

FRANCE

Market Profile 2023



No. 3
Rank

9.6% Market Share



Inbound Tourists

- 2010: 86,516
- 2019: 239,140
- 2020: 70,875
- 2021: 133,912
- 2022: 258,372
- 2023: 286,133



14.0%



32.4%



35.4%



18.1%

Air Connectivity

Airlines

- Air Malta
- Ryanair
- Vueling
- Transavia
- Air France



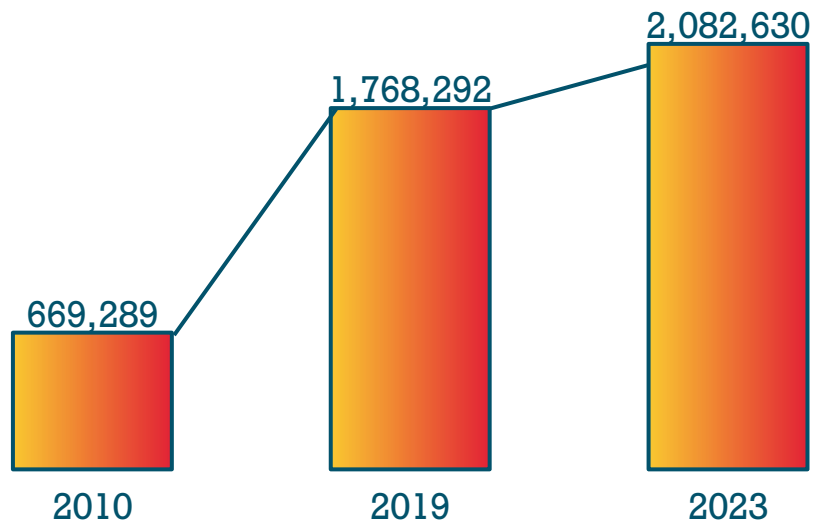
Airports

- Paris - Orly
- Paris - Charles De Gaulle
- Marseille Provence
- Lyon Saint-Exupery
- Toulouse - Blagnac
- Nantes Atlantique
- Bordeaux - Merignac
- Tarbes Ossun Lourdes
- Paris Beauvais - Tille
- Nice - Cote d'Azur



Bed Nights

Total Nights



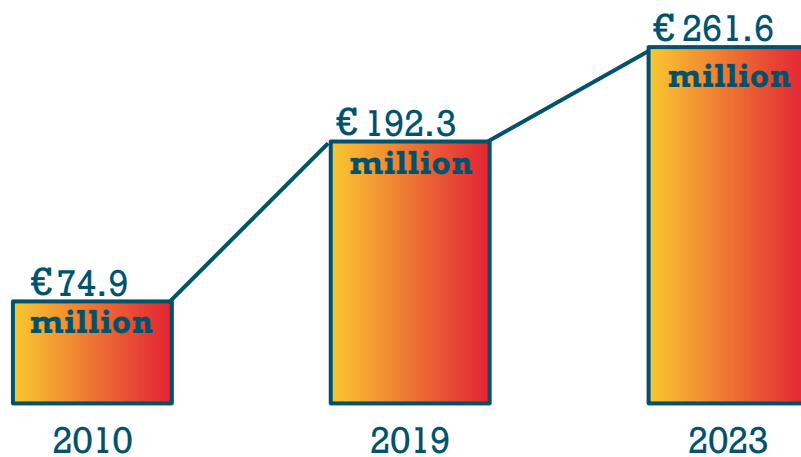
Average Length of Stay



7.3
Nights

Expenditure

Total Expenditure

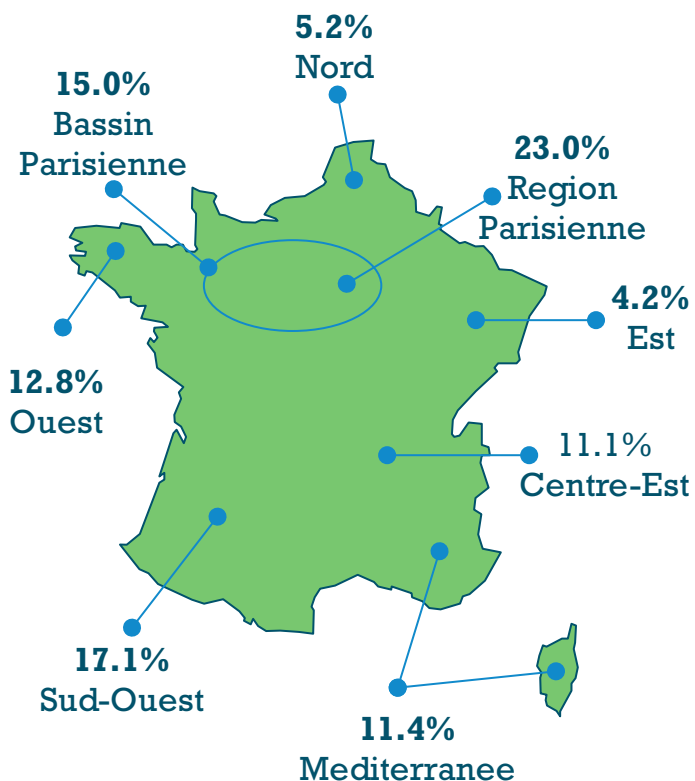


Expenditure per Capita

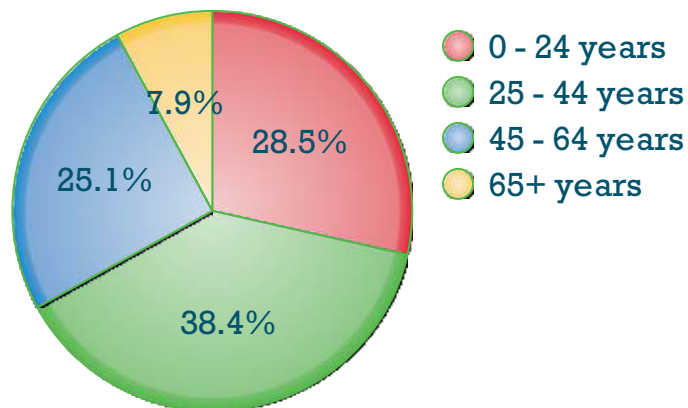


Socio-Demographic Profile

Region of Residence



Age Groups



Average Age: 52 years

Level of Education



62.7%
Tertiary Level

15.6%
Vocational Training

13.6%
Post-secondary Level

Occupation



54.7%
Employed Full-time

27.7%
Retired

8.6%
Self-employed

Living Arrangements

49.1%
With Spouse/Partner

26.4%
With Spouse/Partner
and Children

14.9%
On their own

6.2%
With Children

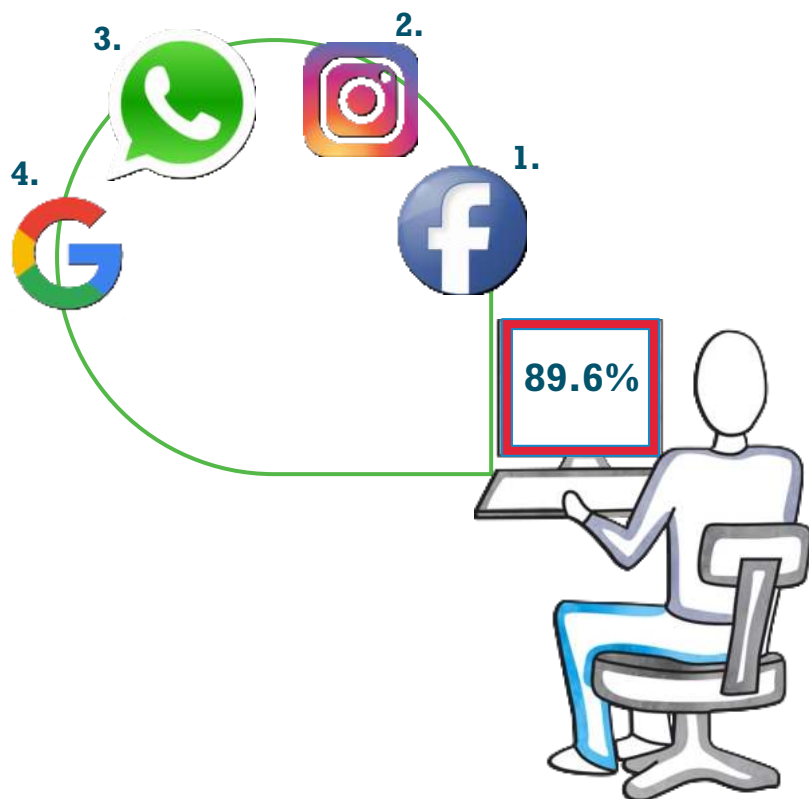
2.8%
With Parents



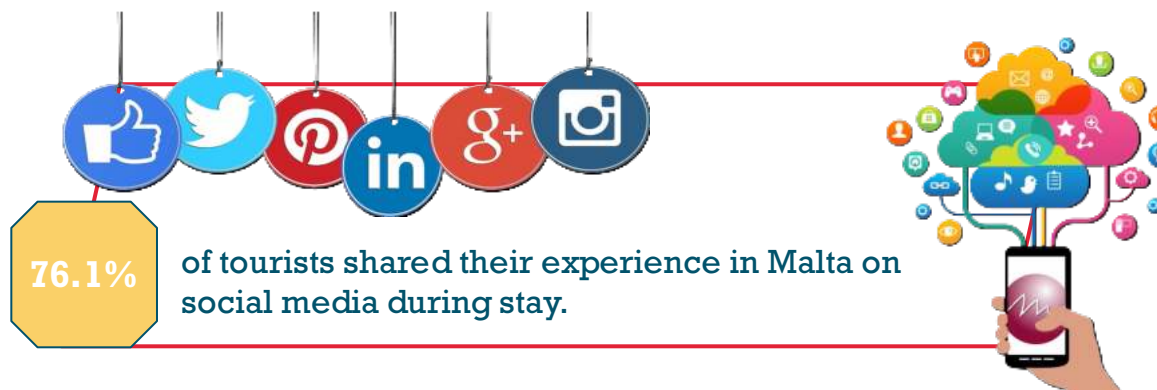
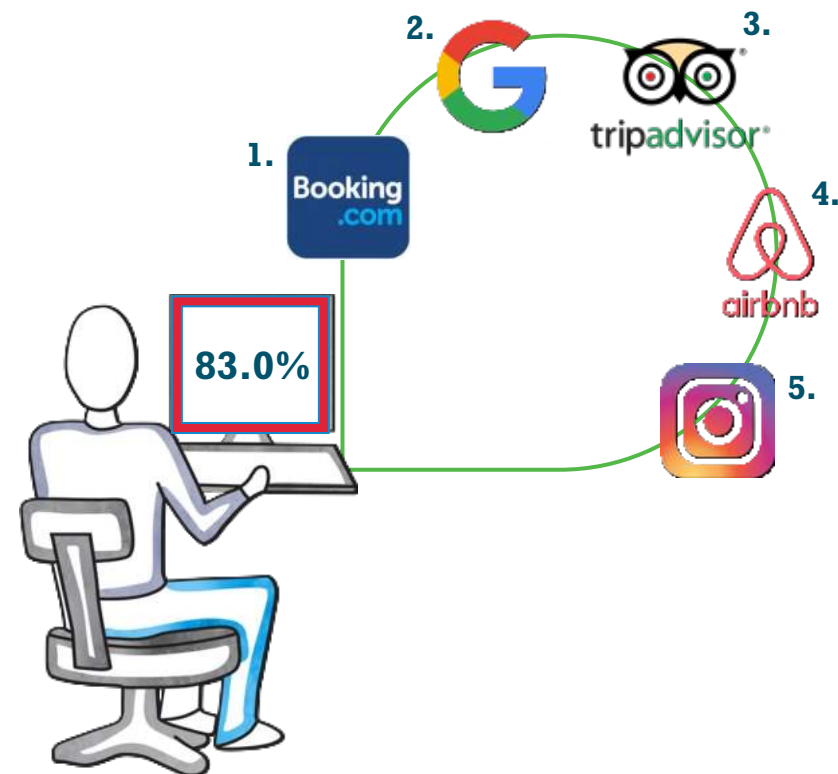
0.8%
With Relatives/
Friends/ Room Mates

Digital Media Usage

Regular



Travel Purposes



Travel Motivations

Sun & Culture



48.7%

Sun



16.5%

Culture



11.6%

Special Occasion



7.5%

Scuba Diving



6.4%

Wellness



3.9%

Business



3.0%

TEFL



2.5%

Visiting Friends & Relatives



2.5%

Other Sports



1.9%

Marriage/Honeymoon



1.4%

Destination Choice Influencers

Communication Channels



47.4%
Digital Media



37.0%
Recommendation by
Friends/Relatives



18.1%
Tour Operator
brochure/website



16.6%
Travel
Guide book



10.8%
Recommendation
by travel agent



5.3%
TV



3.4%
Newspaper/
Magazine Advert/
Article



2.5%
Books

Other Factors



71.9%
New Destination



49.3%
Cost/ Value for Money



35.3%
Good flight connections



22.1%
English Spoken
Widely



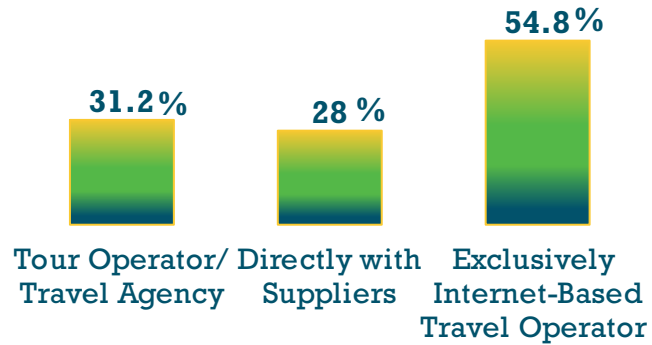
9.6%
Previous Visit



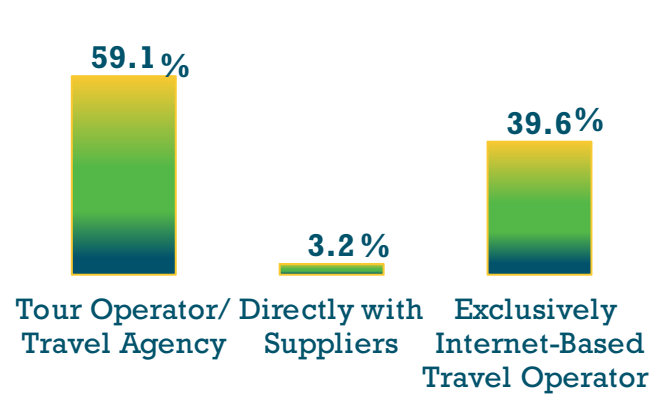
8.9%
Maltese Hospitality

Type of Booking

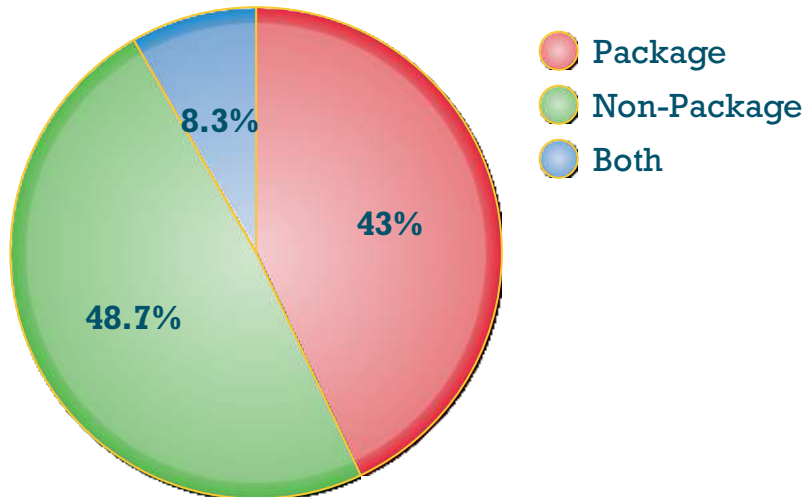
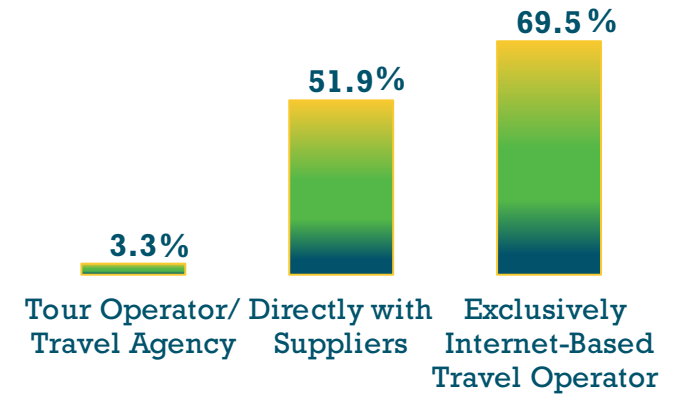
Trip Bookings Made With



Package Bookings



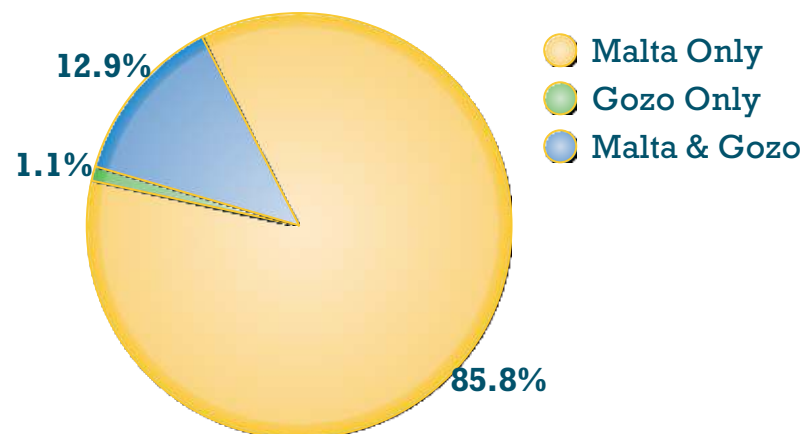
Non-Package Bookings



83.1%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



89.6%
First Time



10.4%
Repeat

Travelling Party



4.5%
Alone



48.0%
Spouse/Partner



28.4%
Family



12.2%
Friends



5.0%
Organised Group



2.0%
Business Associates

Type of Accommodation Used

Malta & Gozo



6.3% of French tourists spending nights in Malta & Gozo stayed in 5* hotels.

49.0% stayed in 4* hotels.

16.0% stayed in 3* hotels.



7.0% utilised guesthouse/ hostel.

24.7% utilised self-catering apartment/ farmhouse/ villa.

1.6% utilised friends'/ relatives house/ own private residence.

Activities Engaged In

Cultural



85.0%
Visit Historical
Buildings



82.3%
Visit Churches



49.9%
Visit temples/
archeological
sites



47.3%
Visit Museums



13.8%
Visit arts/
craft sites



12.3%
Attend Local
festival/ event

Outdoor



61.8%
Leisure Boat
trip/ tour



52.8%
Swimming/
Sunbathing



36.9%
Trekking/
Hiking



7.4%
Scuba Diving

Recreational



72.5%
Dine at restaurants



46.8%
Shopping



18.4%
Spa/ Wellness

Tourists' Expectations of Malta

Exceeded



21.0%

Met



69.1%

Not Met



9.9%

91.9%

Would recommend the Maltese Islands to their friends/ relatives



Sources: MIA, NSO & MTA Traveller Survey
Compiled by MTA Research Unit