

LOCAL TOURISM PERFORMANCE JANUARY-JULY 2025



12th September 2025

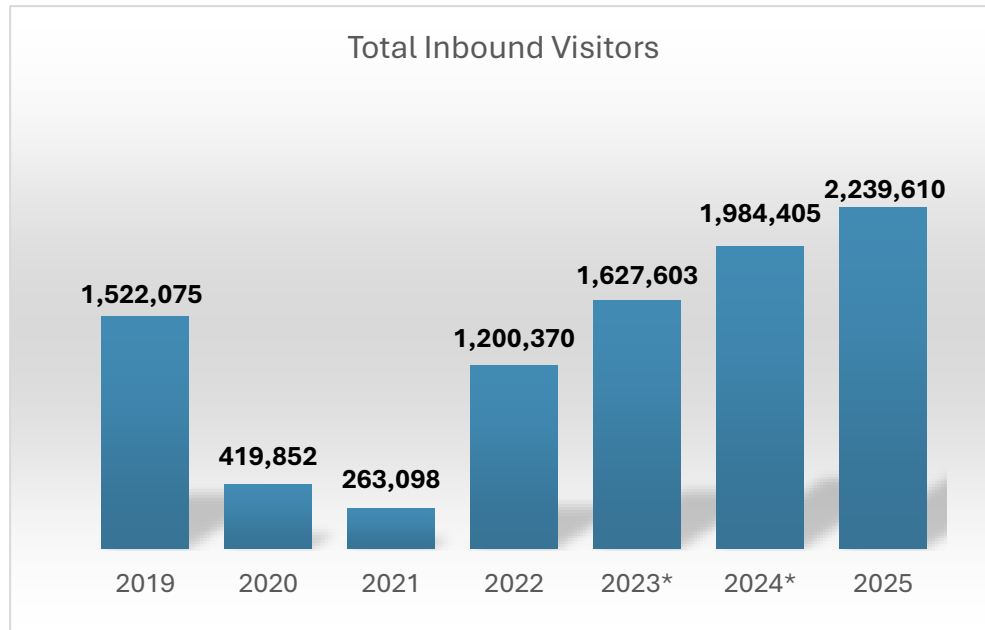


Summary of Performance

	Jan-Jul 2019	Jan-Jul 2023	Jan-Jul 2024	Jan-Jul 2025	Change 2025/2024	% Change 2025/2024
Total inbound visitors (including overnight cruise passengers)	1,522,075	1,627,603	1,984,405	2,239,610	255,205	12.9%
Inbound tourists (excluding overnight cruise passengers)	1,512,388	1,618,110	1,972,576	2,210,992	238,416	12.1%
Guest nights	10,281,727	10,706,009	12,174,622	13,443,967	1,269,345	10.4%
Average length of stay (nights)	6.8	6.6	6.2	6.1	-0.1	-
Total expenditure (€000)	1,168,454	1,373,285	1,692,760	2,016,365	323,605	19.1%
Expenditure per capita (€)	773	849	858	912	54	6.3%
Expenditure per night (€)	114	128	139	150	11	7.9%

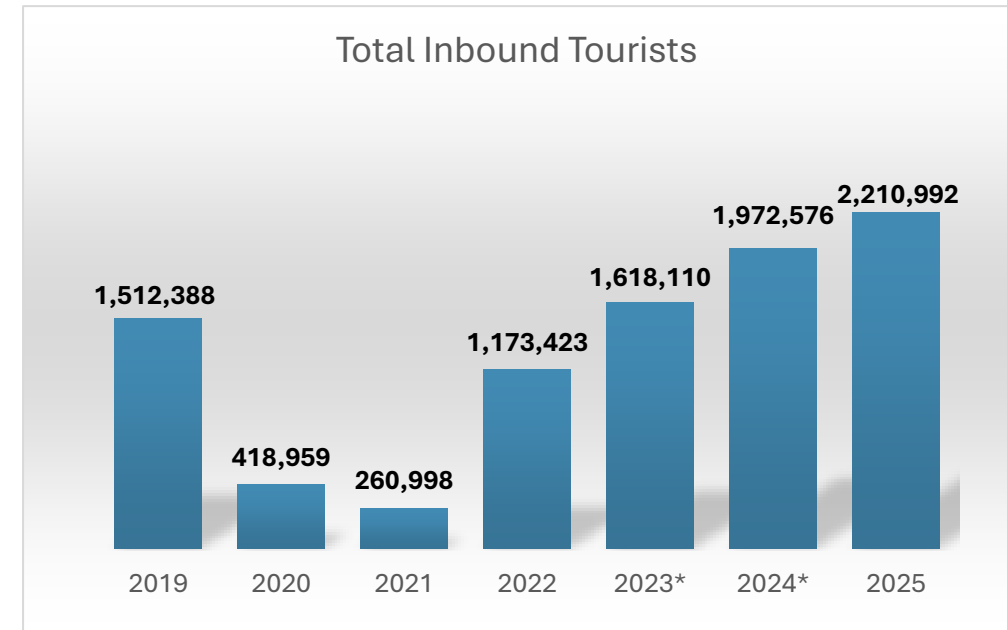
*Jan-Jul 2023 and 2024 figures have been revised.

Inbound Tourism



2,239,610 inbound visitors

+12.9% over 2024



2,210,992 inbound tourists

+12.1% over 2024

Note: Total inbound visitors include overnight cruise passengers.

*Jan-Jul 2023 and 2024 figures have been revised

January-July 2025

Inbound Tourists by Source Market

January to July	2019	2023*	2024*	2025	Abs. Chg. 2025/2024	% Chg. 2025/2024	Market Share 2025
Austria	19,981	28,194	38,867	37,540	-1,327	-3.4%	1.7%
Belgium	41,047	37,135	46,938	49,934	2,996	6.4%	2.3%
France	129,615	166,639	170,452	167,242	-3,211	-1.9%	7.6%
Germany	117,604	113,518	133,028	139,920	6,892	5.2%	6.3%
Greece	15,071	30,526	39,863	40,119	256	0.6%	1.8%
Hungary	20,305	27,284	37,912	43,293	5,381	14.2%	2.0%
Ireland	28,985	27,908	29,752	50,973	21,220	71.3%	2.3%
Italy	216,250	295,856	339,457	323,660	-15,796	-4.7%	14.6%
Netherlands	31,499	31,778	45,828	44,027	-1,801	-3.9%	2.0%
Poland	59,456	89,028	146,160	213,783	67,623	46.3%	9.7%
Scandinavia	68,704	49,350	53,596	58,349	4,753	8.9%	2.6%
Spain	65,496	63,635	75,348	88,959	13,611	18.1%	4.0%
Switzerland	28,195	30,527	34,935	38,791	3,856	11.0%	1.8%
United Kingdom	354,285	290,507	386,498	455,236	68,738	17.8%	20.6%
USA	29,062	31,248	38,061	41,435	3,374	8.9%	1.9%
Other	286,831	304,976	355,882	417,732	61,850	17.4%	18.9%
Total	1,512,388	1,618,110	1,972,576	2,210,992	238,416	12.1%	100.0%

During the first 7 months of 2025, the top source markets were:

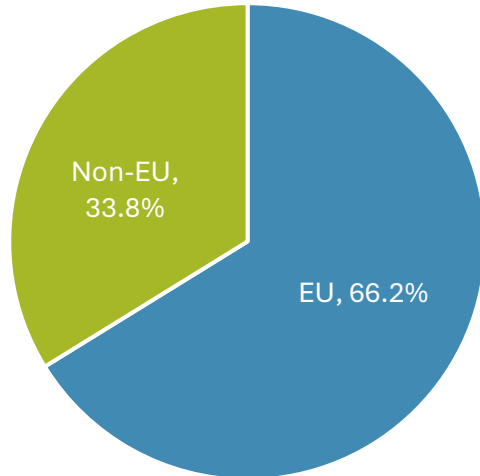
1. UK (20.6%)
2. Italy (14.6%)
3. Poland (9.7%)
4. France (7.6%)
5. Germany (6.3%)
6. Spain (4.0%)

*Jan-Jul 2024 and 2025 figures have been revised.

January-July 2025

EU and Non-EU Markets

Share of tourists coming from EU and Non-EU countries



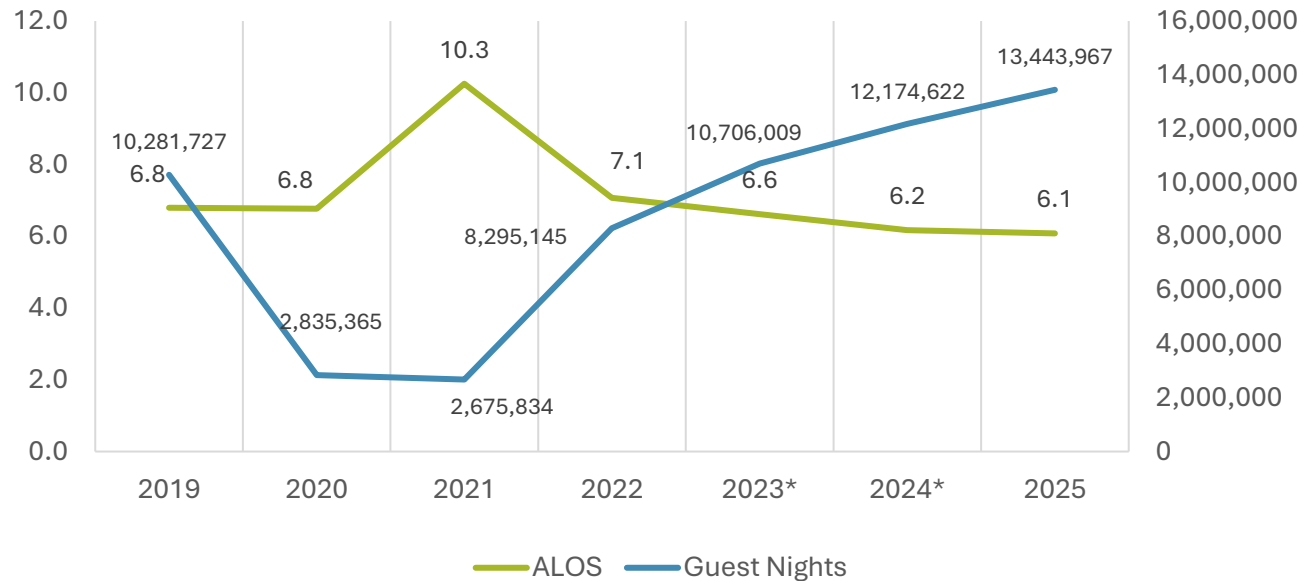
Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Markets:						
EU	1,263,798	1,103,372	1,329,882	1,464,392	134,510	10.1%
of which: Euro area	733,594	891,793	1,037,069	1,084,150	47,081	4.5%
Non-EU	248,589	514,738	642,695	746,601	103,906	16.2%
Inbound Tourists	1,512,388	1,618,110	1,972,576	2,210,992	238,416	12.1%

*Jan-Jul 2023 and Jan-Jul 2024 figures have been revised.

January-July 2025

Guest Nights and Average Length of Stay

Guest Nights and Average Length of Stay



*Jan-Jul 2023 and Jan-Jul 2024 figures have been revised.

Guest nights

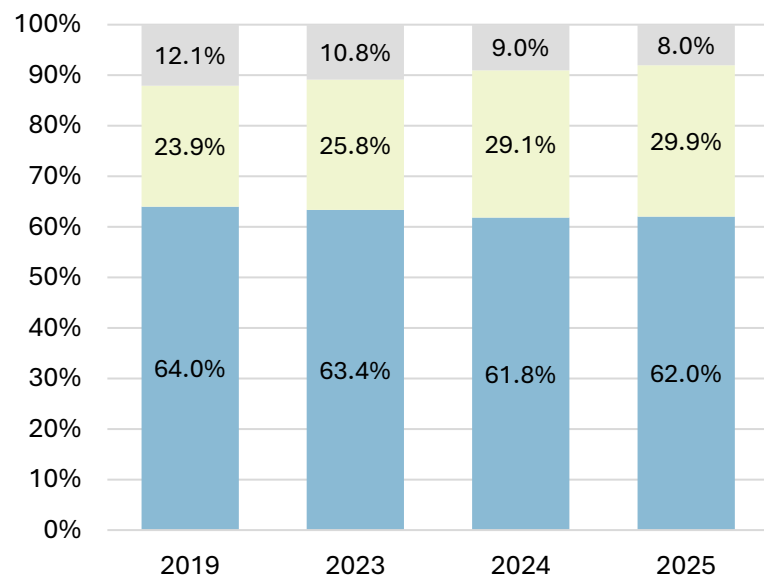
- 13.4 million nights
- +10.4% compared to Jan-Jul 2024

Average length of stay

- 6.1 nights
- -0.1 of a night compared to Jan-Jul 2024

Inbound Tourists by Type of Accommodation Used

Share of Tourists
by type Accommodation Used



■ Collective
■ Other rented
■ Non-rented accommodation

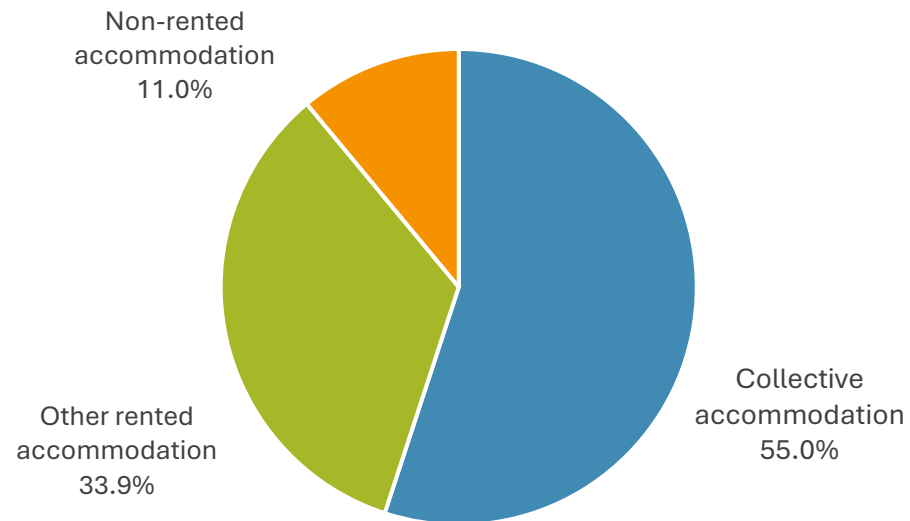
Inbound Tourists by type of accommodation	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Rented accommodation	1,329,318	1,442,630	1,794,121	2,034,094	239,973	13.4%
Collective	967,645	1,025,093	1,219,823	1,371,909	152,086	12.5%
Other rented	361,673	417,537	574,298	662,185	87,887	15.3%
Non-rented accommodation	183,070	175,480	178,455	176,898	-1,556	-0.9%
Total tourists	1,512,388	1,618,110	1,972,576	2,210,992	238,416	12.1%

*Jan-Jul 2023 and Jan-Jul 2024 figures have been revised

January-July 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

5.4 nights



Other rented accommodation

6.9 nights



Non-rented accommodation

8.4 nights

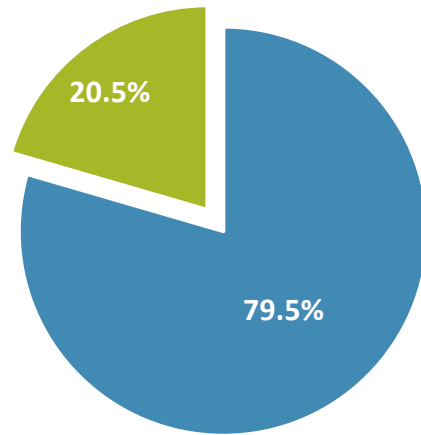
Total Average Length of Stay

6.1 nights

January-July 2025

Frequency of Visit

Frequency of Visit



■ First timers ■ Repeat visitors

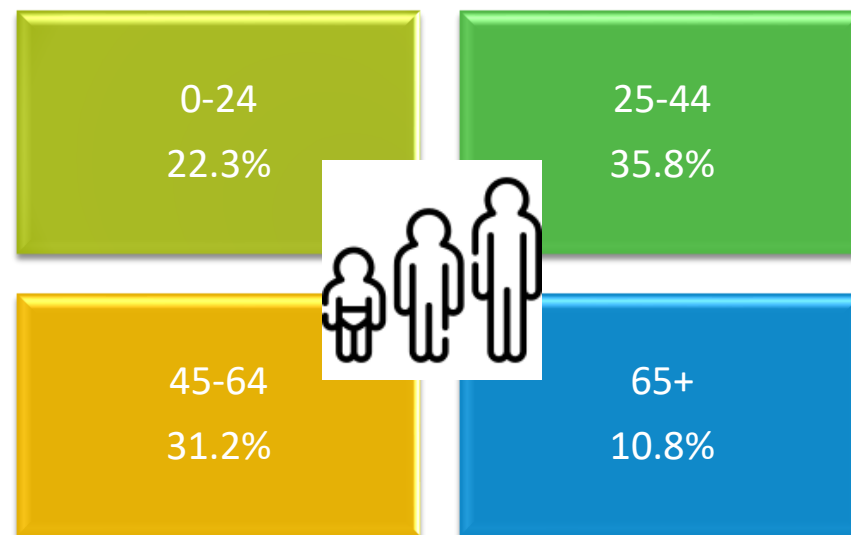
Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Frequency:						
First-time tourists	1,135,048	1,258,930	1,559,393	1,757,816	198,423	12.7%
Repeat tourists	377,340	359,180	413,183	453,176	39,993	9.7%
once a year or less	274,376	268,942	317,209	347,439	30,231	9.5%
more than once a year	102,964	90,237	95,975	105,737	9,762	10.2%
Inbound Tourists	1,512,388	1,618,110	1,972,576	2,210,992	238,416	12.1%

*Jan-Jul 2023 and Jan-Jul 2024 figures have been revised

January-July 2025

Age Diversification

Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Age Group:						
0-24	301,521	352,298	480,232	492,082	11,850	2.5%
25-44	605,946	630,627	724,568	790,961	66,394	9.2%
45-64	451,206	486,083	578,951	689,213	110,262	19.0%
65 or more	153,715	149,102	188,826	238,736	49,910	26.4%
Inbound Tourists	1,512,388	1,618,110	1,972,576	2,210,992	238,416	12.1%

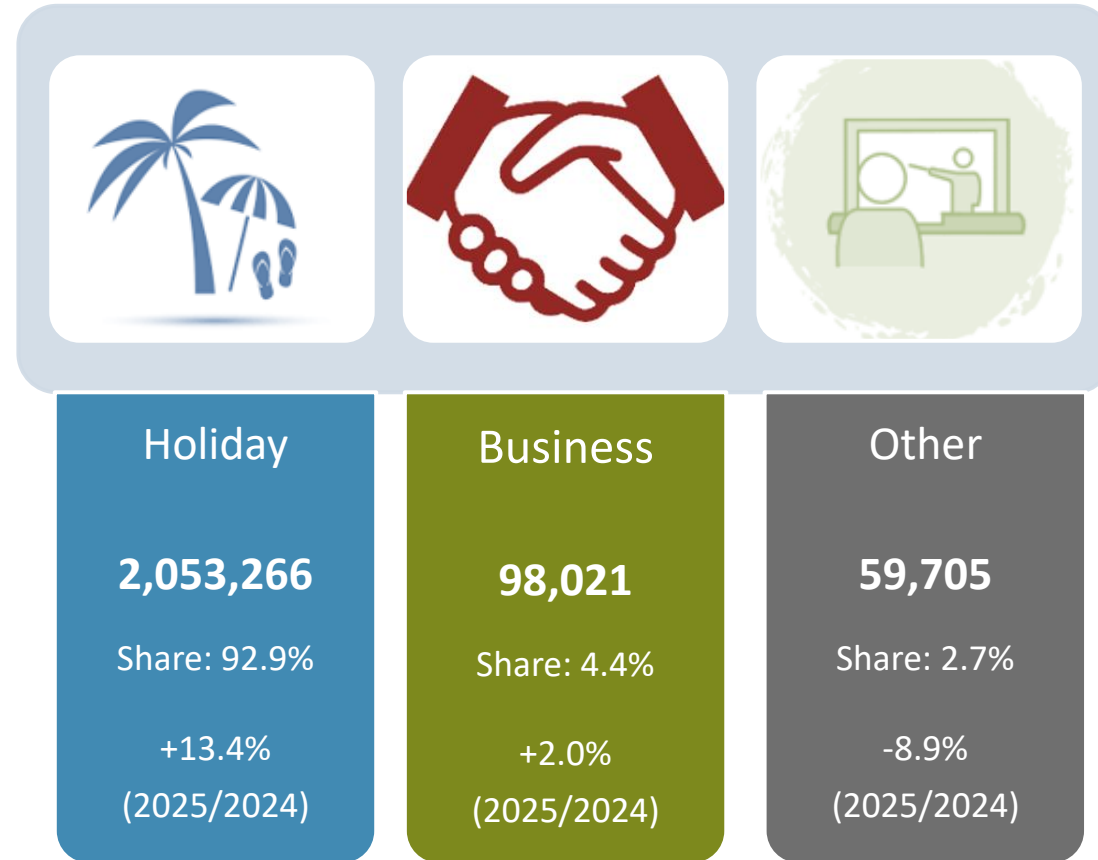


*Jan-Jul 2023 and Jan-Jul 2024 figures have been revised

January-July 2025



Purpose of Visit

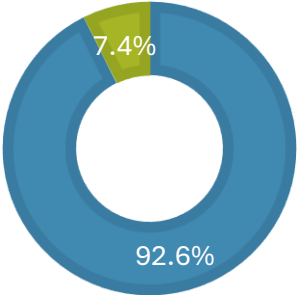


January-July 2025

Gozo and Comino Visitors

Gozo and Comino visitors	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Tourists visiting Gozo and Comino	907,145	1,108,029	1,251,016	142,987	12.9%
Same-day visitors	828,763	1,018,160	1,158,719	140,559	13.8%
Overnight visitors	78,382	89,869	92,297	2,428	2.7%

*Jan-Jul 2023 and Jan-Jul 2024 figures have been revised



■ Same-day visitors ■ Overnight visitors

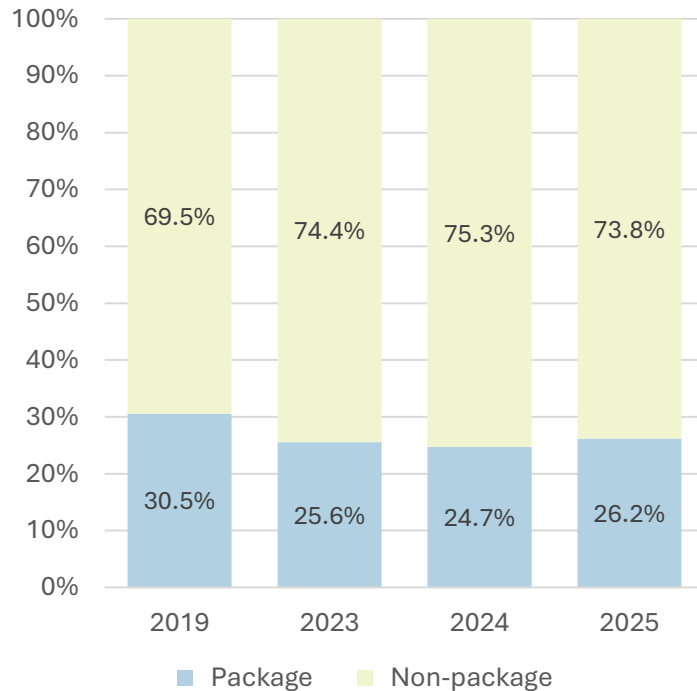
During the first 7 months of the year, 56.6% out of total inbound tourists visited Gozo and Comino .

January-July 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	461,989	413,814	486,863	578,944	92,082	18.9%
Non-package	1,050,399	1,204,295	1,485,714	1,632,048	146,335	9.8%
Inbound Tourists	1,512,388	1,618,110	1,972,576	2,210,992	238,416	12.1%

*Jan-Jul 2023 and Jan-Jul 2024 figures have been revised

January-July 2025

Tourist Expenditure by Source Market

January to July €000s	2019	2023*	2024*	2025	% Change 2025/2024	Per Capita	Per Night
Austria	16,999	24,840	31,370	35,827	14.2%	954	166
Belgium	29,138	33,381	41,597	46,463	11.7%	930	153
France	97,629	143,322	149,580	157,807	5.5%	944	135
Germany	93,801	107,906	130,191	148,022	13.7%	1,058	148
Greece	8,648	17,781	21,159	24,169	14.2%	602	152
Hungary	11,027	17,720	24,445	25,421	4.0%	587	124
Ireland	24,384	27,102	30,878	54,387	76.1%	1,067	173
Italy	121,776	167,674	196,712	190,974	-2.9%	590	116
Netherlands	23,202	30,287	46,524	46,167	-0.8%	1,049	164
Poland	38,014	65,879	105,982	154,366	45.7%	722	131
Scandinavia	61,562	52,073	57,435	65,964	14.8%	1,130	161
Spain	41,508	45,621	55,815	68,319	22.4%	768	131
Switzerland	27,802	32,448	36,935	49,391	33.7%	1,273	195
United Kingdom	266,934	273,893 ^u	377,794	486,501	28.8%	1,069	169
USA	32,953	44,871	49,107	56,298	14.6%	1,359	245
Other	273,077	288,485	337,238	406,291	20.5%	973	152
Total	1,168,454	1,373,285	1,692,760	2,016,365	19.1%	912	150

*Jan-Jul 2023 and Jan-Jul 2024 figures have been revised

Total
Expenditure
Jan-Jul

€2,016.4 million

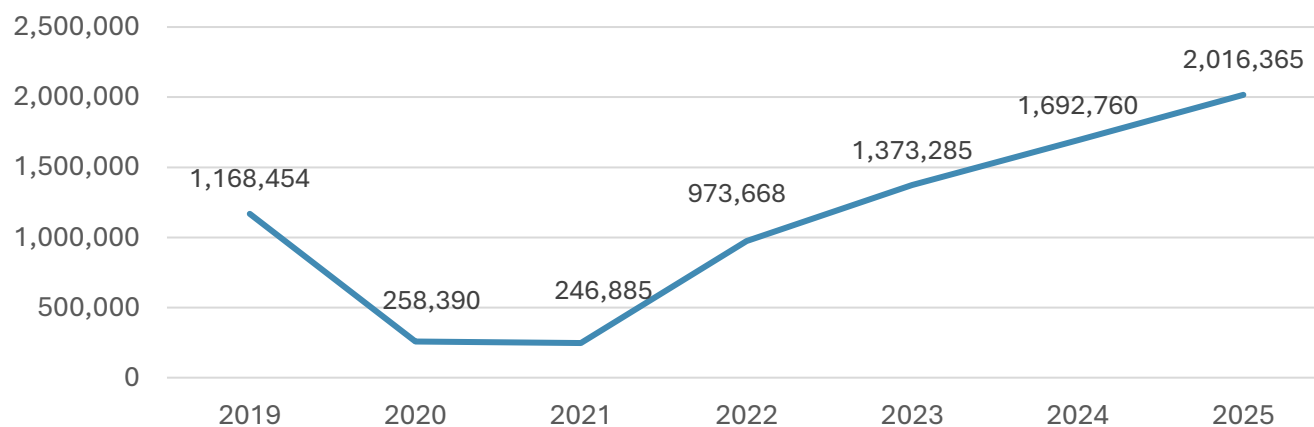
Total tourist
expenditure
exceeded 2024
figures by 19.1%.

January-July 2025

Tourist Expenditure

January to July	Package	Non-package			Total € 000	Per capita €	Per night €
		Non-package Air/sea fares	Non-package Accommodation	Other			
2019	296,988	209,003	231,463	431,000	1,168,454	773	114
2023	314,237	240,305	315,731	503,012	1,373,285	849	128
2024	385,834	293,014	390,692	623,220	1,692,760	858	139
2025	492,062	339,537	443,544	741,223	2,016,365	912	150
% Chg. 2025/2024	27.5%	15.9%	13.5%	18.9%	19.1%	6.3%	7.9%

Total Tourist Expenditure (€000s)



Total tourist expenditure reached €2,016.4 million, an increase of 19.1% when compared to the corresponding period last year.

Expenditure per capita increased from €858 to €912.

January-July 2025



LOCAL TOURISM PERFORMANCE

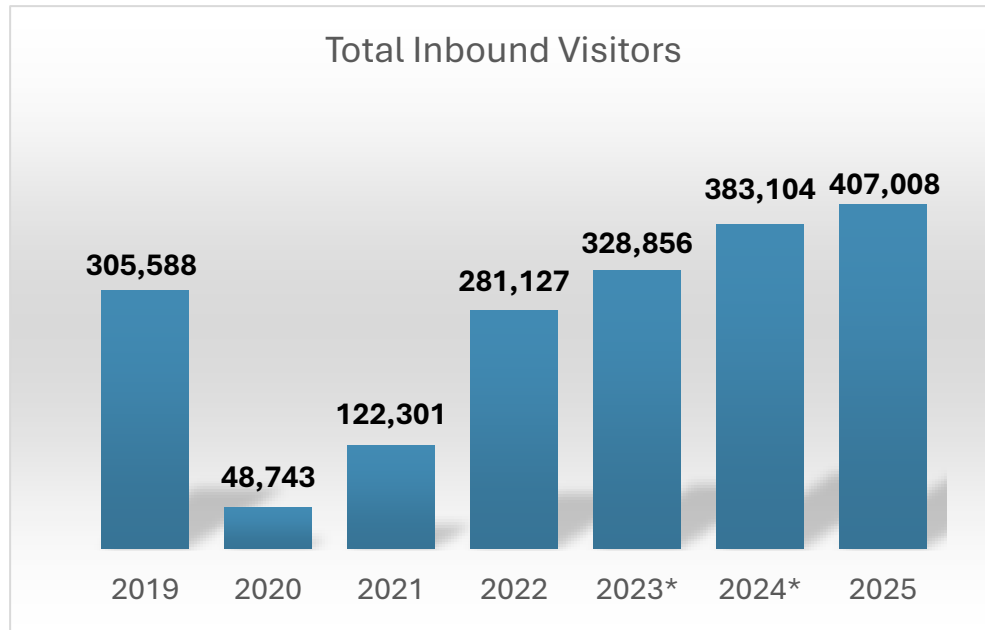
JULY 2025

Summary of Performance – July 2025

	July 2019	July 2023*	July 2024*	July 2025	Change 2025/2024	% Change 2025/2024
Total inbound visitors (including overnight cruise passengers)	305,588	328,856	383,104	407,008	23,904	6.2%
Inbound tourists (excluding overnight cruise passengers)	304,320	325,871	381,709	405,263	23,554	6.2%
Guest nights	2,410,862	2,536,112	2,749,664	2,772,593	22,929	0.8%
Average length of stay (nights)	7.9	7.8	7.2	6.8	-0.4 of a night	-
Total expenditure (€000)	284,953	334,740	401,589	452,221	50,632	12.6%

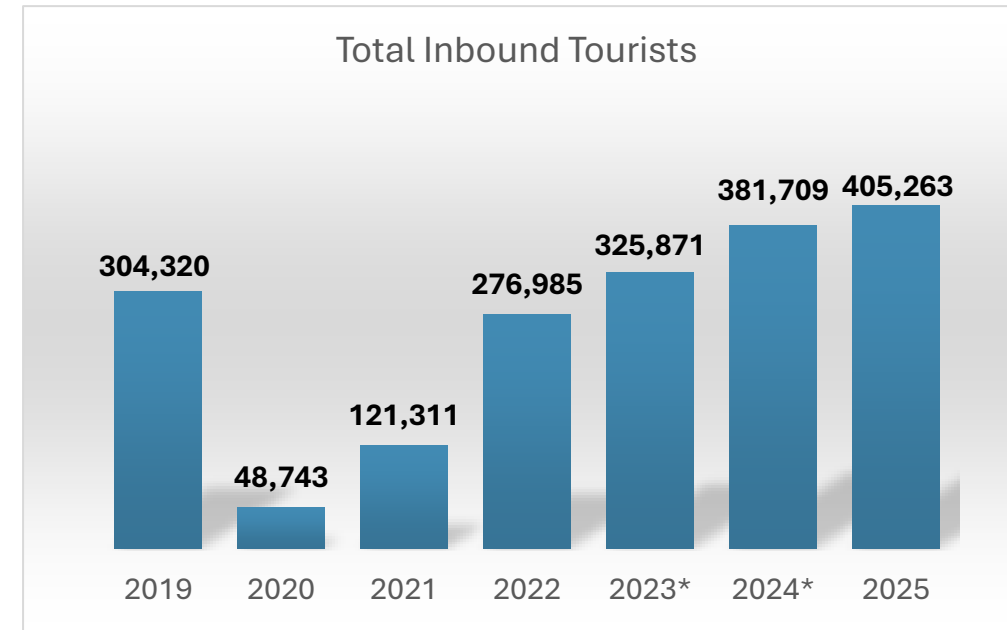
*July 2023 and July 2024 figures have been revised.

Inbound Tourism July 2025



407,008 inbound visitors

+6.2% over 2024



405,263 inbound tourists

+6.2% over 2024

Note: Total inbound visitors include overnight cruise passengers.

*July 2023 and July 2024 figures have been revised

July 2025

Performance of Main Source Markets

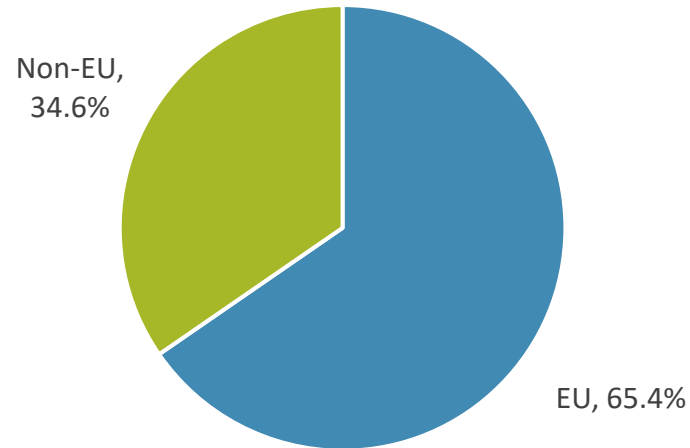
July	2019	2023	2024	2025	Abs. Chg. 2025/2024	% Chg. 2025/2024	Market Share 2025
France	23,773	33,688	36,145	31,926	-4,219	-11.7%	7.9%
Germany	18,018	18,733	18,420	22,763	4,343	23.6%	5.6%
Italy	45,604	65,016	75,750	65,843	-9,908	-13.1%	16.2%
Poland	10,677	13,144	21,803	30,408	8,605	39.5%	7.5%
Spain	15,122	14,058	17,125	18,786	1,661	9.7%	4.6%
United Kingdom	65,491	53,859	72,120	81,225	9,105	12.6%	20.0%
Total	304,320	325,871	381,709	405,263	23,554	6.2%	100.0%

- UK ranked as the largest source market with a share of 20.0%.
- Italy ranked second, followed by France and Poland.
- Poland, Spain, Germany and UK registered a record month in inbound figures when compared to July of previous years.

July 2025

EU and Non-EU Markets July 2025

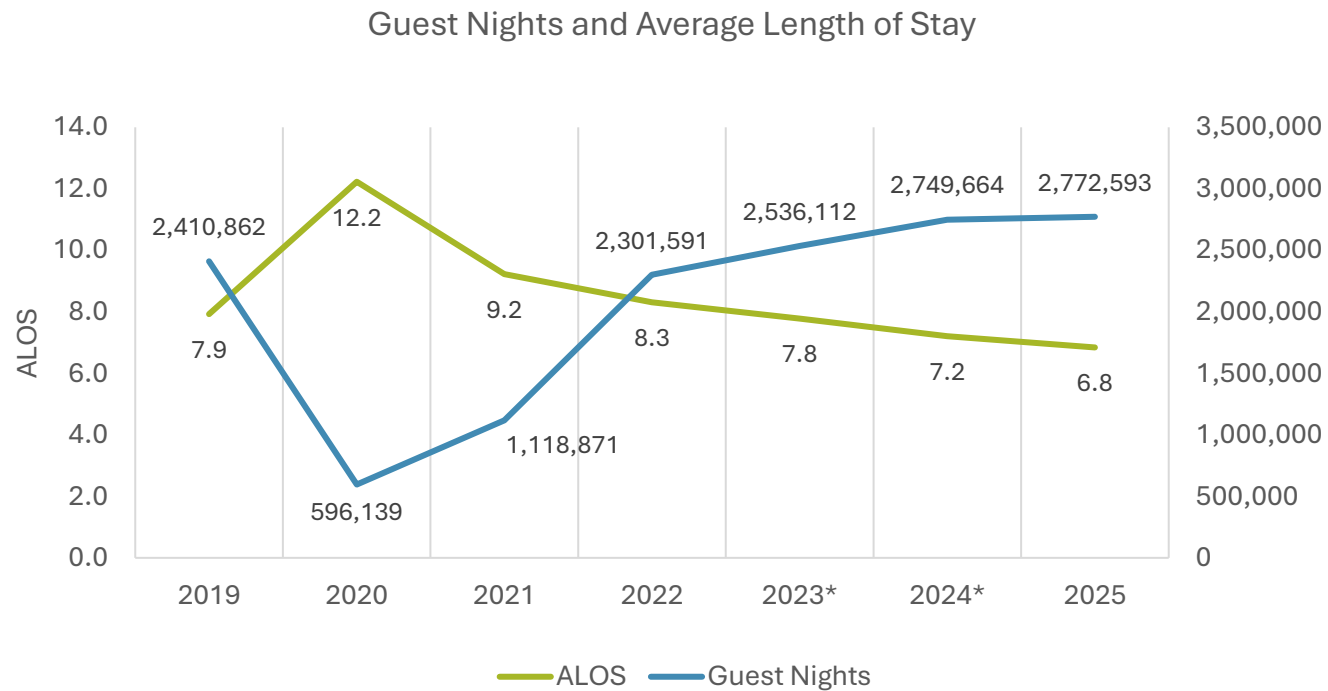
Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Markets:						
EU	244,641	219,057	256,944	265,063	8,119	3.2%
of which: Euro area	141,855	178,118	204,374	204,199	-174	-0.1%
Non-EU	59,679	106,814	124,765	140,200	15,435	12.4%
Inbound Tourists	304,320	325,871	381,709	405,263	23,554	6.2%

*July 2023 and July 2024 figures have been revised

Guest Nights and Average Length of Stay July 2025



* July 2023 and July 2024 figures have been revised

Guest nights

- 2.8 million nights
- +0.8% compared to July 2024

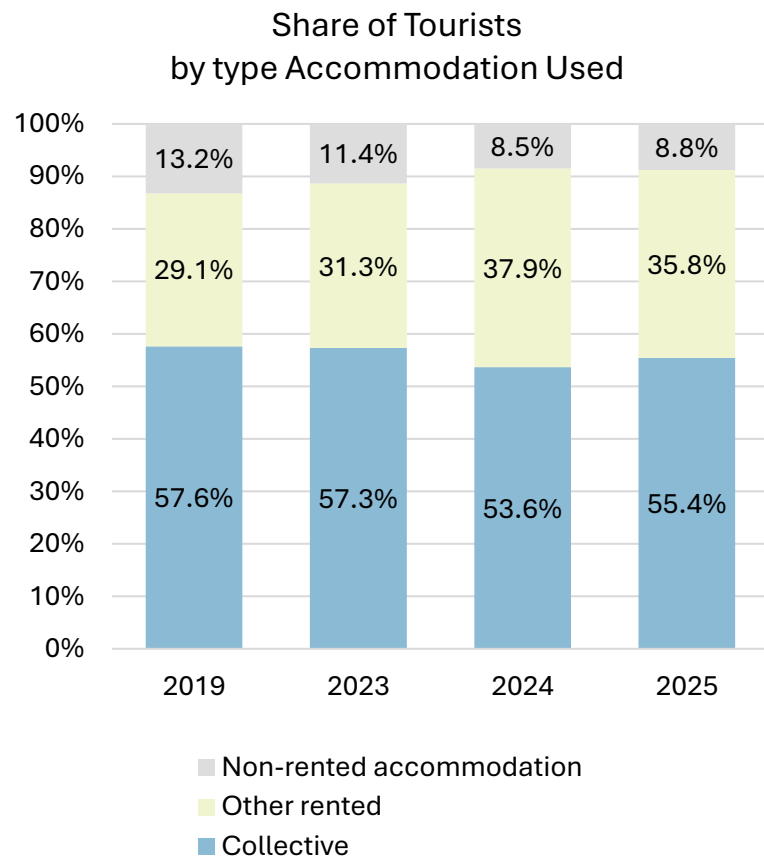
Average length of stay

- 6.8 nights
- -0.4 of a night compared to July 2024

July 2025

Inbound Tourists by Type of Accommodation Used

July 2025



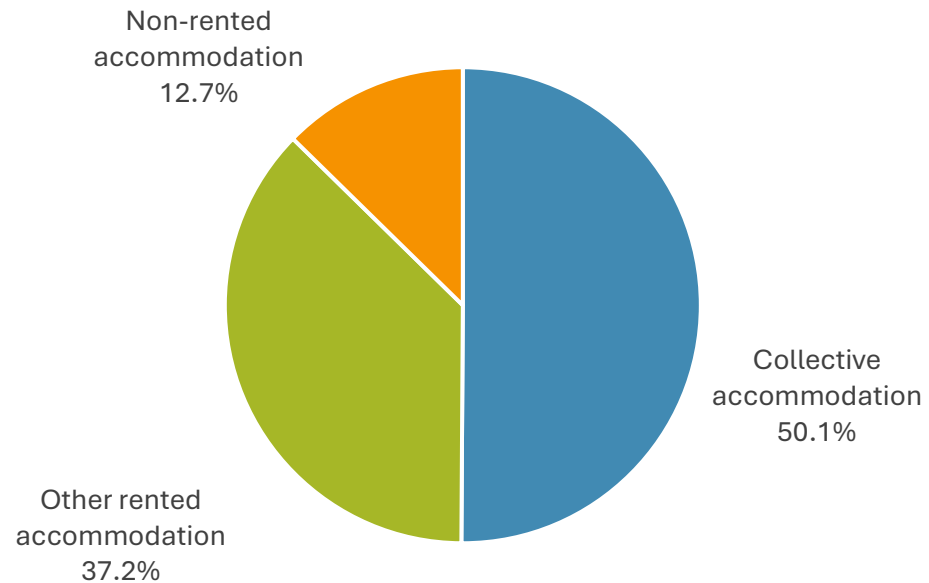
Inbound Tourists by type of accommodation	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Rented accommodation	264,125	288,879	349,378	369,653	20,275	5.8%
Collective	175,434	186,756	204,757	224,503	19,746	9.6%
Other rented	88,691	102,123	144,621	145,149	529	0.4%
Non-rented accommodation	40,195	36,992	32,330	35,610	3,279	10.1%
Total tourists	304,320	325,871	381,709	405,263	23,554	6.2%

*Jul 2023 and Jul 2024 figures have been revised

July 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

6.2 nights



Other rented accommodation

7.1 nights



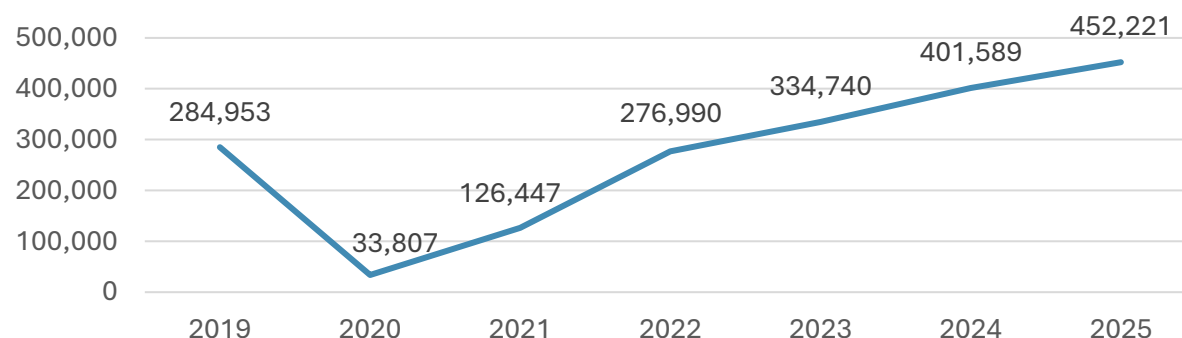
Non-rented accommodation

9.9 nights

Tourist Expenditure - July

Expenditure by Category	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Package	73,061	77,371	88,916	107,294	18,379	20.7%
Non-package	111,186	141,039	167,306	180,642	13,335	8.0%
Air/sea fares	48,777	59,147	67,726	74,082	6,356	9.4%
Accommodation	62,409	81,892	99,581	106,560	6,979	7.0%
Other expenditure	100,706	116,330	145,367	164,285	18,918	13.0%
Total expenditure	284,953	334,740	401,589	452,221	50,632	12.6%
Per capita	936	1,027	1,052	1,116	64	6.1%
Per night	118	132	146	163	17	11.7%

Total Tourist Expenditure - July (€000s)



In the month of July 2025, tourist expenditure reached €452.2 million, an increase of 12.6% when compared to July last year.

Expenditure per night increased from €146 to €163.

*July 2023 and July 2024 figures have been revised

July 2025