

# BELGIUM

## Market Profile 2023



No. 7  
Rank

2.2% Market Share



### Inbound Tourists

- 2010: 24,296
- 2019: 70,886
- 2020: 19,015
- 2021: 31,768
- 2022: 55,821
- 2023: 65,558

### Seasonality



18.3%



28.3%



32.6%



20.9%

### Air Connectivity

#### Airlines

- Air Malta
- Ryanair



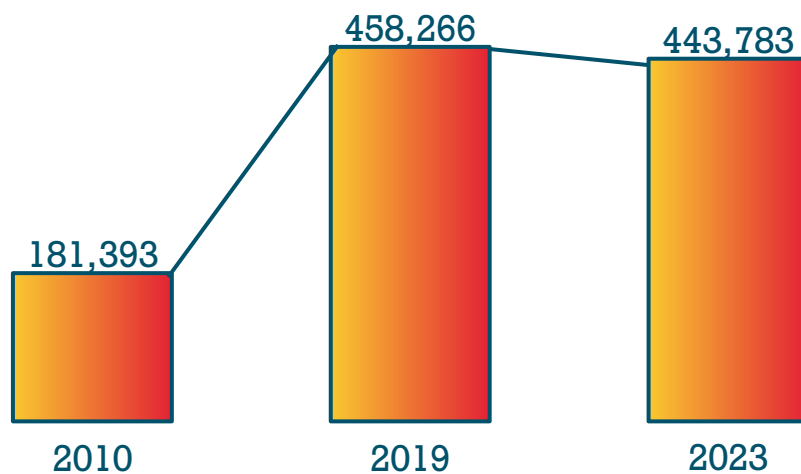
#### Airports

- Brussels
- Brussels South Charleroi



## Bed Nights

### Total Nights



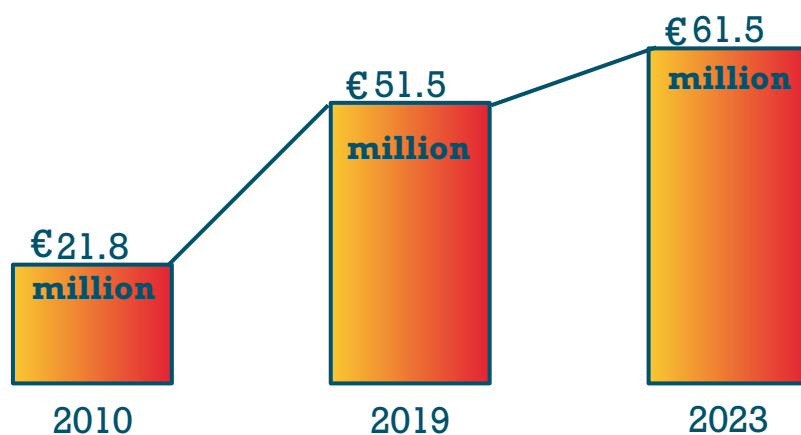
### Average Length of Stay



6.8  
Nights

## Expenditure

### Total Expenditure

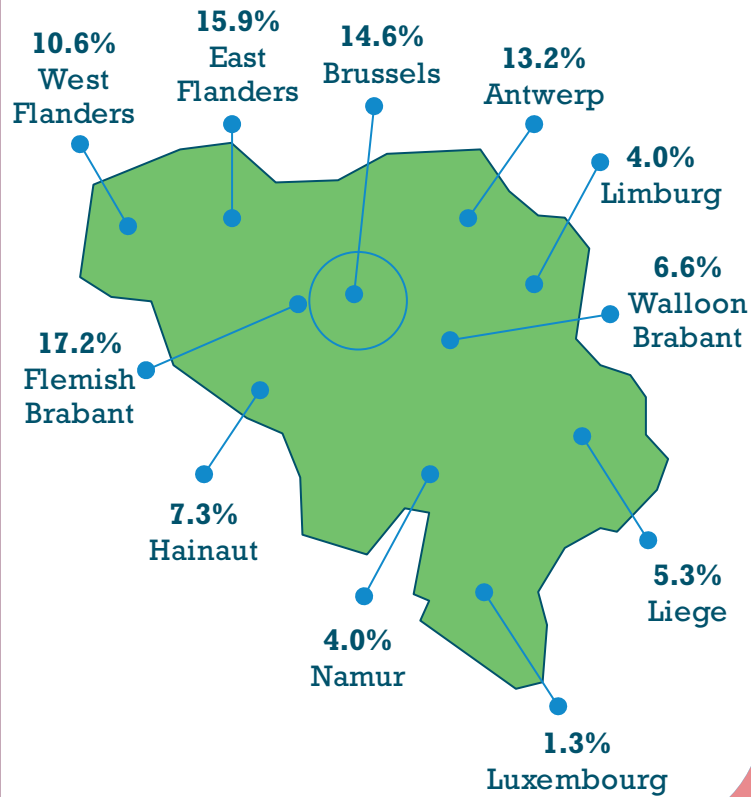


### Expenditure per Capita

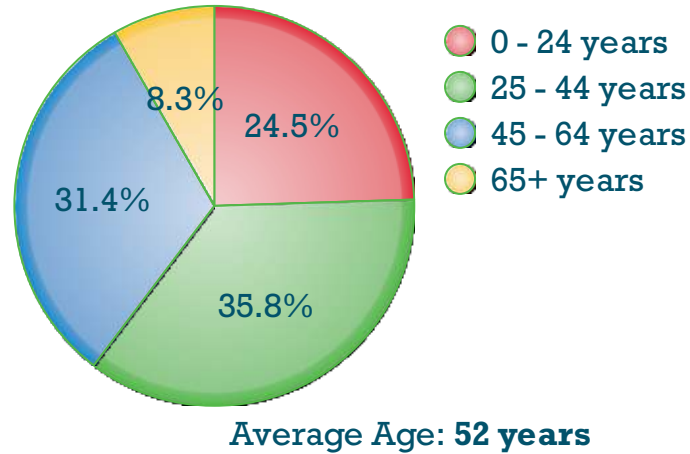


# Socio-Demographic Profile

## Region of Residence



## Age Groups



## Level of Education



**80.6%**  
Tertiary Level

**8.1%**  
Secondary Level

**8.1%**  
Post-secondary Level

## Occupation



**51.6%**  
Employed Full-time

**24.8%**  
Retired

**10.6%**  
Self-Employed

**9.3%**  
Employed Part-time

## Living Arrangements



**40.7%**  
With Spouse/Partner

**31.5%**  
With Spouse/Partner and Children

**19.8%**  
On their own

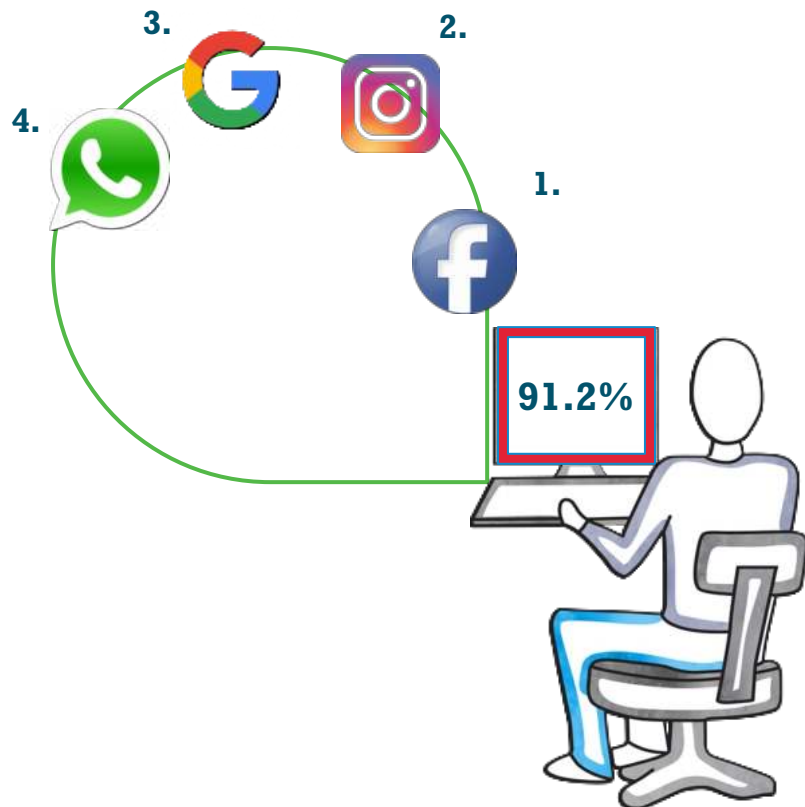
**4.9%**  
With Children

**2.5%**  
With Parents

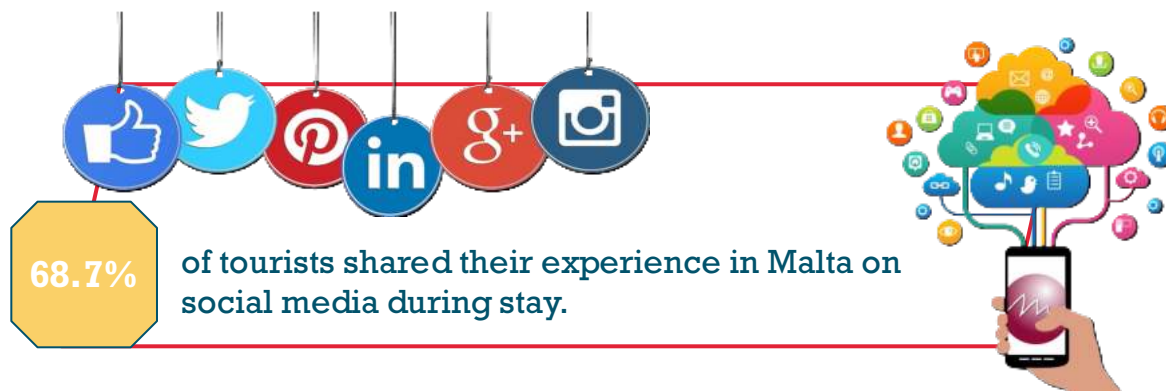
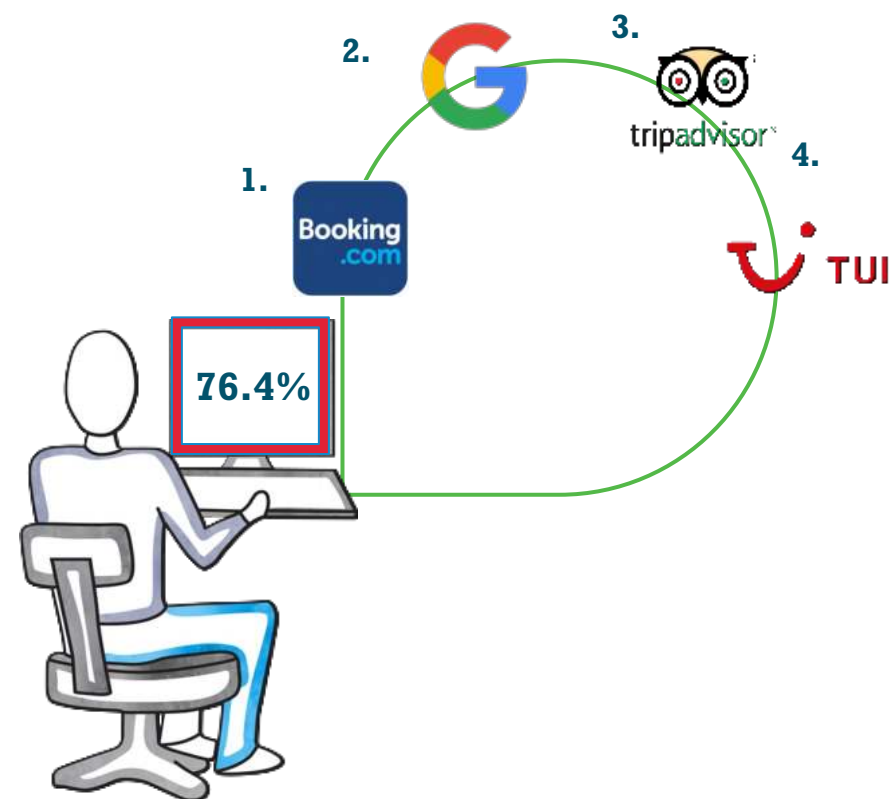
**0.6%**  
With Relatives/  
Friends/ Room Mates

## Digital Media Usage

### Regular



### Travel Purposes



## Travel Motivations

### Sun & Culture



54.8%

### Sun



14.3%

### Culture



11.5%

### Scuba Diving



7.4%

### Other Sports



7.4%

### Visiting Friends & Relatives



5.8%

### Business



5.3%

### Special Occasion



4.4%

### Wellness



2.4%

### TEFL



0.8%

## Destination Choice Influencers

### Communication Channels



**54.8%**  
Digital Media



**42.2%**  
Recommendation by  
Friends/Relatives



**26.5%**  
Tour Operator  
brochure/website



**13.9%**  
Travel  
Guide book



**13.9%**  
Recommendation  
by travel agent



**5.4%**  
TV



**4.2%**  
Books



**4.2%**  
Newspaper/  
Magazine Advert/  
Article

### Other Factors



**69.3%**  
New Destination



**31.3%**  
Good flight connections



**30.7%**  
Cost/ Value for  
Money



**18.1%**  
Previous Visit



**17.5%**  
English Spoken  
Widely



**9.6%**  
Maltese Hospitality

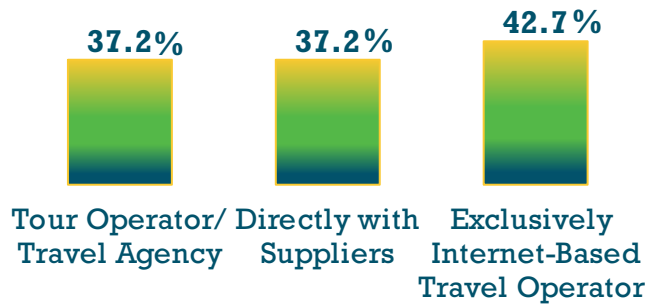


**2.4%**  
Film Shot Locally

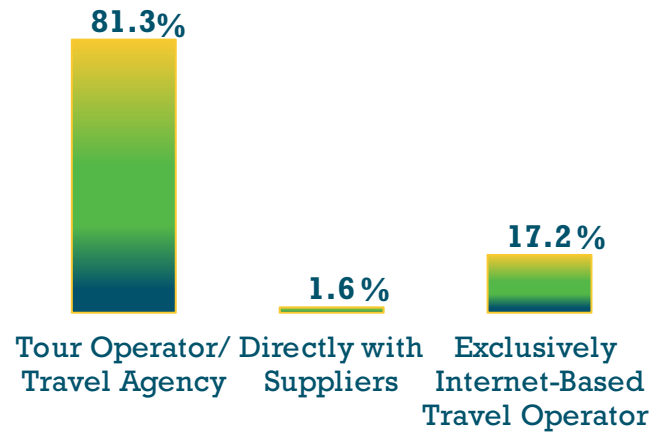


## Type of Booking

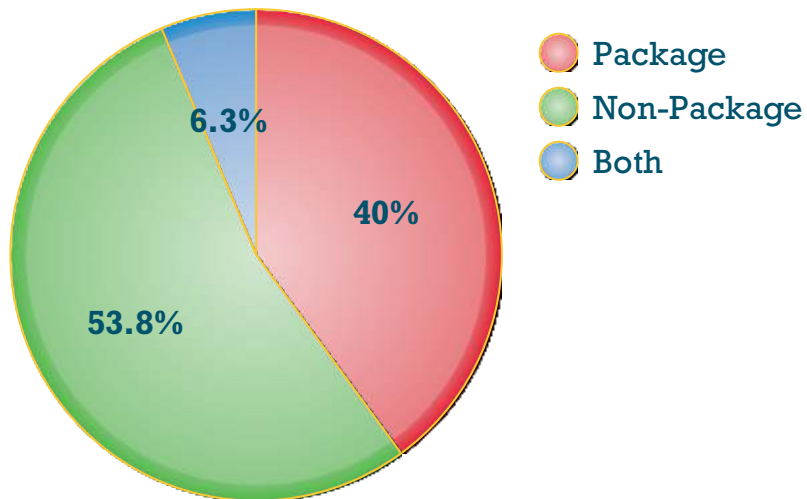
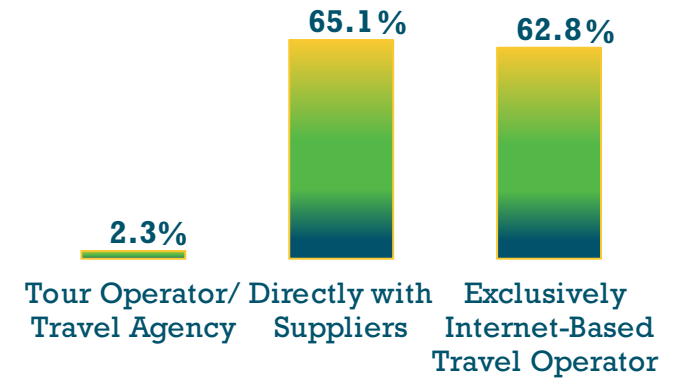
### Trip Bookings Made With



### Package Bookings



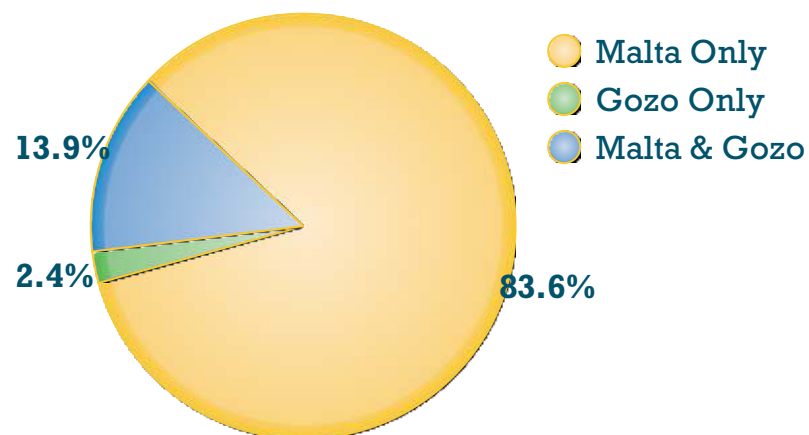
### Non-Package Bookings



77.4%

Completed Trip Bookings Online

## Type of Trip



## 1st Time vs Repeat Tourists



**82.4%**  
First Time



**17.6%**  
Repeat

## Travelling Party



**6.0%**  
Alone



**44.0%**  
Spouse/Partner



**28.9%**  
Family



**15.1%**  
Friends



**3.6%**  
Organised Group



**2.4%**  
Business Associates



## Type of Accommodation Used

### Malta & Gozo



**14.8%** of Belgian tourists spending nights in Malta & Gozo stayed in 5\* hotels.

**46.9%** stayed in 4\* hotels.

**9.9%** stayed in 3\* hotels.



**8.0%** utilised guesthouse/ hostel.

**17.9%** utilised self-catering apartment/ farmhouse/ villa.

## Activities Engaged In

### Cultural



**81.3%**  
Visit Historical  
Buildings



**74.7%**  
Visit Churches



**45.2%**  
Visit temples/  
archeological sites



**45.2%**  
Visit Museums



**16.3%**  
Attend Local  
festival/ event



**15.1%**  
Visit arts/  
craft sites



**8.4%**  
Visit local  
produce sites/  
agro-experiences

### Outdoor



**53.0%**  
Swimming/  
Sunbathing



**52.4%**  
Leisure Boat  
trip/ tour



**45.3%**  
Trekking/  
Hiking



**11.7%**  
Scuba Diving

### Recreational



**75.9%**  
Dine at restaurants



**51.8%**  
Shopping



**16.3%**  
Spa/ Wellness



**4.2%**  
Nightlife/  
Clubbing

## Tourists' Expectations of Malta

Exceeded



29.8%

Met



62.1%

Not Met



8.1%

91.8%

Would recommend the Maltese Islands to their friends/ relatives

