

SWITZERLAND Market Profile 2024



1.9% Market Share

No. 10
Rank



Inbound Tourists

- 2010: 21,522
- 2019: 48,954
- 2020: 9,794
- 2021: 20,538
- 2022: 41,239
- 2023: 57,791
- 2024: 67,857



10.8%



28.9%



36.9%



23.4%

Air Connectivity

Airlines

- KM Malta Airlines
- Swiss
- EasyJet



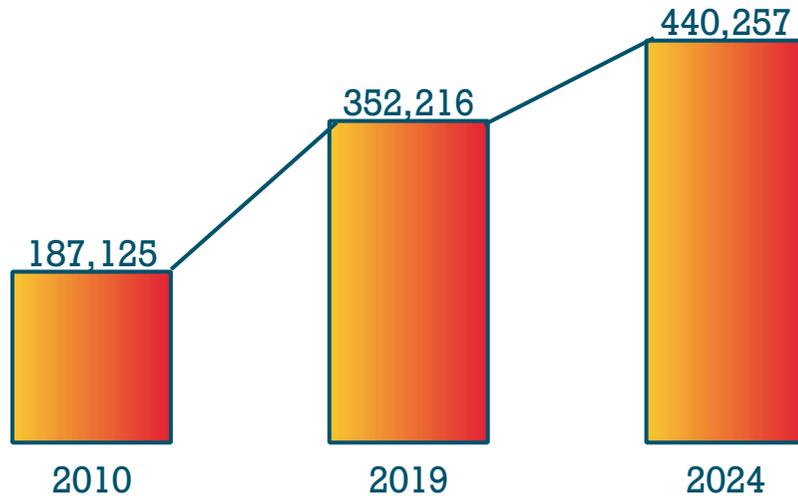
Airports

- Zurich
- Genève
- EuroAirport Basel - Mulhouse



Bed Nights

Total Nights



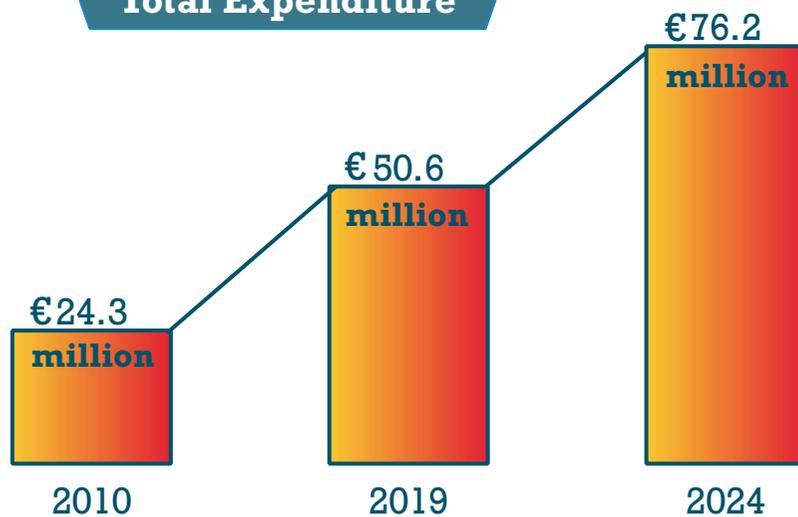
Average Length of Stay



6.5
Nights

Expenditure

Total Expenditure

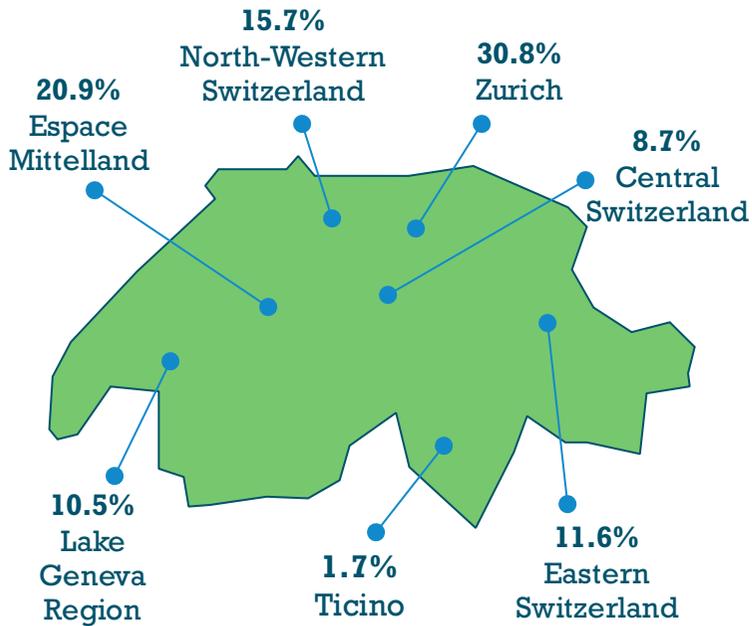


Expenditure per Capita

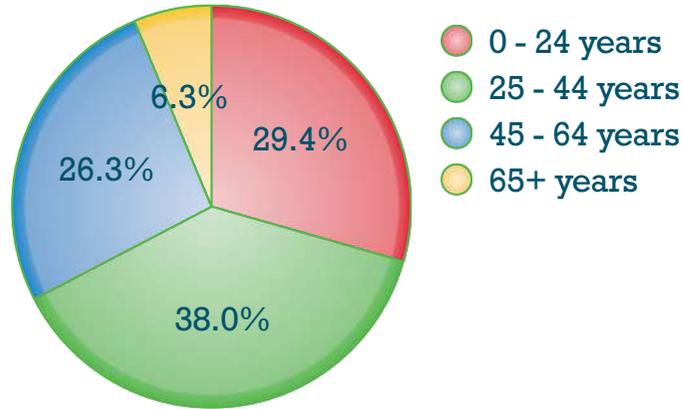


Socio-Demographic Profile

Region of Residence



Age Groups



Average Age: 52 years

Level of Education



63.2% Tertiary Level
27.0% Vocational Training
7.6% Post-secondary Level

Occupation



48.9% Employed Full-time
18.4% Employed Part-time
20.0% Retired
7.9% Self-Employed

Living Arrangements

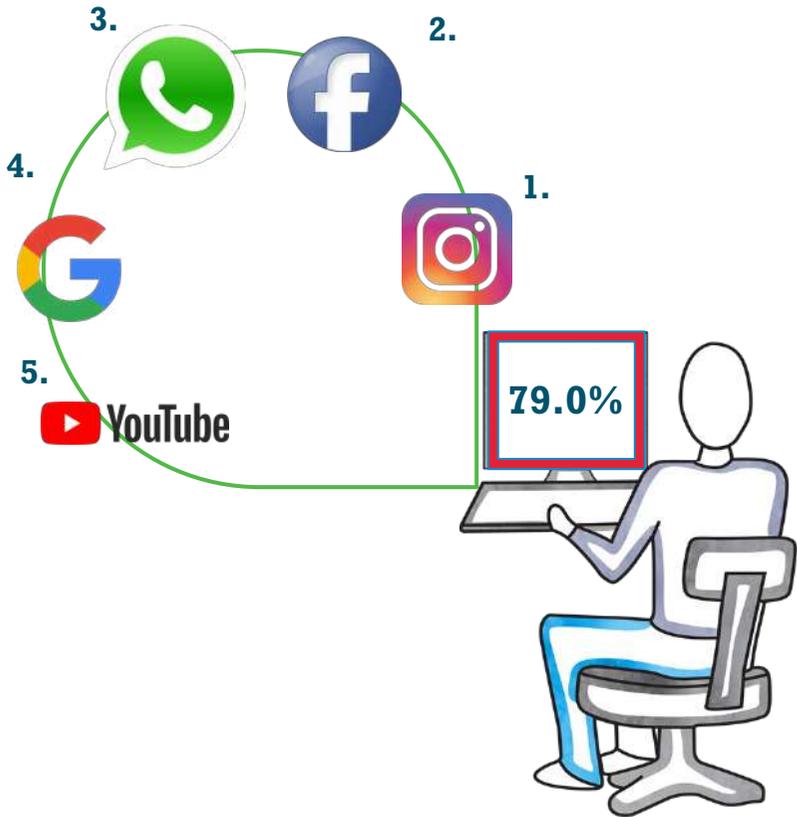
41.7% With Spouse/Partner
27.1% With Spouse/Partner and Children
22.9% On their own
4.7% With Children
2.6% With Parents



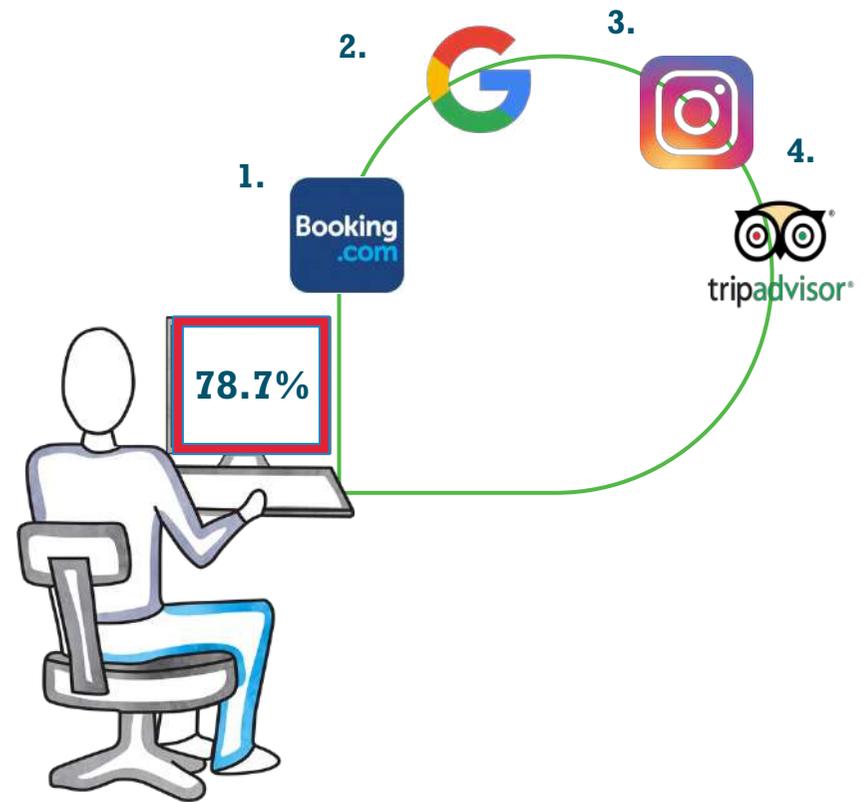
1.0% With Relatives/
Friends/ Room Mates

Digital Media Usage

Regular

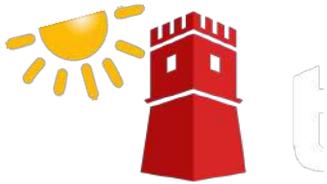


Travel Purposes



Travel Motivations

Sun & Culture



51.6%

Sun



21.8%

Culture



8.9%

Other Sports



8.1%

Scuba Diving



6.3%

Wellness



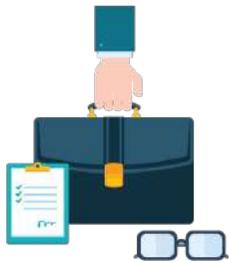
4.7%

Special Occasion



3.9%

Business



3.9%

Visiting Friends & Relatives



3.7%

TEFL



2.5%

Destination Choice Influencers

Communication Channels



58.7%
Digital Media



38.8%
Recommendation by
Friends/Relatives



15.3%
Tour Operator
brochure/website



10.7%
Travel
Guide book



6.1%
Recommendation
by travel agent



30.6%
Cost/ Value for
Money



25.0%
English Spoken
Widely



21.4%
Previous
Visit



5.6%
TV



4.6%
Books



1.5%
Newspaper/
Magazine Advert/
Article



14.3%
Maltese
Hospitality



3.6%
Film Shot
Locally

Other Factors



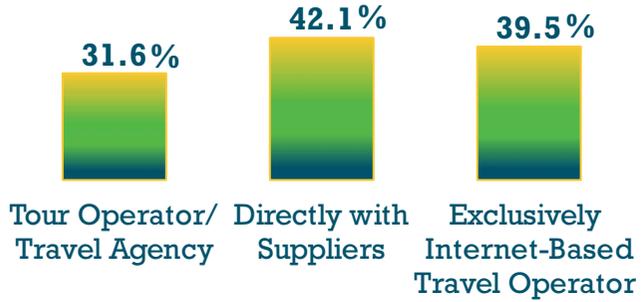
64.3%
New
Destination



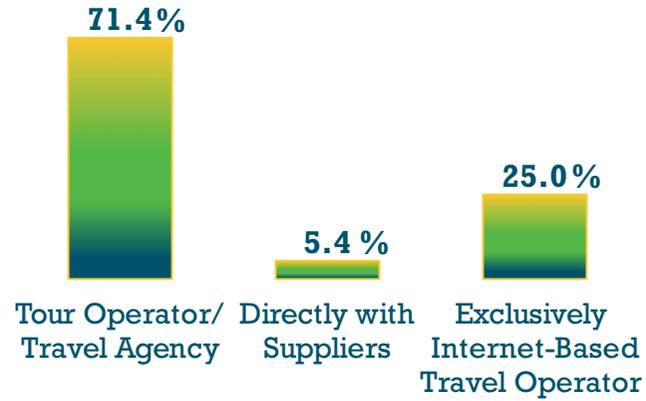
51.5%
Good flight
connections

Type of Booking

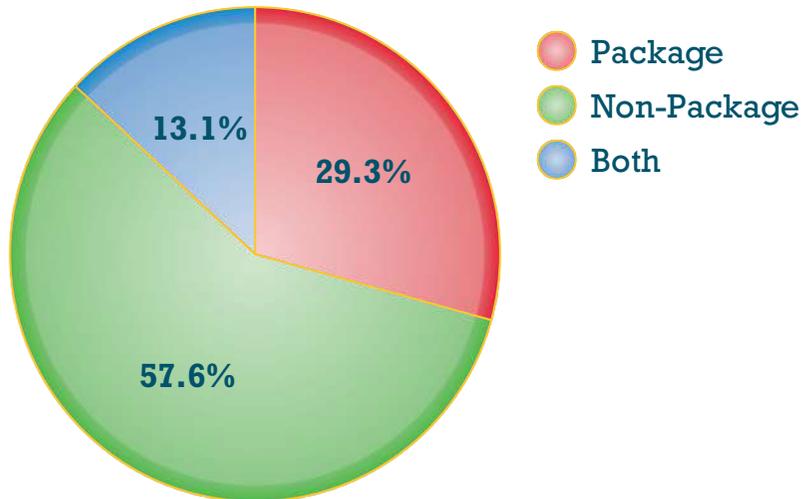
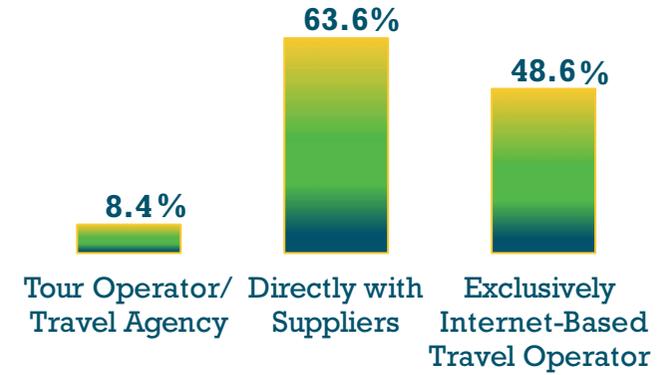
Trip Bookings Made With



Package Bookings



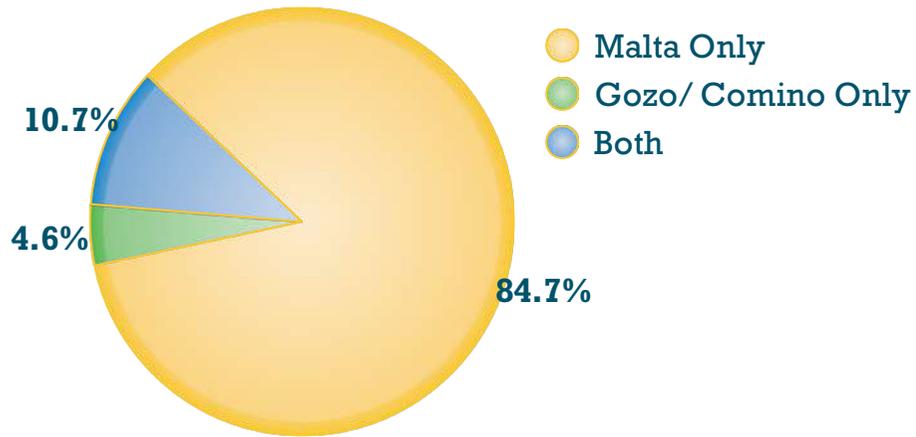
Non-Package Bookings



84.6%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



79.9%
First Time



20.1%
Repeat

Travelling Party



10.3%
Alone



49.7%
Spouse/
Partner



31.3%
Family



6.7%
Friends



1.5%
Organised
Group



0.5%
Business
Associates

Type of Accommodation Used

Malta & Gozo



23.8% of Swiss tourists spending nights in Malta & Gozo stayed in 5* hotels.

38.3% stayed in 4* hotels.

16.1% stayed in 3* hotels.



4.7% utilised guesthouse/ hostel.

15.0% utilised self-catering apartment/ farmhouse/ villa.

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

Activities Engaged In

Cultural



74.5%
Visit Historical
Buildings



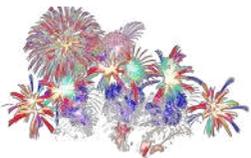
65.8%
Visit Churches



44.4%
Visit temples/
archeological sites



38.3%
Visit Museums



12.2%
Attend Local
festival/ event



8.7%
Visit arts/
craft sites



7.1%
Visit local
produce sites/
agro-experiences

Outdoor



67.9%
Swimming/
Sunbathing



46.9%
Leisure Boat
trip/ tour



26.2%
Trekking/
Hiking



9.0%
Scuba
Diving

Recreational



77.0%
Dine at
restaurants



54.6%
Shopping



27.6%
Spa/ Wellness



3.6%
Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



27.5%

Met



65.3%

Not Met



7.3%

93.2%

Would recommend the Maltese Islands to their friends/ relatives

