

Netherlands

Market Profile 2018

INBOUND TOURISTS

2018

57,355

2017

64,000

2010

33,425

2.2%
Market
Share

AIR CONNECTIVITY

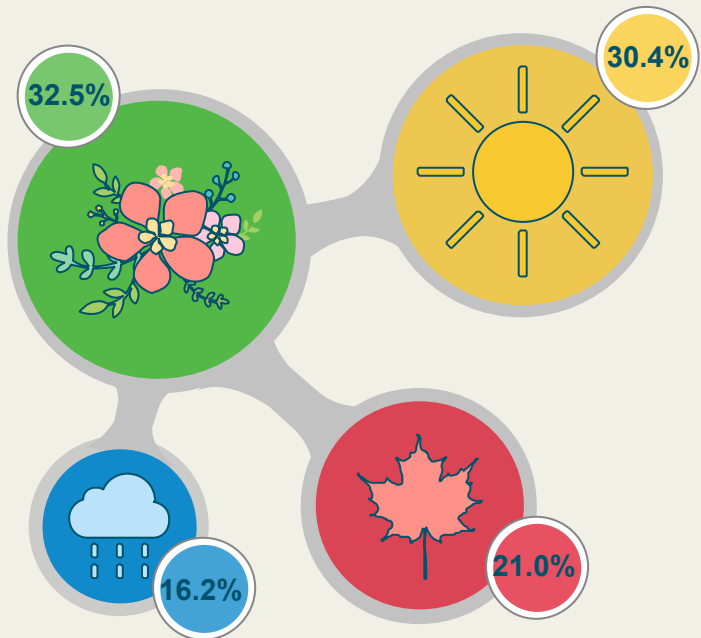
3 AIRLINES

- Air Malta
- Ryanair
- Transavia

2 AIRPORTS

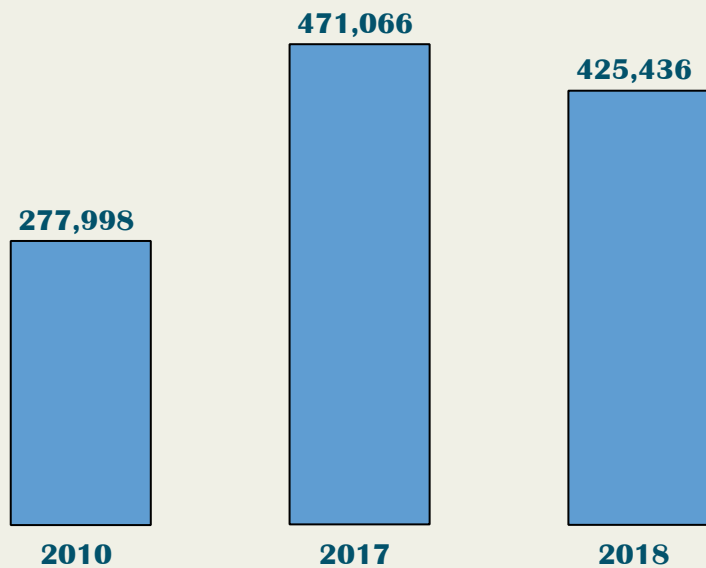
- Amsterdam - Schiphol
- Eindhoven

SEASONALITY



BED NIGHTS

《《 TOTAL NIGHTS 》》

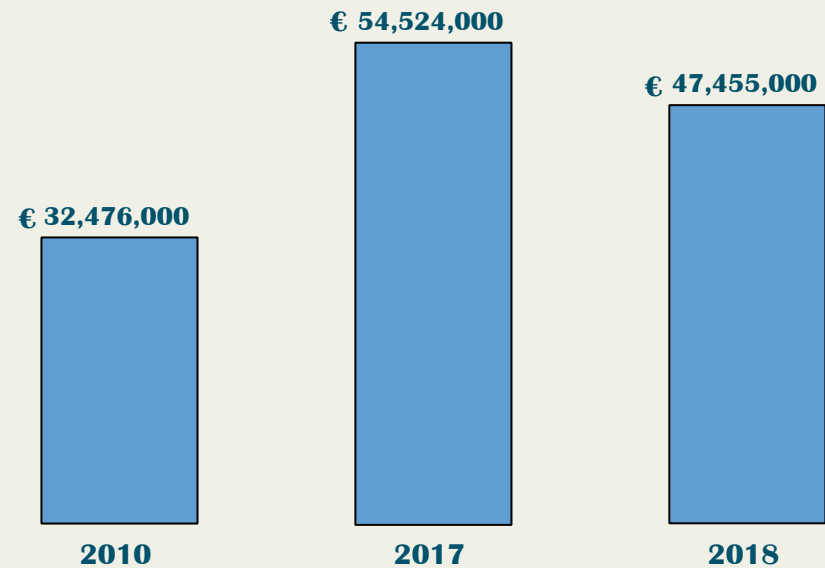


《《 AVERAGE LENGTH OF STAY 》》



EXPENDITURE

《《 TOTAL EXPENDITURE 》》

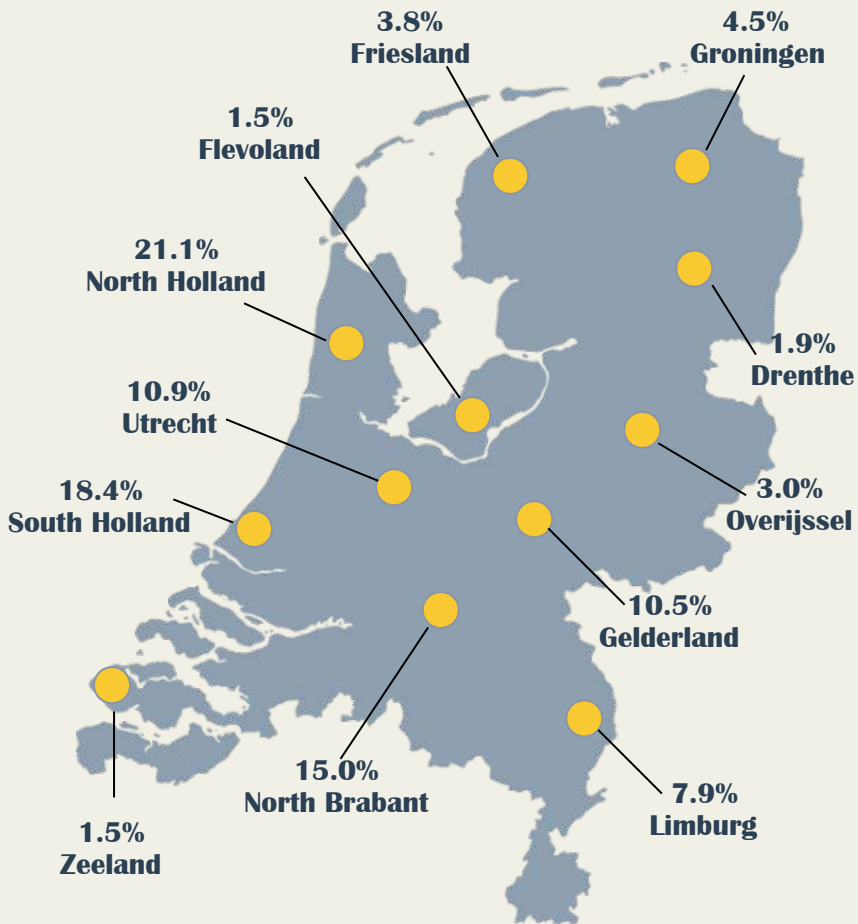


《《 EXPENDITURE PER CAPITA 》》

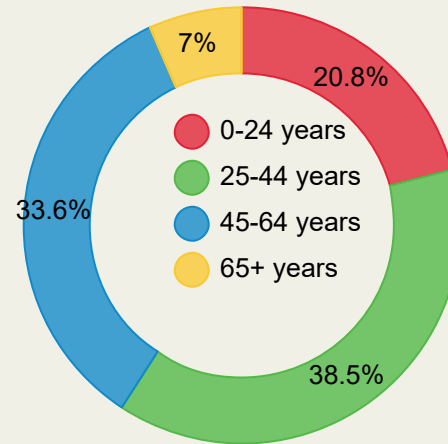


SOCIO-DEMOGRAPHIC PROFILE

REGION OF RESIDENCE



AGE GROUPS

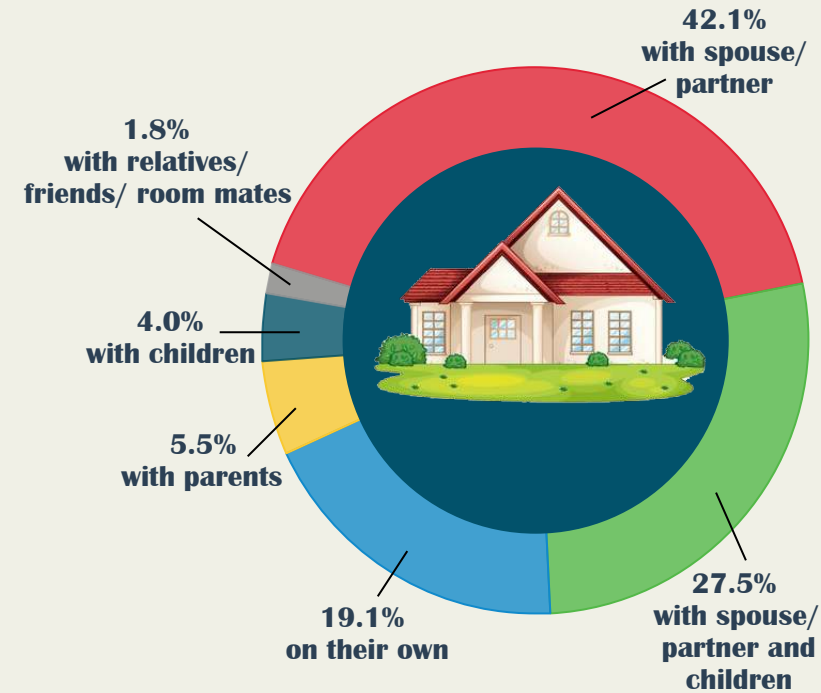


Average age: 48 years

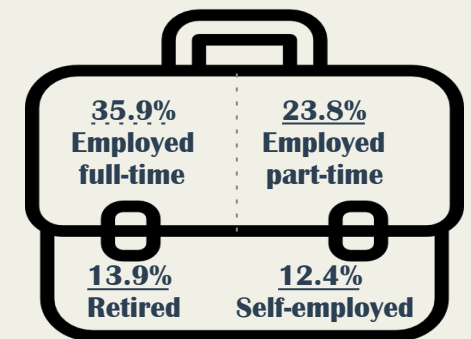
LEVEL OF EDUCATION



LIVING ARRANGEMENTS

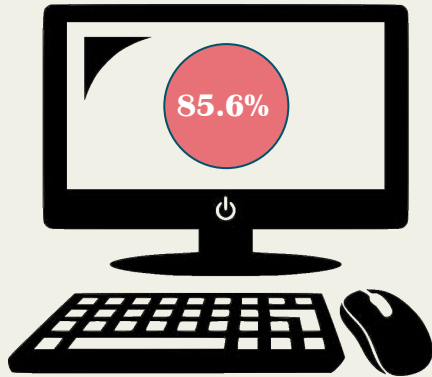


OCCUPATION



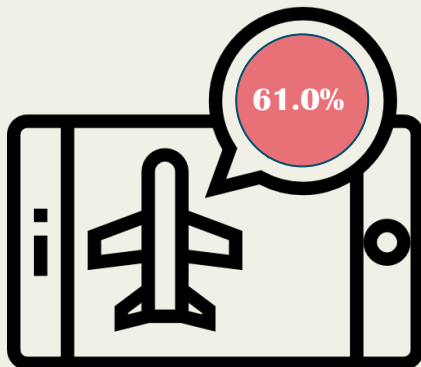
DIGITAL MEDIA USAGE

REGULAR



1. Facebook
2. Instagram
3. Whatsapp
4. Nos.nl
5. Nu.nl
6. Google

TRAVEL PURPOSES



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



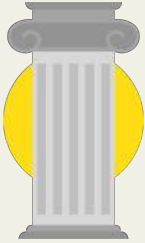
51.1% of tourists shared their experience in Malta on social media during stay.



TRAVEL MOTIVATIONS

SUN AND CULTURE

52.9%



SUN

11.8%



SCUBA DIVING

8.9%



BUSINESS

7.3%



VISITING FRIENDS AND RELATIVES

6.5%



CULTURE

6.4%



OTHER SPORTS

6.2%



SPECIAL OCCASION

4.9%



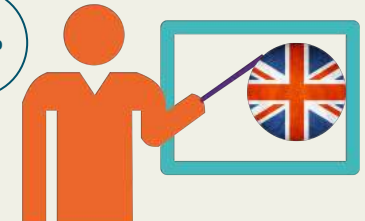
WELLNESS

1.8%



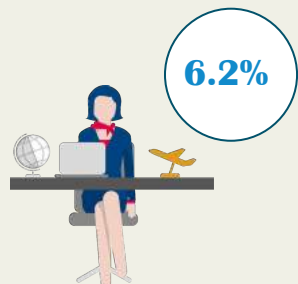
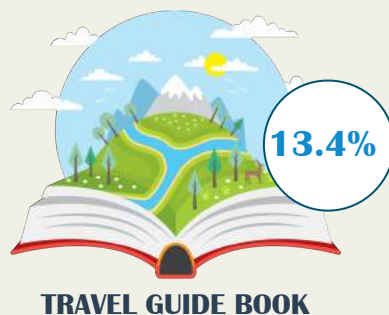
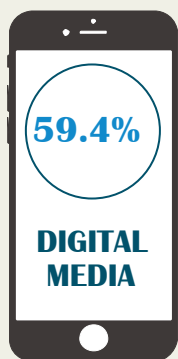
LEARNING ENGLISH

1.7%

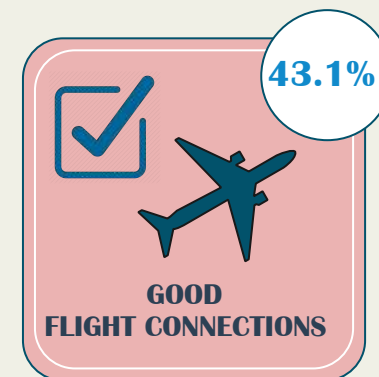


DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS

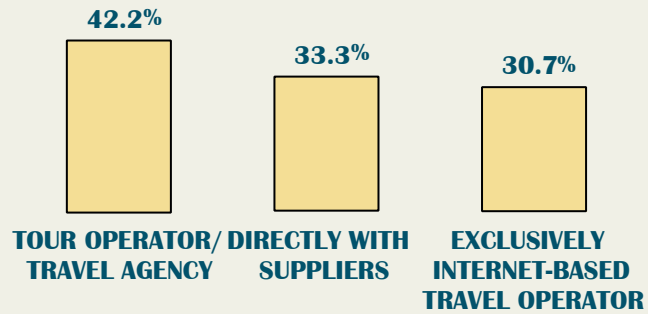


OTHER FACTORS

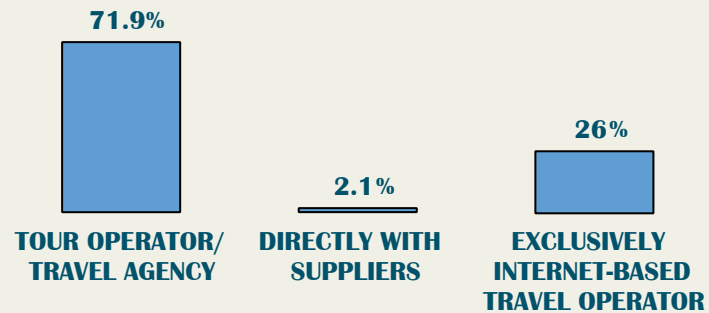


TYPE OF BOOKING

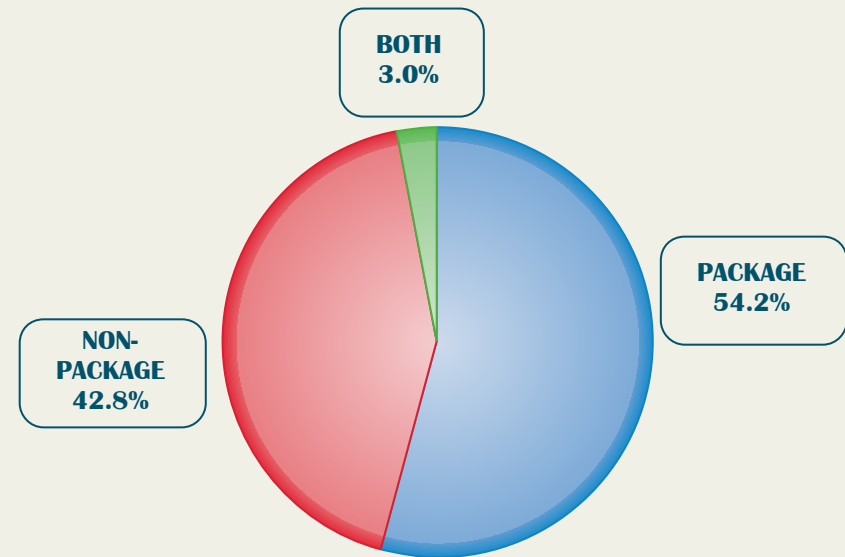
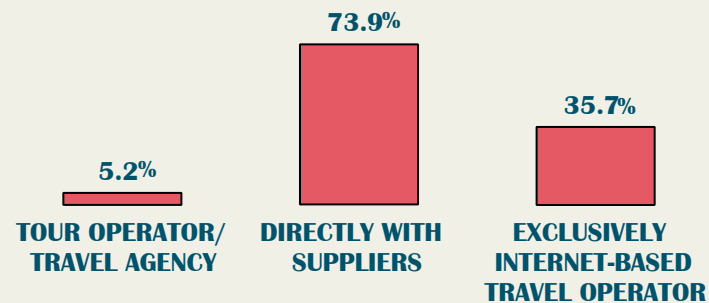
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS

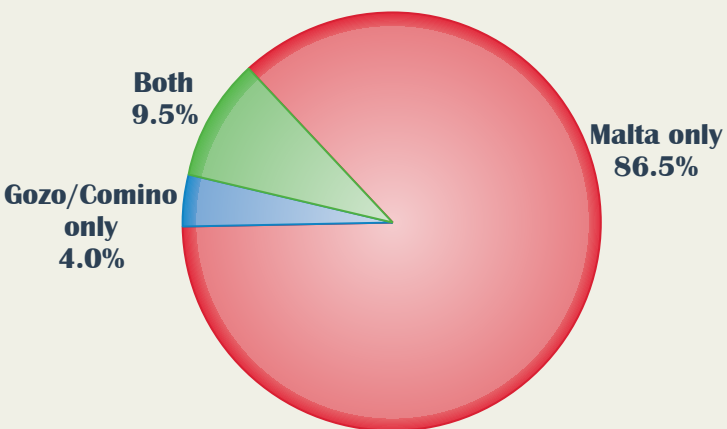


NON-PACKAGE BOOKINGS

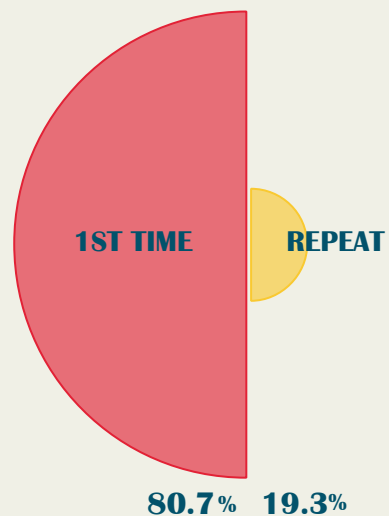


**80.5% COMPLETED TRIP
BOOKINGS ONLINE**

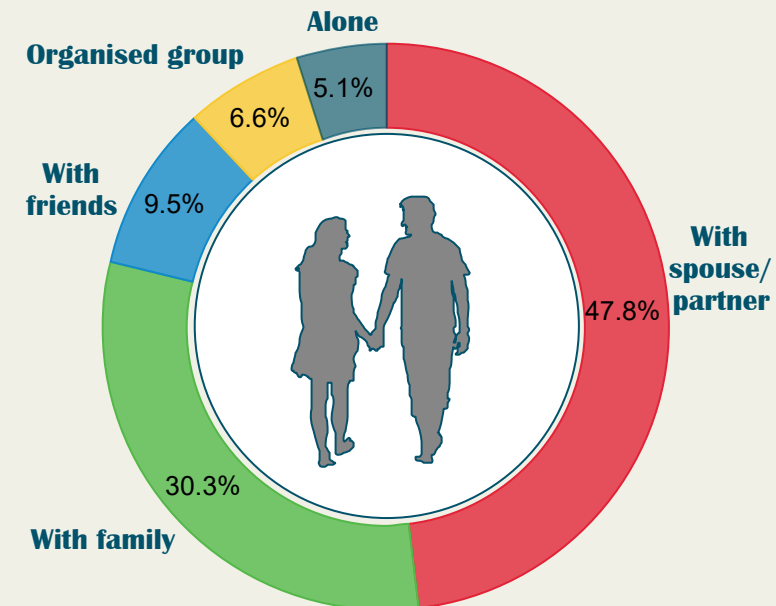
TYPE OF TRIP



1st TIME VS REPEAT TOURISTS



TRAVELLING PARTY



TYPE OF ACCOMMODATION USED

« THE MALTESE ISLANDS »



36.9% of Dutch Tourists spending nights in the Maltese Islands stayed in 4* hotels.

26.3% stayed in 3* hotels.

7.7% stayed in 5* hotels.

25.2% of Dutch Tourists spending nights in the Maltese Islands opted for self-catering apartment/farmhouse/villa.



ACTIVITIES ENGAGED IN

CULTURAL



76.8%
Visit Historical
Buildings



72.1%
Visit Churches



49.3%
Visit
Archaeological
Sites



42.4%
Visit Museums



15.2%
Visit Arts/
Craft Sites



13.0%
Visit Local
Produce Sites/
Agro-experiences



12.0%
Attend Local
Festivals/
Events

OUTDOOR



58.7%
Swimming/
Sunbathing



54.3%
Hiking



40.2%
Leisure Boat
Trip



9.4%
Scuba Diving

RECREATIONAL



81.9%
Dine at
Restaurants



51.1%
Shopping



7.6%
Nightlife/clubbing



6.5%
Spa/ Wellness

TOURISTS' EXPECTATIONS OF MALTA



《 EXCEEDED 》

36.9%



《 MET 》

55.4%



《 NOT MET 》

7.7%



88.3%
**Would recommend the Maltese Islands to their
friends / relatives.**