

LOCAL TOURISM PERFORMANCE JANUARY 2026

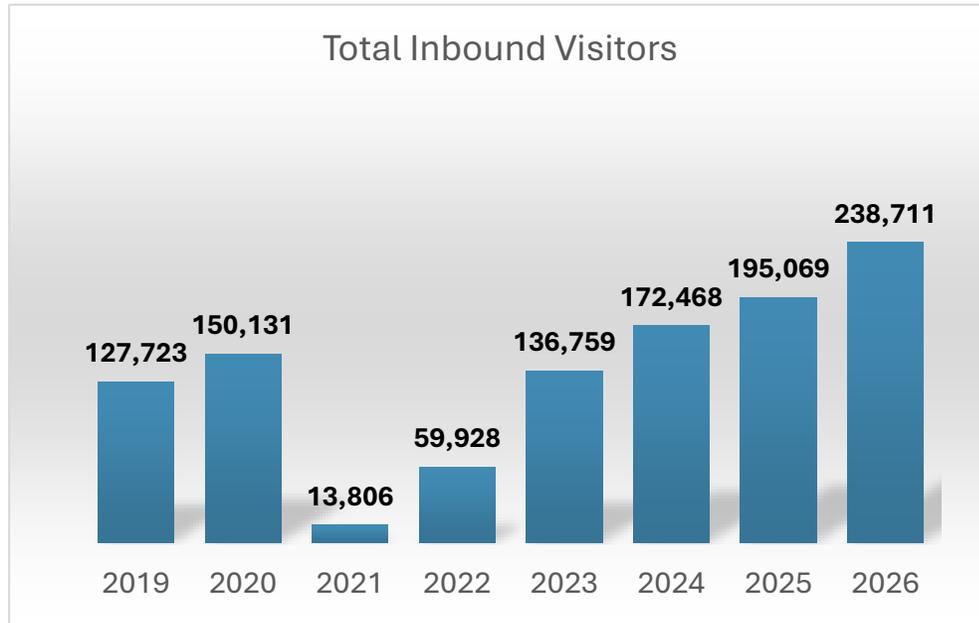


13th March 2026

Summary of Performance

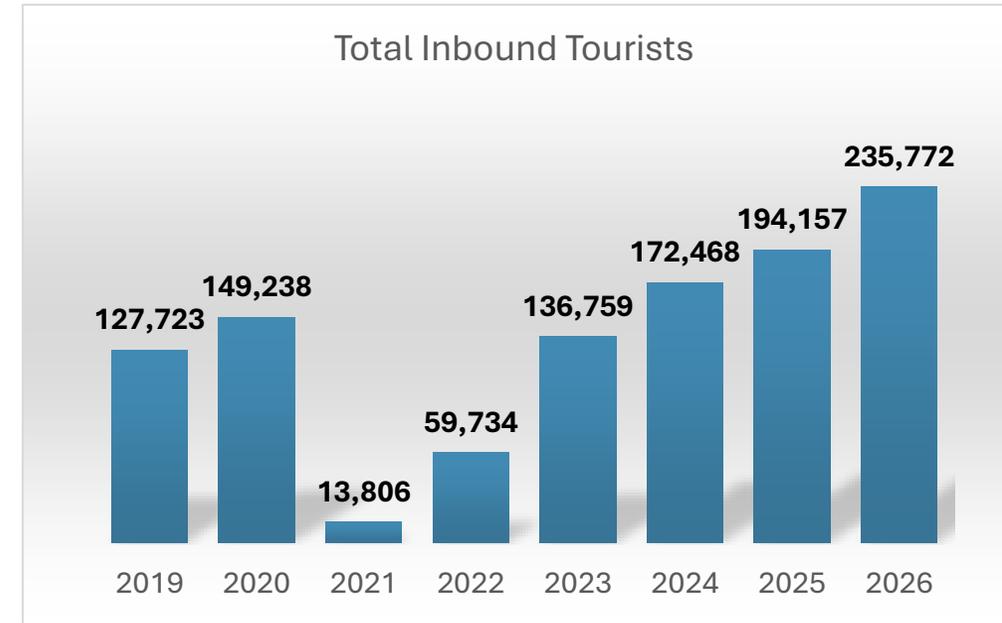
	Jan 2024	Jan 2025	Jan 2026	Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	172,468	195,069	238,711	43,641	22.4%
Inbound tourists (excluding overnight cruise passengers)	172,468	194,157	235,772	41,614	21.4%
Guest nights	1,013,261	1,128,652	1,380,383	251,731	22.3%
Average length of stay (nights)	5.9	5.8	5.9	0.04	0.7%
Total expenditure (€000)	110,178	142,583	178,901	36,317	25.5%

Inbound Tourism



238,711 inbound visitors

+22.4% over 2025



235,772 inbound tourists

+21.4% over 2025

Note: Total inbound visitors include overnight cruise passengers.

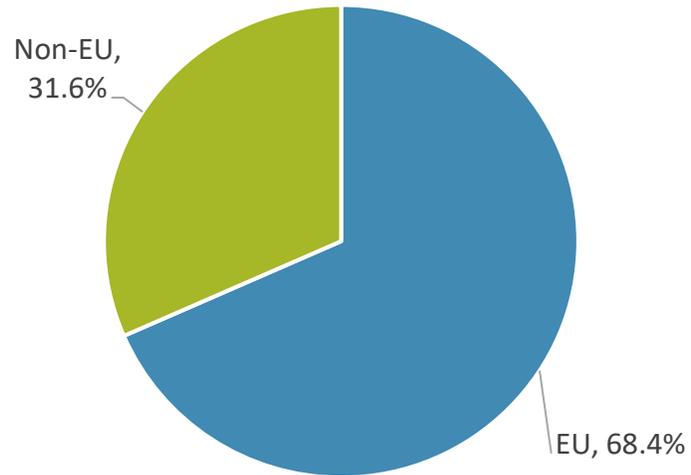
Performance of Main Source Markets

January	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025	Market Share 2026
France	11,070	11,056	9,717	-1,339	-12.1%	4.1%
Germany	12,197	12,870	13,800	931	7.2%	5.9%
Italy	30,176	29,223	31,605	2,382	8.1%	13.4%
Poland	20,829	30,811	44,119	13,309	43.2%	18.7%
Spain	6,907	7,171	8,312	1,141	15.9%	3.5%
United Kingdom	28,532	30,134	40,779	10,645	35.3%	17.3%
Total	172,468	194,157	235,772	41,614	21.4%	100.0%

- In January 2026, Poland ranked as the largest source market with a share of 18.7%.
- The UK ranked second with a share of 17.3%, followed by Italy with a share of 13.4%.

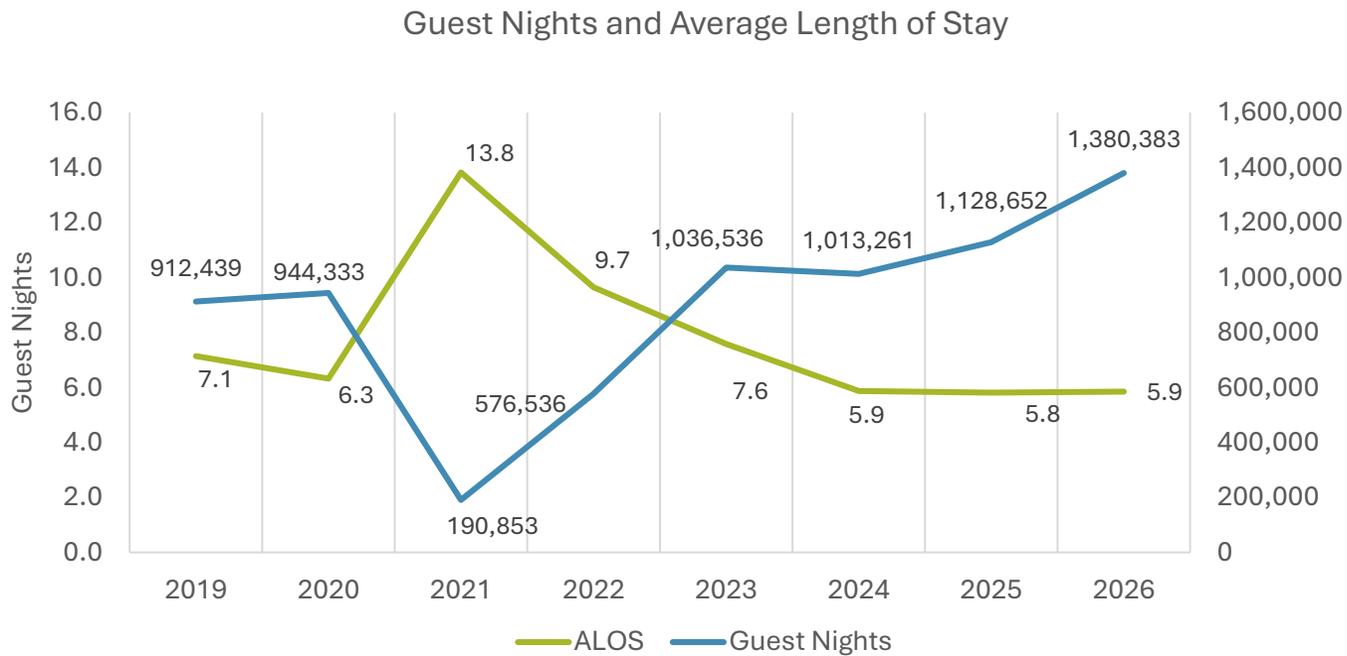
EU and Non-EU Markets

Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	122,220	140,754	161,365	20,611	14.6%
of which: Euro area	87,472	94,070	102,274	8,204	8.7%
Non-EU	50,248	53,404	74,407	21,003	39.3%
Inbound Tourists	172,468	194,157	235,772	41,614	21.4%

Guest Nights and Average Length of Stay



Guest nights

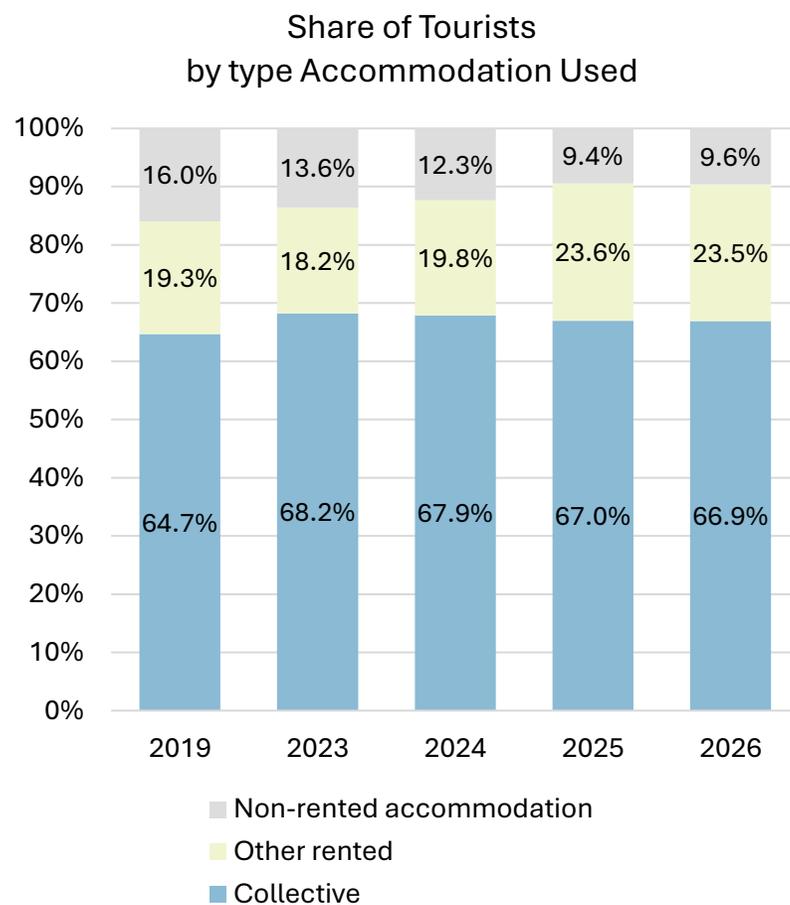
- 1.38 million nights
- +22.3% compared to January 2025

Average length of stay

- 5.9 nights
- 0.1 of a night compared to January 2025

January 2026

Inbound Tourists by Type of Accommodation Used

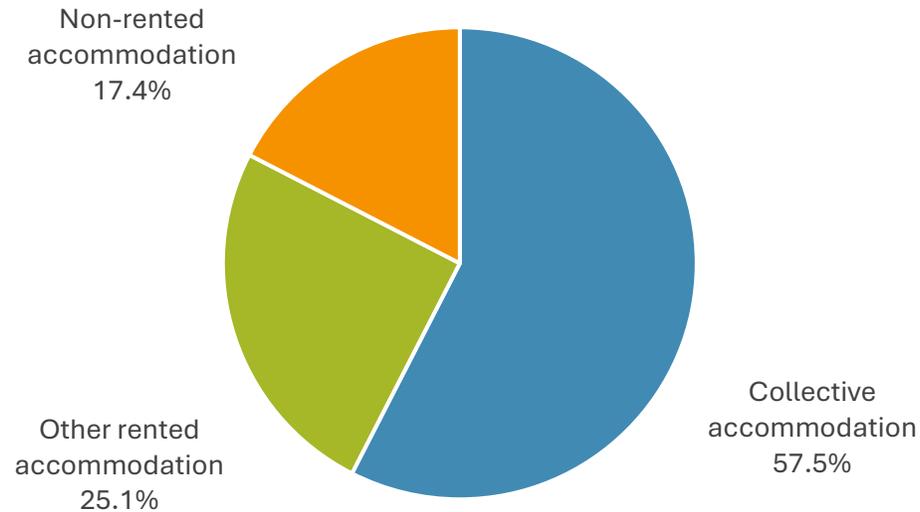


Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	151,231	175,858	213,158	37,299	21.2%
Collective	117,135	130,006	157,726	27,720	21.3%
Other rented	34,096	45,853	55,432	9,579	20.9%
Non-rented accommodation	21,237	18,299	22,614	4,315	23.6%
Total tourists	172,468	194,157	235,772	41,614	21.4%

January 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

6.2 nights

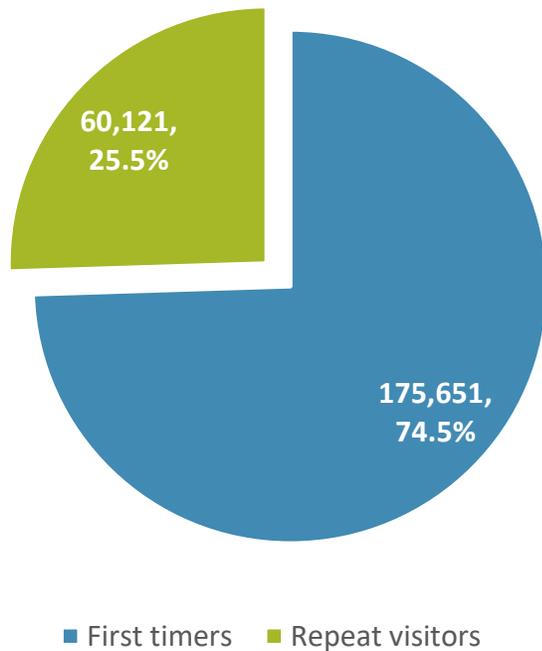


Non-rented accommodation

10.6 nights

Frequency of Visit

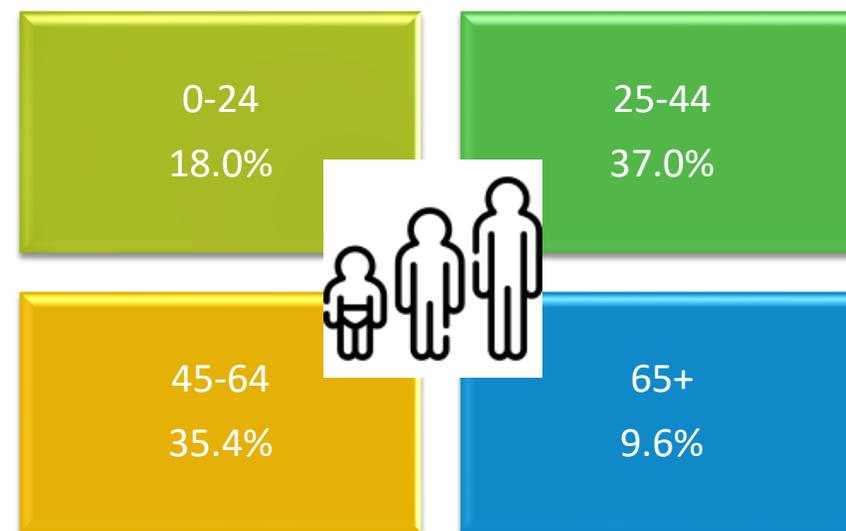
Frequency of Visit
January 2026



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Frequency:					
First-time tourists	129,449	147,542	175,651	28,109	19.1%
Repeat tourists	43,019	46,616	60,121	13,505	29.0%
once a year or less	29,756	35,648	44,418	8,770	24.6%
more than once a year	13,264	10,968	15,703	4,735	43.2%
Inbound Tourists	172,468	194,157	235,772	41,614	21.4%

Age Diversification

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	36,657	34,064	42,368	8,305	24.4%
25-44	69,166	76,553	87,171	10,618	13.9%
45-64	52,383	66,809	83,532	16,723	25.0%
65 or more	14,263	16,732	22,701	5,969	35.7%
Inbound Tourists	172,468	194,157	235,772	41,614	21.4%



Purpose of Visit



Holiday

219,117

Share: 92.9%

+20.3%
(2026/2025)



Business

12,294

Share: 5.2%

+44.7%
(2026/2025)



Other

4,361

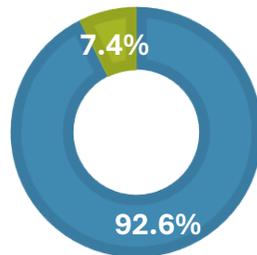
Share: 1.8%

25.2%
(2026/2025)

January 2026

Gozo and Comino Visitors

Gozo and Comino visitors	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Tourists visiting Gozo and Comino	76,115	91,240	93,502	2,261	2.5%
Same-day visitors	70,601	85,149	86,561	1,412	1.7%
Overnight visitors	5,513	6,091	6,940	849	13.9%



■ Same-day visitors ■ Overnight visitors

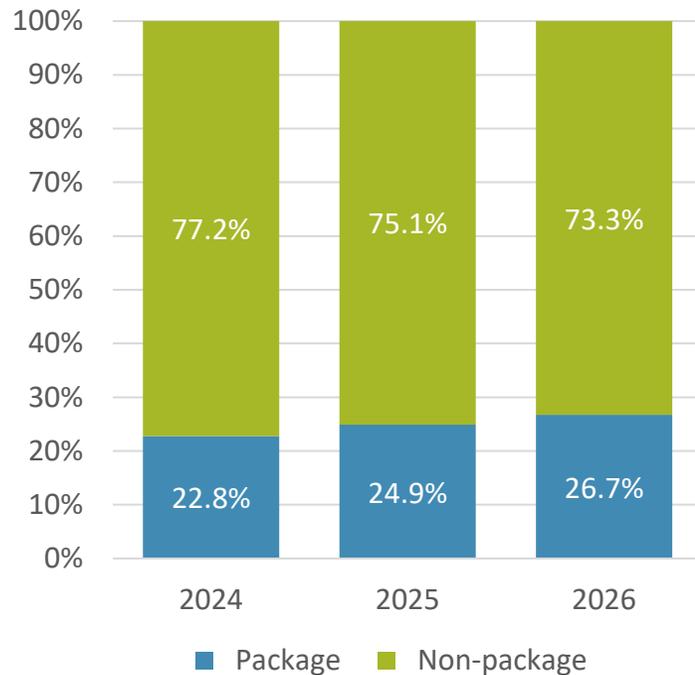
During the month of January, 39.7% out of total inbound tourists visited Gozo and Comino

January 2026



Organisation of Stay

Share of Package and Non-Package Tourists

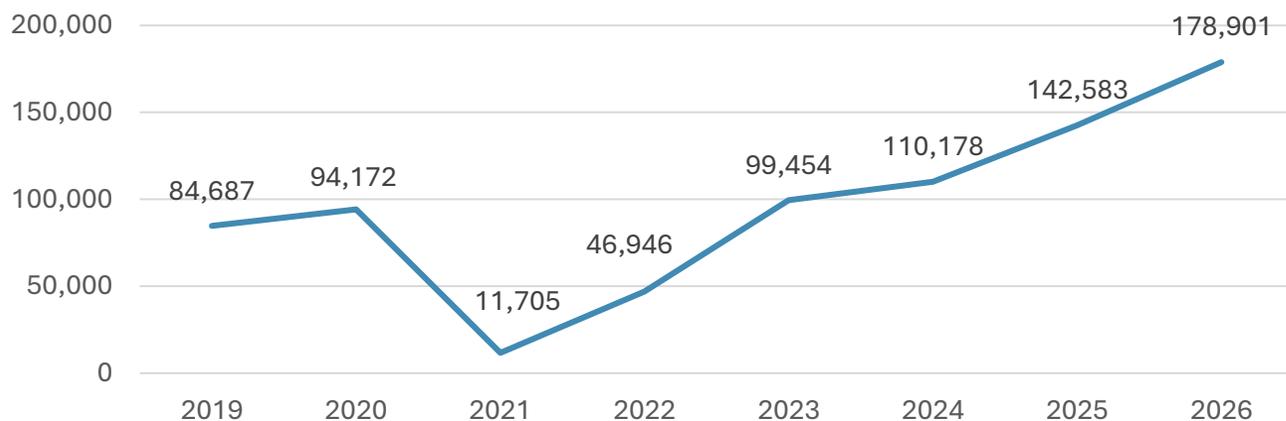


Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Organisation of stay:					
Package	39,294	48,371	62,989	14,619	30.2%
Non-package	133,174	145,787	172,783	26,996	18.5%
Inbound Tourists	172,468	194,157	235,772	41,614	21.4%

Tourist Expenditure

January	Package	Non-package			Total € 000	Per capita €	Per night €
		Non-package Air/sea fares	Non-package Accommodation	Other			
2024	21,977	19,242	23,209	45,750	110,178	638.8	108.7
2025	30,092	28,190	28,511	55,790	142,583	734.4	126.3
2026	37,786	35,089	36,458	69,567	178,901	758.8	129.6
%Change 2026/2025	25.6%	24.5%	27.9%	24.7%	25.5%	3.3%	2.6%

Total Tourist Expenditure (€000s)



Total tourist expenditure reached **€178.9** million, an increase of 25.5% when compared to January 2025.

Expenditure per night increased from € 126.3 to €129.6.