



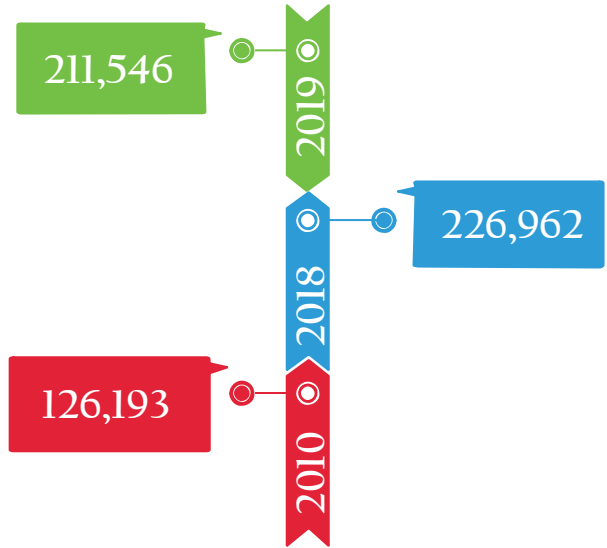
# Germany

## Market Profile 2019

**No. 4**  
**Rank**

**7.7%**  
**Market Share**

### Inbound Tourists



### Seasonality



### Air Connectivity



#### 6 Airlines

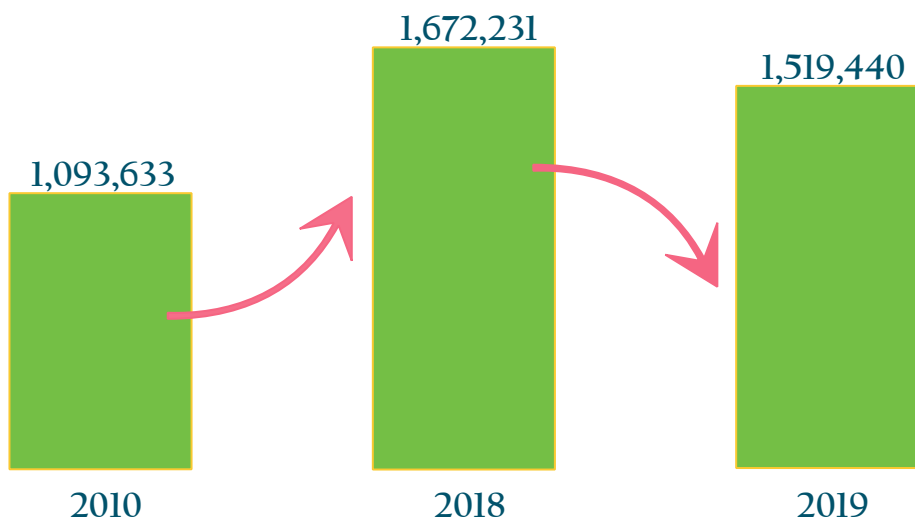
- Air Malta
- Lufthansa
- Ryanair
- Condor
- Hapag Lloyd/TUI Fly
- Sundair

#### 12 Airports

- Frankfurt
- Munich-Franz Josef Strauss
- Dusseldorf
- Cologne Bonn
- Berlin-Tegel
- Berlin-Schonefeld
- Nuremberg
- Hamburg
- Karlsruhe Baden-Baden
- Hannover
- Leipzig-Halle
- Stuttgart

## Bed Nights

### Total Nights

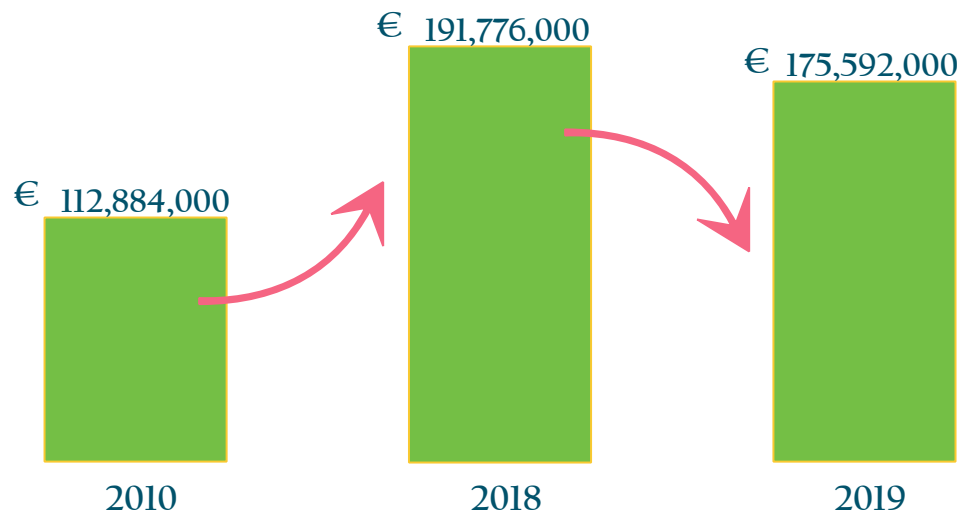


### Average Length of Stay



## Expenditure

### Total Expenditure

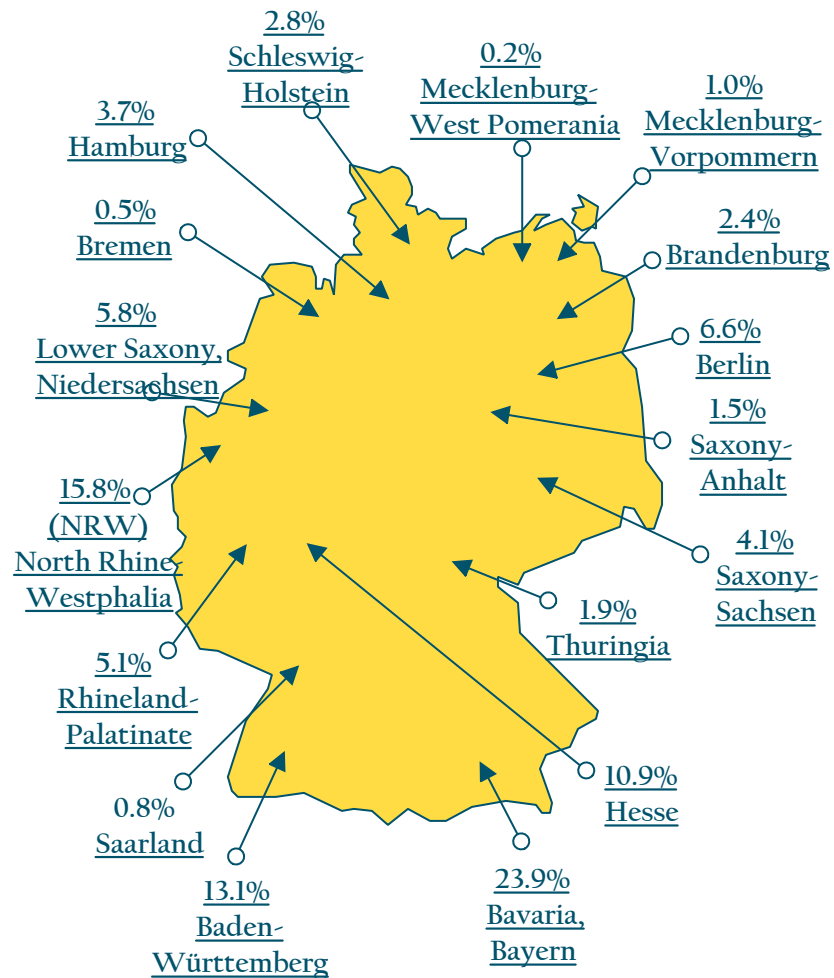


### Expenditure per Capita

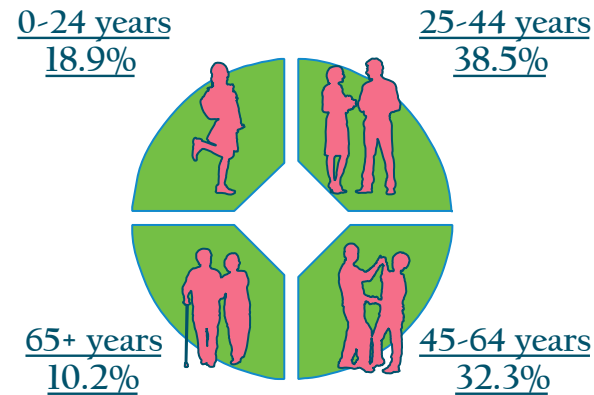


# Socio-Demographic Profile

## Region of Residence



## Age Groups



Average age: 49 years

## Occupation

Employed Full-time

56.7%

Retired

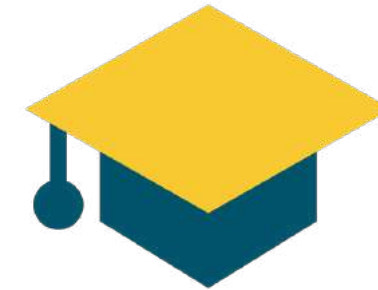
18.7%

Employed Part-time

12.2%



## Level of Education



Tertiary Level

54.4%

Vocational Training

23.8%

Post-Secondary Level

13.0%

## Living Arrangements

with Spouse/Partner

50.0%

with Spouse/Partner/Children

19.9%

On their Own

19.5%

with Children

4.6%



with Relatives/Friends/Room mates

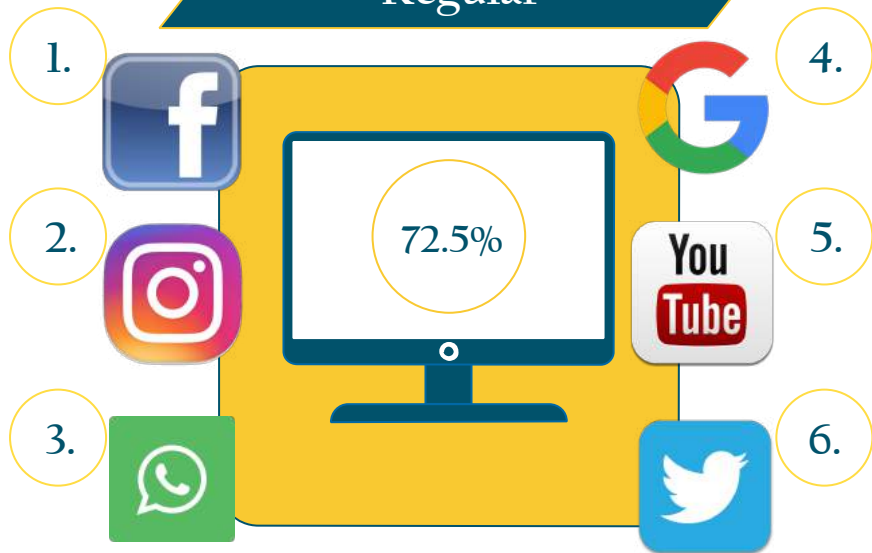
2.1%

with Parents

3.9%

# Digital Media Usage

## Regular



## Travel Purposes



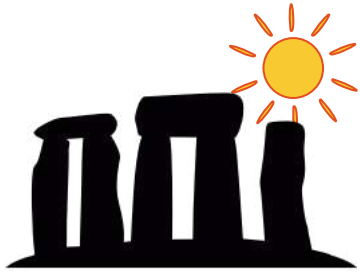
66.2%

of tourists shared their experience in Malta on social media during stay.



# Travel Motivations

Sun & Culture



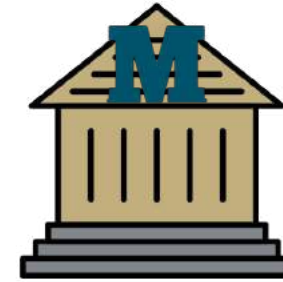
53.3%

Sun



13.9%

Culture



9.8%

Scuba Diving



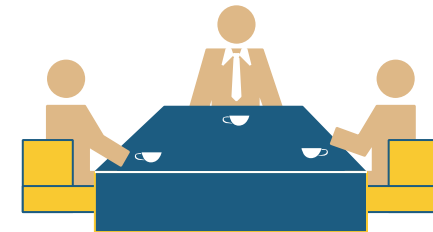
7.5%

Other Sports



6.9%

Business



5.3%

Special Occasion



5.0%

Wellness



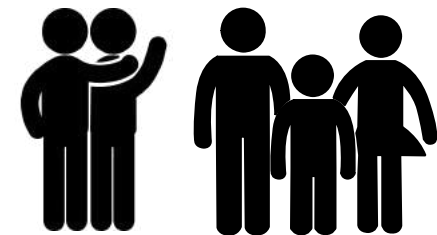
4.8%

TEFL



4.6%

Visiting Friends & Relatives



4.4%

# Destination Choice Influencers

## Communication Channels



51.5%  
Digital Media



35.3%  
Recommendation by  
Friends or Relatives



19.2%  
Tour Operator  
Brochure/Web



15.1%  
Travel Guide  
Book



12.3%  
Newspaper/Magazine  
Advert/Article



33.7%  
English Spoken  
Widely



25.9%  
Cost/Value  
for Money



10.4%  
Recommendation by  
Travel Agent



8.7%  
TV



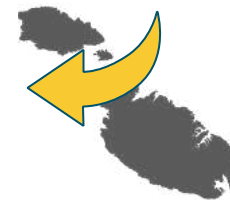
4.5%  
Books



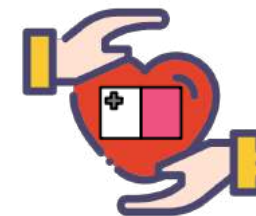
61.8%  
New Destination



42.1%  
Good Flight  
Connections



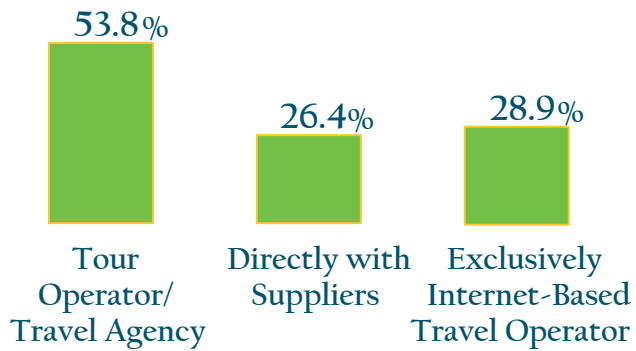
21.9%  
Previous Visit



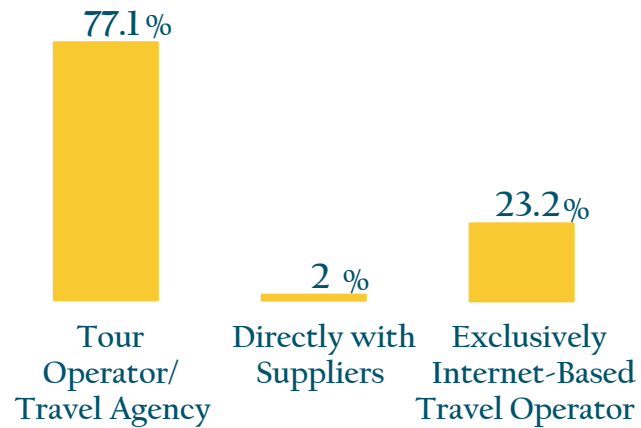
13.9%  
Maltese  
Hospitality

# Type of Booking

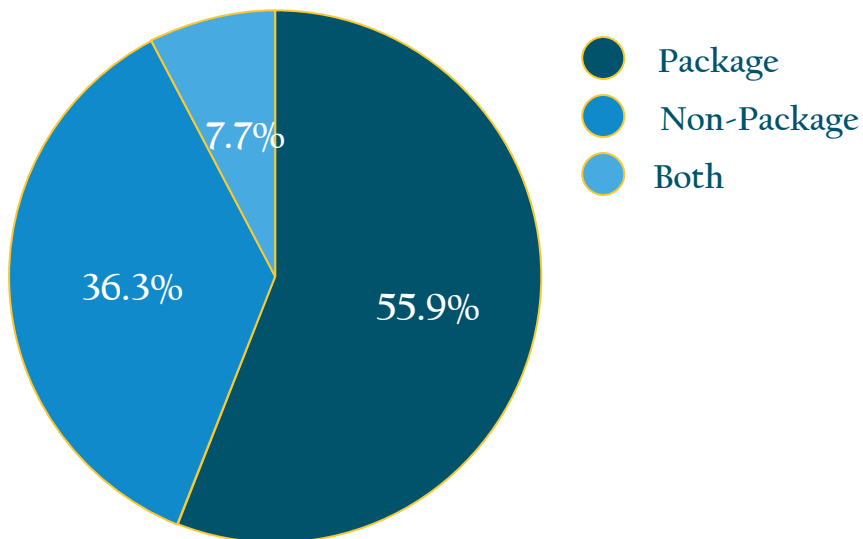
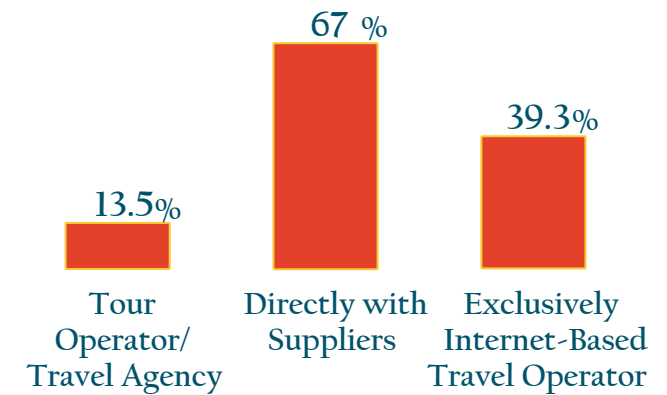
## Trip Bookings Made With



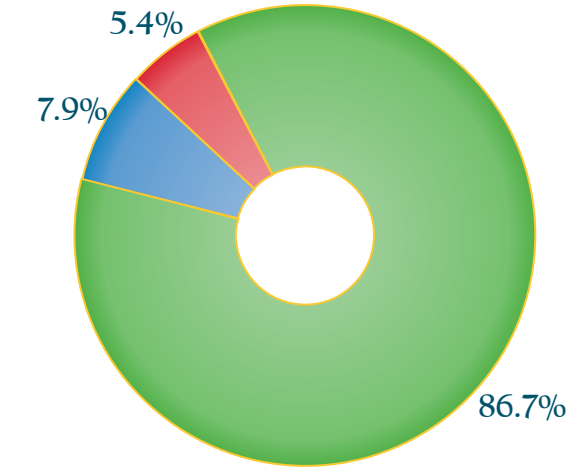
## Package Bookings



## Non-Package Bookings

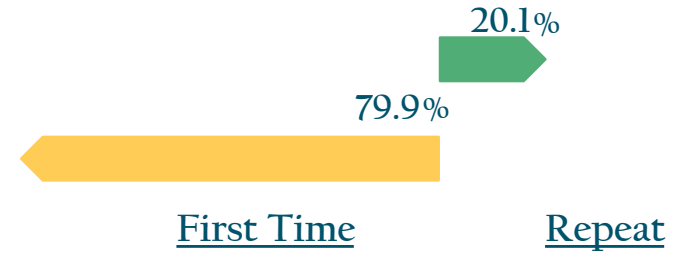


## Type of Trip

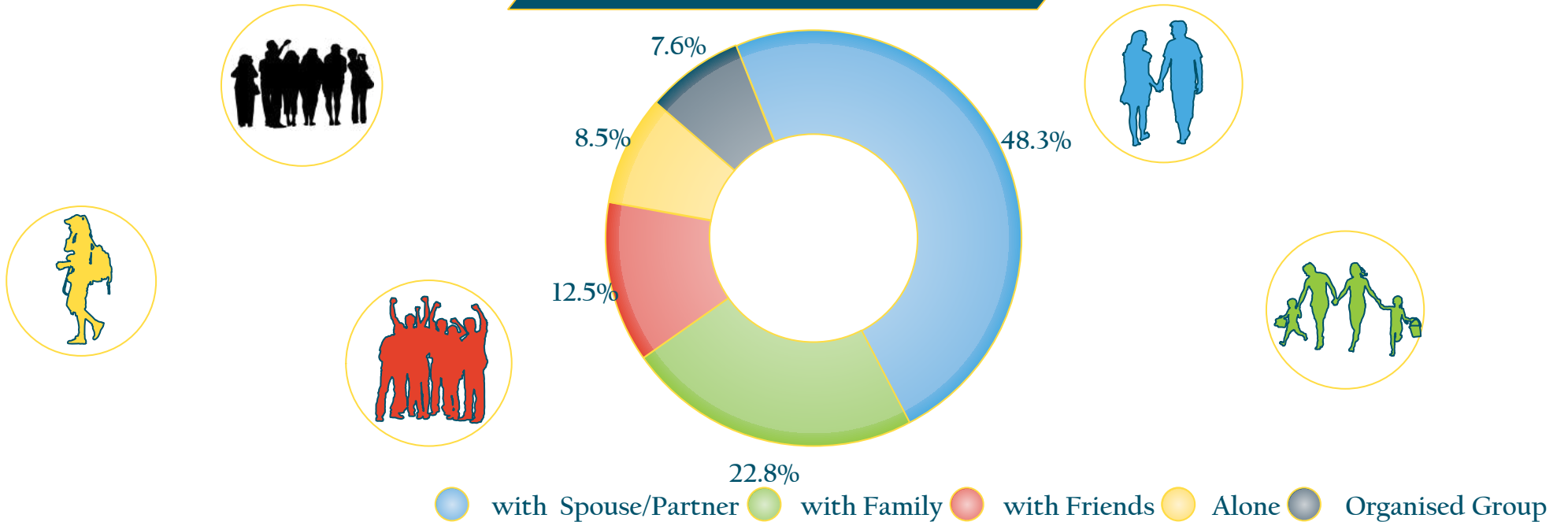


● Malta Only 
 ● Gozo/Comino Only 
 ● Both

## Ist Time vs Repeat Tourists



## Travelling Party

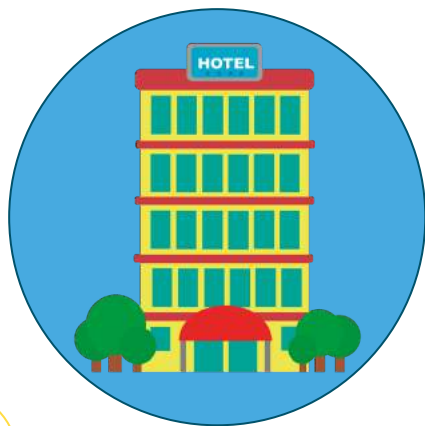


● with Spouse/Partner 
 ● with Family 
 ● with Friends 
 ● Alone 
 ● Organised Group



# Type of Accommodation Used

## Malta



61.6%

of German tourists spending nights in Malta stayed in 4\* hotels.

10.6%

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

9.6%

stayed in 3\* hotels.

8.6%

stayed in 5\* hotels.

## Gozo



36.1%

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

8.1%

stayed in Guesthouse/ hostel.

21.3%

of German tourists spending nights in Gozo stayed in 4\* hotels.

11.8%

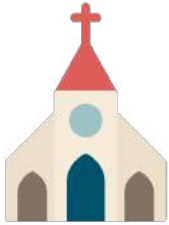
stayed in 5\* hotels.

# Activities Engaged In

## Cultural



79.1%  
Visit  
Historical Buildings



73.3%  
Visit  
Churches



51.7%  
Visit  
Archeological Sites



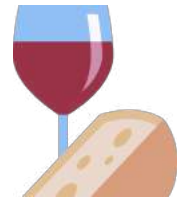
39.7%  
Visit  
Museums



14.7%  
Visit Arts/  
Craft sites



14.6%  
Attend Local  
Festivals/ Events



11.6%  
Visit Local Produce  
Sites/ Agro-experiences

## Outdoor



59.6%  
Swimming/  
Sunbathing



43.9%  
Leisure Boat  
Trip



34.0%  
Hiking



10.1%  
Scuba Diving

## Recreational



61.1%  
Dine at  
Restaurants



45.5%  
Shopping



21.5%  
Spa/ Wellness



7.5%  
Nightlife/  
Clubbing

# Tourists' Expectations of Malta

Exceeded



17.2%

Met



75.2%

Not Met



7.6%

92.2%

Would recommend the Maltese Islands to their friends/ relatives.

