

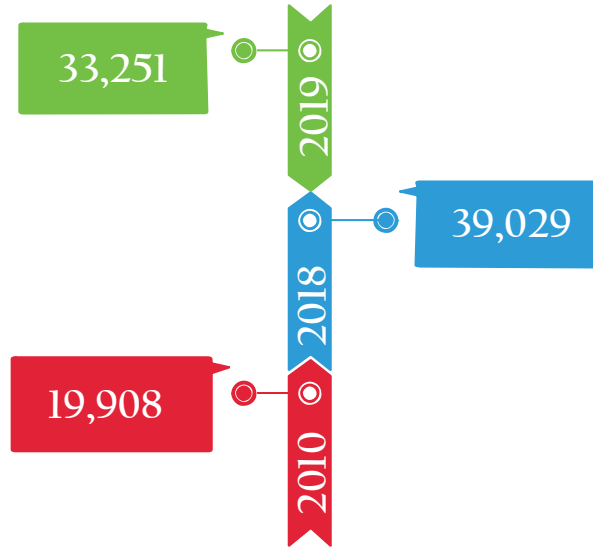


Austria

Market Profile 2019

1.2%
Market Share

Inbound Tourists



Seasonality



Air Connectivity



2 Airlines

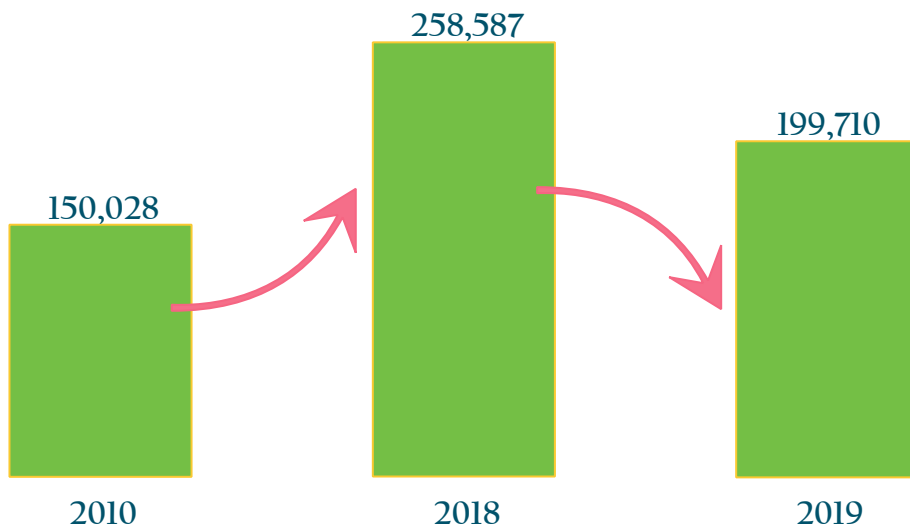
- Air Malta
- Wizz Air

1 Airport

- Vienna

Bed Nights

Total Nights

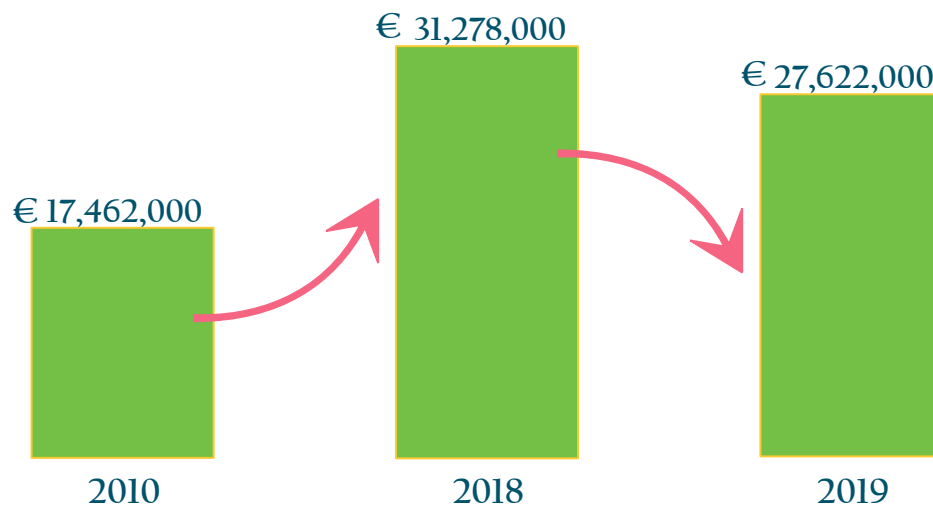


Average Length of Stay



Expenditure

Total Expenditure

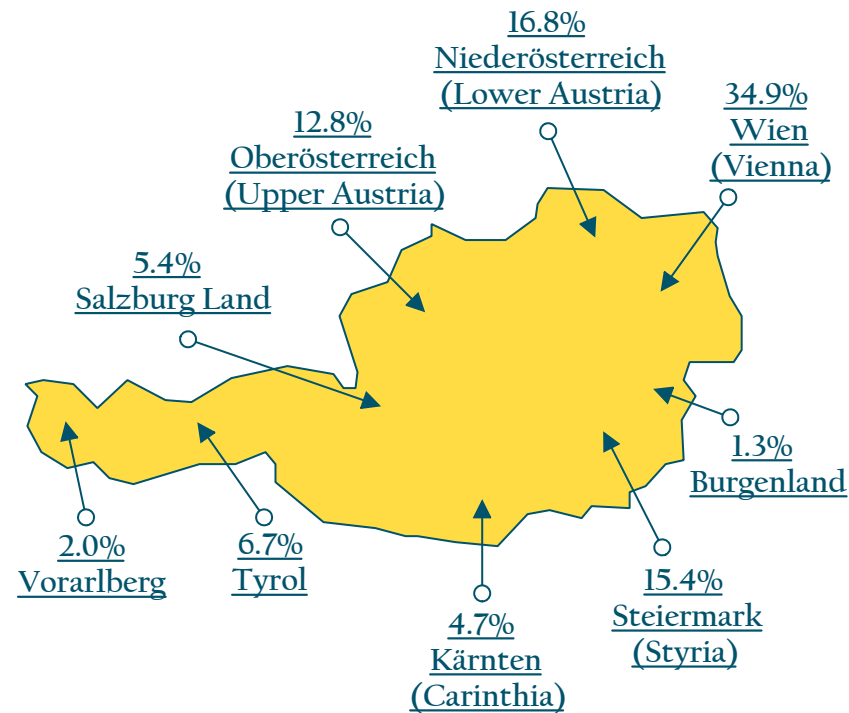


Expenditure per Capita

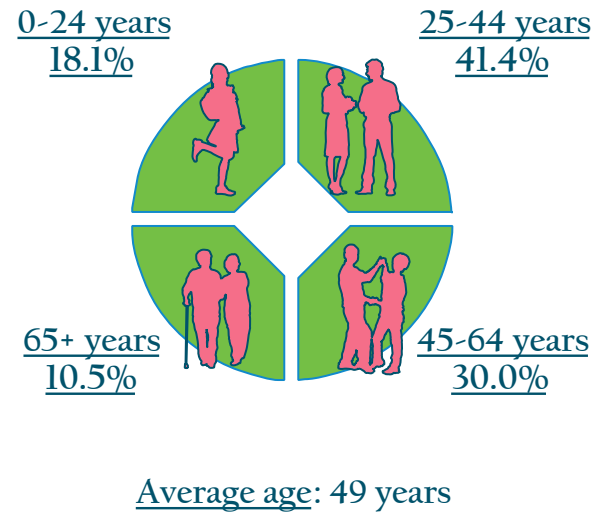


Socio-Demographic Profile

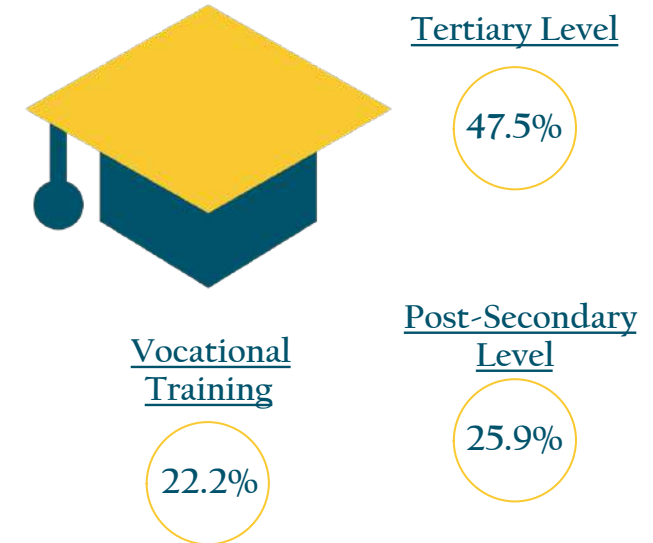
Region of Residence



Age Groups



Level of Education



Occupation

Employed Full-time

48.1%

Retired

23.8%

Employed Part-time

12.5%



Living Arrangements

with Spouse/Partner

55.3%

with Spouse/Partner/Children

18.9%

On their Own

14.5%

with Relatives/Friends/Room mates

5.0%

with Children

1.9%

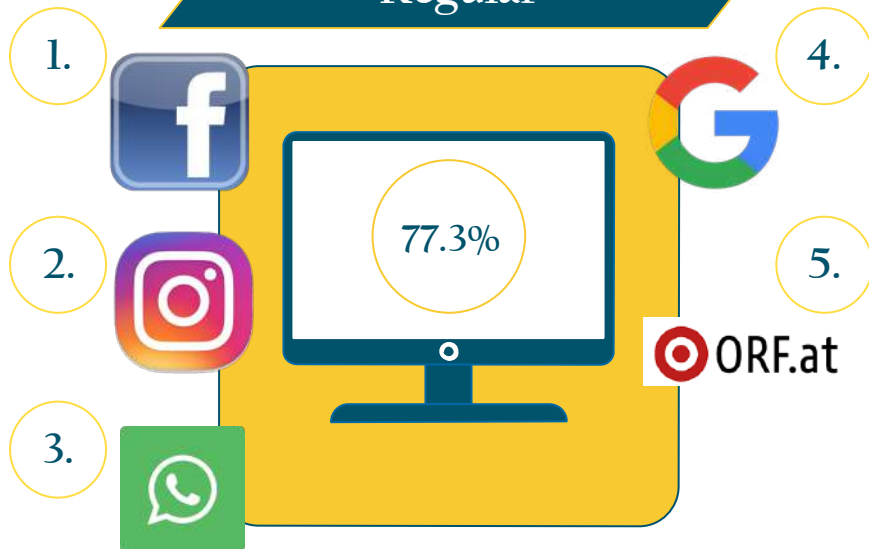
with Parents

4.4%

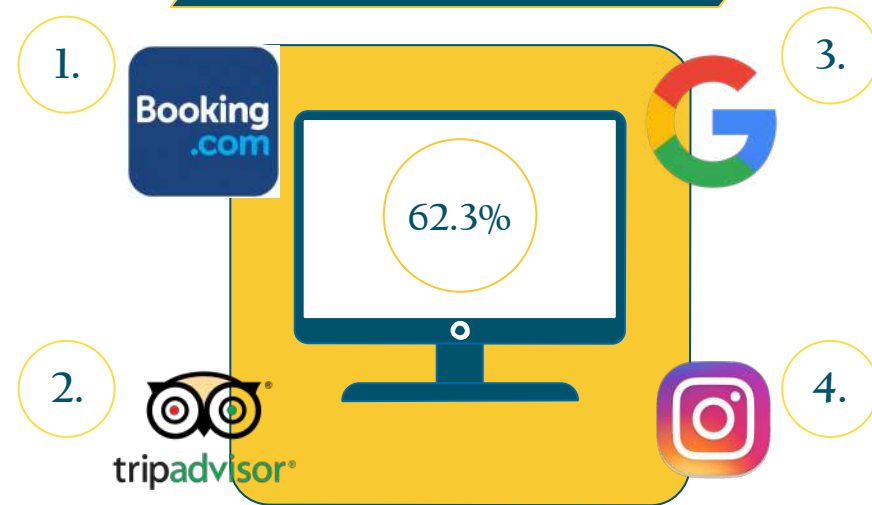


Digital Media Usage

Regular

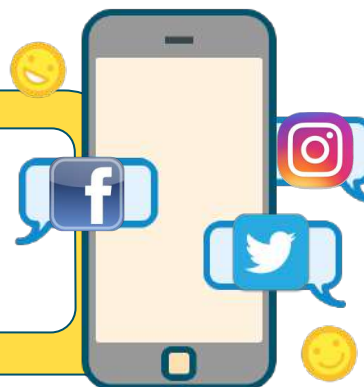


Travel Purposes



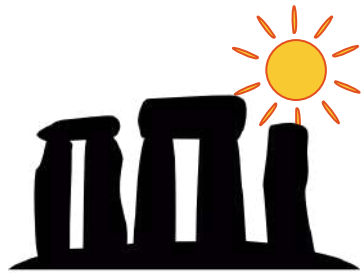
72.3%

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



Travel Motivations

Sun & Culture



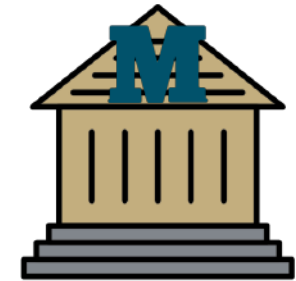
50.6%

Sun



15.7%

Culture



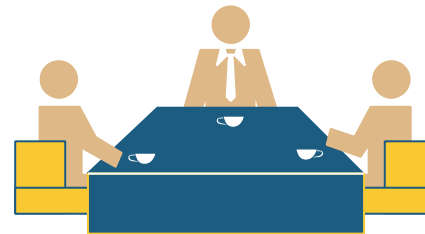
14.5%

TEFL



11.9%

Business



10.9%

Other Sports



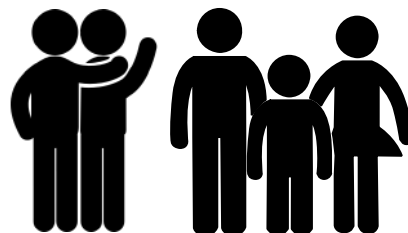
4.2%

Special Occasion



3.4%

Visiting Friends & Relatives



3.1%

Scuba Diving



2.6%

Wellness



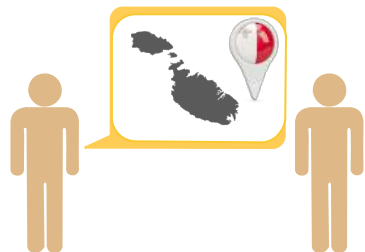
2.0%

Destination Choice Influencers

Communication Channels



55.3%
Digital Media



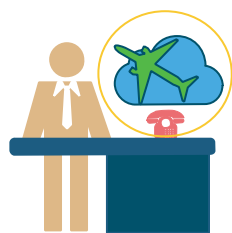
36.6%
Recommendation by Friends or Relatives



21.7%
Travel Guide Book



21.1%
Tour Operator Brochure/Web



13.0%
Recommendation by Travel Agent



10.0%
Newspaper/Magazine Advert/Article



4.3%
Books



3.7%
TV

Other Factors



63.4%
New Destination



33.5%
Good Flight Connections



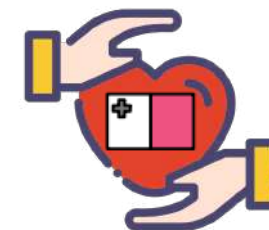
25.5%
English Spoken Widely



21.1%
Cost/Value for Money



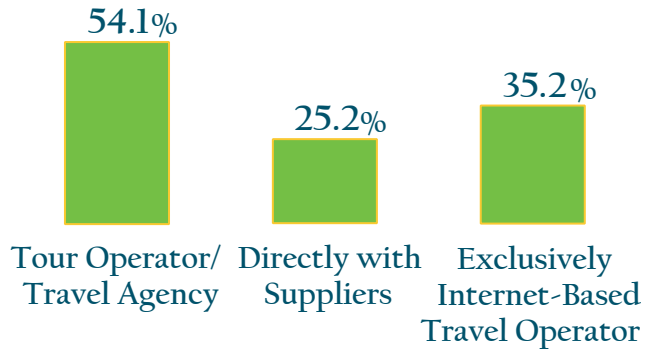
19.3%
Previous Visit



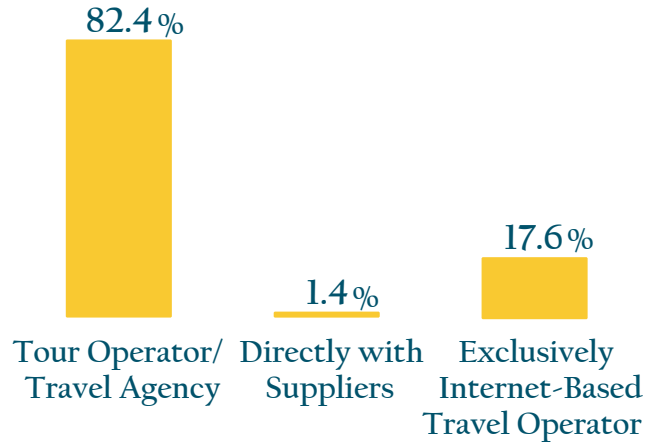
9.9%
Maltese Hospitality

Type of Booking

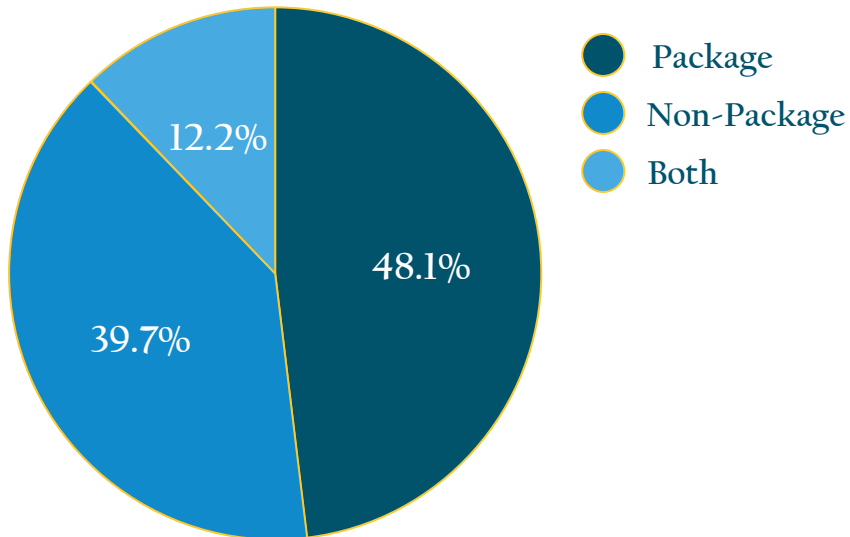
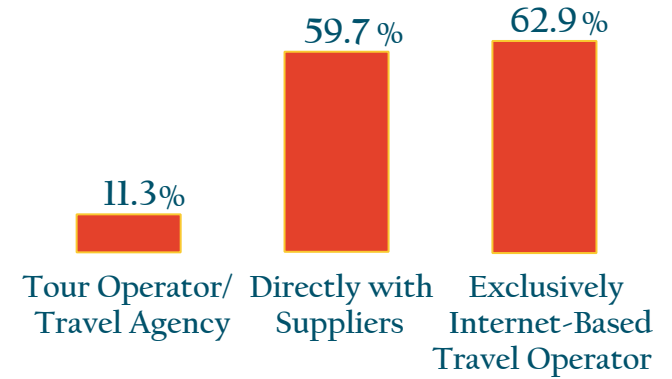
Trip Bookings Made With



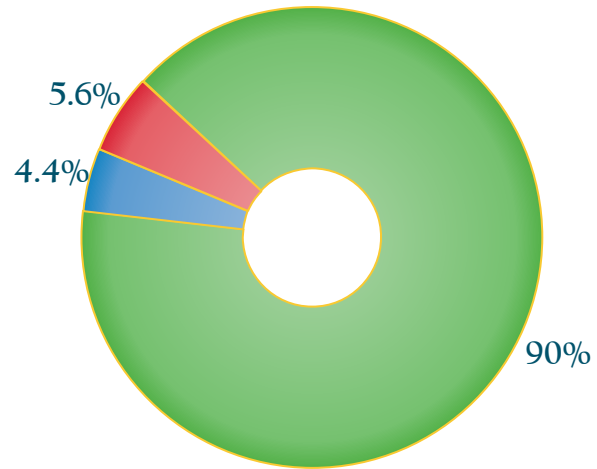
Package Bookings



Non-Package Bookings

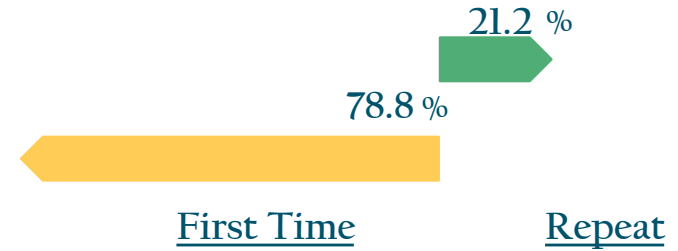


Type of Trip

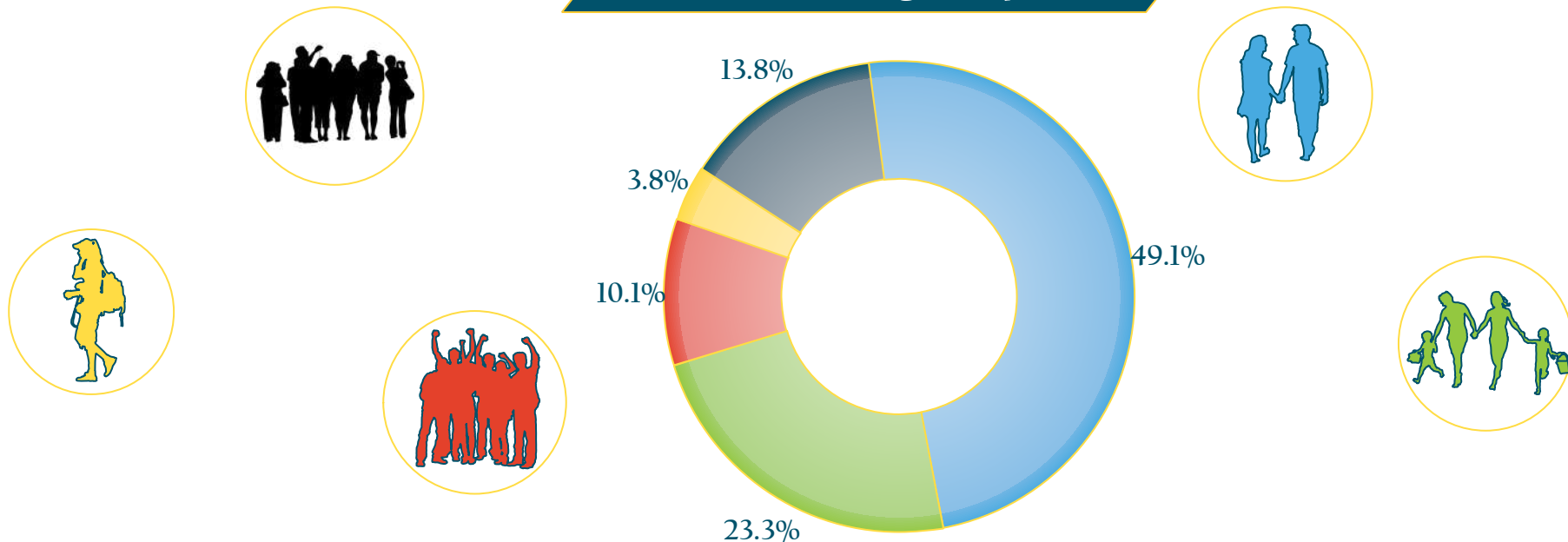


● Malta Only
 ● Gozo/Comino Only
 ● Both

1st Time vs Repeat Tourists



Travelling Party



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

Type of Accommodation Used

Maltese Islands



52.5%

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

16.5%

stayed in 5* hotels.

12.7%

stayed in 3* hotels.



10.1%

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

4.4%

stayed in Guesthouse/ hostel.

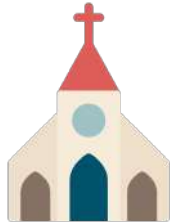
Activities Engaged In

Cultural



77.0%
Visit

Historical Buildings



70.2%
Visit

Churches



50.9%
Visit

Archeological Sites



35.4%
Visit

Museums



16.1%
Visit Arts/

Craft sites



10.6%

Visit Local Produce
Sites/ Agro-experiences



7.5%

Attend Local
Festivals/ Events

Outdoor



57.8%

Swimming/
Sunbathing



40.4%

Leisure Boat
Trip



17.9%

Hiking



3.1%

Scuba Diving

Recreational



59.6%

Dine at
Restaurants



46.6%

Shopping



24.2%

Spa/ Wellness



7.5%

Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



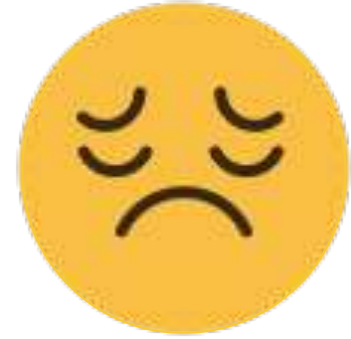
10.8%

Met



83.4%

Not Met



5.7%

93.5%

Would recommend the Maltese Islands to their friends/ relatives.

