

ITALY Market Profile 2024



No. 2
Rank

17.3% Market Share

Inbound Tourists



- 2010: 219,662
- 2019: 392,955
- 2020: 93,977
- 2021: 127,774
- 2022: 398,198
- 2023: 552,462
- 2024: 616,326

Seasonality



14.9%



27.9%



39.6%



17.6%

Air Connectivity

Airlines

- Ryanair
- KM Malta Airlines
- ITA Airways
- EasyJet



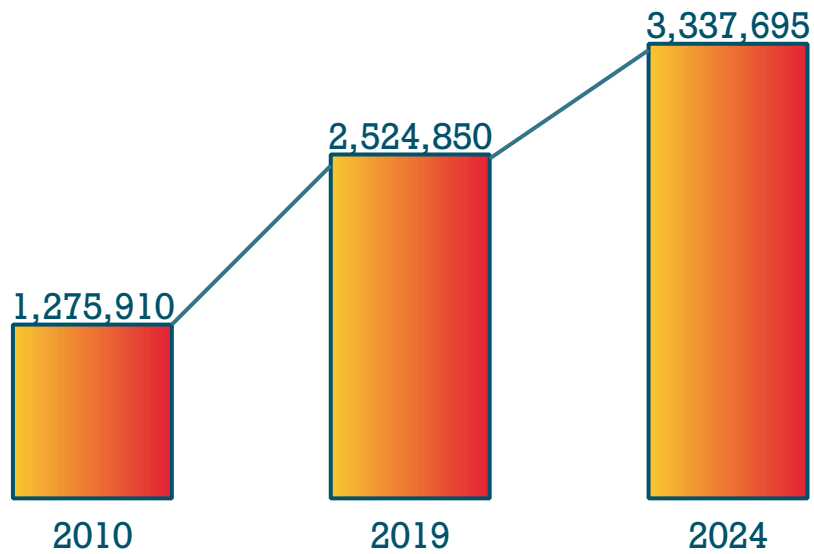
Airports

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

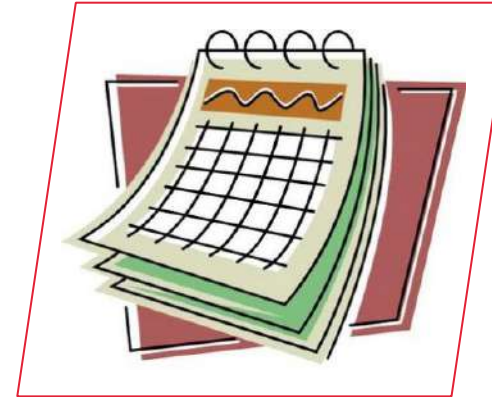


Bed Nights

Total Nights



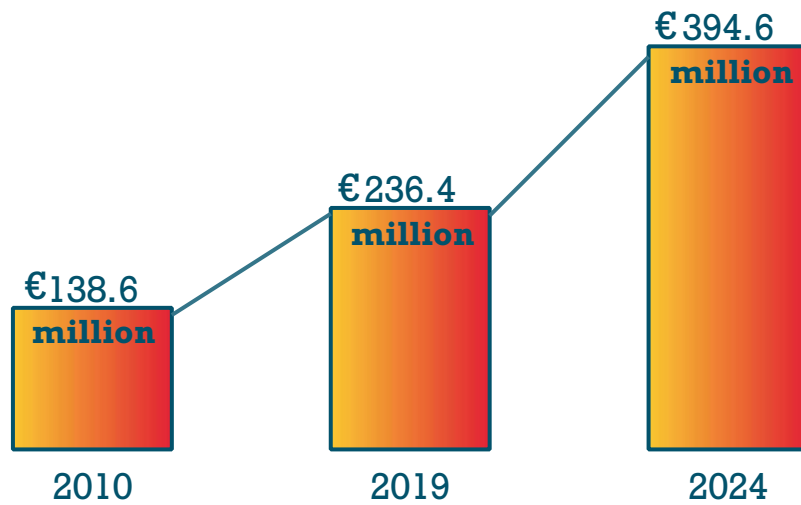
Average Length of Stay



5.4
Nights

Expenditure

Total Expenditure

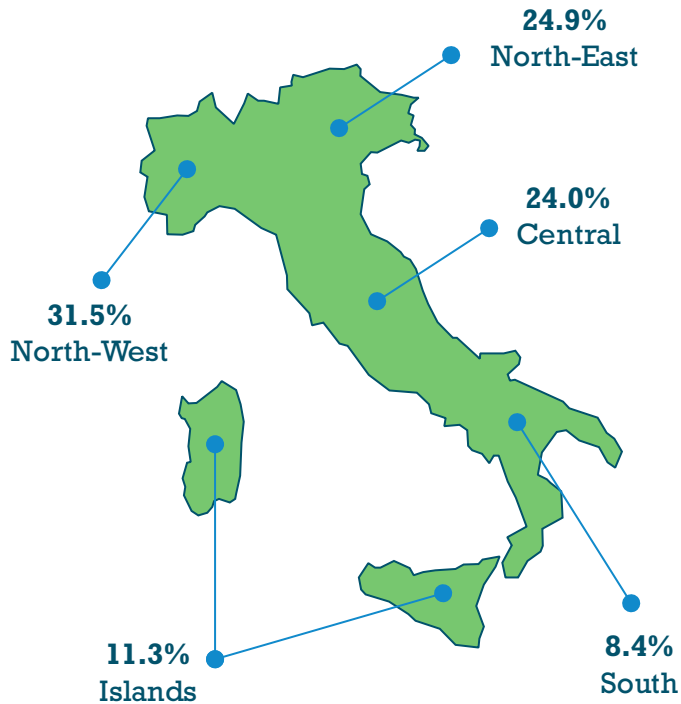


Expenditure per Capita

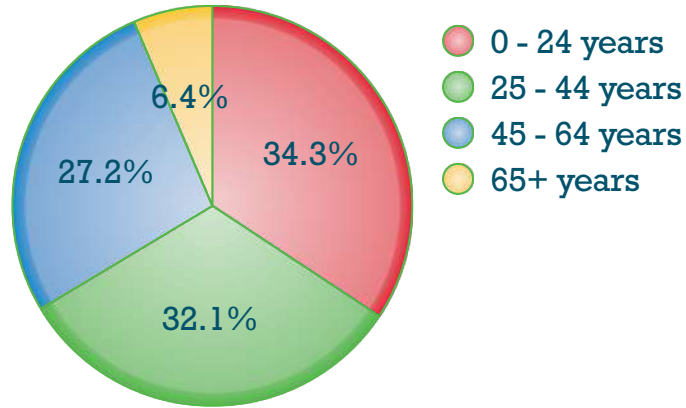


Socio-Demographic Profile

Region of Residence



Age Groups



Average Age: 51 years

Level of Education



51.9% Tertiary Level
37.4% Post-secondary Level
5.2% Vocational Training

Occupation



53.5% Employed Full-time
16.8% Self-employed
18.2% Retired
6.4% Employed Part-time

Living Arrangements

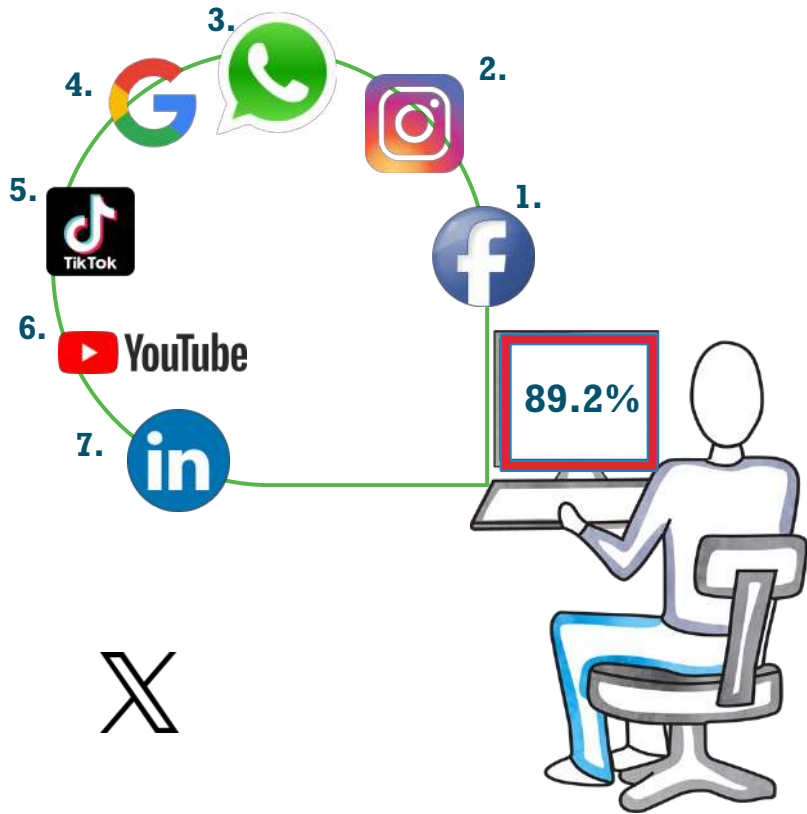
42.8% With Spouse/Partner
31.8% With Spouse/Partner and Children
10.7% On their own
6.1% With Parents
6.1% With Children



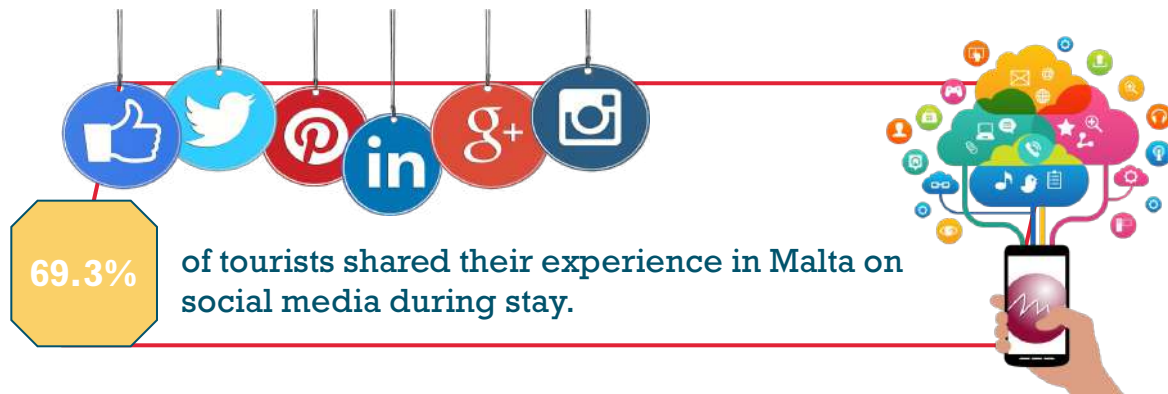
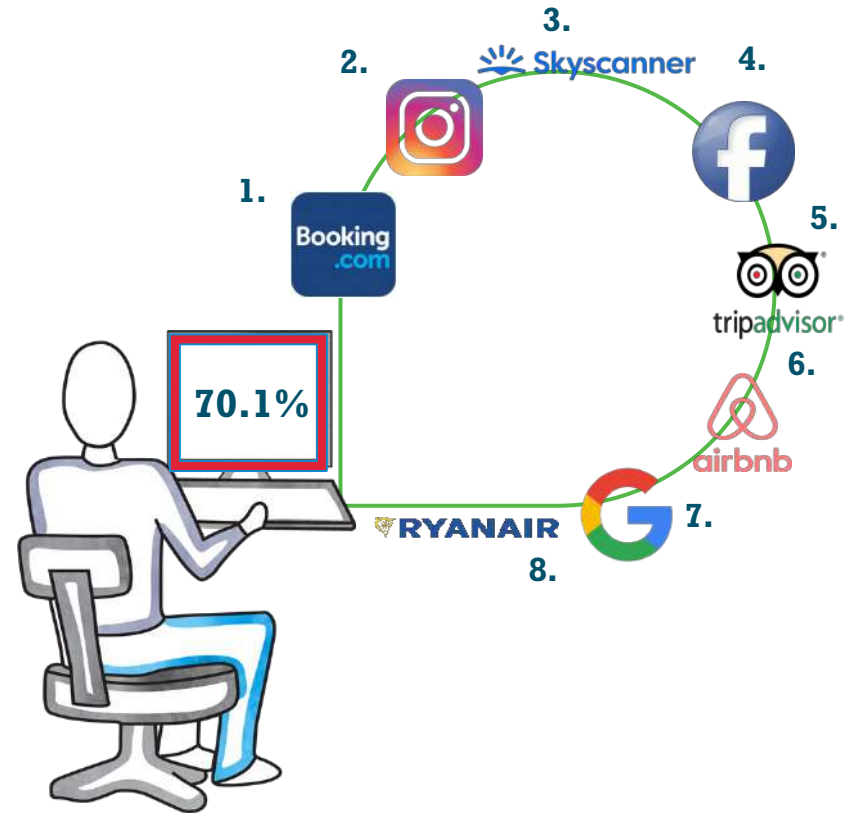
2.6% With Relatives/Friends/Room Mates

Digital Media Usage

Regular



Travel Purposes



Travel Motivations

Sun & Culture



41.6%

Sun



19.8%

Culture



16.6%

Special Occasion



7.8%

Visiting Friends & Relatives



6.9%

Business



6.4%

Scuba Diving



3.9%

TEFL



3.3%

Other Sports



1.9%

Wellness



1.3%

Destination Choice Influencers

Communication Channels



60.2%
Digital Media



38.1%
Recommendation by
Friends/Relatives



13.4%
Tour Operator
brochure/website



9.7%
Travel
Guide book



6.3%
Recommendation
by travel agent



4.8%
Newspaper/
Magazine Advert/
Article



4.3%
TV



2.6%
Books

Other Factors



63.1%
New Destination



58.8%
Good flight connections



33.8%
Cost/ Value for Money



17.6%
Previous Visit



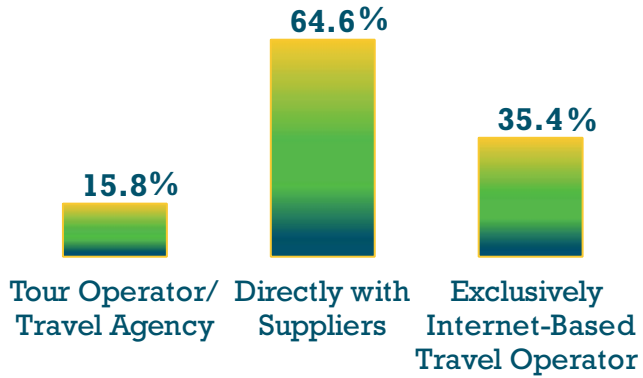
10.2%
English Spoken
Widely



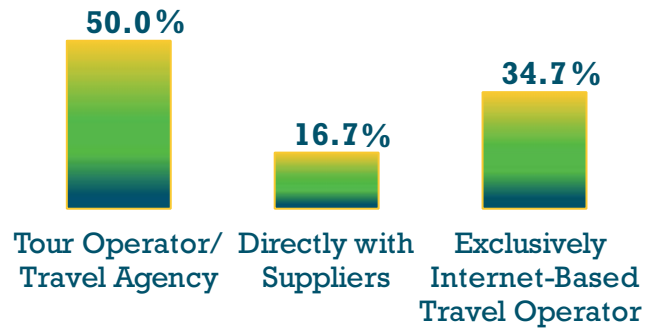
8.8%
Maltese Hospitality

Type of Booking

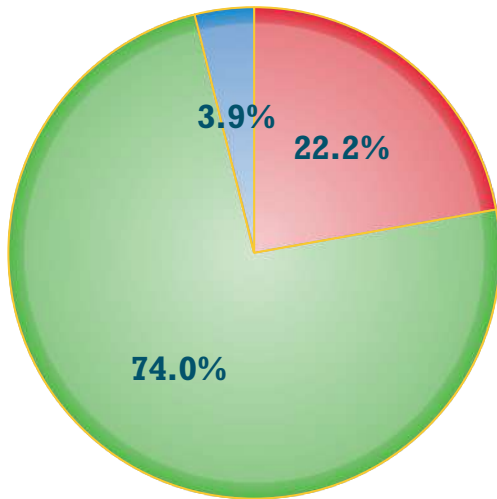
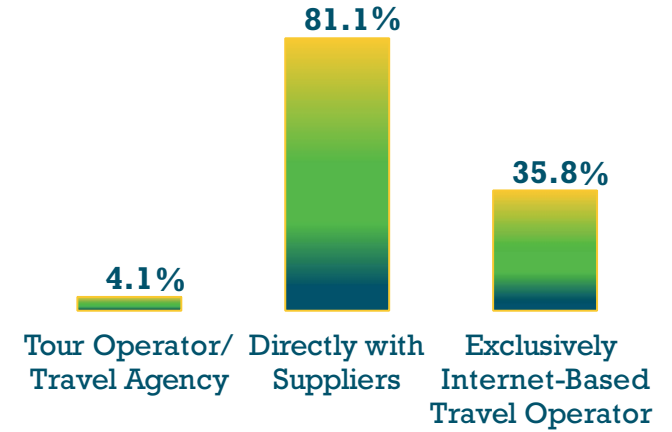
Trip Bookings Made With



Package Bookings



Non-Package Bookings



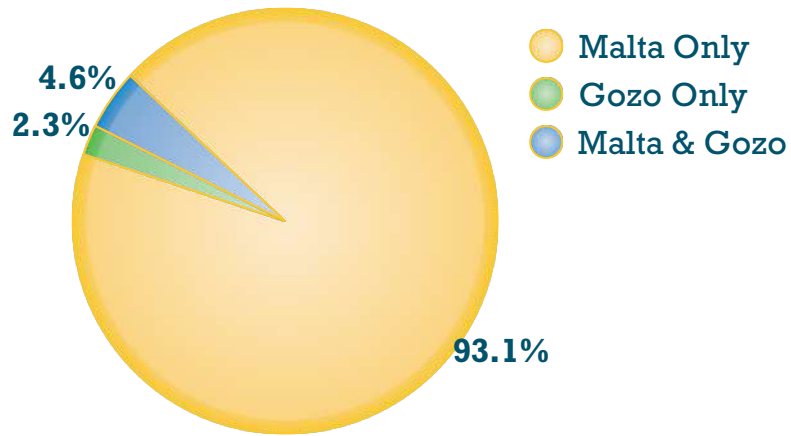
- Package
- Non-Package
- Both



91.3%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



77.0%
First Time



23.0%
Repeat

Travelling Party



6.0%
Alone



51.4%
Spouse/Partner



25.0%
Family



12.2%
Friends



4.5%
Organised Group



0.9%
Business Associates

Type of Accommodation Used

Malta & Gozo



7.6% of Italian tourists spending nights in Malta & Gozo stayed in 5* hotels.

31.2% stayed in 4* hotels.

19.7% stayed in 3* hotels.



10.3% utilised guesthouse/ hostel.

23.5% utilised self-catering apartment/ farmhouse/ villa.

4.7% utilised friends'/ relatives house/ own private residence.

Activities Engaged In

Cultural



79.0%
Visit Historical
Buildings



72.2%
Visit Churches



48.3%
Visit Museums



47.4%
Visit temples/
archeological sites



16.8%
Visit arts/
craft sites



6.5%
Attend Local
festival/ event

Outdoor



39.8%
Swimming/
Sunbathing



34.7%
Leisure Boat
trip/ tour



12.0%
Trekking/
Hiking



5.2%
Scuba Diving

Recreational



69.9%
Dine at restaurants



42.6%
Shopping



12.8%
Spa/ Wellness



11.4%
Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



32.4%

Met



61.0%

Not Met



6.6%

94.5%

Would recommend the Maltese Islands to their friends/ relatives

