

BELGIUM Market Profile 2024



No. 8
Rank

2.3% Market Share



Inbound Tourists

- 2010: 24,296
- 2019: 70,886
- 2020: 19,015
- 2021: 31,768
- 2022: 55,821
- 2023: 65,558
- 2024: 82,232

Seasonality



18.6%



27.1%



32.6%



21.7%

Air Connectivity

Airlines

- Ryanair
- KM Malta Airlines



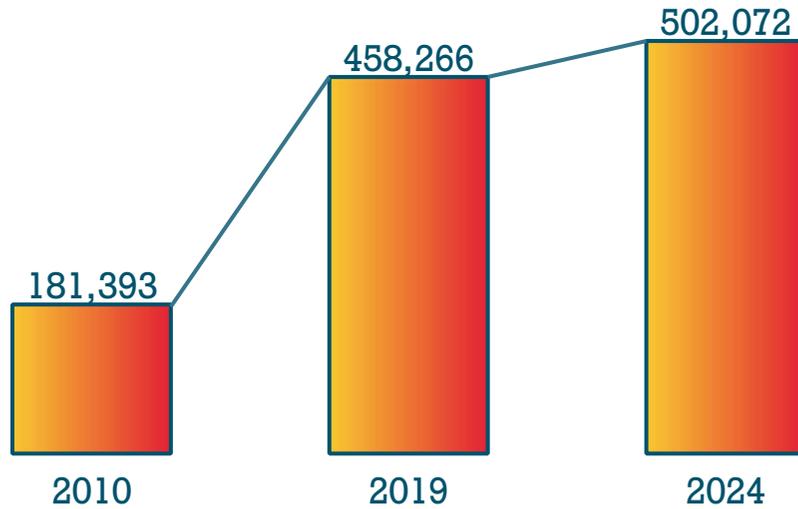
Airports

- Brussels
- Brussels South Charleroi



Bed Nights

Total Nights



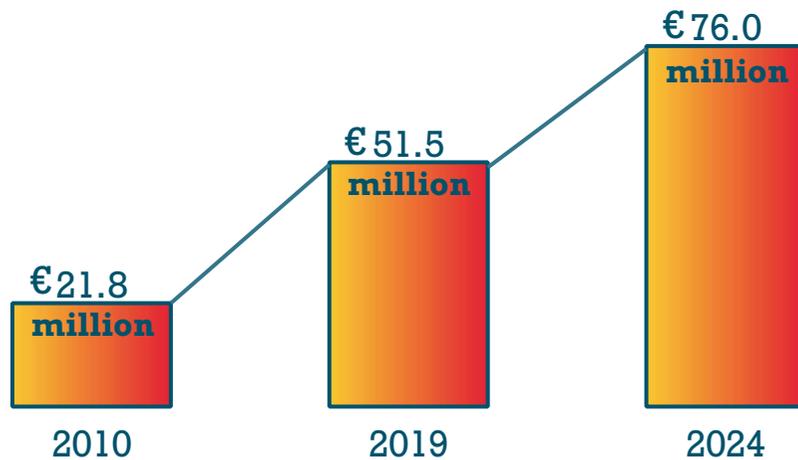
Average Length of Stay



6.1
Nights

Expenditure

Total Expenditure

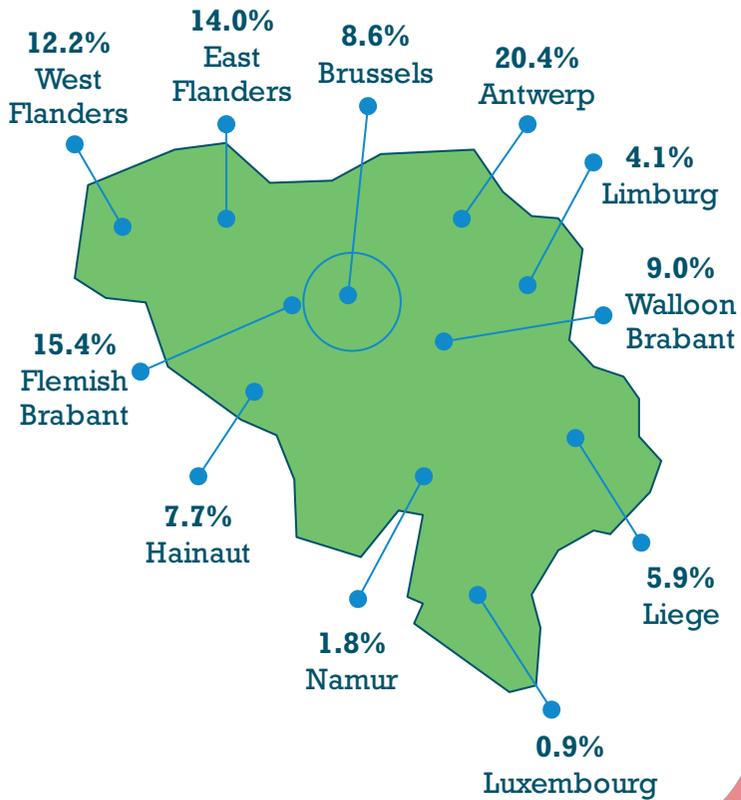


Expenditure per Capita

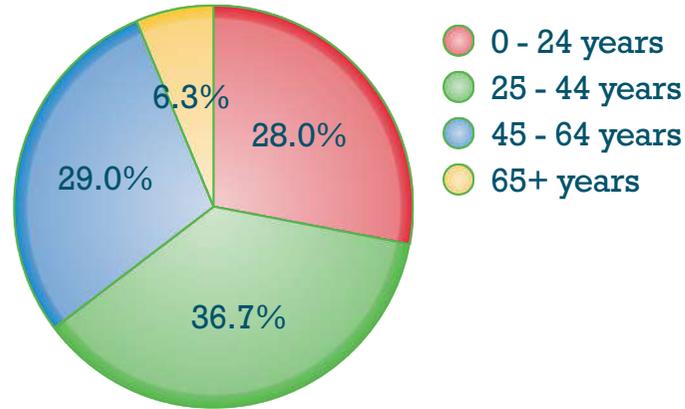


Socio-Demographic Profile

Region of Residence



Age Groups



Average Age: 53 years

Level of Education



69.3%
Tertiary Level

12.3%
Secondary Level

7.0%
Post-secondary Level

Occupation



49.6%
Employed Full-time

28.2%
Retired

10.7%
Self-Employed

8.1%
Employed Part-time

Living Arrangements



44.0%
With Spouse/Partner

26.9%
With Spouse/Partner and Children

15.4%
On their own

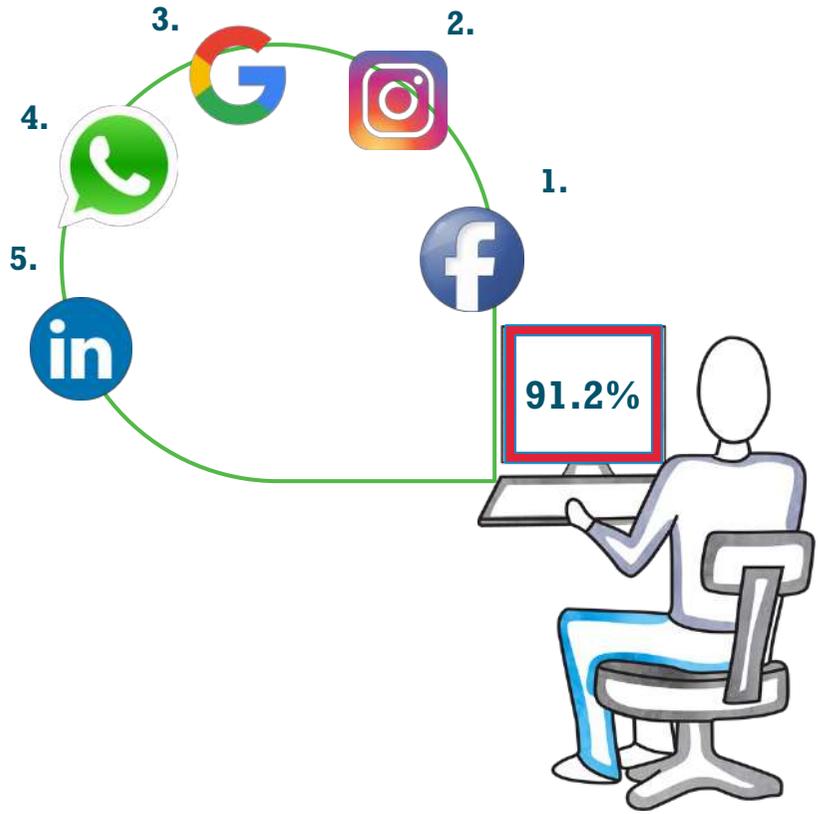
9.0%
With Children

3.8%
With Parents

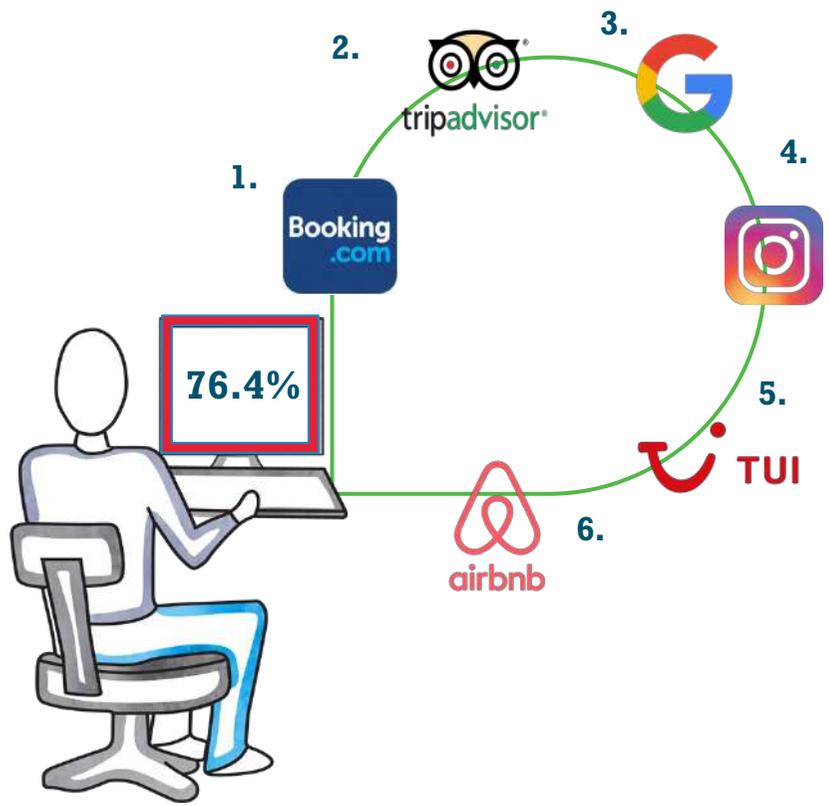
0.9%
With Relatives/
Friends/ Room Mates

Digital Media Usage

Regular



Travel Purposes



Travel Motivations

Sun & Culture



52.7%

Sun



17.6%

Culture



14.8%

Visiting Friends & Relatives



5.5%

Business



5.4%

Special Occasion



4.0%

Wellness



3.6%

Scuba Diving



3.4%

Other Sports



1.2%

TEFL



0.7%

Destination Choice Influencers

Communication Channels



60.6%
Digital Media



39.8%
Recommendation by
Friends/Relatives



22.5%
Tour Operator
brochure/website



13.6%
Travel
Guide book



9.3%
Recommendation
by travel agent



8.1%
Newspaper/
Magazine Advert/
Article



3.8%
TV



2.5%
Books

Other Factors



81.4%
New Destination



45.3%
Good flight connections



36.4%
Cost/ Value for
Money



23.7%
English Spoken
Widely



11.0%
Previous Visit



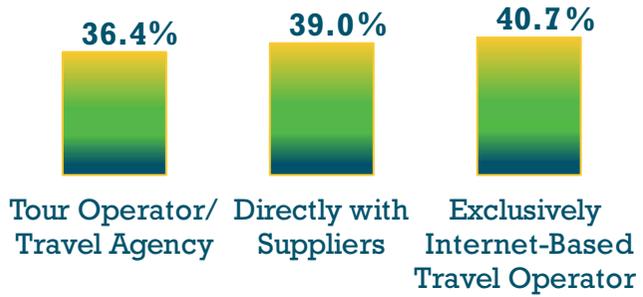
7.6%
Maltese Hospitality



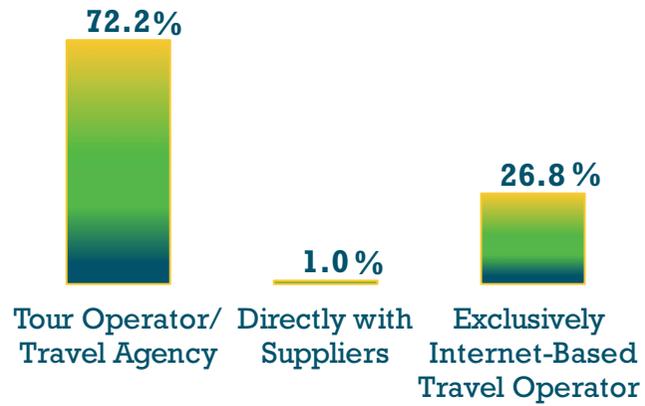
3.4%
Film Shot Locally

Type of Booking

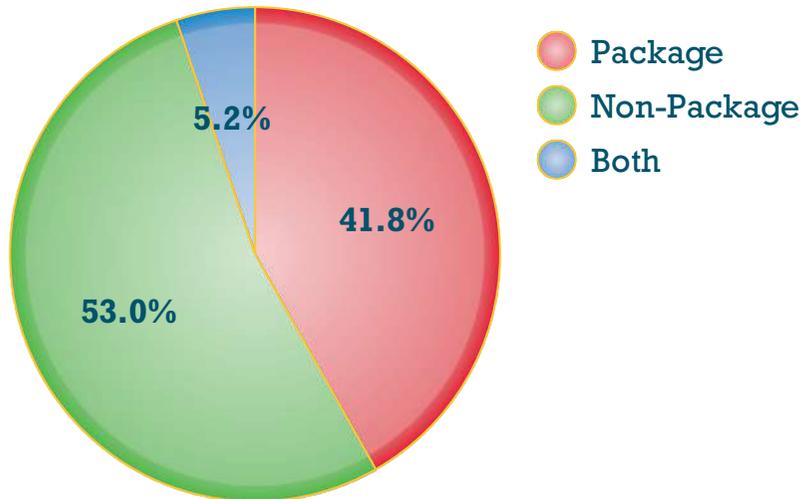
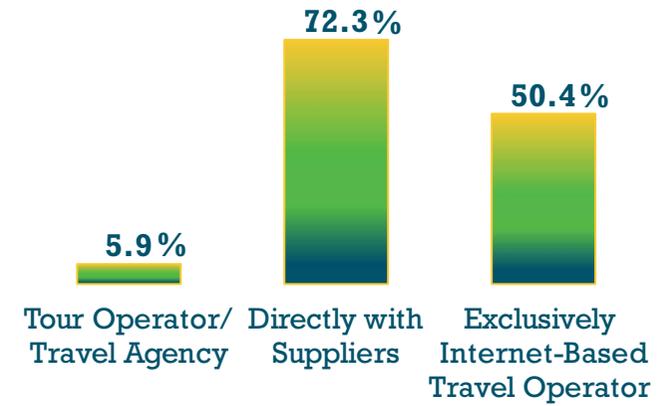
Trip Bookings Made With



Package Bookings



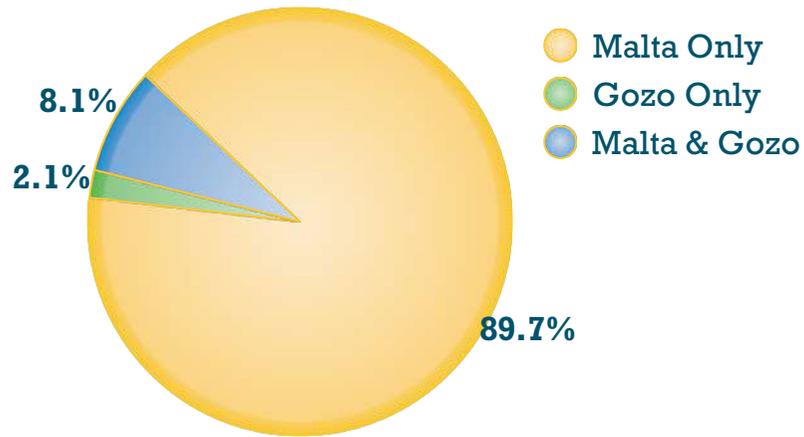
Non-Package Bookings



77.4%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



82.2%
First Time



17.8%
Repeat

Travelling Party



5.1%
Alone



51.7%
Spouse/Partner



22.9%
Family



12.7%
Friends



5.9%
Organised Group



1.7%
Business Associates

Type of Accommodation Used

Malta & Gozo



12.8% of Belgian tourists spending nights in Malta & Gozo stayed in 5* hotels.

48.9% stayed in 4* hotels.

13.2% stayed in 3* hotels.



14.1% utilised self-catering apartment/ farmhouse/ villa.

4.4% utilised guesthouse/ hostel.

Activities Engaged In

Cultural



80.9%
Visit Historical
Buildings



73.7%
Visit Churches



53.0%
Visit temples/
archeological sites



44.9%
Visit Museums



9.3%
Visit arts/
craft sites



9.3%
Visit local
produce sites/
agro-experiences



7.6%
Attend Local
festival/ event

Outdoor



53.8%
Leisure Boat
trip/ tour



50.8%
Swimming/
Sunbathing



50.2%
Trekking/
Hiking



3.2%
Scuba Diving

Recreational



71.2%
Dine at
restaurants



48.7%
Shopping



18.2%
Spa/ Wellness



4.2%
Nightlife/
Clubbing



3.4%
Visit
Amusement
Park

Tourists' Expectations of Malta

Exceeded



33.9%

Met



59.0%

Not Met



7.0%

93.3%

Would recommend the Maltese Islands to their friends/ relatives

