



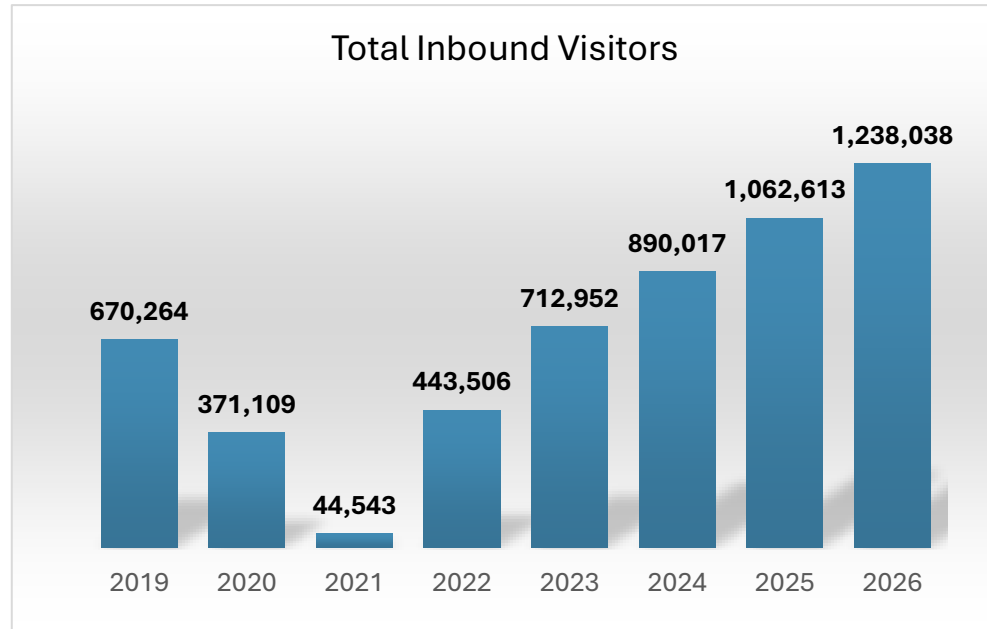
LOCAL TOURISM PERFORMANCE JANUARY – APRIL 2026

Summary of Performance

	Jan-Apr 2024	Jan-Apr 2025	Jan-Apr 2026	Abs. Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	890,017	1,062,613	1,238,038	175,425	16.5%
Inbound tourists (excluding overnight cruise passengers)	889,692	1,044,657	1,215,966	171,309	16.4%
Guest nights	5,109,521	5,985,257	6,582,185	596,928	10.0%
Average length of stay (nights)	5.7	5.7	5.4	-0.3	-
Total expenditure (€000)	647,730	804,702	919,744	115,043	14.3%
Expenditure per capita (€)	728	770	756	-14	-1.8%
Expenditure per night (€)	127	134	140	5	3.9%

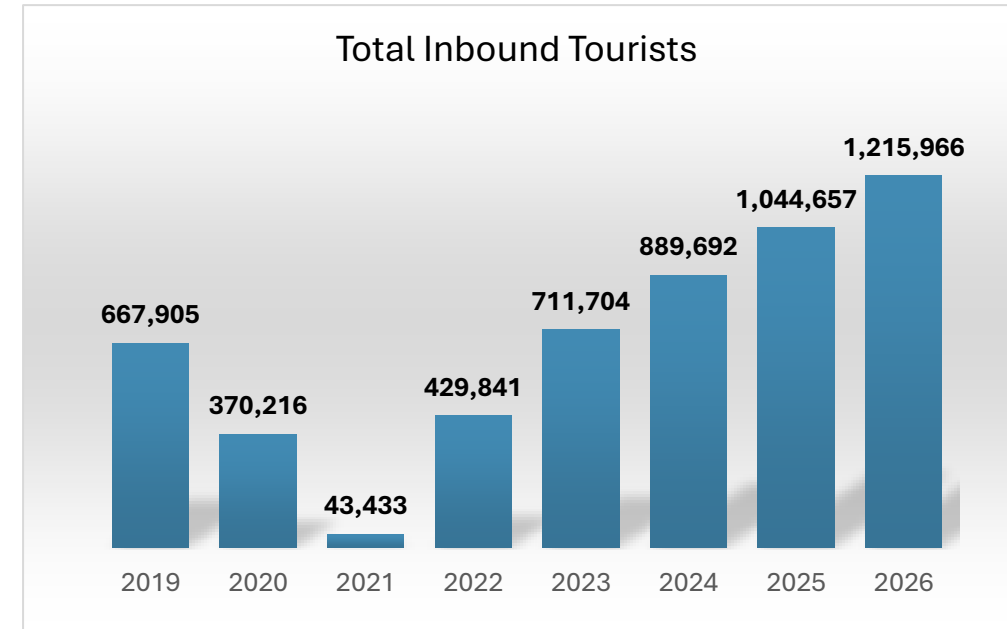
January – April 2026

Inbound Tourism



1,238,038 inbound visitors

+16.5% over 2025



1,215,966 inbound tourists

+16.4% over 2025

Note: Total inbound visitors include overnight cruise passengers.

January – April 2026

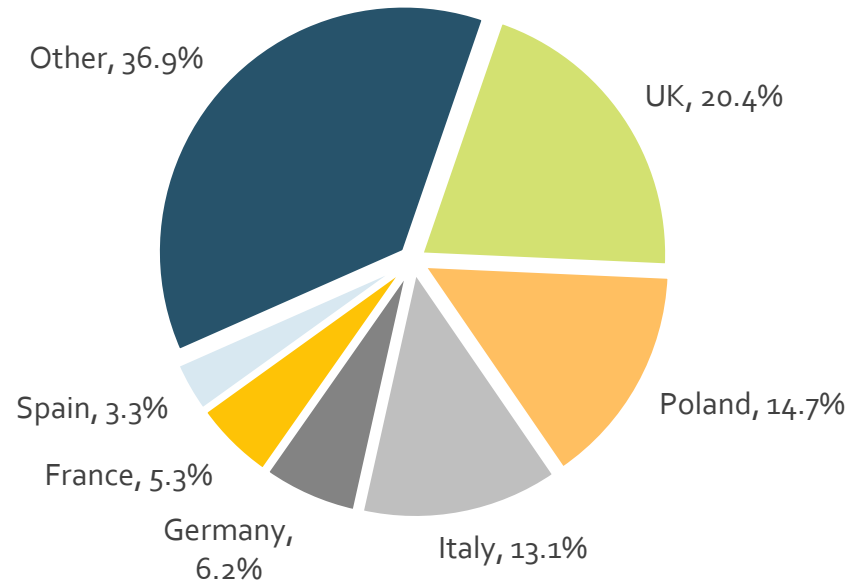
Inbound Tourists by Source Market

January to April	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
Belgium	23,179	25,105	23,321	-1,784	-7.1%	1.9%
France	69,509	74,632	64,975	-9,657	-12.9%	5.3%
Germany	65,308	71,912	75,871	3,959	5.5%	6.2%
Greece	18,272	20,659	20,892	232	1.1%	1.7%
Hungary	18,599	21,561	23,204	1,642	7.6%	1.9%
Ireland	12,336	25,335	30,214	4,879	19.3%	2.5%
Italy	146,363	147,692	158,902	11,210	7.6%	13.1%
Netherlands	17,125	16,800	20,795	3,996	23.8%	1.7%
Poland	81,112	123,839	178,962	55,123	44.5%	14.7%
Romania	16,952	18,410	23,456	5,046	27.4%	1.9%
Scandinavia	23,588	26,604	31,688	5,083	19.1%	2.6%
Spain	32,952	37,609	40,040	2,431	6.5%	3.3%
Switzerland	13,829	14,987	20,323	5,336	35.6%	1.7%
United Kingdom	172,086	208,685	248,469	39,785	19.1%	20.4%
USA	16,895	18,373	26,797	8,424	45.8%	2.2%
Other	161,585	192,454	228,056	35,602	18.5%	18.8%
Total	889,692	1,044,657	1,215,966	171,309	16.4%	100.0%

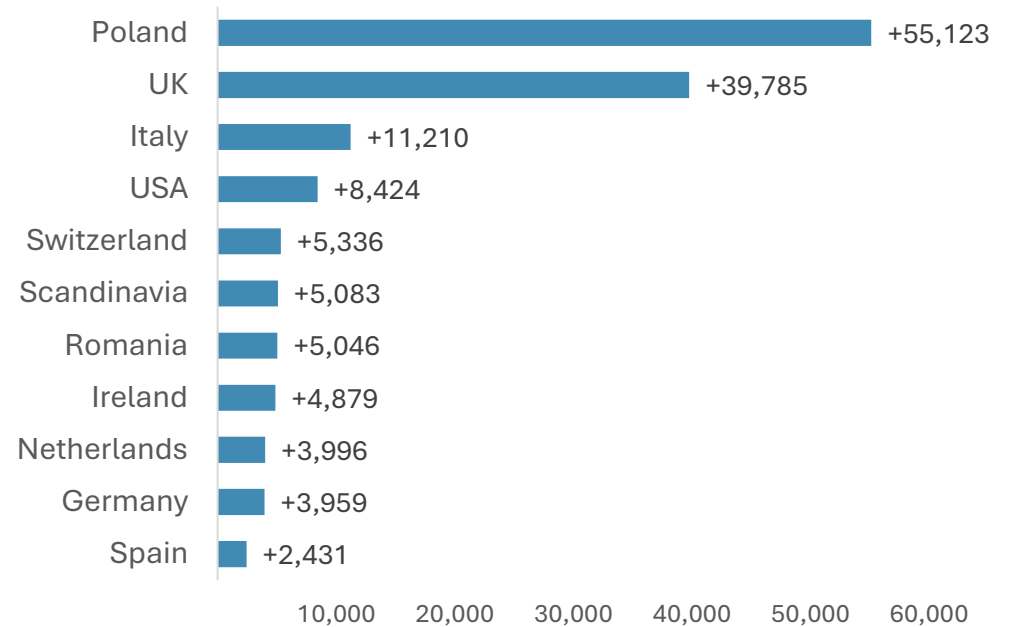
January – April 2026

Top Source Markets

Who were the top source markets?



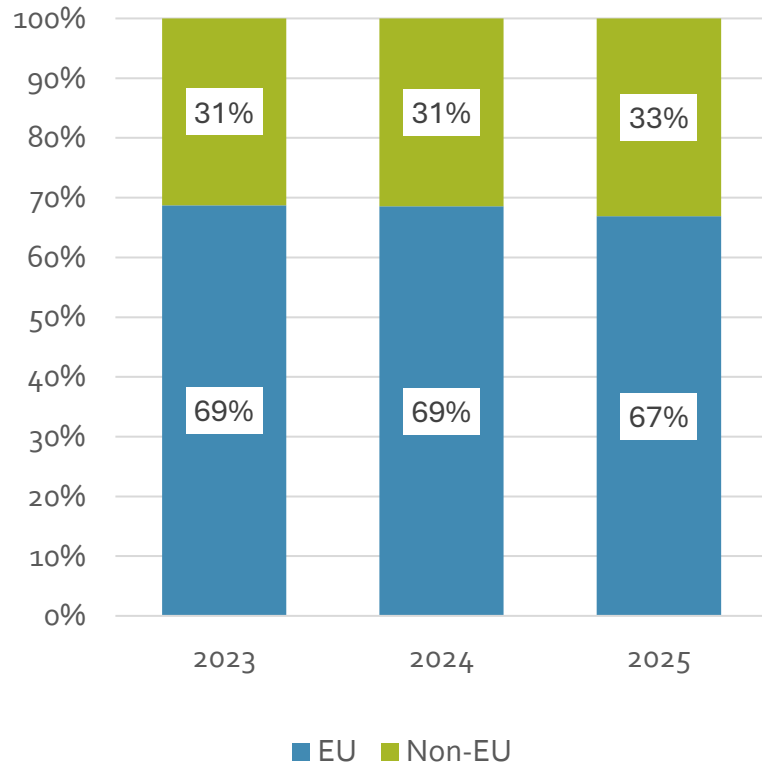
Which markets registered the highest growth in absolute terms?



January to April 2026

EU and Non-EU Markets

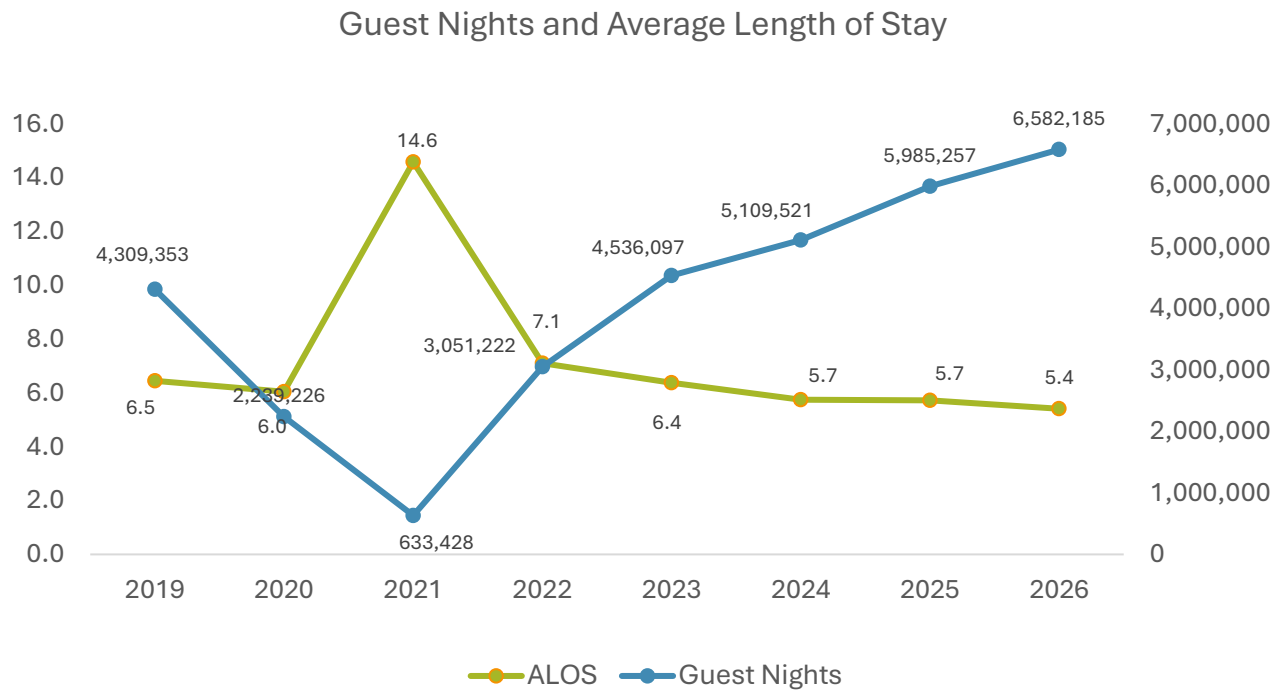
Share of Inbound Tourists



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	611,358	716,337	813,308	96,971	13.5%
of which: Euro area	460,529	509,389	549,029	39,640	7.8%
Non-EU	278,334	328,319	402,658	74,338	22.6%
Inbound Tourists	889,692	1,044,657	1,215,966	171,309	16.4%

January-April 2026

Guest Nights and Average Length of Stay



Guest nights

6.6 million nights

+10.0%

Average length of stay

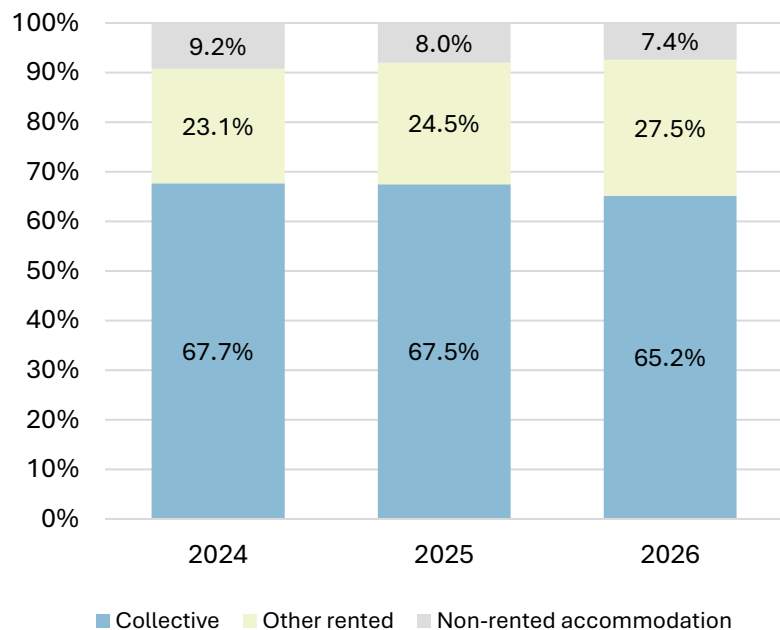
5.4 nights

-0.3 of a night

January – April 2026

Inbound Tourists by Type of Accommodation Used

Share of Tourists
by type Accommodation Used

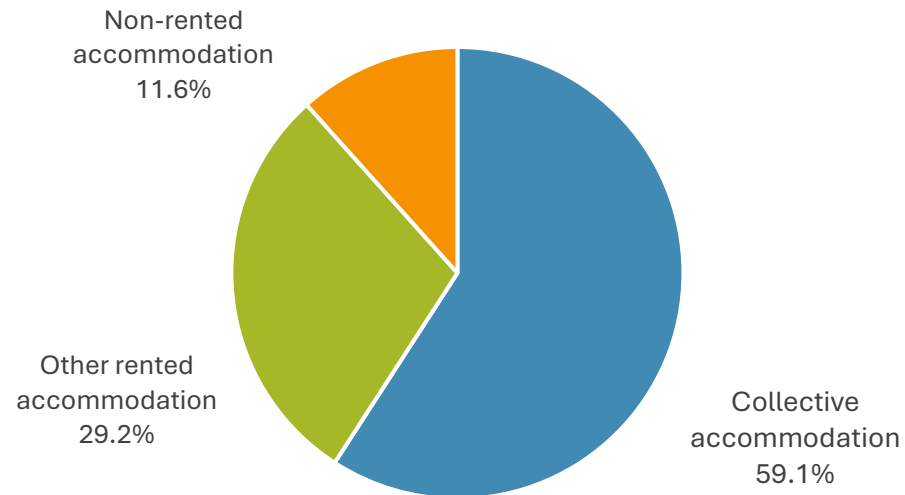


Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation					
Collective	602,199	705,049	792,349	87,300	12.4%
Other rented	205,392	256,446	333,902	77,457	30.2%
Non-rented accommodation					
	82,101	83,162	89,714	6,552	7.9%
Total tourists	889,692	1,044,657	1,215,966	171,309	16.4%

January – April 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

5.8 nights



Non-rented accommodation

8.5 nights

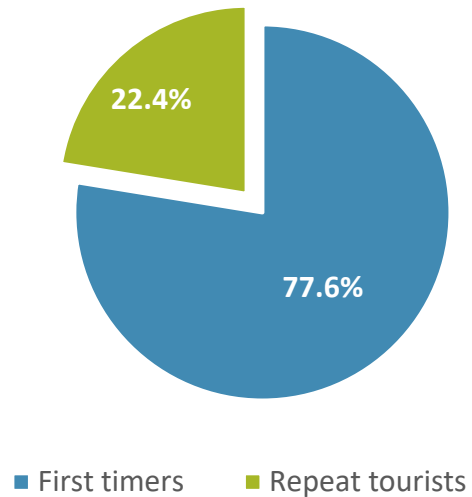
Total Average Length of Stay

5.4 nights

January – April 2026

Frequency of Visit

Frequency of Visit

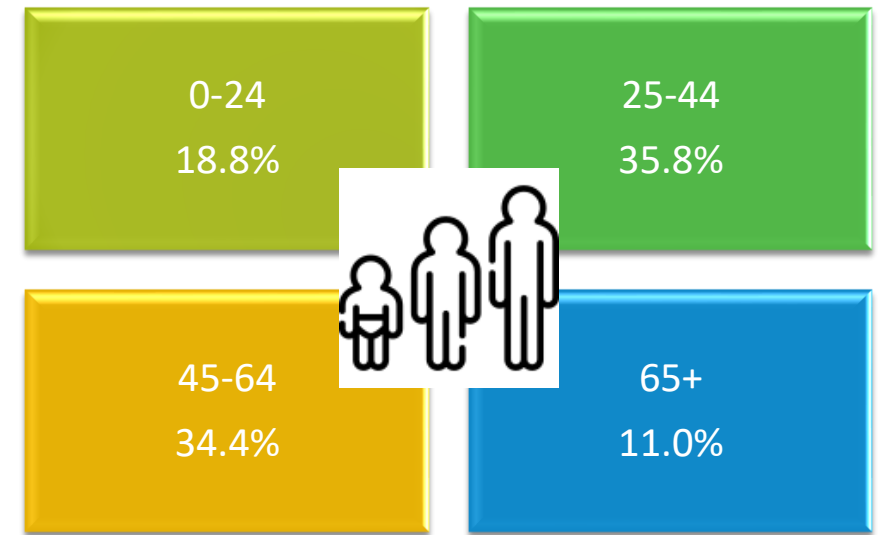


77.6% of inbound tourists were first-time visitors.

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Frequency:					
First-time tourists	694,684	823,308	943,190	119,882	14.6%
Repeat tourists	195,008	221,349	272,775	51,427	23.2%
once a year or less	145,484	165,710	211,262	45,552	27.5%
more than once a year	49,524	55,638	61,514	5,875	10.6%
Inbound Tourists	889,692	1,044,657	1,215,966	171,309	16.4%

Age Diversification

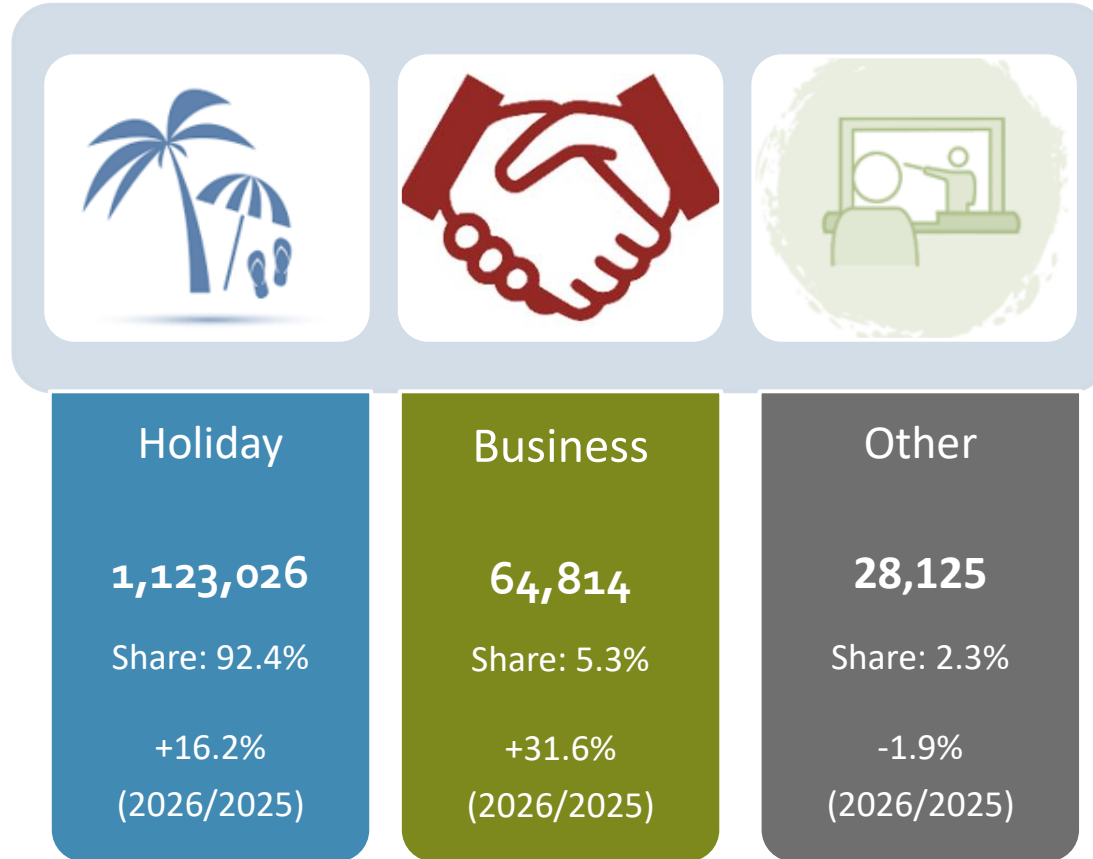
Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	185,557	188,387	228,468	40,080	21.3%
25-44	321,998	388,868	435,050	46,182	11.9%
45-64	285,839	357,788	418,878	61,090	17.1%
65 or more	96,297	109,613	133,570	23,957	21.9%
Inbound Tourists	889,692	1,044,657	1,215,966	171,309	16.4%



The increase in **45+ age bracket** accounted for 49.6% of the total increase in inbound tourists.



Purpose of Visit

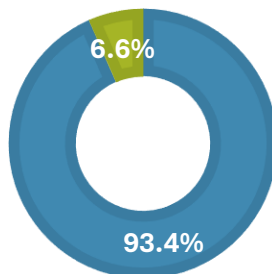


January – April 2026

Gozo and Comino Visitors

Gozo and Comino visitors	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Tourists visiting Gozo and Comino	432,103	526,752	577,358	50,605	9.6%
Same-day visitors	402,975	492,714	539,438	46,724	9.5%
Overnight visitors	29,128	34,039	37,919	3,881	11.4%

GOZO VISITORS



■ Same-day visitors ■ Overnight visitors

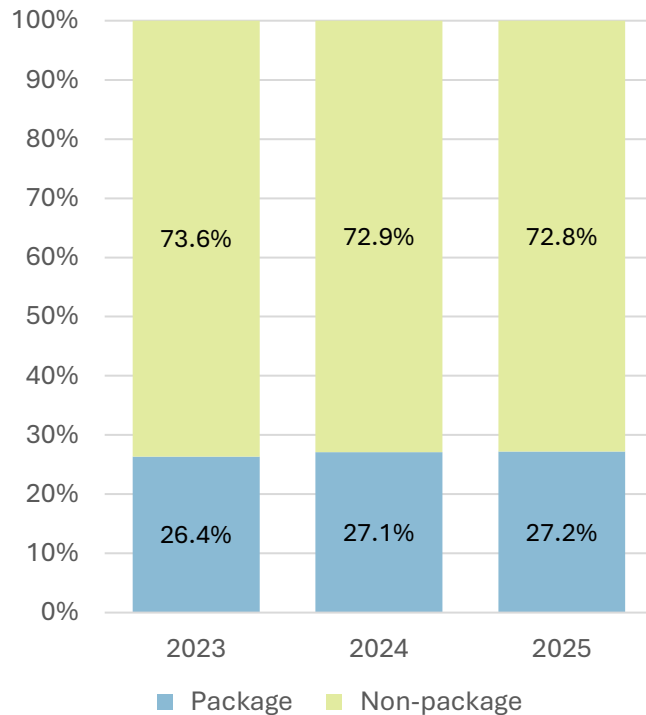
During the 4 months of the year, 47.5% out of total inbound tourists visited Gozo and Comino.

January – April 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	234,640	283,086	330,857	47,772	16.9%
Non-package	655,052	761,571	885,108	123,537	16.2%
Inbound Tourists	889,692	1,044,657	1,215,966	171,309	16.4%

January – April 2026

Tourist Expenditure by Source Market

January to April €000s	2024	2025	2026	Abs Chg 2026/2025	% Change 2026/2025	Per Capita 2026	Per Night 2026
Belgium	17,296	20,673	19,427	-1,245	-6.0%	833	152
France	52,985	60,640	53,841	-6,800	-11.2%	829	134
Germany	55,585	69,952	70,969	1,016	1.5%	935	142
Greece	8,793	10,916	11,665	750	6.9%	558	125
Hungary	9,399	9,963	11,494	1,531	15.4%	495	126
Ireland	10,824	21,585	25,155	3,570	16.5%	833	155
Italy	73,866	76,914	85,677	8,764	11.4%	539	110
Netherlands	14,010	14,321	18,745	4,424	30.9%	901	158
Poland	49,997	76,662	106,594	29,932	39.0%	596	119
Romania	10,064	12,885	14,580	1,694	13.2%	622	132
Scandinavia	20,319	26,388	31,216	4,828	18.3%	985	149
Spain	18,895	22,983	23,048	65	0.3%	576	129
Switzerland	13,164	14,400	20,728	6,328	43.9%	1,020	178
United Kingdom	136,521	182,171	208,072	25,900	14.2%	837	149
USA	20,523	23,169	33,195	10,025	43.3%	1239	241
Other	135,488	161,079	185,338	24,259	15.1%	813	147
Total	647,730	804,702	919,744	115,043	14.3%	756	140

Total Expenditure
Jan-Apr

€919.7 million

Total tourist
expenditure
exceeded 2025
figures by 14.3%.

January – April 2026

Tourist Expenditure

January to April	Package	Non-package			Total € 000	Per capita €	Per night €
		Non-package Air/sea fares	Non-package Accommodation	Other			
2024	149,303	117,046	139,861	241,520	647,730	728	127
2025	193,680	140,135	168,751	302,136	804,702	770	134
2026	215,939	161,342	193,116	349,349	919,744	756	140
Absolute Change 2026/2025	22,259	21,207	24,364	47,213	115,043	-14	5
% Change 2026/2025	11.5%	15.1%	14.4%	15.6%	14.3%	-1.8%	3.9%



Total tourist expenditure reached €919.7 million, an increase of 14.3% when compared to last year.

Expenditure per capita decreased from €770 to €756. Meanwhile, expenditure per night increased from €134 to €140.

January - April 2026



LOCAL TOURISM PERFORMANCE

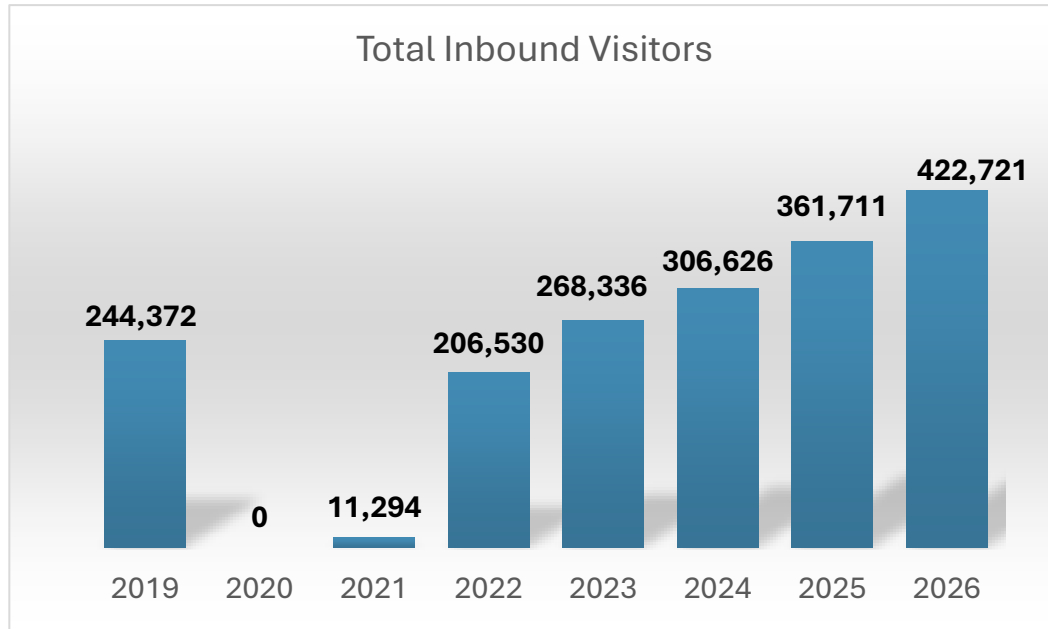
APRIL 2026

Summary of Performance

	Apr 2024	Apr 2025	Apr 2026	Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	306,626	361,711	422,721	61,010	16.9%
Inbound tourists (excluding overnight cruise passengers)	306,433	351,165	409,403	58,238	16.6%
Guest nights	1,677,770	2,008,677	2,130,733	122,055	6.1%
Average length of stay (nights)	5.5	5.7	5.2	-0.5	-
Total expenditure (€000)	239,677	296,220	335,011	38,792	13.1%

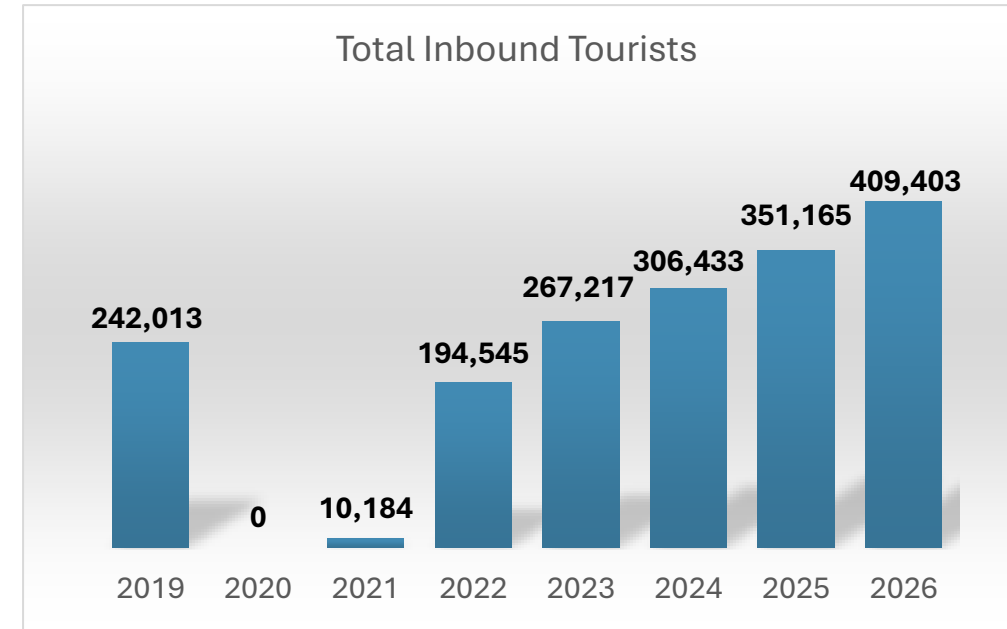
April 2026

Inbound Tourism



422,721 inbound visitors

+16.9% over 2025



409,403 inbound tourists

+16.6% over 2025

Note: Total inbound visitors include overnight cruise passengers.

April 2026

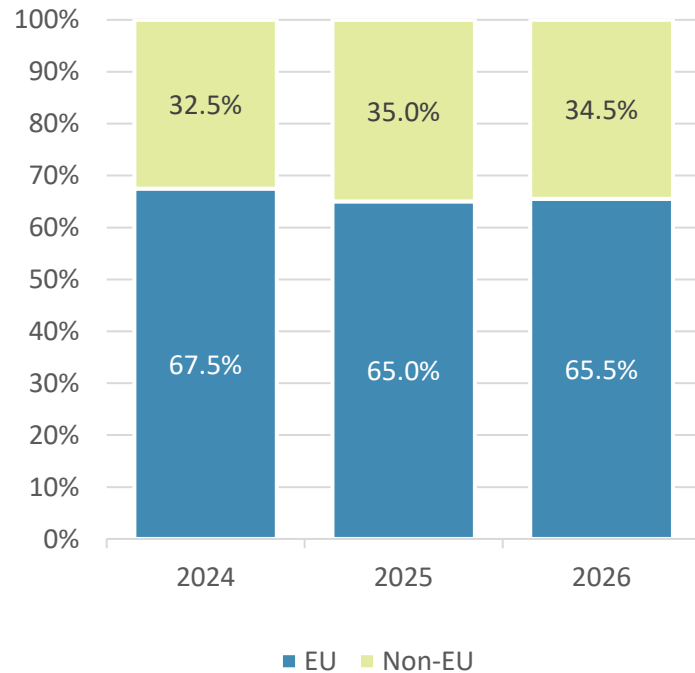
Performance of Main Source Markets

	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
France	30,038	27,220	29,022	1,802	6.6%	7.1%
Germany	21,280	22,944	27,156	4,211	18.4%	6.6%
Italy	54,355	55,884	53,229	-2,655	-4.8%	13.0%
Poland	19,390	28,494	46,040	17,546	61.6%	11.2%
Spain	10,789	11,463	12,421	958	8.4%	3.0%
United Kingdom	64,270	78,706	88,621	9,915	12.6%	21.6%
Total	306,433	351,165	409,403	58,238	16.6%	100.0%

- UK ranked as the largest source market with a share of 21.6%.
- Italy ranked second, followed by Poland.

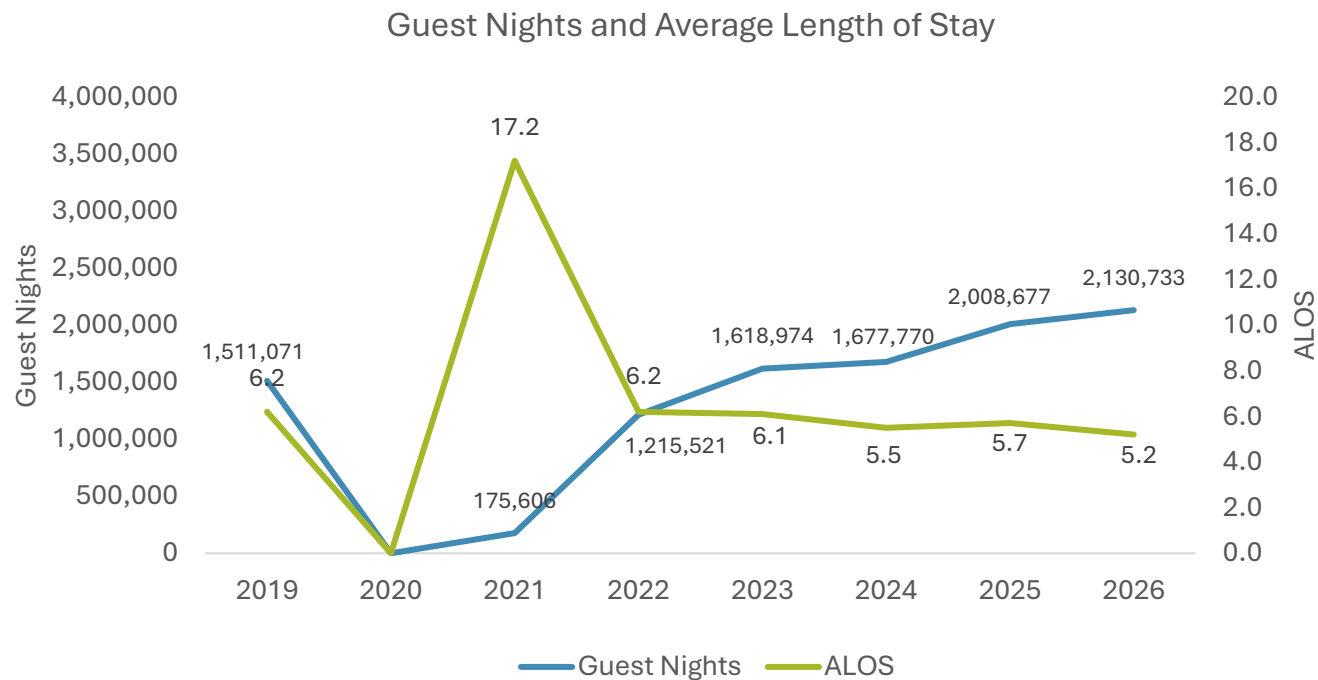
EU and Non-EU Markets

Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	206,962	228,363	268,083	39,720	17.4%
of which: Euro area	164,753	173,984	192,674	18,690	10.7%
Non-EU	99,471	122,801	141,320	18,518	15.1%
Inbound Tourists	306,433	351,165	409,403	58,238	16.6%

Guest Nights and Average Length of Stay



Guest nights

2.1 million nights

+6.1%

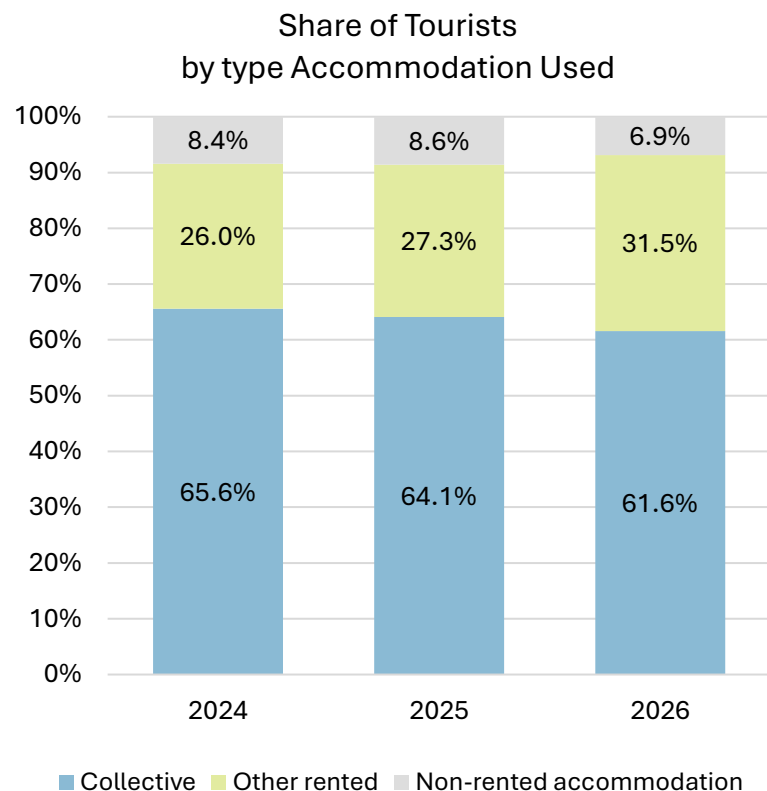
Average length of stay

5.2 nights

-0.5 of a night

April 2026

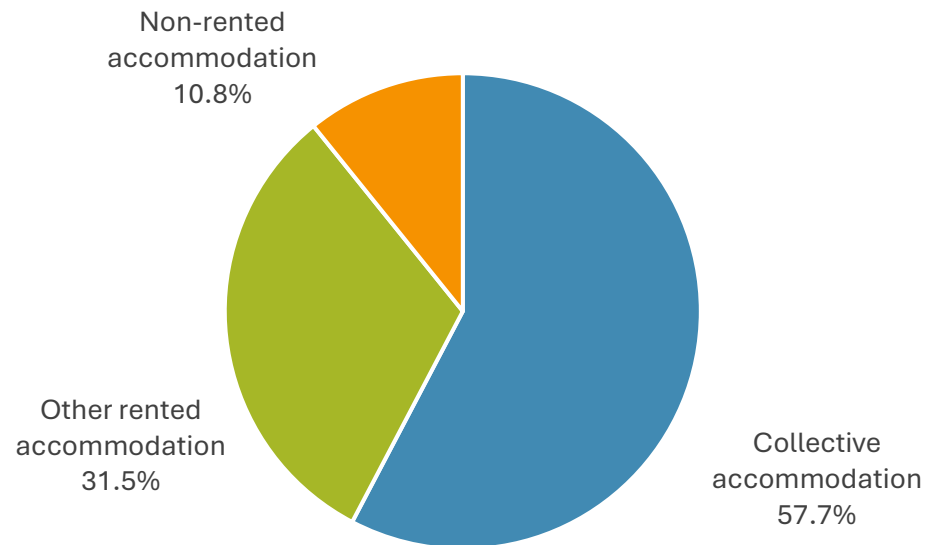
Inbound Tourists by Type of Accommodation Used



Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	280,804	320,959	381,318	60,359	18.8%
Collective	201,111	224,924	252,266	27,342	12.2%
Other rented	79,692	96,035	129,052	33,017	34.4%
Non-rented accommodation	25,629	30,205	28,084	-2,121	-7.0%
Total tourists	306,433	351,165	409,403	58,238	16.6%

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

5.2 nights



Non-rented accommodation

8.2 nights

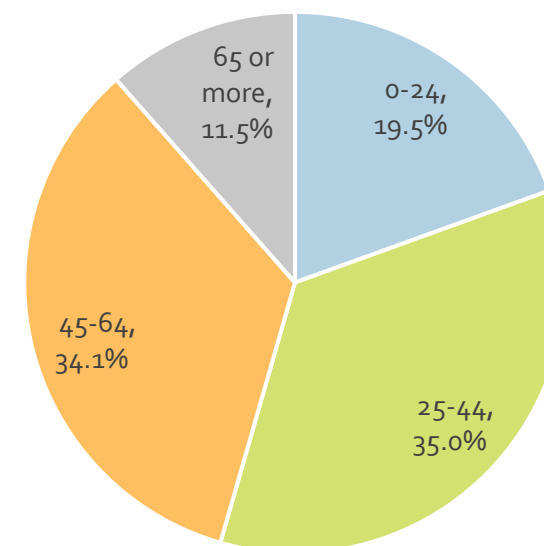
Total Average Length of Stay

5.2 nights

Age Diversification



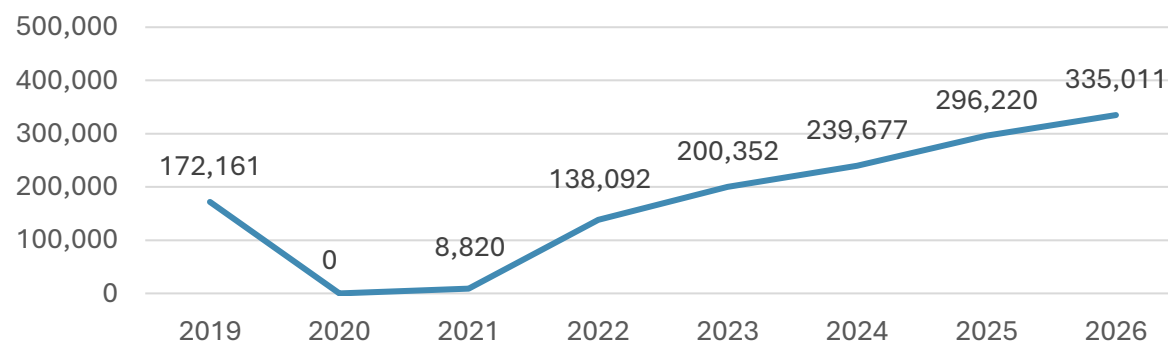
Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	64,900	66,636	79,686	13,050	19.6%
25-44	107,593	124,356	143,343	18,987	15.3%
45-64	98,422	120,968	139,446	18,478	15.3%
65 or more	35,518	39,205	46,928	7,724	19.7%
Inbound Tourists	306,433	351,165	409,403	58,238	16.6%



Tourist Expenditure

Expenditure by Category (in €000)	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Package	54,743	71,630	77,729	6,099	8.5%
Non-package	96,345	118,501	134,361	15,860	13.4%
Air/sea fares	42,748	53,194	58,165	4,971	9.3%
Accommodation	53,597	65,307	76,196	10,889	16.7%
Other expenditure	88,589	106,089	122,922	16,833	15.9%
Total expenditure	239,677	296,220	335,011	38,792	13.1%
Per capita (in €)	782	844	818	-25	-3.0%
Per night (in €)	143	147	157	10	6.6%

Total Tourist Expenditure in April (€000s)



In April 2026, tourist expenditure reached **€335.0 million**, an increase of 13.1% when compared to April in 2025.

Expenditure per night increased from €147 in 2025 to **€157** in 2026.