



Sun & Culture Seekers

2019

Sun & Culture Seekers

1,356,365

2019

49.3%
Share of Total
Inbound Tourists

Seasonality

12.4%



28.2%



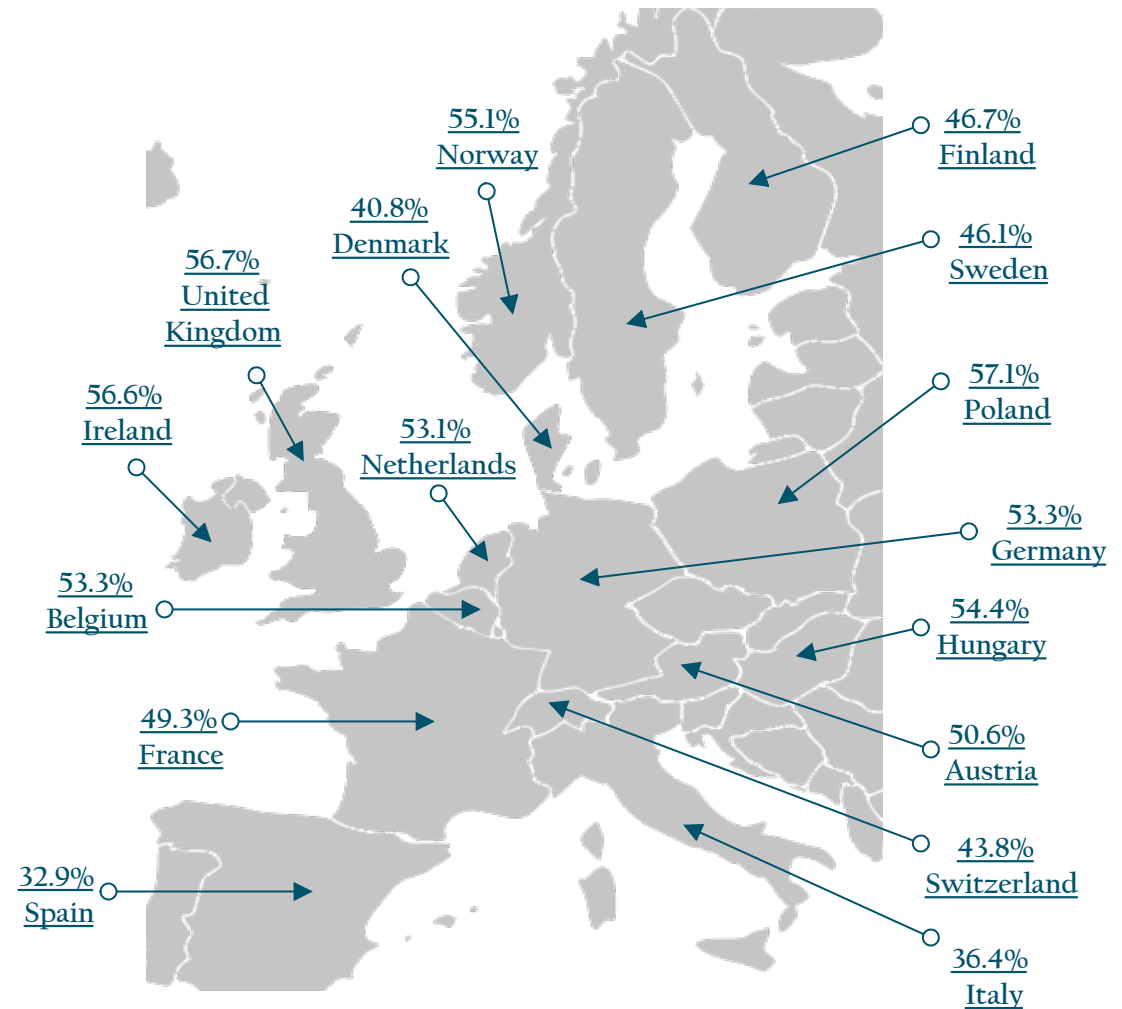
37.5%



22.0%



Share of Sun & Culture Seekers out of Total Geographical Market



Bed Nights

Total Nights

10,037,101

Average Length of Stay

7.4 Nights



Expenditure

Total Expenditure

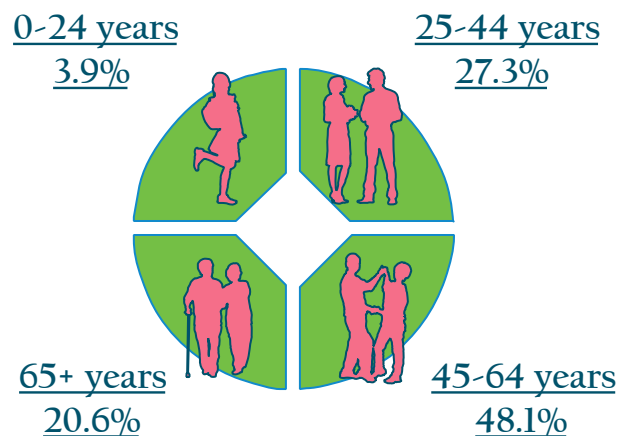
€ 1,457,156,483

Expenditure per Capita



Socio-Demographic Profile

Age Groups



Average age 51 years

Level of Education

Tertiary Level

58.8%

Post Secondary Level

16.7%

Vocational Training

13.2%



Occupation

Employed Full-time

50.8%

Retired

25.2%



Employed Part-time

10.0%

Self-Employed

9.6%

Living Arrangements

with Spouse/Partner

52.4%

with Relatives/
Friends/Room mates

1.9%

with Children

3.7%

with Spouse/
Partner/Children

23.5%

On their Own

14.6%

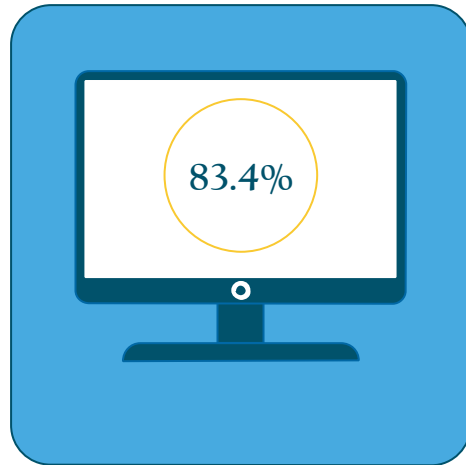
with Parents

3.8%

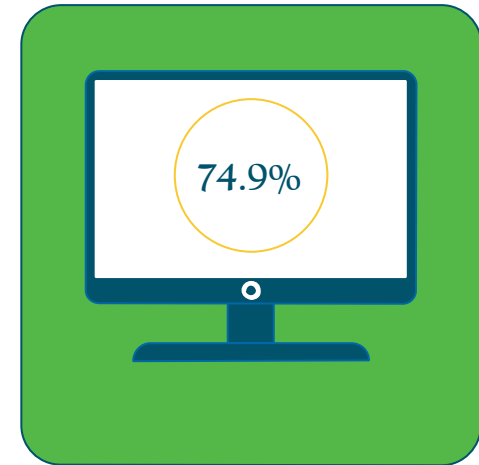


Digital Media Usage

Regular



Travel Purposes



67.4%

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

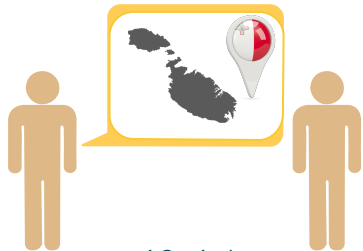


Destination Choice Influencers

Communication Channels



53.0%
Digital Media



40.4%
Recommendation by
Friends or Relatives



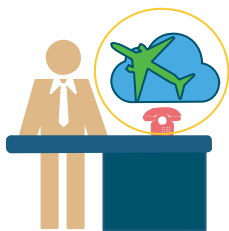
26.1%
Tour Operator
Brochure/Web



15.2%
Travel Guide
Book



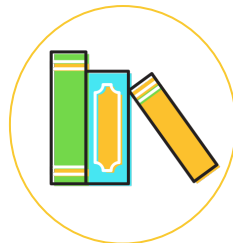
9.4%
Newspaper/Magazine
Advert/Article



9.0%
Recommendation
by Travel Agent



6.0%
TV



3.9%
Books

Other Factors



68.8%
New Destination



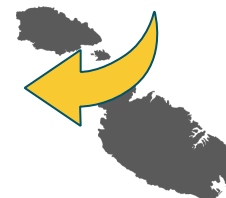
48.5%
Good Flight
Connections



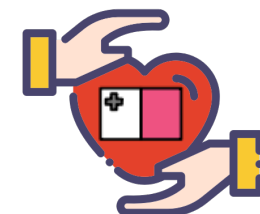
35.7%
Cost/Value
for Money



31.8%
English Spoken
Widely



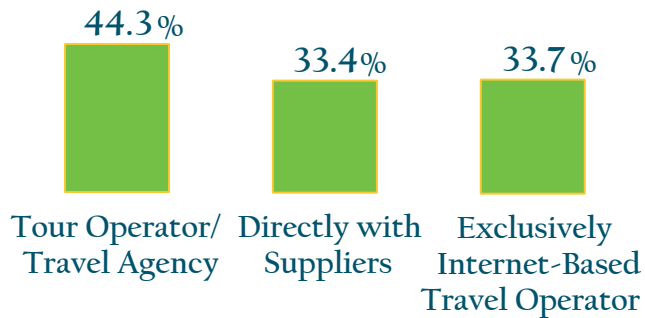
22.9%
Previous Visit



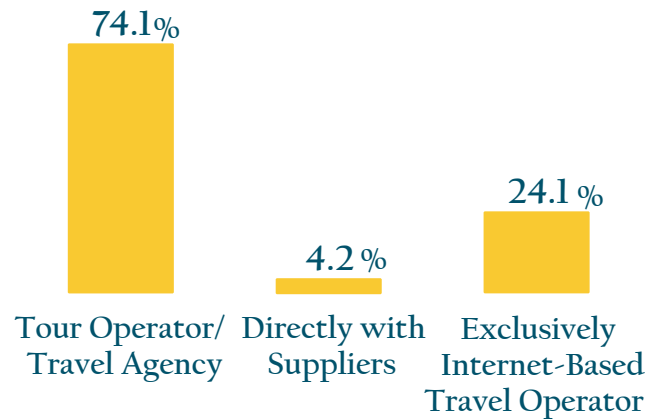
19.3%
Maltese
Hospitality

Type of Booking

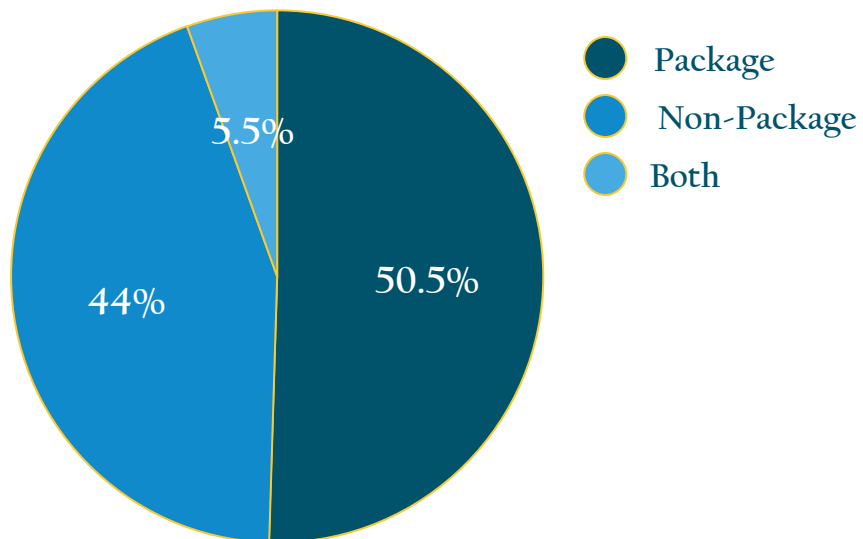
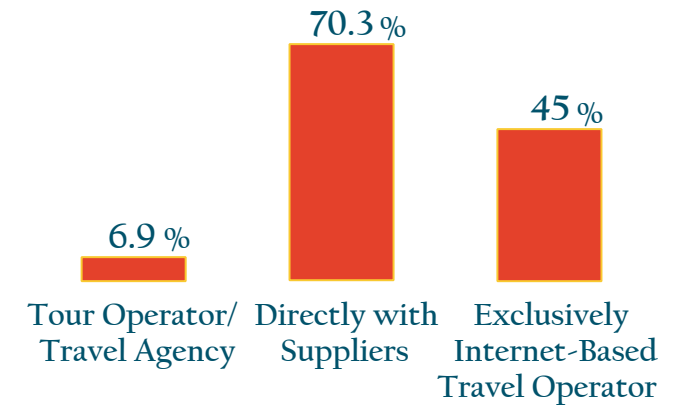
Trip Bookings Made With



Package Bookings

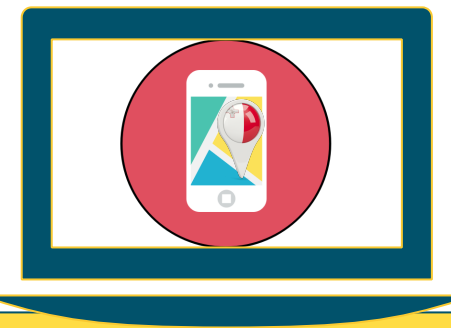


Non-Package Bookings

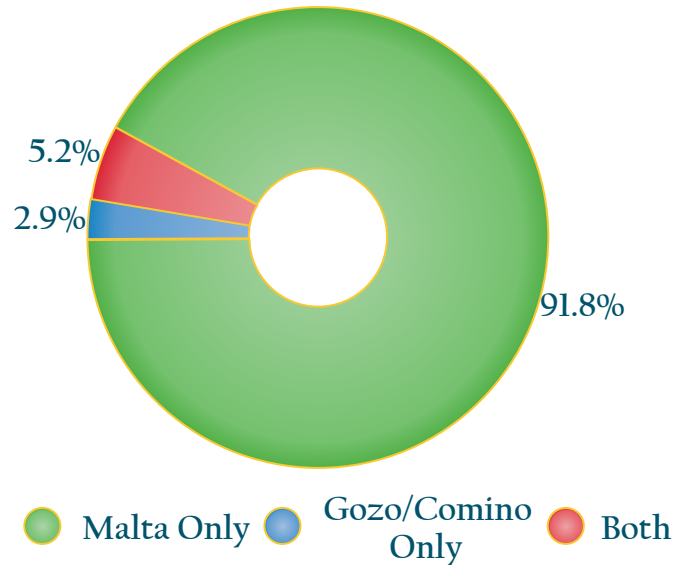


71.0%

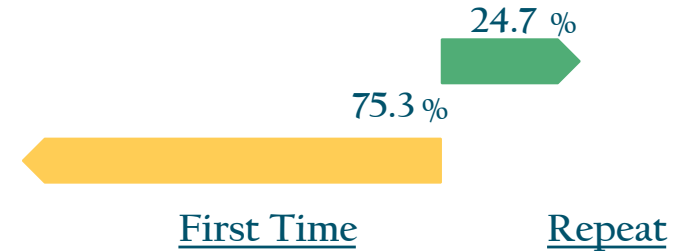
completed trip bookings online.



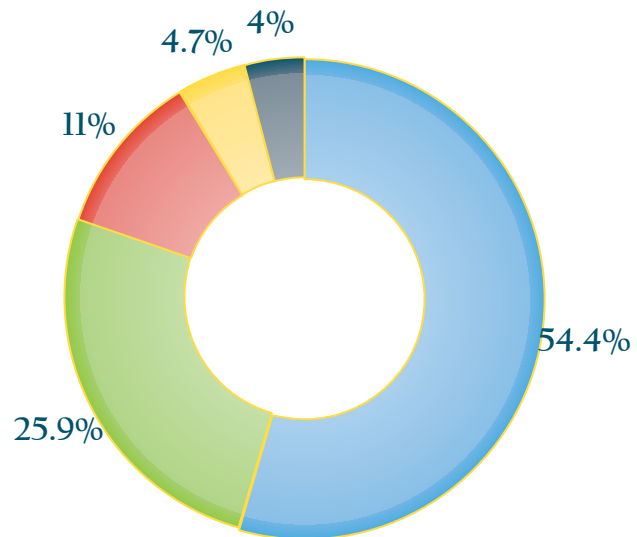
Type of Trip



1st Time vs Repeat Tourists



Travelling Party



Top Ranking Travel Operations



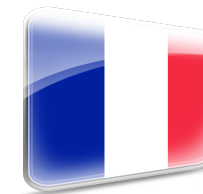
UK

1. Mercury Direct
2. Jet2
3. Love Holidays
4. Thomson Holidays TUI
5. Booking.com



Italy

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



France

1. Airbnb
2. Booking.com
3. Leclerc Voyage
4. Last Minute
5. TUI



Germany

1. FTI
2. Booking.com
3. Check24
4. BigXtra
5. Schauinsland Reisen

Type of Accommodation Used

The Maltese Islands



50.8%

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



16.7%

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

14.7%

stayed in 3* hotels.

11.9%

stayed in 5* hotels.

Means of Transport Used



75.0%
Public Transport



49.3%
Gozo Ferry



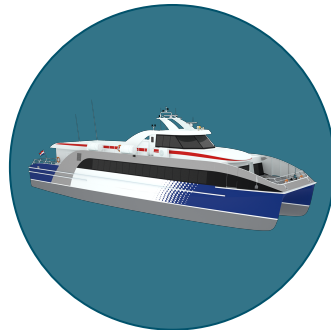
40.9%
Taxi / Shuttle Service



35.8%
Excursion Boat



26.9%
HopOn/HopOff Bus



24.5%
Other Ferry



20.9%
Excursion Coach



17.9%
Rental Vehicle

Activities Engaged In

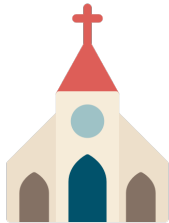
Cultural



89.4%

Visit

Historical Buildings



78.6%

Visit

Churches



55.1%

Visit

Archeological Sites



51.0%

Visit

Museums



19.0%

Visit Arts/
Craft sites



12.4%

Attend Local
Festivals/ Events



8.3%

Visit Local Produce
Sites/ Agro-experiences

Outdoor



63.2%

Swimming/
Sunbathing



50.9%

Leisure Boat
Trip



29.2%

Hiking

Recreational



67.8%

Dine at
Restaurants



53.6%

Shopping



16.6%

Spa/ Wellness

Tourists' Expectations of Malta

Exceeded



26.9%

Met



66.2%

Not Met



7.0%

93.7%

Would recommend the
Maltese Islands to their
friends/ relatives.

