



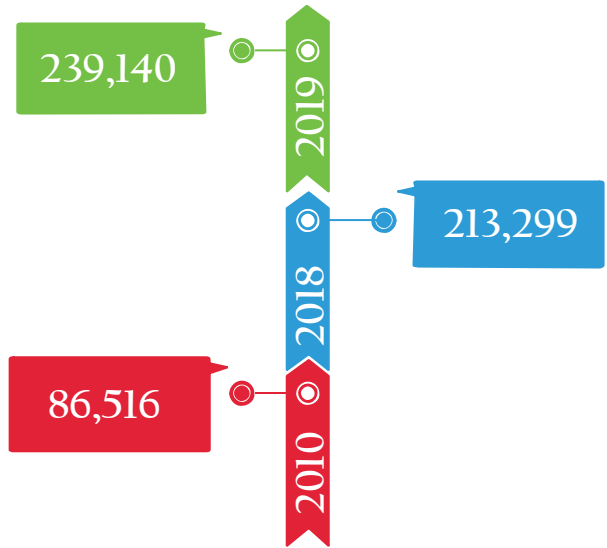
France

Market Profile 2019

No. 3 Rank

8.7% Market Share

Inbound Tourists



Seasonality



Air Connectivity



4 Airlines

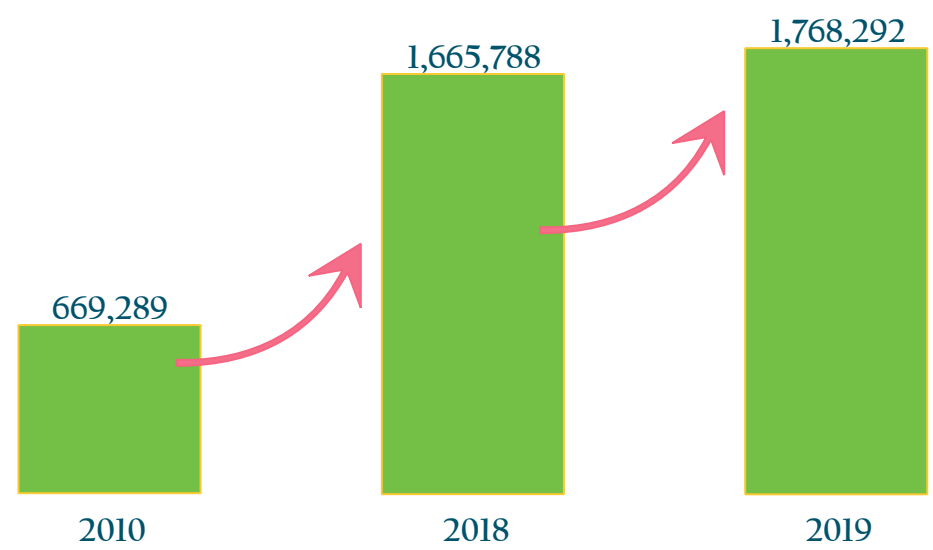
- Air Malta
- Ryanair
- Transavia
- Volotea

10 Airports

- Paris-Orly
- Paris-Charles de Gaulle
- Marseille Provence
- Lyon Saint-Exupery
- Paris Beauvais-Tille
- Toulouse-Blagnac
- Nantes Atlantique
- Bordeaux-Merignac
- Nice-Cote d'Azur
- Tarbes Ossun Lourdes

Bed Nights

Total Nights

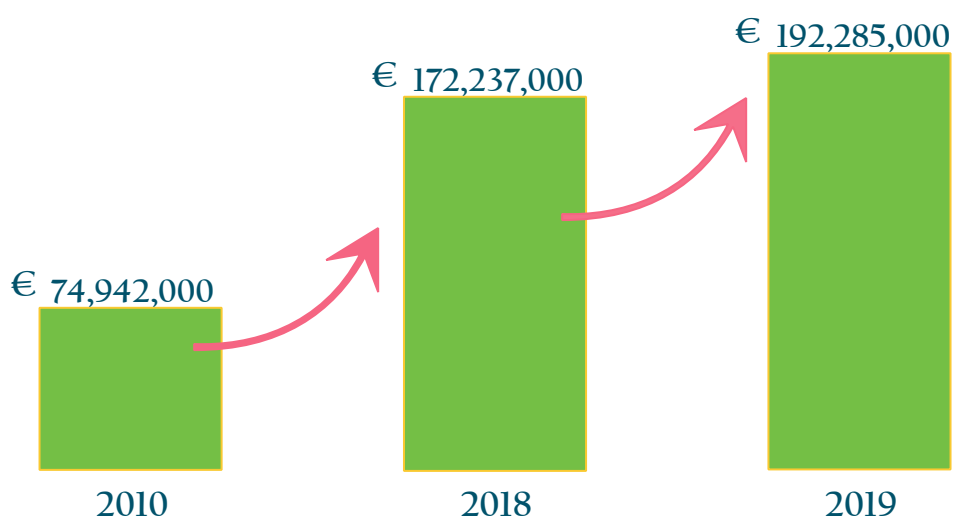


Average Length of Stay



Expenditure

Total Expenditure

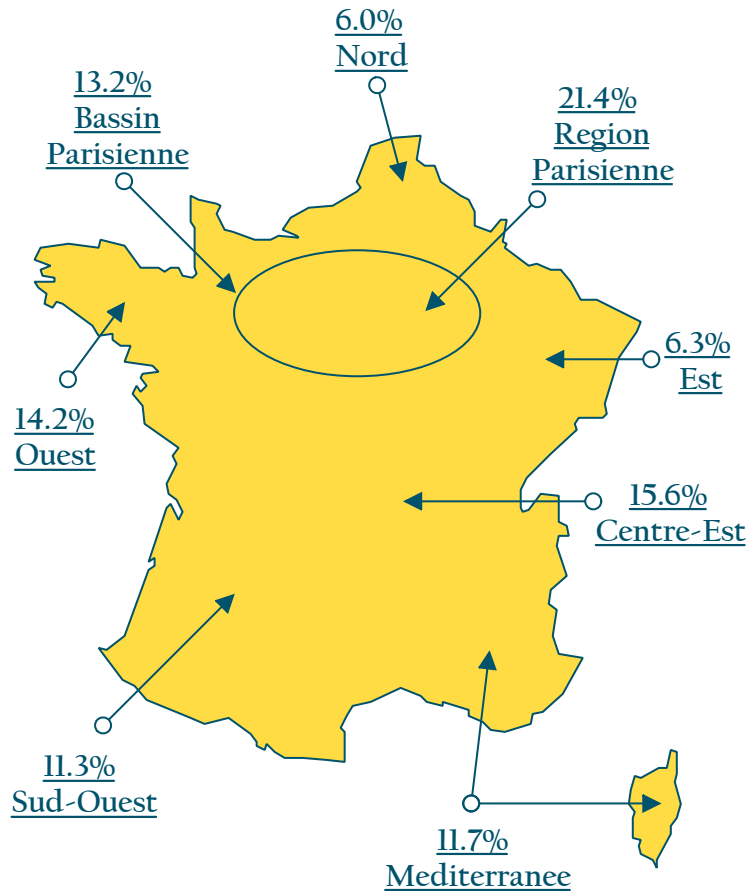


Expenditure per Capita

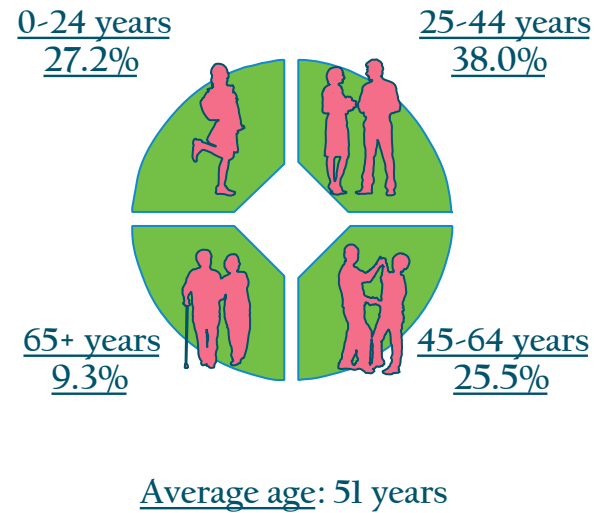


Socio-Demographic Profile

Region of Residence



Age Groups



Occupation

Employed Full-time

51.9%

Retired

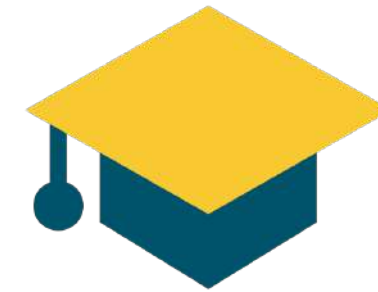
28.8%



Self-Employed

9.3%

Level of Education



Tertiary Level

60.3%

Vocational Training

15.0%

Post-Secondary Level

14.5%

Living Arrangements

with Spouse/Partner

52.1%

with Spouse/Partner/Children

24.6%



On their Own

15.6%

with Children

4.8%

with Relatives/Friends/Room mates

0.9%

with Parents

1.9%

Digital Media Usage

Regular



Travel Purposes



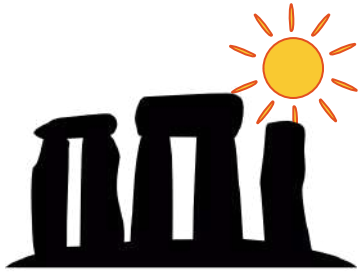
66.7%

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



Travel Motivations

Sun & Culture



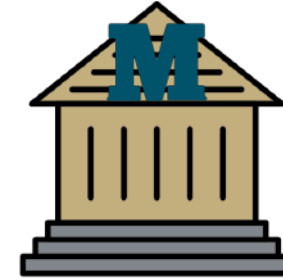
49.3%

Sun



14.6%

Culture



13.7%

Scuba Diving



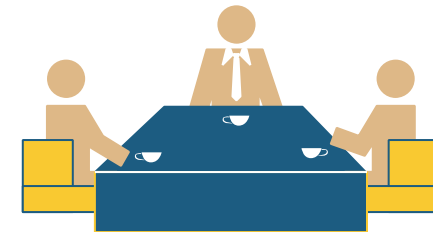
7.2%

Special Occasion



6.7%

Business



4.4%

Wellness



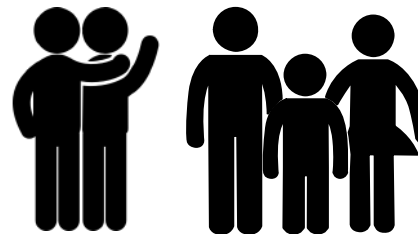
4.0%

TEFL



3.7%

Visiting Friends & Relatives



3.6%

Other Sports



1.2%

Destination Choice Influencers

Communication Channels



40.3%
Digital Media



34.7%
Recommendation by
Friends or Relatives



21.9%
Tour Operator
Brochure/Web



13.0%
Travel Guide
Book



12.7%
Recommendation
by Travel Agent



7.3%
TV



4.6%
Newspaper/Magazine
Advert/Article

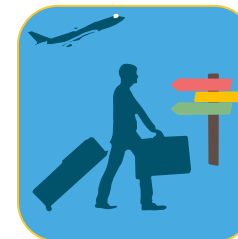
Other Factors



72.6%
New Destination



45.0%
Cost/Value
for Money



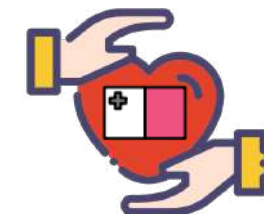
31.9%
Good Flight
Connections



20.8%
English Spoken
Widely



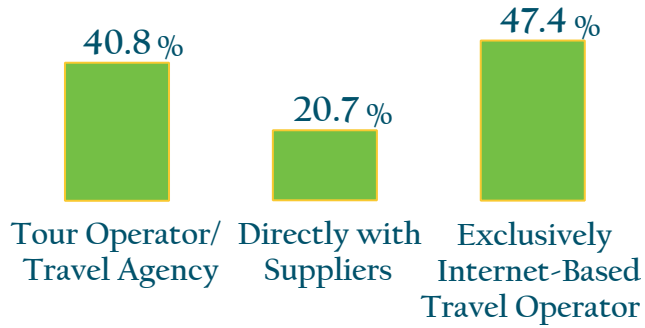
9.3%
Previous Visit



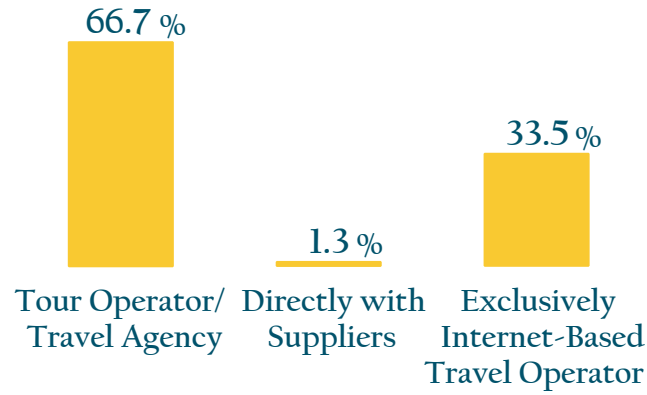
8.7%
Maltese
Hospitality

Type of Booking

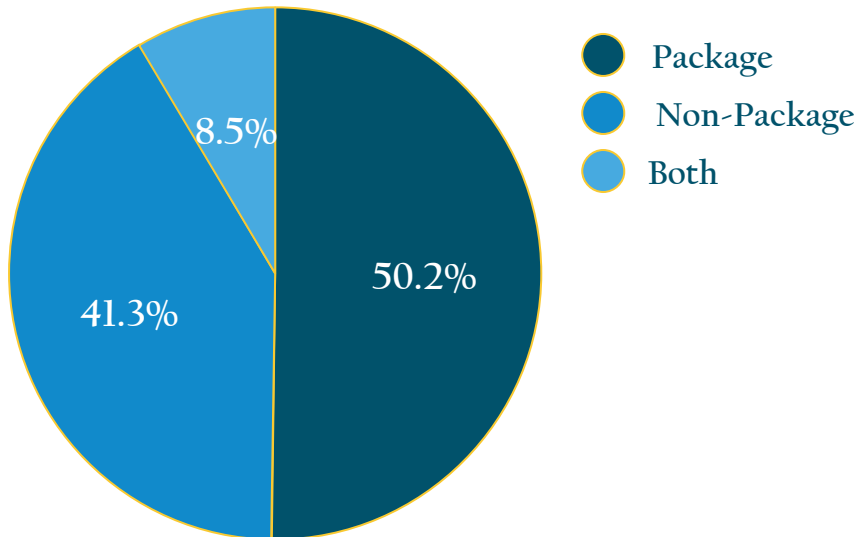
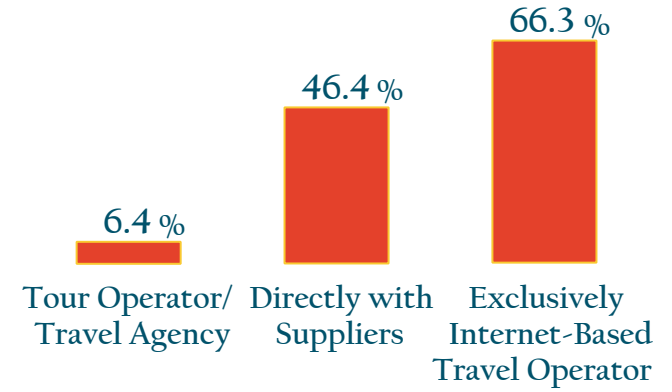
Trip Bookings Made With



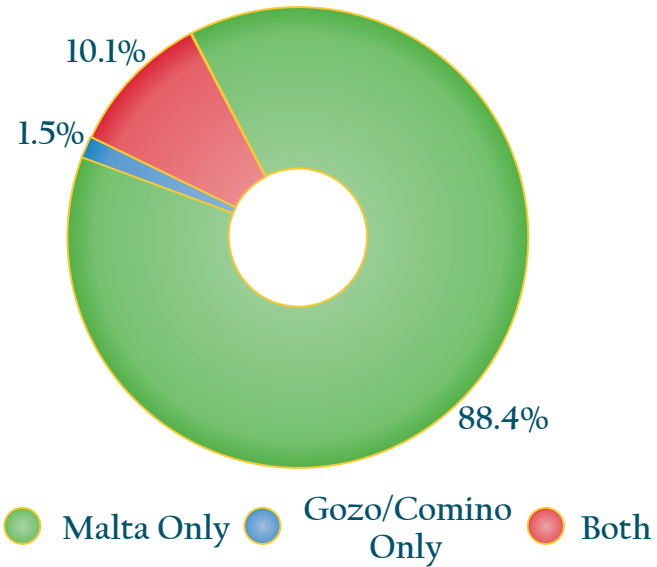
Package Bookings



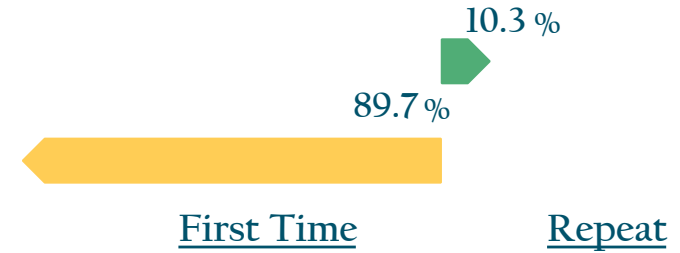
Non-Package Bookings



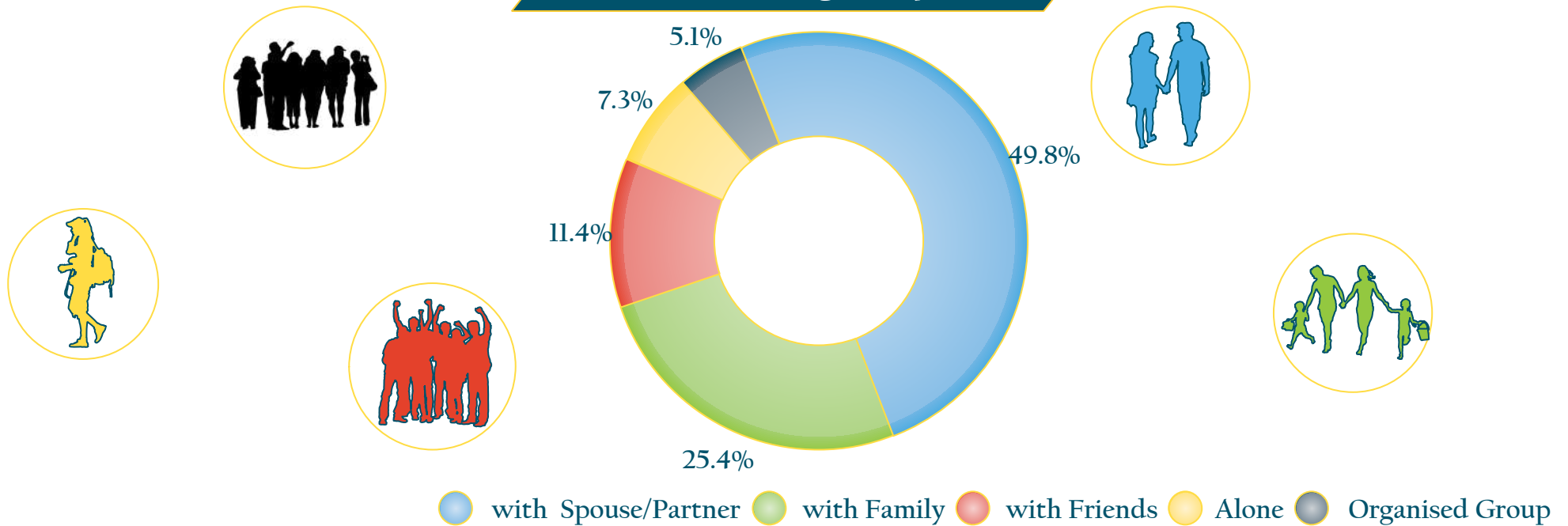
Type of Trip



1st Time vs Repeat Tourists



Travelling Party



Type of Accommodation Used

Malta



49.6%

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

17.4%

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

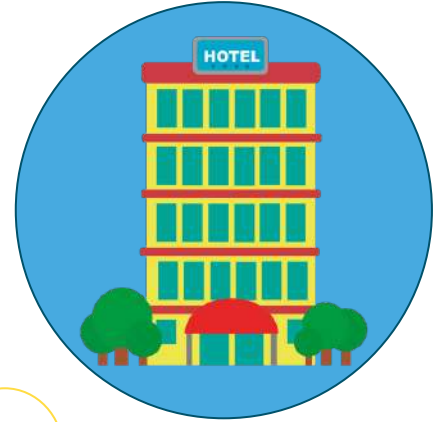
15.8%

stayed in 3* hotels.

6.4%

stayed in 5* hotels.

Gozo



45.4 %

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

7.4%

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

19.4%

stayed in Guesthouse/ hostel.

6.5%

stayed in 5* hotels.

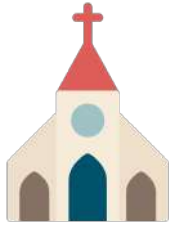
Activities Engaged In

Cultural



85.0%

Visit
Historical Buildings



80.2%

Visit
Churches



53.3%

Visit
Archeological Sites



49.1%

Visit
Museums



18.5%

Visit Arts/
Craft sites



13.3%

Attend Local
Festivals/ Events

Outdoor



58.1%

Leisure Boat
Trip



53.3%

Swimming/
Sunbathing



31.5%

Hiking



8.7%

Scuba Diving

Recreational



67.4%

Dine at
Restaurants



51.2%

Shopping



20.3%

Spa/ Wellness



3.2%

Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



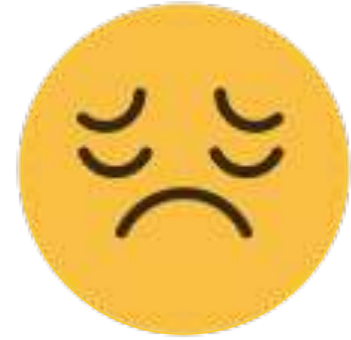
20.7%

Met



69.7%

Not Met



9.6%

92.0%

Would recommend the Maltese Islands to their friends/ relatives.

