

# UNITED KINGDOM Market Profile 2023



No. 2  
Rank

18.1% Market Share



## Inbound Tourists

- 2010: 415,099
- 2019: 649,624
- 2020: 135,944
- 2021: 214,267
- 2022: 427,005
- 2023: 539,198



15.2%



28.7%



31.6%



24.5%

## Air Connectivity

### Airlines

- Ryanair
- Air Malta
- EasyJet
- Jet2.com
- British Airways



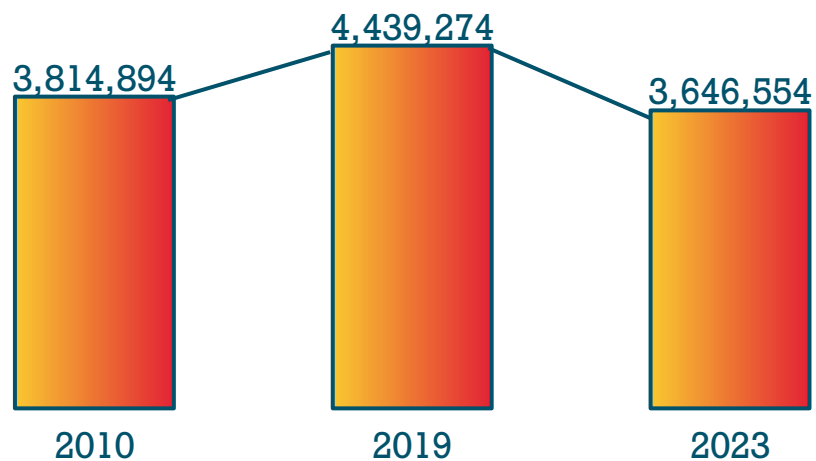
### Airports

- London - Gatwick
- Manchester
- London - Heathrow
- London - Stansted
- Birmingham
- London - Luton
- Edinburgh
- Liverpool - John Lennon
- Bristol
- Bournemouth
- Nottingham - East Midlands
- Glasgow
- Newcastle
- Leeds Bradford



## Bed Nights

### Total Nights



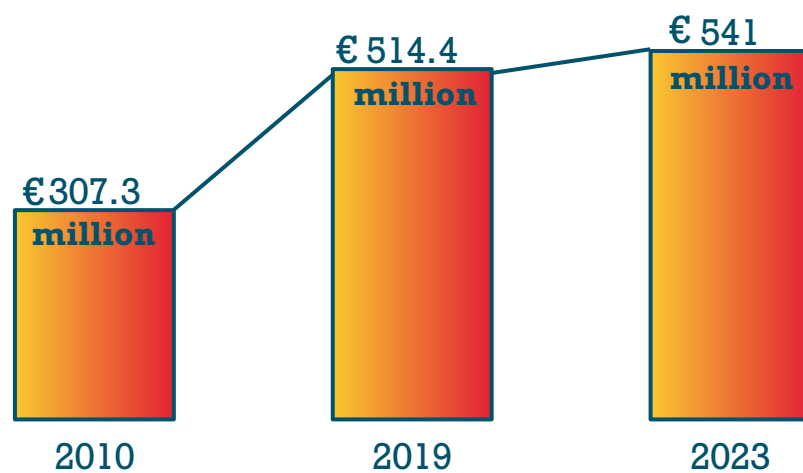
### Average Length of Stay



6.8  
Nights

## Expenditure

### Total Expenditure

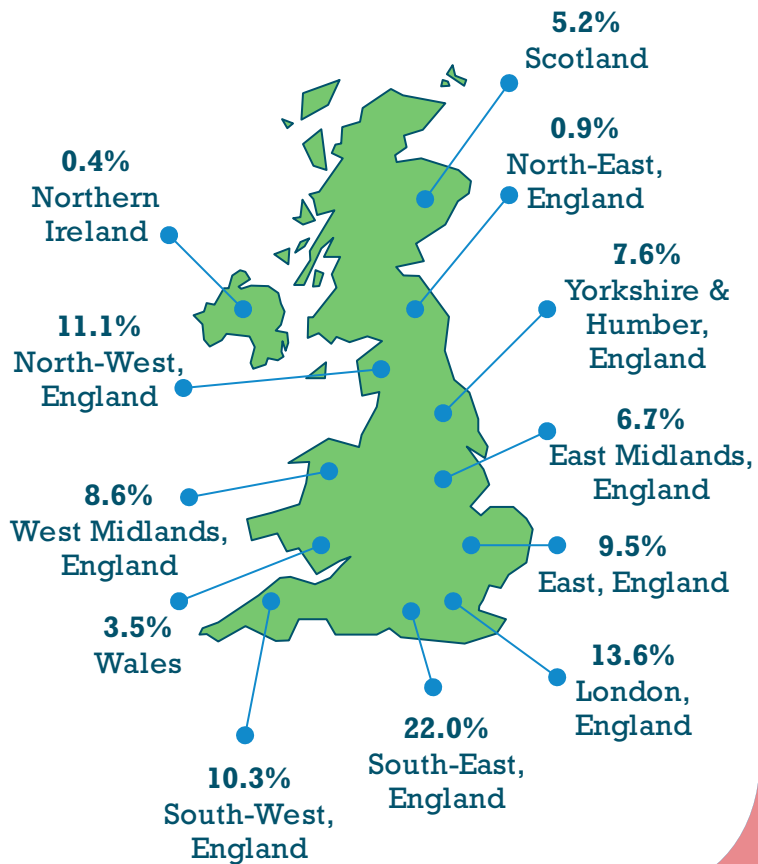


### Expenditure per Capita

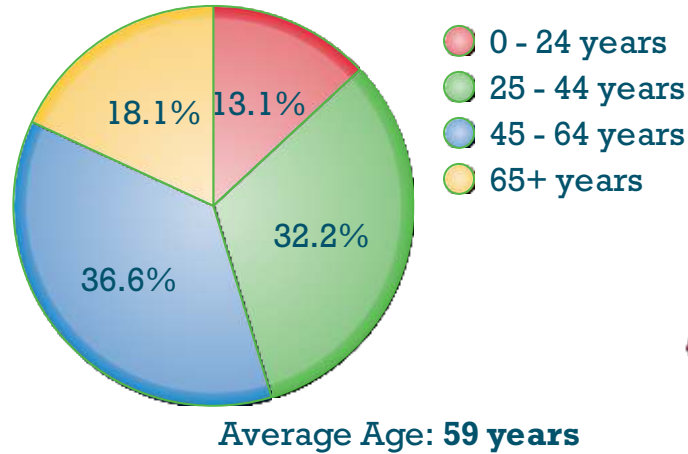


# Socio-Demographic Profile

## Region of Residence



## Age Groups



## Level of Education



**53.4%**  
Tertiary Level

**19.4%**  
Post-secondary Level

**17.2%**  
Secondary Level

## Occupation



**42.4%**  
Retired

**36.0%**  
Employed Full-time

**11.0%**  
Employed Part-time

**8.5%**  
Self-employed

## Living Arrangements

**62.8%**  
With Spouse/Partner

**16.8%**  
With Spouse/Partner and Children

**13.8%**  
On their own

**2.8%**  
With Children

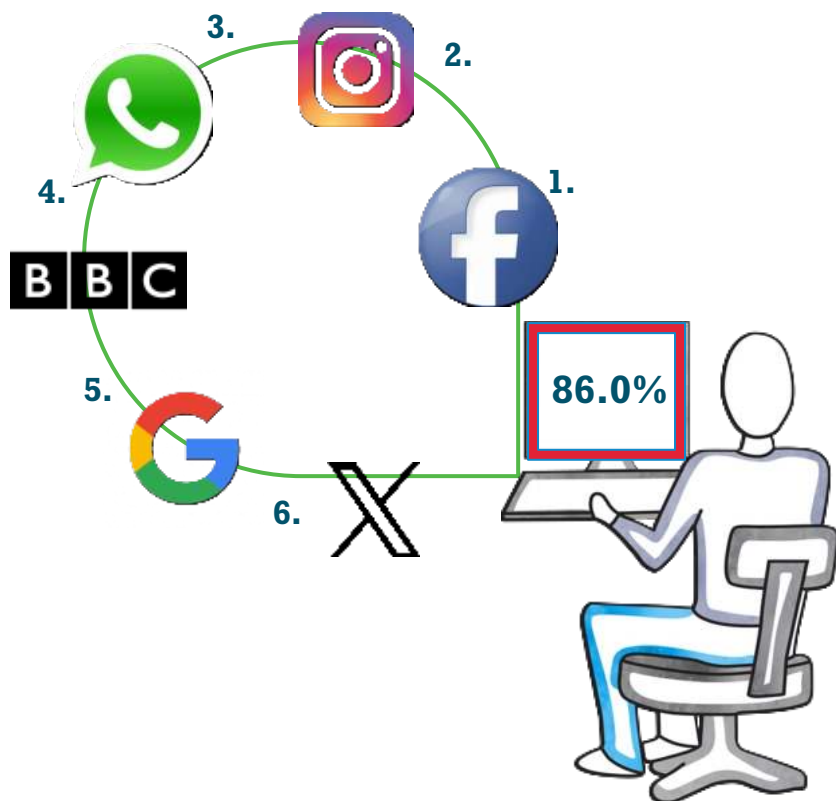
**2.1%**  
With Relatives/ Friends/ Room Mates



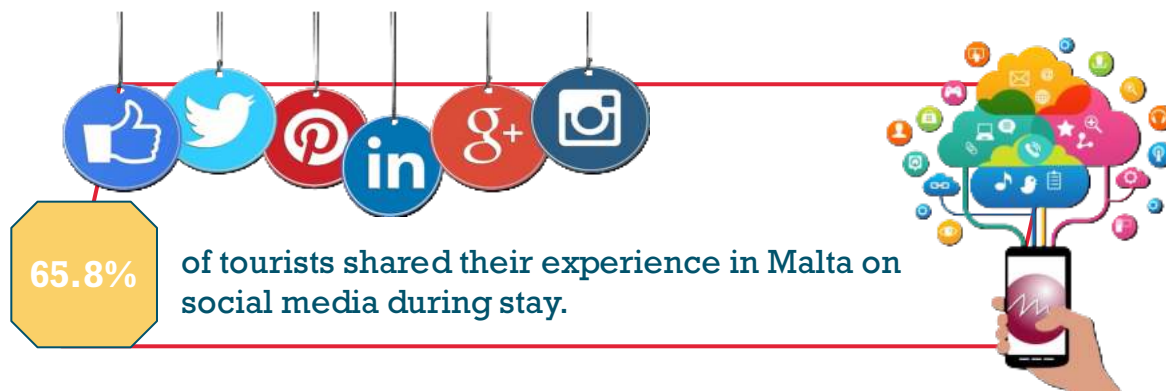
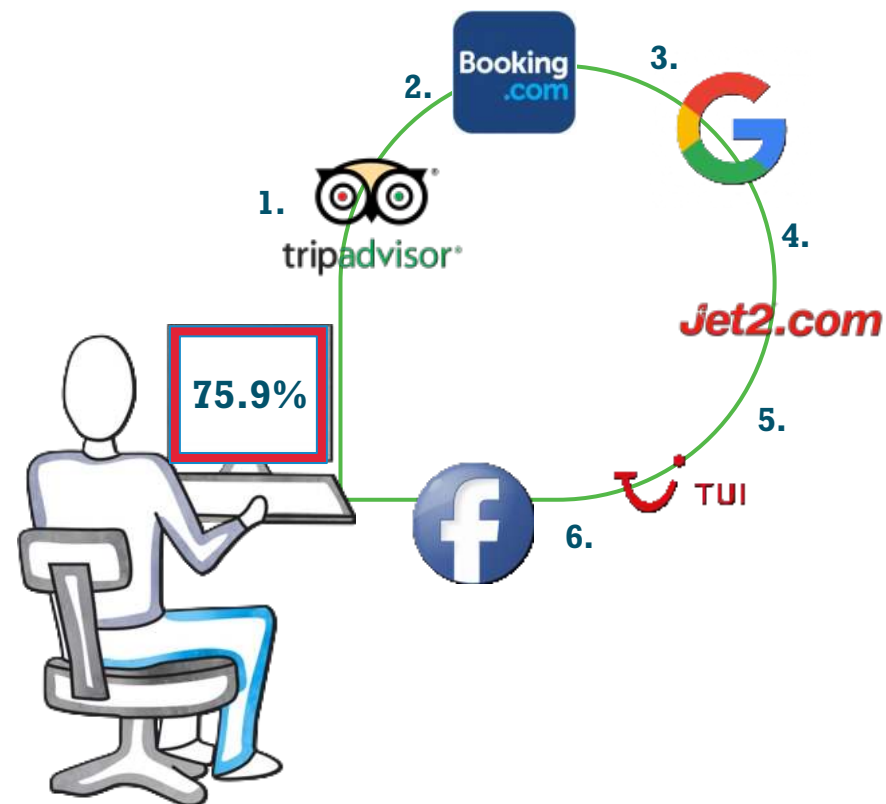
**1.8%**  
With Parents

## Digital Media Usage

### Regular



### Travel Purposes



## Travel Motivations

### Sun & Culture



**60.2%**

### Sun



**11.7%**

### Special Occasion



**10.7%**

### Culture



**10.2%**

### Wellness



**8.3%**

### Visiting Friends & Relatives



**6.7%**

### Business



**4.1%**

### Scuba Diving



**3.2%**

### Other Sports



**3.1%**



## Destination Choice Influencers

### Communication Channels



**41.4%**  
Digital Media



**39.3%**  
Recommendation by  
Friends/Relatives



**27.0%**  
Tour Operator  
brochure/website



**9.9%**  
Travel  
Guide book



**6.4%**  
Newspaper/ Magazine  
Advert/ Article



**5.3%**  
Recommendation  
by travel agent



**3.9%**  
Books



**2.7%**  
TV

### Other Factors



**54.1%**  
New Destination



**38.7%**  
Good flight connections



**37.1%**  
English Spoken  
Widely



**36.0%**  
Previous Visit



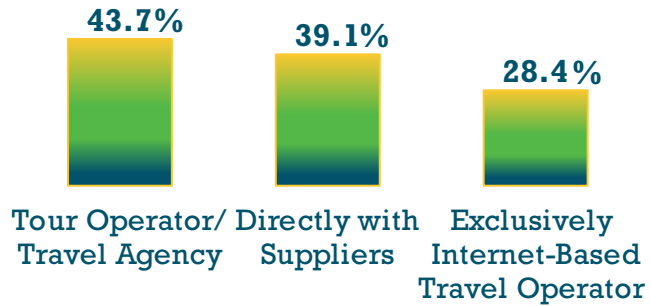
**32.2%**  
Cost/ Value  
for Money



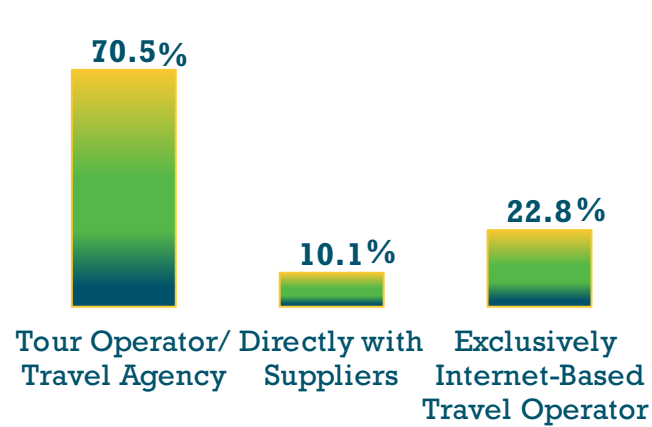
**26.6%**  
Maltese Hospitality

## Type of Booking

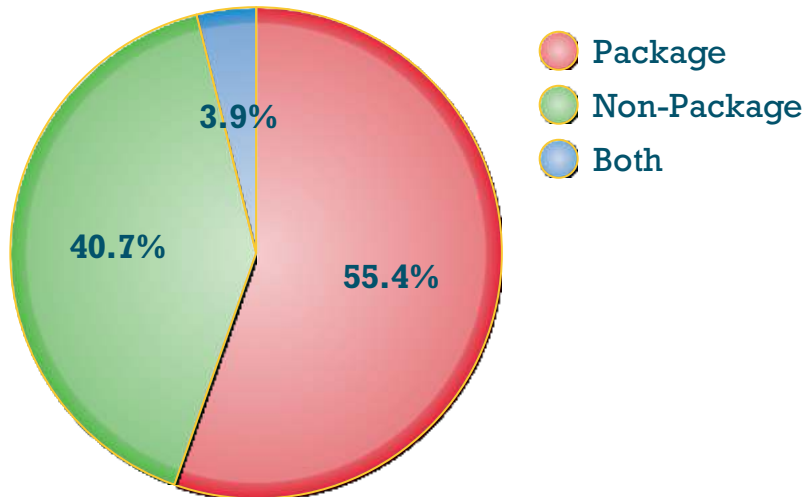
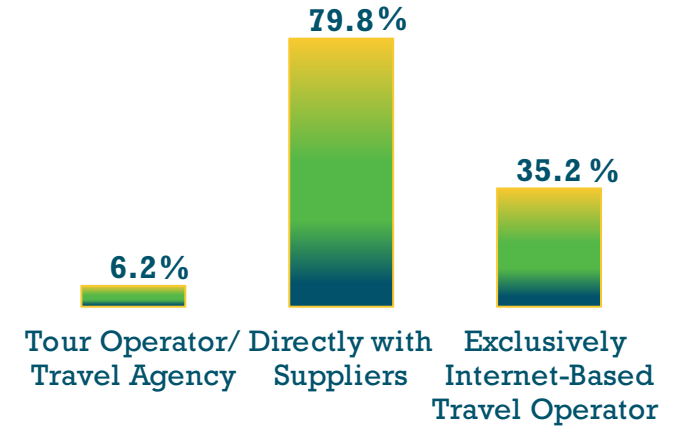
### Trip Bookings Made With



### Package Bookings



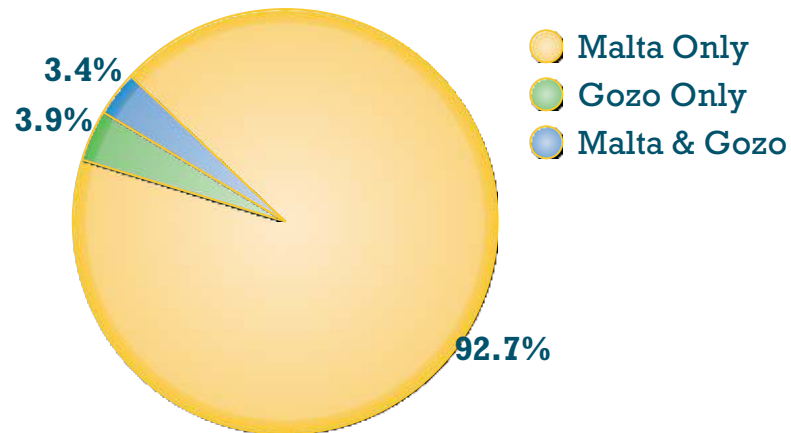
### Non-Package Bookings



81.0%

Completed Trip Bookings Online

## Type of Trip



## 1st Time vs Repeat Tourists



**61.0%**  
First Time



**39.0%**  
Repeat

## Travelling Party



**7.5%**  
Alone



**61.7%**  
Spouse/Partner



**20.1%**  
Family



**8.8%**  
Friends



**1.8%**  
Organised Group



## Type of Accommodation Used

### Malta



**20.7%** of British tourists spending nights in Malta stayed in 5\* hotels.

**11.7%** utilised self-catering apartment/ farmhouse/ villa.

**48.3%** stayed in 4\* hotels.

**9.6%** stayed in 3\* hotels.

### Gozo



**32.7%** utilised self-catering apartment/ farmhouse/ villa.

**20.0%** stayed in 5\* hotels.

**6.4%** of British tourists spending nights in Gozo utilised Guesthouse/ hostel.

**20.9%** stayed in 4\* hotels.

## Activities Engaged In

### Cultural



**82.4%**  
Visit Historical  
Buildings



**67.8%**  
Visit Churches



**49.6%**  
Visit Museums



**39.1%**  
Visit temples/  
archeological sites



**16.6%**  
Visit arts/  
craft sites



**12.9%**  
Attend Local  
festival/ event



**8.5%**  
Visit local  
produce sites/  
agro-experiences

### Outdoor



**53.3%**  
Swimming/  
Sunbathing



**39.0%**  
Leisure Boat  
trip/ tour



**13.5%**  
Trekking/  
Hiking



**3.8%**  
Scuba Diving

### Recreational



**71.5%**  
Dine at restaurants



**49.1%**  
Shopping



**18.0%**  
Spa/ Wellness



**5.1%**  
Nightlife/  
Clubbing

## Tourists' Expectations of Malta

Exceeded



39.1%

Met



55.0%

Not Met



5.9%

94.0%

Would recommend the Maltese Islands to their friends/ relatives

