

FRANCE

Market Profile 2024



No. 3
Rank

8.3% Market Share



Inbound Tourists

- 2010: 86,516
- 2019: 239,140
- 2020: 70,875
- 2021: 133,912
- 2022: 258,372
- 2023: 286,133
- 2024: 295,396



13.4%



32.1%



37.6%



16.9%

Seasonality

Air Connectivity

Airlines

- KM Malta Airlines
- Ryanair
- Transavia
- Air France



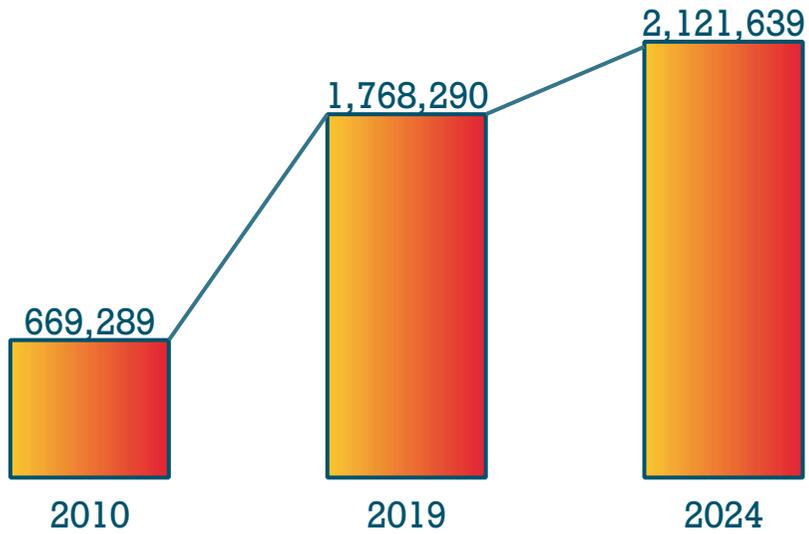
Airports

- Paris - Charles De Gaulle
- Paris - Orly
- Marseille Provence
- Lyon Saint-Exupery
- Paris Beauvais - Tille
- Toulouse - Blagnac
- Nantes Atlantique
- Bordeaux - Merignac
- Tarbes Ossun Lourdes
- Nice - Cote d'Azur



Bed Nights

Total Nights



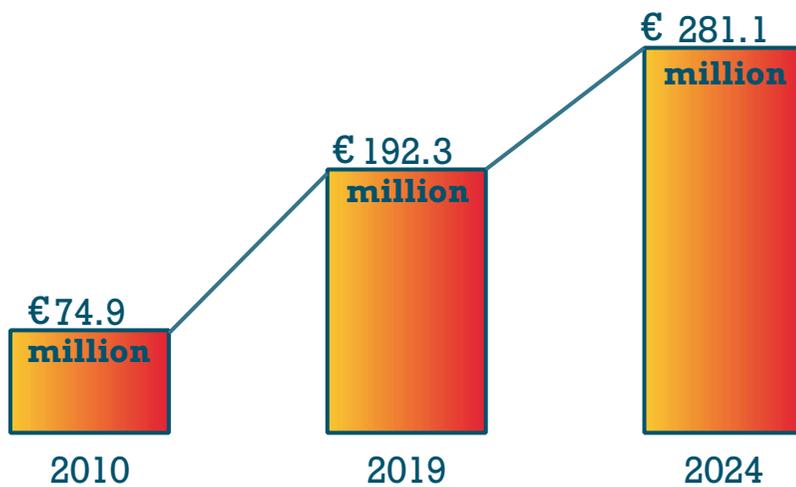
Average Length of Stay



7.2
Nights

Expenditure

Total Expenditure

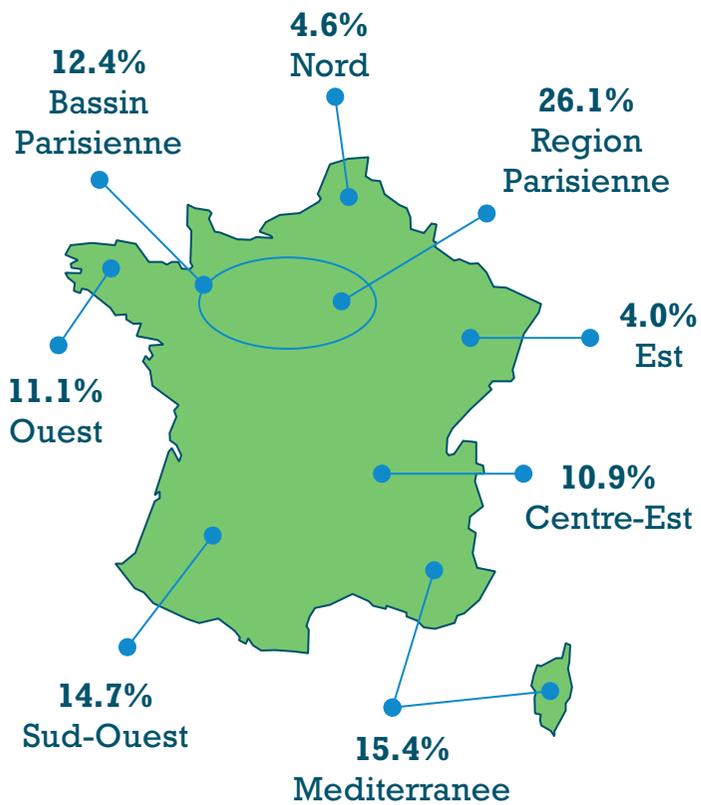


Expenditure per Capita

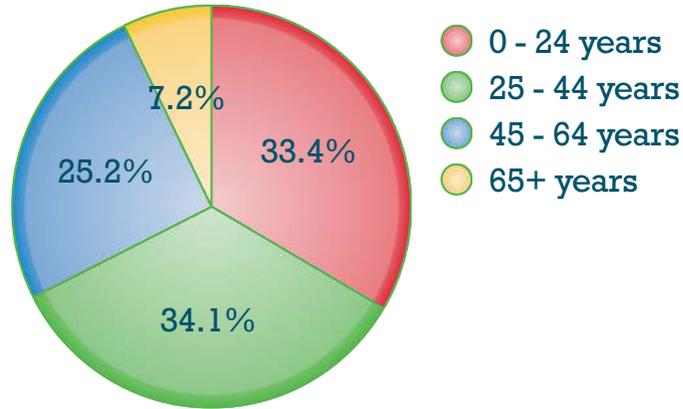


Socio-Demographic Profile

Region of Residence



Age Groups



Average Age: 53 years

Level of Education



64.6% Tertiary Level
14.9% Vocational Training
12.0% Post-secondary Level

Occupation



52.7% Employed Full-time
27.9% Retired
11.0% Self-employed

Living Arrangements

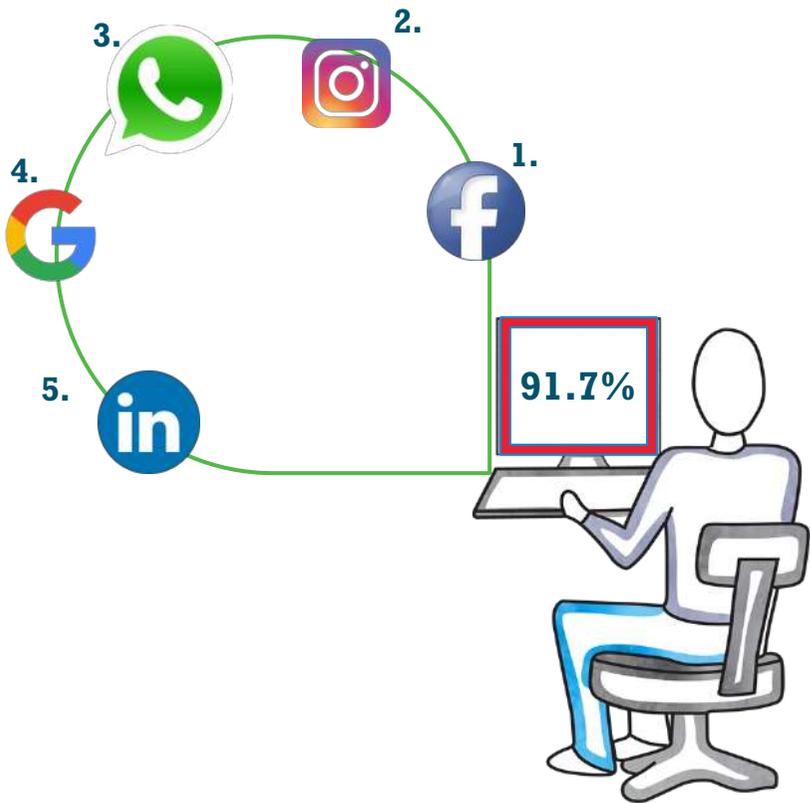
52.8% With Spouse/Partner
24.6% With Spouse/Partner and Children
14.2% On their own
6.0% With Children
1.5% With Parents



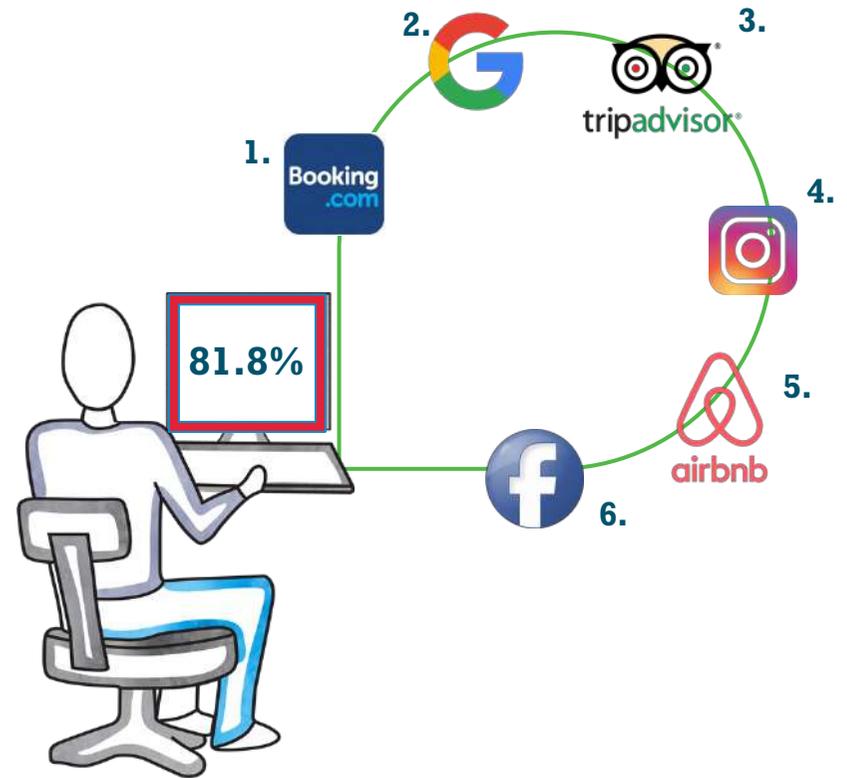
0.9% With Relatives/
Friends/ Room Mates

Digital Media Usage

Regular

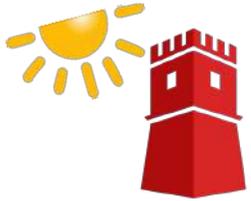


Travel Purposes



Travel Motivations

Sun & Culture



50.7%

Sun



15.7%

Culture



11.7%

Scuba Diving



6.1%

Special Occasion



5.2%

Business



4.2%

TEFL



2.8%

Wellness



2.5%

Other Sports



2.2%

Visiting Friends & Relatives



2.1%

Marriage/Honeymoon



0.5%

Destination Choice Influencers

Communication Channels



45.9%
Digital Media



34.9%
Recommendation by
Friends/Relatives



20.2%
Tour Operator
brochure/website



12.7%
Travel
Guide book



9.8%
Recommendation
by travel agent



4.5%
TV



2.1%
Books

Other Factors



74.9%
New Destination



46.1%
Cost/ Value for Money



33.2%
Good flight connections



20.2%
English Spoken
Widely



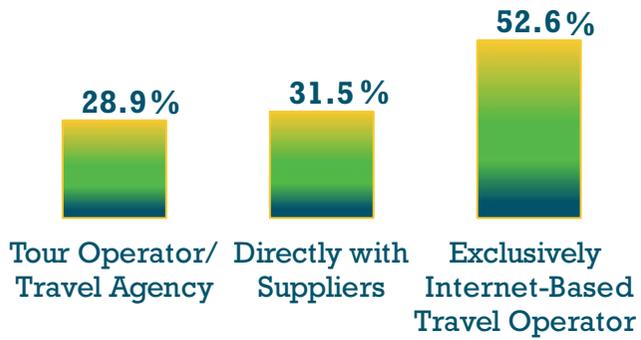
10.1%
Maltese Hospitality



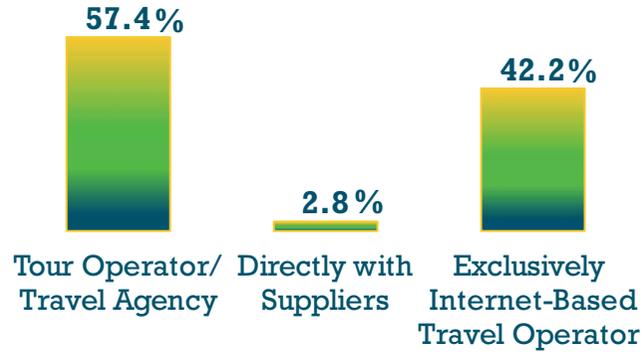
7.8%
Previous Visit

Type of Booking

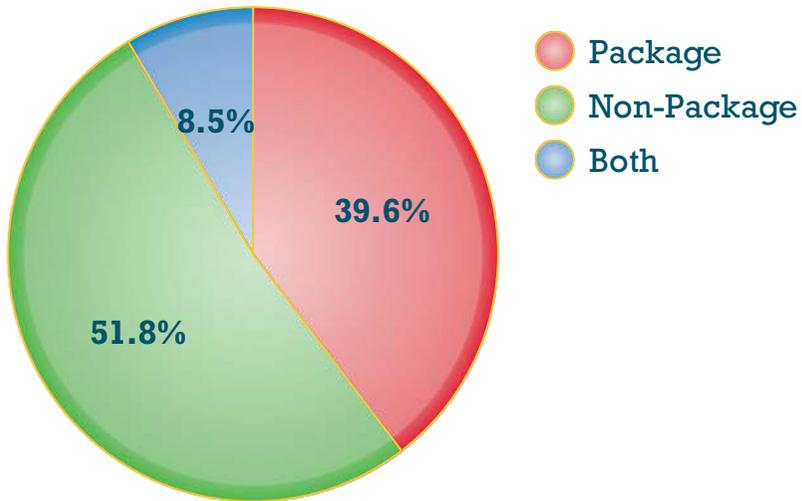
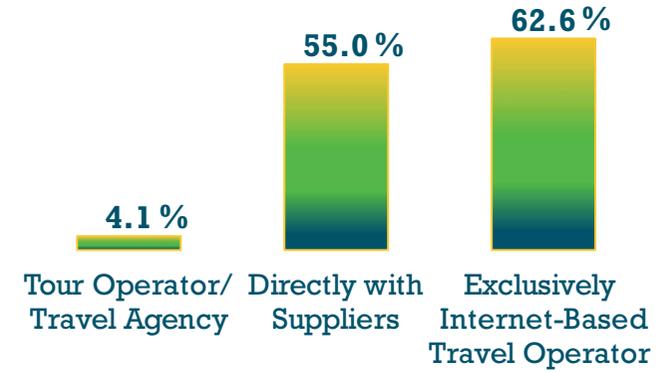
Trip Bookings Made With



Package Bookings



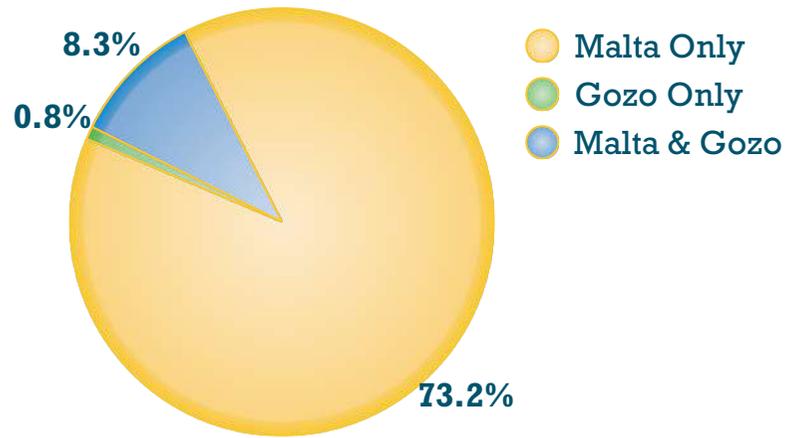
Non-Package Bookings



79.9%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



88.5%
First Time



11.5%
Repeat

Travelling Party



5.3%
Alone



53.2%
Spouse/Partner



24.7%
Family



11.6%
Friends



4.0%
Organised Group



1.1%
Business Associates

Type of Accommodation Used

Malta & Gozo



7.2% of French tourists spending nights in Malta & Gozo stayed in 5* hotels.

46.3% stayed in 4* hotels.

15.4% stayed in 3* hotels.



23.7% utilised self-catering apartment/ farmhouse/ villa.

7.4% utilised guesthouse/ hostel.

2.1% utilised friends'/ relatives house/ own private residence.

Activities Engaged In

Cultural



84.6%
Visit Historical
Buildings



81.5%
Visit Churches



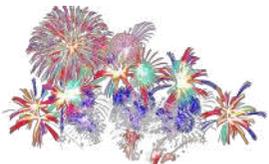
51.1%
Visit Museums



48.7%
Visit temples/
archeological
sites



16.1%
Visit arts/
craft sites



12.6%
Attend Local
festival/ event

Outdoor



59.4%
Leisure Boat
trip/ tour



46.6%
Swimming/
Sunbathing



36.6%
Trekking/
Hiking



6.7%
Scuba Diving

Recreational



72.6%
Dine at restaurants



45.3%
Shopping



18.2%
Spa/ Wellness

Tourists' Expectations of Malta

Exceeded



25.8%

Met



67.1%

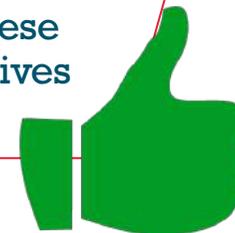
Not Met



7.0%

93.5%

Would recommend the Maltese Islands to their friends/ relatives



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