

LOCAL TOURISM PERFORMANCE

JANUARY-JUNE 2025



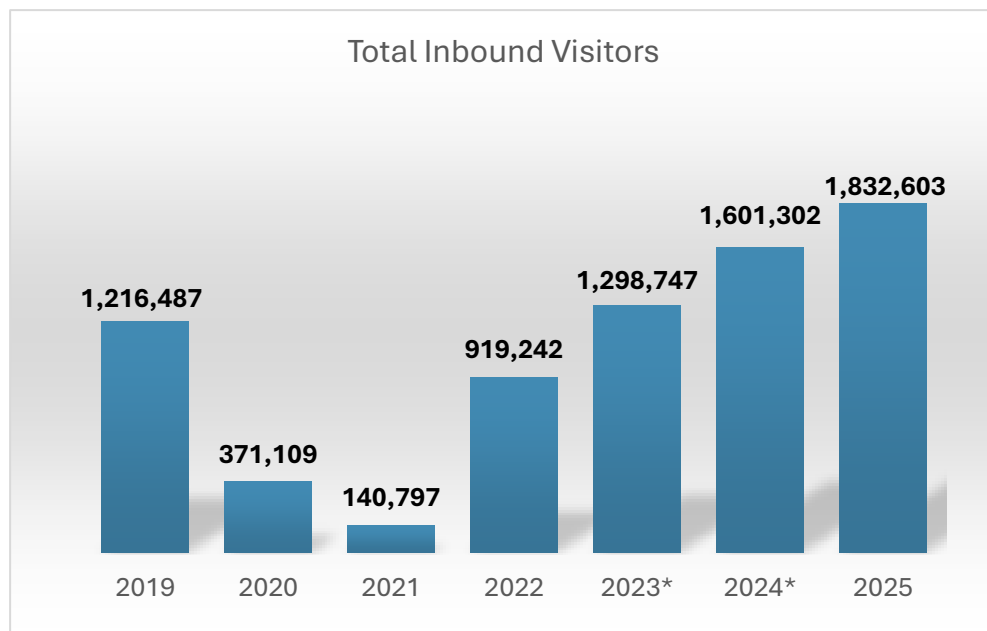
30th July 2025

Summary of Performance

	Jan-Jun 2019	Jan-Jun 2023*	Jan-Jun 2024*	Jan-Jun 2025	Change 2025/2024	% Change 2025/2024
Total inbound visitors (including overnight cruise passengers)	1,216,487	1,298,747	1,601,302	1,832,603	231,301	14.4%
Inbound tourists (excluding overnight cruise passengers)	1,208,068	1,292,239	1,590,868	1,805,730	214,862	13.5%
Guest nights	7,870,865	8,169,897	9,424,958	10,671,374	1,246,416	13.2%
Average length of stay (nights)	6.5	6.3	5.9	5.9	0.0	-0.2%
Total expenditure (€000)	883,502	1,038,544	1,291,172	1,564,145	272,973	21.1%
Expenditure per capita (€)	731	804	812	866	55	6.7%
Expenditure per night (€)	112	127	137	147	10	7.0%

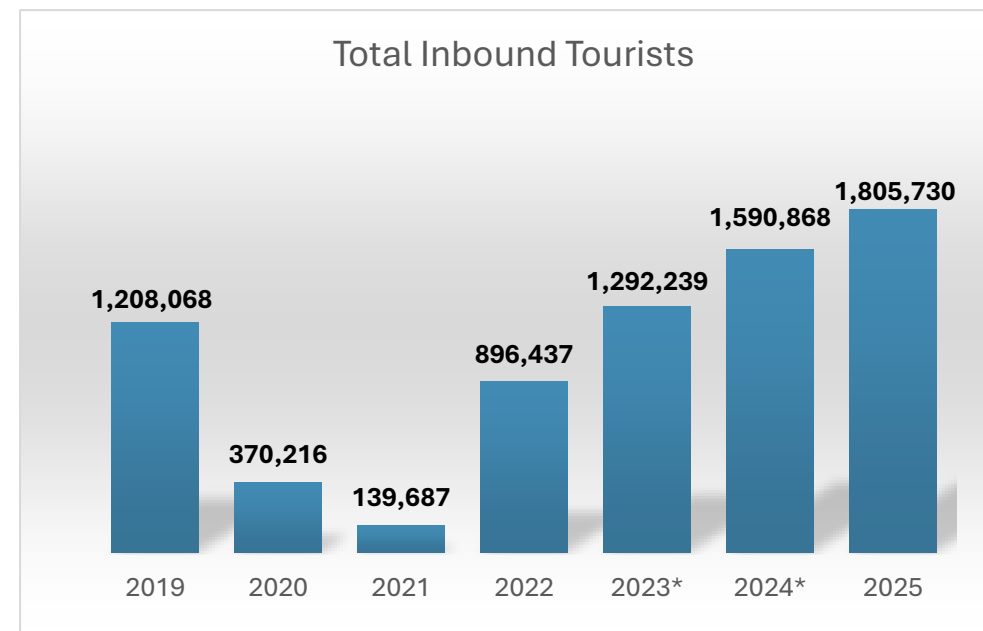
*Jan-Jun 2023 and 2024 figures have been revised.

Inbound Tourism



1,832,603 inbound visitors

+14.4% over 2024



1,805,730 inbound tourists

+13.5% over 2024

Note: Total inbound visitors include overnight cruise passengers.

*Jan-Jun 2023 and 2024 figures have been revised

January-June 2025

Inbound Tourists by Source Market

January to June	2019	2023*	2024*	2025	Abs. Chg. 2025/2024	% Chg. 2025/2024	Market Share 2025
Austria	16,216	22,391	32,498	30,453	-2,045	-6.3%	1.7%
Belgium	32,990	30,532	37,580	40,522	2,942	7.8%	2.2%
France	105,842	132,951	134,307	135,316	1,009	0.8%	7.5%
Germany	99,587	94,786	114,608	117,157	2,549	2.2%	6.5%
Greece	12,777	24,236	34,356	34,311	-45	-0.1%	1.9%
Hungary	15,723	22,868	29,637	34,846	5,209	17.6%	1.9%
Ireland	22,621	22,545	23,593	41,945	18,352	77.8%	2.3%
Italy	170,646	230,840	263,706	257,818	-5,889	-2.2%	14.3%
Netherlands	25,662	25,578	36,669	34,130	-2,540	-6.9%	1.9%
Poland	48,779	75,884	124,357	183,375	59,017	47.5%	10.2%
Scandinavia	50,704	34,869	39,550	44,839	5,289	13.4%	2.5%
Spain	50,374	49,577	58,224	70,173	11,950	20.5%	3.9%
Switzerland	21,435	22,582	26,935	28,539	1,604	6.0%	1.6%
United Kingdom	288,794	236,647	314,378	374,012	59,634	19.0%	20.7%
USA	21,968	24,973	30,944	35,404	4,460	14.4%	2.0%
Other	223,950	240,978	289,526	342,891	53,365	18.4%	19.0%
Total	1,208,068	1,292,239	1,590,868	1,805,730	214,862	13.5%	100.0%

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

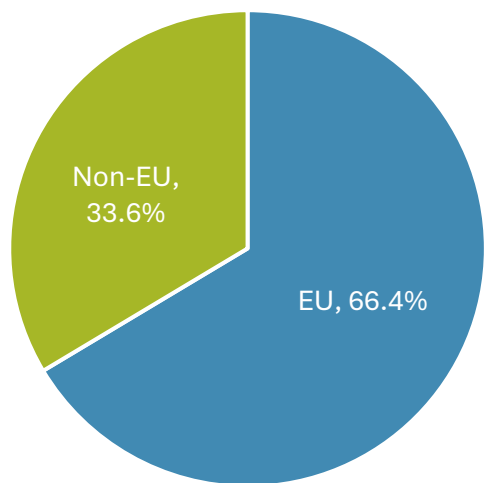
During the first 6 months of 2025, the top source markets were:

1. UK (20.7%)
2. Italy (14.3%)
3. Poland (10.2%)
4. France (7.5%)
5. Germany (6.5%)
6. Spain (3.9%)

January-June 2025

EU and Non-EU Markets

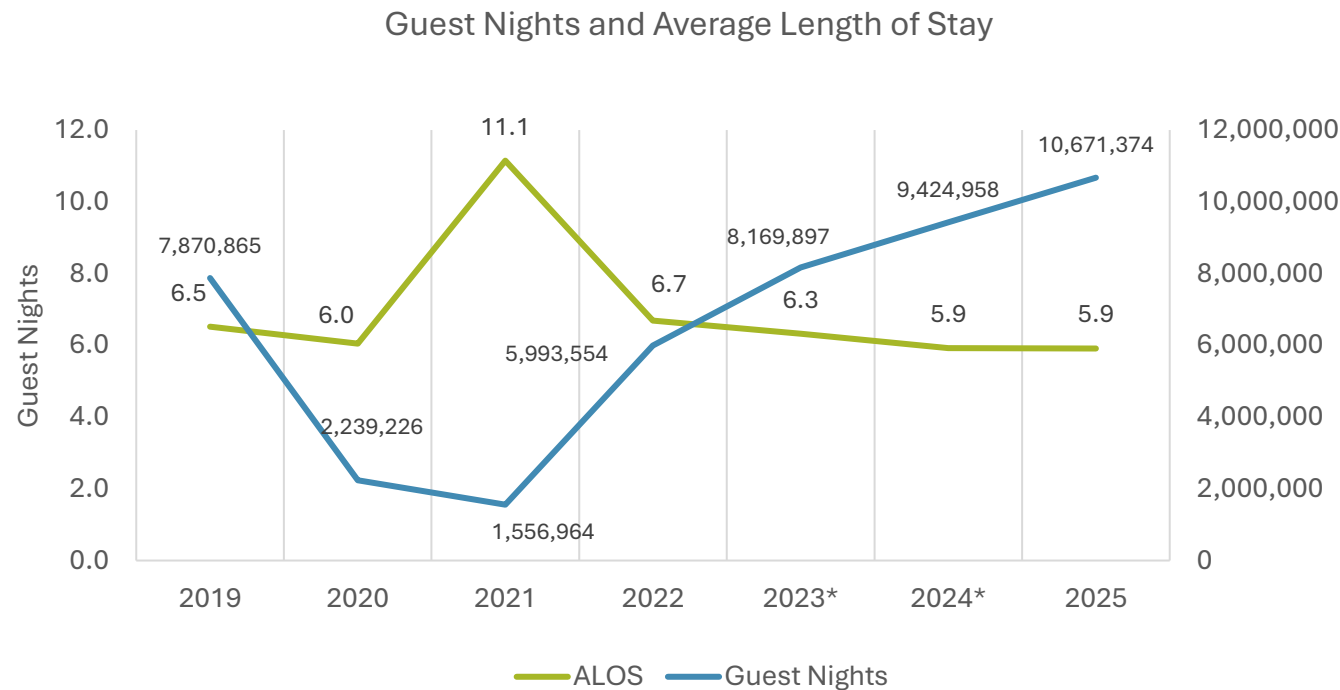
Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Markets:						
EU	1,019,158	884,315	1,072,938	1,199,329	126,391	11.8%
of which: Euro area	591,740	713,674	832,695	879,951	47,256	5.7%
Non-EU	188,910	407,924	517,930	606,401	88,471	17.1%
Inbound Tourists	1,208,068	1,292,239	1,590,868	1,805,730	214,862	13.5%

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

Guest Nights and Average Length of Stay



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

Guest nights

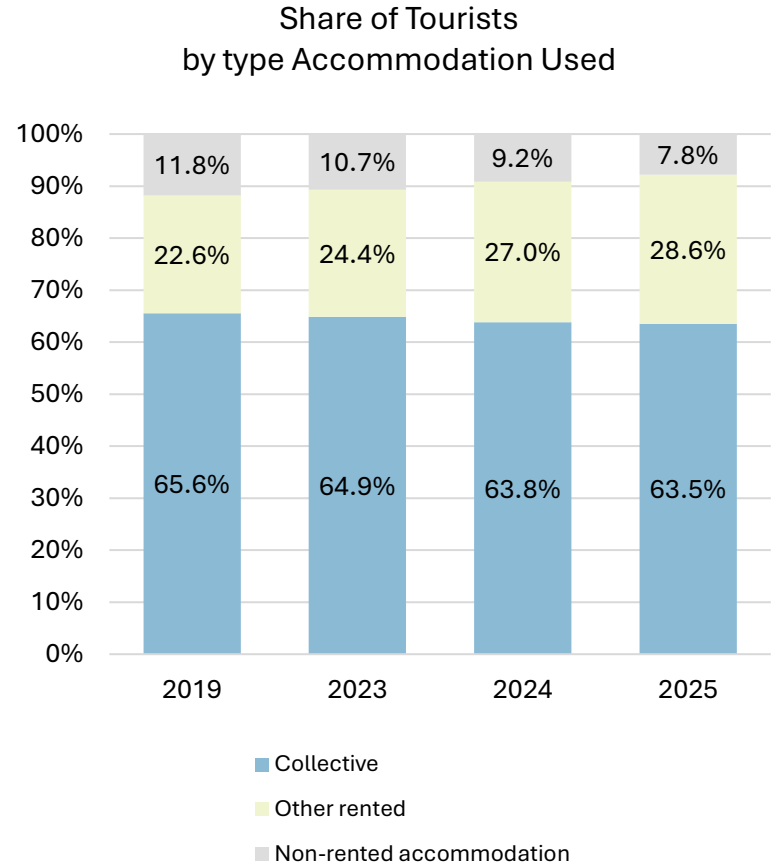
- 10.7 million nights
- +13.2% compared to Jan-Jun 2024

Average length of stay

- 5.9 nights
- Constant when compared to Jan-Jun 2024

January-June 2025

Inbound Tourists by Type of Accommodation Used



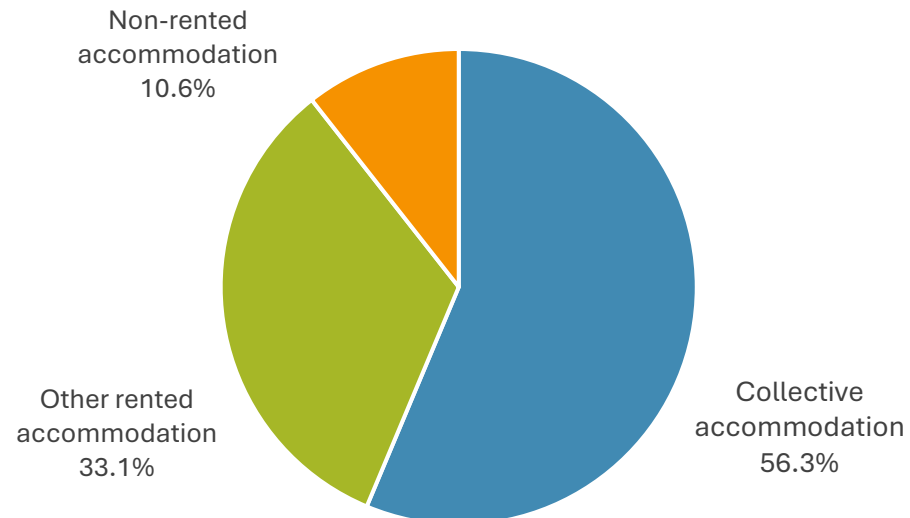
Inbound Tourists by type of accommodation	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Rented accommodation	1,065,193	1,153,751	1,444,743	1,664,441	219,698	15.2%
Collective	792,211	838,337	1,015,066	1,147,406	132,340	13.0%
Other rented	272,982	315,414	429,677	517,036	87,358	20.3%
Non-rented accommodation	142,875	138,487	146,124	141,288	-4,836	-3.3%
Total tourists	1,208,068	1,292,239	1,590,868	1,805,730	214,862	13.5%

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

January-June 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

5.2 nights



Other rented accommodation

6.8 nights



Non-rented accommodation

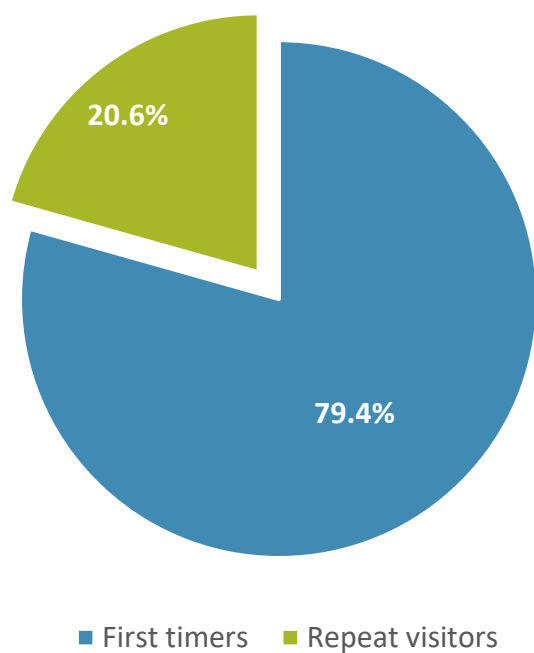
8.0 nights

Total Average Length of Stay

5.9 nights

Frequency of Visit

Frequency of Visit
January-June 2025



Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Frequency:						
First-time tourists	903,024	1,001,131	1,247,274	1,433,235	185,961	14.9%
Repeat tourists	305,044	291,107	343,593	372,495	28,901	8.4%
once a year or less	219,294	217,856	260,436	283,266	22,831	8.8%
more than once a year	85,749	73,251	83,158	89,228	6,071	7.3%
Inbound Tourists	1,208,068	1,292,239	1,590,868	1,805,730	214,862	13.5%

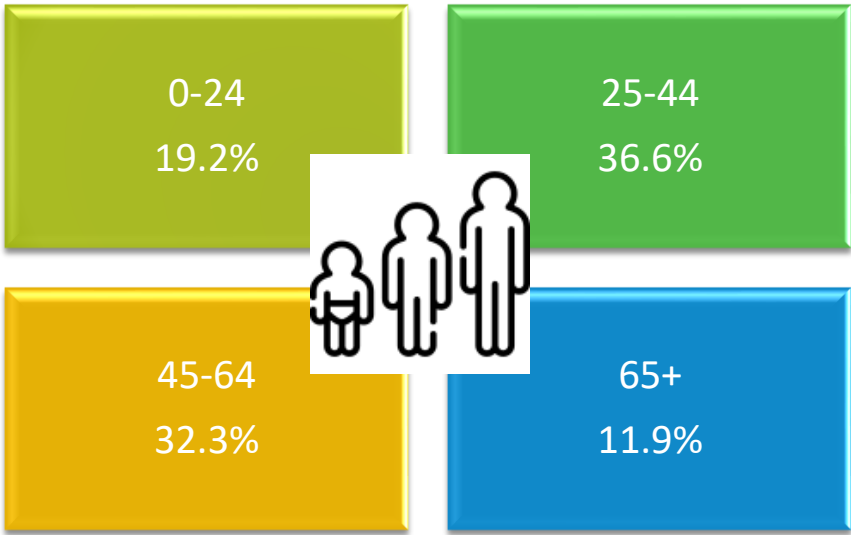
*Jan-Jun 2023 and Jan-Jun 2024 figures have been revised

January-June 2025

Age Diversification

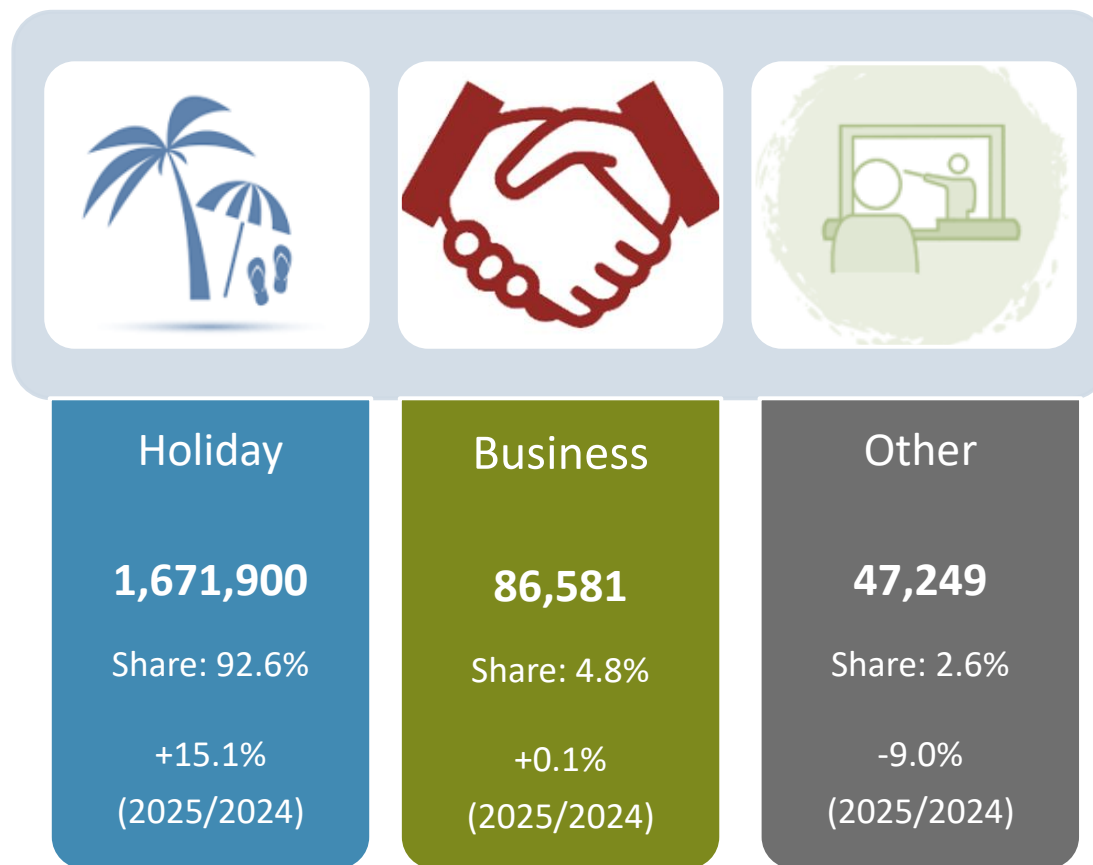
Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Age Group:						
0-24	207,627	244,021	326,987	345,850	18,863	5.8%
25-44	489,226	514,130	598,973	661,391	62,418	10.4%
45-64	374,597	403,064	492,947	583,255	90,308	18.3%
65 or more	136,618	131,023	171,960	215,234	43,274	25.2%
Inbound Tourists	1,208,068	1,292,239	1,590,868	1,805,730	214,862	13.5%

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





Purpose of Visit

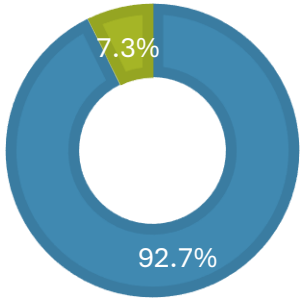


January-June 2025

Gozo and Comino Visitors

Gozo and Comino visitors	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Tourists visiting Gozo and Comino	687,027	852,090	988,087	135,997	16.0%
Same-day visitors	629,744	783,140	916,231	133,092	17.0%
Overnight visitors	57,282	68,950	71,856	2,906	4.2%

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



■ Same-day visitors ■ Overnight visitors

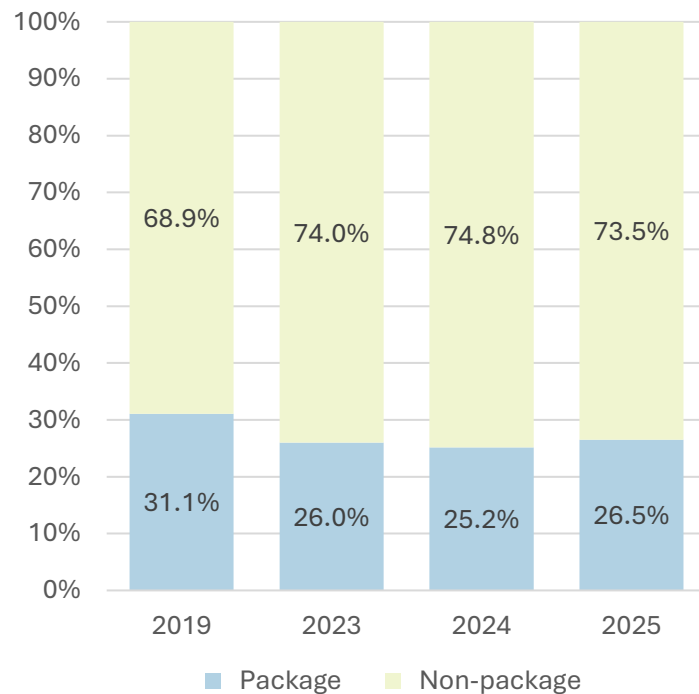
During the first 6 months of the year, 54.7% out of total inbound tourists visited Gozo and Comino

January-June 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	375,368	336,048	400,202	478,903	78,701	19.7%
Non-package	832,700	956,191	1,190,666	1,326,827	136,161	11.4%
Inbound Tourists	1,208,068	1,292,239	1,590,868	1,805,730	214,862	13.5%

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

January-June 2025

Tourist Expenditure by Source Market

January to June €000s	2019	2023*	2024*	2025	% Change 2025/2024	Per Capita	Per Night
Austria	13,448	18,695	25,158	28,336	12.6%	930	164
Belgium	21,725	25,929	30,883	35,675	15.5%	880	150
France	74,768	108,189	109,149	120,658	10.5%	892	135
Germany	75,832	87,907	108,175	121,484	12.3%	1,037	145
Greece	7,087	13,779	17,965	19,226	7.0%	560	147
Hungary	8,143	13,872	16,787	18,356	9.3%	527	122
Ireland	17,901	20,593	23,518	40,425	71.9%	964	164
Italy	89,138	120,677	139,997	142,035	1.5%	551	113
Netherlands	18,255	23,538	35,443	33,496	-5.5%	981	159
Poland	29,032	52,770	85,047	122,942	44.6%	670	126
Scandinavia	40,599	32,429	37,359	47,404	26.9%	1,057	153
Spain	28,387	33,531	39,905	50,962	27.7%	726	126
Switzerland	20,750	22,071	27,835	35,284	26.8%	1,236	191
United Kingdom	209,982	213,397 ^u	293,832	381,492	29.8%	1,020	165
USA	24,431	34,432	39,206	46,784	19.3%	1,321	246
Other	204,025	216,737	260,910	319,586	22.5%	932	148
Total	883,502	1,038,544	1,291,172	1,564,145	21.1%	866	147

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

Total
Expenditure
Jan-Jun

€1,564.1 million

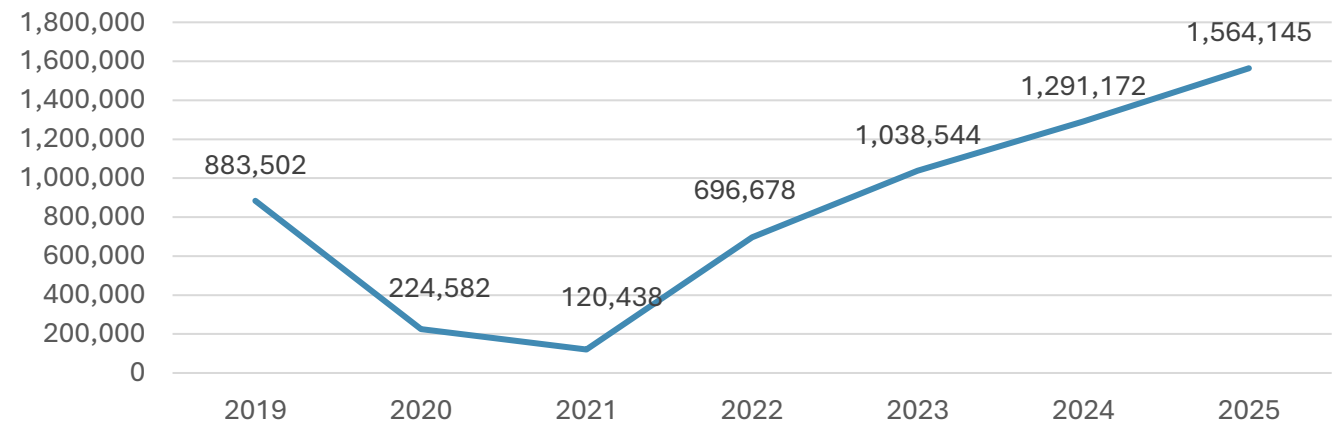
Total tourist
expenditure
exceeded 2024
figures by 21.1%.

January-June 2025

Tourist Expenditure

		Non-package			Total	Per capita	Per night
January to June	Package	Non-package Air/sea fares	Non-package Accommodation	Other	€ 000	€	€
2019	223,927	160,226	169,054	330,294	883,502	731	112
2023	236,866	181,158	233,839	386,682	1,038,544	804	127
2024	296,919	225,288	291,111	477,854	1,291,172	812	137
2025	384,767	265,456	336,984	576,938	1,564,145	866	147
% Chg. 2025/2024	29.6%	17.8%	15.8%	20.7%	21.1%	6.7%	7.0%

Total Tourist Expenditure (€000s)



Total tourist expenditure reached €1,564.1 million, an increase of 21.1% when compared to the corresponding period last year.

Expenditure per capita increased from €812 to €866.



LOCAL TOURISM PERFORMANCE

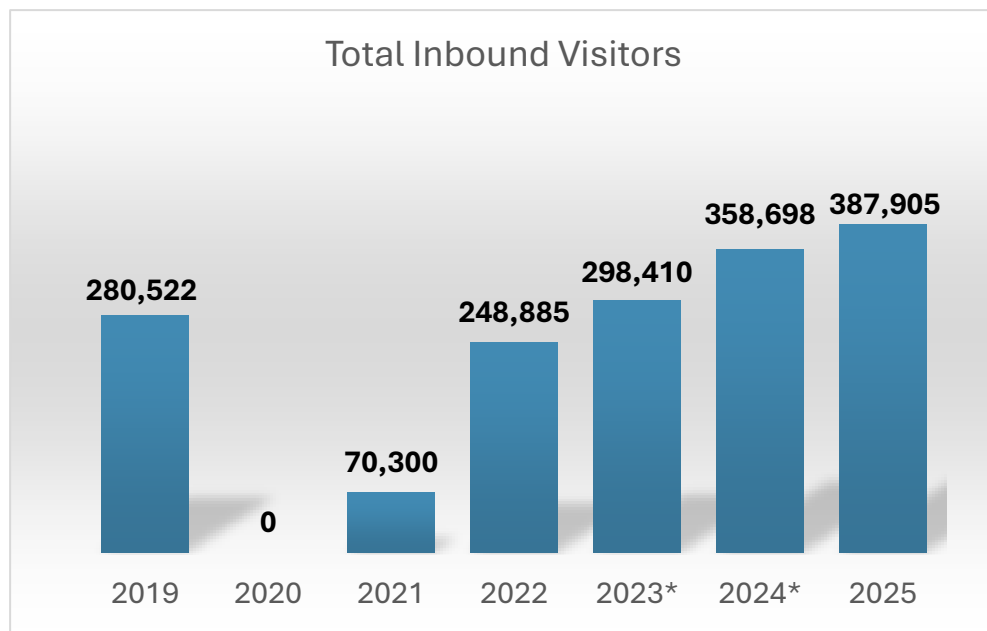
JUNE 2025

Summary of Performance – June 2025

	June 2019	June 2023*	June 2024*	June 2025	Change 2025/2024	% Change 2025/2024
Total inbound visitors (including overnight cruise passengers)	280,522	298,410	358,698	387,905	29,207	8.1%
Inbound tourists (excluding overnight cruise passengers)	278,089	294,887	349,021	386,776	37,755	10.8%
Guest nights	1,921,255	1,949,870	2,286,242	2,482,174	195,932	8.6%
Average length of stay (nights)	6.9	6.6	6.6	6.4	-0.1	-2.0%
Total expenditure (€000)	235,429	286,690	332,529	395,893	63,364	19.1%

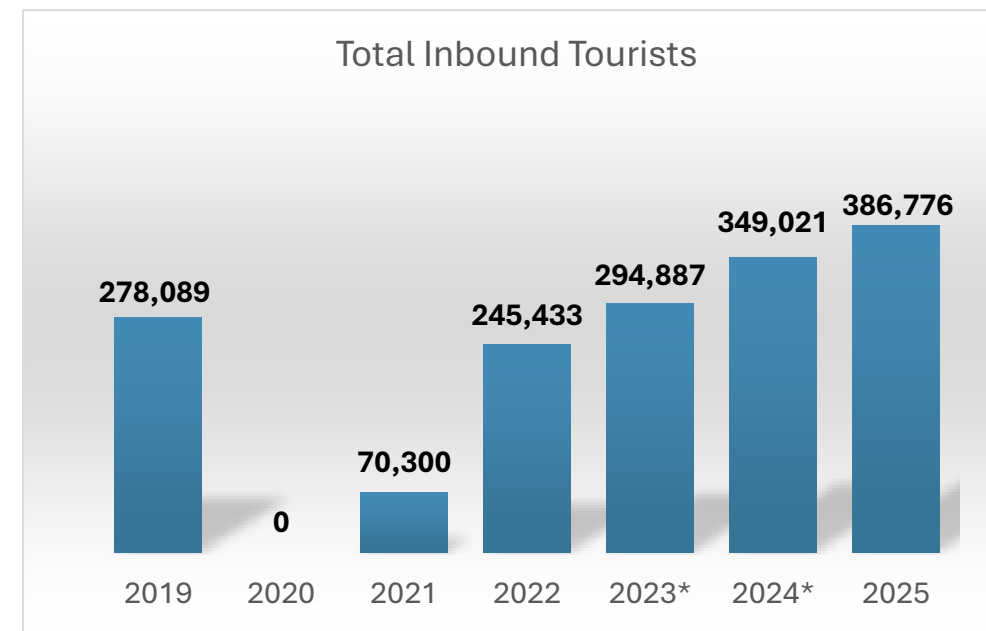
*June 2023 and June 2024 figures have been revised.

Inbound Tourism June 2025



387,905 inbound visitors

+8.1% over 2024



386,776 inbound tourists

+10.8% over 2024

Note: Total inbound visitors include overnight cruise passengers.

*June 2023 and June 2024 figures have been revised

June 2025

Performance of Main Source Markets

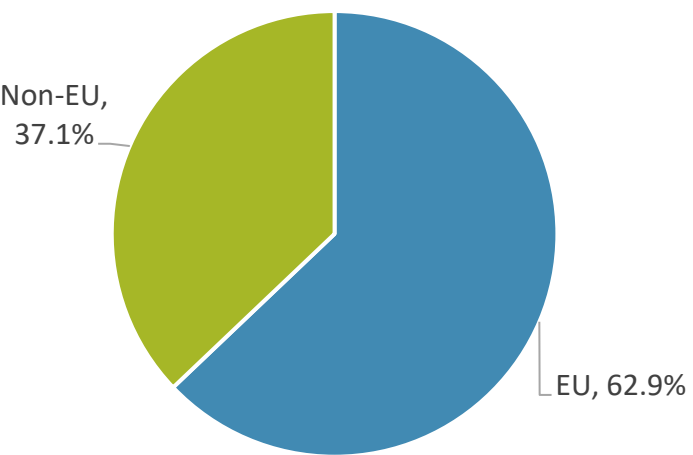
June	2019	2023	2024	2025	Abs. Chg. 2025/2024	% Chg. 2025/2024	Market Share 2025
France	23,736	28,818	28,364	29,207	843	3.0%	7.6%
Germany	22,639	22,844	23,523	26,165	2,642	11.2%	6.8%
Italy	36,646	53,410	57,984	54,214	-3,770	-6.5%	14.0%
Poland	9,677	13,045	19,996	28,846	8,850	44.3%	7.5%
Spain	13,416	12,315	12,929	19,212	6,282	48.6%	5.0%
United Kingdom	65,706	56,518	75,126	85,350	10,223	13.6%	22.1%
Total	278,089	294,887	349,021	386,776	37,755	10.8%	100.0%

- UK ranked as the largest source market with a share of 22.1%.
- Italy ranked second, followed by France and Poland.
- Poland, Spain, Germany , France and UK registered a record month in inbound figures when compared to June of previous years.

June 2025

EU and Non-EU Markets June 2025

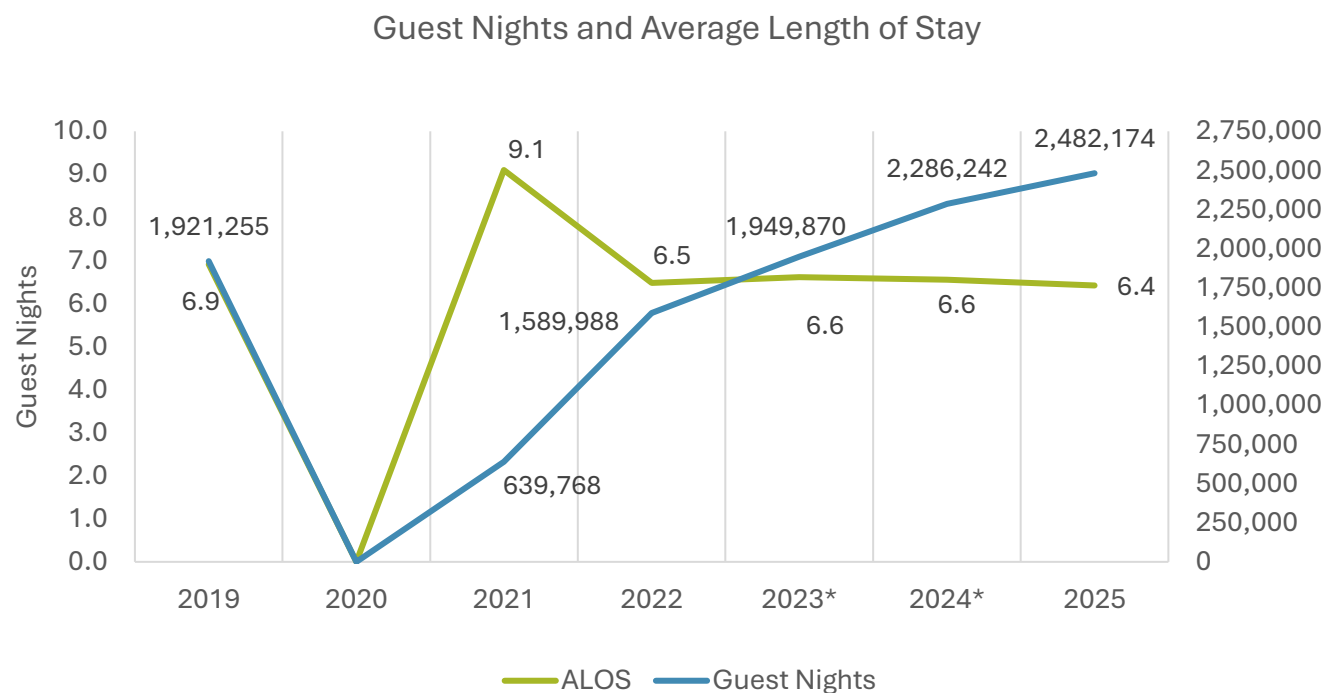
Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Markets:						
EU	228,783	193,979	221,664	243,417	21,753	9.8%
of which: Euro area	133,029	160,213	179,162	189,889	10,727	6.0%
Non-EU	49,306	100,908	127,357	143,359	16,002	12.6%
Inbound Tourists	278,089	294,887	349,021	386,776	37,755	10.8%

*June 2023 and June 2024 figures have been revised

Guest Nights and Average Length of Stay June 2025



* June 2023 and June 2024 figures have been revised

Guest nights

- 2.5 million nights
- +8.6% compared to June 2024

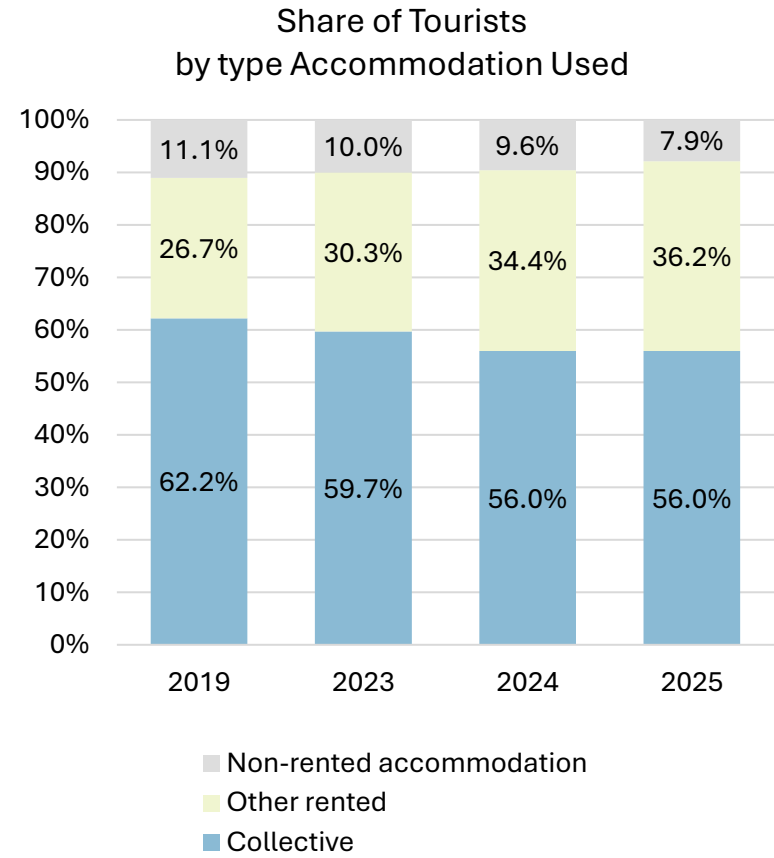
Average length of stay

- 6.4 nights
- -0.1 of a night compared to June 2024

June 2025

Inbound Tourists by Type of Accommodation Used

June 2025

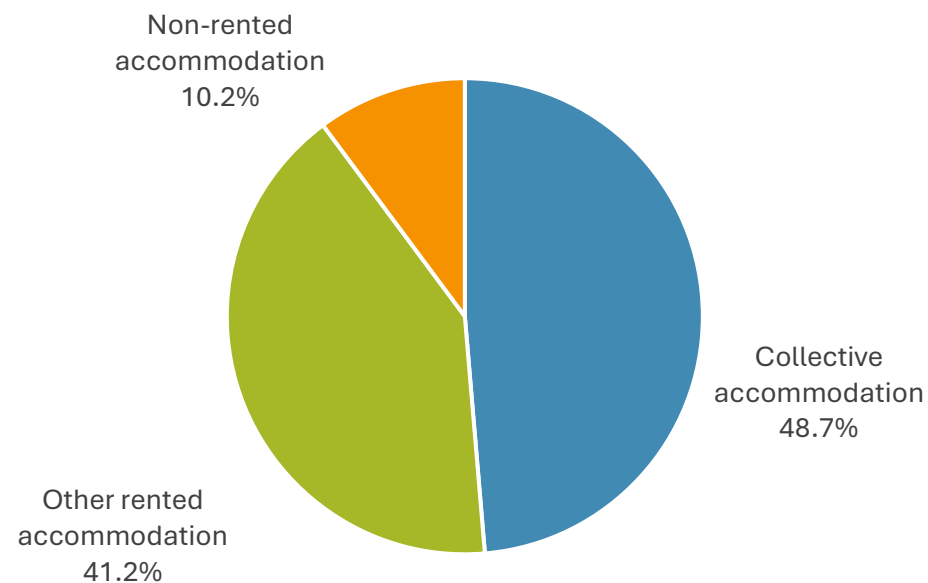


Inbound Tourists by type of accommodation	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Rented accommodation	247,324	265,333	315,622	356,368	40,746	12.9%
Collective	173,011	175,945	195,413	216,444	21,031	10.8%
Other rented	74,312	89,388	120,210	139,925	19,715	16.4%
Non-rented accommodation	30,765	29,554	33,399	30,408	-2,991	-9.0%
Total tourists	278,089	294,887	349,021	386,776	37,755	10.8%

*June 2023 and June 2024 figures have been revised

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

7.3 nights

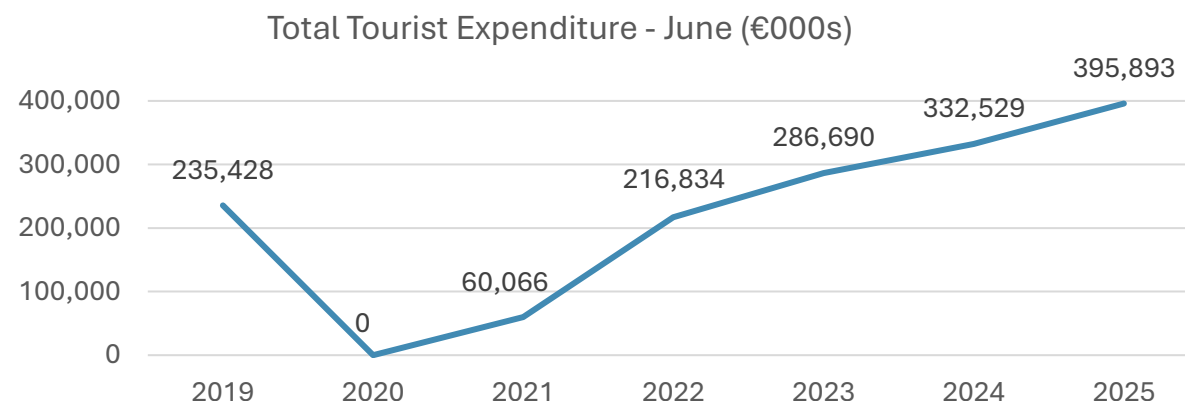


Non-rented accommodation

8.3 nights

Tourist Expenditure - June

Expenditure by Category	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Package	61,604	60,825	75,031	97,801	22,769	30.3%
Non-package	88,218	125,083	133,812	153,534	19,722	14.7%
Air/sea fares	41,421	53,859	55,129	65,799	10,671	19.4%
Accommodation	46,797	71,224	78,683	87,735	9,052	11.5%
Other expenditure	85,606	100,781	123,685	144,558	20,873	16.9%
Total expenditure	235,428	286,690	332,529	395,893	63,364	19.1%
Per capita	847	972	953	1024	71	7.4%
Per night	123	147	145	159	14	9.7%



In the month of June 2025, tourist expenditure reached €395.9 million, an increase of 19.1% when compared to June last year.

Expenditure per night increased from €145 to €159.

*June 2023 and June 2024 figures have been revised

June 2025