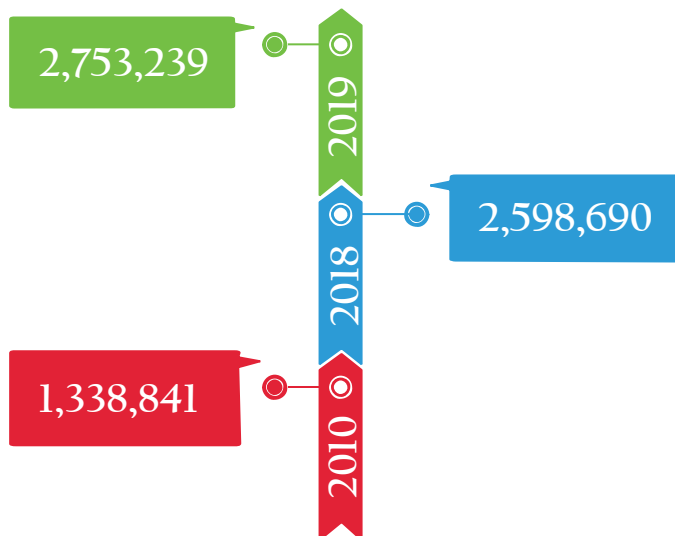




# Tourism to Malta

## Market Profile 2019

### Inbound Tourists



### Seasonality



### Air Connectivity



Directly connected to  
130 airports in 2019.

#### Top 10 Airlines (passenger movements)

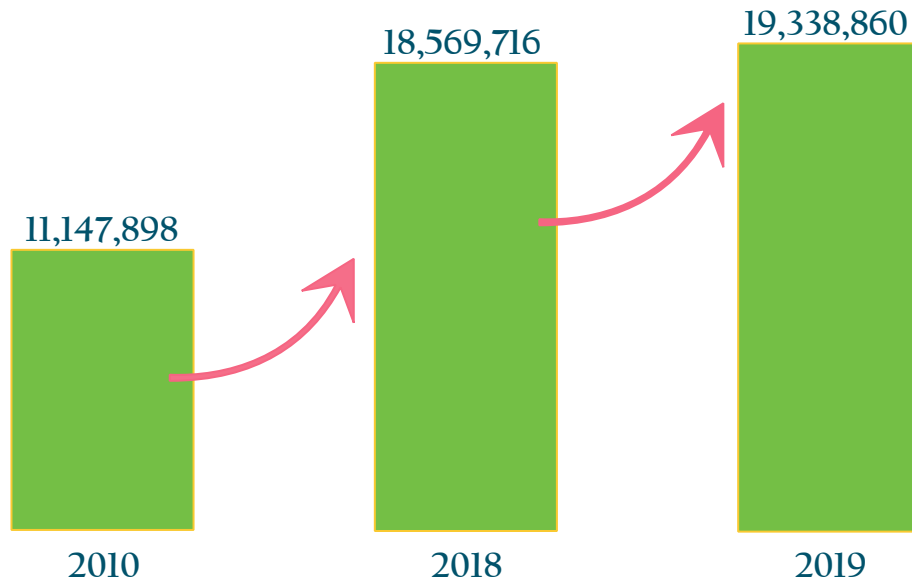
- Ryanair
- Air Malta
- EasyJet
- Wizz Air
- Lufthansa
- Turkish Airlines
- Jet2.com
- Alitalia
- Emirates
- British Airways

#### Top 10 Airports (passenger movements)

- London - Gatwick
- Rome - Fiumicino
- Frankfurt
- Catania - Fontanarossa
- Manchester
- Munich - Franz Josef Strauss
- London - Heathrow
- Istanbul
- Barcelona - Aeropuerto El Prat de Barcelona
- Vienna

## Bed Nights

### Total Nights

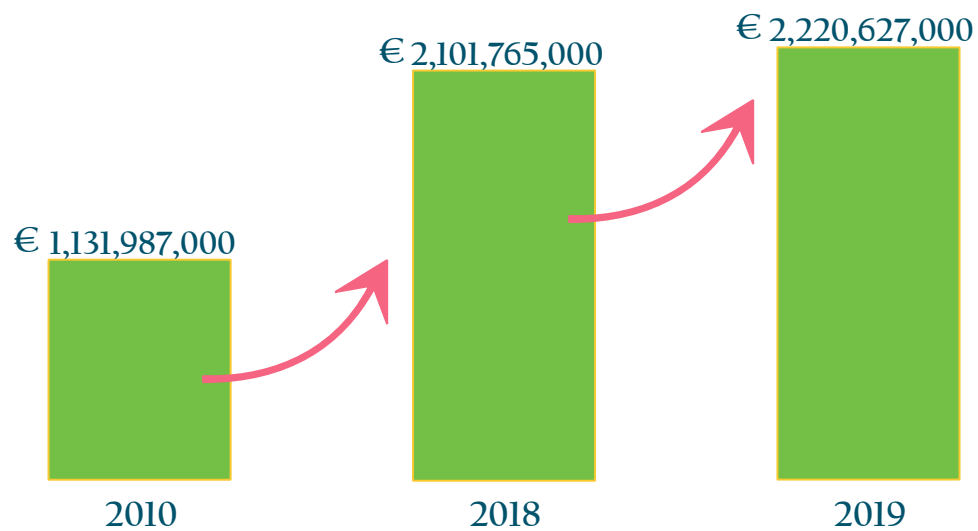


### Average Length of Stay



## Expenditure

### Total Expenditure

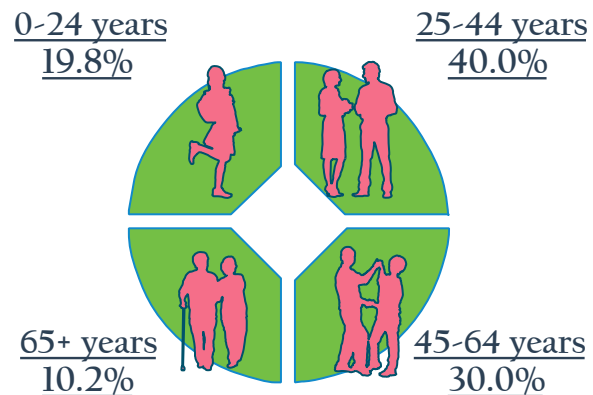


### Expenditure per Capita



# Socio-Demographic Profile

## Age Groups

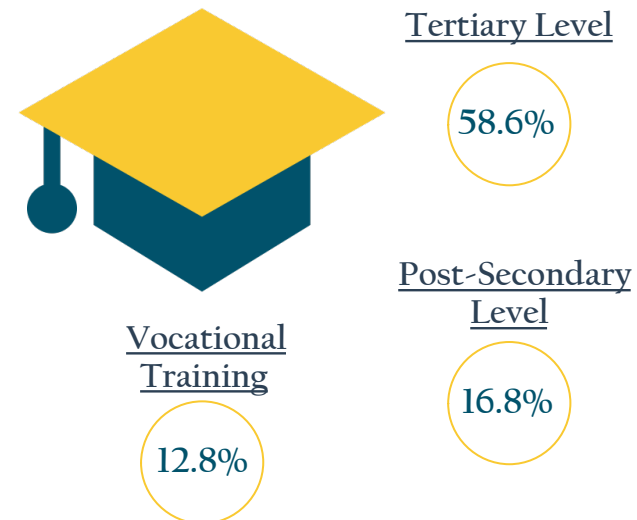


Average age 51 years

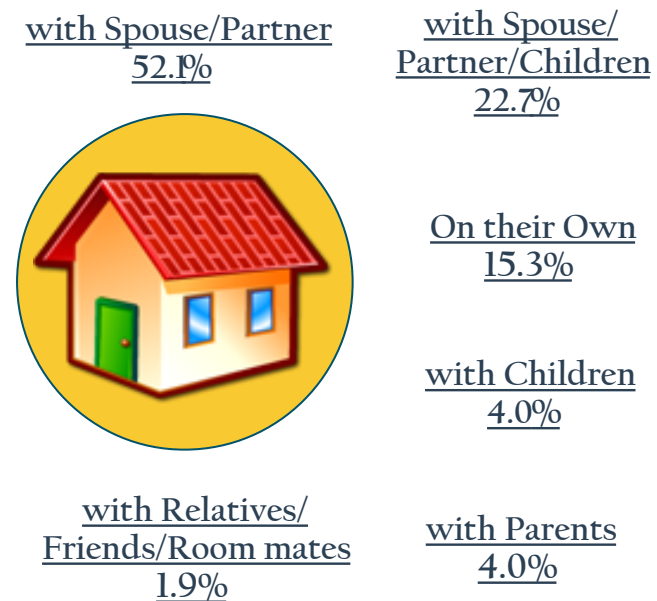
## Occupation



## Level of Education



## Living Arrangements

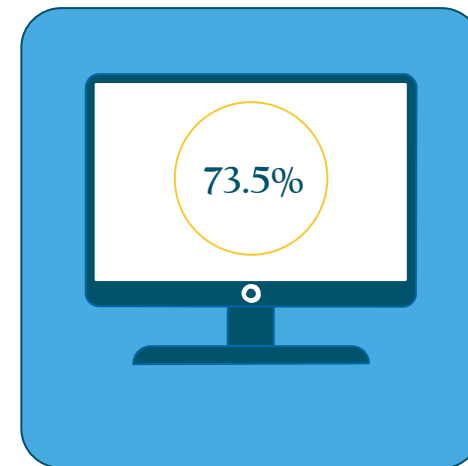


## Digital Media Usage

Regular



Travel Purposes



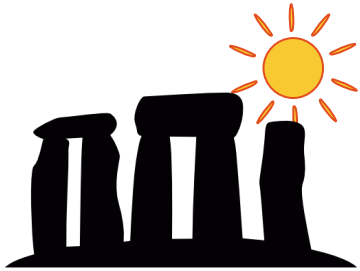
66.5%

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



# Travel Motivations

## Sun & Culture



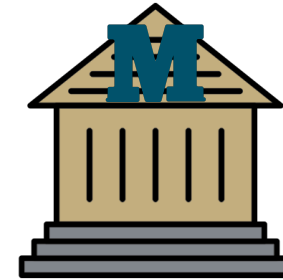
49.3%

## Sun



15.6%

## Culture



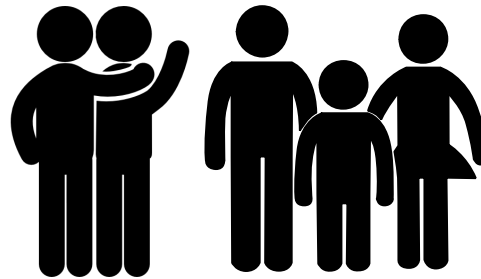
10.8%

## Special Occasion



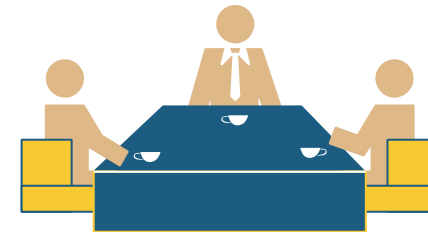
8.5%

## Visiting Friends & Relatives



7.6%

## Business



6.9%

## Wellness



4.9%

## Scuba Diving



4.8%

## TEFL



3.0%

## Other Sports



2.8%

# Destination Choice Influencers

## Communication Channels



47.3%  
Digital Media



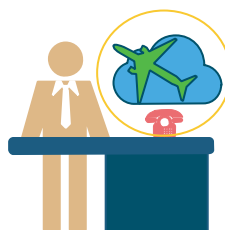
37.4%  
Recommendation by  
Friends or Relatives



21.3%  
Tour Operator  
Brochure/Web



12.4%  
Travel Guide  
Book



8.1%  
Recommendation  
by Travel Agent



7.9%  
Newspaper/Magazine  
Advert/Article



4.5%  
TV

## Other Factors



60.4%  
New Destination



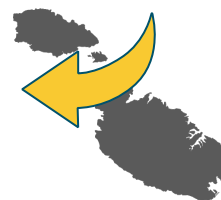
42.6%  
Good Flight  
Connections



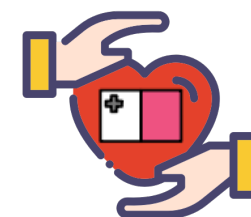
32.2%  
Cost/Value  
for Money



29.0%  
English Spoken  
Widely



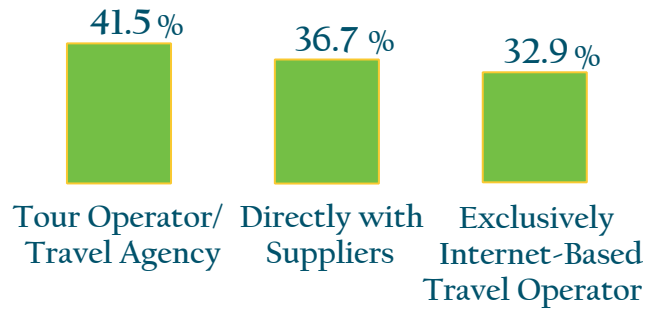
23.8%  
Previous Visit



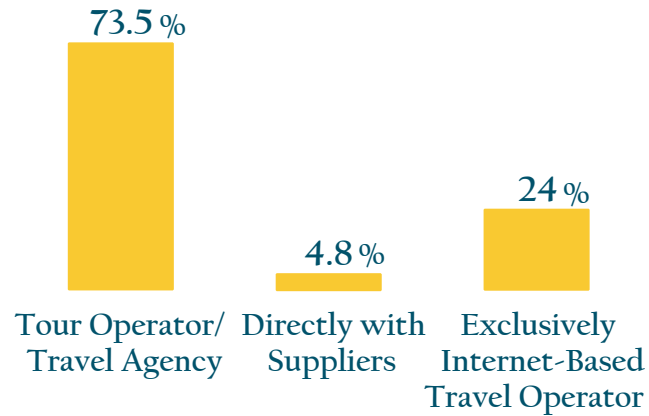
16.4%  
Maltese  
Hospitality

## Type of Booking

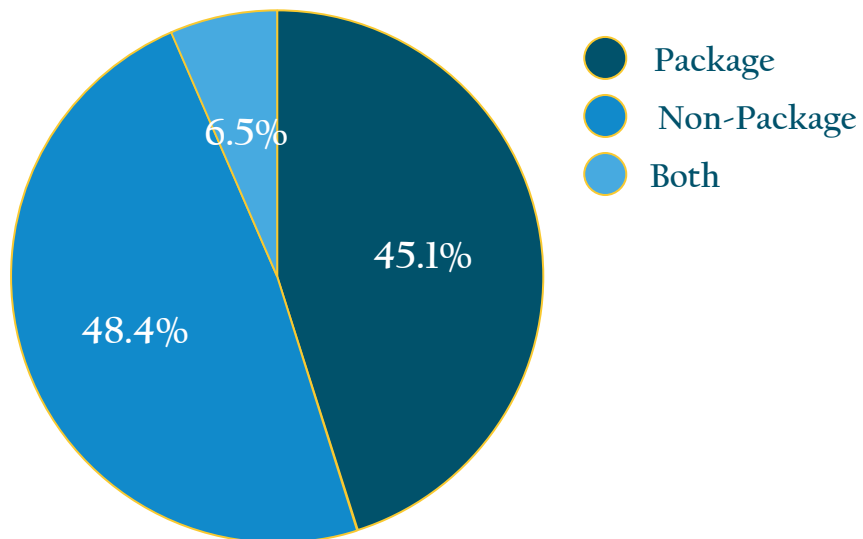
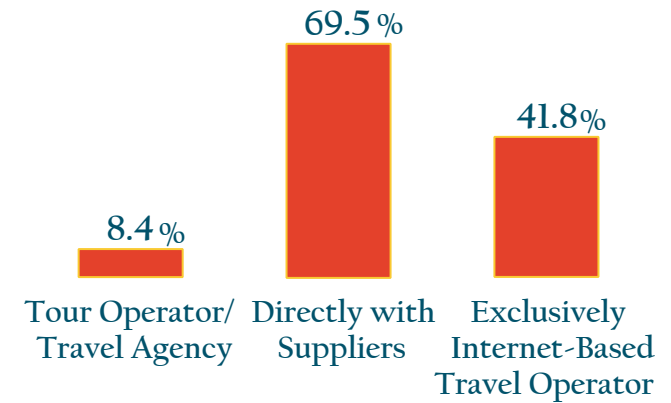
### Trip Bookings Made With



### Package Bookings

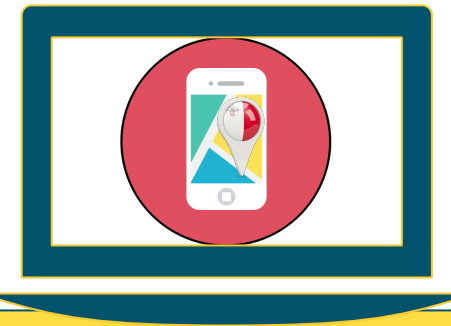


### Non-Package Bookings

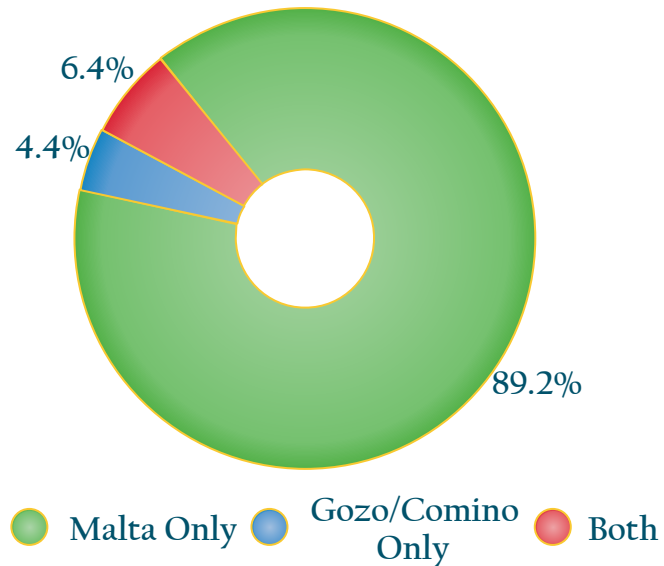


74.4%

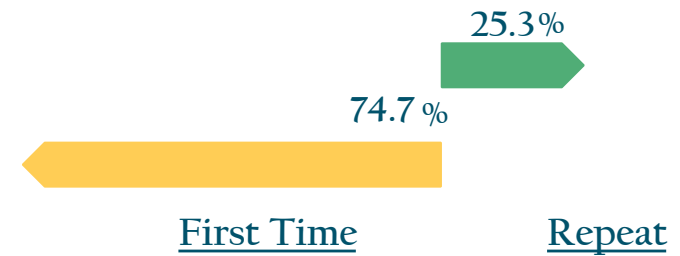
completed trip bookings online.



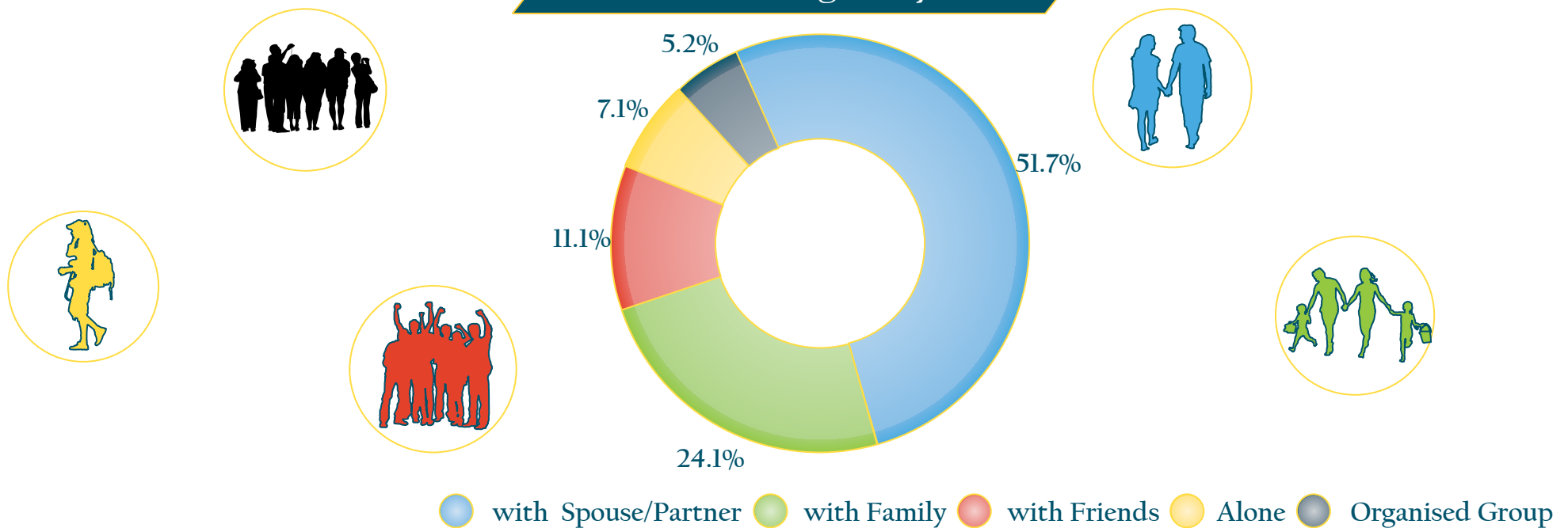
## Type of Trip



## 1st Time vs Repeat Tourists



## Travelling Party





## Inbound Tourists by Type of Accommodation Used

### Rented Accommodation

2,424,123

62.1%

Collective  
1,709,966

25.9%

Other Rented  
714,157

### Non-Rented Accommodation

12.0%

Non-Rented  
329,117

## Non-Resident Guests in Collective Accommodation

### Maltese Islands



#### Collective Accommodation

45.5%

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

25.5%

stayed in 3\* hotels.

18.5%

stayed in 5\* hotels.



#### Other Collective Accommodation

7.6%

of inbound tourists spending nights in the Maltese Islands opted for guesthouses/ hostels/ tourist villages.

## Activities Engaged In

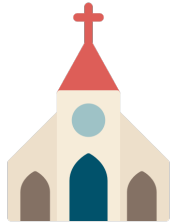
### Cultural



79.4%

Visit

Historical Buildings



70.3%

Visit

Churches



47.9%

Visit

Archeological Sites



44.1%

Visit

Museums



16.8%

Visit Arts/  
Craft sites



12.4%

Attend Local  
Festivals/ Events

### Outdoor



56.3%

Swimming/  
Sunbathing



44.3%

Leisure Boat  
Trip



23.6%

Hiking



6.5%

Scuba Diving

### Recreational



67.2%

Dine at  
Restaurants



49.4%

Shopping



18.0%

Spa/ Wellness



6.6%

Nightlife/  
Clubbing

## Tourists' Expectations of Malta

Exceeded



25.0%

Met



66.6%

Not Met



8.5%

91.9%

Would recommend the  
Maltese Islands to their  
friends/ relatives.

