

TOURISM TO MALTA

Market Profile 2023



Inbound Tourists

- 2010: 1,338,841
- 2019: 2,753,239
- 2020: 658,567
- 2021: 968,136
- 2022: 2,286,597
- 2023: 2,975,670

Seasonality



14.9%



28.4%



33.5%



23.2%

Air Connectivity

Directly connected to
106 airports in 2023.

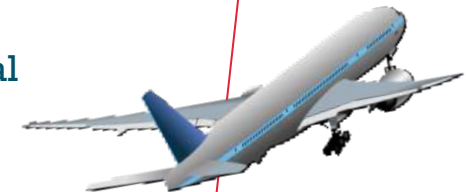


Top 10 Airlines (Passenger movements)

- Ryanair
- Air Malta
- Wizzair
- EasyJet
- Lufthansa
- Turkish Airlines
- Jet2.com
- Emirates
- Vueling Airlines
- British Airways

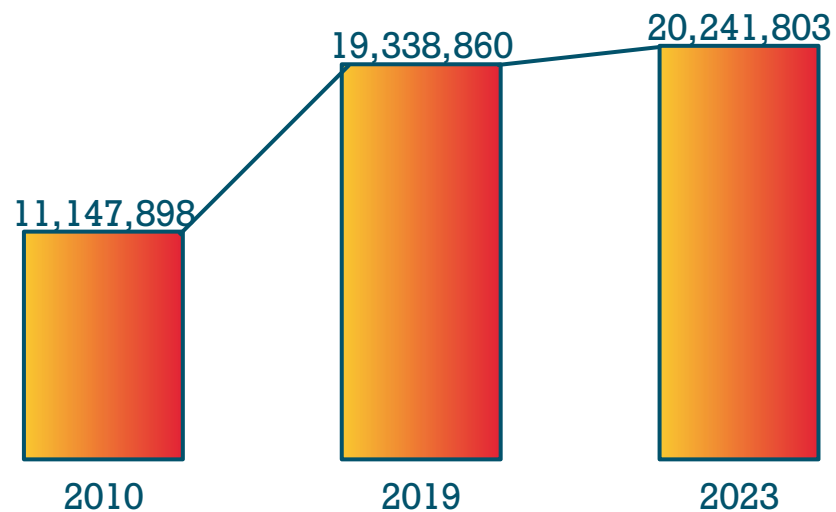
Top 10 Airports (Passenger movements)

- London - Gatwick
- Catania - Fontanarossa
- Munich - Franz Josef Strauss
- Rome - Leonardo da Vinci - Fiumicino
- Frankfurt International
- Manchester
- London - Heathrow
- Paris - Orly
- Vienna International
- Istanbul



Bed Nights

Total Nights



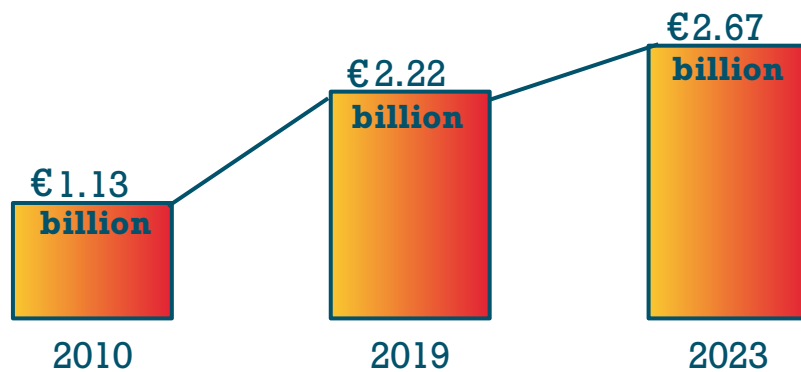
Average Length of Stay



6.8
Nights

Expenditure

Total Expenditure

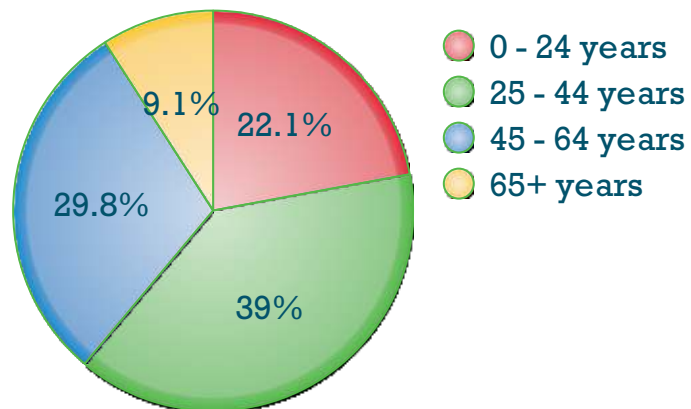


Expenditure per Capita



Socio-Demographic Profile

Age Groups



Average Age: 48 years

Level of Education



62.2%
Tertiary Level

15.5%
Post-secondary Level

11.7%
Vocational Training

Occupation

51.2%
Employed
Full-time

25.2%
Retired

10.2%
Self-
employed

8.7%
Employed
Part-time



Living Arrangements

51.4%
With Spouse/Partner

4.1%
With Children

24.0%
With Spouse/Partner
and Children

3.4%
With Parents

15.1%
On their own

2.0%
With Relatives/
Friends/ Room Mates

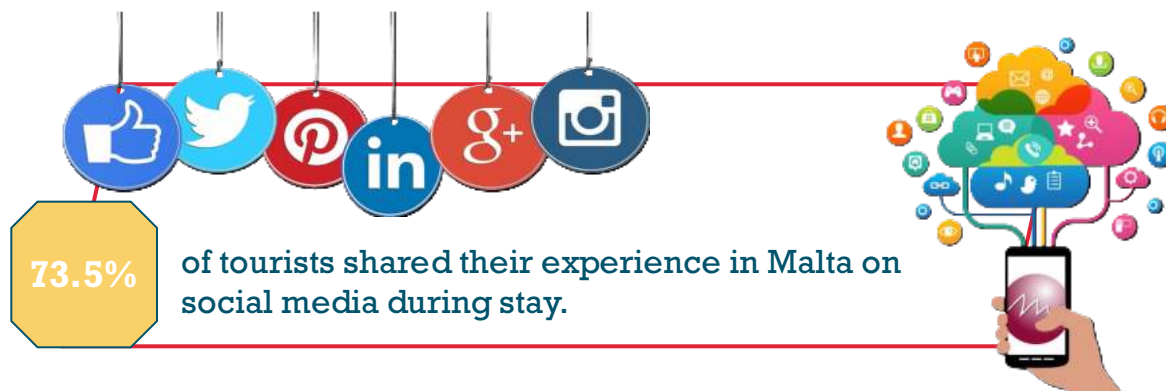
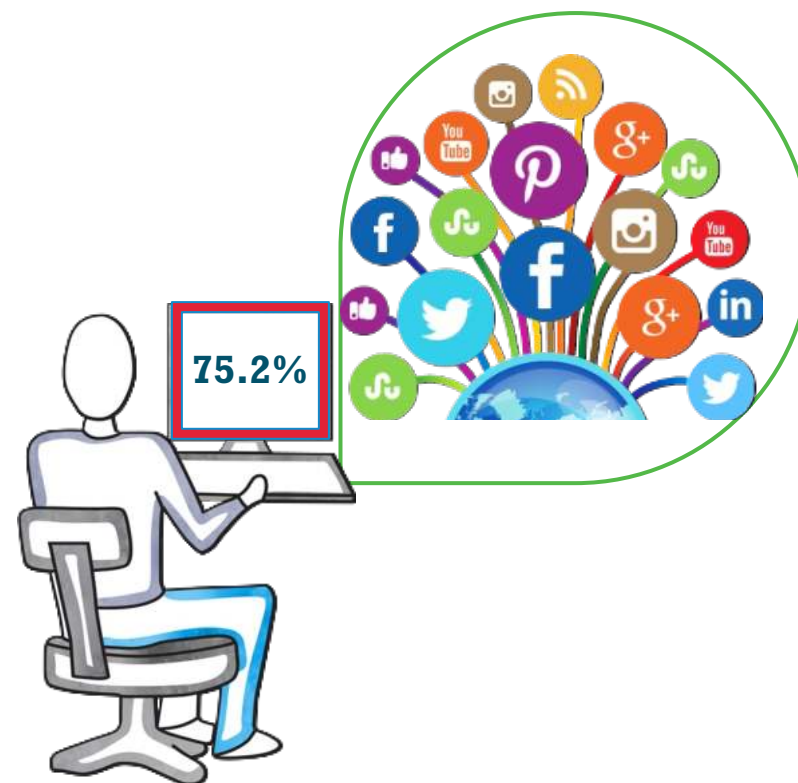


Digital Media Usage

Regular



Travel Purposes



Travel Motivations

Sun & Culture



50.7%

Sun



16.2%

Culture



10.8%

Special Occasion



8.7%

Visiting Friends & Relatives



5.4%

Wellness



5.3%

Business



5.2%

Scuba Diving



4.4%

Other Sports



2.7%

TEFL



2.6%

Destination Choice Influencers

Communication Channels



56.8%
Digital Media



38.4%
Recommendation by
Friends/Relatives



19.2%
Tour Operator
brochure/website



13.2%
Travel
Guide book



7.0%
Recommendation
by travel agent



5.1%
Newspaper/
Magazine
Advert/ Article



4.9%
TV



4.1%
Books

Other Factors



64.4%
New Destination



44.9%
Good flight connections



33.3%
Cost/ Value
for Money



29.5%
English Spoken
Widely



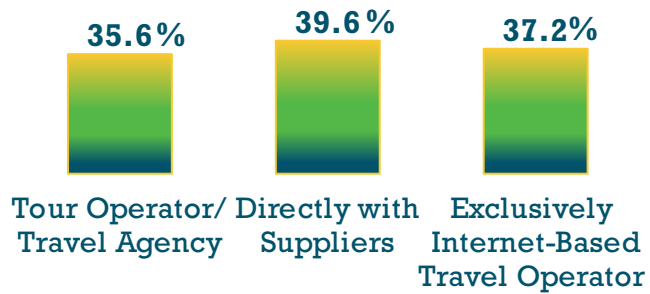
21.2%
Previous Visit



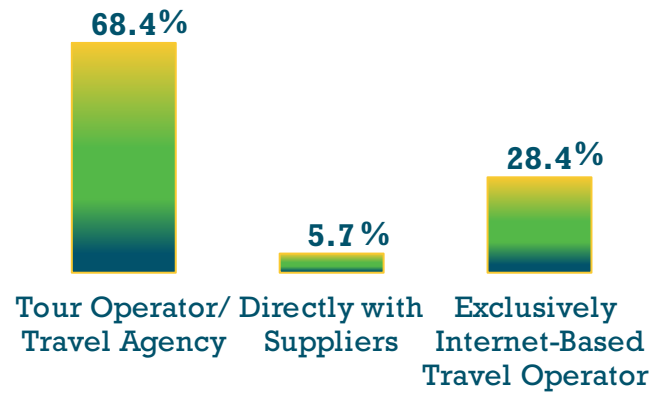
16.0%
Maltese Hospitality

Type of Booking

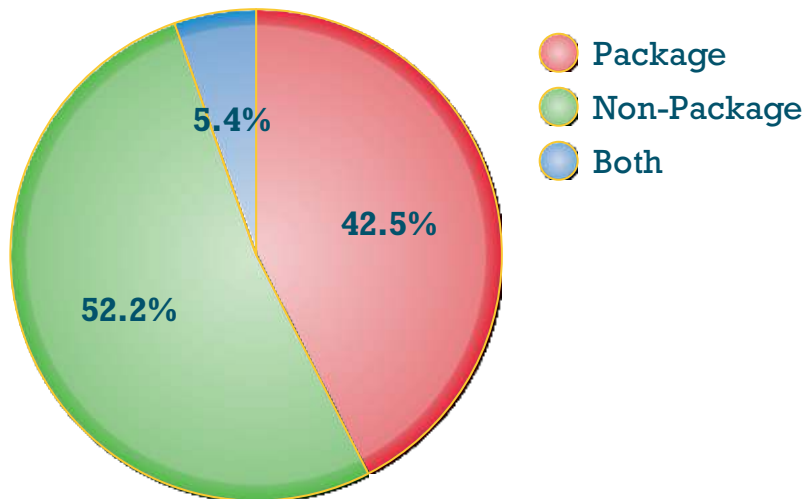
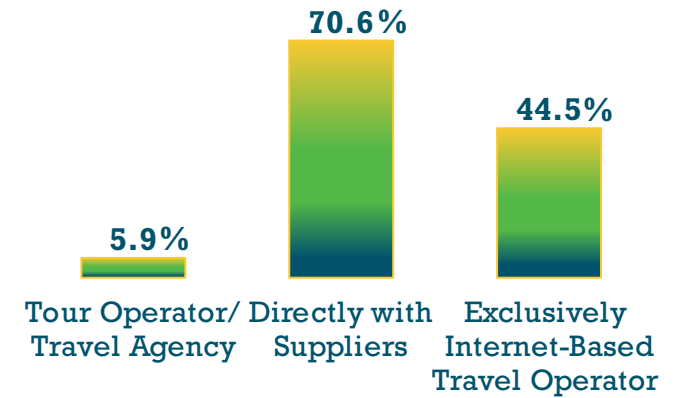
Trip Bookings Made With



Package Bookings



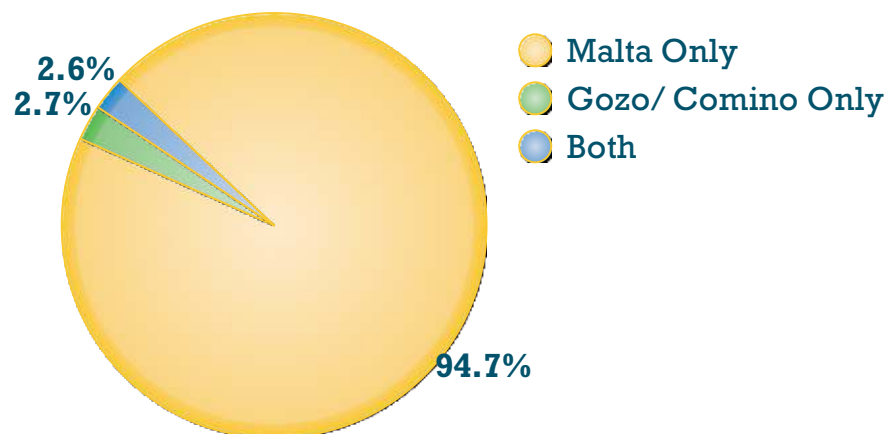
Non-Package Bookings



83.0%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



77.5%
First Time



22.5%
Repeat

Travelling Party



6.5%
Alone



51.7%
Spouse/Partner



25.8%
Family



11.4%
Friends



3.7%
Organised Group

Inbound Tourists by Type of Accommodation Used

Rented Accommodation

2,662,924

Collective
1,864,482

62.7%

26.8%

Other Rented
798,442

Non-Rented Accommodation

Non-Rented
312,746

10.5%

Non-Resident Guests in Collective Accommodation

Maltese Islands



Collective Accommodation



Other Collective Accommodation

17.6% of inbound tourists spending nights in the Maltese Islands stayed in 5* hotels.

11.2% utilised guesthouses/ hostels/ tourist villages.

44.6% stayed in 4* hotels.

24.4% stayed in 3* hotels.

Activities Engaged In

Cultural



80.9%
Visit Historical
Buildings



71.3%
Visit Churches



47.1%
Visit temples/
archeological sites



45.7%
Visit Museums



14.4%
Visit arts/
craft sites



12.9%
Attend local
festival/ event

Outdoor



55.0%
Swimming/
Sunbathing



46.5%
Leisure Boat
trip/ tour



26.0%
Trekking/
Hiking



6.5%
Scuba Diving



4.6%
Sport Event

Recreational



72.2%
Dine at restaurants



47.5%
Shopping



17.7%
Spa/ Wellness



6.8%
Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



28.5%

Met



64.7%

Not Met



6.9%

93.3%

Would recommend the Maltese Islands to their friends/ relatives

