

# UNITED KINGDOM Market Profile 2024



No. 1  
Rank

19.8% Market Share

## Inbound Tourists



- 2010: 415,099
- 2019: 649,624
- 2020: 135,944
- 2021: 214,267
- 2022: 427,005
- 2023: 539,198
- 2024: 704,302



15.3%



29.3%



31.4%



24.0%

## Air Connectivity

### Airlines

- Ryanair
- KM Malta Airlines
- EasyJet
- Jet2.com
- British Airways



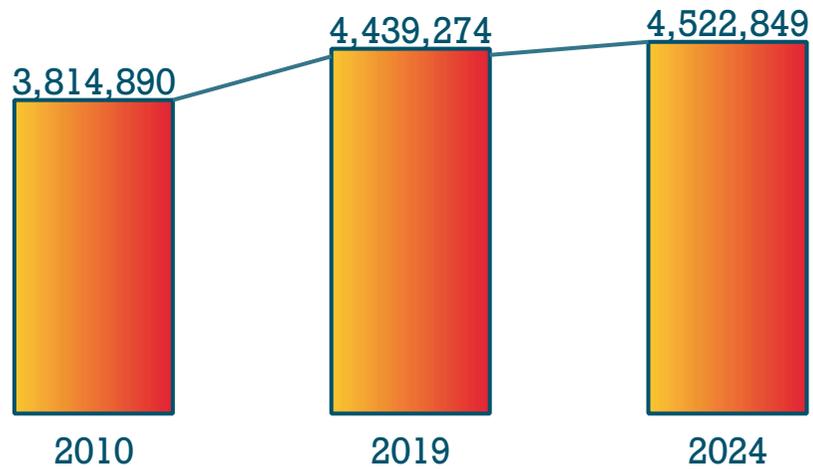
### Airports

- London - Gatwick
- Manchester
- London - Heathrow
- London - Stansted
- Birmingham
- London - Luton
- Edinburgh
- Bristol
- Bournemouth
- Liverpool - John Lennon
- Nottingham - East Midlands
- Belfast
- Leeds Bradford
- Norwich
- Glasgow
- Newcastle

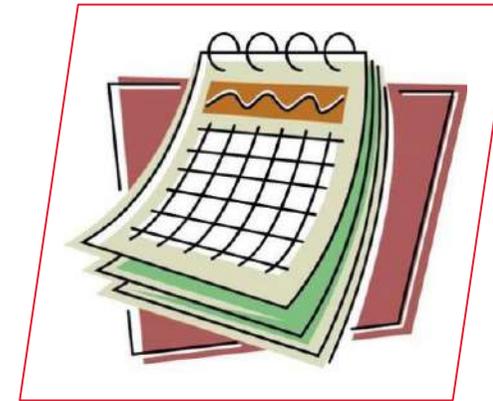


## Bed Nights

### Total Nights



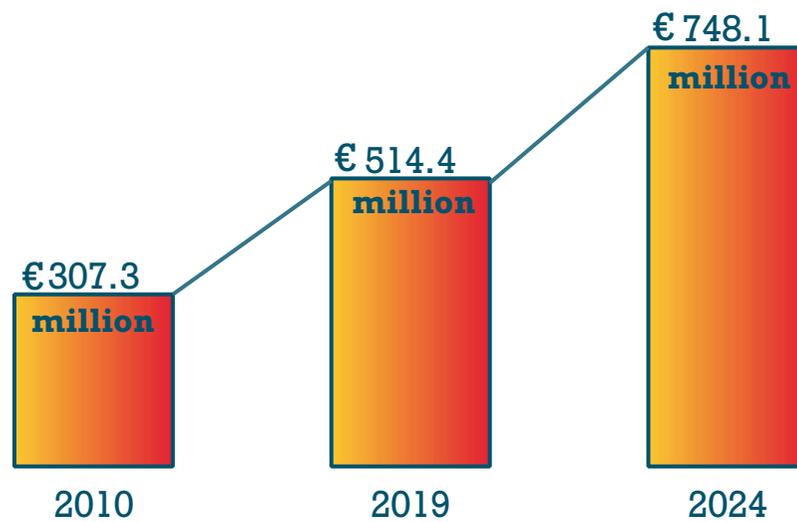
### Average Length of Stay



6.4  
Nights

## Expenditure

### Total Expenditure

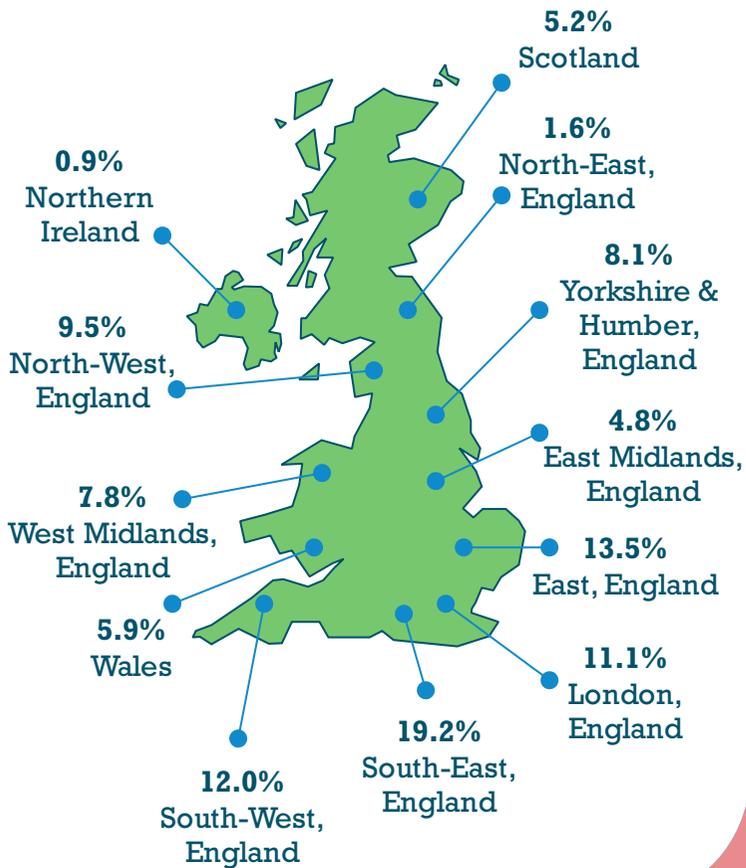


### Expenditure per Capita

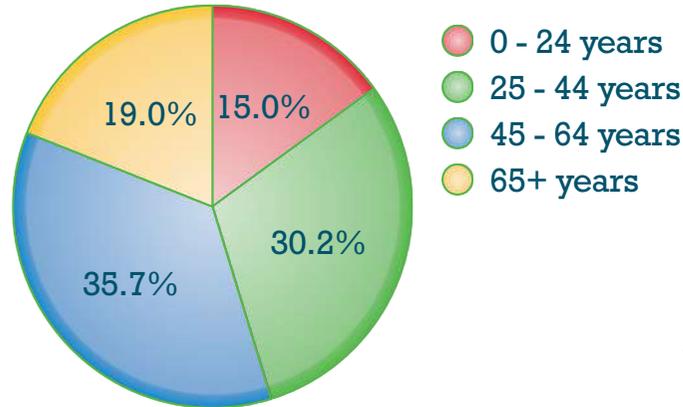


# Socio-Demographic Profile

## Region of Residence



## Age Groups



Average Age: 60 years

## Level of Education



**53.4%**  
Tertiary Level

**20.5%**  
Post-secondary Level

**15.1%**  
Secondary Level

## Occupation



<b>44.6%</b> Retired	<b>33.5%</b> Employed Full-time
<b>10.6%</b> Employed Part-time	<b>8.2%</b> Self-employed

## Living Arrangements

**64.3%**  
With Spouse/Partner

**15.6%**  
With Spouse/Partner and Children

**14.5%**  
On their own

**2.7%**  
With Children

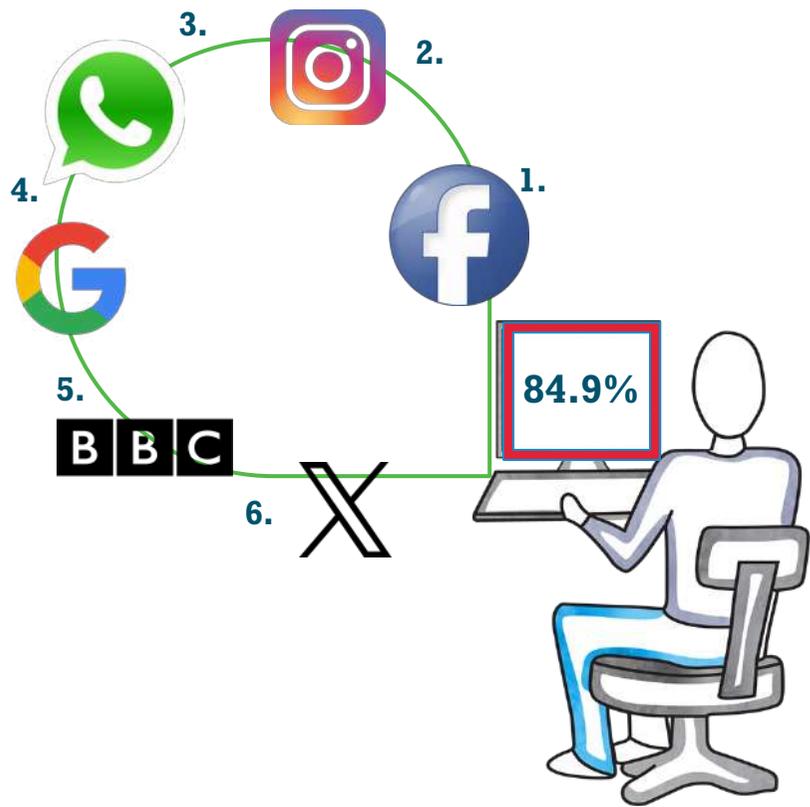
**2.2%**  
With Parents



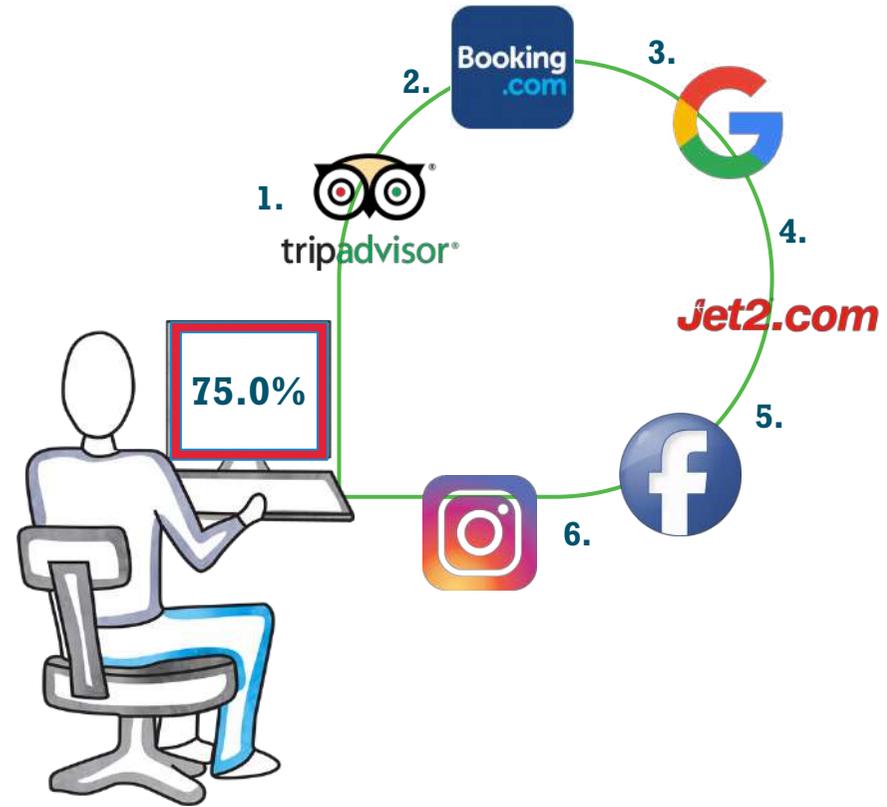
**0.7%**  
With Relatives/  
Friends/ Room Mates

# Digital Media Usage

## Regular

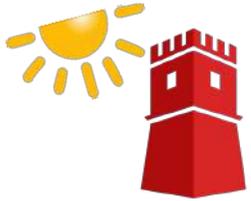


## Travel Purposes



## Travel Motivations

### Sun & Culture



63.5%

### Sun



12.7%

### Special Occasion



8.7%

### Culture



8.5%

### Wellness



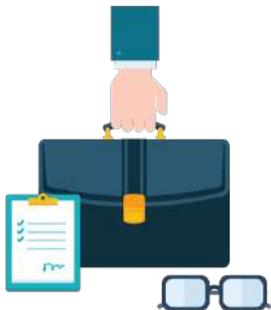
7.8%

### Visiting Friends & Relatives



5.6%

### Business



2.7%

### Other Sports



2.6%

### Scuba Diving



1.8%

# Destination Choice Influencers

## Communication Channels



**40.3%**  
Recommendation by  
Friends/Relatives



**39.4%**  
Digital Media



**26.0%**  
Tour Operator  
brochure/website



**9.2%**  
Travel  
Guide book



**8.3%**  
TV



**6.3%**  
Recommendation  
by travel agent



**5.3%**  
Newspaper/  
Magazine Advert/  
Article



Books

## Other Factors



**51.6%**  
New Destination



**43.7%**  
Good flight connections



**37.1%**  
English Spoken  
Widely



**36.8%**  
Previous Visit



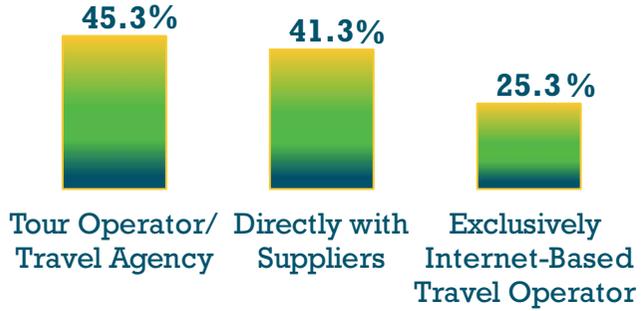
**33.8%**  
Cost/ Value  
for Money



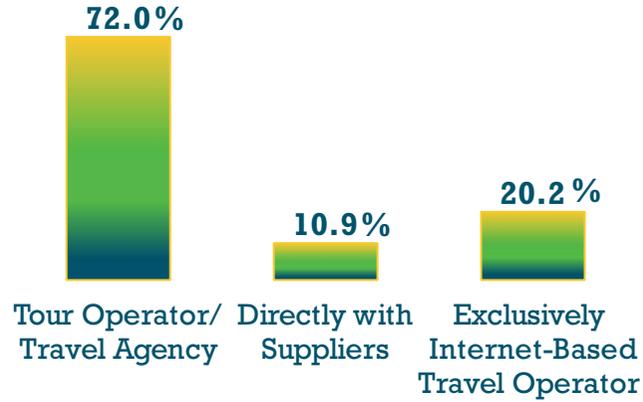
**26.1%**  
Maltese Hospitality

## Type of Booking

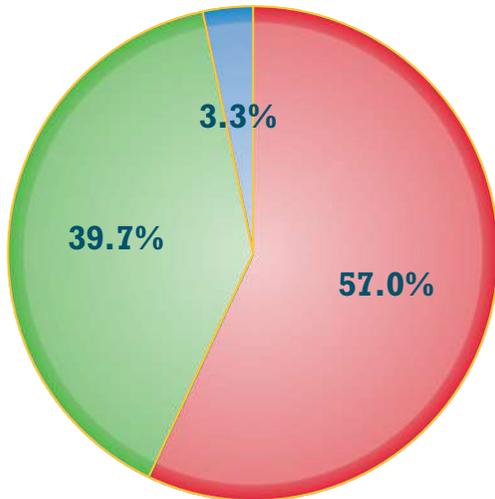
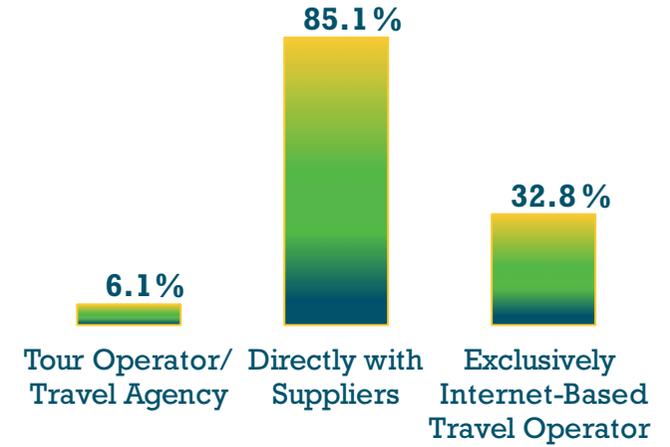
### Trip Bookings Made With



### Package Bookings



### Non-Package Bookings

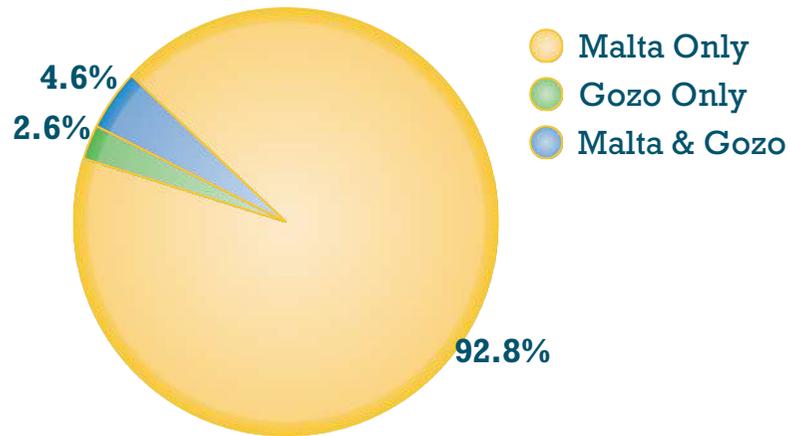


- Package
- Non-Package
- Both



**80.5%** Completed Trip Bookings Online

## Type of Trip



## 1st Time vs Repeat Tourists



66.6%  
First Time



33.4%  
Repeat

## Travelling Party



7.5%  
Alone



63.8%  
Spouse/Partner



17.8%  
Family



8.8%  
Friends



1.8%  
Organised Group

## Type of Accommodation Used

### Malta



**21.3%** of British tourists spending nights in Malta stayed in 5\* hotels.

**11.5%** utilised self-catering apartment/ farmhouse/ villa.

**43.9%** stayed in 4\* hotels.

**12.5%** stayed in 3\* hotels.

### Gozo



**34.6%** utilised self-catering apartment/ farmhouse/ villa.

**6.3%** stayed in 5\* hotels.

**8.7%** of British tourists spending nights in Gozo utilised Guesthouse/ hostel.

**25.2%** stayed in 4\* hotels.

## Activities Engaged In

### Cultural



**84.3%**  
Visit Historical  
Buildings



**71.7%**  
Visit Churches



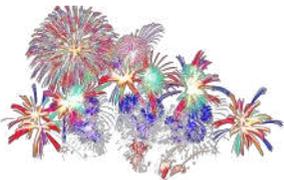
**53.6%**  
Visit Museums



**41.2%**  
Visit temples/  
archeological sites



**16.7%**  
Visit arts/  
craft sites



**10.3%**  
Attend Local  
festival/ event



**8.7%**  
Visit local  
produce sites/  
agro-experiences

### Outdoor



**52.8%**  
Swimming/  
Sunbathing



**42.8%**  
Leisure Boat  
trip/ tour



**11.3%**  
Trekking/  
Hiking



**2.2%**  
Scuba Diving

### Recreational



**71.4%**  
Dine at restaurants



**51.1%**  
Shopping



**16.7%**  
Spa/ Wellness



**3.3%**  
Nightlife/  
Clubbing

## Tourists' Expectations of Malta

Exceeded



39.9%

Met



55.1%

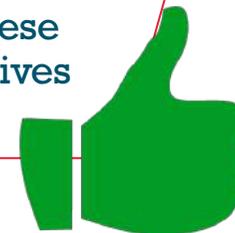
Not Met



5.0%

95.1%

Would recommend the Maltese Islands to their friends/ relatives



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