

LOCAL TOURISM PERFORMANCE JANUARY – FEBRUARY 2026

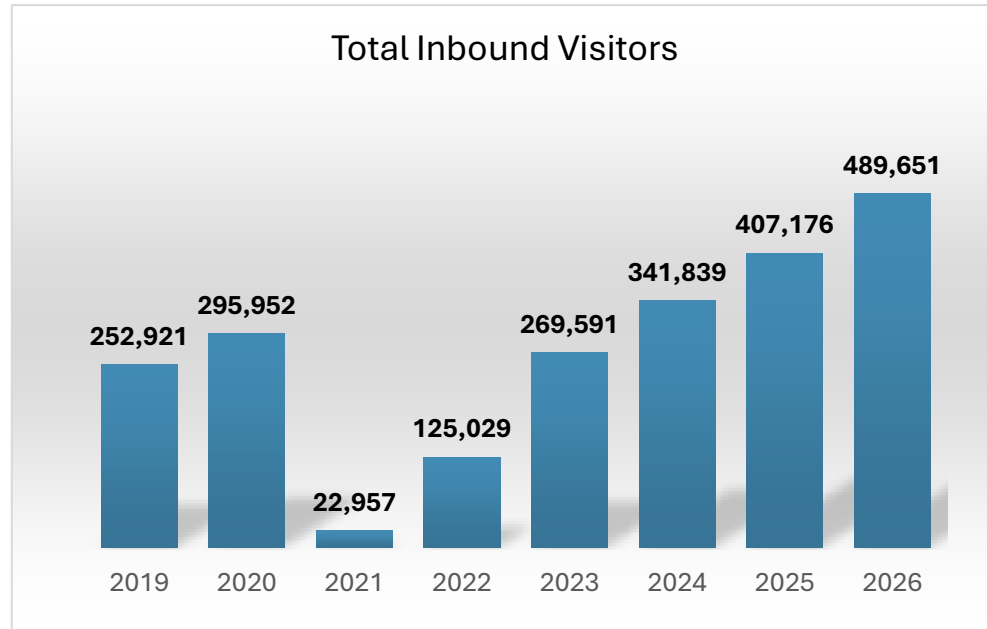
21st April 2026

Summary of Performance

	Jan-Feb 2024	Jan-Feb 2025	Jan-Feb 2026	Abs. Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	341,839	407,176	489,651	82,475	20.3%
Inbound tourists (excluding overnight cruise passengers)	341,839	404,463	484,911	80,448	19.9%
Guest nights	2,028,884	2,365,833	2,745,587	379,754	16.1%
Average length of stay (nights)	5.9	5.8	5.7	-0.1	-
Total expenditure (€000)	224,684	289,426	350,586	61,160	21.1%
Expenditure per capita (€)	657	716	723	7.4	1.0%
Expenditure per night (€)	111	122	128	5.4	4.4%

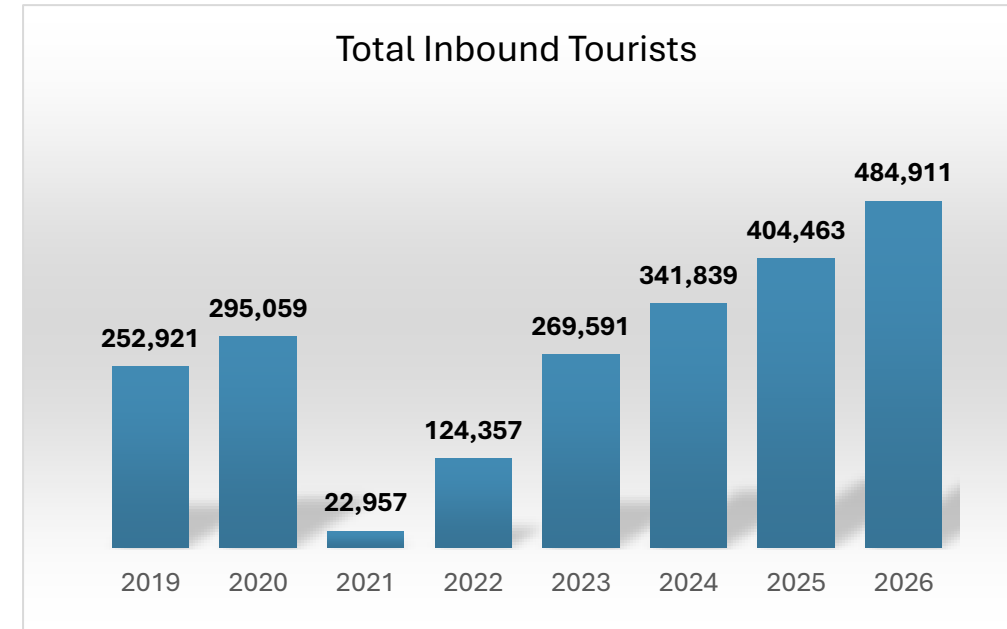
January – February 2026

Inbound Tourism



489,651 inbound visitors

+20.3% over 2025



484,911 inbound tourists

+19.9% over 2025

Note: Total inbound visitors include overnight cruise passengers.

January – February 2026

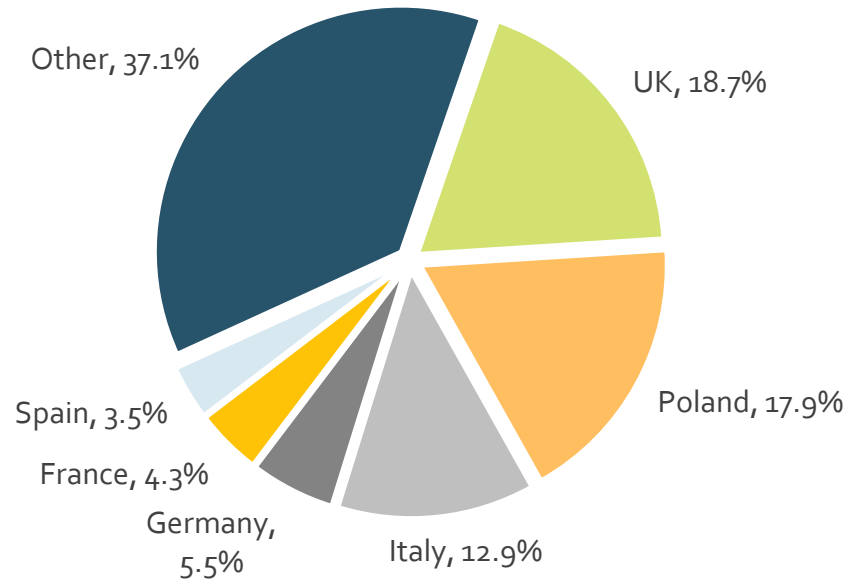
Inbound Tourists by Source Market

January to February	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
Belgium	9,601	8,193	9,791	1,599	19.5%	2.0%
France	22,648	27,683	20,924	-6,759	-24.4%	4.3%
Germany	24,755	25,117	26,816	1,699	6.8%	5.5%
Greece	6,240	7,974	8,284	310	3.9%	1.7%
Hungary	6,671	7,952	8,968	1,017	12.8%	1.8%
Ireland	5,018	11,247	12,755	1,508	13.4%	2.6%
Italy	54,400	53,282	62,663	9,381	17.6%	12.9%
Netherlands	6,711	6,033	8,079	2,046	33.9%	1.7%
Poland	39,553	62,300	86,682	24,382	39.1%	17.9%
Romania	8,074	7,969	8,956	987	12.4%	1.8%
Scandinavia	9,228	10,988	11,904	915	8.3%	2.5%
Spain	13,066	15,146	17,183	2,037	13.4%	3.5%
Switzerland	5,073	3,999 ^u	7,680	3,680	92.0%	1.6%
United Kingdom	61,028	73,015	90,753	17,737	24.3%	18.7%
USA	5,206	6,098	9,224	3,126	51.3%	1.9%
Other	64,568	77,466	94,247	16,782	21.7%	19.4%
Total	341,839	404,463	484,911	80,448	19.9%	100.0%

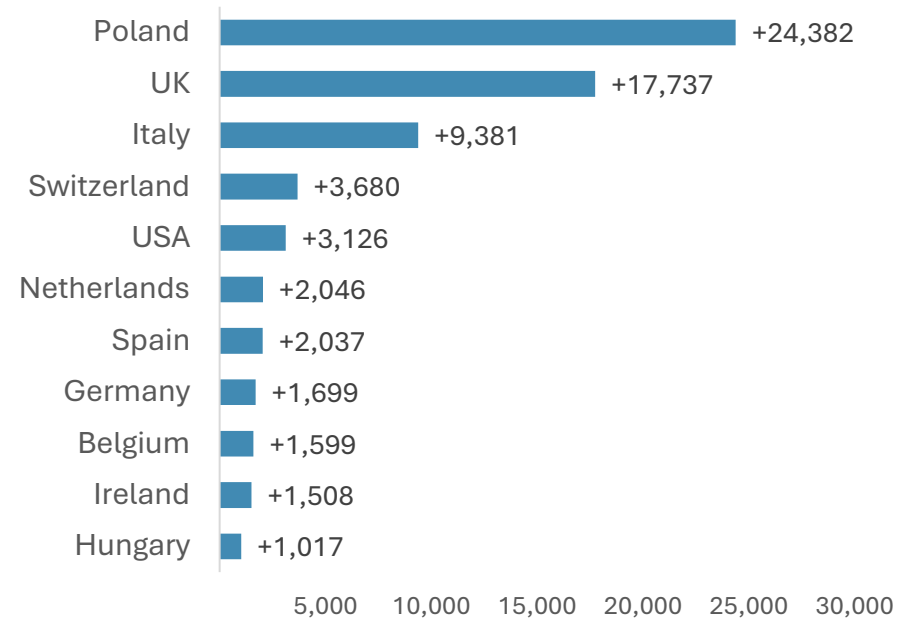
January – February 2026

Top Source Markets

Who were the top source markets?



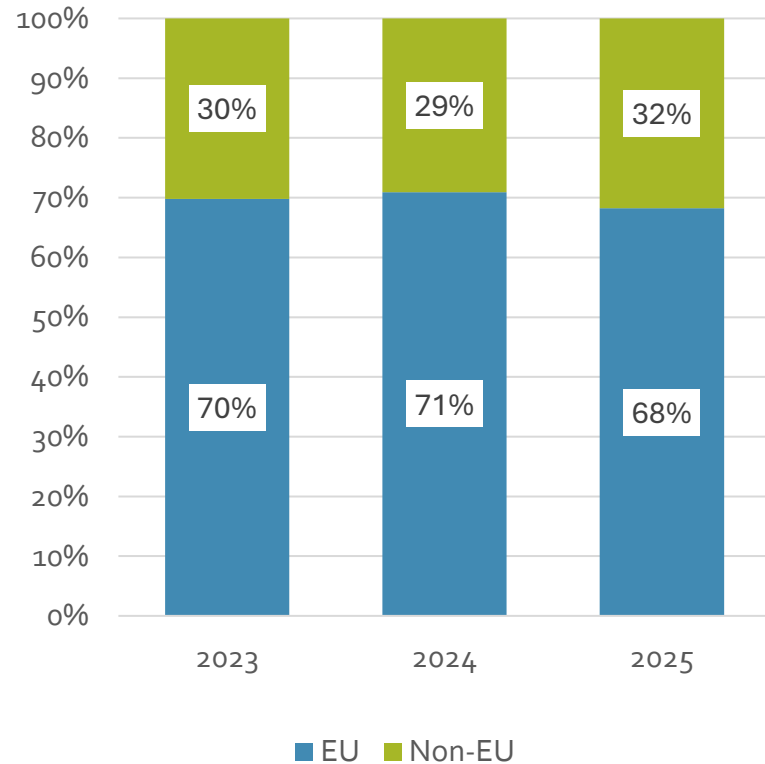
Which markets registered the highest growth in absolute terms?



January to February 2026

EU and Non-EU Markets

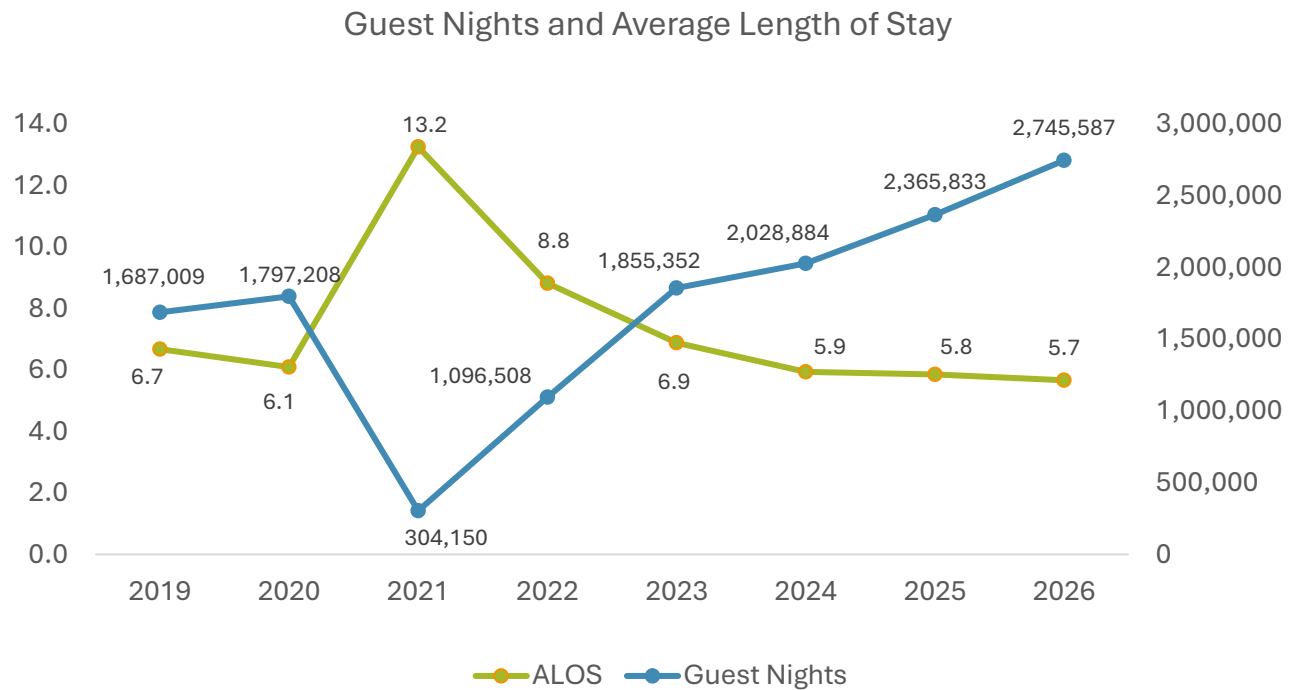
Share of Inbound Tourists



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	238,591	286,879	330,913	44,033	15.3%
of which: Euro area	171,513	190,827	212,417	21,590	11.3%
Non-EU	103,248	117,583	153,998	36,415	31.0%
Inbound Tourists	341,839	404,463	484,911	80,448	19.9%

January- February 2026

Guest Nights and Average Length of Stay



Guest nights

2.7 million nights

+16.1%

Average length of stay

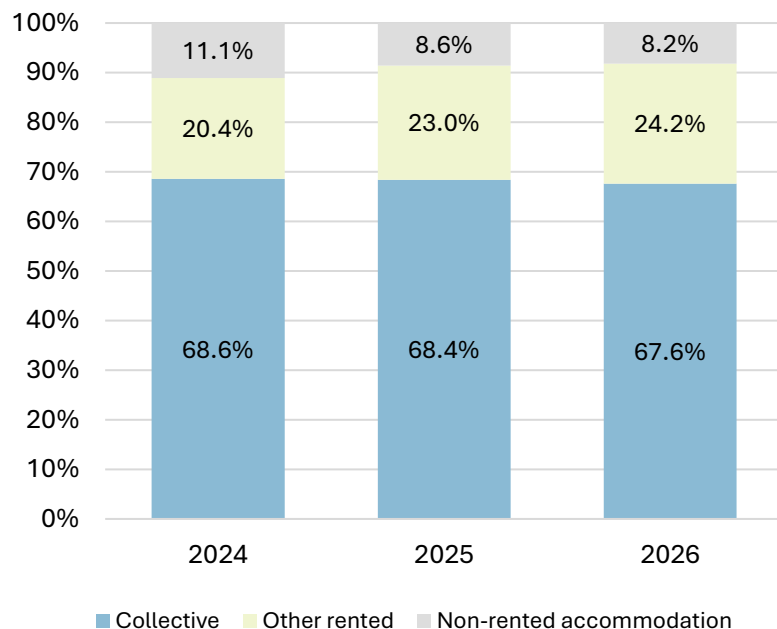
5.7 nights

-0.1 of a night

January – February 2026

Inbound Tourists by Type of Accommodation Used

Share of Tourists
by type Accommodation Used

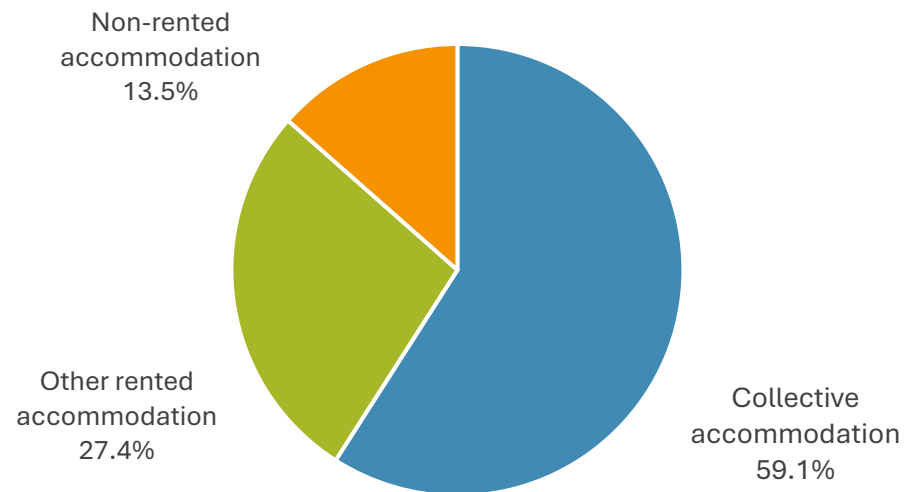


Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation					
Collective	234,415	276,722	327,913	51,192	18.5%
Other rented	69,624	92,954	117,226	24,271	26.1%
Non-rented accommodation					
Non-rented accommodation	37,800	34,787	39,772	4,985	14.3%
Total tourists	341,839	404,463	484,911	80,448	19.9%

January – February 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

6.4 nights



Non-rented accommodation

9.3 nights

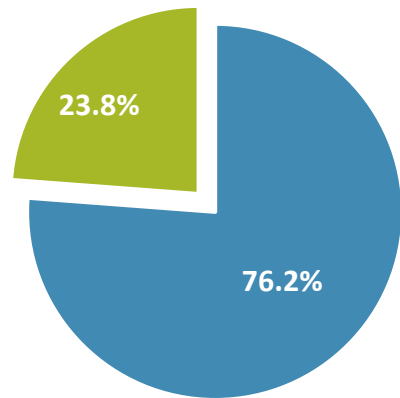
Total Average Length of Stay

5.7 nights

January – February 2026

Frequency of Visit

Frequency of Visit



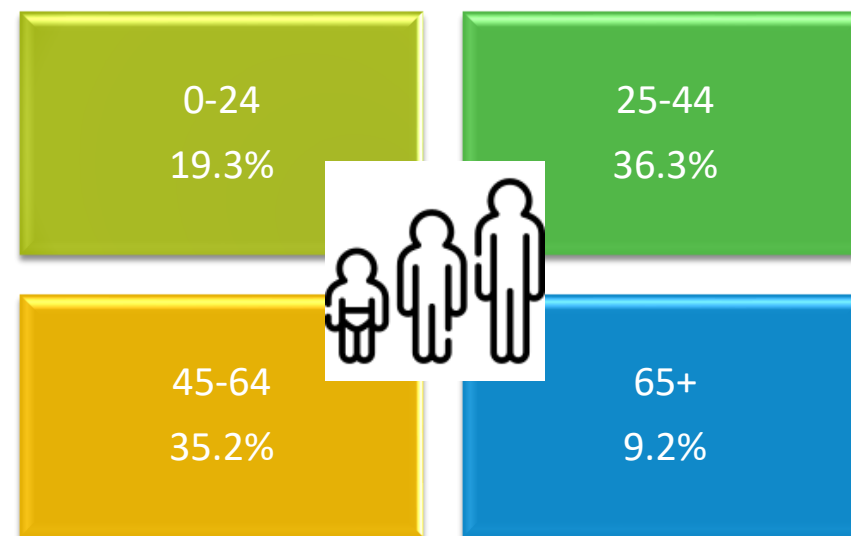
■ First timers ■ Repeat tourists

76% of inbound tourists were first-time visitors.

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Frequency:					
First-time tourists	259,929	311,223	369,477	58,255	18.7%
Repeat tourists	81,910	93,240	115,433	22,193	23.8%
once a year or less	58,896	70,005	87,333	17,328	24.8%
more than once a year	23,013	23,235	28,100	4,865	20.9%
Inbound Tourists	341,839	404,463	484,911	80,448	19.9%

Age Diversification

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	73,807	76,708	93,520	16,812	21.9%
25-44	129,253	156,529	176,024	19,496	12.5%
45-64	108,203	138,825	170,821	31,995	23.0%
65 or more	30,576	32,401	44,546	12,145	37.5%
Inbound Tourists	341,839	404,463	484,911	80,448	19.9%



The increase in **45+ age bracket** accounted for 55% of the total increase in inbound tourists.



Purpose of Visit



Holiday

443,873

Share: 91.5%

+18.7%
(2026/2025)



Business

26,895

Share: 5.5%

+31.0%
(2026/2025)



Other

14,143

Share: 2.9%

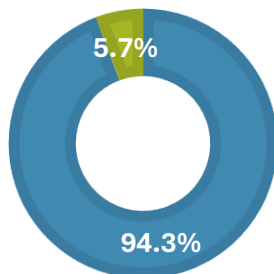
+39.5%
(2026/2025)

January – February 2026

Gozo and Comino Visitors

Gozo and Comino visitors	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Tourists visiting Gozo and Comino	153,386	186,690	197,080	10,390	5.6%
Same-day visitors	143,981	176,750	185,909	9,160	5.2%
Overnight visitors	9,406	9,941	11,171	1,230	12.4%

GOZO VISITORS



■ Same-day visitors ■ Overnight visitors

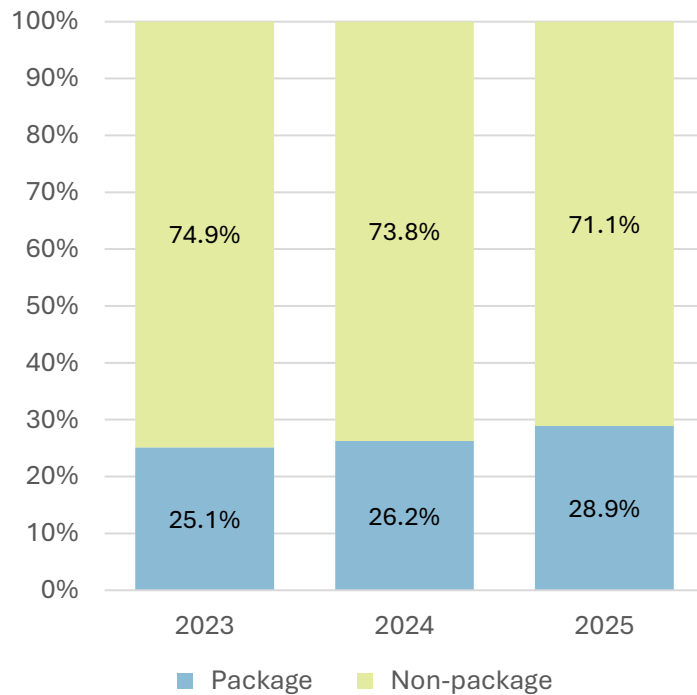
During the first two months of 2026, 40.6% out of total inbound tourists visited Gozo and Comino.

January – February 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	85,893	106,100	140,236	34,136	32.2%
Non-package	255,946	298,363	344,675	46,312	15.5%
Inbound Tourists	341,839	404,463	484,911	80,448	19.9%

January – February 2026

Tourist Expenditure by Source Market

January to February €000s	2024	2025	2026	% Change 2026/2025	Per Capita	Per Night
Belgium	5,791	6,428	6,933	7.9%	708	128
France	16,190	20,256	16,219	-19.9%	775	129
Germany	18,508	22,403	24,546	9.6%	915	132
Greece	2,823	4,058	4,522	11.4%	546	118
Hungary	3,039	3,145	4,135	31.5%	461	121
Ireland	3,786	8,317	9,791	17.7%	768	142
Italy	26,345	26,162	36,706	40.3%	586	100
Netherlands	5,078	4,913	7,233	47.2%	895	155
Poland	22,593	38,741	51,123	32.0%	590	112
Romania	4,374	5,533	5,047	-8.8%	563	111
Scandinavia	6,682	10,119	10,081	-0.4%	847	149
Spain	6,745	8,002	9,262	15.8%	539	116
Switzerland	4,028	3,427 ^u	7,412	116.2%	965	185
United Kingdom	42,041	56,104	65,631	17.0%	723	127
USA	6,094	8,776	13,507	53.9%	1,464	252
Other	50,568	63,042	78,438	24.4%	832	140
Total	224,684	289,426	350,586	21.1%	723	128

Total Expenditure
Jan-Feb

€350.6 million

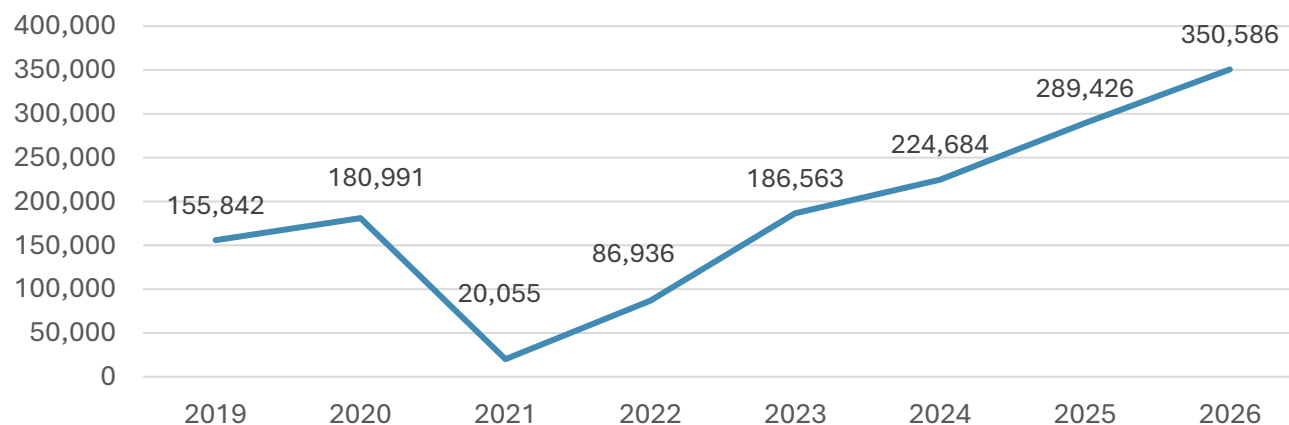
Total tourist
expenditure
exceeded 2025
figures by 21.1%.

January – February 2026

Tourist Expenditure

January to February	Package	Non-package		Other	Total € 000	Per capita €	Per night €
		Non-package Air/sea fares	Non-package Accommodation				
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
2026	81,466	65,104	68,716	135,300	350,586	723	128
% Chg. 2026/2025	27.2%	25.0%	14.9%	19.2%	21.1%	1.0%	4.4%

Total Tourist Expenditure (€000s)



Total tourist expenditure reached €350.6 million, an increase of 21.1% when compared to last year.

Expenditure per capita increased from €716 in Jan-Feb 2025 to €723 in 2026.

January - February 2026



LOCAL TOURISM PERFORMANCE

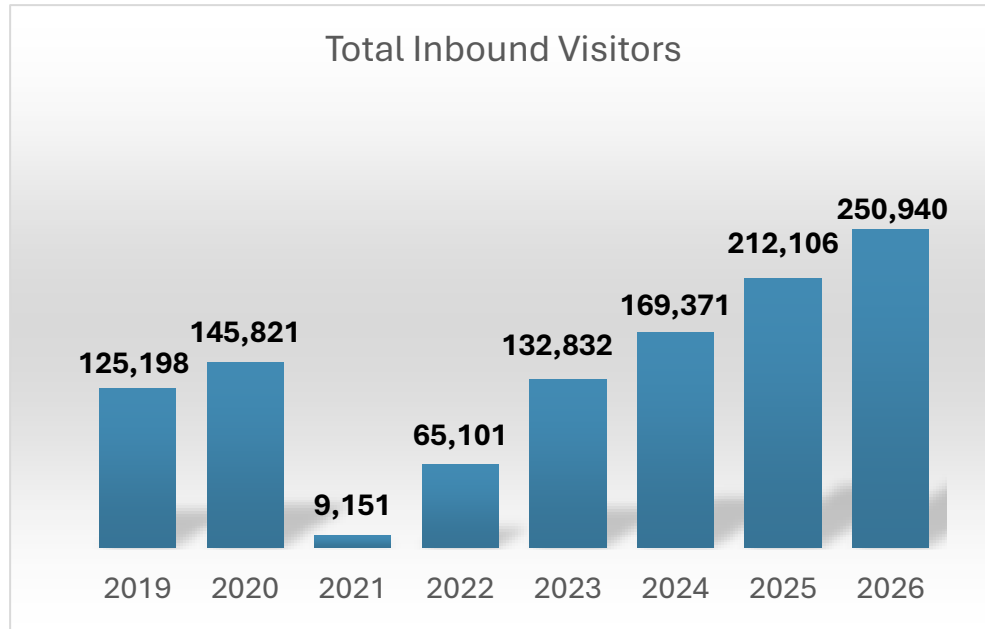
FEBRUARY 2026

Summary of Performance

	Feb 2024	Feb 2025	Feb 2026	Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	169,371	212,106	250,940	38,834	18.3%
Inbound tourists (excluding overnight cruise passengers)	169,371	210,305	249,139	38,834	18.5%
Guest nights	1,015,623	1,237,182	1,365,205	128,023	10.3%
Average length of stay (nights)	6.0	5.9	5.5	-0.4 of a night	-
Total expenditure (€000)	114,506	146,843	171,685	24,843	16.9%

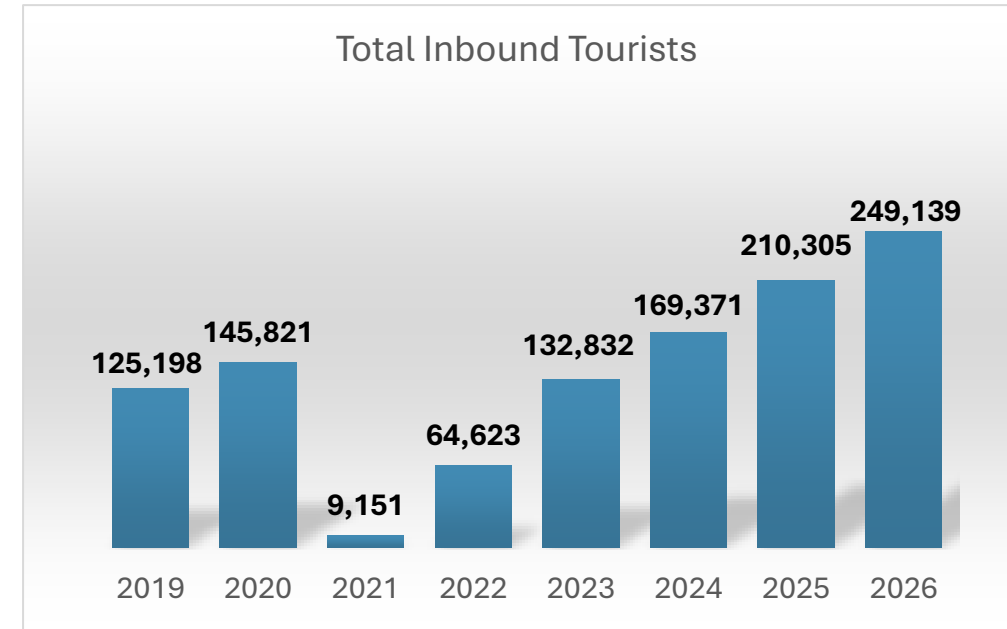
February 2026

Inbound Tourism



250,940 inbound visitors

+18.3% over 2025



249,139 inbound tourists

+18.5% over 2025

Note: Total inbound visitors include overnight cruise passengers.

February 2026

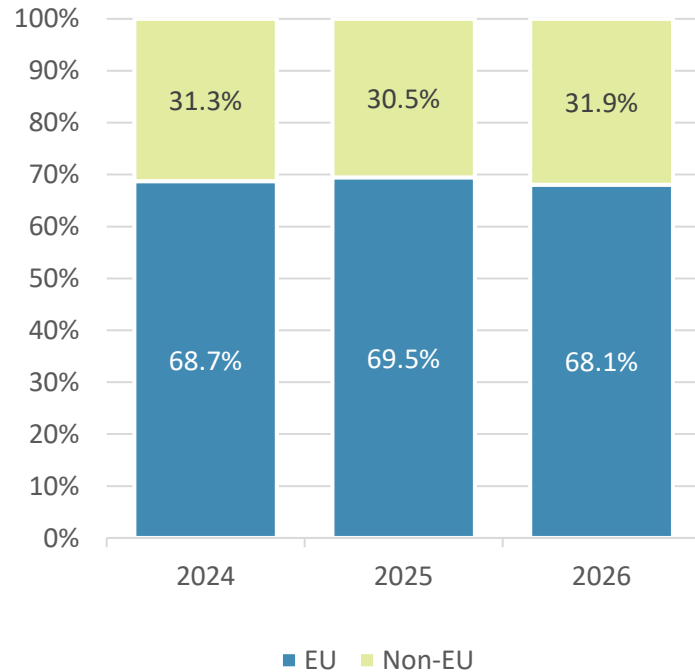
Performance of Main Source Markets

	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
France	11,578	16,627	11,207	-5,420	-32.6%	4.5%
Germany	12,558	12,248	13,016	769	6.3%	5.2%
Italy	24,224	24,059	31,058	6,999	29.1%	12.5%
Poland	18,724	31,490	42,563	11,073	35.2%	17.1%
Spain	6,159	7,975	8,871	896	11.2%	3.6%
United Kingdom	32,496	42,881	49,974	7,093	16.5%	20.1%
Total	169,371	210,305	249,139	38,834	18.5%	100.0%

- UK ranked as the largest source market with a share of 20.1%.
- Poland ranked second, followed by Italy.

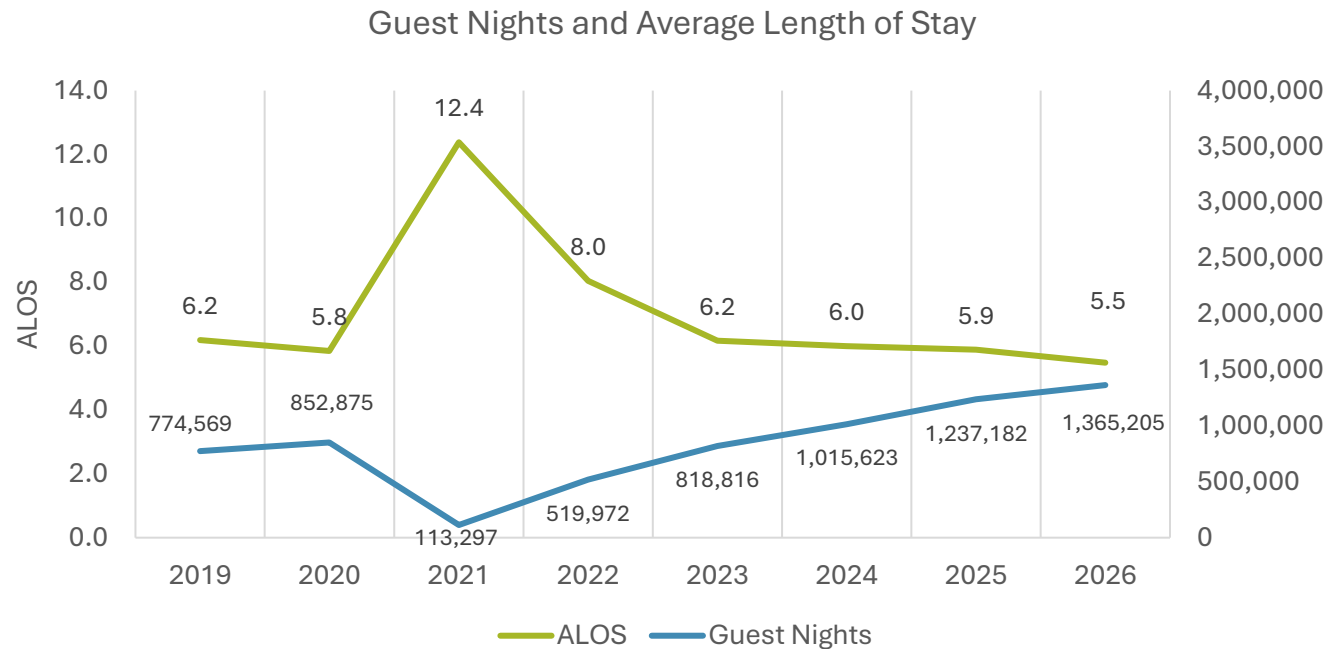
EU and Non-EU Markets

Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	116,370	146,126	169,548	23,422	16.0%
of which: Euro area	84,041	96,756	110,142	13,386	13.8%
Non-EU	53,000	64,179	79,591	15,412	24.0%
Inbound Tourists	169,371	210,305	249,139	38,834	18.5%

Guest Nights and Average Length of Stay



Guest nights

1.4 million nights

+10.3%

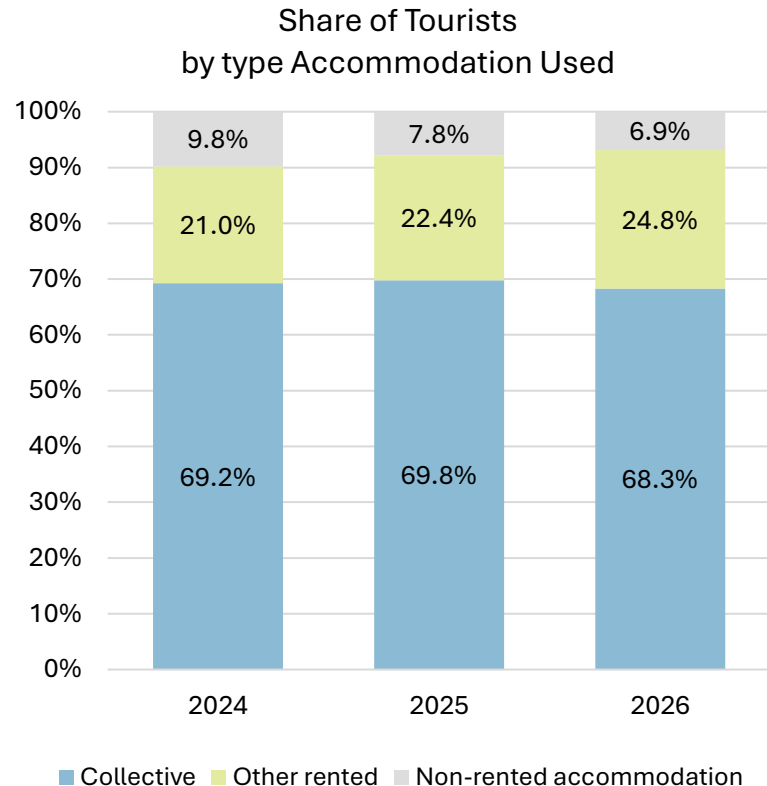
Average length of stay

5.5 nights

-0.4 of night

February 2026

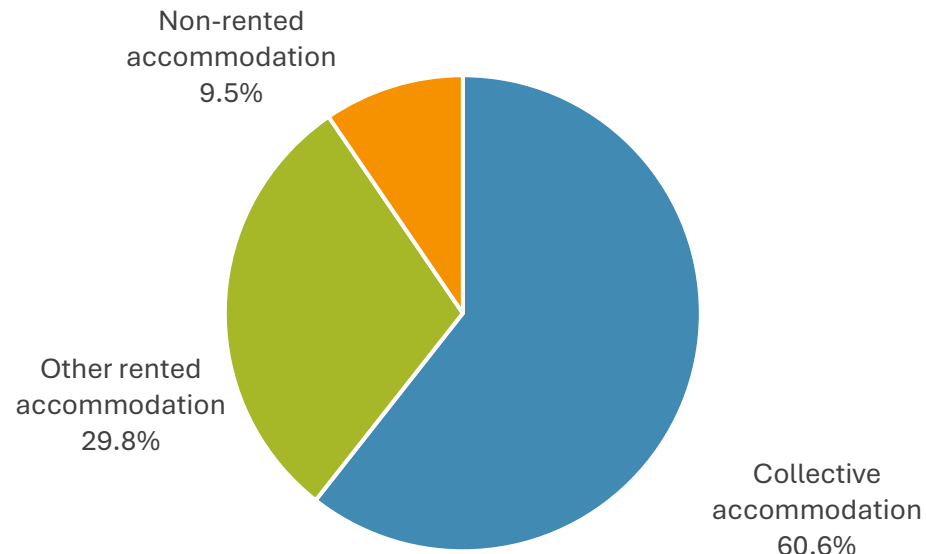
Inbound Tourists by Type of Accommodation Used



Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	152,808	193,818	231,981	38,164	19.7%
Collective	117,280	146,716	170,188	23,472	16.0%
Other rented	35,528	47,102	61,794	14,692	31.2%
Non-rented accommodation	16,563	16,488	17,158	670	4.1%
Total tourists	169,371	210,305	249,139	38,834	18.5%

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

6.6 nights



Non-rented accommodation

7.6 nights

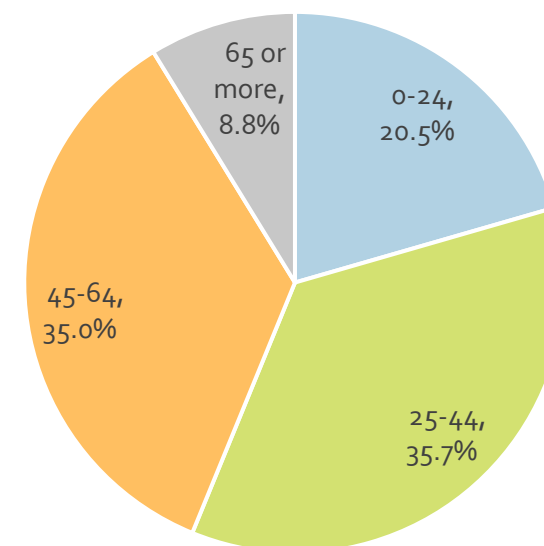
Total Average Length of Stay

5.5 nights

Age Diversification



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	37,150	42,644	51,152	8,507	19.9%
25-44	60,087	79,976	88,853	8,878	11.1%
45-64	55,820	72,016	87,289	15,273	21.2%
65 or more	16,314	15,669	21,845	6,176	39.4%
Inbound Tourists	169,371	210,305	249,139	38,834	18.5%

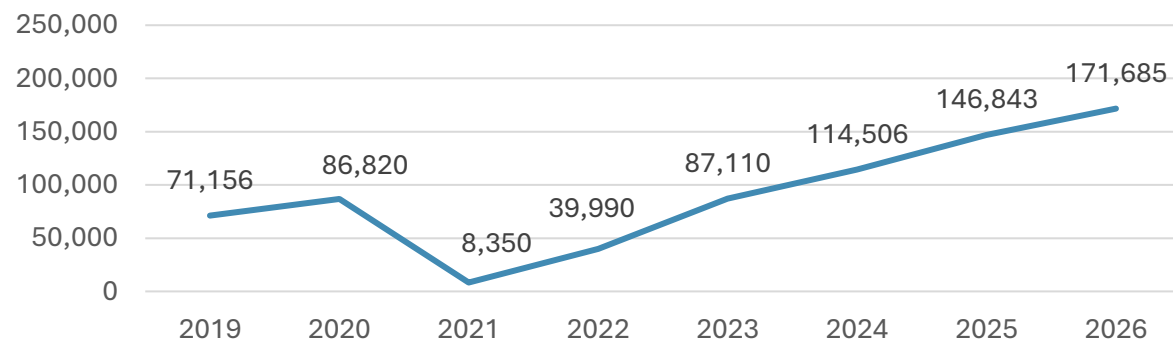


February 2026

Tourist Expenditure

Expenditure by Category (in Euro)	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Package	27,406	33,929	43,680	9,751	28.7%
Non-package	43,781	55,180	62,272	7,092	12.9%
Air/sea fares	22,139	23,899	30,014	6,115	25.6%
Accommodation	21,643	31,281	32,258	977	3.1%
Other expenditure	43,319	57,733	65,733	8,000	13.9%
Total expenditure	114,506	146,843	171,685	24,843	16.9%
Per capita	676	698	689	-9	-1.3%
Per night	113	119	126	7	6.0%

Total Tourist Expenditure in February (€000s)



In February 2026, tourist expenditure reached **€171.7 million**, an increase of 16.9% when compared to February in 2025.

Expenditure per night increased from €119 in 2025 to **€126** in 2026.