

LOCAL TOURISM PERFORMANCE JANUARY-SEPTEMBER 2025



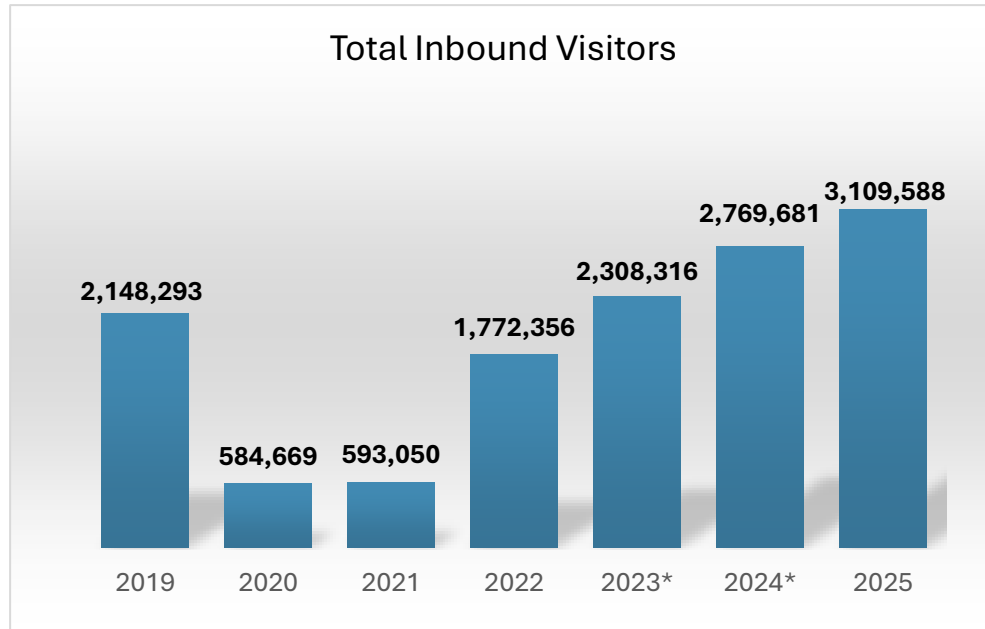
30th October 2025

Summary of Performance

	Jan-Sept 2019	Jan-Sept 2023	Jan-Sept 2024	Jan-Sept 2025	Change 2025/2024	% Change 2025/2024
Total inbound visitors (including overnight cruise passengers)	2,148,293	2,308,316	2,769,681	3,109,588	339,907	12.3%
Inbound tourists (excluding overnight cruise passengers)	2,135,425	2,289,803	2,752,792	3,075,483	322,691	11.7%
Guest nights	15,241,721	15,771,114	17,773,080	19,592,026	1,818,947	10.2%
Average length of stay (nights)	7.1	6.9	6.5	6.4	-0.1	-
Total expenditure (€000)	1,755,050	2,078,254	2,553,244	3,029,925	476,681	18.7%
Expenditure per capita (€)	822	908	928	985	58	6.2%
Expenditure per night (€)	115	132	144	155	11	7.7%

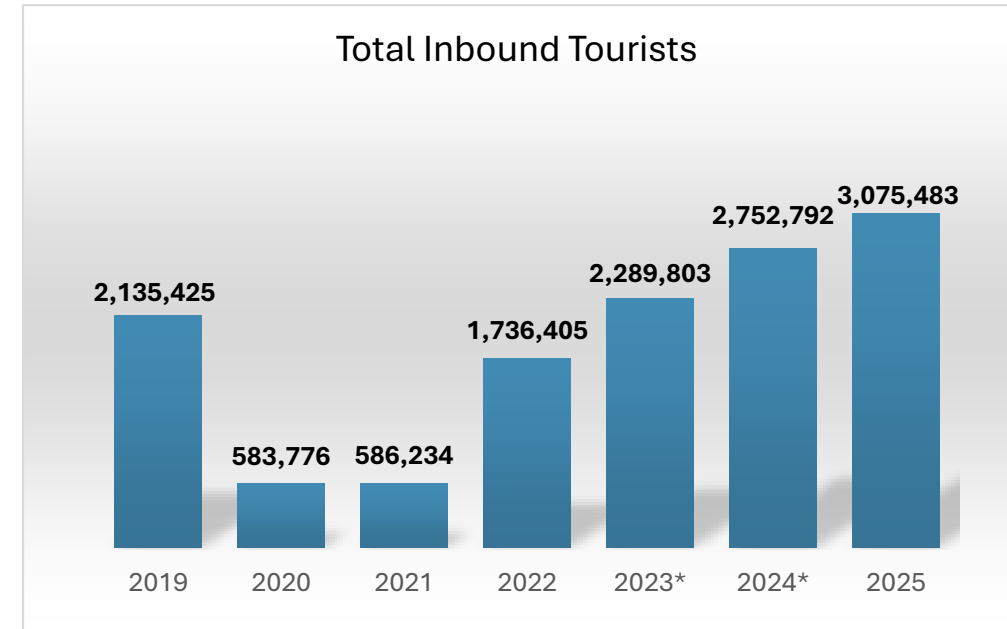
*Jan-Sept 2023 and 2024 figures have been revised.

Inbound Tourism



3,109,588 inbound visitors

+12.3% over 2024



3,075,483 inbound tourists

+11.7% over 2024

Note: Total inbound visitors include overnight cruise passengers.

*Jan-Sept 2023 and 2024 figures have been revised

January-September 2025

Inbound Tourists by Source Market

January to September	2019	2023*	2024*	2025	Abs. Chg. 2025/2024	% Chg. 2025/2024	Market Share 2025
Austria	26,987	38,910	50,166	49,978	-188	-0.4%	1.6%
Belgium	56,041	51,876	64,356	67,257	2,901	4.5%	2.2%
France	190,769	234,219	245,425	234,502	-10,924	-4.5%	7.6%
Germany	159,066	158,784	185,903	193,165	7,262	3.9%	6.3%
Greece	20,346	40,635	52,701	51,226	-1,475	-2.8%	1.7%
Hungary	29,673	37,176	51,354	59,129	7,776	15.1%	1.9%
Ireland	41,414	37,027	40,816	68,732	27,916	68.4%	2.2%
Italy	318,200	451,588	507,560	471,848	-35,712	-7.0%	15.3%
Netherlands	45,393	46,389	66,139	69,254	3,115	4.7%	2.3%
Poland	80,209	116,206	186,694	280,129	93,435	50.0%	9.1%
Scandinavia	93,728	66,190	71,191	79,493	8,302	11.7%	2.6%
Spain	91,667	91,624	106,336	117,039	10,704	10.1%	3.8%
Switzerland	38,011	43,717	51,974	54,618	2,644	5.1%	1.8%
United Kingdom	498,367	407,277	535,405	639,168	103,763	19.4%	20.8%
USA	38,536	41,805	50,204	58,250	8,046	16.0%	1.9%
Other	407,017	426,380	486,569	581,695	95,126	19.6%	18.9%
Total	2,135,425	2,289,803	2,752,792	3,075,483	322,691	11.7%	100.0%

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

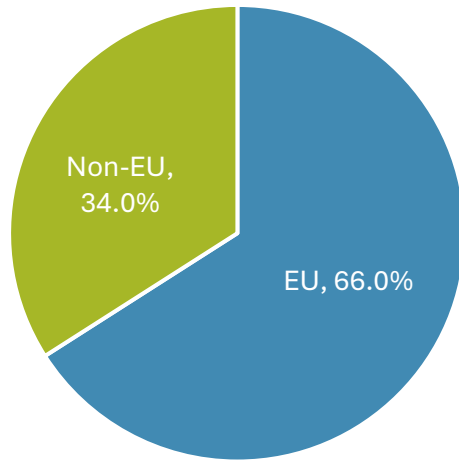
1. UK (20.8%)
2. Italy (15.3%)
3. Poland (9.1%)
4. France (7.6%)
5. Germany (6.3%)
6. Spain (3.8%)

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

January-September 2025

EU and Non-EU Markets

Share of tourists coming from EU and Non-EU countries

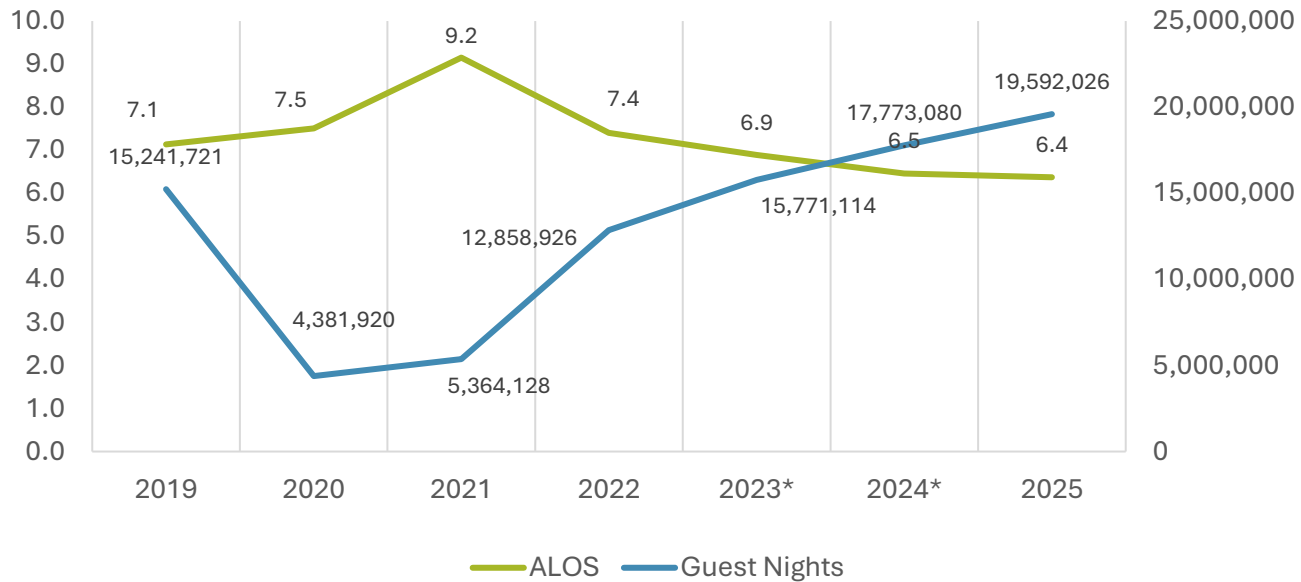


Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Markets:						
EU	1,785,999	1,565,769	1,864,788	2,028,724	163,936	8.8%
of which: Euro area	1,046,493	1,283,428	1,482,672	1,519,719	37,047	2.5%
Non-EU	349,427	724,033	888,004	1,046,759	158,755	17.9%
Inbound Tourists	2,135,425	2,289,803	2,752,792	3,075,483	322,691	11.7%

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

Guest Nights and Average Length of Stay

Guest Nights and Average Length of Stay



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

Guest nights

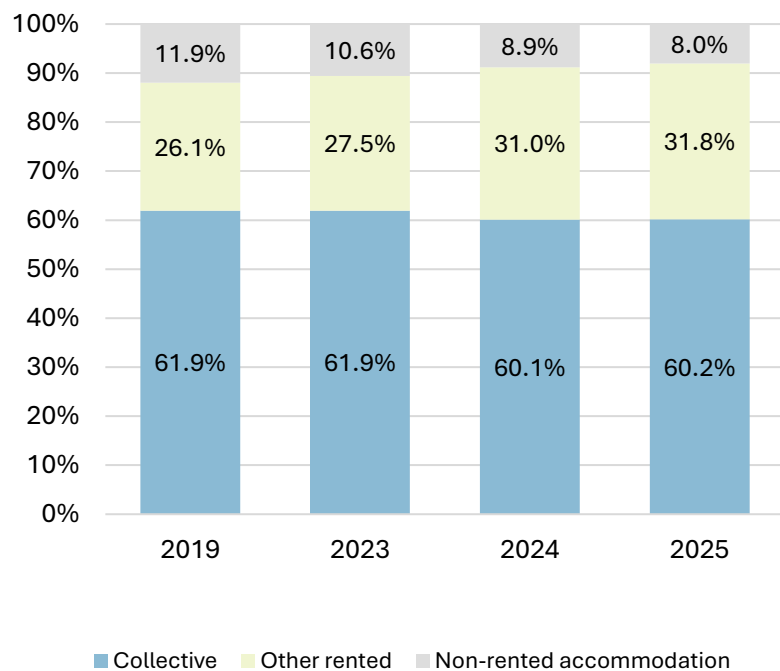
- 19.6 million nights
- +10.2% compared to Jan-Sept 2024

Average length of stay

- 6.4 nights
- -0.1 of a night compared to Jan-Sept 2024

Inbound Tourists by Type of Accommodation Used

Share of Tourists
by type Accommodation Used



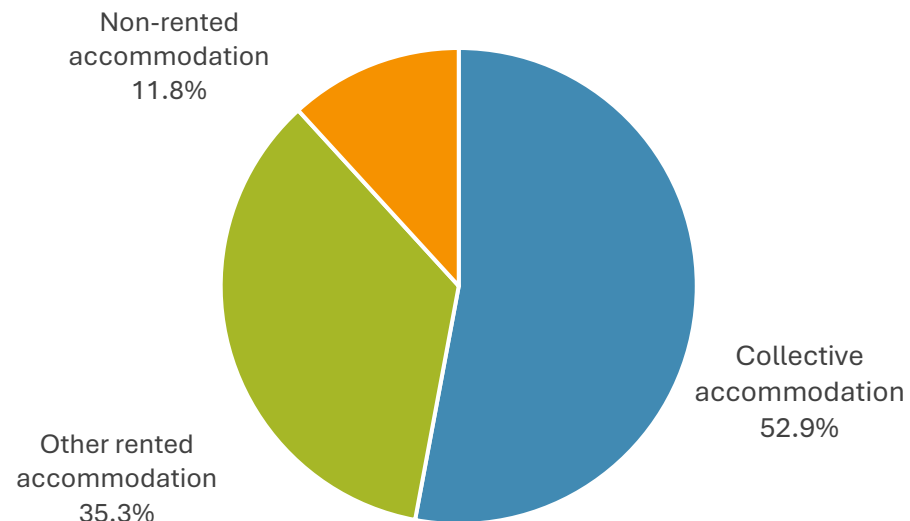
Inbound Tourists by type of accommodation	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Rented accommodation	1,880,258	2,048,104	2,508,963	2,828,661	319,697	12.7%
Collective	1,322,110	1,417,494	1,654,658	1,851,274	196,616	11.9%
Other rented	558,149	630,610	854,305	977,387	123,082	14.4%
Non-rented accommodation	255,167	241,698	243,828	246,822	2,994	1.2%
Total tourists	2,135,425	2,289,803	2,752,792	3,075,483	322,691	11.7%

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

January-September 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

7.1 nights



Non-rented accommodation

9.4 nights

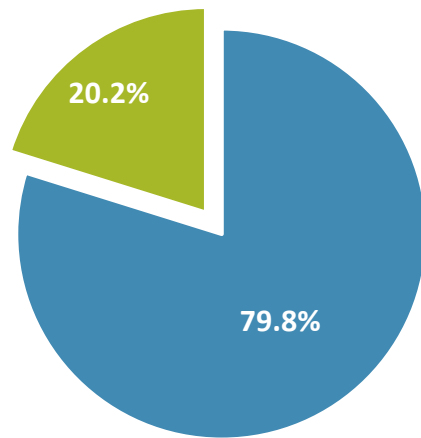
Total Average Length of Stay

6.4 nights

January-September 2025

Frequency of Visit

Frequency of Visit



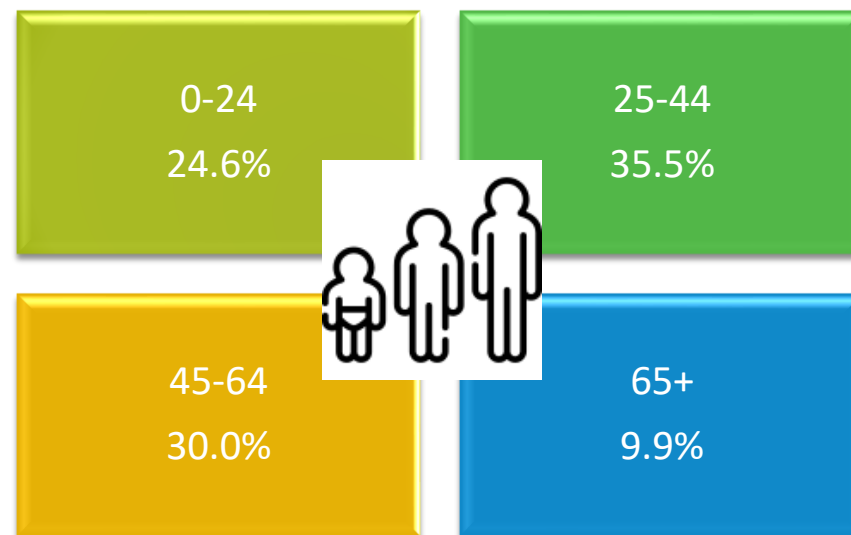
■ First timers ■ Repeat visitors

Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Frequency:						
First-time tourists	1,613,150	1,789,408	2,194,746	2,454,903	260,157	11.9%
Repeat tourists	522,275	500,395	558,045	620,580	62,534	11.2%
once a year or less	389,618	381,249	433,520	485,912	52,392	12.1%
more than once a year	132,657	119,145	124,526	134,668	10,142	8.1%
Inbound Tourists	2,135,425	2,289,803	2,752,792	3,075,483	322,691	11.7%

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

Age Diversification

Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Age Group:						
0-24	463,833	555,286	744,785	757,490	12,706	1.7%
25-44	859,877	885,375	995,105	1,091,580	96,475	9.7%
45-64	613,157	654,072	771,304	923,180	151,876	19.7%
65 or more	198,558	195,069	241,599	303,233	61,634	25.5%
Inbound Tourists	2,135,425	2,289,803	2,752,792	3,075,483	322,691	11.7%

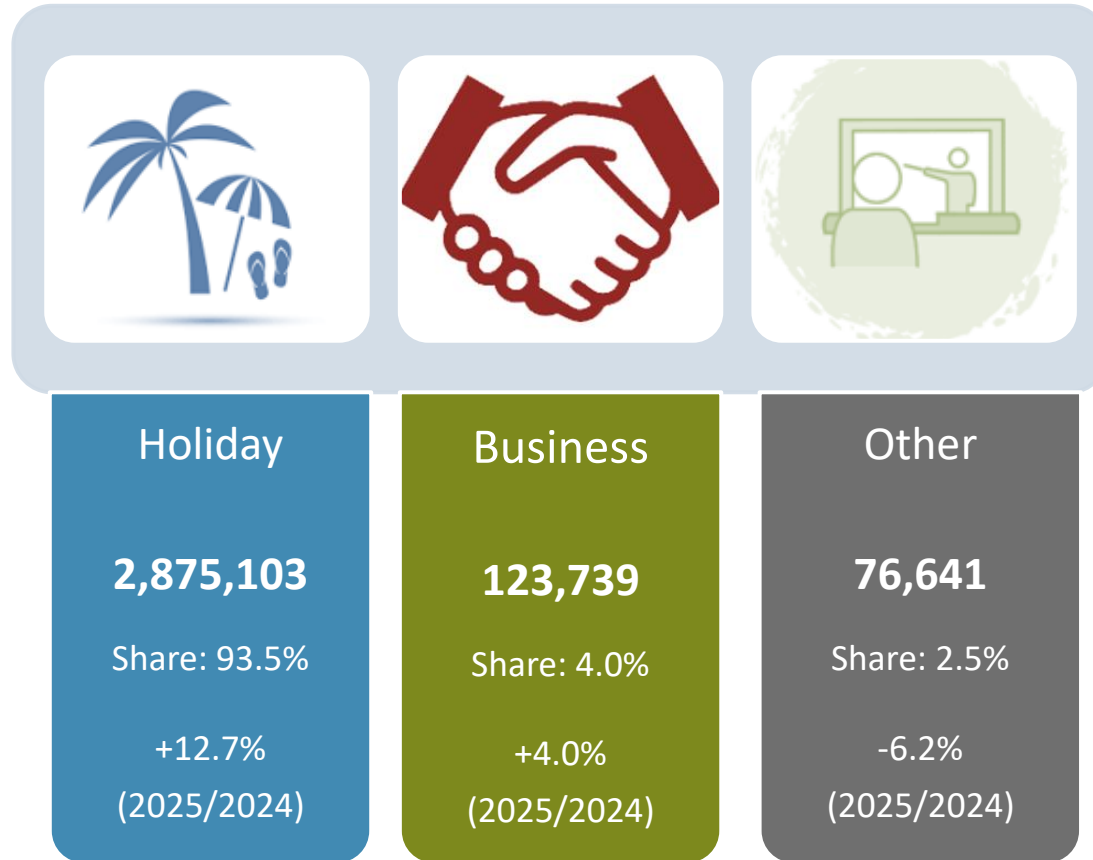


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January-September 2025



Purpose of Visit

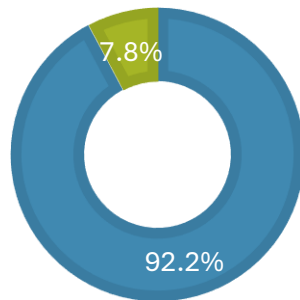


January-September 2025

Gozo and Comino Visitors

Gozo and Comino visitors	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Tourists visiting Gozo and Comino	1,365,275	1,627,858	1,824,566	196,709	12.1%
Same-day visitors	1,236,938	1,488,536	1,681,879	193,344	13.0%
Overnight visitors	128,337	139,322	142,687	3,365	2.4%

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



■ Same-day visitors ■ Overnight visitors

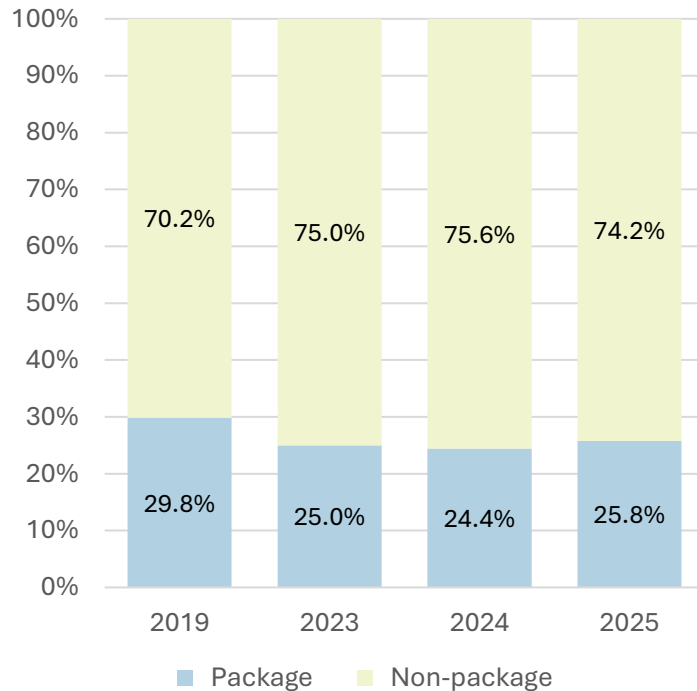
During the first 9 months of the year, 59.3% out of total inbound tourists visited Gozo and Comino .

January-September 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	636,960	572,745	672,642	792,851	120,209	17.9%
Non-package	1,498,465	1,717,058	2,080,150	2,282,632	202,482	9.7%
Inbound Tourists	2,135,425	2,289,803	2,752,792	3,075,483	322,691	11.7%

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

January-September 2025

Tourist Expenditure by Source Market

January to September €000s	2019	2023*	2024*	2025	% Change 2025/2024	Per Capita	Per Night
Austria	23,042	36,484	43,406	50,027	15.3%	1,001	165
Belgium	41,744	49,757	61,154	66,063	8.0%	982	156
France	159,212	216,764	234,645	238,798	1.8%	1,018	140
Germany	132,085	160,604	193,854	214,000	10.4%	1,108	153
Greece	12,535	25,700	30,222	33,032	9.3%	645	159
Hungary	16,945	25,601	35,195	38,042	8.1%	643	123
Ireland	37,277	38,706	45,946	80,776	75.8%	1,175	180
Italy	196,117	286,484	334,564	313,206	-6.4%	664	121
Netherlands	36,113	46,876	73,589	81,704	11.0%	1,180	175
Poland	54,918	91,223	145,161	218,320	50.4%	779	134
Scandinavia	85,615	71,407	80,408	94,115	17.0%	1,184	168
Spain	62,433	71,037	84,932	94,432	11.2%	807	136
Switzerland	39,167	49,675	57,583	70,780	22.9%	1,296	193
United Kingdom	402,960	415,189 ^u	570,207	737,467	29.3%	1,154	178
USA	43,501	62,765	68,135	84,579	24.1%	1,452	245
Other	411,385	429,985	494,244	614,585	24.3%	1,057	154
Sum of Total	1,755,050	2,078,254	2,553,244	3,029,925	18.7%	985	155

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

Total Expenditure
Jan-Sept

€3,029.9 million

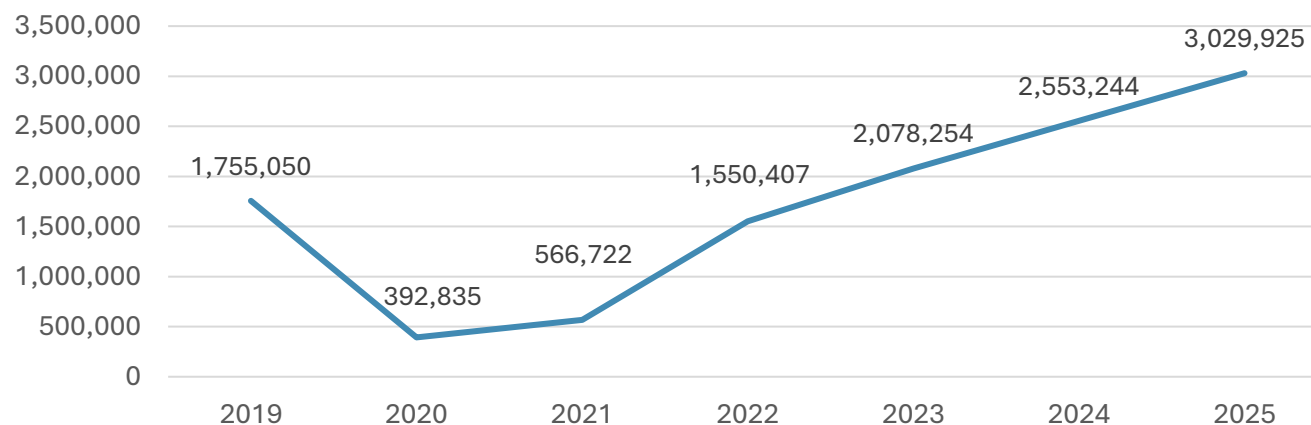
Total tourist
expenditure
exceeded 2024
figures by 18.7%.

January-September 2025

Tourist Expenditure

January to September	Package	Non-package			Total € 000	Per capita €	Per night €
		Non-package Air/sea fares	Non-package Accommodation	Other			
2019	443,476	311,264	360,634	639,676	1,755,050	822	115
2023	469,417	368,815	486,435	753,587	2,078,254	908	132
2024	578,297	439,072	601,889	933,985	2,553,244	928	144
2025	716,444	501,799	692,714	1,118,967	3,029,925	985	155
% Chg. 2025/2024	23.9%	14.3%	15.1%	19.8%	18.7%	6.2%	7.7%

Total Tourist Expenditure (€000s)



Total tourist expenditure reached €3,029.9 million, an increase of 18.7% when compared to the corresponding period last year.

Expenditure per capita increased from €928 to €985.

January-September 2025



LOCAL TOURISM PERFORMANCE

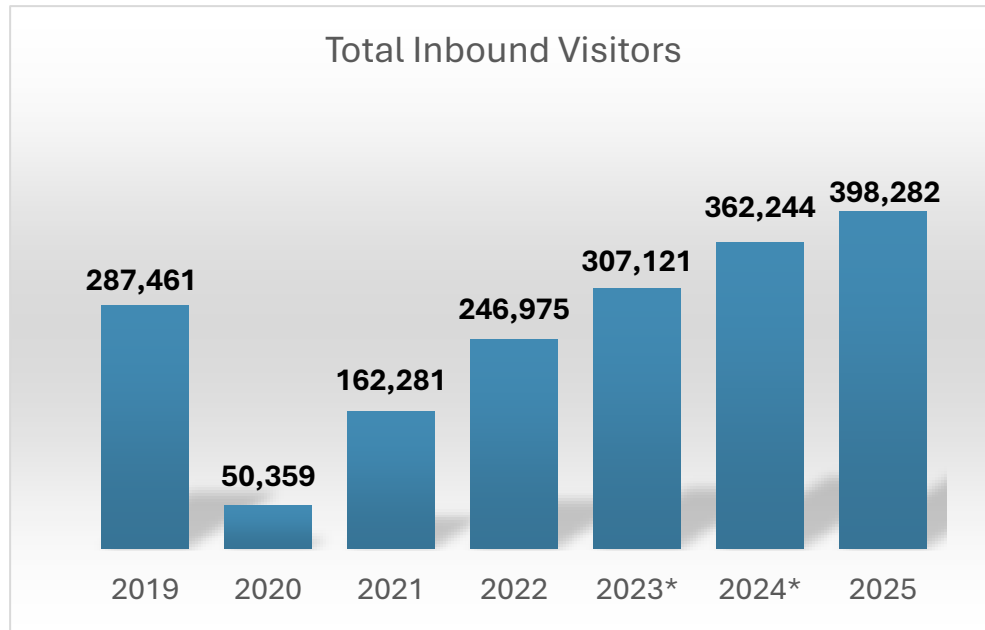
SEPTEMBER 2025

Summary of Performance – September 2025

	September 2019	September 2023*	September 2024*	September 2025	Change 2025/2024	% Change 2025/2024
Total inbound visitors (including overnight cruise passengers)	287,461	307,121	362,244	398,282	36,037	9.9%
Inbound tourists (excluding overnight cruise passengers)	286,491	299,341	358,165	393,848	35,682	10.0%
Guest nights	2,079,928	2,157,806	2,468,918	2,688,678	219,760	8.9%
Average length of stay (nights)	7.3	7.2	6.9	6.8	-0.1	-
Total expenditure (€000)	257,005	311,056	384,146	465,932	81,786	21.3%

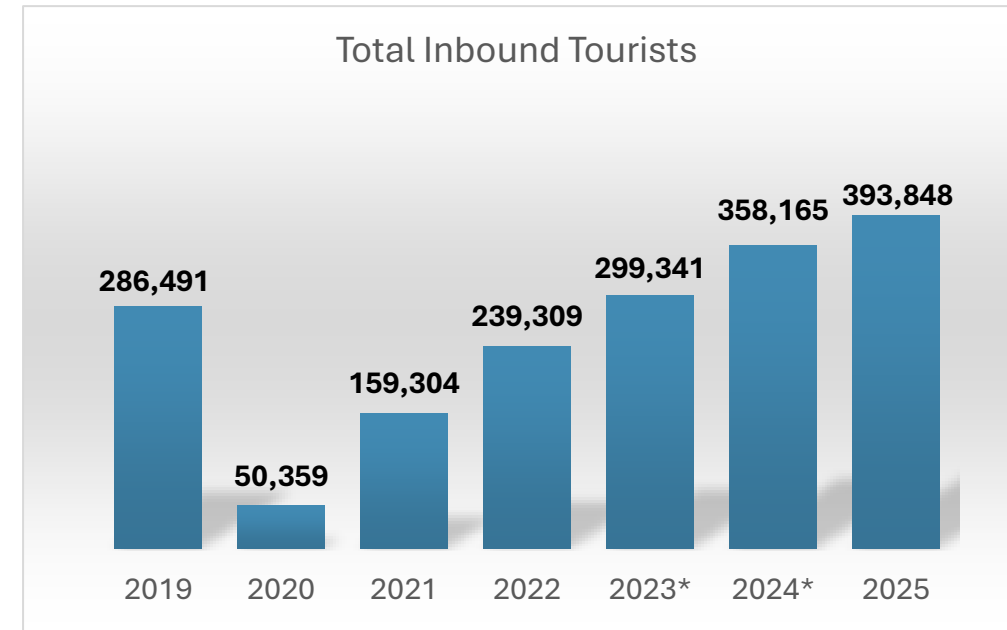
*September 2023 and September 2024 figures have been revised.

Inbound Tourism September 2025



398,282 inbound visitors

+9.9% over 2024



393,848 inbound tourists

+10.0% over 2024

Note: Total inbound visitors include overnight cruise passengers.
*September 2023 and September 2024 figures have been revised

September 2025

Performance of Main Source Markets

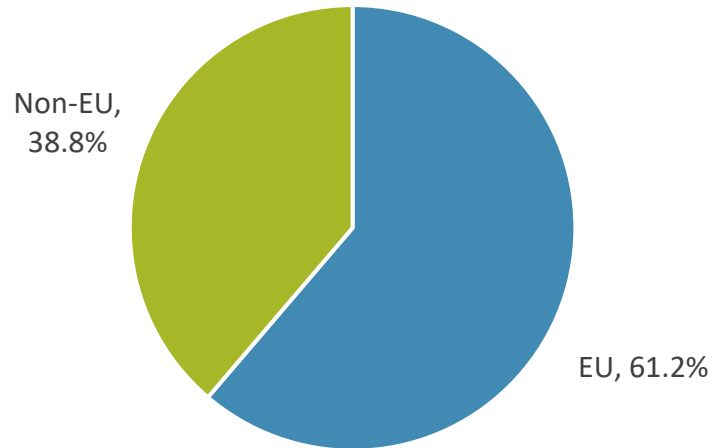
September	2019	2023	2024	2025	Abs. Chg. 2025/2024	% Chg. 2025/2024	Market Share 2025
France	23,025	27,346	27,849	23,418	-4,431	-15.9%	5.9%
Germany	21,864	23,450	26,302	25,314	-987	-3.8%	6.4%
Italy	39,413	59,293	66,688	55,087	-11,600	-17.4%	14.0%
Poland	9,810	12,553	21,008	33,349	12,341	58.7%	8.5%
Spain	10,796	11,173	15,464	10,430	-5,034	-32.6%	2.6%
United Kingdom	69,896	55,309	73,166	92,702	19,536	26.7%	23.5%
Total	286,491	299,341	358,165	393,848	35,682	10.0%	100.0%

- UK ranked as the largest source market with a share of 23.5%.
- Italy ranked second, followed by Poland and Germany.
- Poland and UK registered a record month in inbound figures when compared to September of previous years.

September 2025

EU and Non-EU Markets September 2025

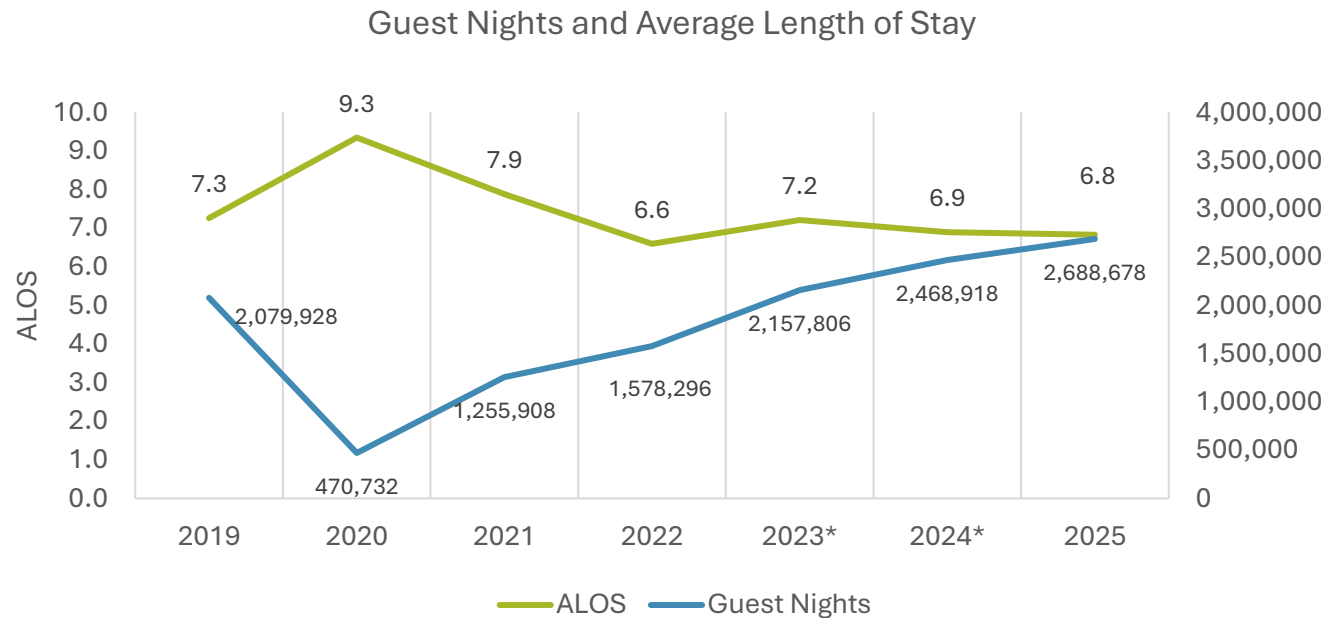
Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Markets:						
EU	236,954	199,224	234,555	241,220	6,665	2.8%
of which: Euro area	135,833	165,226	191,470	178,313	-13,157	-6.9%
Non-EU	49,537	100,117	123,610	152,627	29,018	23.5%
Inbound Tourists	286,491	299,341	358,165	393,848	35,682	10.0%

*Sept 2023 and Sept 2024 figures have been revised

Guest Nights and Average Length of Stay September 2025



* Sept 2023 and Sept 2024 figures have been revised

Guest nights

- 2.7 million nights
- +8.9% compared to September 2024

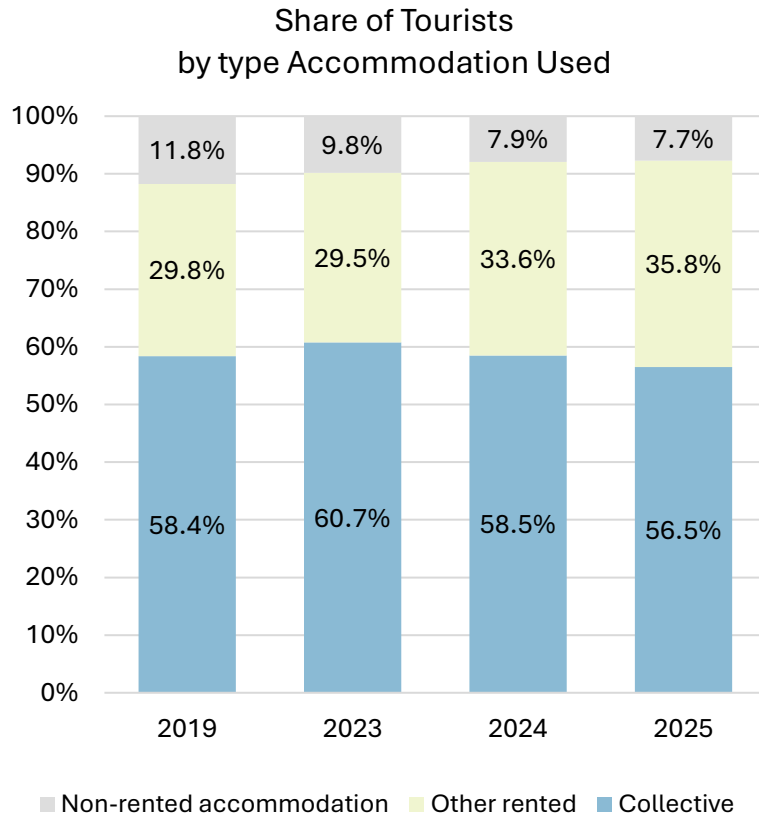
Average length of stay

- 6.8 nights
- -0.1 of a night compared to September 2024

September 2025

Inbound Tourists by Type of Accommodation Used

September 2025



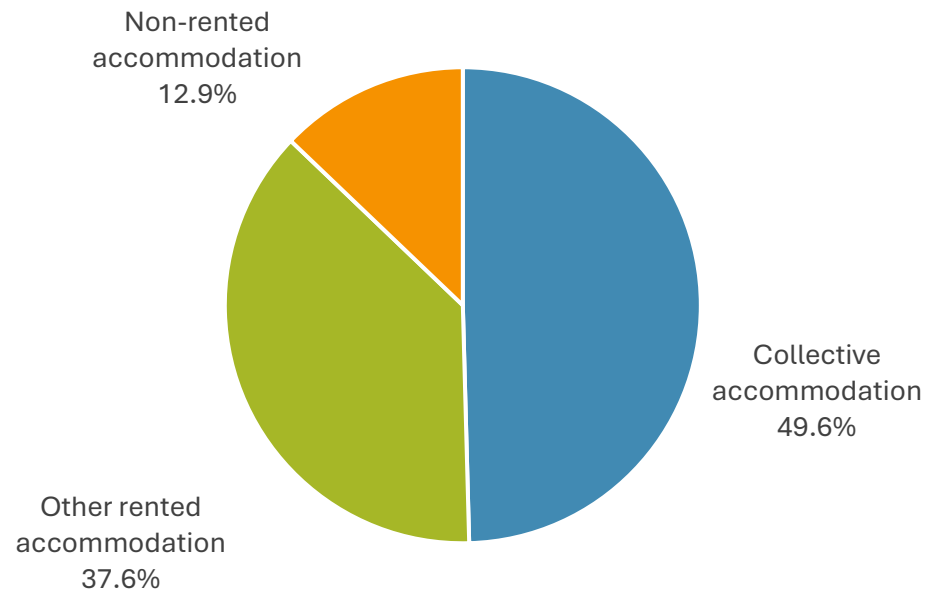
Inbound Tourists by type of accommodation	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Rented accommodation	252,743	269,984	329,735	363,540	33,805	10.3%
Collective	167,300	181,822	209,531	222,608	13,076	6.2%
Other rented	85,443	88,162	120,204	140,932	20,728	17.2%
Non-rented accommodation	33,748	29,356	28,430	30,308	1,878	6.6%
Total tourists	286,491	299,341	358,165	393,848	35,682	10.0%

*Sept 2023 and Sept 2024 figures have been revised

September 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

6.0 nights



Other rented accommodation

7.2 nights



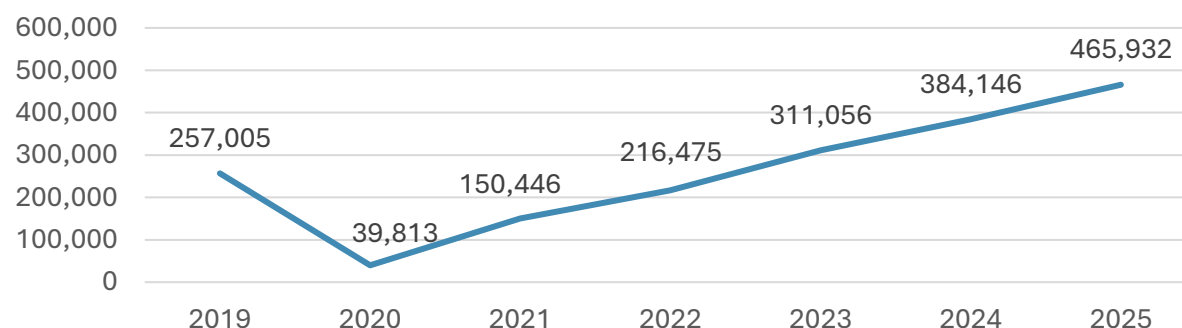
Non-rented accommodation

11.4 nights

Tourist Expenditure - September

Expenditure by Category	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Package	64,867	68,849	87,025	107,629	20,605	23.7%
Non-package	100,339	130,375	156,945	186,279	29,334	18.7%
Air/sea fares	46,520	55,814	64,525	73,342	8,817	13.7%
Accommodation	53,819	74,561	92,420	112,937	20,517	22.2%
Other expenditure	91,798	111,833	140,176	172,024	31,847	22.7%
Total expenditure	257,005	311,056	384,146	465,932	81,786	21.3%
Per capita	897	1,039	1,073	1,183	110	10.3%
Per night	124	144	156	173	18	11.4%

Total Tourist Expenditure - September (€000s)



In the month of September 2025, tourist expenditure reached €465.9 million, an increase of 21.3% when compared to September last year.

Expenditure per night increased from €156 to €173.

*September 2023 and September 2024 figures have been revised

September 2025