



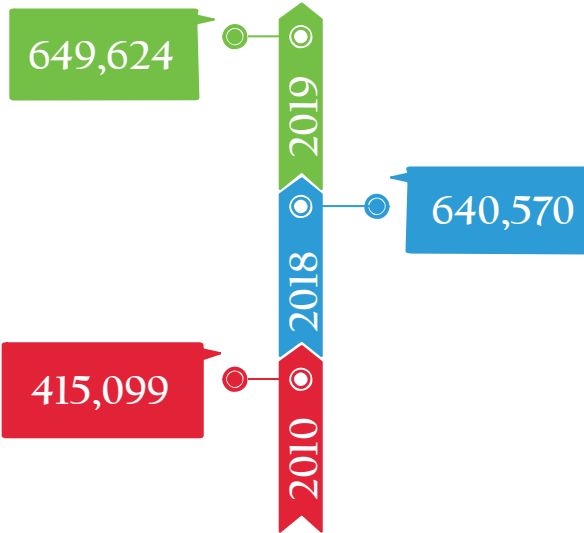
United Kingdom

Market Profile 2019

No. 1
Rank

23.6%
Market Share

Inbound Tourists



Seasonality



Air Connectivity



7 Airlines

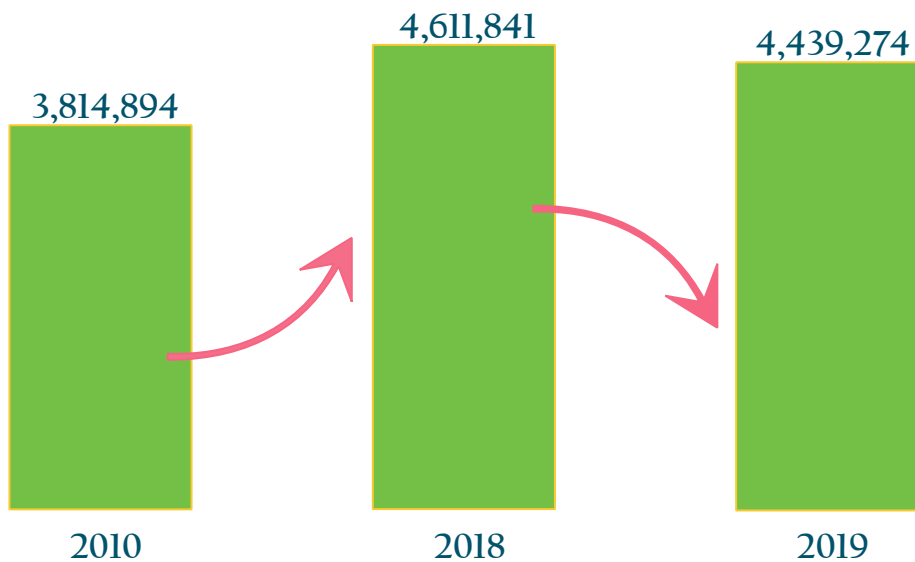
- Ryanair
- EasyJet
- Air Malta
- Jet2.com
- British Airways
- TUI Airways
- Thomas Cook

19 Airports

- London - Gatwick
- Manchester
- London - Heathrow
- London - Stansted
- London - Luton
- Birmingham
- Bristol
- London - Southend
- East Midlands
- Edinburgh
- Leeds - Bradford
- Newcastle
- Liverpool - John Lennon
- Belfast International
- Bournemouth International
- Cardiff
- Exeter
- Glasgow
- Aberdeen

Bed Nights

Total Nights

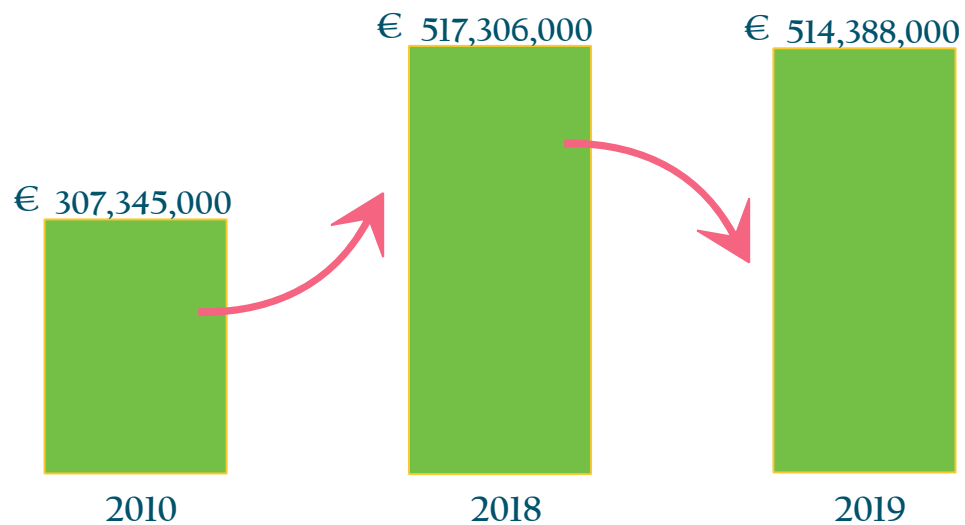


Average Length of Stay



Expenditure

Total Expenditure

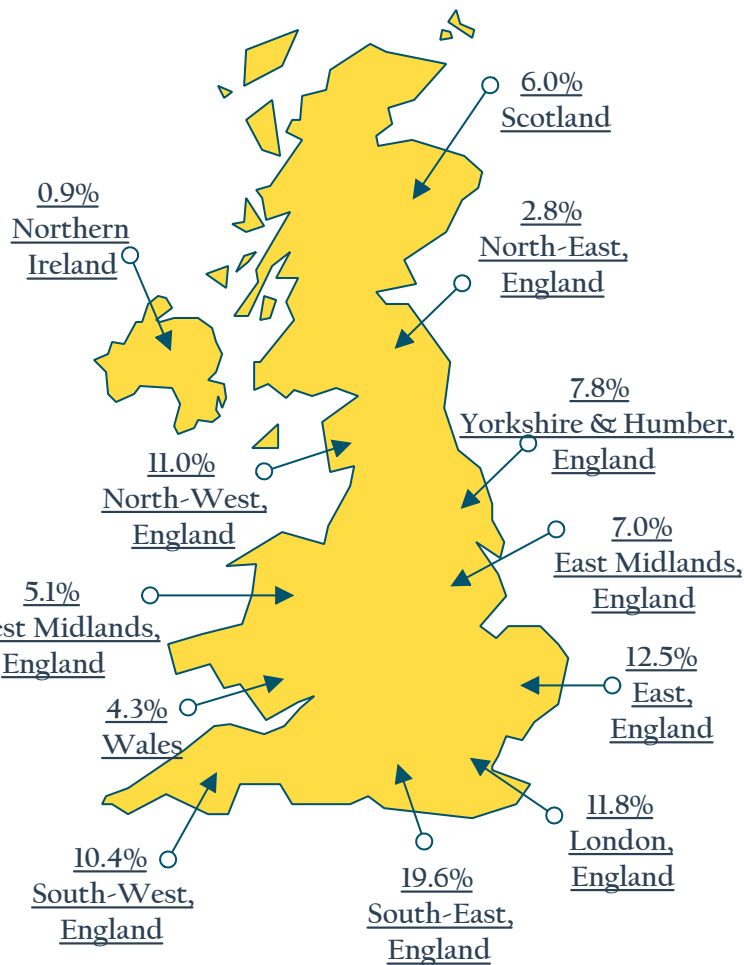


Expenditure per Capita

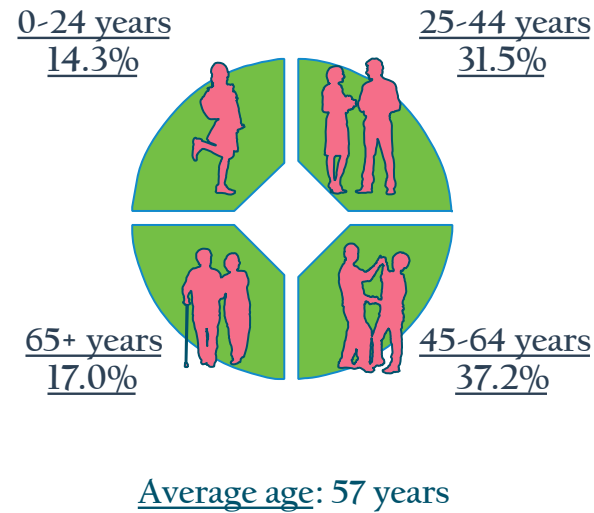


Socio-Demographic Profile

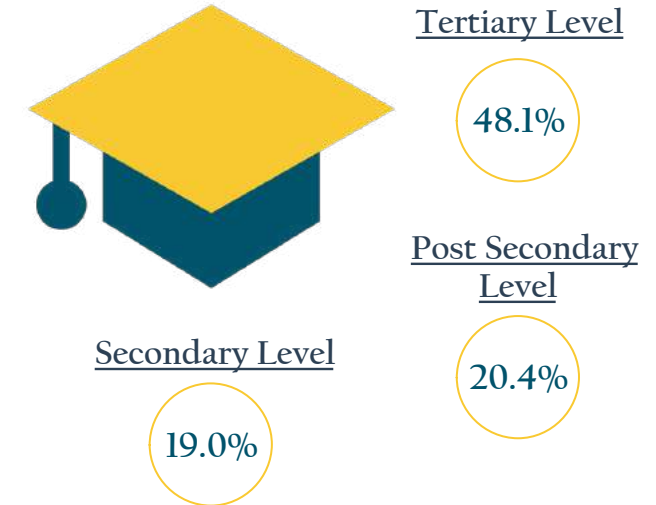
Region of Residence



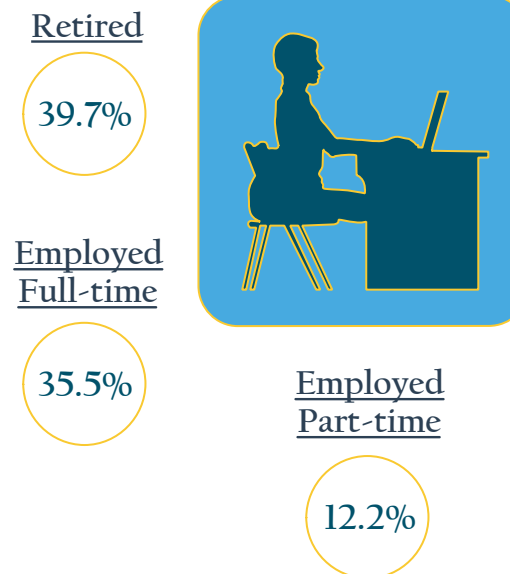
Age Groups



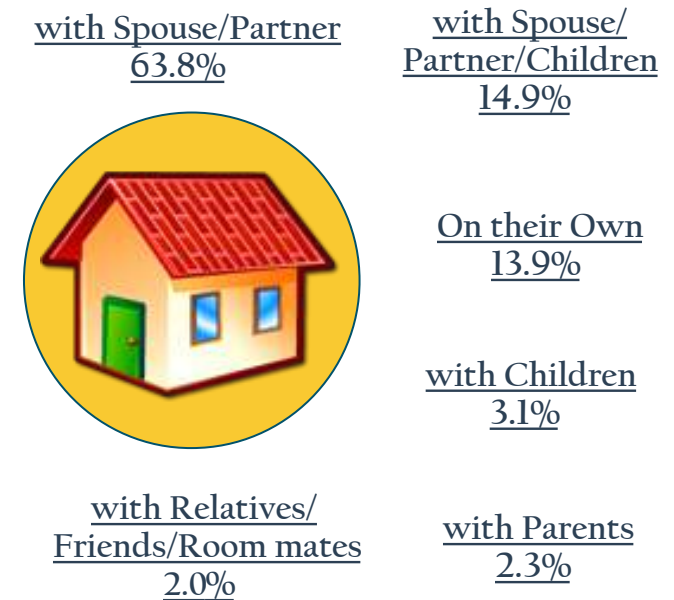
Level of Education



Occupation

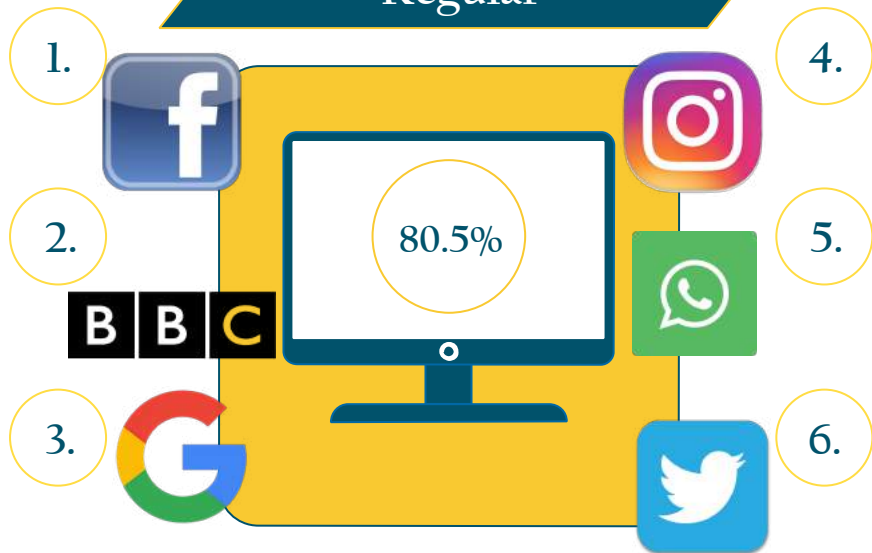


Living Arrangements



Digital Media Usage

Regular



Travel Purposes



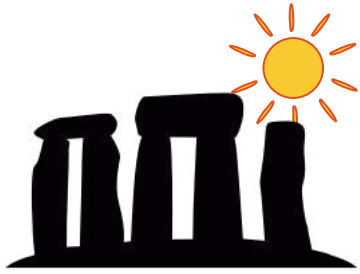
58.4%

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



Travel Motivations

Sun & Culture



56.7%

Sun



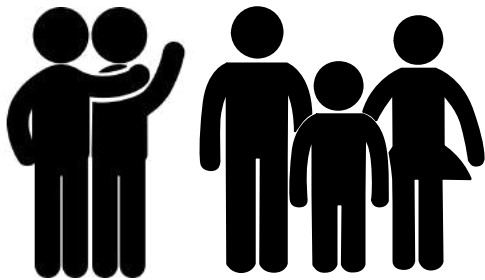
14.0%

Special Occasion



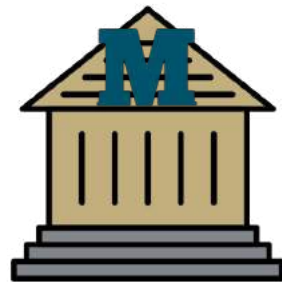
10.2%

Visiting Friends & Relatives



9.1%

Culture



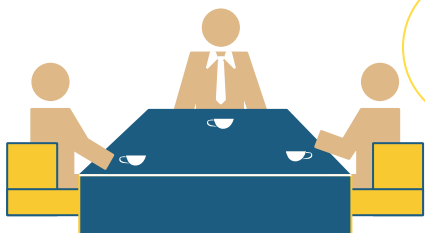
8.0%

Wellness



6.8%

Business



4.2%

Scuba Diving



3.7%

Other Sports

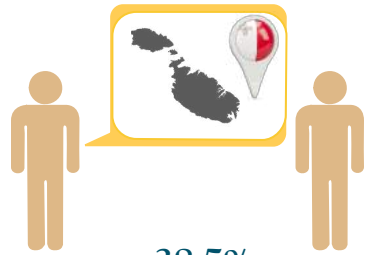


2.6%

Destination Choice Influencers

Communication Channels

Other Factors



38.5%

Recommendation by Friends or Relatives



34.7%

Digital Media



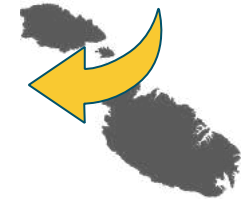
26.5%

Tour Operator Brochure/Web



45.9%

New Destination



41.8%

Previous Visit



8.7%

Travel Guide Book



7.8%

Newspaper/Magazine Advert/Article



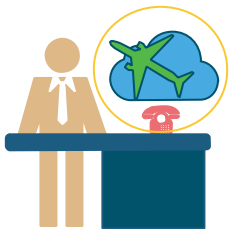
40.5%

Good Flight Connections



36.5%

English Spoken Widely



5.3%

Recommendation by Travel Agent



3.8%

Books



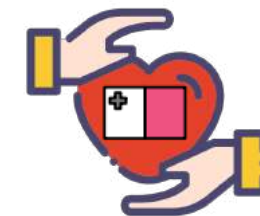
2.2%

TV



34.0%

Cost/Value for Money

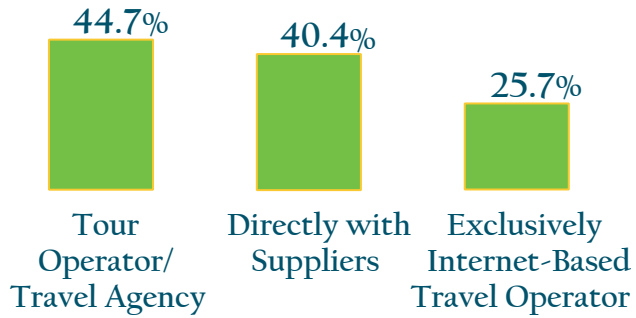


29.1%

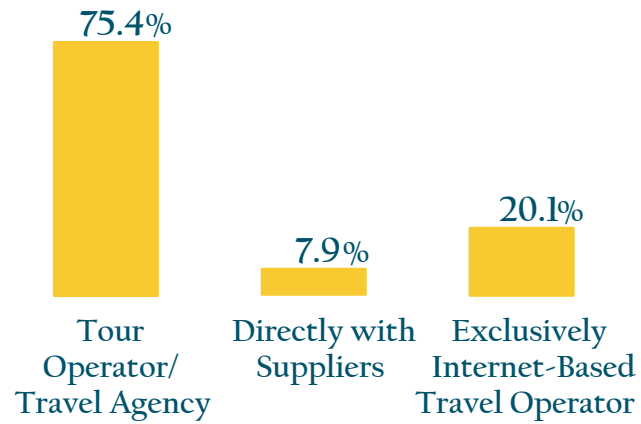
Maltese Hospitality

Type of Booking

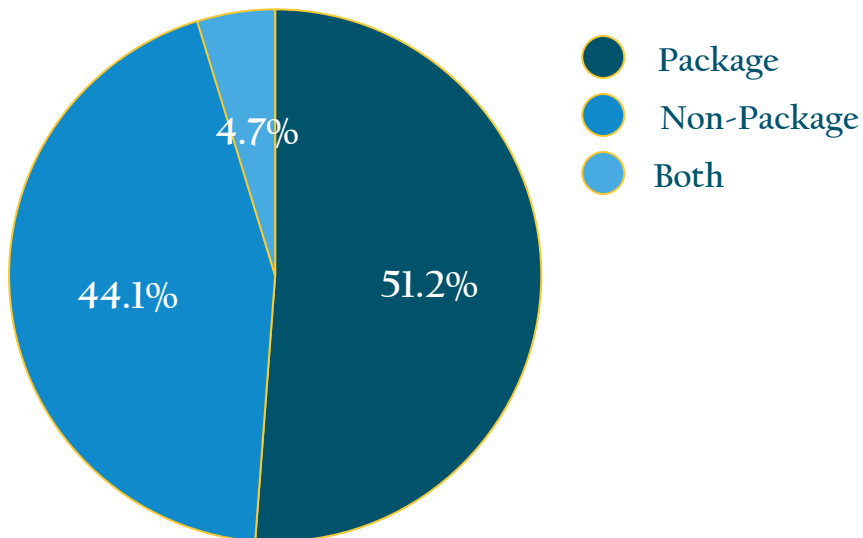
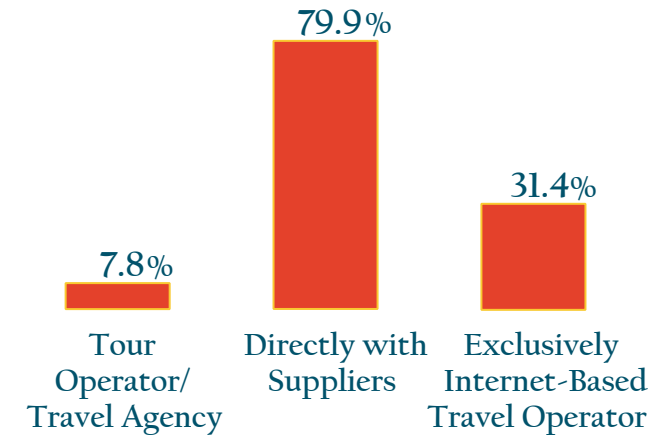
Trip Bookings Made With



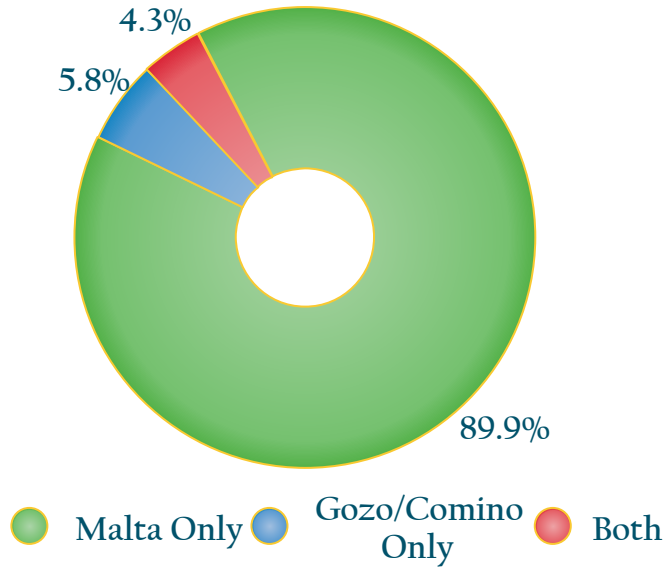
Package Bookings



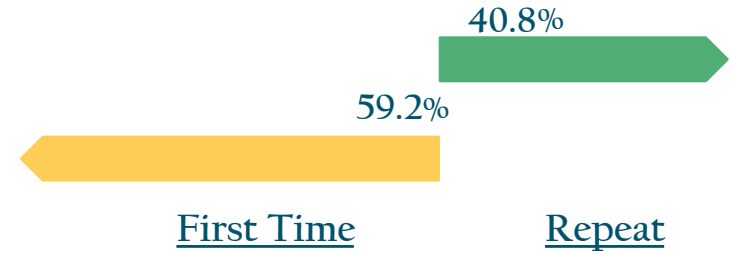
Non-Package Bookings



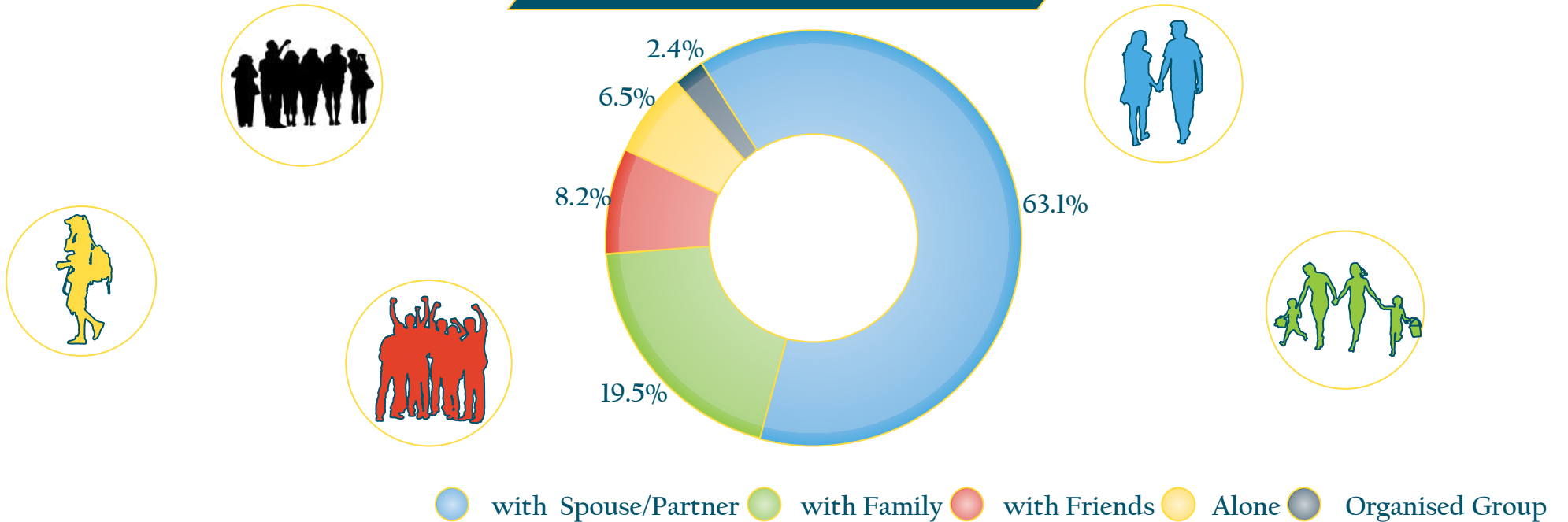
Type of Trip



1st Time vs Repeat Tourists



Travelling Party



Type of Accommodation Used

Malta



49.9%

of UK tourists spending nights in Malta stayed in 4* hotels.

9.1%

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

20.5%

stayed in 5* hotels.

10.8%

stayed in 3* hotels.

Gozo



33.4%

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

26.4%

of UK tourists spending nights in Gozo stayed in 4* hotels.

10.9%

stayed at friends' / relatives' house.

11.5%

stayed in 5* hotels.

Activities Engaged In

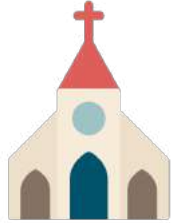
Cultural



78.3%

Visit

Historical Buildings



64.4%

Visit

Churches



44.3%

Visit

Museums



36.3%

Visit

Archeological Sites



17.9%

Visit Arts/

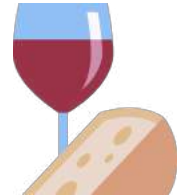
Craft sites



12.7%

Attend Local

Festivals/ Events



9.4%

Visit Local Produce

Sites/ Agro-experiences

Outdoor



55.3%

Swimming/

Sunbathing



36.5%

Leisure Boat

Trip



14.4%

Hiking



4.2%

Scuba Diving

Recreational



66.2%

Dine at

Restaurants



51.7%

Shopping



16.5%

Spa/ Wellness



4.3%

Nightlife/

Clubbing

Tourists' Expectations of Malta

Exceeded



30.7%

Met



61.6%

Not Met



7.6%

92.0%

Would recommend the Maltese Islands to their friends/ relatives.

