



Belgium

Market Profile 2018

INBOUND TOURISTS

2018

70,191

2017

73,429

2010

24,296

No. 7 Rank

2.7%

Market Share

AIR CONNECTIVITY



2 AIRLINES

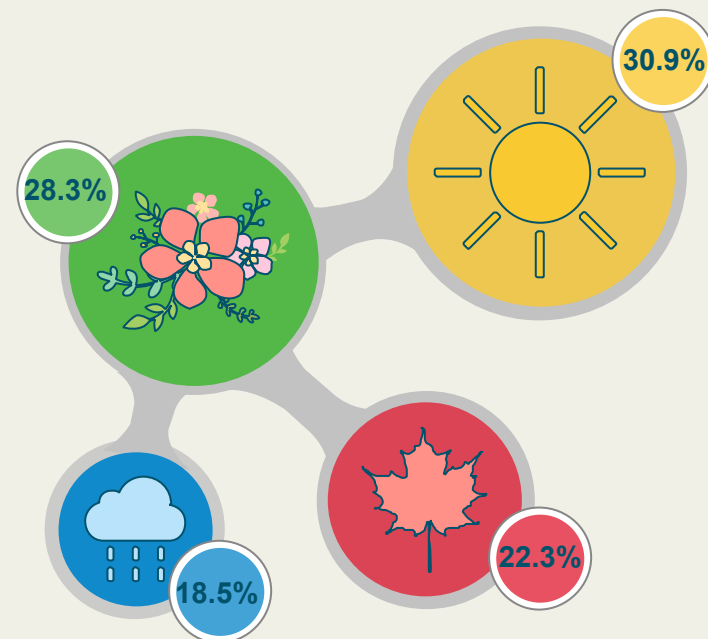
- Ryanair
- Air Malta



2 AIRPORTS

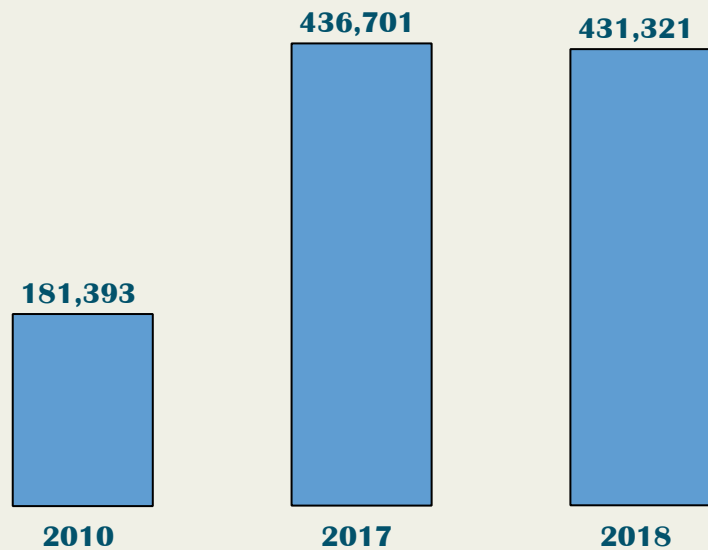
- Brussels - National
- Brussels - South Charleroi

SEASONALITY



BED NIGHTS

《《 TOTAL NIGHTS 》》

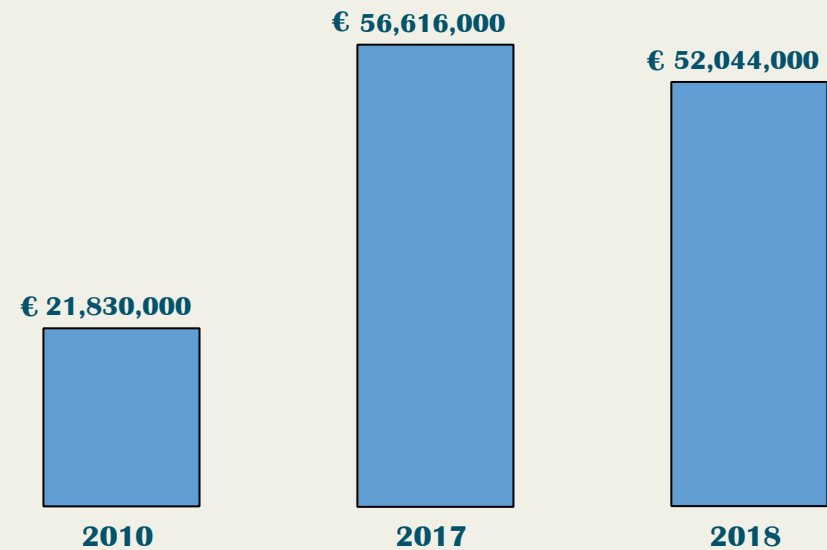


《《 AVERAGE LENGTH OF STAY 》》



EXPENDITURE

《《 TOTAL EXPENDITURE 》》



《《 EXPENDITURE PER CAPITA 》》

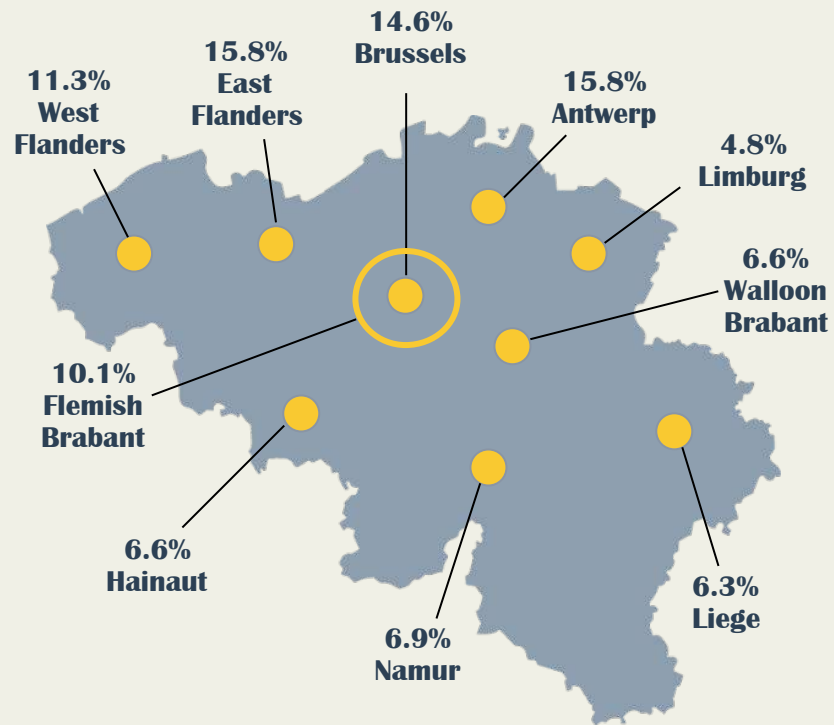
Average Spent per
Capita

€741

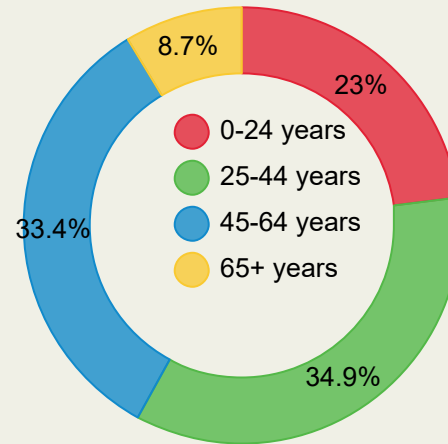


SOCIO-DEMOGRAPHIC PROFILE

REGION OF RESIDENCE



AGE GROUPS

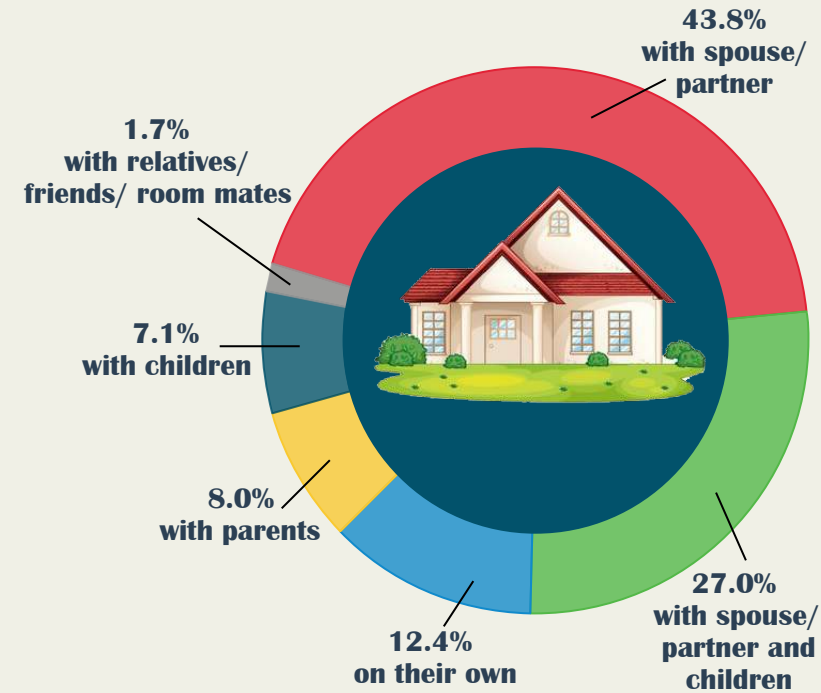


Average age: 50 years

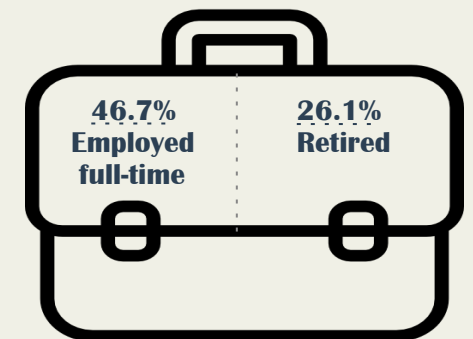
LEVEL OF EDUCATION



LIVING ARRANGEMENTS

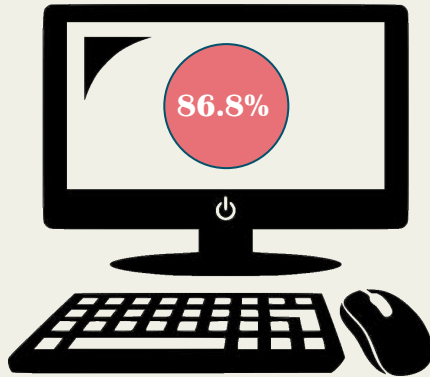


OCCUPATION



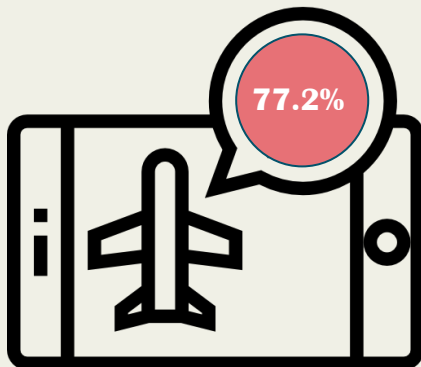
DIGITAL MEDIA USAGE

REGULAR



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

TRAVEL PURPOSES



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



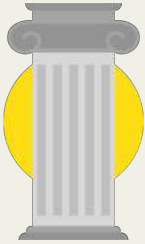
57.5% of tourists shared their experience in Malta on social media during stay.



TRAVEL MOTIVATIONS

SUN AND CULTURE

52.2%



SUN

14.9%



CULTURE

11.8%



VISITING FRIENDS AND RELATIVES

7.7%



SPECIAL OCCASION

6.2%



BUSINESS

5.4%



WELLNESS

4.4%



SCUBA DIVING

2.8%



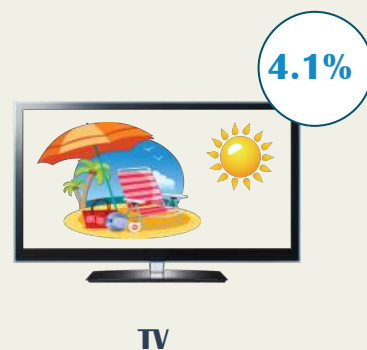
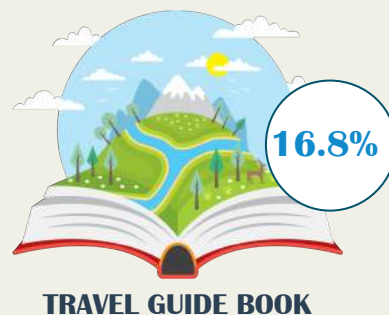
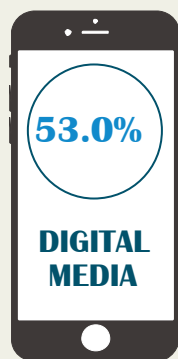
OTHER SPORTS

2.4%

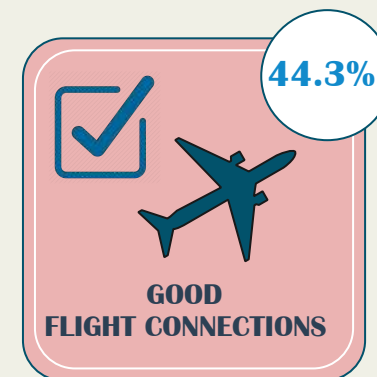


DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS

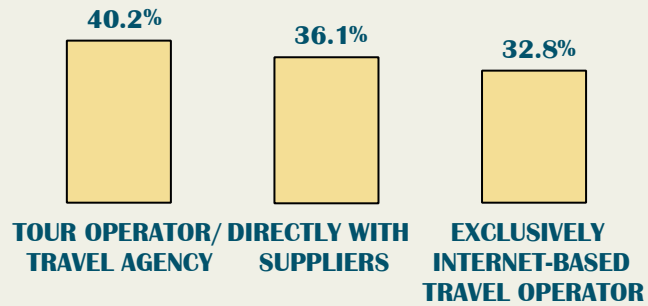


OTHER FACTORS

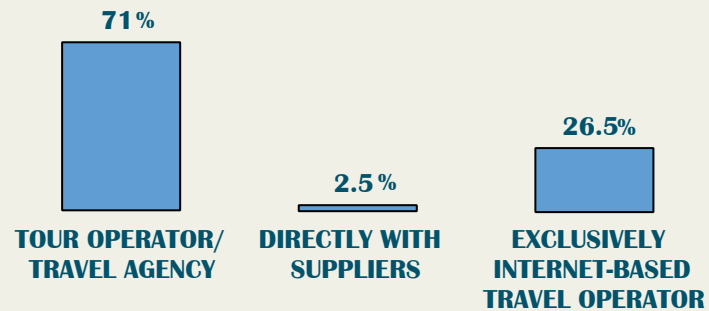


TYPE OF BOOKING

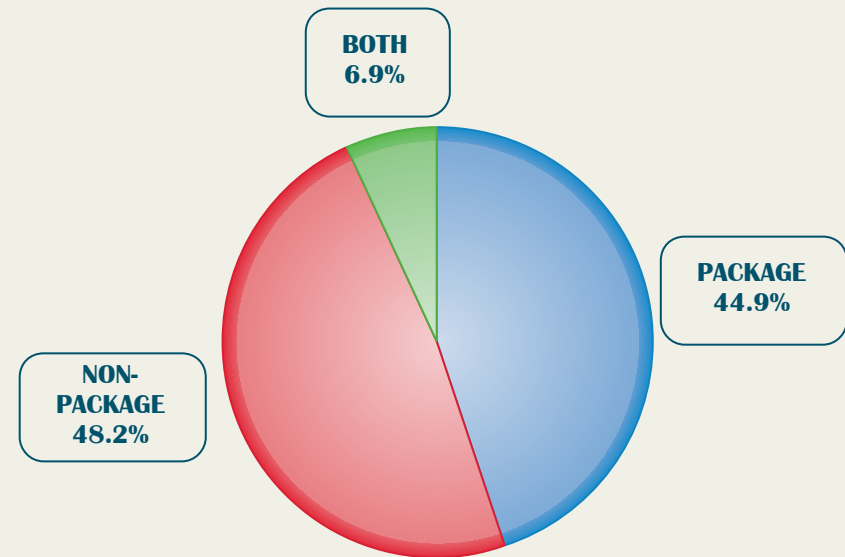
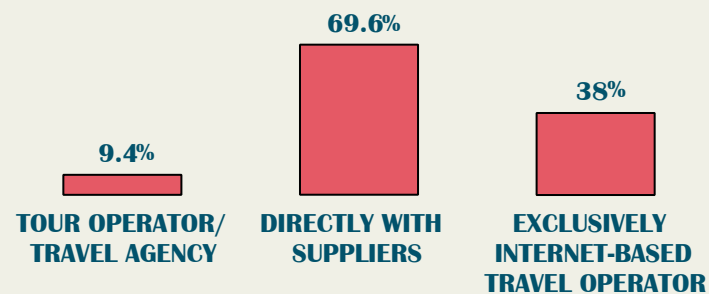
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS

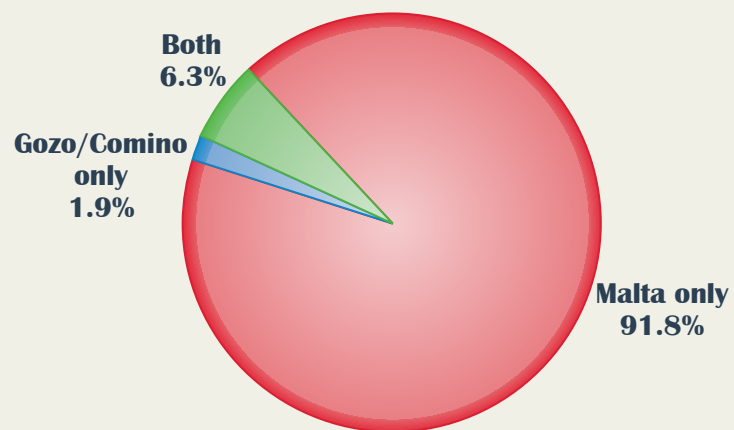


NON-PACKAGE BOOKINGS

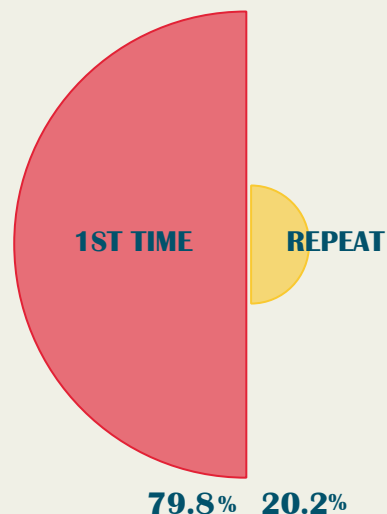


**76.2% COMPLETED TRIP
BOOKINGS ONLINE**

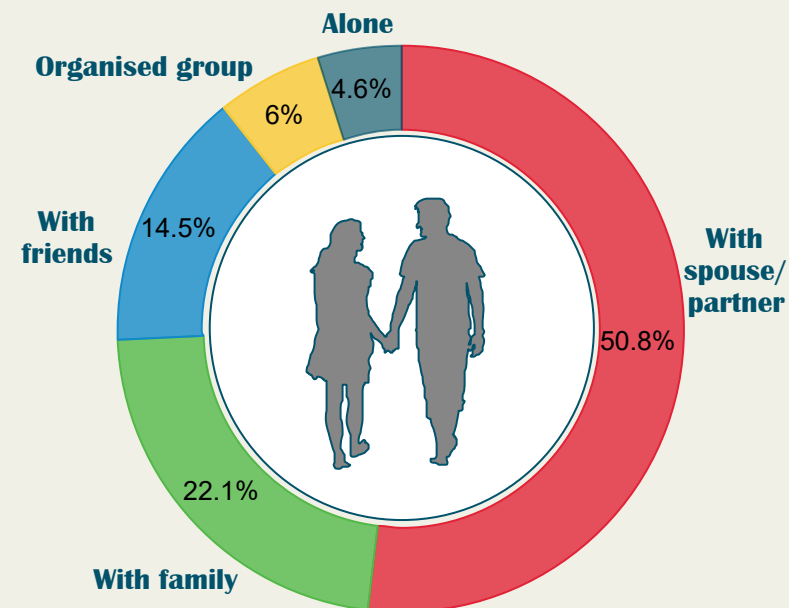
TYPE OF TRIP



1st TIME VS REPEAT TOURISTS



TRAVELLING PARTY



TYPE OF ACCOMMODATION USED

« THE MALTESE ISLANDS »



54.1% of Belgian Tourists spending nights in the Maltese Islands stayed in 4* hotels.

12.1% stayed in 3* hotels.

11.8% stayed in 5* hotels.

15.4% of Belgian Tourists spending nights in the Maltese Islands opted for self-catering apartment/farmhouse/villa.



ACTIVITIES ENGAGED IN

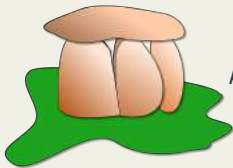
CULTURAL



79.5%
Visit Historical
Buildings



73.8%
Visit Churches



54.9%
Visit
Archaeological
Sites



40.5%
Visit Museums



16.2%
Visit Arts/
Craft Sites



10.0%
Attend Local
Festivals/
Events

OUTDOOR



50.5%
Leisure Boat
Trip



45.7%
Swimming/
Sunbathing



45.7%
Hiking



4.6%
Scuba Diving

RECREATIONAL



68.4%
Dine at
Restaurants



50.8%
Shopping



14.9%
Spa/ Wellness



5.1%
Nightlife/clubbing

TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED

26.5%



MET

65.2%



NOT MET

8.3%



93.3%
**Would recommend the Maltese Islands to their
friends / relatives.**