

# SUN & CULTURE SEEKING

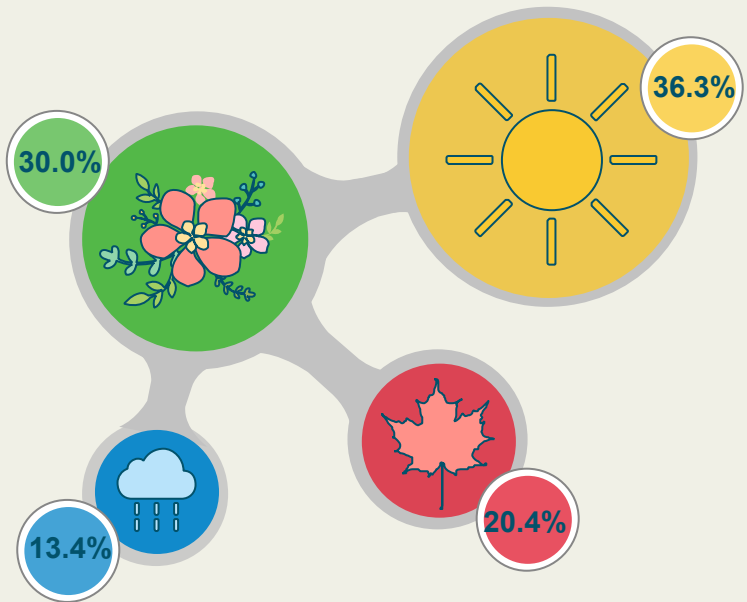
## Tourist 2018

### INBOUND TOURISTS

2018

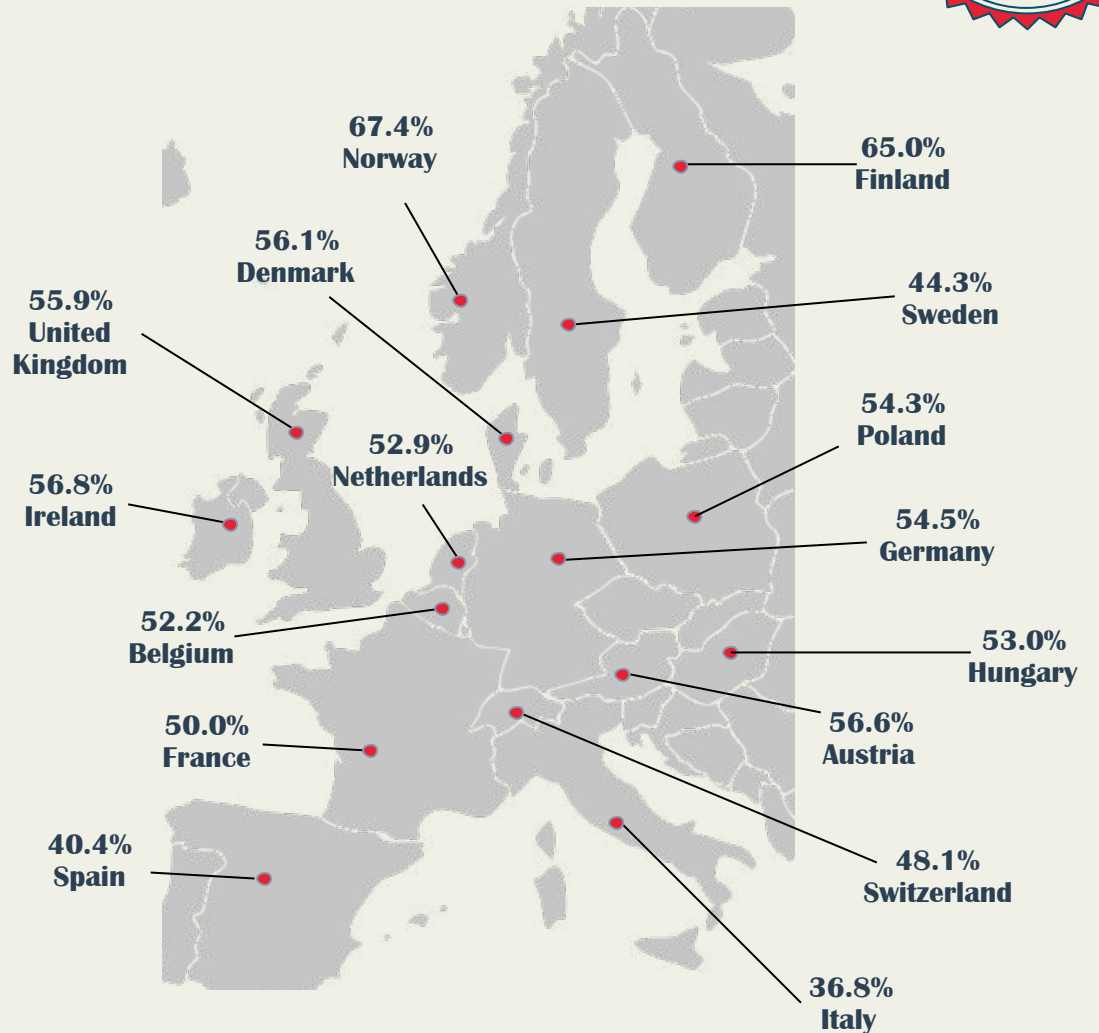
1,305,000

### SEASONALITY



### SHARE OF SUN & CULTURE SEEKERS OUT OF TOTAL GEOGRAPHICAL MARKET

**50.2%**  
Share of  
Sun & Culture  
Seekers



## BED NIGHTS

### AVERAGE LENGTH OF STAY

#### TOTAL NIGHTS

9,657,000

7.4 Nights



## EXPENDITURE

### TOTAL EXPENDITURE

1,329,795,000

### EXPENDITURE PER CAPITA

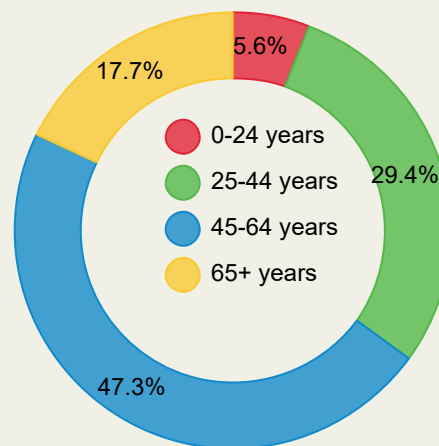
Average Spent  
per Capita

€1,019



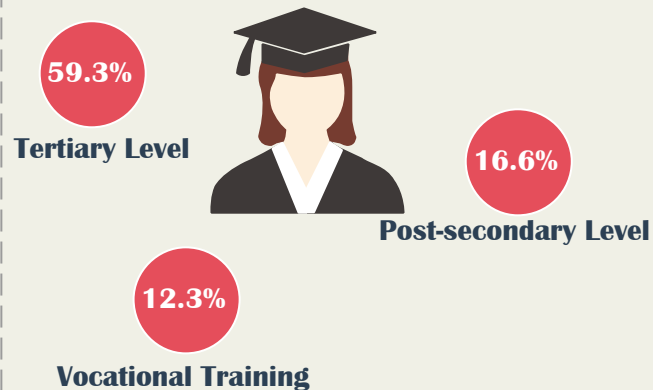
## SOCIO-DEMOGRAPHIC PROFILE

### AGE GROUPS

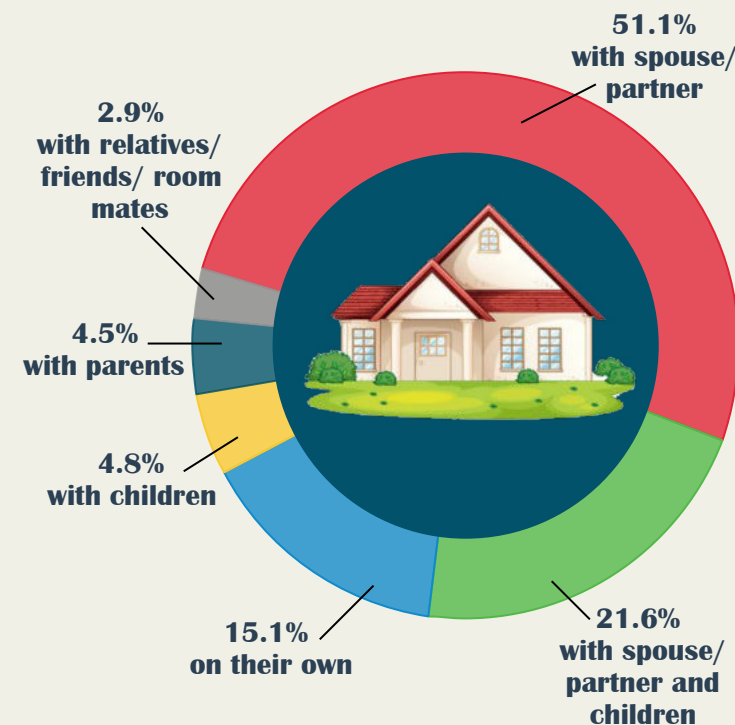


Average age: 50 years

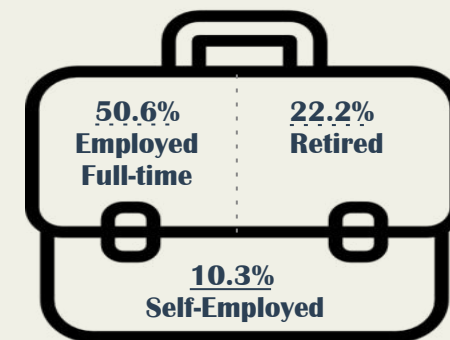
### LEVEL OF EDUCATION



### LIVING ARRANGEMENTS



### OCCUPATION

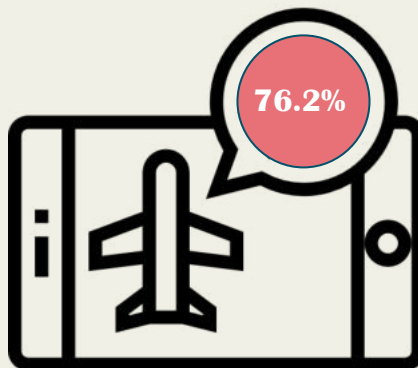


## DIGITAL MEDIA USAGE

### REGULAR



### TRAVEL PURPOSES



**67.4% of tourists shared their experience in Malta on social media during stay, mostly via smartphone.**



# DESTINATION CHOICE INFLUENCERS

## COMMUNICATION CHANNELS

55.9%

DIGITAL  
MEDIA

39.8%

RECOMMENDATION  
BY FRIENDS OR  
RELATIVES

23.6%

TOUR OPERATOR BROCHURE  
/ WEB

16.0%

TRAVEL GUIDE BOOK

10.6%

NEWSPAPER. MAGAZINE  
ADVERT/ ARTICLE

7.6%

RECOMMENDATION BY  
TRAVEL AGENT

5.1%

TV

4.4%

BOOKS

## OTHER FACTORS

67.6%

NEW  
DESTINATION

49.0%

GOOD  
FLIGHT CONNECTIONS

34.6%

COST/VALUE FOR MONEY

33.9%

ENGLISH SPOKEN WIDELY

23.1%

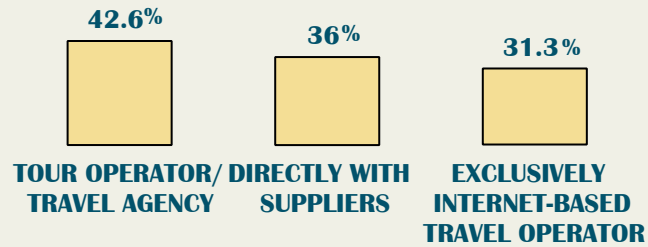
PREVIOUS VISIT

18.6%

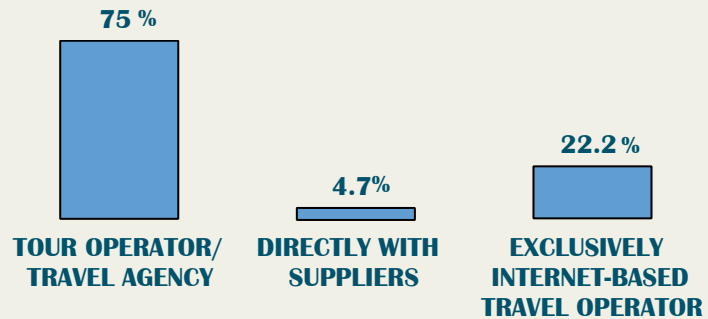
MALTESE HOSPITALITY

## TYPE OF BOOKING

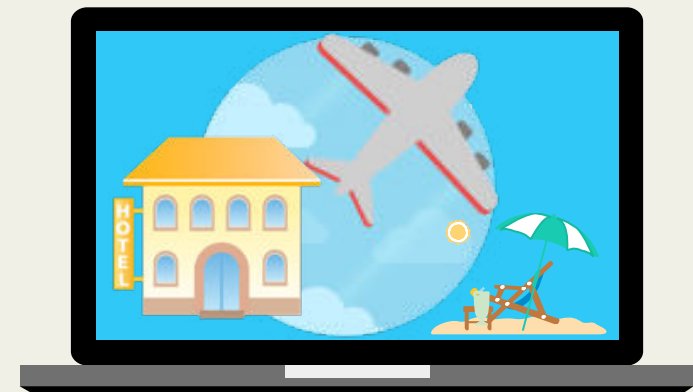
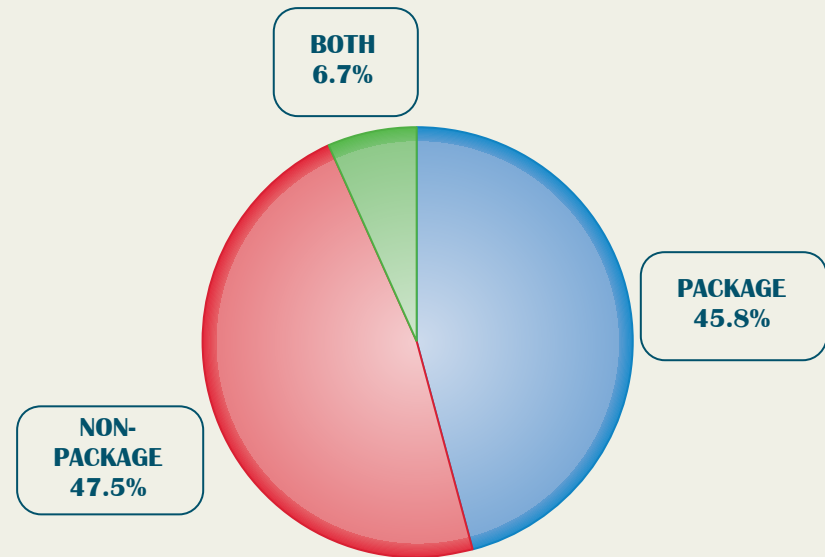
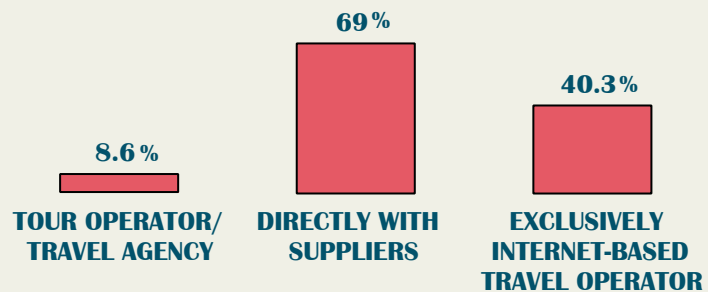
### TRIP BOOKINGS MADE WITH



### PACKAGE BOOKINGS

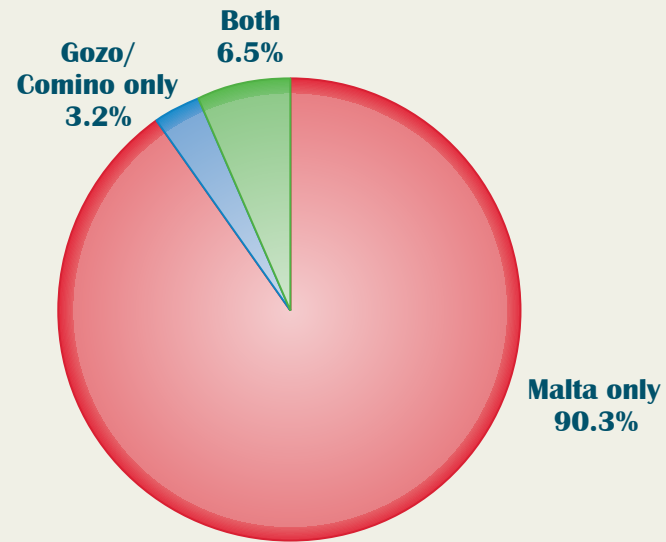


### NON-PACKAGE BOOKINGS

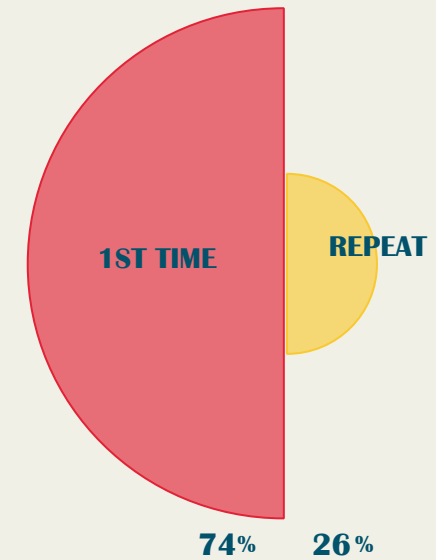


**74.7% COMPLETED TRIP BOOKINGS ONLINE**

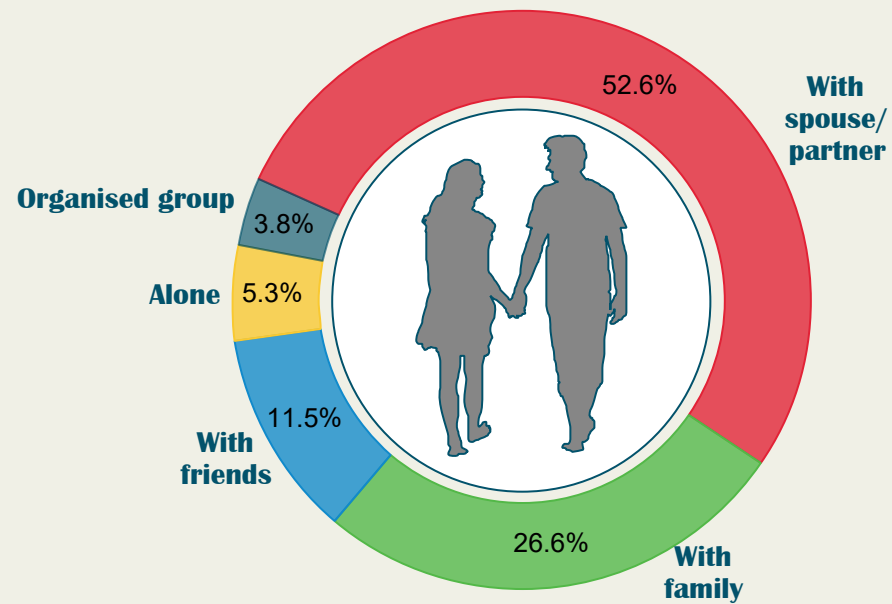
## TYPE OF TRIP



## 1st TIME VS REPEAT TOURISTS



## TRAVELLING PARTY



## TOP RANKING TRAVEL OPERATORS



**United Kingdom**

1. Jet2
2. Mercury Direct
3. Expedia



**Germany**

1. FTI
2. Booking.com
3. Big Xtra



**France**

1. Lastminute
2. Booking.com
3. Airbnb



**Italy**

1. Booking.com
2. Airbnb
3. Expedia



**Netherlands**

1. TUI Sunjets
2. Booking.com
3. Vakantie Discounter



**Austria**

1. Booking.com
2. FTI
3. Ruefa Reisen



**Switzerland**

1. Booking.com
2. Hotelplan
3. Ebooker



**Belgium**

1. Booking.com
2. Neckermann
3. TravelBird



**Spain**

1. Booking.com
2. El Corte Ingles
3. Politours



**Poland**

1. Booking.com
2. Wakacje.pl
3. Exim Tours



**Hungary**

1. Booking.com
2. Airbnb
3. Wizztours



## TYPE OF ACCOMMODATION USED

### THE MALTESE ISLANDS



**45.6%** of Sun and Culture seeking tourists spending nights in the Maltese Islands stayed in 4\* hotels.

**17.7%** stayed in 3\* hotels.

**12.4%** stayed in 5\* hotels.

**18.7%** of Sun and Culture seeking tourists spending nights in the Maltese Islands opted for self-catering apartment/farmhouse/villa.



## MEANS OF TRANSPORT USED



**75.2%**  
Public Bus



**48.6%**  
Gozo Ferry



**41.4%**  
Taxi/Shuttle Service



**35.2%**  
Excursion boat



**25.2%**  
Other Ferry



**23.5%**  
Hop on/off Bus



**21.0%**  
Excursion Coach



**19.5%**  
Rental Vehicle



## ACTIVITIES ENGAGED IN

### CULTURAL



**88.9%**  
**Visit Historical Buildings**



**77.1%**  
**Visit Churches**



**56.1%**  
**Visit Archaeological Sites**



**52.2%**  
**Visit Museums**



**19.7%**  
**Visit Arts/ Craft Sites**



**15.4%**  
**Attend Local Festivals/ Events**



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

### OUTDOOR



**63.7%**  
**Swimming/ Sunbathing**



**50.5%**  
**Leisure Boat Trip**



**28.9%**  
**Hiking**

### RECREATIONAL



**70.1%**  
**Dine at Restaurants**



**51.2%**  
**Shopping**



**16.1%**  
**Spa/ Wellness**



**7.4%**  
**Nightlife/clubbing**

## TOURISTS' EXPECTATIONS OF MALTA



《 EXCEEDED 》

26.3%



《 MET 》

67.0%



《 NOT MET 》

6.6%



**94.5%**  
**Would recommend the Maltese Islands to their  
friends / relatives.**