

GERMANY Market Profile 2024



No. 5
Rank

7.0% Market Share



Inbound Tourists

- 2010: 126,193
- 2019: 211,546
- 2020: 72,470
- 2021: 96,514
- 2022: 169,445
- 2023: 218,651
- 2024: 248,778



17.7%



28.4%



28.7%

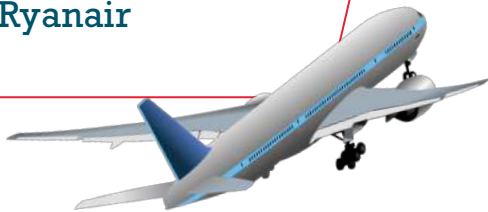


25.3%

Air Connectivity

Airlines

- Lufthansa
- KM Malta Airlines
- Ryanair



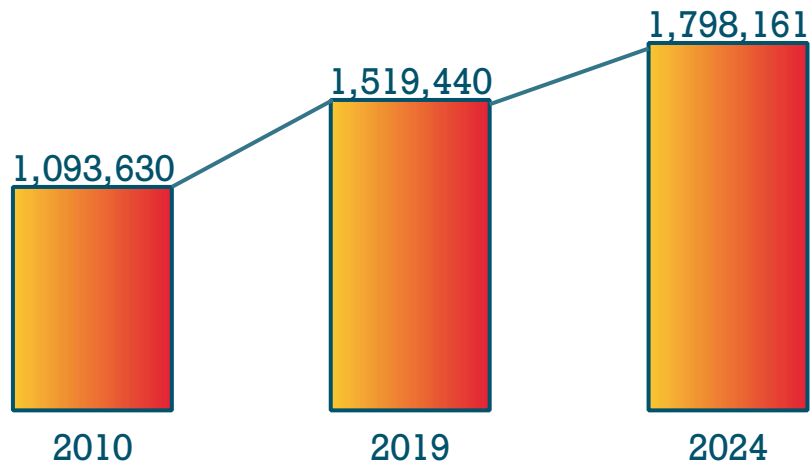
Airports

- Munich - Franz Josef Strauss
- Frankfurt
- Dusseldorf
- Memmingen
- Cologne Bonn
- Berlin - Brandenburg

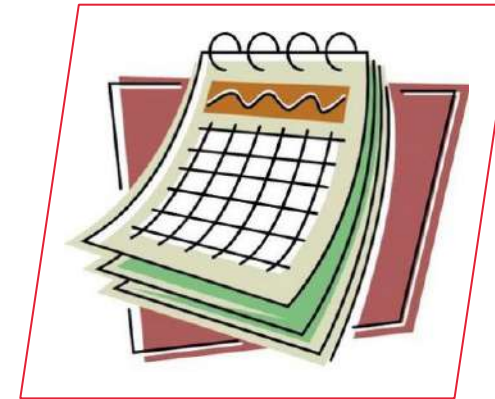


Bed Nights

Total Nights



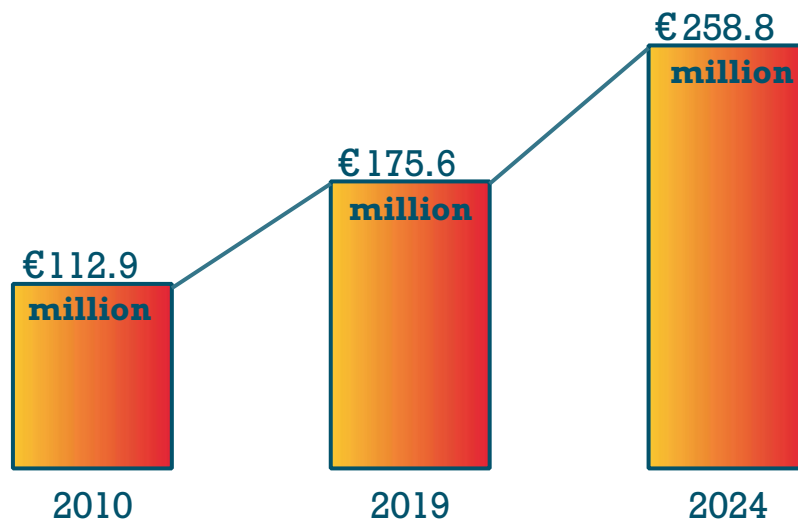
Average Length of Stay



7.2
Nights

Expenditure

Total Expenditure

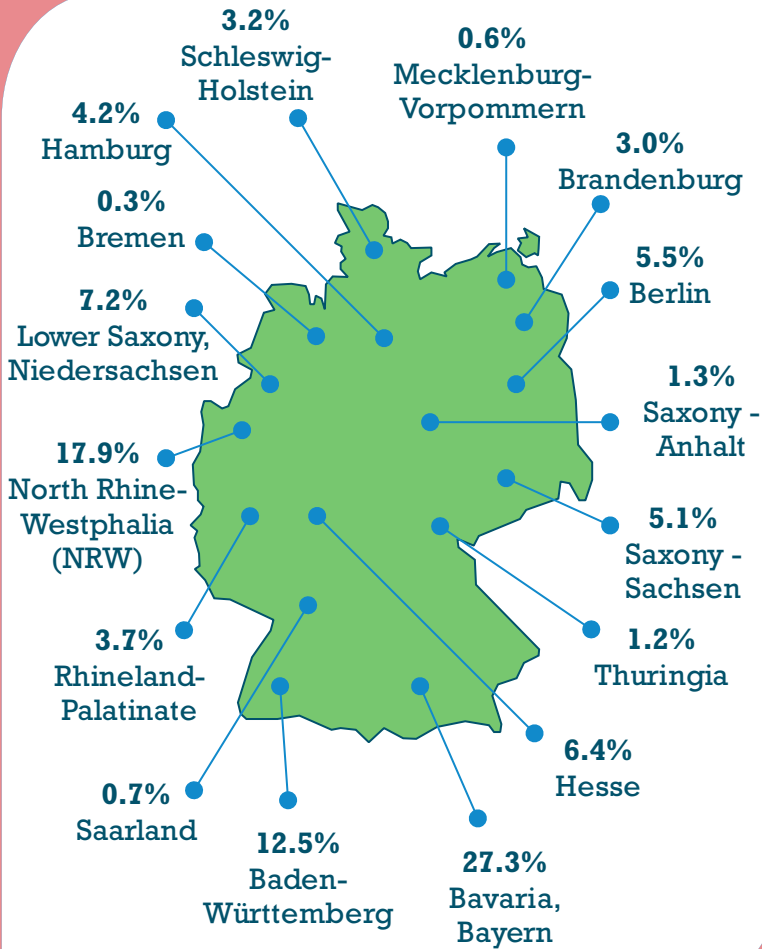


Expenditure per Capita

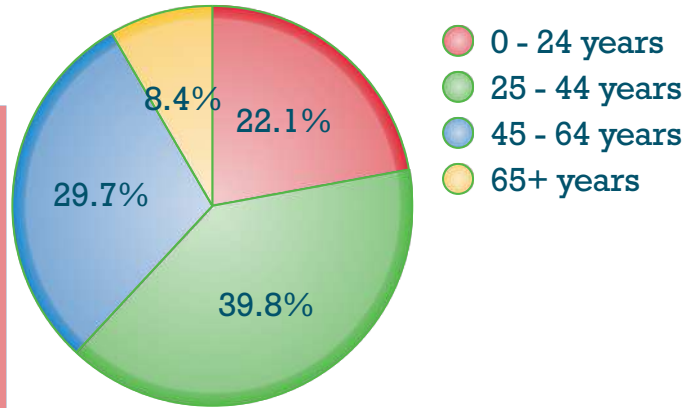


Socio-Demographic Profile

Region of Residence



Age Groups



Average Age: 48 years

Level of Education



58.0%
Tertiary Level

22.0%
Vocational Training

14.2%
Post-secondary Level

Occupation



57.0%
Employed Full-time

16.5%
Retired

12.4%
Employed Part-time

6.8%
Self Employed

Living Arrangements



51.9%
With Spouse/Partner

21.2%
With Spouse/Partner and Children

18.0%
On their own

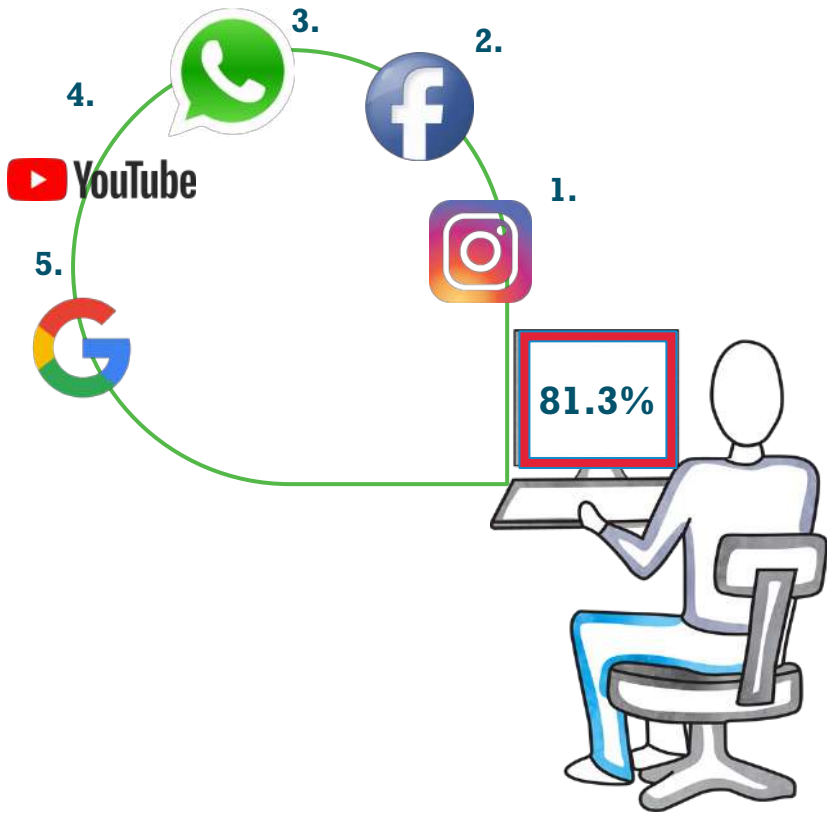
3.7%
With Parents

2.7%
With Children

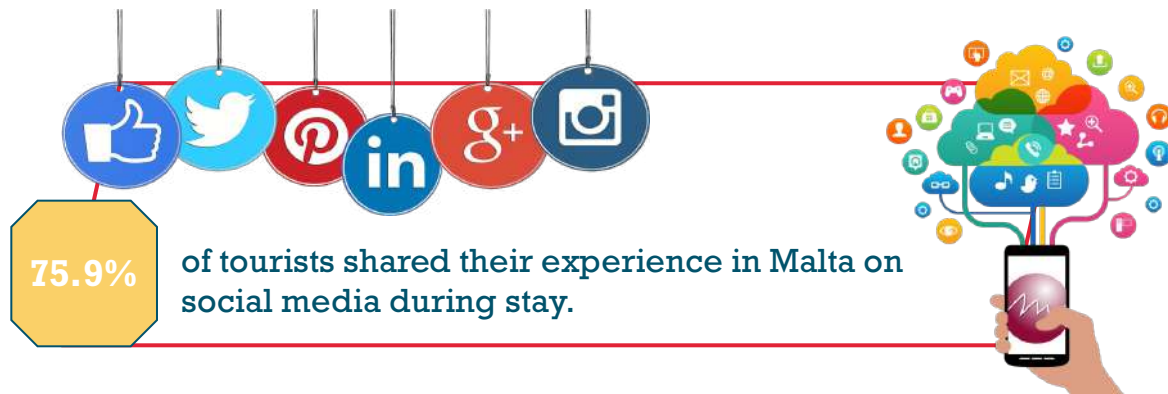
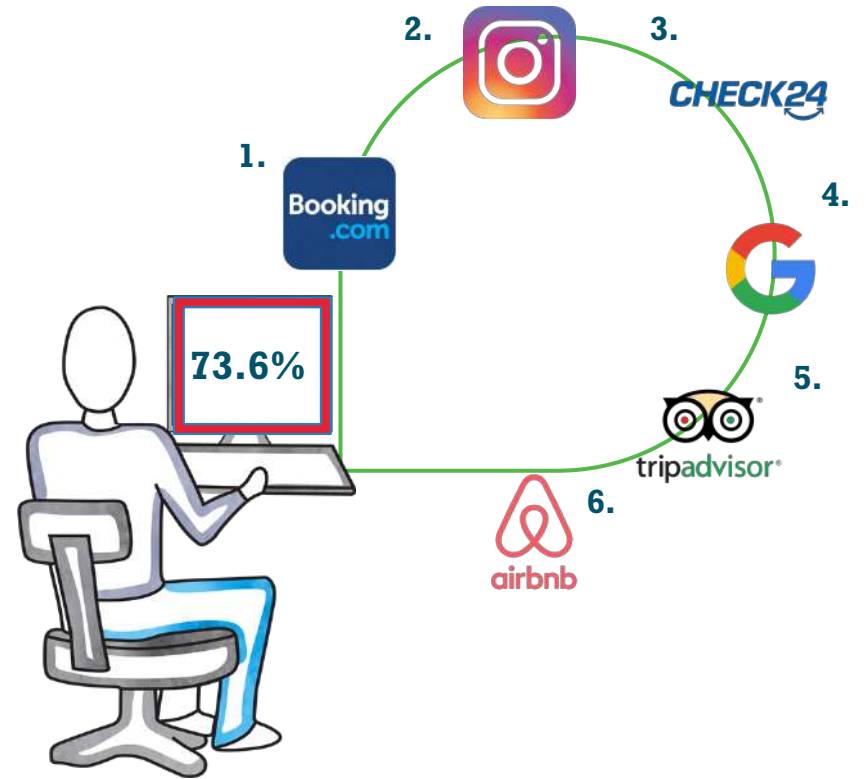
2.5%
With Relatives/
Friends/ Room Mates

Digital Media Usage

Regular

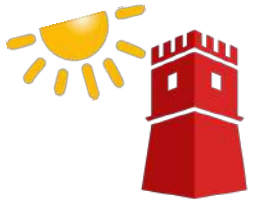


Travel Purposes



Travel Motivations

Sun & Culture



58.8%

Sun



14.4%

Culture



9.4%

Scuba Diving



8.9%

Other Sports



6.3%

Wellness



5.7%

Business



4.8%

Special Occasion



4.5%

Visiting Friends & Relatives



3.9%

TEFL



3.7%

Destination Choice Influencers

Communication Channels



64.8%
Digital Media



39.3%
Recommendation by
Friends/Relatives



15.4%
Travel
Guide book



11.0%
Tour Operator
brochure/website



8.8%
TV



6.6%
Newspaper/
Magazine Advert/
Article



6.1%
Recommendation
by travel agent



3.4%
Books

Other Factors



67.1%
New Destination



45.5%
Good flight connections



37.2%
English Spoken
Widely



24.5%
Cost/ Value
for Money



16.8%
Previous Visit



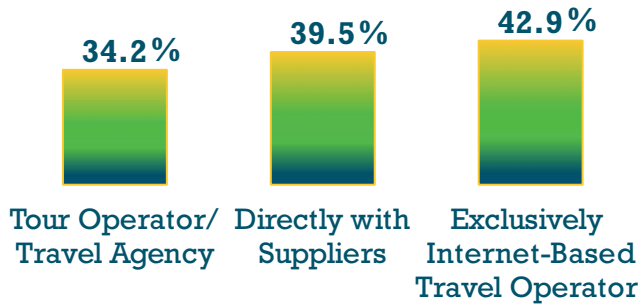
15.1%
Maltese Hospitality



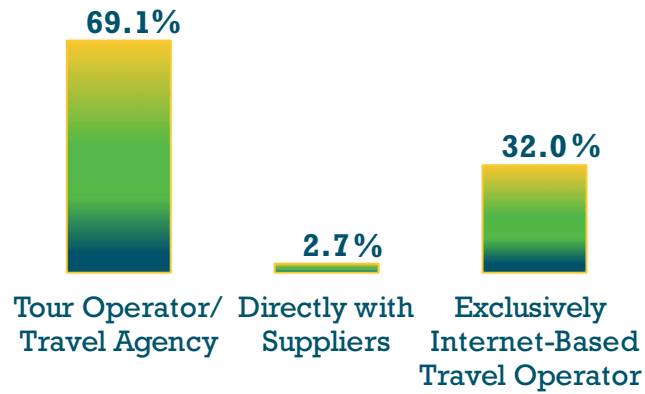
5.7%
Film Shot Locally

Type of Booking

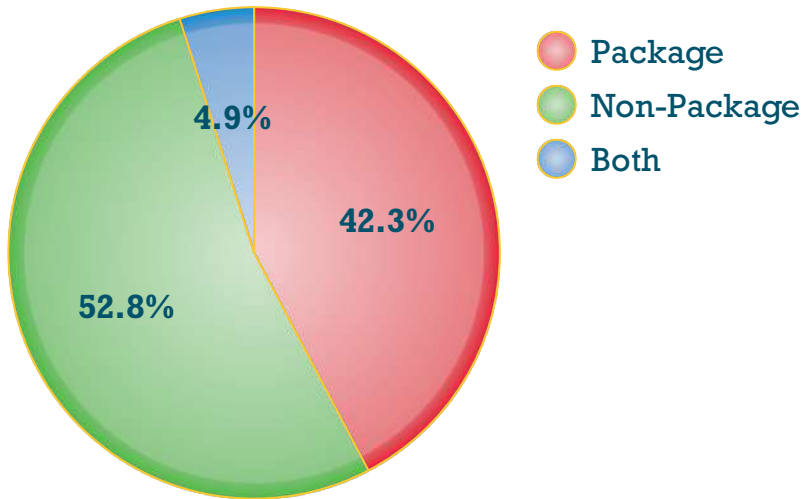
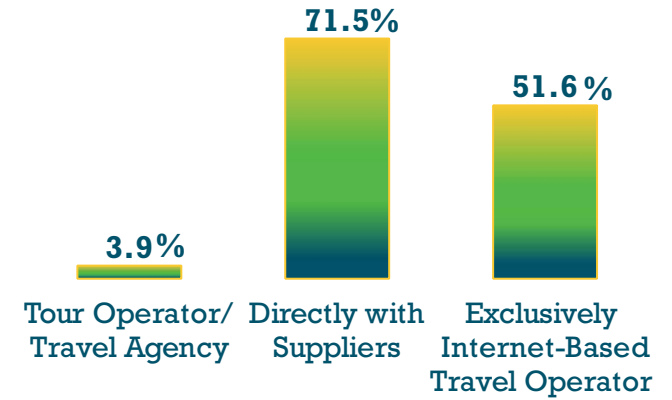
Trip Bookings Made With



Package Bookings



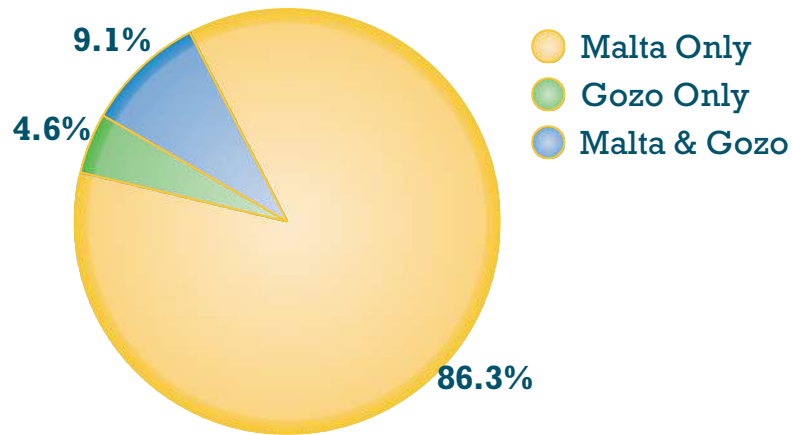
Non-Package Bookings



82.2%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



83.0%
First Time



17.0%
Repeat

Travelling Party



8.4%
Alone



48.4%
Spouse/Partner



23.7%
Family



11.9%
Friends



6.9%
Organised Group

Type of Accommodation Used

Malta



10.2% of German tourists spending nights in Malta stayed in 5* hotels.

22.7% utilised self-catering apartment/ farmhouse/ villa.

44.0% stayed in 4* hotels.

12.1% stayed in 3* hotels.

Gozo



41.1% of German tourists spending nights in Gozo utilised self-catering apartment/ farmhouse/ villa.

3.7% stayed in 5* hotels.

25.2% stayed in 4* hotels.

4.7% stayed in 3* hotels.

Activities Engaged In

Cultural



80.9%
Visit Historical
Buildings



69.5%
Visit Churches



48.4%
Visit temples/
archeological
sites



44.6%
Visit Museums



14.8%
Attend Local
festival/ event



12.8%
Visit arts/
craft sites



8.8%
Visit local
produce sites/
agro-experiences

Outdoor



64.5%
Swimming/
Sunbathing



50.5%
Leisure Boat
trip/ tour



36.2%
Trekking/
Hiking



10.5%
Scuba Diving

Recreational



72.6%
Dine at restaurants



46.7%
Shopping



19.6%
Spa/ Wellness



9.0%
Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



23.3%

Met



73.8%

Not Met



2.9%

95.1%

Would recommend the Maltese Islands to their friends/ relatives



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