

# NETHERLANDS Market Profile 2024



2.3% Market Share

No. 7  
Rank



## Inbound Tourists

- 2010: 33,425
- 2019: 59,528
- 2020: 14,702
- 2021: 21,975
- 2022: 58,220
- 2023: 62,464
- 2024: 83,683



12.0%



31.8%



35.2%



21.0%

## Air Connectivity

### Airlines

- KM Malta Airlines
- Ryanair
- Easyjet



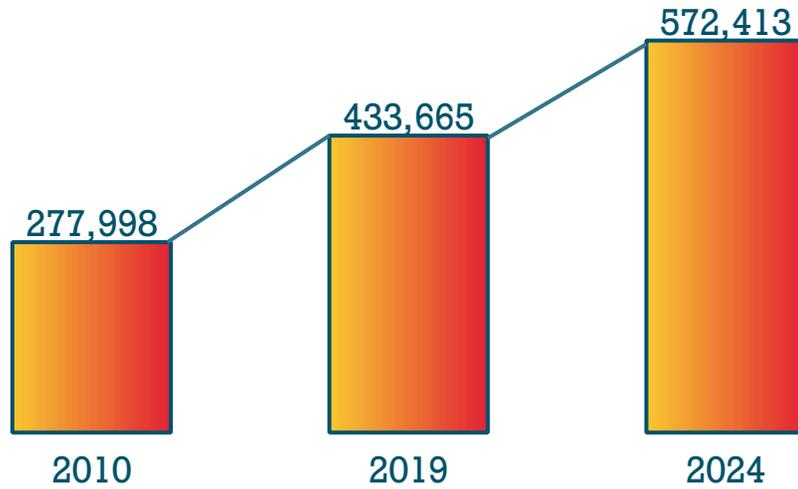
### Airports

- Amsterdam - Schipol
- Eindhoven



## Bed Nights

### Total Nights



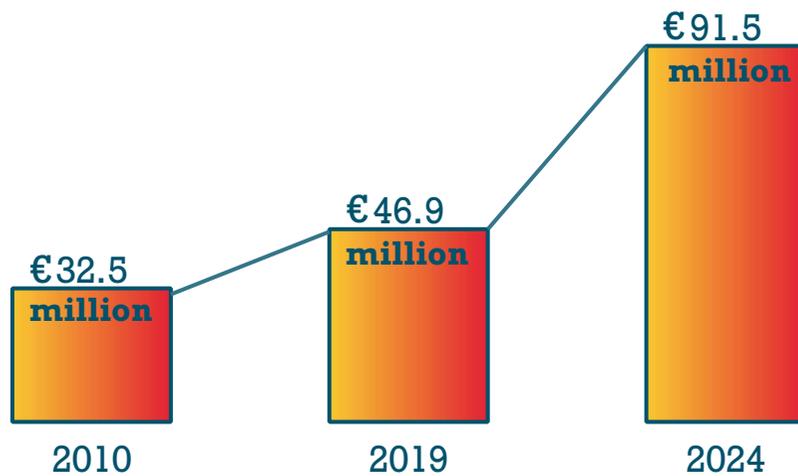
### Average Length of Stay



6.8  
Nights

## Expenditure

### Total Expenditure

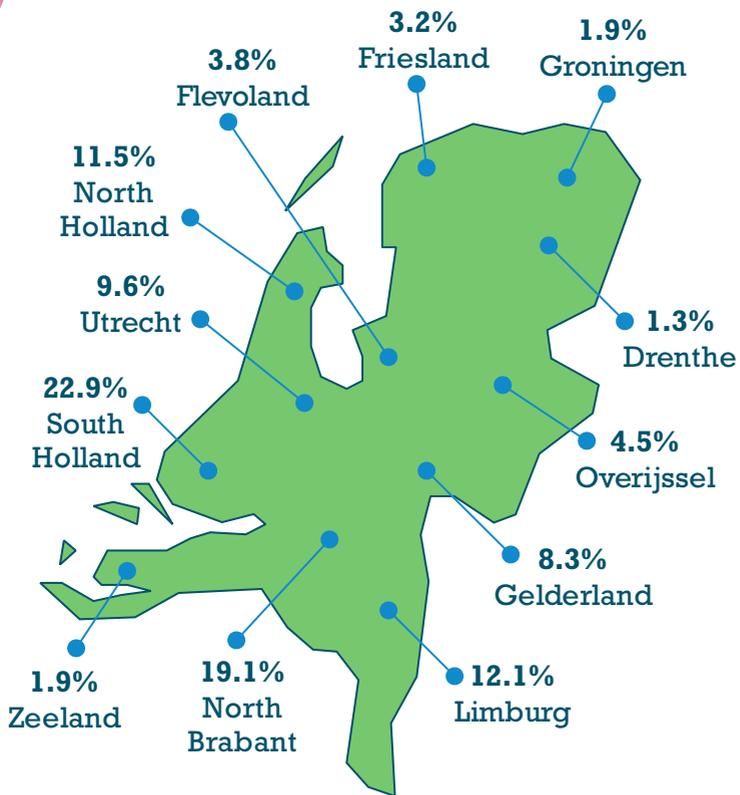


### Expenditure per Capita

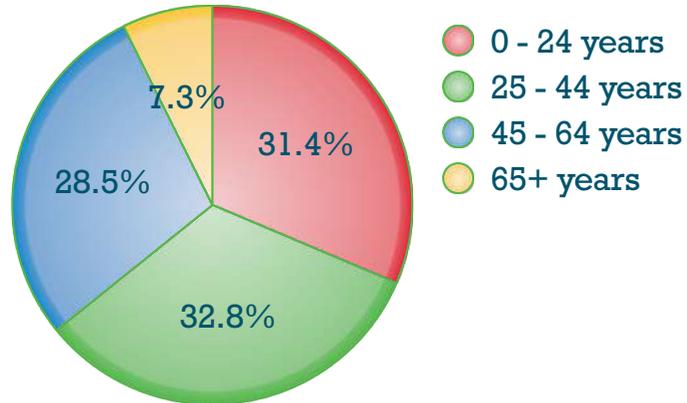


# Socio-Demographic Profile

## Region of Residence



## Age Groups



Average Age: 51 years

## Level of Education



**76.4%**  
Tertiary Level

**15.9%**  
Vocational Training

**3.8%**  
Post-secondary Level

## Occupation



**44.6%** Employed Full-time

**17.8%** Retired

**23.6%** Employed Part-time

**9.6%** Self-employed

## Living Arrangements



**41.8%**  
With Spouse/Partner

**32.3%**  
With Spouse/Partner and Children

**15.2%**  
On their own

**7.0%**  
With Children

**3.2%**  
With Parents

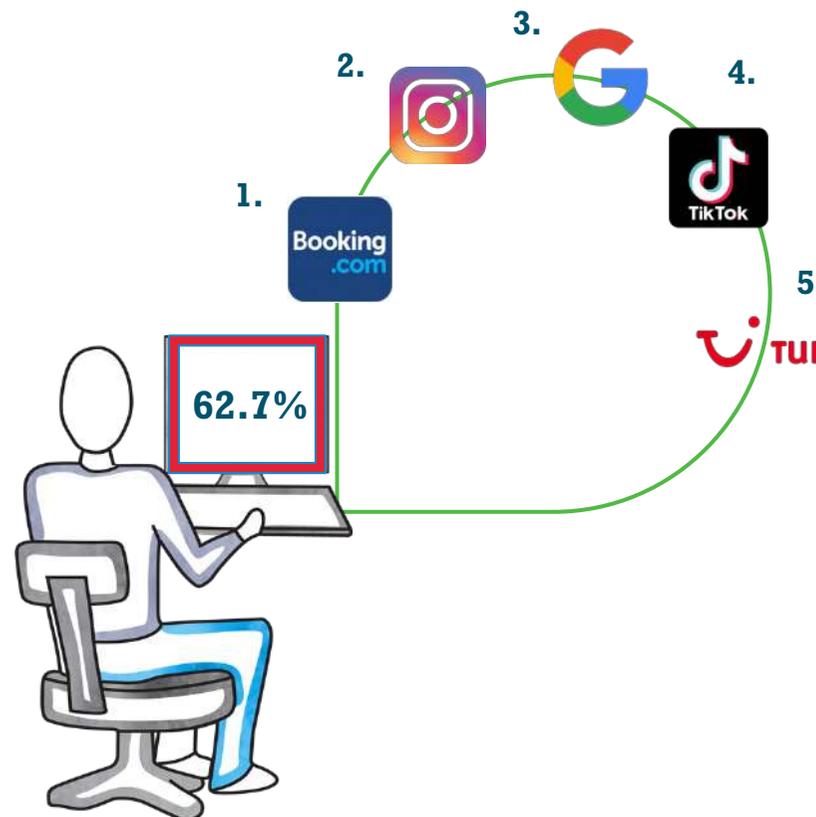
**0.6%**  
With Relatives/  
Friends/ Room Mates

# Digital Media Usage

## Regular

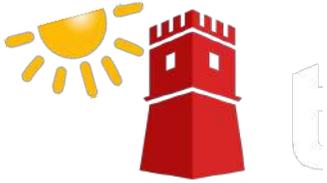


## Travel Purposes



## Travel Motivations

### Sun & Culture



51.1%

### Sun



18.6%

### Culture



7.4%

### Special Occasion



5.6%

### Visiting Friends & Relatives



5.3%

### Other Sports



5.3%

### Scuba Diving



4.8%

### Business



4.4%

### Wellness



0.7%

# Destination Choice Influencers

## Communication Channels



**80.0%**  
Digital Media



**28.8%**  
Recommendation by  
Friends/Relatives



**17.5%**  
Tour Operator  
brochure/website



**7.5%**  
Travel  
Guide book



**5.6%**  
Recommendation  
by travel agent



**4.4%**  
Books



**4.4%**  
TV



**1.2%**  
Newspaper/  
Magazine Advert/  
Article

## Other Factors



**76.3%**  
New Destination



**43.1%**  
Good flight connections



**31.9%**  
Cost/ Value for  
Money



**20.0%**  
English Spoken  
Widely



**13.8%**  
Previous Visit



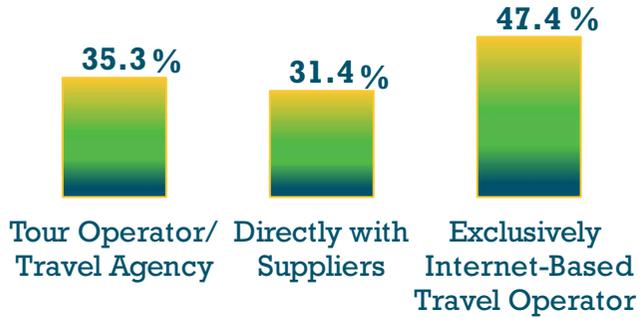
**10.0%**  
Maltese Hospitality



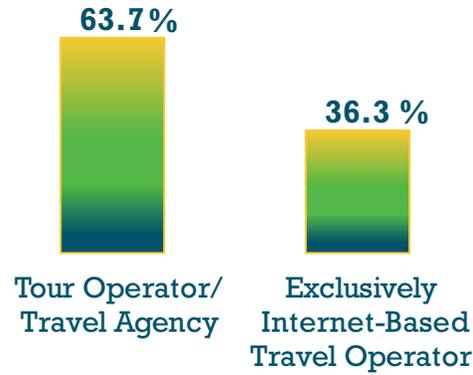
**1.9%**  
Film Shot Locally

## Type of Booking

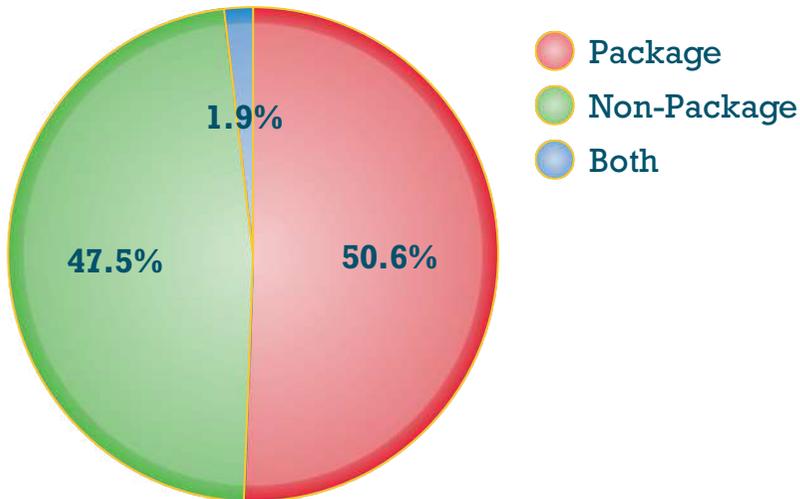
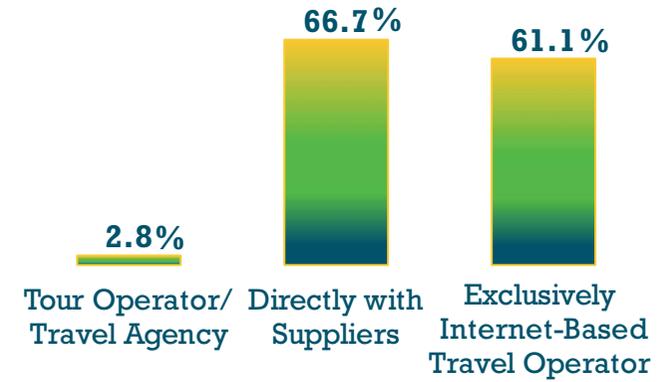
### Trip Bookings Made With



### Package Bookings

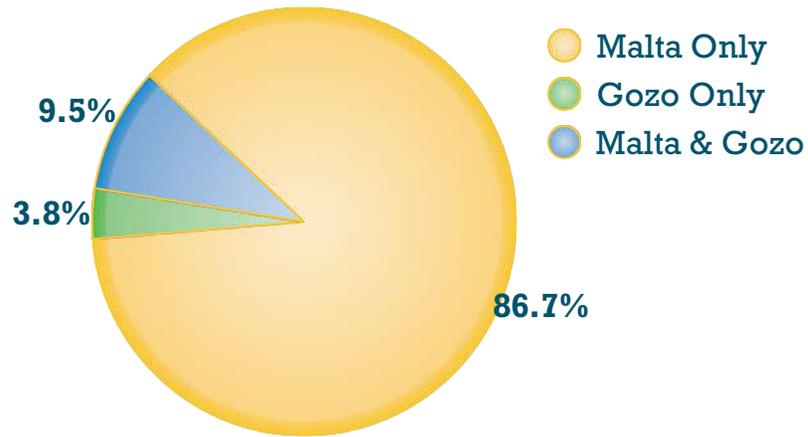


### Non-Package Bookings



91.8% Completed Trip Bookings Online

## Type of Trip



## 1st Time vs Repeat Tourists



84.8%  
First Time



15.2%  
Repeat

## Travelling Party



5.0%  
Alone



47.2%  
Spouse/Partner



31.4%  
Family



12.6%  
Friends



3.8%  
Organised Group

## Type of Accommodation Used

### Malta & Gozo



**8.7%** of Dutch tourists spending nights in Malta & Gozo stayed in 5\* hotels.

**42.7%** stayed in 4\* hotels.

**22.0%** stayed in 3\* hotels.



**5.3%** utilised guesthouse/ hostel.

**20.7%** utilised self-catering apartment/ farmhouse/ villa.

## Activities Engaged In

### Cultural



**75.6%**  
Visit Historical  
Buildings



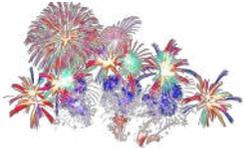
**73.1%**  
Visit Churches



**51.3%**  
Visit temples/  
archeological sites



**47.5%**  
Visit Museums



**13.1%**  
Attend Local  
festival/ event



**10.6%**  
Visit arts/  
craft sites



**8.1%**  
Visit local  
produce sites/  
agro-experiences



**6.3%**  
Attend traditional  
religious feast

### Outdoor



**63.8%**  
Swimming/  
Sunbathing



**46.6%**  
Trekking/  
Hiking



**39.4%**  
Leisure Boat  
trip/ tour



**6.9%**  
Scuba Diving

### Recreational



**83.1%**  
Dine at restaurants



**56.9%**  
Shopping



**14.4%**  
Spa/ Wellness



**7.5%**  
Nightlife/  
Clubbing

# Tourists' Expectations of Malta

Exceeded



33.3%

Met



54.5%

Not Met



12.2%

86.6% Would recommend the Maltese Islands to their friends/ relatives 