



Italy

Market Profile 2019

No. 2
Rank

14.3%
Market Share

Inbound Tourists

392,955

2019

390,607

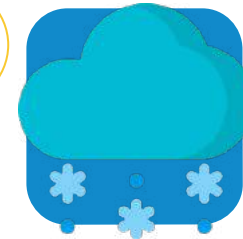
2018

219,663

2010

Seasonality

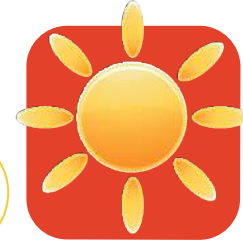
16.7%



26.7%



37.5%



19.0%



Air Connectivity

5 Airlines

- Ryanair
- Air Malta
- Alitalia
- Easyjet
- Volotea

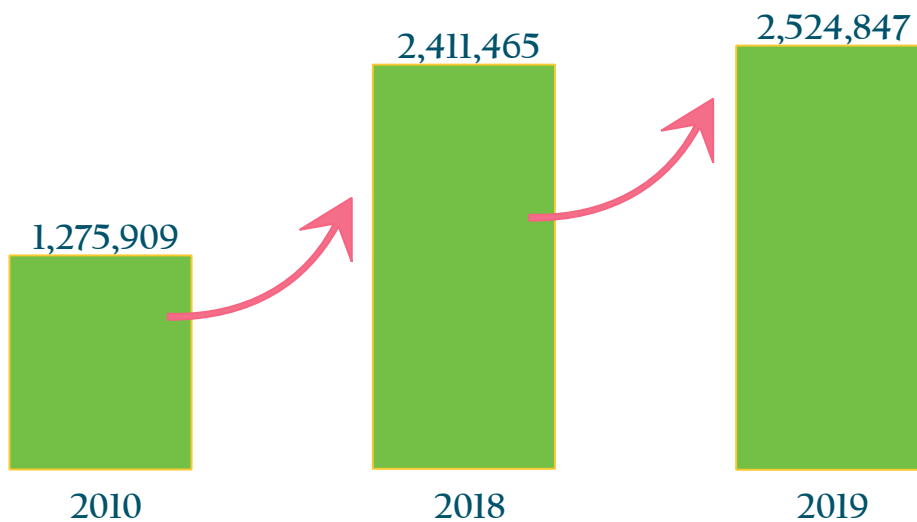
20 Airports

- Rome-Fiumicino
- Catania-Fontanarossa, Sicily
- Bergamo-Il Caravaggio
- Bologna-Borgo Panigale
- Treviso-Sant'Angelo
- Naples-Capodichino
- Milan-Linate
- Bari-Palese Macchie
- Pisa-Galileo Galilei
- Palermo-Falcone-Borsellino
- Turin-Caselle
- Milan-Malpensa
- Pescara-Libero
- Rome-Ciampino
- Perugia-Sant'Egidio
- Lamezia-Terne
- Cagliari-Elmas
- Verona-Villafranca
- Venice-Marco Polo
- Trieste-Ronchi Dei Legionari

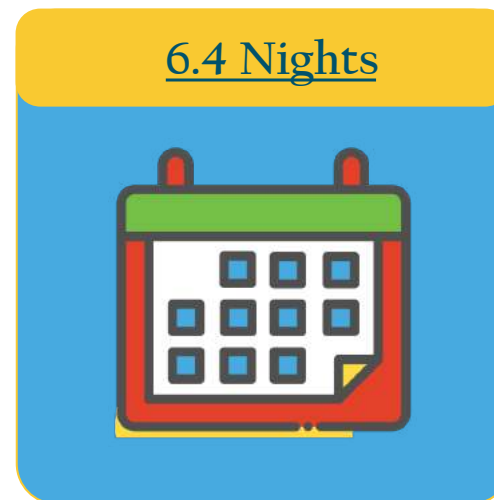


Bed Nights

Total Nights

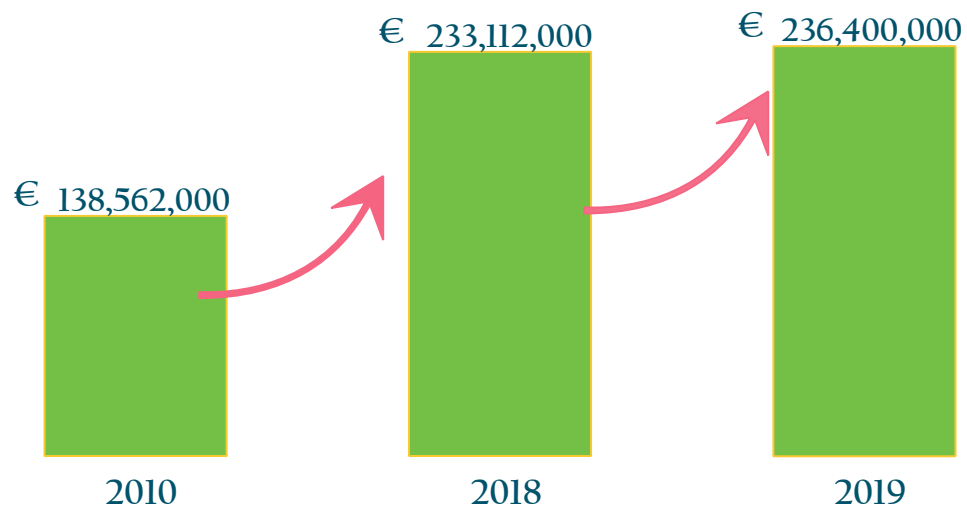


Average Length of Stay



Expenditure

Total Expenditure



Expenditure per Capita

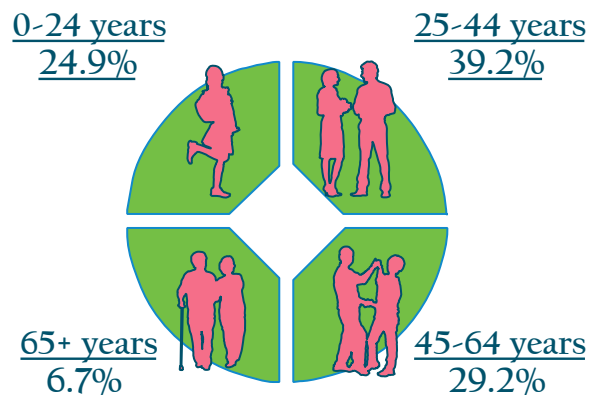


Socio-Demographic Profile

Region of Residence

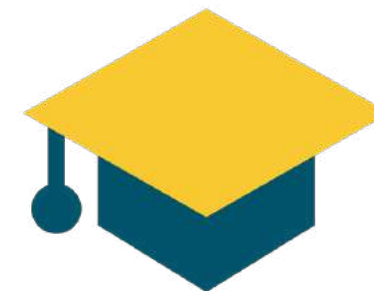


Age Groups



Average age: 47 years

Level of Education



Tertiary Level

59.0%

Post-Secondary Level

34.7%

Occupation

Employed Full-time

51.2%



Self-Employed

16.7%

Retired

13.7%

Living Arrangements

with Spouse/Partner
37.3%

with Spouse/Partner/Children
31.4%



On their Own
14.1%

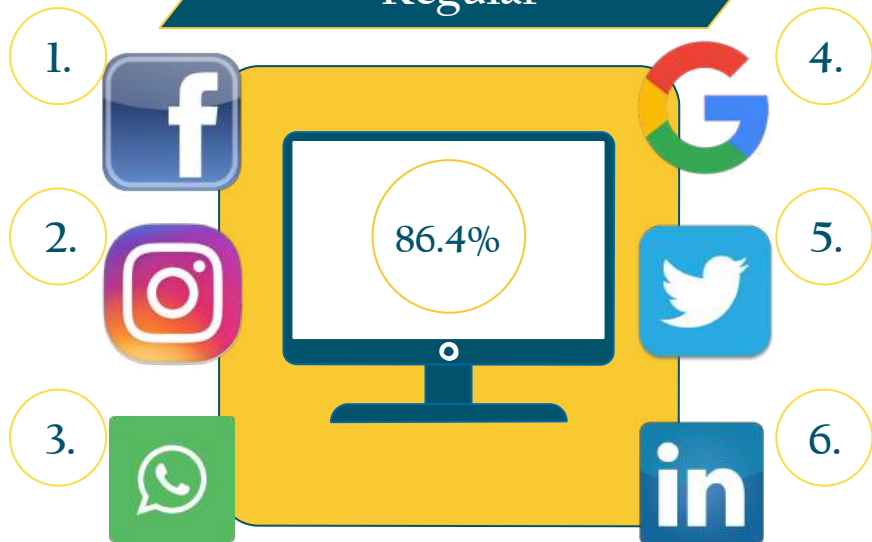
with Parents
12.1%

with Relatives/Friends/Room mates
0.8%

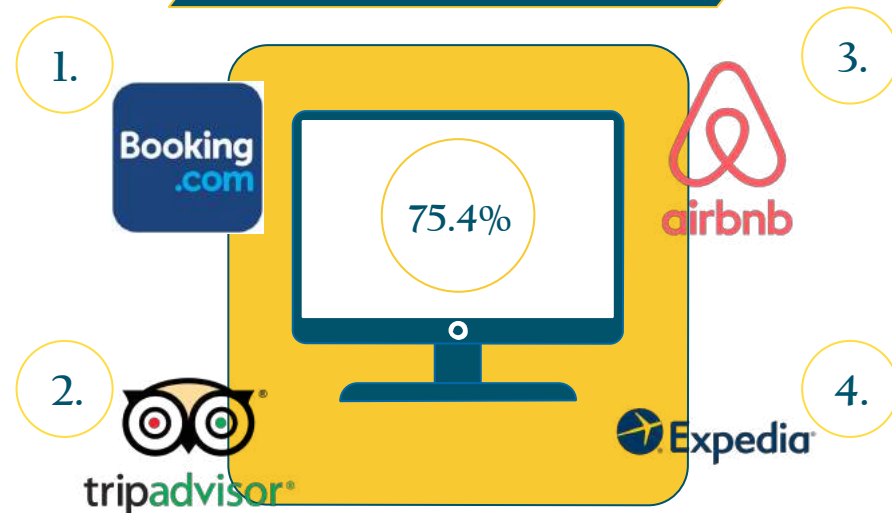
with Children
4.3%

Digital Media Usage

Regular



Travel Purposes



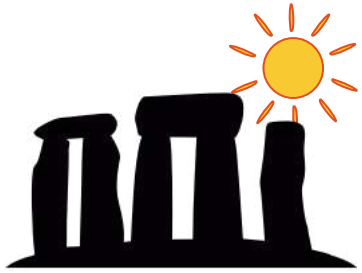
76.1%

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



Travel Motivations

Sun & Culture



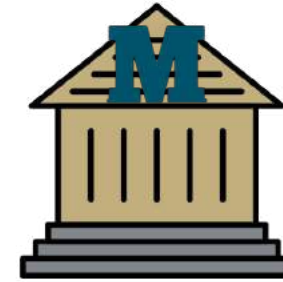
36.4%

Sun



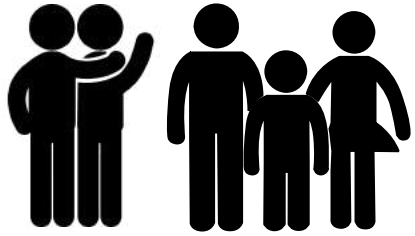
22.4%

Culture



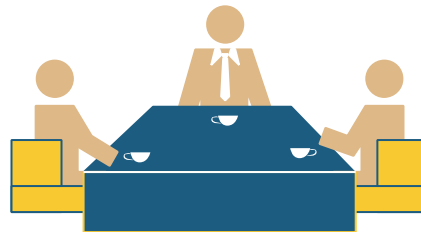
14.1%

Visiting Friends & Relatives



11.1%

Business



10.6%

Special Occasion



7.5%

TEFL



4.7%

Scuba Diving



2.7%

Wellness



1.5%

Other Sports



1.5%

Destination Choice Influencers

Communication Channels



56.7%
Digital Media



37.4%
Recommendation by
Friends or Relatives



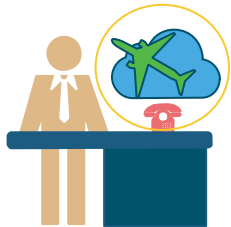
14.6%
Tour Operator
Brochure/Web



9.7%
Travel Guide
Book



7.3%
Newspaper/Magazine
Advert/Article



5.9%
Recommendation by
Travel Agent



4.3%
Books

Other Factors



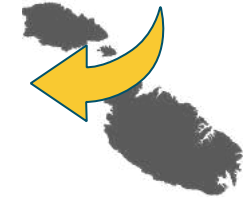
63.0%
New Destination



50.6%
Good Flight
Connections



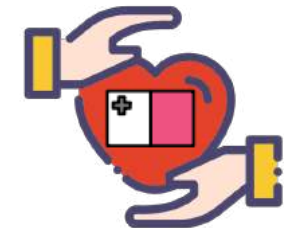
27.7%
Cost/Value
for Money



15.2%
Previous Visit



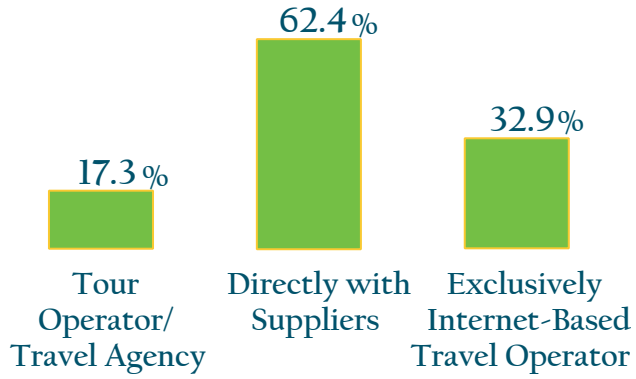
14.2%
English Spoken
Widely



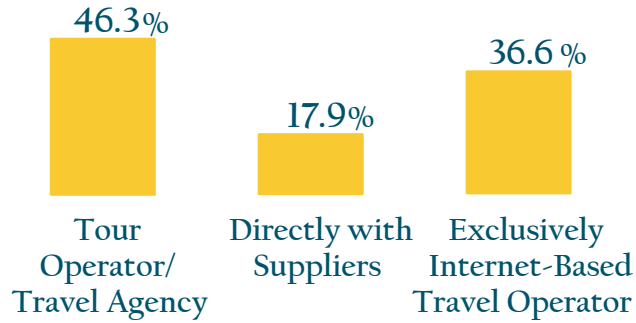
8.7%
Maltese
Hospitality

Type of Booking

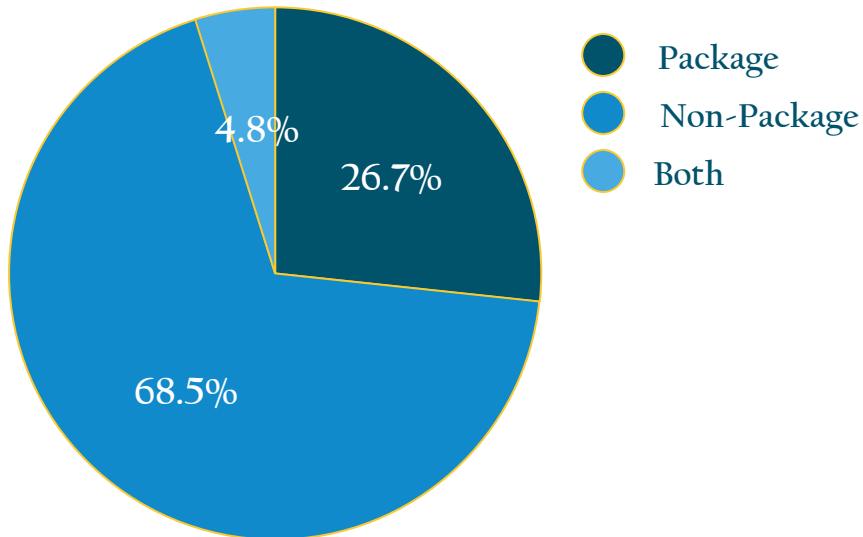
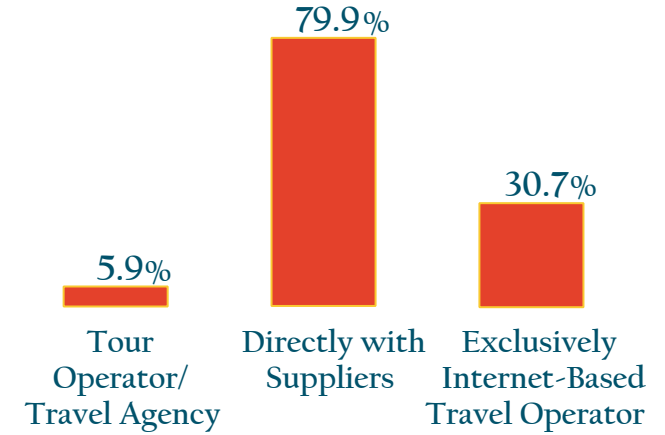
Trip Bookings Made With



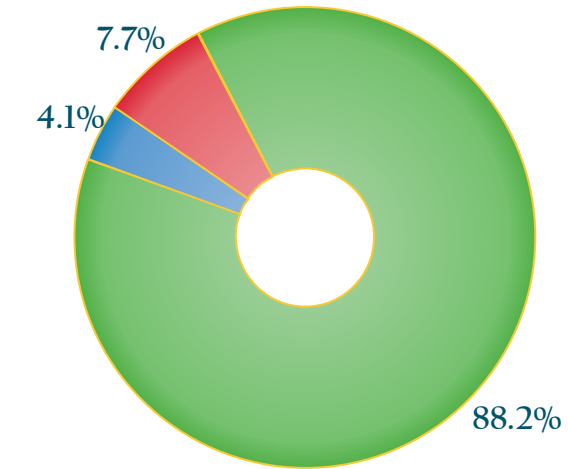
Package Bookings



Non-Package Bookings

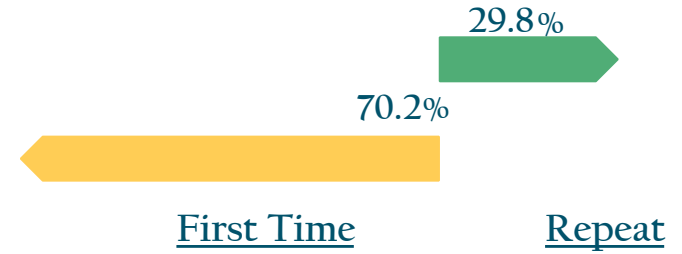


Type of Trip

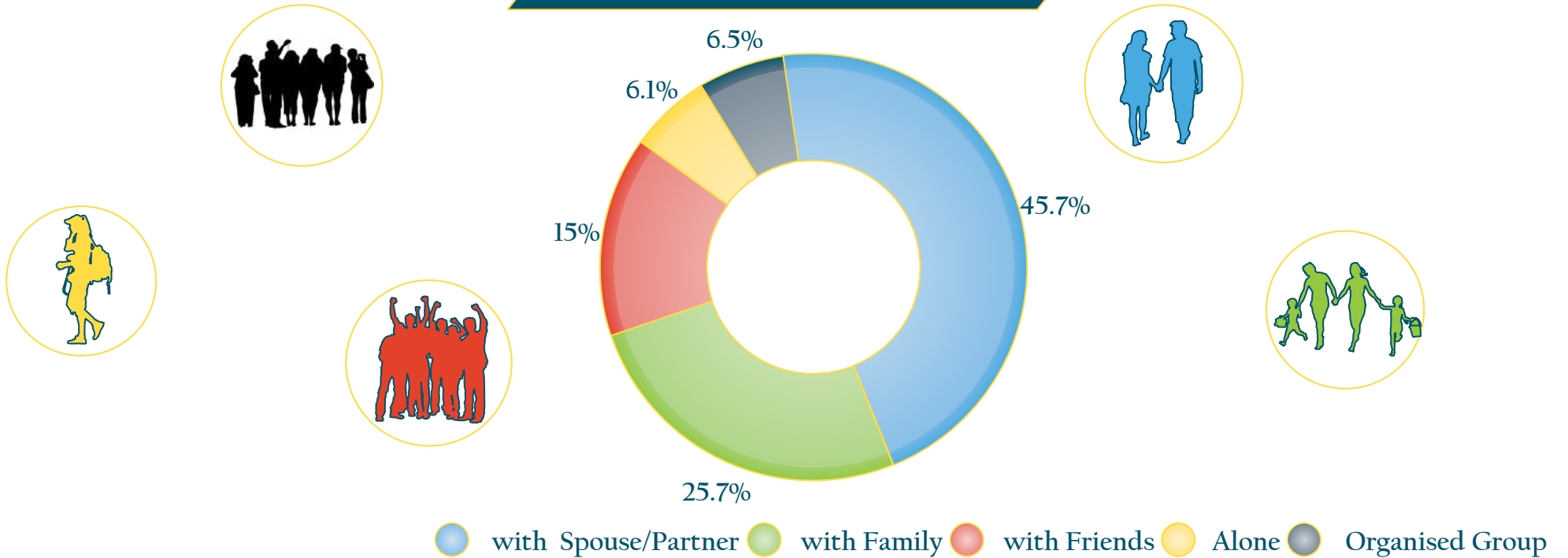


● Malta Only
 ● Gozo/Comino Only
 ● Both

1st Time vs Repeat Tourists



Travelling Party



Type of Accommodation Used

Maltese Islands



32.5%

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

22.0%

stayed in 3* hotels.

6.9%

stayed in 5* hotels.



23.3%

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

7.3%

stayed in Guesthouse/ hostel.

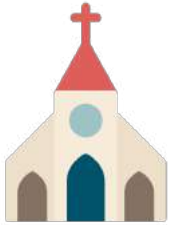
Activities Engaged In

Cultural



70.4%

Visit
Historical Buildings



66.2%

Visit
Churches



50.0%

Visit
Archeological Sites



43.3%

Visit
Museums



20.2%

Visit Arts/
Craft sites



8.3%

Attend Local
Festivals/ Events

Outdoor



52.2%

Swimming/
Sunbathing



39.9%

Leisure Boat
Trip



14.8%

Hiking



6.6%

Scuba Diving

Recreational



65.6%

Dine at
Restaurants



41.5%

Shopping



12.8%

Spa/ Wellness



10.9%

Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



25.5%

Met



60.7%

Not Met



13.9%

90.6%

Would recommend the Maltese Islands to their friends/ relatives.

