



# Spain

## Market Profile 2019

**No. 5 Rank**

**4.2% Market Share**

### Inbound Tourists

116,295

2019

99,046

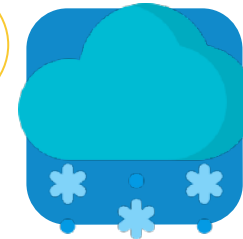
2018

67,842

2010

### Seasonality

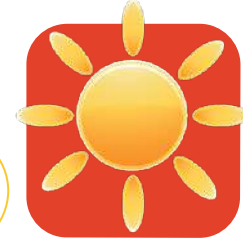
15.4%



27.9%



35.5%



21.2%



### Air Connectivity

#### 5 Airlines

- Ryanair
- Vueling
- Iberia Express
- Air Malta
- Volotea

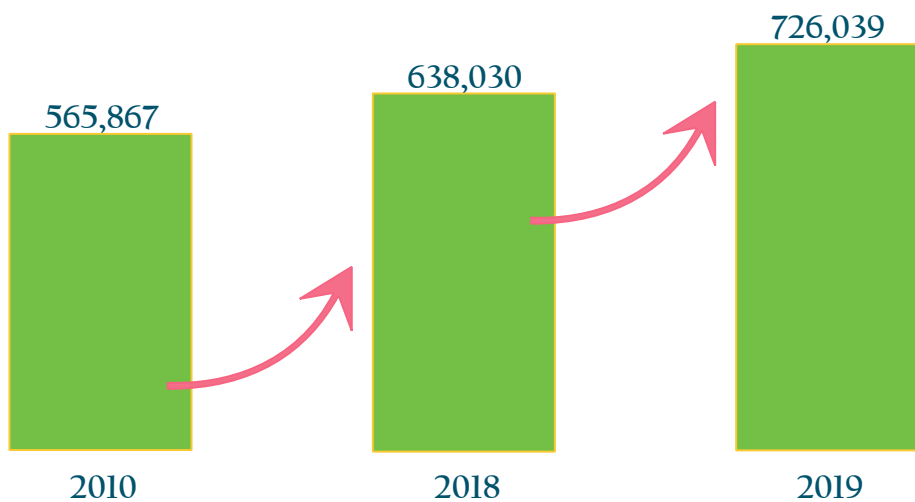
#### 9 Airports

- Barcelona-El Prat
- Madrid-Barajas
- Valencia
- Sevilla
- Girona
- Malaga-Pablo Ruiz Picasso
- Santiago de Compostela
- Bilbao
- Ibiza



## Bed Nights

### Total Nights

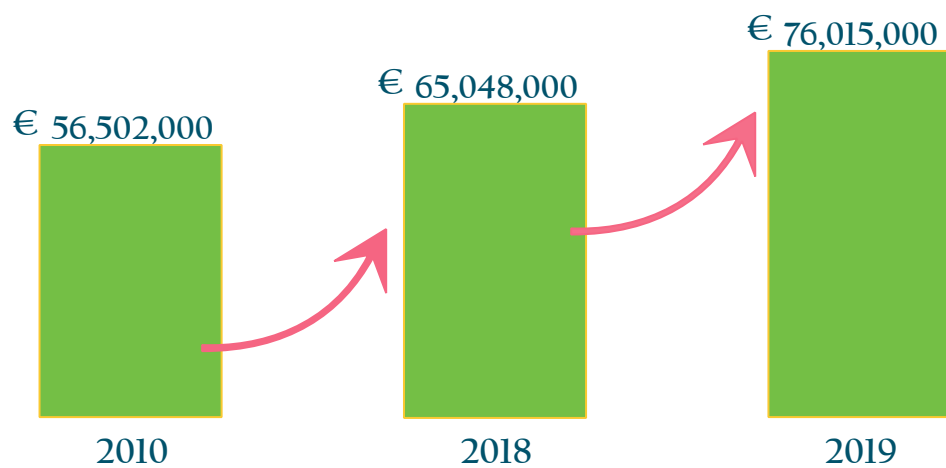


### Average Length of Stay



## Expenditure

### Total Expenditure

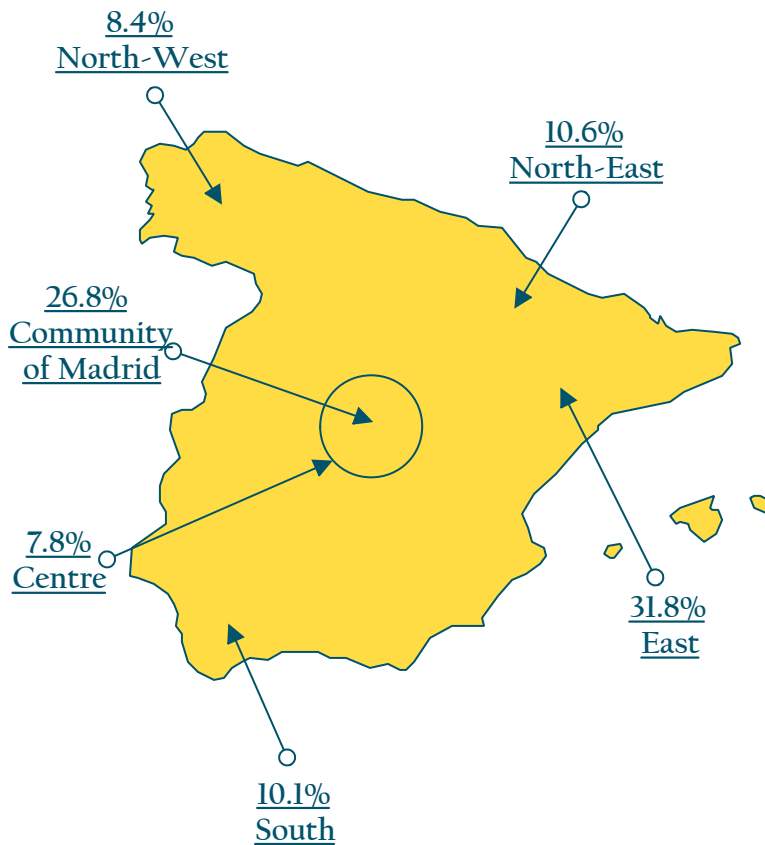


### Expenditure per Capita

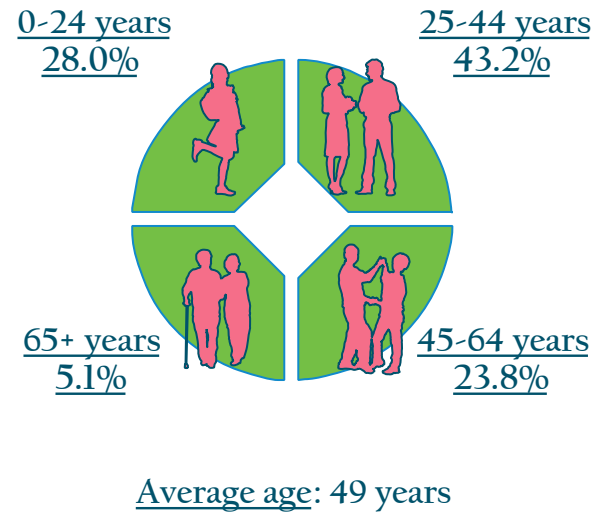


# Socio-Demographic Profile

## Region of Residence



## Age Groups



## Occupation

Employed Full-time

57.1%

Retired

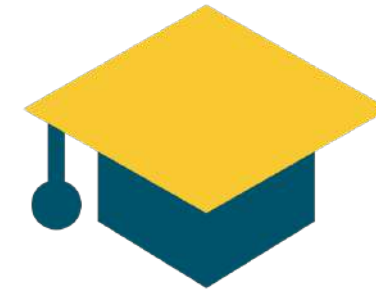
19.2%



Self-Employed

13.2%

## Level of Education



Tertiary Level

75.8%

Post-Secondary Level

12.1%

Vocational Training

9.9%

## Living Arrangements

with Spouse/Partner

40.6%

with Spouse/Partner/Children

31.7%



On their Own

13.3%

with Parents

5.6%

with Children

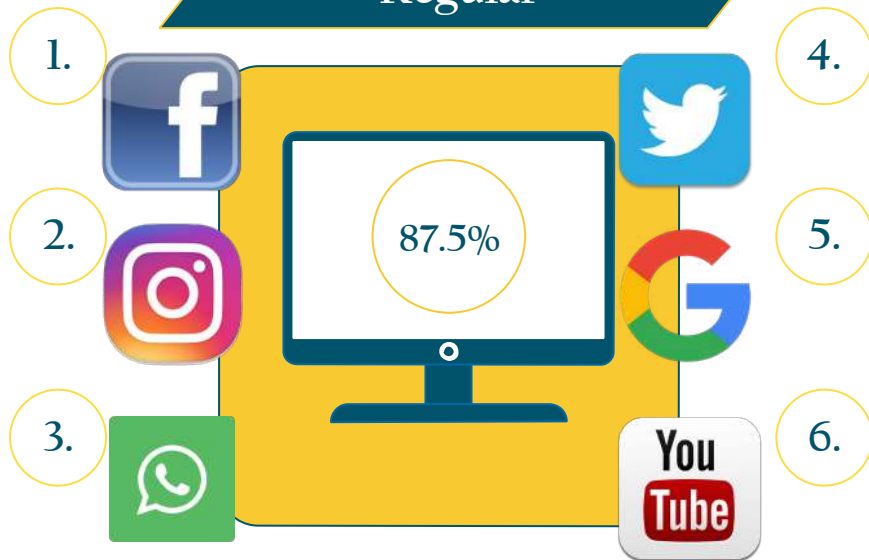
3.9%

with Relatives/Friends/Room mates

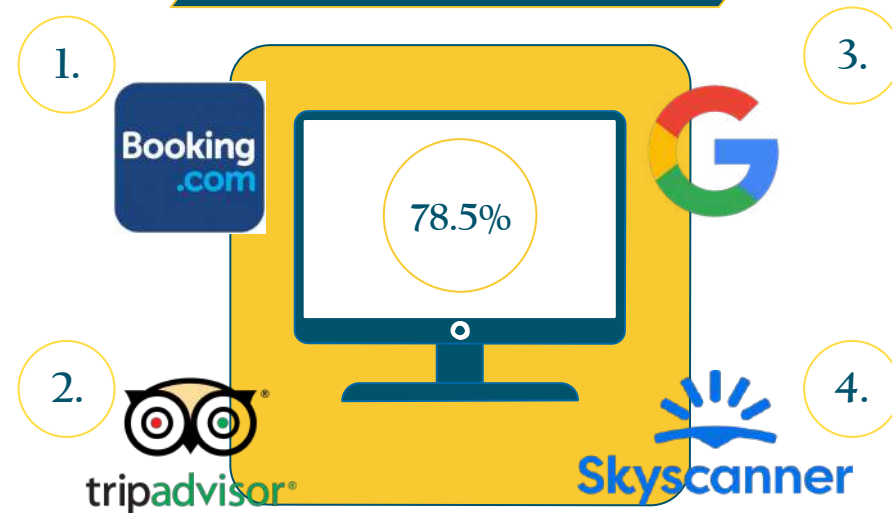
5.0%

# Digital Media Usage

## Regular

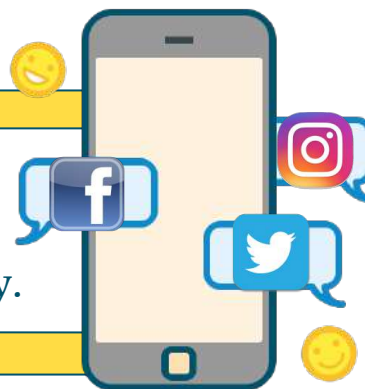


## Travel Purposes



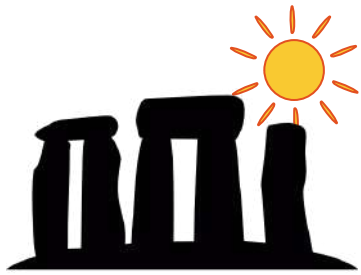
67.6%

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



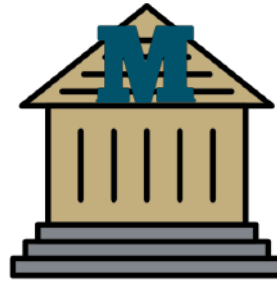
# Travel Motivations

Sun & Culture



32.9%

Culture



26.7%

Special Occasion



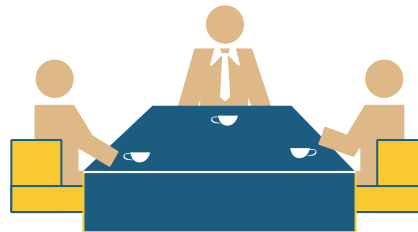
15.0%

Wellness



13.7%

Business



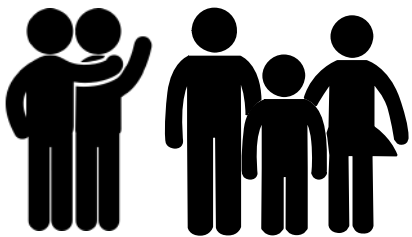
6.2%

Scuba Diving



4.6%

Visiting Friends & Relatives



4.1%

Sun



3.7%

TEFL



3.2%

Other Sports



1.5%

# Destination Choice Influencers

## Communication Channels



54.4%  
Digital Media



38.5%  
Recommendation by  
Friends or Relatives



12.1%  
Travel Guide  
Book



11.5%  
Tour Operator  
Brochure/Web



7.7%  
Newspaper/Magazine  
Advert/Article



7.7%  
TV



6.0%  
Books

## Other Factors



71.4%  
New Destination



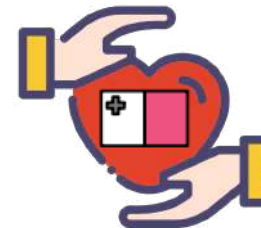
35.7%  
Good Flight  
Connections



19.2%  
English Spoken  
Widely



15.4%  
Cost/Value  
for Money



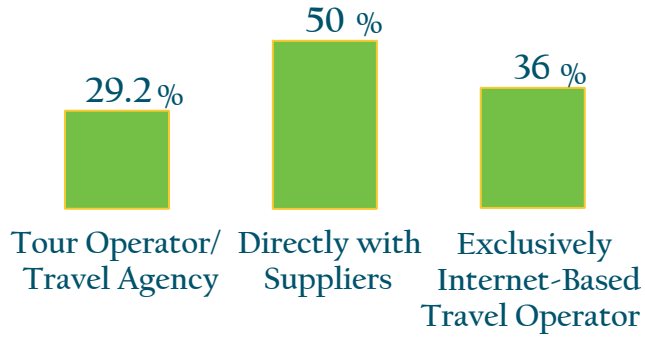
8.2%  
Maltese  
Hospitality



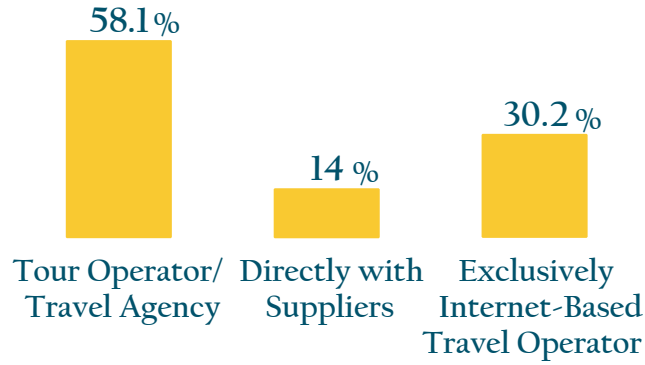
7.1%  
Previous Visit

# Type of Booking

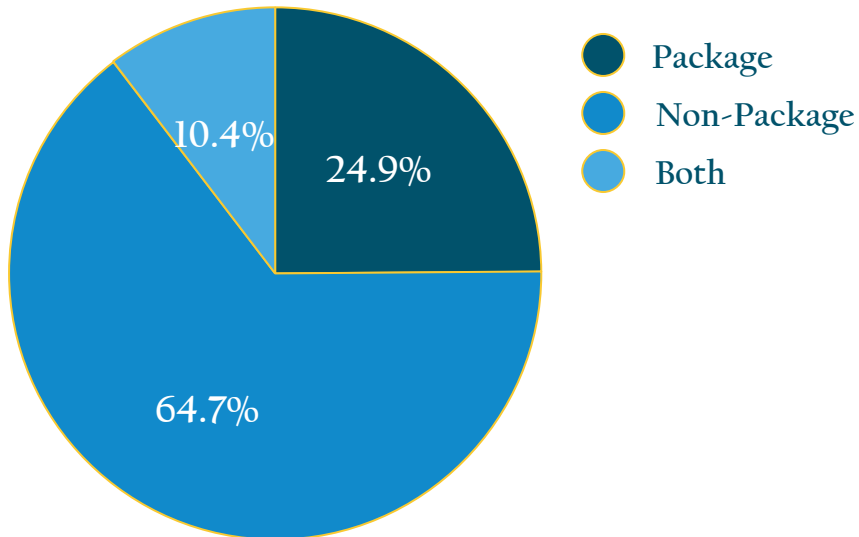
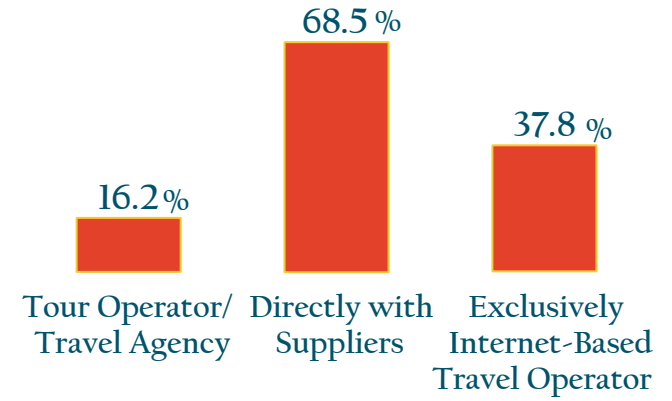
## Trip Bookings Made With



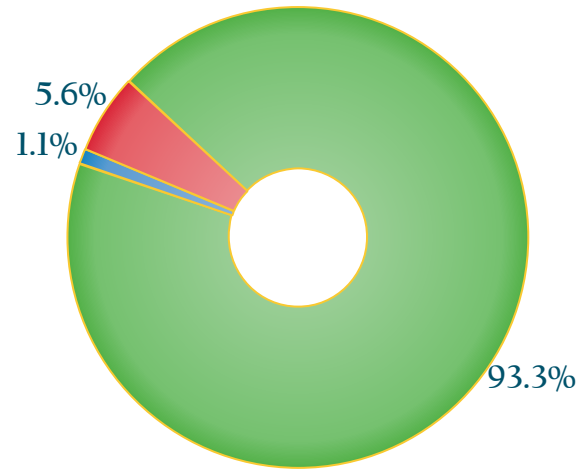
## Package Bookings



## Non-Package Bookings

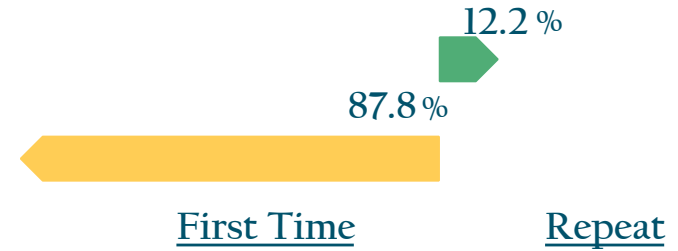


## Type of Trip

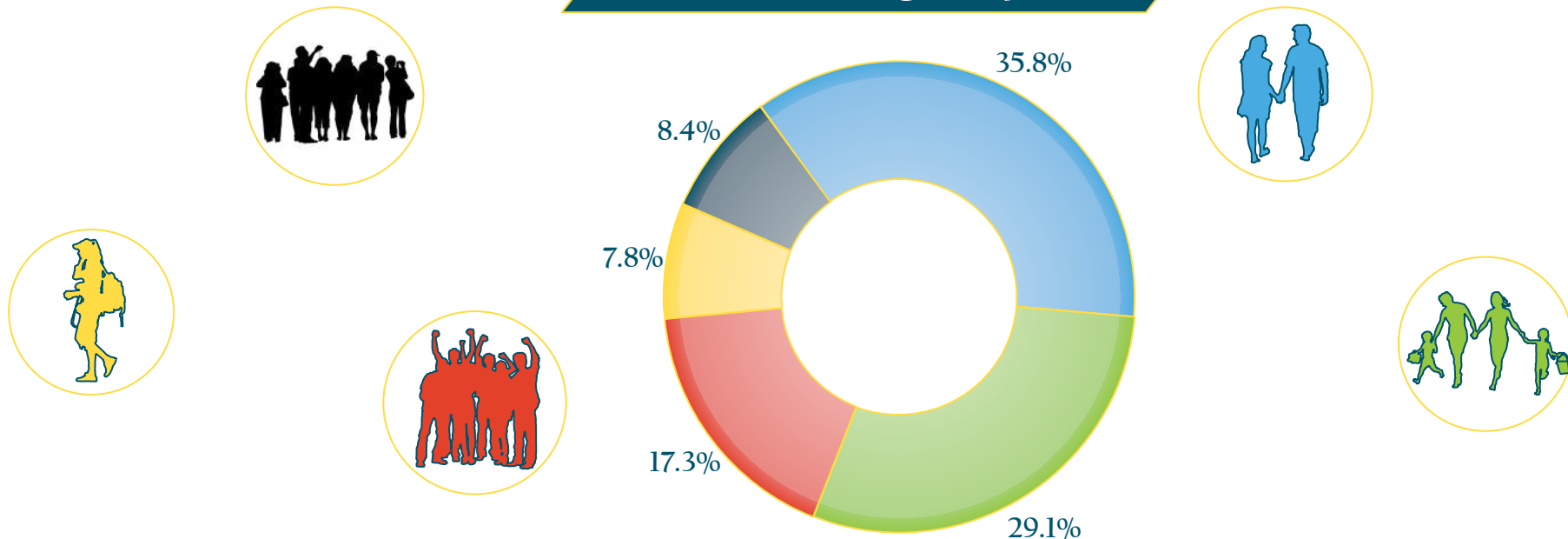


● Malta Only 
 ● Gozo/Comino Only 
 ● Both

## 1st Time vs Repeat Tourists



## Travelling Party



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



## Type of Accommodation Used

### Maltese Islands



35.4%

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

22.5%

stayed in 3\* hotels.

10.1%

stayed in 5\* hotels.



22.5%

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

7.3%

stayed in Guesthouse/ hostel.

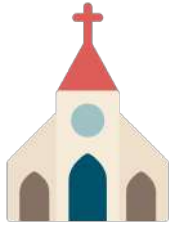
# Activities Engaged In

## Cultural



85.2%

Visit  
Historical Buildings



73.6%

Visit  
Churches



68.7%

Visit  
Archeological Sites



48.9%

Visit  
Museums



17.0%

Visit Arts/  
Craft sites



6.0%

Attend Traditional  
Religious Feast

## Outdoor



52.7%

Leisure Boat  
Trip



41.2%

Swimming/  
Sunbathing



21.3%

Hiking



7.7%

Scuba Diving

## Recreational



62.6%

Dine at  
Restaurants



50.5%

Shopping



21.4%

Spa/ Wellness



11.5%

Nightlife/  
Clubbing

# Tourists' Expectations of Malta

Exceeded



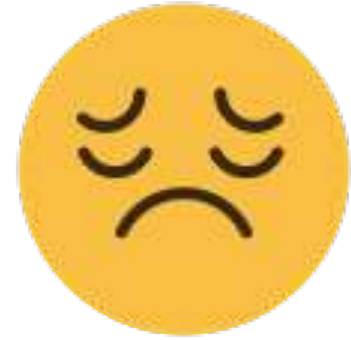
24.9%

Met



59.9%

Not Met



15.3%

87.6%

Would recommend the Maltese Islands to their friends/ relatives.

