

LOCAL TOURISM PERFORMANCE JANUARY – MARCH 2026

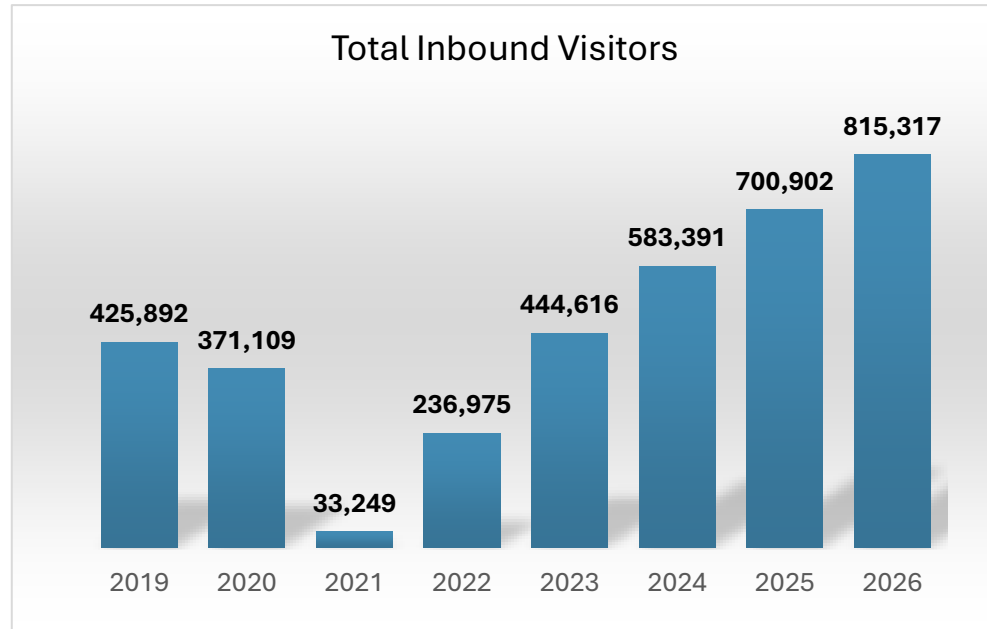
4th May 2026

Summary of Performance

	Jan-Mar 2024	Jan-Mar 2025	Jan-Mar 2026	Abs. Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	583,391	700,902	815,317	114,415	16.3%
Inbound tourists (excluding overnight cruise passengers)	583,259	693,492	806,563	113,071	16.3%
Guest nights	3,431,751	3,976,580	4,451,453	474,873	11.9%
Average length of stay (nights)	5.9	5.7	5.5	-0.2	-3.8%
Total expenditure (€000)	408,053	508,482	584,733	76,251	15.0%
Expenditure per capita (€)	700	733	725	-8.3	-1.1%
Expenditure per night (€)	119	128	131	3.5	2.7%

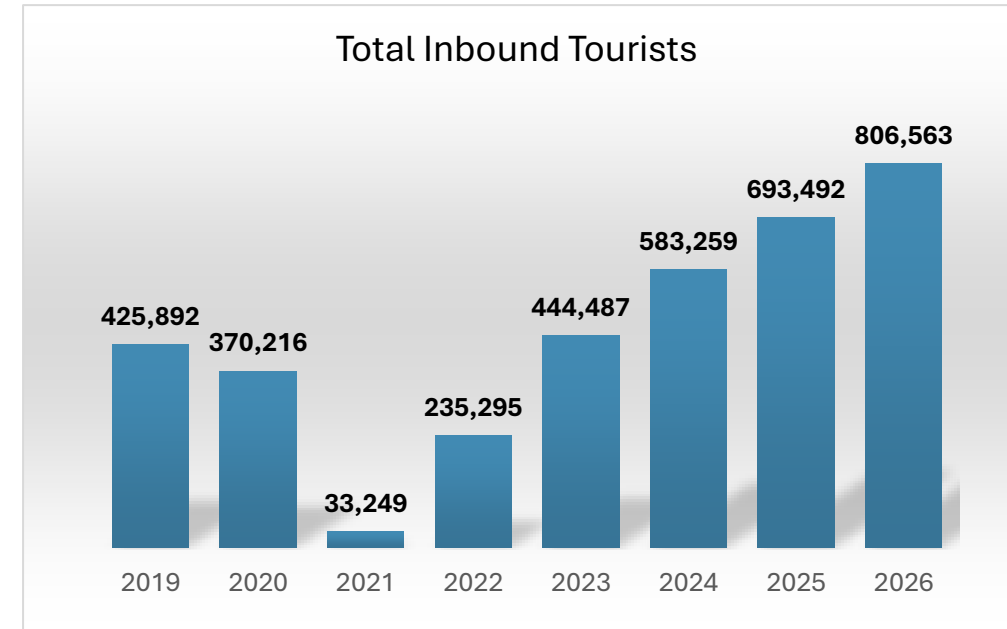
January – March 2026

Inbound Tourism



815,317 inbound visitors

+16.3% over 2025



806,563 inbound tourists

+16.3% over 2025

Note: Total inbound visitors include overnight cruise passengers.

January – March 2026

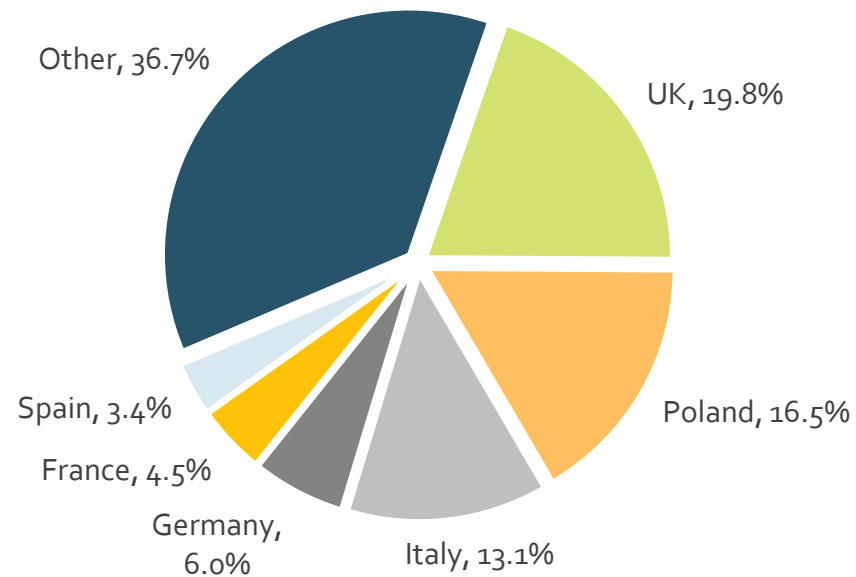
Inbound Tourists by Source Market

January to March	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
Belgium	15,317	16,791	14,721	-2,070	-12.3%	1.8%
France	39,472	47,411	35,953	-11,459	-24.2%	4.5%
Germany	44,028	48,968	48,715	-253	-0.5%	6.0%
Greece	10,978	14,762	14,434	-328	-2.2%	1.8%
Hungary	11,722	14,157	14,134	-23	-0.2%	1.8%
Ireland	8,877	17,450	19,996	2,546	14.6%	2.5%
Italy	92,009	91,808	105,673	13,865	15.1%	13.1%
Netherlands	10,040	11,048	12,379	1,332	12.1%	1.5%
Poland	61,722	95,346	132,923	37,577	39.4%	16.5%
Romania	12,643	13,217	15,687	2,471	18.7%	1.9%
Scandinavia	16,496	17,487	20,772	3,286	18.8%	2.6%
Spain	22,163	26,146	27,619	1,473	5.6%	3.4%
Switzerland	7,326	7,792	12,492	4,701	60.3%	1.5%
United Kingdom	107,817	129,978	159,848	29,870	23.0%	19.8%
USA	10,682	11,893	16,864	4,971	41.8%	2.1%
Other	111,967	129,240	154,353	25,113	19.4%	19.1%
Total	583,259	693,492	806,563	113,071	16.3%	100.0%

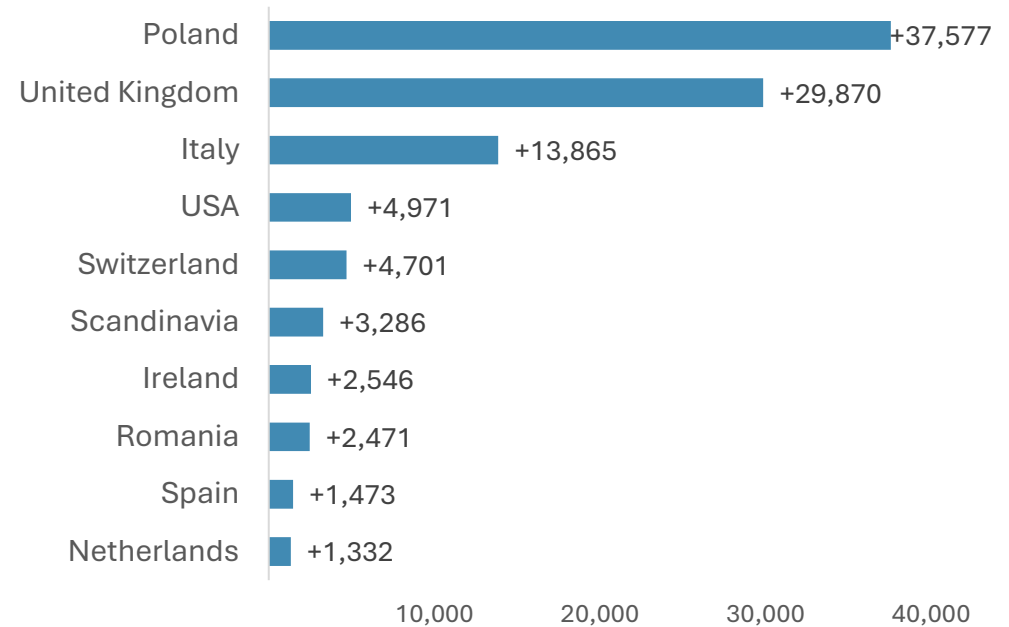
January – March 2026

Top Source Markets

Who were the top source markets?



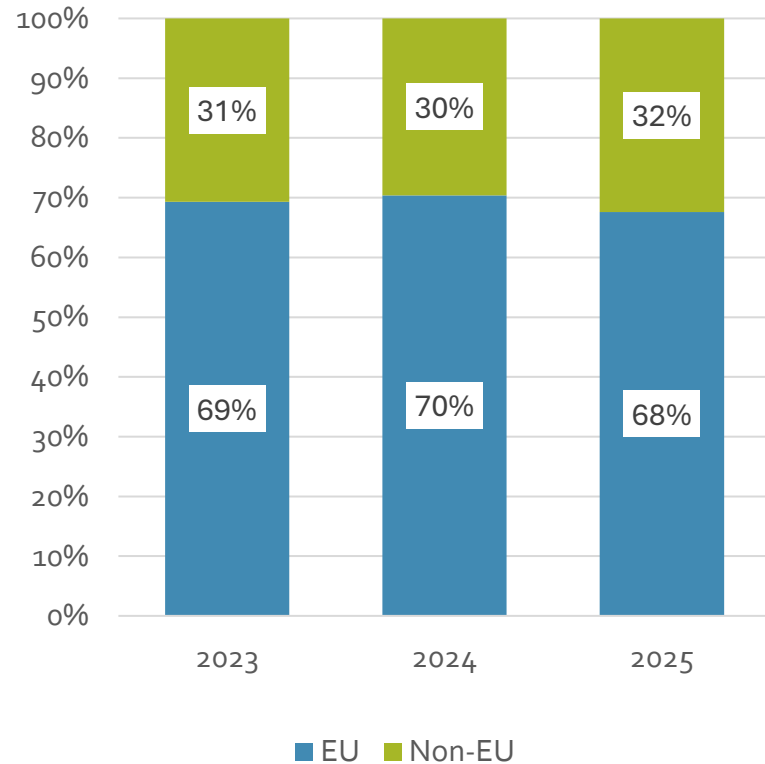
Which markets registered the highest growth in absolute terms?



January to March 2026

EU and Non-EU Markets

Share of Inbound Tourists

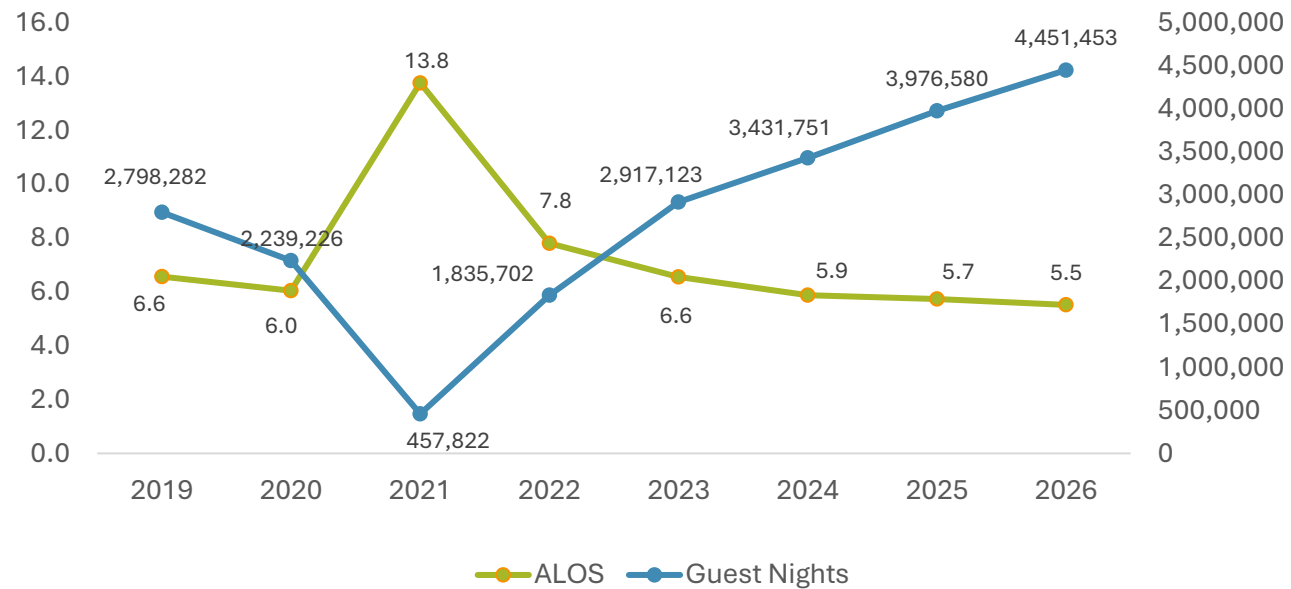


Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	404,396	487,974	545,225	57,251	11.7%
of which: Euro area	295,776	335,405	356,355	20,950	6.2%
Non-EU	178,863	205,518	261,338	55,820	27.2%
Inbound Tourists	583,259	693,492	806,563	113,071	16.3%

January- March 2026

Guest Nights and Average Length of Stay

Guest Nights and Average Length of Stay



Guest nights

4.5 million nights

+11.9%

Average length of stay

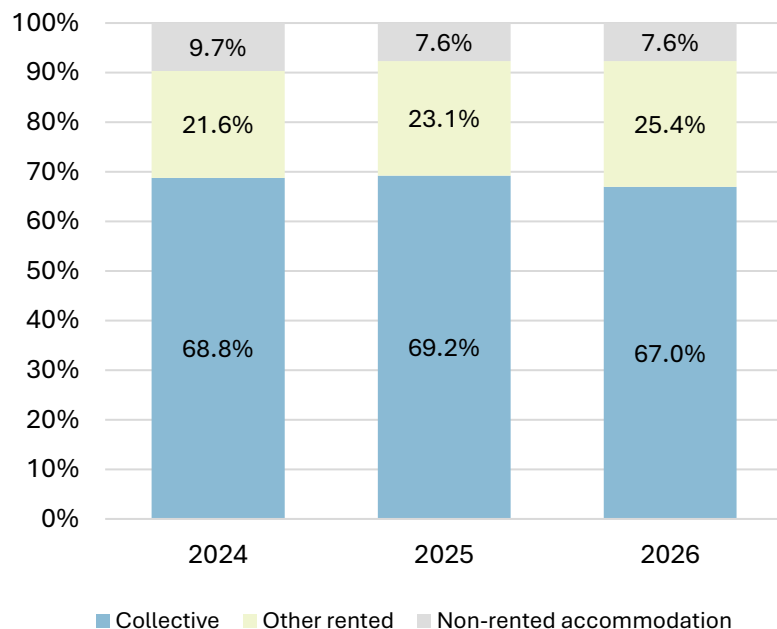
5.5 nights

-0.2 of a night

January – March 2026

Inbound Tourists by Type of Accommodation Used

Share of Tourists
by type Accommodation Used

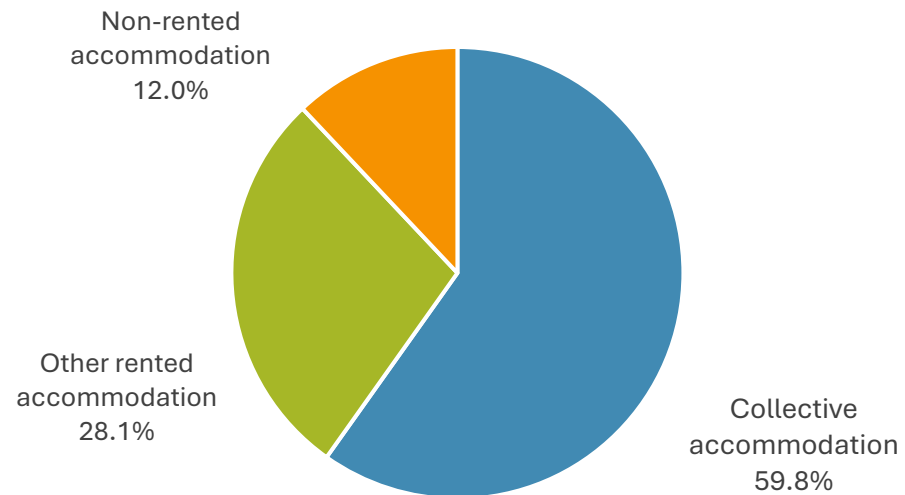


Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	526,787	640,535	744,933	104,398	16.3%
Collective	401,087	480,124	540,083	59,958	12.5%
Other rented	125,699	160,411	204,850	44,439	27.7%
Non-rented accommodation	56,472	52,957	61,630	8,673	16.4%
Total tourists	583,259	693,492	806,563	113,071	16.3%

January – March 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

4.9 nights



Other rented accommodation

6.1 nights



Non-rented accommodation

8.7 nights

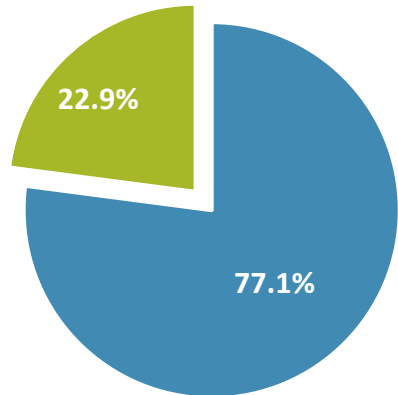
Total Average Length of Stay

5.5 nights

January – March 2026

Frequency of Visit

Frequency of Visit



■ First timers ■ Repeat tourists

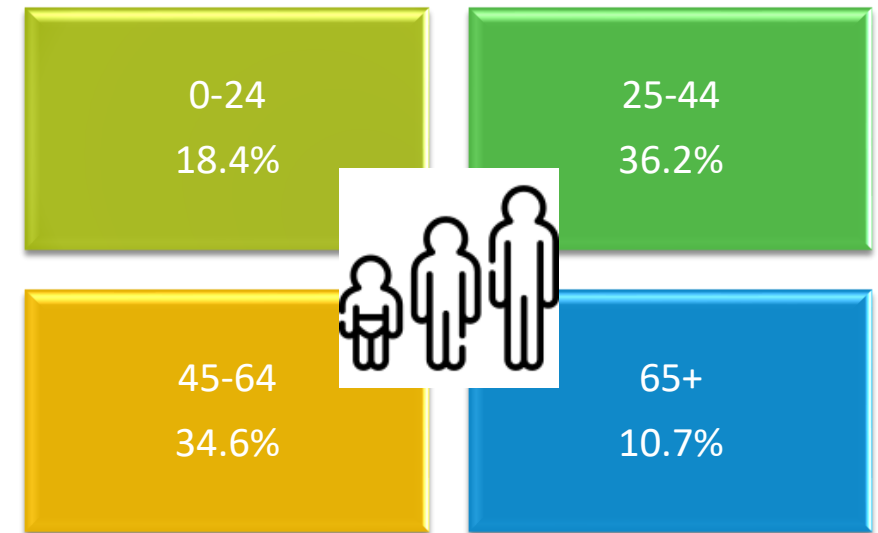
77% of inbound tourists were first-time visitors.

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Frequency:					
First-time tourists	450,933	542,671	621,639	78,968	14.6%
Repeat tourists	132,326	150,821	184,924	34,103	22.6%
once a year or less	97,945	113,860	141,964	28,103	24.7%
more than once a year	34,381	36,961	42,961	5,999	16.2%
Inbound Tourists	583,259	693,492	806,563	113,071	16.3%

January – March 2026

Age Diversification

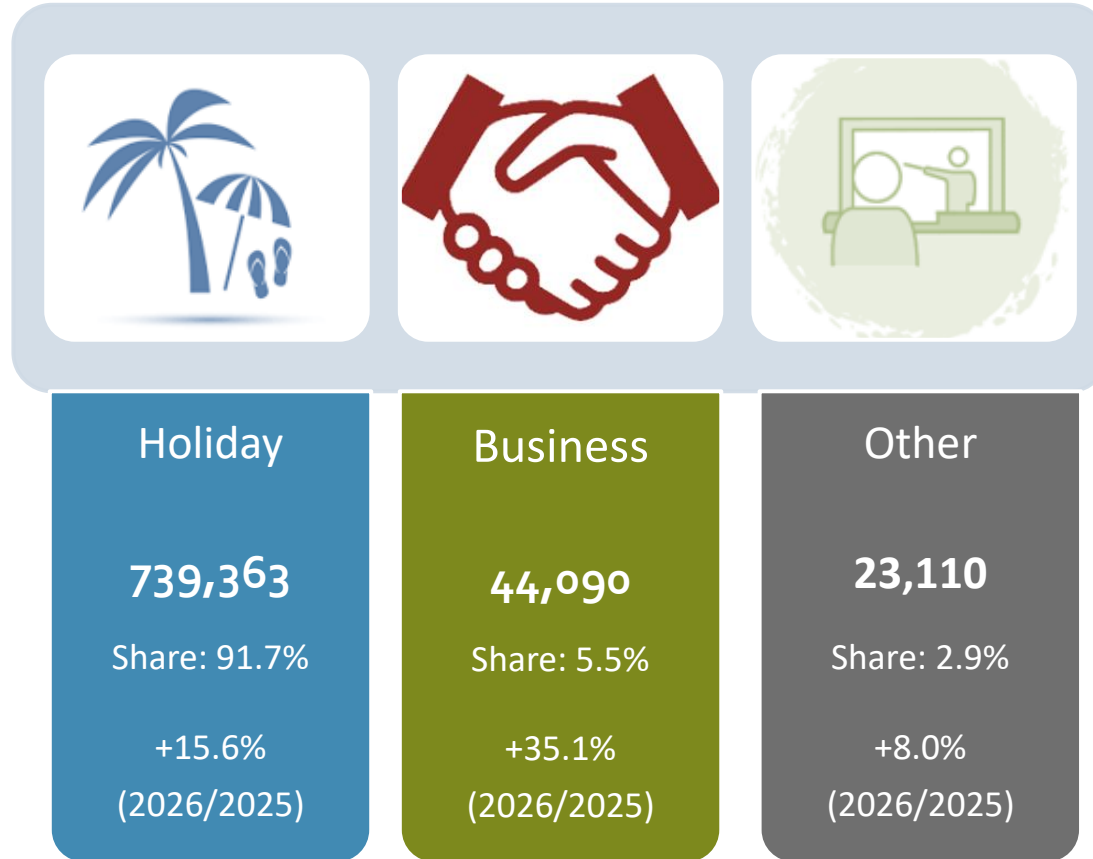
Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	120,657	121,751	148,782	27,031	22.2%
25-44	214,404	264,512	291,708	27,195	10.3%
45-64	187,418	236,820	279,432	42,612	18.0%
65 or more	60,780	70,409	86,641	16,233	23.1%
Inbound Tourists	583,259	693,492	806,563	113,071	16.3%



The increase in **45+ age bracket** accounted for 52% of the total increase in inbound tourists.



Purpose of Visit

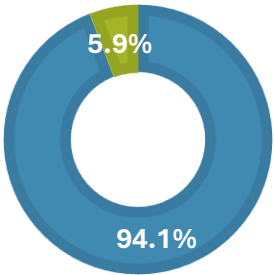


January – March 2026

Gozo and Comino Visitors

Gozo and Comino visitors	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Tourists visiting Gozo and Comino	272,640	332,627	350,196	17,569	5.3%
Same-day visitors	255,583	313,631	329,688	16,057	5.1%
Overnight visitors	17,056	18,996	20,508	1,512	8.0%

GOZO VISITORS



■ Same-day visitors ■ Overnight visitors

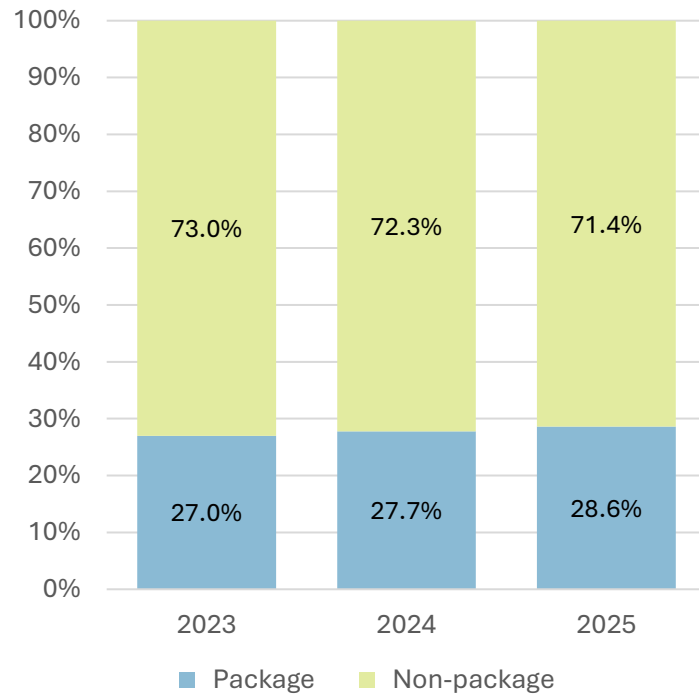
During the first quarter of the year, 43.4% out of total inbound tourists visited Gozo and Comino.



January – March 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	157,428	192,440	230,787	38,347	19.9%
Non-package	425,831	501,052	575,776	74,724	14.9%
Inbound Tourists	583,259	693,492	806,563	113,071	16.3%

January – March 2026

Tourist Expenditure by Source Market

January to March €000s	2024	2025	2026	Abs Chg 2026/2025	% Change 2026/2025	Per Capita 2026	Per Night 2026
Belgium	10,433	12,720	10,529	-2,191	-17.2%	715	131
France	29,838	36,028	28,643	-7,385	-20.5%	797	127
Germany	34,580	45,305	43,558	-1,747	-3.9%	894	130
Greece	5,429	7,334	7,982	647	8.8%	553	121
Hungary	5,456	6,183	6,323	140	2.3%	447	122
Ireland	7,568	14,132	15,604	1,472	10.4%	780	146
Italy	46,802	47,132	58,863	11,732	24.9%	557	105
Netherlands	7,642	9,022	10,710	1,688	18.7%	865	156
Poland	35,956	58,243	78,301	20,059	34.4%	589	115
Romania	6,953	9,290	9,340	49	0.5%	595	124
Scandinavia	13,235	16,628	18,603	1,975	11.9%	896	139
Spain	12,063	14,122	14,873	751	5.3%	539	122
Switzerland	6,790	6,609 ^u	12,191	5,582	84.5%	976	177
United Kingdom	77,365	105,320	124,001	18,681	17.7%	776	136
USA	11,778	15,714	22,172	6,457	41.1%	1315	230
Other	96,165	104,700	123,040	18,340	17.5%	797	141
Total	408,053	508,482	584,733	76,251	15.0%	725	131

Total Expenditure
Jan-Mar

€584.7 million

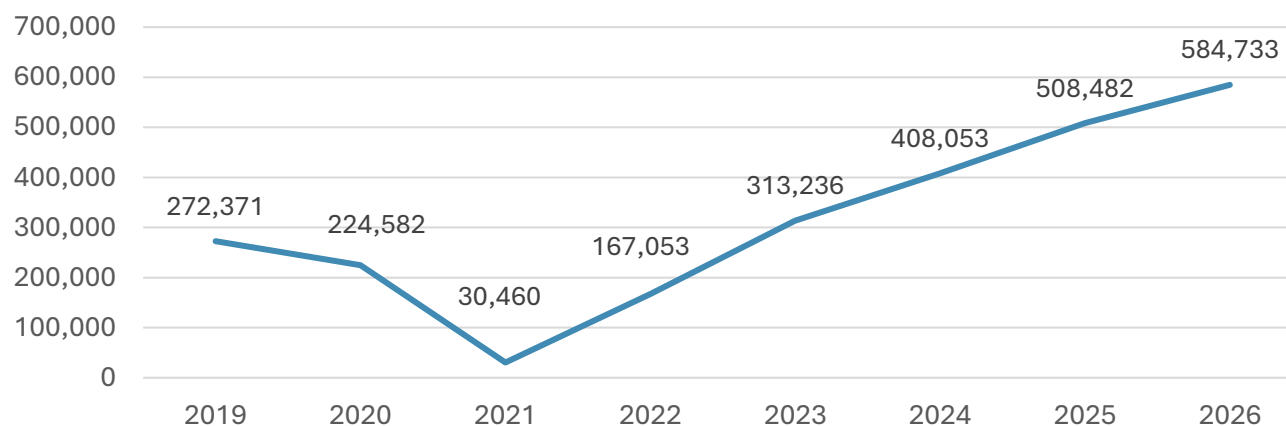
Total tourist
expenditure
exceeded 2025
figures by 15.0%.

January – March 2026

Tourist Expenditure

January to March	Package	Non-package		Other	Total € 000	Per capita €	Per night €
		Non-package Air/sea fares	Non-package Accommodation				
2024	94,560	74,298	86,264	152,931	408,053	700	119
2025	122,050	86,941	103,445	196,047	508,482	733	128
2026	138,210	103,176	116,920	226,427	584,733	725	131
Abs. Chg. 2026/2025	16,160	16,235	13,475	30,380	76,251	-8	3
% Chg. 2026/2025	13.2%	18.7%	13.0%	15.5%	15.0%	-1.1%	2.7%

Total Tourist Expenditure (€000s)



Total tourist expenditure reached €584.7 million, an increase of 15.0% when compared to last year.

Expenditure per capita dropped by 1.1% whereas expenditure per night increased by 2.7%.

January - March 2026



Local Tourism Performance

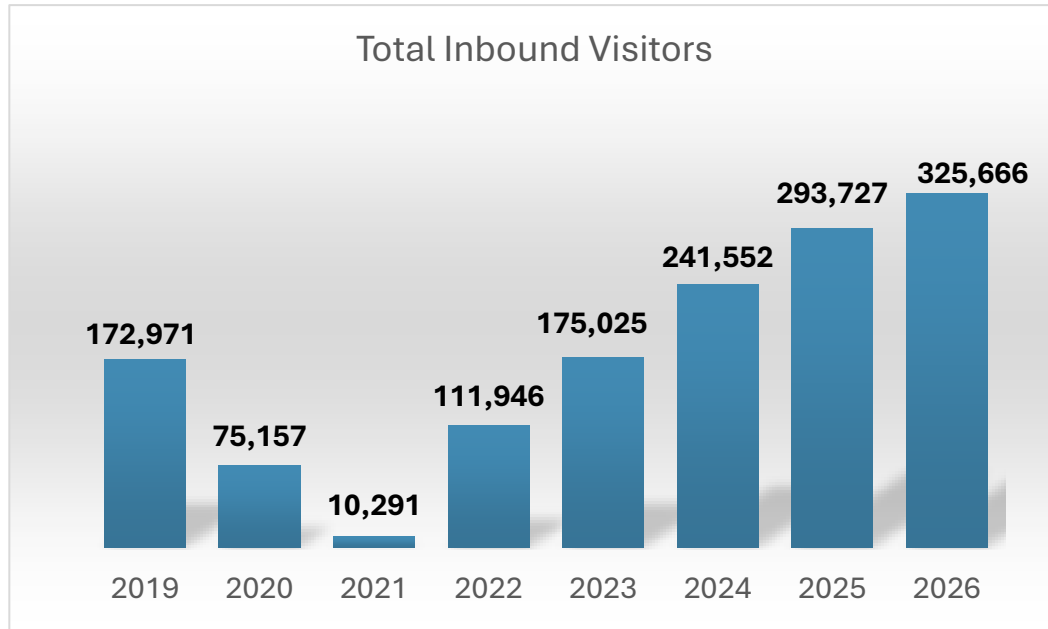
MARCH 2026

Summary of Performance

	Mar 2024	Mar 2025	Mar 2026	Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	241,552	293,727	325,666	31,940	10.9%
Inbound tourists (excluding overnight cruise passengers)	241,420	289,030	321,652	32,623	11.3%
Guest nights	1,402,867	1,610,747	1,705,865	95,118	5.9%
Average length of stay (nights)	5.8	5.6	5.3	-0.3	-
Total expenditure (€000)	183,369	219,056	234,147	15,091	6.9%

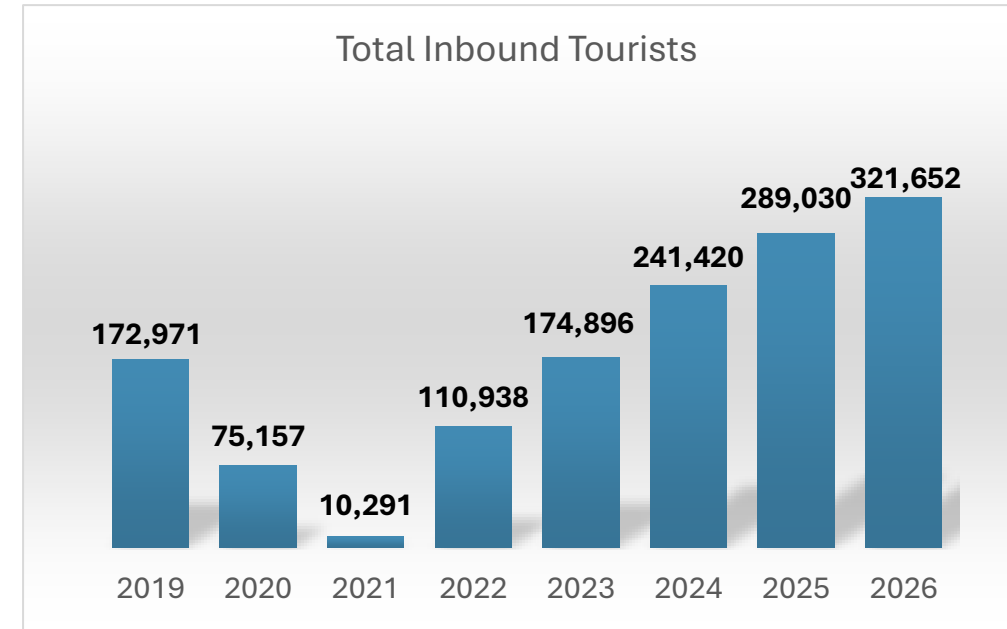
March 2026

Inbound Tourism



325,666 inbound visitors

+10.9% over 2025



321,652 inbound tourists

+11.3% over 2025

Note: Total inbound visitors include overnight cruise passengers.

March 2026

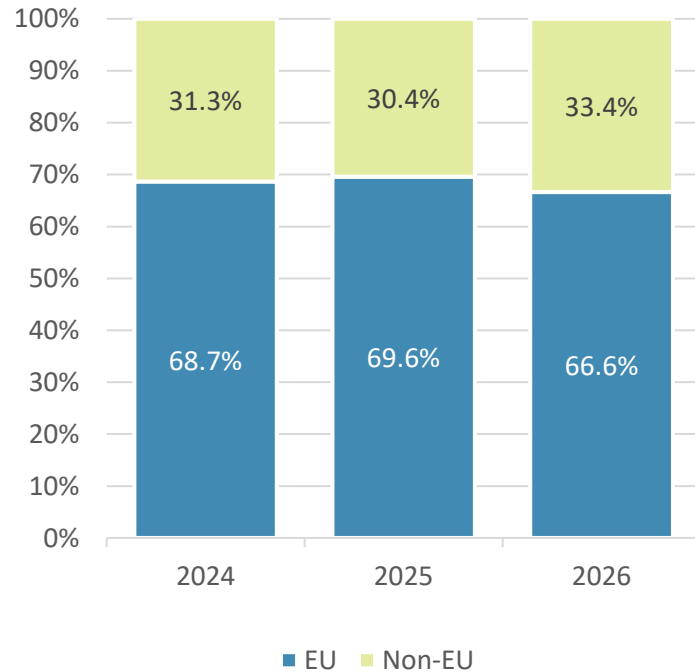
Performance of Main Source Markets

	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
France	16,823	19,728	15,028	-4,700	-23.8%	4.7%
Germany	19,273	23,850	21,899	-1,952	-8.2%	6.8%
Italy	37,609	38,526	43,010	4,485	11.6%	13.4%
Poland	22,169	33,045	46,240	13,195	39.9%	14.4%
Spain	9,098	11,000	10,436	-564	-5.1%	3.2%
United Kingdom	46,789	56,963	69,095	12,132	21.3%	21.5%
Total	241,420	289,030	321,652	32,623	11.3%	100.0%

- UK ranked as the largest source market with a share of 21.5%.
- Poland ranked second, followed by Italy.

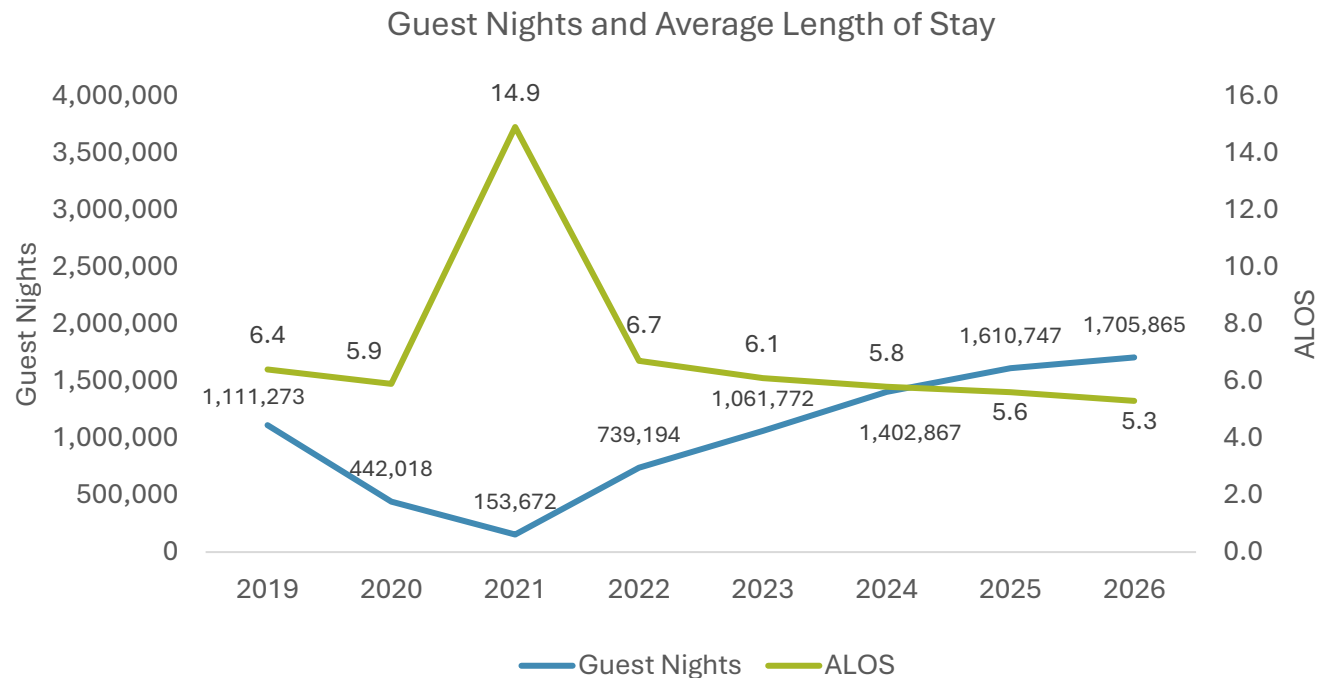
EU and Non-EU Markets

Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	165,805	201,095	214,313	13,218	6.6%
of which: Euro area	124,263	144,579	143,939	-640	-0.4%
Non-EU	75,615	87,935	107,340	19,405	22.1%
Inbound Tourists	241,420	289,030	321,652	32,623	11.3%

Guest Nights and Average Length of Stay



Guest nights

1.7 million nights

+5.9%

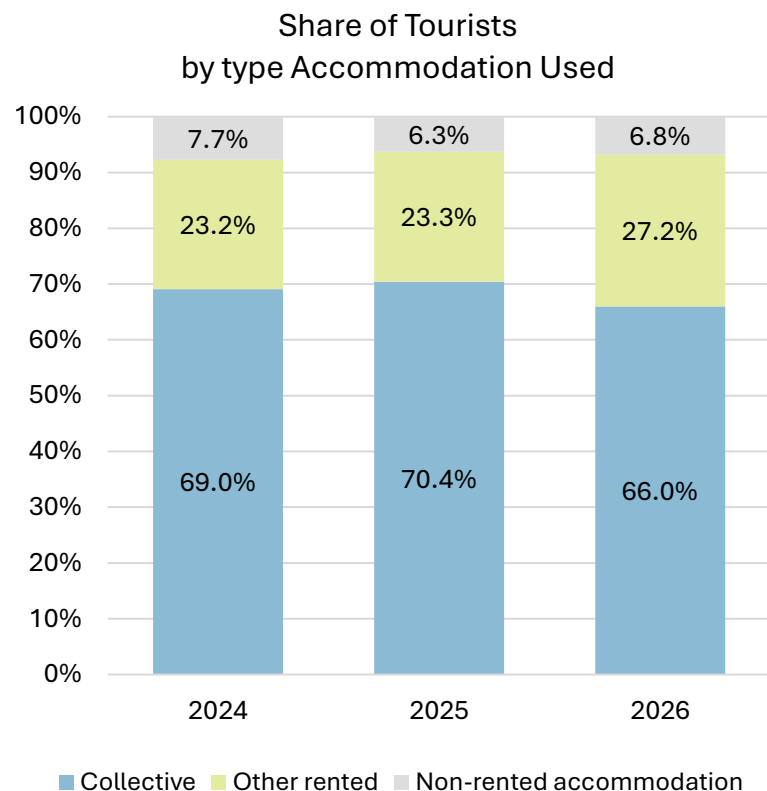
Average length of stay

5.3 nights

-0.3 of a night

March 2026

Inbound Tourists by Type of Accommodation Used

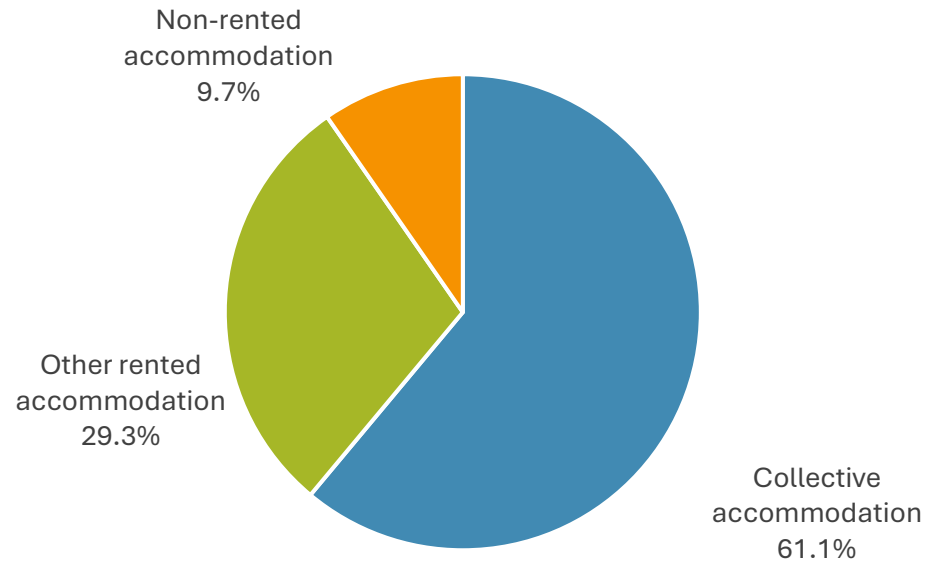


Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	222,747	270,859	299,794	28,935	10.7%
Collective	166,672	203,403	212,169	8,766	4.3%
Other rented	56,075	67,456	87,625	20,168	29.9%
Non-rented accommodation	18,672	18,170	21,858	3,688	20.3%
Total tourists	241,420	289,030	321,652	32,623	11.3%

March 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

4.9 nights



Other rented accommodation

5.7 nights



Non-rented accommodation

7.5 nights

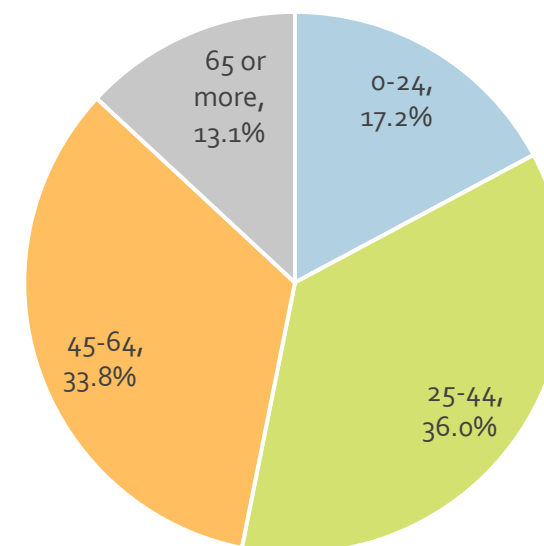
Total Average Length of Stay

5.3 nights

Age Diversification



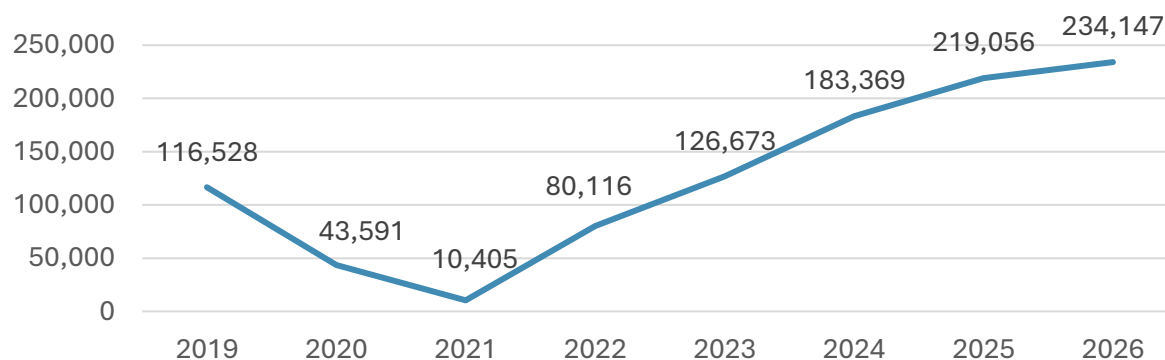
Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	46,851	45,043	55,262	10,219	22.7%
25-44	85,151	107,983	115,683	7,700	7.1%
45-64	79,214	97,995	108,611	10,616	10.8%
65 or more	30,203	38,008	42,096	4,088	10.8%
Inbound Tourists	241,420	289,030	321,652	32,623	11.3%



Tourist Expenditure

Expenditure by Category (in €000)	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Package	45,176	58,028	56,744	-1,284	-2.2%
Non-package	74,330	78,504	86,277	7,772	9.9%
Air/sea fares	32,918	34,851	38,073	3,222	9.2%
Accommodation	41,412	43,653	48,204	4,550	10.4%
Other expenditure	63,863	82,523	91,127	8,603	10.4%
Total expenditure	183,369	219,056	234,147	15,091	6.9%
Per capita (in €)	760	758	728	-30	-4.0%
Per night (in €)	131	136	137	1	0.9%

Total Tourist Expenditure in March (€000s)



In March 2026, tourist expenditure reached **€234.1 million**, an increase of 6.9% when compared to March in 2025.

Expenditure per night increased from €136 in 2025 to **€137** in 2026.

March 2026