

LOCAL TOURISM PERFORMANCE JANUARY – AUGUST 2026

MTA Research Unit
2nd October 2026

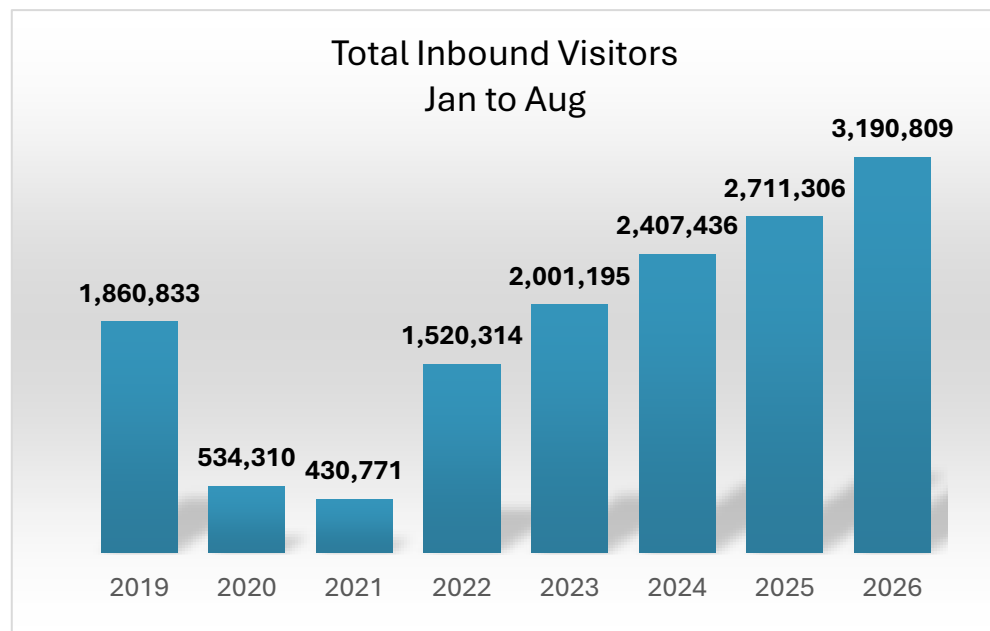
Summary of Performance

- Inbound tourists in the first 8 months 2026 amounted to 3,160,974 (+17.9%), while total nights reached 18.7 million (+10.9%).
- Total tourist expenditure was estimated at €2,963.3 million (+15.6%), while expenditure per capita stood at €937.

	Jan-Aug 2024	Jan-Aug 2025	Jan-Aug 2026	Abs. Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	2,407,436	2,711,306	3,190,809	479,503	17.7%
Inbound tourists (excluding overnight cruise passengers)	2,394,626	2,681,635	3,160,974	479,339	17.9%
Guest nights	15,304,161	16,903,348	18,744,379	1,841,031	10.9%
Average length of stay (nights)	6.4	6.3	5.9	-0.4	-5.9%
Total expenditure (€000)	2,169,098	2,563,993	2,963,309	399,316	15.6%
Expenditure per capita (€)	906	956	937	-18.7	-2.0%
Expenditure per night (€)	142	152	158	6.4	4.2%

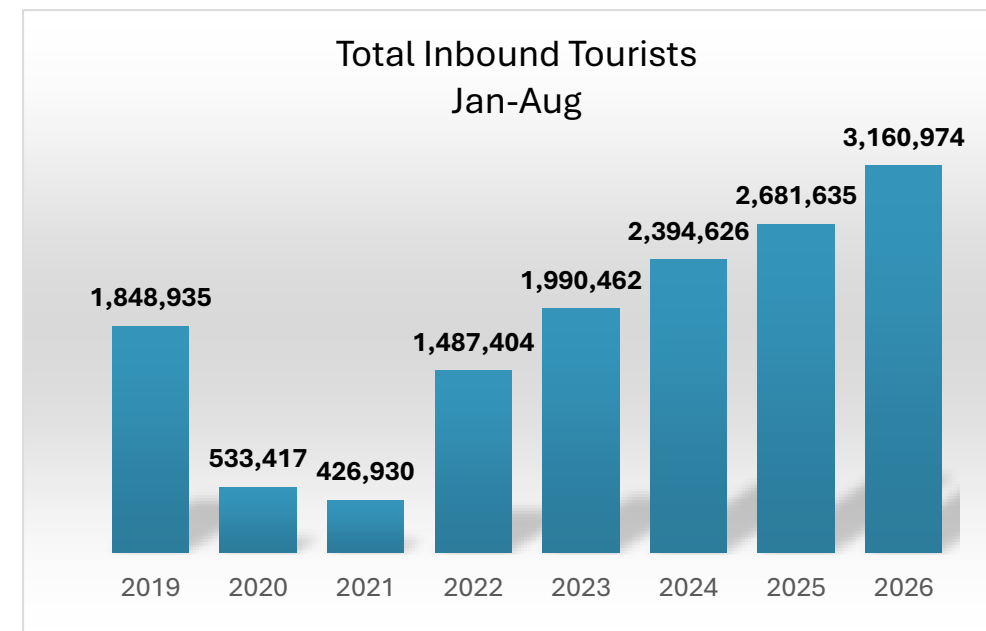
January – August 2026

Inbound Tourism



3.19 million visitors

+17.7% over 2025



3.16 million tourists

+17.9% over 2025

Note: Total inbound visitors include overnight cruise passengers.

January – August 2026

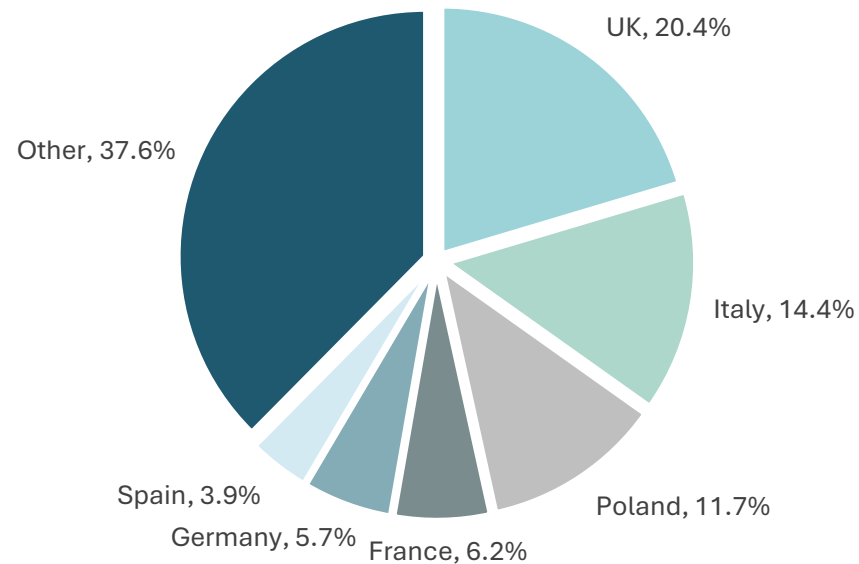
Inbound Tourists by Source Market

January to August	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
Belgium	54,817	56,780	57,861	1,081	1.9%	1.8%
France	217,576	211,083	195,896	-15,188	-7.2%	6.2%
Germany	159,601	167,850	181,622	13,772	8.2%	5.7%
Greece	47,164	47,306	51,288	3,982	8.4%	1.6%
Hungary	45,292	52,335	62,786	10,451	20.0%	2.0%
Ireland	36,216	60,014	75,200	15,186	25.3%	2.4%
Italy	440,872	416,761	456,539	39,778	9.5%	14.4%
Netherlands	58,639	60,449	72,995	12,546	20.8%	2.3%
Poland	165,686	246,780	370,690	123,910	50.2%	11.7%
Romania	38,083	42,482	63,941	21,459	50.5%	2.0%
Scandinavia	63,405	70,021	87,928	17,908	25.6%	2.8%
Spain	90,872	106,610	123,965	17,355	16.3%	3.9%
Switzerland	44,800	47,314	55,695	8,381	17.7%	1.8%
United Kingdom	462,239	546,466	644,257	97,790	17.9%	20.4%
USA	43,581	47,973	64,773	16,800	35.0%	2.0%
Other	425,784	501,410	595,539	94,129	18.8%	18.8%
Total	2,394,626	2,681,635	3,160,974	479,339	17.9%	100.0%

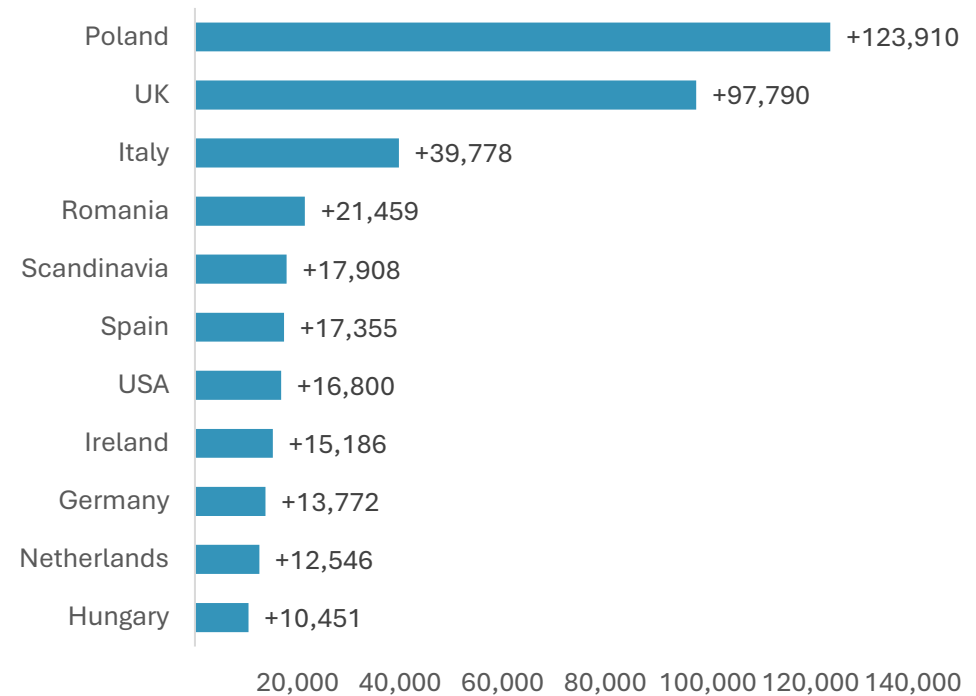
January – August 2026

Top Source Markets

Who were the top source markets?



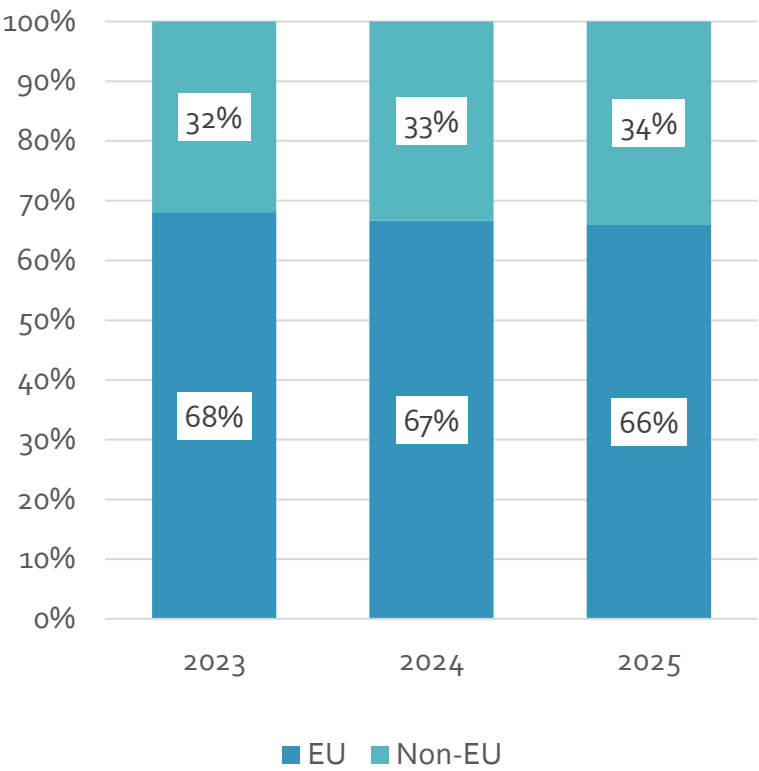
Which markets registered the highest growth in absolute terms?



January to August 2026

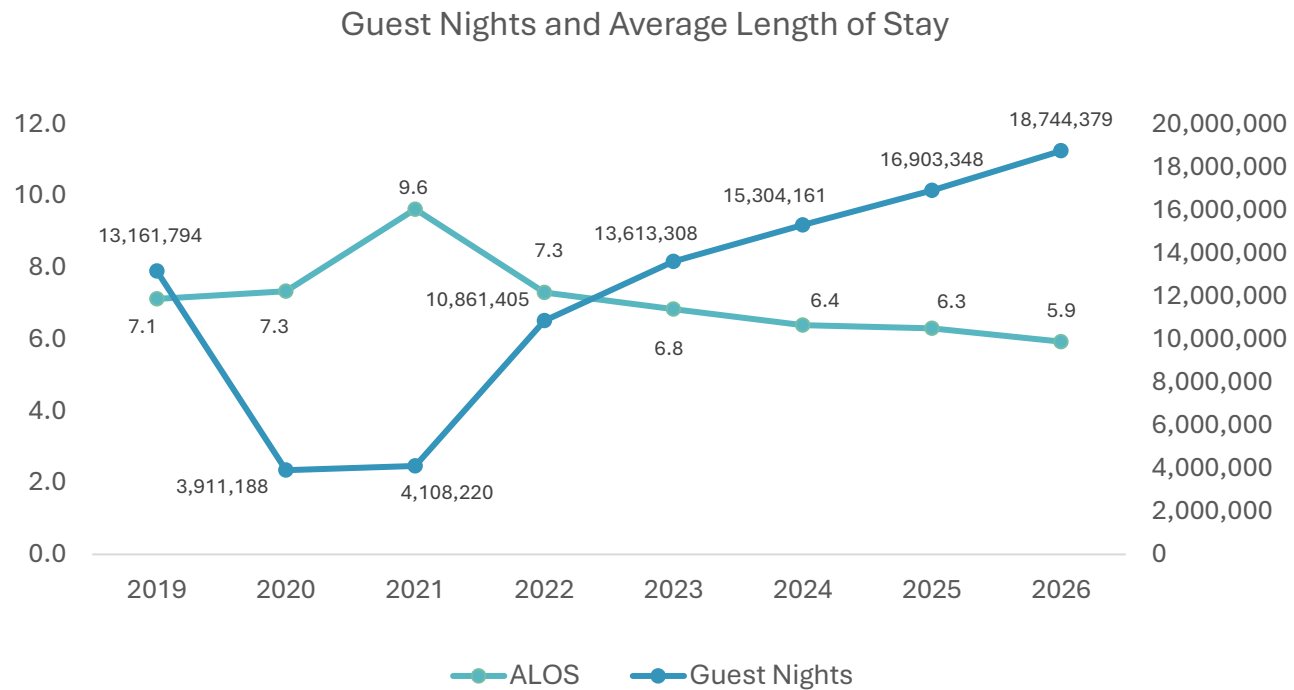
EU and Non-EU Markets

Share of Inbound Tourists



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	1,630,233	1,787,504	2,083,547	296,044	16.6%
of which: Euro area	1,291,202	1,341,406	1,486,027	144,621	10.8%
Non-EU	764,394	894,132	1,077,427	183,296	20.5%
Inbound Tourists	2,394,626	2,681,635	3,160,974	479,339	17.9%

Guest Nights and Average Length of Stay



Guest nights

18.7 million nights

+10.9%

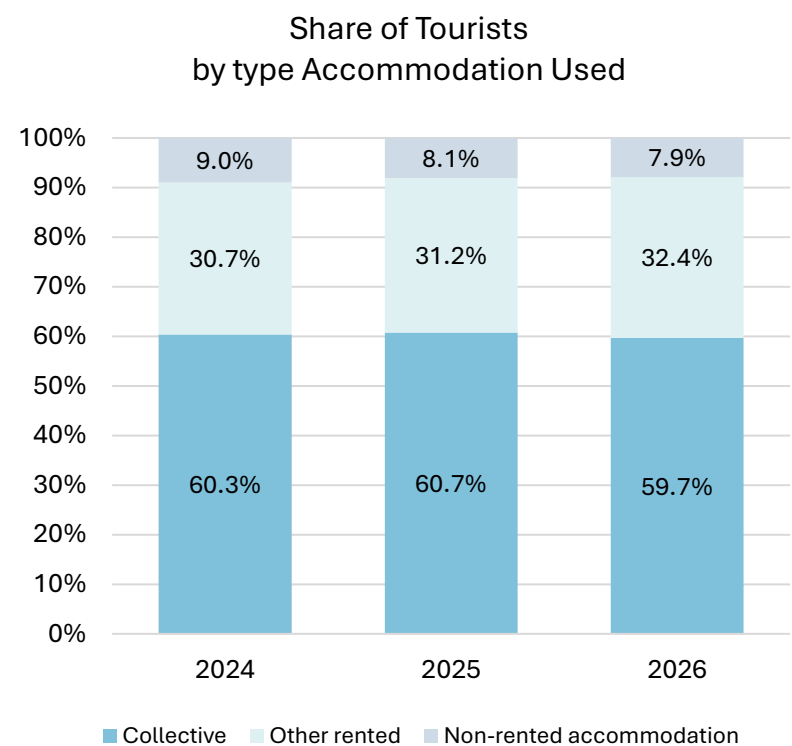
Average length of stay

5.9 nights

-0.4 of a night

January – August 2026

Inbound Tourists by Type of Accommodation Used

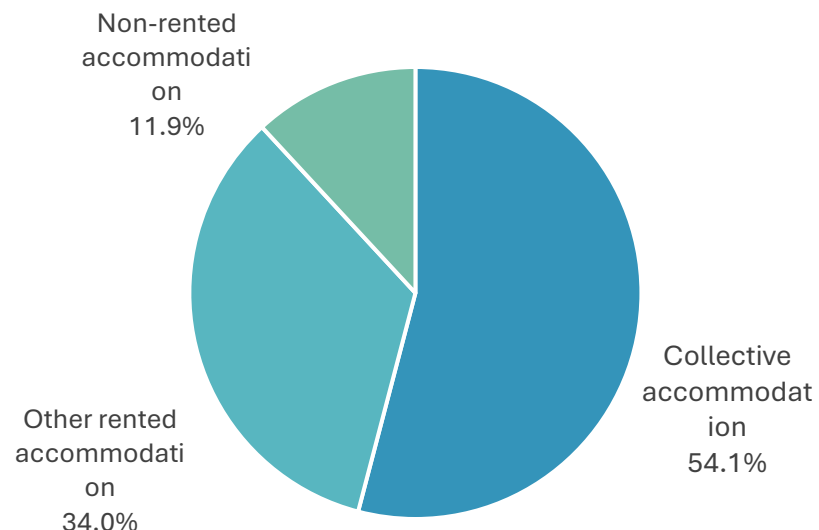


Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	2,179,228	2,465,121	2,912,318	447,197	18.1%
Collective	1,445,127	1,628,666	1,886,718	258,052	15.8%
Other rented	734,102	836,455	1,025,600	189,145	22.6%
Non-rented accommodation	215,398	216,514	248,656	32,142	14.8%
Total tourists	2,394,626	2,681,635	3,160,974	479,339	17.9%

January – August 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

5.4 nights



Other rented accommodation

6.2 nights



Non-rented accommodation

9.0 nights

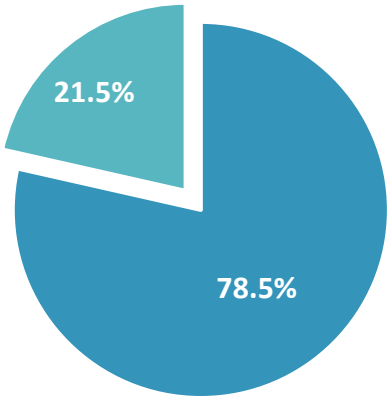
Total Average Length of Stay

5.9 nights

January – August 2026

Frequency of Visit

Frequency of Visit



■ First timers ■ Repeat tourists

78.5% of inbound tourists were first-time visitors.

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Frequency:					
First-time tourists	1,909,986	2,144,420	2,482,437	338,017	15.8%
Repeat tourists	484,640	537,215	678,537	141,322	26.3%
once a year or less	374,823	417,663	537,829	120,165	28.8%
more than once a year	109,817	119,552	140,709	21,157	17.7%
Inbound Tourists	2,394,626	2,681,635	3,160,974	479,339	17.9%

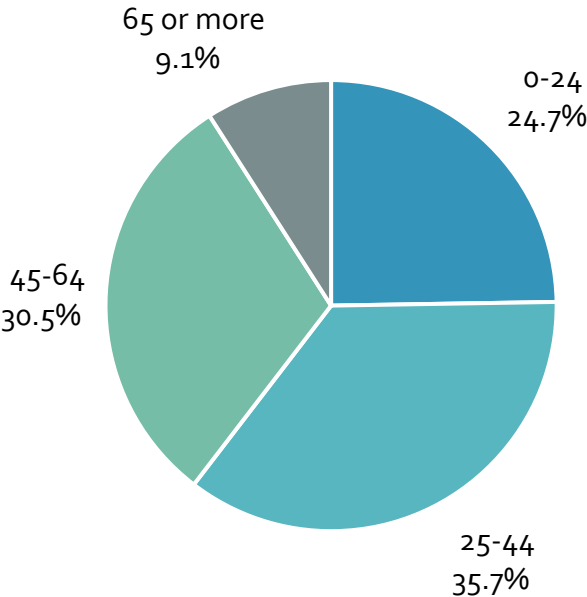
January – August 2026

Age Diversification

Inbound Tourists by Age Group

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	657,079	666,778	782,008	115,231	17.3%
25-44	864,686	952,017	1,127,722	175,705	18.5%
45-64	669,385	807,003	964,606	157,604	19.5%
65 or more	203,476	255,838	286,637	30,800	12.0%
Inbound Tourists	2,394,626	2,681,635	3,160,974	479,339	17.9%

The increase in **45+ age bracket** accounted for **39.3% of the total increase** in inbound tourists.





Purpose of Visit



Holiday

2,956,144

Share: 93.5%

+18.1%
(2026/2025)



Business

134,269

Share: 4.2%

+23.1%
(2026/2025)



Other

70,562

Share: 2.2%

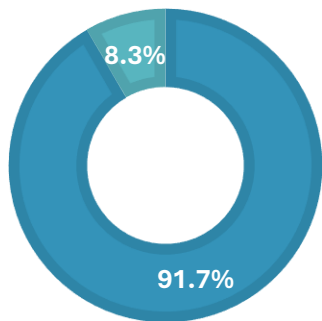
+2.7%
(2026/2025)

January – August 2026

Gozo and Comino Visitors

Gozo and Comino visitors	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Tourists visiting Gozo and Comino	1,404,240	1,577,212	1,794,381	217,169	13.8%
Same-day visitors	1,289,117	1,458,065	1,645,031	186,966	12.8%
Overnight visitors	115,123	119,147	149,350	30,202	25.3%

GOZO VISITORS



■ Same-day visitors ■ Overnight visitors

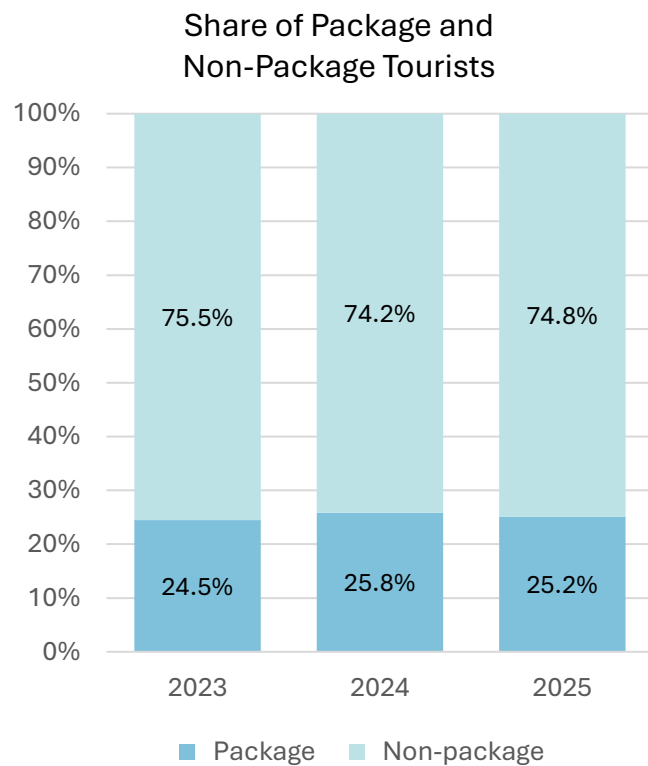
56.8% out of total inbound tourists visited Gozo and Comino.

92% were same-day visitors.

January – August 2026



Organisation of Stay



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Organisation of stay:					
Package	585,565	692,482	795,122	102,640	14.8%
Non-package	1,809,062	1,989,154	2,365,852	376,699	18.9%
Inbound Tourists	2,394,626	2,681,635	3,160,974	479,339	17.9%

January – August 2026

Tourist Expenditure by Source Market

January to August €000s	2024	2025	2026	Abs. Chg. 2026/2025	% Change 2026/2025	Per Capita 2026	Per Night 2026
Belgium	51,213	54,640	58,796	4,155	7.6%	1,016	170
France	207,006	212,395	195,758	-16,637	-7.8%	999	148
Germany	163,218	181,539	193,340	11,801	6.5%	1,065	151
Greece	26,616	30,254	33,164	2,910	9.6%	647	151
Hungary	30,494	32,779	39,665	6,886	21.0%	632	128
Ireland	39,441	66,957	82,241	15,284	22.8%	1,094	182
Italy	285,935	274,319	294,200	19,881	7.2%	644	125
Netherlands	64,016	69,459	85,758	16,299	23.5%	1,175	179
Poland	125,715	187,286	259,907	72,621	38.8%	701	132
Romania	28,868	35,148	51,203	16,056	45.7%	801	160
Scandinavia	70,457	82,201	106,947	24,746	30.1%	1,216	181
Spain	70,981	84,741	98,109	13,369	15.8%	791	146
Switzerland	50,076	61,526	68,360	6,833	11.1%	1,227	185
United Kingdom	471,969	606,553	704,312	97,759	16.1%	1,093	176
USA	57,223	66,768	91,850	25,081	37.6%	1,418	267
Other	425,869	517,429	599,699	82,270	15.9%	1,007	162
Total	2,169,098	2,563,993	2,963,309	399,316	15.6%	937	158

Total Expenditure
Jan-Aug

€2,963.3 million

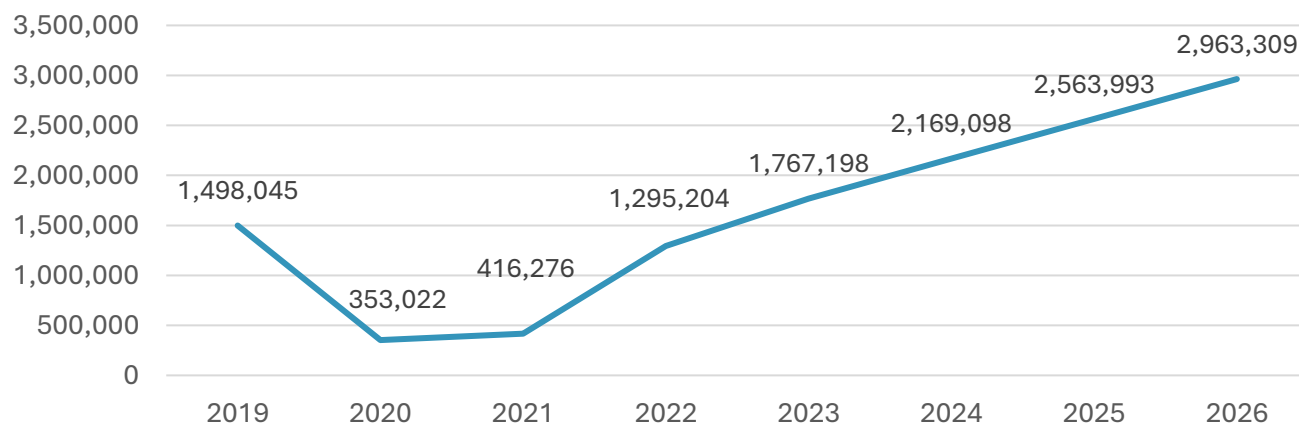
+15.6%
over 2025

January – August 2026

Tourist Expenditure

		Non-package			Total	Per capita	Per night
January to August	Package	Non-package Air/sea fares	Non-package Accommodation	Other	€ 000	€	€
2024	491,272	374,548	509,469	793,809	2,169,098	906	142
2025	608,815	428,457	579,777	946,944	2,563,993	956	152
2026	681,895	495,215	681,464	1,104,734	2,963,309	937	158
Absolute Change 2026/2025	73,081	66,757	101,687	157,791	399,316	-19	6
% Change 2026/2025	12.0%	15.6%	17.5%	16.7%	15.6%	-2.0%	4.2%

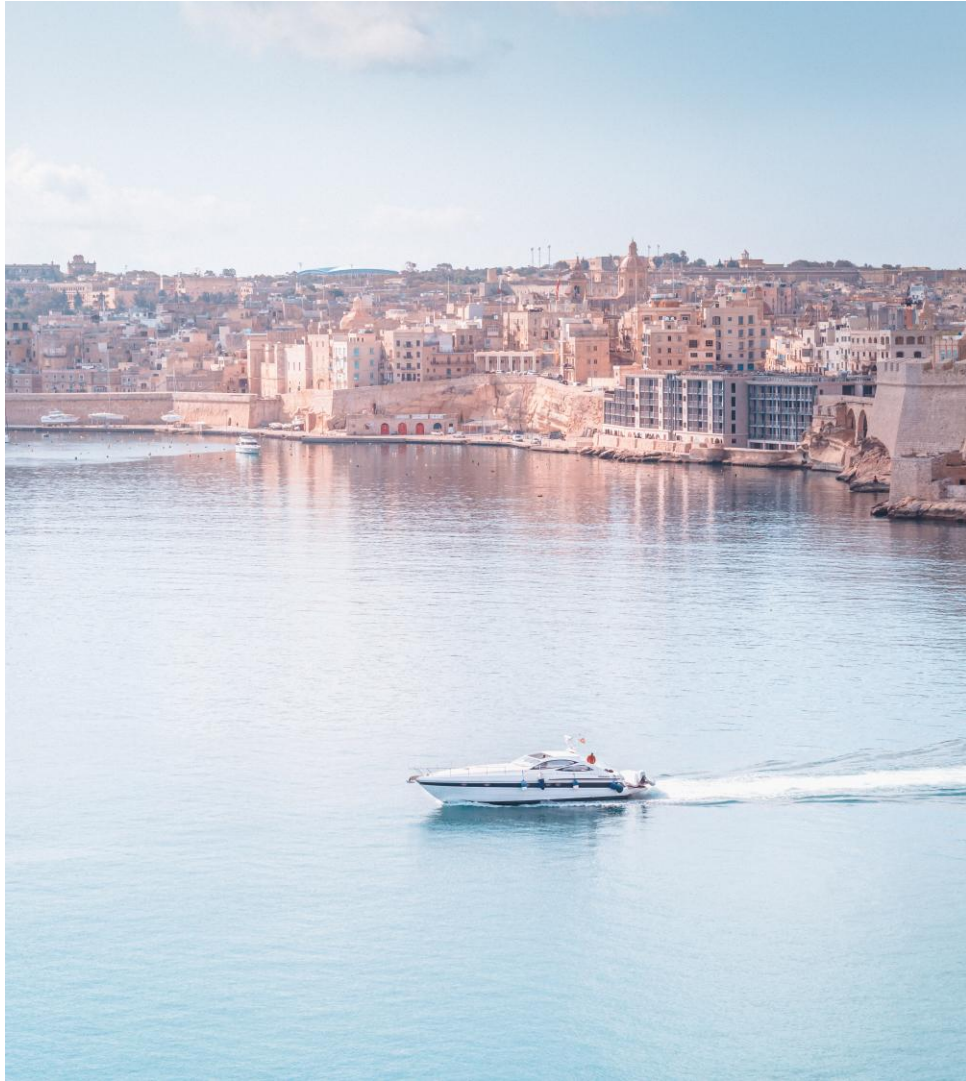
Total Tourist Expenditure (€000s)



Total tourist expenditure reached €2,963.3 million, an increase of 15.6% when compared to last year.

Expenditure per capita decreased from €956 to €937. Meanwhile, expenditure per night increased from €152 to €158.

January - August 2026



LOCAL TOURISM PERFORMANCE

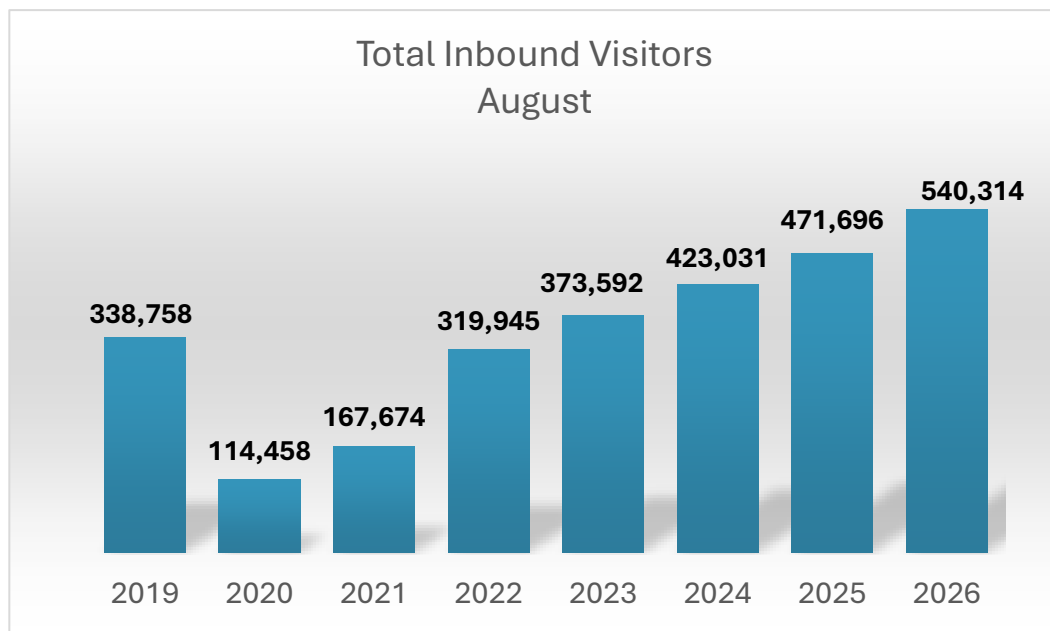
AUGUST 2026

Summary of Performance

	August 2024	August 2025	August 2026	Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	423,031	471,696	540,314	68,618	14.5%
Inbound tourists (excluding overnight cruise passengers)	422,050	470,643	539,655	69,012	14.7%
Guest nights	3,129,540	3,459,381	3,801,507	342,126	9.9%
Average length of stay (nights)	7.4	7.4	7.0	-0.4	-
Total expenditure (€000)	476,338	547,627	629,286	81,658	14.9%

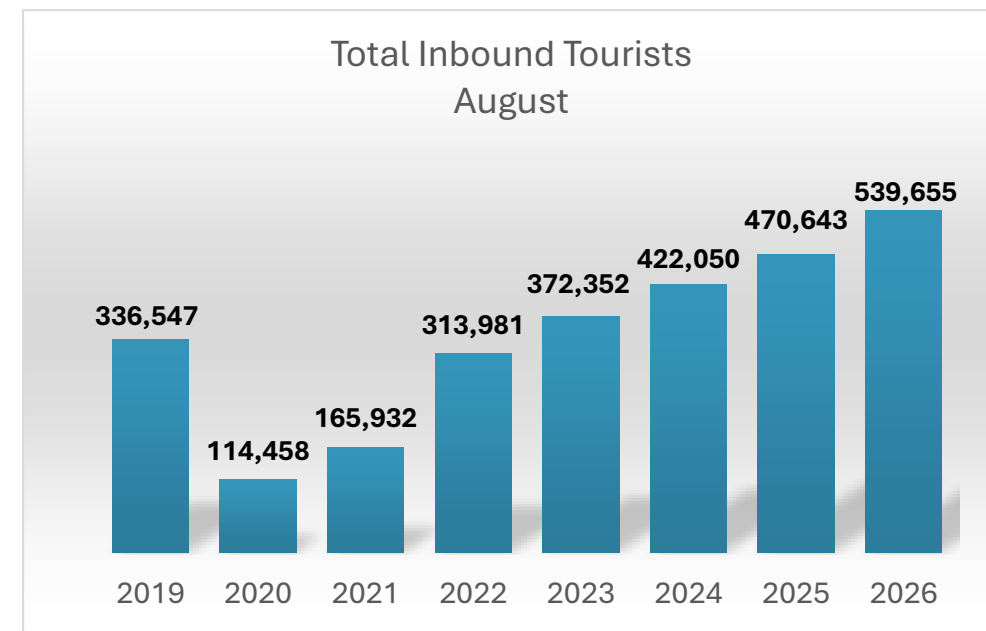
August 2026

Inbound Tourism



540,314 inbound visitors

+14.5% over 2025



539,655 inbound tourists

+14.7% over 2025

Note: Total inbound visitors include overnight cruise passengers.

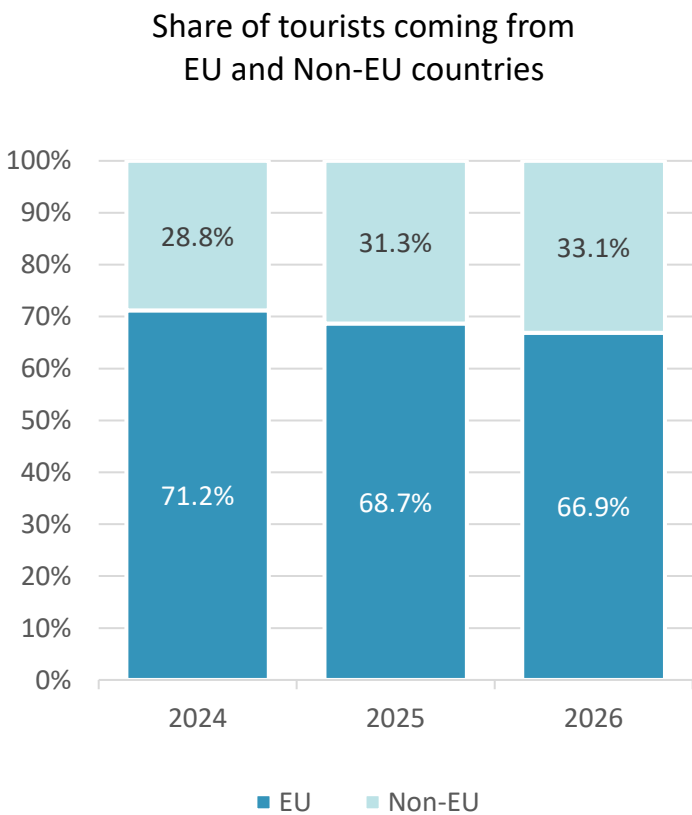
August 2026

Performance of Main Source Markets

	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
France	47,124	43,842	41,885	-1,957	-4.5%	7.8%
Germany	26,574	27,930	29,281	1,351	4.8%	5.4%
Italy	101,416	93,101	98,135	5,035	5.4%	18.2%
Poland	19,526	32,998	49,036	16,038	48.6%	9.1%
Spain	15,524	17,651	21,970	4,320	24.5%	4.1%
United Kingdom	75,740	91,230	103,525	12,295	13.5%	19.2%
Total	422,050	470,643	539,655	69,012	14.7%	100.0%

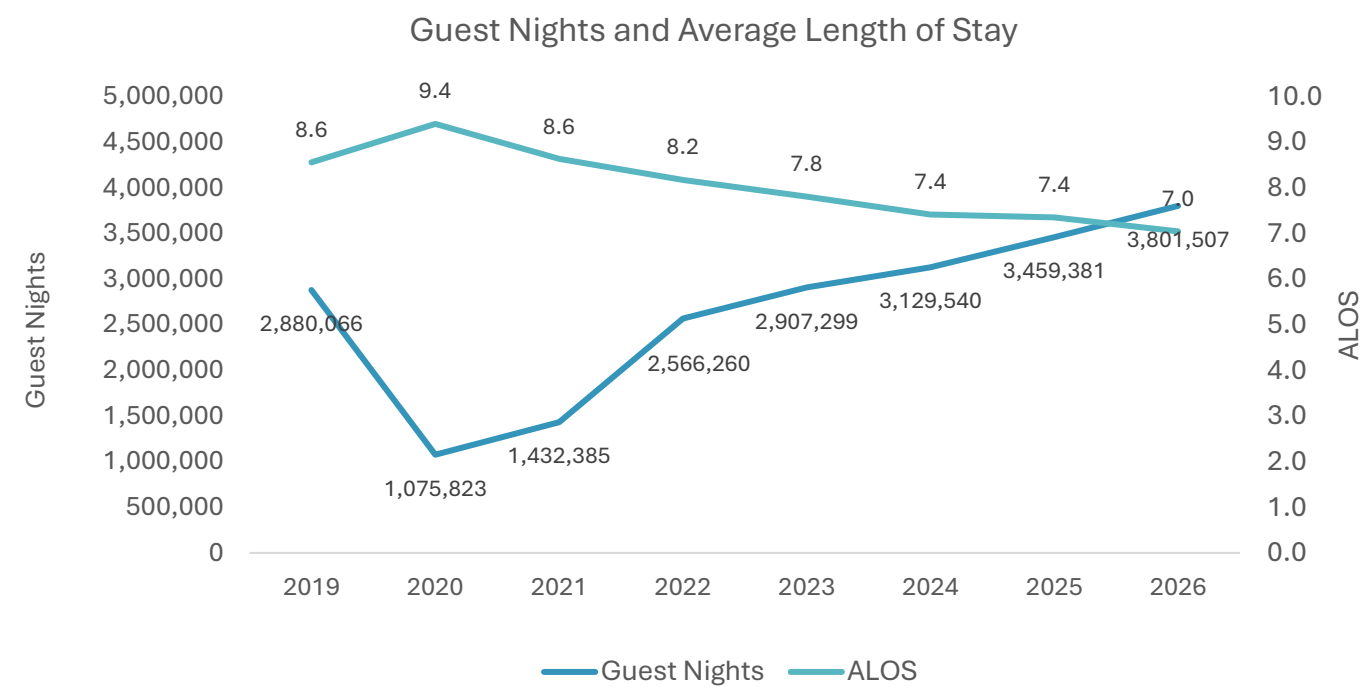
- UK ranked as the largest source market with a share of 19.2%.
- Italy ranked second with a share of 18.2%, followed by Poland at 9.1%.

EU and Non-EU Markets



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	300,351	323,112	360,998	37,886	11.7%
of which: Euro area	254,133	257,256	275,628	18,372	7.1%
Non-EU	121,699	147,531	178,657	31,126	21.1%
Inbound Tourists	422,050	470,643	539,655	69,012	14.7%

Guest Nights and Average Length of Stay



Guest nights

3.8 million nights

9.9%

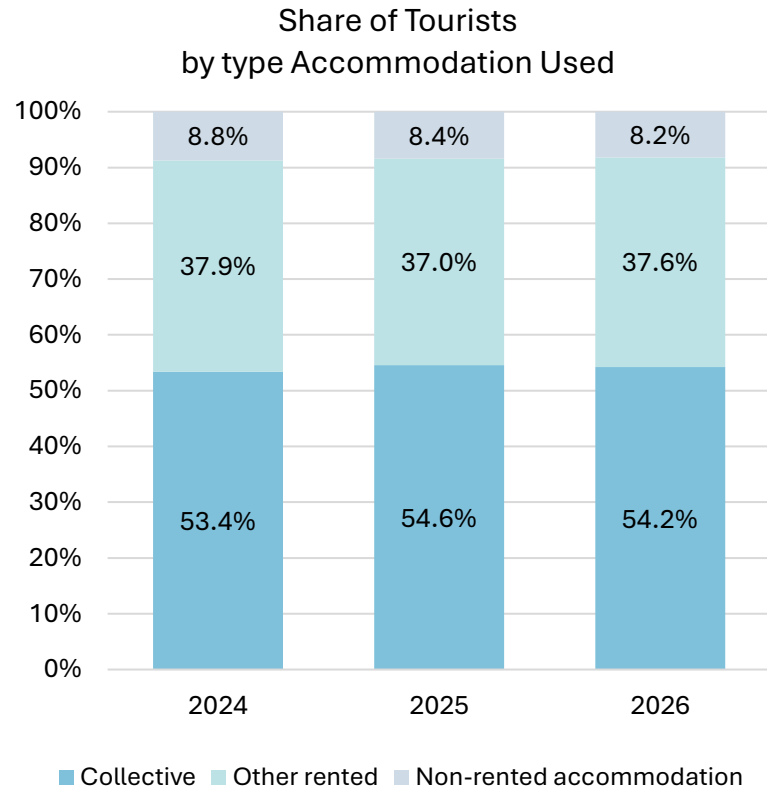
Average length of stay

7.0 nights

-0.4 of a night

August 2026

Inbound Tourists by Type of Accommodation Used

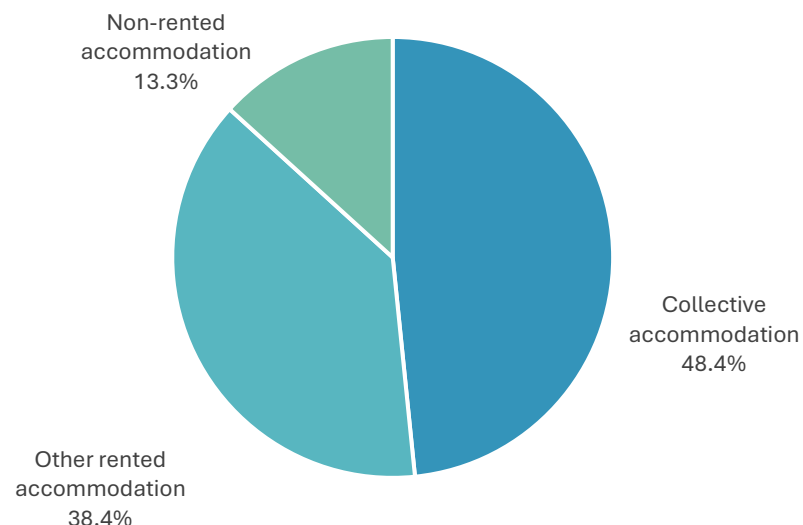


Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	385,107	431,027	495,465	64,439	15.0%
Collective	225,303	256,757	292,688	35,931	14.0%
Other rented	159,803	174,270	202,778	28,508	16.4%
Non-rented accommodation	36,944	39,616	44,190	4,574	11.5%
Total tourists	422,050	470,643	539,655	69,012	14.7%

August 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

6.3 nights



Other rented accommodation

7.2 nights



Non-rented accommodation

11.4 nights

Total Average Length of Stay

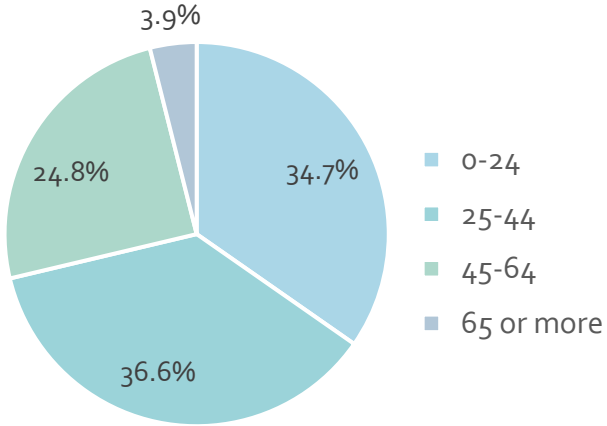
7.0 nights

Age Diversification



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	176,847	174,696	187,222	12,526	7.2%
25-44	140,118	161,056	197,503	36,447	22.6%
45-64	90,435	117,790	133,724	15,934	13.5%
65 or more	14,651	17,101	21,207	4,105	24.0%
Inbound Tourists	422,050	470,643	539,655	69,012	14.7%

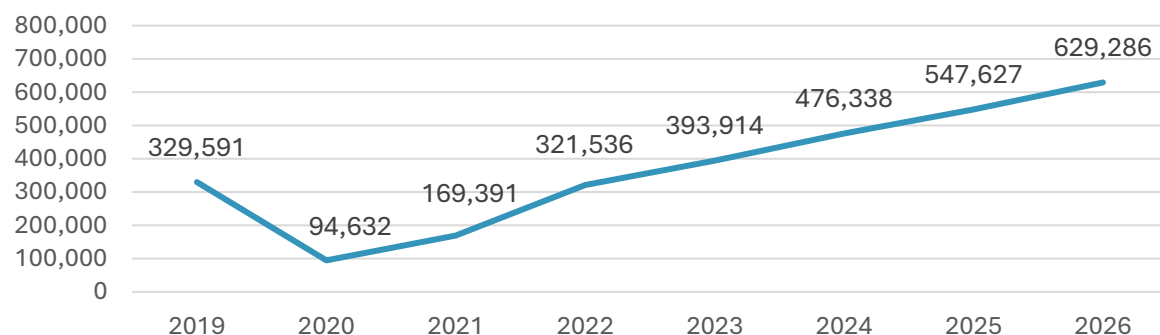
Share of Inbound Tourists by
Age Group



Tourist Expenditure

Expenditure by Category (in €000)	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Package	105,438	116,753	131,531	14,778	12.7%
Non-package	200,311	225,153	263,461	38,308	17.0%
Air/sea fares	81,534	88,920	104,185	15,265	17.2%
Accommodation	118,777	136,233	159,276	23,042	16.9%
Other expenditure	170,589	205,721	234,294	28,572	13.9%
Total expenditure	476,338	547,627	629,286	81,658	14.9%
Per capita (in €)	1,129	1,164	1,166	3	0.2%
Per night (in €)	152	158	166	7	4.6%

Total Tourist Expenditure in August (€000s)



In August 2026, tourist expenditure stood at **€629.3 million**, an increase of 14.9% when compared to August in 2025.

Expenditure per night stood at **€166** while **expenditure per capita** stood at **€1,166**.

August 2026