

NETHERLANDS Market Profile 2023



No. 8
Rank

2.1% Market Share



Inbound Tourists

- 2010: 33,425
- 2019: 59,528
- 2020: 14,702
- 2021: 21,975
- 2022: 58,220
- 2023: 62,464



11.0%



29.9%



33.3%



25.7%

Air Connectivity

Airlines

- Air Malta
- Ryanair



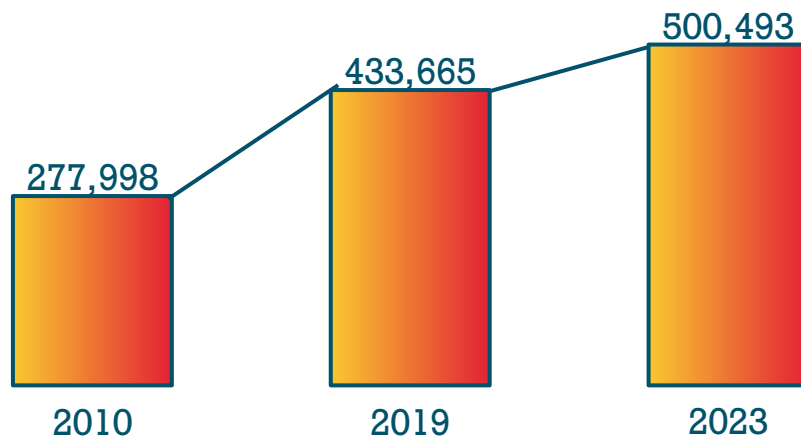
Airports

- Amsterdam - Schipol
- Eindhoven

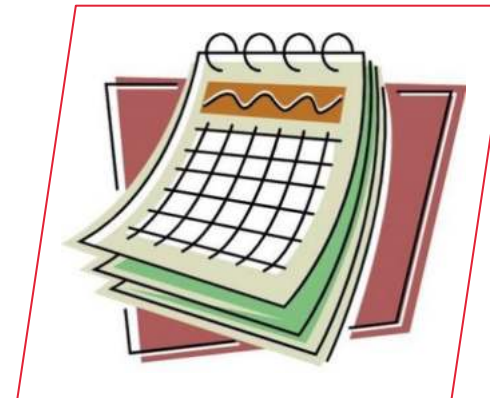


Bed Nights

Total Nights



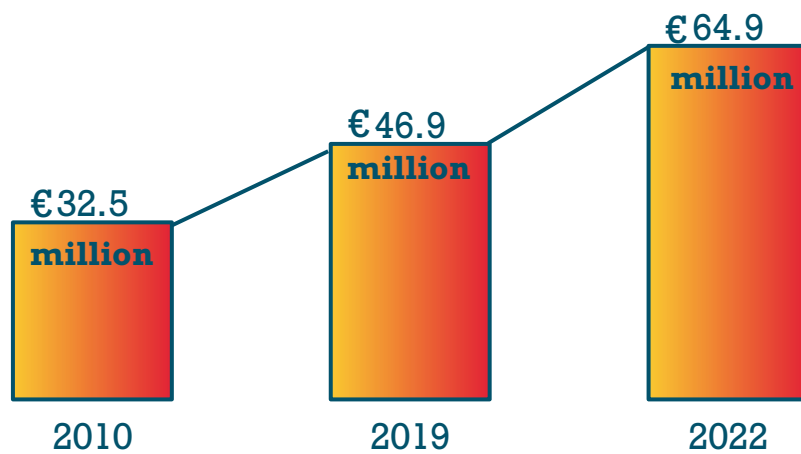
Average Length of Stay



8.0
Nights

Expenditure

Total Expenditure

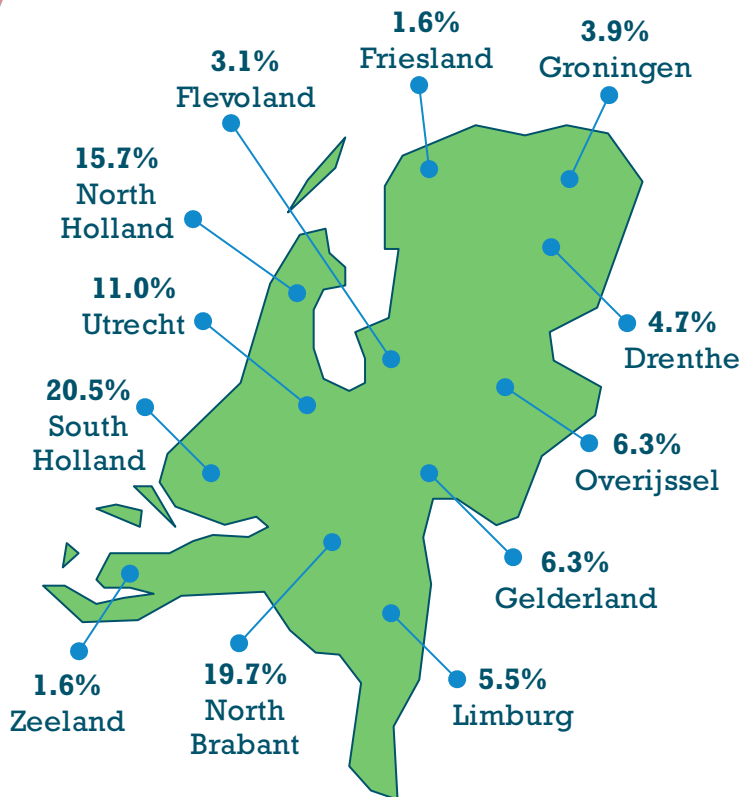


Expenditure per Capita

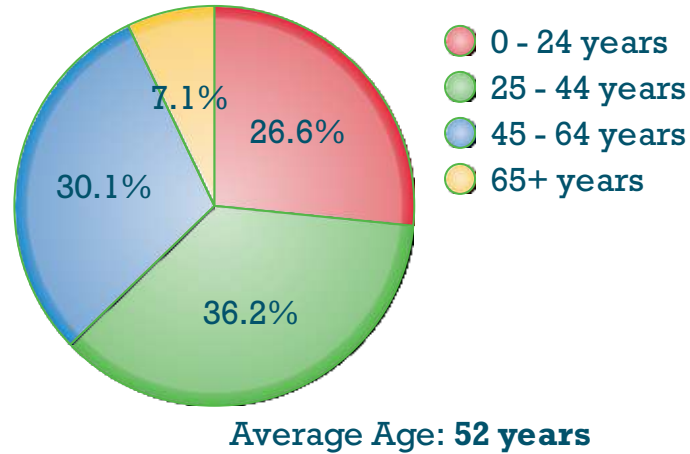


Socio-Demographic Profile

Region of Residence



Age Groups



Level of Education



74.0%
Tertiary Level

18.3%
Vocational Training

5.3%
Post-secondary Level

Occupation



44.3%
Employed Full-time

26.7%
Employed Part-time

13.0%
Retired

9.9%
Self-employed

Living Arrangements

47.3%
With Spouse/Partner

26.0%
With Spouse/Partner and Children

16.8%
On their own

6.9%
With Children

1.5%
With Parents



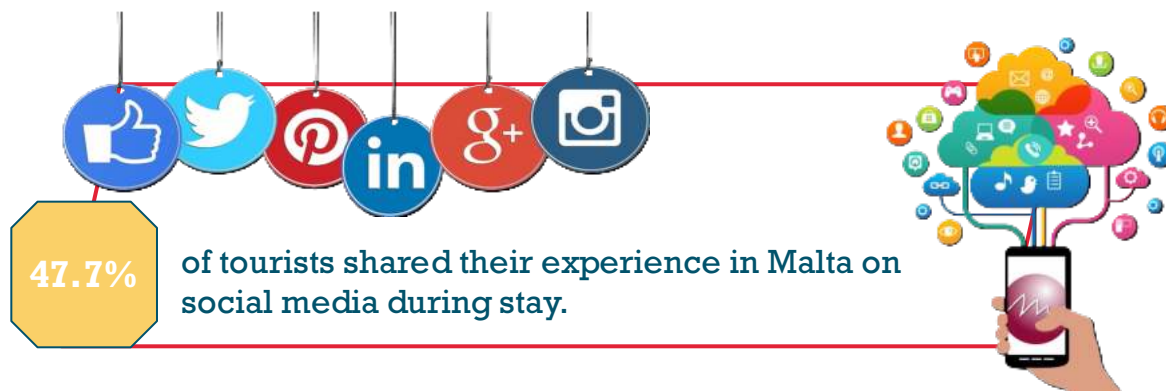
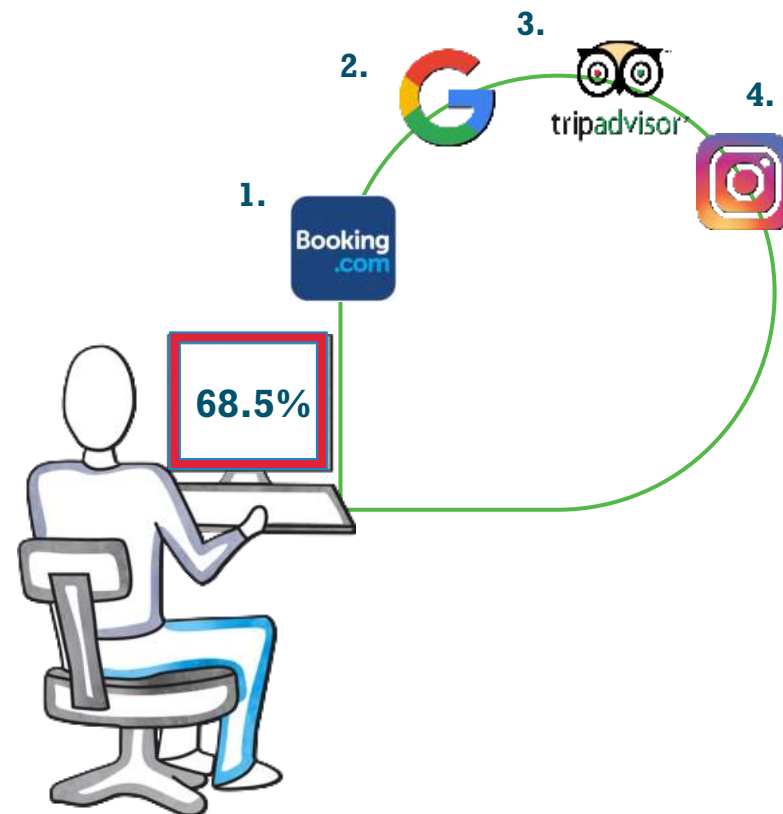
1.5%
With Relatives/
Friends/ Room Mates

Digital Media Usage

Regular



Travel Purposes



Travel Motivations

Sun & Culture



51.5%

Sun



17.6%

Scuba Diving



8.7%

Business



7.9%

Visiting Friends & Relatives



6.4%

Culture



4.2%

Other Sports



4.1%

Special Occasion



3.8%

Wellness



0.7%

Destination Choice Influencers

Communication Channels



72.0%
Digital Media



25.0%
Recommendation by
Friends/Relatives



17.4%
Tour Operator
brochure/website



12.9%
Travel
Guide book



4.5%
Recommendation
by travel agent



4.5%
Books



2.3%
Newspaper/ Magazine
Advert/ Article



1.5%
TV

Other Factors



63.6%
New Destination



47.0%
Good flight connections



28.0%
Cost/ Value for
Money



21.2%
English Spoken
Widely



20.5%
Previous Visit



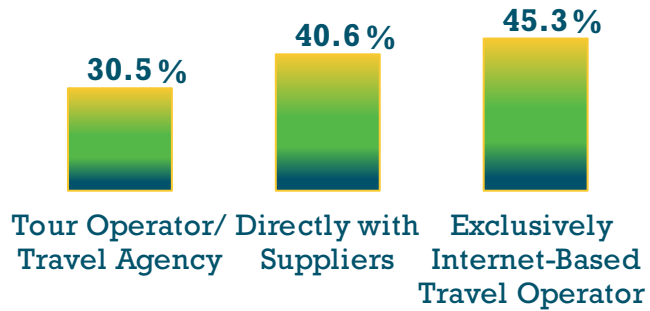
9.8%
Maltese Hospitality



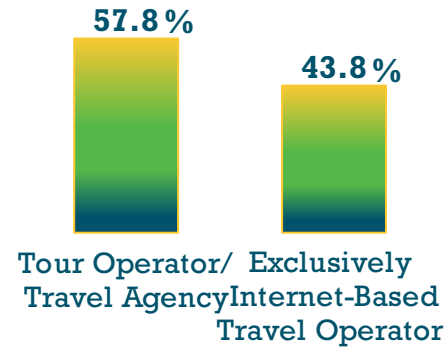
1.5%
Film Shot Locally

Type of Booking

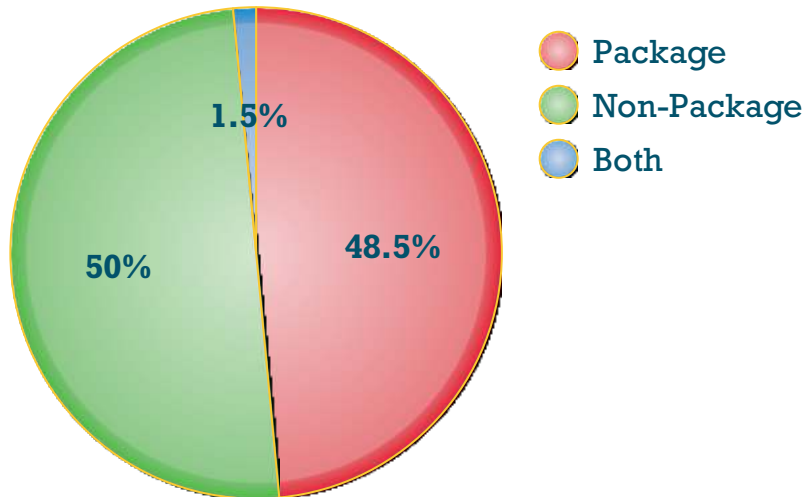
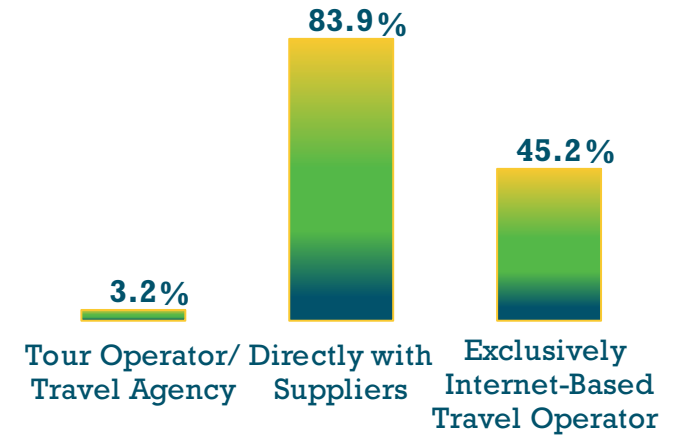
Trip Bookings Made With



Package Bookings



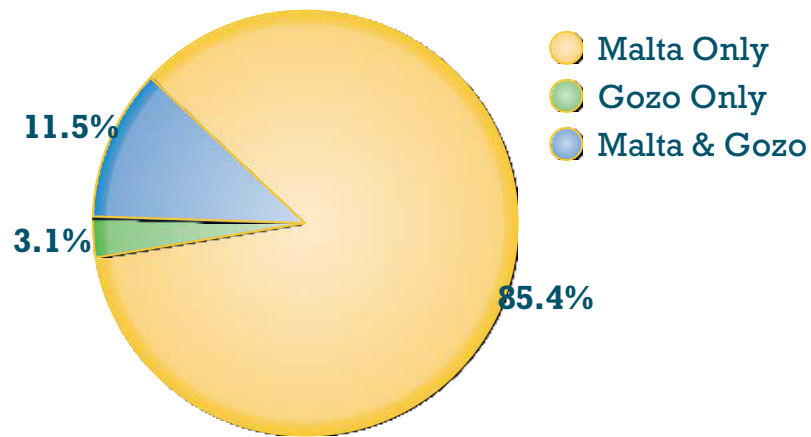
Non-Package Bookings



89.4%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



80.3%
First Time



19.7%
Repeat

Travelling Party



10.6%
Alone



54.5%
Spouse/Partner



22.7%
Family



6.1%
Friends



3.8%
Organised Group



2.3%
Business Associates

Type of Accommodation Used

Malta & Gozo



9.4% of Dutch tourists spending nights in Malta & Gozo stayed in 5* hotels.

37.0% stayed in 4* hotels.

25.2% stayed in 3* hotels.



7.1% utilised guesthouse/ hostel.

19.7% utilised self-catering apartment/ farmhouse/ villa.

Activities Engaged In

Cultural



80.3%
Visit Historical
Buildings



74.2%
Visit Churches



56.8%
Visit temples/
archeological sites



37.9%
Visit Museums



13.6%
Attend Local
festival/ event



11.4%
Visit arts/
craft sites



10.6%
Visit local produce
sites/ agro-
experiences



5.3%
Attend traditional
religious feast

Outdoor



65.2%
Swimming/
Sunbathing



52.0%
Trekking/
Hiking



35.6%
Leisure Boat
trip/ tour



10.4%
Scuba Diving

Recreational



79.5%
Dine at restaurants



50.8%
Shopping



15.9%
Spa/ Wellness



8.3%
Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



35.7%

Met



57.4%

Not Met



7.0%

88.5%

Would recommend the Maltese Islands to their friends/ relatives

