

# Poland

## Market Profile 2018

### INBOUND TOURISTS

2018

96,362

2017

89,335

2015

46,231

**No. 6 Rank**

**3.7%**

Market  
Share

### AIR CONNECTIVITY



#### 3 AIRLINES

- Ryanair
- Wizz Air
- Air Malta

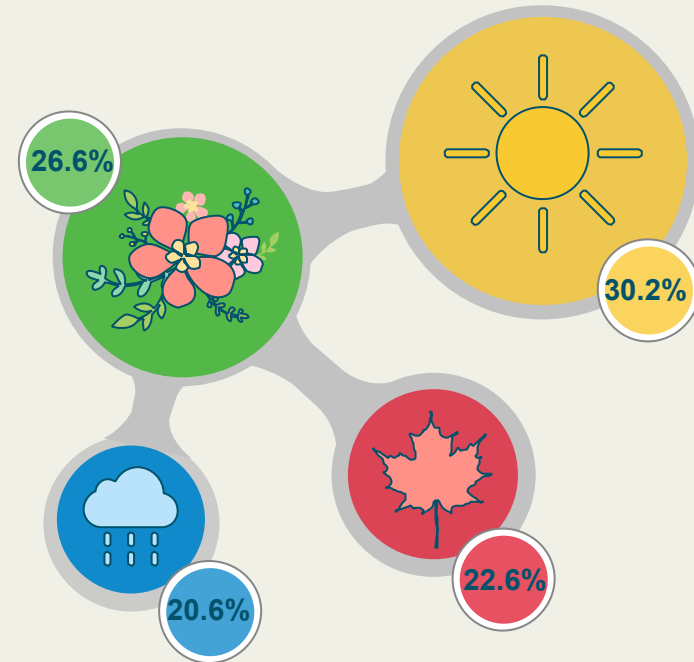


#### 6 AIRPORTS

- Warsaw - Okęcie
- Katowice - Pyrzowice
- Krakow - John Paul II Balice International
- Gdansk - Rebiechowo
- Wroclaw - Strachowice
- Poznan - Lawica

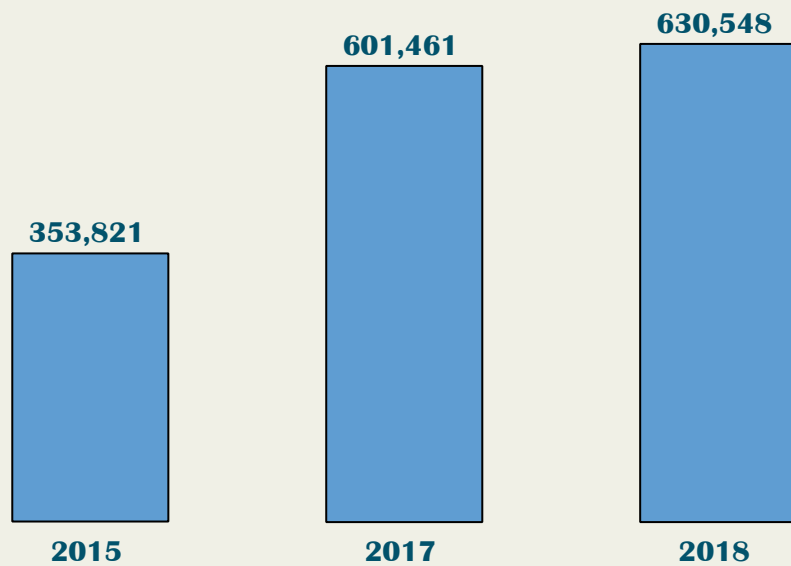


### SEASONALITY



## BED NIGHTS

### 《《 TOTAL NIGHTS 》》

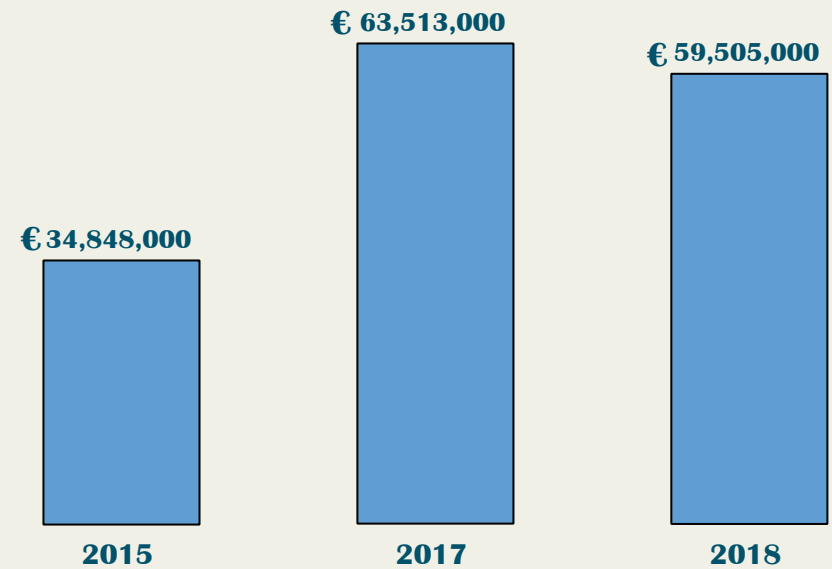


### 《《 AVERAGE LENGTH OF STAY 》》



## EXPENDITURE

### 《《 TOTAL EXPENDITURE 》》

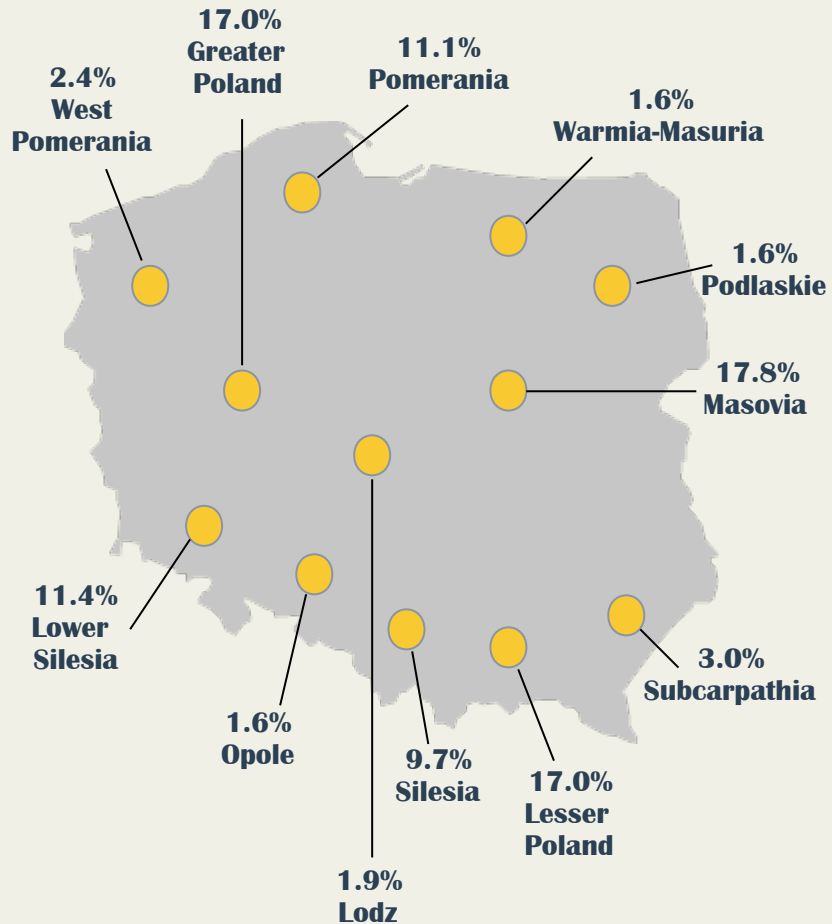


### 《《 EXPENDITURE PER CAPITA 》》

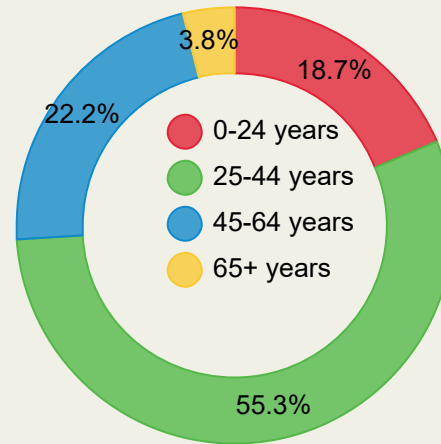


# SOCIO-DEMOGRAPHIC PROFILE

## REGION OF RESIDENCE

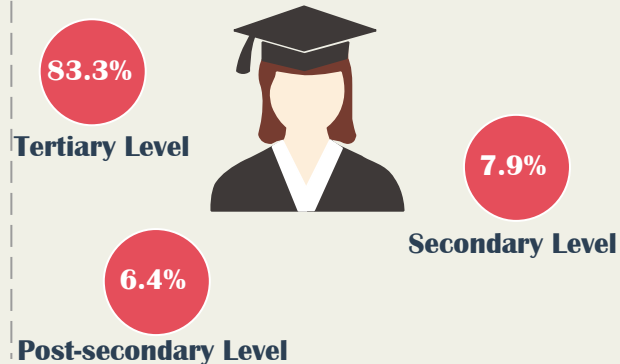


## AGE GROUPS

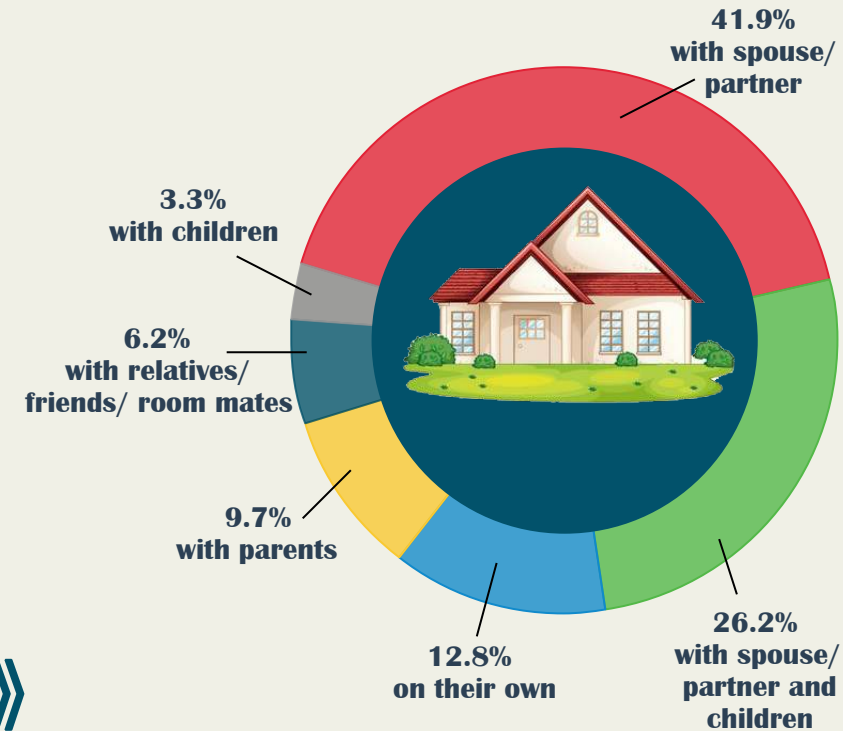


Average age: 38 years

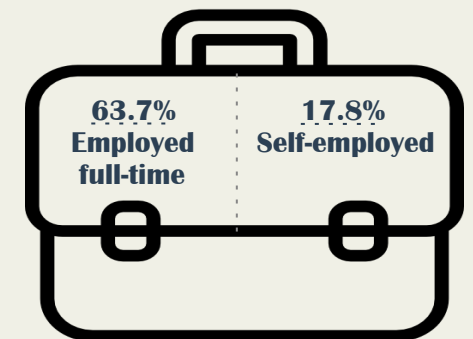
## LEVEL OF EDUCATION



## LIVING ARRANGEMENTS

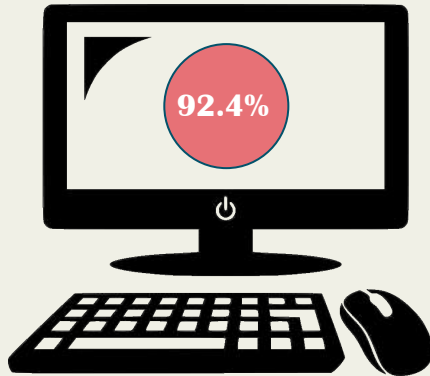


## OCCUPATION



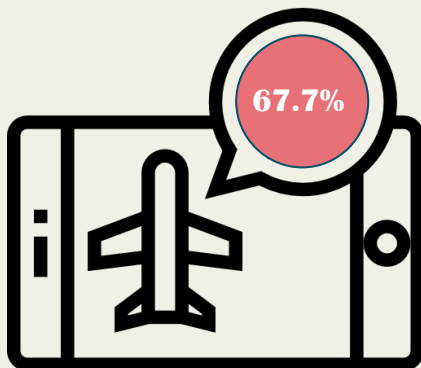
## DIGITAL MEDIA USAGE

### REGULAR



1. Facebook
2. Instagram
3. Onet.pl
4. Wirtualna Polska (WP)

### TRAVEL PURPOSES



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



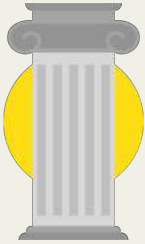
**89.8% of tourists shared their experience in Malta on social media during stay.**



## TRAVEL MOTIVATIONS

### SUN AND CULTURE

54.3%



### SUN

20.4%



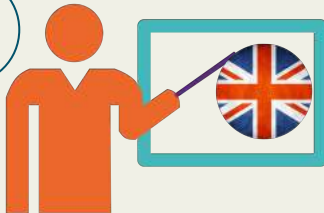
### SPECIAL OCCASION

10.2%



### LEARNING ENGLISH

4.7%



### VISITING FRIENDS AND RELATIVES

4.7%



### CULTURE

4.2%



### SCUBA DIVING

4.0%



### BUSINESS

3.9%



### WELLNESS

2.8%



### OTHER SPORTS

1.8%



## DESTINATION CHOICE INFLUENCERS

### COMMUNICATION CHANNELS

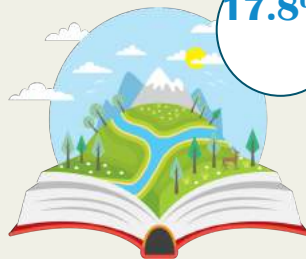
73.1%

DIGITAL  
MEDIA

43.6%

RECOMMENDATION  
BY FRIENDS OR  
RELATIVES

17.8%



TRAVEL GUIDE BOOK

17.1%



TOUR OPERATOR  
BROCHURE / WEB

6.1%



RECOMMENDATION BY  
TRAVEL AGENT

4.6%



BOOKS

3.9%



NEWSPAPER. MAGAZINE  
ADVERT/ ARTICLE

3.3%



TV

### OTHER FACTORS

73.8%



NEW  
DESTINATION

70.7%



GOOD  
FLIGHT CONNECTIONS

37.3%



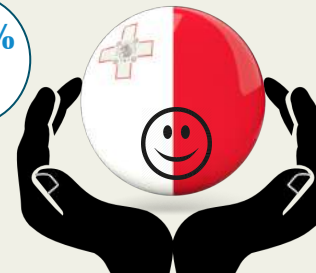
ENGLISH SPOKEN WIDELY

34.1%



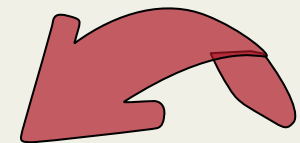
COST/VALUE FOR MONEY

16.3%



MALTESE HOSPITALITY

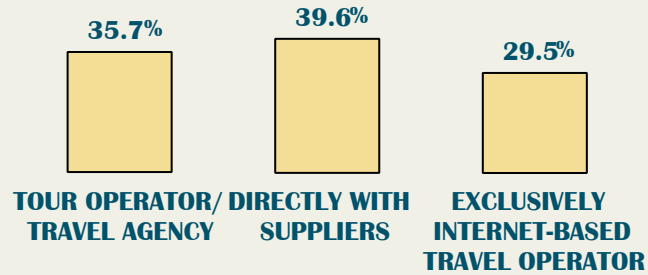
12.6%



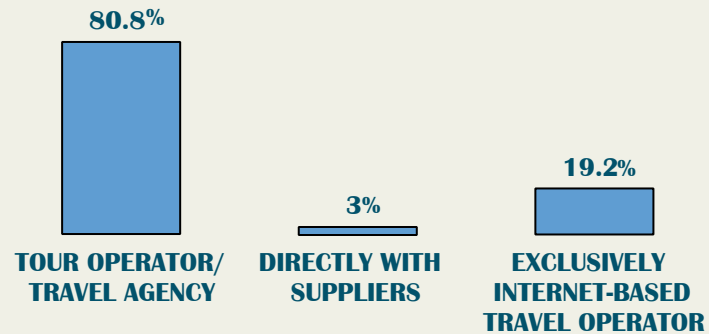
PREVIOUS VISIT

## TYPE OF BOOKING

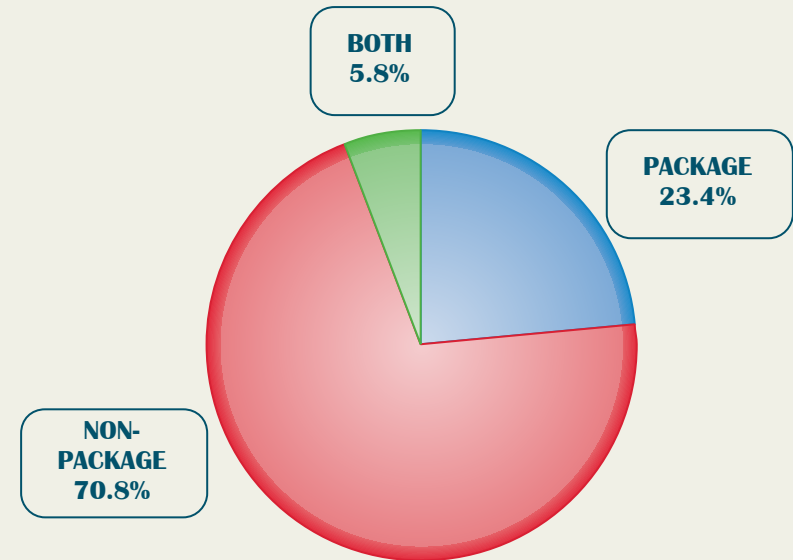
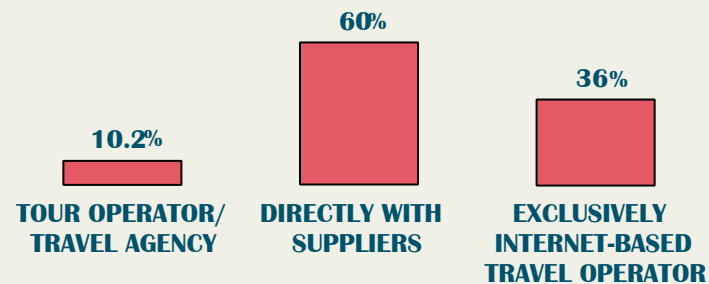
### TRIP BOOKINGS MADE WITH



### PACKAGE BOOKINGS

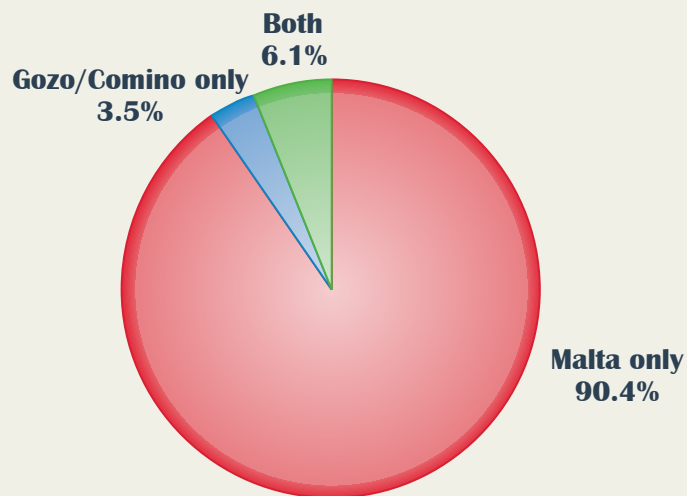


### NON-PACKAGE BOOKINGS

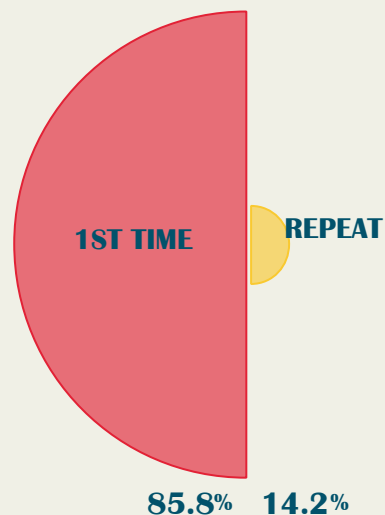


**79.3% COMPLETED TRIP  
BOOKINGS ONLINE**

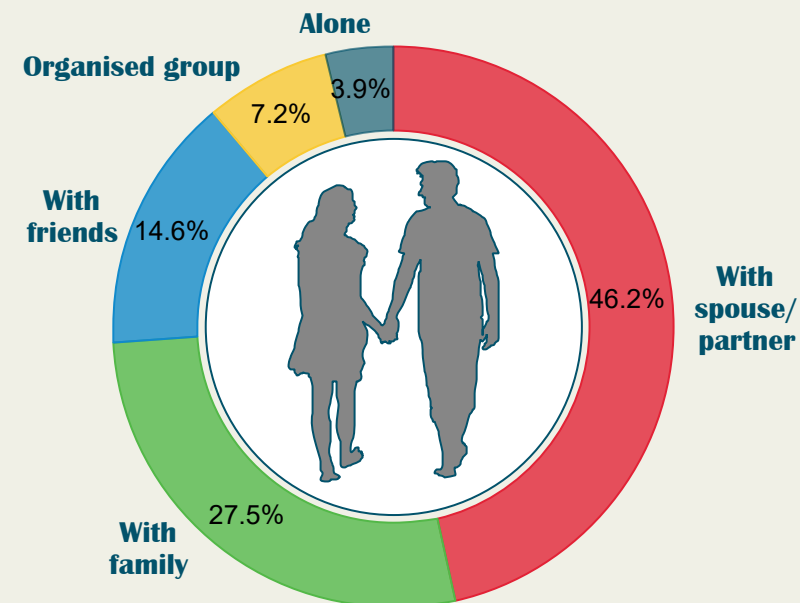
## TYPE OF TRIP



## 1st TIME VS REPEAT TOURISTS



## TRAVELLING PARTY



## TYPE OF ACCOMMODATION USED

### MALTA



**29.3%** of Polish Tourists spending nights in Malta stayed in 4\* hotels.

**28.4%** stayed in 3\* hotels.



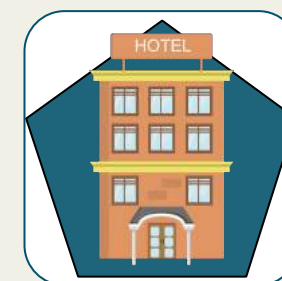
**25.6%** of Polish Tourists spending nights in Malta opted for self-catering apartment/farmhouse/villa.

### GOZO



**63.6%** of Polish Tourists spending nights in Gozo opted for self-catering apartment/farmhouse/villa.

**13.6%** stayed in Guesthouse/ hostel.



**9.1%** stayed in 3\* hotels.



## ACTIVITIES ENGAGED IN

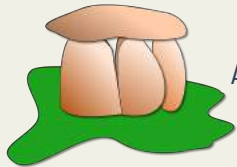
### CULTURAL



**72.2%**  
Visit Historical  
Buildings



**59.9%**  
Visit Churches



**48.8%**  
Visit  
Archaeological  
Sites



**43.6%**  
Visit Museums



**18.7%**  
Attend Local  
Festivals/  
Events



**11.7%**  
Visit Arts/  
Craft Sites

### OUTDOOR



**65.9%**  
Swimming/  
Sunbathing



**59.7%**  
Hiking



**49.5%**  
Leisure Boat  
Trip



**4.2%**  
Scuba Diving

### RECREATIONAL



**66.6%**  
Dine at  
Restaurants



**46.9%**  
Shopping



**15.4%**  
Nightlife/clubbing



**6.7%**  
Spa/ Wellness

## TOURISTS' EXPECTATIONS OF MALTA



《 EXCEEDED 》

20.6%



《 MET 》

72.8%



《 NOT MET 》

6.6%



**94.0%**  
**Would recommend the Maltese Islands to their  
friends / relatives.**