



Business Travel to Malta 2019

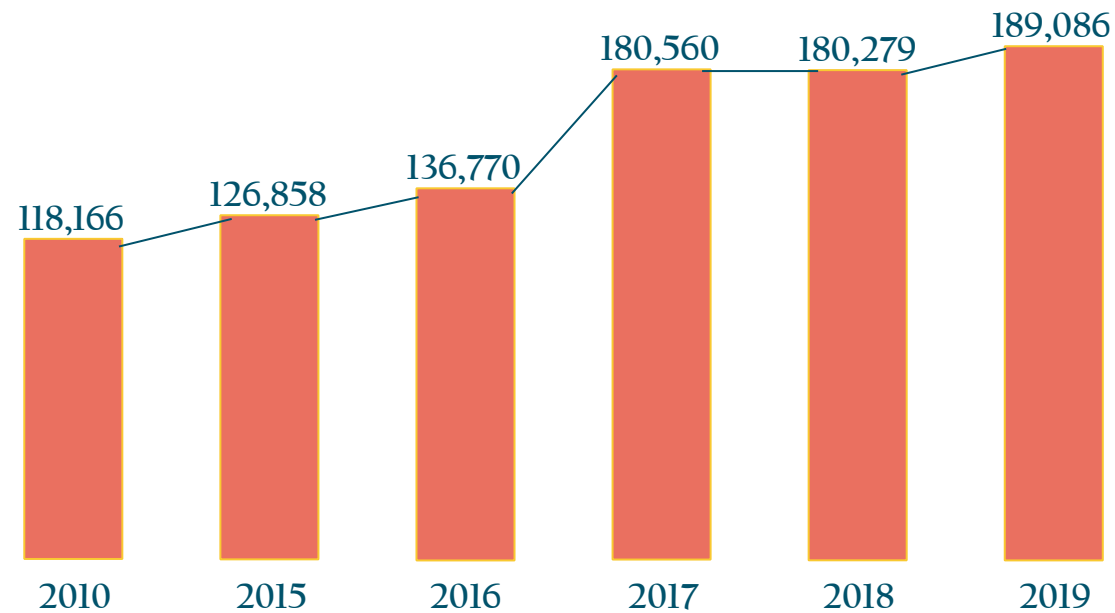
Total number of Business Tourists



Total Inbound Tourists
2,753,239
Total Business Tourists
189,086

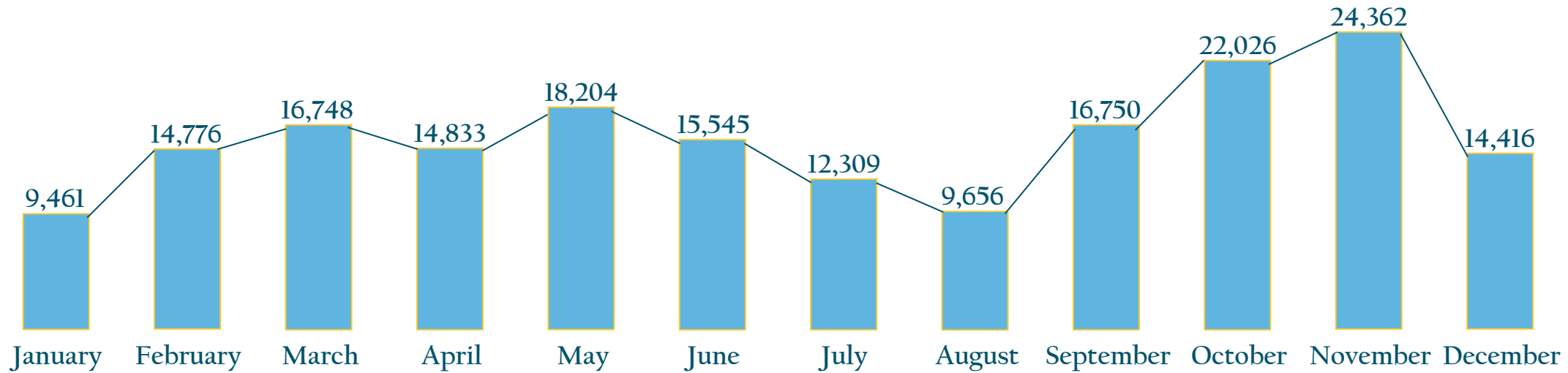
6.9%
Share of Business Travel out
of Inbound Tourists

Source: NSO



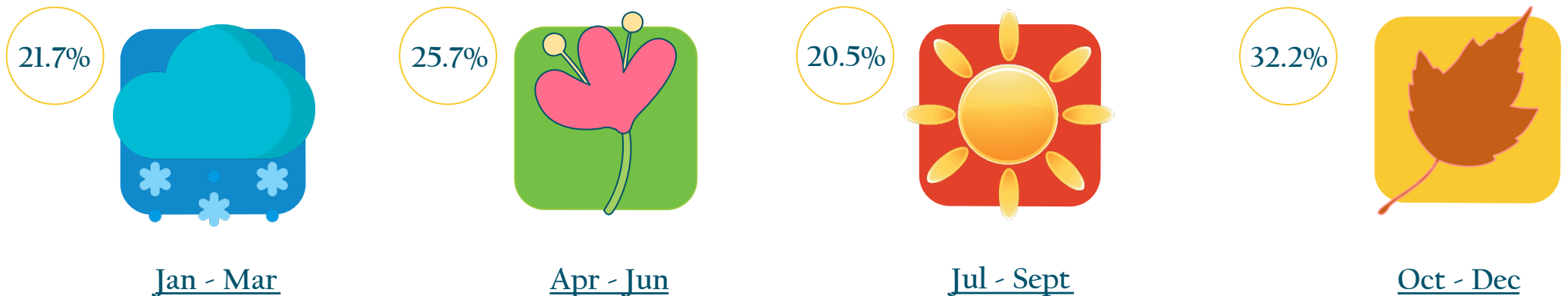
Source: NSO

Business Travel by Month



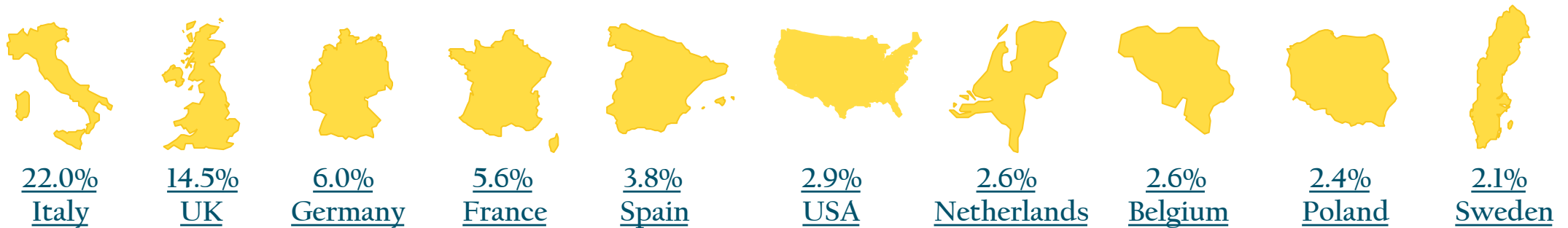
Source: NSO

Seasonality



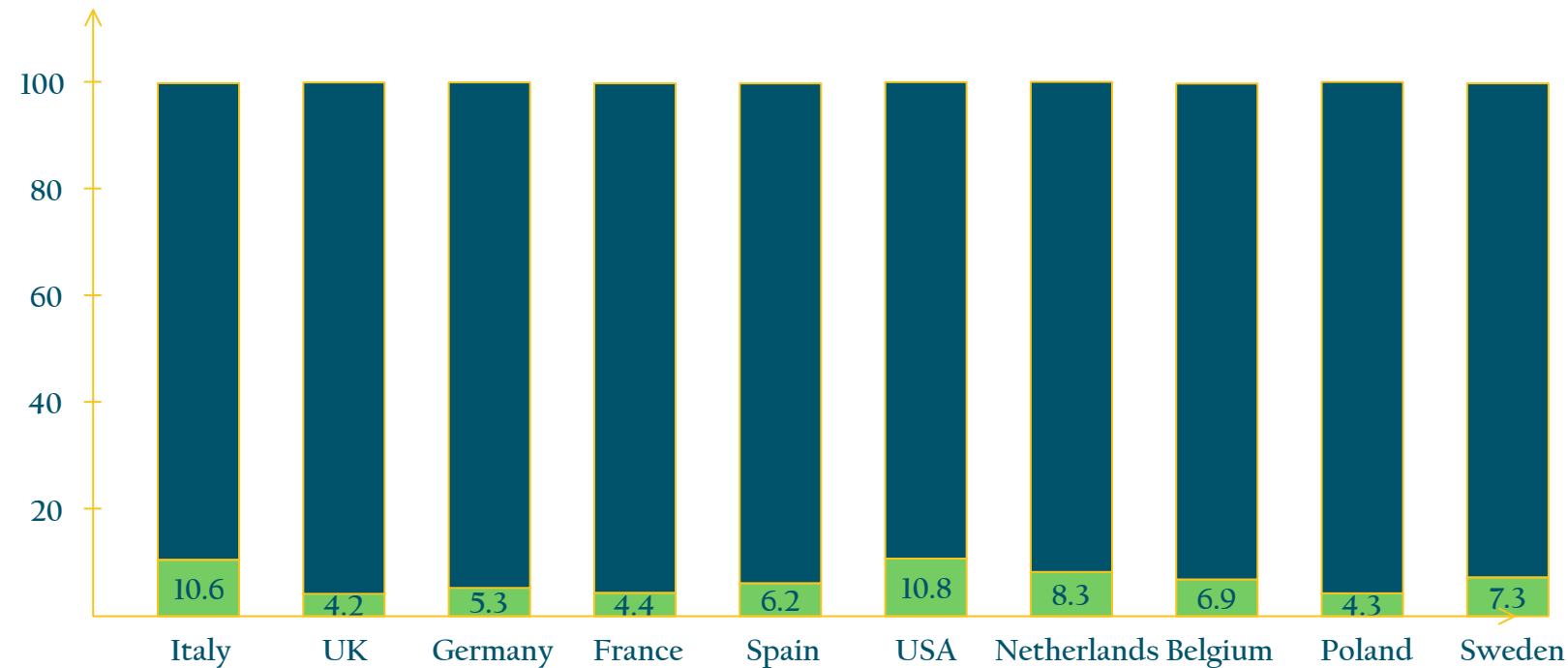
Source: NSO

Share of Top 10 Business Travel Markets



Source: NSO

Share of Business Travel from Total Inbound by Country

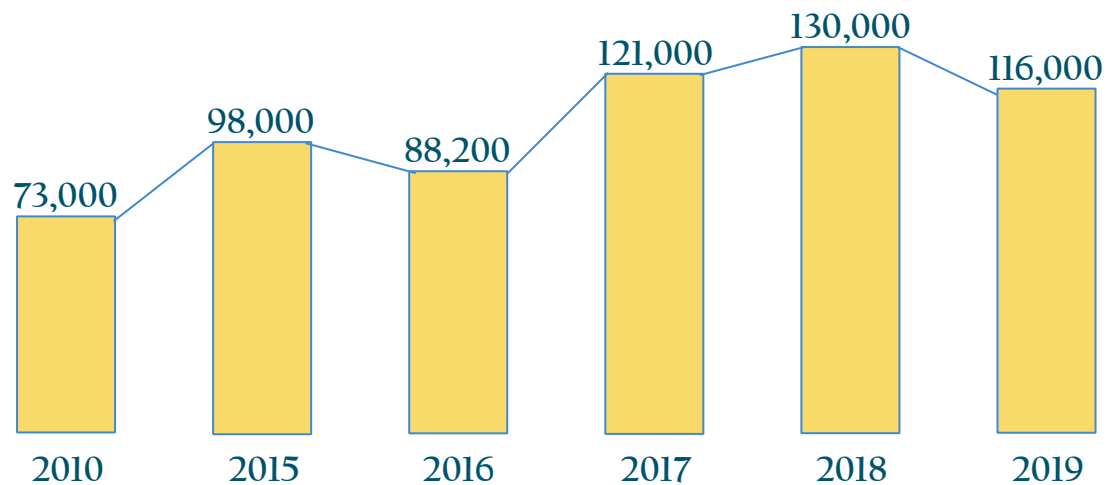


- Austria - 10.9%
- Switzerland - 6.7%
- Ireland - 4.5%
- Hungary - 5.4%
- Denmark - 3.2%
- Norway - 7.0%
- Russia - 3.5%
- Australia - 2.1%
- Finland - 9.0%
- Libya - 27.5%



Source: NSO

Estimate of MICE Travel to Malta



Source: MTA

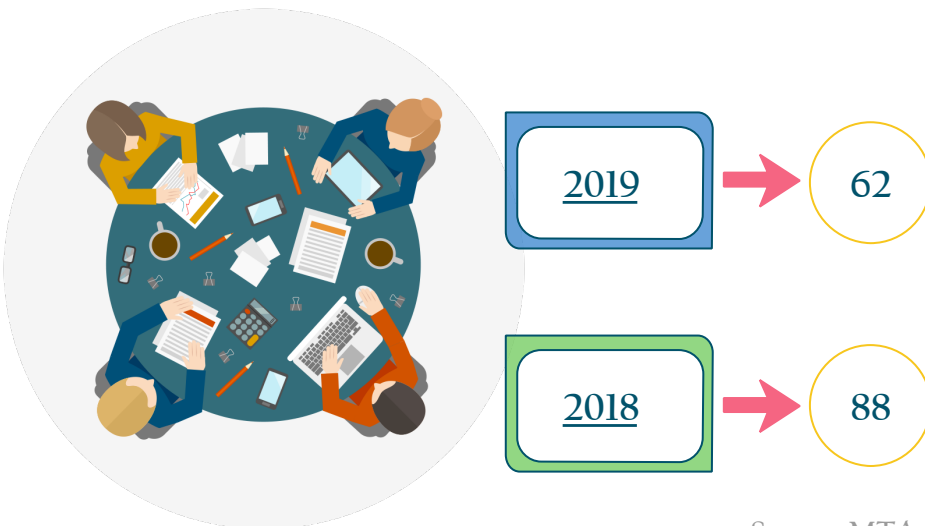
Average Length of Stay

3.1 Nights



Source: MTA

Average number of MICE delegates per event



Source: MTA

Main competing destinations for MICE Travel for 2019



Spain



Greece



Portugal



Italy

Source: MTA

Clients' Top Decisive Factors for choosing Malta

Conferences

1. Price/Value for Money
2. Accommodation Offer
3. Flight Connections
4. Climate / Mediterranean Destination
5. Meeting Facilities

Source: MTA

Incentives

1. Climate
2. Mediterranean Destination
3. Flight Connections
4. Price/Value for Money
5. Professional DMCs/ Variety of things to do.

Source: MTA

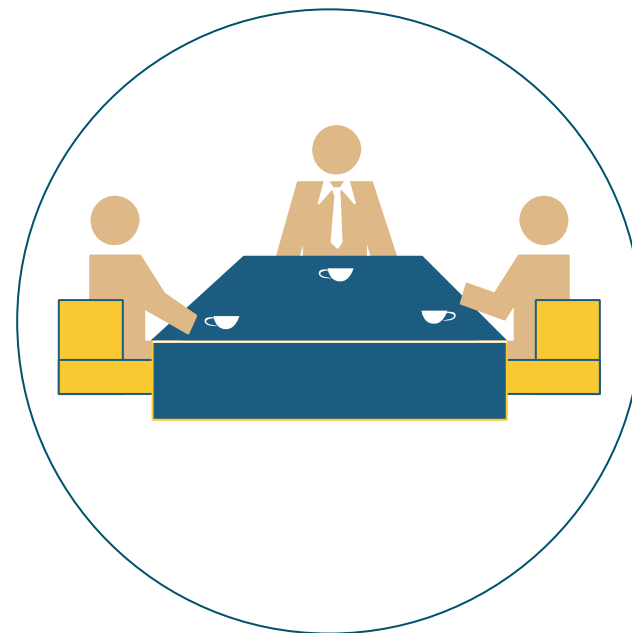
Clients' Top Decisive Factors for choosing DMC to work with

1. Knowledge & Professionalism - 78.6%

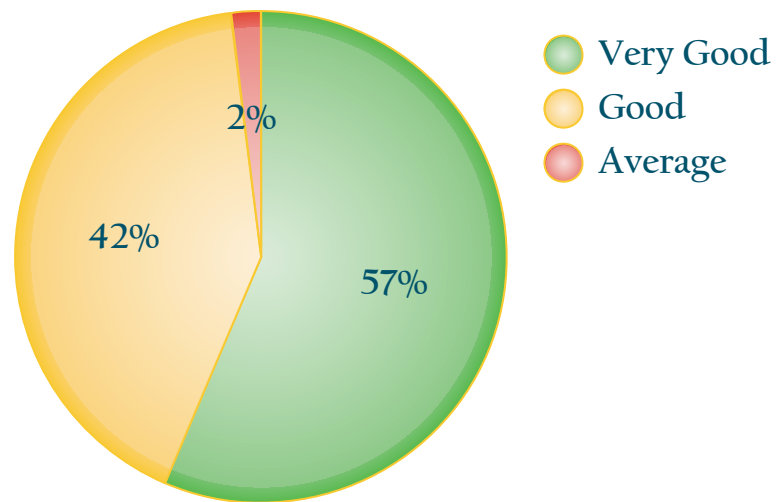
2. Worked with on previous Occassions - 42.9%

3. Rates & Conditions - 40.0%

Source: MTA

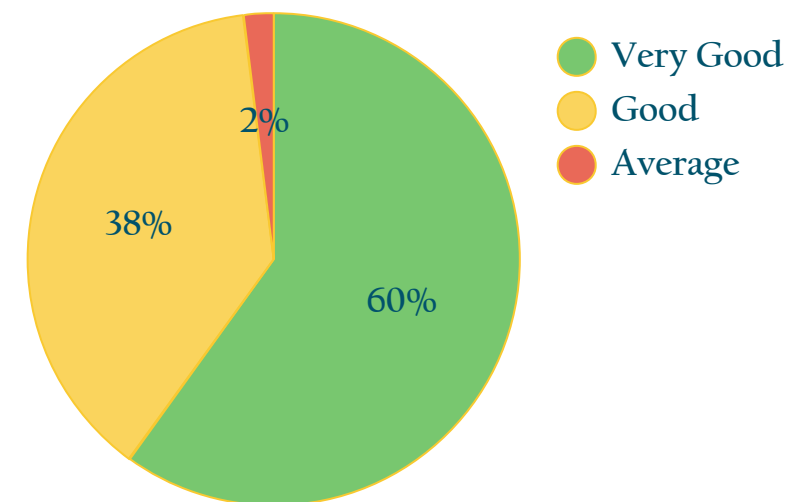


Clients' Evaluation on Price/Value for Money



Source: MTA

Clients' Overall Experience



Source: MTA

98.0%

Would recommend the
Maltese Islands for MICE.



Source: MTA