



LOCAL TOURISM PERFORMANCE JANUARY-FEBRUARY 2025

7th April 2025

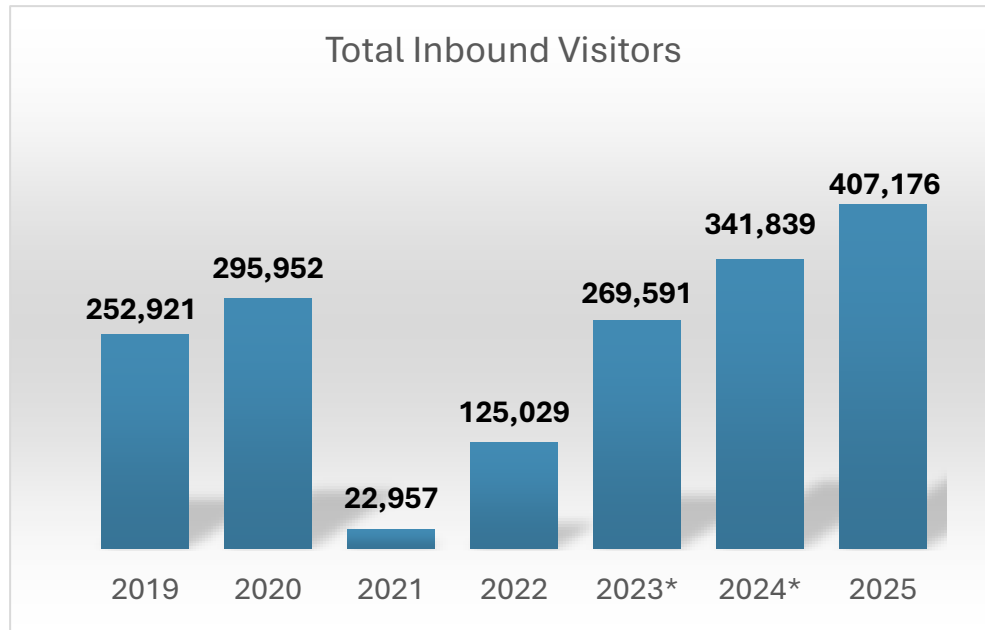


Summary of Performance

	Jan-Feb 2019	Jan-Feb 2023*	Jan-Feb 2024*	Jan-Feb 2025	Change 2025/2024	% Change 2025/2024
Total inbound visitors (including overnight cruise passengers)	252,921	269,591	341,839	407,176	65,337	19.1%
Inbound tourists (excluding overnight cruise passengers)	252,921	269,591	341,839	404,463	62,624	18.3%
Guest nights	1,687,009	1,855,352	2,028,884	2,365,833	336,949	16.6%
Average length of stay (nights)	6.7	6.9	5.9	5.8	-0.1	-1.4%
Total expenditure (€000)	155,842	186,563	224,684	289,426	64,742	28.8%
Expenditure per capita (€)	616	692	657	716	58	8.9%
Expenditure per night (€)	92	101	111	122	12	10.5%

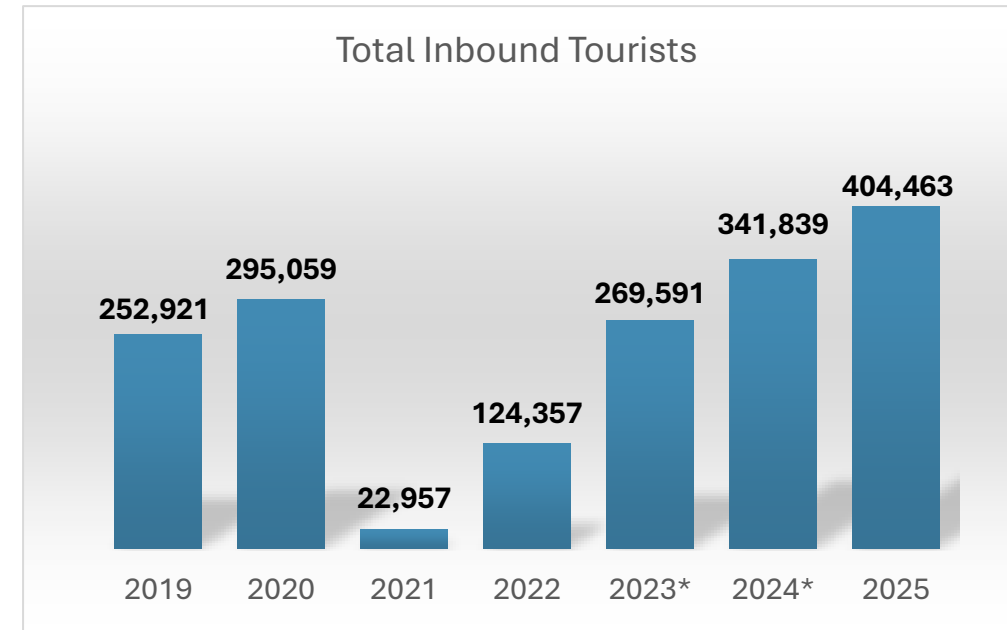
*Jan-Feb 2023 and Jan 2024 figures have been revised.

Inbound Tourism



407,176 inbound visitors

+19.1% over 2024



404,463 inbound tourists

+18.3% over 2024

Note: Total inbound visitors include overnight cruise passengers.

*Jan 2023 and Jan 2024 figures have been revised

January-February 2025

Inbound Tourists by Source Market

January to February	2019	2023*	2024*	2025	Abs. Chg. 2025/2024	% Chg. 2025/2024	Market Share 2025
Austria	2,968	5,017	7,541	6,652	-889	-11.8%	1.6%
Belgium	7,620	7,434	9,601	8,193	-1,408	-14.7%	2.0%
France	18,184	24,524	22,648	27,683	5,035	22.2%	6.8%
Germany	21,130	17,486	24,755	25,117	362	1.5%	6.2%
Greece	2,727	4,957	6,240	7,974	1,734	27.8%	2.0%
Hungary	3,039	5,611	6,671	7,952	Poland	19.2%	2.0%
Ireland	4,528	5,995	5,018	11,247	United Kingdom		
Italy	40,210	43,337	54,400	53,282	Ireland	124.1%	2.8%
Netherlands	4,735	3,767	6,711	6,033	France	-2.1%	13.2%
Poland	14,210	24,160	39,553	62,300	Spain		
Scandinavia	7,174	9,515	9,228	10,988	-678	-10.1%	1.5%
Spain	11,579	11,068	13,066	15,146	22,747	57.5%	15.4%
Switzerland	3,071	3,769	5,073	3,999	1,760	19.1%	2.7%
United Kingdom	58,445	46,711	61,028	73,015	2,080	15.9%	3.7%
USA	4,680	3,372	5,206	6,098	-1,074	-21.2%	1.0%
Other	48,621	52,870	65,101	78,782	11,988	19.6%	18.1%
Total	252,921	269,591	341,839	404,463	13,681	21.0%	19.5%
					62,624	18.3%	100.0%

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

1. UK (18.1%)
2. Poland (15.4%)
3. Italy (13.2%)
4. France (6.8%)
5. Germany (6.2%)
6. Spain (3.7%)

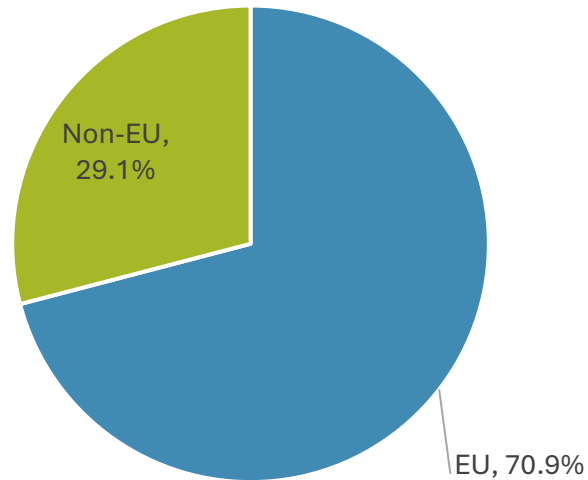
The largest absolute increases were recorded from: Poland, UK, Ireland, France and Spain.

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

January-February 2025

EU and Non-EU Markets

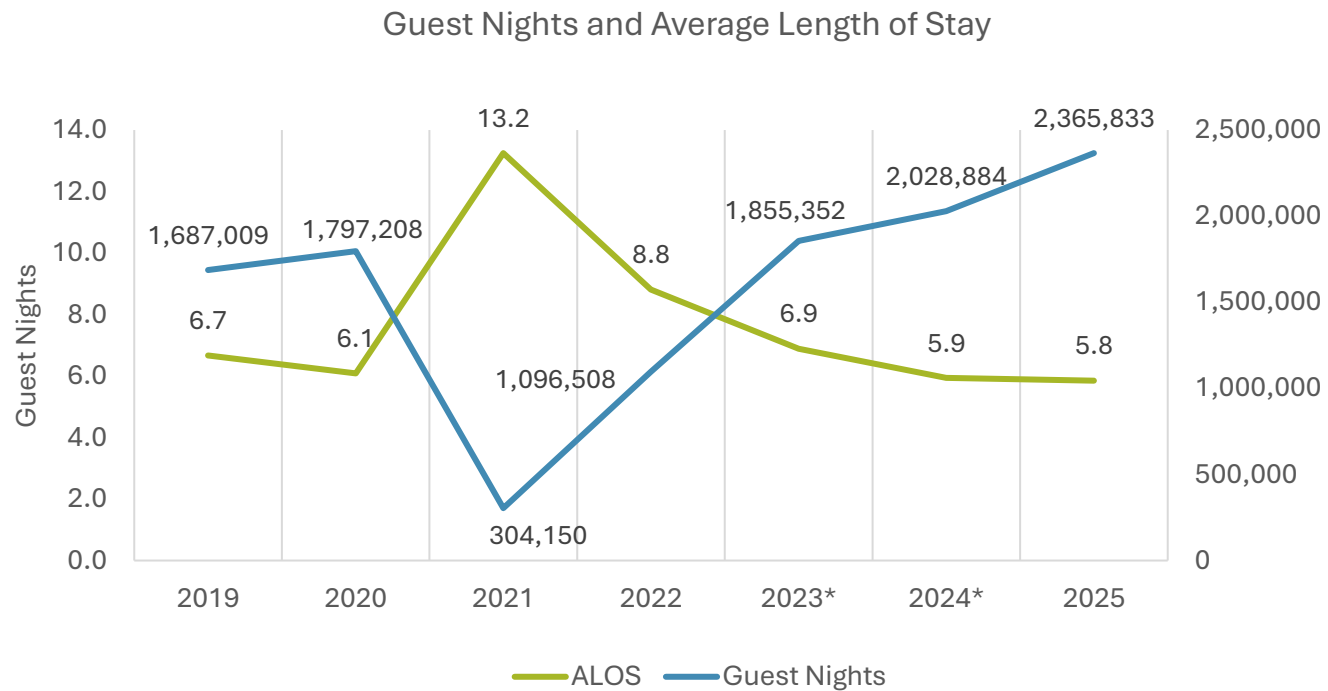
Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Markets:						
EU	214,678	190,693	238,591	286,879	48,289	20.2%
of which: Euro area	124,982	144,489	171,513	190,827	19,313	11.3%
Non-EU	38,243	78,898	103,248	117,583	14,335	13.9%
Inbound Tourists	252,921	269,591	341,839	404,463	62,624	18.3%

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

Guest Nights and Average Length of Stay



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

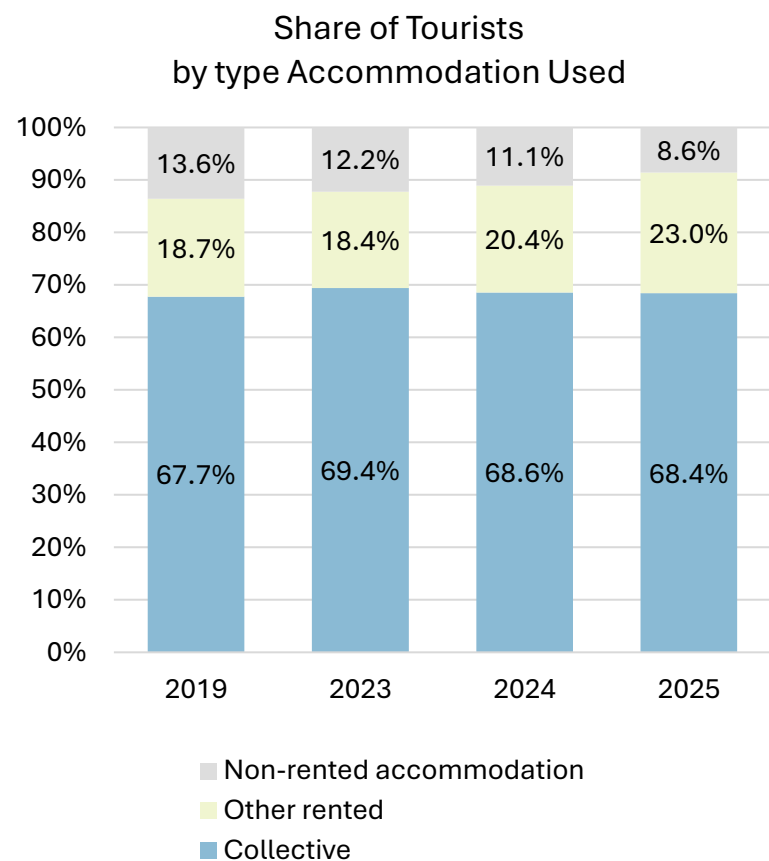
Guest nights

- 2.4 million nights
- +16.6% compared to Jan-Feb 2024

Average length of stay

- 5.8 nights
- -0.1 of a night compared to Jan-Feb 2024

Inbound Tourists by Type of Accommodation Used



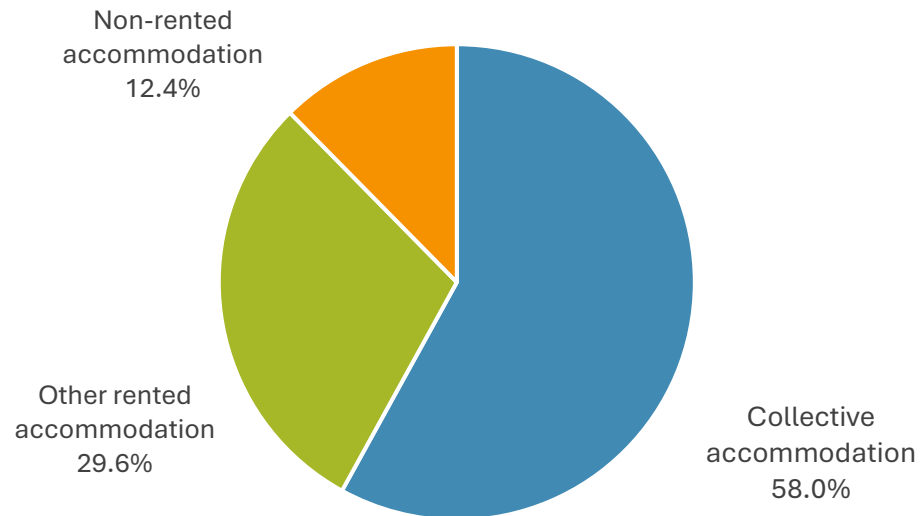
Inbound Tourists by type of accommodation	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Rented accommodation	218,554	236,629	304,039	369,676	65,637	21.6%
Collective	171,340	187,107	234,415	276,722	42,306	18.0%
Other rented	47,213	49,522	69,624	92,954	23,330	33.5%
Non-rented accommodation	34,368	32,962	37,800	34,787	-3,013	-8.0%
Total tourists	252,921	269,591	341,839	404,463	62,624	18.3%

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

January-February 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

5.0 nights



Other rented accommodation

7.5 nights



Non-rented accommodation

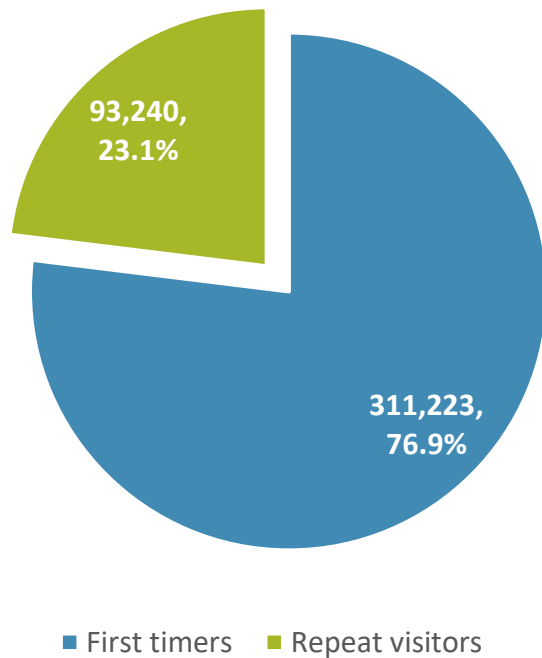
8.4 nights

Total Average Length of Stay

5.8 nights

Frequency of Visit

Frequency of Visit
January-February 2025

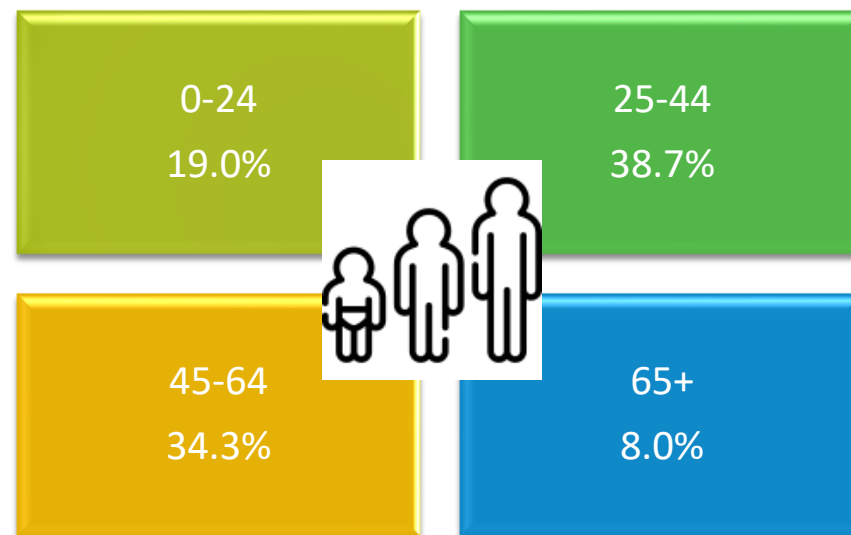


Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Frequency:						
First-time tourists	179,896	201,579	259,929	311,223	51,293	19.7%
Repeat tourists	73,025	68,012	81,910	93,240	11,330	13.8%
once a year or less	48,107	49,360	58,896	70,005	11,109	18.9%
more than once a year	24,919	18,652	23,013	23,235	222	1.0%
Inbound Tourists	252,921	269,591	341,839	404,463	62,624	18.3%

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

Age Diversification

Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Age Group:						
0-24	42,365	53,653	73,807	76,708	2,902	3.9%
25-44	104,208	105,017	129,253	156,529	27,276	21.1%
45-64	79,797	86,913	108,203	138,825	30,622	28.3%
65 or more	26,551	24,008	30,576	32,401	1,824	6.0%
Inbound Tourists	252,921	269,591	341,839	404,463	62,624	18.3%

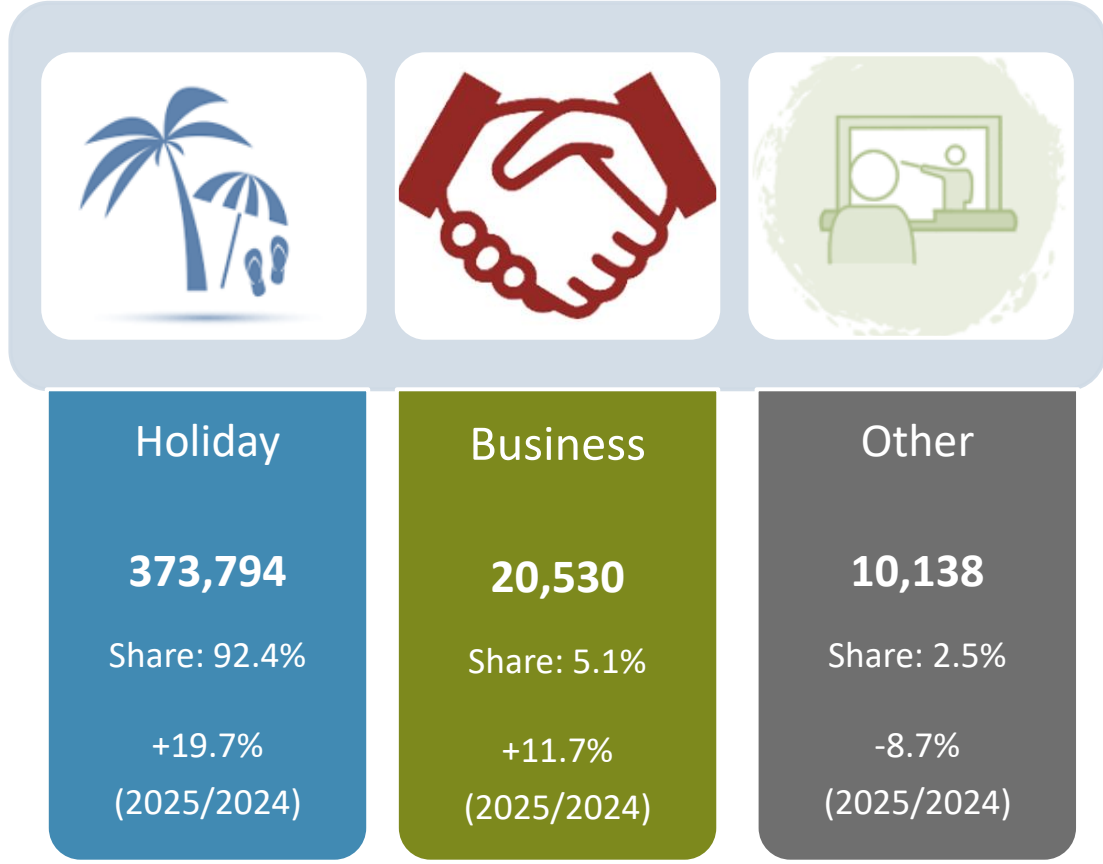


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January-February 2025



Purpose of Visit

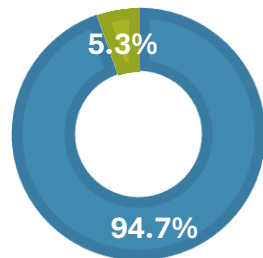


January-February 2025

Gozo and Comino Visitors

Gozo and Comino visitors	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Tourists visiting Gozo and Comino	119,222	153,386	186,690	33,304	21.7%
Same-day visitors	112,392	143,981	176,750	32,769	22.8%
Overnight visitors	6,830	9,406	9,941	535	5.7%

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



■ Same-day visitors ■ Overnight visitors

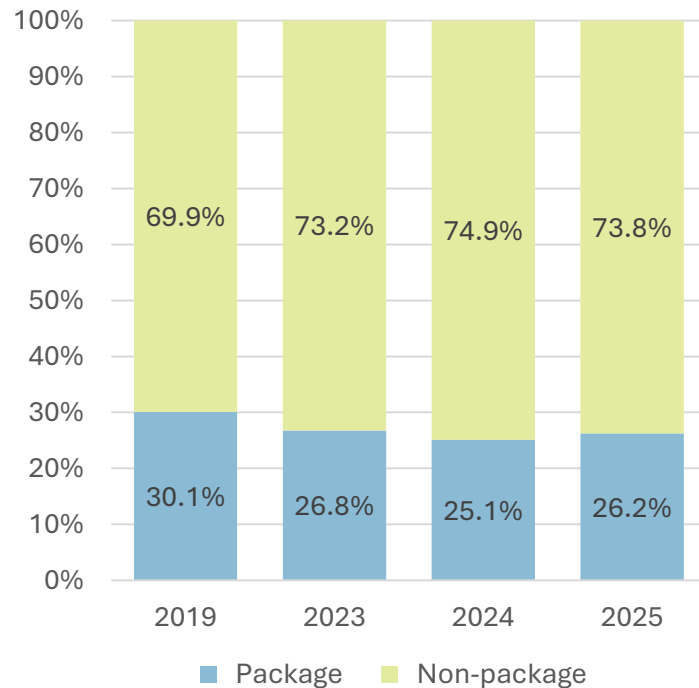
During the first two months of 2025, 46.2% out of total inbound tourists visited Gozo and Comino

January-February 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	76,100	72,172	85,893	106,100	20,207	23.5%
Non-package	176,821	197,419	255,946	298,363	42,417	16.6%
Inbound Tourists	252,921	269,591	341,839	404,463	62,624	18.3%

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

Tourist Expenditure by Source Market

January to February €000s	2019	2023*	2024*	2025	% Change 2025/2024	Per Capita	Per Night
Austria	2,061	3,997	5,139	5,046	-1.8%	759	136
Belgium	4,142	5,272	5,791	6,428	11.0%	785	147
France	10,511	16,773	16,190	20,256	25.1%	732	115
Germany	12,855	14,592	18,508	22,403	21.0%	892	121
Greece	1,271	2,561	2,823	4,058	43.7%	509	122
Hungary	1,333	2,475	3,039	3,145	3.5%	396	95
Ireland	3,275	4,137	3,786	8,317	119.7%	739	138
Italy	18,384	22,706	26,345	26,162	-0.7%	491	99
Netherlands	3,009	3,061	5,078	4,913	-3.2%	814	105
Poland	7,097	14,966	22,593	38,741	71.5%	622	113
Scandinavia	5,397	8,092	6,682	10,119	51.4%	921	130
Spain	4,612	6,342	6,745	8,002	18.6%	528	113
Switzerland	2,475	3,629	4,028	3,427	-14.9%	857	163
United Kingdom	34,276	32,691	42,041	56,104	33.5%	768	126
USA	4,067	4,128	6,094	8,776	44.0%	1439	269
Other	41,077	41,141	49,803	63,529	27.6%	806	128
Total	155,842	186,563	224,684	289,426	28.8%	716	122

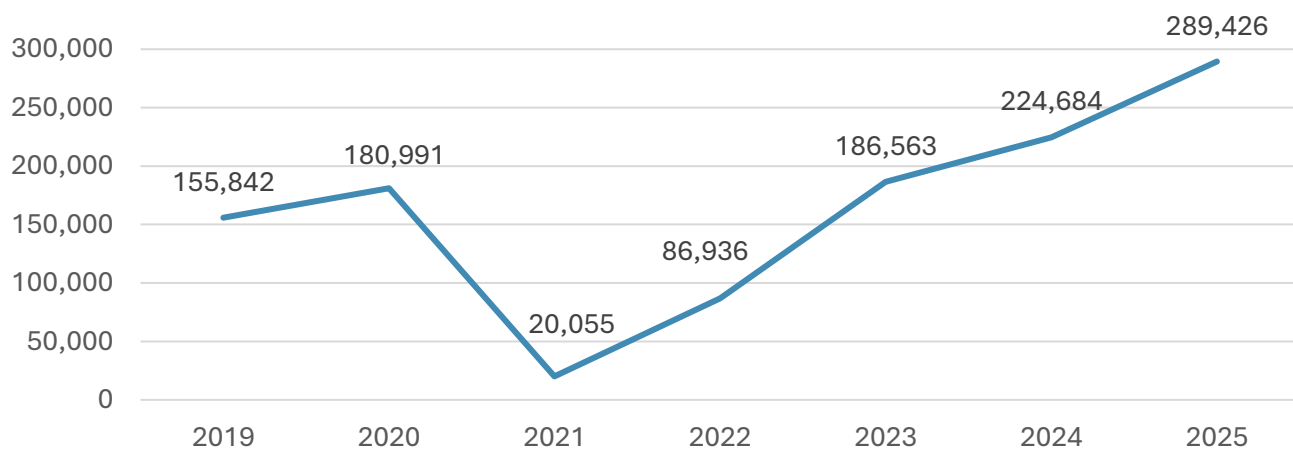
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Total
Expenditure
Jan-Feb
€289.4 million
Total tourist
expenditure
exceeded 2024
figures by 28.8%.

Tourist Expenditure

January to February	Package	Non-package			Total € 000	Per capita €	Per night €
		Non-package Air/sea fares	Non-package Accommodation	Other			
2019	37,102	26,358	28,402	63,980	155,842	616	92
2023	38,252	30,901	36,836	80,574	186,563	692	101
2024	49,384	41,380	44,852	89,069	224,684	657	111
2025	64,021	52,090	59,791	113,524	289,426	716	122
%Change 2025/2024	29.6%	25.9%	33.3%	27.5%	28.8%	8.9%	10.5%

Total Tourist Expenditure (€000s)



Total tourist expenditure reached €289.4 million, an increase of 28.8% when compared to January to February 2024.

Expenditure per night increased from € 111 to € 122.

January-February 2025



February 2025

LOCAL TOURISM PERFORMANCE

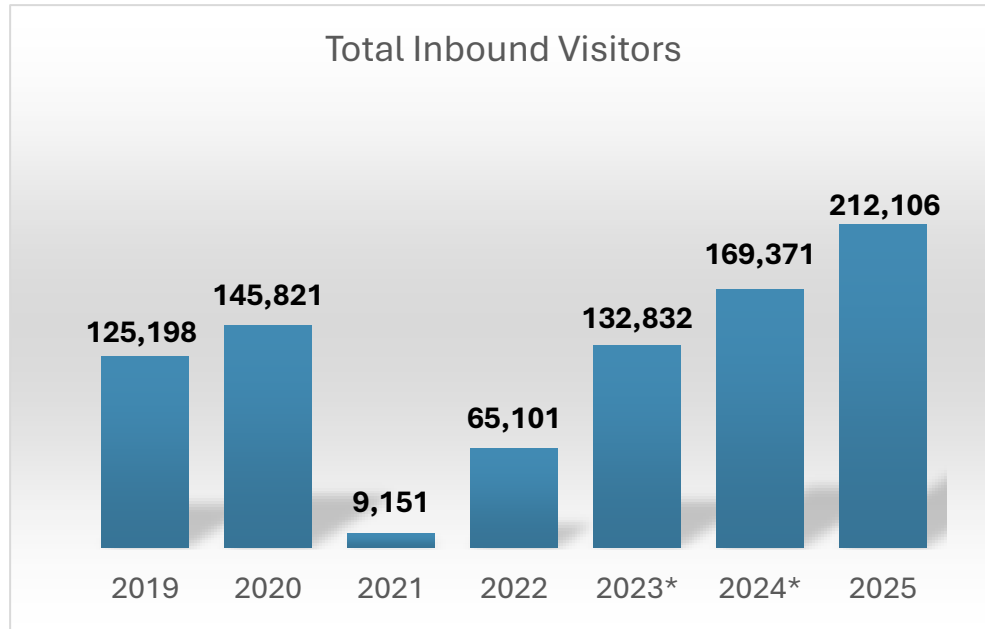
FEBRUARY 2025

Summary of Performance - February

	Feb 2019	Feb 2023*	Feb 2024*	Feb 2025	Change 2025/2024	% Change 2025/2024
Total inbound visitors (including overnight cruise passengers)	125,198	132,832	169,371	212,106	42,736	25.2%
Inbound tourists (excluding overnight cruise passengers)	125,198	132,832	169,371	210,305	40,935	24.2%
Guest nights	774,569	818,816	1,015,623	1,237,182	221,559	21.8%
Average length of stay (nights)	6.2	6.2	6.0	5.9	-0.1	-1.9%
Total expenditure (€000)	71,156	87,110	114,506	146,843	32,337	28.2%

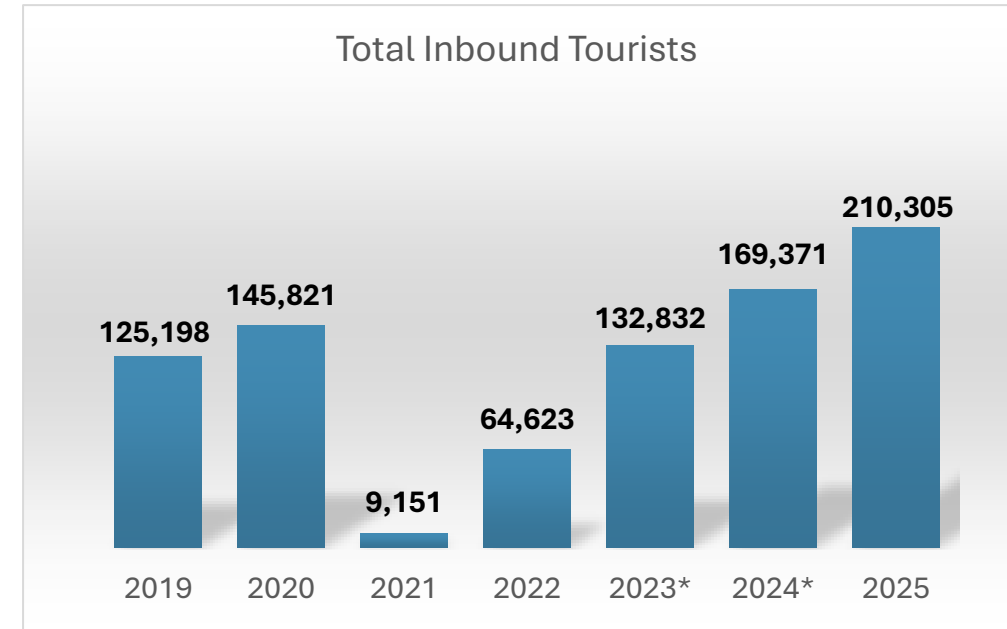
*Feb 2023 and Feb 2024 figures have been revised.

Inbound Tourism February 2025



212,106 inbound visitors

+25.2% over 2024



210,305 inbound tourists

+24.2% over 2024

Note: Total inbound visitors include overnight cruise passengers.

*Feb 2023 and Feb 2024 figures have been revised

February 2025

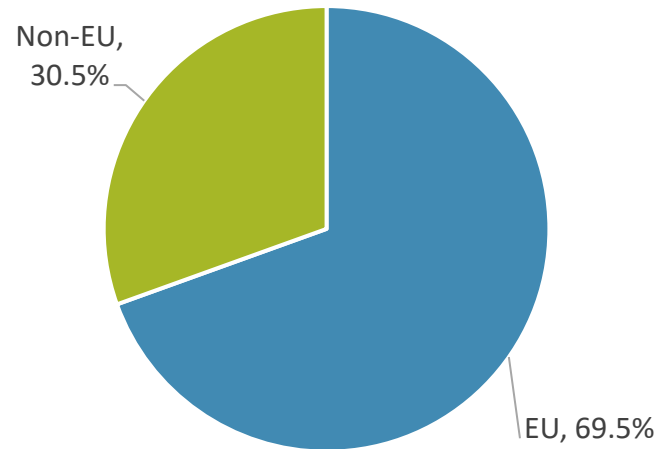
Performance of Main Source Markets

February	2019	2023	2024	2025	Abs. Chg. 2024/2023	% Chg. 2024/2023	Market Share 2024
France	10,391	13,722	11,578	16,627	5,049	43.6%	7.9%
Germany	9,668	8,380	12,558	12,248	-311	-2.5%	5.8%
Italy	18,316	19,733	24,224	24,059	-165	-0.7%	11.4%
Poland	8,045	11,474	18,724	31,490	12,766	68.2%	15.0%
Spain	5,260	5,040	6,159	7,975	1,816	29.5%	3.8%
United Kingdom	32,369	25,082	32,496	42,881	10,386	32.0%	20.4%
Total	125,198	132,832	169,371	210,305	40,935	24.2%	100.0%

- UK ranked as the largest source market with a share of 20.4%.
- Poland ranked second, followed by Italy.
- France, Poland, Spain and UK registered a record month in inbound figures when compared to February of previous years.

EU and Non-EU Markets February 2025

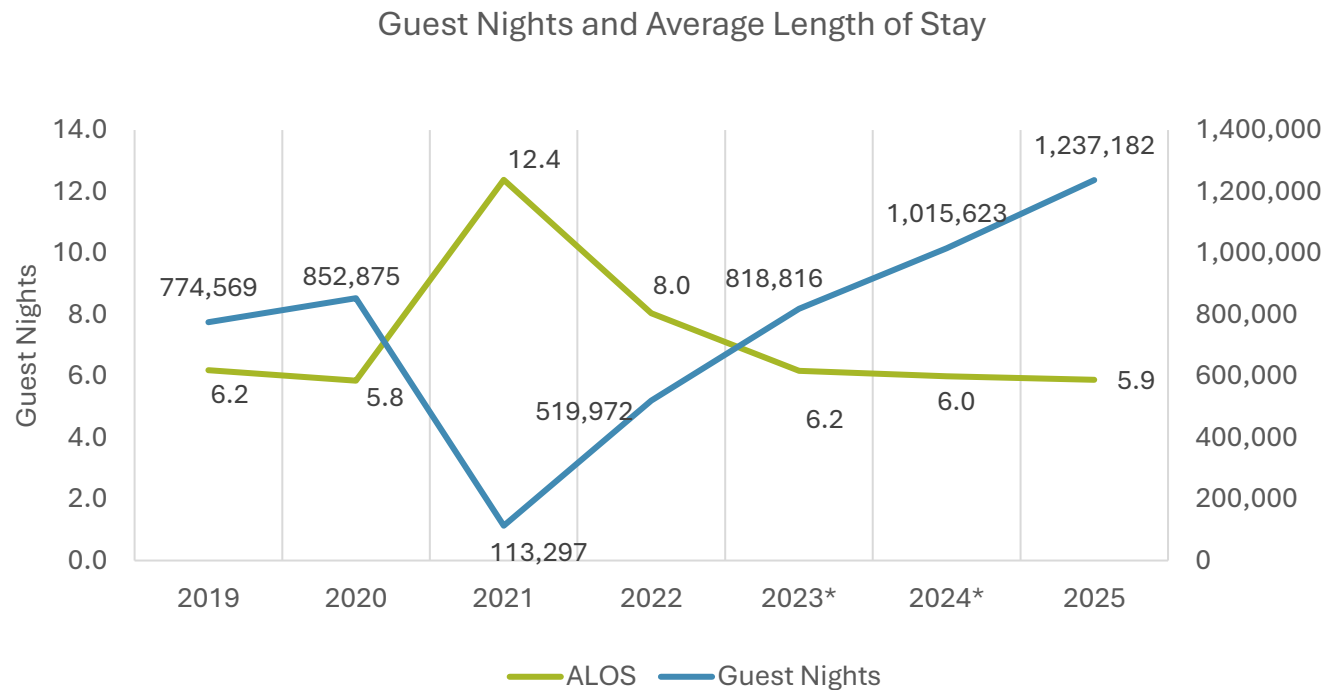
Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Markets:						
EU	107,744	95,148	116,370	146,126	29,755	25.6%
of which: Euro area	59,751	72,443	84,041	96,756	12,715	15.1%
Non-EU	17,454	37,684	53,000	64,179	11,179	21.1%
Inbound Tourists	125,198	132,832	169,371	210,305	40,935	24.2%

*Feb 2023 and Feb 2024 figures have been revised

Guest Nights and Average Length of Stay February 2025



* Feb 2023 and Feb 2024 figures have been revised

Guest nights

- 1.24 million nights
- +21.8% compared to February 2024

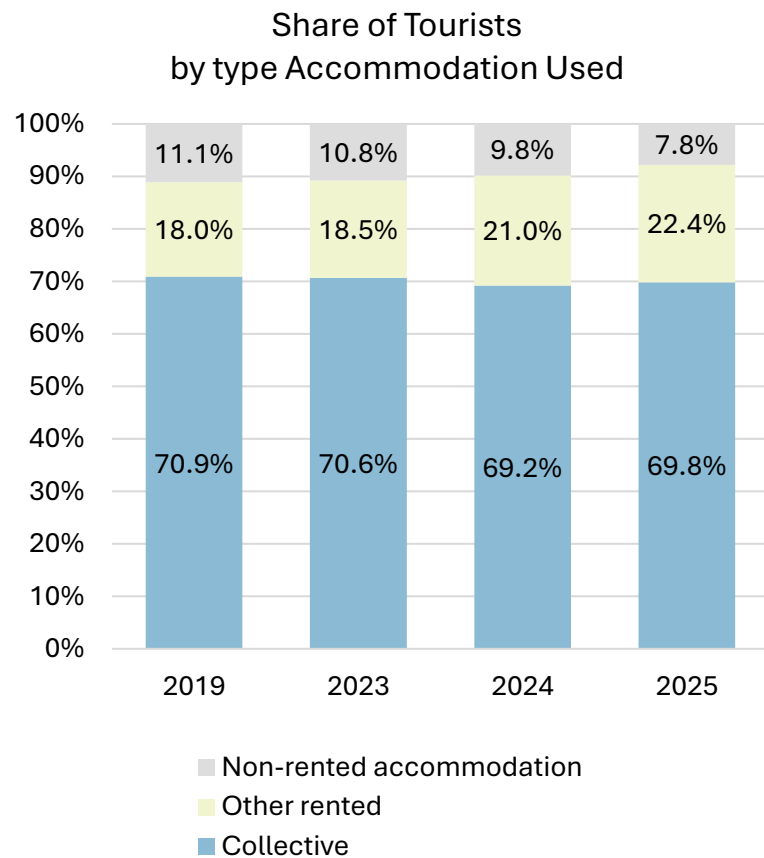
Average length of stay

- 5.9 nights
- -0.1 of a night compared to February 2024

February 2025

Inbound Tourists by Type of Accommodation Used

February 2025



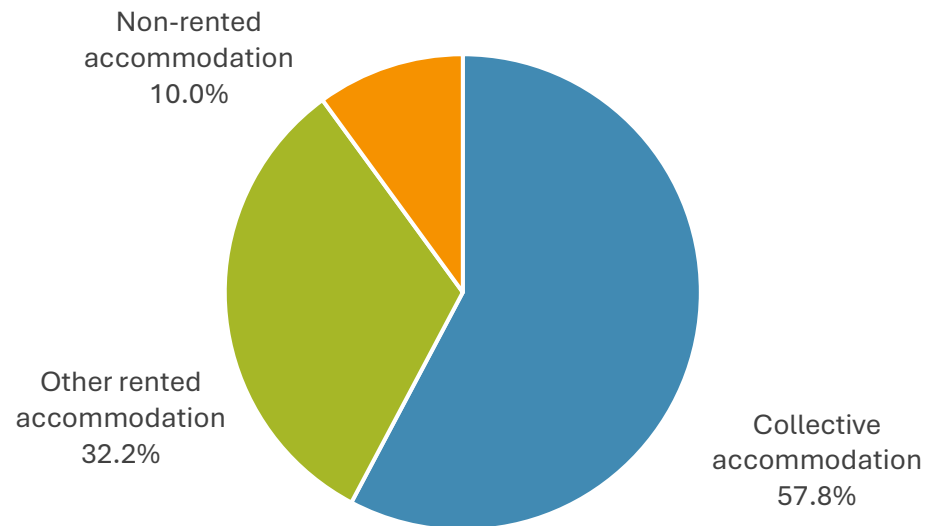
Inbound Tourists by type of accommodation	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Rented accommodation	111,246	118,421	152,808	193,818	41,010	26.8%
Collective	88,731	93,842	117,280	146,716	29,436	25.1%
Other rented	22,516	24,579	35,528	47,102	11,574	32.6%
Non-rented accommodation	13,952	14,411	16,563	16,488	-75	-0.5%
Total tourists	125,198	132,832	169,371	210,305	40,935	24.2%

*Feb 2023 and Feb 2024 figures have been revised

February 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

4.9 nights



Other rented accommodation

8.5 nights



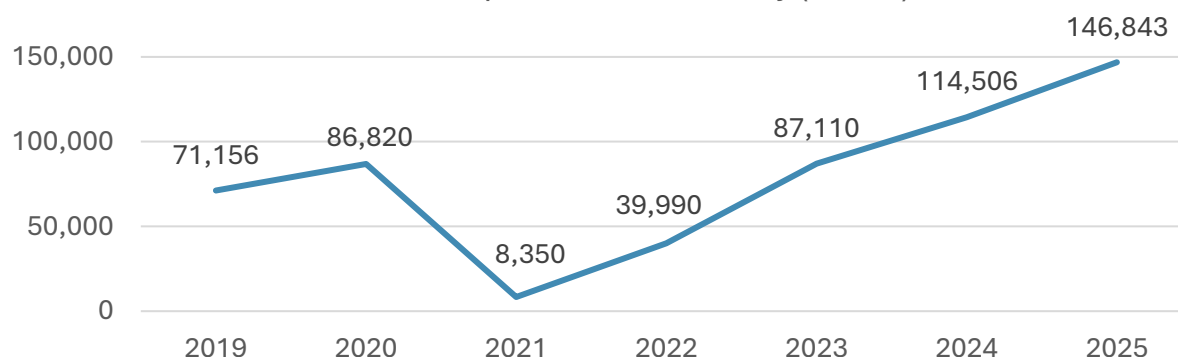
Non-rented accommodation

7.5 nights

Tourist Expenditure - February

Expenditure by Category	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Package	16,488	19,069	27,406	33,929	6,523	23.8%
Non-package	26,338	32,259	43,781	55,180	11,399	26.0%
Air/sea fares	11,913	14,307	22,139	23,899	1,761	8.0%
Accommodation	14,425	17,952	21,643	31,281	9,638	44.5%
Other expenditure	28,329	35,781	43,319	57,733	14,415	33.3%
Total expenditure	71,156	87,110	114,506	146,843	32,337	28.2%
Per capita	568	656	676	698	22	3.3%
Per night	92	106	113	119	6	5.3%

Total Tourist Expenditure - February (€000s)



In the month of February 2025, tourist expenditure reached €146.8 million, an increase of 28.2% when compared to February last year.

Expenditure per night increased from €113 to €119.

*Feb 2023 and Feb 2024 figures have been revised

February 2025