

AUSTRIA

Market Profile 2023



No. 14
Rank

1.7% Market Share



Inbound Tourists

- 2010: 19,908
- 2019: 33,251
- 2020: 11,667
- 2021: 16,445
- 2022: 36,497
- 2023: 51,902



15.7%



27.4%



31.8%



25.0%

Air Connectivity

Airlines

- Air Malta
- Ryanair



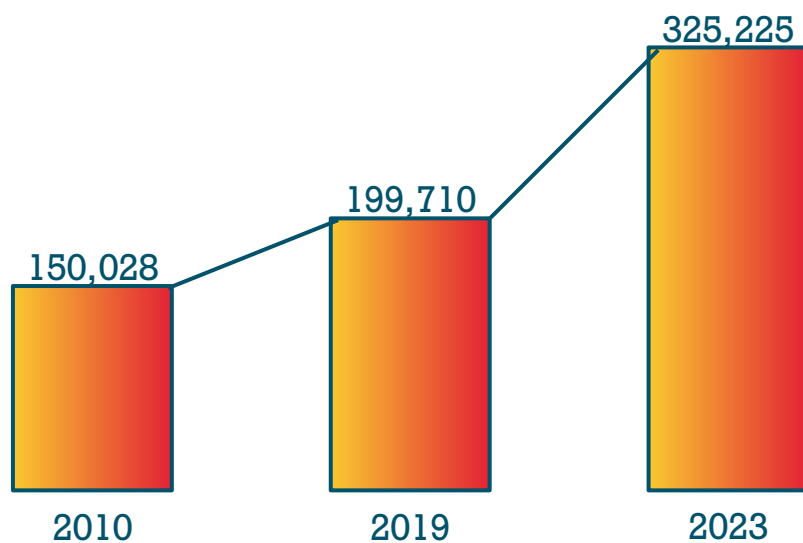
Airports

- Vienna



Bed Nights

Total Nights



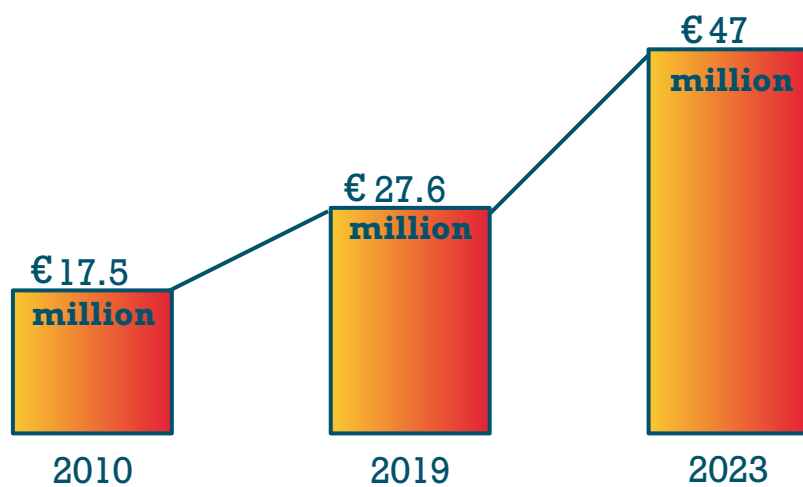
Average Length of Stay



6.3
Nights

Expenditure

Total Expenditure

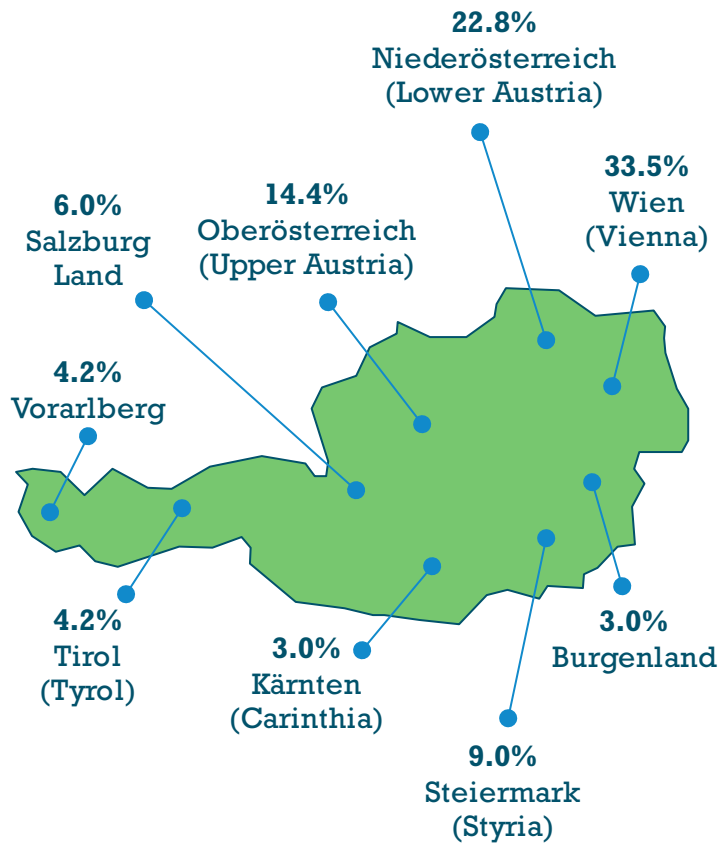


Expenditure per Capita

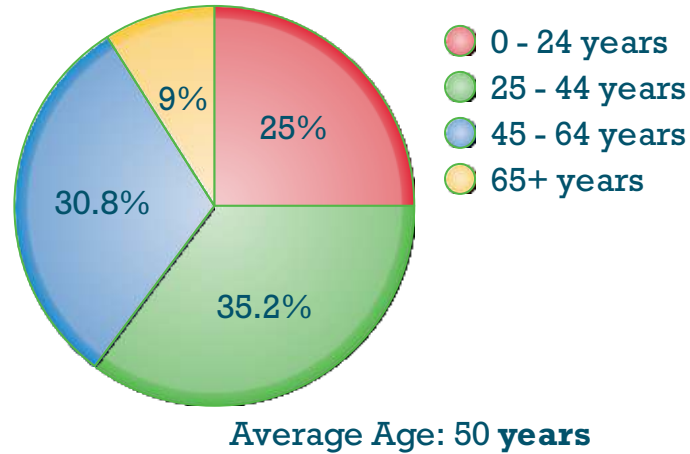


Socio-Demographic Profile

Region of Residence



Age Groups



Level of Education



52.0%
Tertiary Level

25.1%
Post-secondary Level

20.7%
Vocational Training

Occupation



46.9%
Employed Full-time

24.6%
Retired

14.5%
Self-Employed

10.1%
Employed Part-time

Living Arrangements



58.6%
With Spouse/Partner

17.7%
With Spouse/Partner and Children

16.6%
On their own

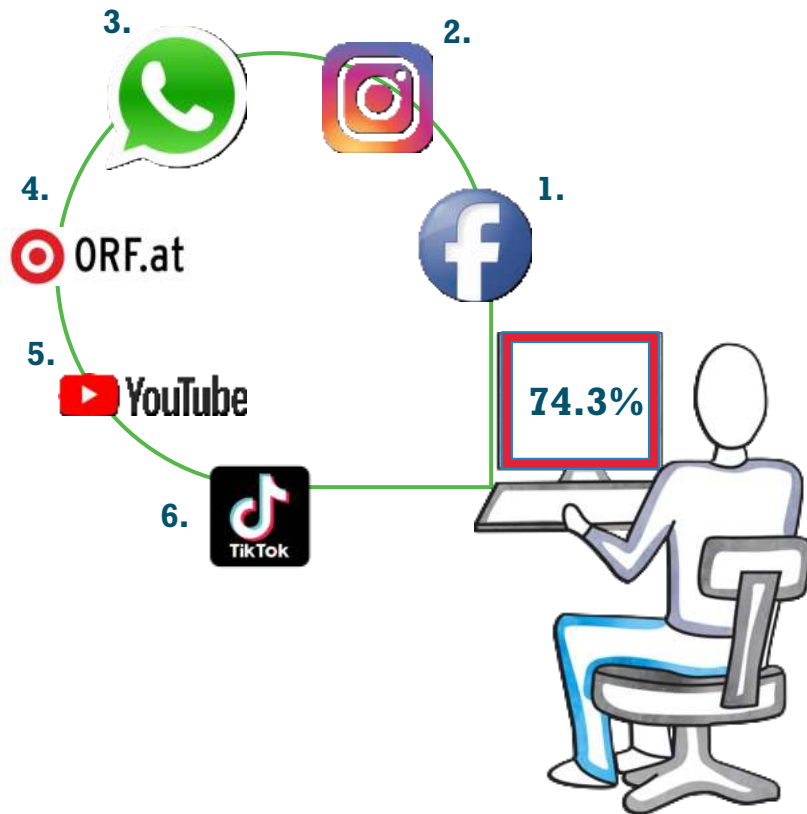
4.4%
With Parents

1.7%
With Relatives/ Friends/ Room Mates

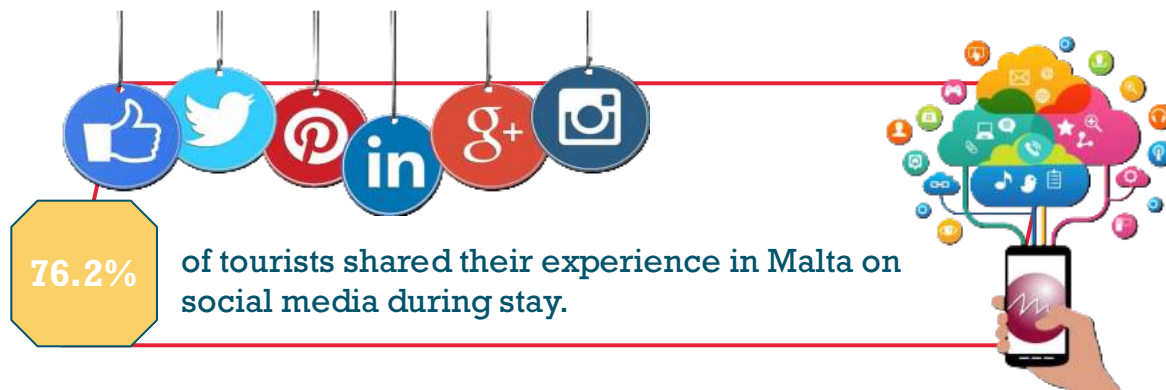
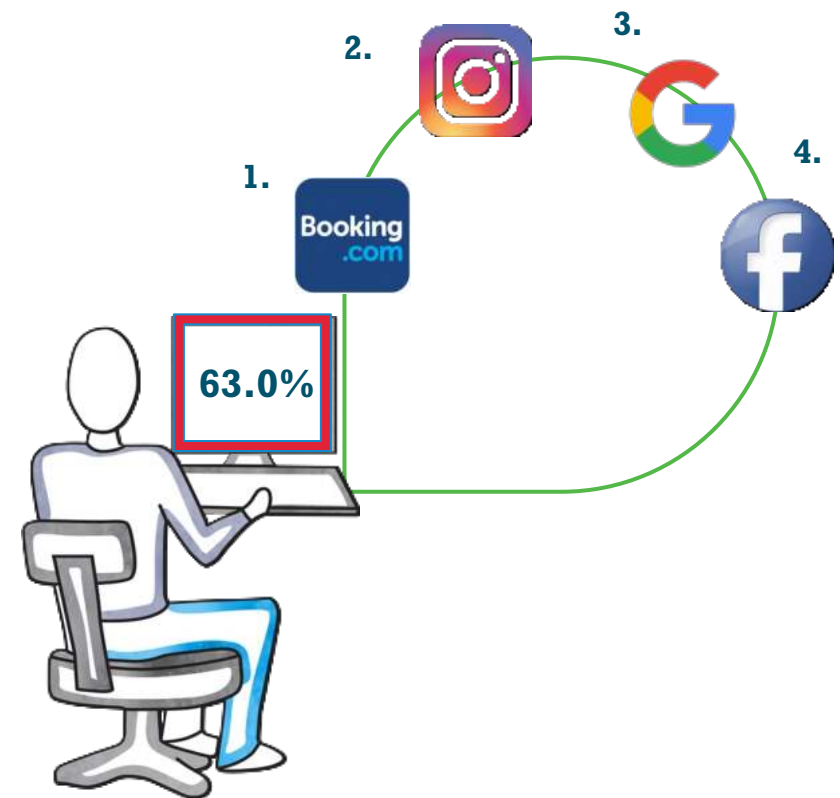
1.1%
With Children

Digital Media Usage

Regular



Travel Purposes



Travel Motivations

Sun & Culture



53.7%

Sun



16.5%

Culture



12.5%

TEFL



9.5%

Special Occasion



7.9%

Scuba Diving



5.2%

Other Sports



4.4%

Business



3.1%

Wellness



3.1%

Visiting Friends & Relatives



2.5%

Destination Choice Influencers

Communication Channels



52.5%
Digital Media



42.6%
Recommendation by
Friends/Relatives



18.0%
Travel
Guide book



16.4%
Tour Operator
brochure/website



7.7%
Recommendation
by travel agent



6.0%
Books



4.4%
TV



3.2%
Newspaper/
Magazine Advert/
Article

Other Factors



60.7%
New Destination



48.1%
Good flight connections



35.0%
English Spoken
Widely



31.1%
Cost/ Value for
Money



20.8%
Previous Visit



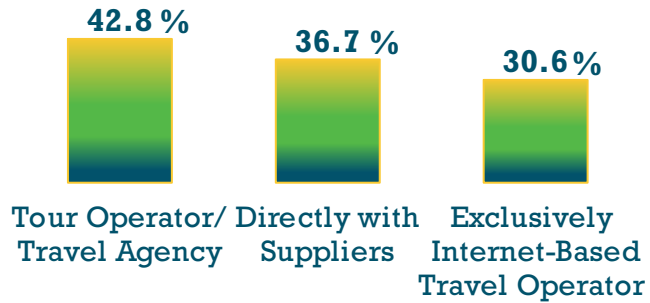
13.7%
Maltese Hospitality



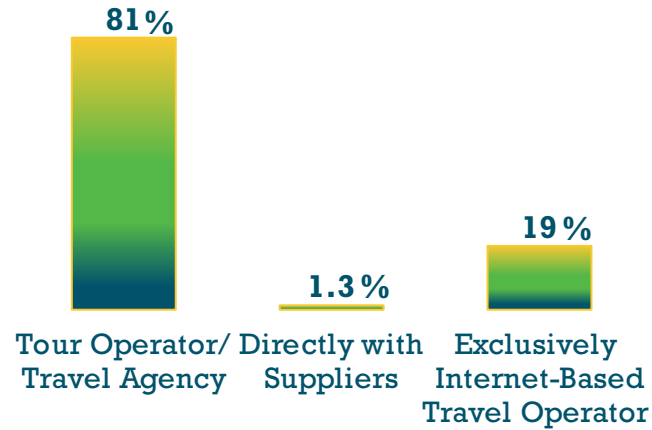
5.5%
Film Shot Locally

Type of Booking

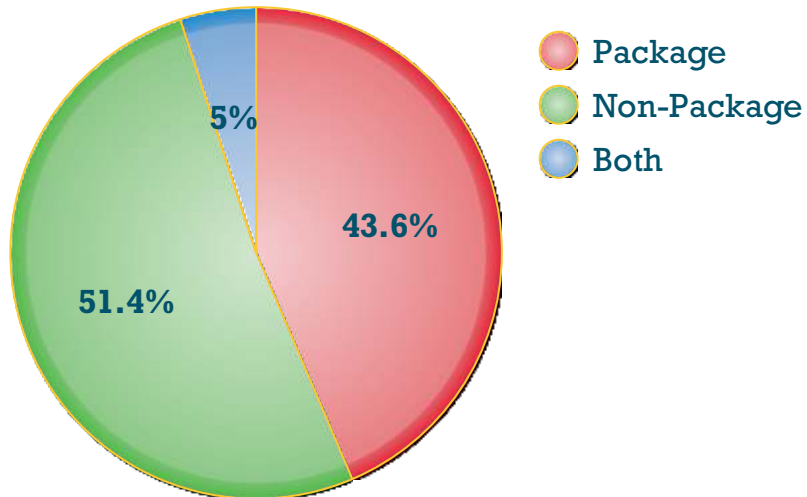
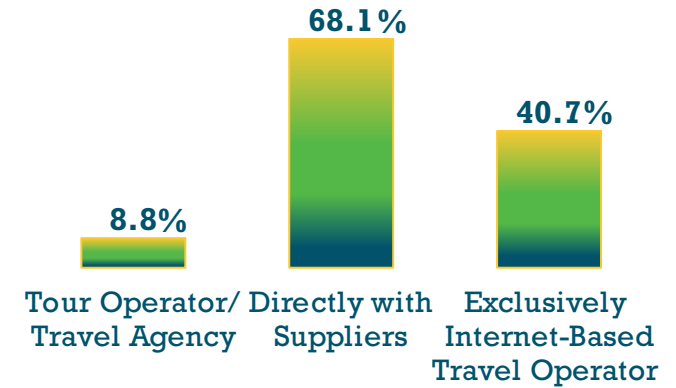
Trip Bookings Made With



Package Bookings



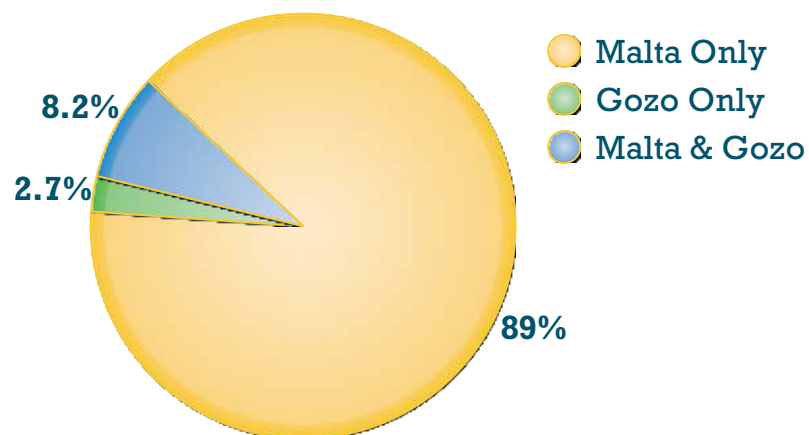
Non-Package Bookings



75.4%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



82.0%
First Time



18.0%
Repeat

Travelling Party



7.1%
Alone



53.6%
Spouse/Partner



18.0%
Family



14.2%
Friends



6.6%
Organised Group



0.5%
Business Associates

Type of Accommodation Used

Malta & Gozo



18.5% of Austrian tourists spending nights in Malta & Gozo stayed in 5* hotels.

47.8% stayed in 4* hotels.

9.6% stayed in 3* hotels.



7.3% utilised guesthouse/ hostel.

10.7% utilised self-catering apartment/ farmhouse/ villa.

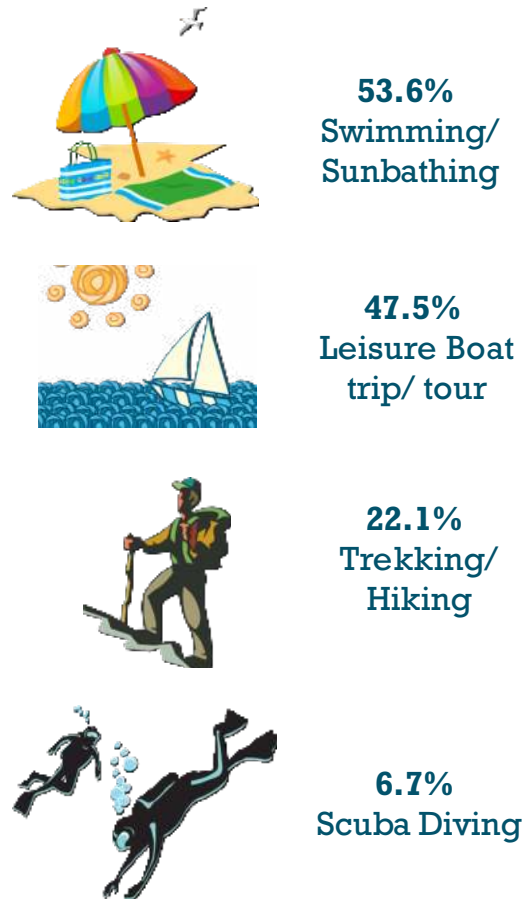
2.8% utilised friends'/ relatives house/ own private residence.

Activities Engaged In

Cultural



Outdoor



Recreational



Tourists' Expectations of Malta

Exceeded



26.7%

Met



68.8%

Not Met



4.5%

91.0%

Would recommend the Maltese Islands to their friends/ relatives

