



**LOCAL TOURISM PERFORMANCE**  
**NOVEMBER 2024**

16<sup>th</sup> January 2025



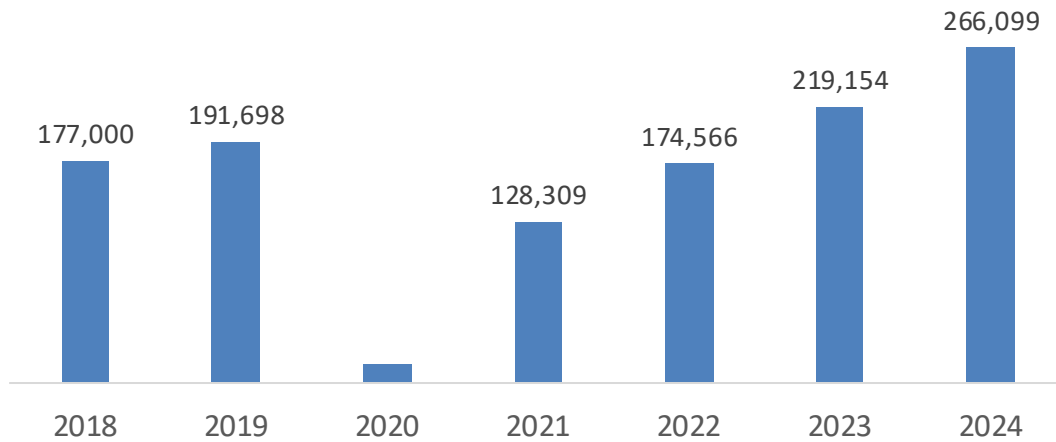
**Malta**  
Tourism Authority

# Summary of Performance

	November 2019	November 2022	November 2023	November 2024	Change 2024/2023	% Change 2024/2023
Total inbound visitors (including overnight cruise passengers)	191,698	174,566	219,154	266,099	46,946	21.4%
Inbound tourists (excluding overnight cruise passengers)	191,110	174,460	217,861	262,896	45,036	20.7%
Guest nights	1,209,292	1,203,802	1,384,060	1,708,769	324,709	23.5%
Average length of stay (nights)	6.3	6.9	6.4	6.5	0.1	2.3%
Total expenditure (€000)	136,216	144,154	178,441	241,035	62,593	35.1%

# Inbound Tourism November 2024

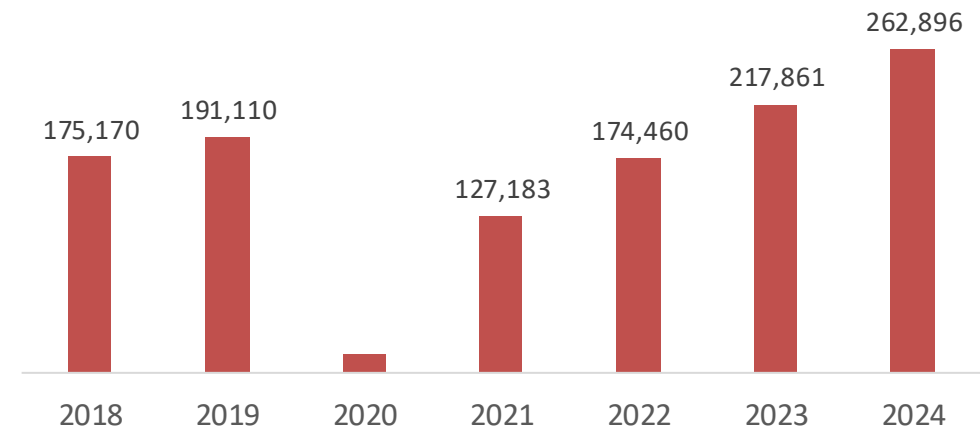
Total Inbound Visitors



**266,099 visitors**

**+21.4% over 2023**

Total Inbound Tourists



**262,896 tourists**

**+20.7% over 2023**

Note: Total inbound visitors include overnight cruise passengers.

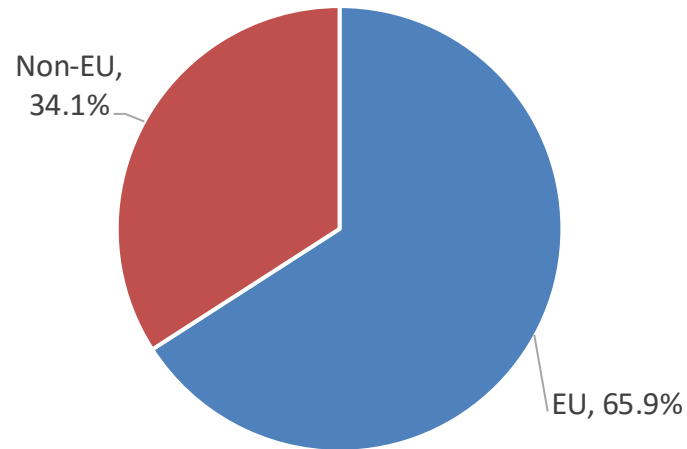
# Performance of Main Source Markets

November	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023	Market Share 2024
France	14,235	18,641	14,678	14,179	-499	-3.4%	5.4%
Germany	17,710	14,736	19,584	19,729	145	0.7%	7.5%
Italy	22,294	23,866	28,213	33,441	5,228	18.5%	12.7%
Poland	8,142	12,099	18,039	28,024	9,985	55.4%	10.7%
Spain	8,137	5,634	7,477	8,151	674	9.0%	3.1%
United Kingdom	45,474	31,517	40,421	54,078	13,656	33.8%	20.6%
<b>Total</b>	<b>191,110</b>	<b>174,460</b>	<b>217,861</b>	<b>262,896</b>	<b>45,036</b>	<b>20.7%</b>	<b>100.0%</b>

- UK ranked as the largest source market with a share of 20.6%.
- Italy ranked second with a share of 12.7%, while Poland ranked third with a share of 10.7%.
- Germany, Italy, Poland and UK registered a record month in inbound figures when compared to the same month of previous years.

# EU and Non-EU Markets November 2024

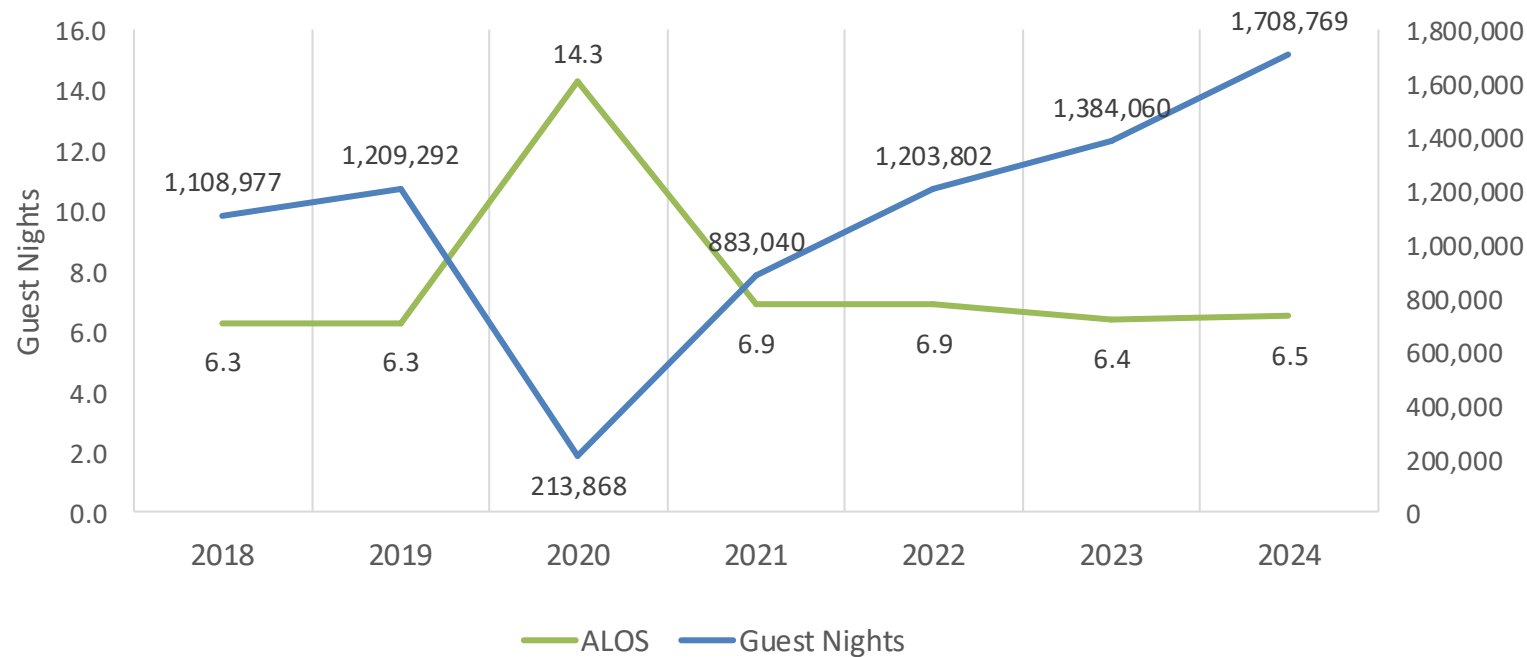
Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Markets:						
<b>EU</b>	<b>161,825</b>	<b>119,904</b>	<b>145,027</b>	<b>173,145</b>	28,118	19.4%
of which: Euro area	92,173	92,126	108,499	124,901	16,402	15.1%
<b>Non-EU</b>	<b>29,285</b>	<b>54,556</b>	<b>72,834</b>	<b>89,752</b>	16,918	23.2%
<b>Inbound Tourists</b>	<b>191,110</b>	<b>174,460</b>	<b>217,861</b>	<b>262,896</b>	<b>45,036</b>	<b>20.7%</b>

# Guest Nights and Average Length of Stay November 2024

Guest Nights and Average Length of Stay



## Guest nights

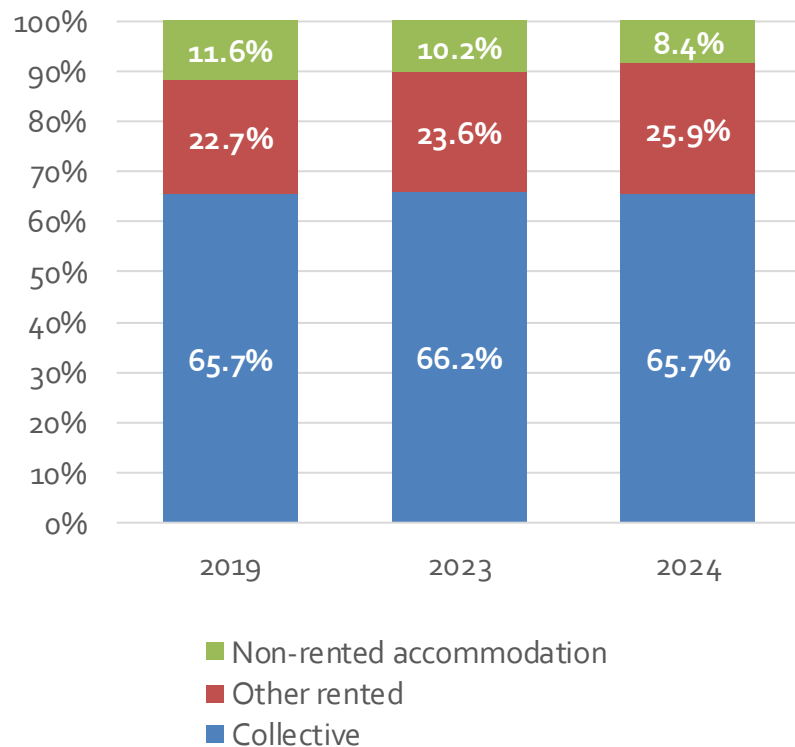
- 1,708,769 nights
- +23.5% compared to November 2023

## Average length of stay

- 6.5 nights
- +0.1 nights compared to November 2023

# Inbound Tourists by Type of Accommodation Used November 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
<b>Rented accommodation</b>	<b>168,938</b>	<b>153,432</b>	<b>195,699</b>	<b>240,799</b>	<b>45,100</b>	<b>23.0%</b>
Collective	125,583	119,220	144,223	172,712	28,489	19.8%
Other rented	43,355	34,212	51,476	68,087	16,611	32.3%
<b>Non-rented accommodation</b>	<b>22,172</b>	<b>21,028</b>	<b>22,162</b>	<b>22,097</b>	<b>-64</b>	<b>-0.3%</b>
<b>Total tourists</b>	<b>191,110</b>	<b>174,460</b>	<b>217,861</b>	<b>262,896</b>	<b>45,036</b>	<b>20.7%</b>

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



**Collective accommodation** 55.7%  
(5.5 nights)



**Other rented accommodation** 34.1%  
(8.6 nights)



**Non-rented accommodation** 10.2%  
(7.9 nights)





CUMULATIVE  
PERFORMANCE

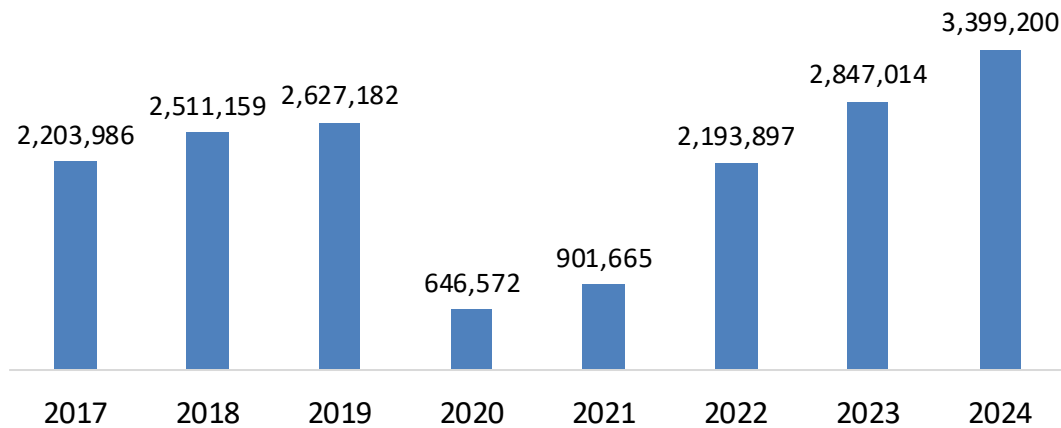
JANUARY TO  
NOVEMBER 2024

# Summary of Performance

	Jan-Nov 2019	Jan-Nov 2022	Jan-Nov 2023	Jan-Nov 2024	Change 2024/2023	% Change 2024/2023
Total inbound visitors (including overnight cruise passengers)	2,627,182	2,193,897	2,847,014	3,399,200	552,185	19.4%
Inbound tourists (excluding overnight cruise passengers)	2,608,533	2,150,174	2,821,896	3,371,249	549,352	19.5%
Guest nights	18,336,997	15,641,023	19,221,685	21,698,768	2,477,083	12.9%
Average length of stay (nights)	7.0	7.3	6.8	6.4	-0.4	-5.5%
Total expenditure (€000)	2,122,368	1,911,036	2,557,859	3,150,775	592,917	23.2%

# Inbound Tourism January to November 2024

Total Inbound Visitors

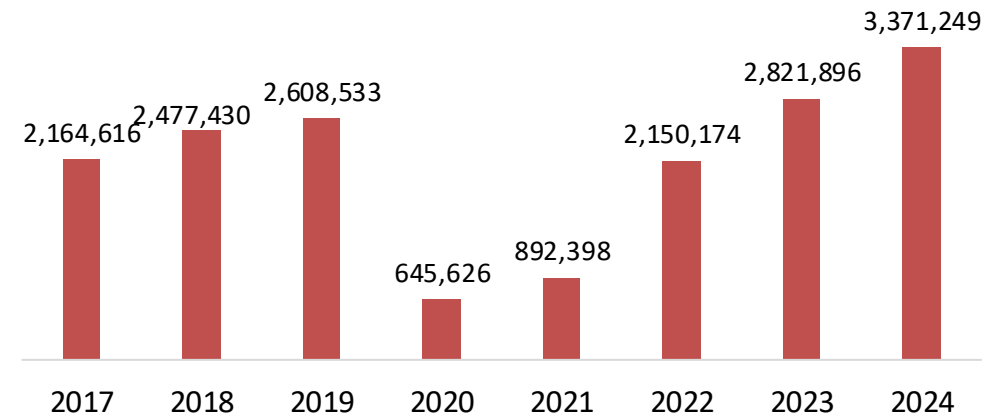


**3.40 million visitors**

**+19.4% over 2023**

Note: Total inbound visitors include overnight cruise passengers.

Total Inbound Tourists



**3.37 million tourists**

**+19.5% over 2023**

Note: Inbound tourists exclude overnight cruise passengers.

# Inbound Tourists by Source Market

January to November	2019	2022	2023	2024	Abs. Chg. 2024/2023	% Chg. 2024/2023	Market Share 2024
Australia	48,164	19,289	52,736	52,305	-430	-0.8%	1.6%
Austria	32,247	34,730	50,091	60,724	10,633	21.2%	1.8%
Belgium	67,002	52,540	61,593	77,787	16,195	26.3%	2.3%
France	227,631	245,411	277,419	285,593	8,174	2.9%	8.5%
Germany	201,348	161,128	207,425	236,735	29,310	14.1%	7.0%
Hungary	36,161	34,278	46,812	63,943	17,131	36.6%	1.9%
Ireland	50,696	34,940	45,378	55,102	9,724	21.4%	1.6%
Italy	371,917	376,054	528,532	587,158	58,626	11.1%	17.4%
Netherlands	56,758	55,394	59,623	80,012	20,389	34.2%	2.4%
Poland	97,226	131,348	148,995	237,186	88,191	59.2%	7.0%
Nordic countries	119,221	72,380	83,628	91,154	7,527	9.0%	2.7%
Spain	108,917	81,194	108,641	122,919	14,278	13.1%	3.6%
Switzerland	46,696	38,702 <sup>u</sup>	55,274	65,587	10,313	18.7%	1.9%
United Kingdom	616,928	402,285	508,600	667,019	158,419	31.1%	19.8%
USA	47,283	38,012	52,249	63,144	10,895	20.9%	1.9%
Other	480,338	372,487	534,899	624,878	89,979	16.8%	18.5%
<b>Total</b>	<b>2,608,533</b>	<b>2,150,174</b>	<b>2,821,896</b>	<b>3,371,249</b>	<b>549,352</b>	<b>19.5%</b>	<b>100.0%</b>

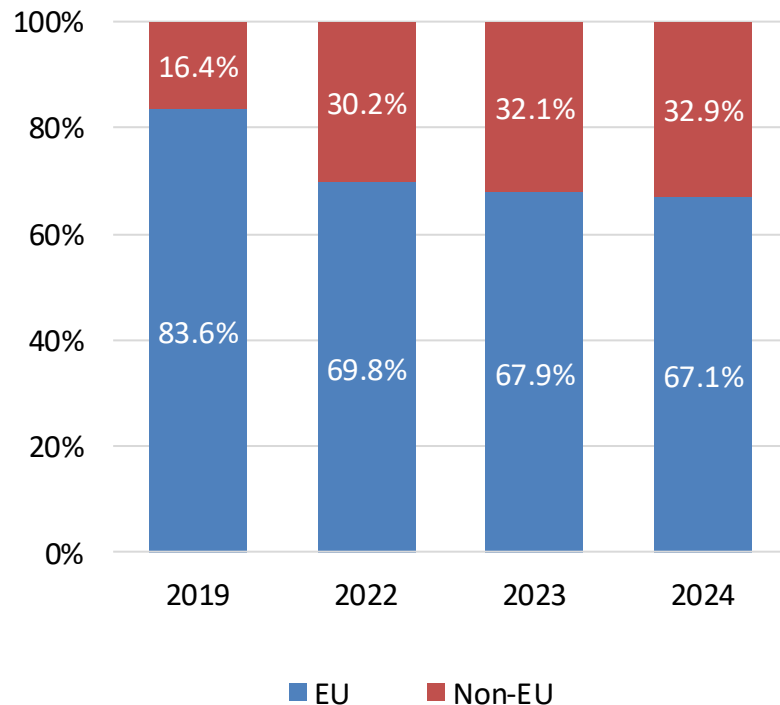
**During January to November 2024**, the top source markets were:

1. UK (19.8%)
2. Italy (17.4%)
3. France (8.5%)
4. Poland (7.0%)
5. Germany (7.0%)
6. Spain (3.6%)

<sup>u</sup>: Unreliable - less than 20 sample observations.

# EU and Non-EU Markets January to November 2024

Share of EU and Non-EU Tourists

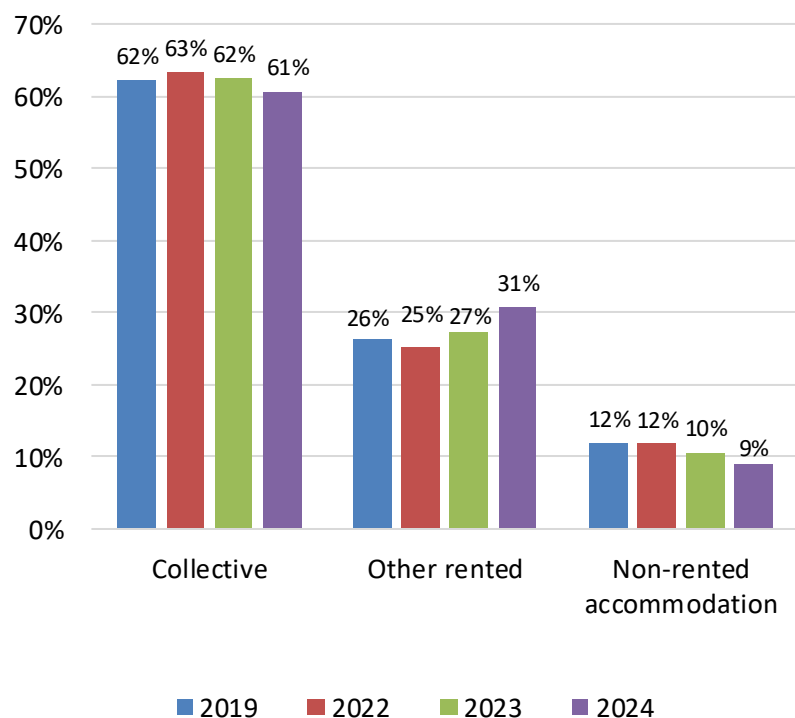


Inbound Tourists	2019	2022	2023	2024	Abs Change 2024/2023	% Change 2024/2023
Markets:						
<b>EU</b>	<b>2,180,912</b>	<b>1,501,703</b>	<b>1,915,529</b>	<b>2,261,180</b>	<b>345,651</b>	<b>18.0%</b>
of which: Euro area	1,264,784	1,186,866	1,556,437	1,778,670	222,234	14.3%
<b>Non-EU</b>	<b>427,621</b>	<b>648,471</b>	<b>906,368</b>	<b>1,110,069</b>	<b>203,701</b>	<b>22.5%</b>
<b>Inbound Tourists</b>	<b>2,608,533</b>	<b>2,150,174</b>	<b>2,821,896</b>	<b>3,371,249</b>	<b>549,352</b>	<b>19.5%</b>

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 November 2024

Share of Inbound Tourists by Type of Accommodation Used



Inbound Tourists	2019	2022	2023	2024	Abs Change 2024/2023	% Change 2024/2023
<b>Rented accommodation</b>	<b>2,300,712</b>	<b>1,899,147</b>	<b>2,526,668</b>	<b>3,073,051</b>	<b>546,383</b>	<b>21.6%</b>
Collective	1,619,981	1,358,423	1,758,804	2,040,669	281,865	16.0%
Other rented	680,730	540,724	767,864	1,032,382	264,518	34.4%
<b>Non-rented accommodation</b>	<b>307,822</b>	<b>251,027</b>	<b>295,228</b>	<b>298,198</b>	<b>2,970</b>	<b>1.0%</b>
<b>Total tourists</b>	<b>2,608,533</b>	<b>2,150,174</b>	<b>2,821,896</b>	<b>3,371,249</b>	<b>549,352</b>	<b>19.5%</b>

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

87.3% out of total nights were spent in rented accommodation.

With an average length of stay of 5.6 nights, 52.5% 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 9.3 nights.



**Collective accommodation** 52.5%  
( 5.6 nights)



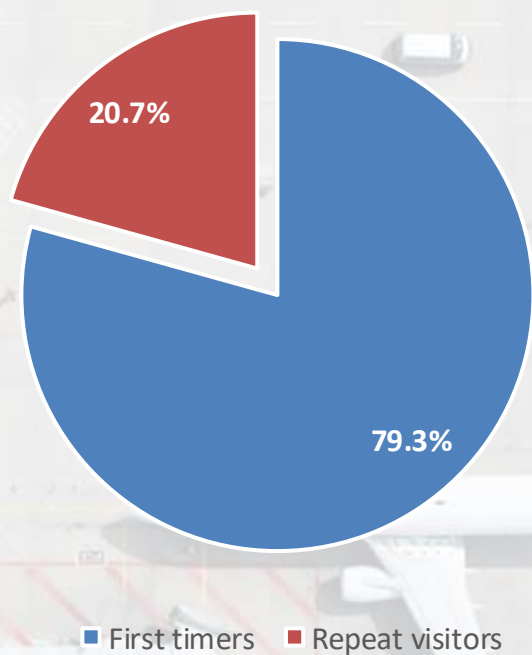
**Other rented accommodation** 34.8 %  
( 7.3 nights)



**Non-rented accommodation** 12.7%  
( 9.3 nights)

# Frequency of Visit

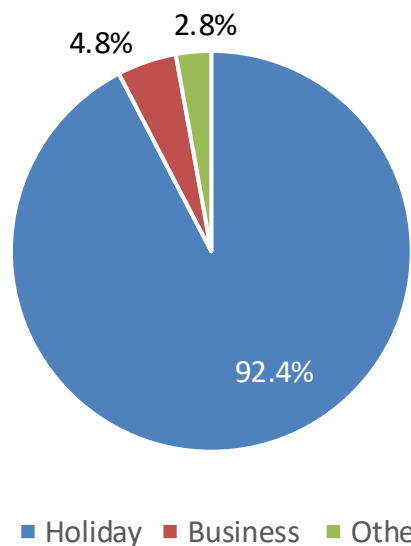
Frequency of Visit  
January-November 2024



Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
<b>Frequency:</b>						
<b>First-time tourists</b>	<b>1,957,647</b>	<b>1,623,319</b>	<b>2,192,217</b>	<b>2,674,072</b>	<b>481,855</b>	<b>22.0%</b>
<b>Repeat tourists</b>	<b>650,887</b>	<b>526,855</b>	<b>629,679</b>	<b>697,177</b>	<b>67,498</b>	<b>10.7%</b>
once a year or less	486,117	390,070	474,201	539,797	65,596	13.8%
more than once a year	164,770	136,785	155,478	157,380	1,902	1.2%
<b>Inbound Tourists</b>	<b>2,608,533</b>	<b>2,150,174</b>	<b>2,821,896</b>	<b>3,371,249</b>	<b>549,352</b>	<b>19.5%</b>



## Purpose of Visit January-November 2024



# Purpose of Visit

Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
<b>Purpose of Visit:</b>						
<b>Holiday</b>	<b>2,324,425</b>	<b>1,922,486</b>	<b>2,565,732</b>	<b>3,113,699</b>	<b>547,967</b>	<b>21.4%</b>
Business and professional	174,670	141,261	147,578	161,761	14,182	9.6%
Other	109,438	86,426	108,586	95,790	-12,796	-11.8%
<b>Inbound Tourists</b>	<b>2,608,533</b>	<b>2,150,174</b>	<b>2,821,896</b>	<b>3,371,249</b>	<b>549,352</b>	<b>19.5%</b>

# Gozo and Comino Visitors January to November 2024

Gozo and Comino visitors	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
<b>Tourists visiting Gozo and Comino</b>	<b>1,275,740</b>	<b>1,655,421</b>	<b>1,959,850</b>	<b>304,429</b>	<b>18.4%</b>
Same-day visitors	1,150,395	1,500,271	1,783,588	283,317	18.9%
Overnight visitors	125,345	155,150	176,262	21,112	13.6%

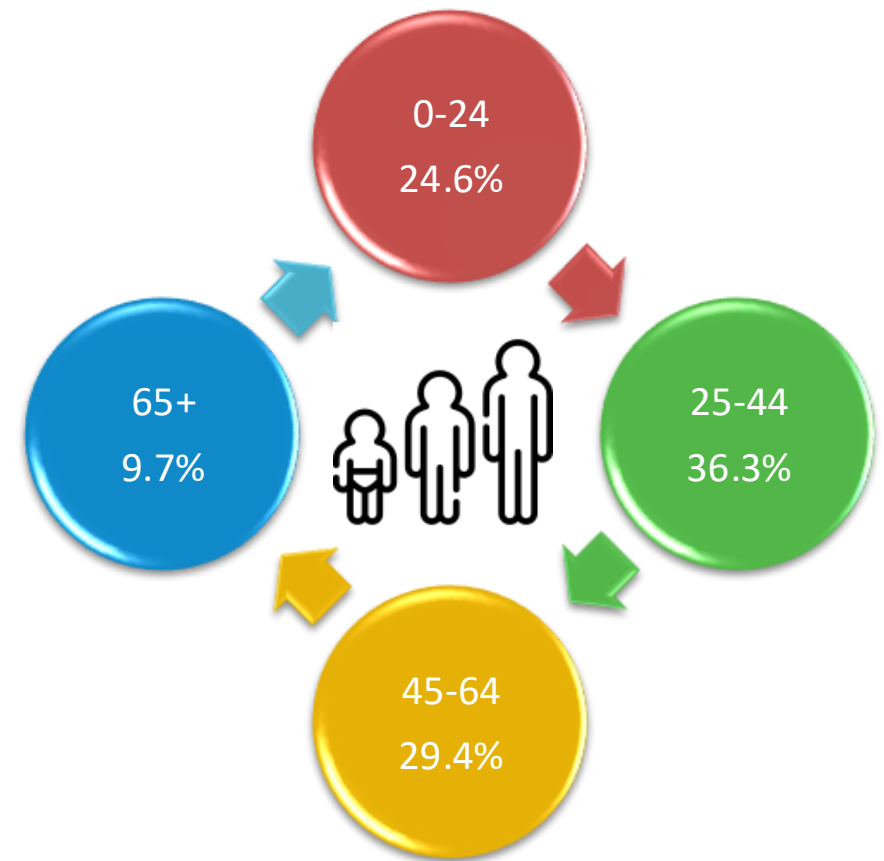


58.1% out of total inbound tourists visited Gozo and Comino



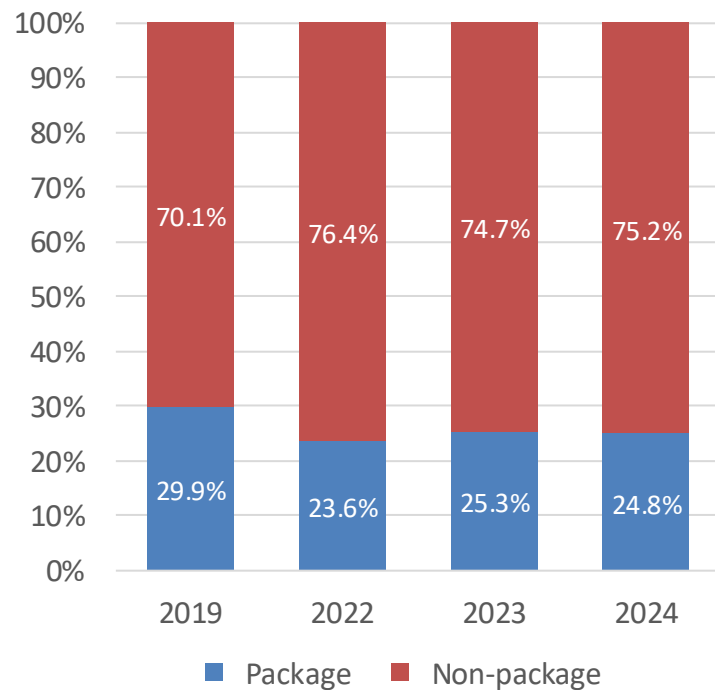
# Age Diversification – January-November 2024

Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
<b>Age Group:</b>						
0-24	522,442	517,865	633,898	828,672	194,774	30.7%
25-44	1,042,355	853,703	1,094,842	1,224,970	130,128	11.9%
45-64	779,906	600,725	837,195	991,021	153,826	18.4%
65 or more	263,830	177,881	255,962	326,586	70,624	27.6%
<b>Inbound Tourists</b>	<b>2,608,533</b>	<b>2,150,174</b>	<b>2,821,896</b>	<b>3,371,249</b>	<b>549,352</b>	<b>19.5%</b>



# Organisation of Stay – January-November 2024

Share of Package and Non-Package Tourists



Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
<b>Organisation of stay:</b>						
Package	779,034	506,466	713,810	837,679	123,868	17.4%
Non-package	1,829,499	1,643,708	2,108,086	2,533,570	425,484	20.2%
<b>Inbound Tourists</b>	<b>2,608,533</b>	<b>2,150,174</b>	<b>2,821,896</b>	<b>3,371,249</b>	<b>549,352</b>	<b>19.5%</b>

# Tourist Expenditure by Source Market

January to November €000s	2019	2022	2023	2024	% Change 2024/2023	Per Capita	Per Night
Australia	72,079	34,114	86,987	82,879	-4.7%	1,585	176
Austria	26,830	30,095	45,941	53,371	16.2%	879	153
Belgium	49,380	46,118	58,974	73,036	23.8%	939	153
France	184,623	212,792	253,123	271,439	7.2%	950	134
Germany	168,503	161,364	211,373	248,143	17.4%	1,048	146
Hungary	20,763	19,990	31,220	42,541	36.3%	665	122
Ireland	44,747	36,881	47,295	61,446	29.9%	1,115	158
Italy	225,762	237,131	326,330	380,390	16.6%	648	120
Netherlands	44,762	53,264	60,848	88,297	45.1%	1,104	160
Poland	65,908	92,452	116,219	183,055	57.5%	772	128
Nordic countries	108,196	81,682	92,281	103,857	12.5%	1,139	153
Spain	72,142	64,350	82,894	95,603	15.3%	778	128
Switzerland	48,720	47,738	62,999	74,015	17.5%	1,129	172
United Kingdom	493,303	399,408	517,048	718,313	38.9%	1,077	168
USA	54,652	54,338	76,806	87,269	13.6%	1,382	247
Other	441,997	339,321	487,520	587,122	20.4%	940	136
<b>Total</b>	<b>2,122,368</b>	<b>1,911,036</b>	<b>2,557,859</b>	<b>3,150,775</b>	<b>23.2%</b>	<b>935</b>	<b>145</b>

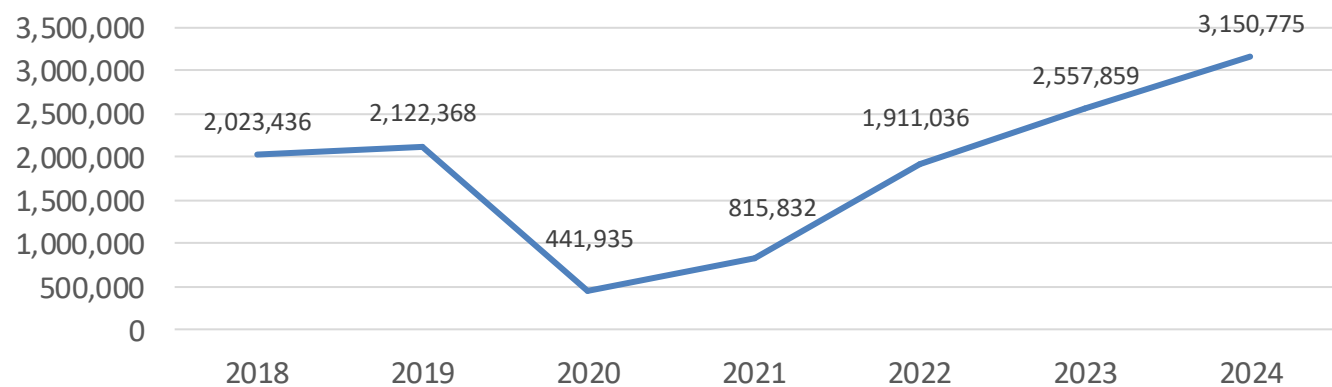
Total Expenditure  
Jan-Nov  
€3.2 billion

Total tourist  
expenditure  
exceeded 2023  
figures by 23.2%.

# Tourist Expenditure, January - November 2024

January - November	Package	Non-package			Total € 000	Per capita €	Per night €
		Non-package Air/sea fares	Non-package Accommodation	Other			
2019	537,979	376,643	434,000	773,746	2,122,368	814	116
2022	394,172	312,109	454,489	750,266	1,911,036	889	122
2023	583,042	456,127	589,763	928,926	2,557,859	906	133
2024	726,360	542,351	731,548	1,150,517	3,150,775	935	145
<b>%Change 2024/2023</b>	24.6%	18.9%	24.0%	23.9%	23.2%	3.1%	9.1%

Total Tourist Expenditure (€000s)



Total tourist expenditure amounted to **€3.2 billion, an increase of 23.2%** when compared to January to November 2023.

Expenditure per capita increased from €906 to €935.