



FULLY-SERVICED vs. LOW-COST

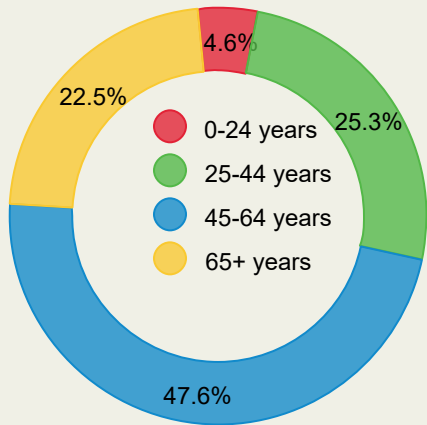
Traveller Profile 2018

SOCIO-DEMOGRAPHIC PROFILE

FULLY-SERVICED

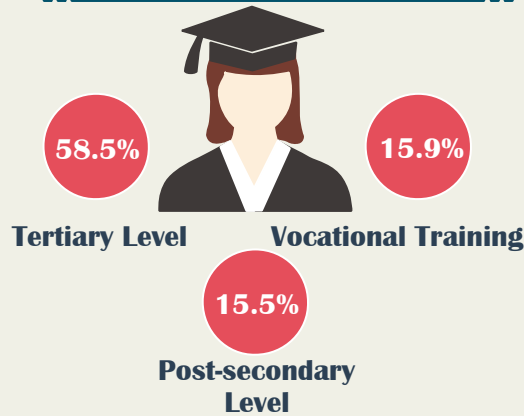
LOW-COST

AGE GROUPS

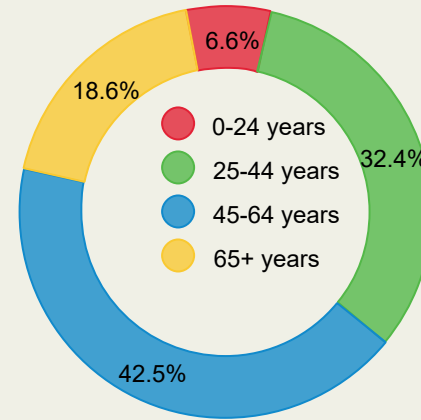


Average age: 52 years

LEVEL OF EDUCATION

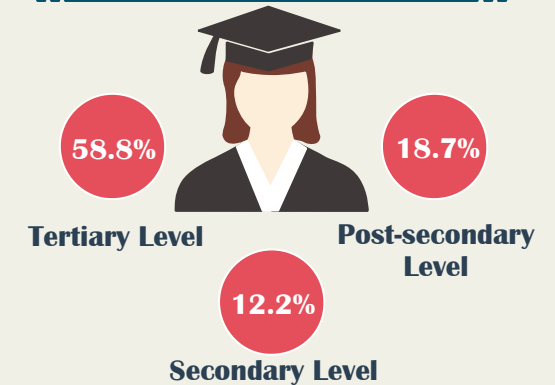


AGE GROUPS

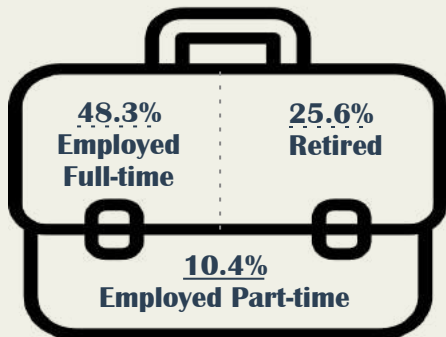


Average age: 49 years

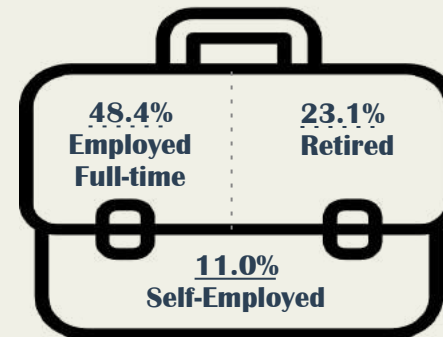
LEVEL OF EDUCATION



OCCUPATION

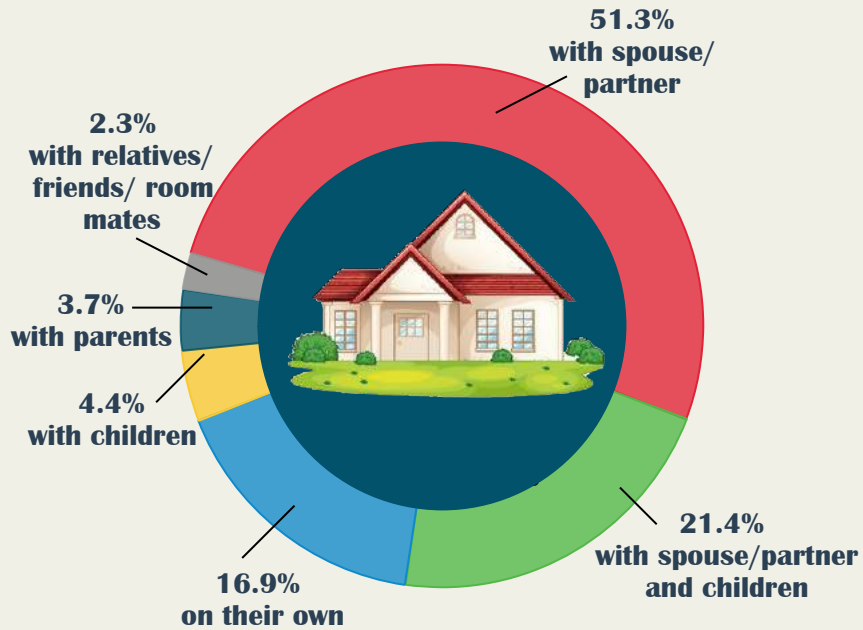


OCCUPATION



FULLY-SERVICED

LIVING ARRANGEMENTS

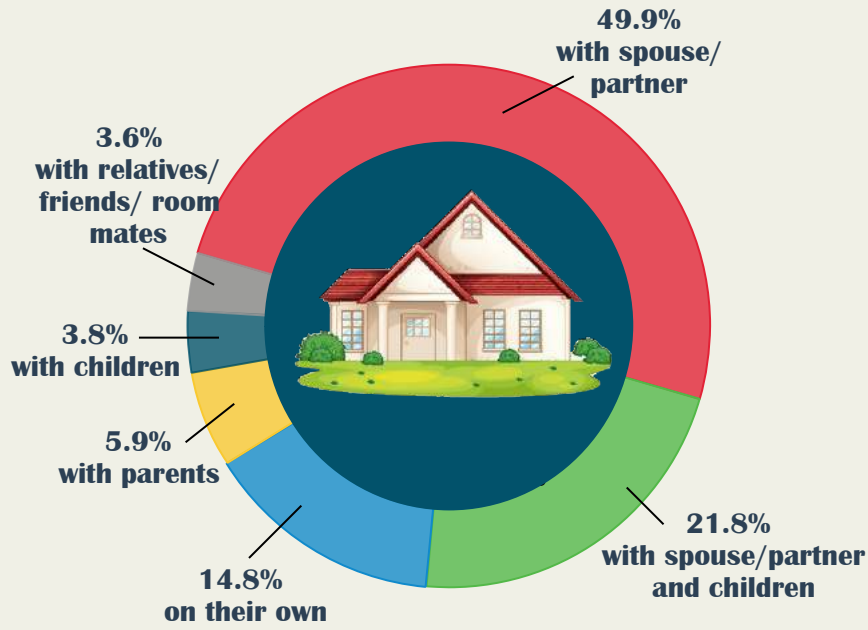


AVERAGE LENGTH OF STAY



LOW-COST

LIVING ARRANGEMENTS



AVERAGE LENGTH OF STAY



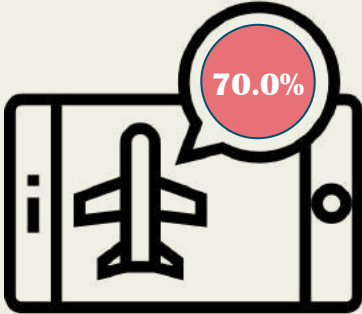
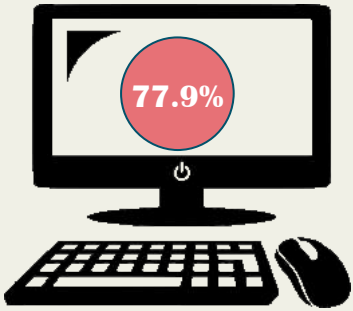
DIGITAL MEDIA USAGE

FULLY-SERVICED

LOW-COST

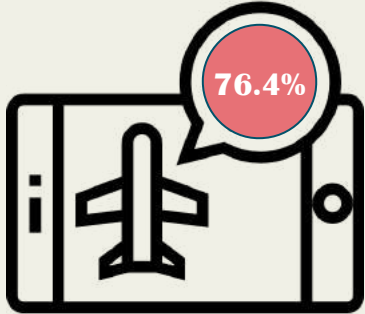
REGULAR

TRAVEL PURPOSES



REGULAR

TRAVEL PURPOSES



61.8% of tourists shared their experience in Malta on social media during stay, mostly via smartphone.



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



TRAVEL MOTIVATIONS

FULLY-SERVICED

LOW-COST

« SUN & CULTURE »

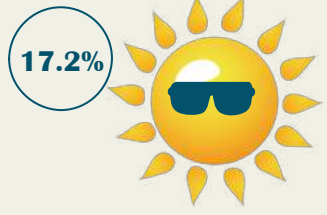
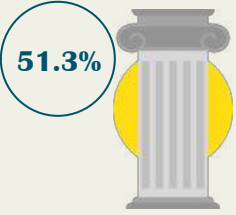
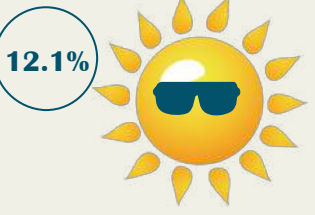
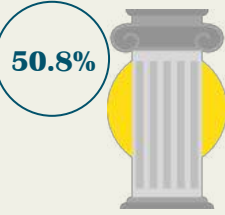
« CULTURE »

« SUN »

« SUN & CULTURE »

« SUN »

« VISITING FRIENDS & RELATIVES »



« VISITING FRIENDS & RELATIVES »

« SPECIAL OCCASION »

« SCUBA DIVING »

« CULTURE »

« SPECIAL OCCASION »

« WELLNESS »



« WELLNESS »

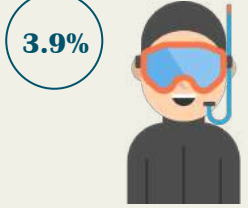
« OTHER SPORTS »

« BUSINESS »

« SCUBA DIVING »

« OTHER SPORTS »

« BUSINESS »



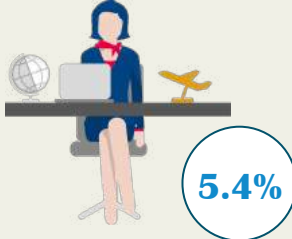
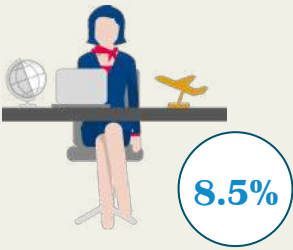
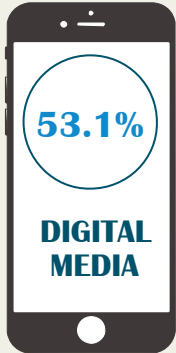
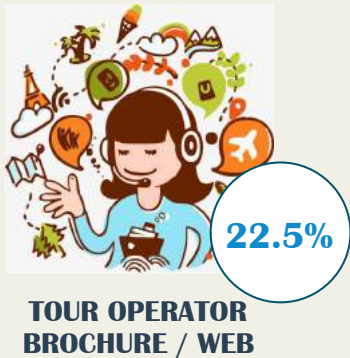
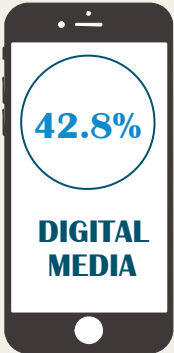
DESTINATION CHOICE INFLUENCERS

FULLY-SERVICED

LOW-COST

COMMUNICATION CHANNELS

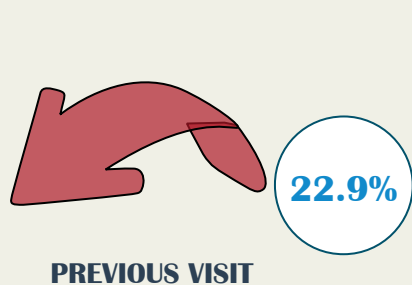
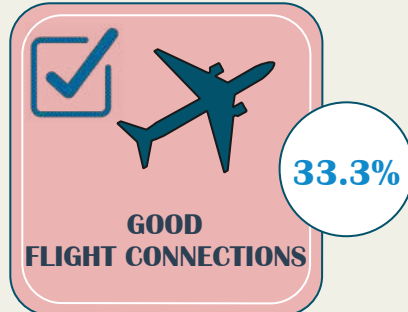
COMMUNICATION CHANNELS



DESTINATION CHOICE INFLUENCERS

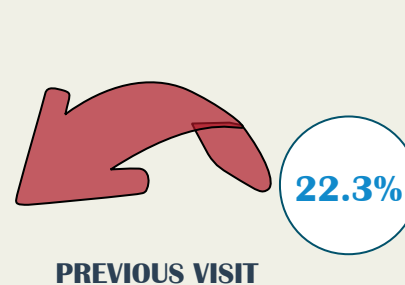
FULLY-SERVICED

OTHER FACTORS



LOW-COST

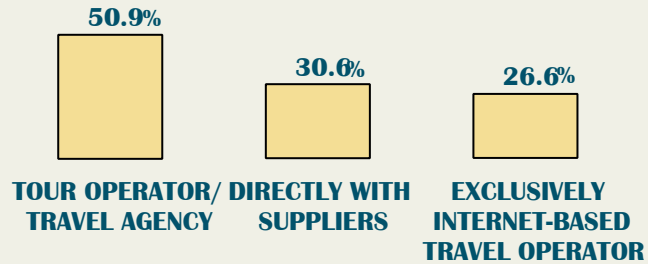
OTHER FACTORS



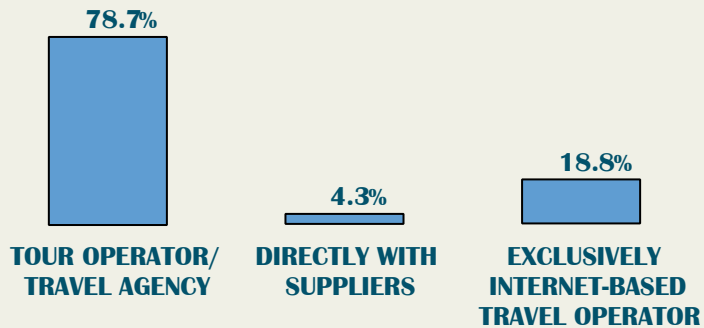
TYPE OF BOOKING

FULLY-SERVICED

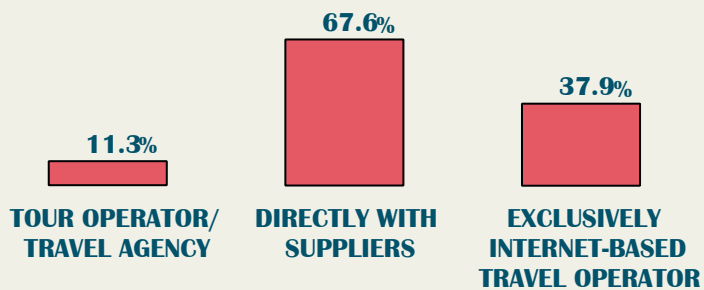
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS

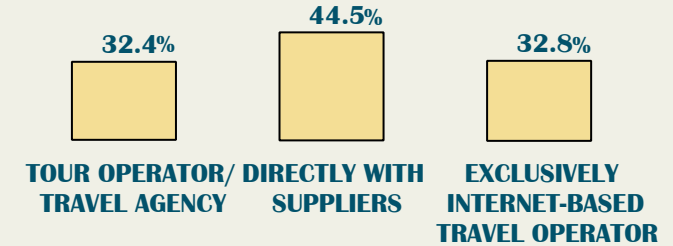


NON-PACKAGE BOOKINGS

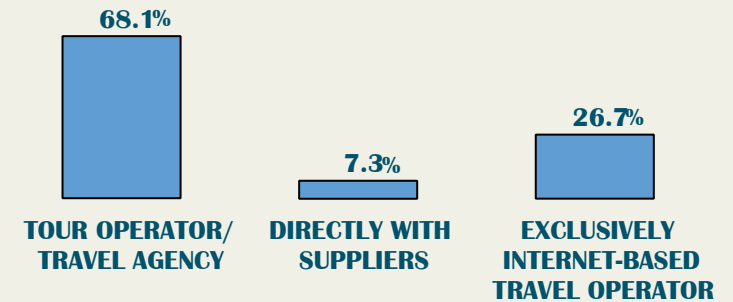


LOW-COST

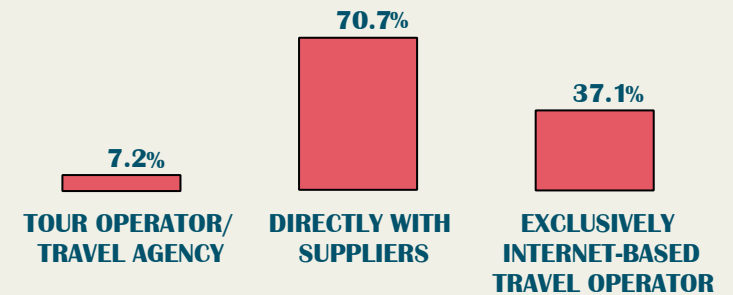
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS



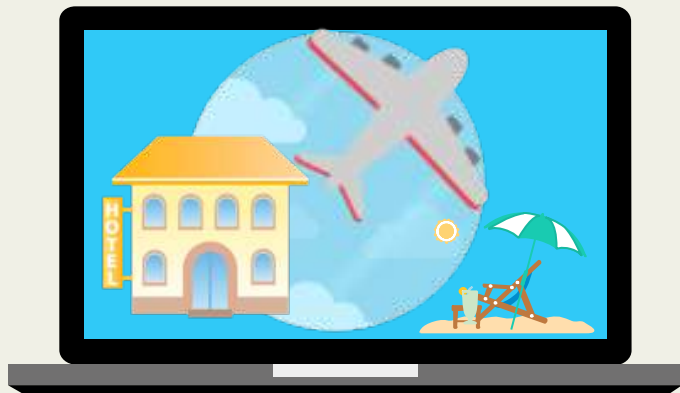
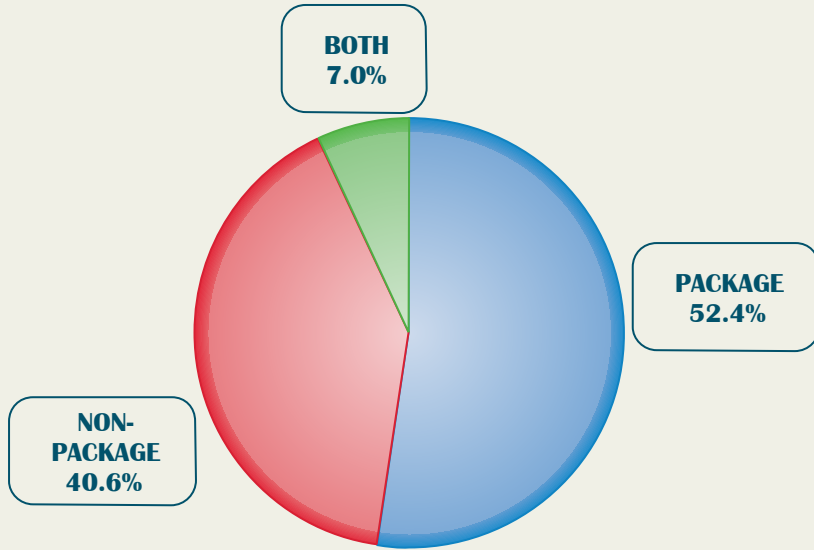
NON-PACKAGE BOOKINGS



TYPE OF BOOKING

FULLY-SERVICED

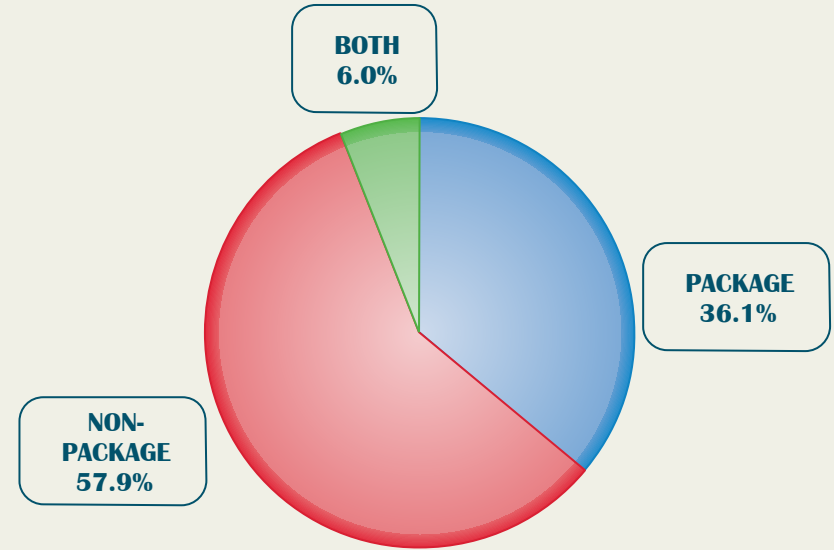
TYPE OF BOOKING



67.2% COMPLETED TRIP BOOKINGS ONLINE

LOW-COST

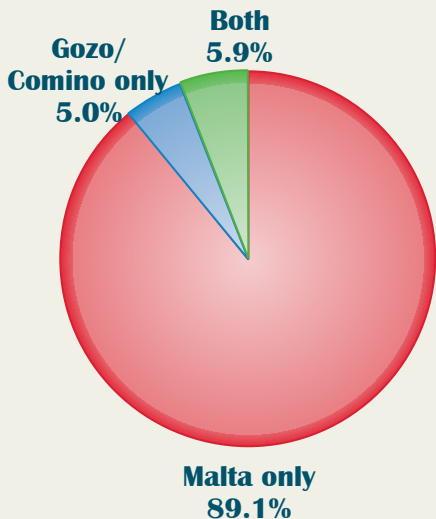
TYPE OF BOOKING



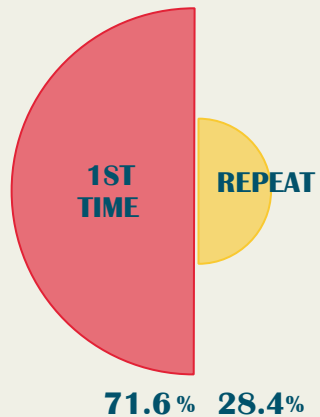
81.4% COMPLETED TRIP BOOKINGS ONLINE

FULLY-SERVICED

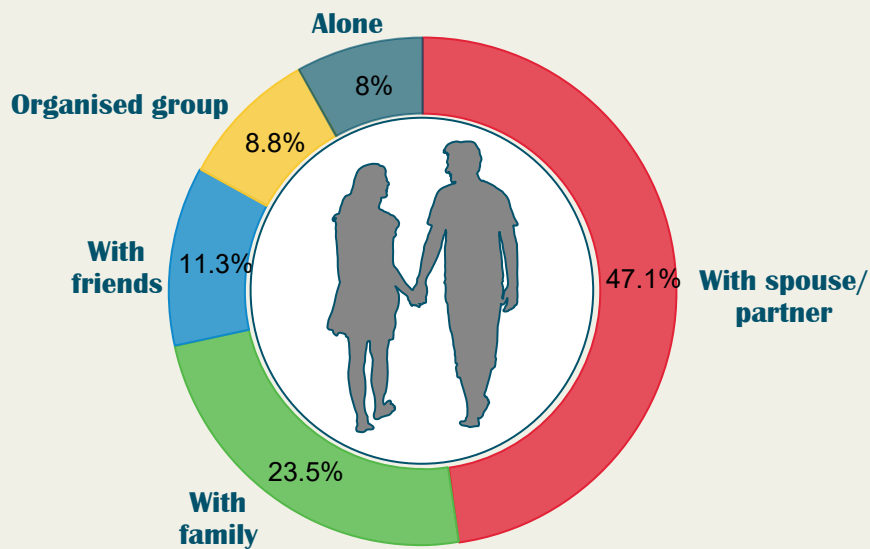
TYPE OF TRIP



1st TIME VS REPEAT TOURISTS

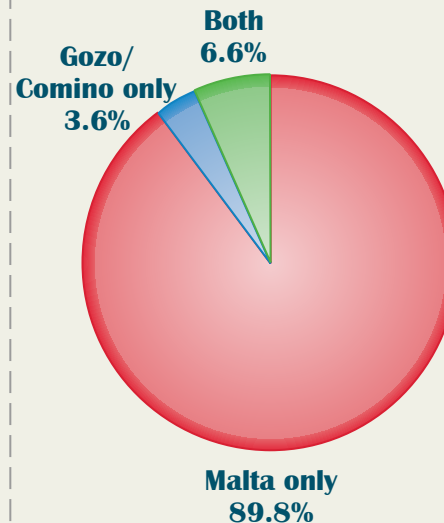


TRAVELLING PARTY

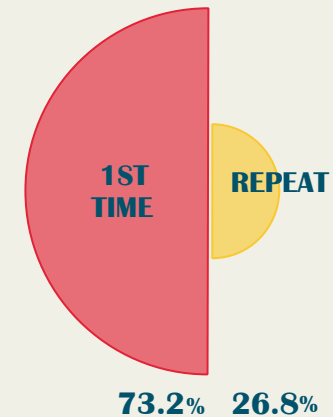


LOW-COST

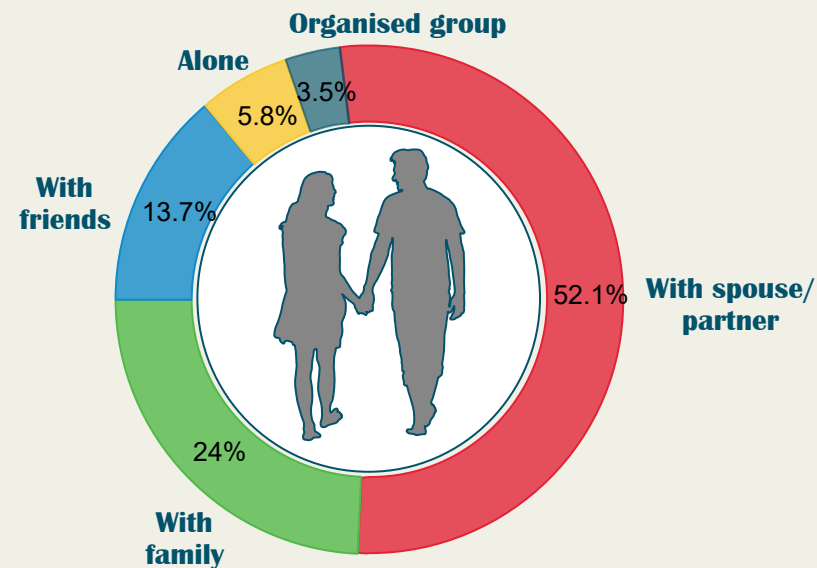
TYPE OF TRIP



1st TIME VS REPEAT TOURISTS



TRAVELLING PARTY



TYPE OF ACCOMMODATION USED

FULLY-SERVICED

MALTA



48.7% of Tourists spending nights in Malta stayed in 4* hotels.

17.8% stayed in 5* hotels.

15.3% stayed in 3* hotels.



11.5% of Tourists spending nights in Malta opted for self-catering apartment/farmhouse/villa.

LOW-COST

MALTA



39.5% of Tourists spending nights in Malta stayed in 4* hotels.

19.5% stayed in 3* hotels.

11.8% stayed in 5* hotels.



18.2% of Tourists spending nights in Malta opted for self-catering apartment/farmhouse/villa.

GOZO



38.4% of Tourists spending nights in Gozo opted for self-catering apartment/farmhouse/villa.

11.2% stayed in a Guesthouse/hostel.



21.1% stayed in 4* hotels.

9.7% stayed in 5* hotels.

GOZO



45.7% of Tourists spending nights in Gozo opted for self-catering apartment/farmhouse/villa.

13.2% stayed in a Guesthouse/hostel.



11.4% stayed in 4* hotels.

8.8% stayed in 5* hotels.

8.6% stayed in 3* hotels.

ACTIVITIES ENGAGED IN

FULLY-SERVICED

LOW-COST

CULTURAL

OUTDOOR

CULTURAL

OUTDOOR



80.7%
Visit Historical Buildings



54.7%
Swimming/
Sunbathing



78.0%
Visit Historical Buildings



57.4%
Swimming/
Sunbathing



72.2%
Visit Churches



42.6%
Leisure Boat Trip



67.5%
Visit Churches



46.2%
Leisure Boat Trip



50.9%
Visit Archaeological Sites



25.6%
Trekking/
Hiking



46.2%
Visit Archaeological Sites



26.7%
Trekking/
Hiking

RECREATIONAL

RECREATIONAL



45.6%
Visit Museums



65.1%
Dine at Restaurants



44.7%
Visit Museums



68.2%
Dine at Restaurants



17.9%
Visit Arts/
Craft Sites



47.5%
Shopping



16.6%
Visit Arts/
Craft Sites



48.0%
Shopping



17.1%
Spa/ Wellness



13.8%
Attend Local Festivals/
Events



13.9%
Spa/ Wellness



15.0%
Attend Local Festivals/
Events



6.0%
Nightlife/clubbing



8.8%
Nightlife/clubbing

TOURISTS' EXPECTATIONS OF MALTA

FULLY-SERVICED



EXCEEDED

23.5%



MET

68.7%



NOT MET

7.8%



92.6%

Would recommend the Maltese Islands to their friends / relatives.

LOW-COST



EXCEEDED

25.2%



MET

65.1%



NOT MET

9.8%



91.7%

Would recommend the Maltese Islands to their friends / relatives.