

LOCAL TOURISM PERFORMANCE YEAR 2024



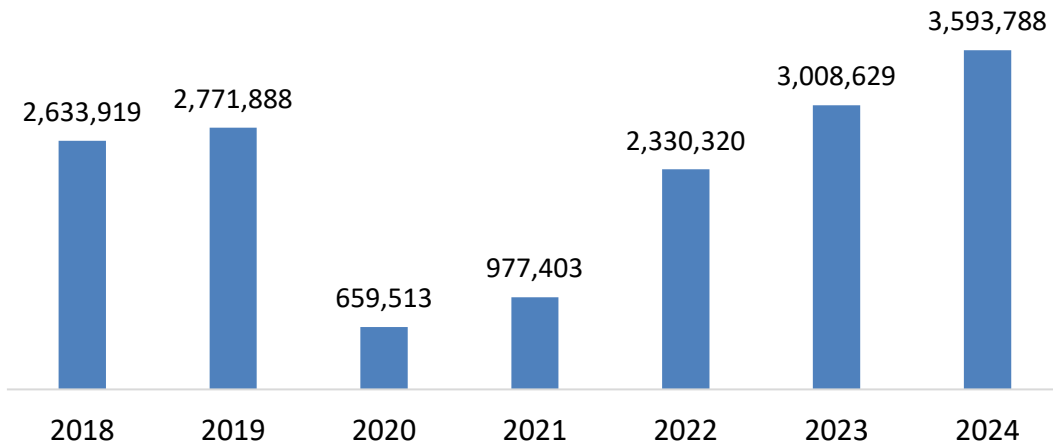
12th February 2025

Summary of Performance

	Jan-Dec 2019	Jan-Dec 2022	Jan-Dec 2023	Jan-Dec 2024	Change 2024/2023	% Change 2024/2023
Total inbound visitors (including overnight cruise passengers)	2,771,888	2,330,320	3,008,629	3,593,788	585,159	19.4%
Inbound tourists (excluding overnight cruise passengers)	2,753,239	2,286,597	2,981,476	3,563,618	582,142	19.5%
Guest nights	19,338,860	16,608,131	20,289,051	22,916,616	2,627,565	13.0%
Average length of stay (nights)	7.0	7.3	6.8	6.4	-0.4	-5.5%
Total expenditure (€000)	2,220,627	2,012,540	2,674,877	3,291,490	616,613	23.1%

Inbound Tourism January to December 2024

Total Inbound Visitors

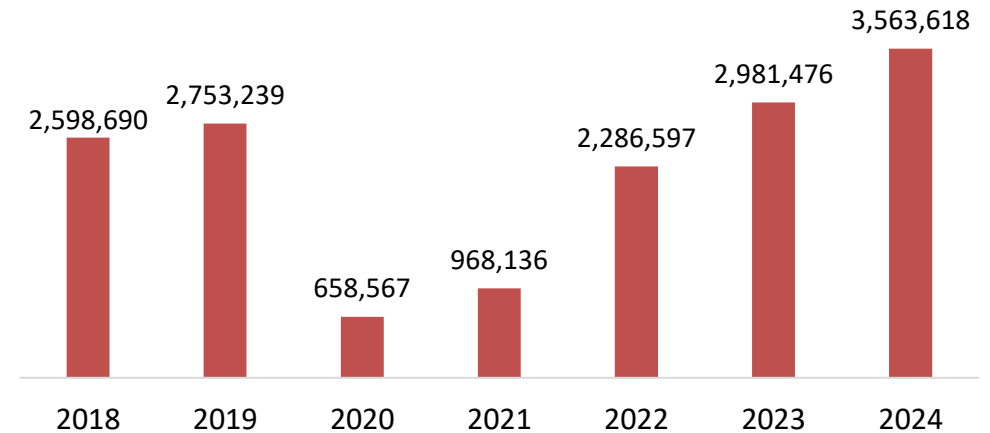


3.59 million visitors

+19.4% over 2023

Note: Total inbound visitors include overnight cruise passengers.

Total Inbound Tourists



3.56 million tourists

+19.5% over 2023

Note: Inbound tourists exclude overnight cruise passengers.

Inbound Tourists by Source Market

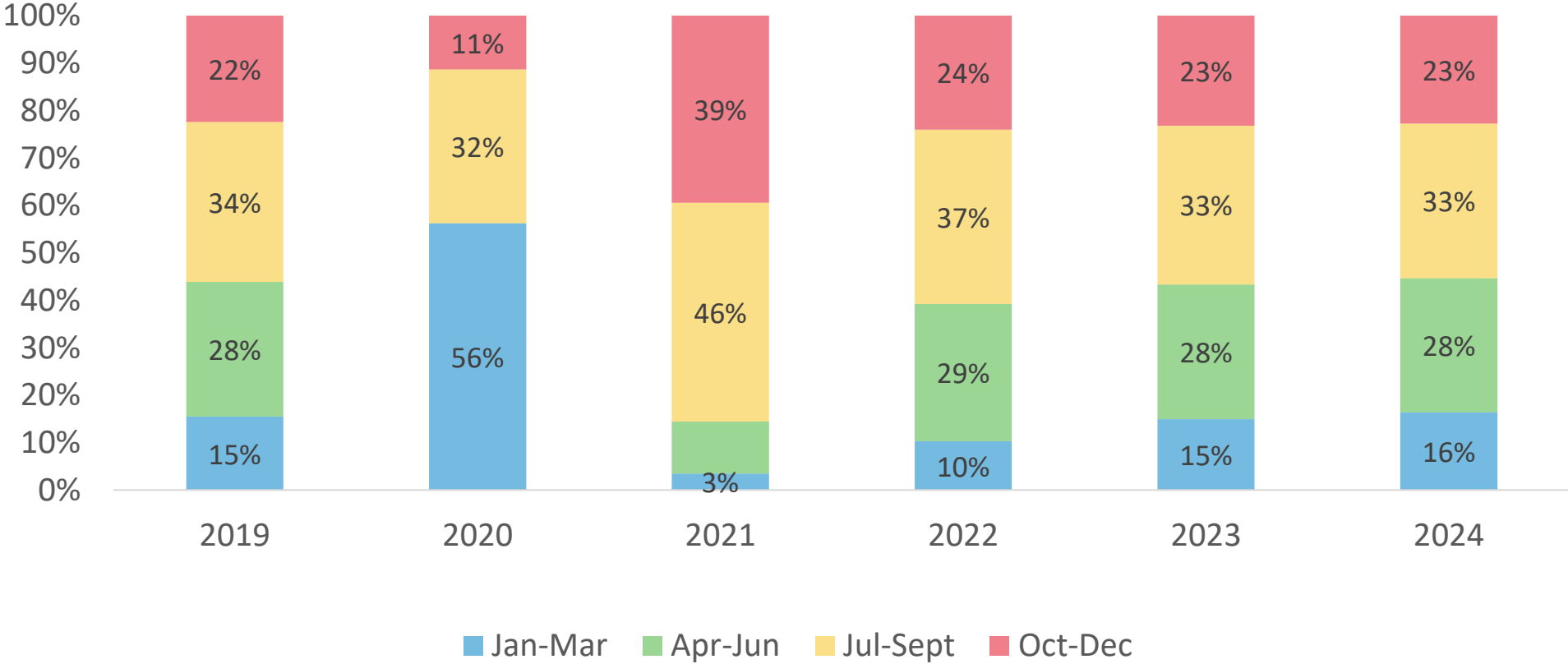
January to December	2019	2022	2023	2024	Abs. Chg. 2024/2023	% Chg. 2024/2023	Market Share 2024
Australia	49,807	19,986	53,350	53,547	198	0.4%	1.5%
Austria	33,251	36,497	51,902	63,199	11,297	21.8%	1.8%
Belgium	70,886	55,821	65,558	82,232	16,674	25.4%	2.3%
France	239,140	258,372	286,133	295,396	9,263	3.2%	8.3%
Germany	211,546	169,445	218,651	248,778	30,127	13.8%	7.0%
Hungary	37,976	36,110	49,870	67,631	17,761	35.6%	1.9%
Ireland	53,089	37,886	46,764	59,612	12,848	27.5%	1.7%
Italy	392,955	398,198	552,462	616,326	63,864	11.6%	17.3%
Netherlands	59,528	58,220	62,464	83,683	21,219	34.0%	2.3%
Poland	104,228	143,229	167,113	264,479	97,366	58.3%	7.4%
Nordic countries	124,411	76,479	88,552	96,486	7,935	9.0%	2.7%
Spain	116,295	86,801	114,691	132,081	17,390	15.2%	3.7%
Switzerland	48,954	41,239 ^u	57,791	67,857	10,066	17.4%	1.9%
United Kingdom	649,624	427,005	539,198	704,302	165,104	30.6%	19.8%
USA	50,525	40,642	55,230	66,432	11,202	20.3%	1.9%
Other	511,025	400,666	571,746	661,576	89,830	15.7%	18.6%
Total	2,753,239	2,286,597	2,981,476	3,563,618	582,142	19.5%	100.0%

During January to December 2024, the top source markets were:

1. UK (19.8%)
2. Italy (17.3%)
3. France (8.3%)
4. Poland (7.4%)
5. Germany (7.0%)
6. Spain (3.7%)

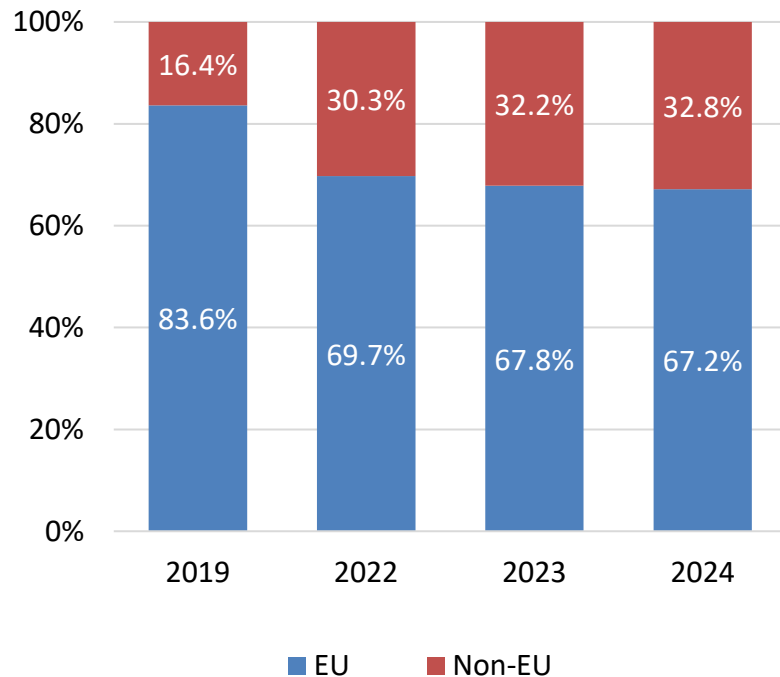
Seasonal Spread

Share of Inbound Tourists by Quarter



EU and Non-EU Markets January to December 2024

Share of EU and Non-EU Tourists



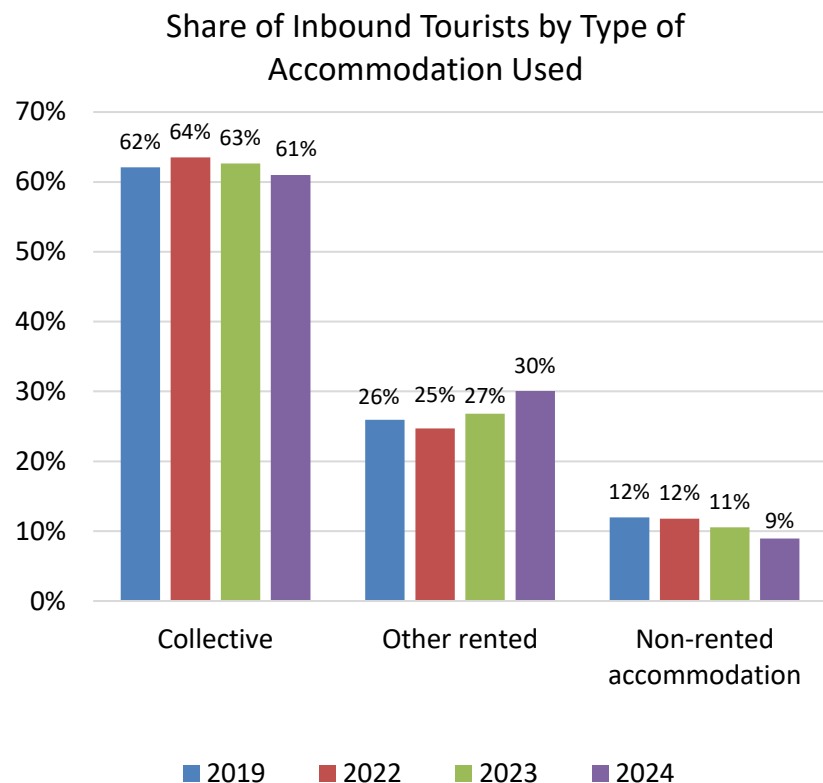
Inbound Tourists	2019	2022	2023	2024	Abs Change 2024/2023	% Change 2024/2023
Markets:						
EU	2,301,601	1,594,464	2,022,367	2,394,318	371,951	18.4%
of which: Euro area	1,335,480	1,257,170	1,630,628	1,870,607	239,980	14.7%
Non-EU	451,639	692,132	959,109	1,169,301	210,192	21.9%
Inbound Tourists	2,753,239	2,286,597	2,981,476	3,563,618	582,142	19.5%

Note:

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

Due to Croatia's entry in the Eurozone, Croatian data is classified as being in the Euro area as from January 2023.

Inbound Tourists by Type of Accommodation Used January to December 2024



Inbound Tourists	2019	2022	2023	2024	Abs Change 2024/2023	% Change 2024/2023
Rented accommodation	2,424,123	2,017,112	2,667,173	3,245,037	577,864	21.7%
Collective	1,709,966	1,452,452	1,867,997	2,174,146	306,149	16.4%
Other rented	714,157	564,660	799,176	1,070,892	271,715	34.0%
Non-rented accommodation	329,117	269,485	314,303	318,581	4,278	1.4%
Total tourists	2,753,239	2,286,597	2,981,476	3,563,618	582,142	19.5%

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

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

With an average length of stay of 5.5 nights, 52.6% 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 9.2 nights.



Collective accommodation 52.6%
(5.5 nights)



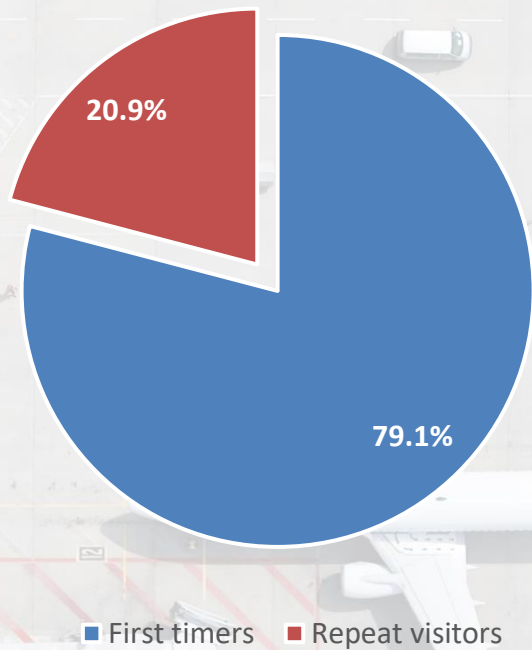
Other rented accommodation 34.6 %
(7.4 nights)



Non-rented accommodation 12.9%
(9.2 nights)

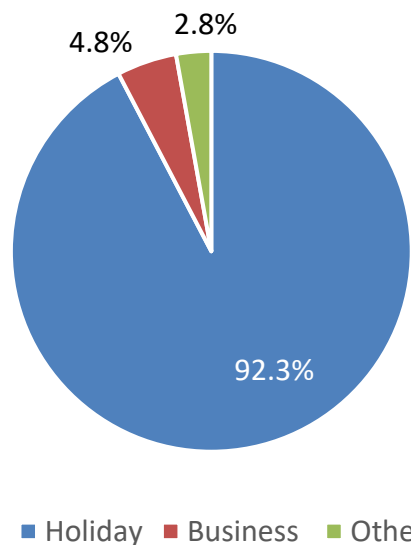
Frequency of Visit

Frequency of Visit
January-December 2024



Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Frequency:						
First-time tourists	2,056,139	1,720,984	2,308,903	2,818,115	509,212	22.1%
Repeat tourists	697,100	565,613	672,573	745,503	72,931	10.8%
once a year or less	514,791	415,951	502,780	572,968	70,188	14.0%
more than once a year	182,310	149,662	169,793	172,535	2,742	1.6%
Inbound Tourists	2,753,239	2,286,597	2,981,476	3,563,618	582,142	19.5%

Purpose of Visit January-December 2024

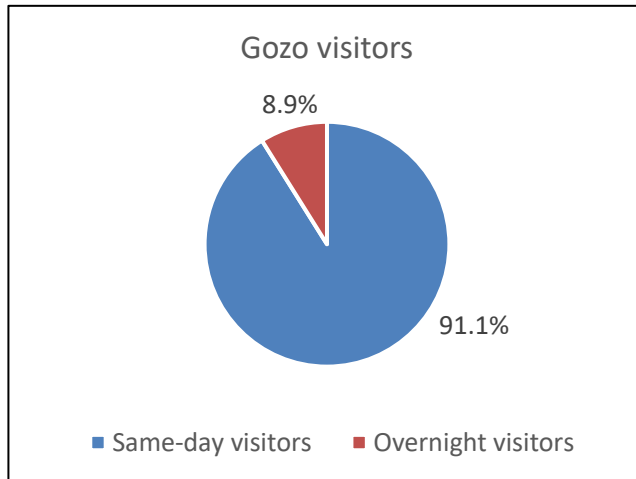


Purpose of Visit

Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Purpose of Visit:						
Holiday	2,448,146	2,040,154	2,710,472	3,290,522	580,050	21.4%
Business and professional	189,086	154,228	156,808	172,463	15,655	10.0%
Other	116,007	92,214	114,196	100,634	-13,563	-11.9%
Inbound Tourists	2,753,239	2,286,597	2,981,476	3,563,618	582,142	19.5%

Gozo and Comino Visitors January to December 2024

Gozo and Comino visitors	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Tourists visiting Gozo and Comino	1,332,950	1,717,172	2,035,607	318,435	18.5%
Same-day visitors	1,203,891	1,558,415	1,854,158	295,743	19.0%
Overnight visitors	129,059	158,757	181,449	22,693	14.3%



57.1% out of total inbound tourists visited Gozo and Comino



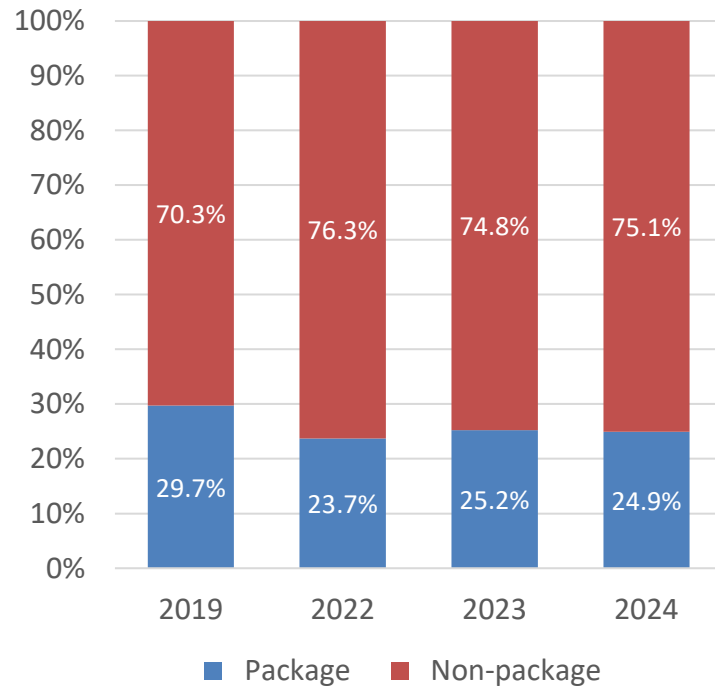
Age Diversification – January-December 2024

Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Age Group:						
0-24	544,597	539,645	659,631	861,724	202,093	30.6%
25-44	1,101,842	909,967	1,162,091	1,304,187	142,097	12.2%
45-64	826,816	646,602	888,348	1,052,794	164,445	18.5%
65 or more	279,984	190,383	271,406	344,914	73,508	27.1%
Inbound Tourists	2,753,239	2,286,597	2,981,476	3,563,618	582,142	19.5%



Organisation of Stay – January-December 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	818,014	541,553	751,553	887,778	136,225	18.1%
Non-package	1,935,226	1,745,043	2,229,923	2,675,841	445,917	20.0%
Inbound Tourists	2,753,239	2,286,597	2,981,476	3,563,618	582,142	19.5%

Tourist Expenditure by Source Market

January to December €000s	2019	2022	2023	2024	% Change 2024/2023	Per Capita	Per Night
Australia	74,823	35,427	87,680	85,535	-2.4%	1,597	176
Austria	27,622	31,803	47,032	55,120	17.2%	872	153
Belgium	51,517	48,380	61,459	75,972	23.6%	924	151
France	192,285	223,683	261,581	281,066	7.4%	951	132
Germany	175,592	167,600	220,609	258,797	17.3%	1,040	144
Hungary	21,639	20,726	32,582	44,166	35.6%	653	122
Ireland	46,144	38,839	48,778	65,084	33.4%	1,092	157
Italy	236,400	248,537	338,114	394,599	16.7%	640	118
Netherlands	46,880	56,176	64,927	91,456	40.9%	1,093	160
Poland	69,433	98,987	126,611	199,602	57.6%	755	128
Nordic countries	112,252	85,039	95,623	108,916	13.9%	1,129	153
Spain	76,015	68,795	86,847	102,545	18.1%	776	127
Switzerland	50,585	49,905	67,025	76,181	13.7%	1,123	173
United Kingdom	514,388	417,508	541,095	748,149	38.3%	1,062	165
USA	58,579	58,259	80,527	91,266	13.3%	1,374	245
Other	466,473	362,877	514,386	613,037	19.2%	927	135
Total	2,220,627	2,012,540	2,674,877	3,291,490	23.1%	924	144

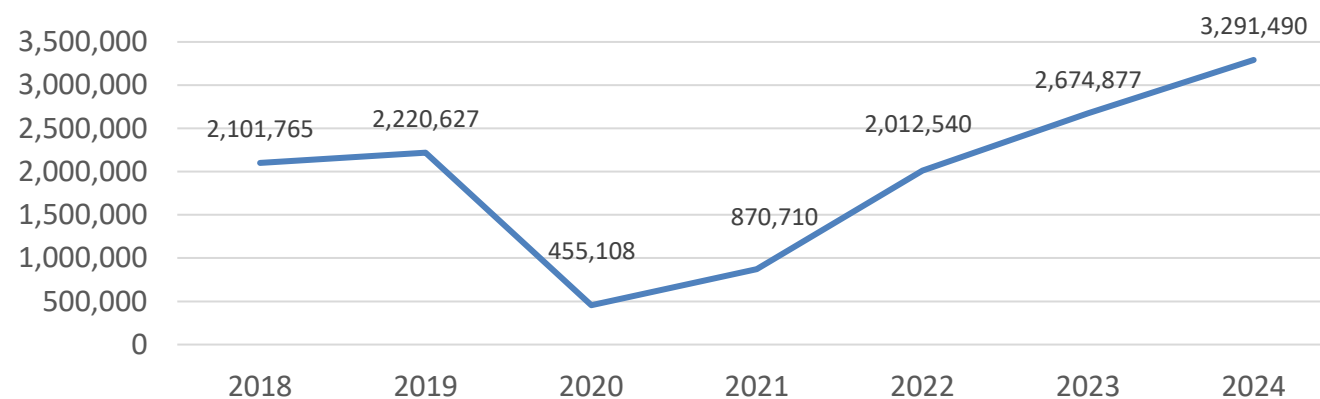
Total Expenditure
Jan-Dec 2024
€3.3 billion

Total tourist
expenditure
exceeded 2023
figures by 23.1%.

Tourist Expenditure, January - December 2024

January - December	Package	Non-package			Total € 000	Per capita €	Per night €
		Non-package Air/sea fares	Non-package Accommodation	Other			
2019	558,740	396,951	453,347	811,589	2,220,627	807	115
2022	414,294	329,664	478,323	790,259	2,012,540	880	121
2023	607,322	476,700	615,173	975,682	2,674,877	897	132
2024	758,693	568,136	758,881	1,205,780	3,291,490	924	144
%Change 2024/2023	24.9%	19.2%	23.4%	23.6%	23.1%	3.0%	8.9%

Total Tourist Expenditure (€000s)



Total tourist expenditure amounted to **€3.3 billion, an increase of 23.1%** when compared to January to December 2023.

Expenditure per capita increased from **€897 to €924**.