



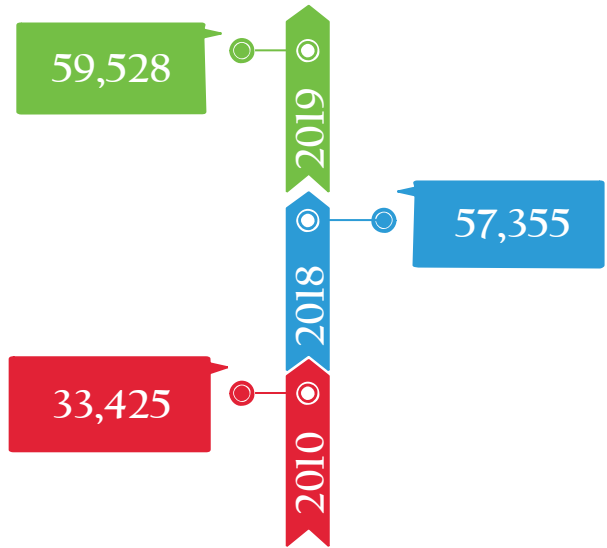
Netherlands

Market Profile 2019

Inbound Tourists

Seasonality

2.2%
Market Share



Air Connectivity

2 Airlines

3 Airports

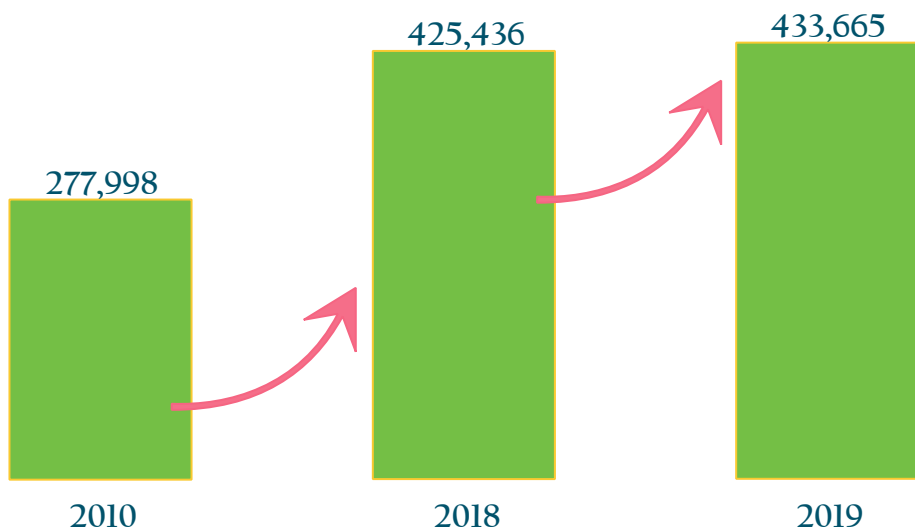
- Air Malta
- Ryanair

- Amsterdam-Schiphol
- Eindhoven
- Maastricht-Aachen



Bed Nights

Total Nights

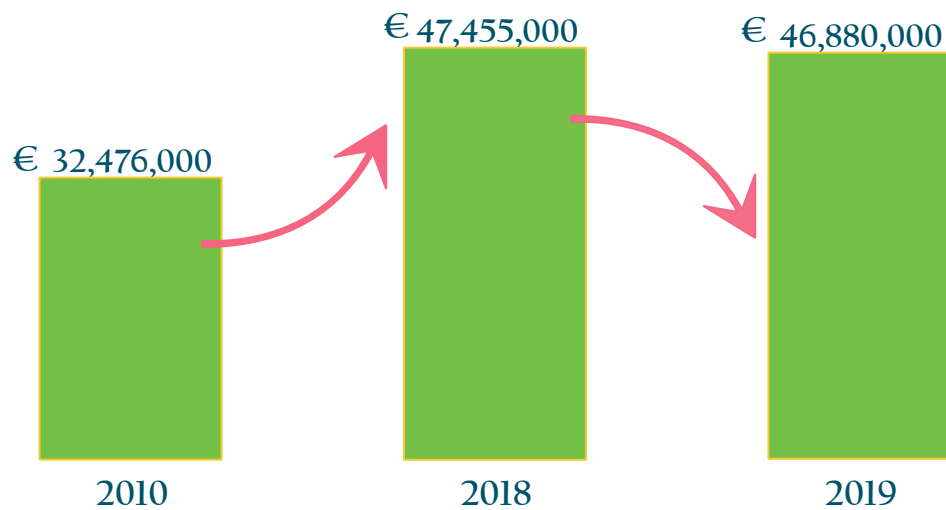


Average Length of Stay



Expenditure

Total Expenditure

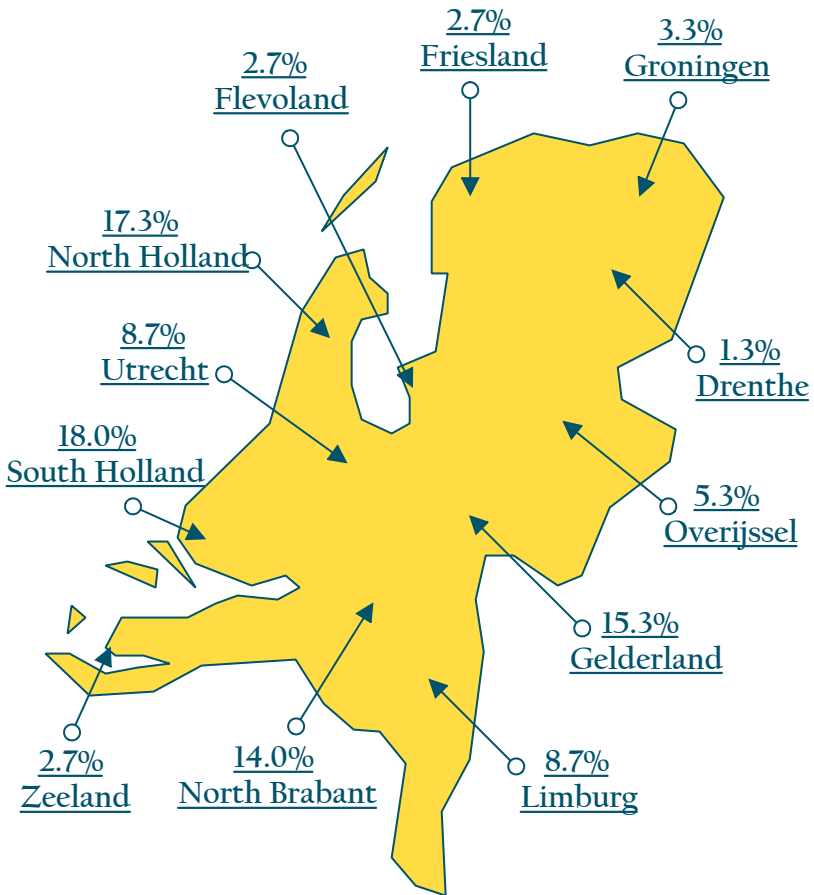


Expenditure per Capita

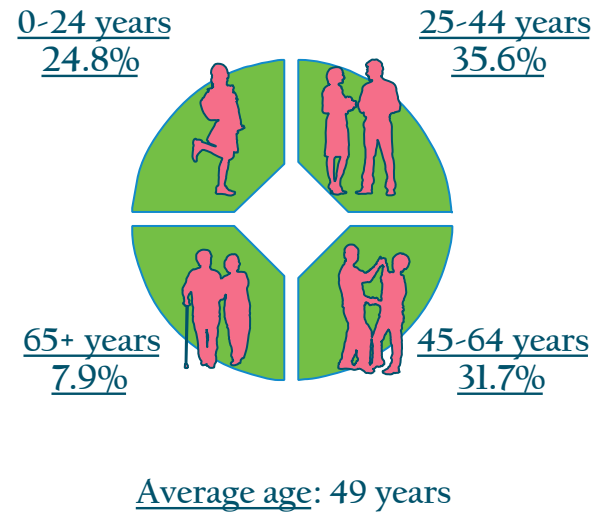


Socio-Demographic Profile

Region of Residence



Age Groups



Occupation

Employed Full-time

45.6%

Employed Part-time

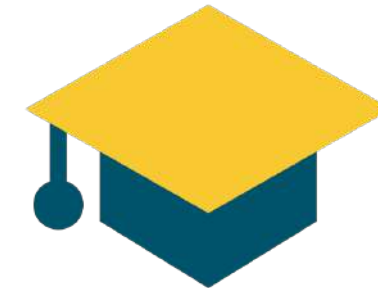
25.6%

Retired

15.0%



Level of Education



Tertiary Level

76.1%

Post-Secondary Level

5.0%

Vocational Training

16.4%

Living Arrangements

with Spouse/Partner

45.6%

with Spouse/Partner/Children

28.1%

On their Own

17.5%

with Parents

3.8%

with Relatives/Friends/Room mates

1.3%

with Children

3.8%

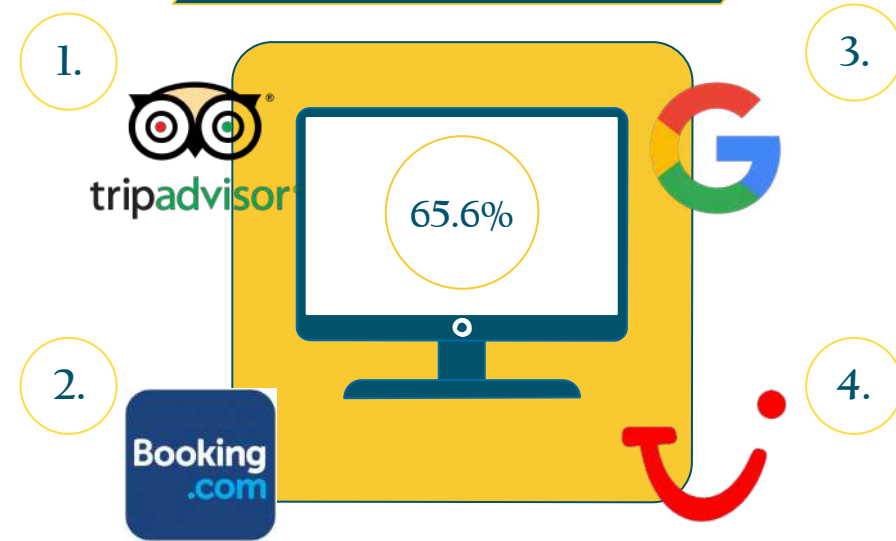


Digital Media Usage

Regular



Travel Purposes



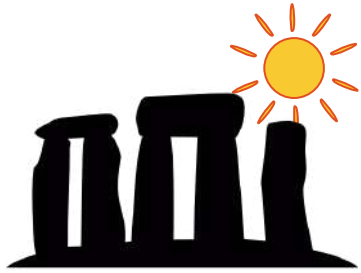
51.2%

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



Travel Motivations

Sun & Culture



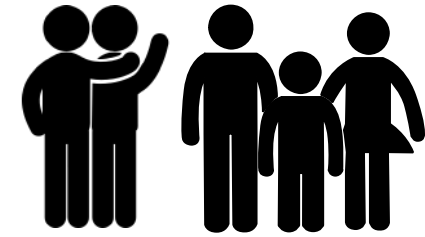
53.1%

Sun



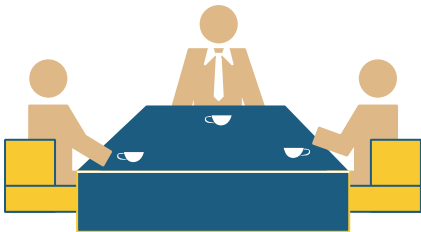
11.8%

Visiting Friends & Relatives



8.4%

Business



8.3%

Special Occasion



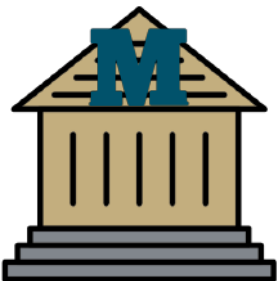
8.1%

Scuba Diving



7.3%

Culture



6.6%

Other Sports



4.4%

TEFL



1.3%

Wellness



1.2%

Destination Choice Influencers

Communication Channels



63.8%
Digital Media



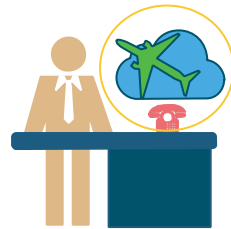
31.3%
Recommendation by Friends or Relatives



22.7%
Tour Operator Brochure/Web



14.1%
Travel Guide Book



5.5%
Recommendation by Travel Agent



5.5%
Newspaper/Magazine Advert/Article



3.7%
TV



3.1%
Books

Other Factors



65.0%
New Destination



45.4%
Good Flight Connections



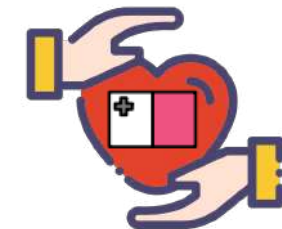
30.7%
Cost/Value for Money



23.9%
English Spoken Widely



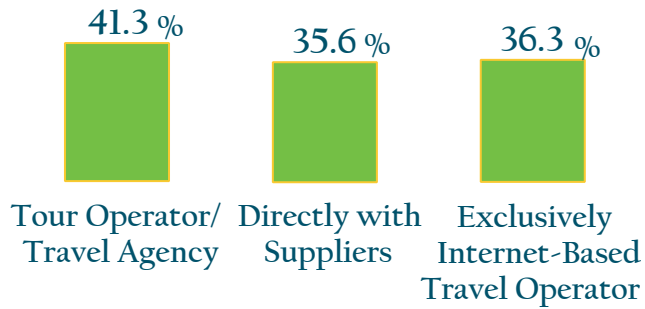
21.5%
Previous Visit



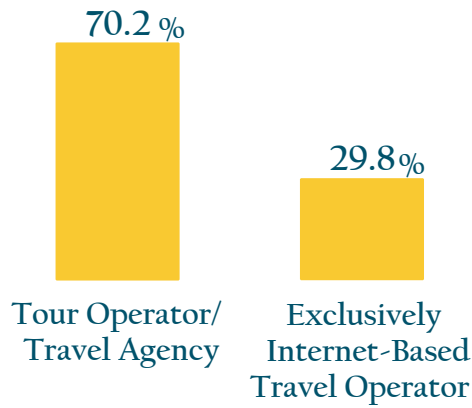
13.5%
Maltese Hospitality

Type of Booking

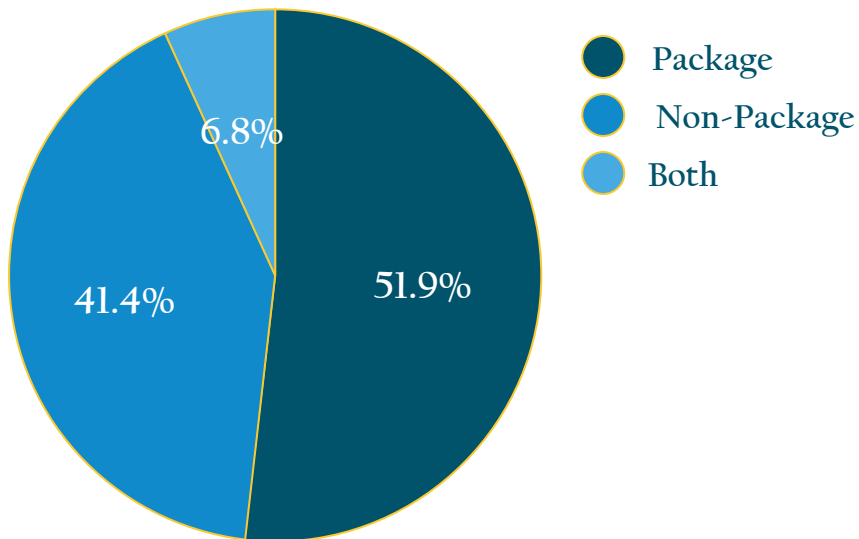
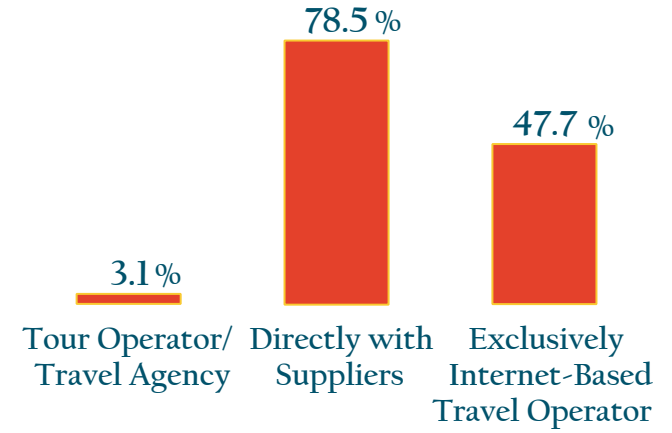
Trip Bookings Made With



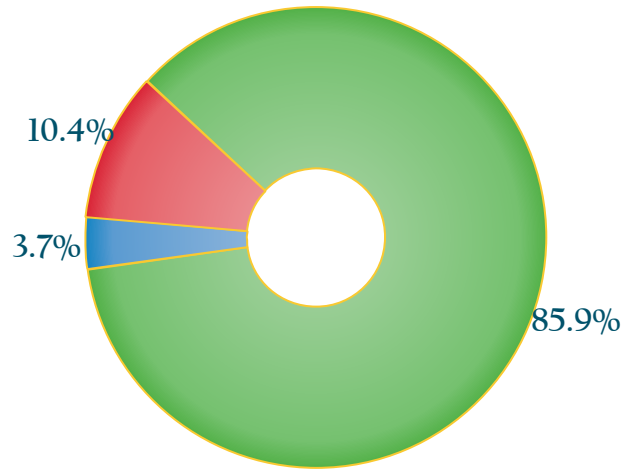
Package Bookings



Non-Package Bookings

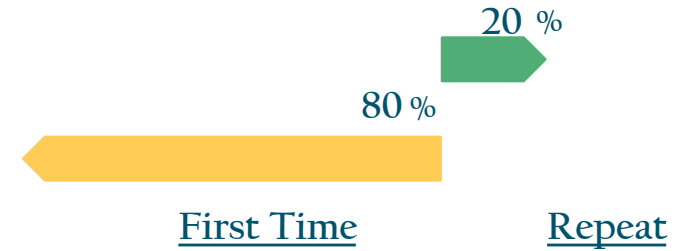


Type of Trip

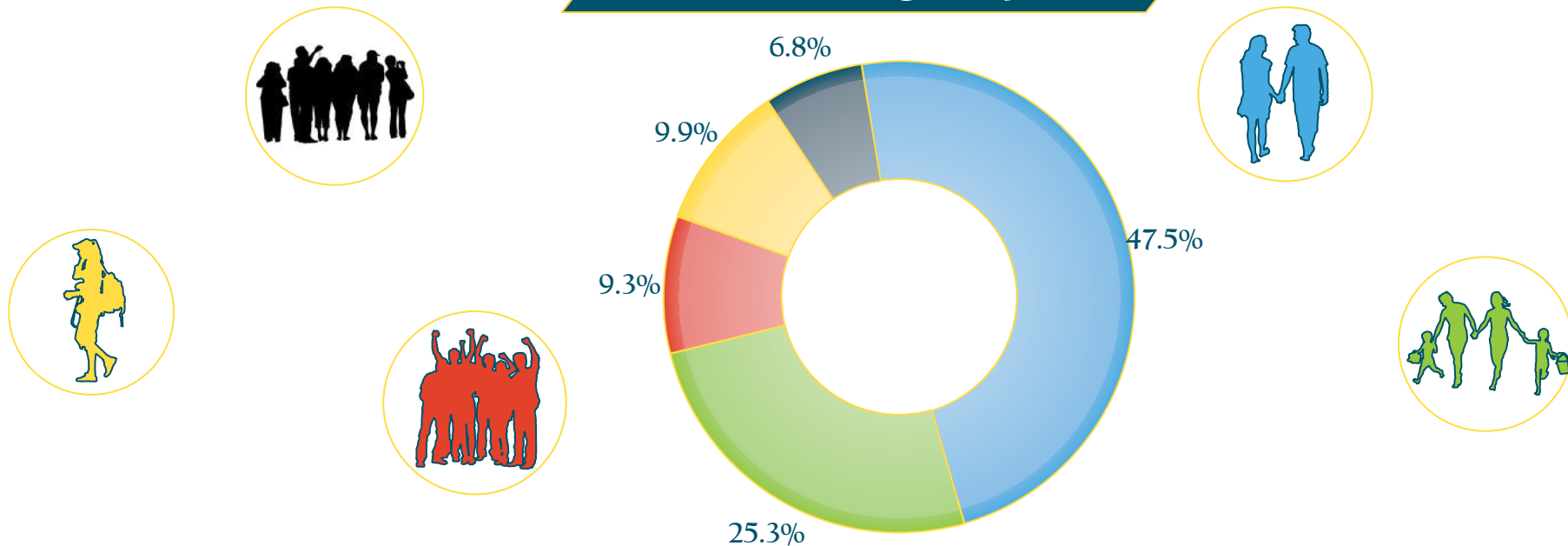


● Malta Only
 ● Gozo/Comino Only
 ● Both

1st Time vs Repeat Tourists



Travelling Party



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

Type of Accommodation Used

Maltese Islands



41.5%

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

25.8%

stayed in 3* hotels.

8.8%

stayed in 5* hotels.



17.7%

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

6.9%

stayed in Guesthouse/ hostel.

Activities Engaged In

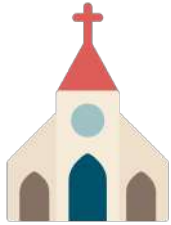
Cultural



81.0%

Visit

Historical Buildings



72.4%

Visit

Churches



65.6%

Visit

Archeological Sites



36.8%

Visit

Museums



14.7%

Visit Arts/
Craft sites



10.4%

Attend Local
Festivals/ Events



9.8%

Visit Local Produce
Sites/ Agro-experiences

Outdoor



65.0%

Swimming/
Sunbathing



52.4%

Hiking



41.1%

Leisure Boat
Trip



8.4%

Scuba Diving

Recreational



80.4%

Dine at
Restaurants



54.0%

Shopping



14.7%

Spa/ Wellness



11.0%

Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



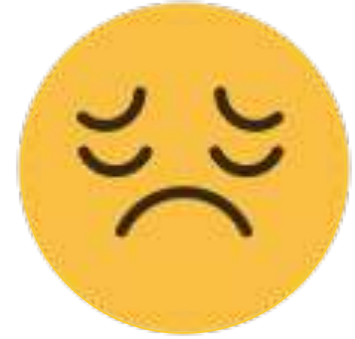
39.8%

Met



54.0%

Not Met



6.2%

91.2%

Would recommend the Maltese Islands to their friends/ relatives.

