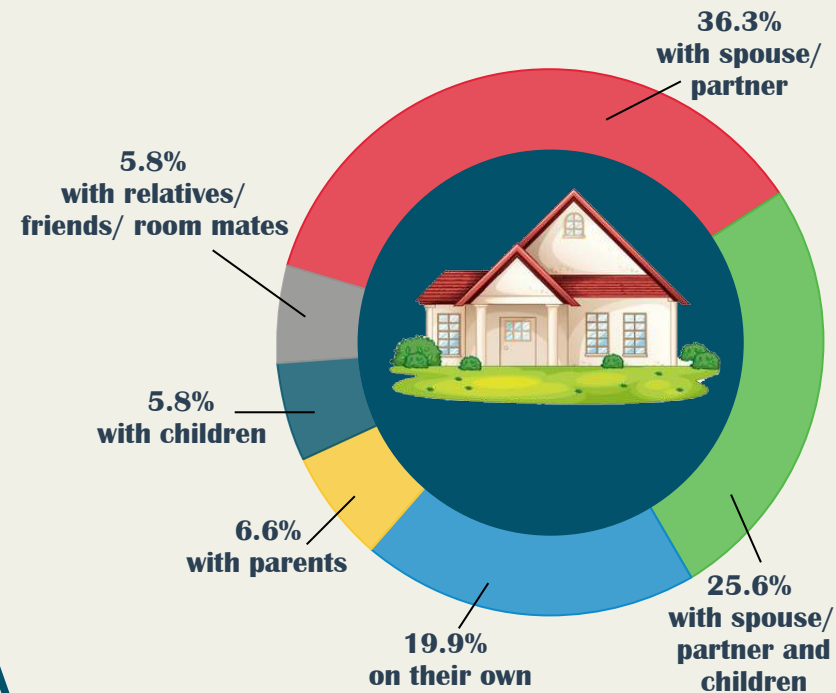


Average age: 46 years

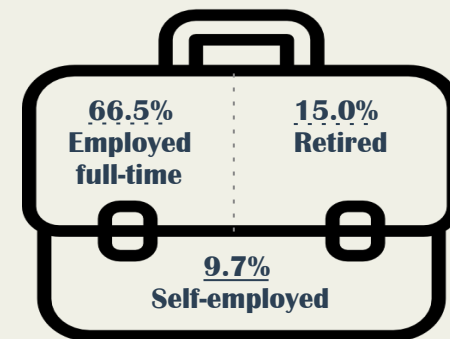
LEVEL OF EDUCATION



LIVING ARRANGEMENTS

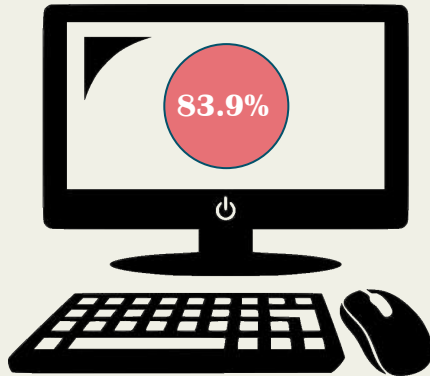


OCCUPATION



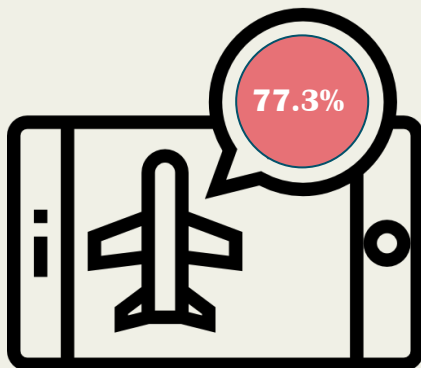
DIGITAL MEDIA USAGE

REGULAR



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

TRAVEL PURPOSES



1. Booking.com
2. Tripadvisor
3. AirBnb
4. Google
5. Instagram
6. Skyscanner



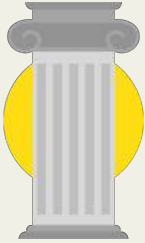
72.6% of tourists shared their experience in Malta on social media during stay.



TRAVEL MOTIVATIONS

SUN AND CULTURE

40.4%



CULTURE

21.8%



WELLNESS

13.2%



SUN

9.1%



SCUBA DIVING

8.7%



SPECIAL OCCASION

8.7%



BUSINESS

6.9%



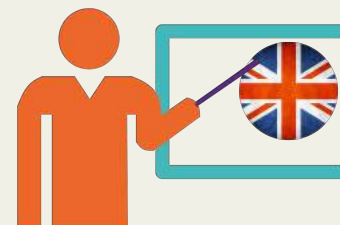
VISITING FRIENDS AND RELATIVES

6.0%



LEARNING ENGLISH

4.0%



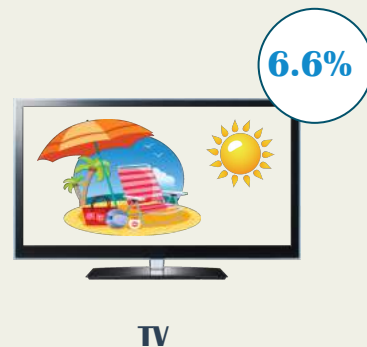
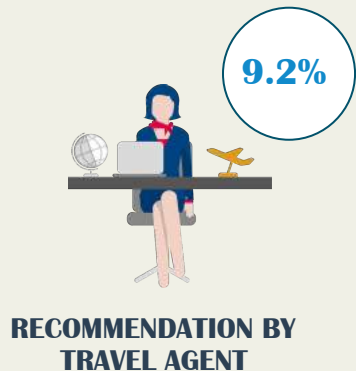
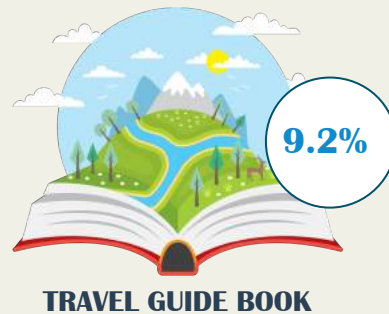
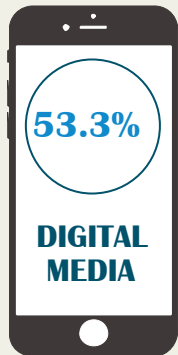
OTHER SPORTS

2.5%

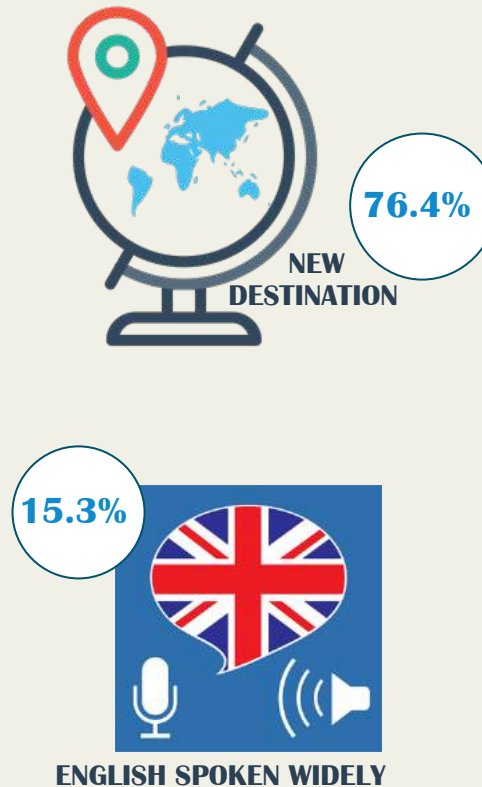


DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS

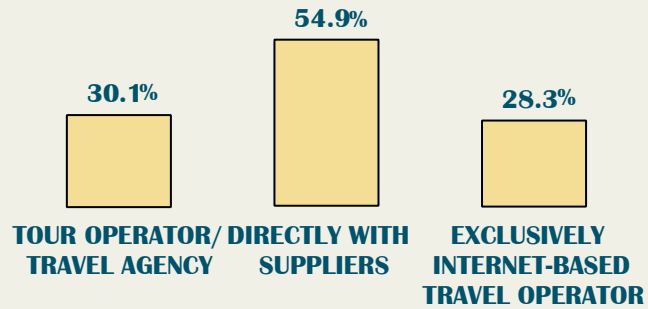


OTHER FACTORS

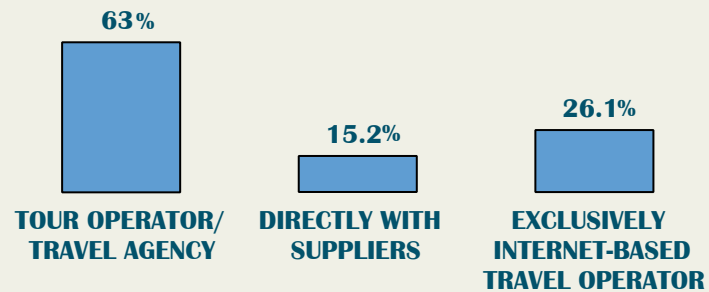


TYPE OF BOOKING

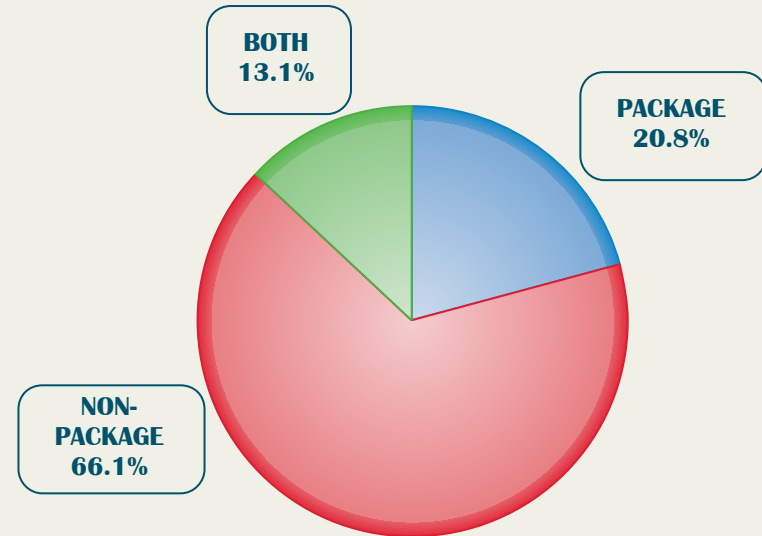
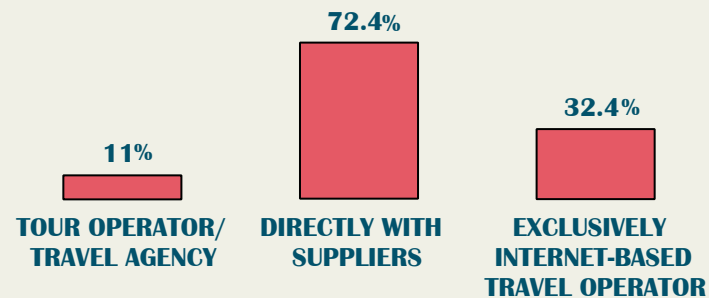
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS

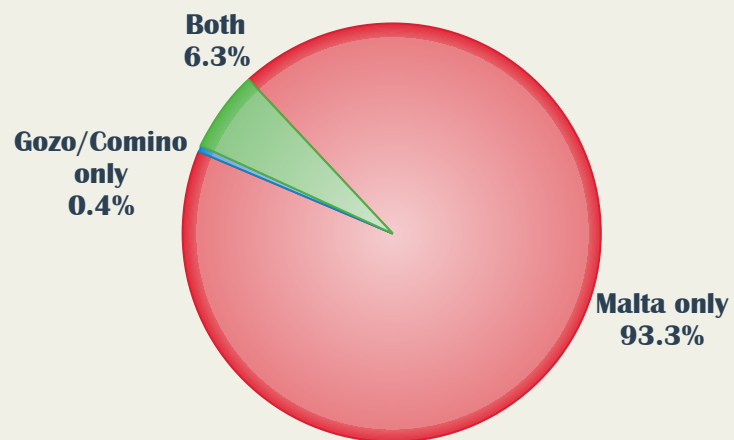


NON-PACKAGE BOOKINGS

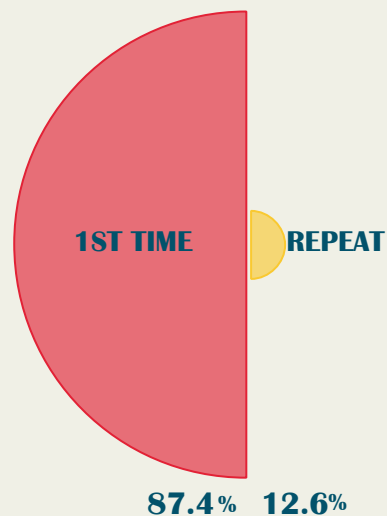


**81.2% COMPLETED TRIP
BOOKINGS ONLINE**

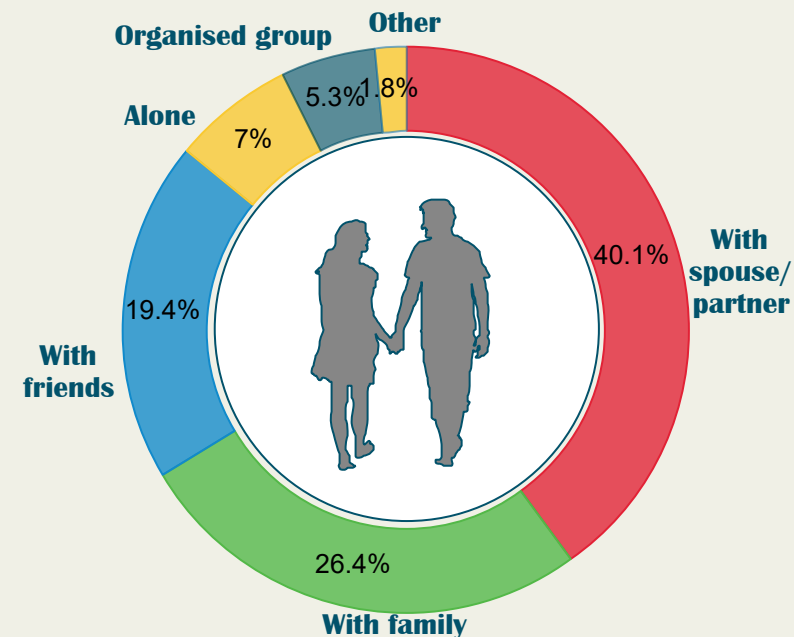
TYPE OF TRIP



1st TIME VS REPEAT TOURISTS



TRAVELLING PARTY



TYPE OF ACCOMMODATION USED

« THE MALTESE ISLANDS »



34.5% of Spanish Tourists spending nights in the Maltese Islands stayed in 4* hotels.

25.1% stayed in 3* hotels.

7.6% stayed in 5* hotels.

22.0% of Spanish Tourists spending nights in the Maltese Islands opted for self-catering apartment/farmhouse/villa.

7.6% stayed in Guesthouse/hostel.



ACTIVITIES ENGAGED IN

CULTURAL



86.0%
Visit Historical
Buildings



76.9%
Visit Churches



68.6%
Visit
Archaeological
Sites



46.7%
Visit Museums



16.6%
Visit Arts/
Craft Sites



8.3%
Attend Local
Festivals/
Events



7.9%
Visit Local
Produce Sites/
Agro-experiences

OUTDOOR



56.8%
Leisure Boat
Trip



51.5%
Swimming/
Sunbathing



26.2%
Hiking



11.4%
Scuba Diving

RECREATIONAL



63.8%
Dine at
Restaurants



51.5%
Shopping



13.1%
Nightlife/clubbing



12.7%
Spa/ Wellness

TOURISTS' EXPECTATIONS OF MALTA



《 EXCEEDED 》

22.3%



《 MET 》

61.2%



《 NOT MET 》

16.5%



86.0%
**Would recommend the Maltese Islands to their
friends / relatives.**