

SWITZERLAND Market Profile 2023



No. 9
Rank

1.9% Market Share



Inbound Tourists

- 2010: 21,522
- 2019: 48,954
- 2020: 9,794
- 2021: 20,538
- 2022: 41,239
- 2023: 57,791



10.8%



28.3%



36.6%



24.4%

Seasonality

Air Connectivity

Airlines

- Air Malta
- Swiss
- EasyJet



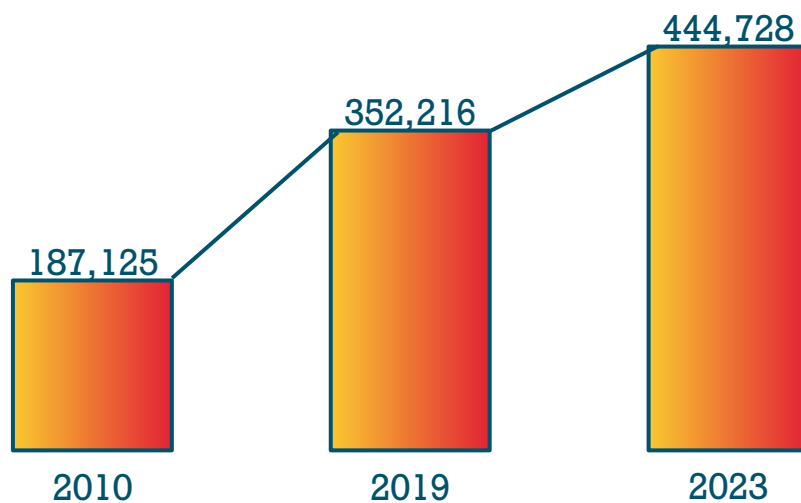
Airports

- Zurich
- Genève



Bed Nights

Total Nights



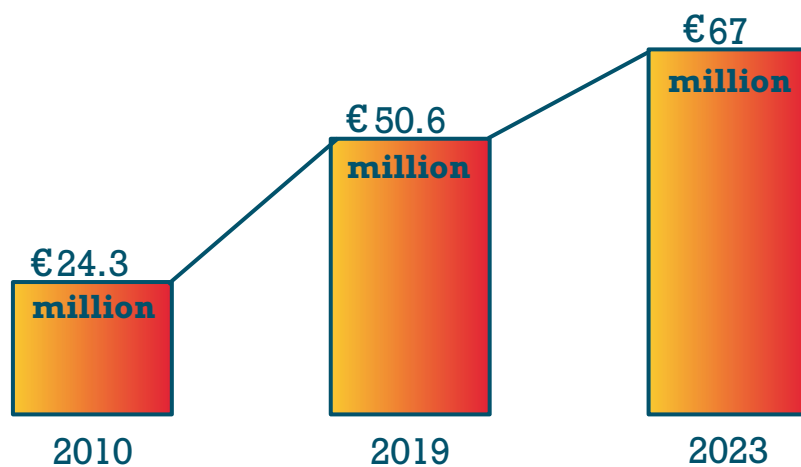
Average Length of Stay



7.7
Nights

Expenditure

Total Expenditure

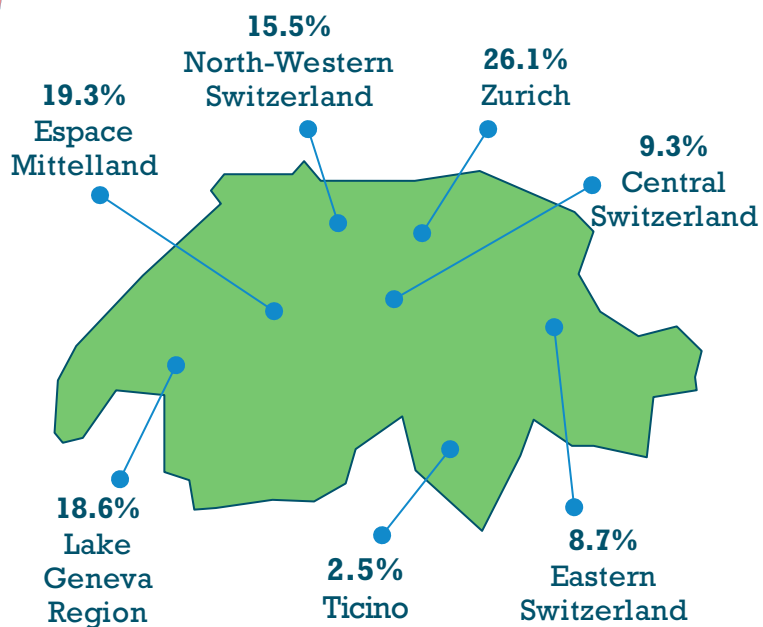


Expenditure per Capita

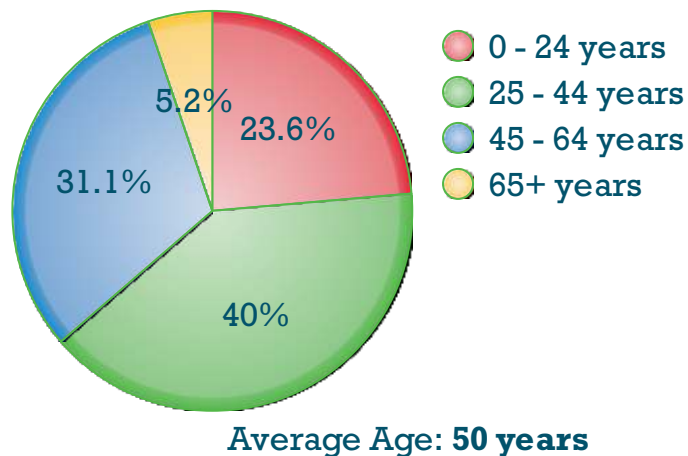


Socio-Demographic Profile

Region of Residence



Age Groups



Level of Education



58.5%
Tertiary Level

24.4%
Vocational Training

8.5%
Post-secondary Level

Occupation



51.4%
Employed Full-time

17.1%
Employed Part-time

16.6%
Retired

9.9%
Self-Employed

Living Arrangements

47.3%
With Spouse/Partner

28.0%
With Spouse/Partner and Children

14.8%
On their own

5.5%
With Children

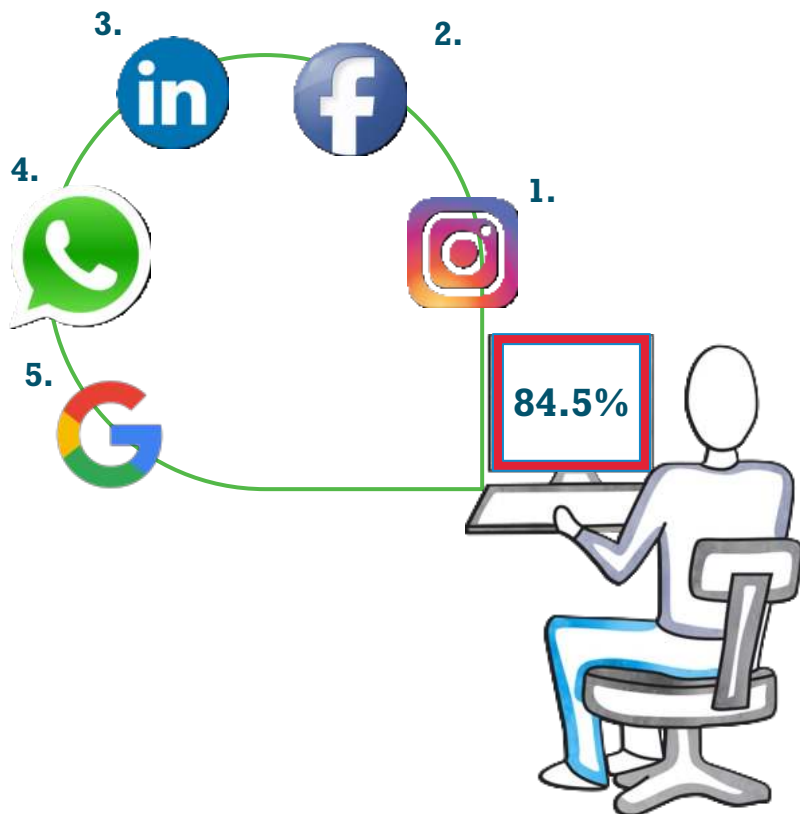
2.2%
With Relatives/ Friends/ Room Mates



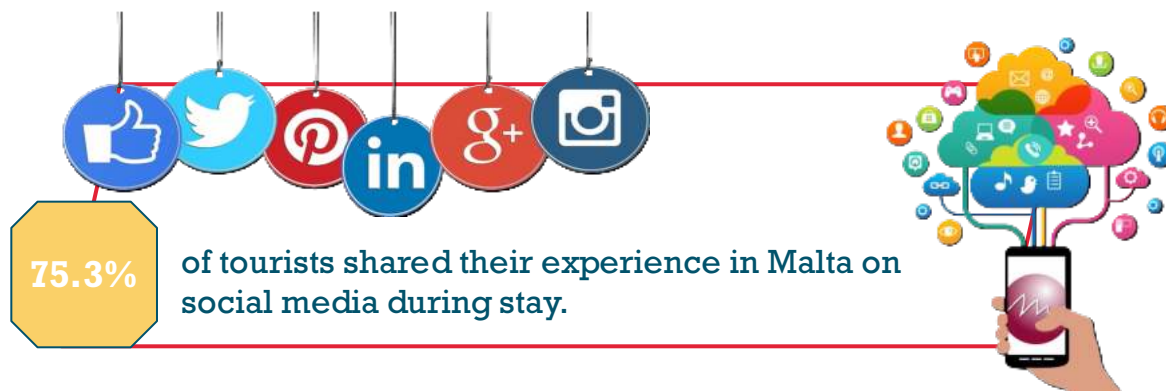
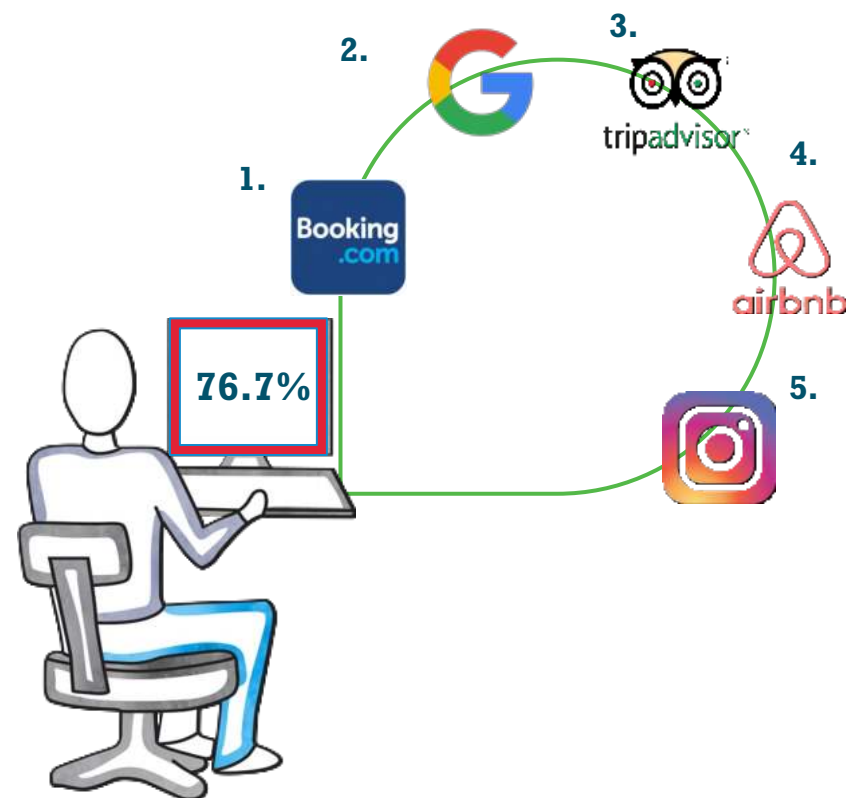
2.2%
With Parents

Digital Media Usage

Regular



Travel Purposes



Travel Motivations

Sun & Culture



54.5%

Sun



25.3%

Wellness



6.4%

Scuba Diving



5.8%

Business



5.4%

Culture



3.9%

Visiting Friends & Relatives



3.6%

Other Sports



3.5%

Special Occasion



3.2%

TEFL



2.6%

Destination Choice Influencers

Communication Channels



58.3%
Digital Media



37.8%
Recommendation by
Friends/Relatives



14.1%
Tour Operator
brochure/website



13.0%
Travel
Guide book



8.1%
Recommendation
by travel agent



7.0%
Newspaper/
Magazine Advert/
Article



4.3%
TV



4.3%
Books

Other Factors



69.2%
New Destination



51.4%
Good flight connections



37.3%
Cost/ Value for
Money



21.6%
English Spoken
Widely



18.4%
Previous
Visit



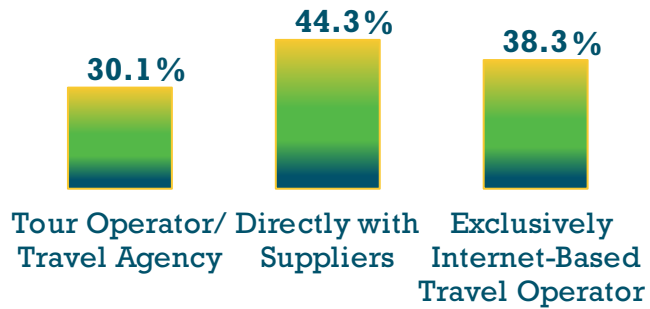
13.5%
Maltese Hospitality



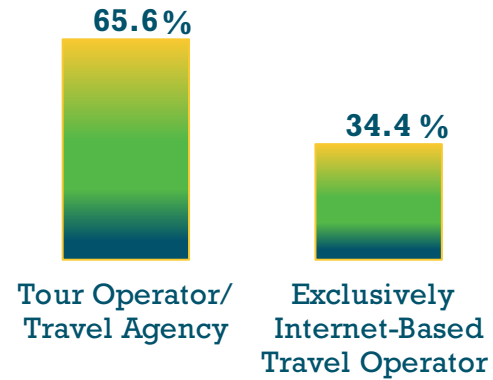
2.2%
Film Shot Locally

Type of Booking

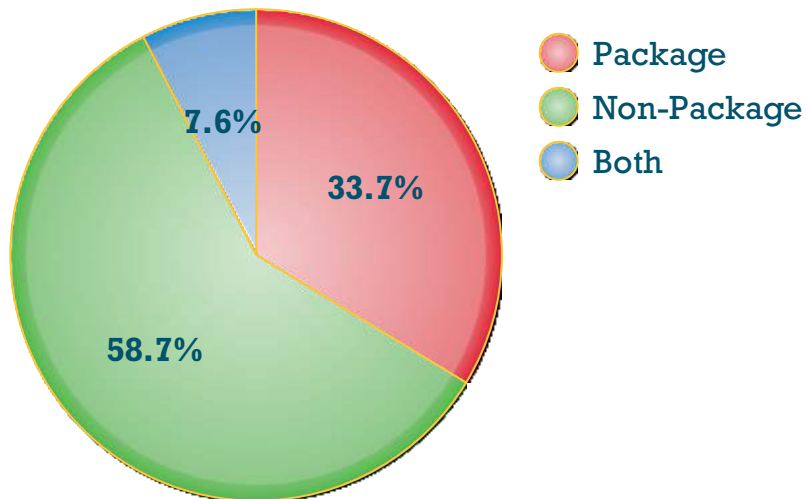
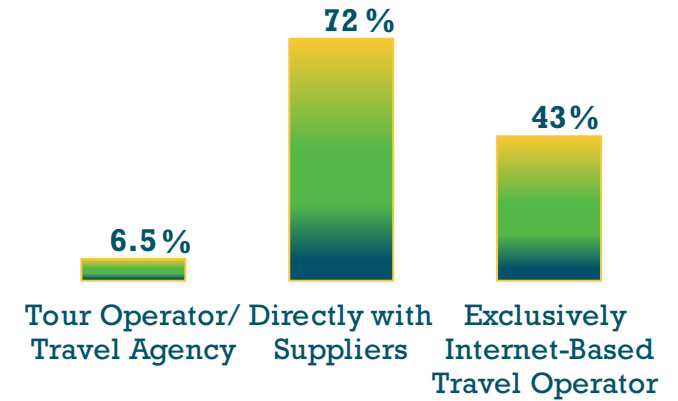
Trip Bookings Made With



Package Bookings



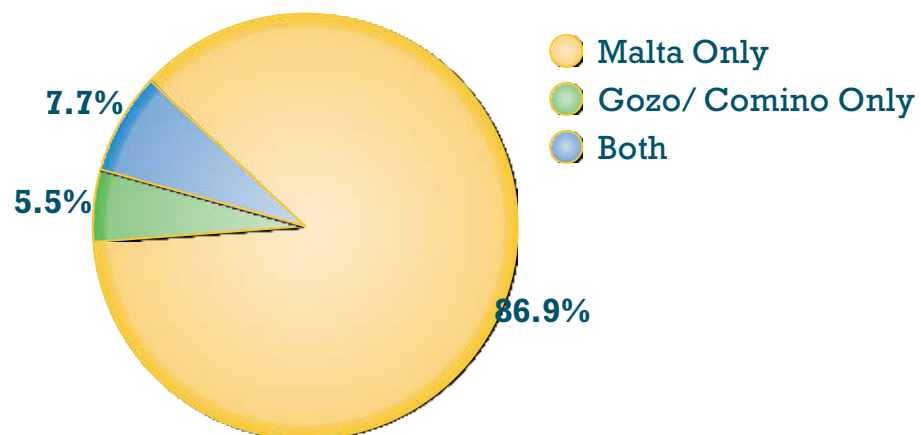
Non-Package Bookings



85.9%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



75.5%
First Time



24.5%
Repeat

Travelling Party



7.6%
Alone



50.5%
Spouse/Partner



31.0%
Family



9.2%
Friends



1.1%
Organised Group

Type of Accommodation Used

Malta & Gozo



23.0% of Swiss tourists spending nights in Malta & Gozo stayed in 5* hotels.

43.2% stayed in 4* hotels.

9.3% stayed in 3* hotels.



4.9% utilised guesthouse/ hostel.

15.8% utilised self-catering apartment/ farmhouse/ villa.

3.3% utilised friends'/ relatives house/ own private residence.

Activities Engaged In

Cultural



81.6%
Visit Historical
Buildings



64.3%
Visit Churches



42.7%
Visit temples/
archeological sites



38.4%
Visit Museums



14.1%
Visit arts/
craft sites



10.3%
Attend Local
festival/ event



7.6%
Visit local
produce sites/
agro-experiences

Outdoor



56.2%
Swimming/
Sunbathing



52.4%
Leisure Boat
trip/ tour



27.7%
Trekking/
Hiking



10.1%
Scuba Diving

Recreational



75.7%
Dine at
restaurants



56.2%
Shopping



24.3%
Spa/ Wellness



7.6%
Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



23.9%

Met



71.7%

Not Met



4.4%

96.6%

Would recommend the Maltese Islands to their friends/ relatives

