

LOCAL TOURISM PERFORMANCE

JANUARY – MAY 2026

MTA Research Unit
15th July 2026

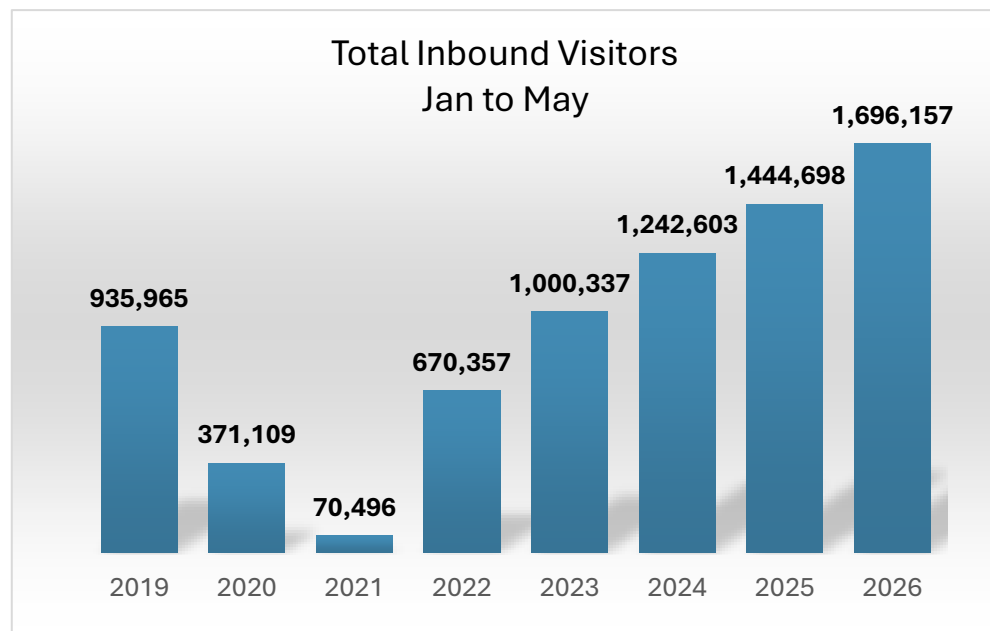
Summary of Performance

- Inbound tourists in the first five months of 2026 amounted to 1,673,602 (+17.9%), while total nights reached 9.2 million (+12.0%).
- Total tourist expenditure was estimated at €1,339.6 million (+14.7%), while expenditure per capita stood at €800.

	Jan-May 2024	Jan-May 2025	Jan-May 2026	Abs. Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	1,242,603	1,444,698	1,696,157	251,459	17.4%
Inbound tourists (excluding overnight cruise passengers)	1,241,846	1,418,954	1,673,602	254,648	17.9%
Guest nights	7,138,716	8,189,200	9,172,593	983,393	12.0%
Average length of stay (nights)	5.7	5.8	5.5	-0.3	-5.0%
Total expenditure (€000)	958,643	1,168,252	1,339,601	171,349	14.7%
Expenditure per capita (€)	772	823	800	-22.9	-2.8%
Expenditure per night (€)	134	143	146	3.4	2.4%

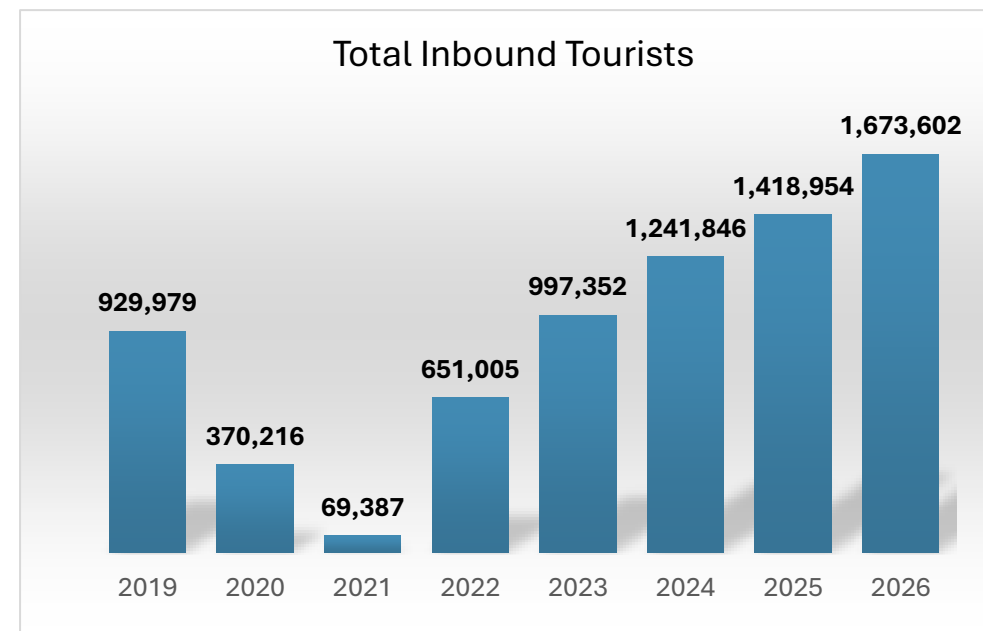
January – May 2026

Inbound Tourism



1,696,157 inbound visitors

+17.4% over 2025



1,673,602 inbound tourists

+17.9% over 2025

Note: Total inbound visitors include overnight cruise passengers.

January – May 2026

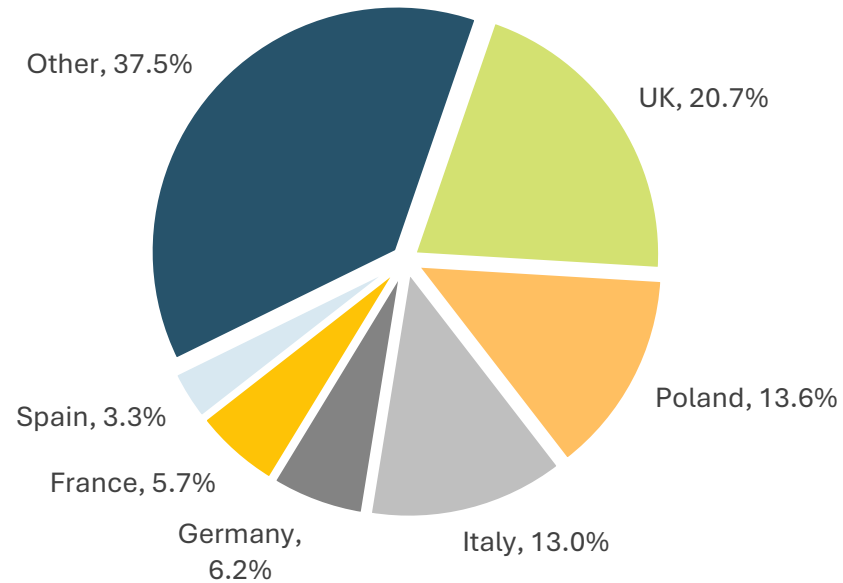
Inbound Tourists by Source Market

January to May	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
Belgium	30,622	33,388	32,820	-568	-1.7%	2.0%
France	105,943	106,109	96,147	-9,962	-9.4%	5.7%
Germany	91,084	90,992	103,164	12,172	13.4%	6.2%
Greece	27,429	26,771	27,716	945	3.5%	1.7%
Hungary	24,769	27,976	32,938	4,963	17.7%	2.0%
Ireland	17,668	34,125	40,523	6,397	18.7%	2.4%
Italy	205,722	203,603	217,822	14,219	7.0%	13.0%
Netherlands	27,256	25,668	34,030	8,362	32.6%	2.0%
Poland	104,361	154,528	227,347	72,819	47.1%	13.6%
Romania	23,690	24,090	31,806	7,715	32.0%	1.9%
Scandinavia	30,612	35,527	45,394	9,867	27.8%	2.7%
Spain	45,294	50,961	54,834	3,872	7.6%	3.3%
Switzerland	19,381	21,164	27,505	6,341	30.0%	1.6%
United Kingdom	239,252	288,662	346,025	57,363	19.9%	20.7%
USA	23,794	28,475	37,247	8,772	30.8%	2.2%
Other	224,968	266,913	318,284	51,371	19.2%	19.0%
Total	1,241,846	1,418,954	1,673,602	254,648	17.9%	100.0%

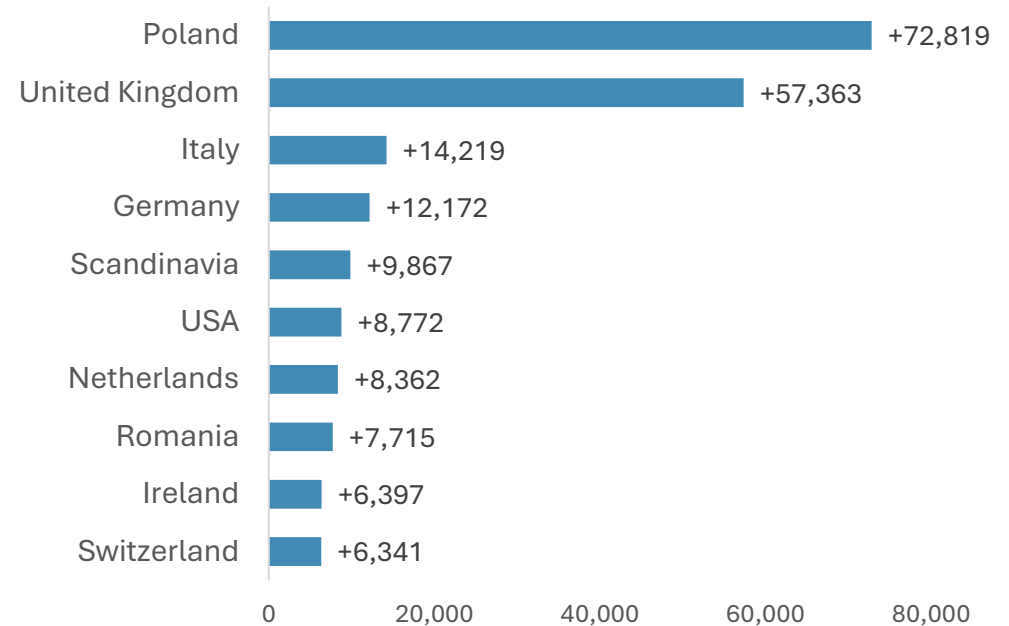
January – May 2026

Top Source Markets

Who were the top source markets?



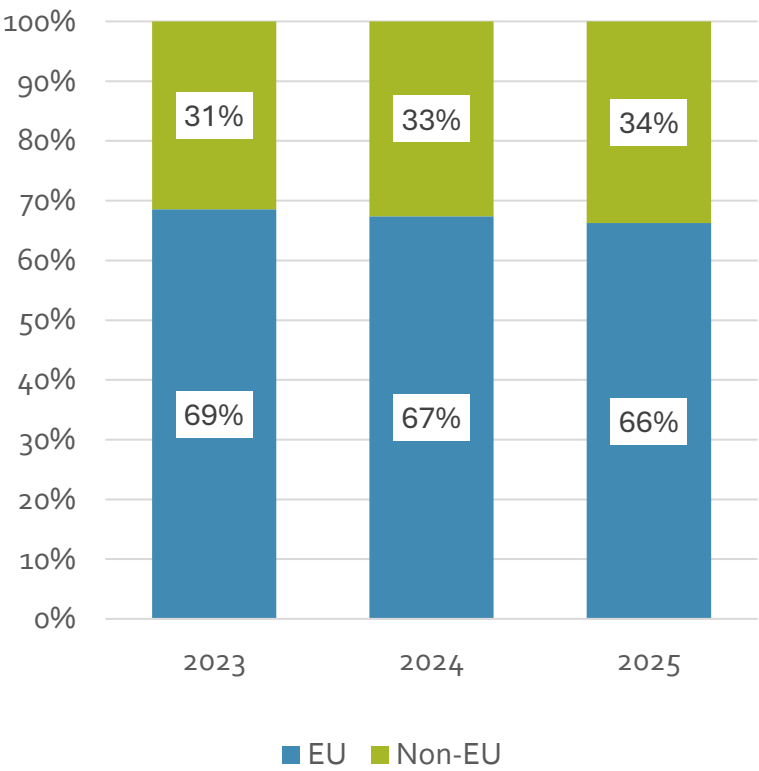
Which markets registered the highest growth in absolute terms?



January to May 2026

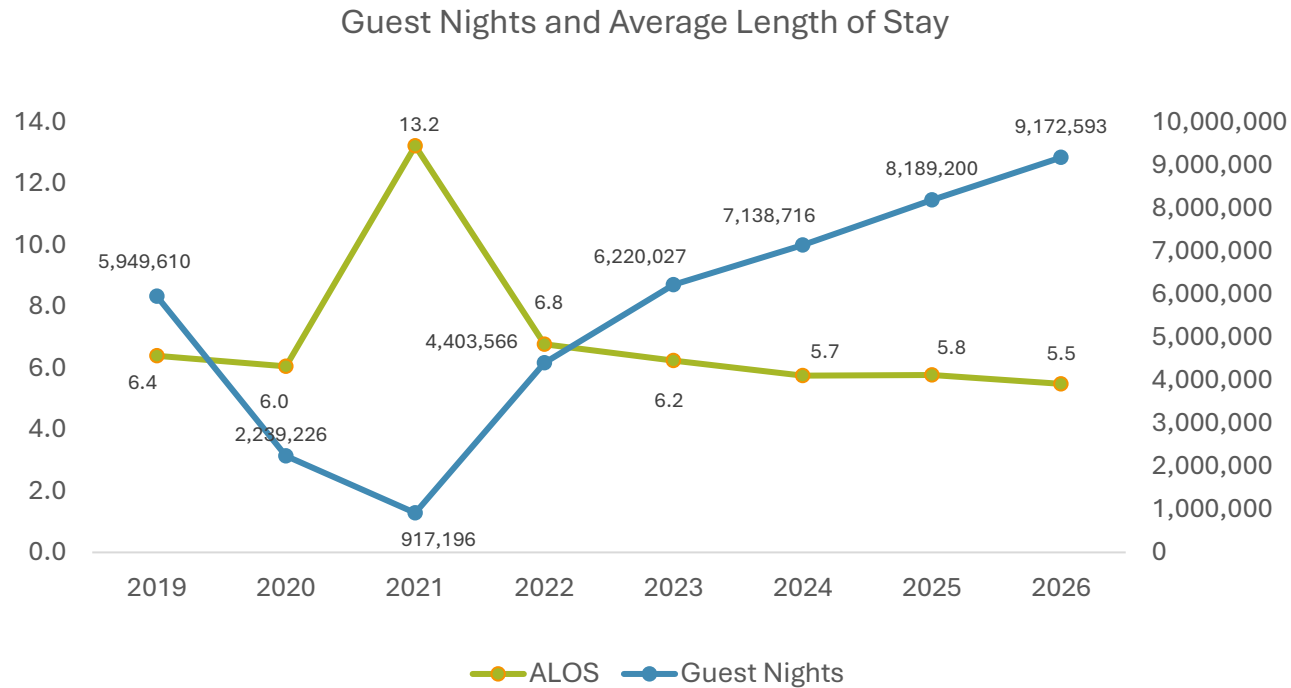
EU and Non-EU Markets

Share of Inbound Tourists



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	851,273	955,912	1,108,549	152,637	16.0%
of which: Euro area	653,533	690,062	762,025	71,963	10.4%
Non-EU	390,573	463,042	565,053	102,011	22.0%
Inbound Tourists	1,241,846	1,418,954	1,673,602	254,648	17.9%

Guest Nights and Average Length of Stay



Guest nights

9.2 million nights

+12.0%

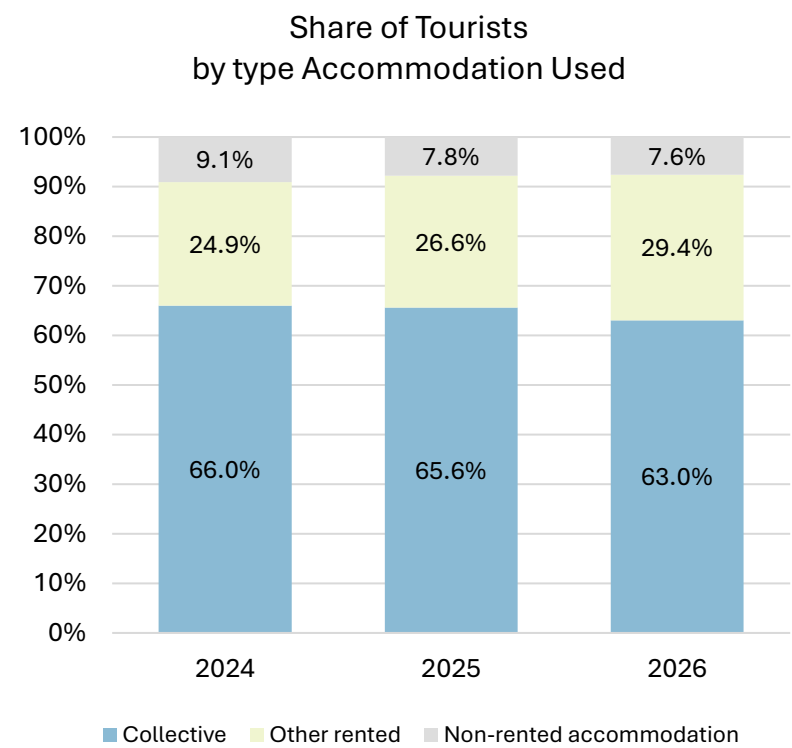
Average length of stay

5.5 nights

-0.3 of a night

January – May 2026

Inbound Tourists by Type of Accommodation Used

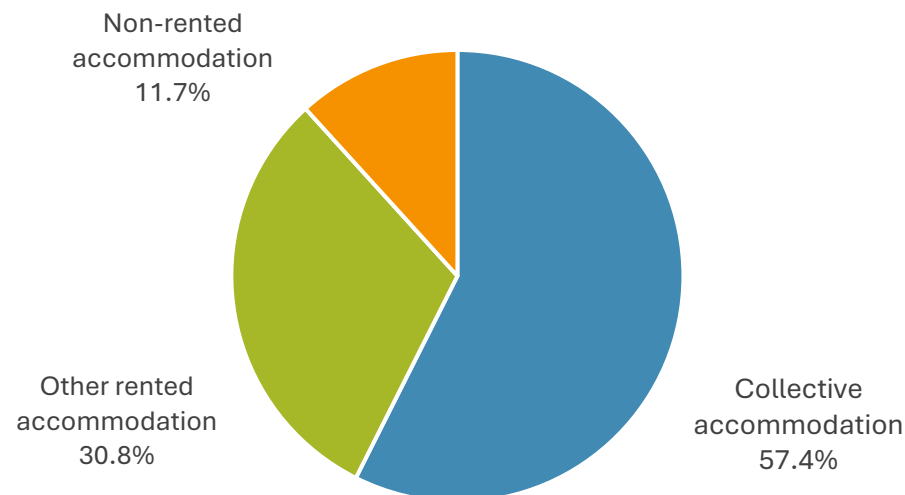


Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	1,129,121	1,308,073	1,546,655	238,582	18.2%
Collective	819,653	930,962	1,055,104	124,142	13.3%
Other rented	309,468	377,111	491,552	114,441	30.3%
Non-rented accommodation	112,725	110,881	126,946	16,066	14.5%
Total tourists	1,241,846	1,418,954	1,673,602	254,648	17.9%

January – May 2026

Share of Guest Nights by Type of Accommodation Used & Average Length of Stay

Share of Guest Nights by Type of Accommodation



Average Length of Stay



Collective accommodation

5.0 nights



Other rented accommodation

5.8 nights



Non-rented accommodation

8.5 nights

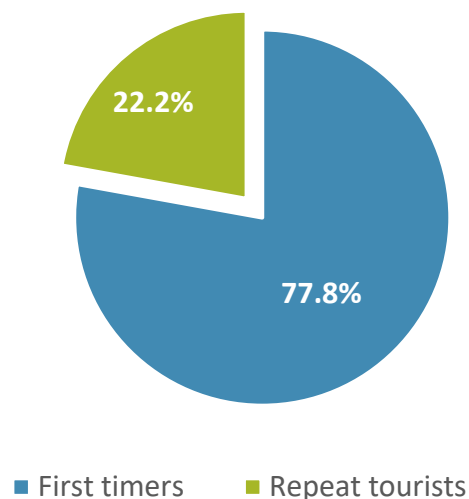
Total Average Length of Stay

5.5 nights

January – May 2026

Frequency of Visit

Frequency of Visit



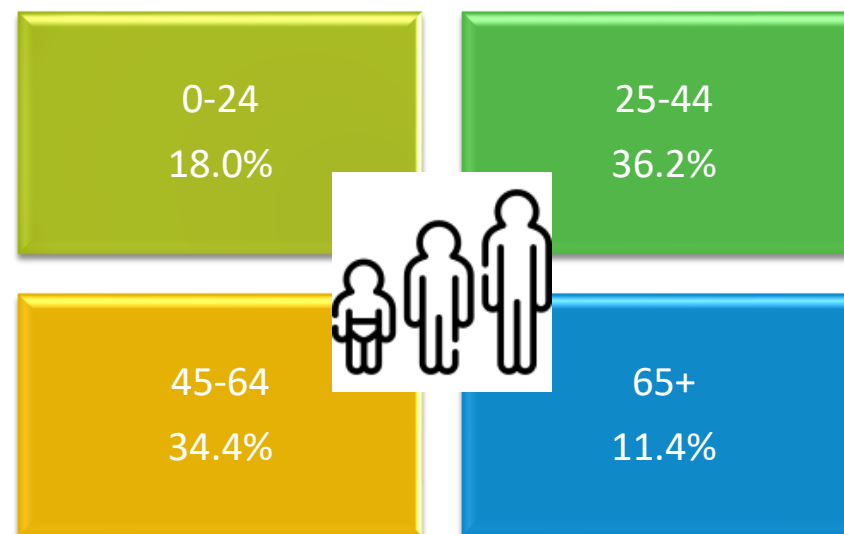
77.8% of inbound tourists were first-time visitors.

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Frequency:					
First-time tourists	974,939	1,121,007	1,302,867	181,860	16.2%
Repeat tourists	266,907	297,947	370,735	72,788	24.4%
once a year or less	199,344	225,712	289,982	64,270	28.5%
more than once a year	67,563	72,235	80,753	8,518	11.8%
Inbound Tourists	1,241,846	1,418,954	1,673,602	254,648	17.9%

January – May 2026

Age Diversification

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	245,444	249,908	301,053	51,145	20.5%
25-44	457,174	524,889	605,988	81,100	15.5%
45-64	399,054	477,299	575,186	97,888	20.5%
65 or more	140,174	166,858	191,374	24,515	14.7%
Inbound Tourists	1,241,846	1,418,954	1,673,602	254,648	17.9%



The increase in **45+ age bracket** accounted for 48.1% of the total increase in inbound tourists.

Purpose of Visit



Holiday

1,547,952

Share: 92.5%

+17.8%
(2026/2025)



Business

88,605

Share: 5.3%

+32.0%
(2026/2025)



Other

37,044

Share: 2.2%

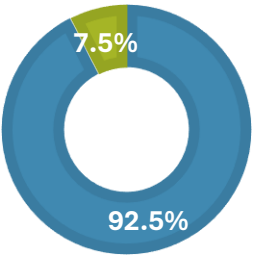
-1.9%
(2026/2025)

January – May 2026

Gozo and Comino Visitors

Gozo and Comino visitors	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Tourists visiting Gozo and Comino	634,969	748,755	845,587	96,832	12.9%
Same-day visitors	587,219	695,575	782,368	86,793	12.5%
Overnight visitors	47,750	53,180	63,219	10,040	18.9%

GOZO VISITORS



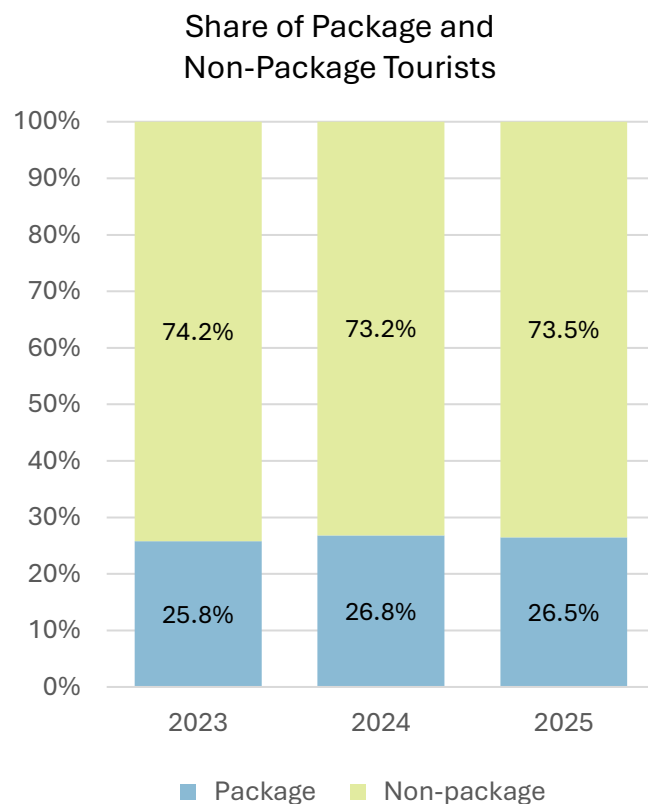
■ Same-day visitors ■ Overnight visitors

During the first 5 months of the year, 51% out of total inbound tourists visited Gozo and Comino.

January – May 2026



Organisation of Stay



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Organisation of stay:					
Package	320,197	380,374	443,324	62,950	16.5%
Non-package	921,650	1,038,579	1,230,278	191,698	18.5%
Inbound Tourists	1,241,846	1,418,954	1,673,602	254,648	17.9%

January – May 2026

Tourist Expenditure by Source Market

January to May €000s	2024	2025	2026	Abs. Chg. 2026/2025	% Change 2026/2025	Per Capita 2026	Per Night 2026
Belgium	24,114	28,357	30,089	1,732	6.1%	917	161
France	83,464	90,708	81,713	-8,995	-9.9%	850	141
Germany	83,778	92,394	99,589	7,194	7.8%	965	146
Greece	14,066	14,345	16,144	1,799	12.5%	582	134
Hungary	13,371	13,476	16,500	3,024	22.4%	501	123
Ireland	16,947	31,152	36,359	5,207	16.7%	897	164
Italy	105,329	108,325	118,256	9,931	9.2%	543	111
Netherlands	25,340	23,740	33,717	9,977	42.0%	991	167
Poland	69,087	100,564	140,148	39,584	39.4%	616	122
Romania	15,785	17,192	21,023	3,831	22.3%	661	143
Scandinavia	27,407	36,333	44,954	8,621	23.7%	990	155
Spain	28,575	34,135	34,055	-80	-0.2%	621	134
Switzerland	19,360	25,800	29,323	3,523	13.7%	1,066	174
United Kingdom	206,615	275,537	319,895	44,358	16.1%	924	160
USA	29,601	36,000	46,967	10,967	30.5%	1,261	247
Other	195,804	240,195	270,870	30,675	12.8%	851	152
Total	958,643	1,168,252	1,339,601	171,349	14.7%	800	146

Total Expenditure
Jan-May

€1,339.6 million

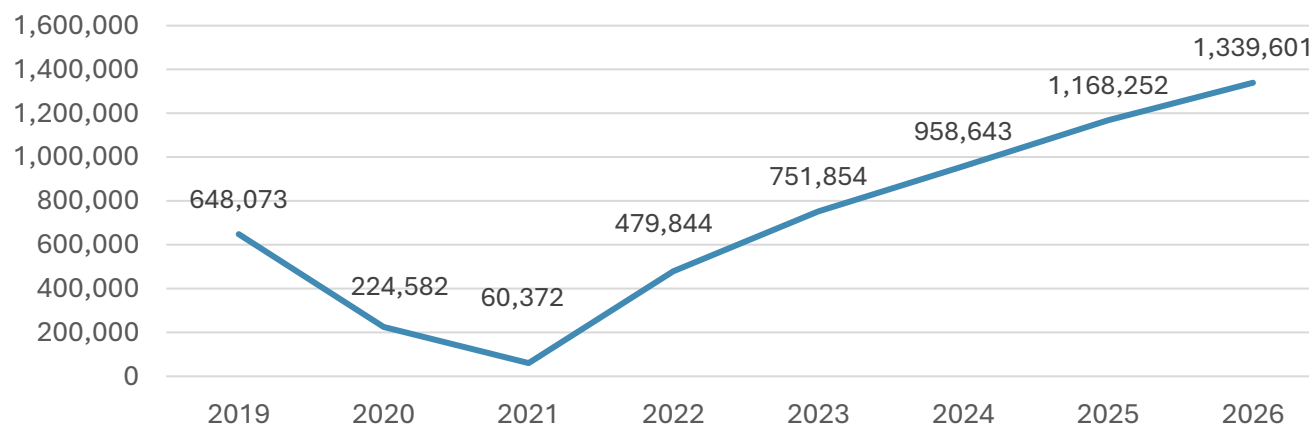
Total tourist
expenditure
exceeded 2025
figures by 14.7%.

January – May 2026

Tourist Expenditure

		Non-package			Total	Per capita	Per night
January to May	Package	Non-package Air/sea fares	Non-package Accommodation	Other	€ 000	€	€
2024	221,887	170,159	212,428	354,168	958,643	772	134
2025	286,967	199,656	249,249	432,380	1,168,252	823	143
2026	317,178	231,667	286,676	504,080	1,339,601	800	146
Absolute Change 2026/2025	30,211	32,011	37,427	71,701	171,349	-23	3
% Change 2026/2025	10.5%	16.0%	15.0%	16.6%	14.7%	-2.8%	2.4%

Total Tourist Expenditure (€000s)



Total tourist expenditure reached €1,339.6 million, an increase of 14.7% when compared to last year.

Expenditure per capita decreased from €823 to €800. Meanwhile, expenditure per night increased from €143 to €146.

January - May 2026



LOCAL TOURISM PERFORMANCE

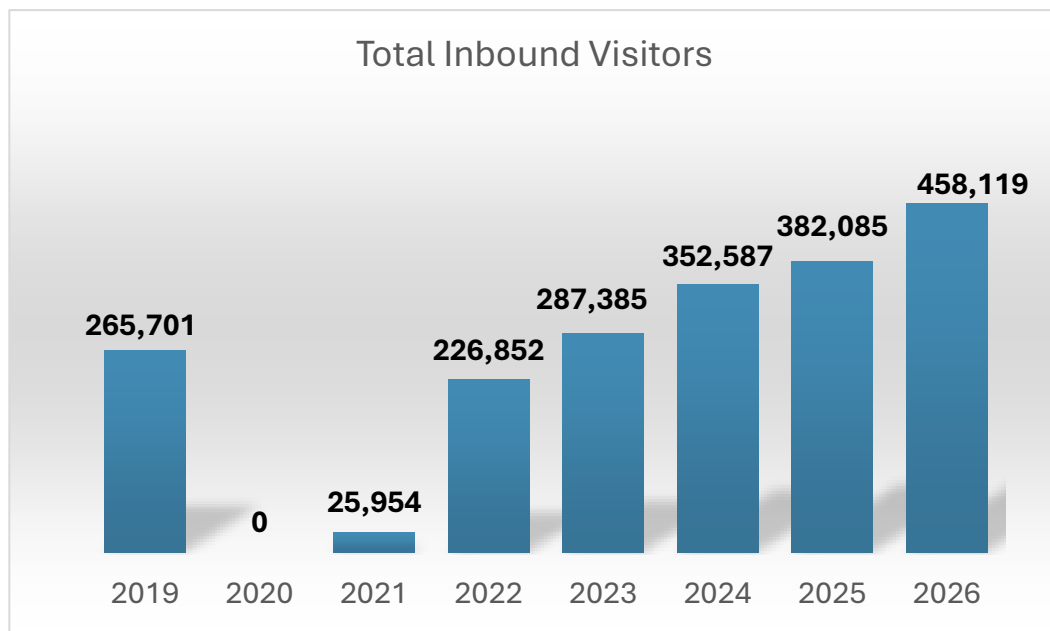
MAY 2026

Summary of Performance

	May 2024	May 2025	May 2026	Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	352,587	382,085	458,119	76,034	19.9%
Inbound tourists (excluding overnight cruise passengers)	352,155	374,297	457,636	83,339	22.3%
Guest nights	2,029,195	2,203,942	2,590,408	386,465	17.5%
Average length of stay (nights)	5.8	5.9	5.7	-0.2	-
Total expenditure (€000)	310,913	363,551	419,857	56,307	15.5%

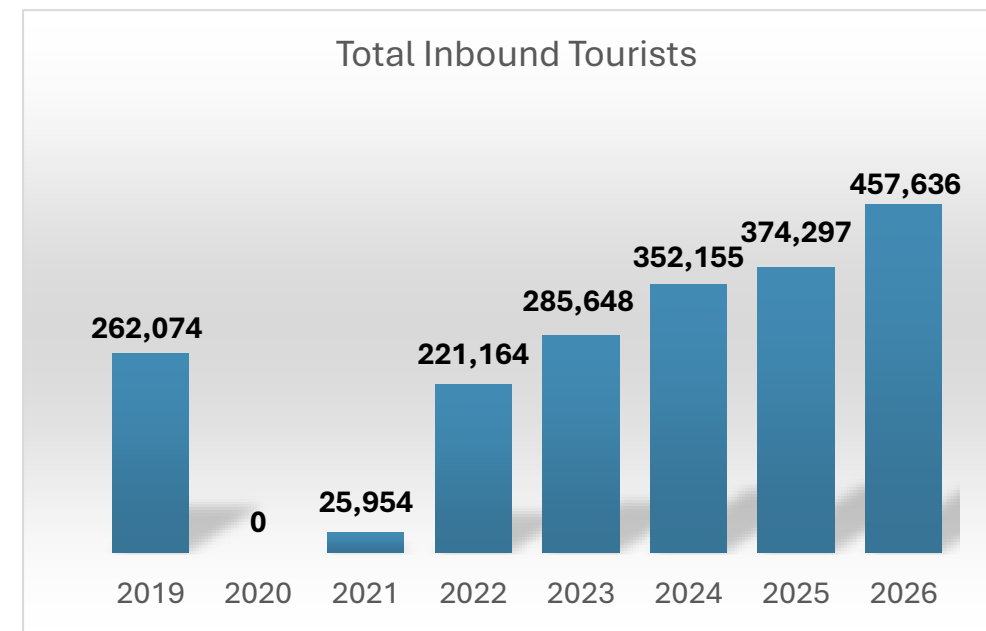
May 2026

Inbound Tourism



458,119 inbound visitors

+19.9% over 2025



457,636 inbound tourists

+22.3% over 2025

Note: Total inbound visitors include overnight cruise passengers.

May 2026

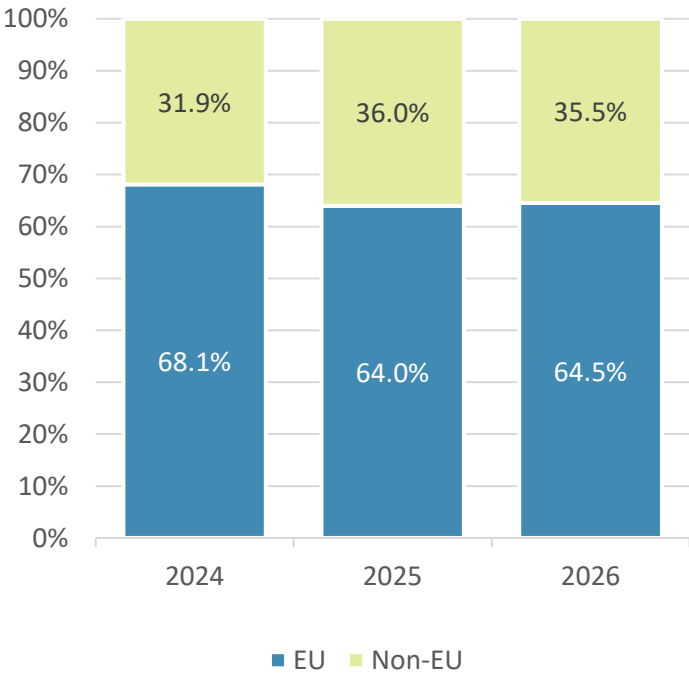
Performance of Main Source Markets

	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
France	36,434	31,477	31,172	-305	-1.0%	6.8%
Germany	25,777	19,080	27,294	8,214	43.0%	6.0%
Italy	59,359	55,912	58,920	3,009	5.4%	12.9%
Poland	23,249	30,689	48,385	17,696	57.7%	10.6%
Spain	12,342	13,352	14,793	1,441	10.8%	3.2%
United Kingdom	67,166	79,978	97,556	17,578	22.0%	21.3%
Total	352,155	374,297	457,636	83,339	22.3%	100.0%

- UK ranked as the largest source market with a share of 21.3%.
- Italy ranked second with a share of 12.9%, followed by Poland at 10.6%.

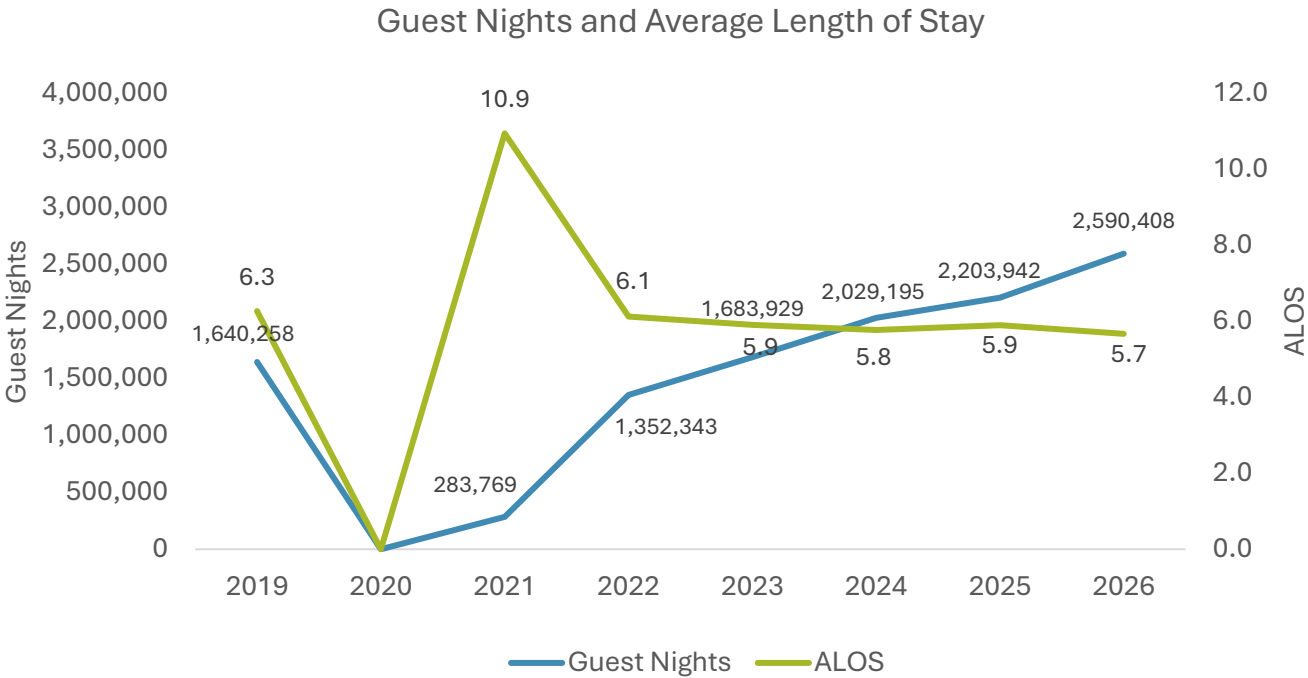
EU and Non-EU Markets

Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	239,916	239,575	295,241	55,666	23.2%
of which: Euro area	193,004	180,673	212,996	32,323	17.9%
Non-EU	112,239	134,722	162,395	27,673	20.5%
Inbound Tourists	352,155	374,297	457,636	83,339	22.3%

Guest Nights and Average Length of Stay



Guest nights

2.6 million nights

+17.5%

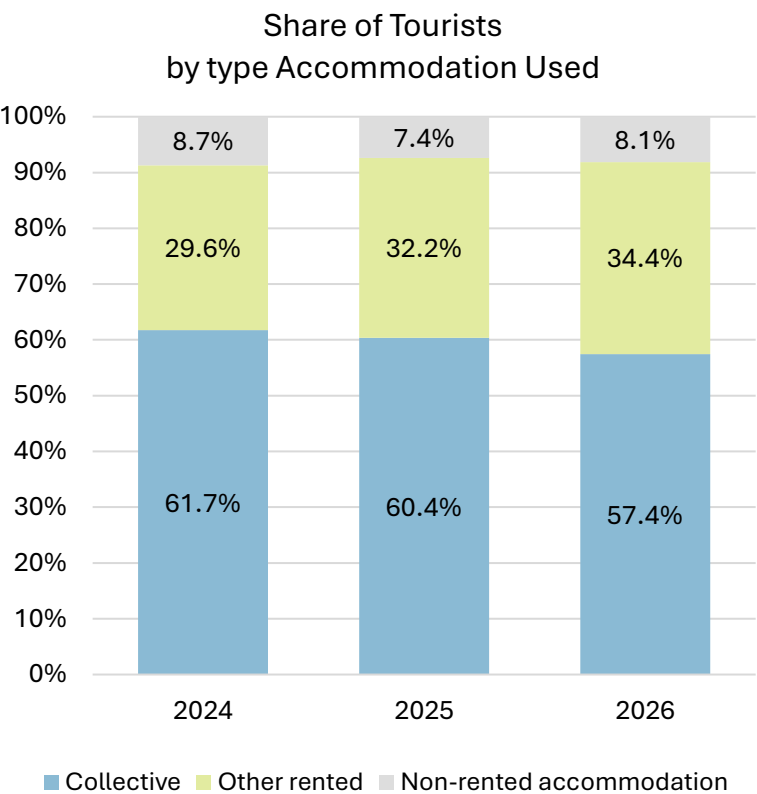
Average length of stay

5.7 nights

-0.2 of a night

May 2026

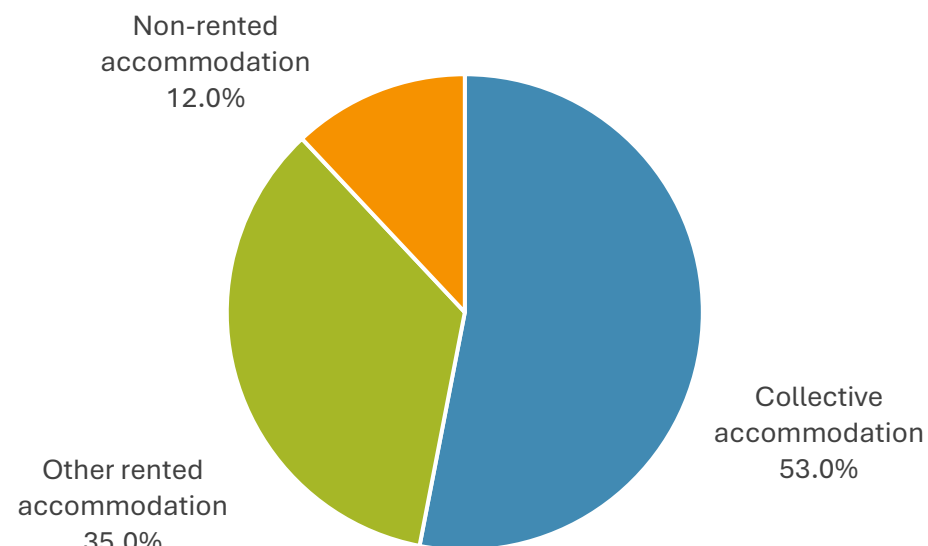
Inbound Tourists by Type of Accommodation Used



Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	321,531	346,578	420,404	73,826	21.3%
Collective	217,455	225,913	262,755	36,842	16.3%
Other rented	104,076	120,665	157,649	36,984	30.7%
Non-rented accommodation	30,624	27,719	37,232	9,513	34.3%
Total tourists	352,155	374,297	457,636	83,339	22.3%

Share of Guest Nights by Type of Accommodation Used & Average Length of Stay

Share of Guest Nights by Type of Accommodation



Average Length of Stay



Collective accommodation

5.2 nights



Other rented accommodation

5.7 nights



Non-rented accommodation

8.3 nights

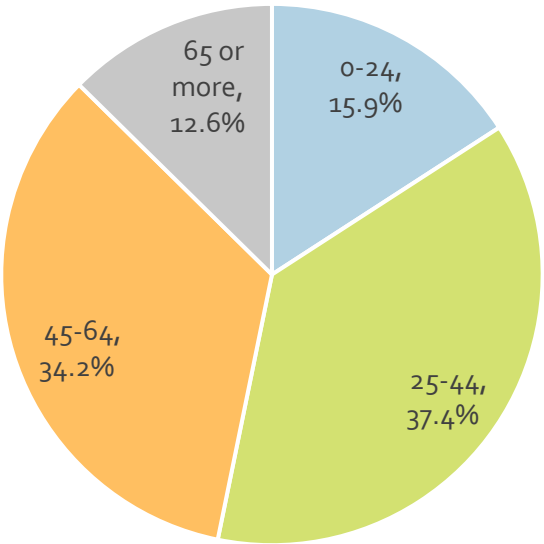
Total Average Length of Stay

5.7 nights

Age Diversification



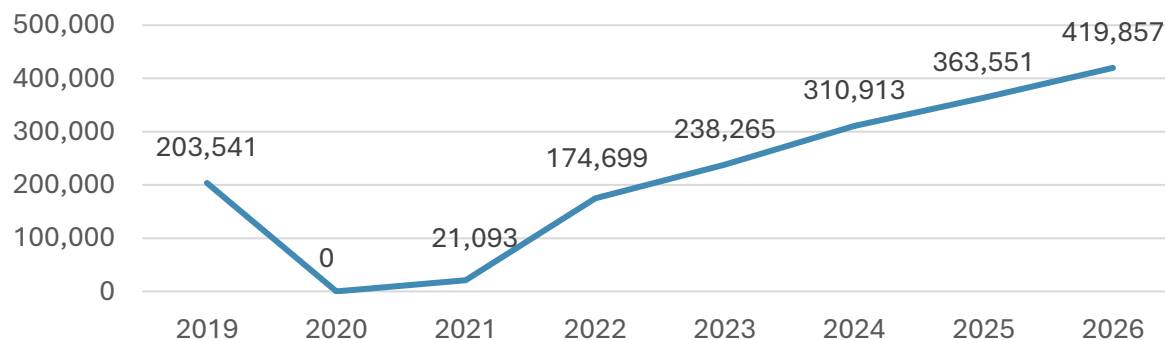
Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	59,886	61,521	72,586	11,065	18.0%
25-44	135,176	136,020	170,938	34,918	25.7%
45-64	113,215	119,511	156,309	36,798	30.8%
65 or more	43,877	57,245	57,804	559	1.0%
Inbound Tourists	352,155	374,297	457,636	83,339	22.3%



Tourist Expenditure

Expenditure by Category (in €000)	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Package	72,584	93,287	101,240	7,952	8.5%
Non-package	125,681	140,019	163,886	23,867	17.0%
Air/sea fares	53,113	59,521	70,326	10,805	18.2%
Accommodation	72,567	80,498	93,560	13,062	16.2%
Other expenditure	112,648	130,244	154,732	24,488	18.8%
Total expenditure	310,913	363,551	419,857	56,307	15.5%
Per capita (in €)	883	971	917	-54	-5.5%
Per night (in €)	153	165	162	-3	-1.7%

Total Tourist Expenditure in May (€000s)



In May 2026, tourist expenditure reached **€419.9 million**, an increase of 15.5% when compared to May in 2025.

Expenditure per night stood at **€162** in 2026.

May 2026