

SPAIN

Market Profile 2023



3.8% Market Share

No. 6
Rank



Inbound Tourists

- 2010: 67,842
- 2019: 116,295
- 2020: 27,480
- 2021: 35,787
- 2022: 86,801
- 2023: 114,513



14.2%



29.0%



36.7%



20.1%

Air Connectivity

Airlines

- Ryanair
- Vueling
- Air Malta



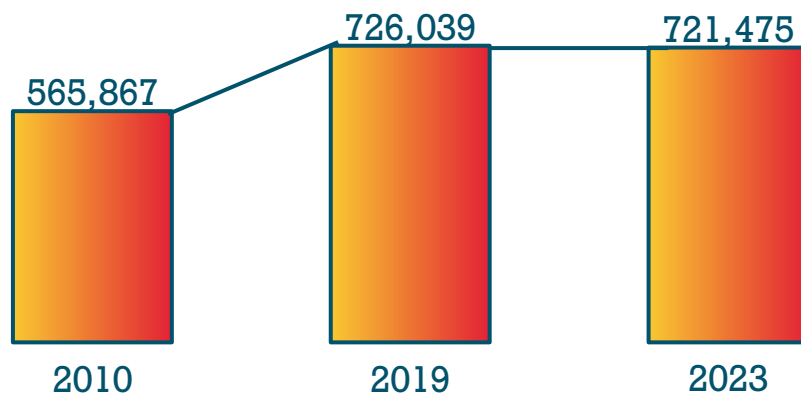
Airports

- Madrid - Barajas
- Barcelona - El Prat
- Valencia
- Seville
- Bilbao



Bed Nights

Total Nights



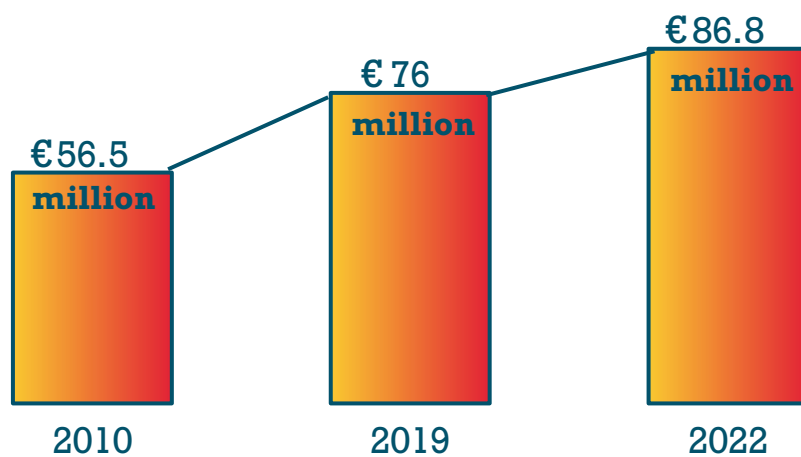
Average Length of Stay



6.3
Nights

Expenditure

Total Expenditure

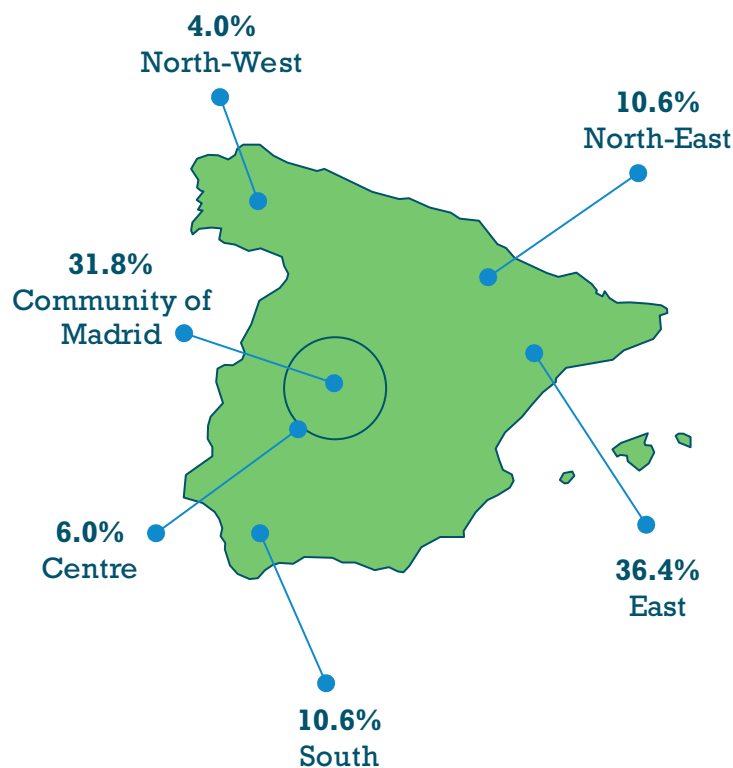


Expenditure per Capita

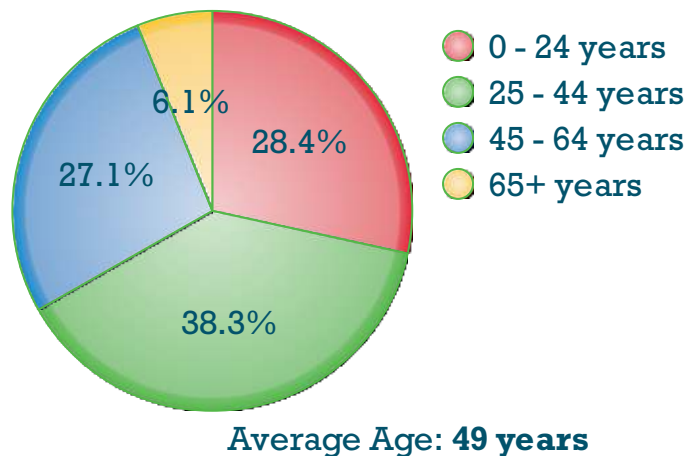


Socio-Demographic Profile

Region of Residence



Age Groups



Level of Education



77.5%
Tertiary Level

11.3%
Vocational Training

7.3%
Post-secondary Level

Occupation



63.2%
Employed Full-time

19.1%
Retired

7.2%
Self-employed

Living Arrangements

43.8%
With Spouse/Partner

29.4%
With Spouse/Partner and Children

13.7%
On their own

5.9%
With Parents

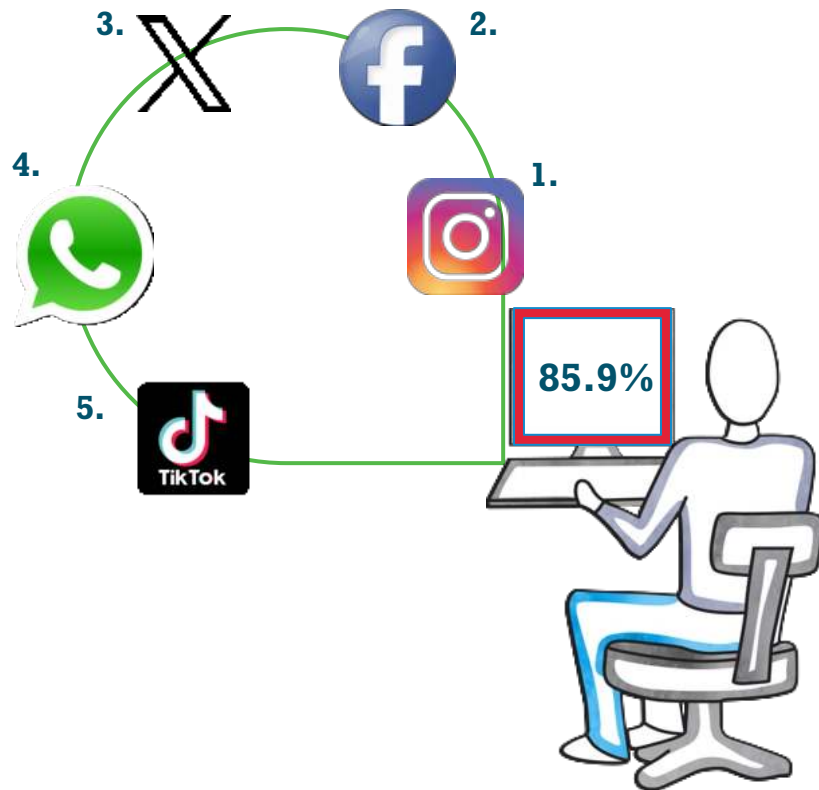
5.2%
With Children



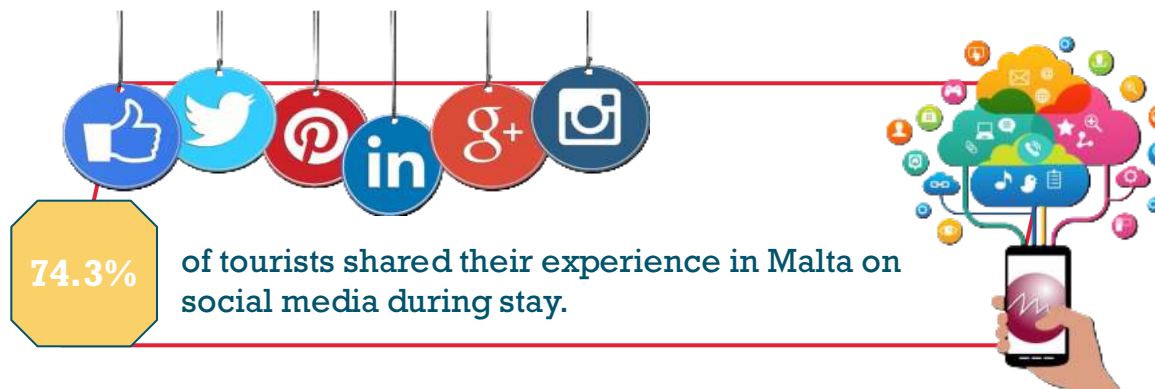
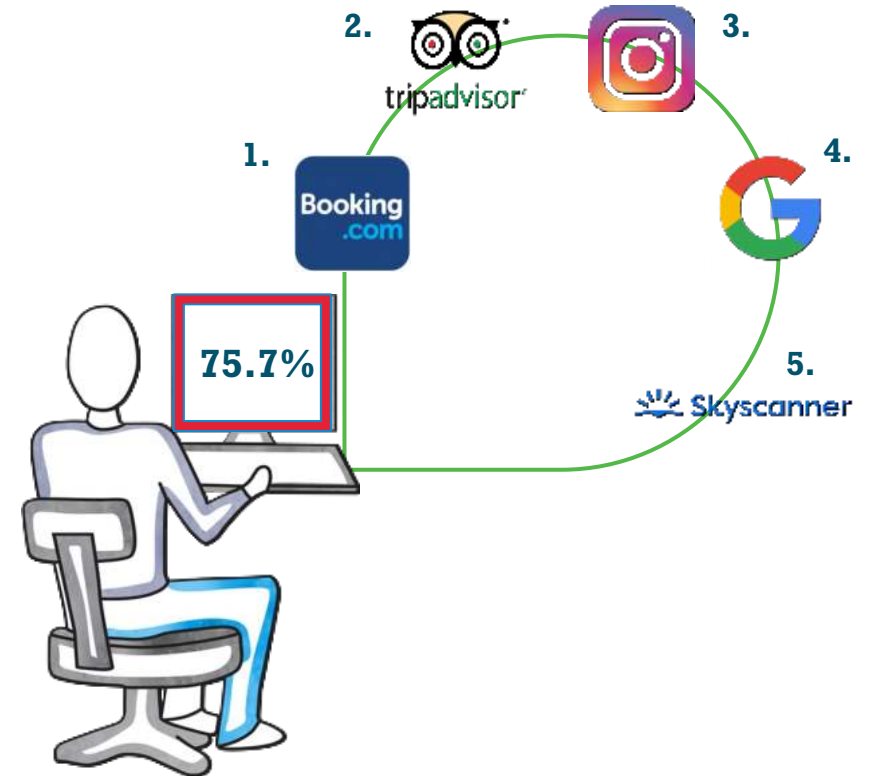
2.0%
With Relatives/
Friends/ Room Mates

Digital Media Usage

Regular



Travel Purposes



Travel Motivations

Sun & Culture



30.1%

Culture



24.3%

Wellness



13.9%

Special Occasion



10.2%

Scuba Diving



7.8%

Business



7.3%

Visiting Friends & Relatives



5.0%

Sun



4.7%

TEFL



3.3%

Destination Choice Influencers

Communication Channels



53.6%
Digital Media



47.7%
Recommendation by
Friends/Relatives



16.3%
Tour Operator
brochure/website



11.1%
Travel
Guide book



6.5%
Recommendation
by travel agent



5.2%
TV



4.6%
Books



4.0%
Newspaper/
Magazine Advert/
Article

Other Factors



75.2%
New Destination



43.8%
Good flight connections



16.3%
English Spoken
Widely



12.4%
Cost/ Value for
Money



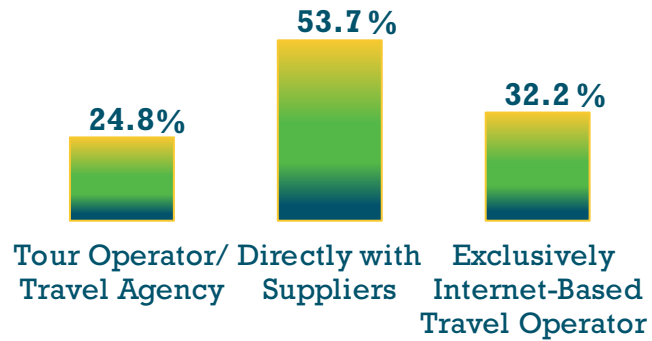
7.2%
Maltese Hospitality



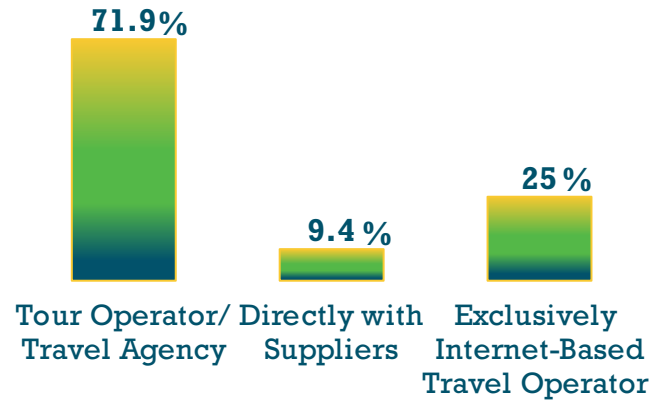
6.5%
Previous Visit

Type of Booking

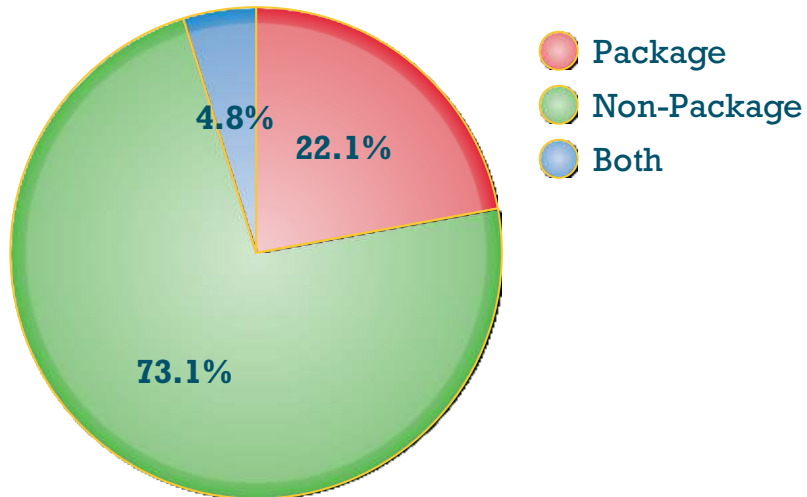
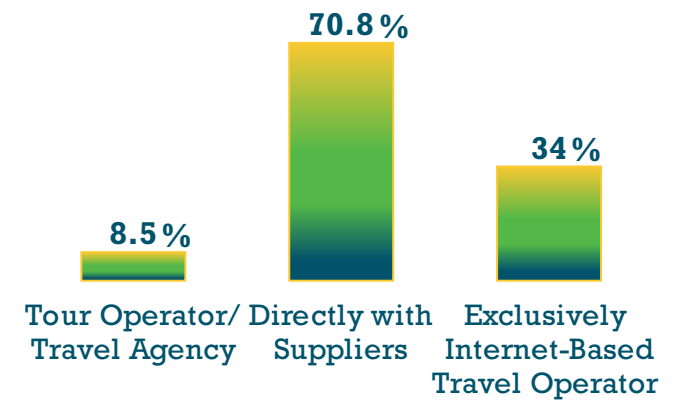
Trip Bookings Made With



Package Bookings



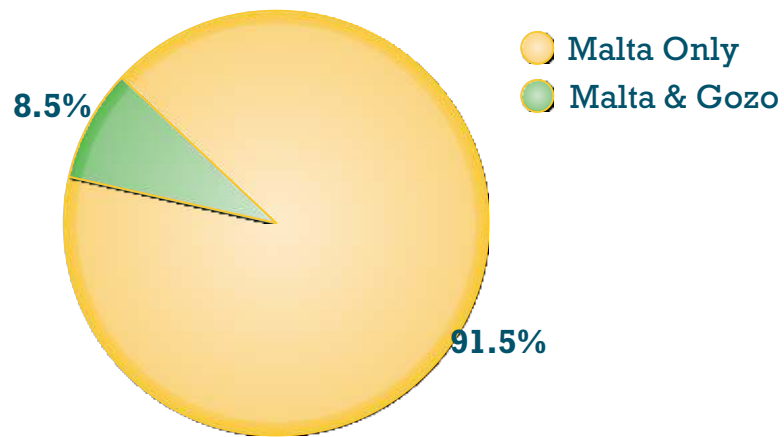
Non-Package Bookings



91.5%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



86.5%
First Time



13.5%
Repeat

Travelling Party



2.6%
Alone



37.5%
Spouse/Partner



29.6%
Family



18.4%
Friends



10.5%
Organised Group



1.3%
Business Associates

Type of Accommodation Used

Malta & Gozo



7.4% of Spanish tourists spending nights in Malta & Gozo stayed in 5* hotels.

38.5% stayed in 4* hotels.

14.2% stayed in 3* hotels.



11.5% utilised guesthouse/ hostel.

27.0% utilised self-catering apartment/ farmhouse/ villa.

Activities Engaged In

Cultural



84.3%
Visit Historical
Buildings



78.4%
Visit Churches



67.3%
Visit temples/
archeological sites



48.4%
Visit Museums



15.7%
Visit arts/
craft sites



9.2%
Attend traditional
religious feast



8.5%
Attend Local
festival/ event



5.9%
Attend live music
event/concert

Outdoor



52.9%
Leisure Boat
trip/ tour



37.9%
Swimming/
Sunbathing



30.9%
Trekking/
Hiking



12.2%
Scuba Diving

Recreational



73.2%
Dine at restaurants



51.6%
Shopping



15.7%
Nightlife/
Clubbing



11.1%
Spa/ Wellness

Tourists' Expectations of Malta

Exceeded



28.0%

Met



58.7%

Not Met



13.3%

89.8%

Would recommend the Maltese Islands to their friends/ relatives

