

SWEDEN Market Profile 2024



No. 21
Rank

0.9% Market Share



Inbound Tourists

- 2010: 37,123
- 2019: 53,611
- 2020: 6,821
- 2021: 8,310
- 2022: 22,575
- 2023: 25,302
- 2024: 31,382



17.3%



25.4%



26.8%

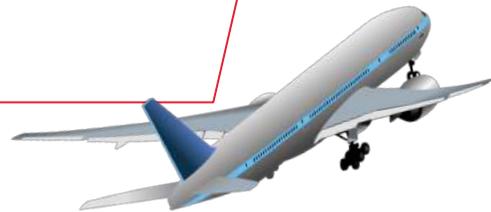


30.5%

Air Connectivity

Airlines

- Ryanair



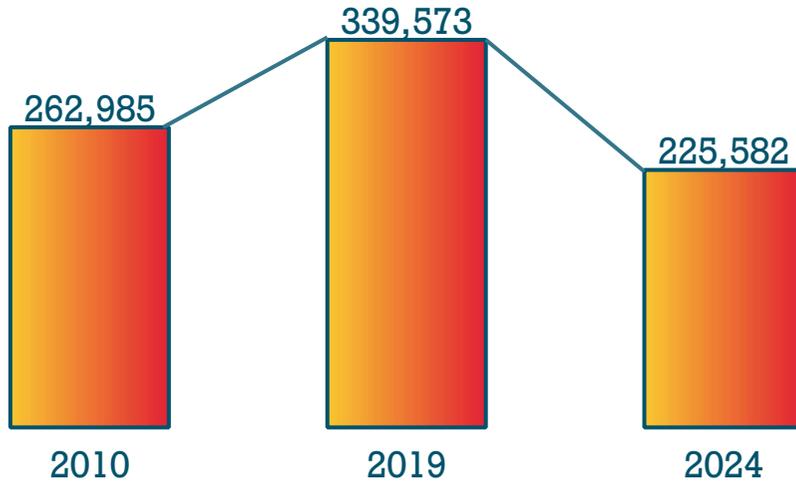
Airports

- Stockholm - Arlanda



Bed Nights

Total Nights



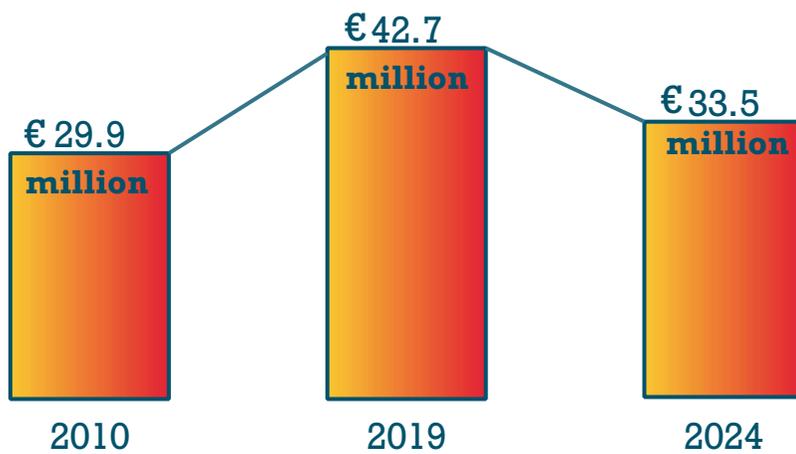
Average Length of Stay



7.2
Nights

Expenditure

Total Expenditure

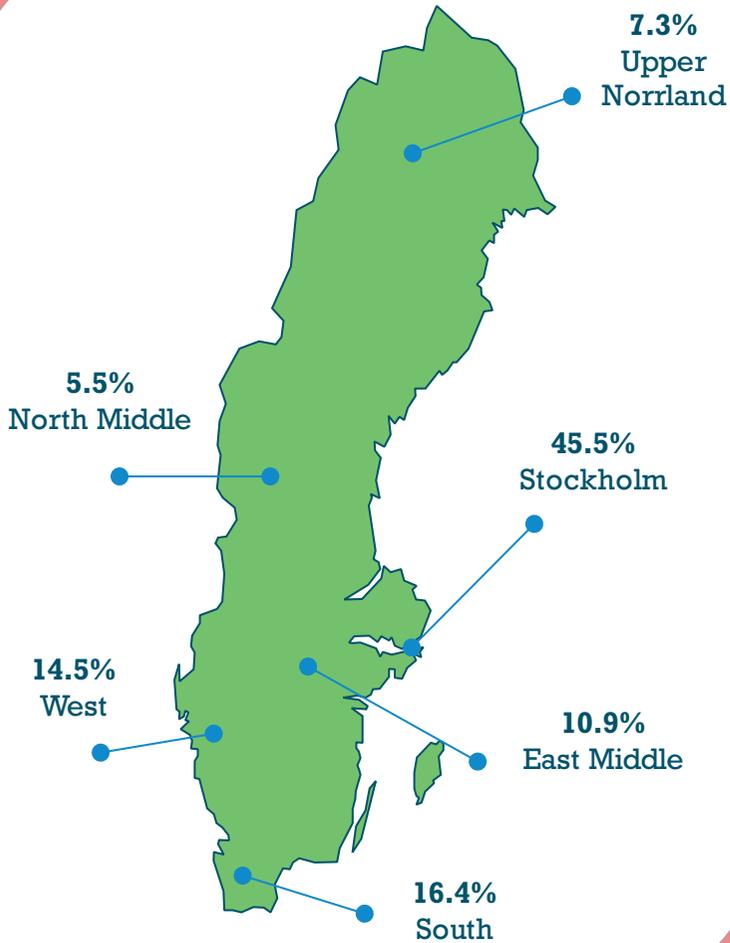


Expenditure per Capita

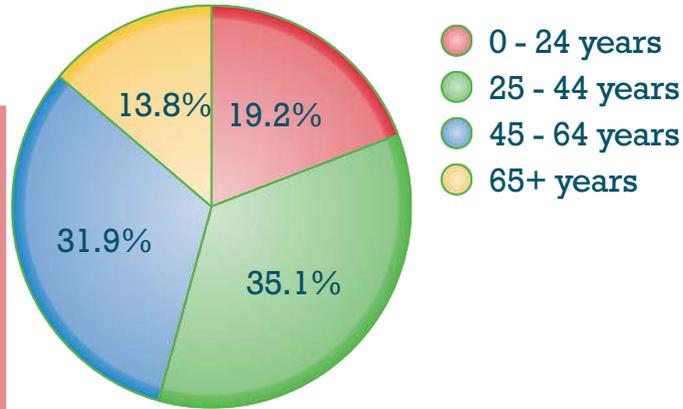


Socio-Demographic Profile

Region of Residence



Age Groups



Average Age: 55 years

Level of Education



72.3%
Tertiary Level

18.5%
Post-secondary Level

9.2%
Secondary Level

Occupation



59.7%
Employed
Full-time

31.3%
Retired

6.0%
Self-
Employed

Living Arrangements

53.7%
With Spouse/Partner

22.4%
With Spouse/Partner
and Children

19.4%
On their own

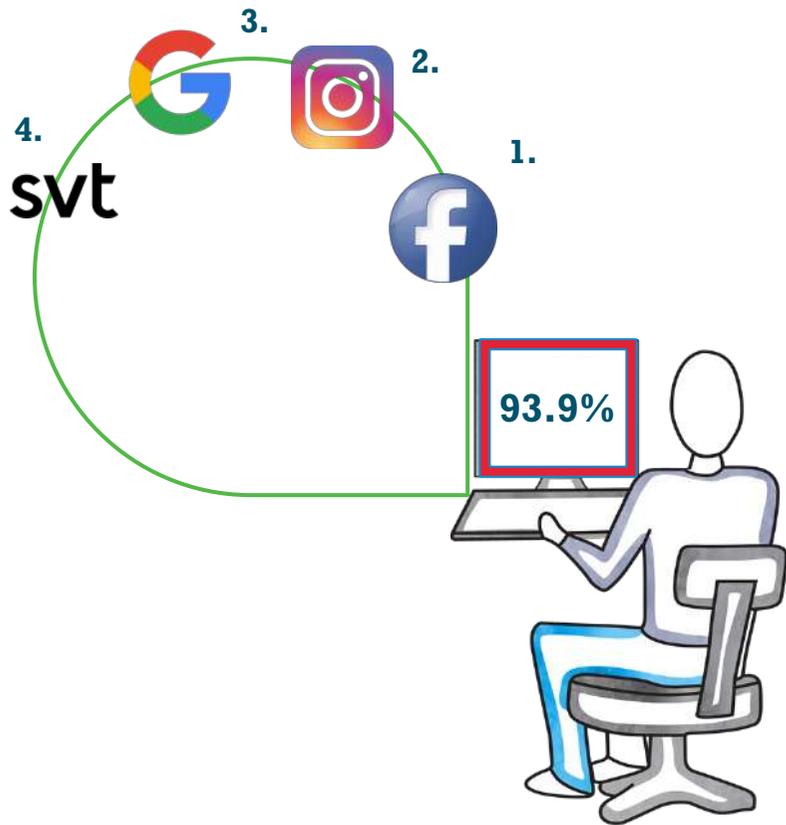
3.0%
With Relatives/
Friends/ Room Mates

1.5%
With Children

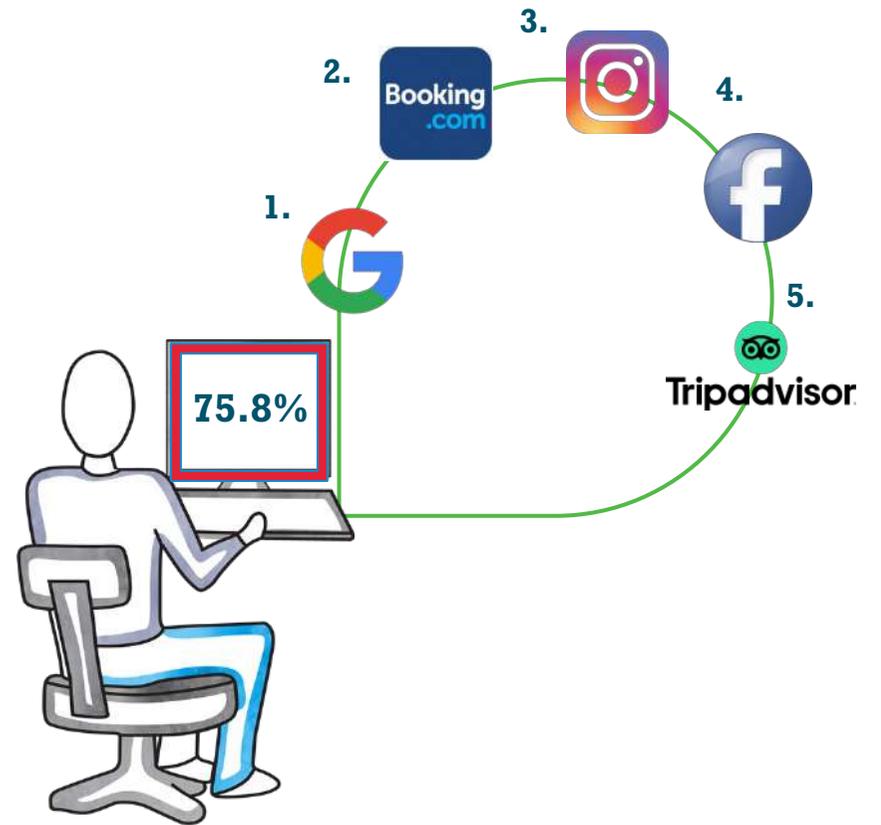


Digital Media Usage

Regular

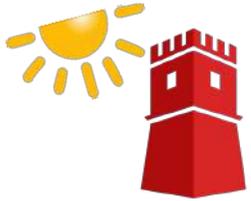


Travel Purposes



Travel Motivations

Sun & Culture



49.3%

Visiting Friends & Relatives



13.6%

Other Sports



6.9%

Sun



16.4%

Culture



7.6%

Scuba Diving



4.3%

Special Occasion



14.0%

Business



7.2%

Wellness



2.2%

Destination Choice Influencers

Communication Channels



59.7%
Digital Media



32.8%
Recommendation by
Friends/Relatives



9.0%
Tour Operator
brochure/website



7.5%
Travel
Guide book



6.0%
TV



3.0%
Books



1.5%
Recommendation
by travel agent



1.5%
Newspaper/
Magazine Advert/
Article

Other Factors



50.7%
New Destination



32.8%
Good flight
connections



28.4%
Previous Visit



22.4%
Cost/ Value
for Money



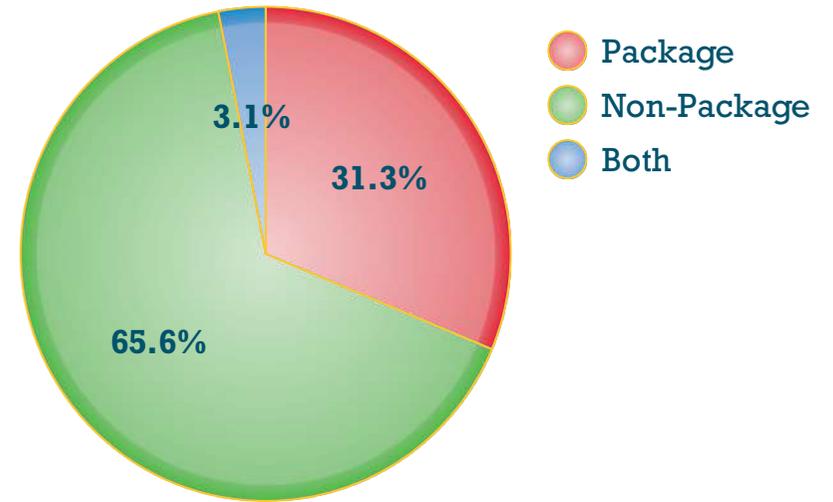
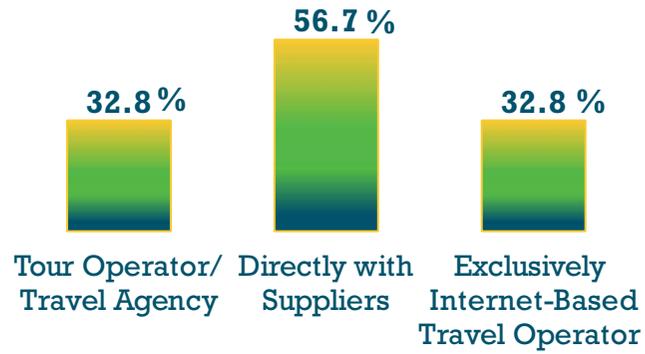
20.9%
English Spoken
Widely



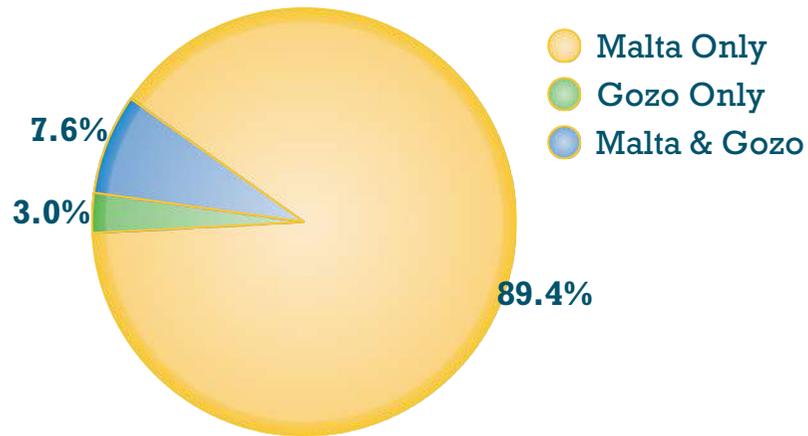
9.0%
Maltese
Hospitality

Type of Booking

Trip Bookings Made With



Type of Trip



1st Time vs Repeat Tourists



67.0%
First Time



33.0%
Repeat

Travelling Party



9.0%
Alone



46.3%
Spouse/
Partner



23.9%
Family



13.4%
Friends



6.0%
Organised Group



1.5%
Business Associates

Type of Accommodation Used

Malta & Gozo



10.9% stayed in 5* hotels.

31.3% stayed in 4* hotels.

23.4% stayed in 3* hotels.



17.2% utilised self-catering apartment/ farmhouse/ villa.

7.8% utilised guesthouse/ hostel.

Activities Engaged In

Cultural



79.1%
Visit Historical
Buildings



58.2%
Visit Churches



43.3%
Visit Museums



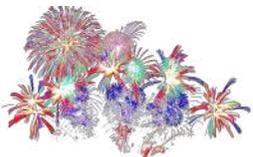
37.3%
Visit temples/
archeological sites



13.4%
Attend live music
event/concert



10.4%
Visit local
produce sites/
agro-experiences



10.4%
Attend Local
festival/ event

Outdoor



61.2%
Swimming/
Sunbathing



38.8%
Leisure Boat
trip/ tour



23.8%
Trekking/
Hiking



5.4%
Scuba Diving

Recreational



82.1%
Dine at
restaurants



46.3%
Shopping



14.9%
Nightlife/
Clubbing



11.9%
Spa/
Wellness



3.0%
Cinema

Tourists' Expectations of Malta

Exceeded



38.5%

Met



58.5%

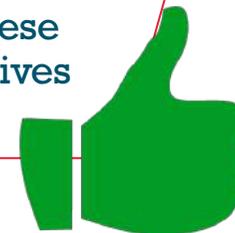
Not Met



3.1%

95.4%

Would recommend the Maltese Islands to their friends/ relatives



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