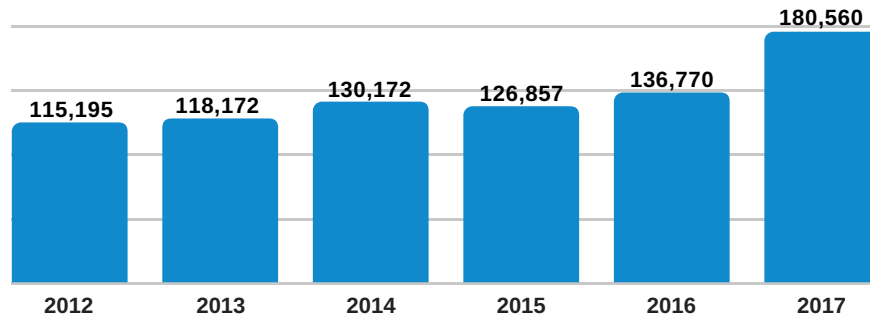




# BUSINESS TRAVEL TO MALTA

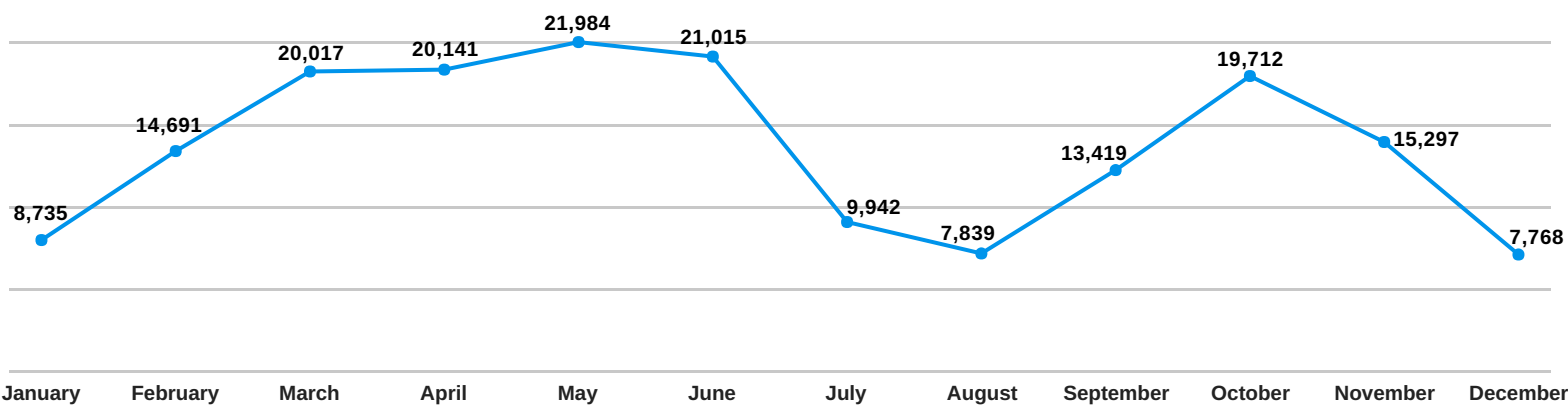
- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL BUSINESS TOURISTS: 180,560
- SHARE OF BUSINESS: 7.9%
- % CHANGE 2017 / 2016: +32.0%

## TOTAL BUSINESS TOURISTS



## BUSINESS TRAVEL BY MONTH AND SEASONALITY

The highest percentage increases in Business Travel were recorded in March (+94.5%), May (+68.2%) and April (+60.5%).



24.1%



35.0%



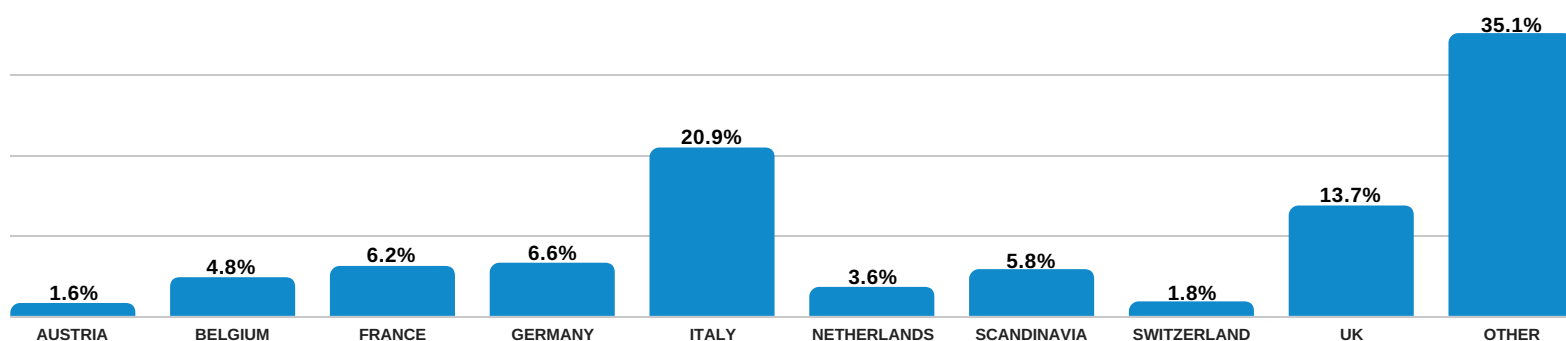
17.3%



23.6%

In 2017, the most popular months for business travel were, May (12.2%), June (11.6%) and April (11.2%).

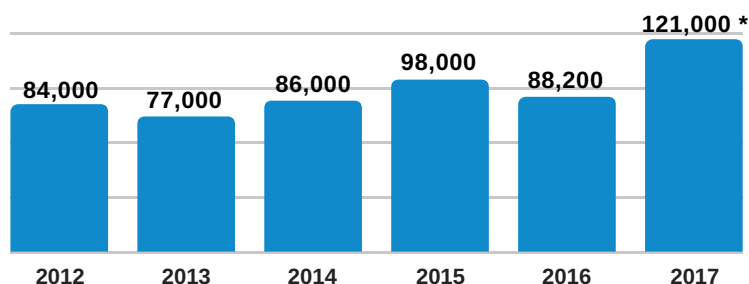
## BUSINESS TRAVEL BY MARKET SHARE



# CONFERENCE AND INCENTIVE TRAVEL IN MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL BUSINESS TOURISTS: 180,560
- TOTAL CIT (out of Total Business): 121,000
- % CHANGE 2017 / 2016: +37.2%
- CIT MARKET SHARE OF INBOUND TOURISTS: 5.3%

## CONFERENCE AND INCENTIVE TRAVEL IN MALTA

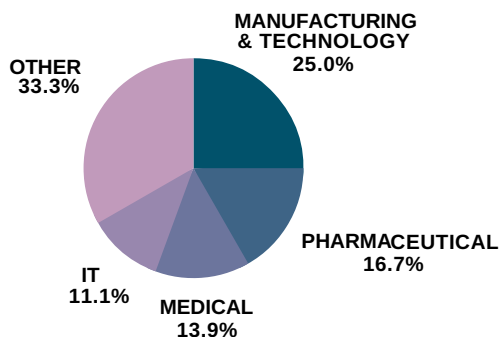


MALTA EU 2017

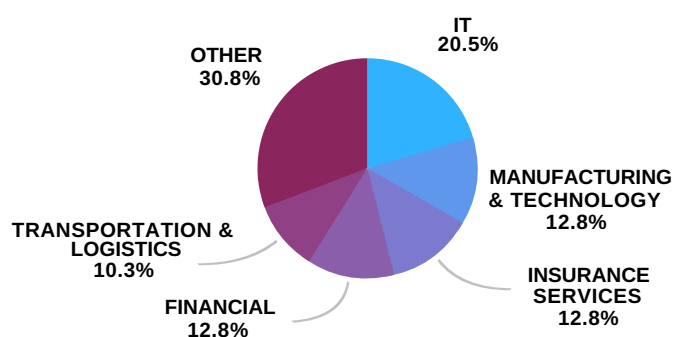
\* In 2017, it is estimated that around 22,000 delegates visited Malta to participate in events associated with the Malta EU 2017 Presidency.

## EVENTS BY BUSINESS SECTOR

### CONFERENCES



### INCENTIVES

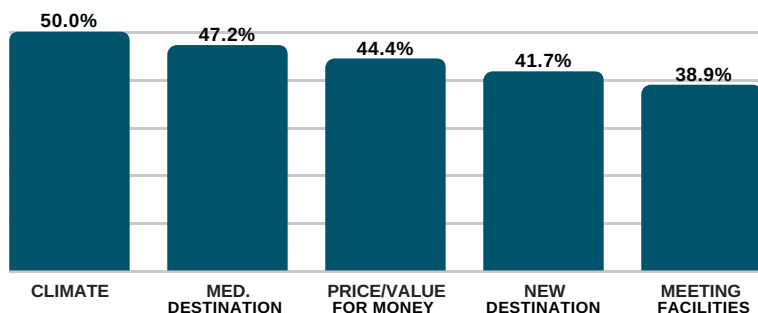


## COMPETING DESTINATIONS FOR MEETINGS, INCENTIVES, CONFERENCES AND EVENTS (MICE) TRAVEL

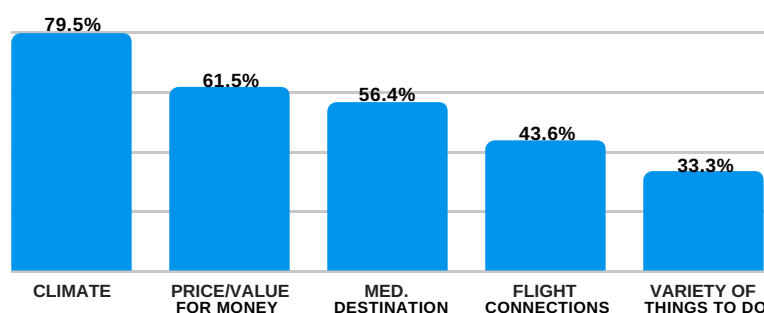


## CIT DECISION MAKERS CHOOSE MALTA FOR:

### CONFERENCES



### INCENTIVES



**98.0%**  
HAD A  
POSITIVE  
EXPERIENCE

