



France

Market Profile 2018

INBOUND TOURISTS

2018

213,299

2017

176,371

2010

86,516

No. 4 Rank

8.2%

Market
Share

AIR CONNECTIVITY



4 AIRLINES

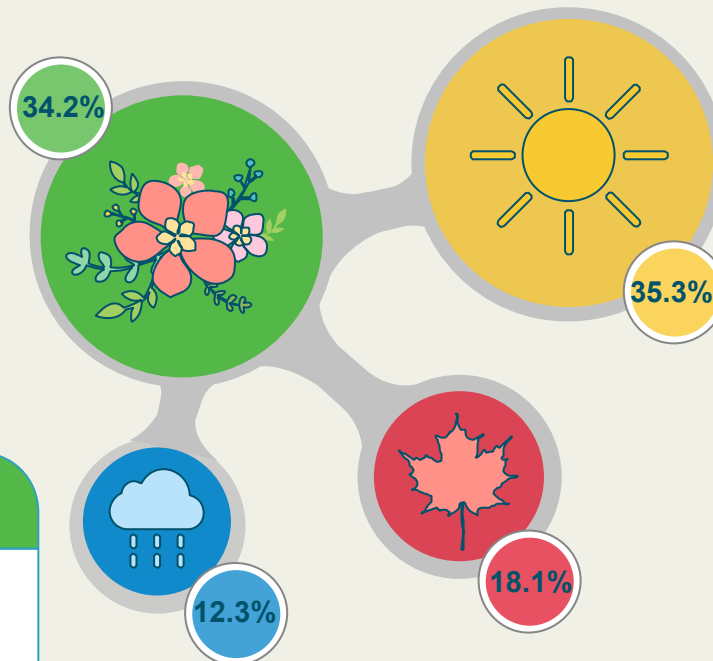
- Air Malta
- Ryanair
- Transavia
- Volotea



10 AIRPORTS

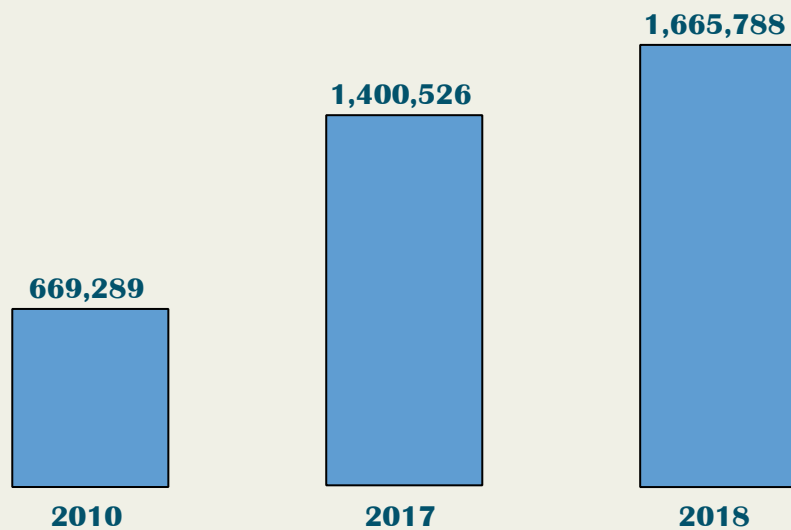
- Paris - Orly
- Paris - Charles De Gaulle
- Marseille
- Lyon - Saint Exupery
- Toulouse - Blagnac
- Paris - Beauvais - Tille
- Bordeaux - Merignac
- Nantes - Atlantique
- Lourdes
- Nice - Côte d'Azur

SEASONALITY



BED NIGHTS

《《 TOTAL NIGHTS 》》

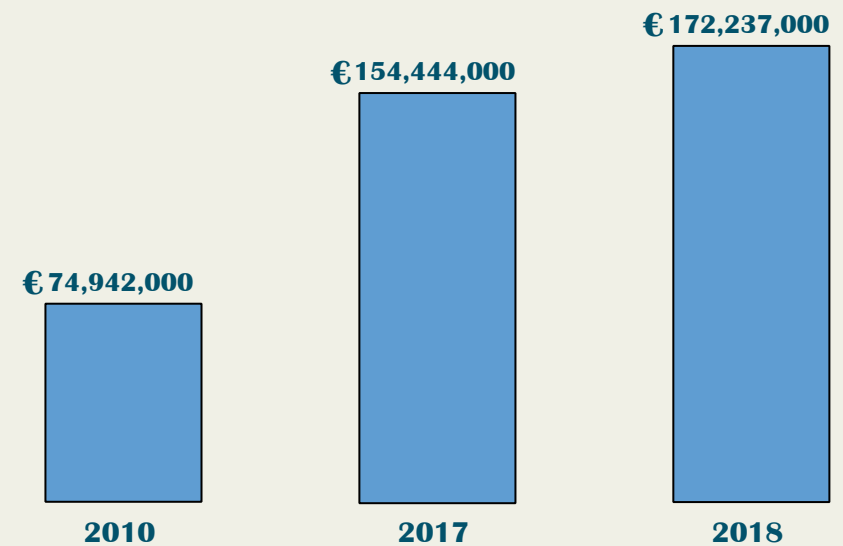


《《 AVERAGE LENGTH OF STAY 》》



EXPENDITURE

《《 TOTAL EXPENDITURE 》》

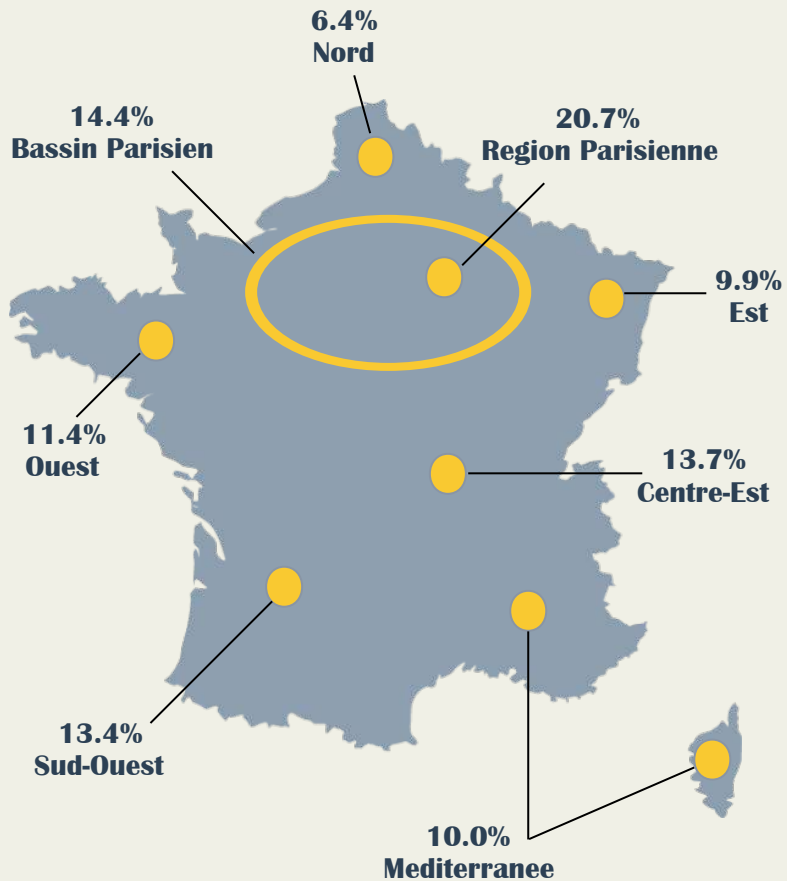


《《 EXPENDITURE PER CAPITA 》》

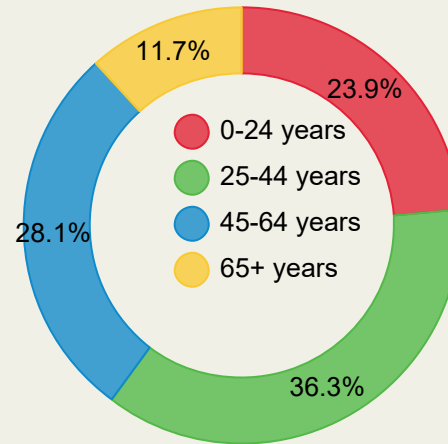


SOCIO-DEMOGRAPHIC PROFILE

REGION OF RESIDENCE

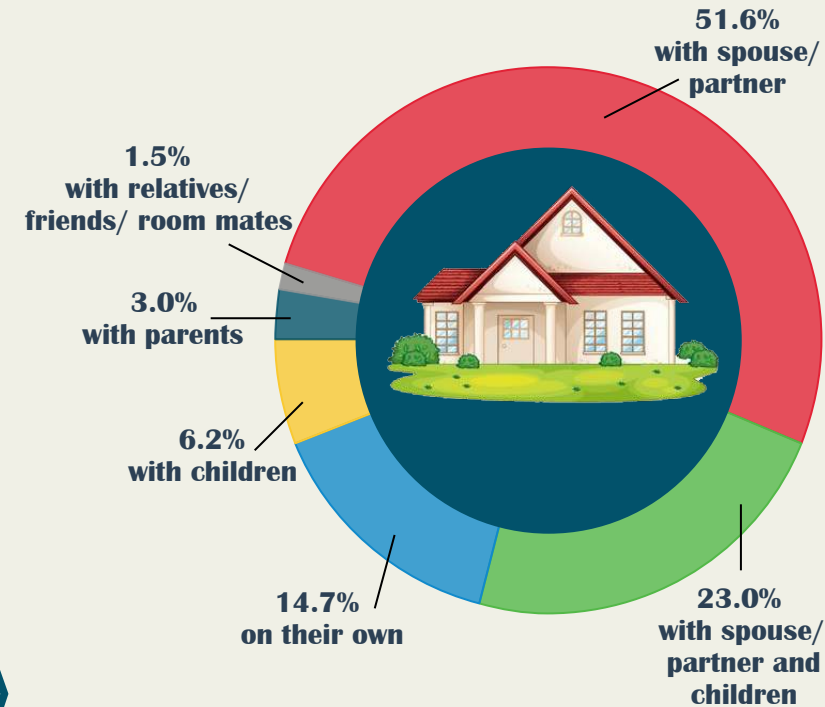


AGE GROUPS

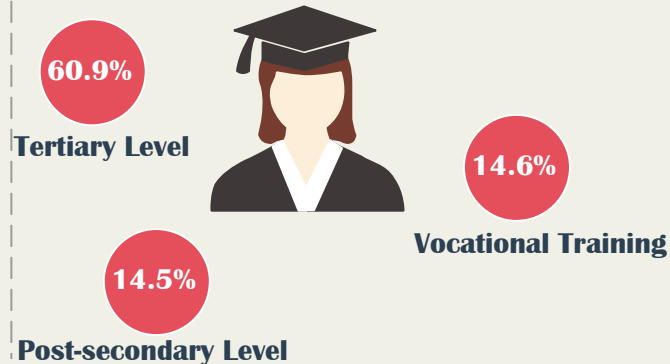


Average age: 50 years

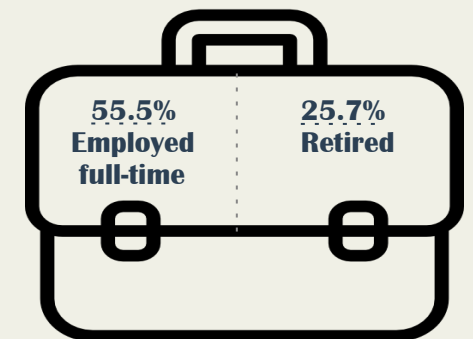
LIVING ARRANGEMENTS



LEVEL OF EDUCATION



OCCUPATION



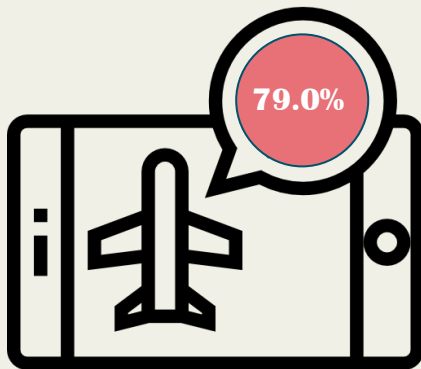
DIGITAL MEDIA USAGE

REGULAR



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

TRAVEL PURPOSES



1. Tripadvisor
2. Booking.com
3. Google
4. Airbnb
5. Routard
6. Lastminute



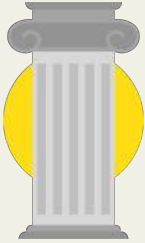
64.5% of tourists shared their experience in Malta on social media during stay.



TRAVEL MOTIVATIONS

SUN AND CULTURE

50.0%



SUN

15.0%



CULTURE

14.0%



BUSINESS

6.8%



SCUBA DIVING

5.1%



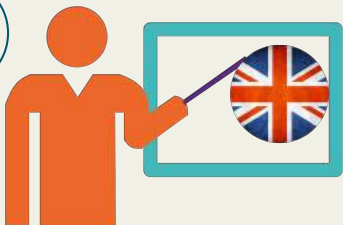
SPECIAL OCCASION

4.6%



LEARNING ENGLISH

4.1%



VISITING FRIENDS AND RELATIVES

4.0%



WELLNESS

3.5%



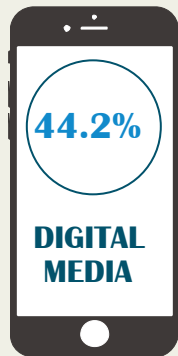
OTHER SPORTS

2.1%



DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS



TOUR OPERATOR BROCHURE
/ WEB



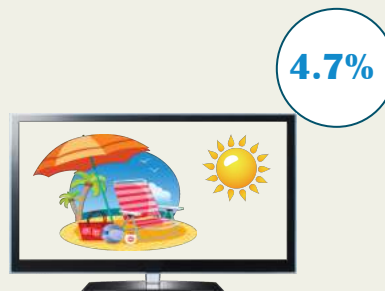
TRAVEL GUIDE BOOK



RECOMMENDATION BY
TRAVEL AGENT



NEWSPAPER. MAGAZINE
ADVERT/ ARTICLE

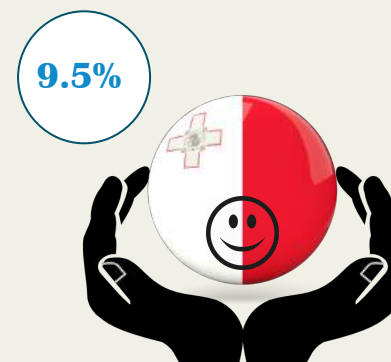


TV

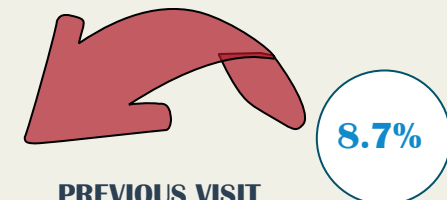
OTHER FACTORS



ENGLISH SPOKEN WIDELY



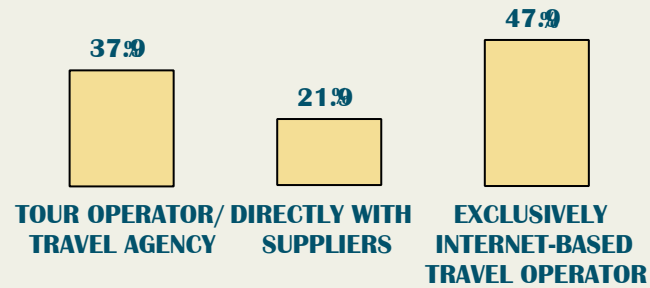
MALTESE HOSPITALITY



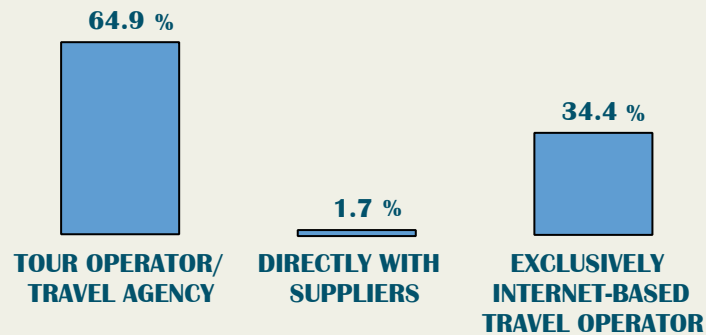
PREVIOUS VISIT

TYPE OF BOOKING

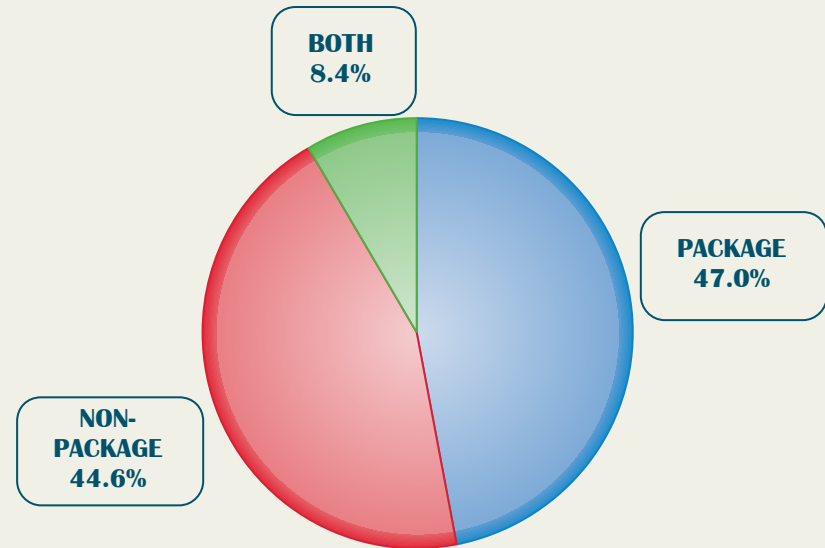
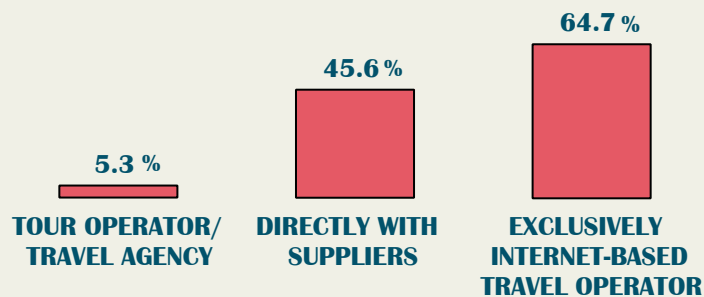
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS



NON-PACKAGE BOOKINGS

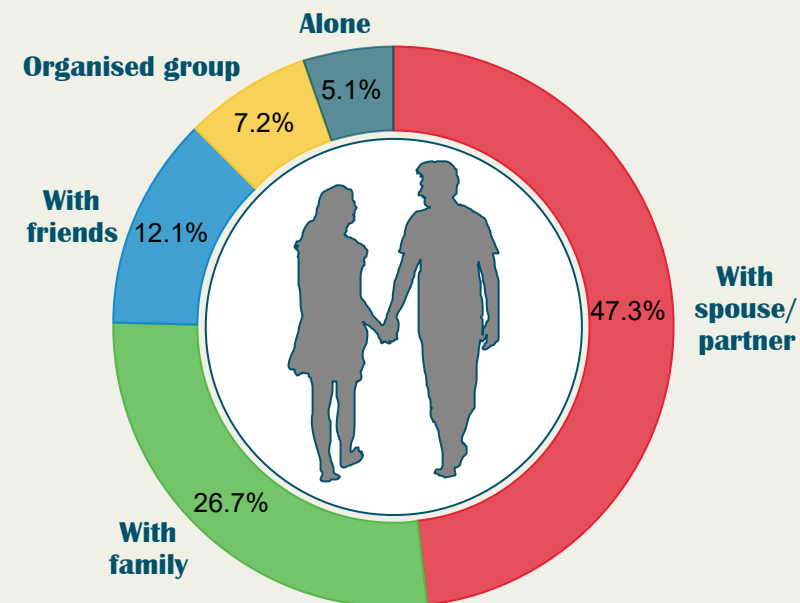
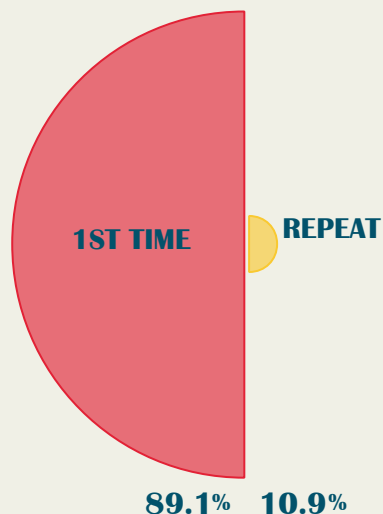
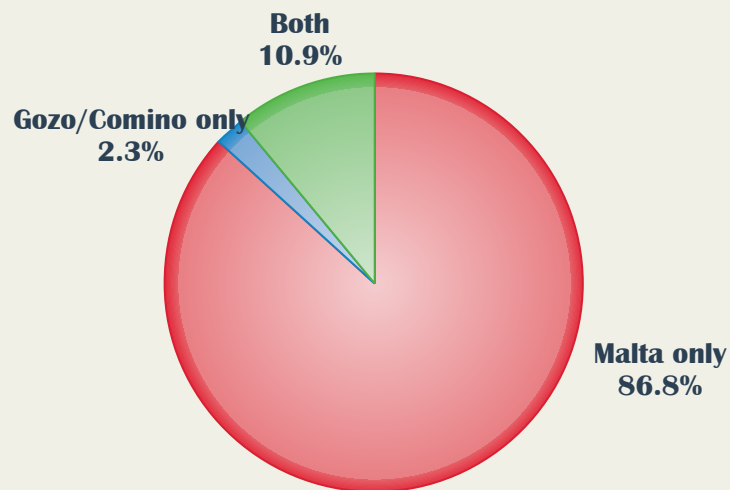


**69.3% COMPLETED TRIP
BOOKINGS ONLINE**

TYPE OF TRIP

1st TIME VS REPEAT TOURISTS

TRAVELLING PARTY



TYPE OF ACCOMMODATION USED

MALTA



46.6% of French Tourists spending nights in Malta stayed in 4* hotels.

17.9% stayed in 3* hotels.



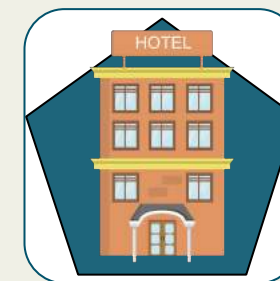
18.9% of French Tourists spending nights in Malta opted for self-catering apartment/farmhouse/villa.

GOZO



42.6% of French Tourists spending nights in Gozo opted for self-catering apartment/farmhouse/villa.

23.0% stayed in Guesthouse/ hostel.



11.5% stayed in 4* hotels.

ACTIVITIES ENGAGED IN

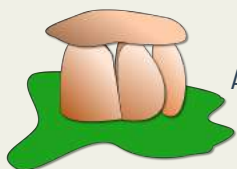
CULTURAL



85.4%
Visit Historical Buildings



80.1%
Visit Churches



56.0%
Visit Archaeological Sites



50.4%
Visit Museums



18.5%
Visit Arts/ Craft Sites



14.4%
Attend Local Festivals/ Events

OUTDOOR



58.9%
Leisure Boat Trip



55.9%
Swimming/ Sunbathing



30.2%
Hiking



7.5%
Scuba Diving

RECREATIONAL



64.1%
Dine at Restaurants



46.2%
Shopping



16.1%
Spa/ Wellness



2.9%
Nightlife/clubbing

TOURISTS' EXPECTATIONS OF MALTA



《 EXCEEDED 》

18.1%



《 MET 》

70.9%



《 NOT MET 》

11.0%



91.0%
**Would recommend the Maltese Islands to their
friends / relatives.**