

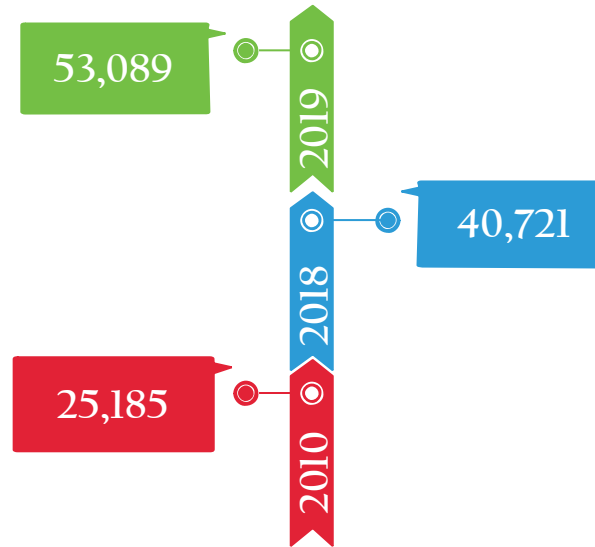


Ireland

Market Profile 2019

1.9%
Market Share

Inbound Tourists



Seasonality

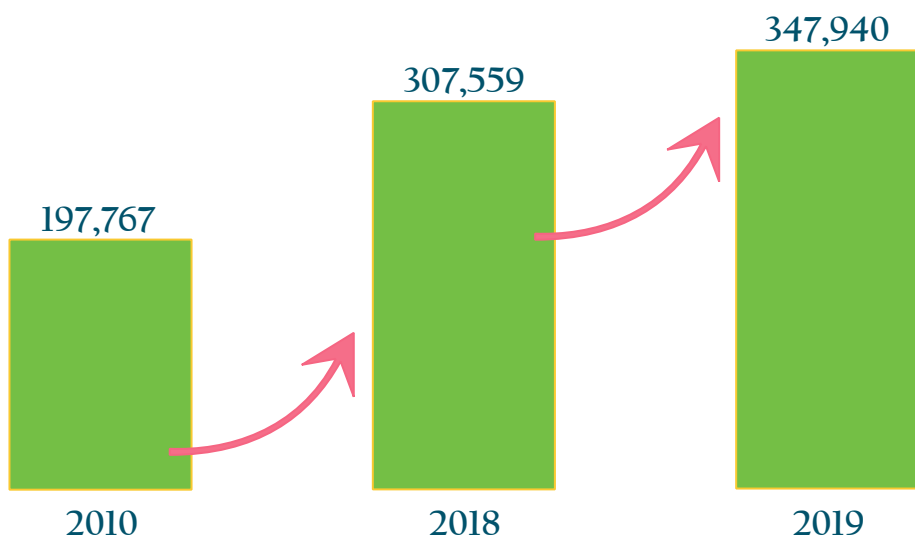


Air Connectivity



Bed Nights

Total Nights

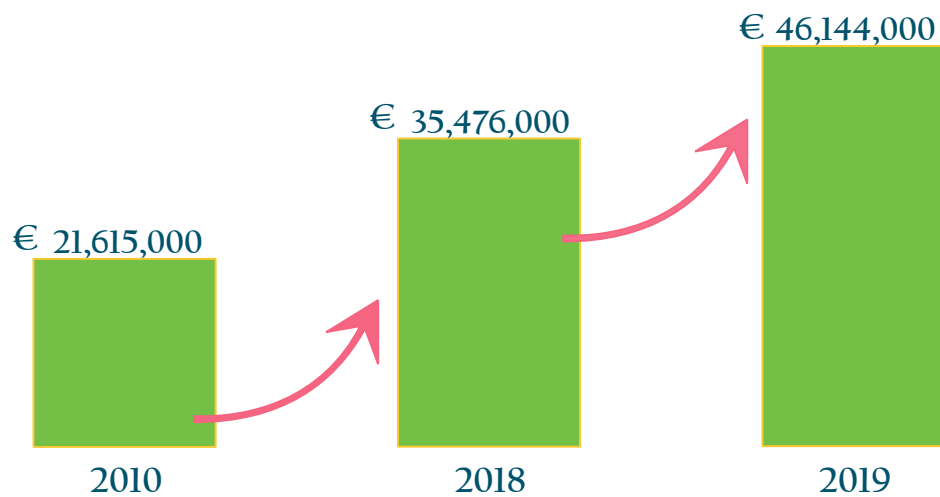


Average Length of Stay



Expenditure

Total Expenditure

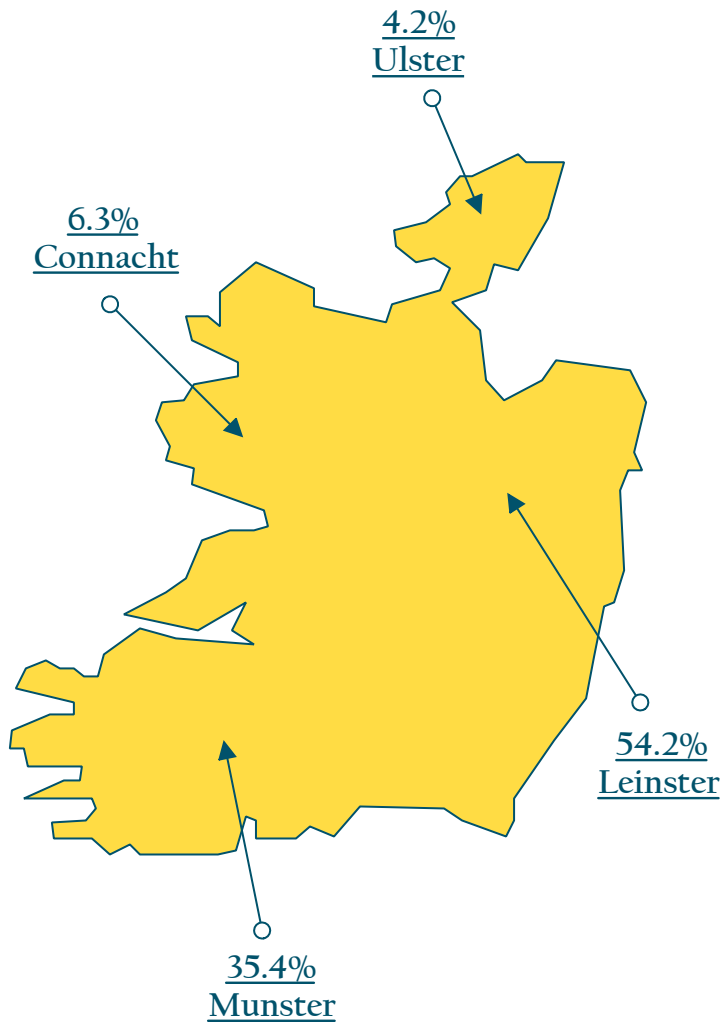


Expenditure per Capita

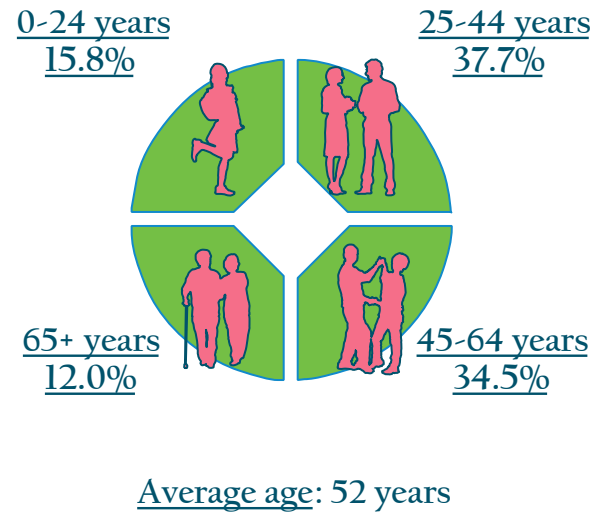


Socio-Demographic Profile

Region of Residence



Age Groups



Occupation

Employed Full-time

45.3%

Retired

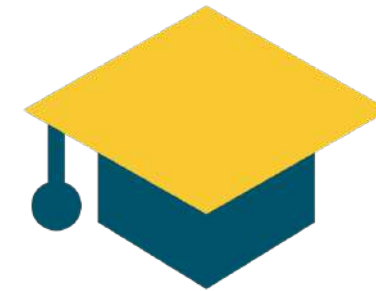
20.8%

Self-Employed

15.1%



Level of Education



Tertiary Level

44.2%

Secondary Level

15.4%

Post-Secondary Level

36.5%

Living Arrangements

with Spouse/Partner

48.1%

with Spouse/Partner/Children

30.8%

On their Own

11.5%

with Parents

3.8%

with Relatives/Friends/Room mates

3.8%



with Children

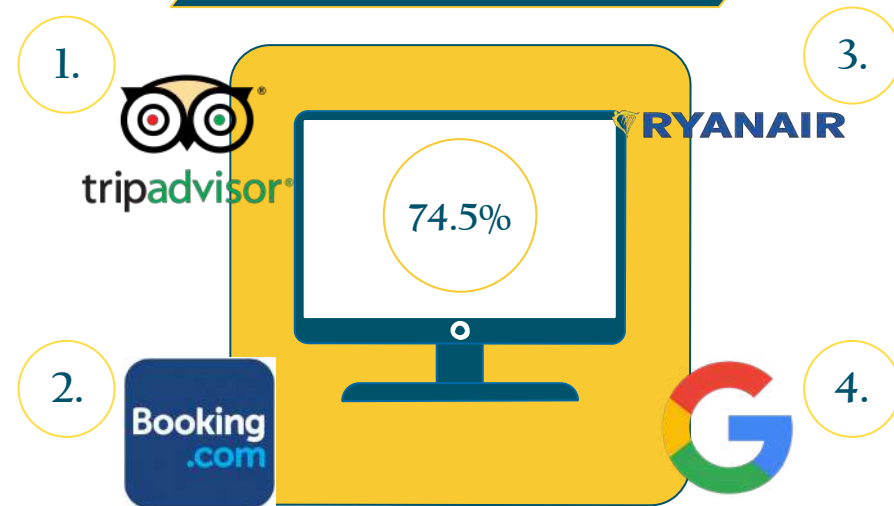
1.9%

Digital Media Usage

Regular

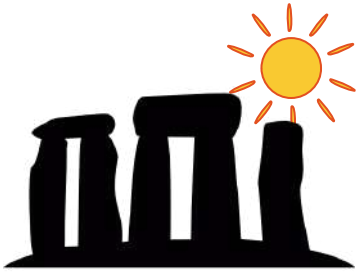


Travel Purposes



Travel Motivations

Sun & Culture



56.6%

Sun



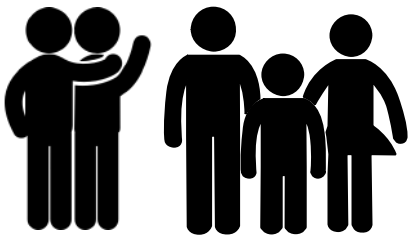
28.7%

Special Occasion



9.0%

Visiting Friends & Relatives



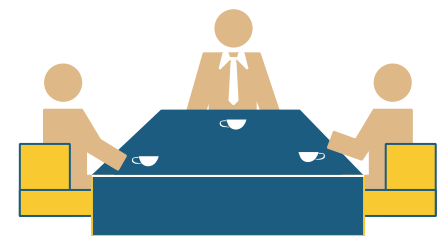
6.5%

Culture



6.4%

Business



4.5%

Wellness



3.9%

Destination Choice Influencers

Communication Channels



60.4%
Digital Media



49.1%
Recommendation by
Friends or Relatives



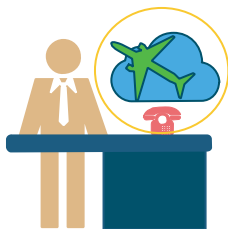
17.0%
Newspaper/Magazine
Advert/Article



15.1%
Tour Operator
Brochure/Web



13.2%
Travel Guide
Book



3.8%
Recommendation
by Travel Agent



3.8%
TV

Other Factors



79.2%
New Destination



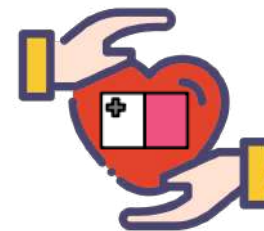
39.6%
Good Flight
Connections



37.7%
English Spoken
Widely



35.8%
Cost/Value
for Money



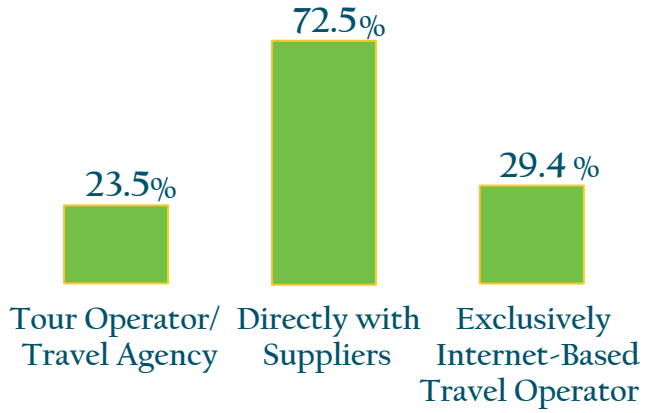
17.0%
Maltese
Hospitality



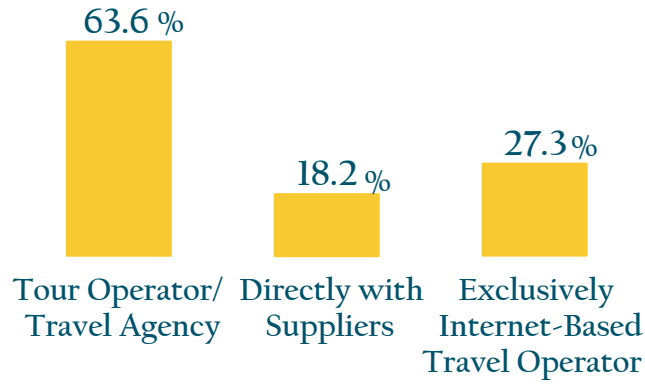
9.4%
Previous Visit

Type of Booking

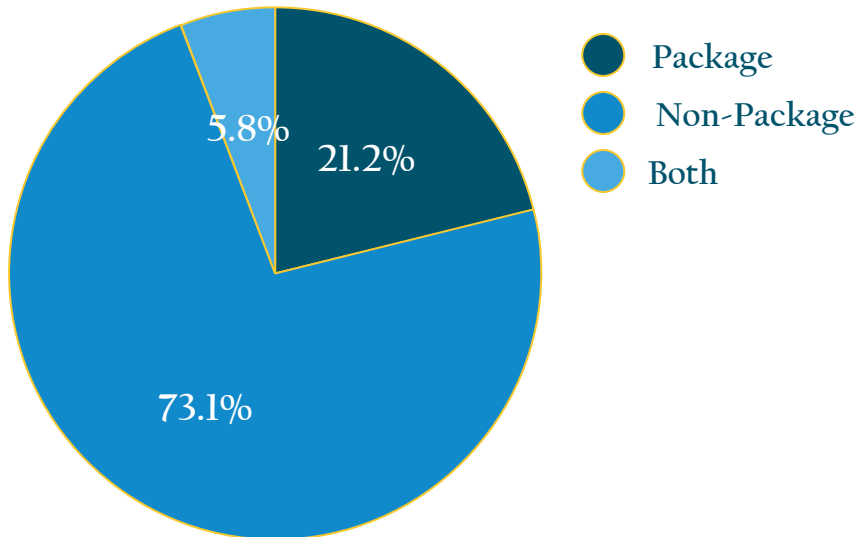
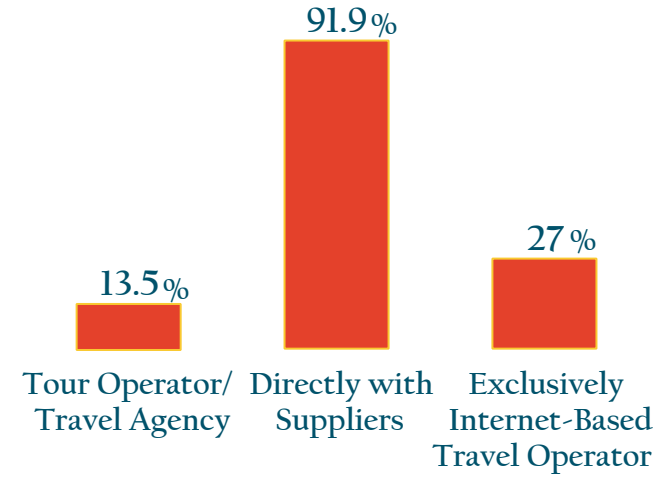
Trip Bookings Made With



Package Bookings

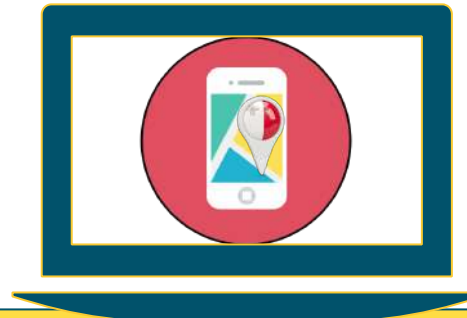


Non-Package Bookings

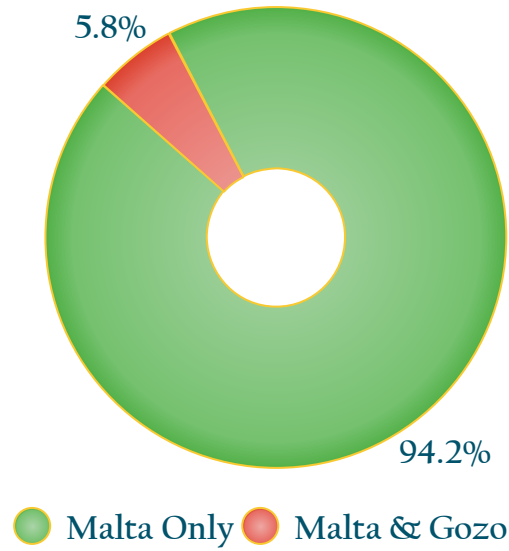


81.1%

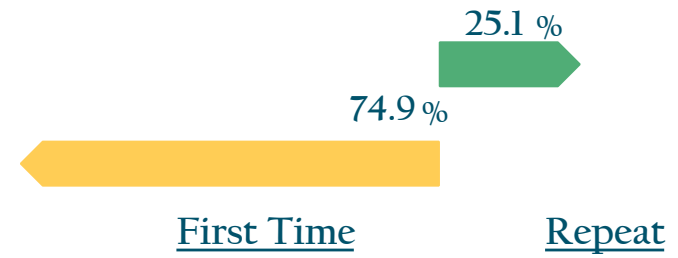
completed trip bookings online.



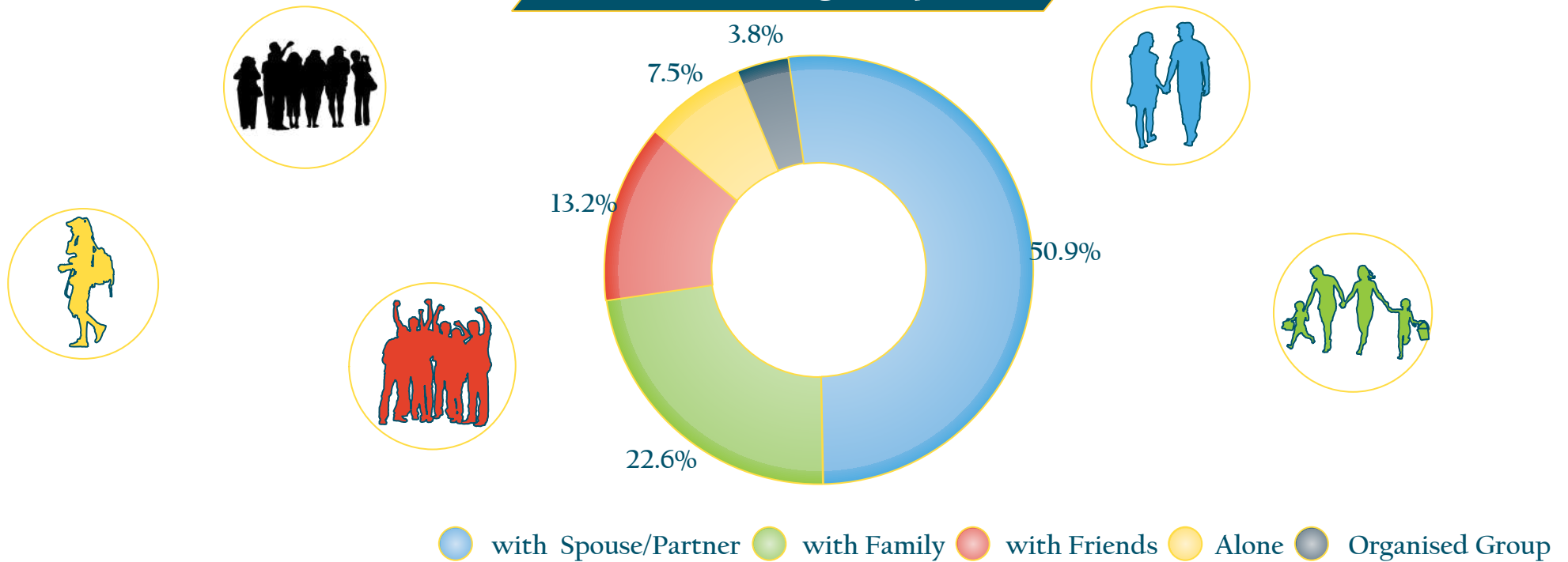
Type of Trip



1st Time vs Repeat Tourists



Travelling Party



Type of Accommodation Used

Maltese Islands



49.1%

of Irish tourists spending nights in the Maltese Islands stayed in 4* hotels.

17.0%

stayed in 5* hotels.

17.0%

stayed in 3* hotels.



20.8%

of Irish tourists spending nights in the Maltese Islands opted for self-catering apartment/ farmhouse/ villa.

1.9%

stayed in Guesthouse/ hostel.

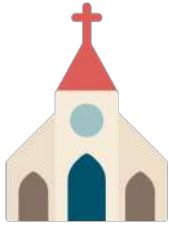
Activities Engaged In

Cultural



79.2%
Visit

Historical Buildings



73.6%
Visit

Churches



41.5%
Visit

Museums



37.7%
Visit

Archeological Sites



20.8%
Visit Arts/
Craft sites



9.4%
Attend Theatre/
Musical/ Opera/Dance



7.5%
Visit Local Produce
Sites/ Agro-experiences

Outdoor



69.8%
Swimming/
Sunbathing



47.2%
Leisure Boat
Trip



6.3%
Hiking

Recreational



81.1%
Dine at
Restaurants



67.9%
Shopping



18.9%
Spa/ Wellness



13.2%
Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



34.6%

Met



59.6%

Not Met



5.8%

90.6%

Would recommend the Maltese Islands to their friends/ relatives.

