CULTURE SEEKING
Tourist 2018

INBOUND TOURISTS

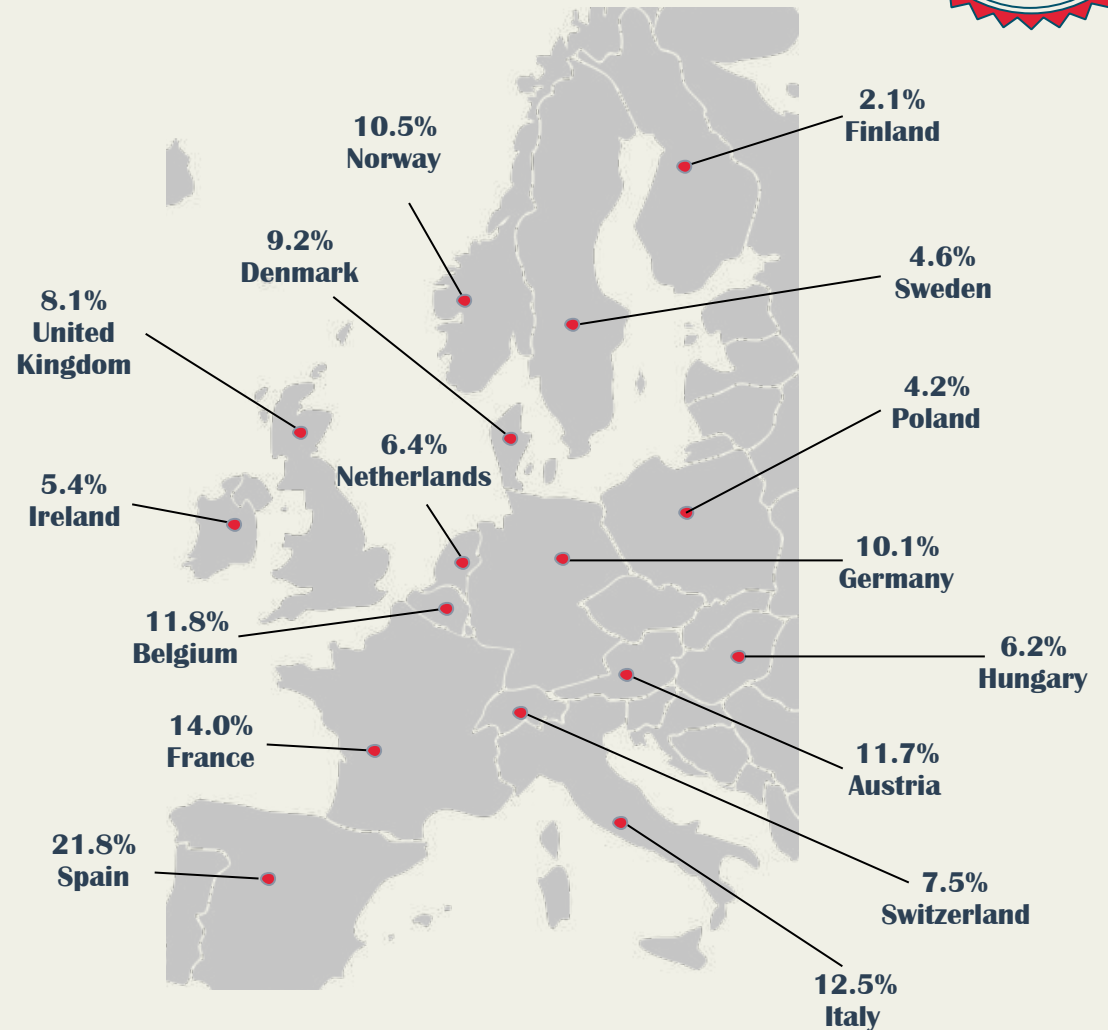**2018** **263,500**

SEASONALITY

26.7%

19.1%

25.3%

28.9%
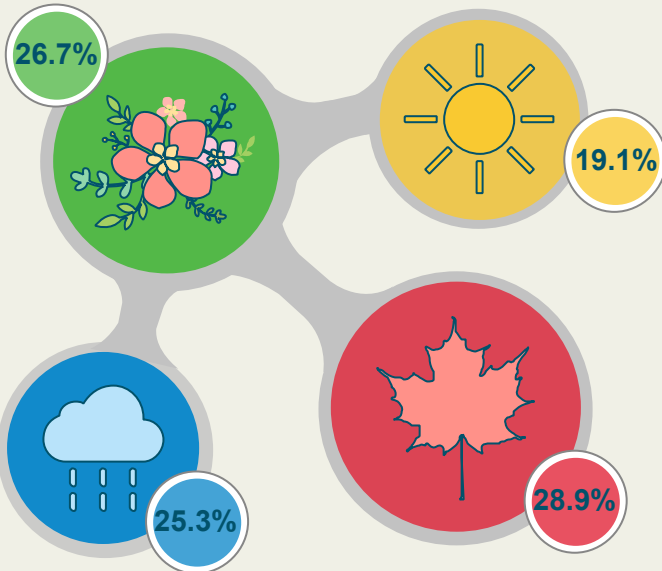
SHARE OF CULTURE SEEKERS OUT OF TOTAL GEOGRAPHICAL MARKET

10.1%
Share of Culture Seekers

- 2.1% Finland
- 10.5% Norway
- 4.6% Sweden
- 9.2% Denmark
- 4.2% Poland
- 8.1% United Kingdom
- 6.4% Netherlands
- 5.4% Ireland
- 10.1% Germany
- 11.8% Belgium
- 6.2% Hungary
- 14.0% France
- 11.7% Austria
- 21.8% Spain
- 7.5% Switzerland
- 12.5% Italy

BED NIGHTS

AVERAGE LENGTH OF STAY

TOTAL NIGHTS

1,686,400

6.4 Nights

EXPENDITURE

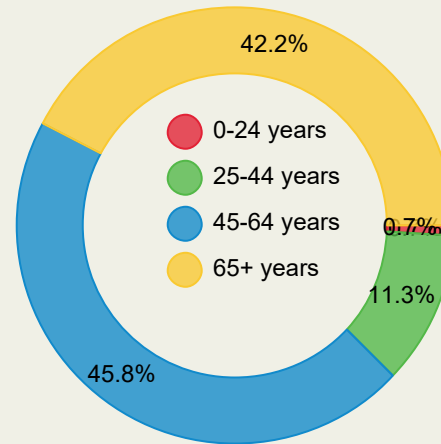### TOTAL EXPENDITURE

279,310,000

EXPENDITURE PER CAPITA

Average Spent per Capita
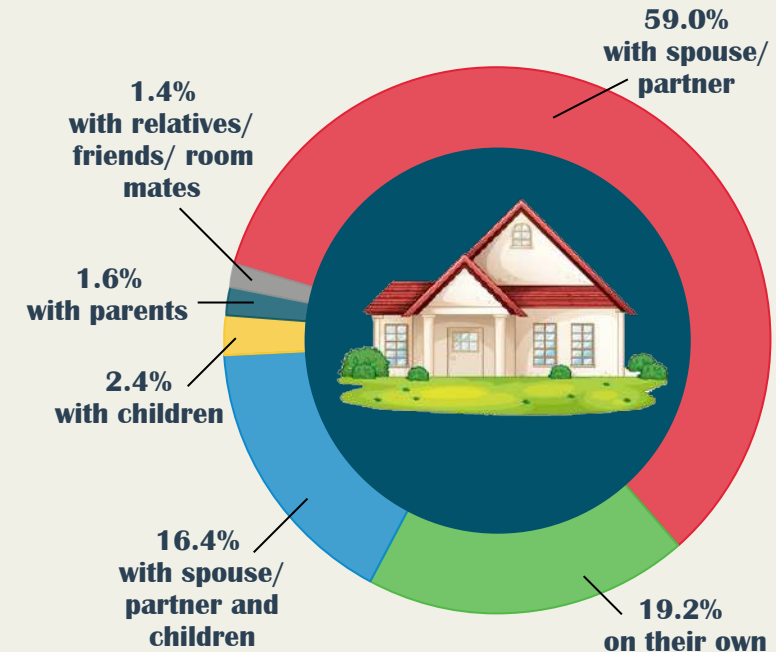
€1,060

SOCIO-DEMOGRAPHIC PROFILE

AGE GROUPS

- 0-24 years
- 25-44 years
- 45-64 years
- 65+ years

42.2%
0.7%
11.3%
45.8%

Average age: 61 years

LEVEL OF EDUCATION

59.8%
Tertiary Level

17.7%
Post-secondary Level

13.4%
Vocational Training

LIVING ARRANGEMENTS

59.0% with spouse/ partner

1.4% with relatives/ friends/ room mates

1.6% with parents

2.4% with children

16.4% with spouse/ partner and children

19.2% on their own

OCCUPATION

49.2% Retired

33.0% Employed Full-time

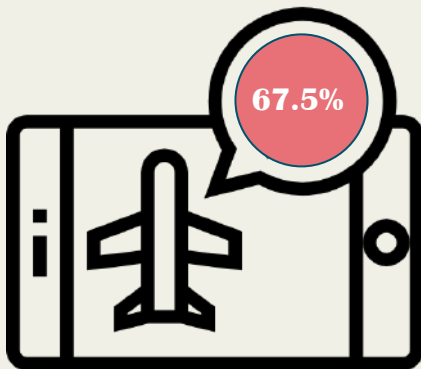**8.7%** Self-Employed
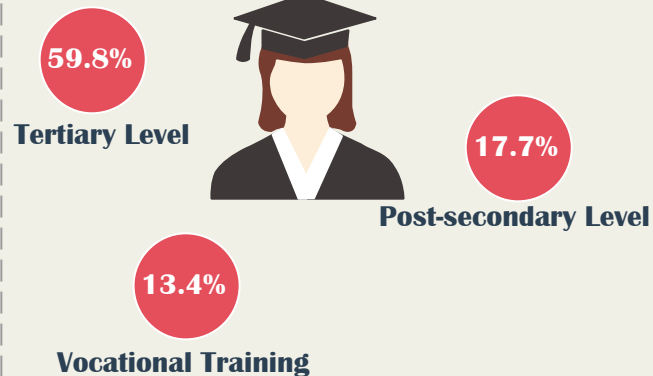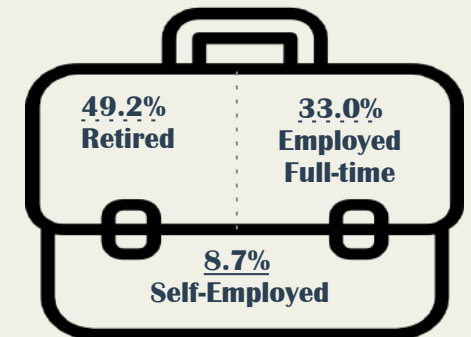
DIGITAL MEDIA USAGE

REGULAR

70.8%

TRAVEL PURPOSES

67.5%

49.6% of tourists shared their experience in Malta on social media during stay, mostly via smartphone.
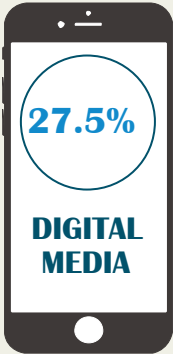
DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS

31.7%
RECOMMENDATION BY FRIENDS OR RELATIVES

27.5%
DIGITAL MEDIA

25.1%
TOUR OPERATOR BROCHURE / WEB

16.7%
TRAVEL GUIDE BOOK

12.1%
NEWSPAPER. MAGAZINE ADVERT/ ARTICLE

9.8%
RECOMMENDATION BY TRAVEL AGENT

6.7%
BOOKS

5.1%
TV

OTHER FACTORS

67.5%
NEW DESTINATION

30.1%
GOOD FLIGHT CONNECTIONS

18.7%
COST/VALUE FOR MONEY

17.9%
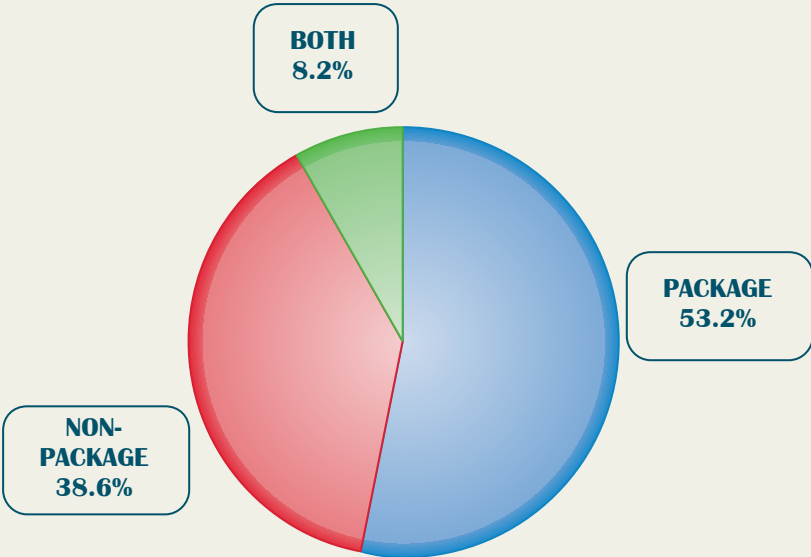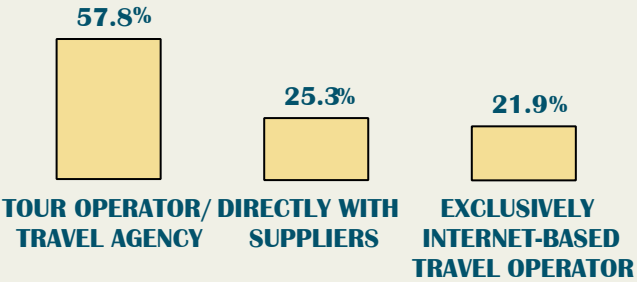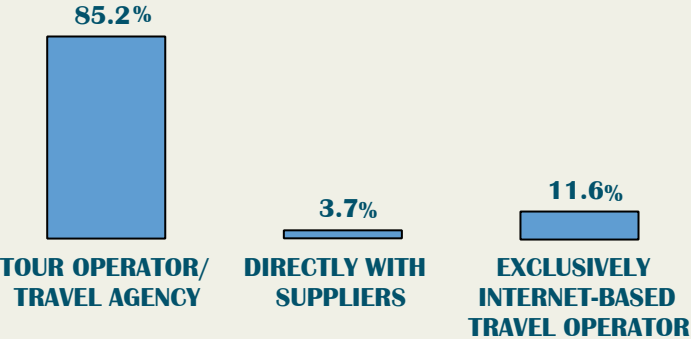ENGLISH SPOKEN WIDELY
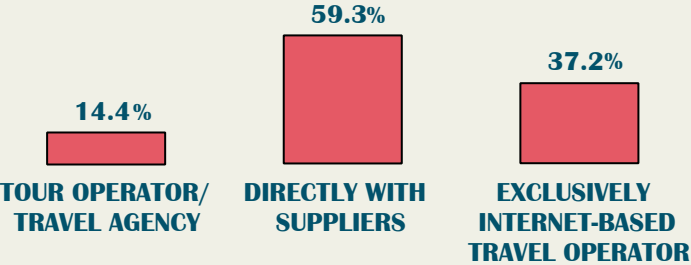
14.9%
PREVIOUS VISIT

10.0%
MALTESE HOSPITALITY

TYPE OF BOOKING

TRIP BOOKINGS MADE WITH

57.8%
TOUR OPERATOR/ TRAVEL AGENCY

25.3%
DIRECTLY WITH SUPPLIERS

21.9%
EXCLUSIVELY INTERNET-BASED TRAVEL OPERATOR

PACKAGE BOOKINGS

85.2%
TOUR OPERATOR/ TRAVEL AGENCY

3.7%
DIRECTLY WITH SUPPLIERS

11.6%
EXCLUSIVELY INTERNET-BASED TRAVEL OPERATOR

NON-PACKAGE BOOKINGS

14.4%
TOUR OPERATOR/ TRAVEL AGENCY

59.3%
DIRECTLY WITH SUPPLIERS

37.2%
EXCLUSIVELY INTERNET-BASED TRAVEL OPERATOR

BOTH 8.2%

PACKAGE 53.2%

NON-PACKAGE 38.6%

57.0% COMPLETED TRIP BOOKINGS ONLINE

TYPE OF TRIP

- Gozo/Comino only 0.1%
- Both 4.5%
- Malta only 95.4%

TRAVELLING PARTY

- Alone 5.1%
- With family 12.4%
- With friends 15.1%
- Organised group 18.9%
- With spouse/partner 48.1%
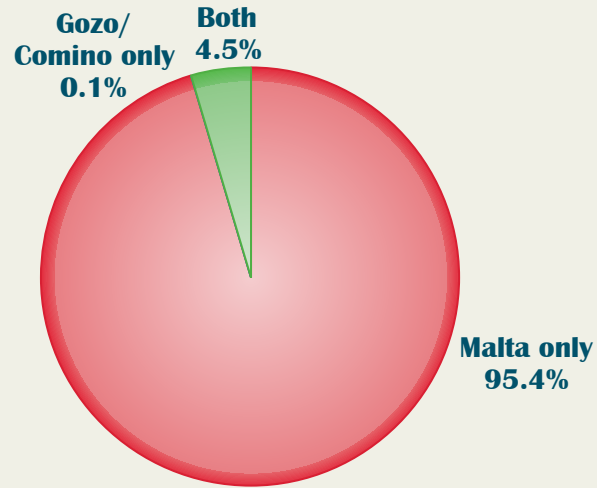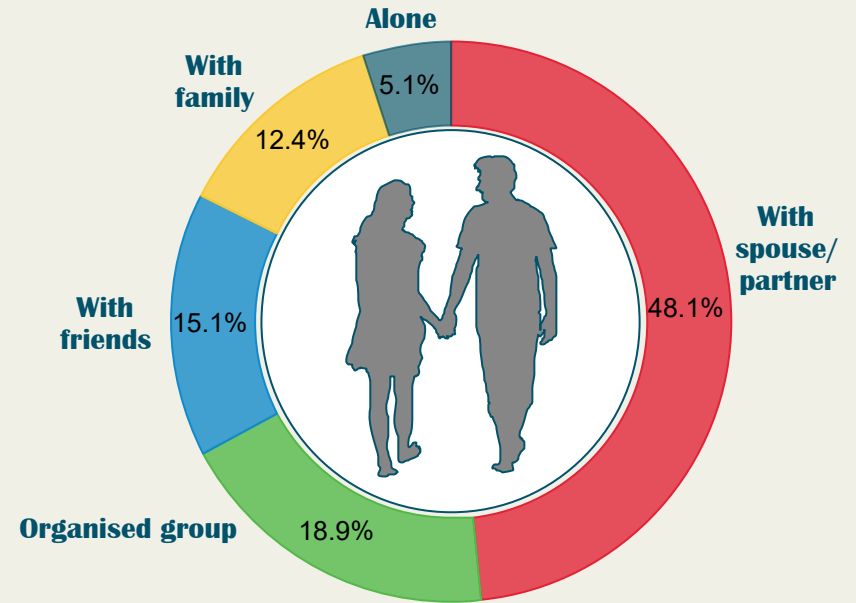
1st TIME VS REPEAT TOURISTS

- 1ST TIME 81.6%
- REPEAT 18.4%
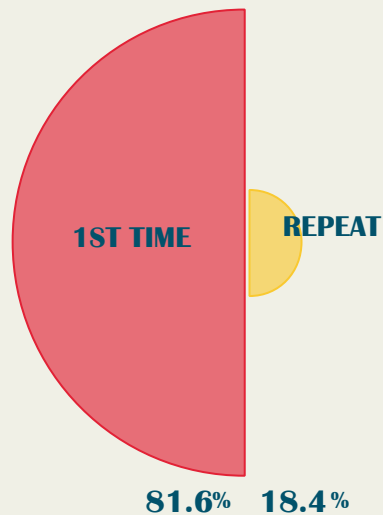
TOP RANKING TRAVEL OPERATORS

United Kingdom
1. Mercury Direct
2. Expedia
3. Jet2

Italy
1. Booking.com
2. Boscolo
3. Robintur

Germany
1. Big Xtra
2. FTI
3. Trendtours

France
1. Booking.com

⟪ THE MALTESE ISLANDS ⟫

48.5% of Culture seeking tourists spending nights in the Maltese Islands stayed in 4* hotels.

20.7% stayed in 3* hotels.

11.2% stayed in 5* hotels.

12.8% of Culture seeking tourists spending nights in the Maltese Islands opted for self-catering apartment/farmhouse/villa.

67.6%
Public Bus

49.1%
Gozo Ferry

32.6%
Excursion Coach

31.5%
Taxi/Shuttle Service

27.8%
Hop on/off Bus

25.9%
Excursion boat

25.2%
Other Ferry

12.2%
Rental vehicle

ACTIVITIES ENGAGED IN

CULTURAL

91.9% Visit Historical Buildings

86.1% Visit Churches

68.9% Visit Archaeological Sites

68.5% Visit Museums

23.7% Visit Arts/ Craft Sites

12.4% Attend Local Festivals/ Events

7.9% Visit Local Produce Sites/ Agro-experiences

OUTDOOR

31.8% Leisure Boat Trip

20.1% Swimming/ Sunbathing

18.0% Hiking

RECREATIONAL

53.0% Dine at Restaurants

38.0% Shopping

8.9% Spa/ Wellness

TOURISTS' EXPECTATIONS OF MALTA

EXCEEDED

23.9%

MET

64.7%

NOT MET

11.3%

90.7%
Would recommend the Maltese Islands to their
friends / relatives.

Malta
Tourism Authority