

Valletta 2018: The Tourist Experience

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In 2015, a new record was reached with 1.8 million tourists visiting the Maltese Islands to experience the sights, the lifestyle, and the warm hospitality that our nation is renowned for.

World tourism performance

	2013	2014	2015
World	+4.6%	+4.2%	+4.4%
Europe	+4.8%	+2.4%	+5.0%
Southern/ Mediterranean Europe	+5.6%	+6.9%	+5.0%
(Source: UNWTO)			
Malta (Source: NSO)	+9.3%	+7.8%	+5.4%

Malta tourism performance 2013-2015

	2013	2014	2015	% change 15/14
Inbound Visitors	1,590,991	1,714,533	1,807,269	+5.4%

	2013	2014	2015	% change 15/14
Nights spent	12,890,268	13,522,112	14,217,158	+5.1%

	2013	2014	2015	% change 15/14
Tourist Expenditure (€ 000)	1,440,379	1,528,765	1,643,945	+7.5%

	2013	2014	2015	% change 15/14
Tourist Expenditure per capita (€)	910	905	918	+1.4%

Valletta



MTA research indicates that:

- **91% of inbound tourists visit Valletta during stay**
- **8% of inbound tourists choose to stay in accommodation establishments within the parameters of Valletta and Floriana**
- **Tourists staying within Valletta/Floriana exhibit a higher interest in history and culture**
 - Culture ranks first as a motivator for choosing Malta
 - Higher participation in culture-related activities

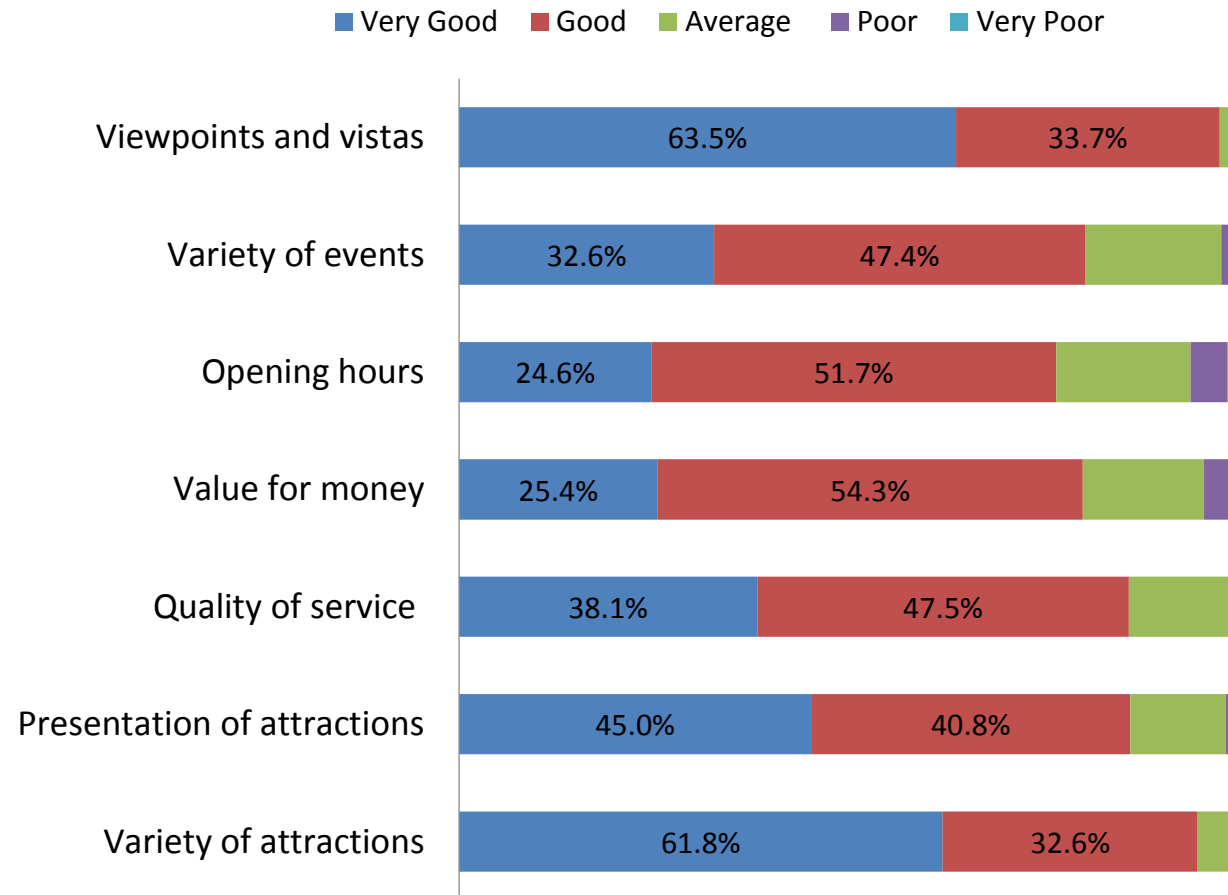
Engagement in cultural activities

	Tourists staying in Valletta/Floriana	Tourists staying in Other localities
Visit historical sites	84%	78%
Visit churches	82%	68%
Visit museums	73%	47%
Festas / folk / festival	14%	10%
Music / concert	12%	5%
Visual arts	4%	2%

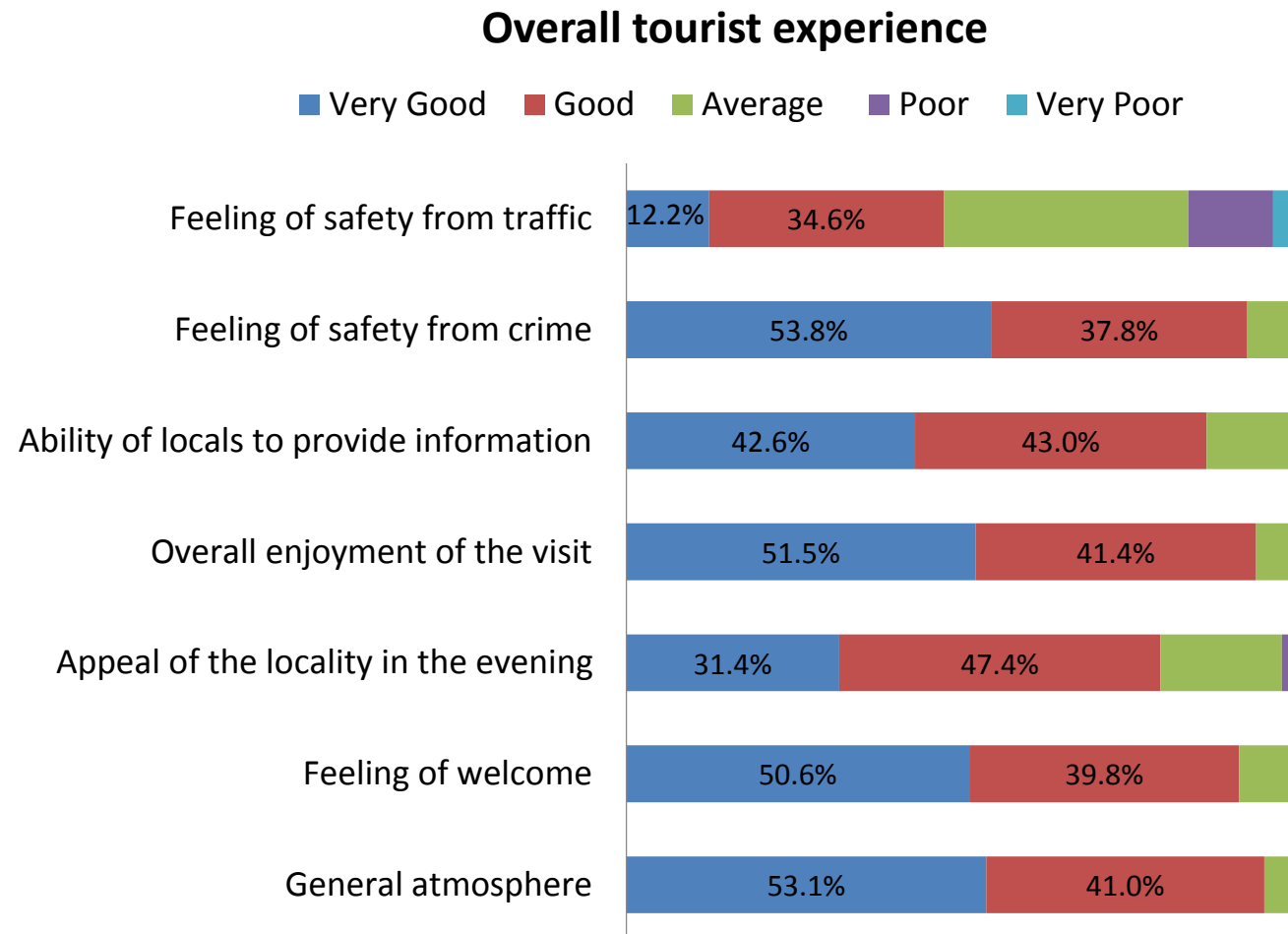
Multiple Response

The cultural offer in Valletta

Tourist evaluation of cultural offer in Valletta



Overall tourist impressions of Valletta



Valletta's strengths and weaknesses

Most liked aspects of Valletta (open ended question)	Shortcomings (open ended question)
History and culture (including heritage sites and museums)	Overdevelopment and ongoing construction works
Architecture and streetscape (including old buildings, facades, streets and alleys)	Littering and lack of cleanliness
Viewpoints and vistas	Poor infrastructure for pedestrians (including pedestrian zones, pavements, and crossings)
Ambiance and charm	Traffic and reckless driving
Gardens and open spaces	
Churches	
Friendliness of local people	

Tourist awareness of ECOC 2018 in 2015

23% of tourists were aware of Valletta's ECOC 2018 status prior to visit

57.6% of tourists who were unaware of Valletta 2018 prior to their visit, became aware during their stay

2.6% specifically visited Malta due to Valletta's ECoC title



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