

# ITALY

## Market Profile 2023



No. 1  
Rank

18.5% Market Share

### Inbound Tourists



- 2010: 219,662
- 2019: 392,955
- 2020: 93,977
- 2021: 127,774
- 2022: 398,198
- 2023: 552,462

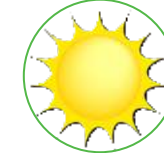
### Seasonality



13.4%



28.4%



40.0%



18.3%

### Air Connectivity

#### Airlines

- Ryanair
- Air Malta
- ITA Airways
- EasyJet
- Wizzair



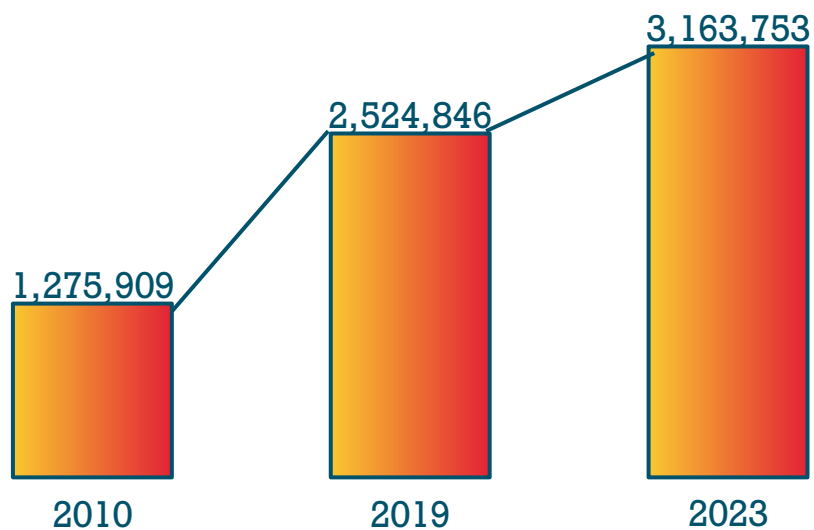
#### Airports

- Catania - Fontanarossa, Sicily
- Rome - Fiumicino
- Rome - Ciampino
- Treviso - Sant'Angelo
- Naples - Capodichino
- Bari - Palese Macchie
- Milan - Linate
- Bologna - Borgo Panigale
- Bergamo - Il Caravaggio
- Milan - Malpensa
- Trapani - Birgi
- Cagliari - Elmas
- Pisa - Galileo Galilei
- Lamezia - Terme
- Pescara - Liberi
- Perugia - San Francesco d'Assisi
- Turin - Caselle
- Trieste - Ronchi dei Legionari
- Palermo - Falcone Borcellino
- Parma - Giuseppe Verdi



## Bed Nights

### Total Nights



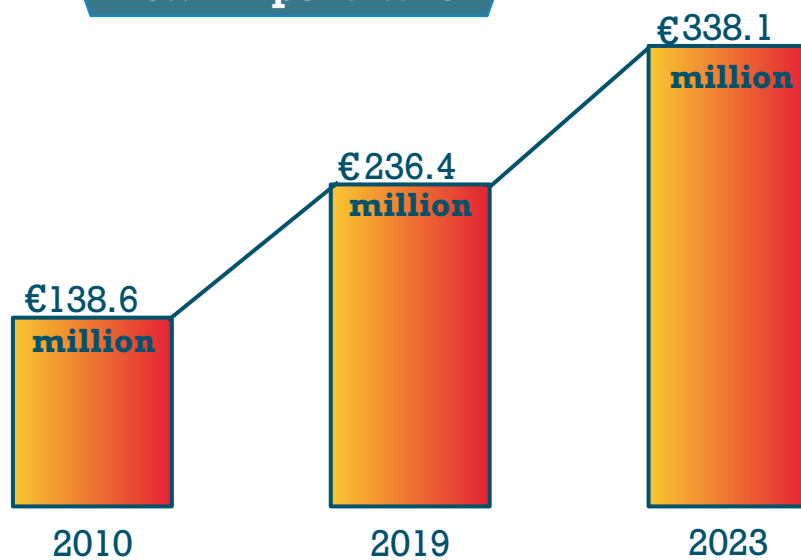
### Average Length of Stay



5.7  
Nights

## Expenditure

### Total Expenditure

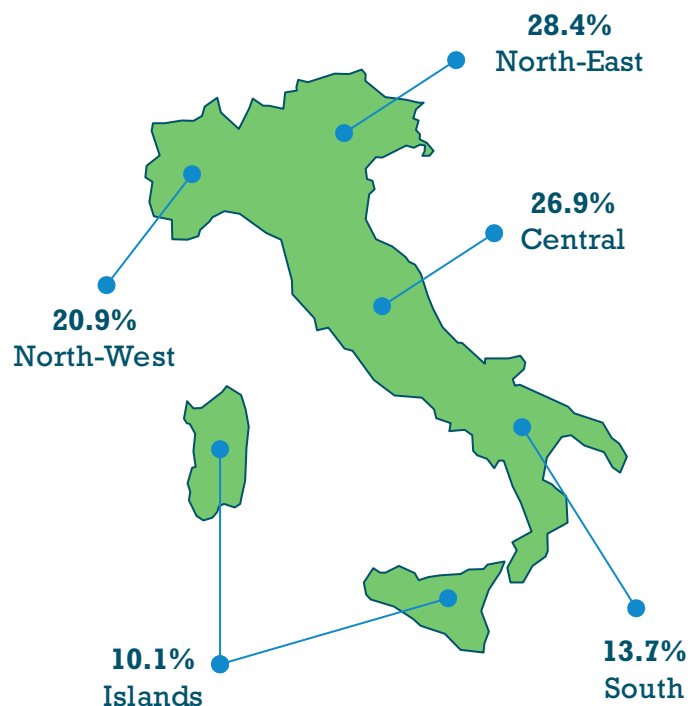


### Expenditure per Capita

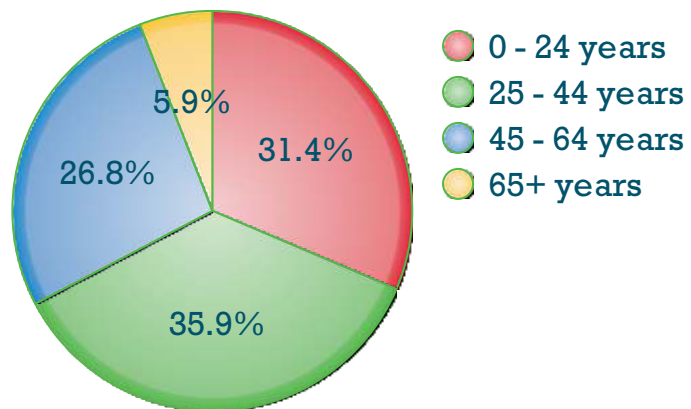


# Socio-Demographic Profile

## Region of Residence



## Age Groups



Average Age: **48 years**

## Level of Education



**57.9%**  
Tertiary Level

**31.2%**  
Post-secondary Level

**5.2%**  
Secondary Level

## Occupation



**54.5%**  
Employed Full-time

**15.6%**  
Self-employed

**14.8%**  
Retired

**7.4%**  
Employed Part-time

## Living Arrangements

**40.6%**  
With Spouse/Partner

**31.7%**  
With Spouse/Partner and Children

**12.9%**  
On their own

**8.8%**  
With Parents

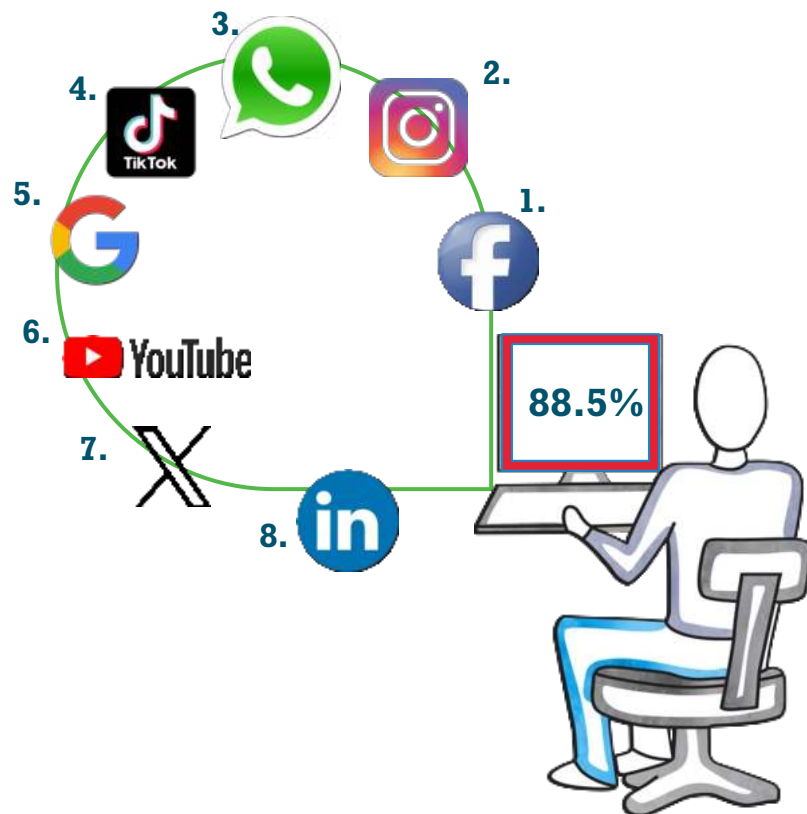
**4.3%**  
With Children



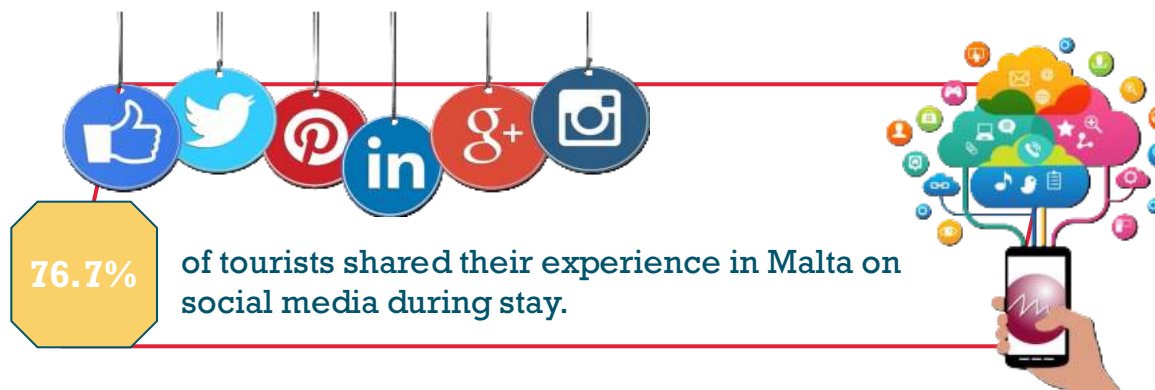
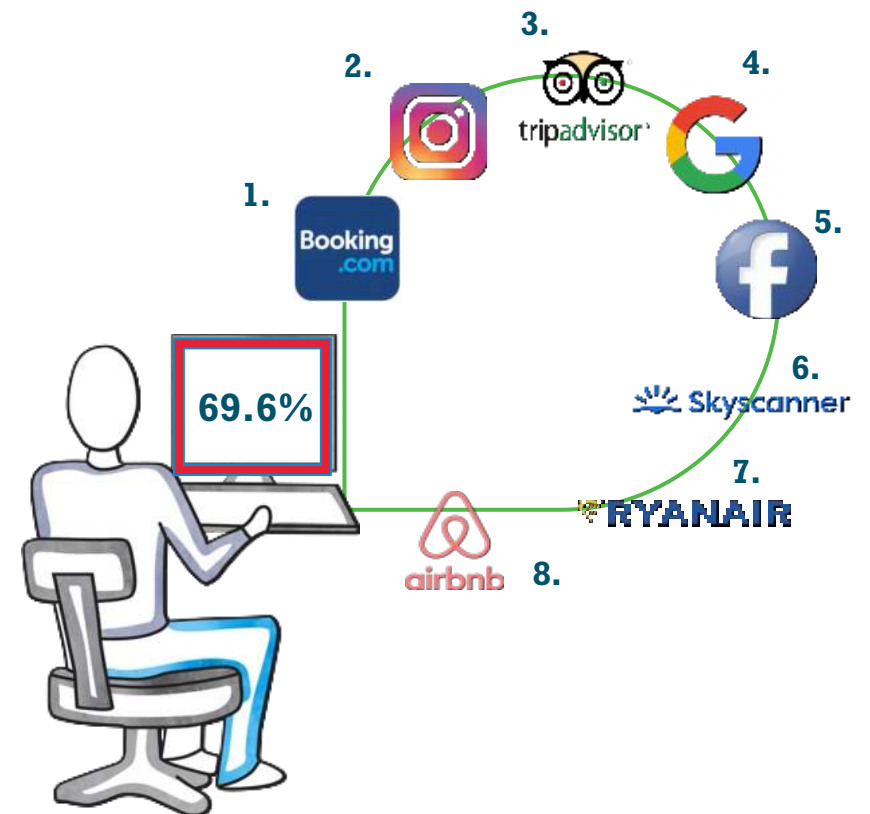
**1.7%**  
With Relatives/  
Friends/ Room Mates

## Digital Media Usage

### Regular



### Travel Purposes



## Travel Motivations

### Sun & Culture



**39.7%**

### Sun



**21.8%**

### Culture



**14.1%**

### Special Occasion



**10.0%**

### Visiting Friends & Relatives



**7.4%**

### Business



**6.4%**

### TEFL



**3.9%**

### Scuba Diving



**2.3%**

### Wellness



**2.2%**

## Destination Choice Influencers

### Communication Channels



**70.0%**  
Digital Media



**36.9%**  
Recommendation by  
Friends/Relatives



**12.9%**  
Tour Operator  
brochure/website



**9.0%**  
Travel  
Guide book



**6.7%**  
Newspaper/  
Magazine Advert/  
Article



**4.5%**  
Recommendation  
by travel agent



**3.8%**  
TV



**2.4%**  
Books

### Other Factors



**67.9%**  
New Destination



**58.6%**  
Good flight connections



**31.9%**  
Cost/ Value for Money



**13.8%**  
Previous Visit



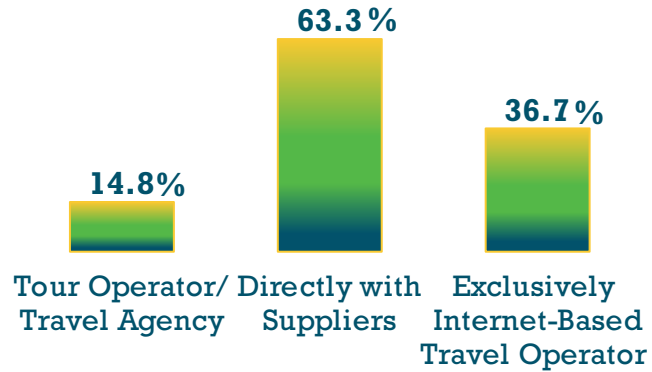
**11.7%**  
English Spoken  
Widely



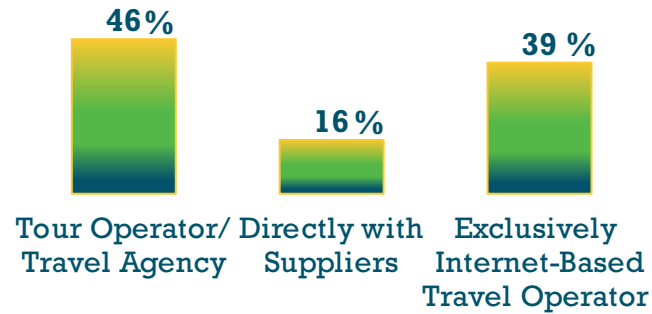
**7.4%**  
Maltese Hospitality

## Type of Booking

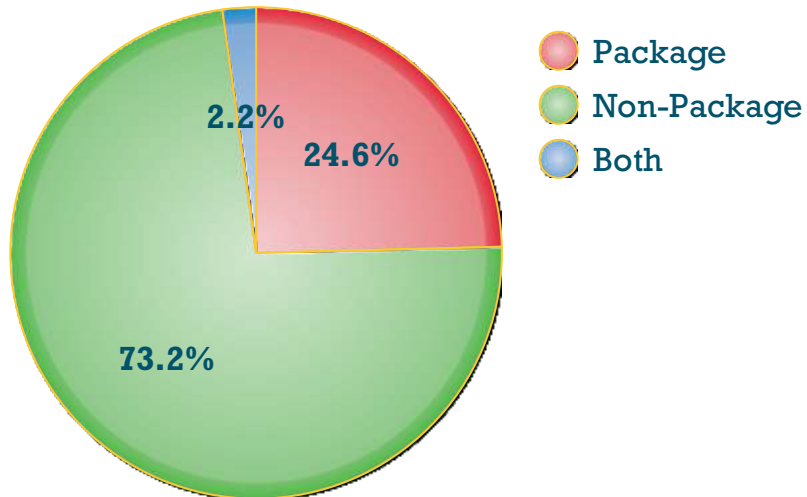
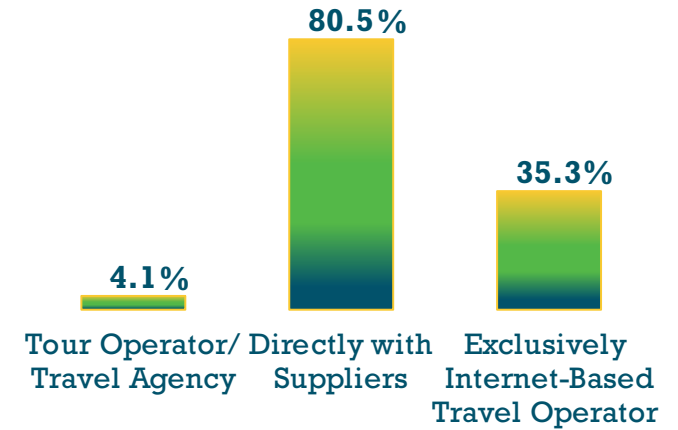
### Trip Bookings Made With



### Package Bookings



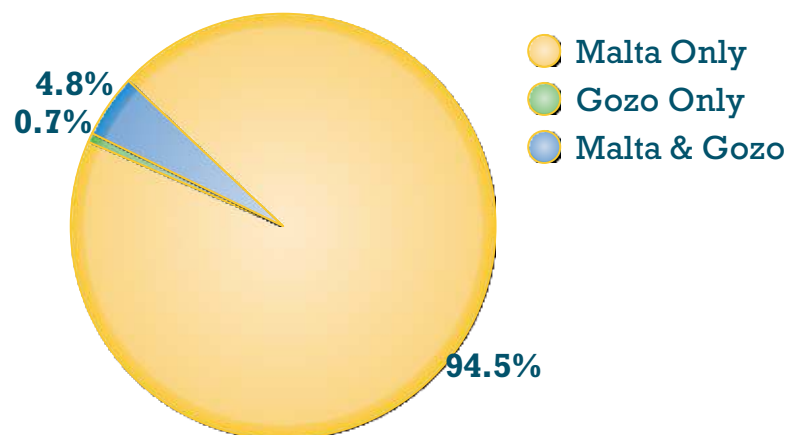
### Non-Package Bookings



90.1%

Completed Trip Bookings Online

## Type of Trip



## 1st Time vs Repeat Tourists



**75.4%**  
First Time



**24.6%**  
Repeat

## Travelling Party



**6.0%**  
Alone



**49.6%**  
Spouse/Partner



**28.9%**  
Family



**10.7%**  
Friends



**3.1%**  
Organised Group



**1.7%**  
Business Associates

## Type of Accommodation Used

### Malta & Gozo



**5.4%** of Italian tourists spending nights in Malta & Gozo stayed in 5\* hotels.

**32.7%** stayed in 4\* hotels.

**20.7%** stayed in 3\* hotels.



**8.5%** utilised guesthouse/ hostel.

**27.1%** utilised self-catering apartment/ farmhouse/ villa.

**2.2%** utilised friends'/ relatives house/ own private residence.

## Activities Engaged In

### Cultural



**73.6%**  
Visit Historical  
Buildings



**68.1%**  
Visit Churches



**46.9%**  
Visit temples/  
archeological sites



**44.8%**  
Visit Museums



**14.8%**  
Visit arts/  
craft sites



**6.4%**  
Attend Local  
festival/ event

### Outdoor



**43.6%**  
Swimming/  
Sunbathing



**38.8%**  
Leisure Boat  
trip/ tour



**14.1%**  
Trekking/  
Hiking



**6.2%**  
Scuba Diving

### Recreational



**67.9%**  
Dine at restaurants



**39.0%**  
Shopping



**12.6%**  
Spa/ Wellness



**11.4%**  
Nightlife/  
Clubbing

## Tourists' Expectations of Malta

Exceeded



27.6%

Met



60.6%

Not Met



11.7%

91.2%

Would recommend the Maltese Islands to their friends/ relatives

