

# Sweden

## Market Profile 2018

### INBOUND TOURISTS

2018

54,902

2017

53,949

2015

48,261

**2.1%**  
Market  
Share

### AIR CONNECTIVITY

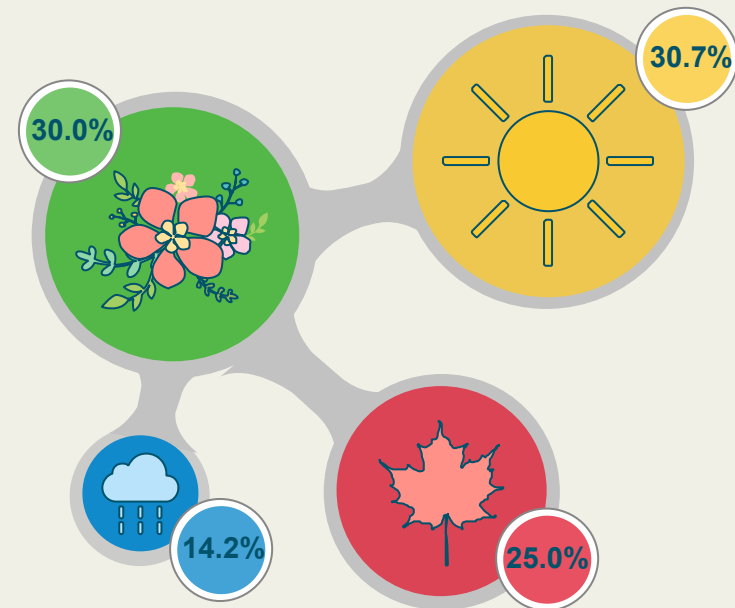
#### 2 AIRLINES

- Ryanair
- SAS - Scandinavian Airline System

#### 3 AIRPORTS

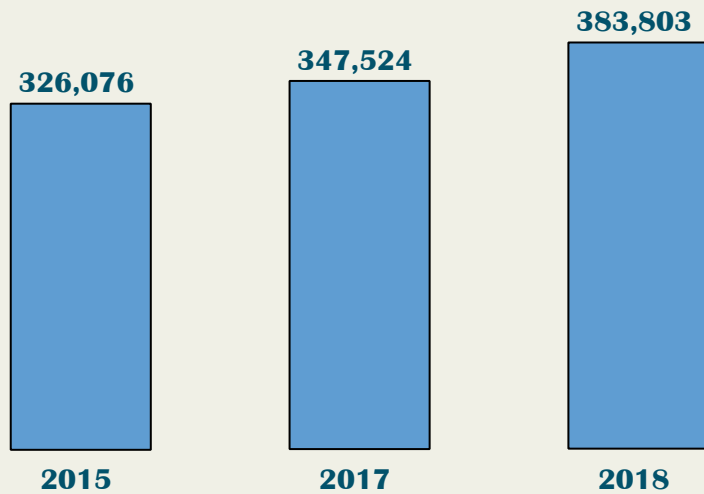
- Stockholm - Skavsta
- Stockholm - Arlanda
- Gothenburg - Landvetter

### SEASONALITY



## BED NIGHTS

### 《《 TOTAL NIGHTS 》》

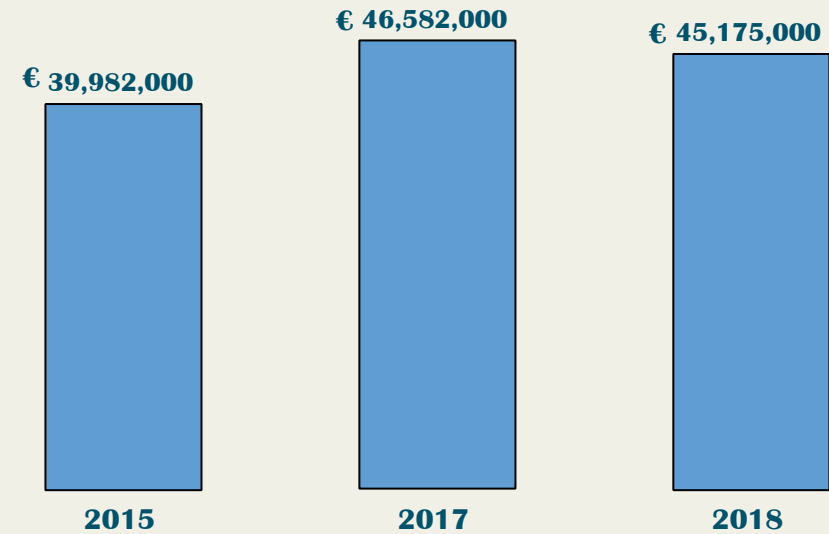


### 《《 AVERAGE LENGTH OF STAY 》》



## EXPENDITURE

### 《《 TOTAL EXPENDITURE 》》

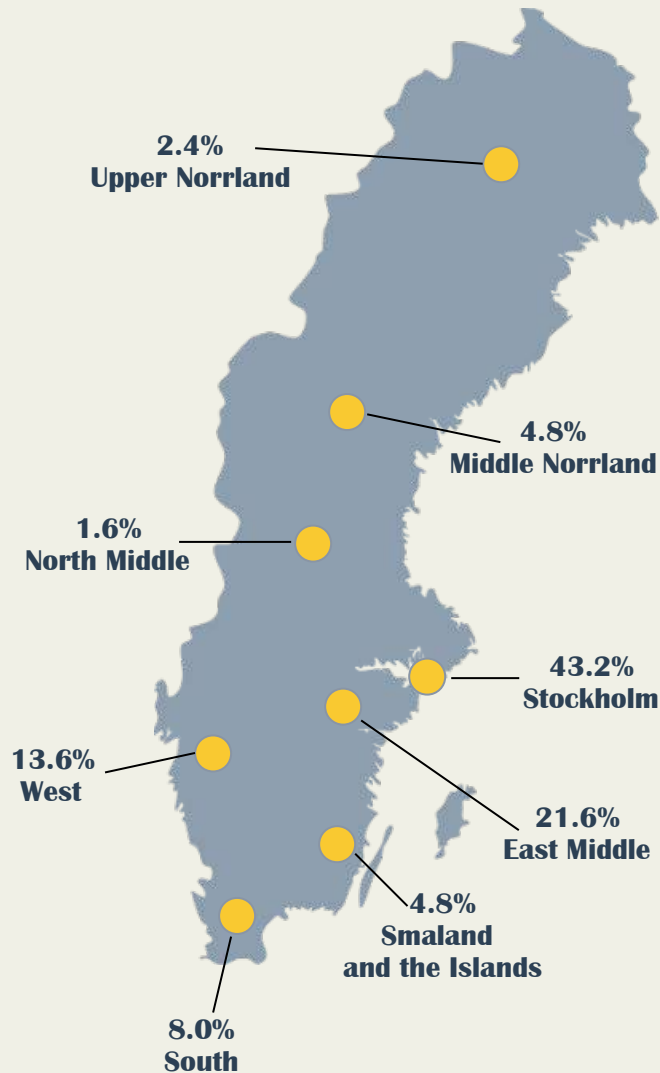


### 《《 EXPENDITURE PER CAPITA 》》

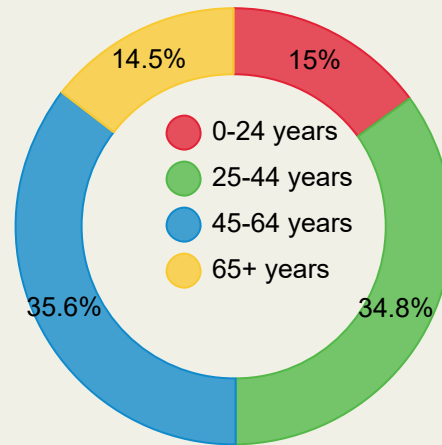


## SOCIO-DEMOGRAPHIC PROFILE

### REGION OF RESIDENCE



### AGE GROUPS

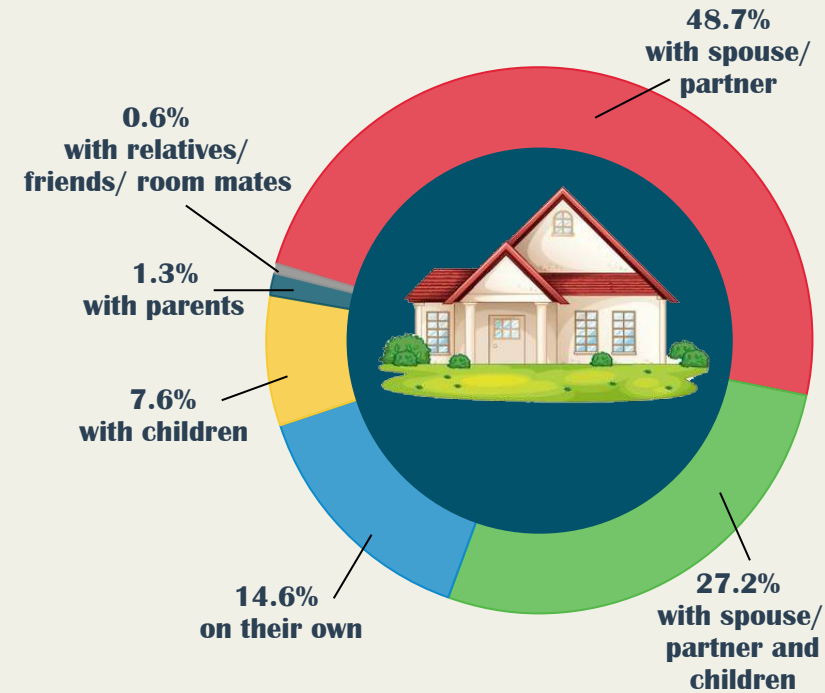


Average age: 52 years

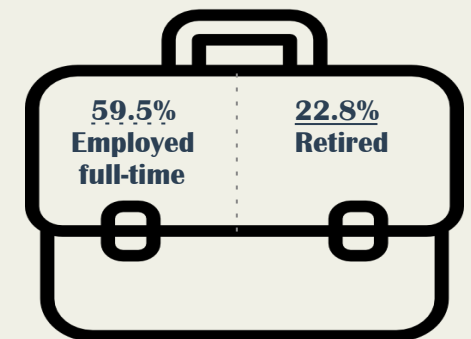
### LEVEL OF EDUCATION



### LIVING ARRANGEMENTS



### OCCUPATION



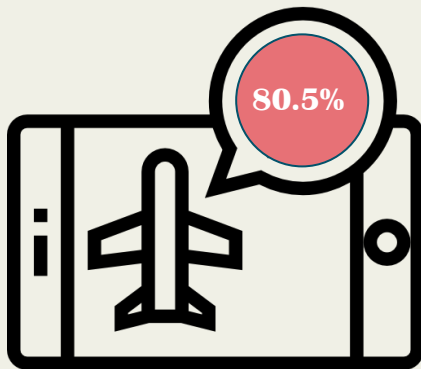
## DIGITAL MEDIA USAGE

### REGULAR



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

### TRAVEL PURPOSES



1. Tripadvisor
2. Booking.com
3. Google
4. Hotels.com
5. Airbnb



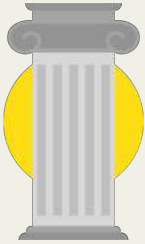
**77.7% of tourists shared their experience in Malta on social media during stay.**



## TRAVEL MOTIVATIONS

### SUN AND CULTURE

44.3%



### SUN

20.8%



### BUSINESS

11.4%



### VISITING FRIENDS AND RELATIVES

9.4%



### WELLNESS

7.2%



### SCUBA DIVING

6.8%



### SPECIAL OCCASION

6.4%



### CULTURE

4.6%



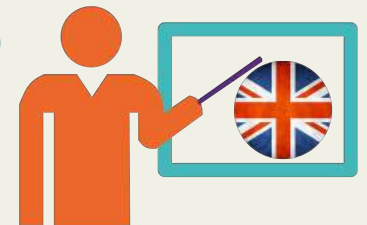
### OTHER SPORTS

4.2%



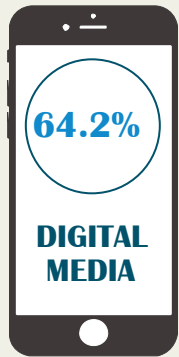
### LEARNING ENGLISH

1.6%



# DESTINATION CHOICE INFLUENCERS

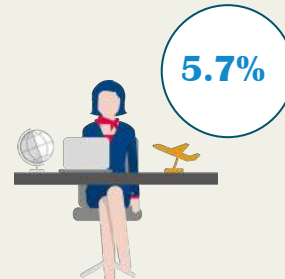
## COMMUNICATION CHANNELS



TOUR OPERATOR  
BROCHURE / WEB



NEWSPAPER. MAGAZINE  
ADVERT/ ARTICLE



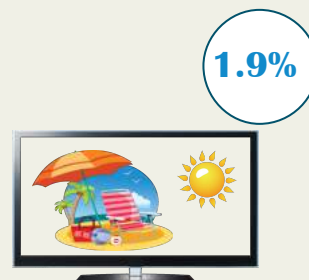
RECOMMENDATION BY  
TRAVEL AGENT



TRAVEL GUIDE BOOK



BOOKS



TV

## OTHER FACTORS



ENGLISH SPOKEN WIDELY

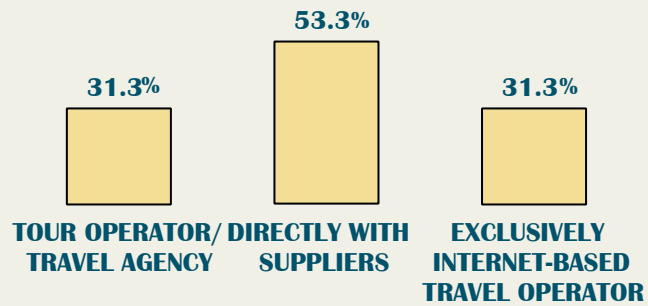


COST/VALUE FOR MONEY

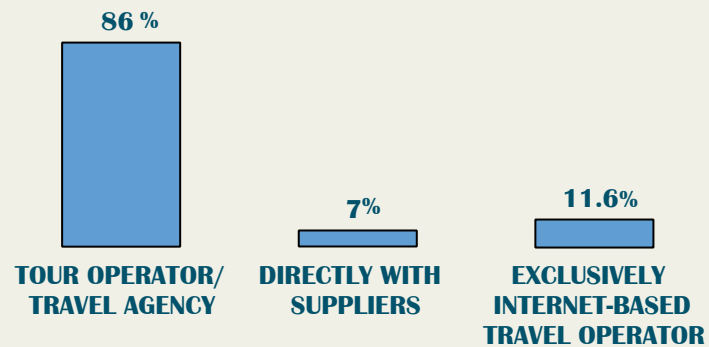


## TYPE OF BOOKING

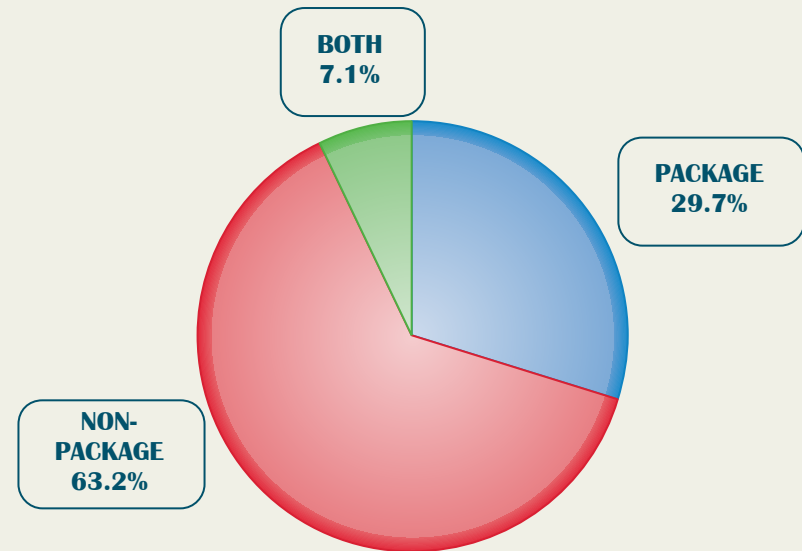
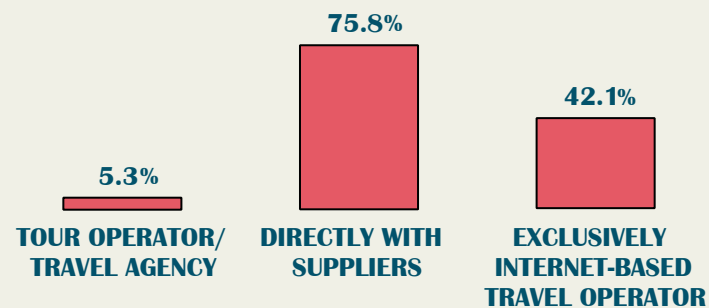
### TRIP BOOKINGS MADE WITH



### PACKAGE BOOKINGS



### NON-PACKAGE BOOKINGS

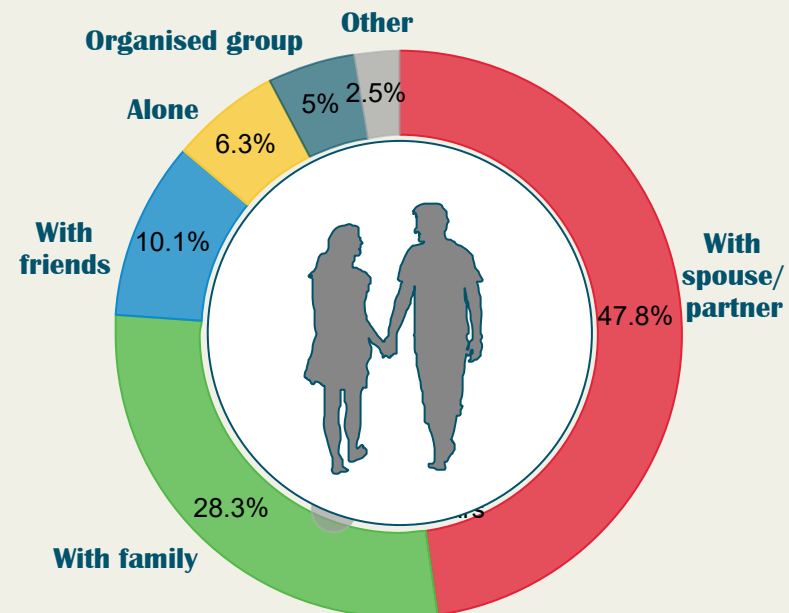
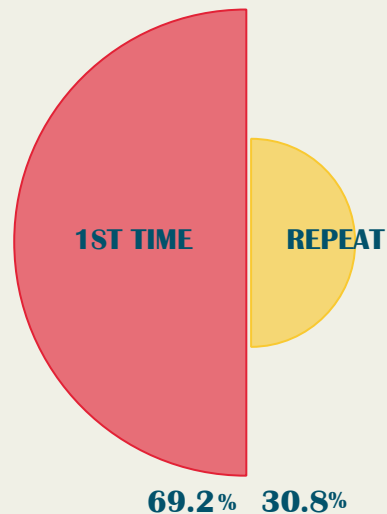
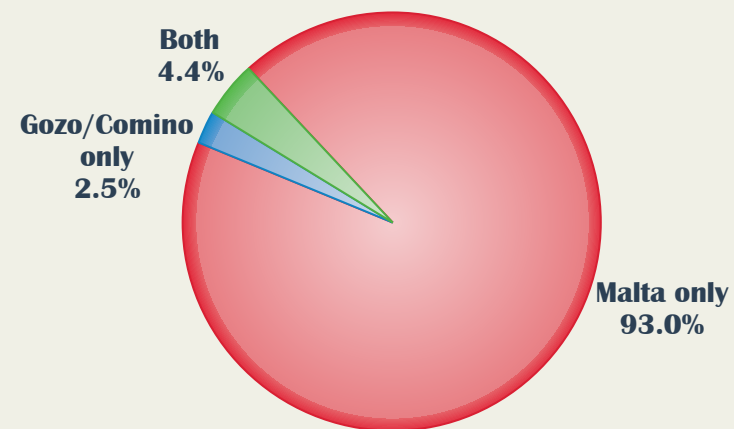


**88.4% COMPLETED TRIP  
BOOKINGS ONLINE**

## TYPE OF TRIP

## 1st TIME VS REPEAT TOURISTS

## TRAVELLING PARTY



## TYPE OF ACCOMMODATION USED

### « THE MALTESE ISLANDS »



**33.8%** of Swedish Tourists spending nights in the Maltese Islands stayed in 4\* hotels.

**20.8%** stayed in 5\* hotels.

**16.2%** stayed in 3\* hotels.

**14.3%** of Swedish Tourists spending nights in the Maltese Islands opted for self-catering apartment/farmhouse/villa.





## ACTIVITIES ENGAGED IN

### CULTURAL



**73.0%**  
Visit Historical  
Buildings



**56.6%**  
Visit Churches



**40.9%**  
Visit Museums



**32.7%**  
Visit  
Archaeological  
Sites



**15.1%**  
Attend Local  
Festivals/  
Events



**12.6%**  
Visit Local  
Produce Sites/  
Agro-experiences



**9.4%**  
Visit Arts/  
Craft Sites

### OUTDOOR



**61.6%**  
Swimming/  
Sunbathing



**27.0%**  
Leisure Boat  
Trip



**10.3%**  
Hiking



**8.1%**  
Scuba Diving

### RECREATIONAL



**76.1%**  
Dine at  
Restaurants



**45.3%**  
Shopping



**17.6%**  
Spa/ Wellness

## TOURISTS' EXPECTATIONS OF MALTA



《 EXCEEDED 》

**29.7%**



《 MET 》

**63.9%**



《 NOT MET 》

**6.5%**



**92.3%**  
**Would recommend the Maltese Islands to their  
friends / relatives.**