



SUN SEEKING

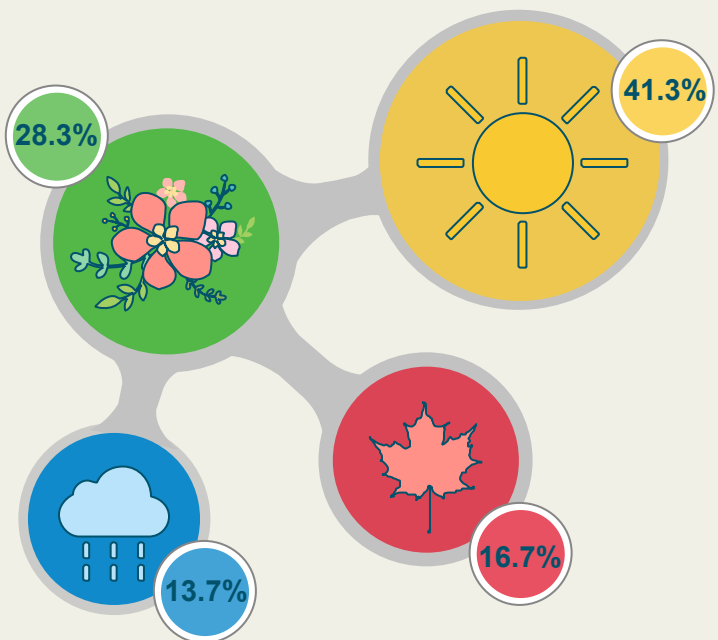
Tourist 2018

INBOUND TOURISTS

2018

400,900

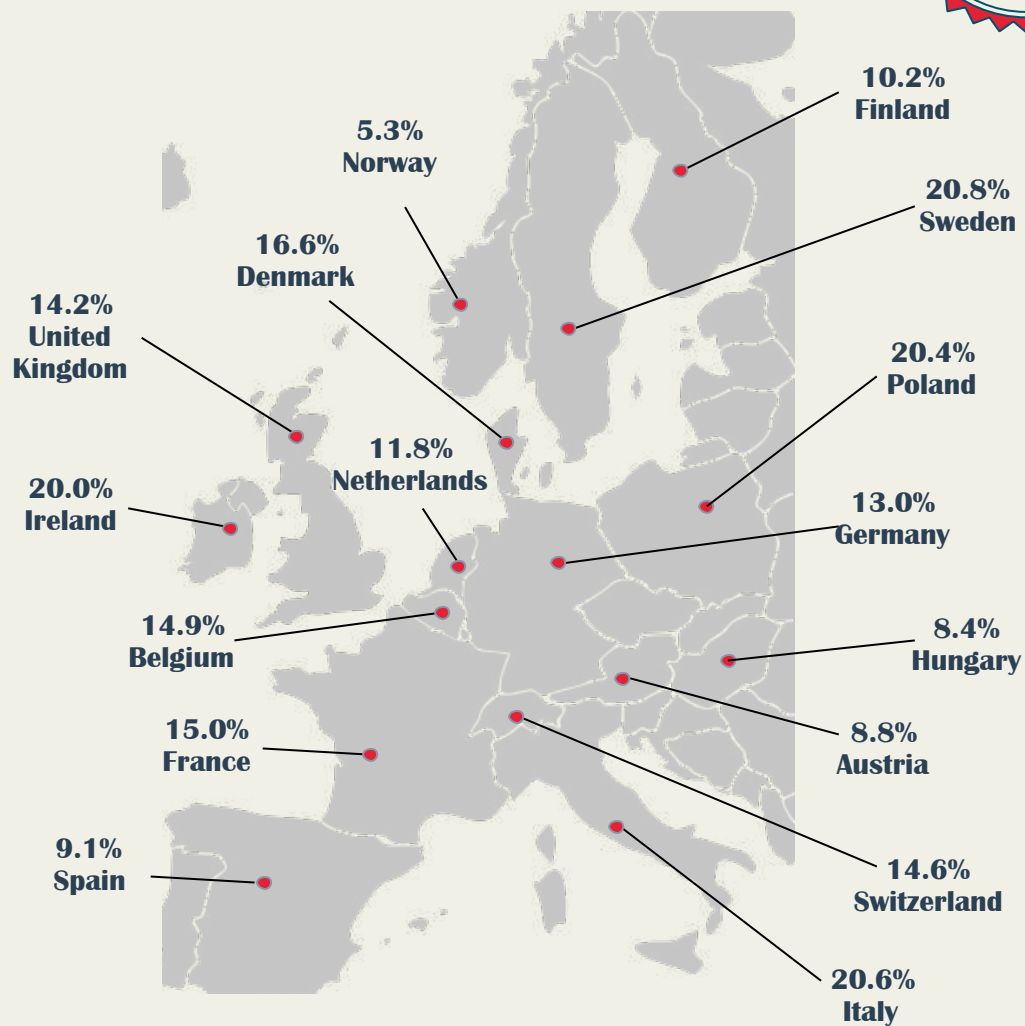
SEASONALITY



SHARE OF SUN SEEKERS OUT OF TOTAL GEOGRAPHICAL MARKET

15.4%

Share of Sun Seekers



BED NIGHTS

AVERAGE LENGTH OF STAY

7.2 Nights



TOTAL NIGHTS

2,886,500

EXPENDITURE

TOTAL EXPENDITURE

376,449,800

EXPENDITURE PER CAPITA

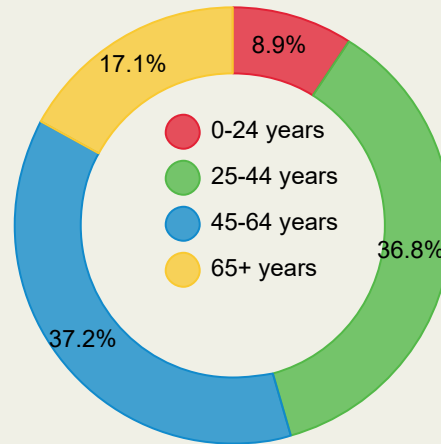
Average Spent per Capita

€939



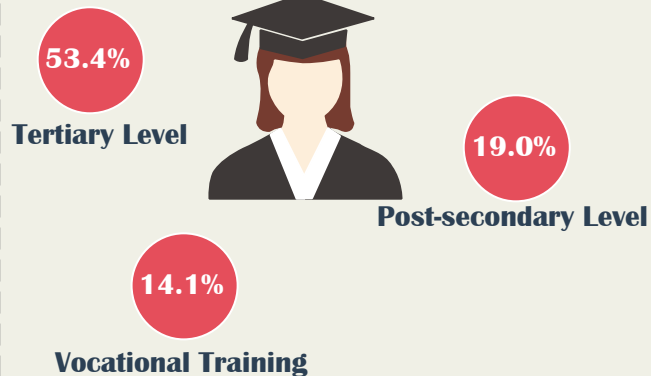
SOCIO-DEMOGRAPHIC PROFILE

AGE GROUPS

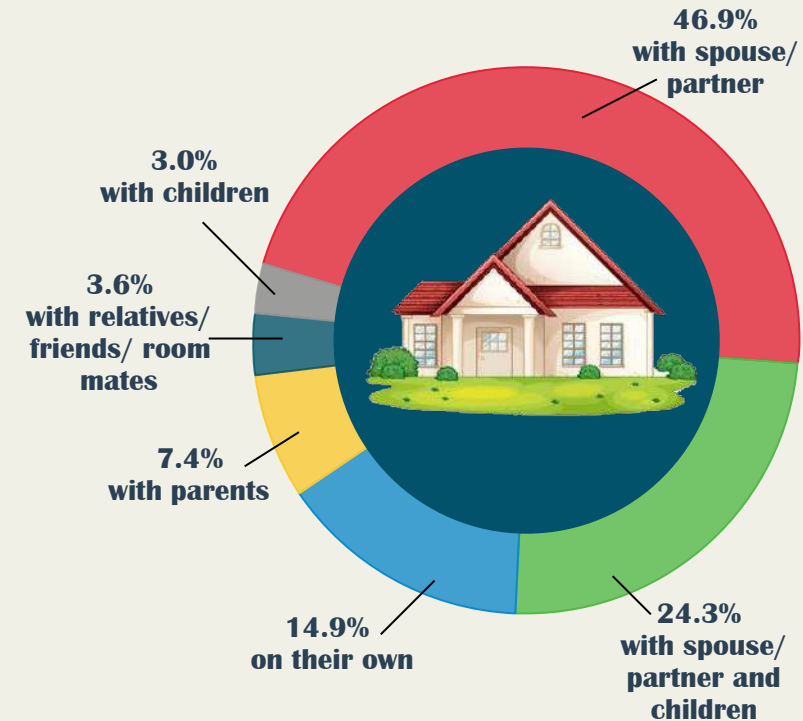


Average age: 46 years

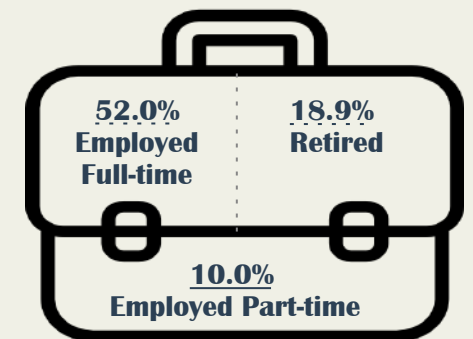
LEVEL OF EDUCATION



LIVING ARRANGEMENTS



OCCUPATION

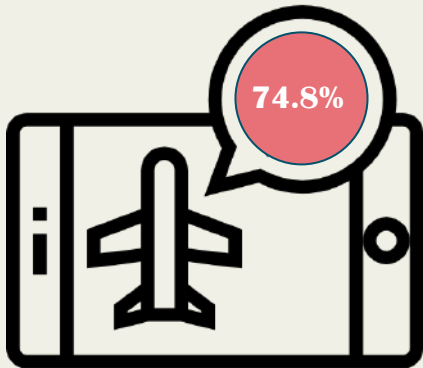


DIGITAL MEDIA USAGE

REGULAR



TRAVEL PURPOSES

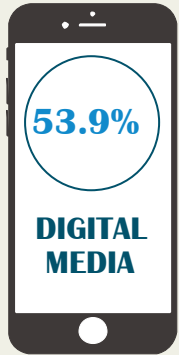


68.2% of tourists shared their experience in Malta on social media during stay, mostly via smartphone.

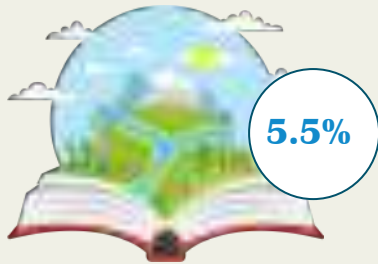


DESTINATION CHOICE INFLUENCERS

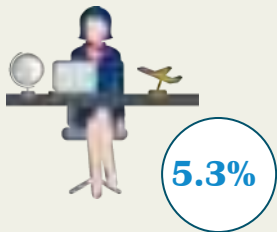
COMMUNICATION CHANNELS



TOUR OPERATOR BROCHURE / WEB



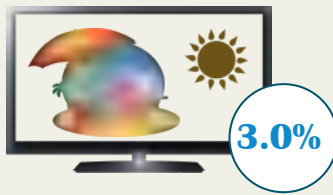
TRAVEL GUIDE BOOK



RECOMMENDATION BY TRAVEL AGENT

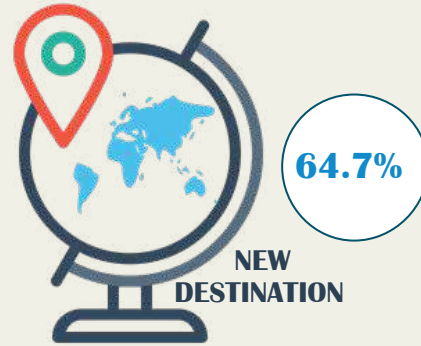


NEWSPAPER. MAGAZINE ADVERT/ ARTICLE



TV

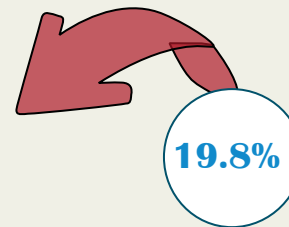
OTHER FACTORS



COST/VALUE FOR MONEY



ENGLISH SPOKEN WIDELY



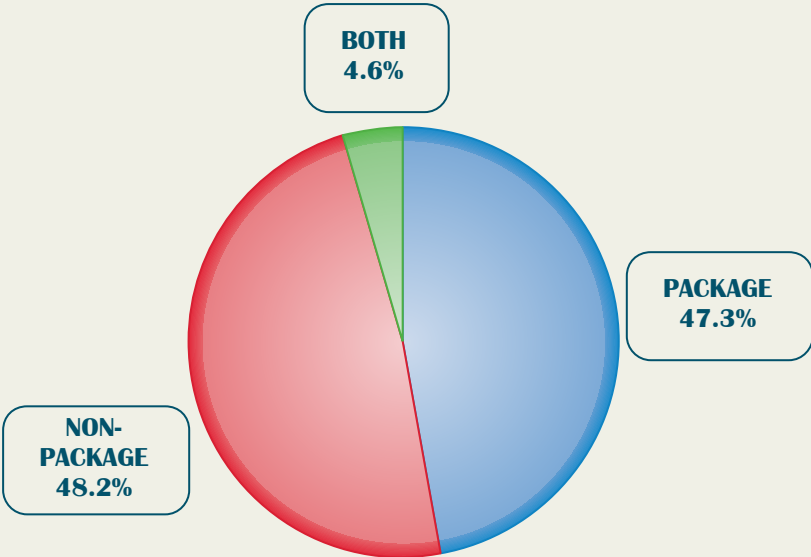
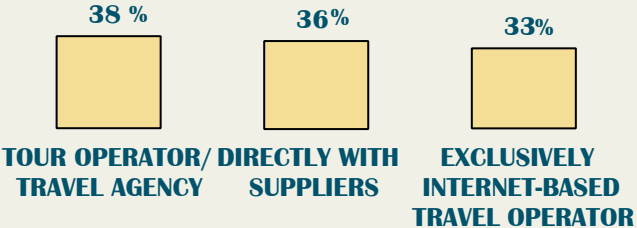
PREVIOUS VISIT



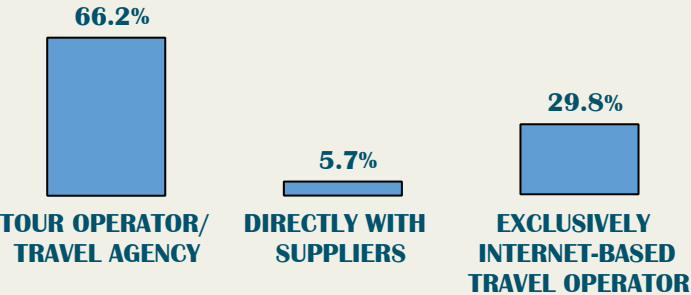
MALTESE HOSPITALITY

TYPE OF BOOKING

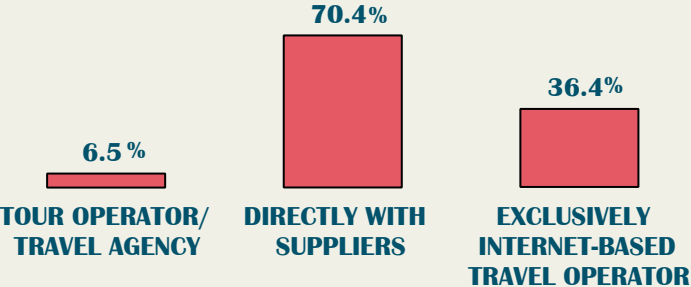
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS

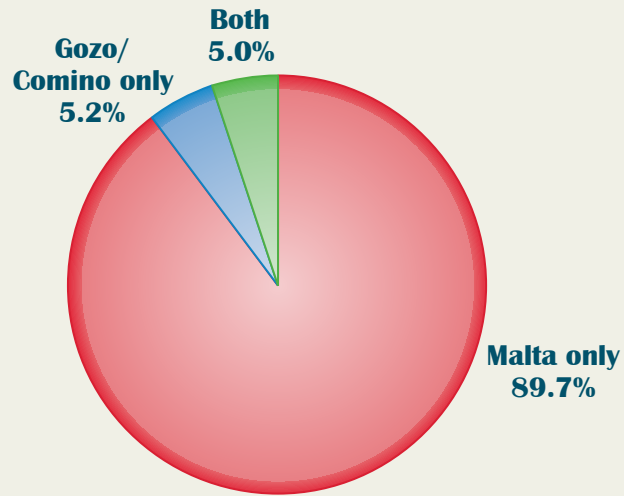


NON-PACKAGE BOOKINGS

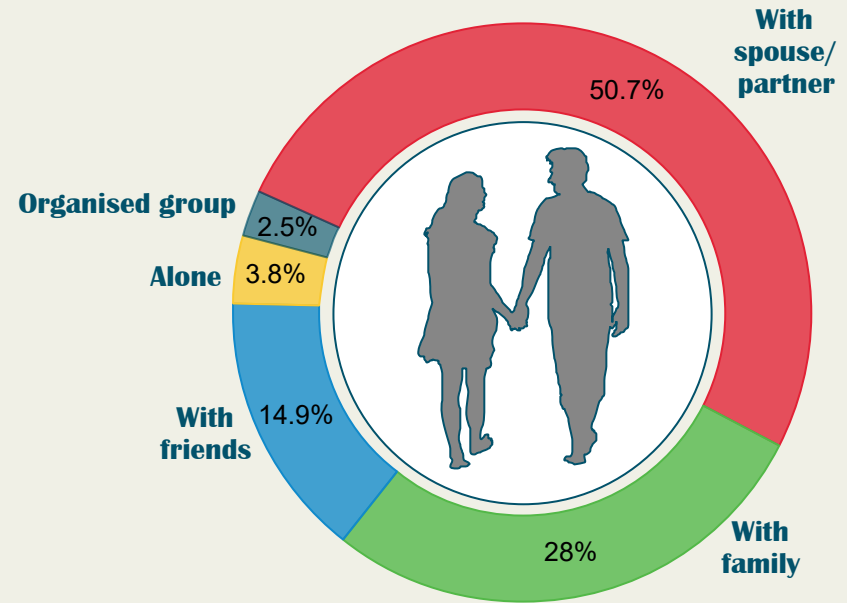


79.1% COMPLETED TRIP BOOKINGS ONLINE

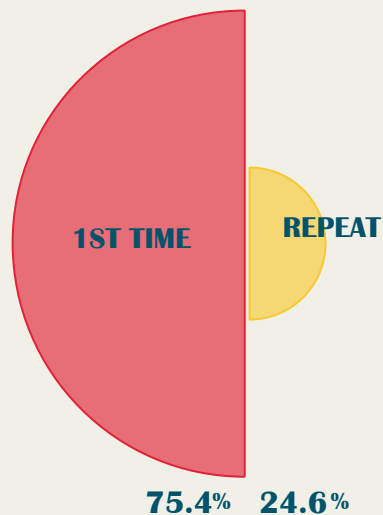
TYPE OF TRIP



TRAVELLING PARTY



1st TIME VS REPEAT TOURISTS



TOP RANKING TRAVEL OPERATORS



United Kingdom

1. Mercury Direct
2. Jet2
3. On the beach
4. Expedia
5. Thomson



Italy

1. Booking.com
2. Expedia
3. Volagratis



Germany

1. FTI
2. Big Xtra
3. Booking.com
4. Check24
5. Schausinsland reisen

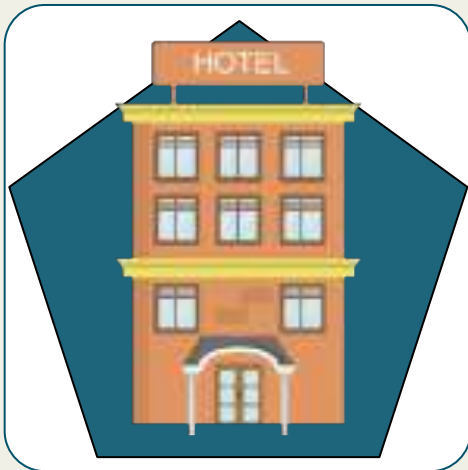


France

1. Airbnb
2. Booking.com
3. Lastminute
4. Vente-Privee

TYPE OF ACCOMMODATION USED

THE MALTESE ISLANDS



47.6% of Sun seeking tourists spending nights in the Maltese Islands stayed in 4* hotels.

17.2% stayed in 3* hotels.

11.2% stayed in 5* hotels.

20.7% of Sun seeking tourists spending nights in the Maltese Islands opted for self-catering apartment/farmhouse/villa.



MEANS OF TRANSPORT USED



72.1%
Public Bus



43.9%
Gozo Ferry



41.0%
Taxi/Shuttle Service



32.7%
Excursion boat



21.7%
Hop on/off Bus



20.2%
Other Ferry



18.5%
Rental Vehicle



16.5%
Excursion Coach

ACTIVITIES ENGAGED IN

CULTURAL



59.1%
Visit Historical
Buildings



51.5%
Visit Churches



27.1%
Visit
Archaeological
Sites



23.1%
Visit Museums



11.4%
Attend Local
Festivals/
Events



10.3%
Visit Arts/
Craft Sites

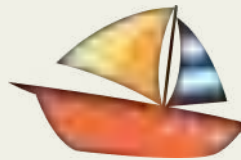


5.4%
Visit Local
Produce Sites/
Agro-experiences

OUTDOOR



68.5%
Swimming/
Sunbathing



48.5%
Leisure Boat
Trip



24.1%
Hiking

RECREATIONAL



65.0%
Dine at
Restaurants



47.5%
Shopping



16.5%
Spa/ Wellness



8.9%
Nightlife/clubbing

TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED

20.7%



MET

65.0%



NOT MET

14.3%



87.6%
Would recommend the Maltese Islands to their
friends / relatives.