



# Belgium

## Market Profile 2019

**No.7  
Rank**

**2.6%  
Market Share**

### Inbound Tourists

70,886

2019

70,191

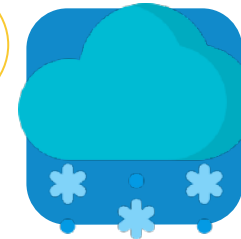
2018

24,296

2010

### Seasonality

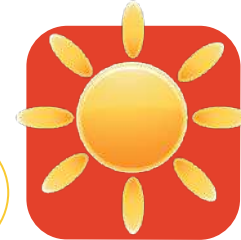
18.1%



28.5%



32.5%



20.9%



### Air Connectivity



#### 2 Airlines

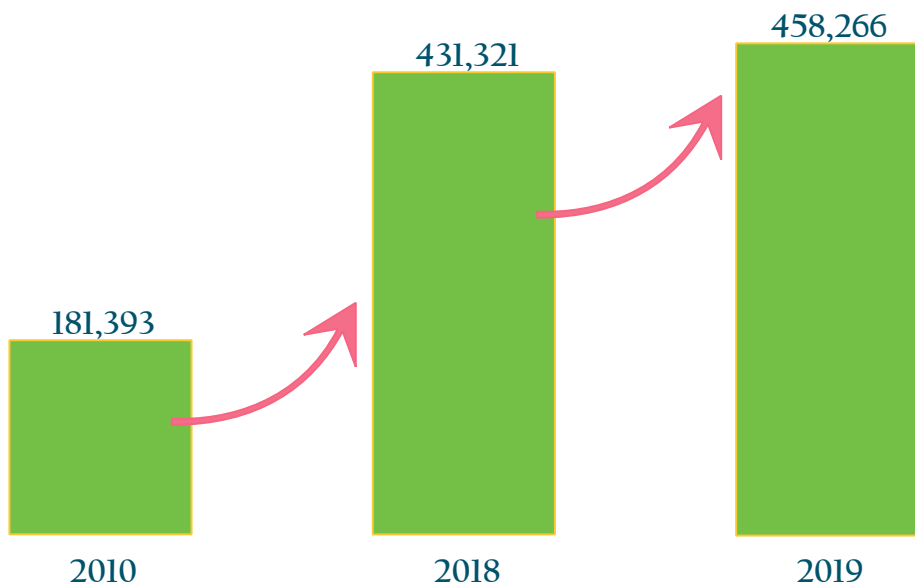
- Ryanair
- Air Malta

#### 2 Airports

- Brussels South Charleroi
- Brussels

## Bed Nights

### Total Nights

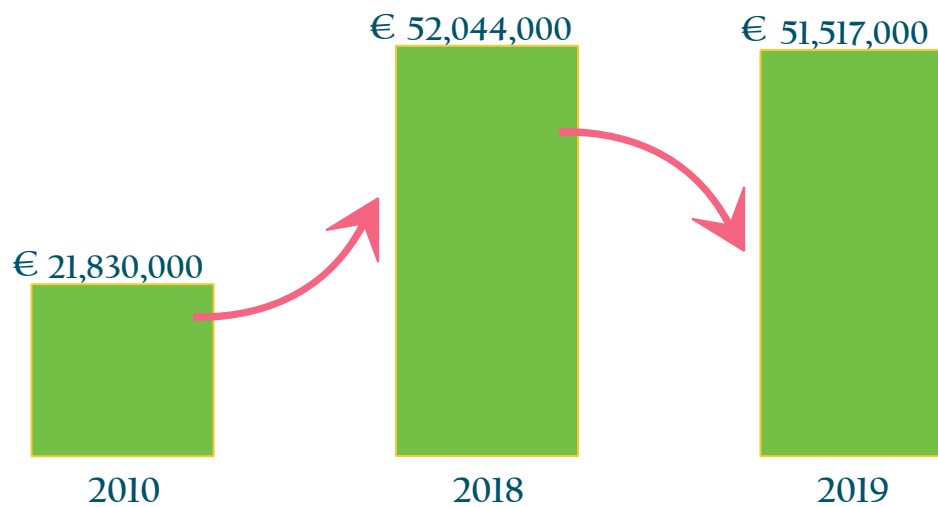


### Average Length of Stay



## Expenditure

### Total Expenditure

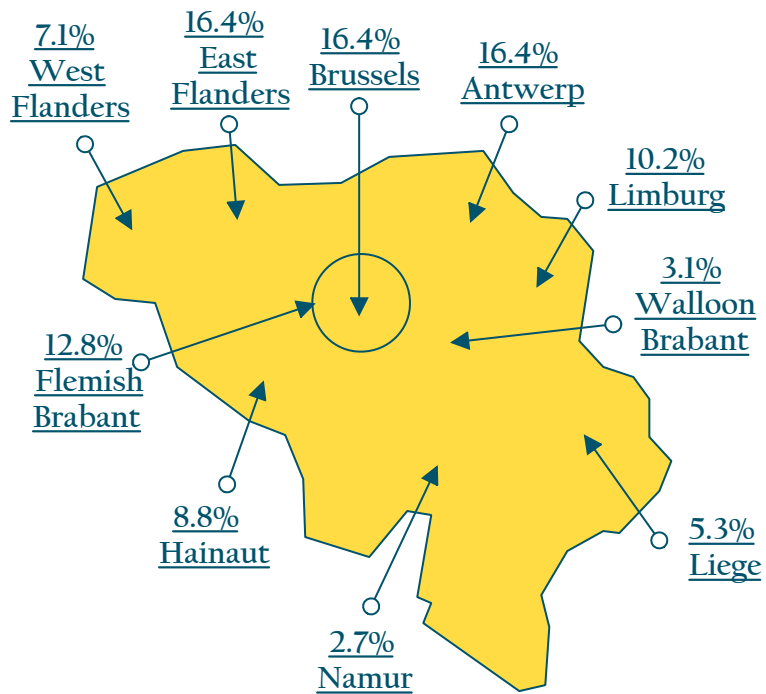


### Expenditure per Capita

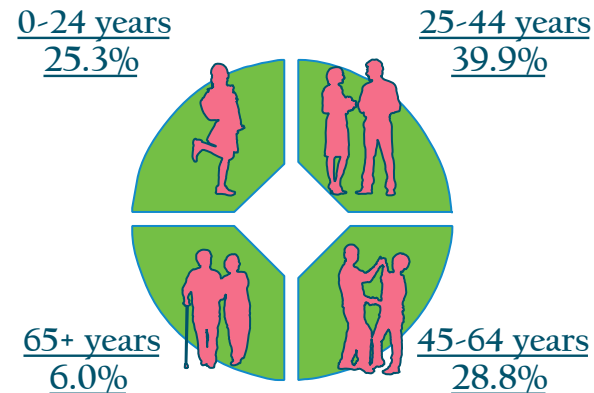


# Socio-Demographic Profile

## Region of Residence

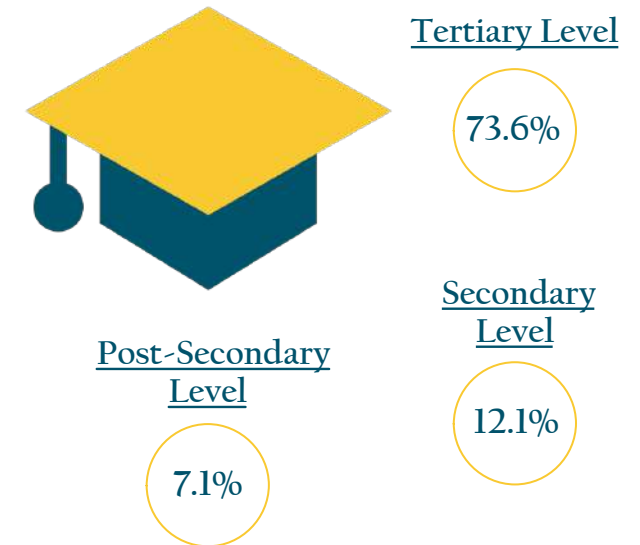


## Age Groups



Average age: 49 years

## Level of Education



## Occupation

Employed Full-time

53.6%



Retired

20.1%

Employed Part-time

12.6%

## Living Arrangements

with Spouse/Partner

39.6%

with Spouse/Partner/Children

33.3%



On their Own

15.0%

with Children

6.3%

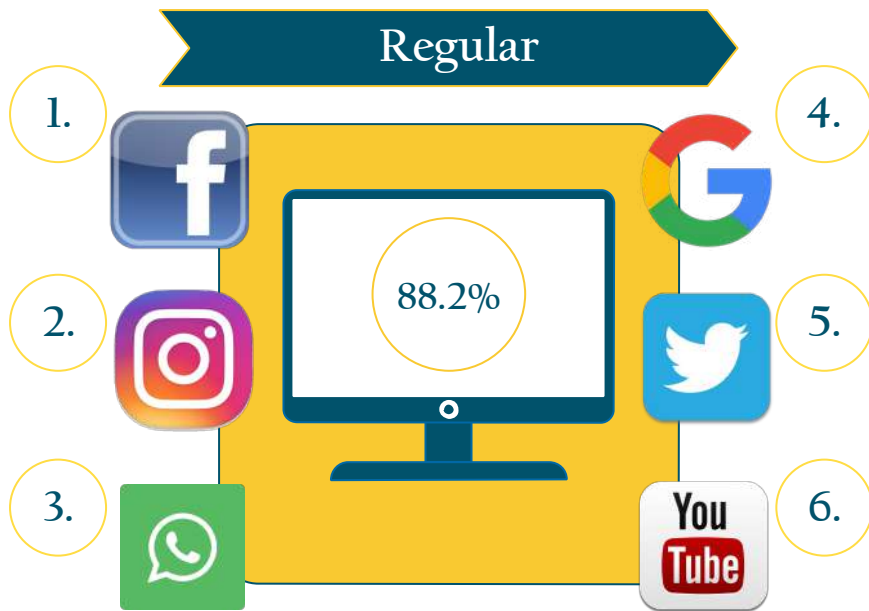
with Relatives/Friends/Room mates

0.4%

with Parents

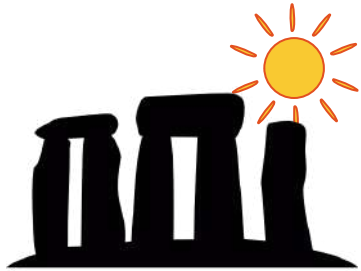
5.4%

# Digital Media Usage



# Travel Motivations

## Sun & Culture



53.3%

## Sun



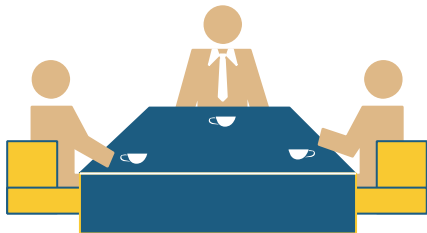
15.9%

## Culture



8.8%

## Business



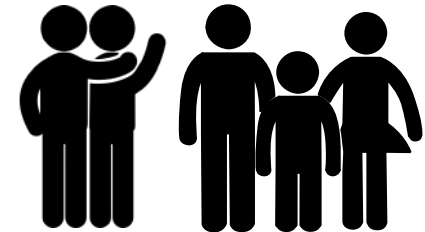
6.9%

## Special Occasion



6.5%

## Visiting Friends & Relatives



5.9%

## Scuba Diving



3.8%

## Other Sports



2.8%

## Wellness



1.0%

# Destination Choice Influencers

## Communication Channels



52.0%  
Digital Media



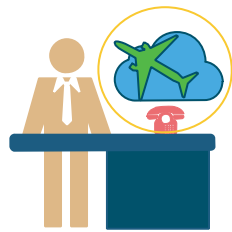
37.0%  
Recommendation by Friends or Relatives



21.5%  
Tour Operator Brochure/Web



14.2%  
Travel Guide Book



6.1%  
Recommendation by Travel Agent



5.6%  
Newspaper/Magazine Advert/Article



3.3%  
Books



1.2%  
TV

## Other Factors



69.5%  
New Destination



44.3%  
Good Flight Connections



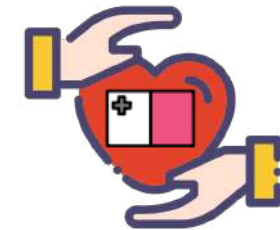
31.7%  
Cost/Value for Money



19.9%  
English Spoken Widely



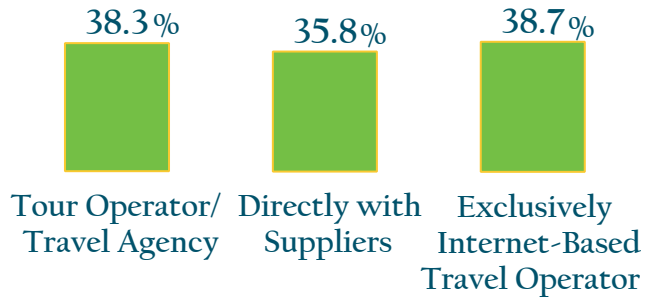
19.5%  
Previous Visit



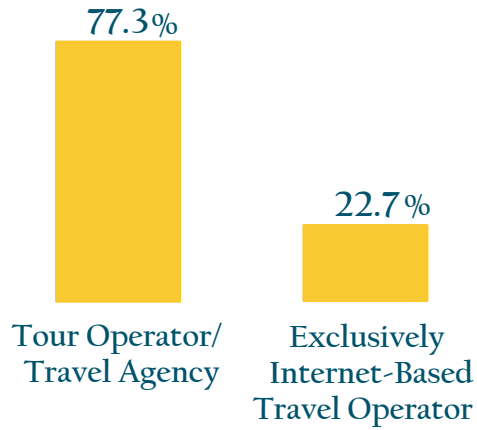
6.9%  
Maltese Hospitality

# Type of Booking

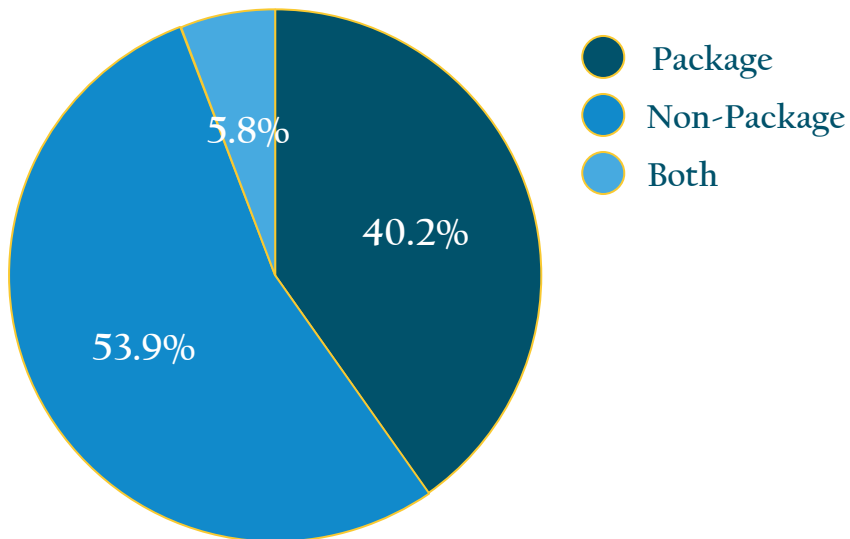
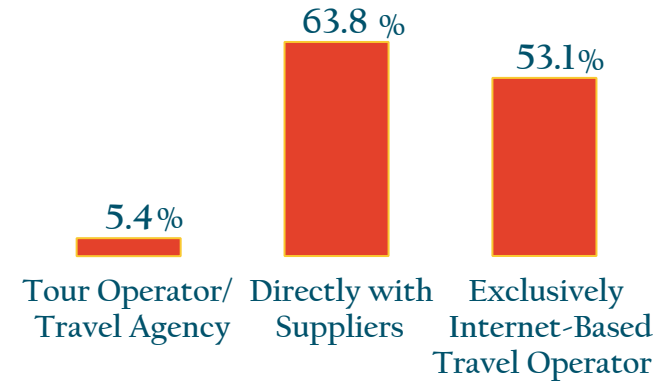
## Trip Bookings Made With



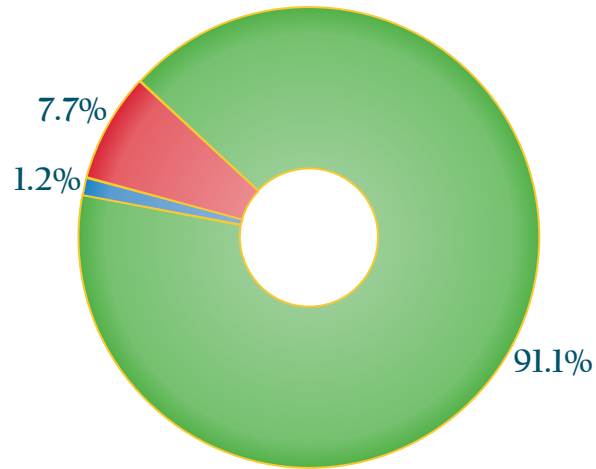
## Package Bookings



## Non-Package Bookings

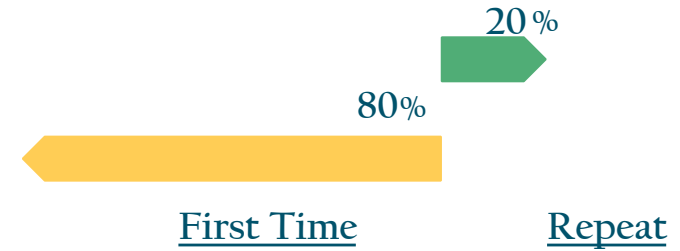


## Type of Trip

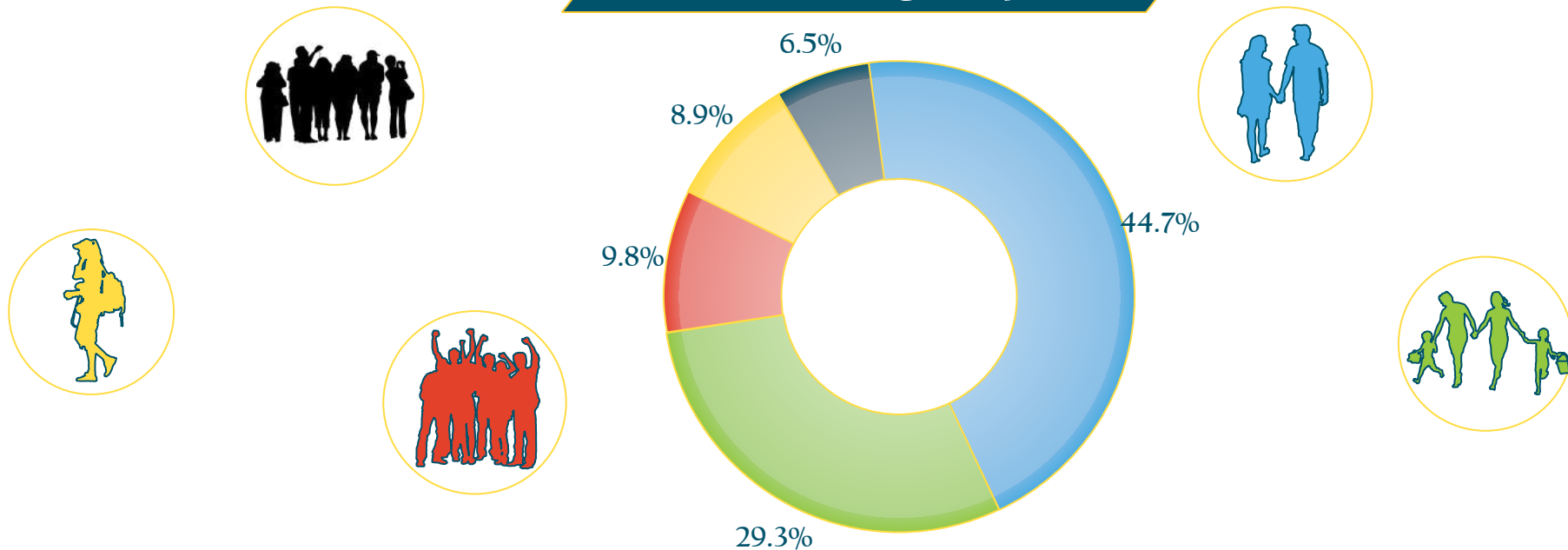


● Malta Only 
 ● Gozo/Comino Only 
 ● Both

## 1st Time vs Repeat Tourists



## Travelling Party



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



## Type of Accommodation Used

### Maltese Islands



47.7%

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

15.9%

stayed in 5\* hotels.

11.3%

stayed in 3\* hotels.



17.6%

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

5.4%

stayed in Guesthouse/ hostel.

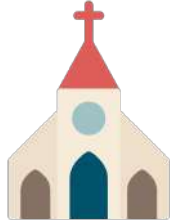
# Activities Engaged In

## Cultural



78.0%  
Visit

Historical Buildings



71.5%  
Visit

Churches



50.0%  
Visit

Archeological Sites



44.3%  
Visit

Museums



15.4%  
Visit Arts/  
Craft sites



12.2%  
Visit Local Produce  
Sites/ Agro-experiences



10.6%  
Attend Local  
Festivals/ Events

## Outdoor



54.5%  
Swimming/  
Sunbathing



46.7%  
Leisure Boat  
Trip



46.4%  
Hiking



4.9%  
Scuba Diving

## Recreational



69.5%  
Dine at  
Restaurants



49.2%  
Shopping



15.0%  
Spa/ Wellness



4.1%  
Nightlife/  
Clubbing

# Tourists' Expectations of Malta

Exceeded



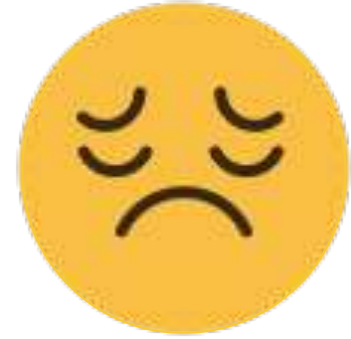
30.0%

Met



57.6%

Not Met



12.3%

90.3%

Would recommend the Maltese Islands to their friends/ relatives.

