LOCAL TOURISM PERFORMANCE
JANUARY – SEPTEMBER 2026



MTA Research Unit
30th October 2026

Malta Tourism Authority

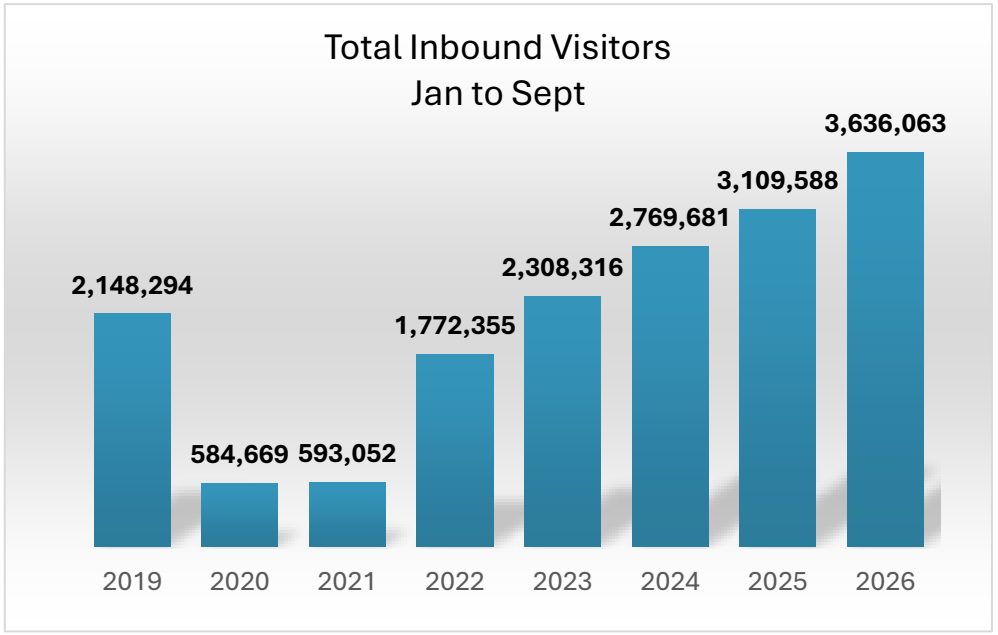
Summary of Performance

- Inbound tourists in the first 9 months 2026 amounted to 3.6 million (+17.0%), while total nights reached 21.5 million (+9.6%).
- Total tourist expenditure was estimated at €3,450.5 million (+13.9%), while expenditure per capita stood at €959.

	Jan-Sept 2024	Jan-Sept 2025	Jan-Sept 2026	Abs. Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	2,769,681	3,109,588	3,636,063	526,476	16.9%
Inbound tourists (excluding overnight cruise passengers)	2,752,792	3,075,483	3,599,493	524,011	17.0%
Guest nights	17,773,080	19,592,026	21,472,132	1,880,105	9.6%
Average length of stay (nights)	6.5	6.4	6.0	-0.4	-6.4%
Total expenditure (€000)	2,553,244	3,029,925	3,450,508	420,584	13.9%
Expenditure per capita (€)	928	985	959	-26.6	-2.7%
Expenditure per night (€)	144	155	161	6.0	3.9%

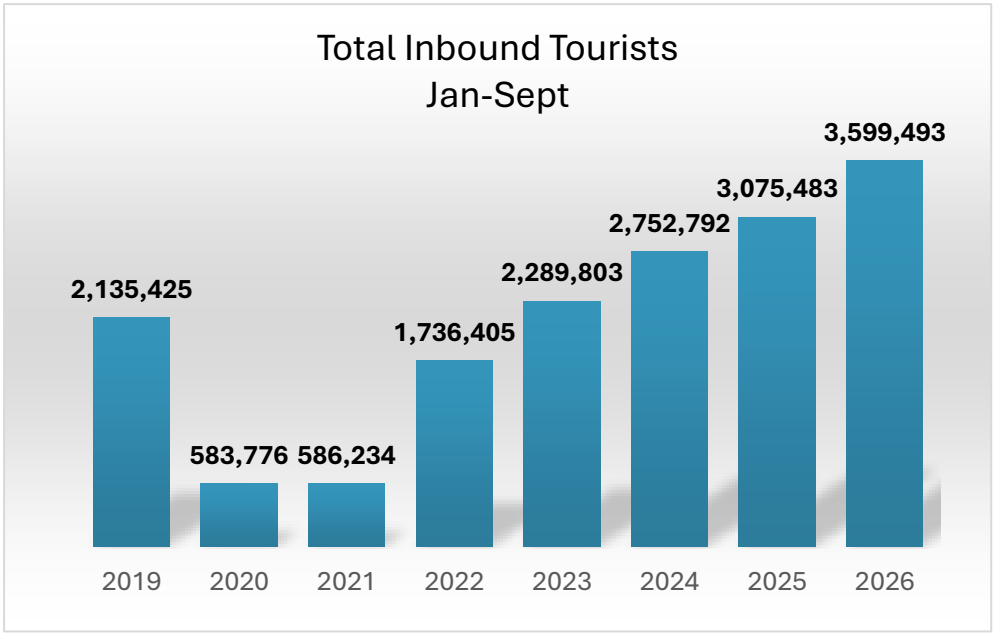
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Inbound Tourism



3.64 million visitors

+16.9% over 2025



3.60 million tourists

+17.0% over 2025

Note: Total inbound visitors include overnight cruise passengers.

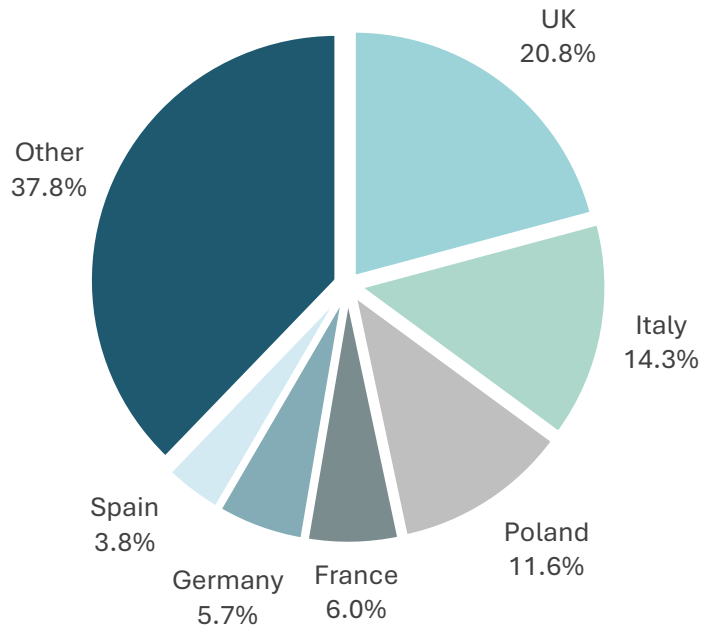
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Inbound Tourists by Source Market

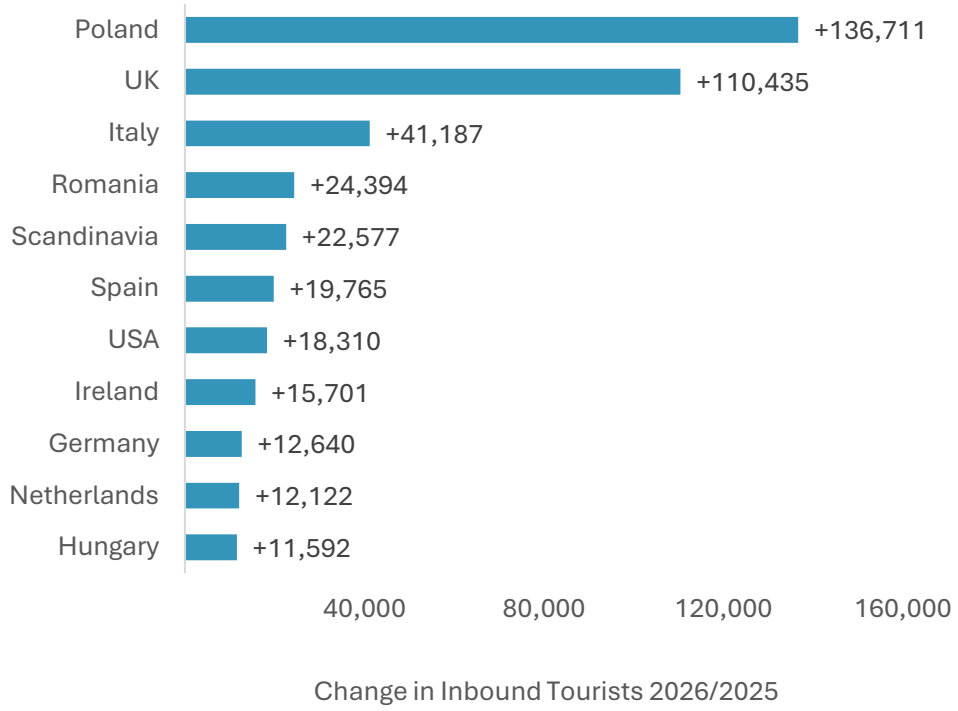
January to September	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
Belgium	64,356	67,257	66,972	-284	-0.4%	1.9%
France	245,425	234,502	217,033	-17,469	-7.4%	6.0%
Germany	185,903	193,165	205,805	12,640	6.5%	5.7%
Greece	52,701	51,226	56,351	5,125	10.0%	1.6%
Hungary	51,354	59,129	70,722	11,592	19.6%	2.0%
Ireland	40,816	68,732	84,434	15,701	22.8%	2.3%
Italy	507,560	471,848	513,035	41,187	8.7%	14.3%
Netherlands	66,139	69,254	81,376	12,122	17.5%	2.3%
Poland	186,694	280,129	416,841	136,711	48.8%	11.6%
Romania	42,631	50,123	74,517	24,394	48.7%	2.1%
Scandinavia	71,191	79,493	102,070	22,577	28.4%	2.8%
Spain	106,336	117,039	136,804	19,765	16.9%	3.8%
Switzerland	51,974	54,618	63,002	8,383	15.3%	1.8%
United Kingdom	535,405	639,168	749,602	110,435	17.3%	20.8%
USA	50,204	58,250	76,559	18,310	31.4%	2.1%
Other	494,104	581,549	684,370	102,821	17.7%	19.0%
Total	**2,752,792**	**3,075,483**	**3,599,493**	**524,011**	**17.0%**	**100.0%**

Top Source Markets

Who were the top source markets?

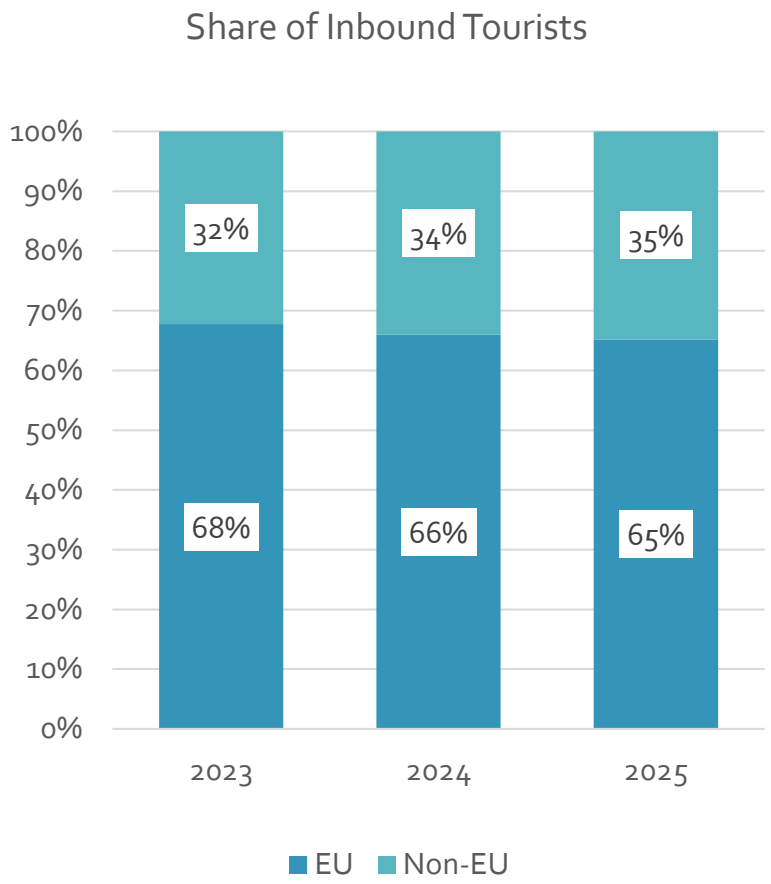


Which markets registered the highest growth in absolute terms?



January to September 2026

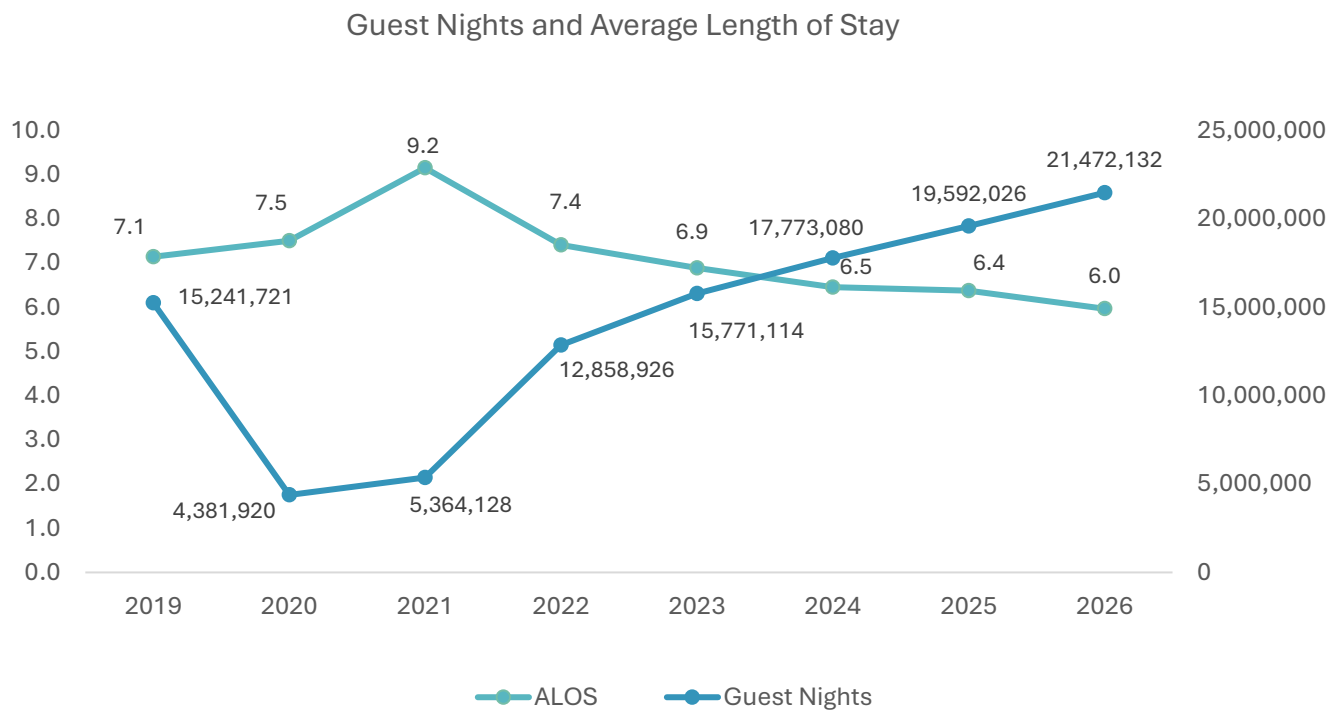
EU and Non-EU Markets



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	**1,864,788**	**2,028,724**	**2,346,880**	**318,156**	**15.7%**
of which: Euro area	1,482,672	1,519,719	1,672,861	153,142	10.1%
Non-EU	**888,004**	**1,046,759**	**1,252,614**	**205,855**	**19.7%**
Inbound Tourists	**2,752,792**	**3,075,483**	**3,599,493**	**524,011**	**17.0%**

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Guest Nights and Average Length of Stay



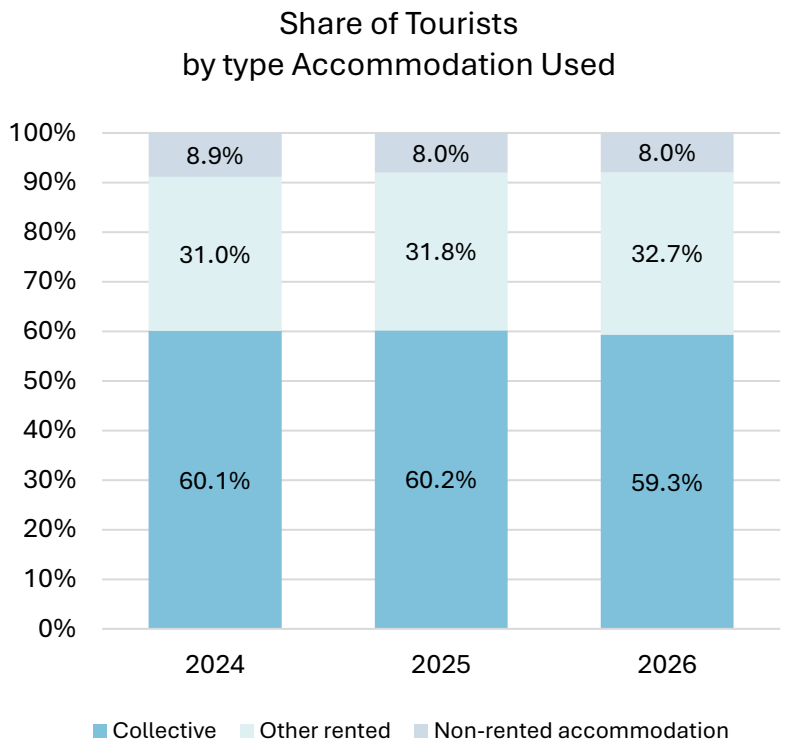
Guest nights
21.5 million nights
+ 9.6%

Average length of stay
6.0 nights
-0.4 of a night

January – September 2026

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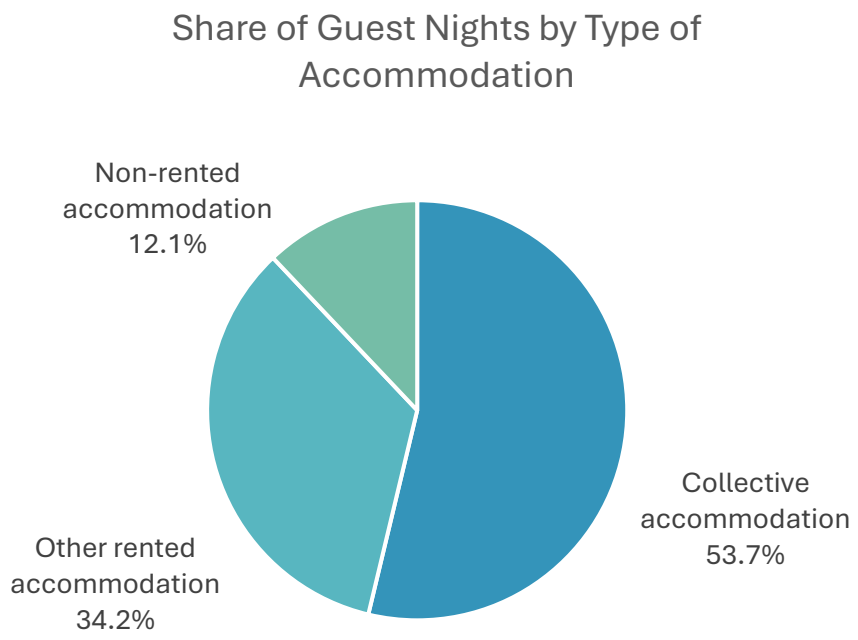
Inbound Tourists by Type of Accommodation Used



Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	**2,508,963**	**2,828,661**	**3,313,094**	**484,433**	**17.1%**
Collective	1,654,658	1,851,274	2,135,883	284,610	15.4%
Other rented	854,305	977,387	1,177,211	199,824	20.4%
Non-rented accommodation	**243,828**	**246,822**	**286,399**	**39,577**	**16.0%**
Total tourists	**2,752,792**	**3,075,483**	**3,599,493**	**524,011**	**17.0%**

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Share of Guest Nights by Type of Accommodation Used & Average Length of Stay

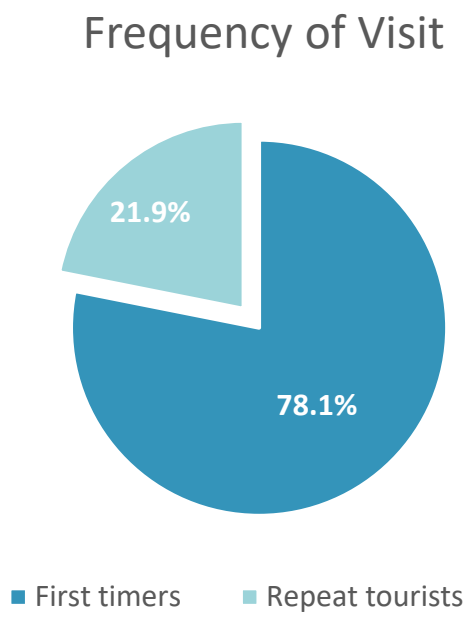


Average Length of Stay	
Collective accommodation	5.4 nights
Other rented accommodation	6.2 nights
Non-rented accommodation	9.0 nights
Total Average Length of Stay	**6.0 nights**

The largest share of guest nights (86.7 per cent) was spent in rented accommodation establishments.

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Frequency of Visit



78.1% of inbound tourists were first-time visitors.

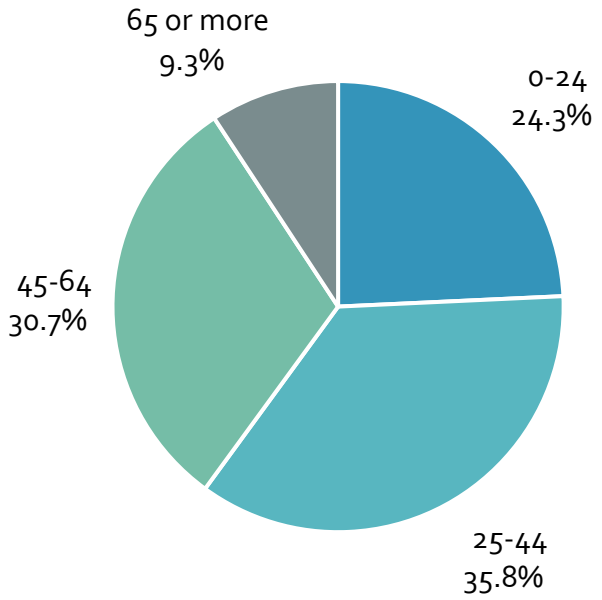
Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Frequency:					
First-time tourists	**2,194,746**	**2,454,903**	**2,812,113**	**357,210**	**14.6%**
Repeat tourists	**558,045**	**620,580**	**787,381**	**166,801**	**26.9%**
once a year or less	433,520	485,912	625,040	139,128	28.6%
more than once a year	124,526	134,668	162,341	27,673	20.5%
Inbound Tourists	**2,752,792**	**3,075,483**	**3,599,493**	**524,011**	**17.0%**

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Age Diversification

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	744,785	757,490	873,237	115,747	15.3%
25-44	995,105	1,091,580	1,287,896	196,316	18.0%
45-64	771,304	923,180	1,105,239	182,059	19.7%
65 or more	241,599	303,233	333,122	29,889	9.9%
Inbound Tourists	**2,752,792**	**3,075,483**	**3,599,493**	**524,011**	**17.0%**

Inbound Tourists by Age Group



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Purpose of Visit

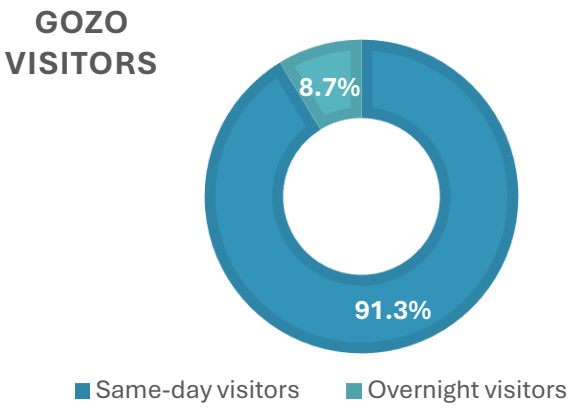
Holiday	Business	Other
3,368,992	**150,884**	**79,617**
Share: 93.6%	Share: 4.2%	Share: 2.2%
+17.2% (2026/2025)	+21.9% (2026/2025)	+3.9% (2026/2025)

January – September 2026

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Gozo and Comino Visitors

Gozo and Comino visitors	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Tourists visiting Gozo and Comino	**1,627,858**	**1,824,566**	**2,067,290**	**242,724**	**13.3%**
Same-day visitors	1,488,536	1,681,879	1,887,333	205,454	12.2%
Overnight visitors	139,322	142,687	179,957	37,270	26.1%



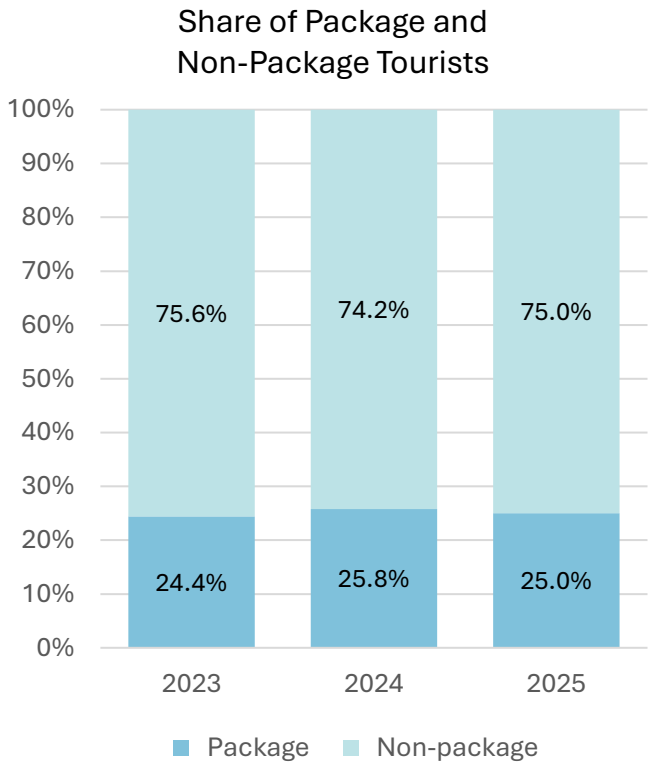
57.4% out of total inbound tourists visited Gozo and Comino.

91.3% were same-day visitors.

January – September 2026



Organisation of Stay



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Organisation of stay:					
Package	672,642	792,851	900,032	107,181	13.5%
Non-package	2,080,150	2,282,632	2,699,461	416,829	18.3%
Inbound Tourists	**2,752,792**	**3,075,483**	**3,599,493**	**524,011**	**17.0%**

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Tourist Expenditure by Source Market

January to September €000s	2024	2025	2026	Abs. Chg. 2026/2025	% Change 2026/2025	Per Capita 2026	Per Night 2026
Belgium	61,154	66,063	68,493	2,430	3.7%	1,023	167
France	234,645	238,798	217,696	-21,102	-8.8%	1,003	150
Germany	193,854	214,000	223,841	9,841	4.6%	1,088	154
Greece	30,222	33,032	36,586	3,554	10.8%	649	153
Hungary	35,195	38,042	45,208	7,166	18.8%	639	127
Ireland	45,946	80,776	94,869	14,094	17.4%	1,124	186
Italy	334,564	313,206	330,998	17,792	5.7%	645	124
Netherlands	73,589	81,704	95,650	13,947	17.1%	1,175	180
Poland	145,161	218,320	300,589	82,269	37.7%	721	133
Romania	33,451	41,911	60,825	18,913	45.1%	816	159
Scandinavia	80,408	94,115	125,103	30,988	32.9%	1,226	185
Spain	84,932	94,432	107,991	13,560	14.4%	789	147
Switzerland	57,583	70,780	77,285	6,505	9.2%	1,227	185
United Kingdom	570,207	737,467	848,653	111,186	15.1%	1,132	181
USA	68,135	84,579	111,787	27,208	32.2%	1,460	271
Other	504,199	622,701	704,933	82,232	13.2%	1,030	164
Total	**2,553,244**	**3,029,925**	**3,450,508**	**420,584**	**13.9%**	**959**	**161**

Total Expenditure Jan-Sept

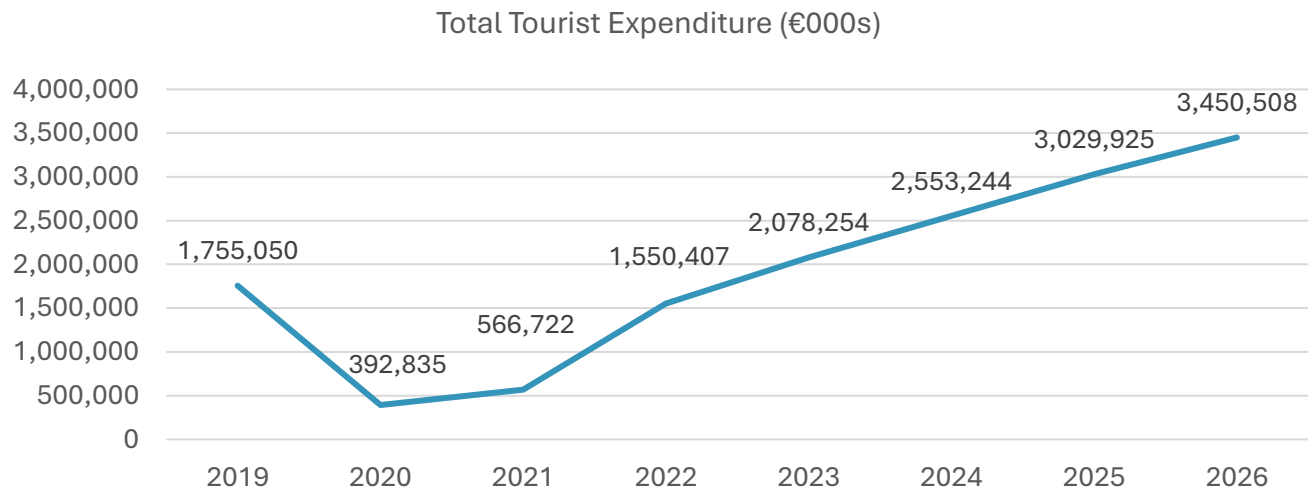
€3,450.5 million

+13.9% over 2025

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Tourist Expenditure

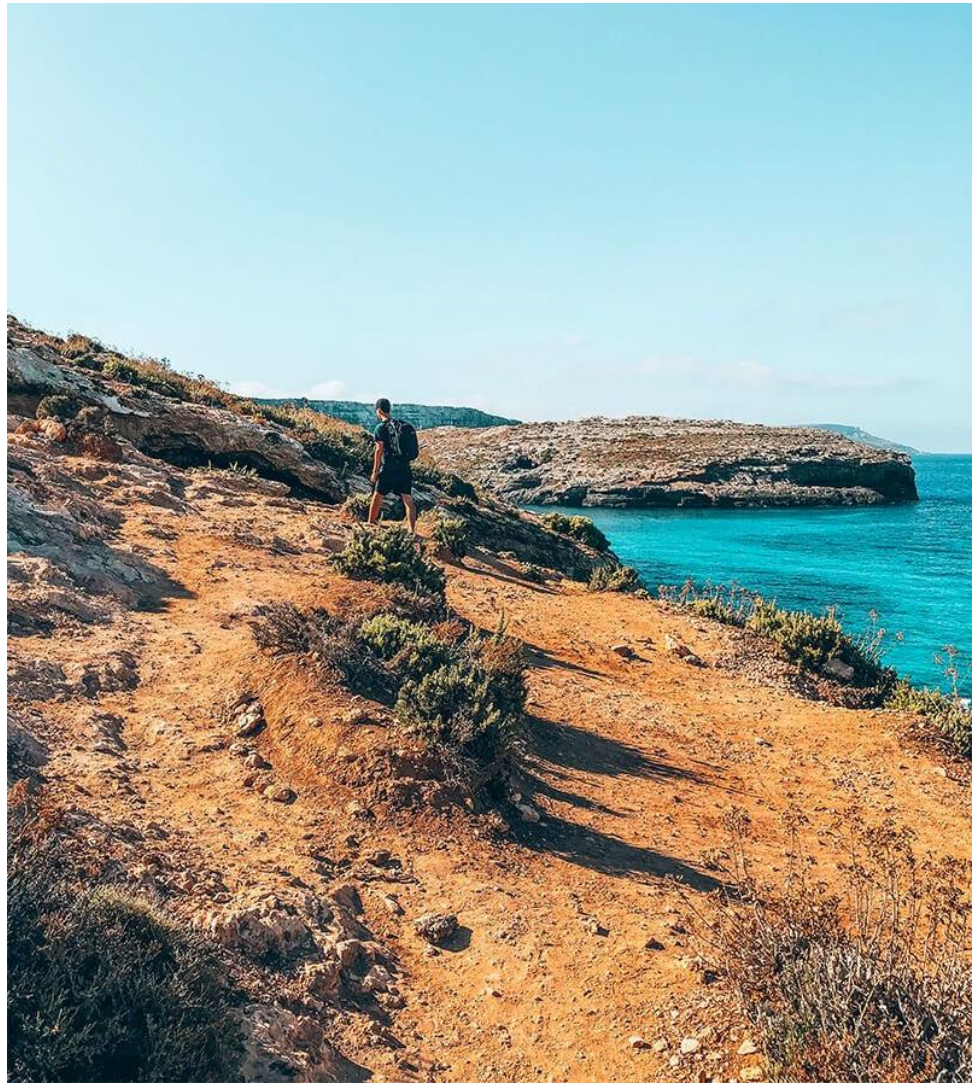
		Non-package			Total	Per capita	Per night
January to September	**Package**	**Non-package Air/sea fares**	**Non-package Accommodation**	**Other**	**€ 000**	**€**	**€**
2024	578,297	439,072	601,889	933,985	2,553,244	928	144
2025	716,444	501,799	692,714	1,118,967	3,029,925	985	155
2026	**794,121**	**578,536**	**799,922**	**1,277,929**	**3,450,508**	**959**	**161**
Absolute Change 2026/2025	77,677	76,737	107,208	158,962	420,584	-27	6
% Change 2026/2025	**10.8%**	**15.3%**	**15.5%**	**14.2%**	**13.9%**	**-2.7%**	**3.9%**



Total tourist expenditure reached €3,450.5 million, an increase of 13.9% when compared to last year.

Expenditure per capita stood at €959 while expenditure per night stood at €161.

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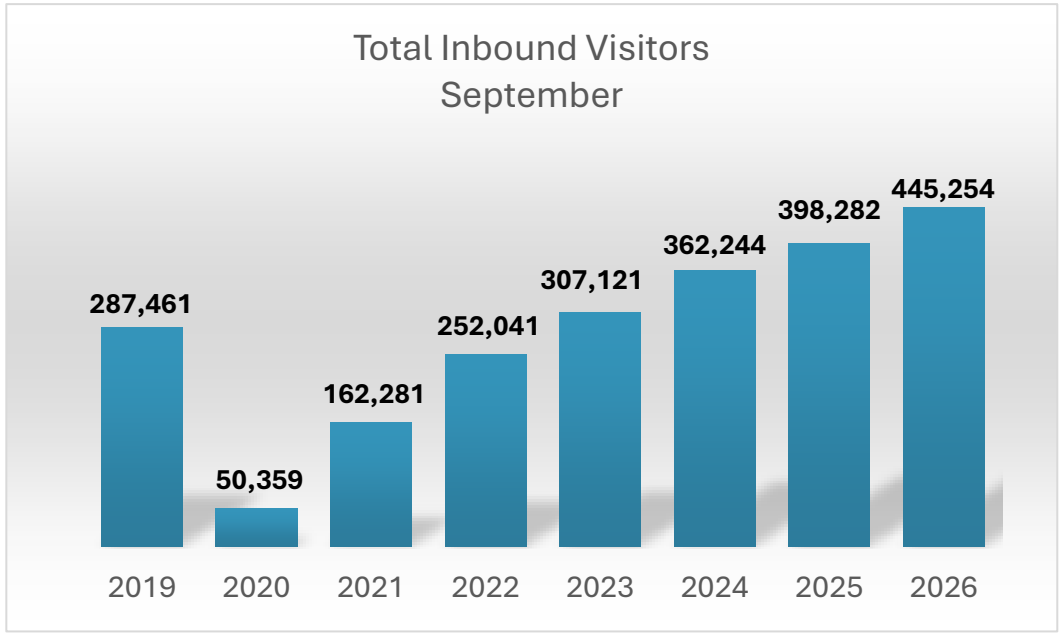
LOCAL TOURISM PERFORMANCE

SEPTEMBER 2026

Summary of Performance

	September 2024	September 2025	September 2026	Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	362,244	398,282	445,254	46,973	11.8%
Inbound tourists (excluding overnight cruise passengers)	358,165	393,848	438,519	44,672	11.3%
Guest nights	2,468,918	2,688,678	2,727,753	39,074	1.5%
Average length of stay (nights)	6.9	6.8	6.2	-0.6	-
Total expenditure (€000)	384,146	465,932	487,200	21,268	4.6%

Inbound Tourism



445,254 inbound visitors

+11.8% over 2025



438,519 inbound tourists

+11.3% over 2025

Note: Total inbound visitors include overnight cruise passengers.

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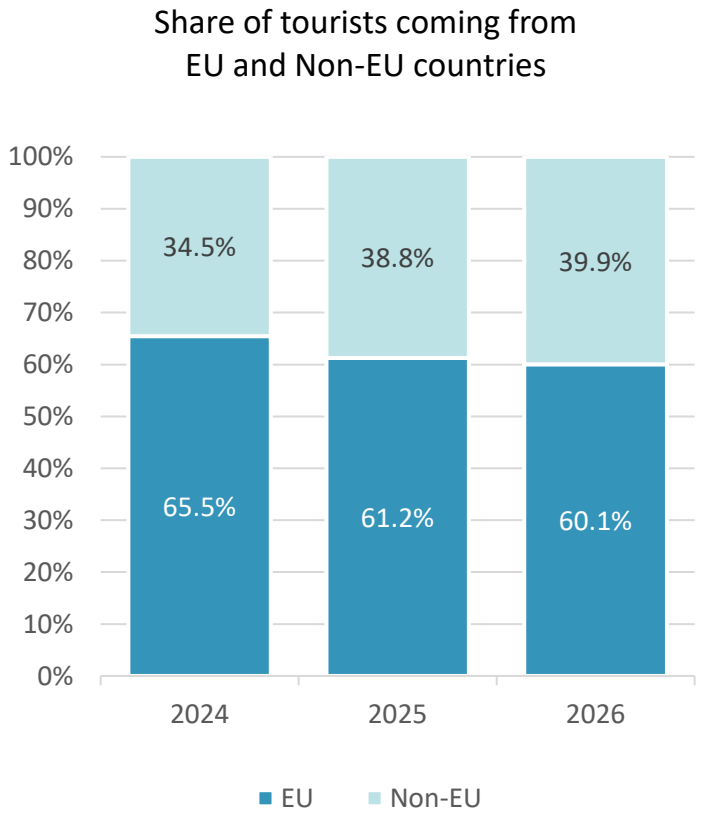
Performance of Main Source Markets

	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
France	27,849	23,418	21,137	-2,281	-9.7%	4.8%
Germany	26,302	25,314	24,183	-1,131	-4.5%	5.5%
Italy	66,688	55,087	56,496	1,409	2.6%	12.9%
Poland	21,008	33,349	46,150	12,802	38.4%	10.5%
Spain	15,464	10,430	12,840	2,410	23.1%	2.9%
United Kingdom	73,166	92,702	105,346	12,644	13.6%	24.0%
Total	**358,165**	**393,848**	**438,519**	**44,672**	**11.3%**	**100.0%**

- UK ranked as the largest source market with a share of 24.0%.
- Italy ranked second with a share of 12.9%, followed by Poland at 10.5%.

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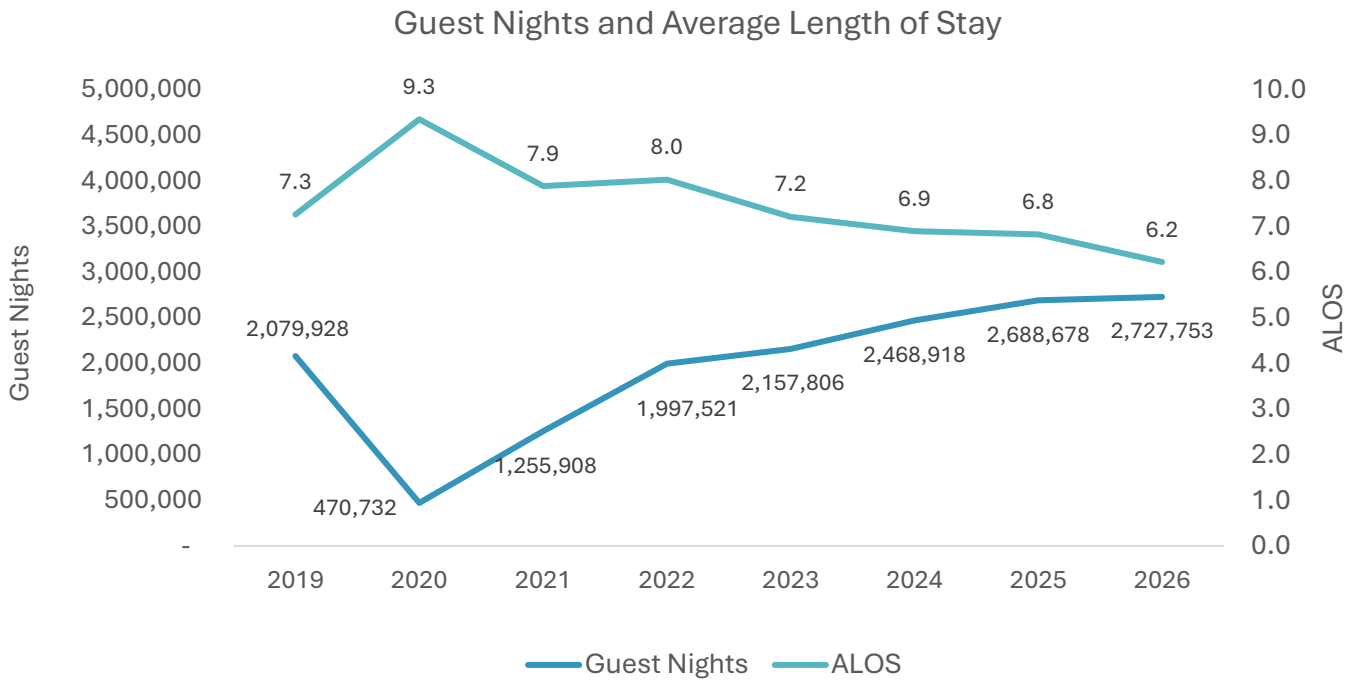
EU and Non-EU Markets



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	**234,555**	**241,220**	**263,332**	**22,112**	**9.2%**
of which: Euro area	191,470	178,313	186,834	8,521	4.8%
Non-EU	**123,610**	**152,627**	**175,187**	**22,559**	**14.8%**
Inbound Tourists	**358,165**	**393,848**	**438,519**	**44,672**	**11.3%**

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Guest Nights and Average Length of Stay

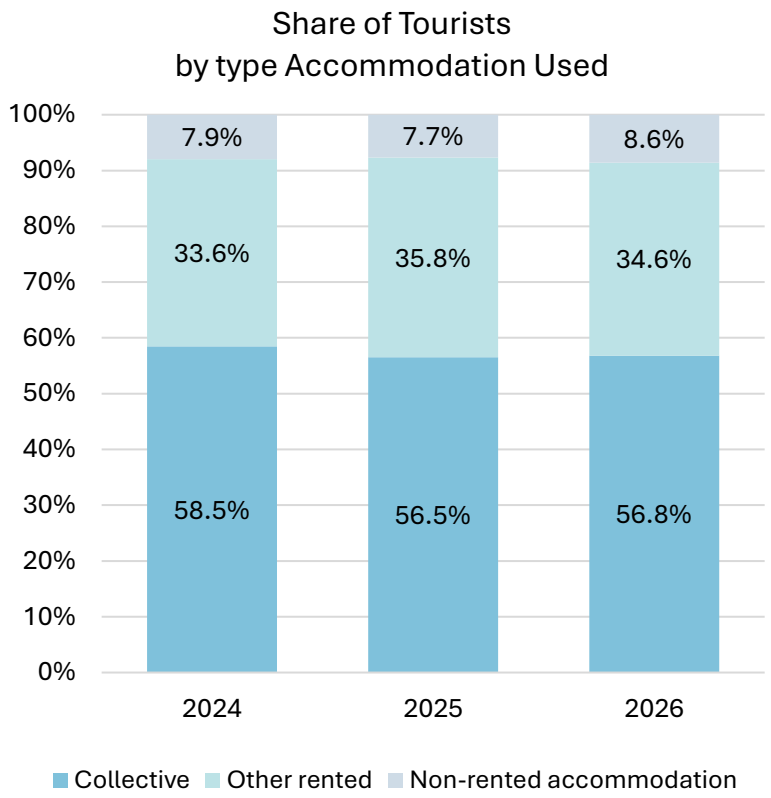


Guest nights
2.7 million nights
+1.5%

Average length of stay
6.2 nights
-0.6 of a night

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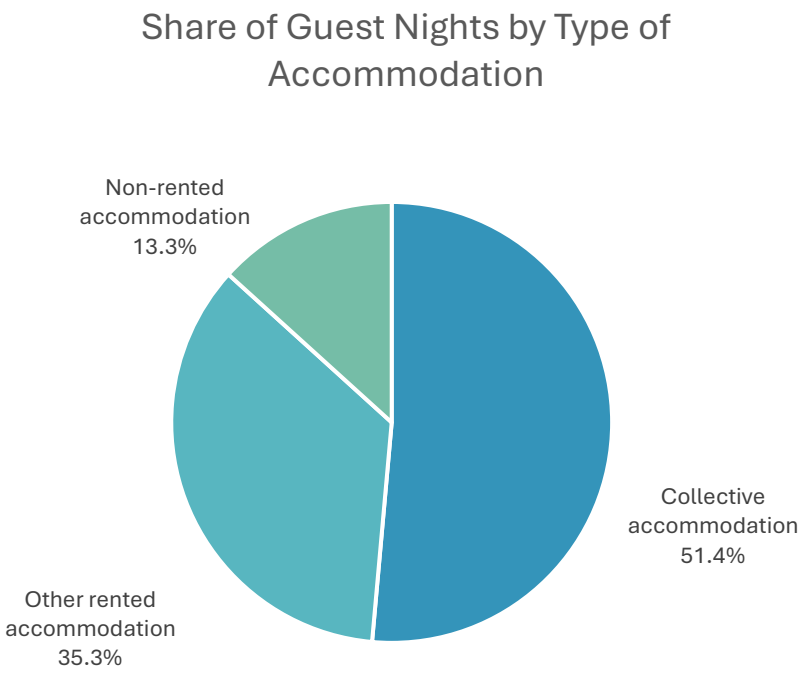
Inbound Tourists by Type of Accommodation Used



Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	**329,735**	**363,540**	**400,776**	**37,236**	**10.2%**
Collective	209,531	222,608	249,165	26,558	11.9%
Other rented	120,204	140,932	151,611	10,679	7.6%
Non-rented accommodation	**28,430**	**30,308**	**37,743**	**7,435**	**24.5%**
Total tourists	**358,165**	**393,848**	**438,519**	**44,672**	**11.3%**

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Share of Guest Nights by Type of Accommodation Used & Average Length of Stay

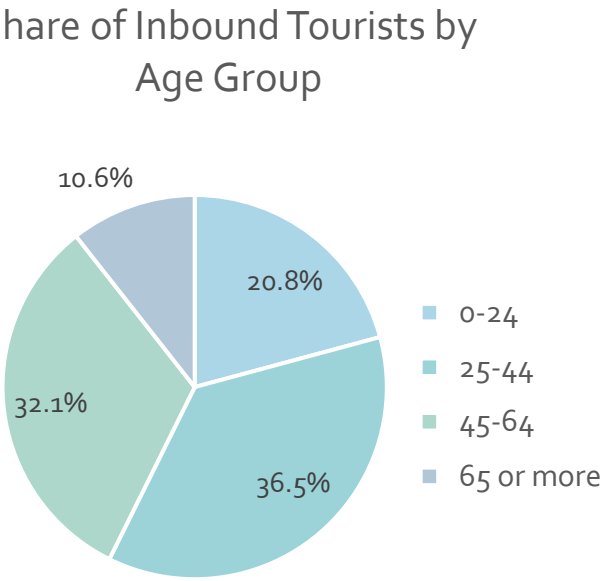


Average Length of Stay	
Collective accommodation	5.6 nights
Other rented accommodation	6.4 nights
Non-rented accommodation	9.6 nights
Total Average Length of Stay	**6.2 nights**

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Age Diversification

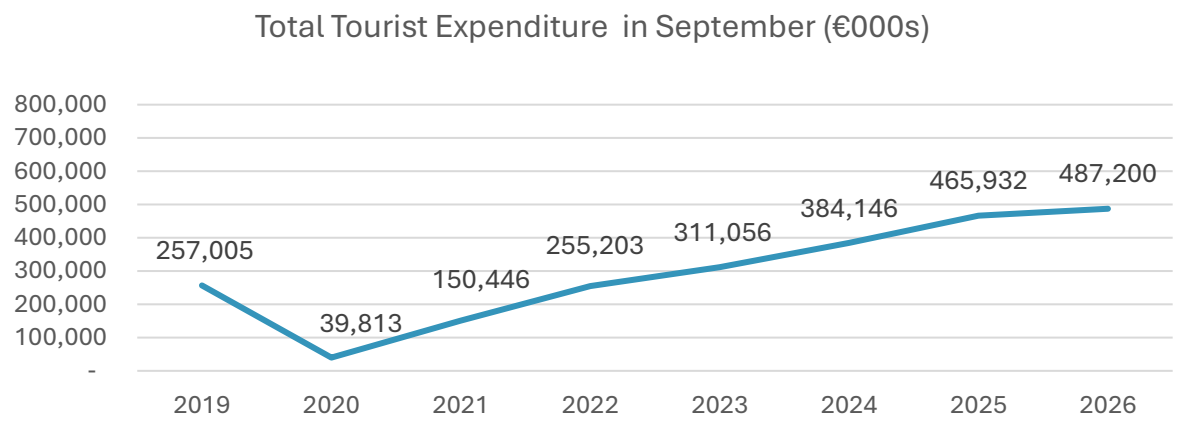
Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	87,706	90,713	91,229	517	0.6%
25-44	130,419	139,563	160,174	20,611	14.8%
45-64	101,919	116,177	140,632	24,455	21.0%
65 or more	38,122	47,395	46,484	-911	-1.9%
Inbound Tourists	**358,165**	**393,848**	**438,519**	**44,672**	**11.3%**



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Tourist Expenditure

Expenditure by Category (in €000)	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Package	**87,025**	**107,629**	**112,226**	**4,597**	**4.3%**
Non-package	**156,945**	**186,279**	**201,779**	**15,500**	**8.3%**
Air/sea fares	64,525	73,342	83,321	9,980	13.6%
Accommodation	92,420	112,937	118,458	5,520	4.9%
Other expenditure	**140,176**	**172,024**	**173,195**	**1,171**	**0.7%**
Total expenditure	**384,146**	**465,932**	**487,200**		**0.0%**
Per capita (in €)	1073	1183	1111	**-72**	**-6.1%**
Per night (in €)	156	173	179	**5**	**3.1%**



In September 2026, tourist expenditure stood at **€487.2 million**, an increase of 4.6% when compared to September in 2025.

Expenditure per night stood at **€179** while **expenditure per capita** stood at **€1,111**.

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