

20
24



A Profile of Diving Tourists in Malta

Research Unit

Malta Tourism Authority





Introduction

The objectives of this report are:

- Measuring the scuba diving segment in Malta;
- Providing a detailed profile of the diving tourist in Malta;
- Giving insights into the travel behaviour of scuba divers – prior to trip, during, and post-trip – as well as their overall experience in Malta.

Research Methodology

The figures presented in this report are based on the MTA's *Traveller Survey* for the year 2024.

Data is collected via a questionnaire that is distributed to tourists upon their arrival at the Malta International Airport. Survey participants self-complete the questionnaire towards the end of their stay.

The total sample consists of 299 respondents who engaged in scuba diving activity whilst staying in Malta. Market representation is as follows: 31.4% from Germany, 16.4% from France, 15.1% from UK, and 6.0% from Italy. Other respondents mainly came from Poland, Switzerland and the Netherlands.



Part 1

- Diving Segment Estimates
- Guest Night Estimates
- Expenditure Estimates
- Seasonality Estimates

Estimates for the Scuba Diving Segment

	2018	2019	2022	2023	2024
Total Inbound Tourists	2,598,690	2,753,240	2,286,597	2,981,476	3,563,618
Tourists Motivated to Visit Malta for Scuba Diving	127,354	131,382	125,818	130,394	143,196
Tourists Engaging in Scuba Diving During Stay	169,851	177,645	171,089	193,950	179,227

Estimates for 2024 indicate that around 143,196 tourists were motivated to visit Malta for diving; this is equivalent to 4.0% of total inbound tourists.

Around 179,227 tourists – 5.0% of total inbound tourists – did diving whilst in Malta. This figure includes tourists who were primarily motivated to visit Malta for diving and who engaged in the activity during stay, as well as tourists who were not motivated to visit Malta specifically for diving yet opted to dive during their stay.

In 2024, the diving segment has recorded an increase of 9.8% in tourists motivated to visit Malta for diving when compared to the previous year.

2024	Estimated Number of Tourists Engaging in Diving	Share of Tourists Engaging in Diving Out of Total Inbound	Share of Tourists Engaging in Diving By Market
Italy	32,343	5.2%	18.0%
Germany	26,200	10.5%	14.6%
France	19,915	6.7%	11.1%
UK	15,785	2.2%	8.8%
Spain	9,477	7.2%	5.3%
Hungary	6,240	9.2%	3.5%
Switzerland	6,077	9.0%	3.4%
Netherlands	5,807	6.9%	3.2%
Poland	5,343	2.0%	3.0%
Austria	3,352	5.3%	1.9%
Ireland	3,289	5.5%	1.8%
Belgium	2,847	3.5%	1.6%
Denmark	2,297	5.2%	1.3%
Sweden	1,696	5.4%	0.9%
Norway	623	5.0%	0.3%
Other	37,938	4.8%	21.2%
Total	179,227	5.0%	100.0%

Type of Trip & Guest Nights of Scuba Diving Tourists (2024)

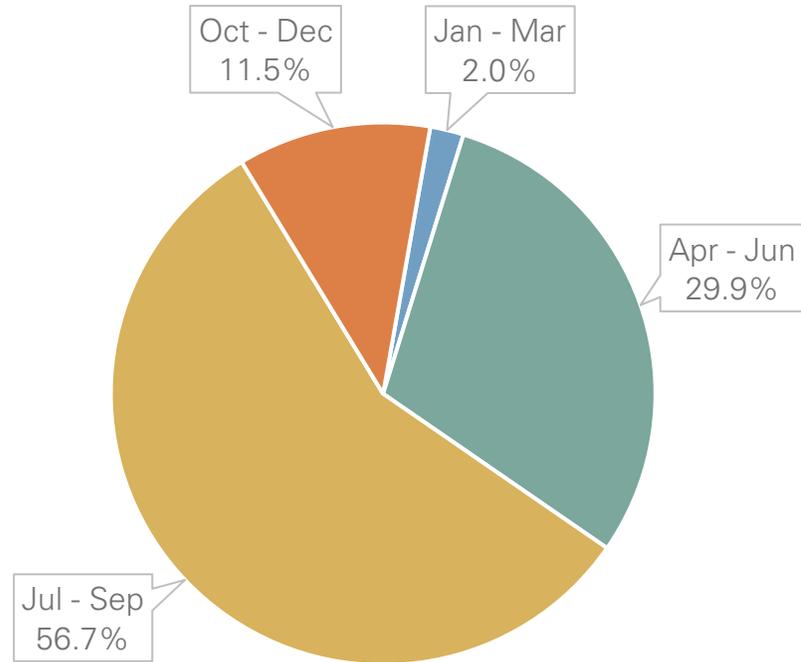
Type of Trip	Share	Estimated Number of Diving Tourists	Estimated Guest Nights in Malta	Estimated Guest Nights in Gozo	Estimated Total Guest Nights	Average Length of Stay
Malta only	75.7%	135,631	961,627	-	961,627	7.1 nights
Malta & Gozo	13.2%	23,614	132,949	141,214	274,163	11.6 nights
Gozo only	11.1%	19,981		191,222	191,222	9.6 nights
Total	100.0%	179,227	1,094,576	332,436	1,427,013	8.0 nights

Expenditure of Scuba Diving Tourists (2024)

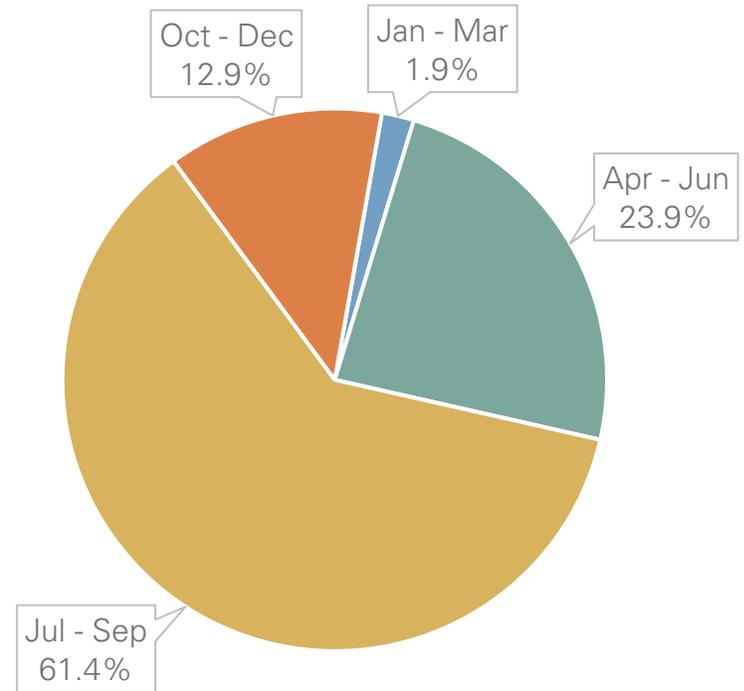
Estimated number of tourists engaging in diving activity	179,227
Estimated number of guest nights generated by tourists engaging in diving activity	1,427,013
Average expenditure prior to departure	€945
Average expenditure during stay	€537
Estimated total expenditure of tourists engaging in diving activity	€265,614,894

Seasonality of Scuba Diving Tourists (2024)

Tourists Motivated by Scuba Diving



Tourists Engaging in Scuba Diving



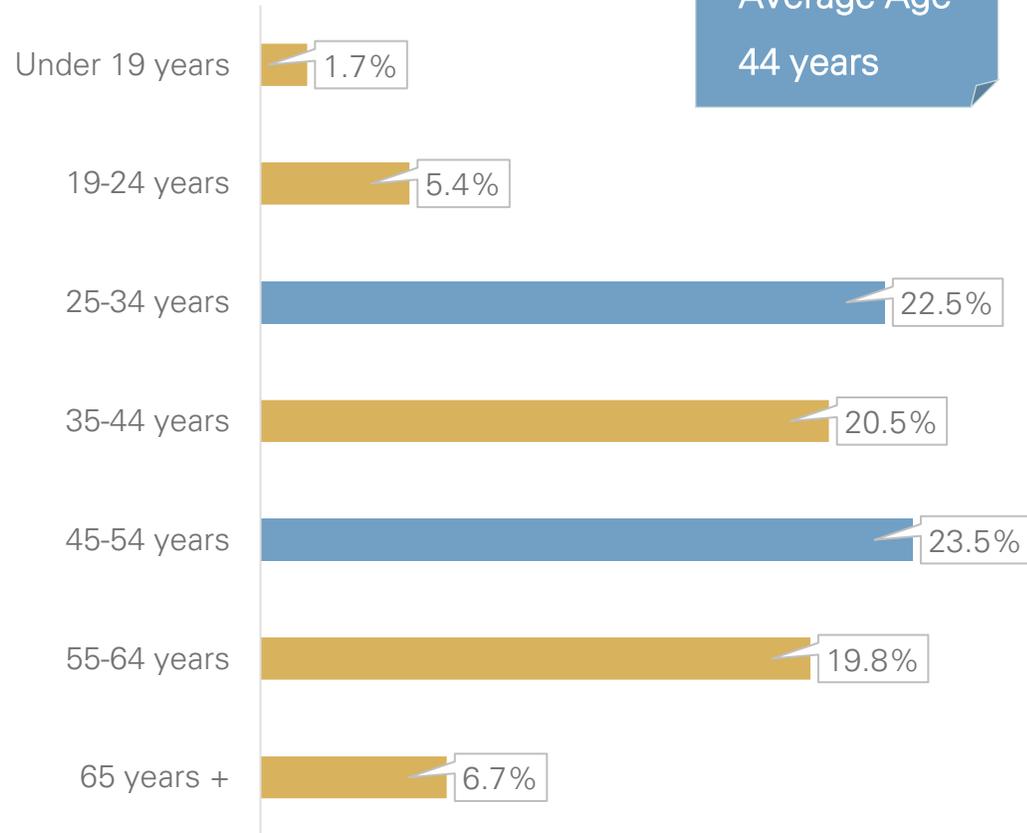


Part 2

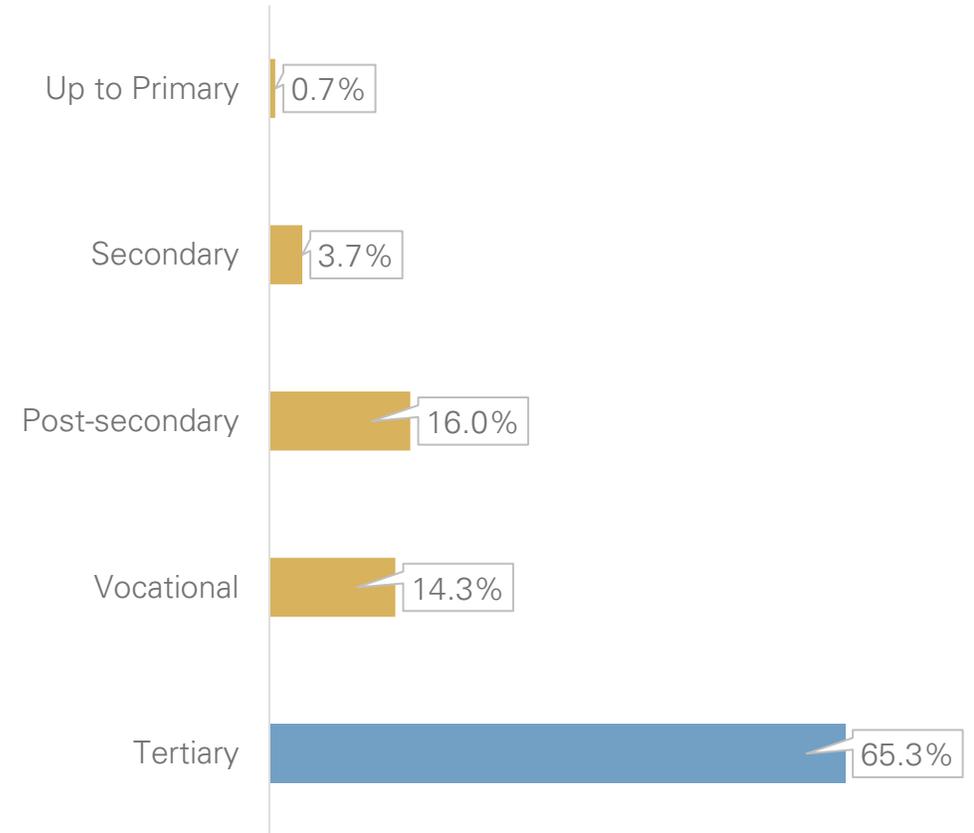
- Profile of the Scuba Diving Tourist
- Travel Behaviour
- Overall Impressions

Socio-Demographic Profile

Age

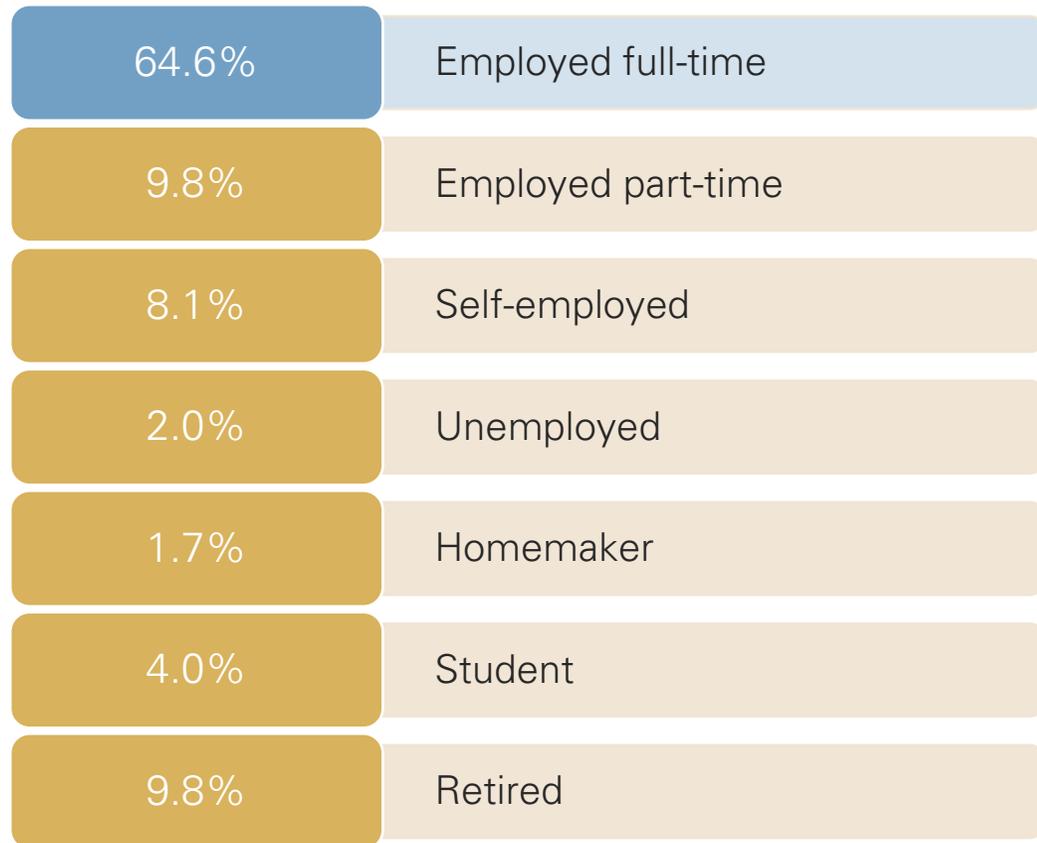


Level of Education

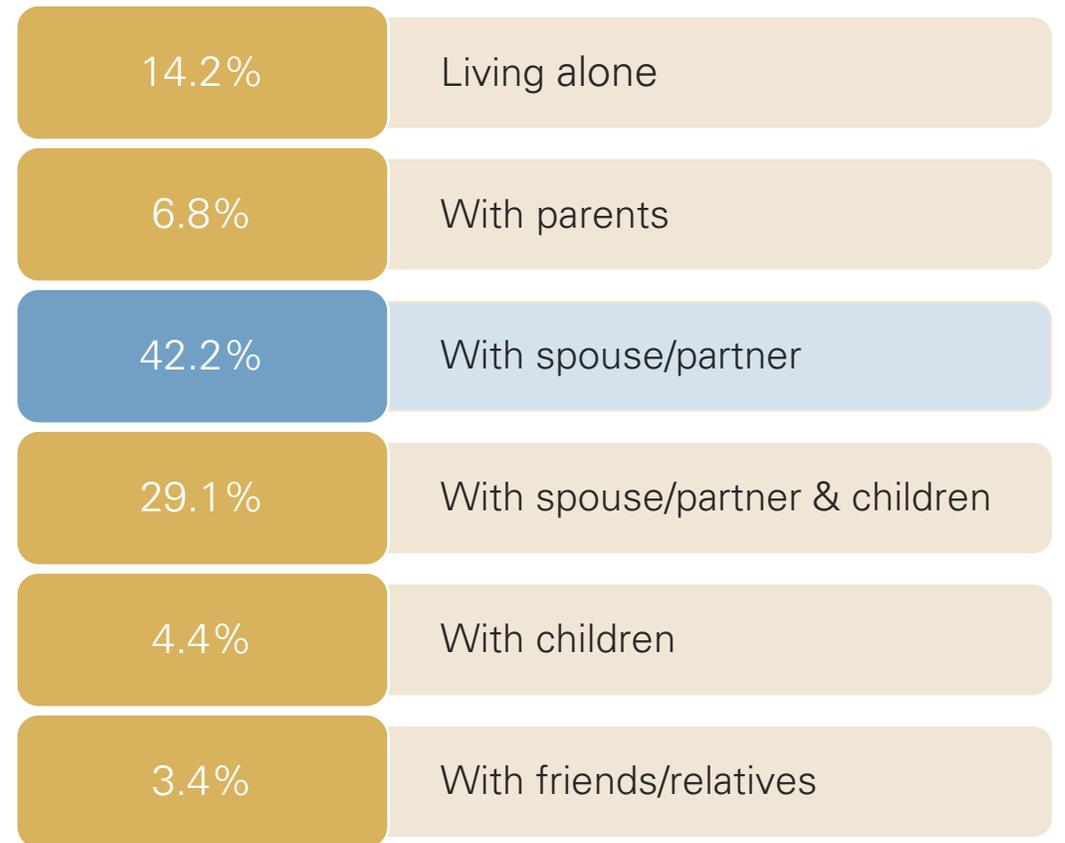


Socio-Demographic Profile

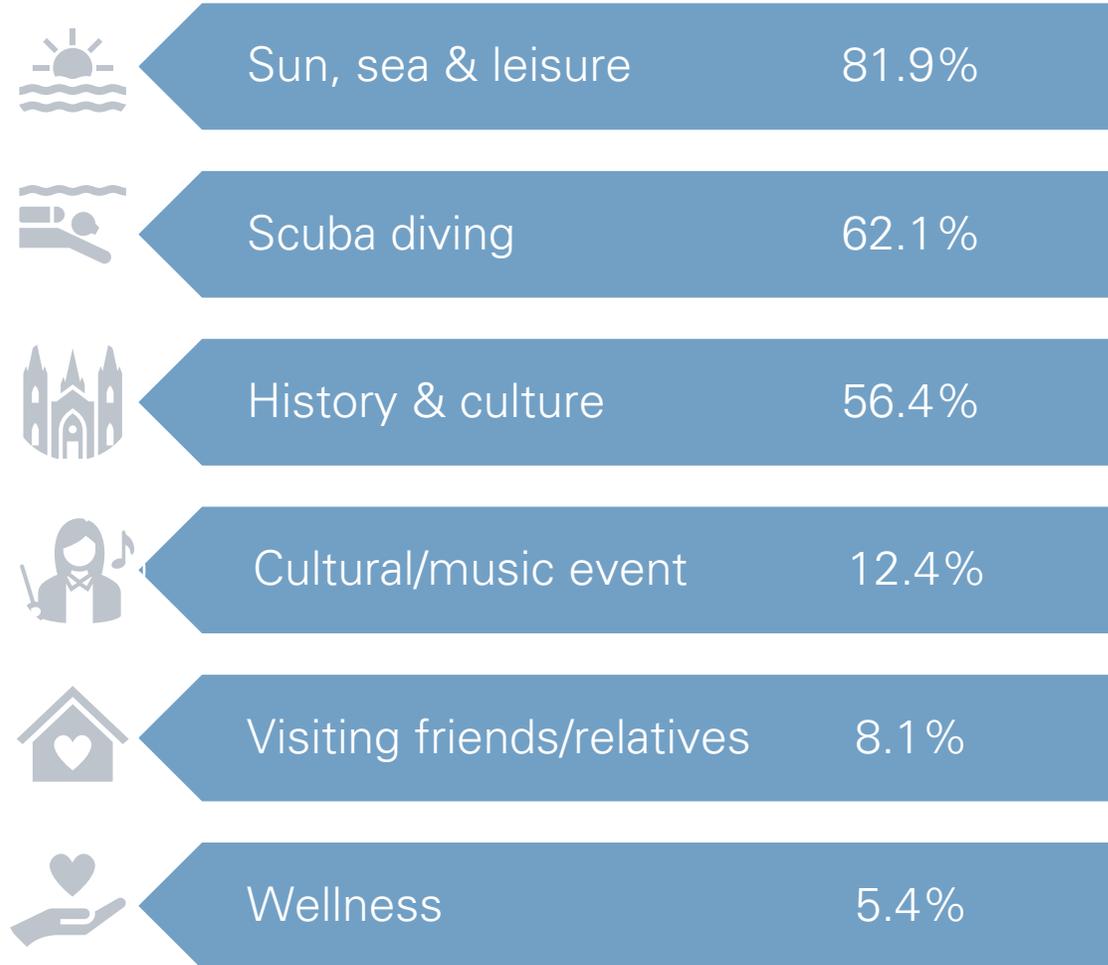
Employment Status



Living Arrangements

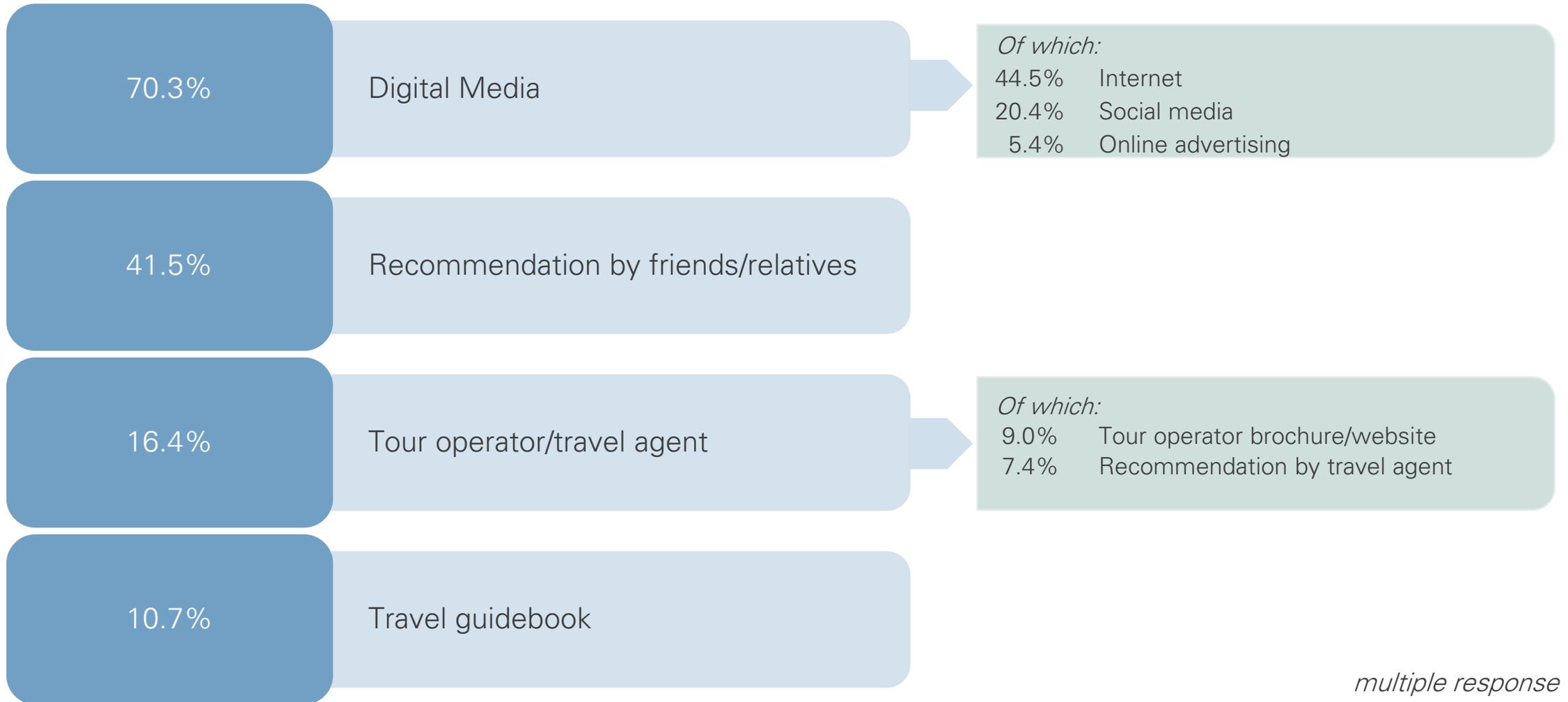


Main Motivations for Visiting Malta



multiple response

Communication Channels Influencing Destination Choice



Factors Influencing Destination Choice

Top Factors



New destination

59.5%



Good flight connections

51.5%



English spoken widely

34.1%



Value for money

32.4%



Previous visit

21.1%



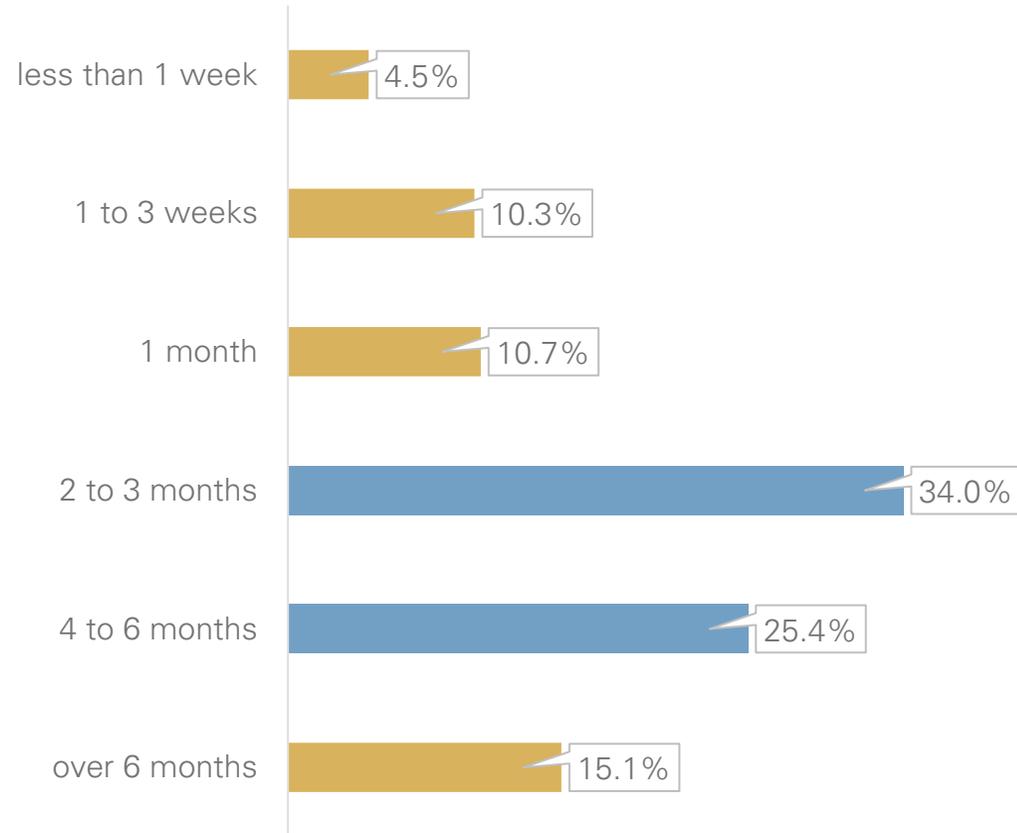
Maltese hospitality

18.1%

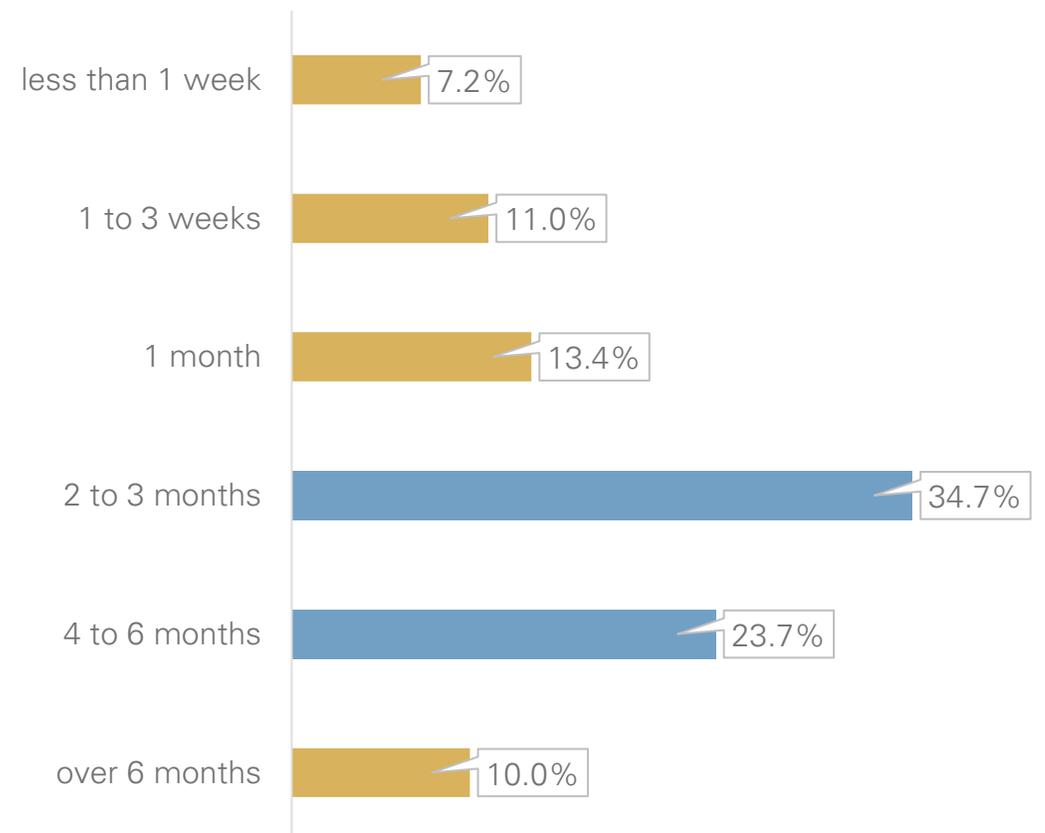
multiple response

Timing: Decision for Trip and Booking of Trip

Trip Decision

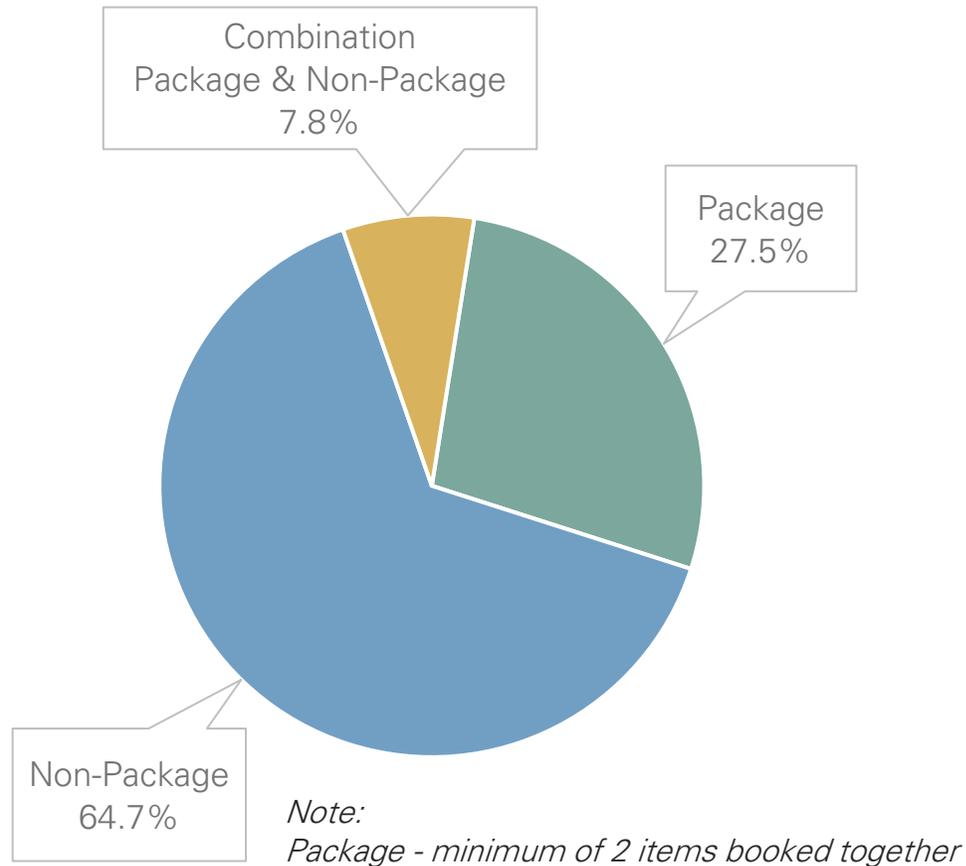


Trip Booking



Booking Arrangements

Trip Booking Type



Trip Booking Channels

Package Trips Booked With:

60.8%	Tour operator / travel agency
10.1%	Directly with suppliers
30.4%	Exclusively internet-based travel operator

Non-Package Trips Booked With:

4.3%	Tour operator / travel agency
76.5%	Directly with suppliers
40.1%	Exclusively internet-based travel operator

multiple response

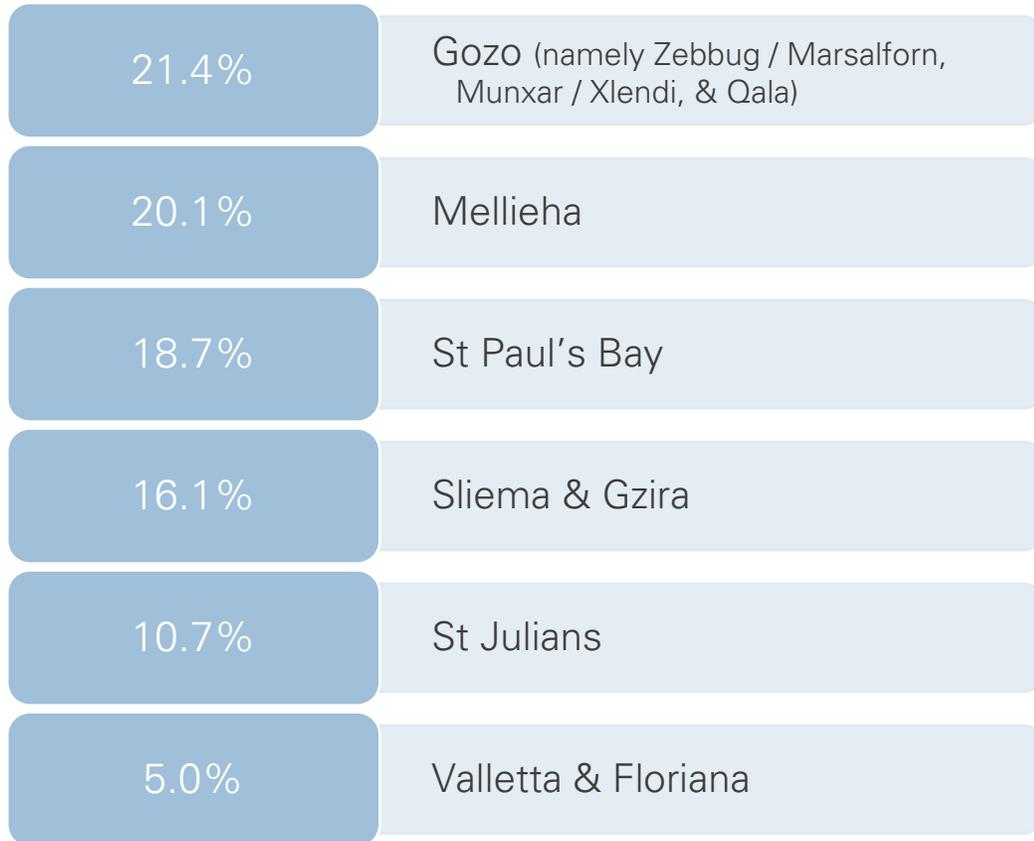
Booking of Trip Components

	Internet Booking	Booking Via Other Means	No Booking Prior To Departure
Flight	92.6%	7.4%	-
Accommodation	82.9%	11.8%	5.4%
Transfers	26.1%	14.6%	59.3%
Vehicle hire	25.7%	3.9%	70.4%
Excursions	18.6%	9.3%	72.1%
Site / attraction tickets	7.9%	6.8%	85.4%
Event tickets	6.1%	3.9%	90.0%

Accommodation Choices



Locality Stayed In

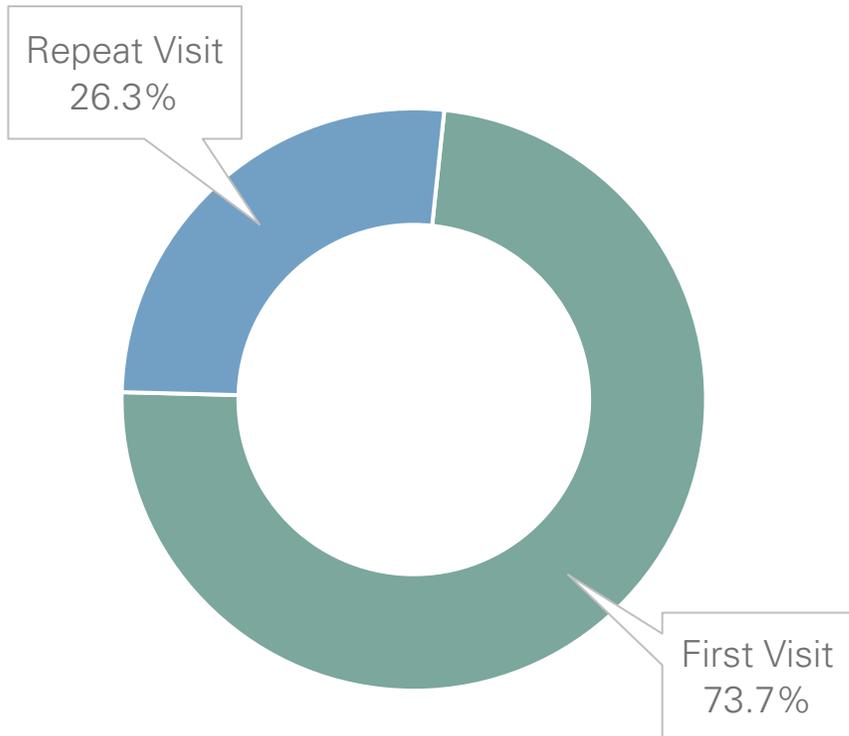


Type of Accommodation

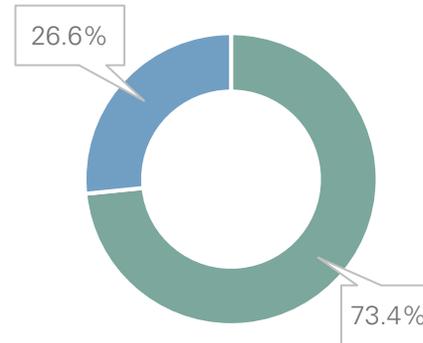
	MALTA	GOZO
5-star hotel	12.3%	-
4-star hotel	40.3%	24.2%
3-star hotel	15.0%	6.1%
2-star hotel	0.4%	-
Boutique hotel	0.8%	6.1%
Guesthouse / hostel	4.7%	12.1%
Self-catering apartment	20.9%	36.4%
Farmhouse / villa	0.8%	9.1%
Friends' / relatives' house	2.8%	3.0%
Other	2.0%	3.0%

First Time Versus Repeat Visitors

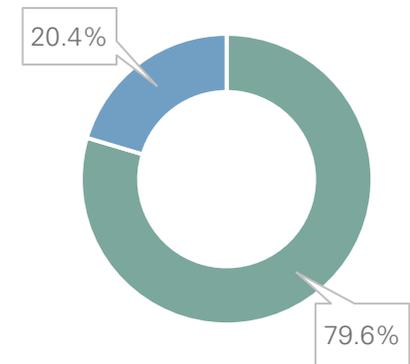
Total Respondents



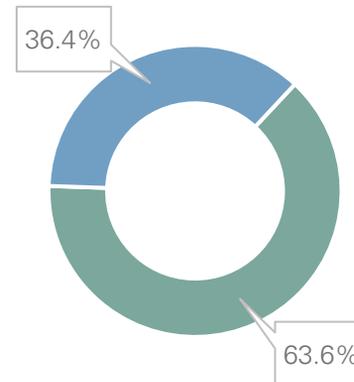
German Market



French Market



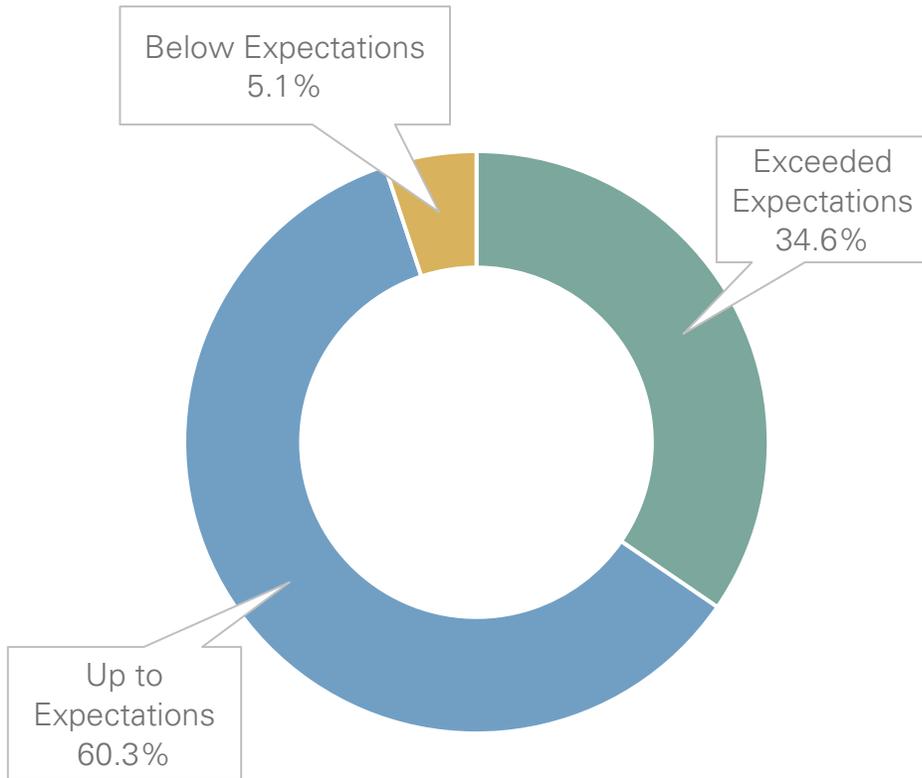
UK Market



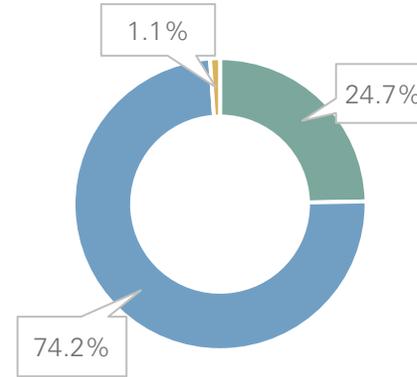
- First Visit
- Repeat Visit

Overall Experience

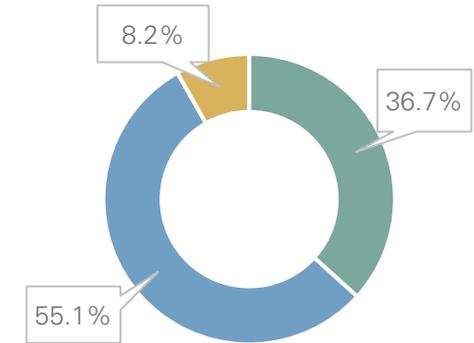
Total Respondents



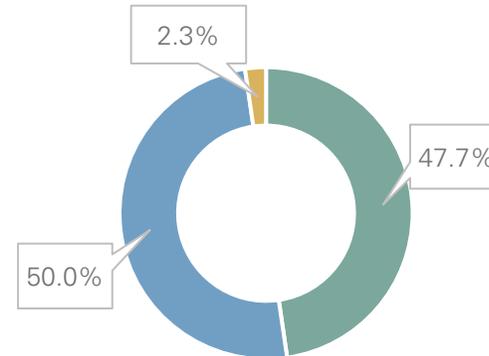
German Market



French Market



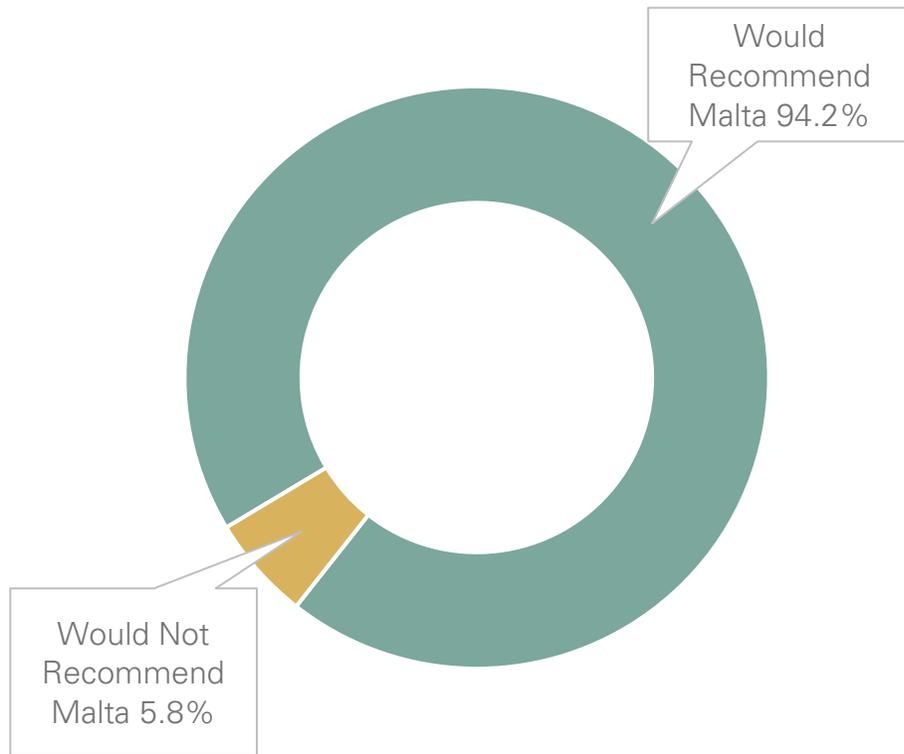
UK Market



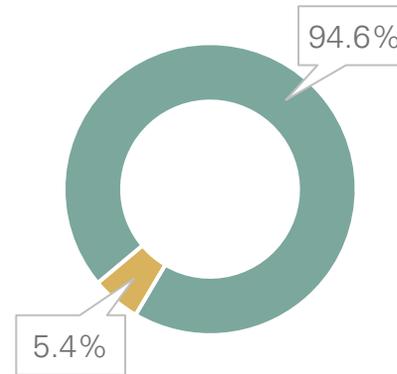
- Exceeded Expectations
- Up to Expectations
- Below Expectations

Post-Visit Intentions: Recommendation to Friends and Family

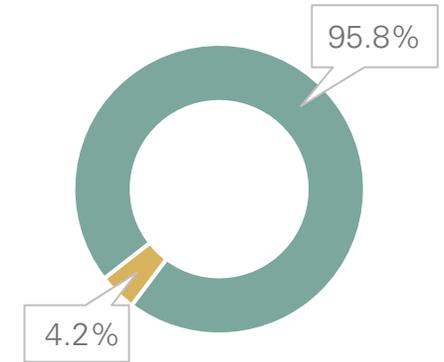
Total Respondents



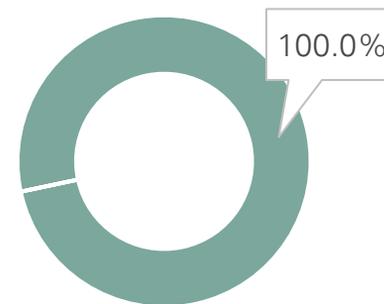
German Market



French Market

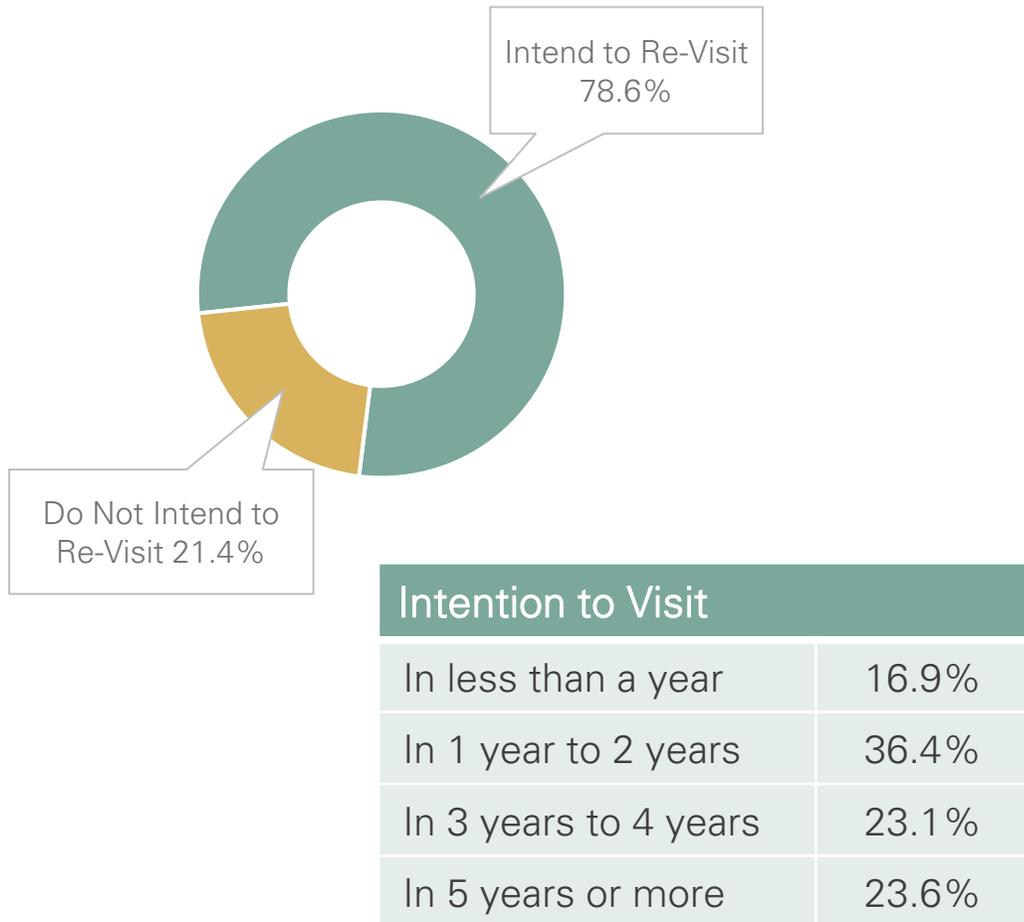


UK Market

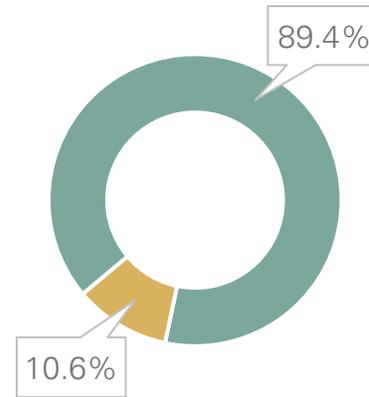


- Would Recommend Malta
- Would Not Recommend Malta

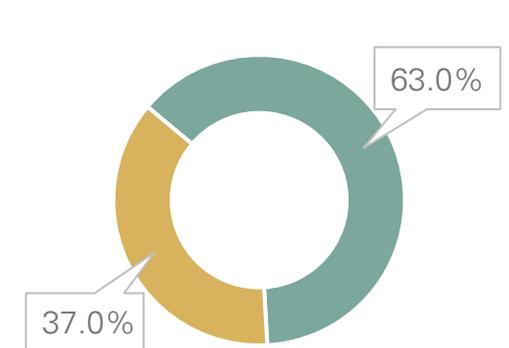
Post-Visit Intentions: Intention to Visit Malta Again



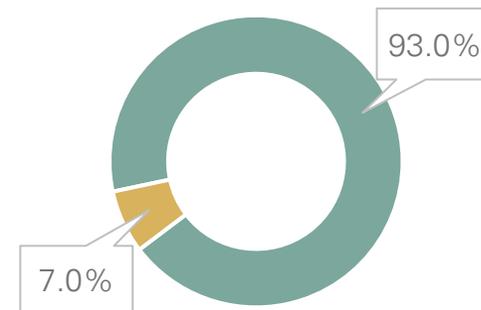
German Market



French Market



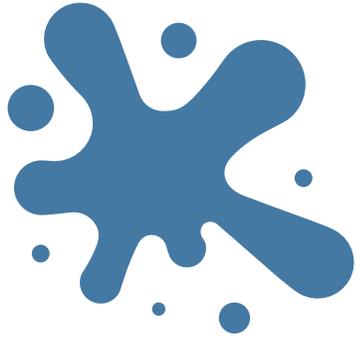
UK Market



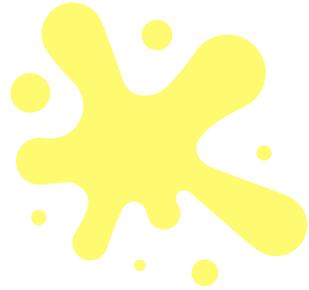
- Intend to Re-Visit
- Do Not Intend to Re-Visit

Post-Visit Perceptions

Colours Associated with Malta



Blue



Yellow



Ochre



Beige



Red

Post-Visit Perceptions

Characteristics Associated with Malta



Feelings Associated with Malta





For more statistical information and reports,
visit the MTA's corporate website:

<https://www.mta.com.mt/en/databank>

