

AUSTRIA Market Profile 2024



1.8% Market Share

No. 13
Rank



Inbound Tourists

- 2010: 19,908
- 2019: 33,251
- 2020: 11,667
- 2021: 16,445
- 2022: 36,497
- 2023: 51,902
- 2024: 63,199



24.0%



27.4%



28.0%



20.6%

Air Connectivity

Airlines

- KM Malta Airlines
- Ryanair



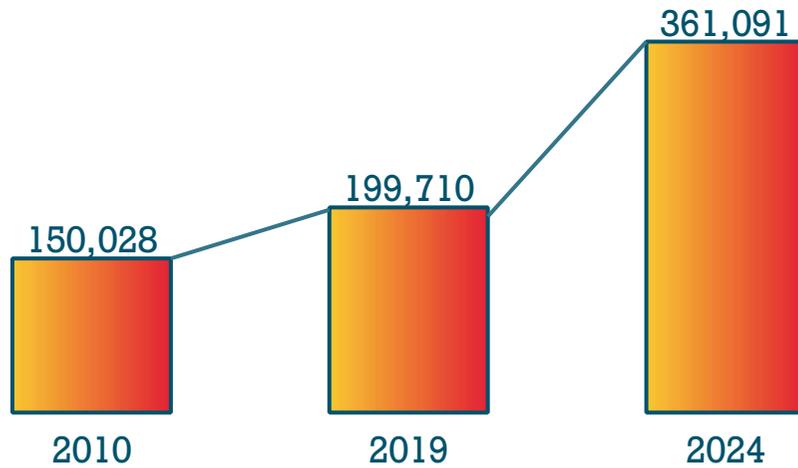
Airports

- Vienna



Bed Nights

Total Nights



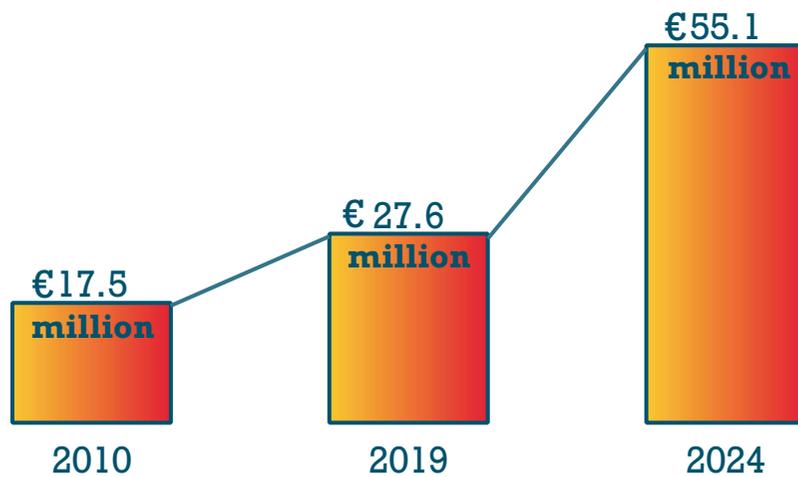
Average Length of Stay



5.7
Nights

Expenditure

Total Expenditure

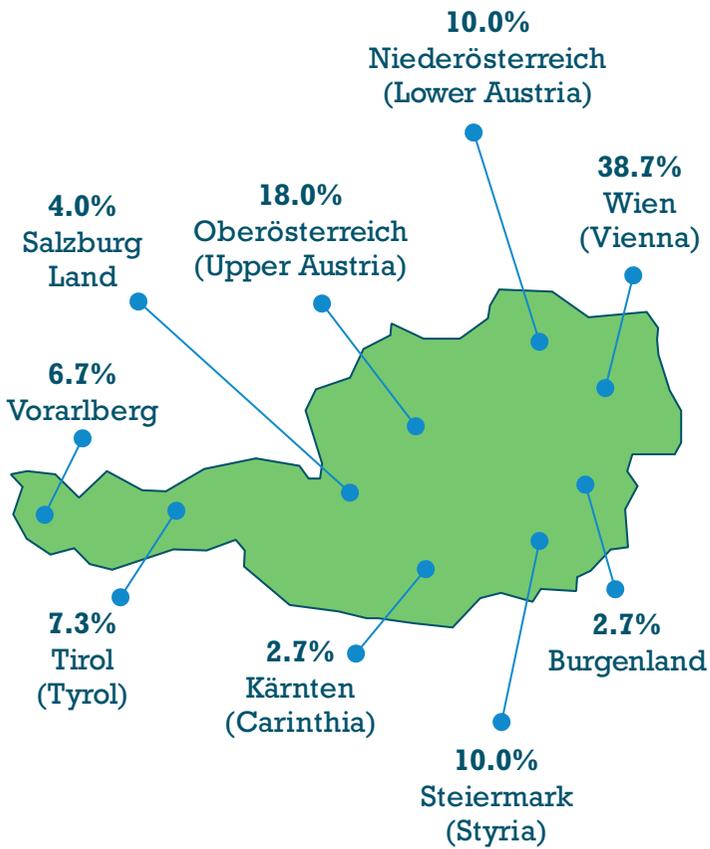


Expenditure per Capita

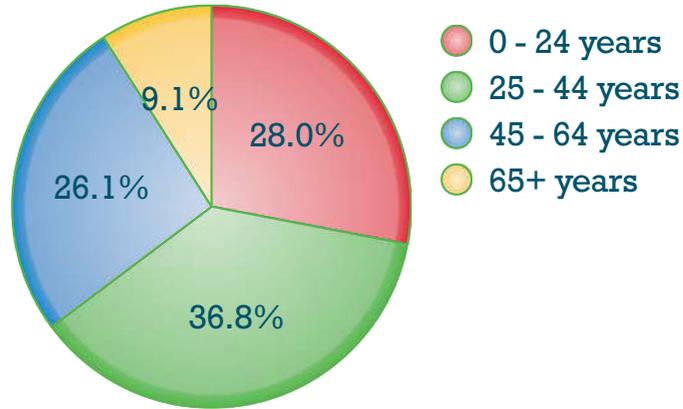


Socio-Demographic Profile

Region of Residence



Age Groups



Average Age: 52 years

Level of Education



47.1%
Tertiary Level

25.5%
Post-secondary Level

21.0%
Vocational Training

Occupation



47.8% Employed Full-time	27.7% Retired
9.4% Self-Employed	9.4% Employed Part-time

Living Arrangements

51.9%
With Spouse/Partner

22.5%
With Spouse/Partner and Children

15.6%
On their own

3.8%
With Children

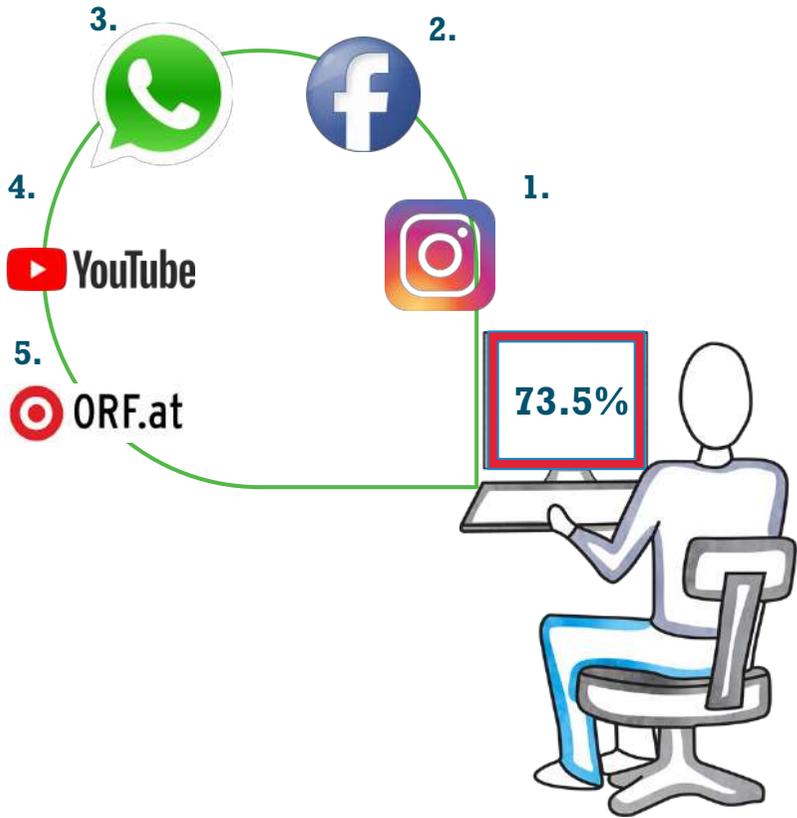
3.8%
With Relatives/
Friends/ Room Mates



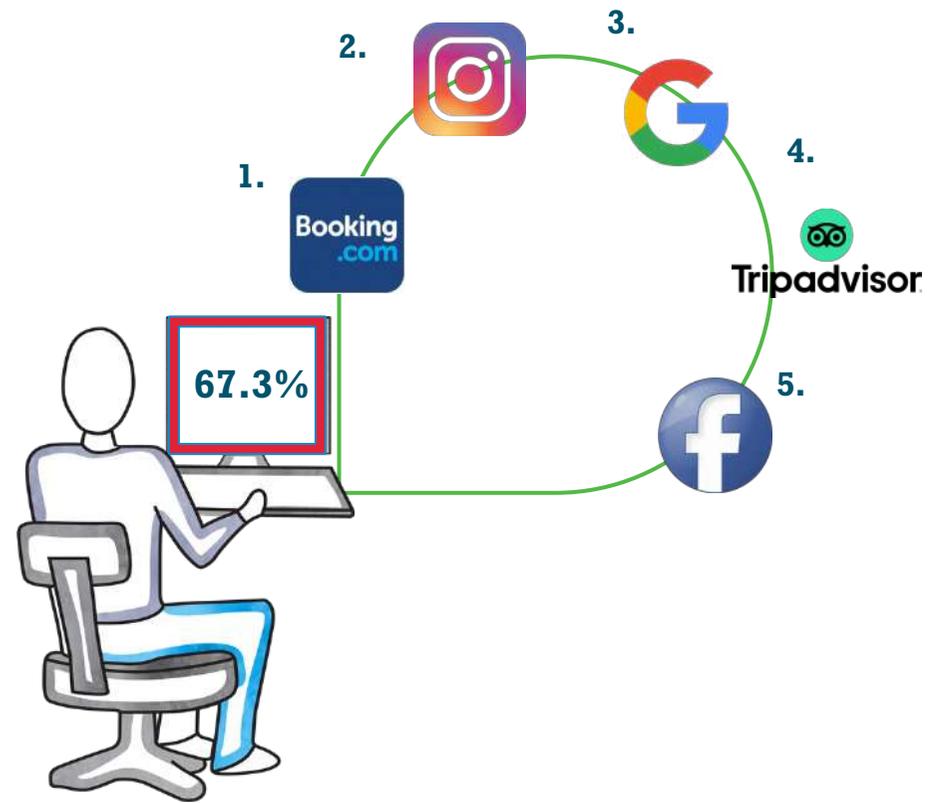
2.5%
With Parents

Digital Media Usage

Regular

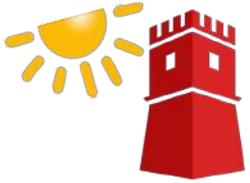


Travel Purposes



Travel Motivations

Sun & Culture



56.9%

Sun



13.5%

Culture



12.5%

TEFL



8.5%

Business



5.6%

Special Occasion



4.4%

Wellness



4.1%

Other Sports



4.1%

Scuba Diving



2.6%

Visiting Friends & Relatives



1.7%

Destination Choice Influencers

Communication Channels



56.2%
Digital Media



43.2%
Recommendation by
Friends/Relatives



17.3%
Travel
Guide book



16.7%
Tour Operator
brochure/website



8.6%
Recommendation
by travel agent



5.5%
Newspaper/
Magazine Advert/
Article



2.5%
TV

Other Factors



65.4%
New Destination



54.3%
Good flight connections



29.6%
English Spoken
Widely



25.9%
Cost/ Value for
Money



17.3%
Previous Visit



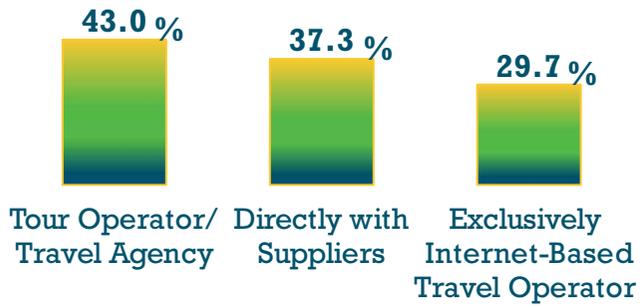
16.7%
Maltese Hospitality



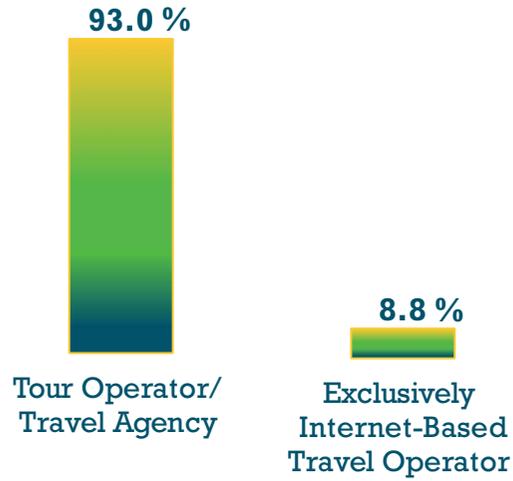
3.7%
Film Shot Locally

Type of Booking

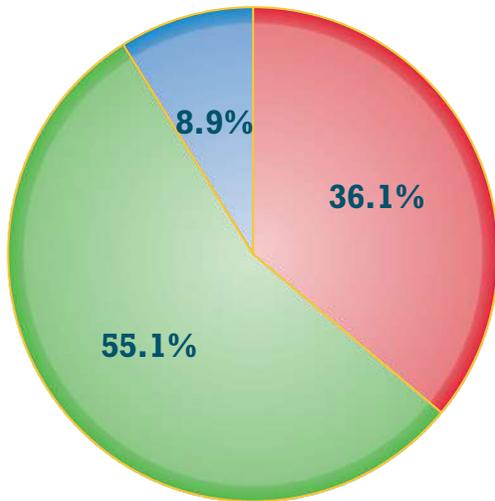
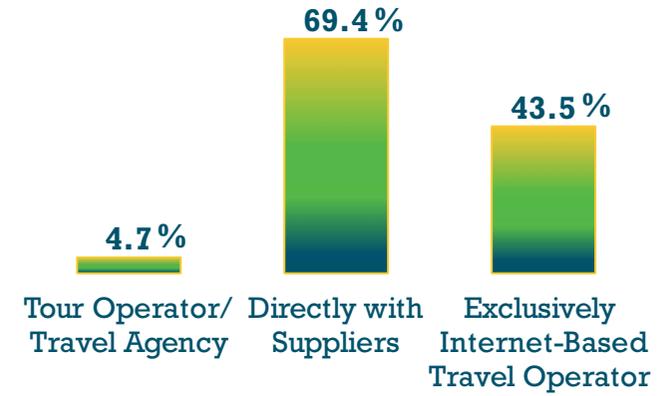
Trip Bookings Made With



Package Bookings



Non-Package Bookings

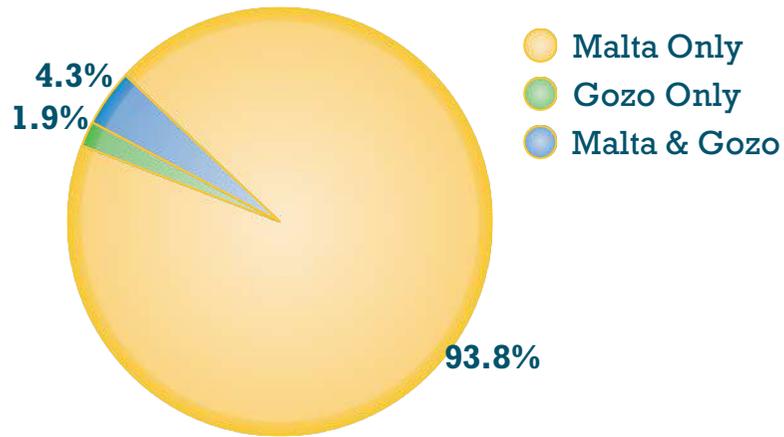


- Package
- Non-Package
- Both



80.4% Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



85.7%
First Time



14.3%
Repeat

Travelling Party



6.2%
Alone



44.4%
Spouse/Partner



24.1%
Family



11.1%
Friends



13.0%
Organised Group



1.2%
Business Associates

Type of Accommodation Used

Malta & Gozo



15.4% of Austrian tourists spending nights in Malta & Gozo stayed in 5* hotels.

50.0% stayed in 4* hotels.

7.7% stayed in 3* hotels.



3.2% utilised guesthouse/ hostel.

15.4% utilised self-catering apartment/ farmhouse/ villa.

2.6% utilised friends'/ relatives house/ own private residence.

Activities Engaged In

Cultural



87.7%
Visit Historical
Buildings



75.3%
Visit Churches



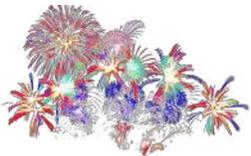
49.4%
Visit temples/
archeological sites



37.0%
Visit Museums



11.7%
Visit arts/
craft sites



11.1%
Attend Local
festival/ event



6.8%
Attend live music
event/concert



6.2%
Visit local
produce sites/
agro-experiences

Outdoor



58.6%
Swimming/
Sunbathing



44.4%
Leisure Boat
trip/ tour



22.7%
Trekking/
Hiking



5.3%
Scuba Diving

Recreational



71.0%
Dine at restaurants



40.7%
Shopping



17.9%
Spa/ Wellness



11.7%
Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



24.4%

Met



73.8%

Not Met



1.9%

95.1%

Would recommend the Maltese Islands to their friends/ relatives

