

# LOCAL TOURISM PERFORMANCE JANUARY - OCTOBER 2025

1<sup>st</sup> December 2025

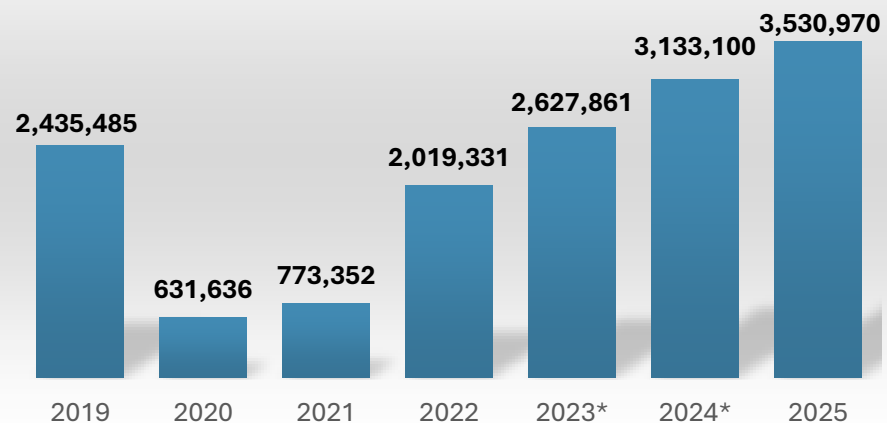
# Summary of Performance

	Jan-Oct 2019	Jan-Oct 2023	Jan-Oct 2024	Jan-Oct 2025	Change 2025/2024	% Change 2025/2024
Total inbound visitors (including overnight cruise passengers)	2,435,485	2,627,861	3,133,100	<b>3,530,970</b>	397,869	12.7%
Inbound tourists (excluding overnight cruise passengers)	2,417,424	2,604,036	3,108,352	<b>3,492,586</b>	384,233	12.4%
Guest nights	17,127,705	17,837,625	19,989,999	<b>22,156,838</b>	2,166,839	10.8%
Average length of stay (nights)	7.1	6.8	6.4	<b>6.3</b>	-0.1	-1.4%
Total expenditure (€000)	1,986,152	2,379,417	2,909,741	<b>3,467,697</b>	557,956	19.2%
Expenditure per capita (€)	822	914	936	<b>993</b>	57	6.1%
Expenditure per night (€)	116	133	146	<b>157</b>	11	7.5%

January-October 2025

# Inbound Tourism

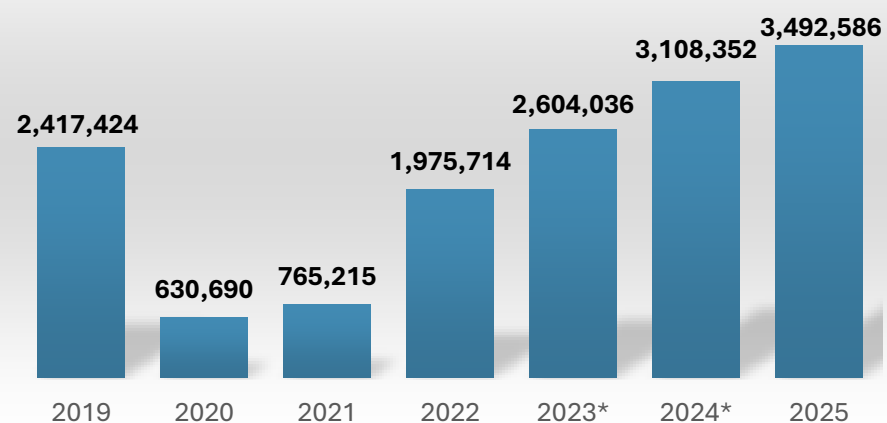
Total Inbound Visitors



**3.53 million inbound visitors**

**+12.7% over 2024**

Total Inbound Tourists



**3.49 million inbound tourists**

**+12.4% over 2024**

Note: Total inbound visitors include overnight cruise passengers.

January-October 2025

# Inbound Tourists by Source Market

January to October	2019	2023	2024	2025	Abs. Chg. 2025/2024	% Chg. 2025/2024	Market Share 2025
Austria	29,764	44,644	56,632	55,975	-657	-1.2%	1.6%
Belgium	61,626	56,876	70,006	74,657	4,651	6.6%	2.1%
France	213,395	262,742	271,414	260,543	-10,871	-4.0%	7.5%
Germany	183,638	187,841	217,006	226,622	9,616	4.4%	6.5%
Greece	23,004	46,875	58,752	57,350	-1,402	-2.4%	1.6%
Hungary	33,190	42,150	59,354	68,288	8,934	15.1%	2.0%
Ireland	47,403	41,592	48,911	77,527	28,616	58.5%	2.2%
Italy	349,623	500,319	553,717	516,838	-36,879	-6.7%	14.8%
Netherlands	51,954	54,766	76,075	81,289	5,215	6.9%	2.3%
Poland	89,084	130,956	209,162	315,589	106,427	50.9%	9.0%
Scandinavia	109,914	76,008	81,677	92,374	10,696	13.1%	2.6%
Spain	100,780	101,164	114,768	127,754	12,986	11.3%	3.7%
Switzerland	44,526	51,474	61,323	65,268	3,945	6.4%	1.9%
United Kingdom	571,454	468,179	612,941	730,778	117,837	19.2%	20.9%
USA	44,314	48,350	58,352	68,503	10,151	17.4%	2.0%
Other	463,756	490,098	558,261	673,229	114,969	20.6%	19.3%
<b>Total</b>	<b>2,417,424</b>	<b>2,604,036</b>	<b>3,108,352</b>	<b>3,492,586</b>	<b>384,233</b>	<b>12.4%</b>	<b>100.0%</b>

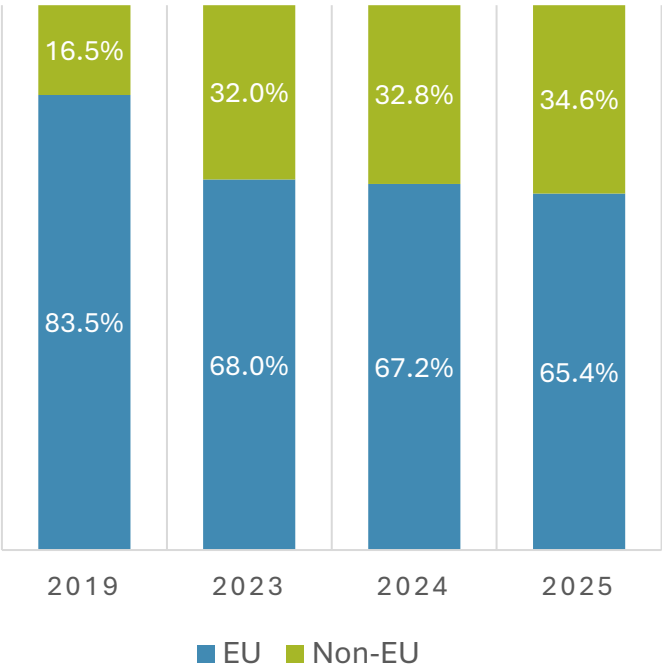
**During the first 9 months of 2025, the top source markets were:**

1. UK (20.9%)
2. Italy (14.8%)
3. Poland (9.0%)
4. France (7.5%)
5. Germany (6.5%)
6. Spain (3.7%)



# EU and Non-EU Markets

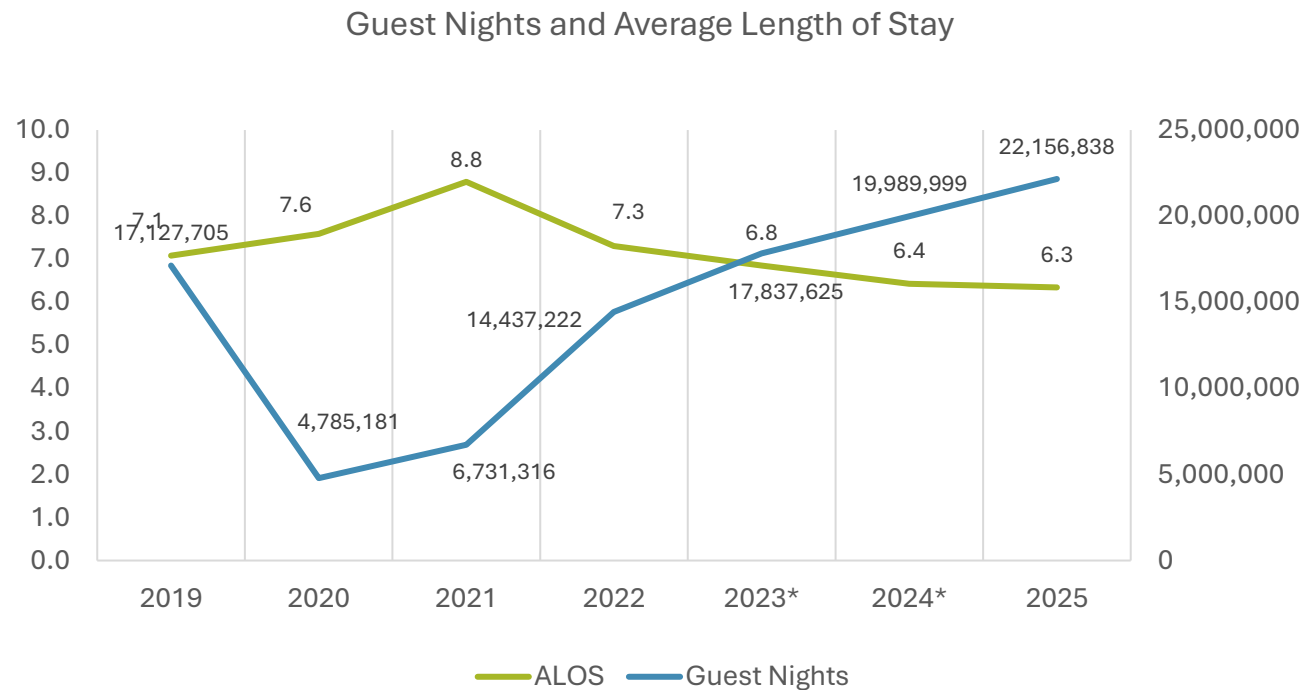
Share of Inbound Tourists from EU and Non-EU Markets



Inbound Tourists	2019	2023	2024	2025	Abs. Change 2025/2024	% Change 2025/2024
Markets:						
EU	2,019,087	1,770,502	2,088,036	2,284,140	196,105	9.4%
of which: Euro area	1,172,610	1,447,938	1,653,769	1,702,847	49,078	3.0%
Non-EU	398,337	833,534	1,020,317	1,208,446	188,129	18.4%
Inbound Tourists	2,417,424	2,604,036	3,108,352	3,492,586	384,233	12.4%

The decline in EU share is mainly due to the withdrawal of the UK from the EU in Jan 2020.

# Guest Nights and Average Length of Stay



## Guest nights

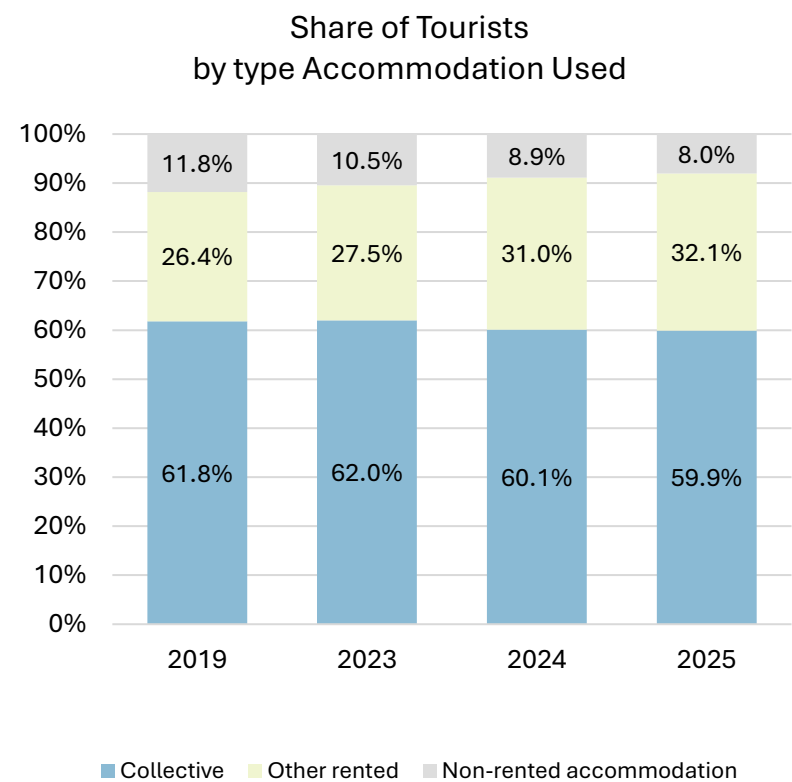
- 22.2 million nights
- +10.8% compared to Jan-Oct 2024

## Average length of stay

- 6.3 nights
- -0.1 of a night compared to Jan-Oct 2024

January-October 2025

# Inbound Tourists by Type of Accommodation Used

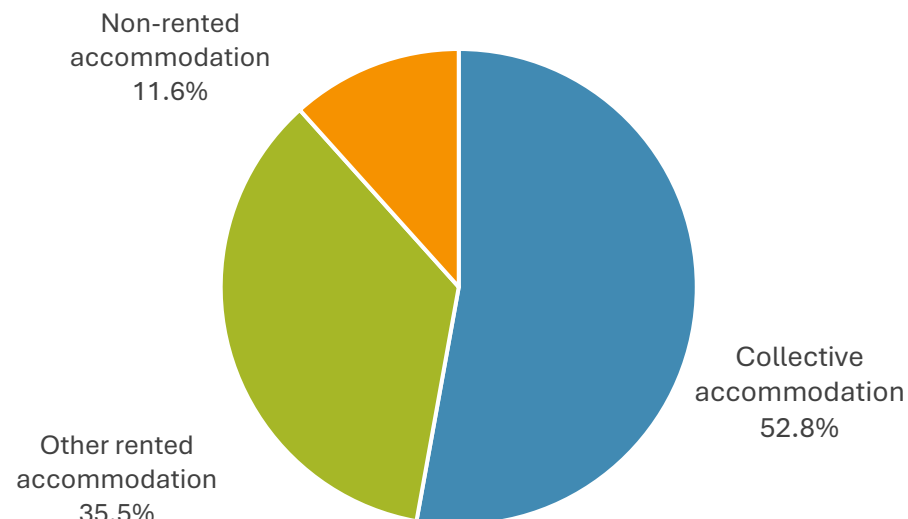


Inbound Tourists by type of accommodation	2019	2023	2024	2025	Abs. Change 2025/2024	% Change 2025/2024
<b>Rented accommodation</b>	2,131,774	2,330,969	2,832,252	3,211,571	379,319	13.4%
Collective	1,494,398	1,614,581	1,867,957	2,091,872	223,914	12.0%
Other rented	637,376	716,388	964,295	1,119,699	155,404	16.1%
<b>Non-rented accommodation</b>	285,650	273,067	276,101	281,015	4,914	1.8%
<b>Total tourists</b>	<b>2,417,424</b>	<b>2,604,036</b>	<b>3,108,352</b>	<b>3,492,586</b>	<b>384,233</b>	<b>12.4%</b>

January-October 2025

# 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**

5.6 nights



**Other rented accommodation**

7.0 nights



**Non-rented accommodation**

9.2 nights

**Total Average Length of Stay**

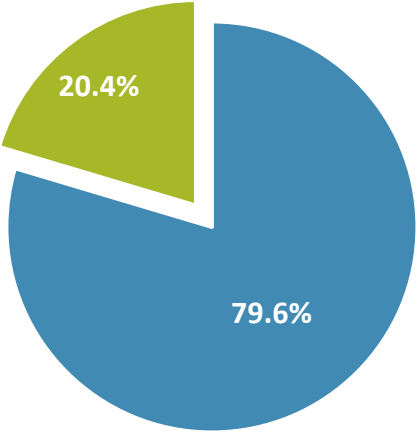
**6.3 nights**

January-October 2025



# Frequency of Visit

Frequency of Visit



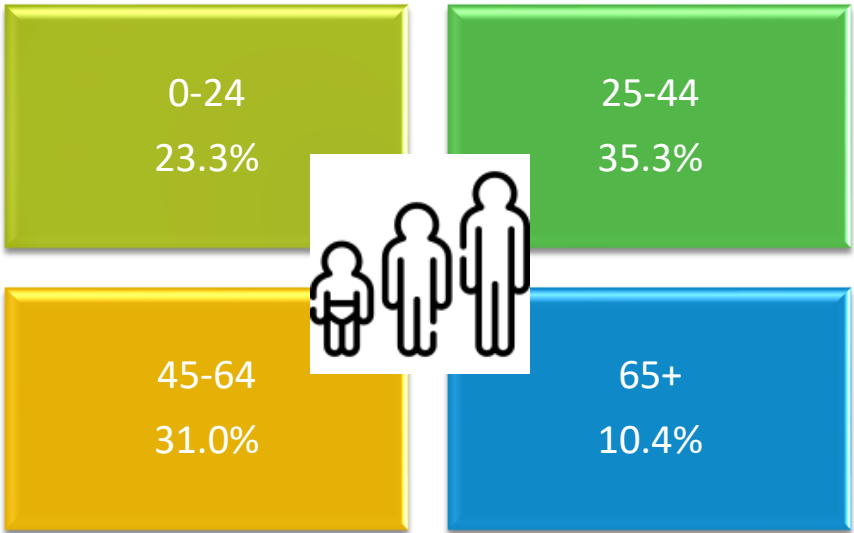
■ First timers   ■ Repeat tourists

One-fifth were repeat tourists.

Inbound Tourists	2019	2023	2024	2025	Abs. Change 2025/2024	% Change 2025/2024
Frequency:						
First-time tourists	1,819,874	2,028,326	2,470,215	2,780,493	310,278	12.6%
Repeat tourists	597,549	575,710	638,137	712,092	73,955	11.6%
once a year or less	447,956	436,270	496,804	559,516	62,712	12.6%
more than once a year	149,593	139,441	141,333	152,576	11,243	8.0%
Inbound Tourists	2,417,424	2,604,036	3,108,352	3,492,586	384,233	12.4%

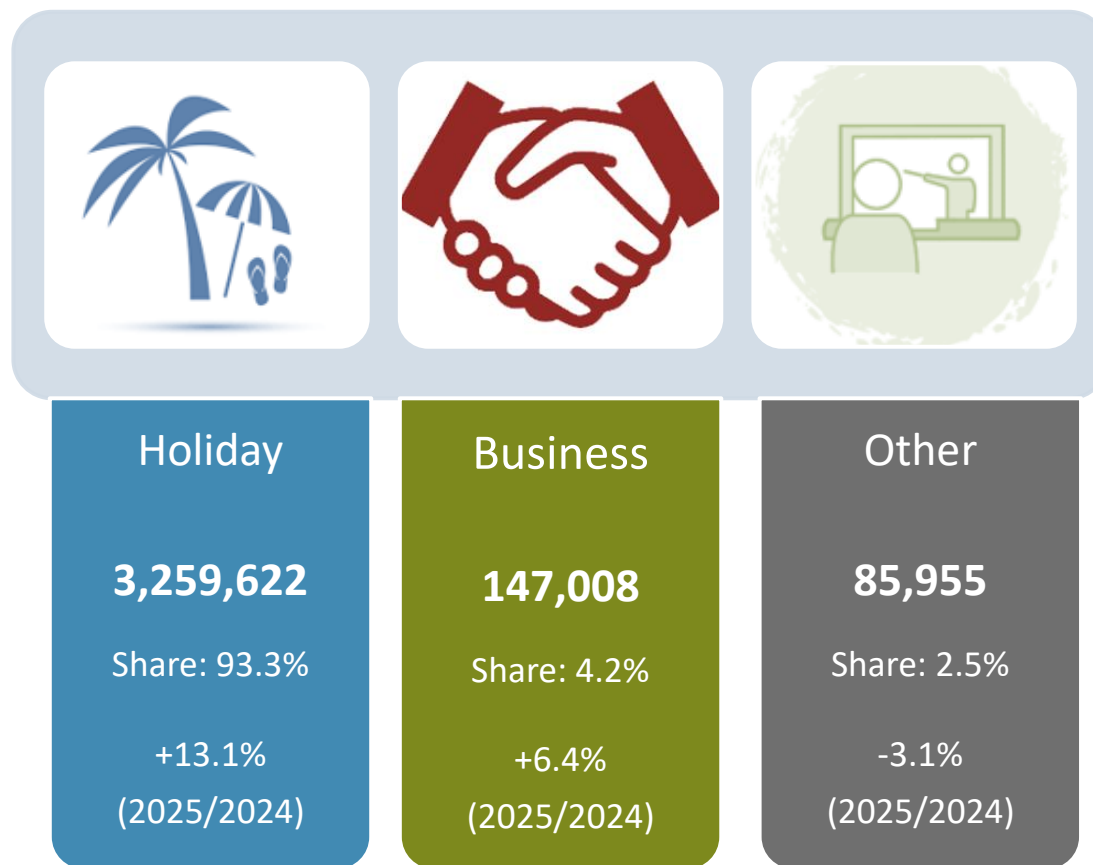
# Age Diversification

Inbound Tourists	2019	2023	2024	2025	Abs. Change 2025/2024	% Change 2025/2024
Age Group:						
0-24	500,899	602,932	795,097	812,047	16,950	2.1%
25-44	965,054	1,004,106	1,121,278	1,233,472	112,194	10.0%
45-64	710,815	762,140	897,723	1,083,449	185,726	20.7%
65 or more	240,655	234,858	294,254	363,618	69,363	23.6%
Inbound Tourists	2,417,424	2,604,036	3,108,352	3,492,586	384,233	12.4%





# Purpose of Visit

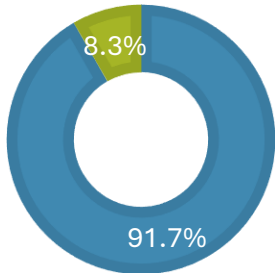


January-October 2025

# Gozo and Comino Visitors

Gozo and Comino visitors	2023	2024	2025	Abs. Change 2025/2024	% Change 2025/2024
<b>Tourists visiting Gozo and Comino</b>	<b>1,550,956</b>	<b>1,831,807</b>	<b>2,059,918</b>	<b>228,110</b>	<b>12.5%</b>
Same-day visitors	1,405,070	1,669,817	1,888,531	218,713	13.1%
Overnight visitors	145,885	161,990	171,387	9,397	5.8%

## GOZO VISITORS



■ Same-day visitors ■ Overnight visitors

During the first 10 months of the year, 59.0% out of total inbound tourists visited Gozo and Comino .

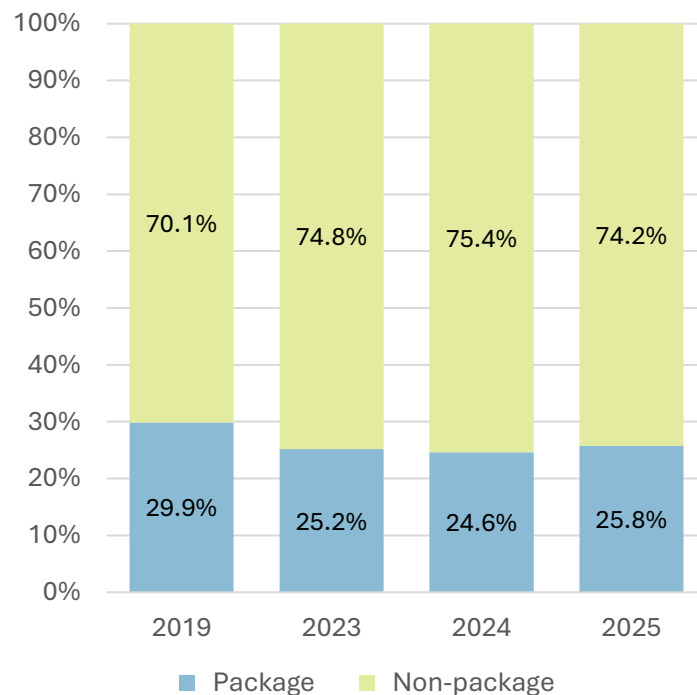
January-October 2025





# Organisation of Stay

Share of Package and Non-Package Tourists



Inbound Tourists	2019	2023	2024	2025	Abs. Change 2025/2024	% Change 2025/2024
Organisation of stay:						
Package	721,909	656,340	764,569	900,084	135,515	17.7%
Non-package	1,695,514	1,947,696	2,343,784	2,592,501	248,718	10.6%
<b>Inbound Tourists</b>	<b>2,417,424</b>	<b>2,604,036</b>	<b>3,108,352</b>	<b>3,492,586</b>	<b>384,233</b>	<b>12.4%</b>

January-October 2025

# Tourist Expenditure by Source Market

January to October €000s	2019	2023	2024	2025	% Change 2025/2024	Per Capita	Per Night
Austria	25,280	41,898	49,752	55,985	12.5%	1,000	166
Belgium	46,237	55,622	66,366	73,133	10.2%	980	157
France	175,865	241,086	257,109	263,220	2.4%	1,010	142
Germany	153,835	192,177	228,103	253,412	11.1%	1,118	154
Greece	14,208	29,529	33,983	37,323	9.8%	651	158
Hungary	19,336	28,620	40,226	43,705	8.6%	640	124
Ireland	42,082	43,873	54,942	91,582	66.7%	1,181	182
Italy	213,853	312,261	361,830	339,905	-6.1%	658	121
Netherlands	41,284	56,179	84,309	96,841	14.9%	1,191	178
Poland	61,586	103,470	162,555	246,866	51.9%	782	135
Scandinavia	100,554	83,362	93,200	109,932	18.0%	1,190	172
Spain	68,028	77,512	91,144	102,570	12.5%	803	138
Switzerland	46,050	58,434	68,046	85,611	25.8%	1,312	193
United Kingdom	461,571	482,507 <sup>u</sup>	668,096	846,808	26.7%	1,159	179
USA	51,244	73,138	80,794	102,575	27.0%	1,497	250
Other	465,141	499,748	569,286	718,229	26.2%	1,067	156
<b>Total</b>	<b>1,986,152</b>	<b>2,379,417</b>	<b>2,909,741</b>	<b>3,467,697</b>	<b>19.2%</b>	<b>993</b>	<b>157</b>

Total Expenditure  
Jan-Oct

€3,467.7 million

Total tourist  
expenditure  
exceeded 2024  
figures by 19.2%.

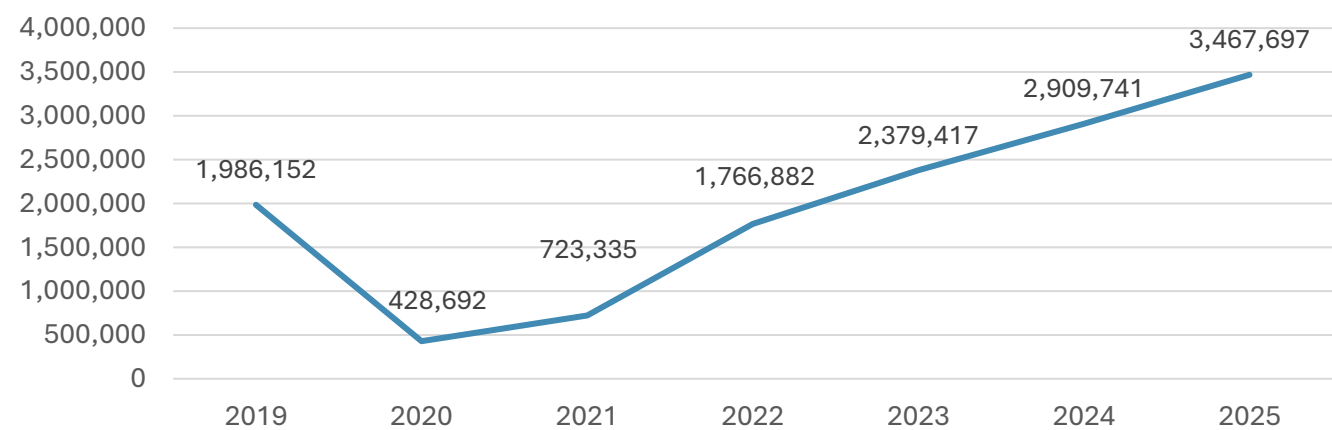
January-October 2025



# Tourist Expenditure

January to October	Package	Non-package		Other	Total	Per capita	Per night
		Non-package Air/sea fares	Non-package Accommodation		€ 000	€	€
2019	153,088	103,535	169,789	296,923	723,335	822	116
2023	543,912	424,904	548,001	862,600	2,379,417	914	133
2024	668,631	503,025	681,370	1,056,715	2,909,741	936	146
2025	826,367	576,742	795,057	1,269,531	3,467,697	993	157
% Chg. 2025/2024	23.6%	14.7%	16.7%	20.1%	19.2%	6.1%	7.5%

Total Tourist Expenditure (€000s)



**Total tourist expenditure reached €3,467.7 million**, an increase of 19.2% when compared to the corresponding period last year.

Expenditure per capita increased from €936 to €993.



# LOCAL TOURISM PERFORMANCE

OCTOBER 2025

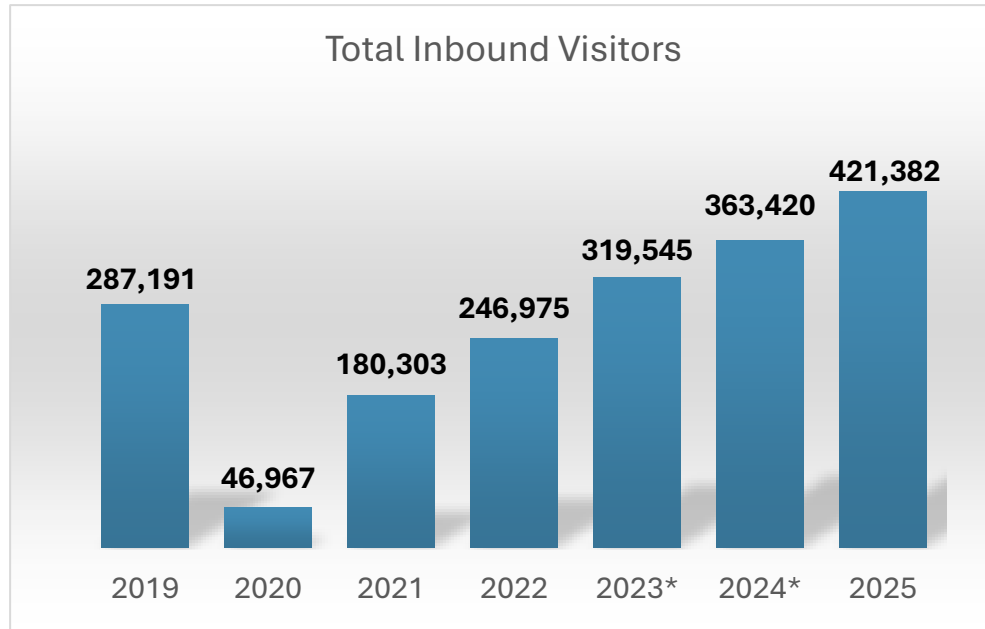
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# Summary of Performance – October 2025

	October 2019	October 2023	October 2024	October 2025	Change 2025/2024	% Change 2025/2024
Total inbound visitors (including overnight cruise passengers)	287,191	319,545	363,420	421,382	57,962	15.9%
Inbound tourists (excluding overnight cruise passengers)	281,998	314,233	355,561	417,103	61,542	17.3%
Guest nights	1,885,983	2,066,511	2,216,919	2,564,811	347,892	15.7%
Average length of stay (nights)	6.7	6.6	6.2	6.1	-0.1	-
Total expenditure (€000)	231,102	301,163	356,497	437,772	81,275	22.8%

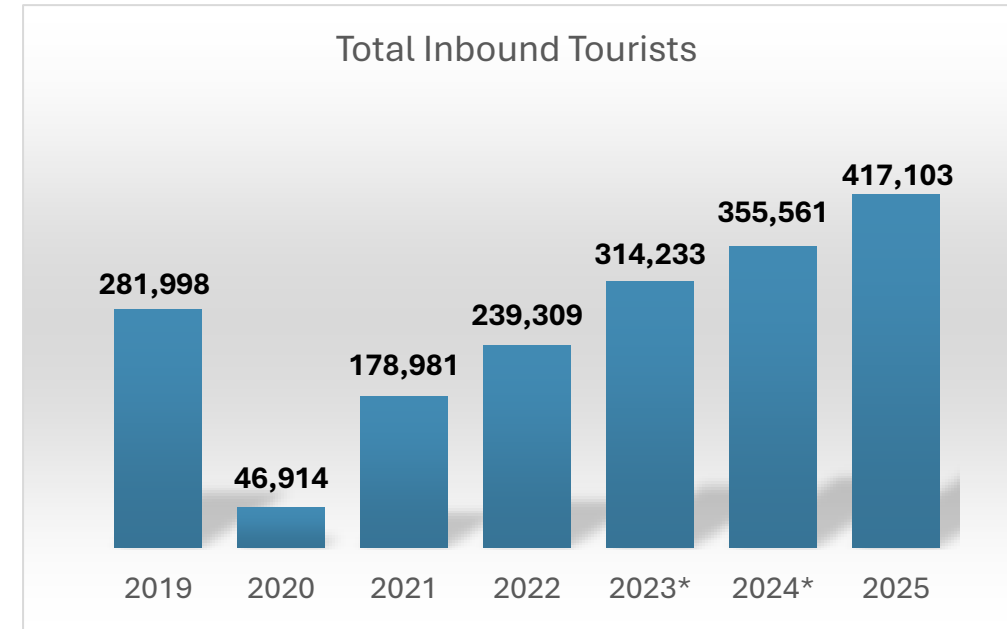
October 2025

# Inbound Tourism October 2025



**421,382 inbound visitors**

**+15.9% over 2024**



**417,103 inbound tourists**

**+17.3% over 2024**

Note: Total inbound visitors include overnight cruise passengers.

October 2025

# Performance of Main Source Markets

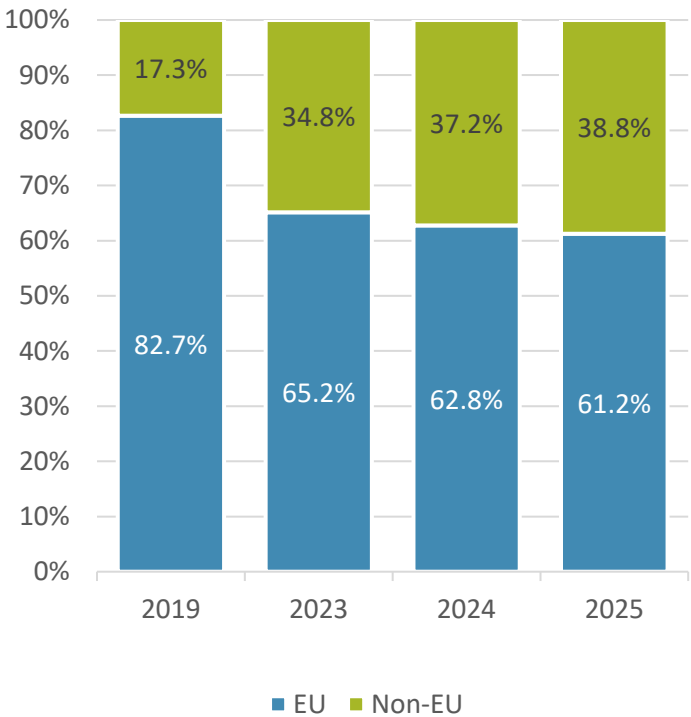
October	2019	2023	2024	2025	Abs. Chg. 2025/2024	% Chg. 2025/2024	Market Share 2025
France	22,626	28,523	25,989	26,041	52	0.2%	6.2%
Germany	24,572	29,057	31,103	33,458	2,354	7.6%	8.0%
Italy	31,423	48,731	46,158	44,990	-1,168	-2.5%	10.8%
Poland	8,876	14,750	22,468	35,460	12,992	57.8%	8.5%
Spain	9,113	9,540	8,433	10,715	2,282	27.1%	2.6%
United Kingdom	73,087	60,902	77,537	91,611	14,074	18.2%	22.0%
<b>Total</b>	<b>281,998</b>	<b>314,233</b>	<b>355,561</b>	<b>417,103</b>	<b>61,542</b>	<b>17.3%</b>	<b>100.0%</b>

- UK ranked as the largest source market with a share of 22.0%.
- Italy ranked second, followed by Poland and Germany.
- Germany, Poland, Spain and UK registered a record month in inbound figures when compared to October of previous years.

October 2025

# EU and Non-EU Markets October 2025

Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2019	2023	2024	2025	Abs. Change 2025/2024	% Change 2025/2024
Markets:						
EU	233,088	204,733	223,247	255,416	32,169	14.4%
of which: Euro area	126,117	164,510	171,097	183,128	12,031	7.0%
Non-EU	48,910	109,500	132,313	161,687	29,373	22.2%
Inbound Tourists	281,998	314,233	355,561	417,103	61,542	17.3%

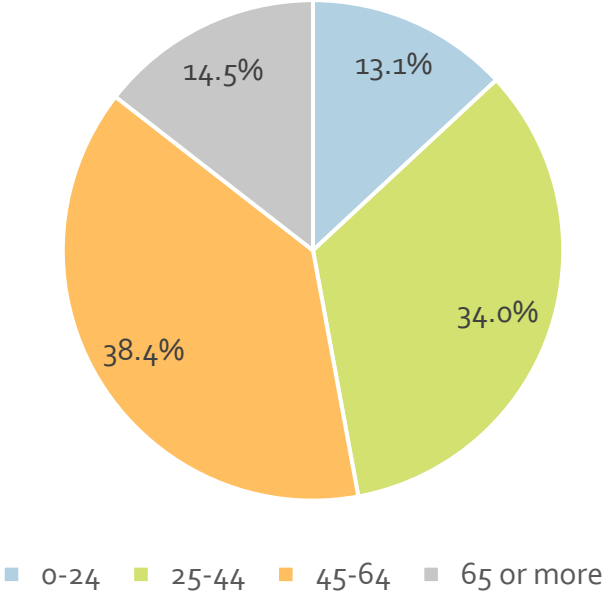
The decline in EU share is mainly due to the withdrawal of the UK from the EU in Jan 2020.



# Age Diversification October 2025

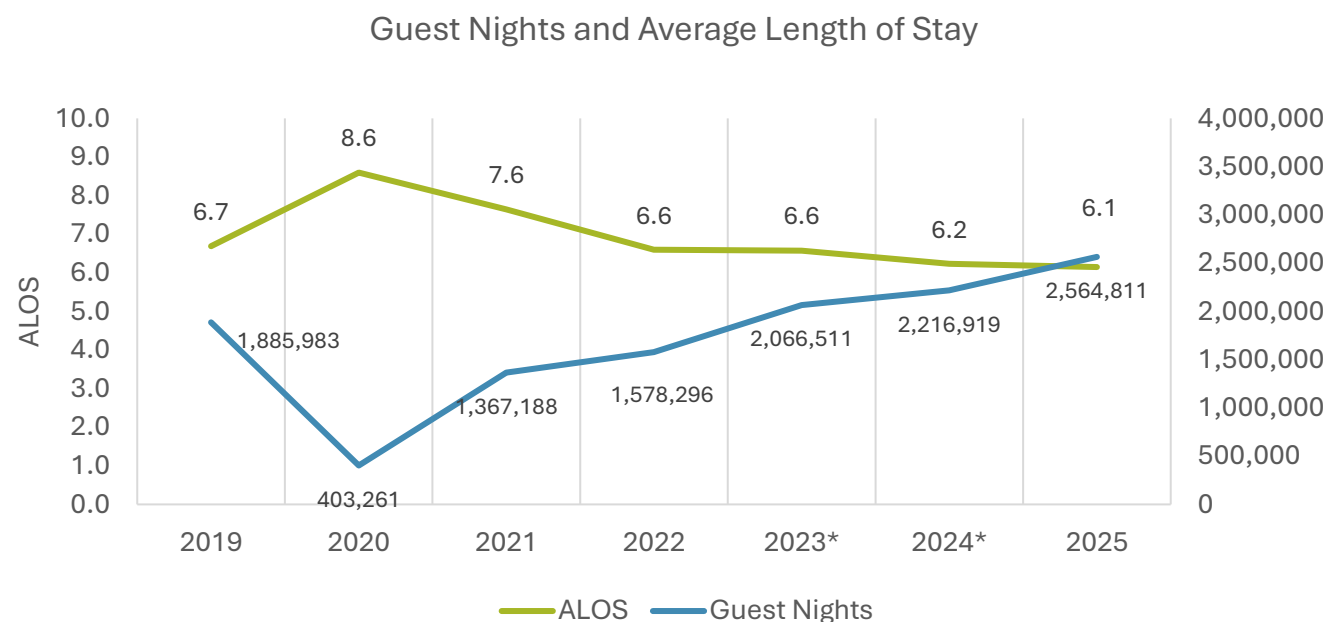


Inbound Tourists	2019	2023	2024	2025	Abs. Change 2025/2024	% Change 2025/2024
Age Group:						
0-24	37,066	47,646	50,313	54,556	4,244	8.4%
25-44	105,177	118,731	126,173	141,892	15,719	12.5%
45-64	97,659	108,068	126,419	160,269	33,850	26.8%
65 or more	42,096	39,789	52,656	60,385	7,729	14.7%
Inbound Tourists	281,998	314,233	355,561	417,103	61,542	17.3%



October 2025

# Guest Nights and Average Length of Stay October 2025



## Guest nights

- 2.6 million nights
- +15.7% compared to October 2024

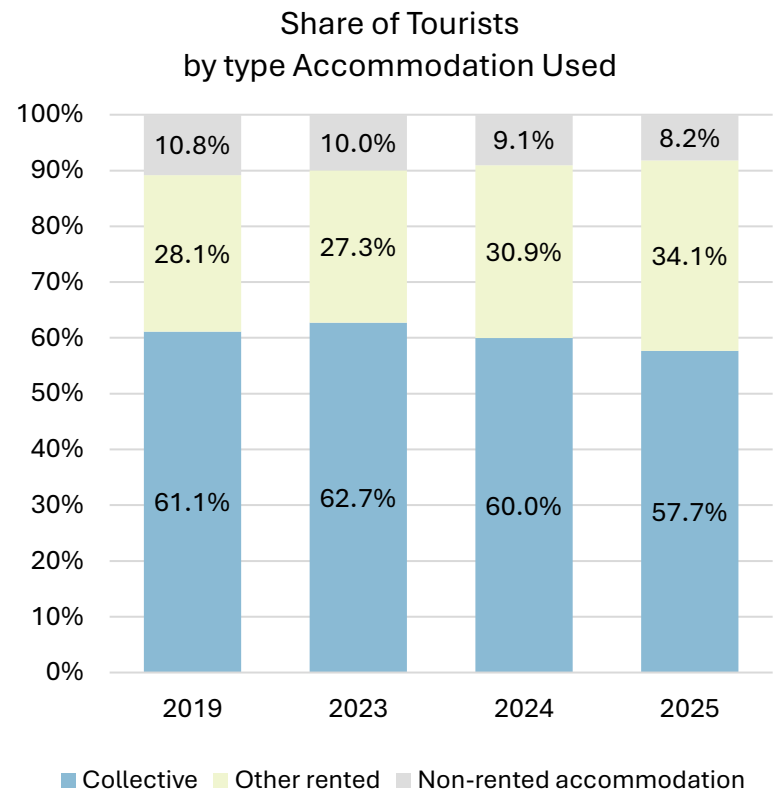
## Average length of stay

- 6.1 nights
- -0.1 of a night compared to October 2024

October 2025

# Inbound Tourists by Type of Accommodation Used

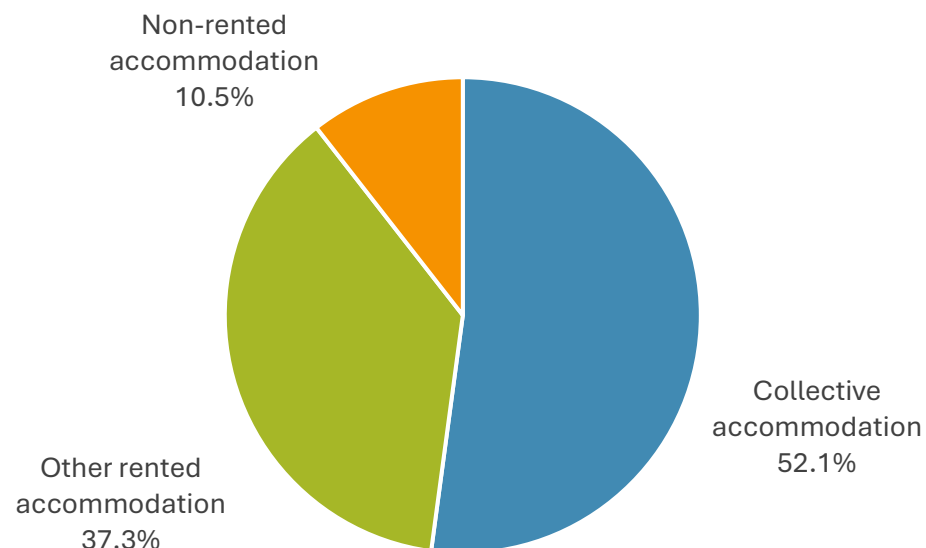
## October 2025



Inbound Tourists by type of accommodation	2019	2023	2024	2025	Abs. Change 2025/2024	% Change 2025/2024
Rented accommodation	251,516	282,865	323,289	382,910	59,621	18.4%
Collective	172,289	197,087	213,299	240,598	27,299	12.8%
Other rented	79,227	85,778	109,989	142,312	32,323	29.4%
Non-rented accommodation	30,482	31,368	32,272	34,193	1,921	6.0%
Total tourists	281,998	314,233	355,561	417,103	61,542	17.3%

# Share of Guest Nights by Type of Accommodation Used & Average Length of Stay October 2025

Share of Guest Nights by Type of Accommodation



## Average Length of Stay



**Collective accommodation**

5.6 nights



**Other rented accommodation**

6.7 nights



**Non-rented accommodation**

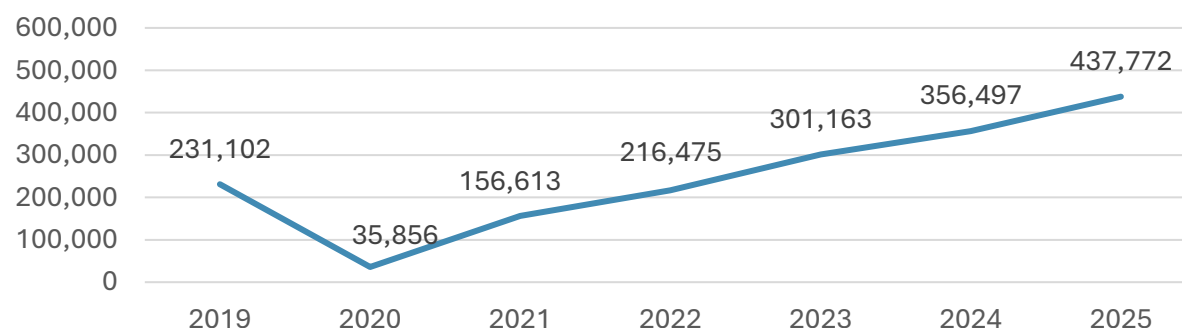
7.9 nights

October 2025

# Tourist Expenditure October 2025

Expenditure by Category (in Euro)	2019	2023	2024	2025	Abs. Change 2025/2024	% Change 2025/2024
<b>Package</b>	<b>61,836</b>	<b>74,494</b>	<b>90,334</b>	<b>109,923</b>	<b>19,589</b>	<b>21.7%</b>
<b>Non-package</b>	<b>86,693</b>	<b>117,655</b>	<b>143,433</b>	<b>177,285</b>	<b>33,852</b>	<b>23.6%</b>
Air/sea fares	39,532	56,089	63,953	74,943	10,990	17.2%
Accommodation	47,161	61,566	79,481	102,342	22,862	28.8%
<b>Other expenditure</b>	<b>82,573</b>	<b>109,013</b>	<b>122,730</b>	<b>150,564</b>	<b>27,834</b>	<b>22.7%</b>
<b>Total expenditure</b>	<b>231,102</b>	<b>301,163</b>	<b>356,497</b>	<b>437,772</b>	<b>81,275</b>	<b>22.8%</b>
Per capita	820	958	1,003	1,050	47	4.7%
Per night	123	146	161	171	10	6.1%

Total Tourist Expenditure - October (€000s)



In the month of October 2025, tourist expenditure reached €437.8 million, an increase of 22.8% when compared to October last year.

Expenditure per night increased from €161 to €171.