

CULTURE SEEKERS

2023

Culture Seekers

323,636

2023

10.9%
Share of Total Inbound
Tourists

Seasonality



22.2%



35.6%

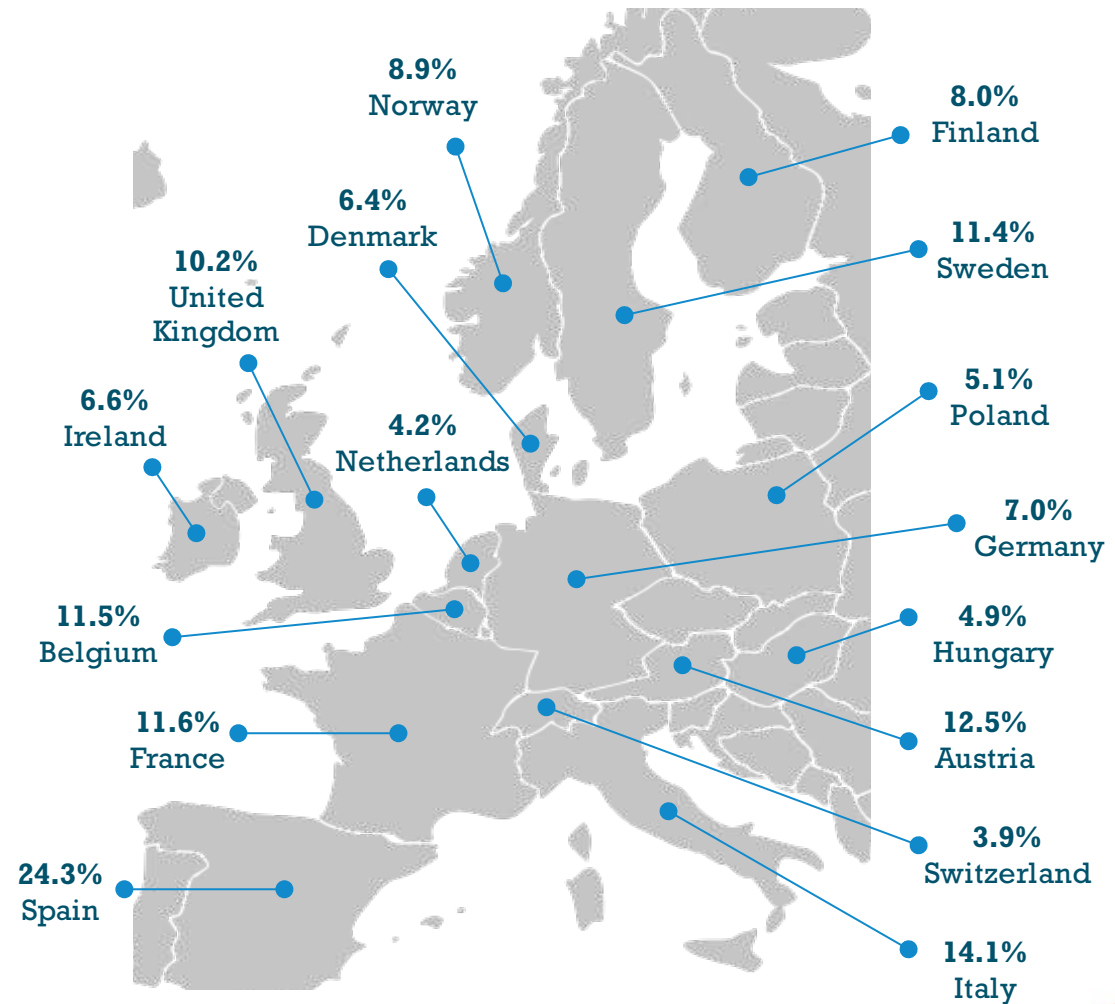


17.8%



24.3%

Share of Culture Seekers out of Total Geographical Market



Bed Nights

Total Nights

2,016,159

Average Length of Stay



**6.2
Nights**

Expenditure

Total Expenditure

€ 395.3 million

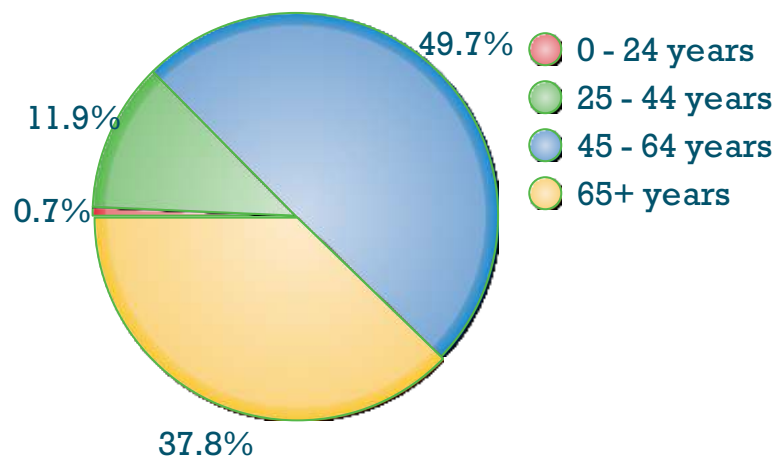
Expenditure per Capita



€ 1,221

Socio-Demographic Profile

Age Groups



Average Age: **60 years**

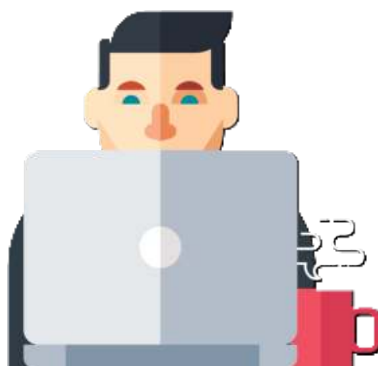
Level of Education



61.5%
Tertiary Level

16.1%
Post-secondary Level

Occupation



44.4%
Retired

33.9%
Employed
Full-time

9.2%
Self-
employed

8.5%
Employed
Part-time

Living Arrangements

60.0%
With Spouse/Partner

17.0%
With Spouse/Partner
and Children

16.9%
On their own

3.7%
With Children

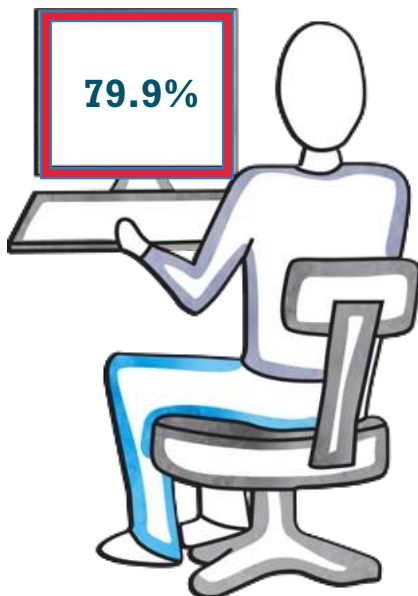
1.2%
With Parents



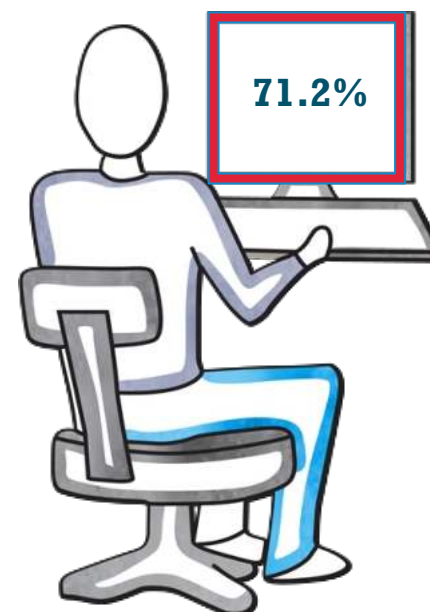
1.2%
With Relatives/
Friends/ Room Mates

Digital Media Usage

Regular



Travel Purposes



69.2%

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



Destination Choice Influencers

Communication Channels



36.1%
Digital Media



34.5%
Recommendation by
Friends/Relatives



19.3%
Tour Operator
brochure/website



16.6%
Travel
Guide book



8.2%
Newspaper/ Magazine
Advert/ Article



8.2%
Books



8.2%
Recommendation
by travel agent



6.8%
TV

Other Factors



70.9%
New Destination



37.3%
Good flight connections



21.2%
English Spoken
Widely



20.9%
Cost/ Value
for Money



13.7%
Previous Visit



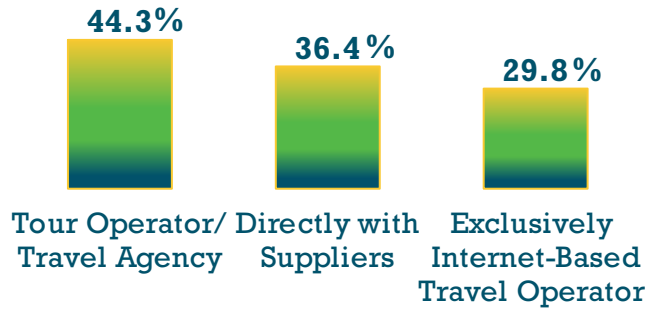
12.0%
Maltese Hospitality



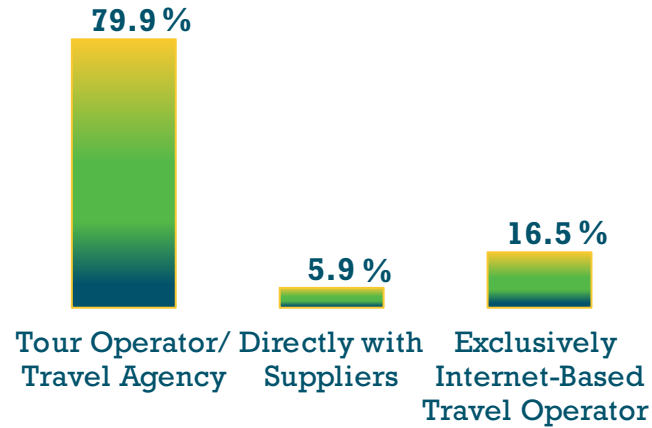
3.1%
Film Shot Locally

Type of Booking

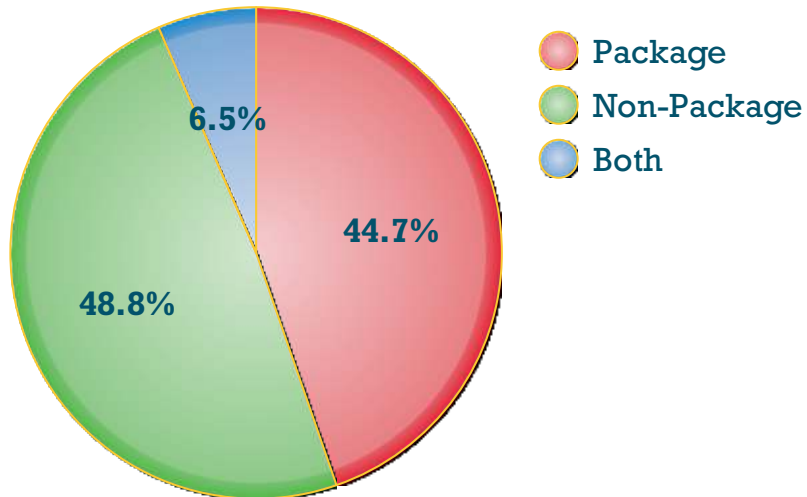
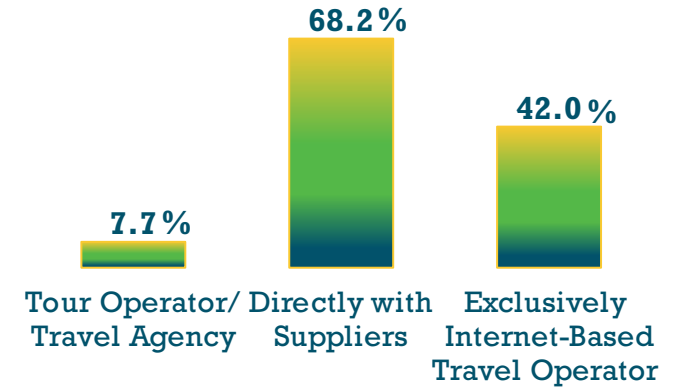
Trip Bookings Made With



Package Bookings



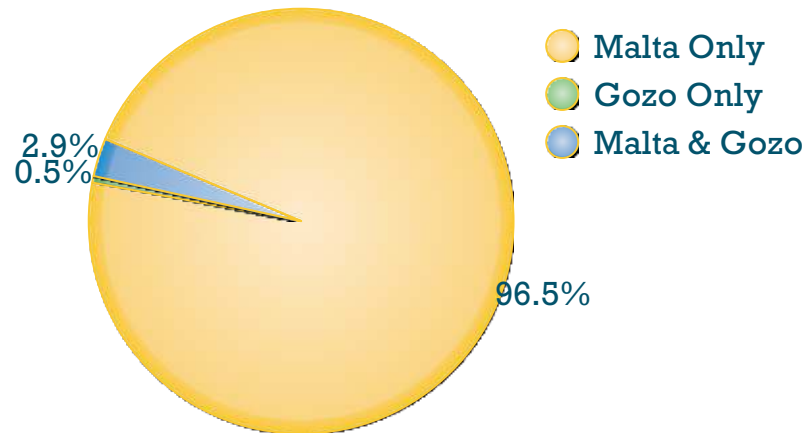
Non-Package Bookings



76.5%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists

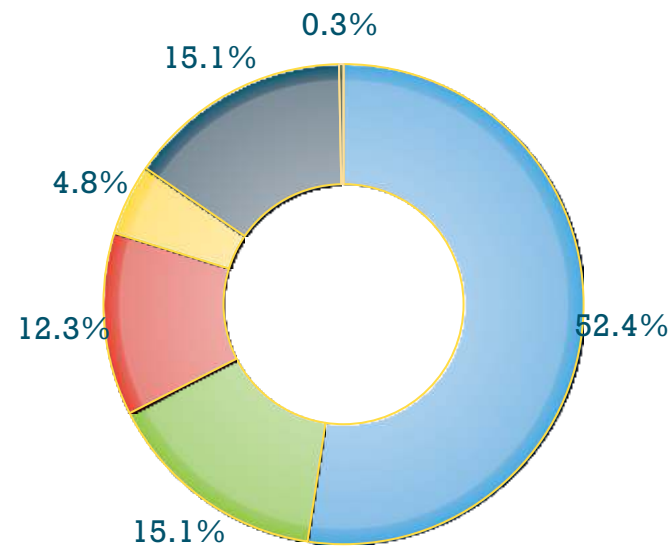


81.1%
First Time



18.9%
Repeat

Travelling Party



● with Spouse/Partner
 ● with Family
 ● with Friends
 ● Alone
 ● Organised Group

Top Ranking Travel Operators



UK

1. Booking.com
2. EasyJet
3. Jet2.com
4. Airbnb
5. British Airways
6. Expedia



Italy

1. Booking.com
2. Airbnb
3. Vola Gratis



Spain

1. Booking.com
2. El Corte Ingles
3. Airbnb



France

1. Booking.com
2. Airbnb
3. Arts et vie
4. FRAM
5. Lastminute.com
6. Leclerc Voyages
7. Voyage Privé



Germany

1. Booking.com
2. TUI
3. Check 24
4. DerTour



Poland

1. EXIM Tours
2. Itaka
3. Booking.com

Type of Accommodation Used

The Maltese Islands



12.0% of Culture seekers spending nights in the Maltese Islands stayed in 5* hotels.

42.2% stayed in 4* hotels.

15.7% stayed in 3* hotels.



20.2% utilised self-catering apartment/ farmhouse/ villa.

Means of Transport Used



69.1%
Public Transport



43.9%
Gozo Ferry



39.0%
Taxi / Shuttle Service



27.5%
Other Ferry



24.1%
HopOn/HopOff Bus



23.8%
Excursion Boat



20.9%
Excursion Coach



11.8%
Rental Vehicle

Activities Engaged In

Cultural



92.1%
Visit Historical
Buildings



87.4%
Visit Churches



65.5%
Visit Museums



64.1%
Visit temples/
archeological sites



19.0%
Visit arts/
craft sites



10.4%
Attend Local
festival/ event



6.8%
Visit local
produce sites/
agro-experiences

Outdoor



29.4%
Leisure Boat
trip/ tour



19.5%
Swimming/
Sunbathing



15.4%
Trekking/
Hiking

Recreational



59.7%
Dine at restaurants



36.4%
Shopping



9.6%
Spa/ Wellness

Tourists' Expectations of Malta

Exceeded



28.3%

Met



64.0%

Not Met



7.8%

92.9%

Would recommend the Maltese Islands to their friends/ relatives

