

LOCAL TOURISM PERFORMANCE

JANUARY – JUNE 2026

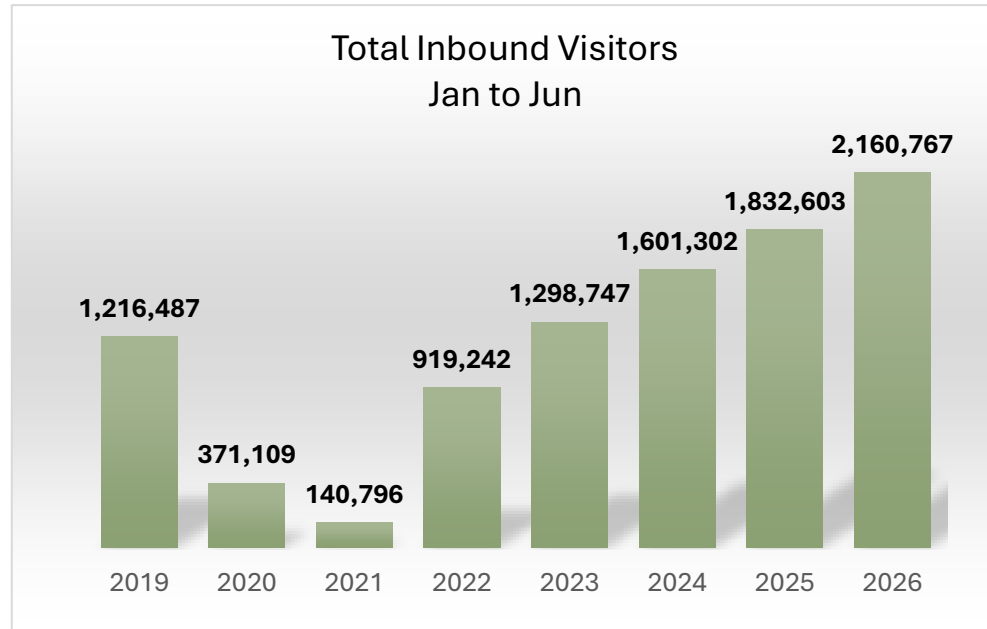
MTA Research Unit
30th July 2026

Summary of Performance

- Inbound tourists in the first six months 2026 amounted to 2,131,825 (+18.1%), while total nights reached 11.8 million (+10.1%).
- Total tourist expenditure was estimated at €1,795.6 million (+14.8%), while expenditure per capita stood at €842.

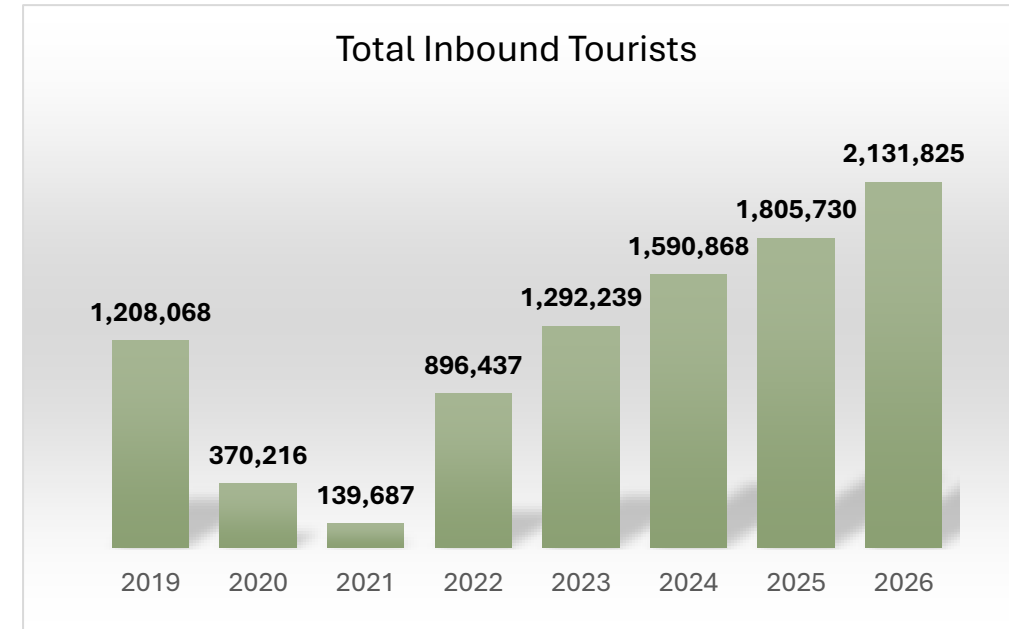
	Jan-Jun 2024	Jan-Jun 2025	Jan-Jun 2026	Abs. Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	1,601,302	1,832,603	2,160,767	328,164	17.9%
Inbound tourists (excluding overnight cruise passengers)	1,590,868	1,805,730	2,131,825	326,095	18.1%
Guest nights	9,424,958	10,671,374	11,751,388	1,080,015	10.1%
Average length of stay (nights)	5.9	5.9	5.5	-0.4	-6.7%
Total expenditure (€000)	1,291,172	1,564,145	1,795,611	231,466	14.8%
Expenditure per capita (€)	812	866	842	-23.9	-2.8%
Expenditure per night (€)	137	147	153	6.2	4.2%

Inbound Tourism



2.16 million visitors

+17.9% over 2025



2.13 million tourists

+18.1% over 2025

Note: Total inbound visitors include overnight cruise passengers.

January – June 2026

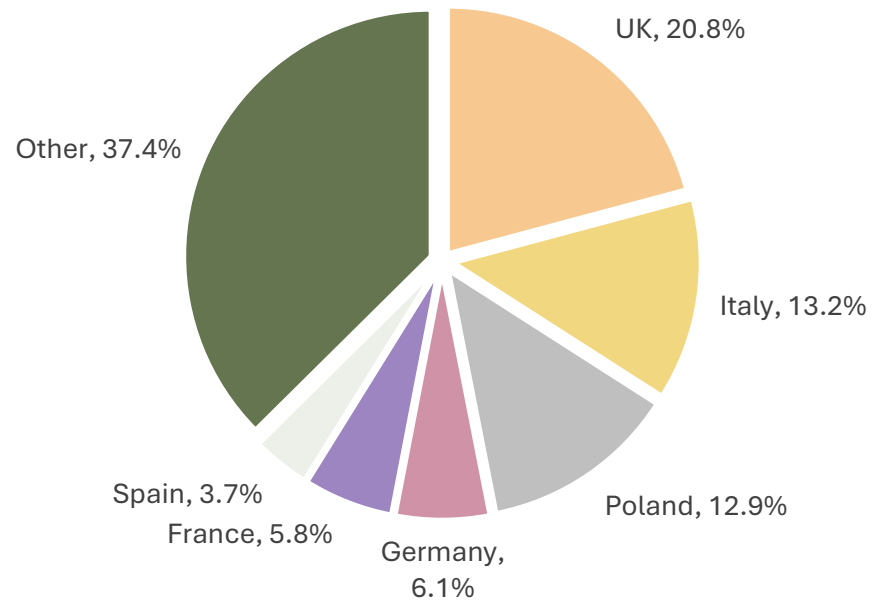
Inbound Tourists by Source Market

January to June	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
Belgium	37,580	40,522	39,602	-920	-2.3%	1.9%
France	134,307	135,316	124,176	-11,140	-8.2%	5.8%
Germany	114,608	117,157	130,228	13,071	11.2%	6.1%
Greece	34,356	34,311	34,842	530	1.5%	1.6%
Hungary	29,637	34,846	41,755	6,909	19.8%	2.0%
Ireland	23,593	41,945	52,463	10,518	25.1%	2.5%
Italy	263,706	257,818	281,909	24,091	9.3%	13.2%
Netherlands	36,669	34,130	43,577	9,447	27.7%	2.0%
Poland	124,357	183,375	273,952	90,578	49.4%	12.9%
Romania	28,224	29,413	42,183	12,770	43.4%	2.0%
Scandinavia	39,550	44,839	58,246	13,407	29.9%	2.7%
Spain	58,224	70,173	79,660	9,487	13.5%	3.7%
Switzerland	26,935	28,539	35,505	6,966	24.4%	1.7%
United Kingdom	314,378	374,012	444,260	70,249	18.8%	20.8%
USA	30,944	35,404	48,011	12,607	35.6%	2.3%
Other	293,800	343,931	401,456	57,525	16.7%	18.8%
Total	1,590,868	1,805,730	2,131,825	326,095	18.1%	100.0%

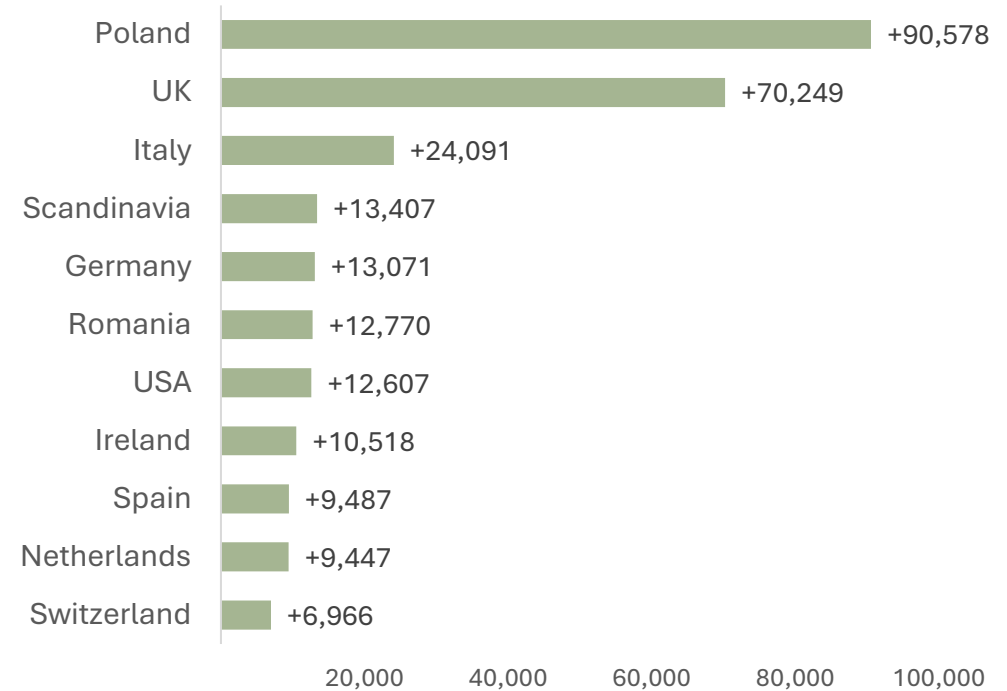
January – June 2026

Top Source Markets

Who were the top source markets?



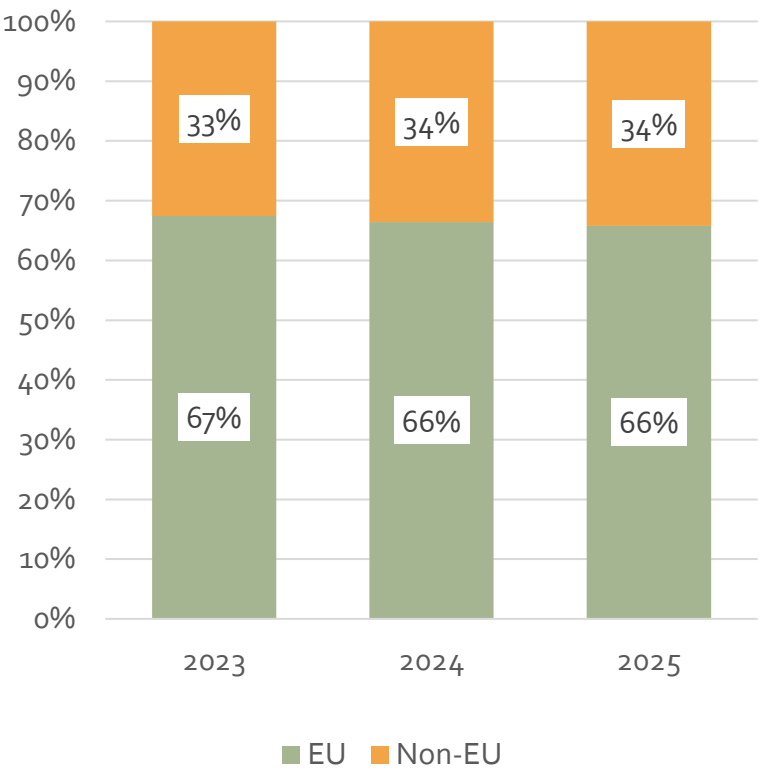
Which markets registered the highest growth in absolute terms?



January to June 2026

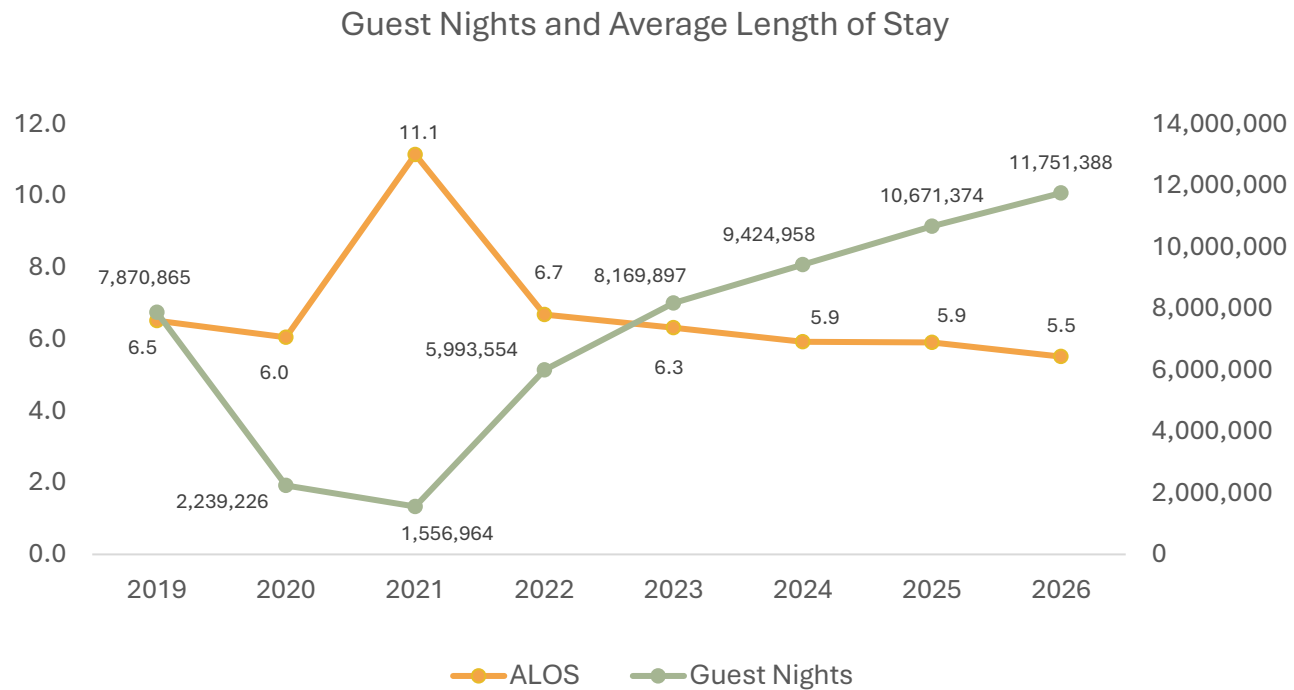
EU and Non-EU Markets

Share of Inbound Tourists



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	1,072,938	1,199,329	1,402,279	202,950	16.9%
of which: Euro area	832,695	879,951	978,177	98,226	11.2%
Non-EU	517,930	606,401	729,546	123,145	20.3%
Inbound Tourists	1,590,868	1,805,730	2,131,825	326,095	18.1%

Guest Nights and Average Length of Stay



Guest nights

11.8 million nights

+10.1%

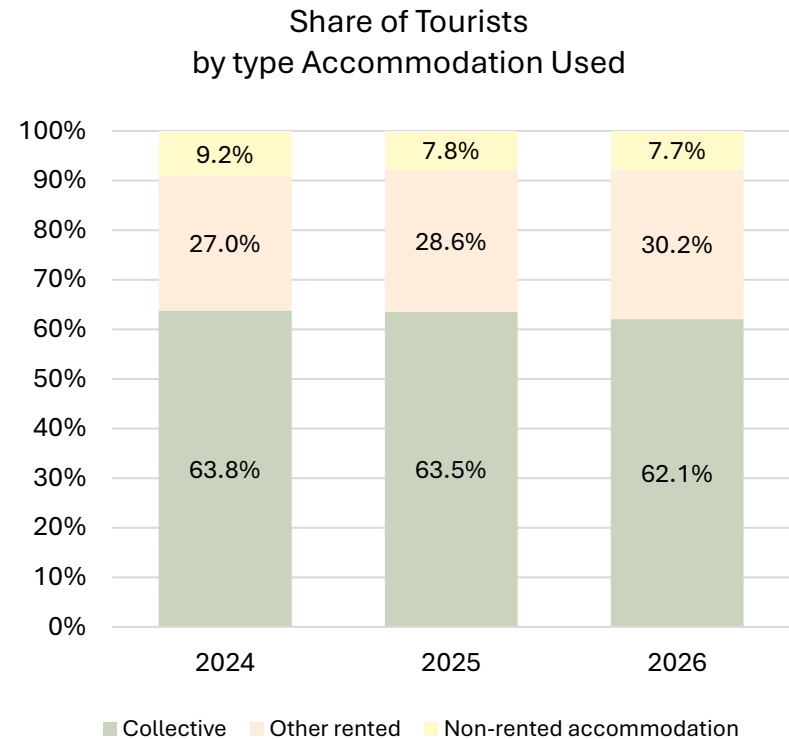
Average length of stay

5.5 nights

-0.4 of a night

January – June 2026

Inbound Tourists by Type of Accommodation Used

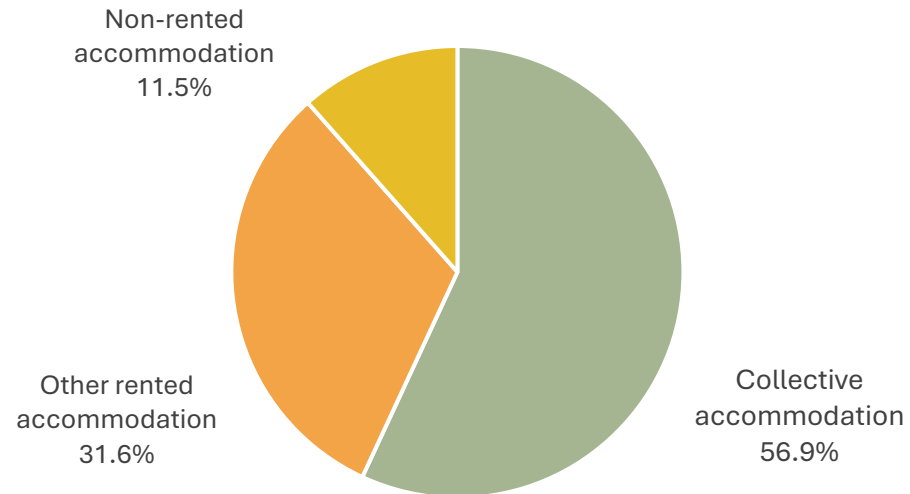


Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	1,444,743	1,664,441	1,966,991	302,550	18.2%
Collective	1,015,066	1,147,406	1,323,428	176,023	15.3%
Other rented	429,677	517,036	643,562	126,527	24.5%
Non-rented accommodation	146,124	141,288	164,834	23,545	16.7%
Total tourists	1,590,868	1,805,730	2,131,825	326,095	18.1%

January – June 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

5.1 nights



Other rented accommodation

5.8 nights



Non-rented accommodation

8.2 nights

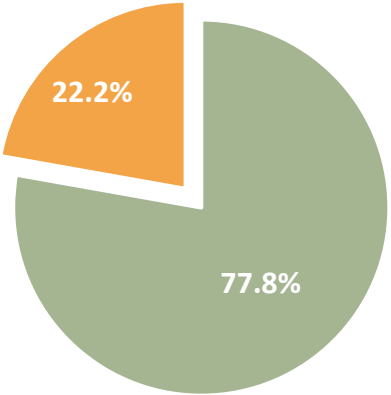
Total Average Length of Stay

5.5 nights

January – June 2026

Frequency of Visit

Frequency of Visit



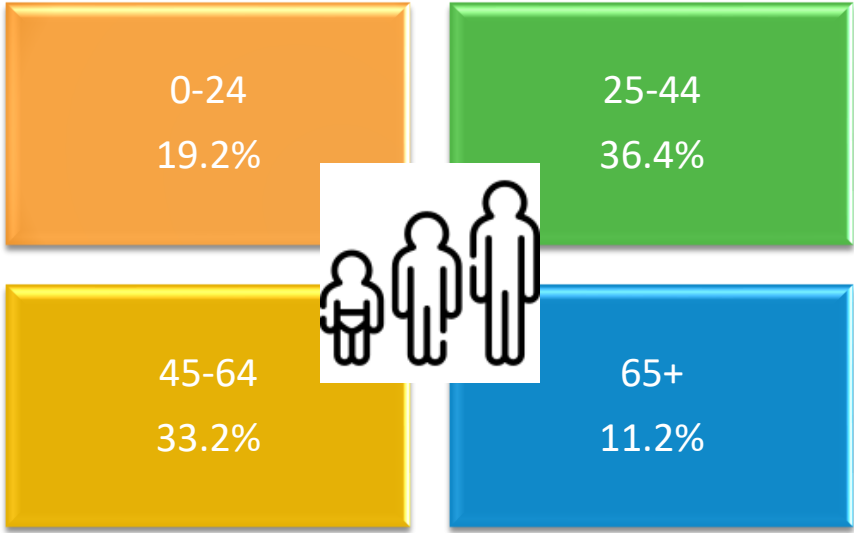
■ First timers ■ Repeat tourists

77.8% of inbound tourists were first-time visitors.

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Frequency:					
First-time tourists	1,247,274	1,433,235	1,658,423	225,188	15.7%
Repeat tourists	343,593	372,495	473,402	100,907	27.1%
once a year or less	260,436	283,266	371,029	87,763	31.0%
more than once a year	83,158	89,228	102,373	13,144	14.7%
Inbound Tourists	1,590,868	1,805,730	2,131,825	326,095	18.1%

Age Diversification

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	326,987	345,850	408,831	62,981	18.2%
25-44	598,973	661,391	776,337	114,946	17.4%
45-64	492,947	583,255	707,751	124,496	21.3%
65 or more	171,960	215,234	238,906	23,673	11.0%
Inbound Tourists	1,590,868	1,805,730	2,131,825	326,095	18.1%



The increase in **45+ age bracket** accounted for 45.4% of the total increase in inbound tourists.



Purpose of Visit



Holiday

1,975,286

Share: 92.7%

+18.1%
(2026/2025)



Business

110,754

Share: 5.2%

+27.9%
(2026/2025)



Other

45,785

Share: 2.1%

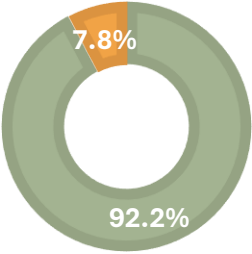
-3.1%
(2026/2025)

January – June 2026

Gozo and Comino Visitors

Gozo and Comino visitors	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Tourists visiting Gozo and Comino	852,090	988,087	1,123,572	135,485	13.7%
Same-day visitors	783,140	916,231	1,036,411	120,180	13.1%
Overnight visitors	68,950	71,856	87,161	15,305	21.3%

GOZO VISITORS



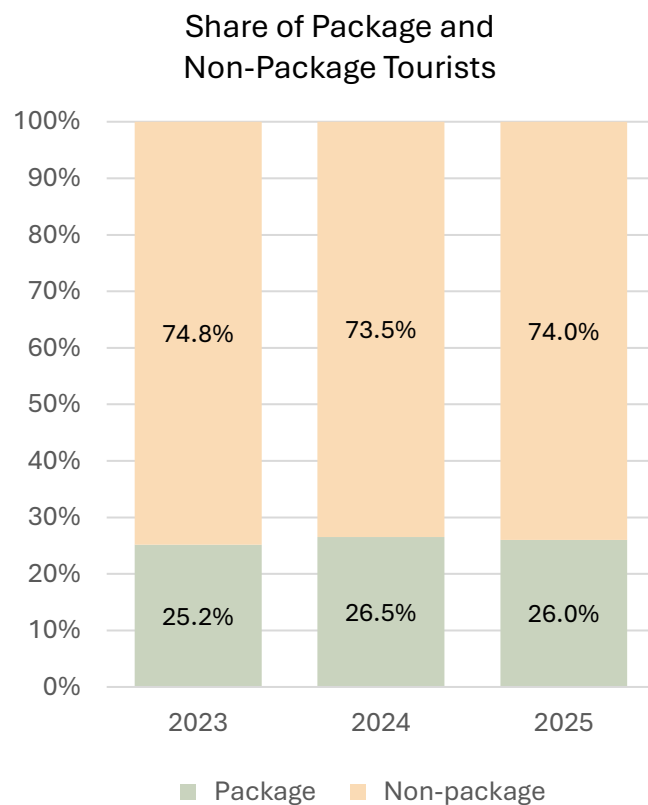
■ Same-day visitors ■ Overnight visitors

During the first 6 months of the year, 52.7% out of total inbound tourists visited Gozo and Comino.

January – June 2026



Organisation of Stay



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Organisation of stay:					
Package	400,202	478,903	554,376	75,473	15.8%
Non-package	1,190,666	1,326,827	1,577,449	250,622	18.9%
Inbound Tourists	1,590,868	1,805,730	2,131,825	326,095	18.1%

January – June 2026

Tourist Expenditure by Source Market

January to June €000s	2024	2025	2026	Abs. Chg. 2026/2025	% Change 2026/2025	Per Capita 2026	Per Night 2026
Belgium	30,883	35,675	36,440	765	2.1%	920	163
France	109,149	120,658	108,788	-11,870	-9.8%	876	145
Germany	108,175	121,484	129,721	8,236	6.8%	996	149
Greece	17,965	19,226	20,880	1,654	8.6%	599	143
Hungary	16,787	18,356	22,238	3,882	21.1%	533	128
Ireland	23,518	40,425	50,464	10,039	24.8%	962	169
Italy	139,997	142,035	154,969	12,934	9.1%	550	116
Netherlands	35,443	33,496	44,473	10,976	32.8%	1,021	171
Poland	85,047	122,942	176,486	53,544	43.6%	644	127
Romania	19,269	22,340	29,342	7,002	31.3%	696	153
Scandinavia	37,359	47,404	60,459	13,055	27.5%	1,038	161
Spain	39,905	50,962	55,267	4,305	8.4%	694	139
Switzerland	27,835	35,284	40,763	5,478	15.5%	1,148	187
United Kingdom	293,832	381,492	441,554	60,062	15.7%	994	170
USA	39,206	46,784	63,662	16,878	36.1%	1,326	258
Other	266,799	325,581	360,106	34,525	10.6%	897	159
Total	1,291,172	1,564,145	1,795,611	231,466	14.8%	842	153

Total Expenditure
Jan-Jun

€1,795.6 million

+14.8%
over 2025

January – June 2026

Tourist Expenditure

		Non-package			Total	Per capita	Per night
January to June	Package	Non-package Air/sea fares	Non-package Accommodation	Other	€ 000	€	€
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
2026	429,469	304,066	390,249	671,828	1,795,611	842	153
Absolute Change 2026/2025	44,701	38,610	53,265	94,891	231,466	-24	6
% Change 2026/2025	11.6%	14.5%	15.8%	16.4%	14.8%	-2.8%	4.2%



Total tourist expenditure reached €1,795.6 million, an increase of 14.8% when compared to last year.

Expenditure per capita decreased from €866 to €842. Meanwhile, expenditure per night increased from €147 to €153.

January - June 2026



LOCAL TOURISM PERFORMANCE

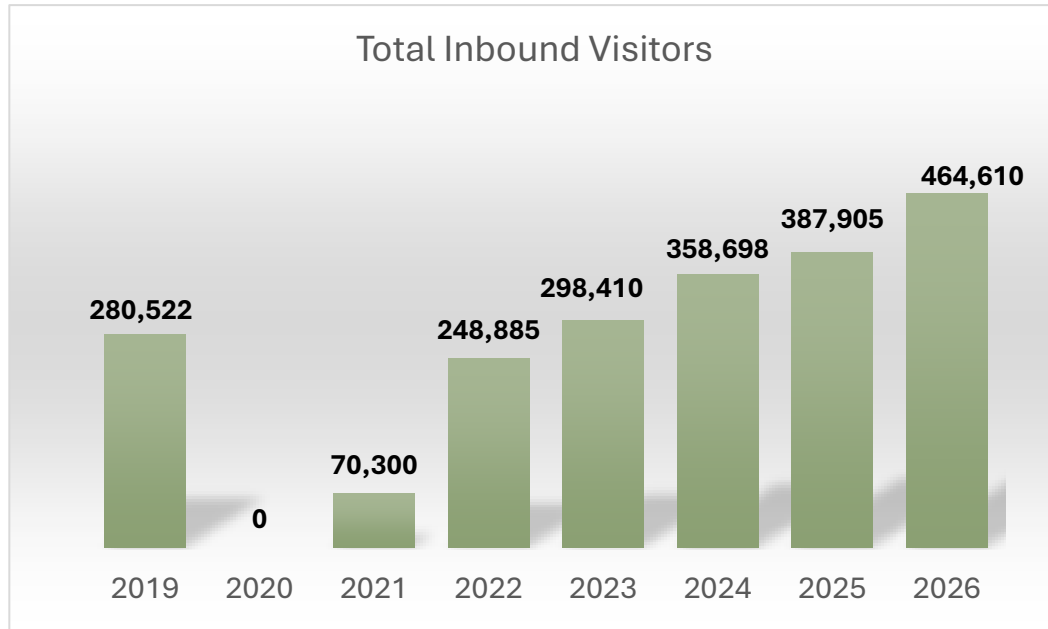
JUNE 2026

Summary of Performance

	June 2024	June 2025	June 2026	Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	358,698	387,905	464,610	76,705	19.8%
Inbound tourists (excluding overnight cruise passengers)	349,021	386,776	458,223	71,447	18.5%
Guest nights	2,286,242	2,482,174	2,578,795	96,621	3.9%
Average length of stay (nights)	6.6	6.4	5.6	-0.8	-
Total expenditure (€000)	332,529	395,893	456,010	60,117	15.2%

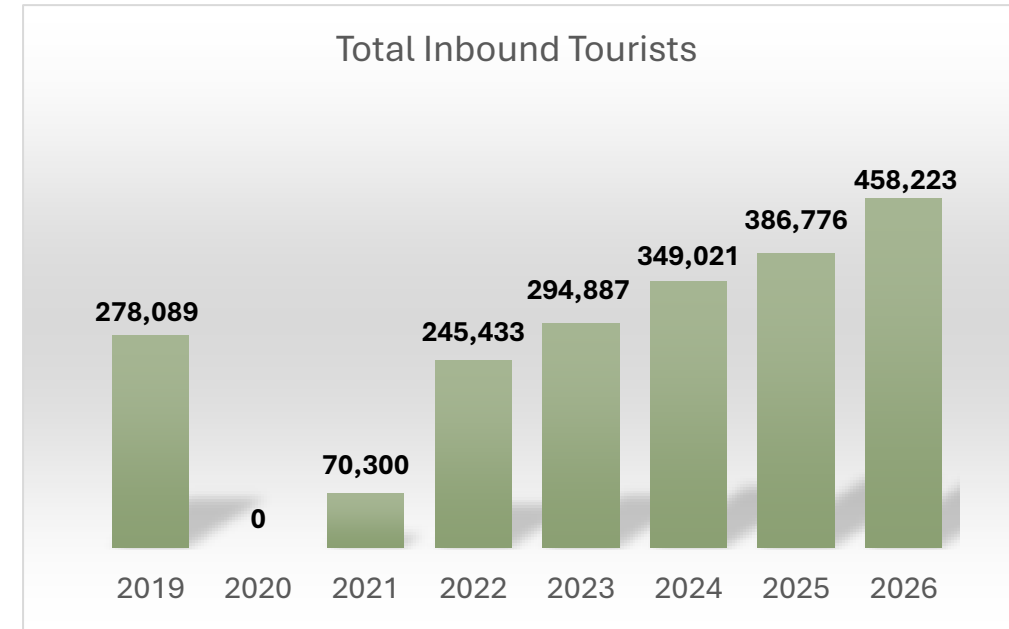
June 2026

Inbound Tourism



464,610 inbound visitors

+19.8% over 2025



458,223 inbound tourists

+18.5% over 2025

Note: Total inbound visitors include overnight cruise passengers.

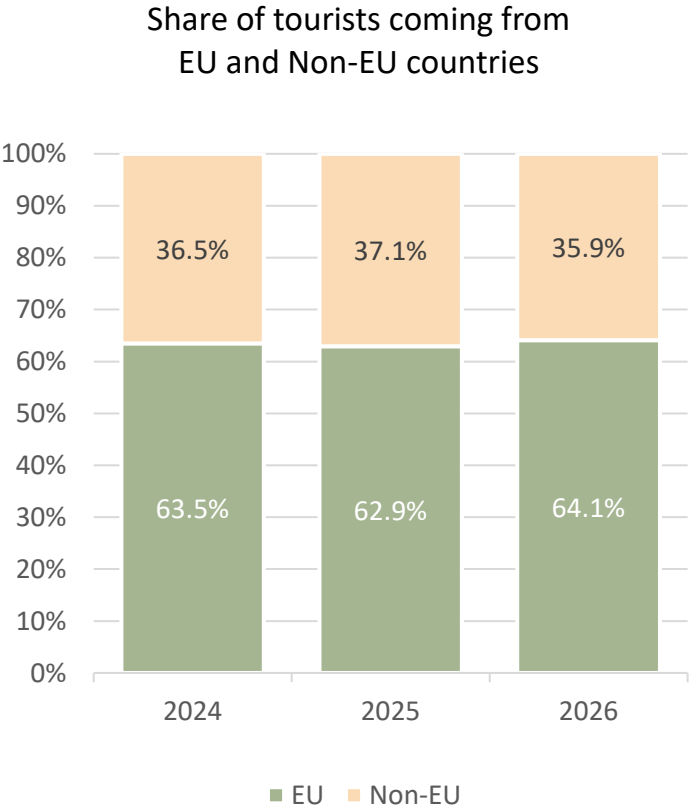
June 2026

Performance of Main Source Markets

	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
France	28,364	29,207	28,029	-1,178	-4.0%	6.1%
Germany	23,523	26,165	27,064	899	3.4%	5.9%
Italy	57,984	54,214	64,086	9,872	18.2%	14.0%
Poland	19,996	28,846	46,605	17,758	61.6%	10.2%
Spain	12,929	19,212	24,826	5,614	29.2%	5.4%
United Kingdom	75,126	85,350	98,236	12,886	15.1%	21.4%
Total	349,021	386,776	458,223	71,447	18.5%	100.0%

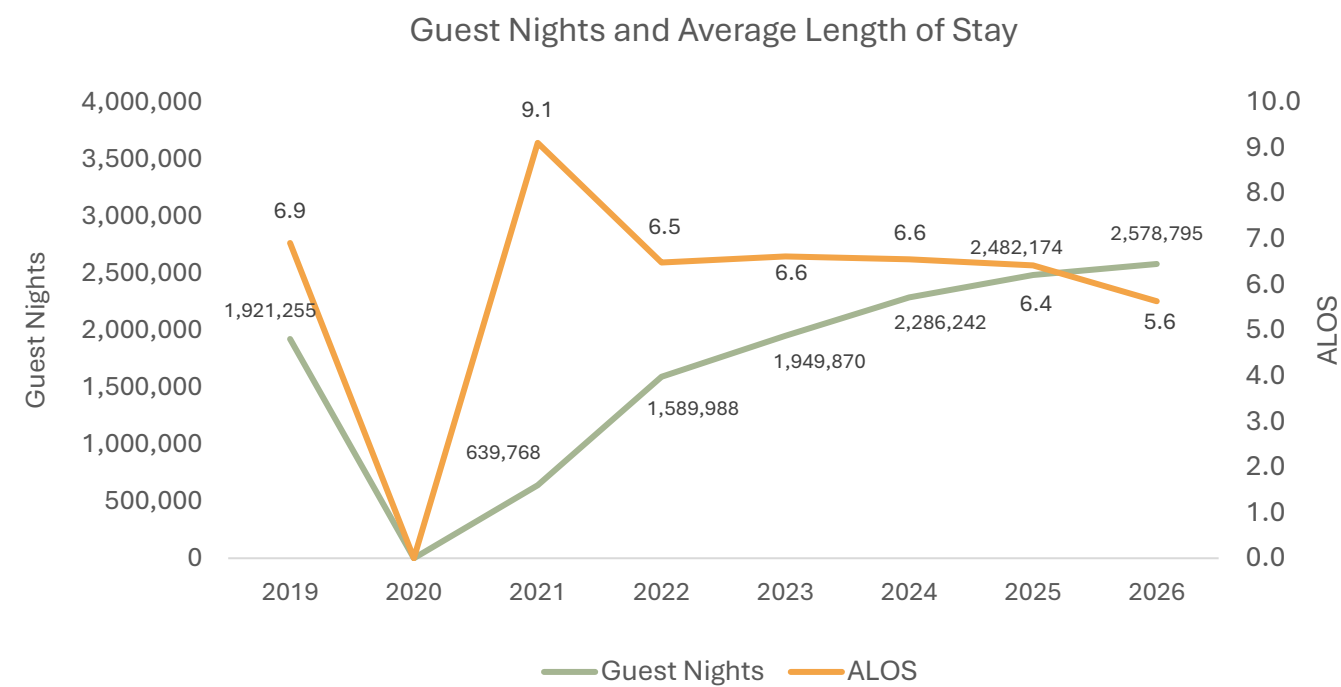
- UK ranked as the largest source market with a share of 21.4%.
- Italy ranked second with a share of 14.0%, followed by Poland at 10.2%.

EU and Non-EU Markets



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	221,664	243,417	293,730	50,313	20.7%
of which: Euro area	179,162	189,889	216,152	26,262	13.8%
Non-EU	127,357	143,359	164,493	21,134	14.7%
Inbound Tourists	349,021	386,776	458,223	71,447	18.5%

Guest Nights and Average Length of Stay



Guest nights

2.6 million nights

+3.9%

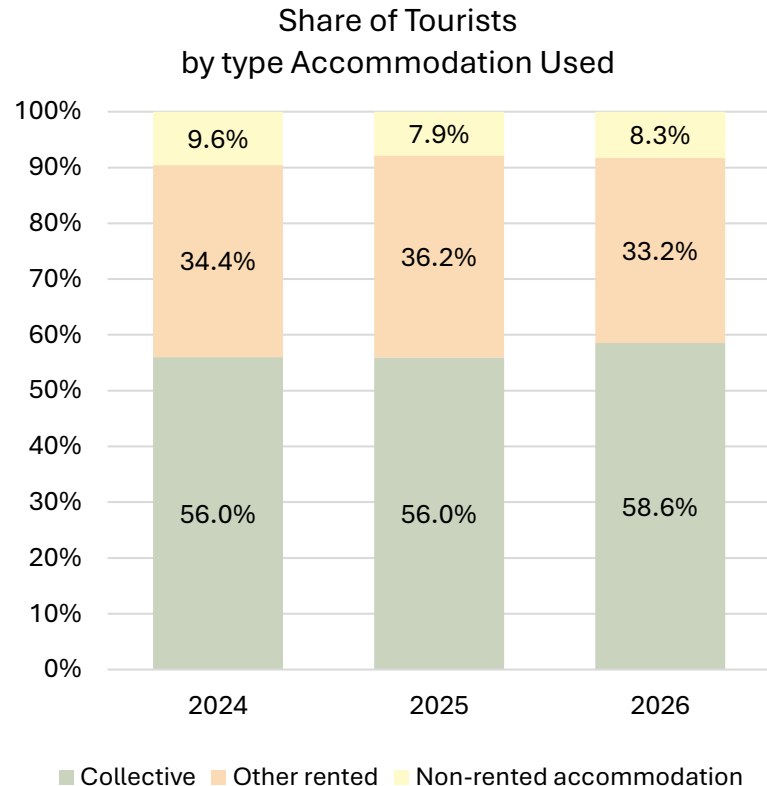
Average length of stay

5.6 nights

-0.8 of a night

June 2026

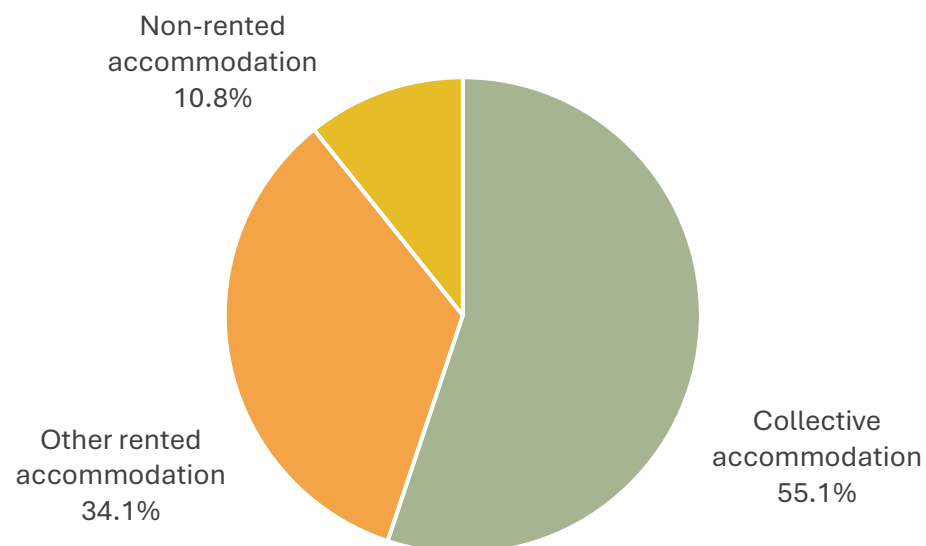
Inbound Tourists by Type of Accommodation Used



Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	315,622	356,368	420,336	63,967	17.9%
Collective	195,413	216,444	268,325	51,881	24.0%
Other rented	120,210	139,925	152,011	12,086	8.6%
Non-rented accommodation	33,399	30,408	37,887	7,480	24.6%
Total tourists	349,021	386,776	458,223	71,447	18.5%

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

5.3 nights



Other rented accommodation

5.8 nights



Non-rented accommodation

7.3 nights

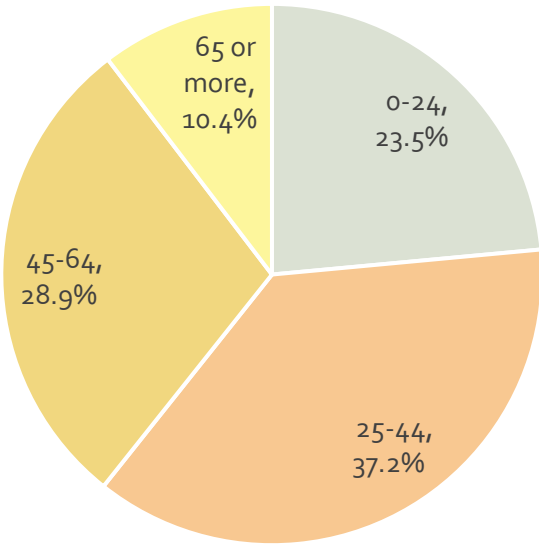
Total Average Length of Stay

5.6 nights

Age Diversification



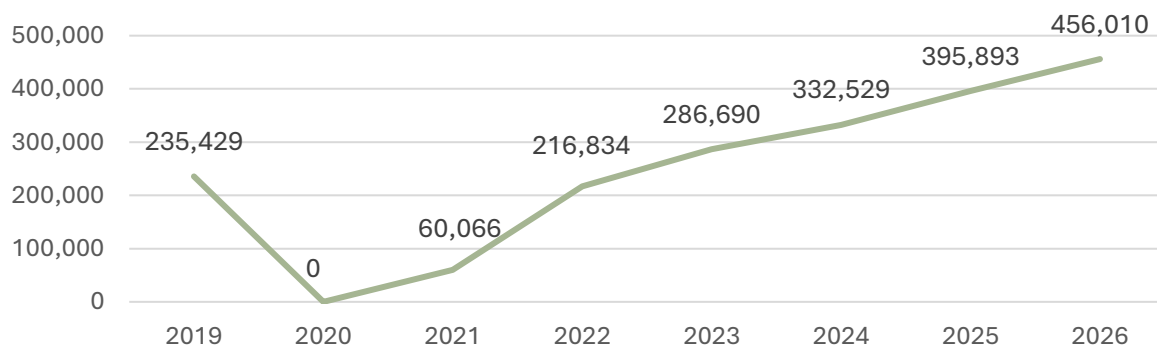
Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	81,544	95,942	107,778	11,836	12.3%
25-44	141,799	136,502	170,349	33,846	24.8%
45-64	93,893	105,956	132,564	26,608	25.1%
65 or more	31,786	48,375	47,533	-843	-1.7%
Inbound Tourists	349,021	386,776	458,223	71,447	18.5%



Tourist Expenditure

Expenditure by Category (in €000)	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Package	75,031	97,801	112,291	14,490	14.8%
Non-package	133,812	153,534	175,971	22,437	14.6%
Air/sea fares	55,129	65,799	72,398	6,599	10.0%
Accommodation	78,683	87,735	103,573	15,838	18.1%
Other expenditure	123,685	144,558	167,748	23,190	16.0%
Total expenditure	332,529	395,893	456,010	60,117	15.2%
Per capita (in €)	953	1,024	995	-28	-2.8%
Per night (in €)	145	159	177	17	10.9%

Total Tourist Expenditure in June (€000s)



In June 2026, tourist expenditure reached **€456.0 million**, an increase of 15.2% when compared to June in 2025.

Expenditure per night stood at **€177** while **expenditure per capita** stood at **€995**.