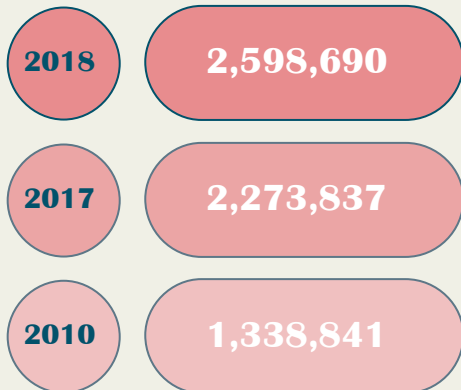


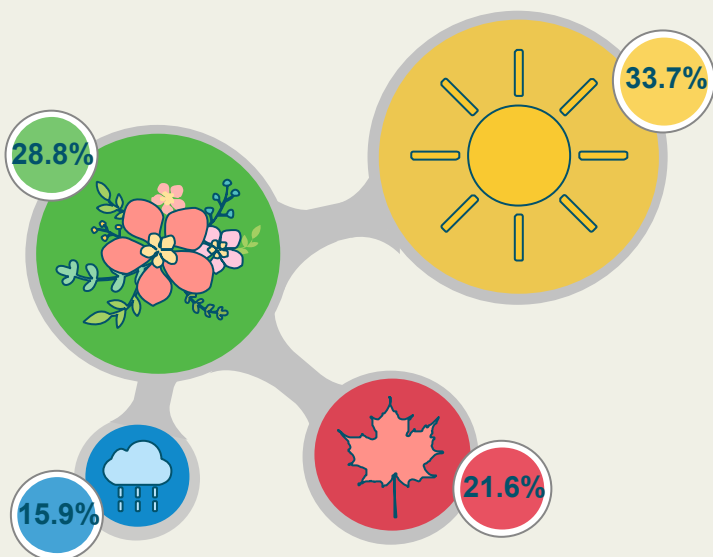
Tourism to Malta

Market Profile 2018

INBOUND TOURISTS



SEASONALITY



AIR CONNECTIVITY



Top 10 AIRLINES (passenger movements)

- Ryanair
- Air Malta
- EasyJet
- Wizz Air
- Lufthansa
- Turkish Airlines
- Alitalia
- Jet2.com
- Emirates
- British Airways



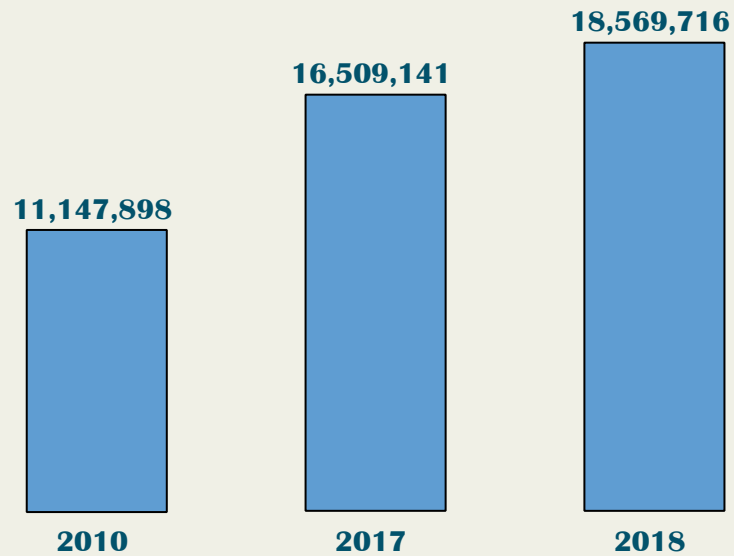
Top 10 AIRPORTS (passenger movements)

- London - Gatwick
- Rome - Fiumicino
- Frankfurt
- Catania - Fontanarossa, Sicily
- Manchester
- Munich - Franz Josef Strauss
- London - Heathrow
- Istanbul - Ataturk
- Brussels - National
- Vienna Schwechat

Directly connected to 112 airports in 2018

BED NIGHTS

《《 TOTAL NIGHTS 》》

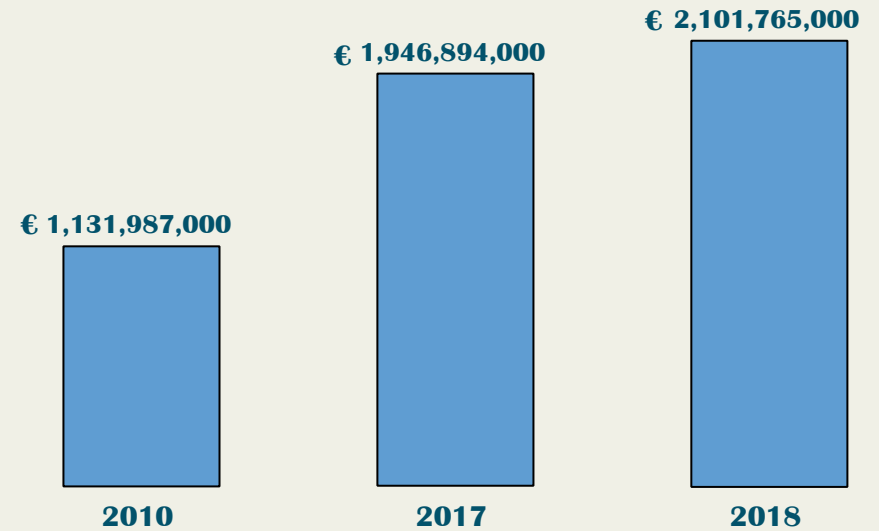


《《 AVERAGE LENGTH OF STAY 》》



EXPENDITURE

《《 TOTAL EXPENDITURE 》》



《《 EXPENDITURE PER CAPITA 》》

Average Spent per
Capita

€809



SOCIO-DEMOGRAPHIC PROFILE

LEVEL OF EDUCATION

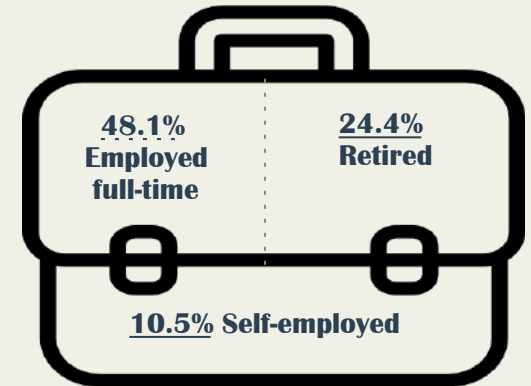
58.6% Tertiary Level

17.2% Post-secondary Level

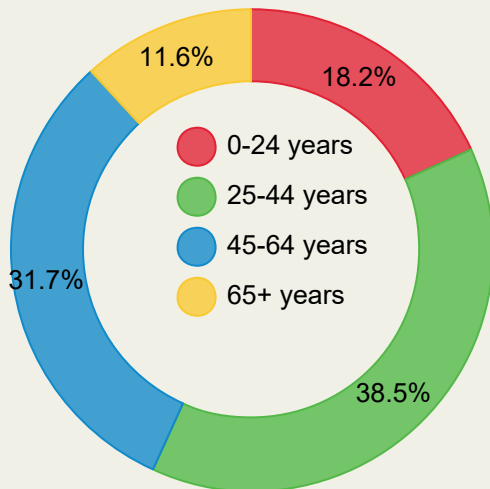
12.4% Vocational Training



OCCUPATION

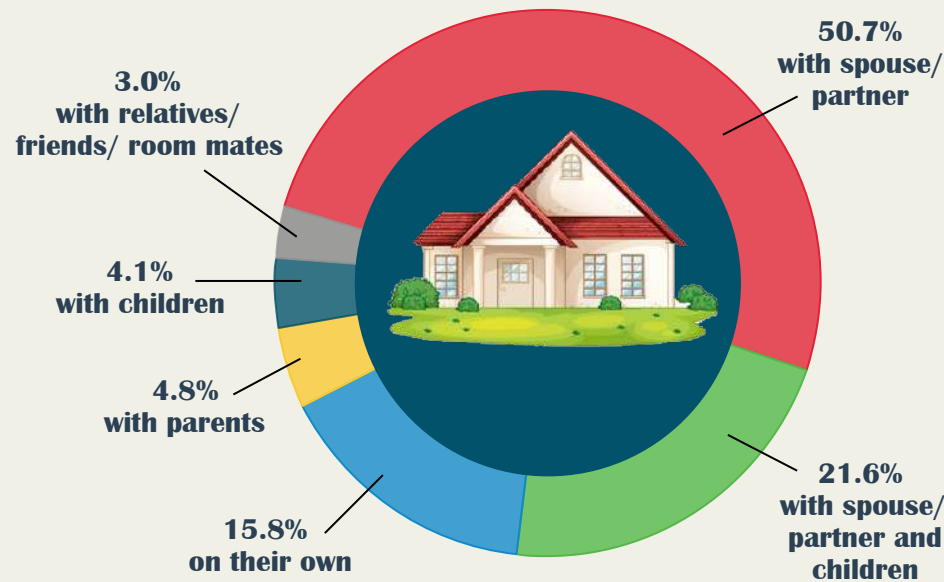


AGE GROUPS



Average age: 50 years

LIVING ARRANGEMENTS

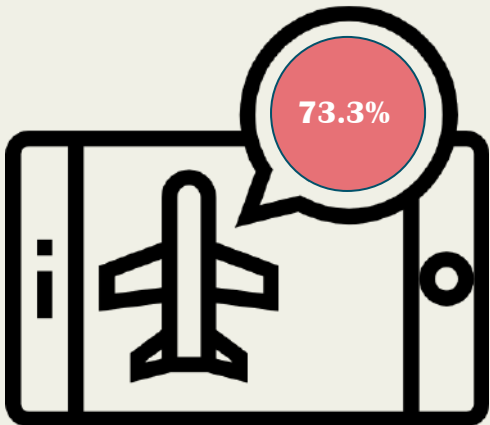


DIGITAL MEDIA USAGE

REGULAR



TRAVEL PURPOSES



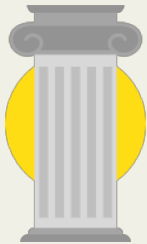
64.8% of tourists shared their experience in Malta on social media during stay; mostly via smartphone.



TRAVEL MOTIVATIONS

SUN AND CULTURE

50.2%



SUN

15.4%



CULTURE

10.1%



VISITING FRIENDS AND RELATIVES

8.1%



SPECIAL OCCASION

6.9%



BUSINESS

6.9%



SCUBA DIVING

4.9%



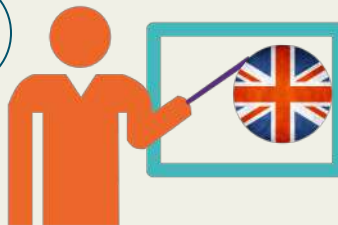
WELLNESS

4.5%



LEARNING ENGLISH

3.4%



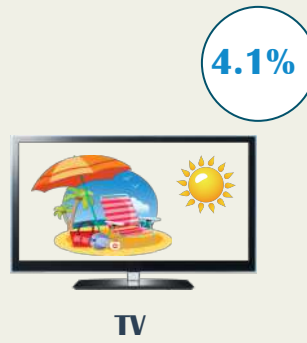
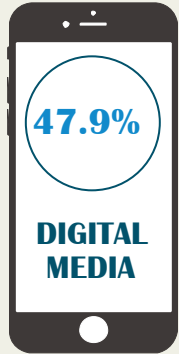
OTHER SPORTS

2.8%

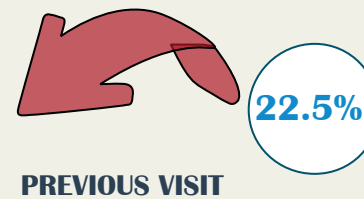


DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS

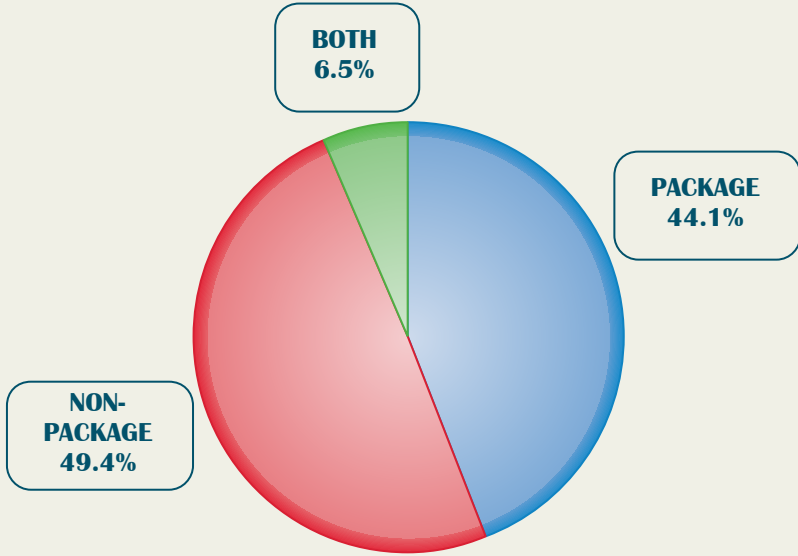
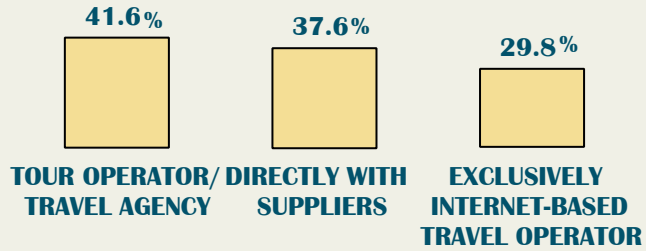


OTHER FACTORS

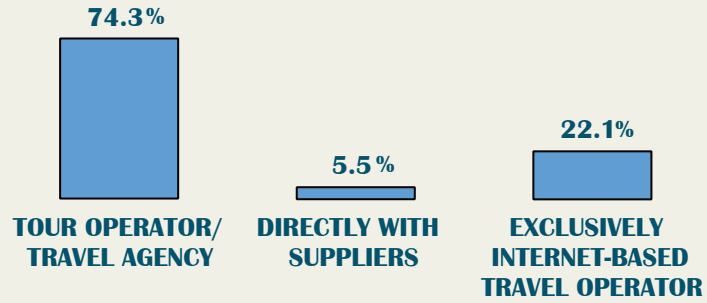


TYPE OF BOOKING

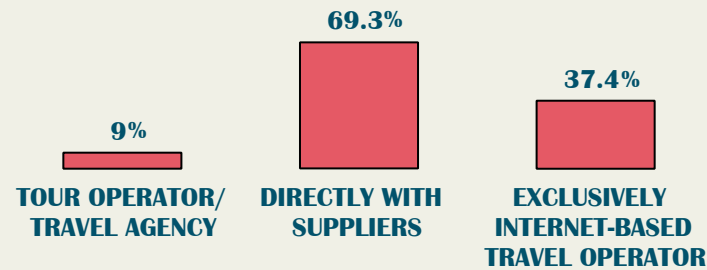
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS

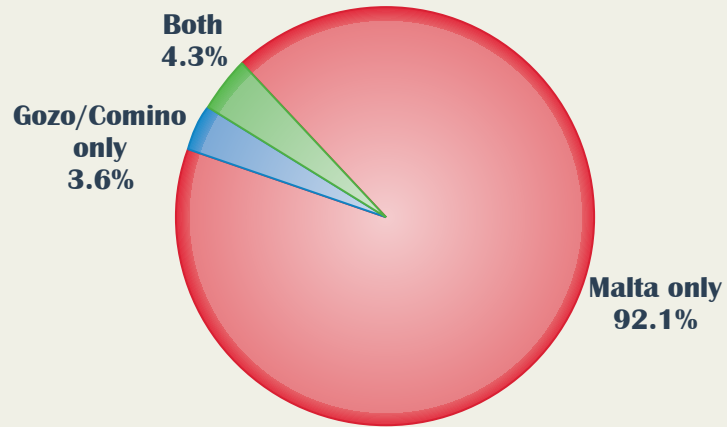


NON-PACKAGE BOOKINGS

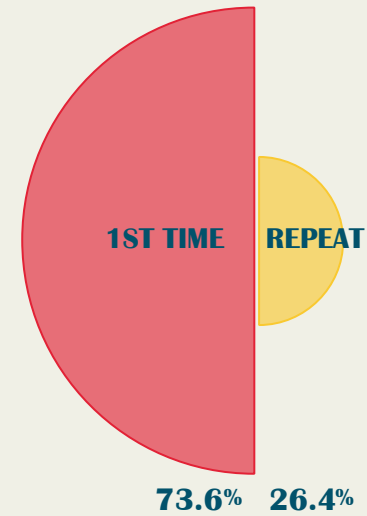


74.5% COMPLETED TRIP BOOKINGS ONLINE

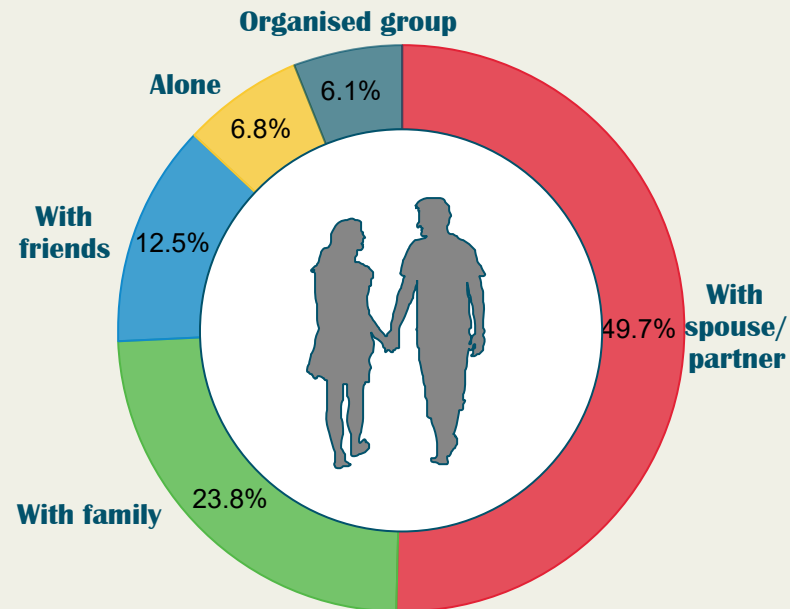
TYPE OF TRIP



1st TIME VS REPEAT TOURISTS



TRAVELLING PARTY



TYPE OF ACCOMMODATION USED

RENTED ACCOMMODATION

2,265,877

63.5%

• **Collective - 1,651,398**

23.6%

• **Other rented - 614,480**

12.8%

• **Non-rented - 332,812**

MALTA



44.0% of inbound tourists spending nights in Malta stayed in 4* hotels.

17.6% stayed in 3* hotels.

12.2% stayed in 5* hotels.



14.9% of inbound tourists spending nights in Malta opted for self-catering apartment/farmhouse/villa.

GOZO



41.8% of inbound tourists spending nights in Gozo opted for self-catering apartment/farmhouse/villa.

12.2% stayed at guesthouse/hostels.



16.5% stayed in 4* hotels.

7.7% stayed in 3* hotels.

ACTIVITIES ENGAGED IN

CULTURAL



79.2%
Visit Historical
Buildings



69.7%
Visit Churches



48.4%
Visit
Archaeological
Sites



45.0%
Visit Museums



17.2%
Visit Arts/
Craft Sites



14.3%
Attend Local
Festivals/
Events

OUTDOOR



55.9%
Swimming/
Sunbathing



44.3%
Leisure Boat
Trip



22.7%
Hiking



6.5%
Scuba Diving

RECREATIONAL



66.4%
Dine at
Restaurants



47.6%
Shopping



15.4%
Spa/
Wellness



7.4%
Nightlife/
clubbing

TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED

24.3%



MET

66.8%



NOT MET

8.9%



92.1%
**Would recommend the Maltese Islands to their
friends / relatives.**