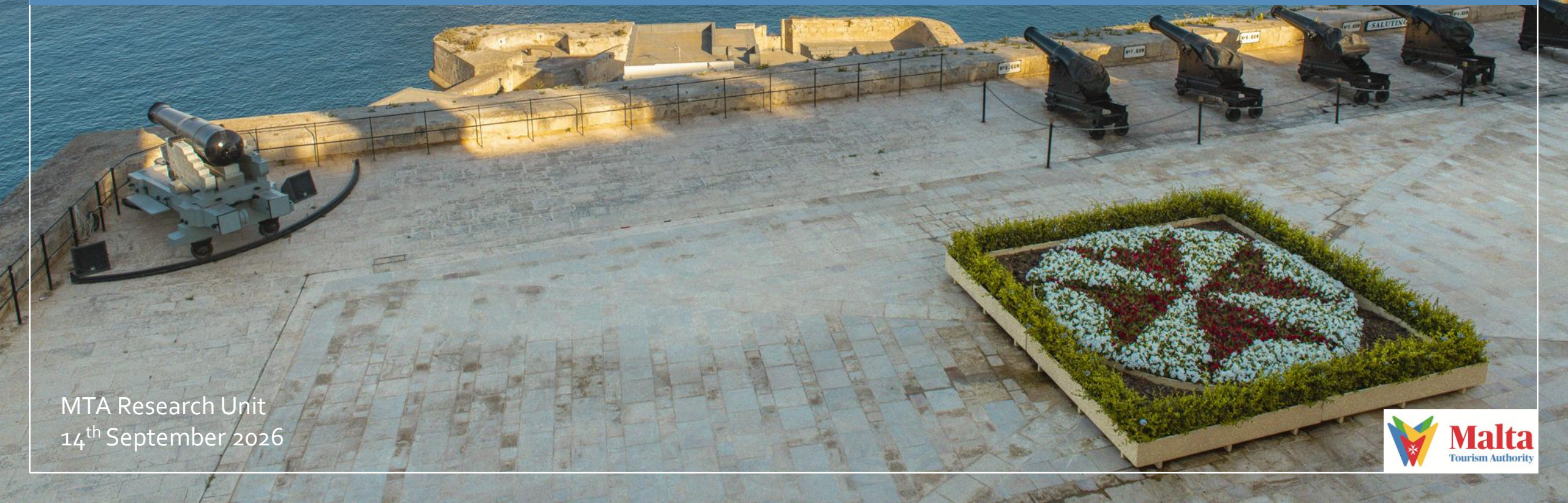




LOCAL TOURISM PERFORMANCE JANUARY – JULY 2026



MTA Research Unit
14th September 2026

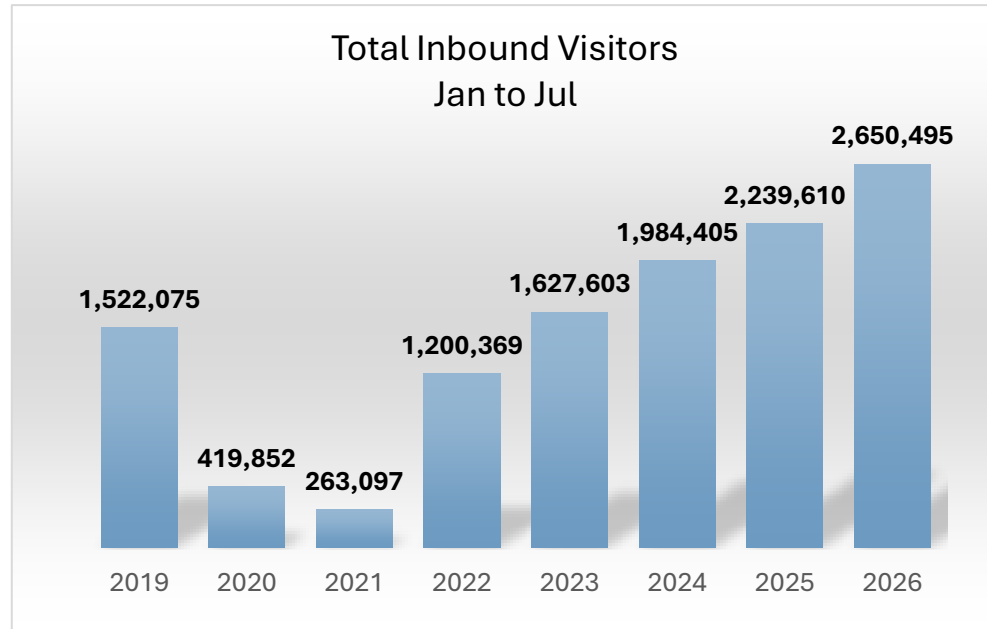
Summary of Performance

- Inbound tourists in the first 7 months 2026 amounted to 2,621,319 (+18.6%), while total nights reached 14.9 million (+11.1%).
- Total tourist expenditure was estimated at €2,334.0 million (+15.8%), while expenditure per capita stood at €890.

	Jan-Jul 2024	Jan-Jul 2025	Jan-Jul 2026	Abs. Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	1,984,405	2,239,610	2,650,495	410,885	18.3%
Inbound tourists (excluding overnight cruise passengers)	1,972,576	2,210,992	2,621,319	410,327	18.6%
Guest nights	12,174,622	13,443,967	14,942,871	1,498,905	11.1%
Average length of stay (nights)	6.2	6.1	5.7	-0.4	-6.2%
Total expenditure (€000)	1,692,760	2,016,365	2,334,023	317,658	15.8%
Expenditure per capita (€)	858	912	890	-21.6	-2.4%
Expenditure per night (€)	139	150	156	6.2	4.1%

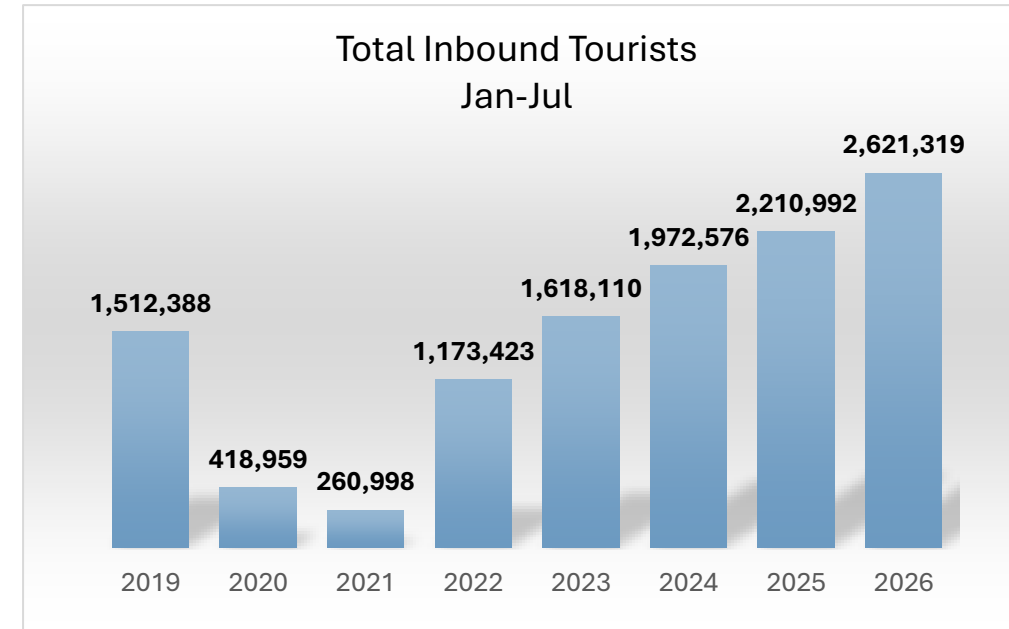
January – July 2026

Inbound Tourism



2.65 million visitors

+18.3% over 2025



2.62 million tourists

+18.6% over 2025

Note: Total inbound visitors include overnight cruise passengers.

January – July 2026

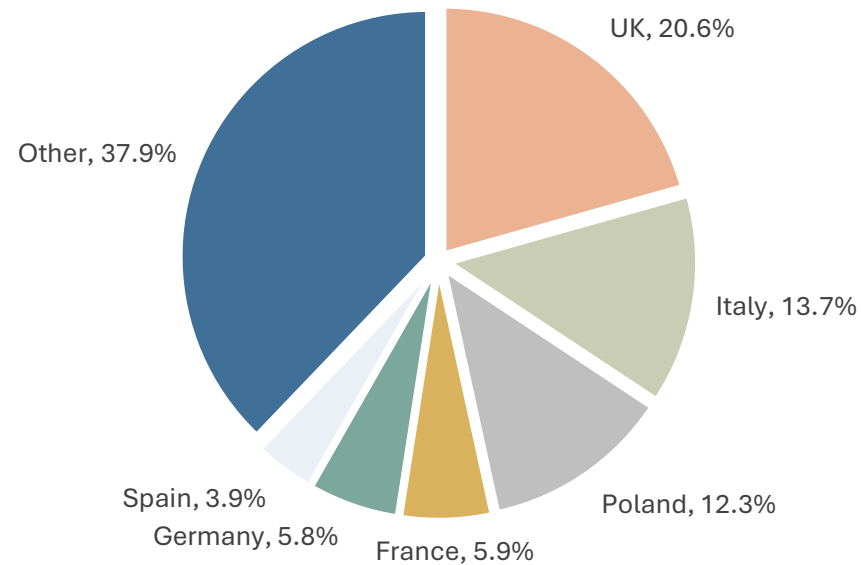
Inbound Tourists by Source Market

January to July	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
Belgium	46,938	49,934	48,688	-1,246	-2.5%	1.9%
France	170,452	167,242	154,011	-13,231	-7.9%	5.9%
Germany	133,028	139,920	152,341	12,421	8.9%	5.8%
Greece	39,863	40,119	43,539	3,420	8.5%	1.7%
Hungary	37,912	43,293	52,400	9,107	21.0%	2.0%
Ireland	29,752	50,973	65,024	14,052	27.6%	2.5%
Italy	339,457	323,660	358,403	34,743	10.7%	13.7%
Netherlands	45,828	44,027	55,588	11,561	26.3%	2.1%
Poland	146,160	213,783	321,654	107,871	50.5%	12.3%
Romania	32,581	35,105	52,819	17,714	50.5%	2.0%
Scandinavia	53,596	58,349	75,832	17,483	30.0%	2.9%
Spain	75,348	88,959	101,994	13,035	14.7%	3.9%
Switzerland	34,935	38,791	47,064	8,273	21.3%	1.8%
United Kingdom	386,498	455,236	540,732	85,495	18.8%	20.6%
USA	38,061	41,435	56,496	15,061	36.3%	2.2%
Other	362,167	420,167	494,734	74,567	17.7%	18.9%
Total	1,972,576	2,210,992	2,621,319	410,327	18.6%	100.0%

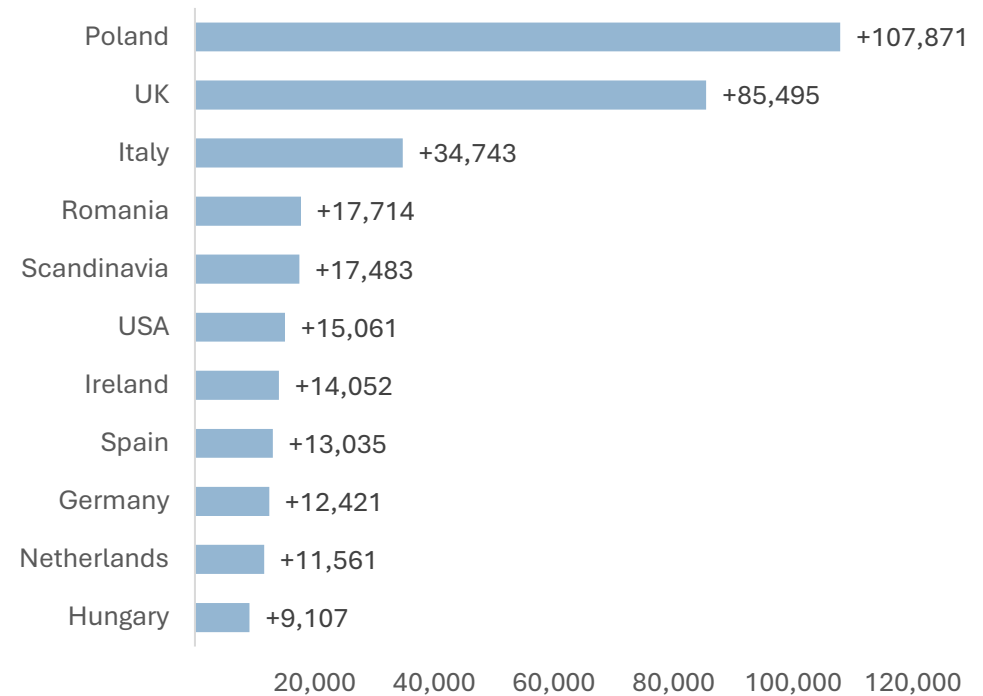
January – July 2026

Top Source Markets

Who were the top source markets?



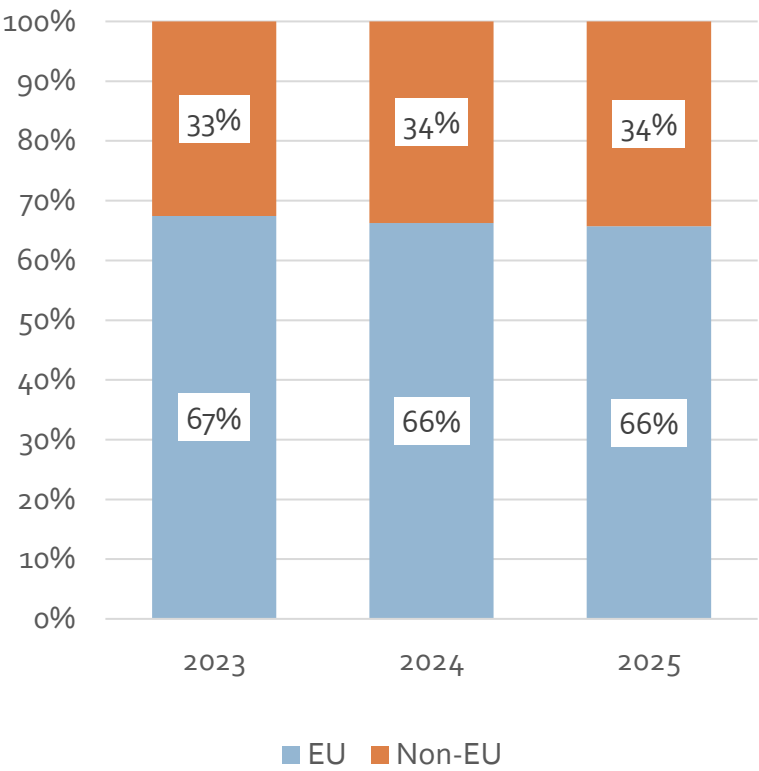
Which markets registered the highest growth in absolute terms?



January to July 2026

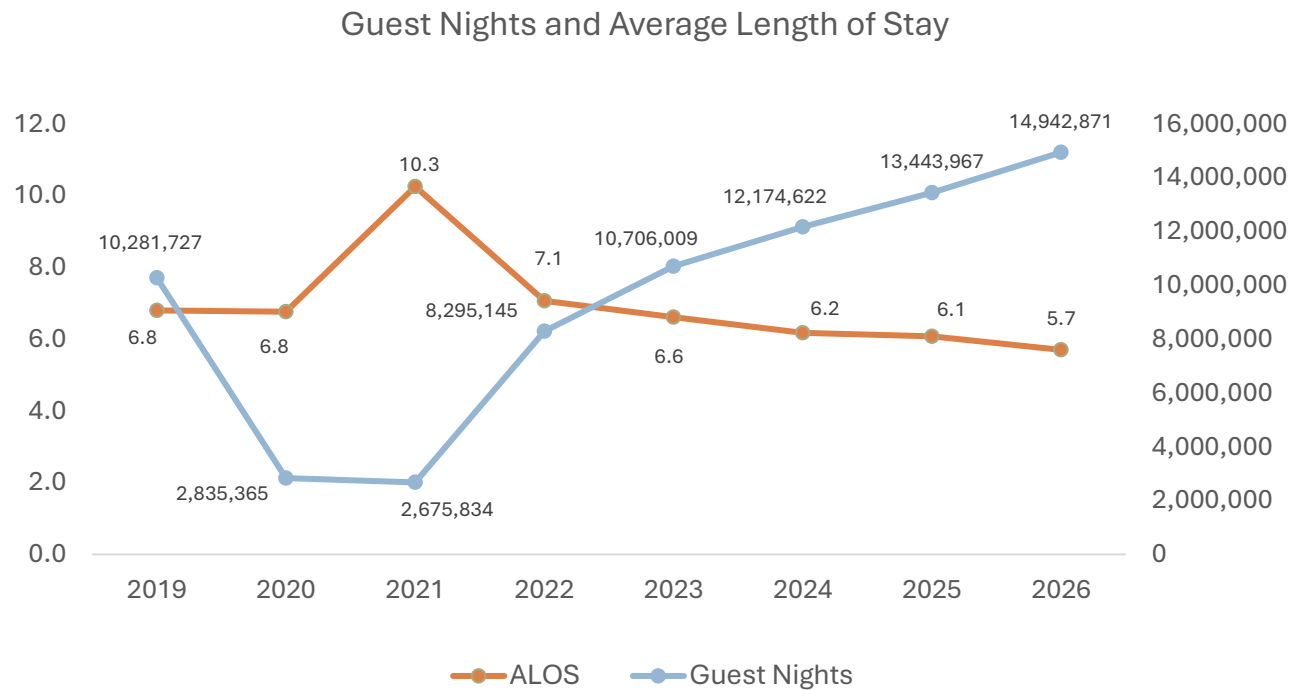
EU and Non-EU Markets

Share of Inbound Tourists



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	1,329,882	1,464,392	1,722,549	258,157	17.6%
of which: Euro area	1,037,069	1,084,150	1,210,399	126,249	11.6%
Non-EU	642,695	746,601	898,770	152,169	20.4%
Inbound Tourists	1,972,576	2,210,992	2,621,319	410,327	18.6%

Guest Nights and Average Length of Stay



January – July 2026

Guest nights

14.9 million nights

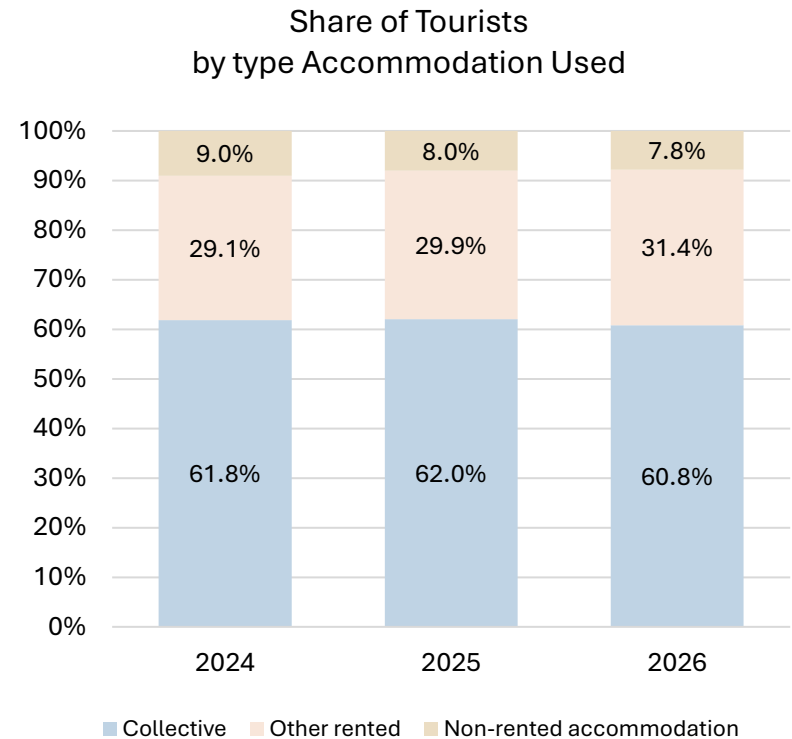
+11.1%

Average length of stay

5.7 nights

-0.4 of a night

Inbound Tourists by Type of Accommodation Used

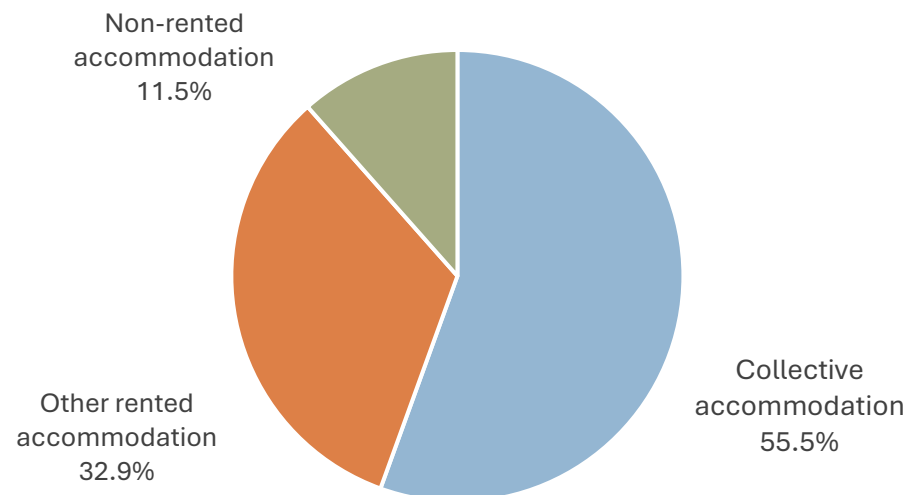


Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	1,794,121	2,034,094	2,416,853	382,759	18.8%
Collective	1,219,823	1,371,909	1,594,030	222,121	16.2%
Other rented	574,298	662,185	822,823	160,637	24.3%
Non-rented accommodation	178,455	176,898	204,466	27,568	15.6%
Total tourists	1,972,576	2,210,992	2,621,319	410,327	18.6%

January – July 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

5.2 nights



Other rented accommodation

6.0 nights



Non-rented accommodation

8.4 nights

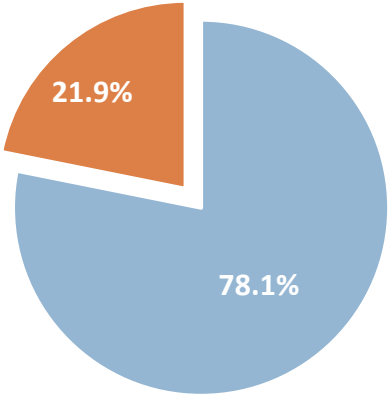
Total Average Length of Stay

5.7 nights

January – July 2026

Frequency of Visit

Frequency of Visit



■ First timers ■ Repeat tourists

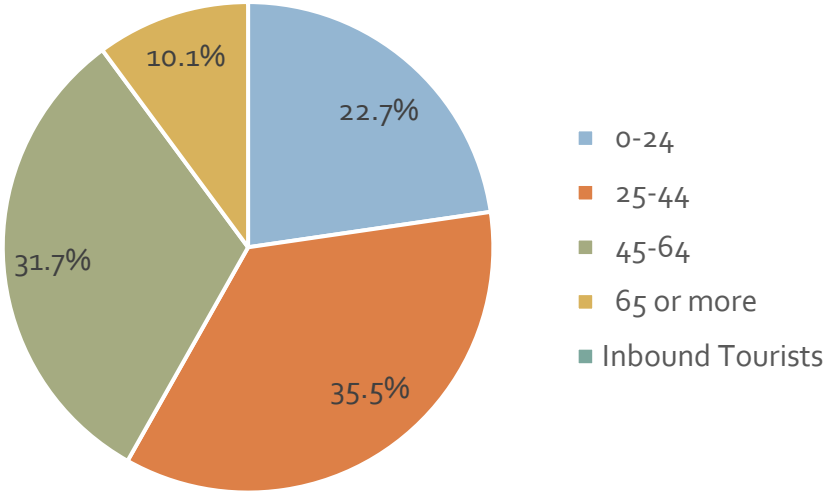
78.1% of inbound tourists were first-time visitors.

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Frequency:					
First-time tourists	1,559,393	1,757,816	2,048,532	290,716	16.5%
Repeat tourists	413,183	453,176	572,787	119,610	26.4%
once a year or less	317,209	347,439	452,579	105,140	30.3%
more than once a year	95,975	105,737	120,207	14,471	13.7%
Inbound Tourists	1,972,576	2,210,992	2,621,319	410,327	18.6%

Age Diversification

Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	480,232	492,082	594,787	102,704	20.9%
25-44	724,568	790,961	930,219	139,258	17.6%
45-64	578,951	689,213	830,882	141,670	20.6%
65 or more	188,826	238,736	265,431	26,695	11.2%
Inbound Tourists	1,972,576	2,210,992	2,621,319	410,327	18.6%

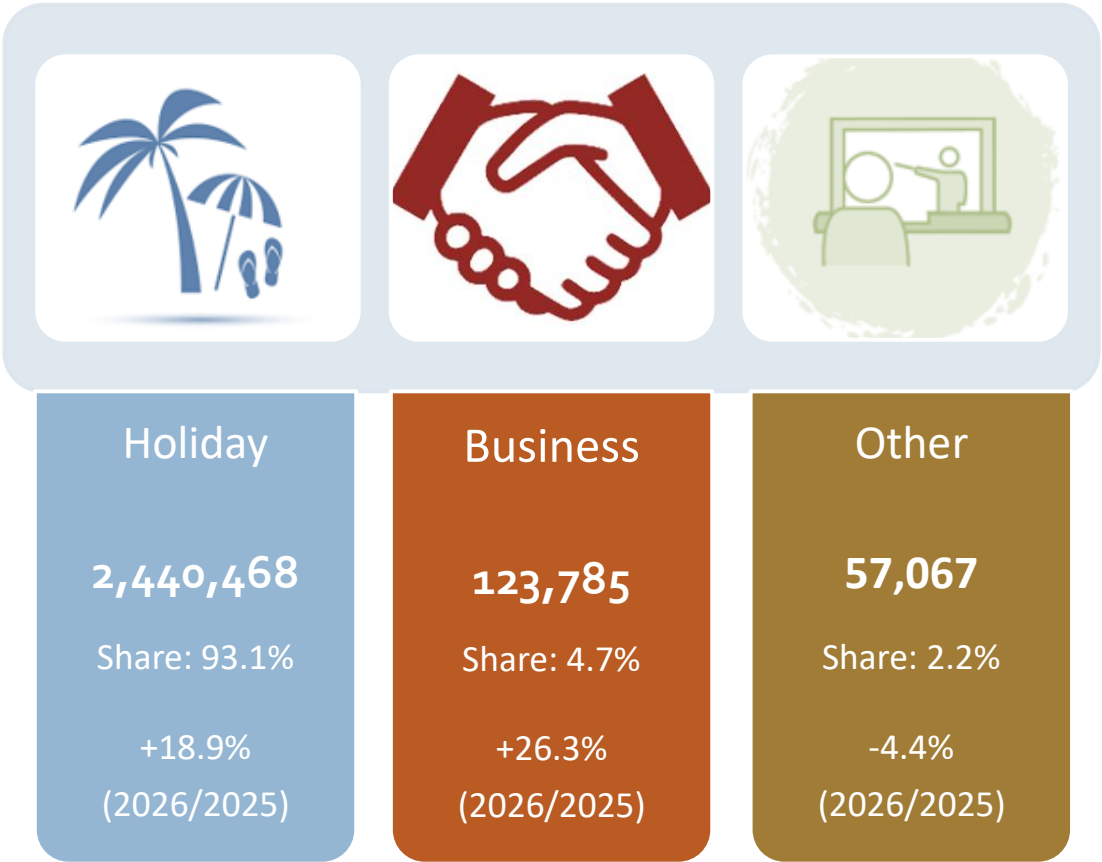
Inbound Tourists by Age Group



The increase in **45+ age bracket** accounted for 41% of the total increase in inbound tourists.



Purpose of Visit

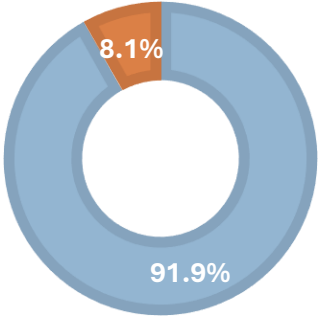


January – July 2026

Gozo and Comino Visitors

Gozo and Comino visitors	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Tourists visiting Gozo and Comino	1,108,029	1,251,016	1,438,280	187,263	15.0%
Same-day visitors	1,018,160	1,158,719	1,321,398	162,678	14.0%
Overnight visitors	89,869	92,297	116,882	24,585	26.6%

GOZO VISITORS



■ Same-day visitors ■ Overnight visitors

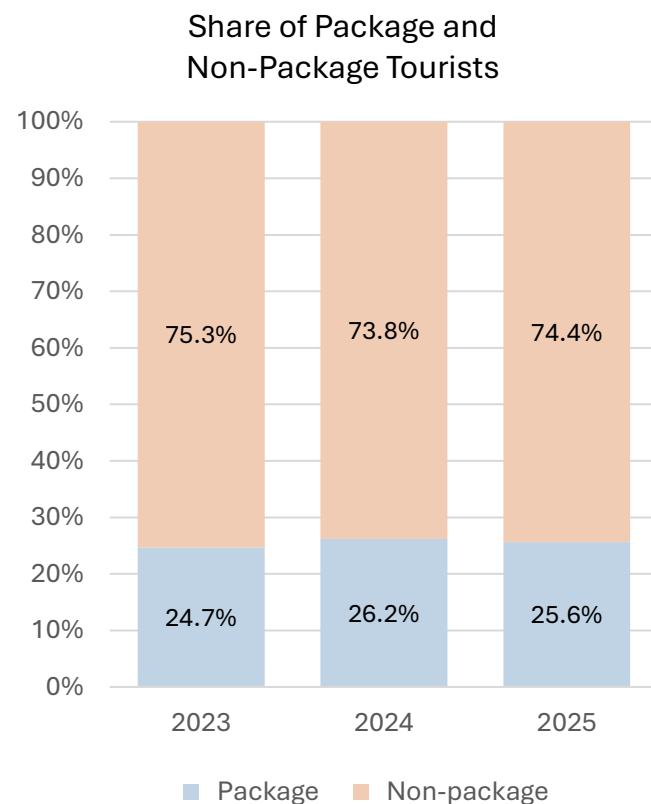
55% out of total inbound tourists visited Gozo and Comino.

Around 9 out of 10, were same-day visitors.

January – July 2026



Organisation of Stay



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Organisation of stay:					
Package	486,863	578,944	671,212	92,267	15.9%
Non-package	1,485,714	1,632,048	1,950,107	318,059	19.5%
Inbound Tourists	1,972,576	2,210,992	2,621,319	410,327	18.6%

January – July 2026

Tourist Expenditure by Source Market

January to July €000s	2024	2025	2026	Abs. Chg. 2026/2025	% Change 2026/2025	Per Capita 2026	Per Night 2026
Belgium	41,597	46,463	47,162	700	1.5%	969	167
France	149,580	157,807	141,846	-15,961	-10.1%	921	145
Germany	130,191	148,022	155,104	7,082	4.8%	1,018	150
Greece	21,159	24,169	26,858	2,689	11.1%	617	146
Hungary	24,445	25,421	31,421	6,001	23.6%	600	129
Ireland	30,878	54,387	68,568	14,182	26.1%	1,055	178
Italy	196,712	190,974	211,107	20,134	10.5%	589	121
Netherlands	46,524	46,167	60,476	14,309	31.0%	1,088	173
Poland	105,982	154,366	216,748	62,382	40.4%	674	130
Romania	23,399	27,453	38,959	11,507	41.9%	738	156
Scandinavia	57,435	65,964	87,382	21,419	32.5%	1,152	173
Spain	55,815	68,319	76,104	7,785	11.4%	746	142
Switzerland	36,935	49,391	56,575	7,185	14.5%	1,202	190
United Kingdom	377,794	486,501	567,358	80,858	16.6%	1,049	174
USA	49,107	56,298	77,670	21,372	38.0%	1,375	257
Other	345,209	414,666	470,683	56,017	13.5%	951	160
Total	1,692,760	2,016,365	2,334,023	317,658	15.8%	890	156

Total Expenditure
Jan-Jul

€2,334.0 million

+15.8%
over 2025

January – July 2026

Tourist Expenditure

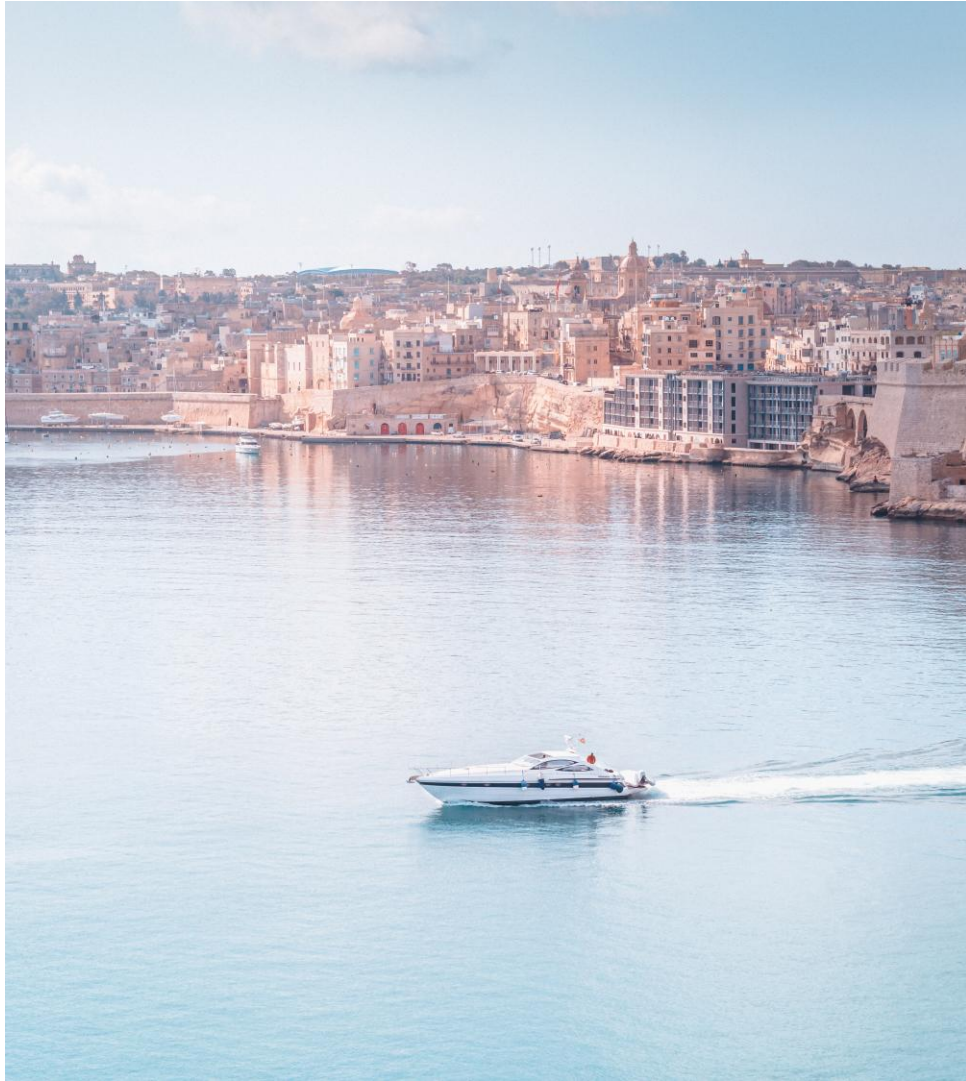
		Non-package			Total	Per capita	Per night
January to July	Package	Non-package Air/sea fares	Non-package Accommodation	Other	€ 000	€	€
2024	385,834	293,014	390,692	623,220	1,692,760	858	139
2025	492,062	339,537	443,544	741,223	2,016,365	912	150
2026	550,364	391,029	522,189	870,441	2,334,023	890	156
Absolute Change 2026/2025	58,303	51,492	78,645	129,218	317,658	-22	6
% Change 2026/2025	11.8%	15.2%	17.7%	17.4%	15.8%	-2.4%	4.1%



Total tourist expenditure reached €2,334.0 million, an increase of 15.8% when compared to last year.

Expenditure per capita decreased from €912 to €890. Meanwhile, expenditure per night increased from €150 to €156.

January - July 2026



LOCAL TOURISM PERFORMANCE

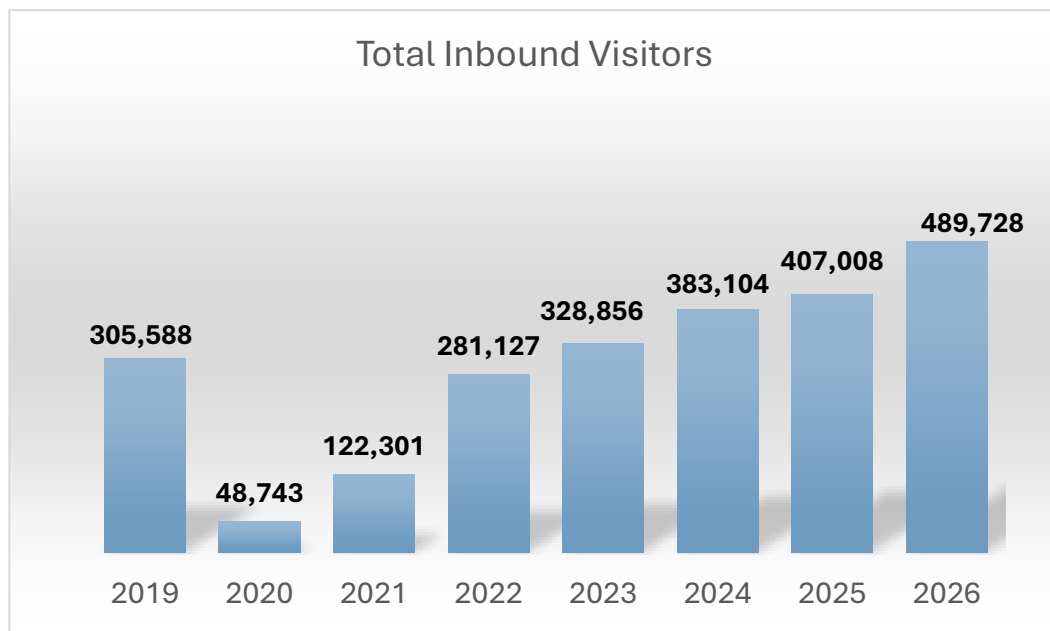
JULY 2026

Summary of Performance

	July 2024	July 2025	July 2026	Change 2026/2025	% Change 2026/2025
Total inbound visitors (including overnight cruise passengers)	383,104	407,008	489,728	82,720	20.3%
Inbound tourists (excluding overnight cruise passengers)	381,709	405,263	489,494	84,231	20.8%
Guest nights	2,749,664	2,772,593	3,191,483	418,890	15.1%
Average length of stay (nights)	7.2	6.8	6.5	-0.3	-
Total expenditure (€000)	401,589	452,221	538,412	86,191	19.1%

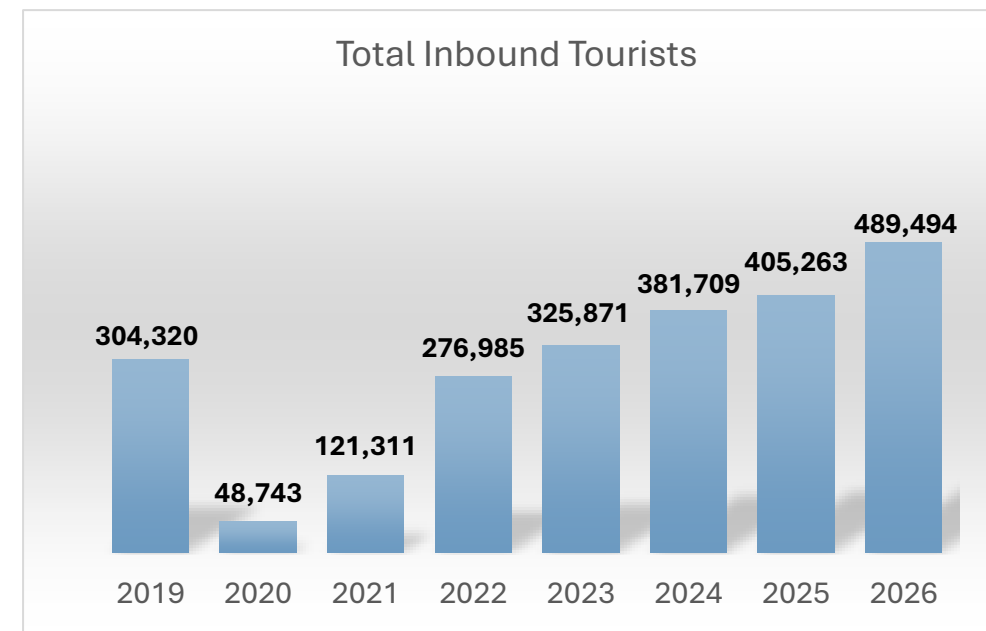
July 2026

Inbound Tourism



489,728 inbound visitors

+20.3% over 2025



489,494 inbound tourists

+20.8% over 2025

Note: Total inbound visitors include overnight cruise passengers.

July 2026

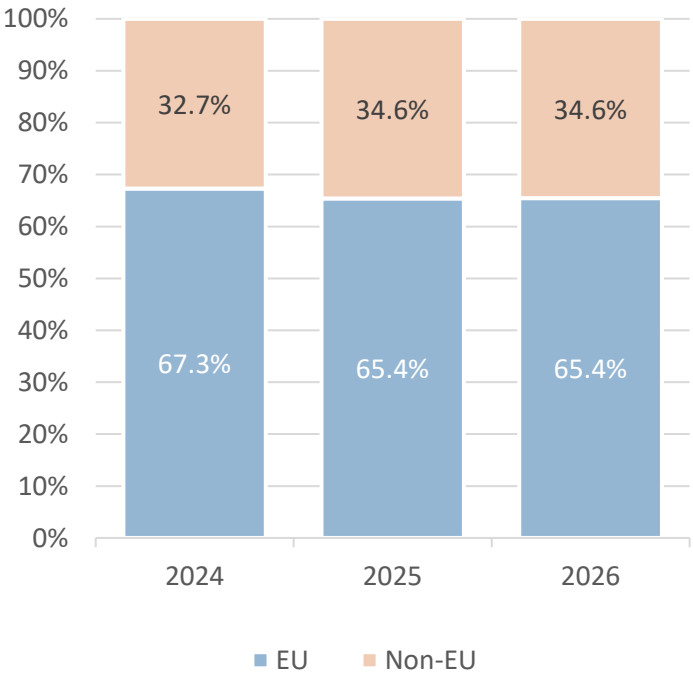
Performance of Main Source Markets

	2024	2025	2026	Abs. Chg. 2026/2025	% Chg. 2026/2025	Market Share 2026
France	36,145	31,926	29,834	-2,091	-6.6%	6.1%
Germany	18,420	22,763	22,113	-650	-2.9%	4.5%
Italy	75,750	65,843	76,495	10,652	16.2%	15.6%
Poland	21,803	30,408	47,702	17,294	56.9%	9.7%
Spain	17,125	18,786	22,334	3,548	18.9%	4.6%
United Kingdom	72,120	81,225	96,471	15,247	18.8%	19.7%
Total	381,709	405,263	489,494	84,231	20.8%	100.0%

- UK ranked as the largest source market with a share of 19.7%.
- Italy ranked second with a share of 15.6%, followed by Poland at 9.7%.

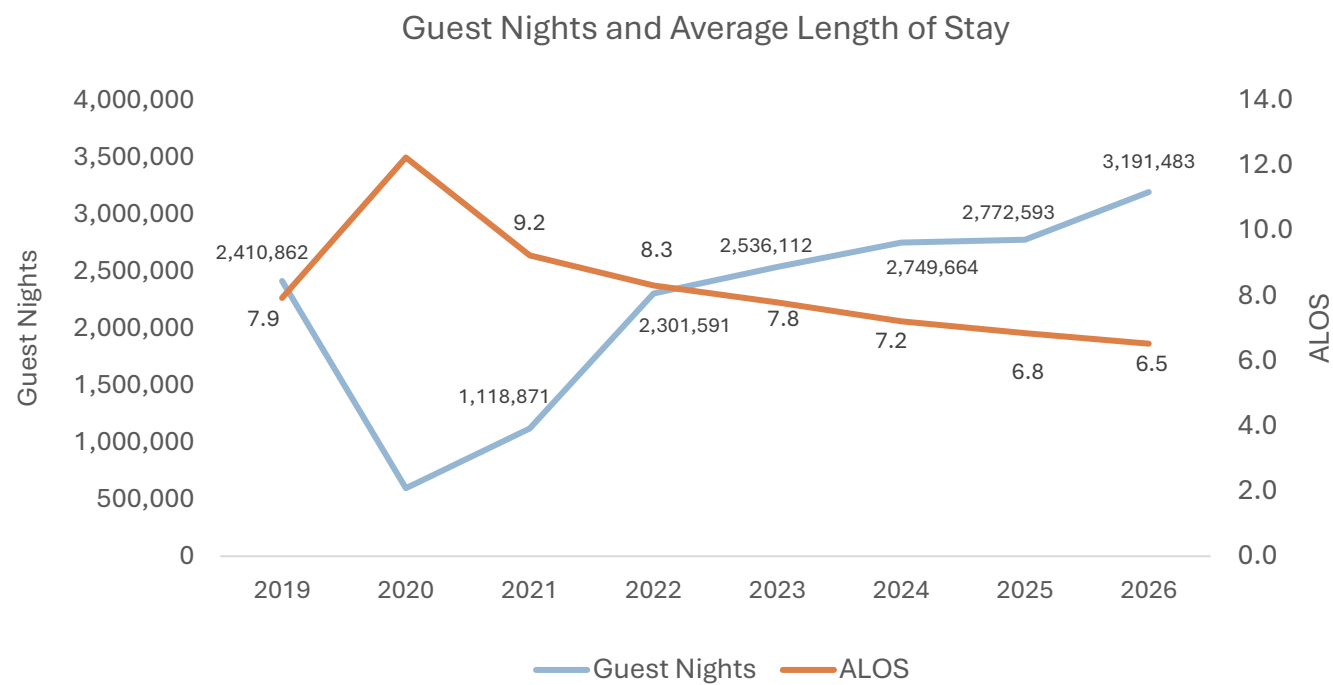
EU and Non-EU Markets

Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Markets:					
EU	256,944	265,063	320,270	55,207	20.8%
of which: Euro area	204,374	204,199	232,223	28,023	13.7%
Non-EU	124,765	140,200	169,224	29,024	20.7%
Inbound Tourists	381,709	405,263	489,494	84,231	20.8%

Guest Nights and Average Length of Stay



Guest nights

3.2 million nights

+15.1%

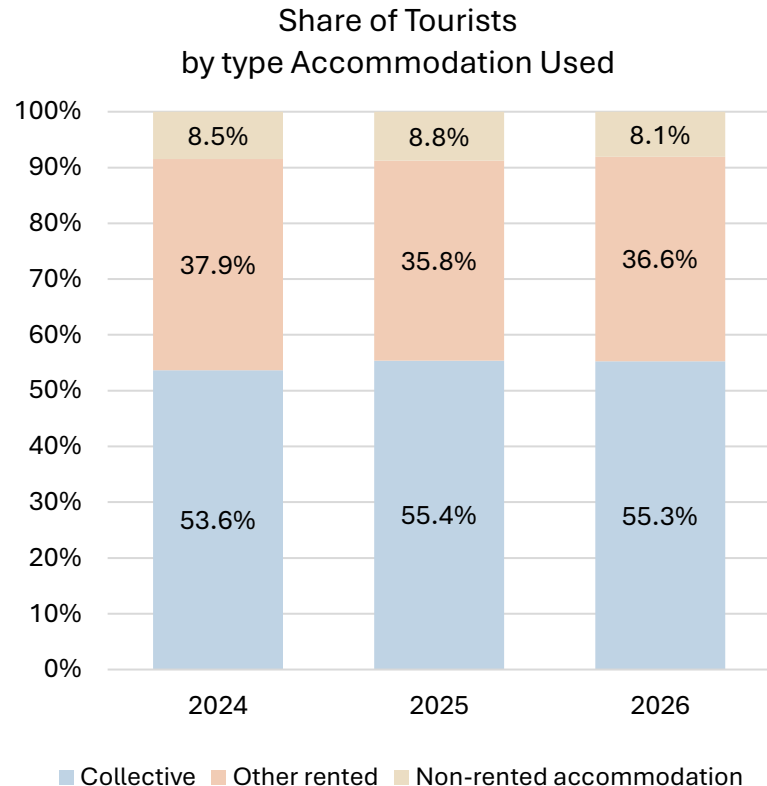
Average length of stay

6.5 nights

-0.3 of a night

July 2026

Inbound Tourists by Type of Accommodation Used

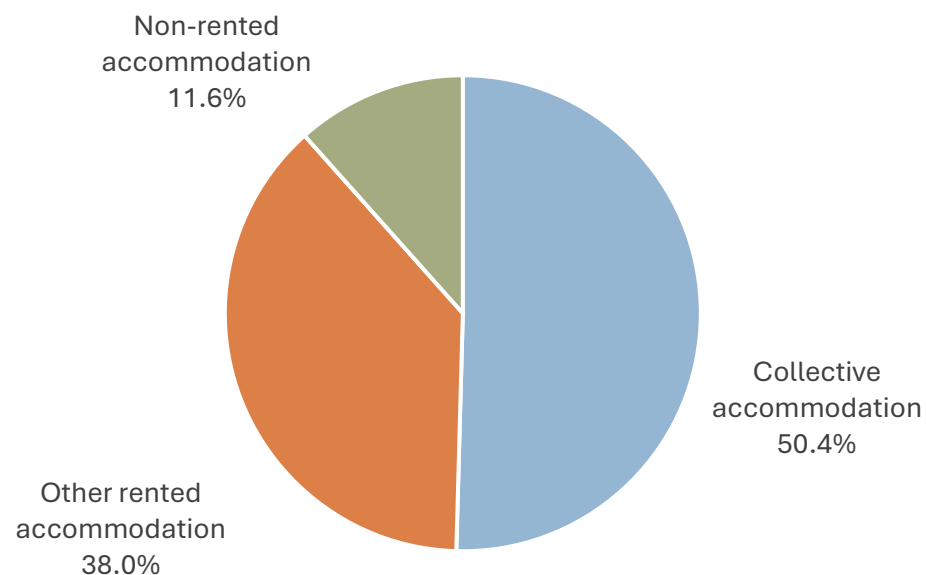


Inbound Tourists by type of accommodation	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Rented accommodation	349,378	369,653	449,862	80,209	21.7%
Collective	204,757	224,503	270,602	46,098	20.5%
Other rented	144,621	145,149	179,260	34,111	23.5%
Non-rented accommodation	32,330	35,610	39,632	4,022	11.3%
Total tourists	381,709	405,263	489,494	84,231	20.8%

July 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

5.9 nights



Other rented accommodation

6.8 nights



Non-rented accommodation

9.3 nights

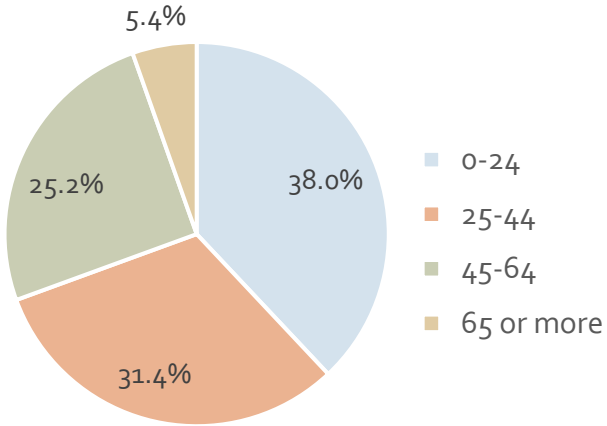
Total Average Length of Stay

6.5 nights

Age Diversification



Share of Inbound Tourists by Age Group

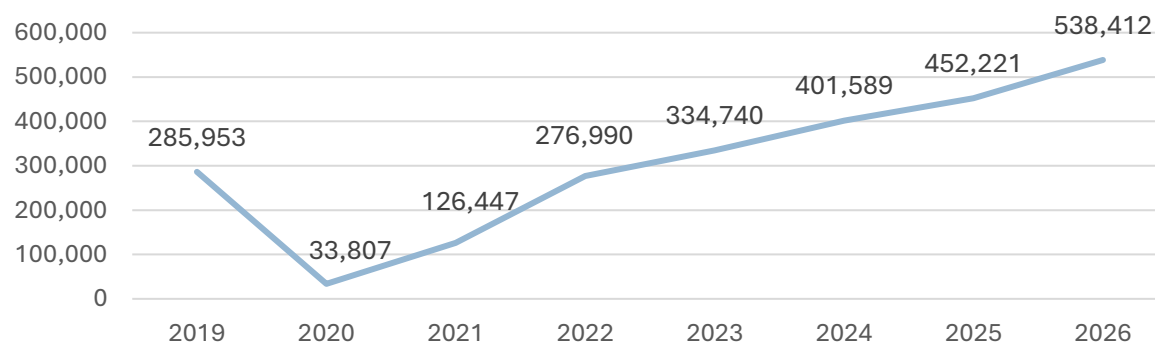


Inbound Tourists	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Age Group:					
0-24	153,245	146,232	185,956	39,724	27.2%
25-44	125,595	129,570	153,882	24,312	18.8%
45-64	86,003	105,958	123,132	17,174	16.2%
65 or more	16,866	23,503	26,524	3,022	12.9%
Inbound Tourists	381,709	405,263	489,494	84,231	20.8%

Tourist Expenditure

Expenditure by Category (in €000)	2024	2025	2026	Abs. Change 2026/2025	% Change 2026/2025
Package	88,916	107,294	120,895	13,601	12.7%
Non-package	167,306	180,642	218,904	38,263	21.2%
Air/sea fares	67,726	74,082	86,964	12,882	17.4%
Accommodation	99,581	106,560	131,940	25,380	23.8%
Other expenditure	145,367	164,285	198,613	34,328	20.9%
Total expenditure	401,589	452,221	538,412	86,191	19.1%
Per capita (in €)	1,052	1,116	1,100	-16	-1.4%
Per night (in €)	146	163	169	6	3.4%

Total Tourist Expenditure in July (€000s)



In July 2026, tourist expenditure stood at **€538.4 million**, an increase of 19.1% when compared to July in 2025.

Expenditure per night stood at **€169** while **expenditure per capita** stood at **€1,100**.