

One In Four People Don't Know Where Malta Is

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Do you know where Malta is? Recent findings from lowcostholidays.com highlighted that one in four people don't know where to find the Mediterranean island, and despite 1900 people in the UK searching Google for "Where is Malta?" every month, the nation is not learning. Incorrect answers from the research included the Red Sea, Atlantic Sea, the Baltic Sea and simply "I don't know".

The lowcostholidays.com Malta Survey looked at how the general public perceives Malta as a tourist destination. Other surprising findings include nearly 8% of people thinking Malta isn't its own country, 19% believing Malta uses the old Lira instead of the Euro and a third didn't recognise any names of the major Maltese tourist resorts.

With its Mediterranean climate, stunning coastline and rich history, Malta is one of the hottest destinations for Brits to holiday. In fact, visitors from the UK make up the largest part of the tourism market in Malta. As such, you'd expect us to know a bit more than we do about the country!

Lawrence Hunt, COO of lowcostholidays.com says "At the moment we are the UK's No. 1 tour operator for Malta and it's astonishing to learn that so many people lack a basic understanding of this exciting destination."

Despite poor geography knowledge, there were top marks in sociology. Most participants correctly assumed it is couples who primarily holiday in Malta, and one in three people knew Malta is a great place for scuba diving. Nearly half of the participants recognised Malta's important military history with 75% saying they would consider it for a cultural holiday.

But some elements of Malta, such as its popular nightlife scene, remain a mystery to most. Over 80% of people had never heard of Isle of MTV, a free, 50,000 capacity concert held in Malta since 2007, with headline acts from Will.I.Am to Lady Gaga. Participants were also unfamiliar with Paceville, the clubbing area of Malta. To improve their knowledge, [lowcostholidays.com has created a Malta Nightlife guide](#).

Find out exactly where Malta is with the 'Where is Malta?' infographic from lowcostholidays.com here, <http://blog.lowcostholidays.com/2012/09/13/where-is-malta-infographic>.

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