



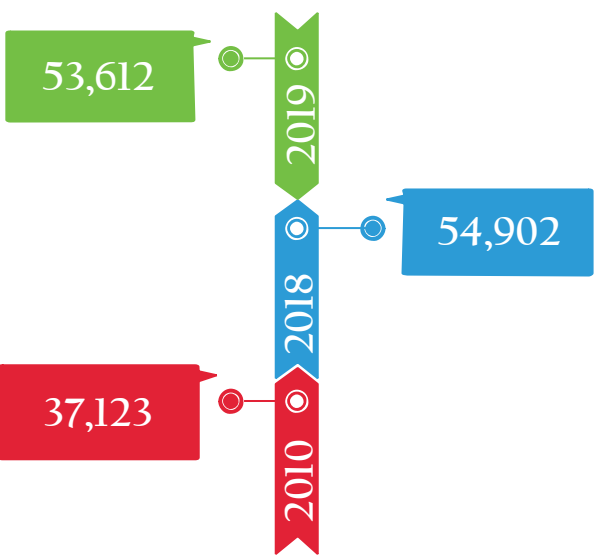
Sweden

Market Profile 2019

Inbound Tourists

Seasonality

1.9%
Market Share



Air Connectivity



2 Airlines

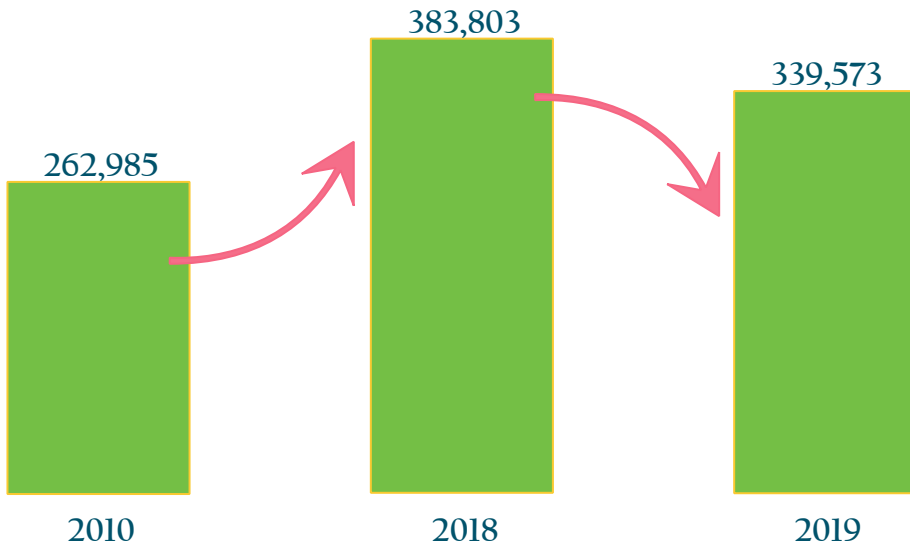
- Ryan air
- Scandinavian SAS

3 Airports

- Stockholm-Skavsta
- Stockholm-Arlanda
- Gothenburg-Landvetter

Bed Nights

Total Nights

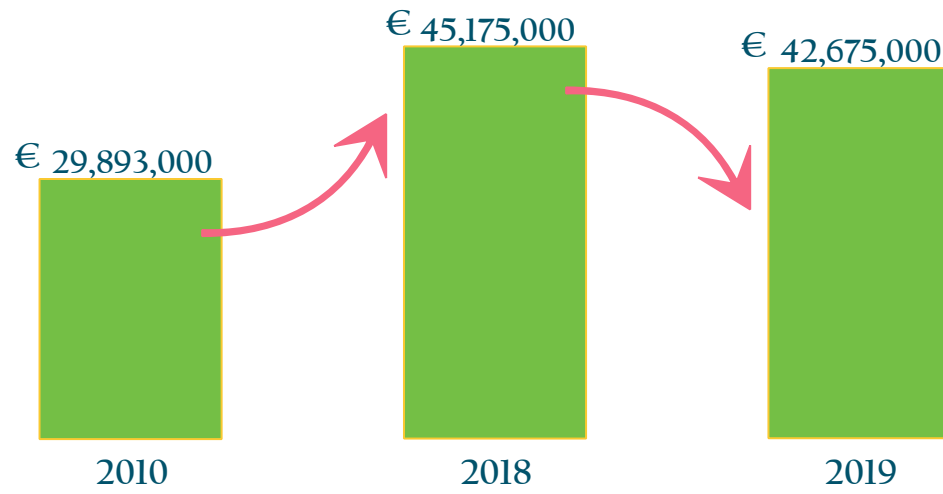


Average Length of Stay



Expenditure

Total Expenditure

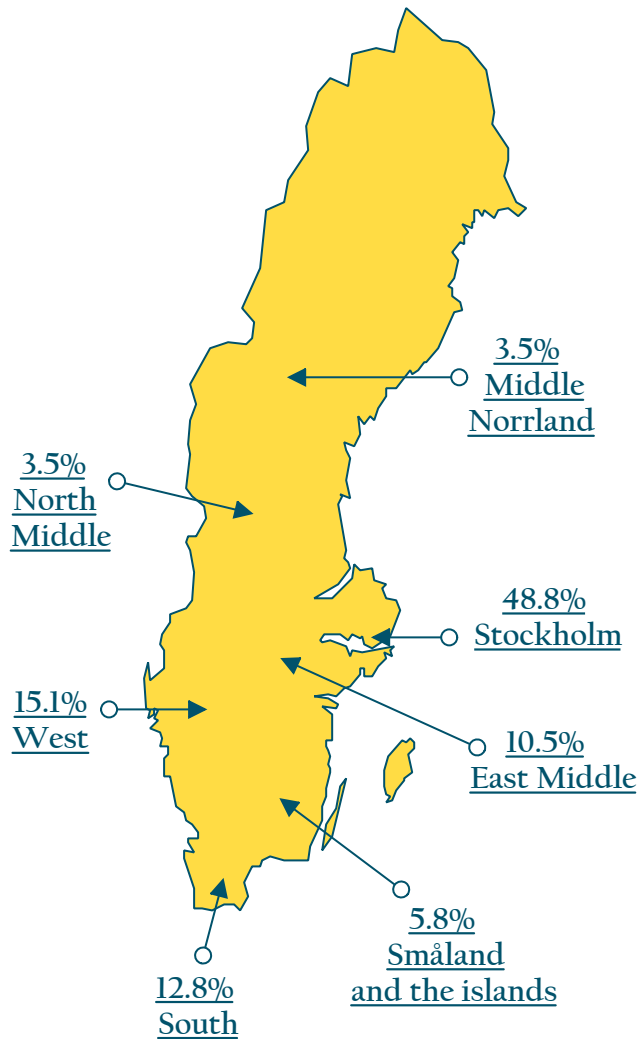


Expenditure per Capita

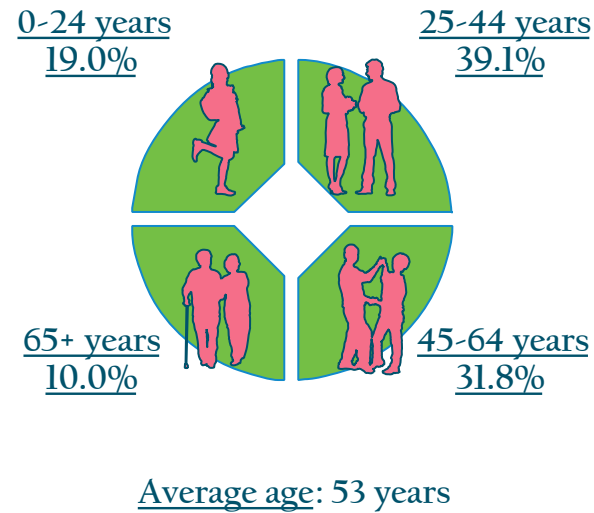


Socio-Demographic Profile

Region of Residence



Age Groups



Occupation

Employed Full-time

52.8%

Retired

23.6%

Employed Part-time

11.3%



Level of Education



Tertiary Level

54.5%

Secondary Level

8.9%

Post-Secondary Level

24.8%

Living Arrangements

with Spouse/Partner

50.5%

with Spouse/Partner/Children

21.5%

On their Own

18.7%

with Parents

3.7%

with Relatives/Friends/Room mates

1.9%

with Children

3.7%

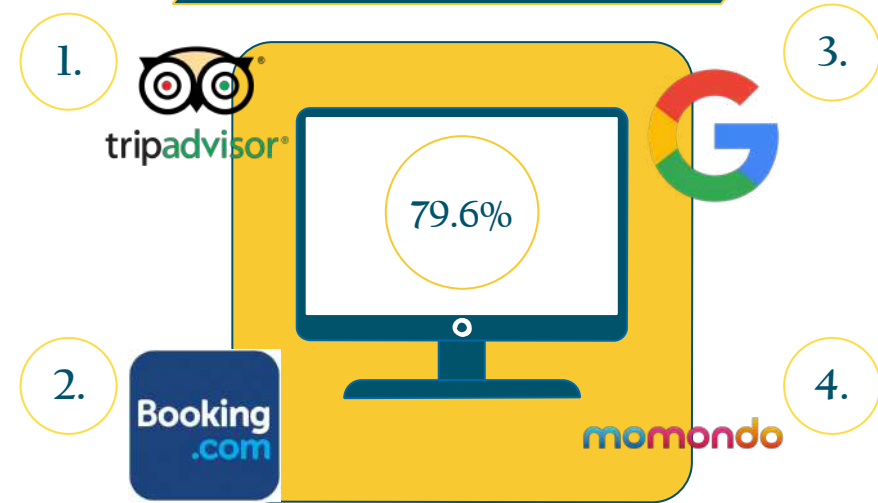


Digital Media Usage

Regular



Travel Purposes



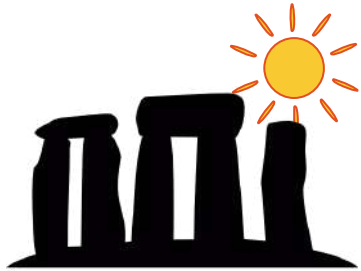
75.5%

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



Travel Motivations

Sun & Culture



46.1%

Sun



10.5%

Visiting Friends & Relatives



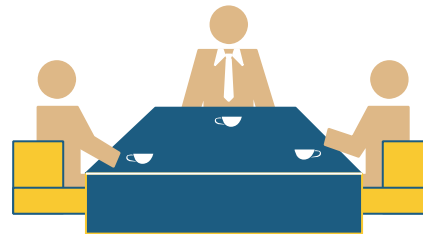
10.1%

Wellness



9.9%

Business



7.3%

Special Occasion



7.3%

Culture



6.6%

Scuba Diving



5.2%

Other Sports



1.4%

Destination Choice Influencers

Communication Channels



56.0%
Digital Media



30.8%
Recommendation by
Friends or Relatives



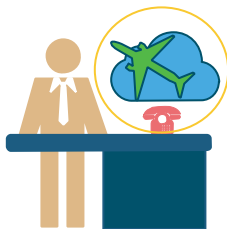
15.0%
Newspaper/Magazine
Advert/Article



14.0%
Tour Operator
Brochure/Web



7.5%
Travel Guide
Book



5.6%
Recommendation
by Travel Agent



4.7%
Books



2.8%
TV

Other Factors



59.8%
New Destination



40.2%
Good Flight
Connections



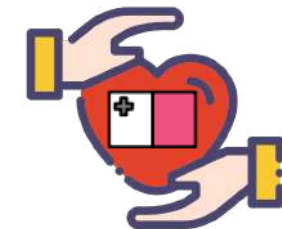
24.3%
Cost/Value
for Money



24.3%
English Spoken
Widely



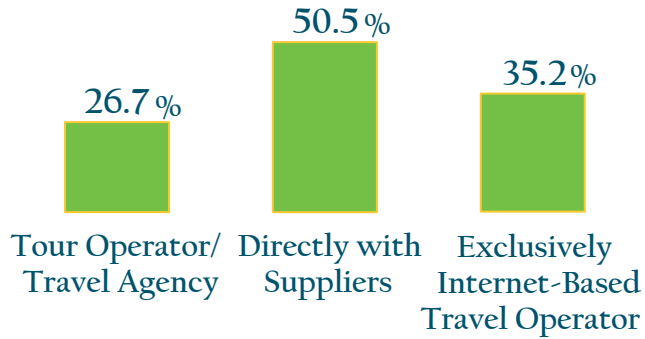
16.8%
Previous Visit



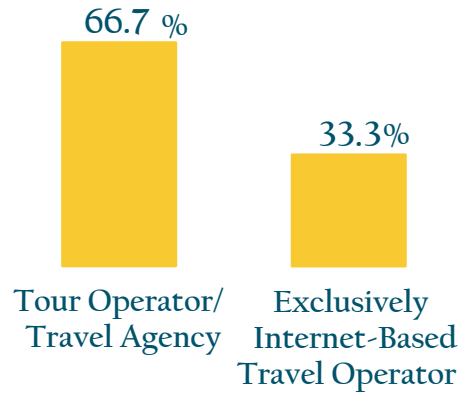
5.6%
Maltese
Hospitality

Type of Booking

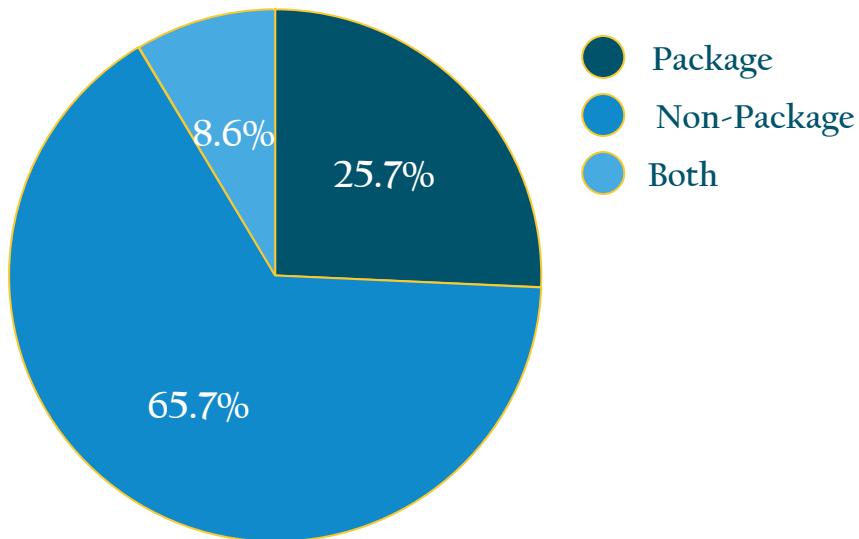
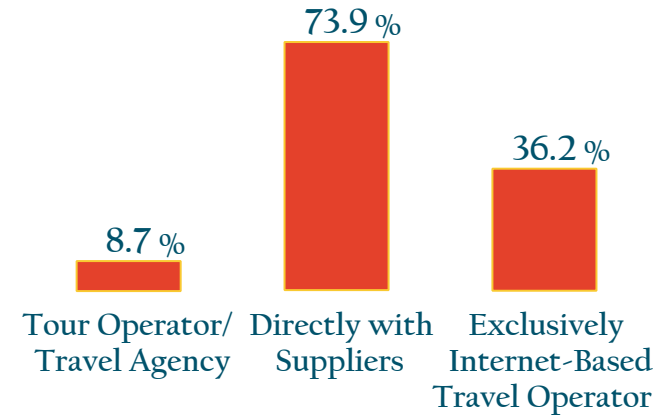
Trip Bookings Made With



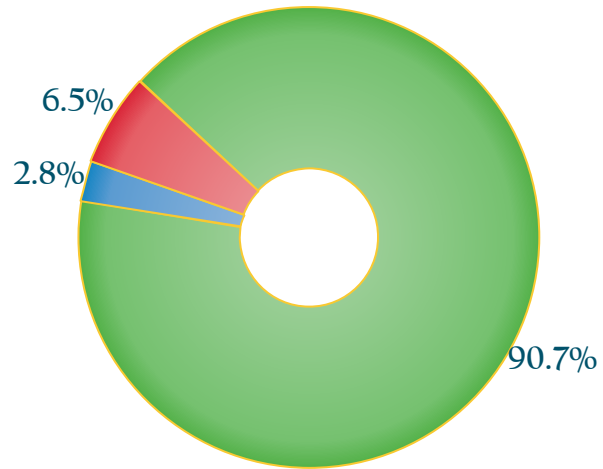
Package Bookings



Non-Package Bookings

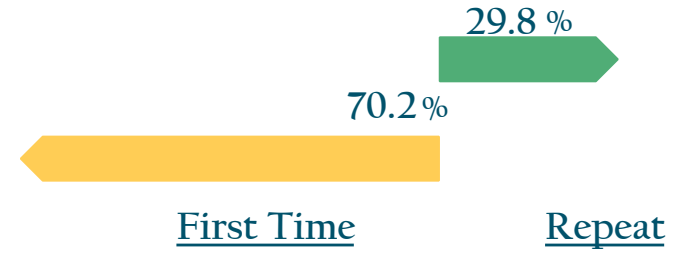


Type of Trip

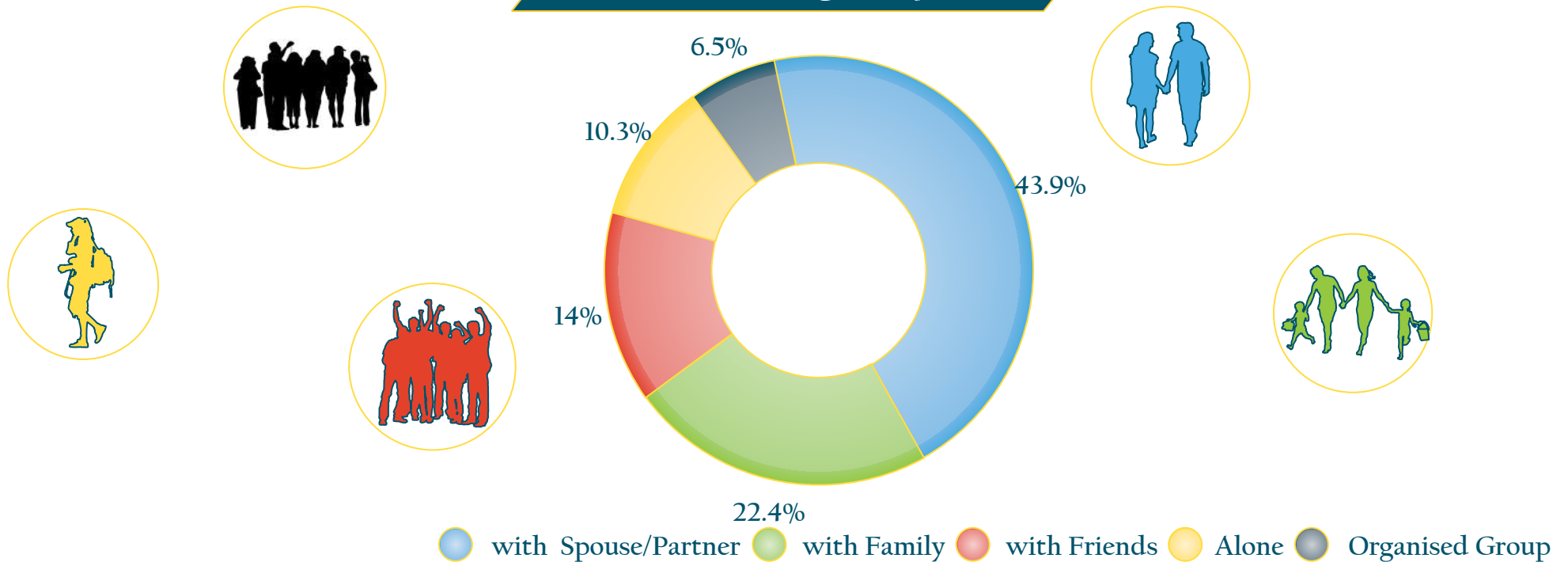


● Malta Only
 ● Gozo/Comino Only
 ● Both

1st Time vs Repeat Tourists



Travelling Party



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

Type of Accommodation Used

Maltese Islands



28.6%

of Swedish tourists spending nights in the Maltese Islands stayed in 3* hotels.

23.8%

stayed in 4* hotels.

13.3%

stayed in 5* hotels.



11.5%

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

8.6%

stayed in Guesthouse/ hostel.

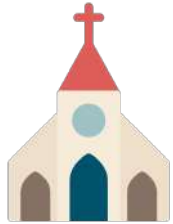
Activities Engaged In

Cultural



82.2%
Visit

Historical Buildings



59.8%
Visit

Churches



46.7%
Visit

Museums



43.9%
Visit

Archeological Sites



14.0%

Visit Local Produce
Sites/ Agro-experiences



12.1%

Attend Local
Festivals/ Events



12.1%

Attend Live Music
Event/ Concert

Outdoor



55.1%

Swimming/
Sunbathing



27.1%

Leisure Boat
Trip



14.3%

Hiking



6.6%

Scuba Diving

Recreational



80.4%

Dine at
Restaurants



43.9%

Shopping



18.7%

Spa/ Wellness



12.1%

Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



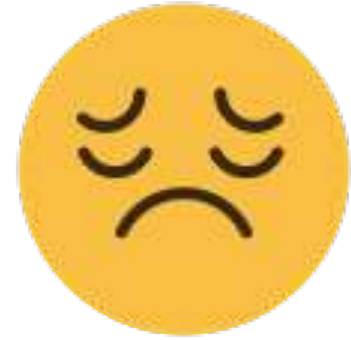
34.9%

Met



62.3%

Not Met



2.8%

96.2%

Would recommend the Maltese Islands to their friends/ relatives.

