



Ireland

Market Profile 2018

INBOUND TOURISTS

2018

40,721

2017

36,177

2010

25,185

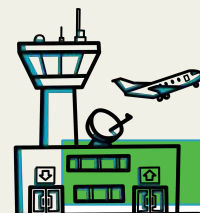
1.6%
Market
Share

AIR CONNECTIVITY



1 AIRLINE

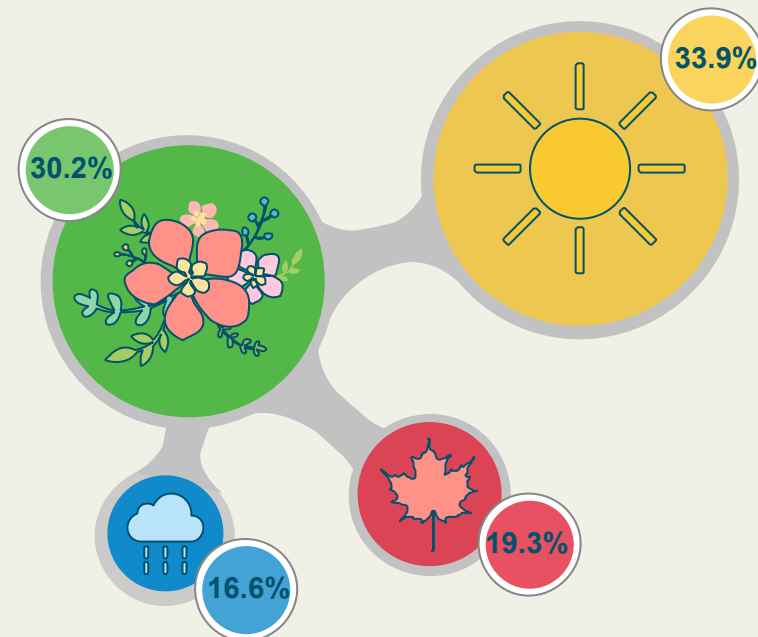
- Ryanair



1 AIRPORT

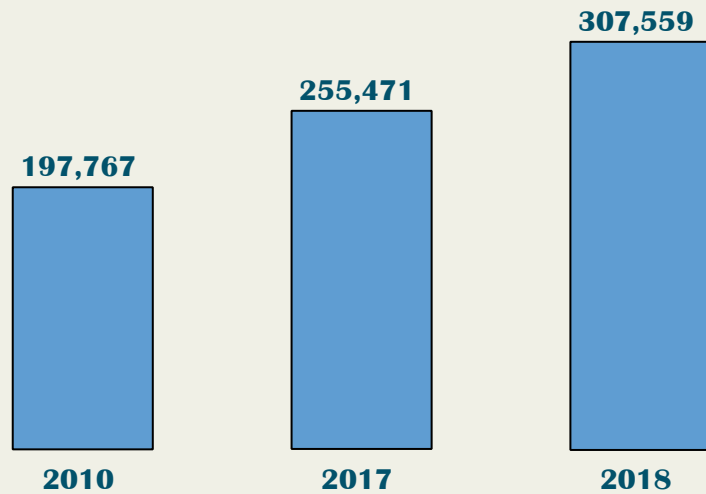
- Dublin

SEASONALITY



BED NIGHTS

《《 TOTAL NIGHTS 》》

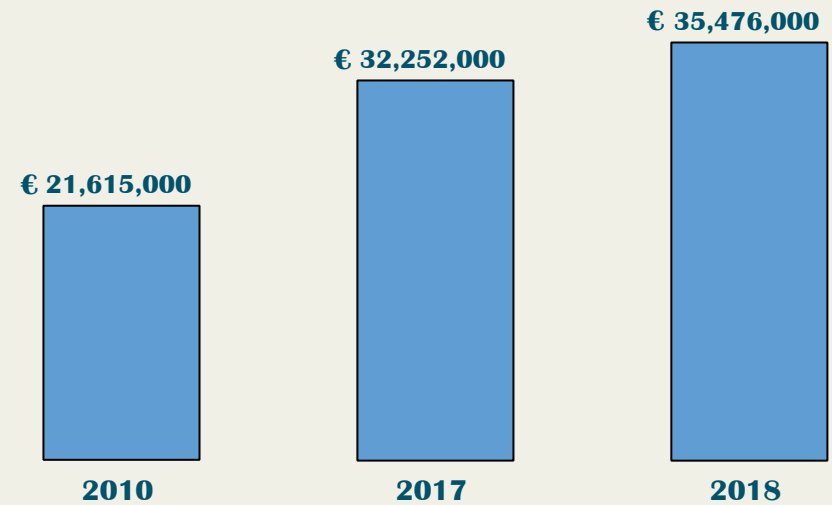


《《 AVERAGE LENGTH OF STAY 》》



EXPENDITURE

《《 TOTAL EXPENDITURE 》》



《《 EXPENDITURE PER CAPITA 》》

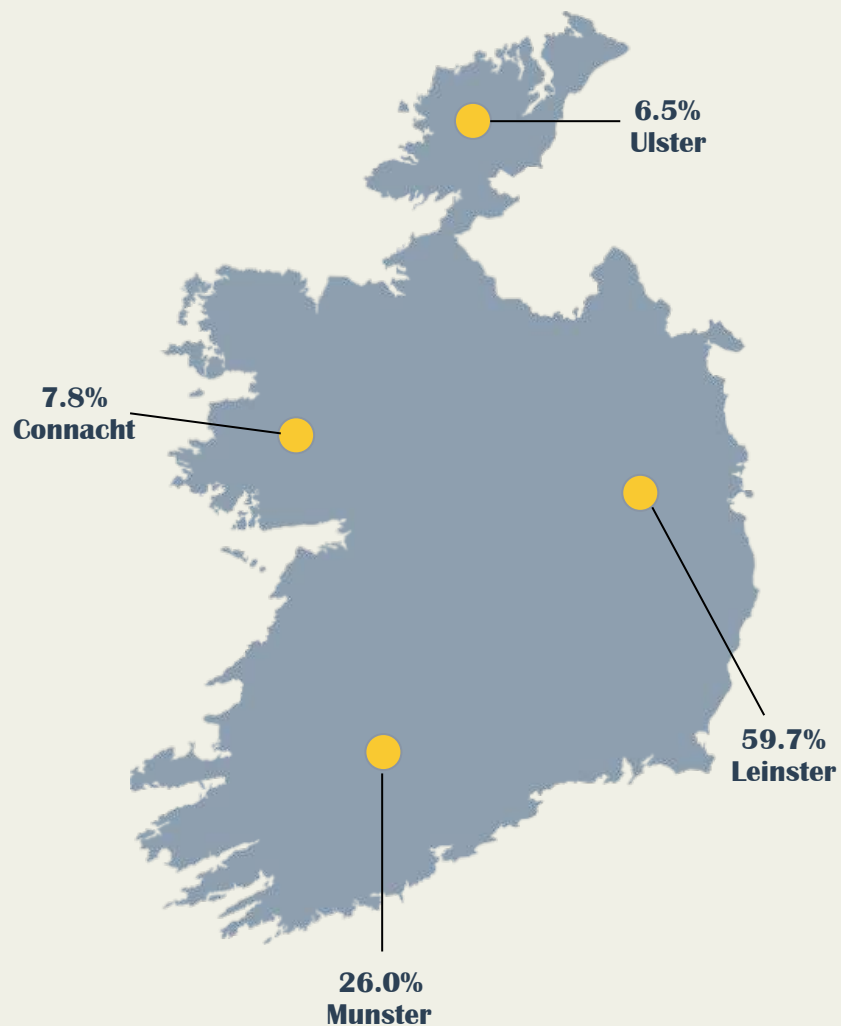
Average Spent per
Capita

€871

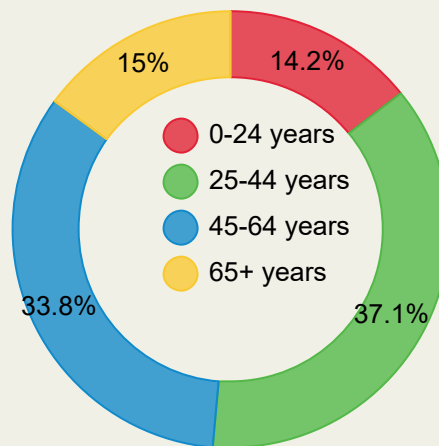


SOCIO-DEMOGRAPHIC PROFILE

REGION OF RESIDENCE

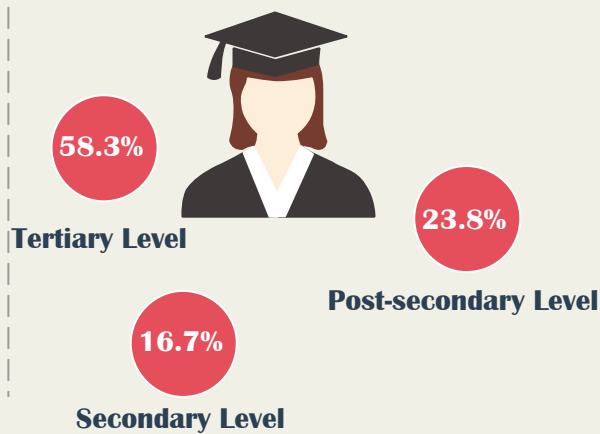


AGE GROUPS

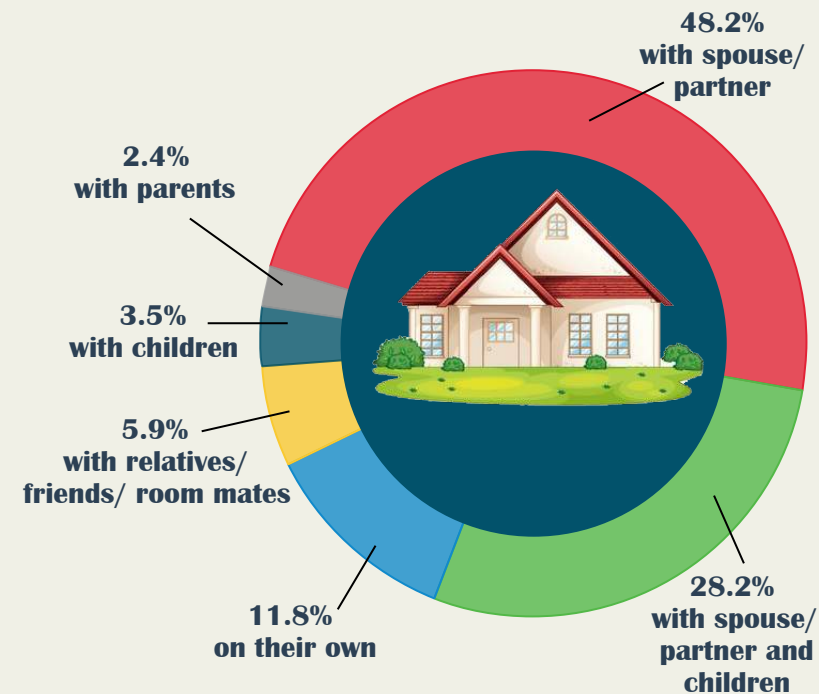


Average age: 53 years

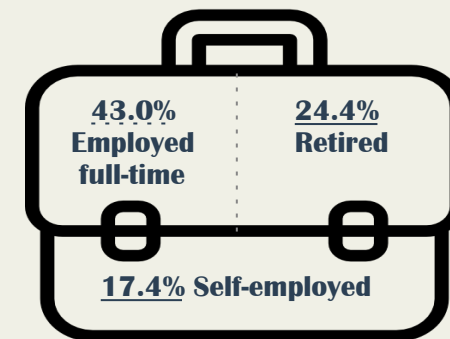
LEVEL OF EDUCATION



LIVING ARRANGEMENTS



OCCUPATION



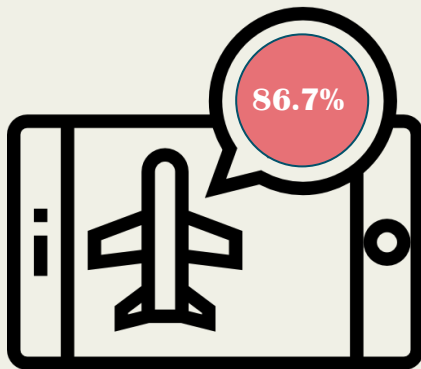
DIGITAL MEDIA USAGE

REGULAR



1. Facebook
2. Instagram
3. Google

TRAVEL PURPOSES



1. Booking.com
2. Google
3. Ryanair



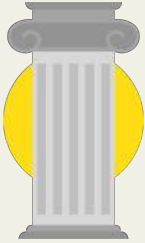
70.2% of tourists shared their experience in Malta on social media during stay.



TRAVEL MOTIVATIONS

SUN AND CULTURE

56.8%



SUN

20.0%



WELLNESS

11.6%



VISITING FRIENDS AND RELATIVES

7.8%



SPECIAL OCCASION

7.1%



CULTURE

5.4%



BUSINESS

5.1%



SCUBA DIVING

2.4%



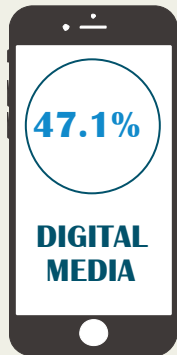
OTHER SPORTS

2.2%



DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS



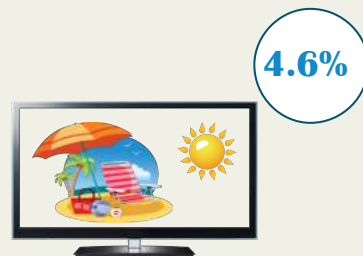
TOUR OPERATOR
BROCHURE / WEB



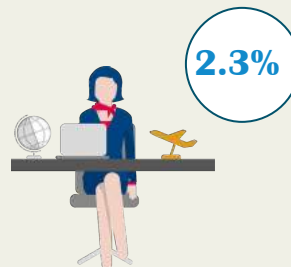
TRAVEL GUIDE BOOK



NEWSPAPER. MAGAZINE
ADVERT/ ARTICLE



TV

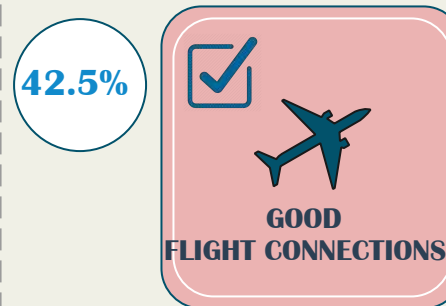


RECOMMENDATION BY
TRAVEL AGENT

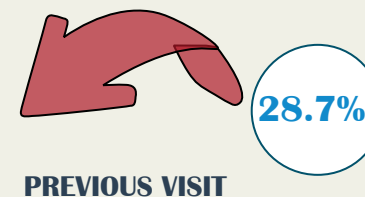
OTHER FACTORS



ENGLISH SPOKEN WIDELY

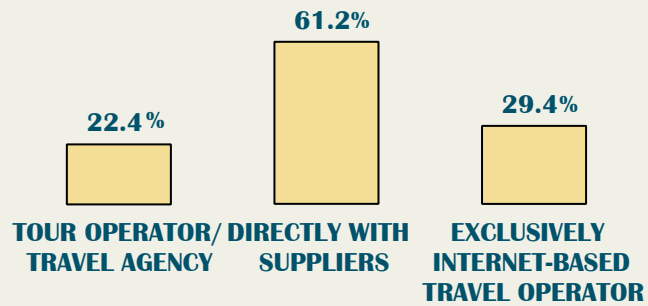


COST/VALUE FOR MONEY

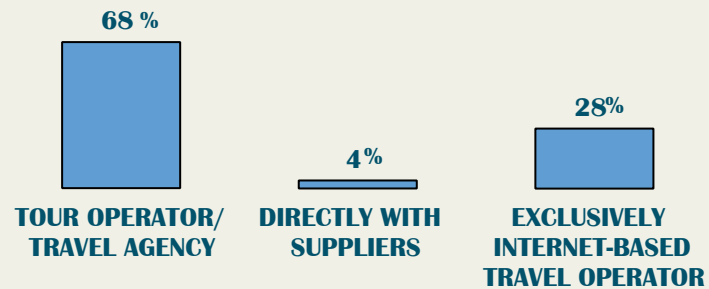


TYPE OF BOOKING

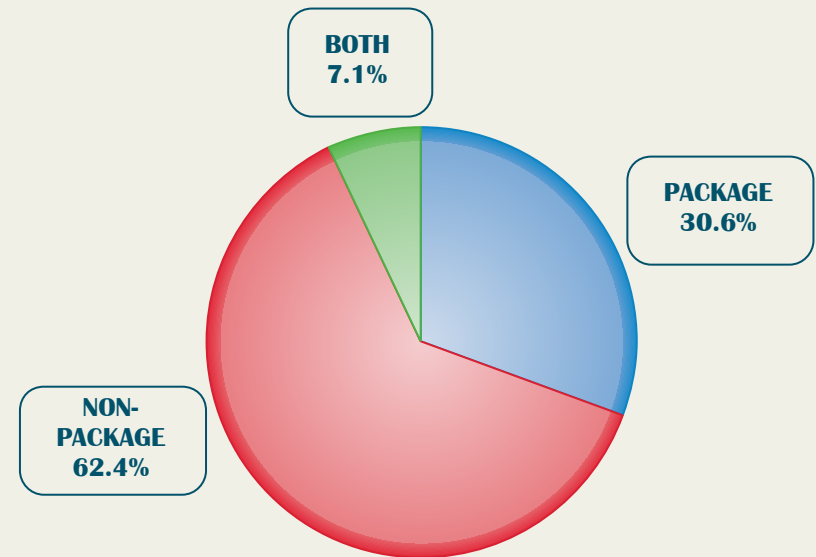
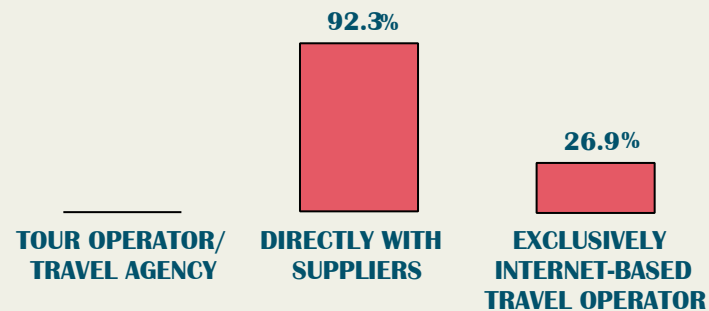
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS

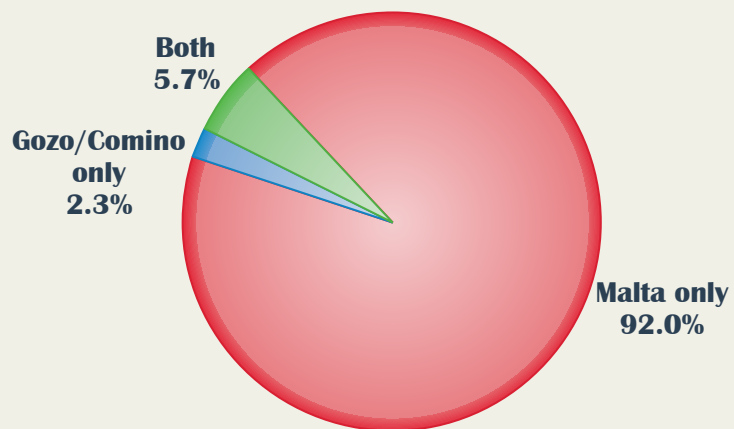


NON-PACKAGE BOOKINGS

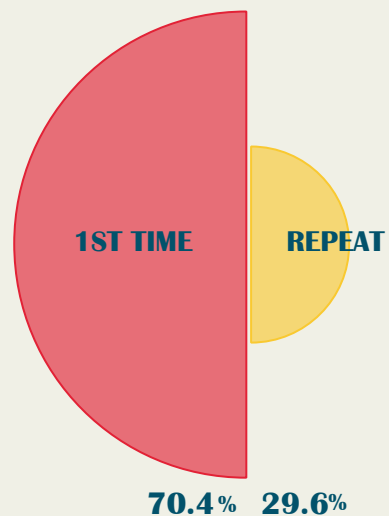


85.1% COMPLETED TRIP
BOOKINGS ONLINE

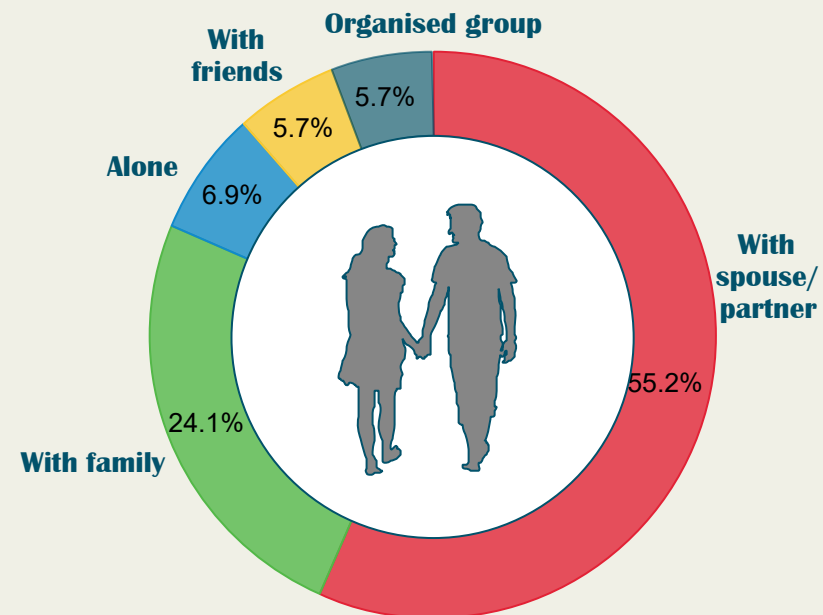
TYPE OF TRIP



1st TIME VS REPEAT TOURISTS



TRAVELLING PARTY



TYPE OF ACCOMMODATION USED

« THE MALTESE ISLANDS »



41.2% of Irish Tourists spending nights in the Maltese Islands stayed in 4* hotels.

20.0% stayed in 5* hotels.

15.3% stayed in 3* hotels.

17.6% of Irish Tourists spending nights in the Maltese Islands opted for self-catering apartment/farmhouse/villa.



ACTIVITIES ENGAGED IN

CULTURAL



80.5%
**Visit Historical
Buildings**



69.0%
Visit Churches



42.5%
**Visit
Archaeological
Sites**



41.4%
Visit Museums



18.4%
**Visit Arts/
Craft Sites**



17.2%
**Attend Local
Festivals/
Events**



9.2%
**Visit Local
Produce Sites/
Agro-experiences**

OUTDOOR



65.5%
**Swimming/
Sunbathing**



37.9%
**Leisure Boat
Trip**



12.3%
Hiking



2.9%
Scuba Diving

RECREATIONAL



77.0%
**Dine at
Restaurants**



59.8%
Shopping



26.4%
Spa/ Wellness



9.2%
Nightlife/clubbing

TOURISTS' EXPECTATIONS OF MALTA



《 EXCEEDED 》

22.6%



《 MET 》

66.7%



《 NOT MET 》

10.7%



91.8%
**Would recommend the Maltese Islands to their
friends / relatives.**