

# TOURISM TO MALTA

## Market Profile 2022



### Inbound Tourists

- 2010: 1,338,841
- 2019: 2,753,239
- 2020: 658,567
- 2021: 968,136
- 2022: 2,286,597

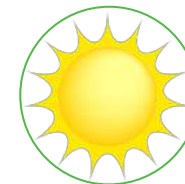
### Seasonality



10.3%



28.9%



36.7%



24.1%

### Air Connectivity

Directly connected to  
103 airports in 2022.

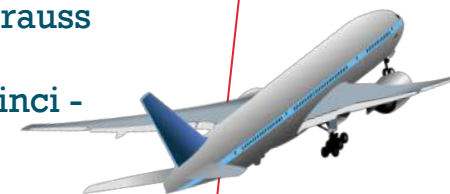


### Top 10 Airlines (Passenger movements)

- Ryanair
- Air Malta
- Lufthansa
- Wizzair
- EasyJet
- Turkish Airlines
- Jet2.com
- Vueling Airlines
- Emirates
- British Airways

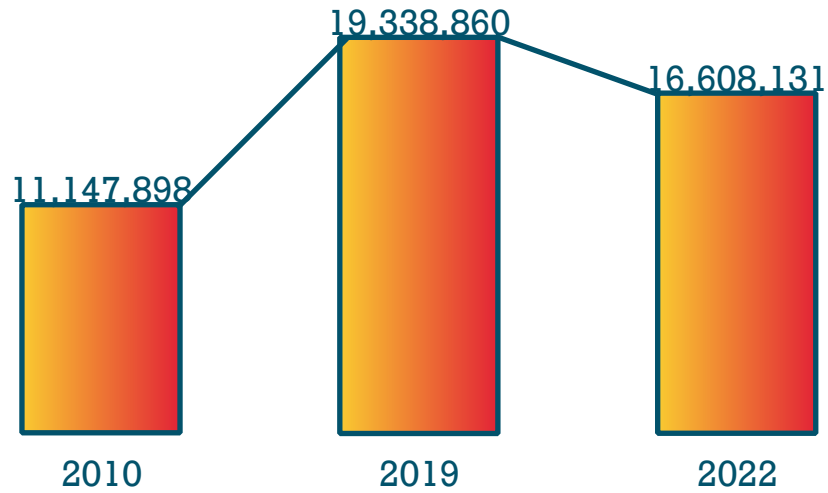
### Top 10 Airports (Passenger movements)

- London - Gatwick
- Catania - Fontanarossa
- Frankfurt International
- London - Heathrow
- Munich - Franz Josef Strauss
- Manchester
- Rome - Leonardo da Vinci - Fiumicino
- Paris - Orly
- Istanbul
- Vienna International



## Bed Nights

### Total Nights



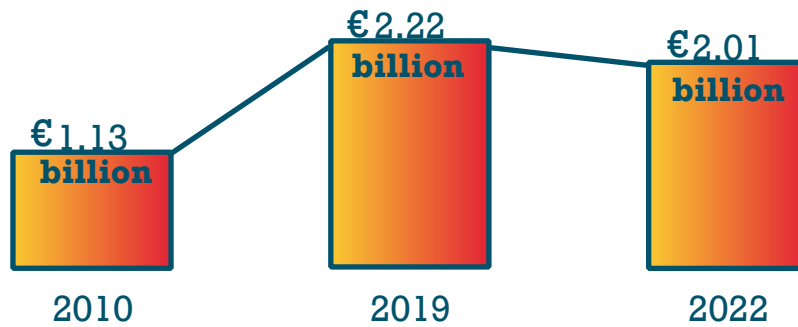
### Average Length of Stay



7.3  
Nights

## Expenditure

### Total Expenditure

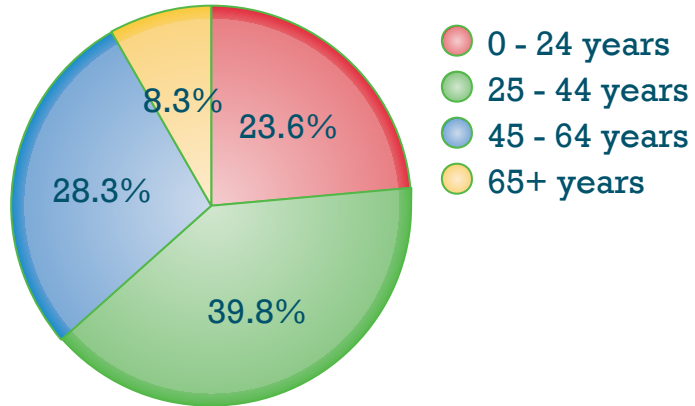


### Expenditure per Capita



## Socio-Demographic Profile

### Age Groups



Average Age: **48 years**

### Level of Education



**64.4%**  
Tertiary Level

**14.1%**  
Post-secondary Level

**11.6%**  
Vocational Training

### Occupation

**55.6%**  
Employed  
Full-time

**18.5%**  
Retired



**10.4%**  
Self-  
employed

**9.0%**  
Employed  
Part-time

### Living Arrangements

**48.9%**  
With Spouse/Partner

**24.0%**  
With Spouse/Partner  
and Children

**15.9%**  
On their own



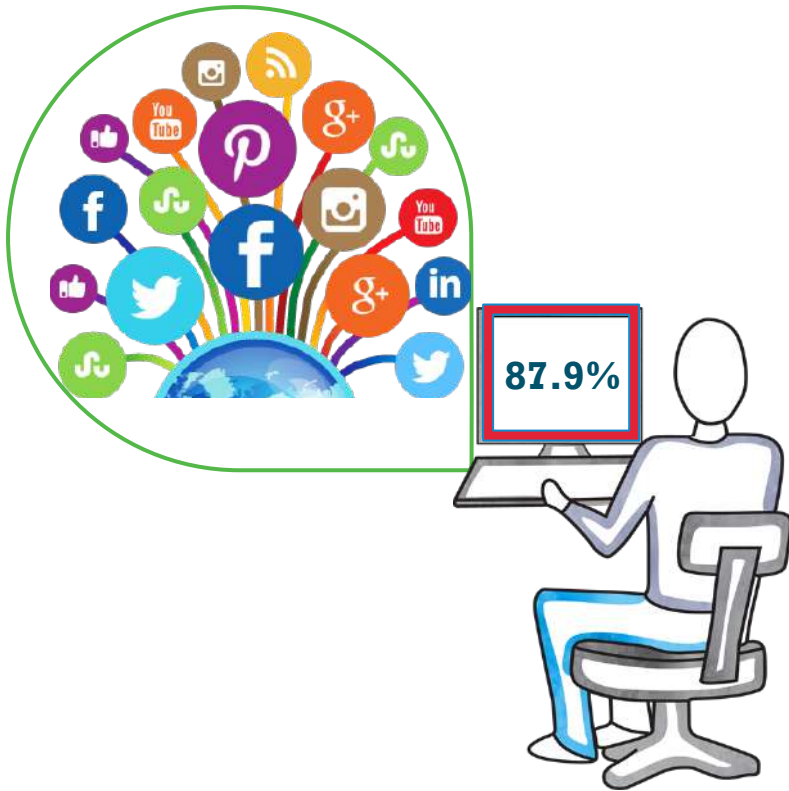
**4.7%**  
With Children

**4.1%**  
With Parents

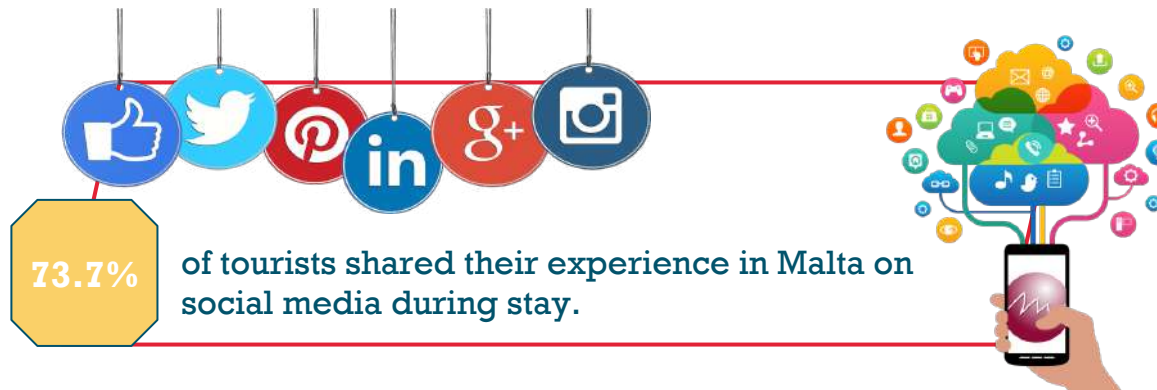
**2.4%**  
With Relatives/  
Friends/ Room Mates

# Digital Media Usage

## Regular



## Travel Purposes



## Travel Motivations

### Sun & Culture



51.0%

### Sun



17.1%

### Culture



8.0%

### Special Occasion



7.4%

### Visiting Friends & Relatives



6.9%

### Business



6.7%

### Scuba Diving



5.5%

### Wellness



5.2%

### Other Sports



2.9%

### TEFL



2.5%

# Destination Choice Influencers

## Communication Channels



**57.3%**  
Digital Media



**39.4%**  
Recommendation by  
Friends/Relatives



**17.6%**  
Tour Operator  
brochure/website



**11.8%**  
Travel  
Guide book



**6.6%**  
Recommendation  
by travel agent



**5.2%**  
Newspaper/  
Magazine  
Advert/ Article



**4.7%**  
TV



**3.5%**  
Books

## Other Factors



**63.3%**  
New Destination



**44.8%**  
Good flight connections



**33.1%**  
Cost/ Value  
for Money



**30.7%**  
English Spoken  
Widely



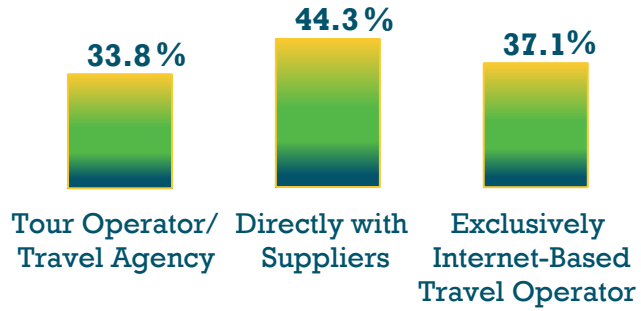
**21.9%**  
Previous Visit



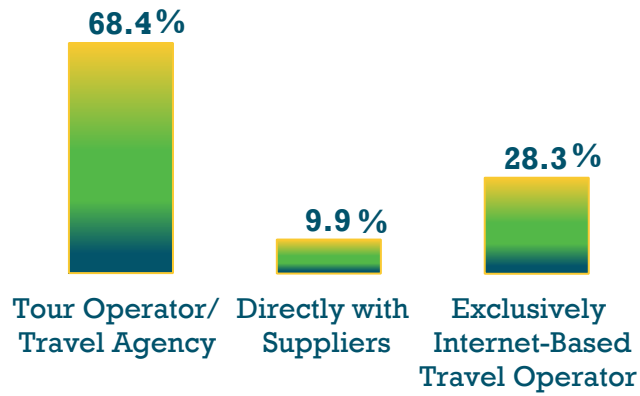
**15.7%**  
Maltese Hospitality

## Type of Booking

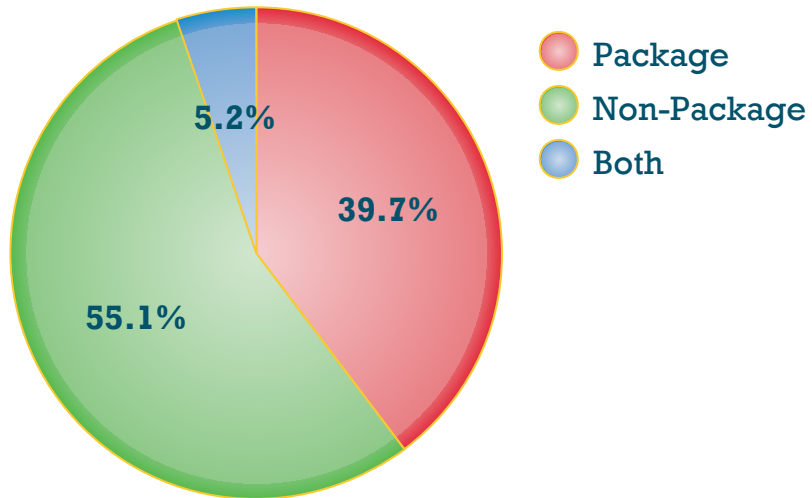
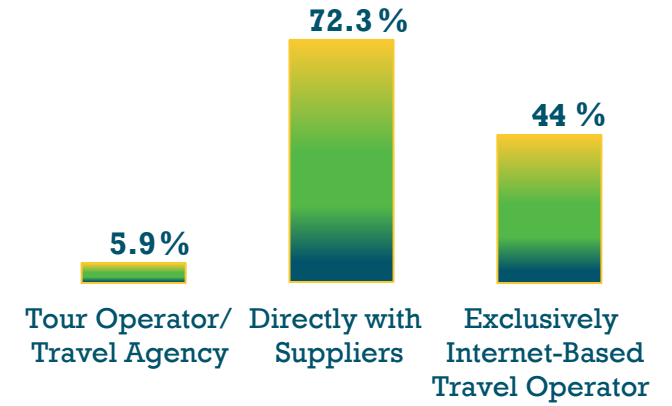
### Trip Bookings Made With



### Package Bookings



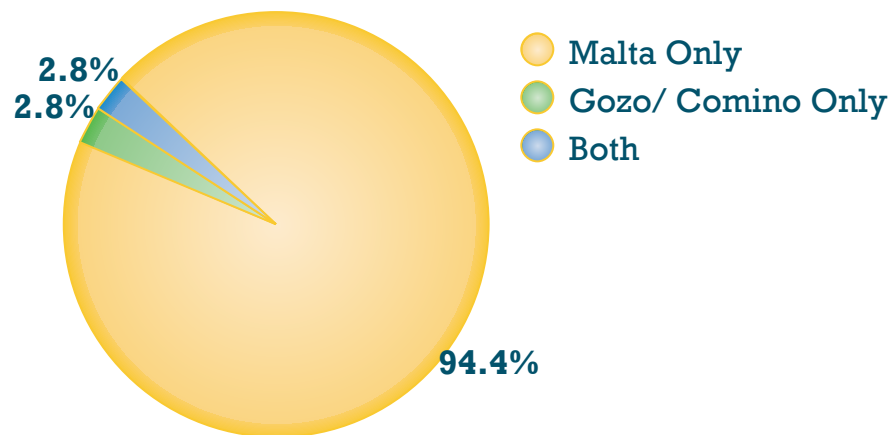
### Non-Package Bookings



82.0%

Completed Trip Bookings Online

## Type of Trip



## 1st Time vs Repeat Tourists



**75.3%**  
First Time



**24.7%**  
Repeat

## Travelling Party



**6.9%**  
Alone



**50.3%**  
Spouse/Partner



**26.1%**  
Family



**12.2%**  
Friends



**3.4%**  
Organised Group

## Inbound Tourists by Type of Accommodation Used

### Rented Accommodation

2,017,112

Collective  
1,452,452

63.5%

24.7%

Other Rented  
564,660

### Non-Rented Accommodation

Non-Rented  
269,485

11.8%

## Non-Resident Guests in Collective Accommodation

### Maltese Islands



### Collective Accommodation

16.7% of inbound tourists spending nights in the Maltese Islands stayed in 5\* hotels.

44.3% stayed in 4\* hotels.

25.4% stayed in 3\* hotels.



### Other Collective Accommodation

11.1% utilised guesthouses/ hostels/ tourist villages.

## Activities Engaged In

### Cultural



**78.1%**  
Visit Historical  
Buildings



**68.0%**  
Visit Churches



**45.6%**  
Visit temples/  
archeological sites



**42.1%**  
Visit Museums



**12.3%**  
Visit arts/  
craft sites



**11.6%**  
Attend local  
festival/ event

### Outdoor



**63.7%**  
Swimming/  
Sunbathing



**50.1%**  
Leisure Boat  
trip/ tour



**27.8%**  
Trekking/  
Hiking



**7.5%**  
Scuba Diving



**3.2%**  
Sport Event

### Recreational



**74.9%**  
Dine at restaurants



**47.4%**  
Shopping



**18.6%**  
Spa/ Wellness



**8.3%**  
Nightlife/  
Clubbing

## Tourists' Expectations of Malta

Exceeded



28.1%

Met



65.0%

Not Met



6.9%

93.4%

Would recommend the Maltese Islands to their friends/ relatives



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