



Sun Seekers

2019

Sun Seekers

430,153

2019

15.6%
Share of Total
Inbound Tourists

Seasonality

10.3%



29.9%



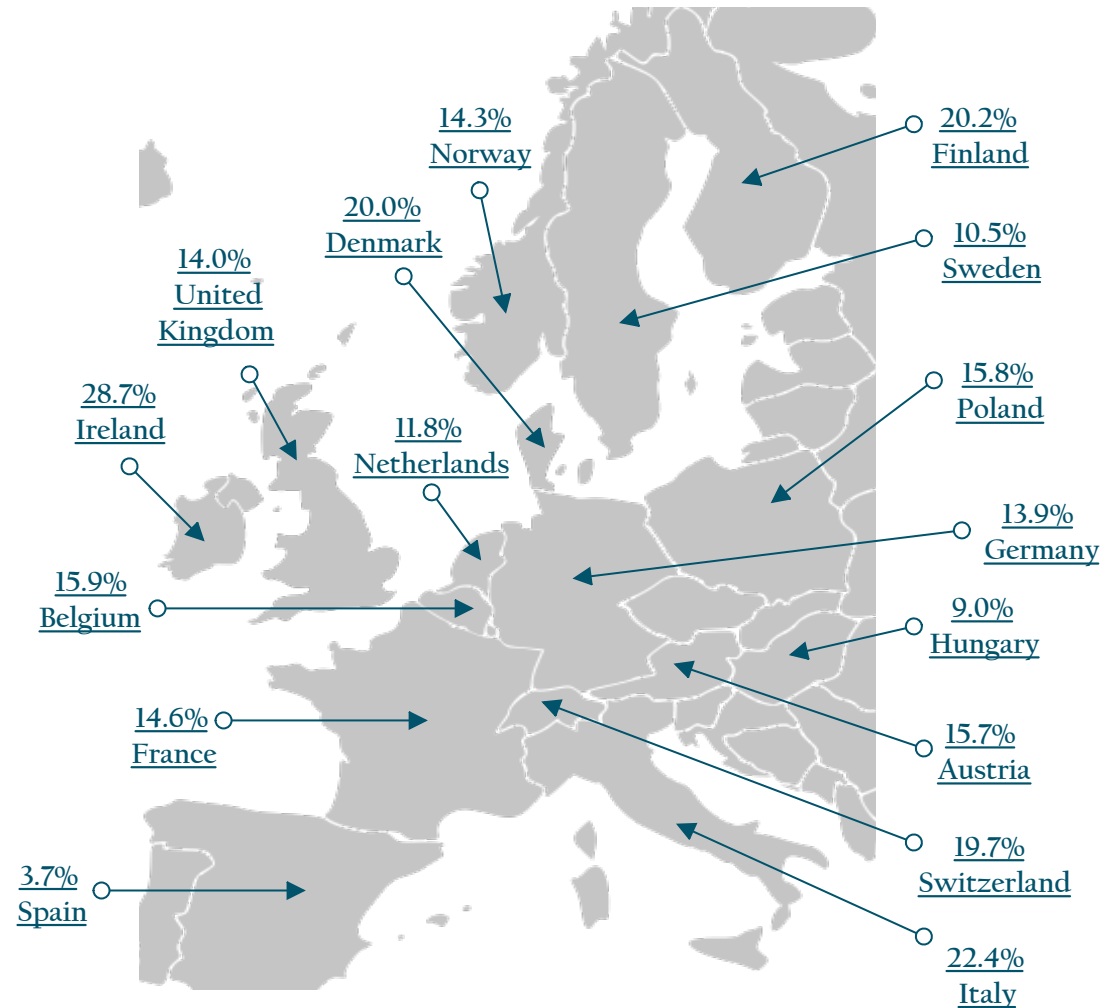
40.9%



18.8%



Share of Sun Seekers out of Total Geographical Market



Bed Nights

Total Nights

3,140,117

Expenditure

Total Expenditure

€ 428,380,770

Average Length of Stay

7.3 Nights

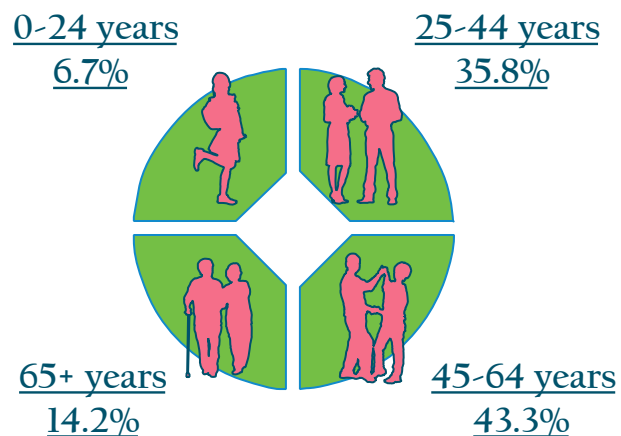


Expenditure per Capita



Socio-Demographic Profile

Age Groups



Average age 47 years

Level of Education

Tertiary Level

53.6%

Post Secondary Level

19.4%

Vocational Training

13.6%



Occupation

Employed Full-time

56.1%

Retired

17.1%



Employed Part-time

10.3%

Self-Employed

9.1%

Living Arrangements

with Spouse/Partner

46.6%

with Relatives/
Friends/Room mates

1.9%

with Children

5.8%

with Spouse/
Partner/Children

26.0%

On their Own

13.9%

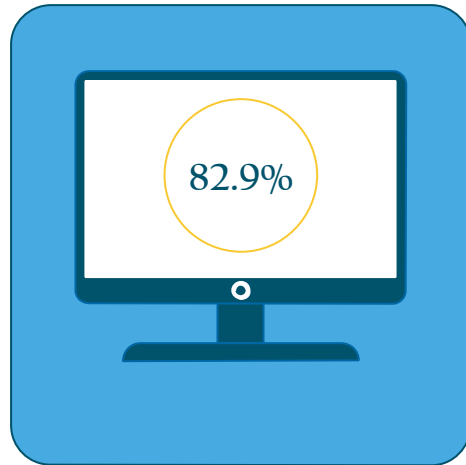
with Parents

5.9%

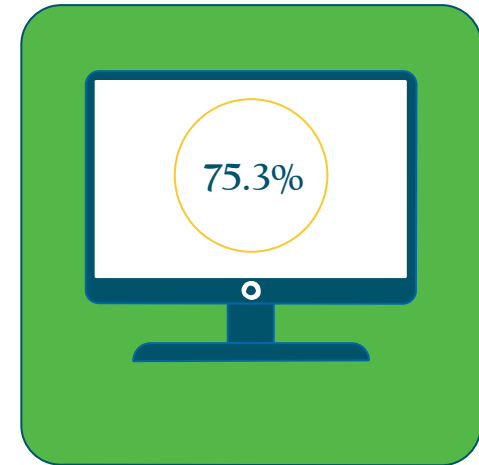


Digital Media Usage

Regular



Travel Purposes



69.7%

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

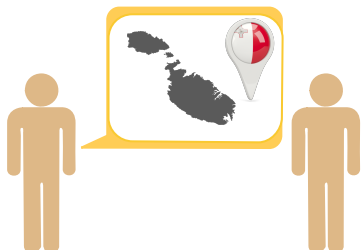


Destination Choice Influencers

Communication Channels



54.4%
Digital Media



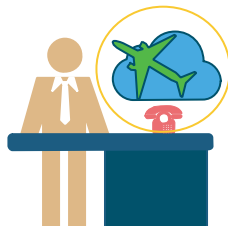
34.6%
Recommendation by
Friends or Relatives



20.1%
Tour Operator
Brochure/Web



7.0%
Travel Guide
Book



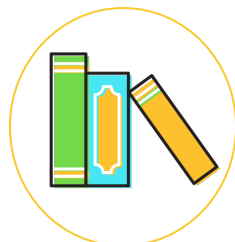
7.0%
Recommendation
by Travel Agent



5.0%
Newspaper/Magazine
Advert/Article



2.6%
TV



1.2%
Books

Other Factors



64.7%
New Destination



41.3%
Good Flight
Connections



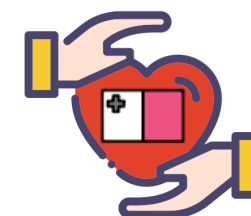
37.0%
Cost/Value
for Money



22.4%
English Spoken
Widely



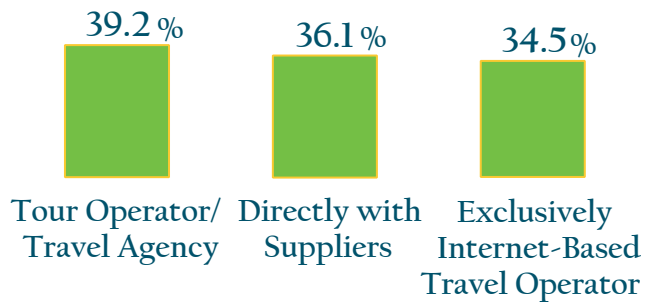
22.2%
Previous Visit



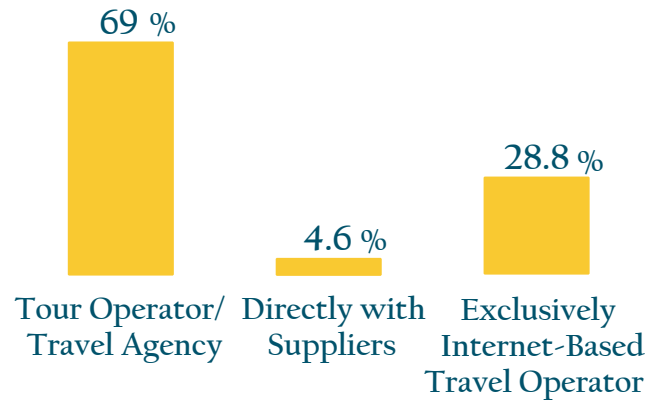
10.0%
Maltese
Hospitality

Type of Booking

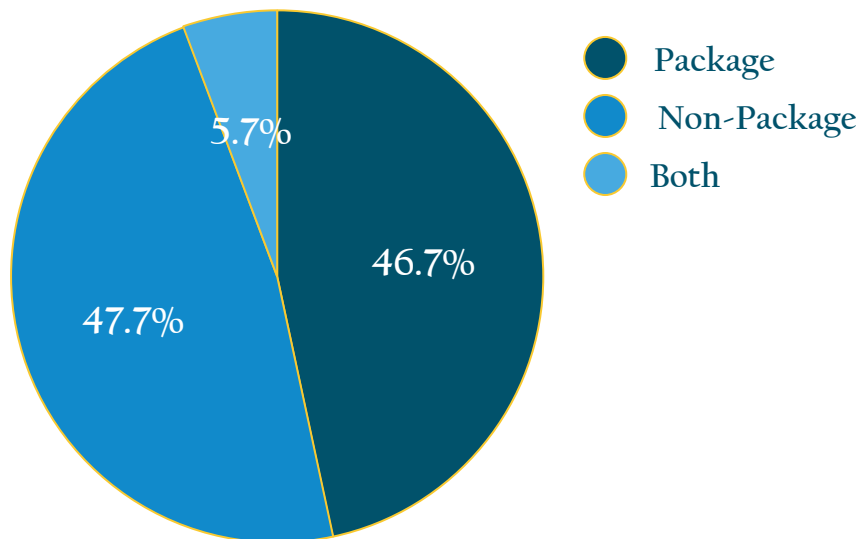
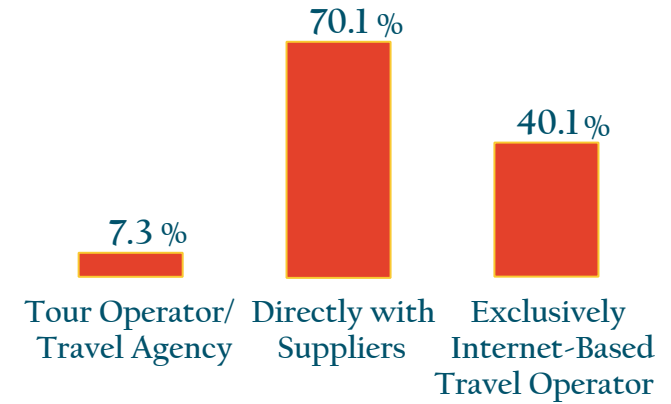
Trip Bookings Made With



Package Bookings

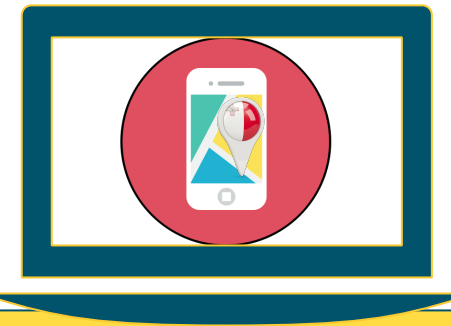


Non-Package Bookings

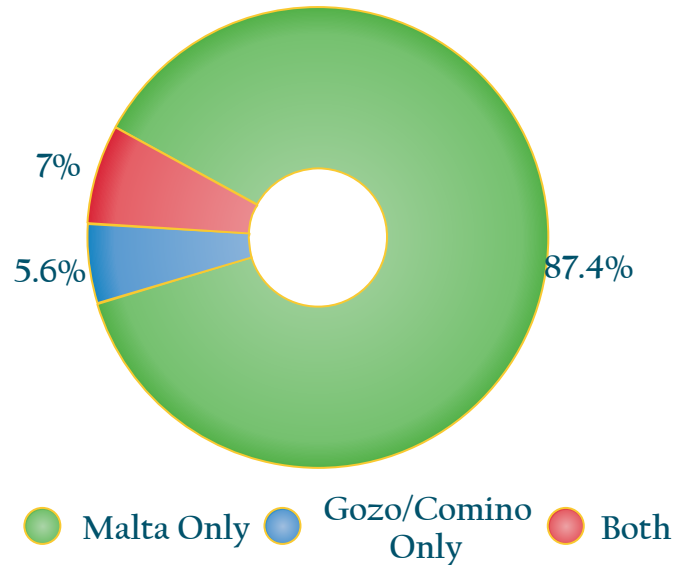


78.4%

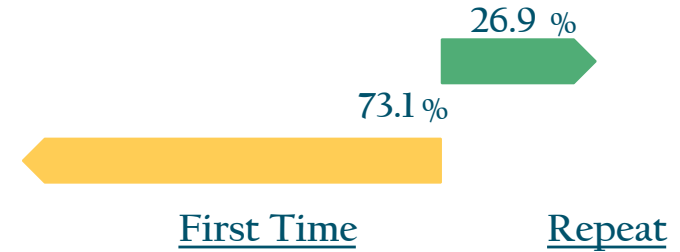
completed trip bookings online.



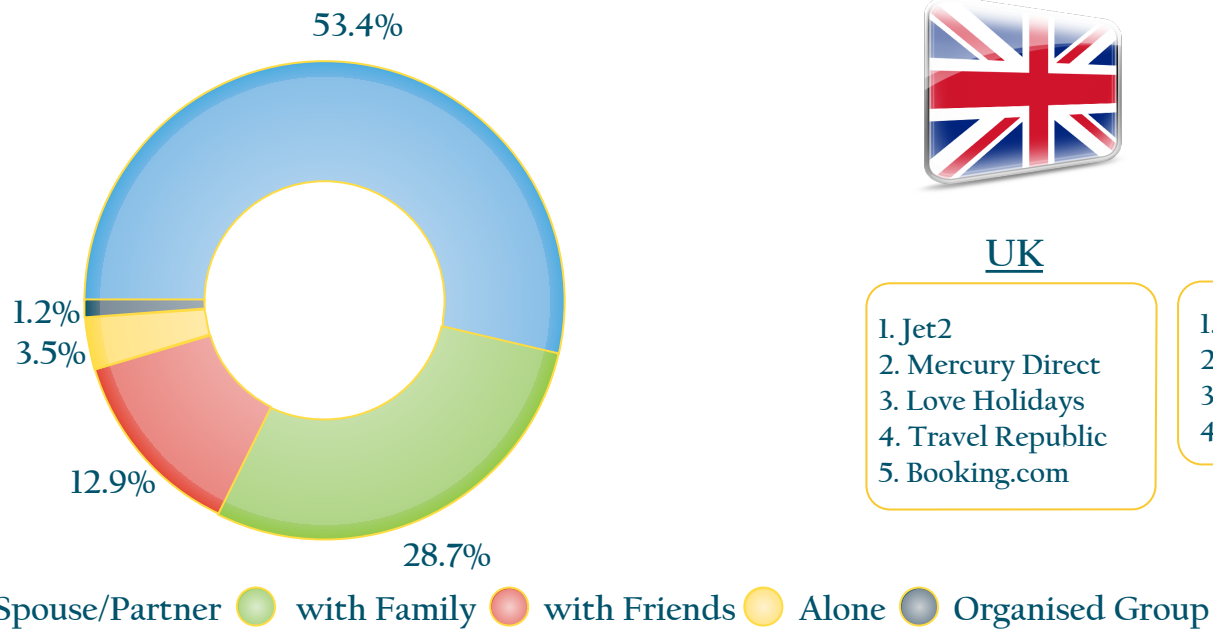
Type of Trip



1st Time vs Repeat Tourists



Travelling Party



Top Ranking Travel Operations



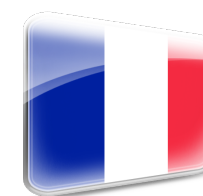
UK

1. Jet2
2. Mercury Direct
3. Love Holidays
4. Travel Republic
5. Booking.com



Italy

1. Booking.com
2. Expedia
3. Last Minute
4. Airbnb



France

1. Booking.com
2. Vente Privee
3. Airbnb
4. Last Minute



Germany

1. FTI
2. Booking.com
3. Check24
4. Sonnenklar
5. 5Vorflug

Type of Accommodation Used

The Maltese Islands



53.2%

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

15.0%

stayed in 3* hotels.

11.1%

stayed in 5* hotels.



17.1%

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

Means of Transport Used



69.6%
Public Transport



41.9%
Taxi / Shuttle Service



41.2%
Gozo Ferry



30.7%
Excursion Boat



21.1%
HopOn/HopOff Bus



19.3%
Rental Vehicle



16.8%
Other Ferry



13.3%
Excursion Coach

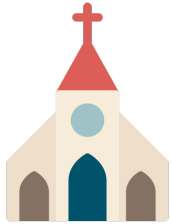
Activities Engaged In

Cultural



59.5%
Visit

Historical Buildings



53.6%
Visit

Churches



28.0%
Visit

Archeological Sites



22.3%
Visit

Museums



11.2%

Visit Arts/
Craft sites



9.5%

Attend Local
Festivals/ Events



6.8%

Visit Local Produce
Sites/ Agro-experiences

Outdoor



69.3%

Swimming/
Sunbathing



46.7%

Leisure Boat
Trip



24.4%

Hiking

Recreational



63.9%

Dine at
Restaurants



47.6%

Shopping



18.7%

Spa/ Wellness

Tourists' Expectations of Malta

Exceeded



19.8%

Met



69.2%

Not Met



11.0%

89.9%

Would recommend the
Maltese Islands to their
friends/ relatives.

