

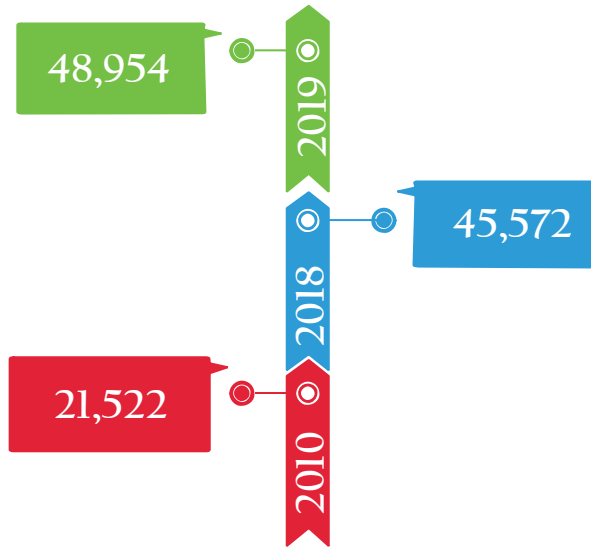


Switzerland

Market Profile 2019

1.8%
Market Share

Inbound Tourists



Seasonality



Air Connectivity



3 Airlines

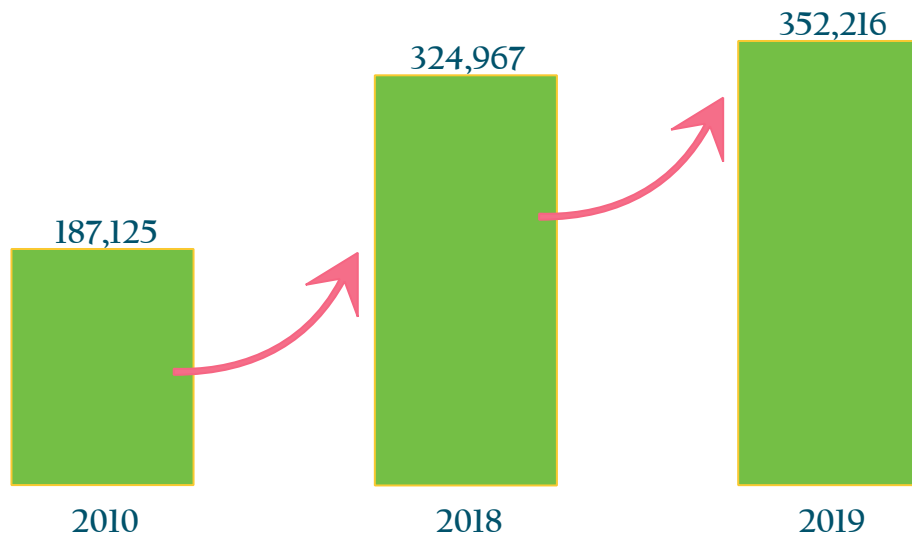
- Air Malta
- Swiss International Airlines
- EasyJet

2 Airports

- Zurich
- Geneve-Cointrin

Bed Nights

Total Nights

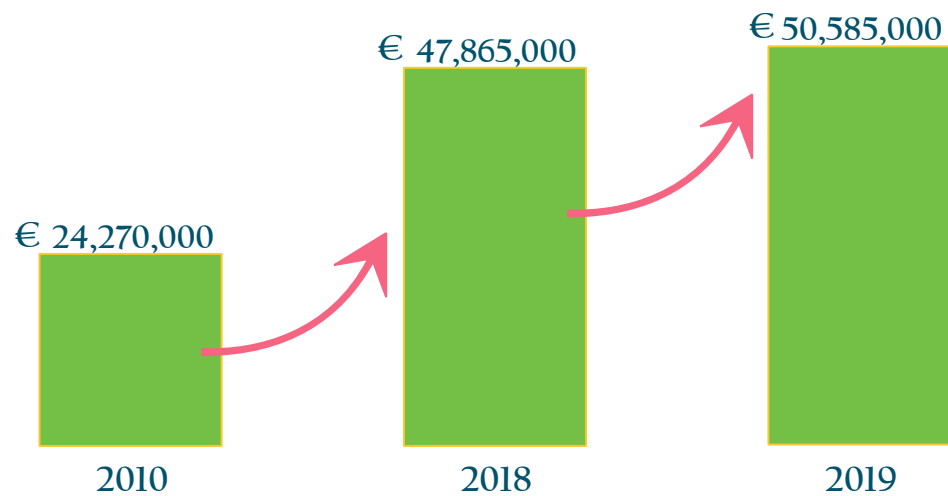


Average Length of Stay



Expenditure

Total Expenditure

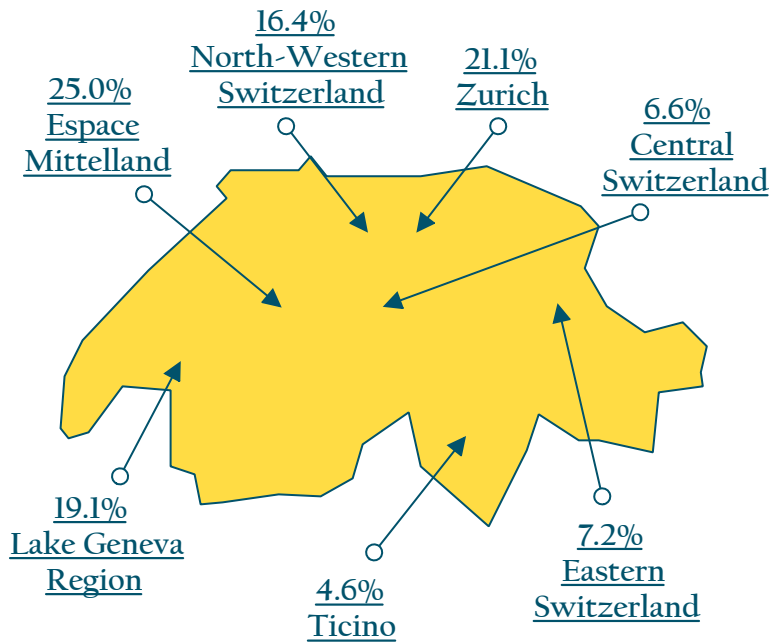


Expenditure per Capita

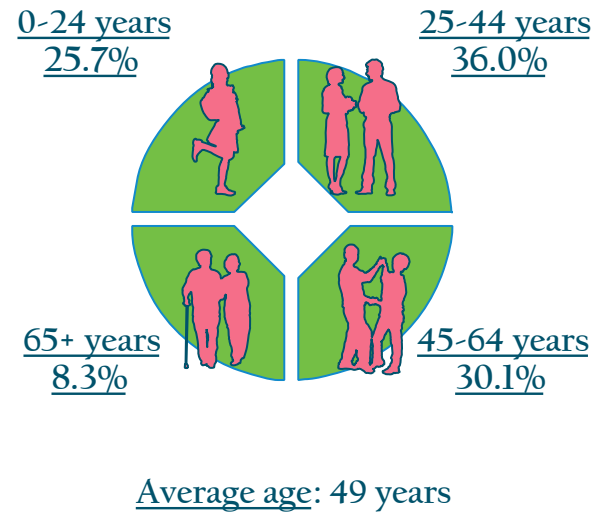


Socio-Demographic Profile

Region of Residence



Age Groups



Occupation

Employed Full-time

48.8%

Employed Part-time

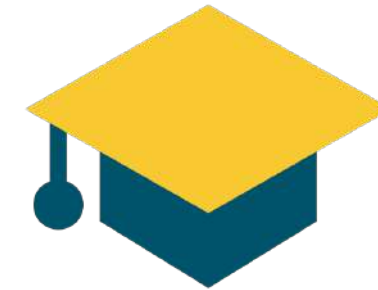
19.2%

Retired

17.4%



Level of Education



Tertiary Level

57.8%

Post-Secondary Level

10.2%

Vocational Training

23.5%

Living Arrangements

with Spouse/Partner
45.3%

with Spouse/
Partner/Children
28.2%

On their Own
17.6%

with Children
4.1%

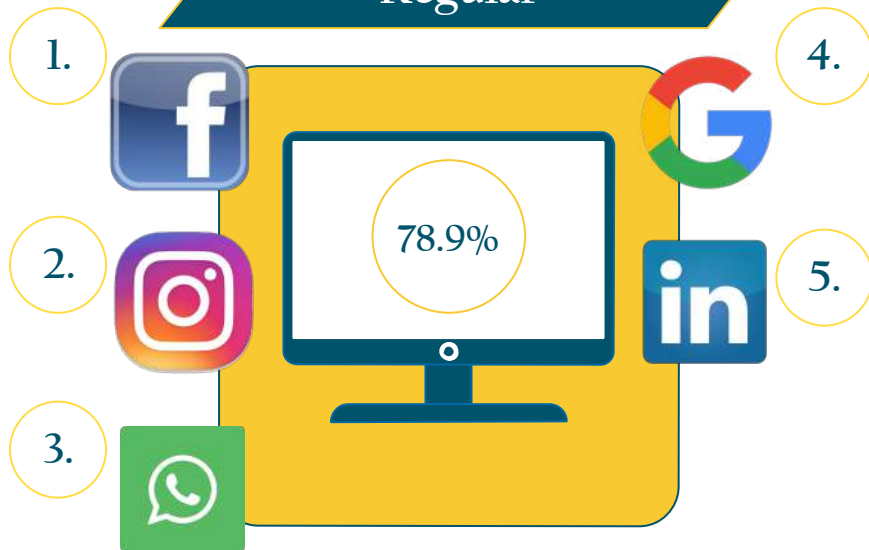


with Relatives/
Friends/Room mates
2.4%

with Parents
2.4%

Digital Media Usage

Regular



Travel Purposes



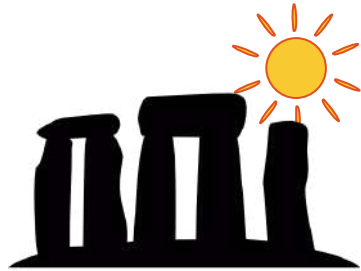
69.8%

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



Travel Motivations

Sun & Culture



43.8%

Sun



19.7%

Scuba Diving



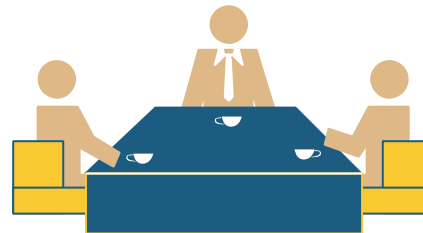
11.6%

Culture



7.9%

Business



6.7%

Other Sports



4.5%

Special Occasion



4.3%

Visiting Friends & Relatives



4.2%

TEFL



3.6%

Wellness



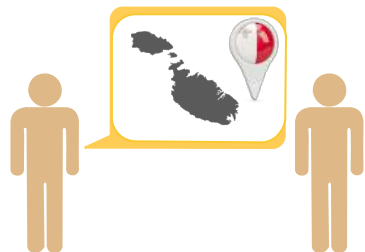
2.7%

Destination Choice Influencers

Communication Channels



39.9%
Digital Media



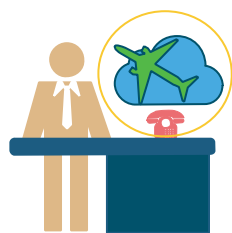
32.4%
Recommendation by Friends or Relatives



17.3%
Tour Operator Brochure/Web



15.0%
Travel Guide Book



11.0%
Recommendation by Travel Agent



7.5%
Newspaper/Magazine Advert/Article



4.6%
TV



3.5%
Books

Other Factors



61.3%
New Destination



44.5%
Good Flight Connections



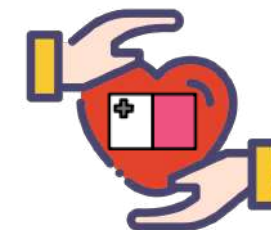
27.7%
Cost/Value for Money



26.0%
English Spoken Widely



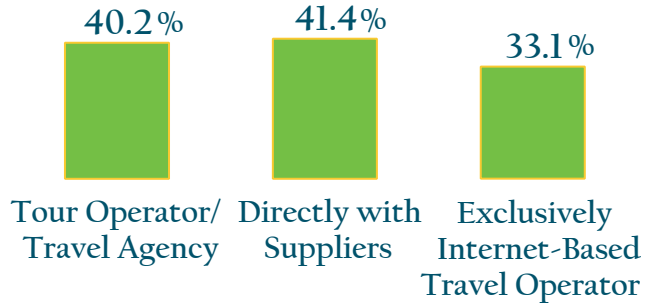
24.9%
Previous Visit



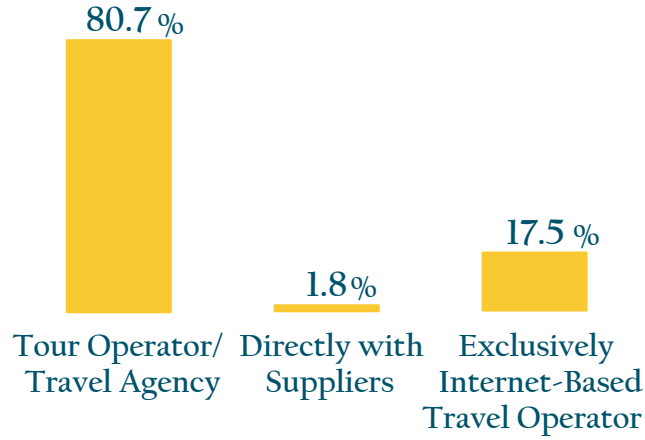
11.6%
Maltese Hospitality

Type of Booking

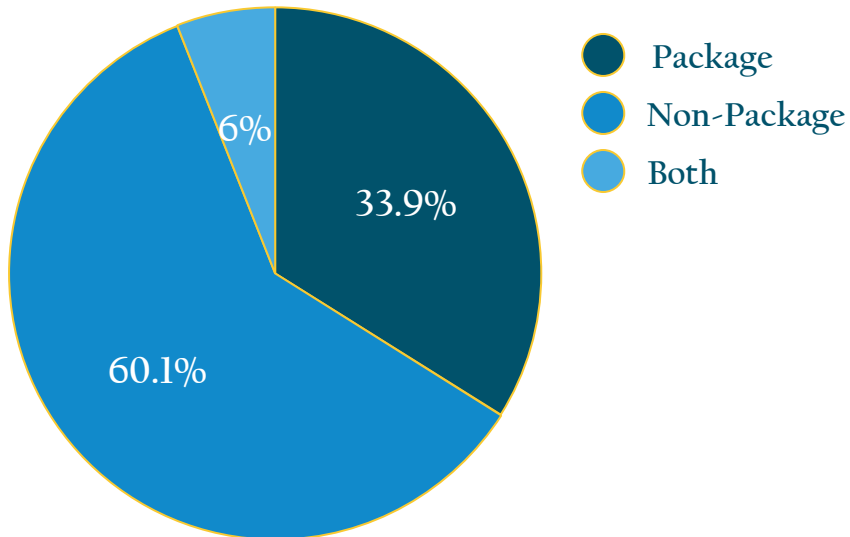
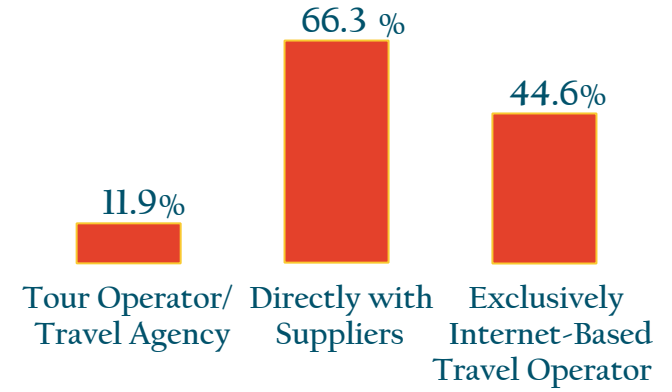
Trip Bookings Made With



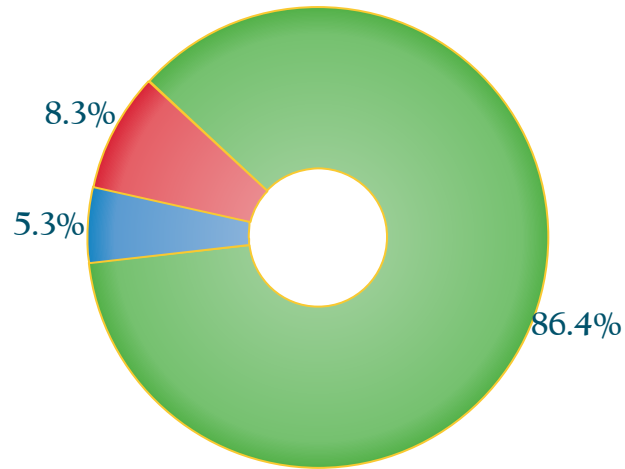
Package Bookings



Non-Package Bookings

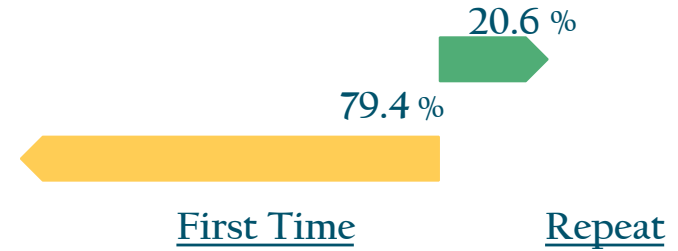


Type of Trip

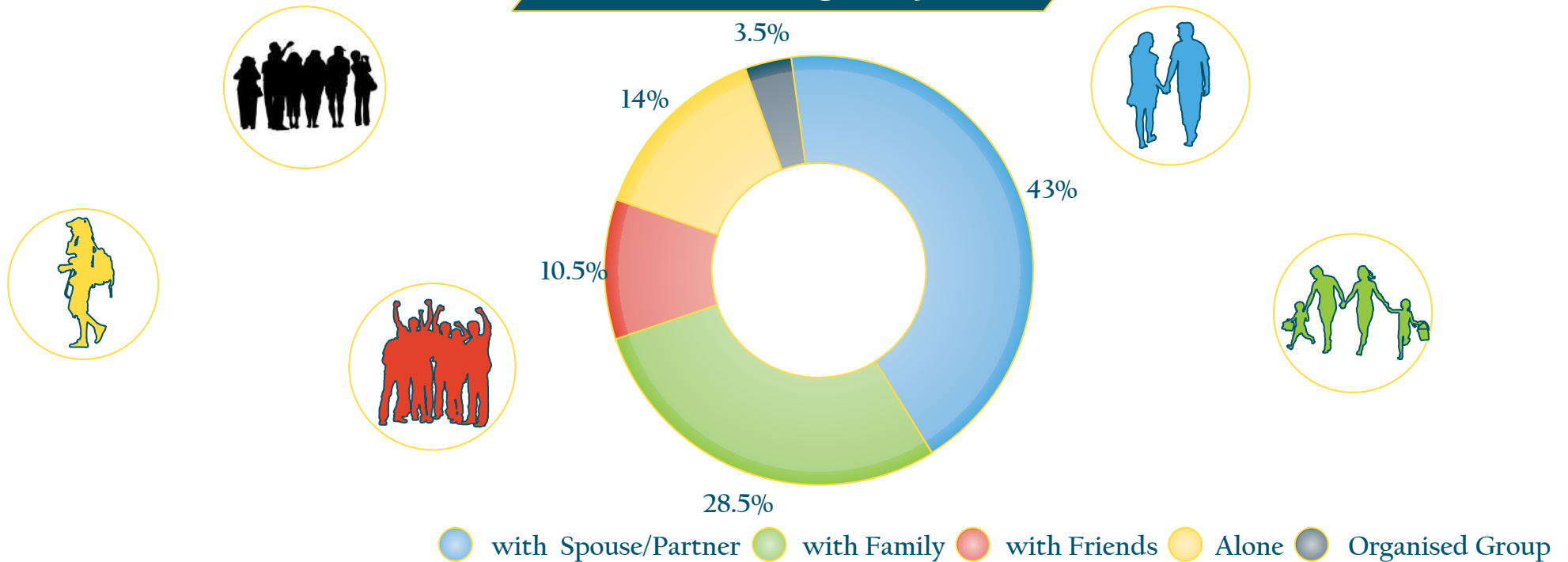


● Malta Only ● Gozo/Comino Only ● Both

1st Time vs Repeat Tourists



Travelling Party



Type of Accommodation Used

Maltese Islands



46.7%

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

16.0%

stayed in 5* hotels.

11.8%

stayed in 3* hotels.



19.0%

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

3.0%

stayed in Guesthouse/ hostel.

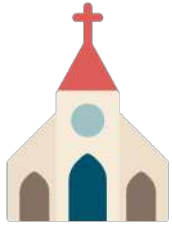
Activities Engaged In

Cultural



73.4%
Visit

Historical Buildings



64.2%
Visit

Churches



41.6%
Visit

Archeological Sites



34.7%
Visit

Museums



15.0%

Attend Local
Festivals/ Events



12.1%

Visit Arts/
Craft sites



8.7%

Visit Local Produce
Sites/ Agro-experiences

Outdoor



55.5%

Swimming/
Sunbathing



38.2%

Leisure Boat
Trip



29.0%

Hiking



11.0%

Scuba Diving

Recreational



76.3%

Dine at
Restaurants



50.9%

Shopping



19.1%

Spa/ Wellness



8.1%

Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



21.3%

Met



74.6%

Not Met



4.1%

91.7%

Would recommend the Maltese Islands to their friends/ relatives.

