Poland
Market Profile 2019

No.6 Rank

3.8% Market Share

Inbound Tourists

- 2019: 104,228
- 2018: 96,362
- 2010: 12,070

Seasonality

- 20.1%
- 26.7%
- 30.2%
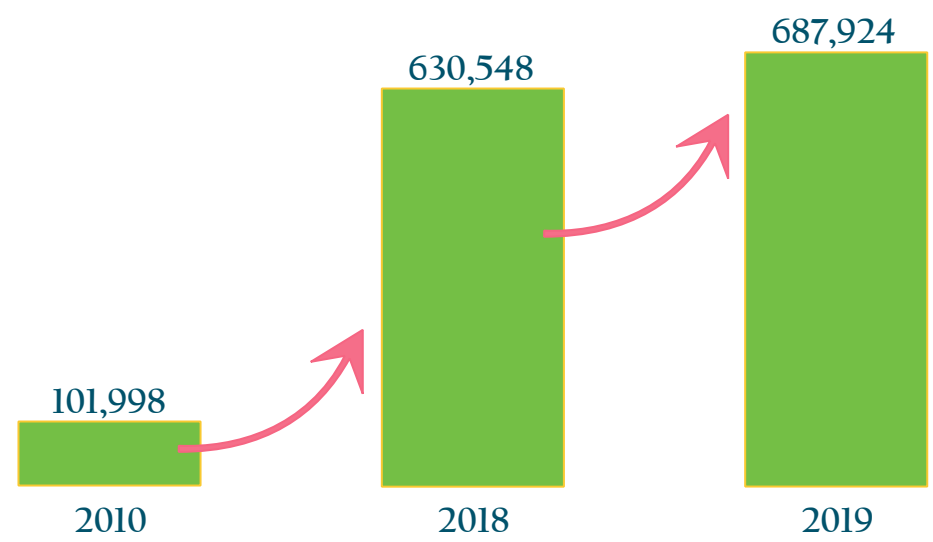- 23.0%
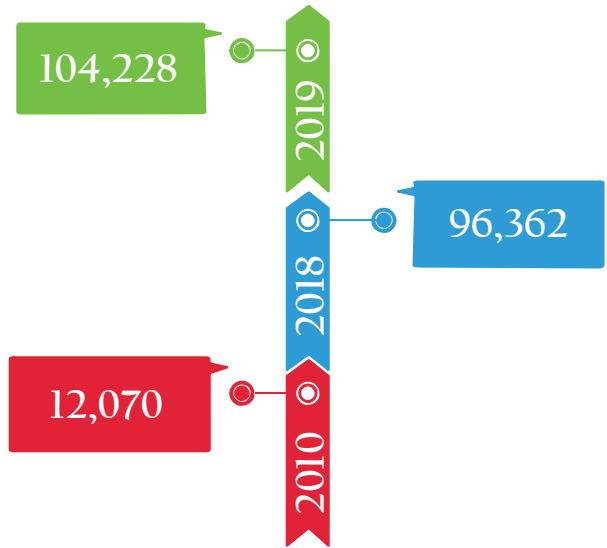
Air Connectivity

3 Airlines

- Ryanair
- Wizz Air
- Air Malta

6 Airports

- Warsaw-Frederic Chopin
- John Paul II Kraków-Balice
- Katowice-Pyrzowice
- Gdansk-Leck Walesa
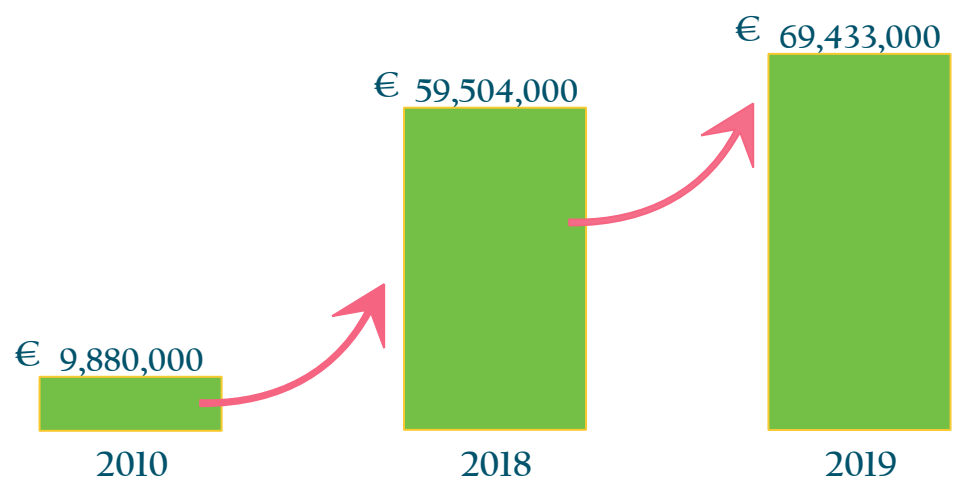- Wroclaw-Nicolaus Copernicus
- Poznan-Lawica

Total Nights

101,998
2010

630,548
2018

687,924
2019

Average Length of Stay

6.6 Nights

Total Expenditure

€ 9,880,000
2010
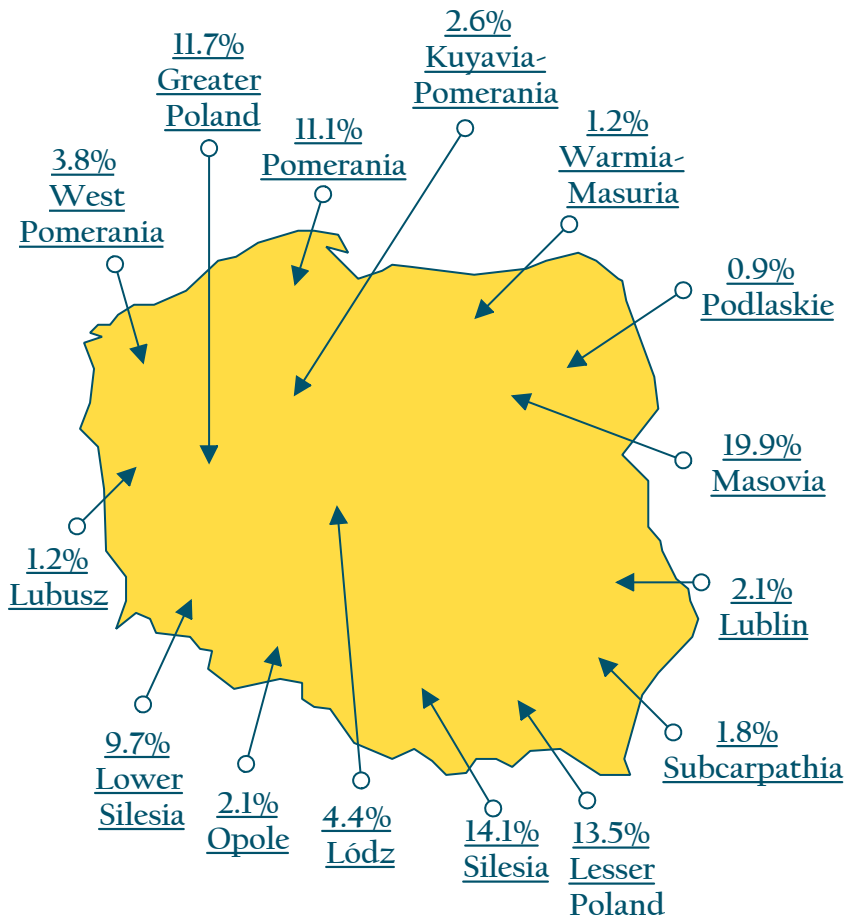
€ 59,504,000
2018

€ 69,433,000
2019

Expenditure per Capita

€ 666

Socio-Demographic Profile

Region of Residence

- 11.7% Greater Poland
- 2.6% Kuyavia-Pomerania
- 11.1% Pomerania
- 1.2% Warmia-Masuria
- 3.8% West Pomerania
- 0.9% Podlaskie
- 19.9% Masovia
- 1.2% Lubusz
- 2.1% Lublin
- 9.7% Lower Silesia
- 2.1% Opole
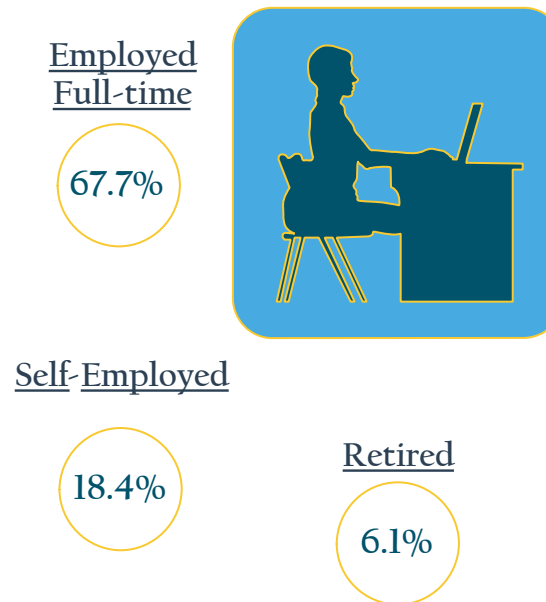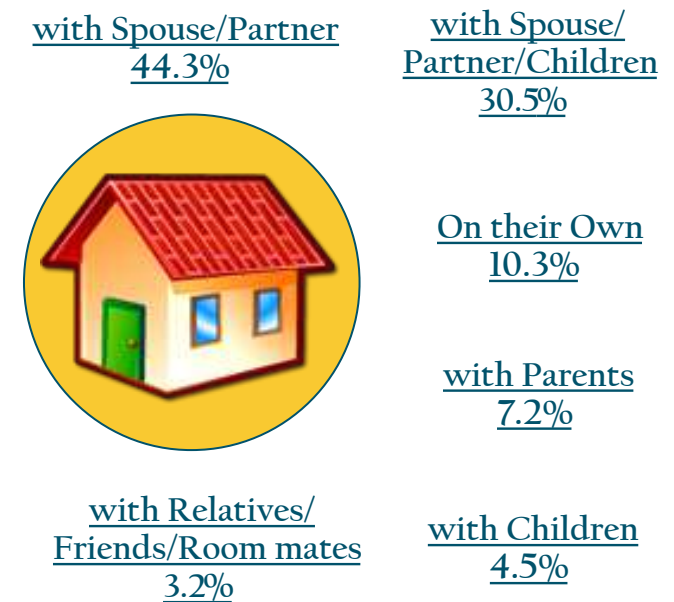- 4.4% Lódz
- 14.1% Silesia
- 13.5% Lesser Poland
- 1.8% Subcarpathia

Age Groups

- 0-24 years 21.0%
- 25-44 years 54.1%
- 65+ years 4.5%
- 45-64 years 20.5%

Average age: 40 years

Level of Education

- Tertiary Level 89.9%
- Secondary Level 5.0%

Occupation

- Employed Full-time 67.7%
- Self-Employed 18.4%
- Retired 6.1%

Living Arrangements

- with Spouse/Partner 44.3%
- with Spouse/Partner/Children 30.5%
- On their Own 10.3%
- with Parents 7.2%
- with Relatives/Friends/Room mates 3.2%
- with Children 4.5%

Digital Media Usage

Regular

1. Facebook
2. Instagram
3. onet.pl
4. wirtualna polska
5. Google

87.0%

Travel Purposes

1. Booking.com
2. tripadvisor
3. Facebook
4. Google

72.3%
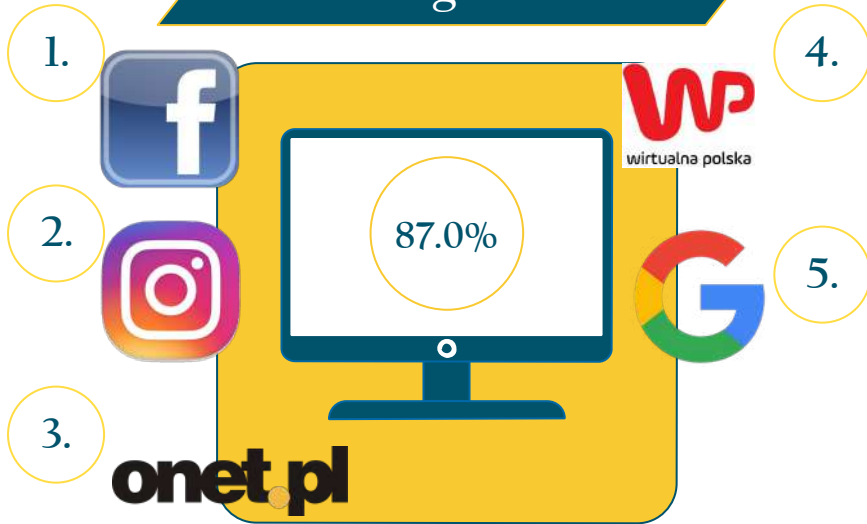
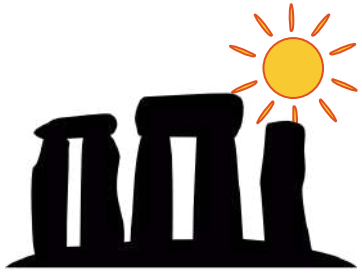**92.2%** of tourists shared their experience in Malta on social media during stay.

Travel Motivations

Sun & Culture
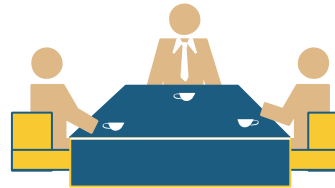57.1%

Sun
15.8%

Special Occasion
9.5%

TEFL
4.4%

Culture
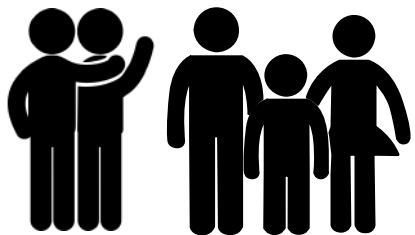4.3%

Business
4.3%

Getting Married/Honeymoon
3.8%

Visiting Friends & Relatives
3.7%

Scuba Diving
3.6%

Other Sports
2.0%

Wellness
1.6%

Destination Choice Influencers

Communication Channels
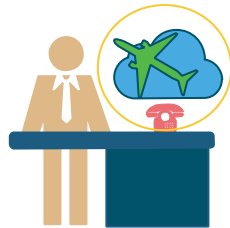
69.8%
Digital Media

44.8%
Recommendation by Friends or Relatives

18.6%
Tour Operator Brochure/Web

18.6%
Travel Guide Book

8.0%
Recommendation by Travel Agent

6.0%
Books

4.5%
Newspaper/Magazine Advert/Article

Other Factors
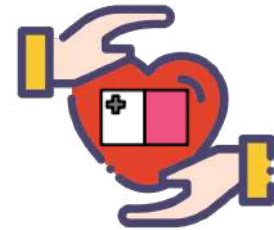
75.1%
New Destination

71.4%
Good Flight Connections

36.9%
English Spoken Widely

34.5%
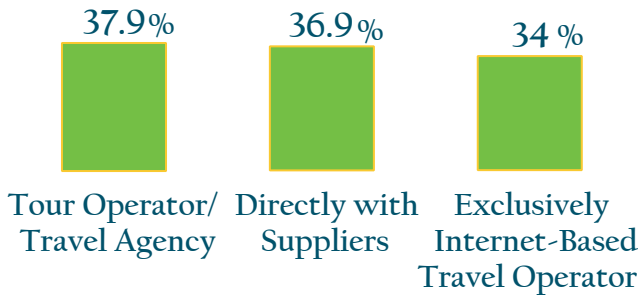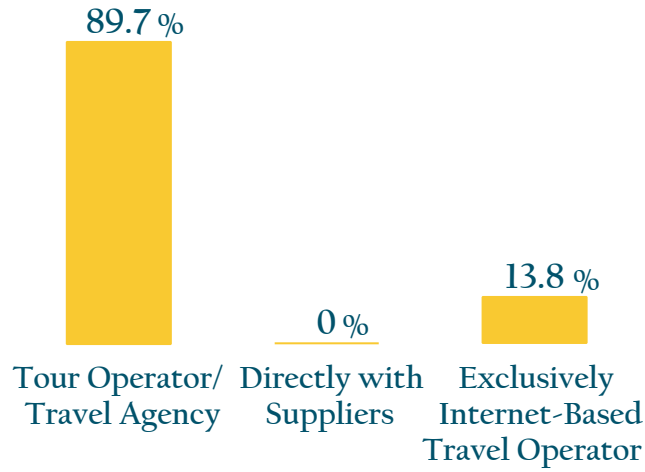Cost/Value for Money

15.6%
Maltese Hospitality

11.7%
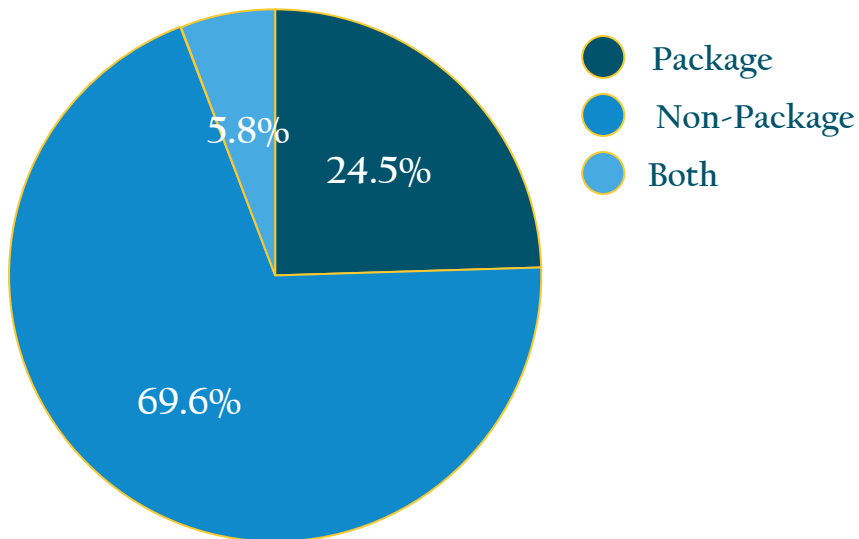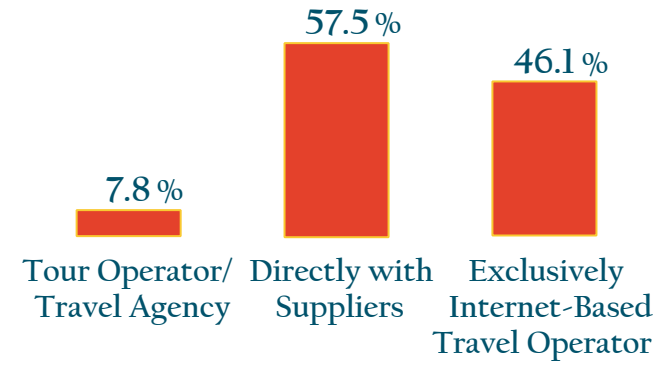Previous Visit

3.2%
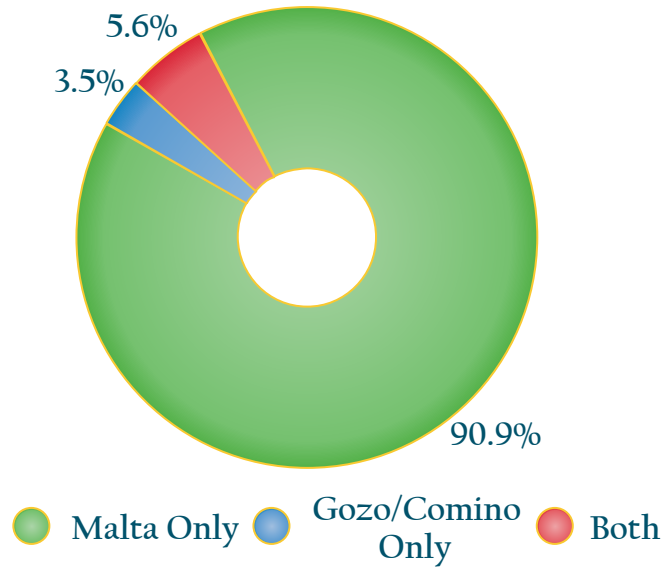Film Shot Locally

Type of Booking

Trip Bookings Made With

- **37.9%** — Tour Operator/ Travel Agency
- **36.9%** — Directly with Suppliers
- **34%** — Exclusively Internet-Based Travel Operator

Package Bookings

- **89.7%** — Tour Operator/ Travel Agency
- **0%** — Directly with Suppliers
- **13.8%** — Exclusively Internet-Based Travel Operator

Non-Package Bookings

- **7.8%** — Tour Operator/ Travel Agency
- **57.5%** — Directly with Suppliers
- **46.1%** — Exclusively Internet-Based Travel Operator

Pie chart:
- Package: 24.5%
- Non-Package: 69.6%
- Both: 5.8%

78.7% completed trip bookings online.

Type of Trip

5.6%
3.5%
90.9%

● Malta Only ● Gozo/Comino Only ● Both

1st Time vs Repeat Tourists

15.5 %
84.5 %

First Time   Repeat

Travelling Party

7.5%
2.4%
12.5%
48.3%
28.3%

● with Spouse/Partner ● with Family ● with Friends ● Alone ● Organised Group
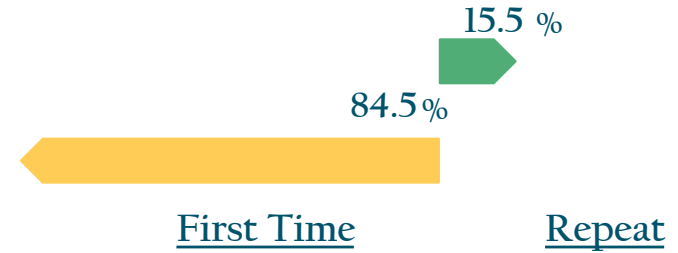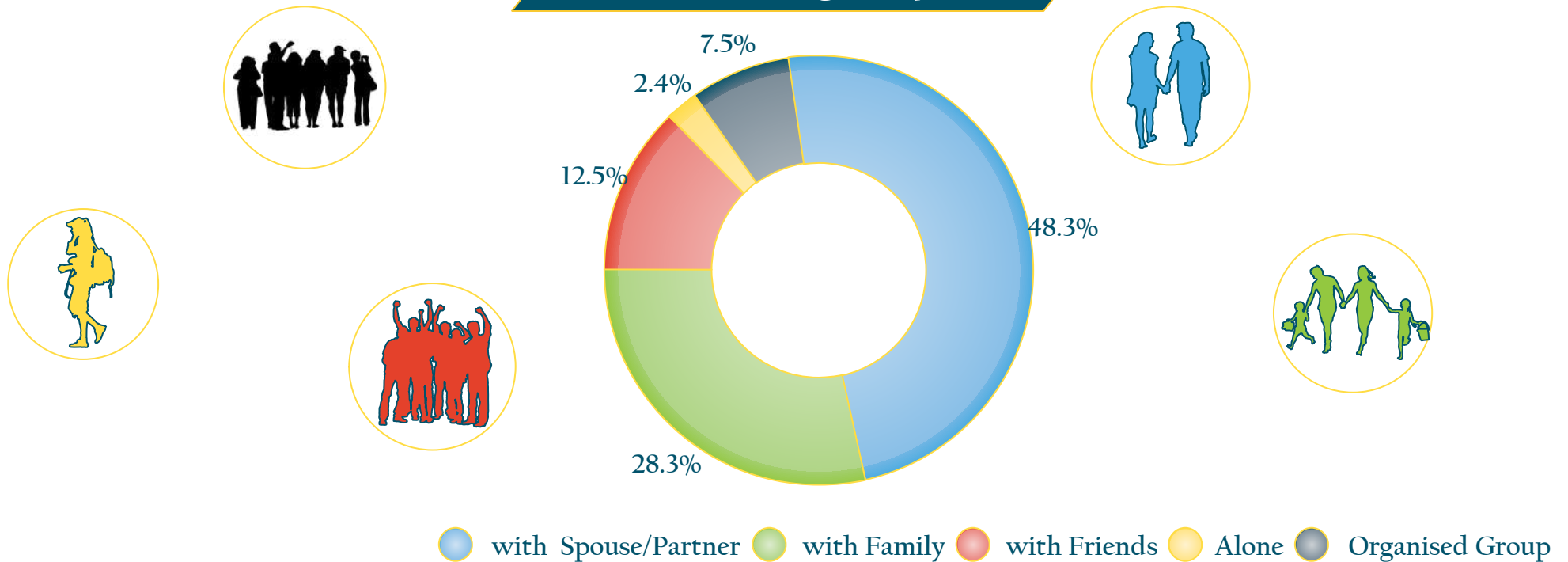
Type of Accommodation Used

Maltese Islands

36.2% of Polish tourists spending nights in the Maltese Islands stayed in 4* hotels.

22.8% stayed in 3* hotels.

2.1% stayed in 5* hotels.

2.1% stayed in 2* hotels.

32.7% of Polish tourists spending nights in the Maltese Islands opted for self catering apartment/ farmhouse/ villa.

5.1% stayed in Guesthouse/ hostel.
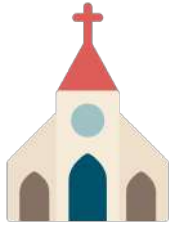
Activities Engaged In

Cultural

78.2%
Visit
Historical Buildings

68.4%
Visit
Churches

60.5%
Visit
Archeological Sites

47.5%
Visit
Museums

18.0%
Visit Arts/
Craft sites

15.6%
Attend Local
Festivals/ Events

Outdoor

65.9%
Hiking

61.5%
Swimming/
Sunbathing

58.1%
Leisure Boat
Trip

3.2%
Scuba Diving

Recreational

68.7%
Dine at
Restaurants

50.1%
Shopping

10.1%
Nightlife/
Clubbing

6.4%
Spa/ Wellness

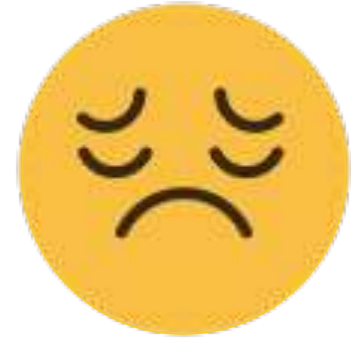# Tourists' Expectations of Malta

Exceeded

23.6%

Met

69.3%

Not Met

7.1%

94.6%

Would recommend the Maltese Islands to their friends/ relatives.

Malta Tourism Authority