



LOCAL TOURISM PERFORMANCE OCTOBER 2024

2nd December 2024

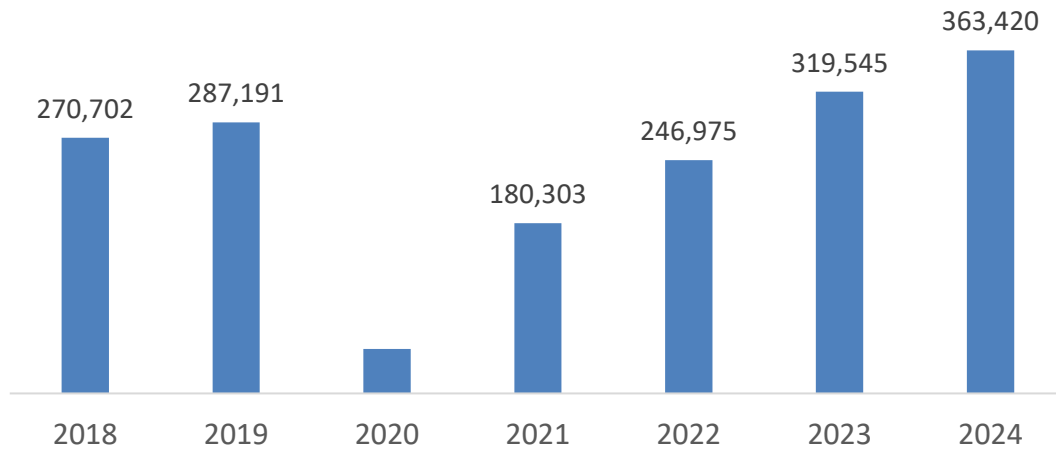


Summary of Performance

	October 2019	October 2022	October 2023	October 2024	Change 2024/2023	% Change 2024/2023
Total inbound visitors (including overnight cruise passengers)	287,191	246,975	319,545	363,420	43,875	13.7%
Inbound tourists (excluding overnight cruise passengers)	281,998	239,309	314,233	355,561	41,328	13.2%
Guest nights	1,885,983	1,578,296	2,066,511	2,216,919	150,408	7.3%
Average length of stay (nights)	6.7	6.6	6.6	6.2	-0.3	-
Total expenditure (€000)	231,102	216,475	301,163	356,497	55,334	18.4%

Inbound Tourism October 2024

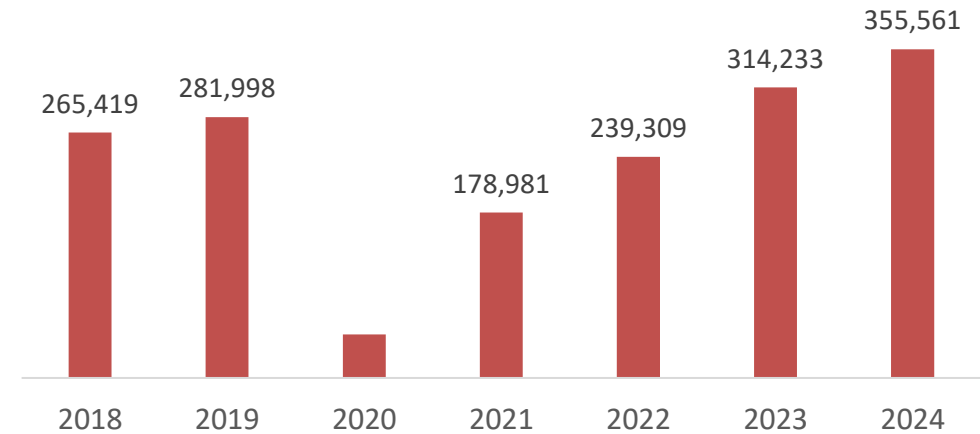
Total Inbound Visitors



363,420 visitors

+13.7% over 2023

Total Inbound Tourists



355,561 tourists

+13.2% over 2023

Note: Total inbound visitors include overnight cruise passengers.

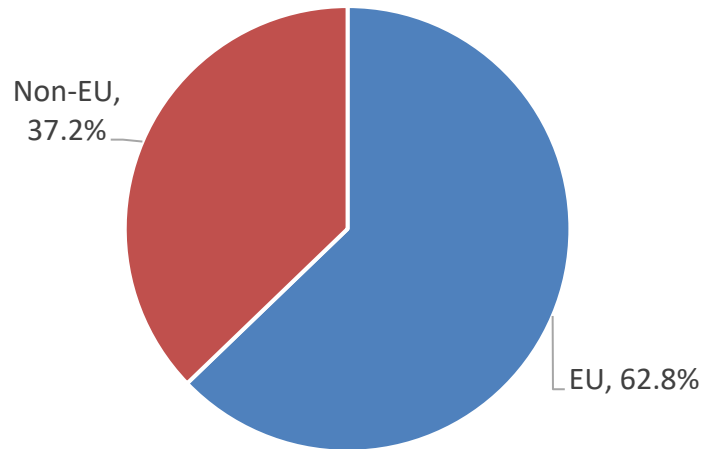
Performance of Main Source Markets

October	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023	Market Share 2024
France	22,626	23,122	28,523	25,989	-2,535	-8.9%	7.3%
Germany	24,572	21,212	29,057	31,103	2,046	7.0%	8.7%
Italy	31,423	37,183	48,731	46,158	-2,573	-5.3%	13.0%
Poland	8,876	14,210	14,750	22,468	7,718	52.3%	6.3%
Spain	9,113	7,696	9,540	8,433	-1,108	-11.6%	2.4%
United Kingdom	73,087	45,184	60,902	77,537	16,635	27.3%	21.8%
Total	281,998	239,309	314,233	355,561	41,328	13.2%	100.0%

- UK ranked as the largest source market with a share of 21.8%.
- Italy ranked second with a share of 13.0%, while Germany ranked third with a share of 8.7%.
- Germany, Poland and UK registered a record month in inbound figures when compared to the same month of previous years.

EU and Non-EU Markets October 2024

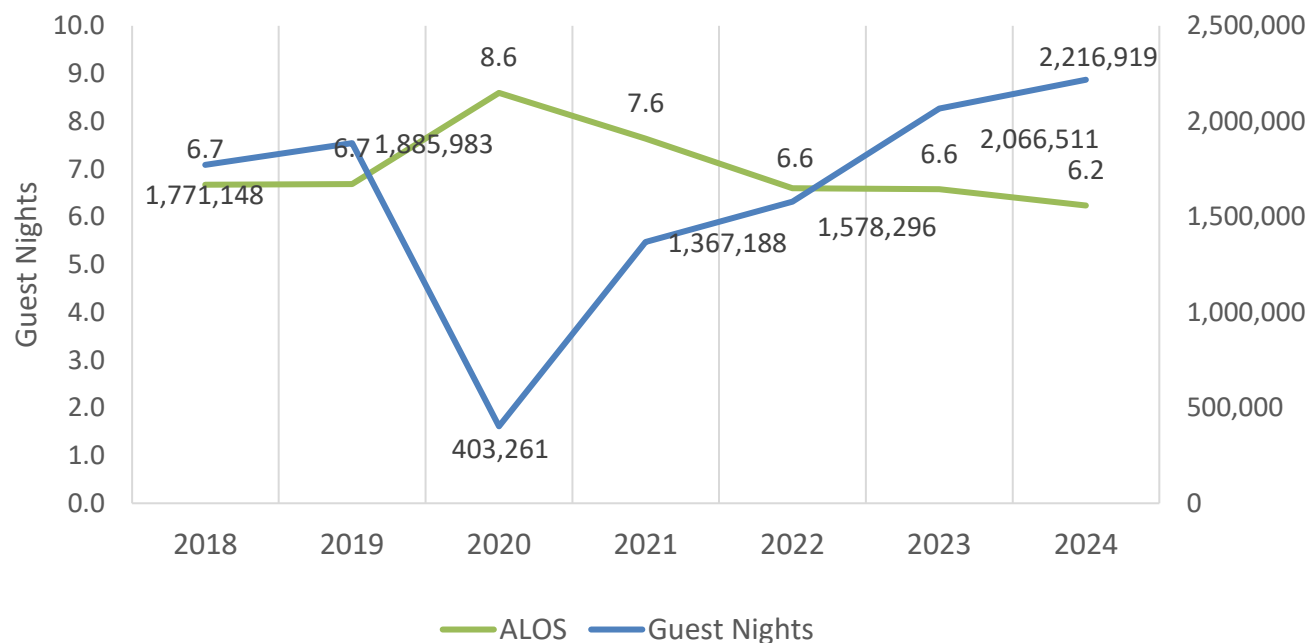
Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Markets:						
EU	233,088	158,817	204,733	223,247	18,515	9.0%
of which: Euro area	126,117	122,691	164,510	171,097	6,587	4.0%
Non-EU	48,910	80,492	109,500	132,313	22,813	20.8%
Inbound Tourists	281,998	239,309	314,233	355,561	41,328	13.2%

Guest Nights and Average Length of Stay October 2024

Guest Nights and Average Length of Stay



Guest nights

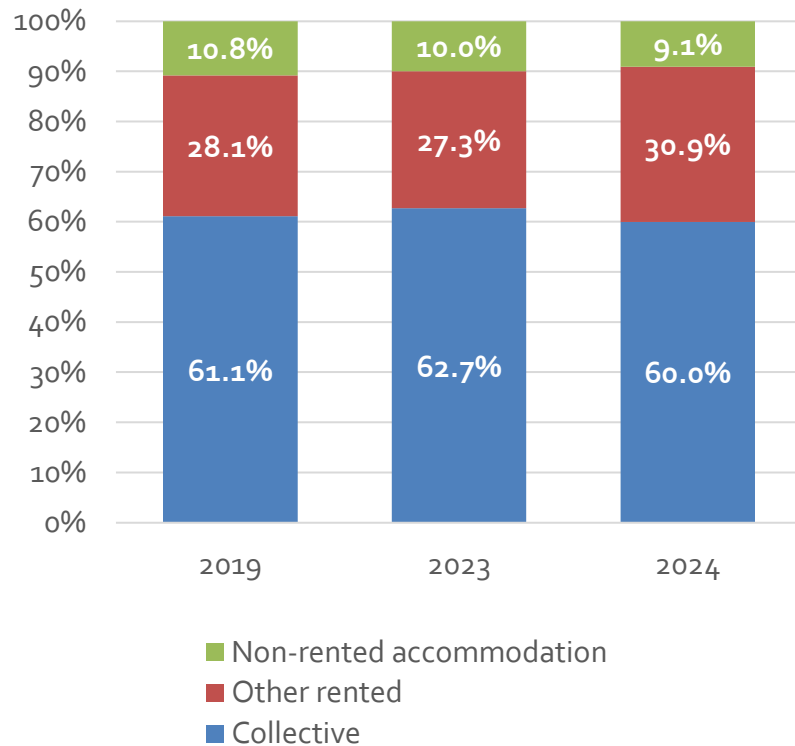
- 2,216,919 nights
- +7.3% compared to October 2023

Average length of stay

- 6.2 nights
- -0.3 nights compared to October 2023

Inbound Tourists by Type of Accommodation Used October 2024

Share of Tourists by type
Accommodation Used



Inbound Tourists by type of accommodation	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Rented accommodation	251,516	209,859	282,865	323,289	40,424	14.3%
Collective	172,289	151,228	197,087	213,299	16,213	8.2%
Other rented	79,227	58,631	85,778	109,989	24,211	28.2%
Non-rented accommodation	30,482	29,450	31,368	32,272	904	2.9%
Total tourists	281,998	239,309	314,233	355,561	41,328	13.2%

Share of Guest Nights by Type of Accommodation Used & Average Length of Stay – October 2024



Collective accommodation 54.3%
(5.6 nights)



Other rented accommodation 32.8%
(6.6 nights)



Non-rented accommodation 12.9%
(8.8 nights)



CUMULATIVE
PERFORMANCE

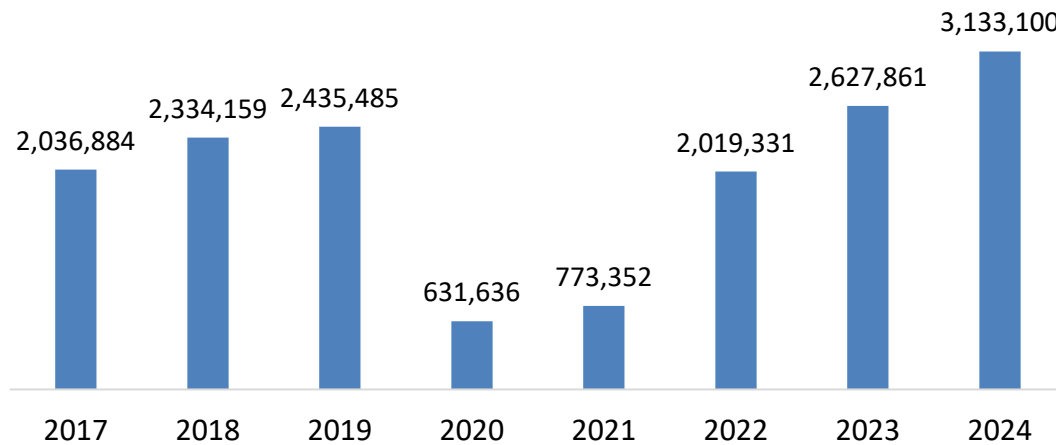
JANUARY TO
OCTOBER 2024

Summary of Performance

	Jan-Oct 2019	Jan-Oct 2022	Jan-Oct 2023	Jan-Oct 2024	Change 2024/2023	% Change 2024/2023
Total inbound visitors (including overnight cruise passengers)	2,435,485	2,019,331	2,627,861	3,133,100	505,240	19.2%
Inbound tourists (excluding overnight cruise passengers)	2,417,424	1,975,714	2,604,036	3,108,352	504,317	19.4%
Guest nights	17,127,705	14,437,222	17,837,625	19,989,999	2,152,373	12.1%
Average length of stay (nights)	7.1	7.3	6.8	6.4	-0.4 of a night	-
Total expenditure (€000)	1,986,152	1,766,882	2,379,417	2,909,741	530,324	22.3%

Inbound Tourism January to October 2024

Total Inbound Visitors

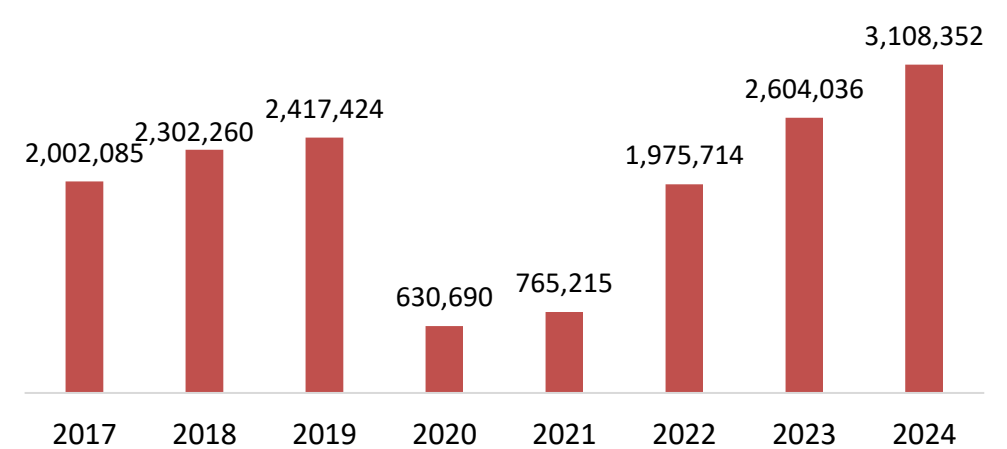


3.13 million visitors

+19.2% over 2023

Note: Total inbound visitors include overnight cruise passengers.

Total Inbound Tourists



3.11 million tourists

+19.4% over 2023

Note: Inbound tourists exclude overnight cruise passengers.

Inbound Tourists by Source Market

January to October	2019	2022	2023	2024	Abs. Chg. 2024/2023	% Chg. 2024/2023	Market Share 2024
Australia	46,773	18,465	50,886	50,613	-273	-0.5%	1.6%
Austria	29,764	32,682	44,644	56,632	11,988	26.9%	1.8%
Belgium	61,626	47,471	56,876	70,006	13,130	23.1%	2.3%
France	213,396	226,770	262,742	271,414	8,672	3.3%	8.7%
Germany	183,638	146,392	187,841	217,006	29,165	15.5%	7.0%
Hungary	33,190	31,331	42,150	59,354	17,204	40.8%	1.9%
Ireland	47,403	30,771	41,592	48,911	7,319	17.6%	1.6%
Italy	349,623	352,188	500,319	553,717	53,398	10.7%	17.8%
Netherlands	51,953	52,222	54,766	76,075	21,308	38.9%	2.4%
Poland	89,084	119,250	130,956	209,162	78,206	59.7%	6.7%
Nordic countries	109,914	65,732	76,008	81,677	5,669	7.5%	2.6%
Spain	100,780	75,561	101,164	114,768	13,604	13.4%	3.7%
Switzerland	44,526	35,900 ^u	51,474	61,323	9,850	19.1%	2.0%
United Kingdom	571,454	370,768	468,179	612,941	144,762	30.9%	19.7%
USA	44,315	35,387	48,350	58,352	10,001	20.7%	1.9%
Other	439,987	334,826	486,086	566,399	80,312	16.5%	18.2%
Total	2,417,424	1,975,714	2,604,036	3,108,352	504,317	19.4%	100.0%

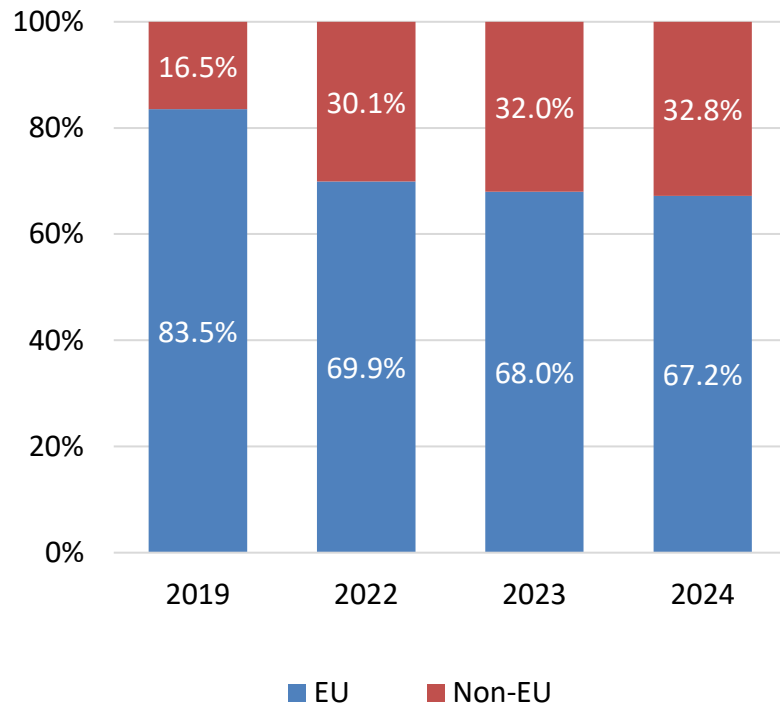
During the first ten months of 2024, the top source markets were:

1. UK (19.7%)
2. Italy (17.8%)
3. France (8.7%)
4. Germany (7.0%)
5. Poland (6.7%)
6. Spain (3.7%)

^u: Unreliable - less than 20 sample observations.

EU and Non-EU Markets January to October 2024

Share of EU and Non-EU Tourists

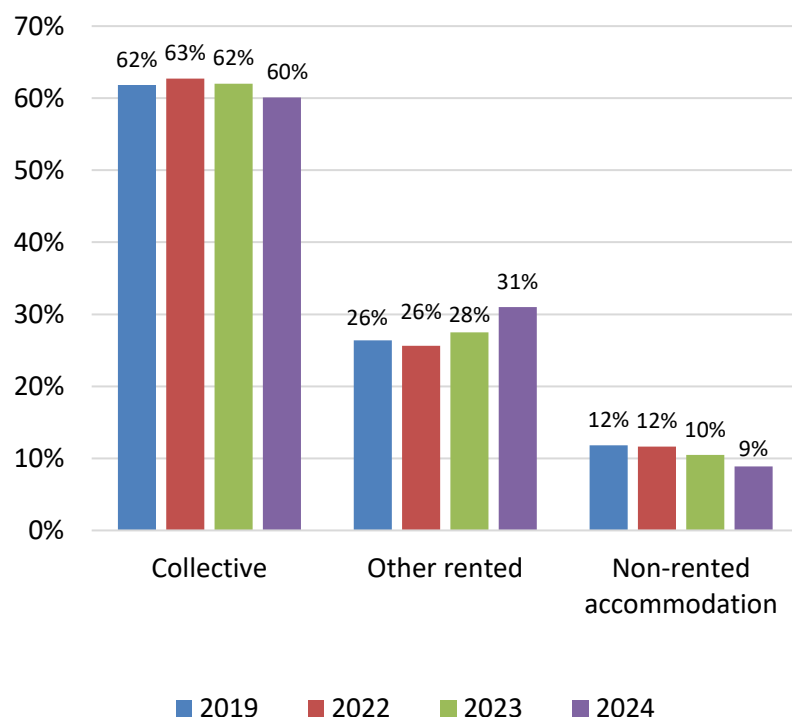


Inbound Tourists	2019	2022	2023	2024	Abs Change 2024/2023	% Change 2024/2023
Markets:						
EU	2,019,087	1,381,799	1,770,502	2,088,036	317,534	17.9%
of which: Euro area	1,172,610	1,094,740	1,447,938	1,653,769	205,832	14.2%
Non-EU	398,337	593,915	833,534	1,020,317	186,783	22.4%
Inbound Tourists	2,417,424	1,975,714	2,604,036	3,108,352	504,317	19.4%

The decline in EU share is mainly due to the withdrawal of the UK from the EU in Jan 2020.

Inbound Tourists by Type of Accommodation Used January to October 2024

Share of Inbound Tourists by Type of Accommodation Used



Inbound Tourists	2019	2022	2023	2024	Abs Change 2024/2023	% Change 2024/2023
Rented accommodation	2,131,774	1,745,716	2,330,969	2,832,252	501,283	21.5%
Collective	1,494,398	1,239,203	1,614,581	1,867,957	253,376	15.7%
Other rented	637,376	506,512	716,388	964,295	247,906	34.6%
Non-rented accommodation	285,650	229,999	273,067	276,101	3,034	1.1%
Total tourists	2,417,424	1,975,714	2,604,036	3,108,352	504,317	19.4%

Share of Guest Nights by Type of Accommodation Used & Average Length of Stay – January to October 2024

87.1% out of total nights were spent in rented accommodation.

With an average length of stay of 5.6 nights, 52.2% of total guest nights were spent in hotels or similar accommodation.

Tourists staying in non-rented accommodation had a longer stay, spending an average of 9.4 nights.



Collective accommodation 52.2%
(5.6 nights)



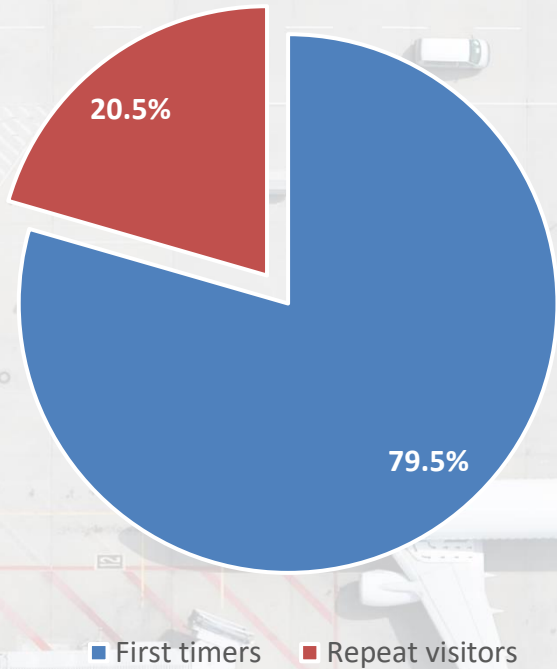
Other rented accommodation 34.8 %
(7.2 nights)



Non-rented accommodation 12.9%
(9.4 nights)

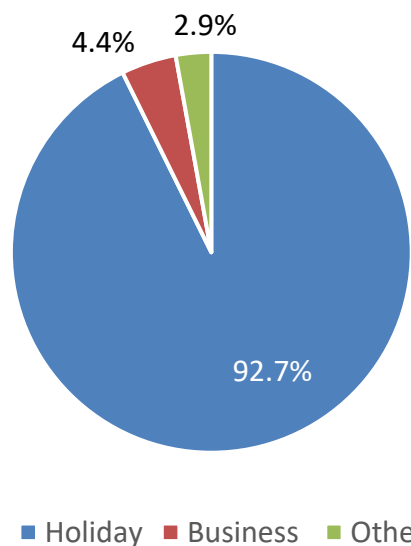
Frequency of Visit

Frequency of Visit
January-October 2024



Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Frequency:						
First-time tourists	1,819,874	1,498,755	2,028,326	2,470,215	441,890	21.8%
Repeat tourists	597,549	476,959	575,710	638,137	62,427	10.8%
once a year or less	447,956	355,068	436,270	496,804	60,535	13.9%
more than once a year	149,593	121,891	139,441	141,333	1,892	1.4%
Inbound Tourists	2,417,424	1,975,714	2,604,036	3,108,352	504,317	19.4%

Purpose of Visit January-October 2024

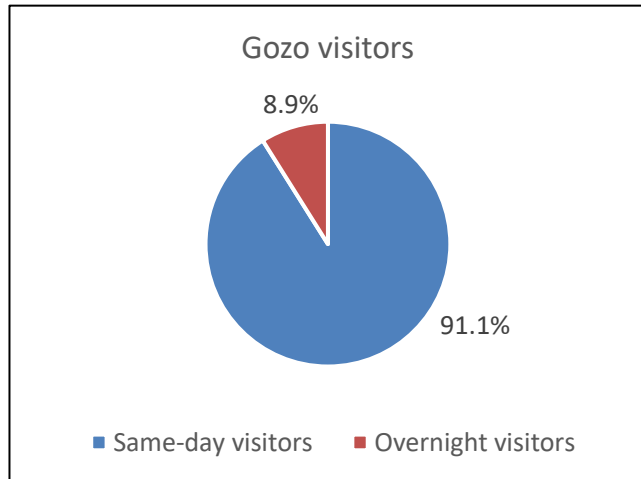


Purpose of Visit

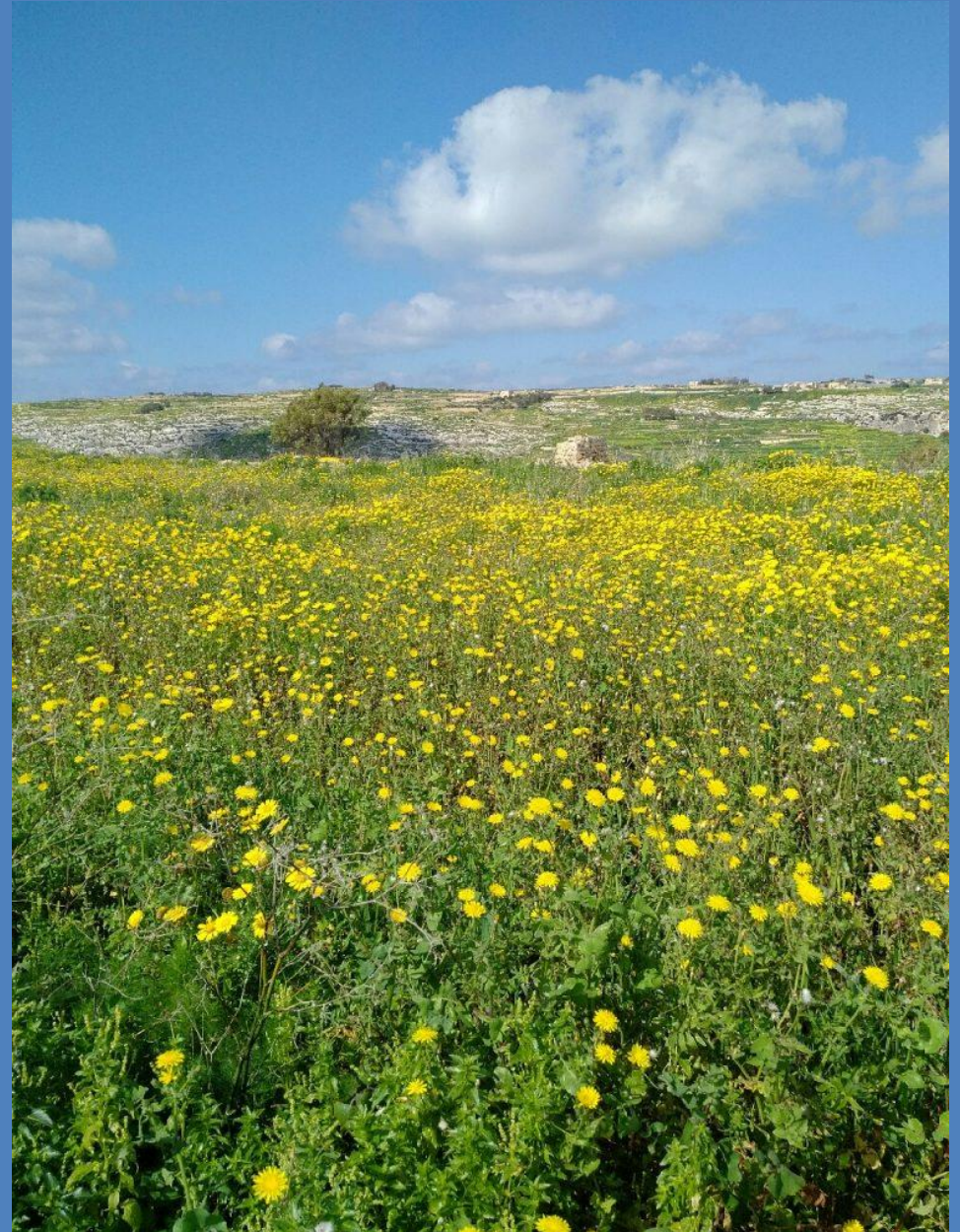
Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Purpose of Visit:						
Holiday	2,166,000	1,777,855	2,375,827	2,881,523	505,696	21.3%
Business and professional	150,308	117,647	125,575	138,108	12,533	10.0%
Other	101,115	80,212	102,633	88,722	-13,912	-13.6%
Inbound Tourists	2,417,424	1,975,714	2,604,036	3,108,352	504,317	19.4%

Gozo and Comino Visitors January to October 2024

Gozo and Comino visitors	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Tourists visiting Gozo and Comino	1,193,783	1,550,956	1,831,807	280,851	18.1%
Same-day visitors	1,074,894	1,405,070	1,668,043	262,972	18.7%
Overnight visitors	118,889	145,885	163,764	17,879	12.3%



58.9% out of total inbound tourists visited Gozo and Comino



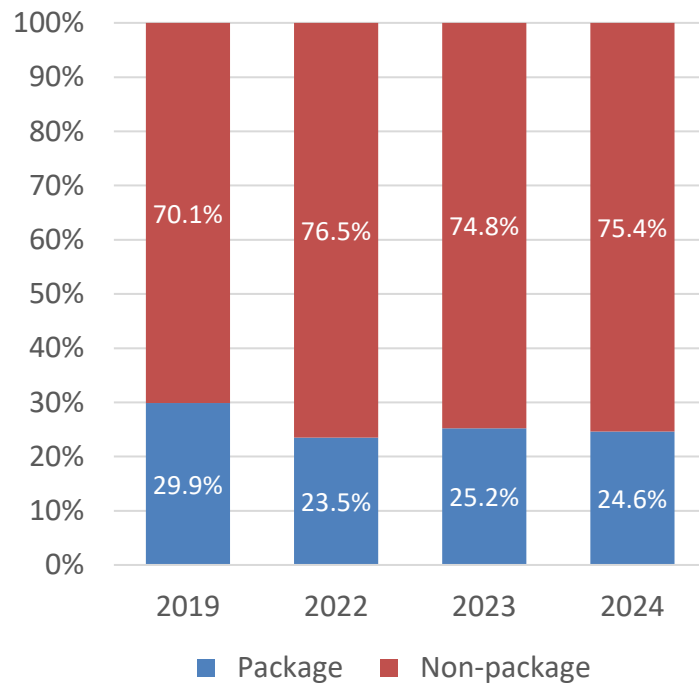
Age Diversification – January- October 2024

Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Age Group:						
0-24	500,899	493,236	602,932	795,097	192,165	31.9%
25-44	965,054	782,682	1,004,106	1,121,278	117,172	11.7%
45-64	710,815	538,935	762,140	897,723	135,584	17.8%
65 or more	240,655	160,862	234,858	294,254	59,396	25.3%
Inbound Tourists	2,417,424	1,975,714	2,604,036	3,108,352	504,317	19.4%



Organisation of Stay – January-October 2024

Share of Package and Non-Package Tourists



Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Organisation of stay:						
Package	721,909	463,964	656,340	764,569	108,229	16.5%
Non-package	1,695,514	1,511,750	1,947,696	2,343,784	396,088	20.3%
Inbound Tourists	2,417,424	1,975,714	2,604,036	3,108,352	504,317	19.4%

Tourist Expenditure by Source Market

January to October €000s	2019	2022	2023	2024	% Change 2024/2023	Per Capita	Per Night
Australia	70,003	32,774	83,490	79,836	-4.4%	1,577	178
Austria	25,280	28,303	41,898	49,752	18.7%	879	154
Belgium	46,237	41,974	55,622	66,366	19.3%	948	152
France	175,865	199,286	241,086	257,109	6.6%	947	134
Germany	153,835	147,641	192,177	228,103	18.7%	1,051	146
Hungary	19,336	18,365	28,620	40,226	40.6%	678	122
Ireland	42,082	33,018	43,873	54,942	25.2%	1,123	158
Italy	213,853	223,658	312,261	361,830	15.9%	653	121
Netherlands	41,284	50,354	56,179	84,309	50.1%	1,108	162
Poland	61,586	84,452	103,470	162,555	57.1%	777	128
Nordic countries	100,554	75,859	83,362	93,200	11.8%	1,141	156
Spain	68,028	61,029	77,512	91,144	17.6%	794	128
Switzerland	46,050	44,809	58,434	68,046	16.4%	1,110	170
United Kingdom	461,571	374,080	482,507	668,096	38.5%	1,090	169
USA	51,244	50,122	73,138	80,794	10.5%	1,385	245
Other	409,345	301,157	445,787	523,433	17.4%	924	136
Total	1,986,152	1,766,882	2,379,417	2,909,741	22.3%	936	146

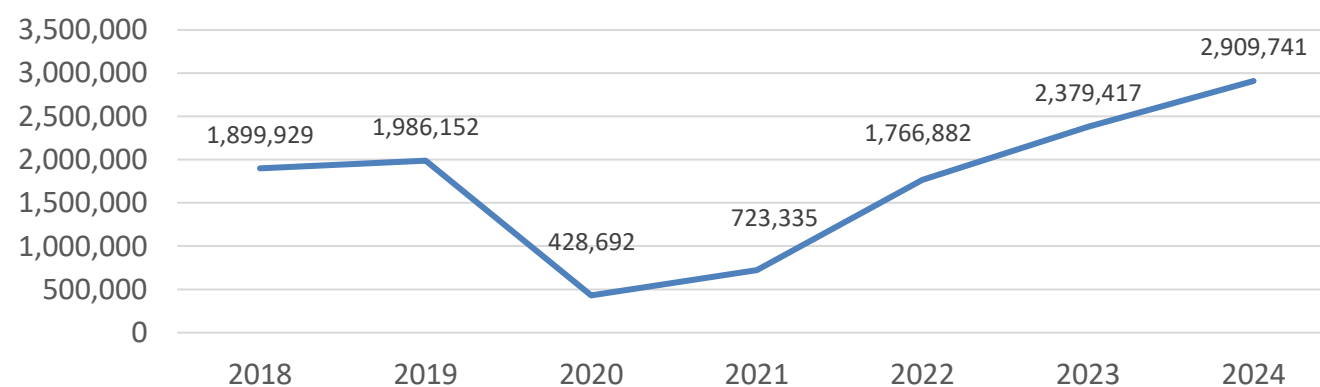
Total Expenditure
Jan-Oct
€2.9 billion

Total tourist
expenditure
exceeded 2023
figures by 22.3%.

Tourist Expenditure – January-October 2024

January - September	Package	Non-package			Total € 000	Per capita €	Per night €
		Non-package Air/sea fares	Non-package Accommodation	Other			
2019	505,313	350,795	407,795	722,248	1,986,152	822	116
2022	366,422	285,738	422,233	692,489	1,766,882	894	122
2023	543,912	424,904	548,001	862,600	2,379,417	914	133
2024	668,631	503,025	681,370	1,056,715	2,909,741	936	146
%Change 2024/2023	22.9%	18.4%	24.3%	22.5%	22.3%	2.4%	9.1%

Total Tourist Expenditure (€000s)



Total tourist expenditure amounted to **€2.9 billion, an increase of 22.3%** when compared to January to October 2023.

Expenditure per capita increased from €914 to €936.