



Culture Seekers

2019

Culture Seekers

297,693

2019

10.8%
Share of Total
Inbound Tourists

Seasonality

24.0%



32.8%



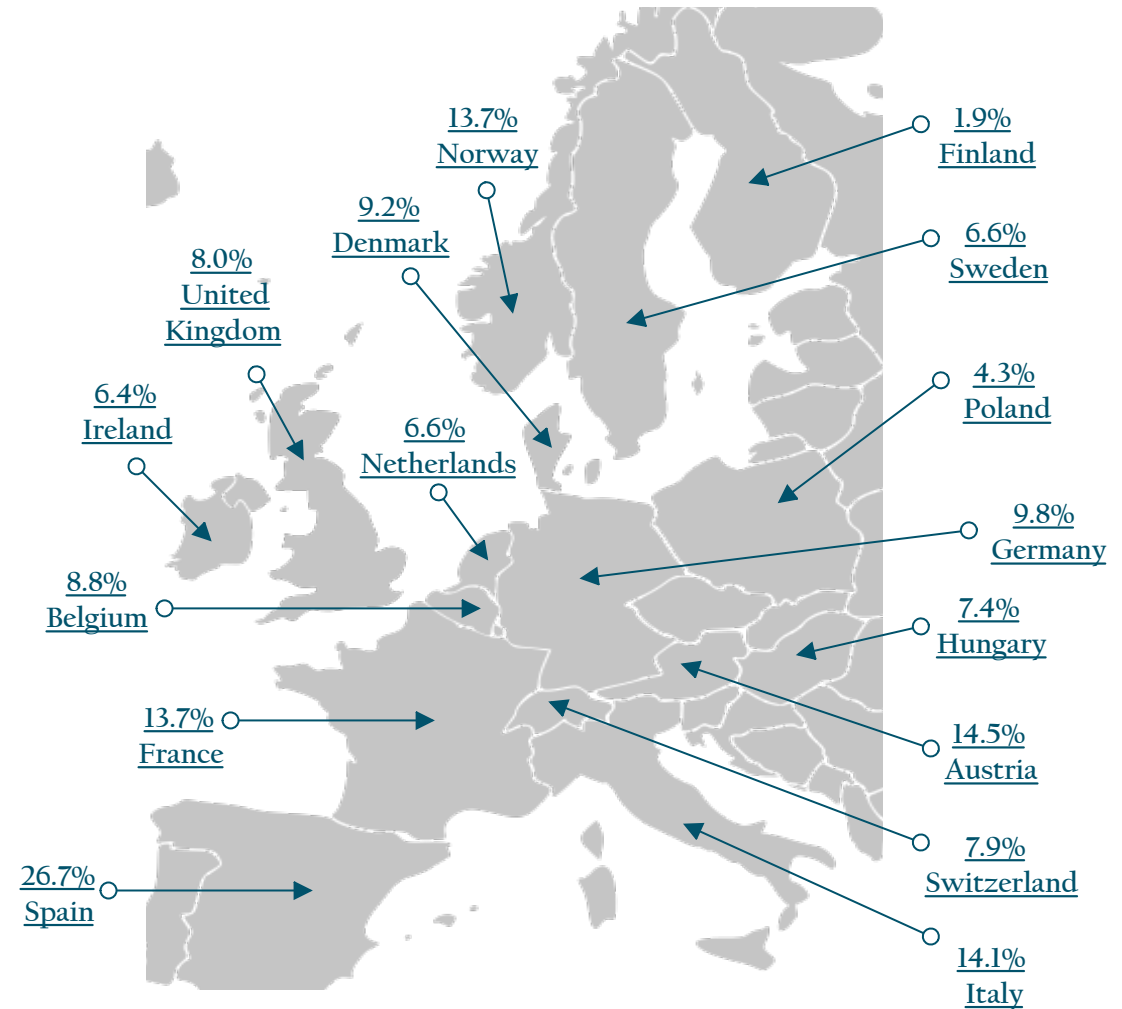
12.4%



30.8%



Share of Culture Seekers out of Total Geographical Market



Bed Nights

Total Nights

1,905,235

Average Length of Stay

6.4 Nights



Expenditure

Total Expenditure

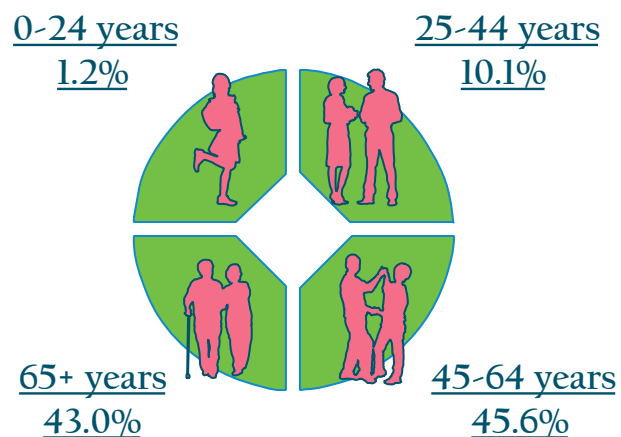
€ 315,239,025

Expenditure per Capita



Socio-Demographic Profile

Age Groups



Average age 61 years

Level of Education

Tertiary Level

58.0%

Post Secondary Level

16.9%

Vocational Training

13.7%



Occupation

Retired

51.0%

Employed Full-time

29.7%



Self-Employed

9.3%

Employed Part-time

7.5%

Living Arrangements

with Spouse/Partner

64.3%

with Relatives/
Friends/Room mates

1.4%

with Parents

1.4%

On their Own

16.3%

with Spouse/
Partner/Children

14.6%

with Children

2.1%



Digital Media Usage

Regular

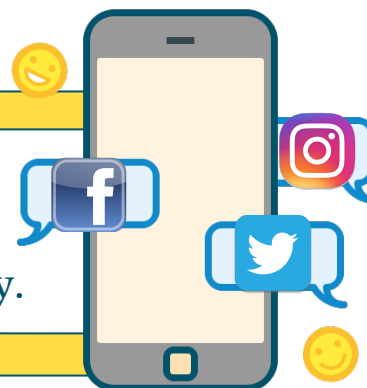


Travel Purposes



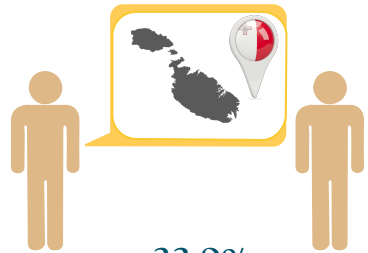
53.9%

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



Destination Choice Influencers

Communication Channels



33.9%

Recommendation by
Friends or Relatives



27.1%

Digital Media



22.5%

Tour Operator
Brochure/Web



15.0%

Travel Guide
Book



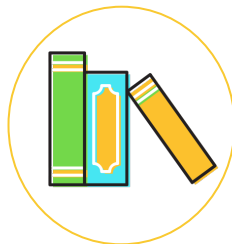
11.0%

Newspaper/Magazine
Advert/Article



9.3%

Recommendation
by Travel Agent



7.5%

Books



5.5%

TV

Other Factors



67.5%

New Destination



31.8%

Good Flight
Connections



20.1%

Cost/Value
for Money



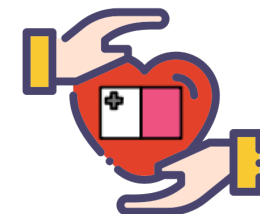
18.7%

English Spoken
Widely



14.4%

Previous Visit

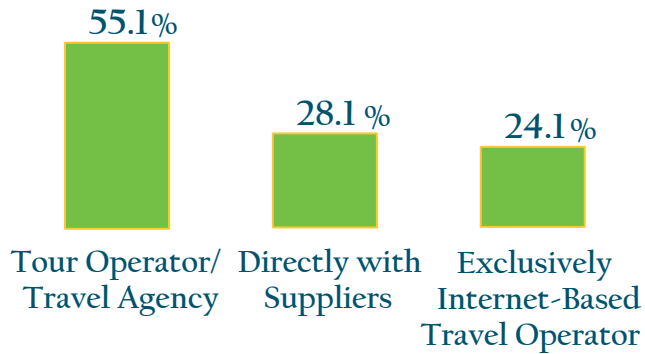


8.4%

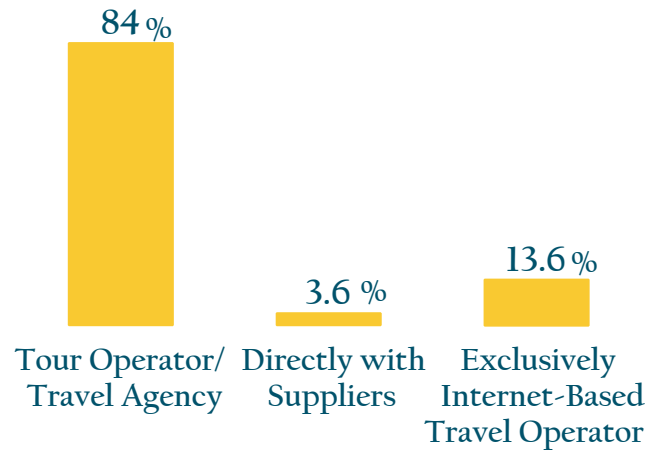
Maltese
Hospitality

Type of Booking

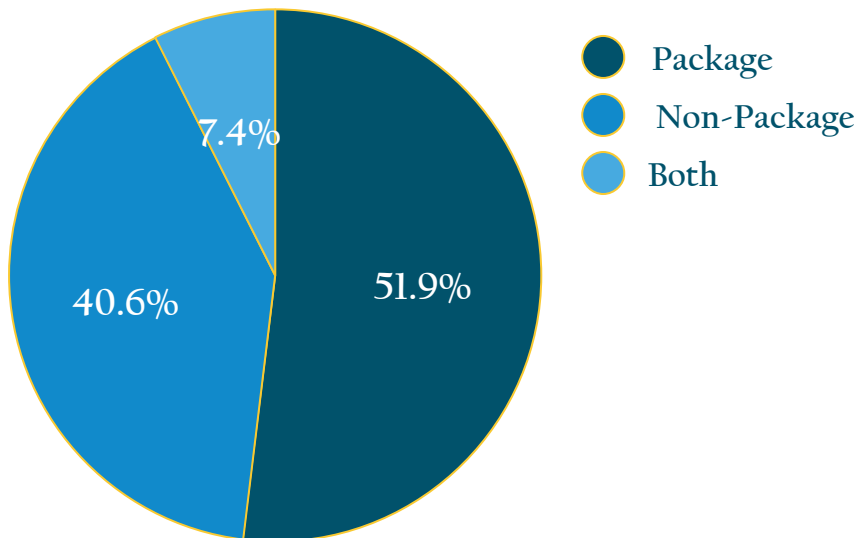
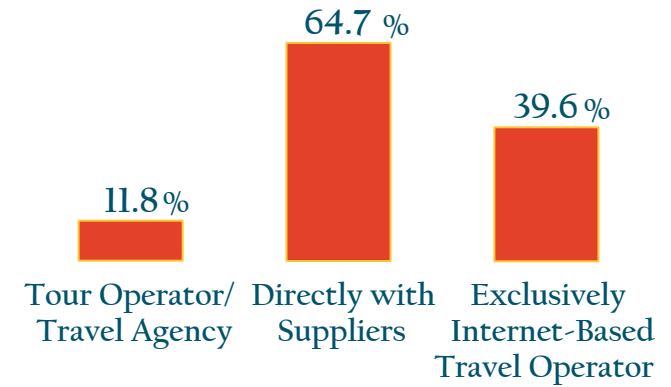
Trip Bookings Made With



Package Bookings

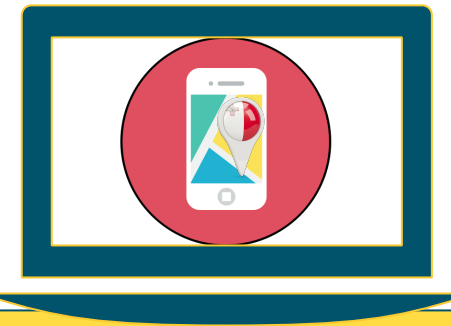


Non-Package Bookings

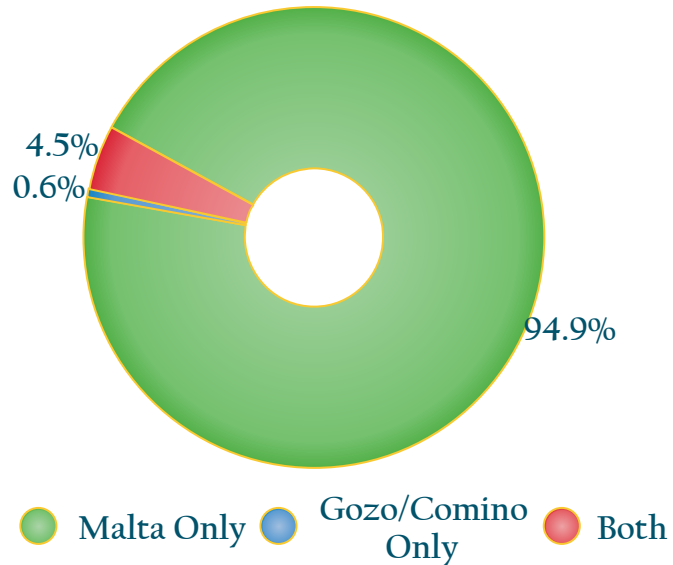


60.2%

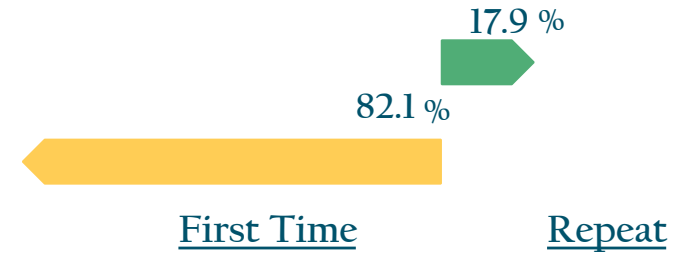
completed trip bookings online.



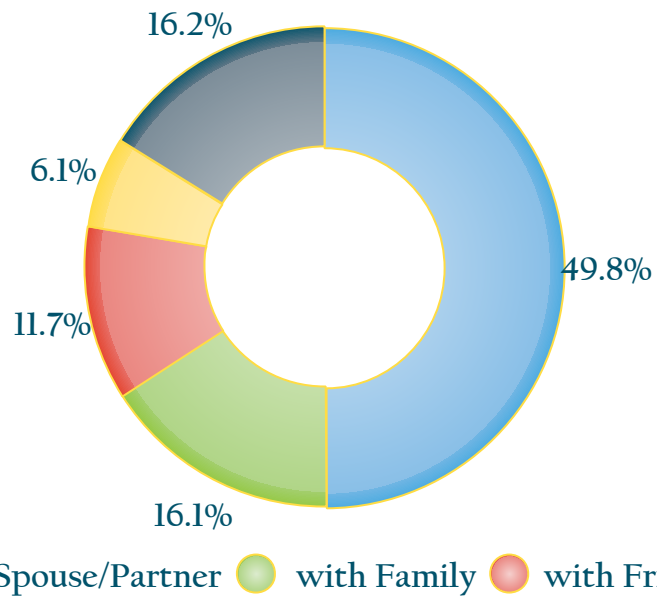
Type of Trip



1st Time vs Repeat Tourists



Travelling Party



Top Ranking Travel Operations



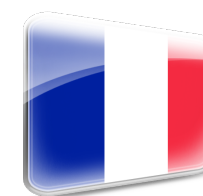
UK

1. Booking.com
2. Mercury Direct
3. Expedia
4. Saga Holidays Ltd.



Italy

1. Booking.com
2. Robintur
3. Boscolo Tours



France

1. Booking.com
2. Airbnb
3. Promovacances



Germany

1. FTI
2. RSD
3. BigXtra
4. Booking.com
5. Check24

Type of Accommodation Used

The Maltese Islands



49.5%

of Culture Seeking Tourists spending nights in the Maltese Islands stayed in 4* hotels.

17.7%

stayed in 3* hotels.

14.3%

stayed in 5* hotels.



11.7%

of Culture Seeking Tourists spending nights in the Maltese Islands opted for self-catering apartment/ farmhouse/ villa.

Means of Transport Used



65.4%
Public Transport



47.1%
Gozo Ferry



33.7%
Taxi / Shuttle Service



31.9%
Excursion Coach



27.4%
Excursion Boat



24.9%
HopOn/HopOff Bus



24.6%
Other Ferry



10.9%
Rental Vehicle

Activities Engaged In

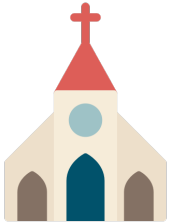
Cultural



93.0%

Visit

Historical Buildings



86.2%

Visit

Churches



69.0%

Visit

Archeological Sites



67.6%

Visit

Museums



24.3%

Visit Arts/
Craft sites



6.9%

Attend Local
Festivals/ Events



6.6%

Visit Local Produce
Sites/ Agro-experiences

Outdoor



32.5%

Leisure Boat
Trip



19.0%

Swimming/
Sunbathing



15.3%

Hiking

Recreational



57.6%

Dine at
Restaurants



37.2%

Shopping



12.3%

Spa/ Wellness

Tourists' Expectations of Malta

Exceeded



24.4%

Met



67.0%

Not Met



8.7%

92.4%

Would recommend the
Maltese Islands to their
friends/ relatives.

