



LOCAL TOURISM PERFORMANCE JANUARY 2025

17th March 2025

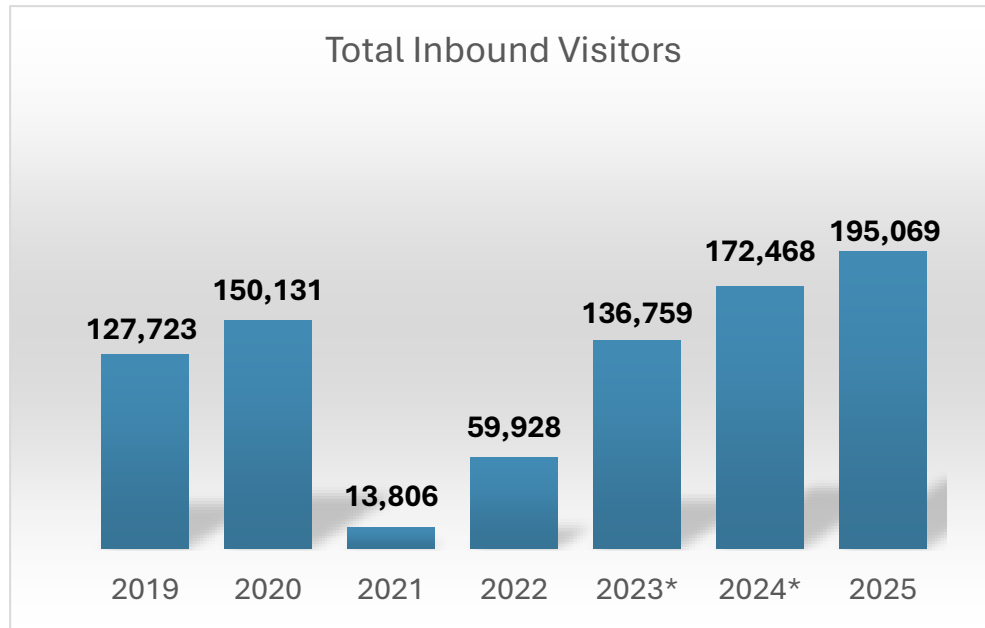


Summary of Performance

	Jan 2019	Jan 2023*	Jan 2024*	Jan 2025	Change 2025/2024	% Change 2025/2024
Total inbound visitors (including overnight cruise passengers)	127,723	136,759	172,468	195,069	22,601	13.1%
Inbound tourists (excluding overnight cruise passengers)	127,723	136,759	172,468	194,157	21,689	12.6%
Guest nights	912,439	1,036,536	1,013,261	1,128,652	115,390	11.4%
Average length of stay (nights)	7.1	7.6	5.9	5.8	-0.1	-1.1%
Total expenditure (€000)	84,687	99,454	110,178	142,583	32,405	29.4%

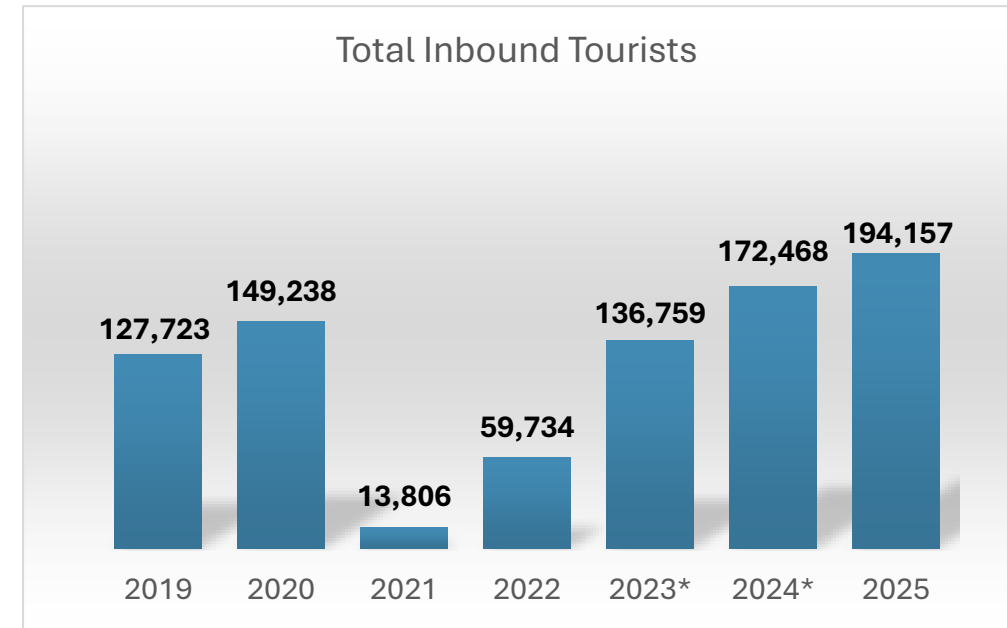
*Jan 2023 and Jan 2024 figures have been revised.

Inbound Tourism



195,069 inbound tourists

+13.1% over 2024



194,157 inbound tourists

+12.6% over 2024

Note: Total inbound visitors include overnight cruise passengers.

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January 2025

Performance of Main Source Markets

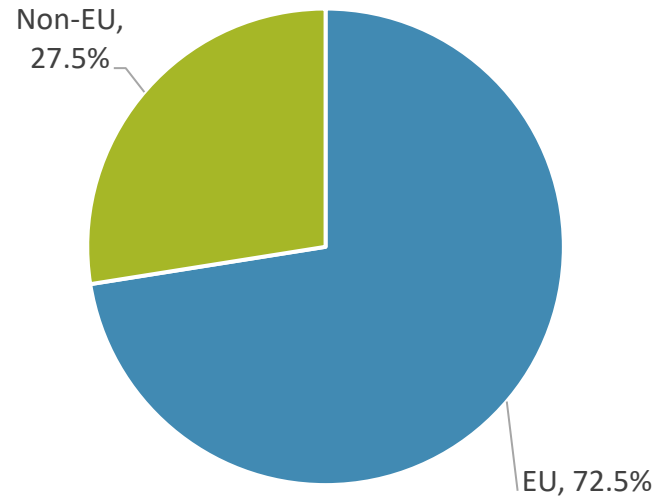
January	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024	Market Share 2025
France	7,793	10,802	11,070	11,056	-14	-0.1%	5.7%
Germany	11,462	9,105	12,197	12,870	672	5.5%	6.6%
Italy	21,894	23,604	30,176	29,223	-953	-3.2%	15.1%
Poland	6,165	12,687	20,829	30,811	9,982	47.9%	15.9%
Spain	6,319	6,028	6,907	7,171	264	3.8%	3.7%
United Kingdom	26,076	21,628	28,532	30,134	1,602	5.6%	15.5%
Total	127,723	136,759	172,468	194,157	21,689	12.6%	100.0%

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- Poland ranked as the largest source market with a share of 15.9%, closely followed by UK and Italy.
- Poland registered a record month in inbound figures.

EU and Non-EU Markets

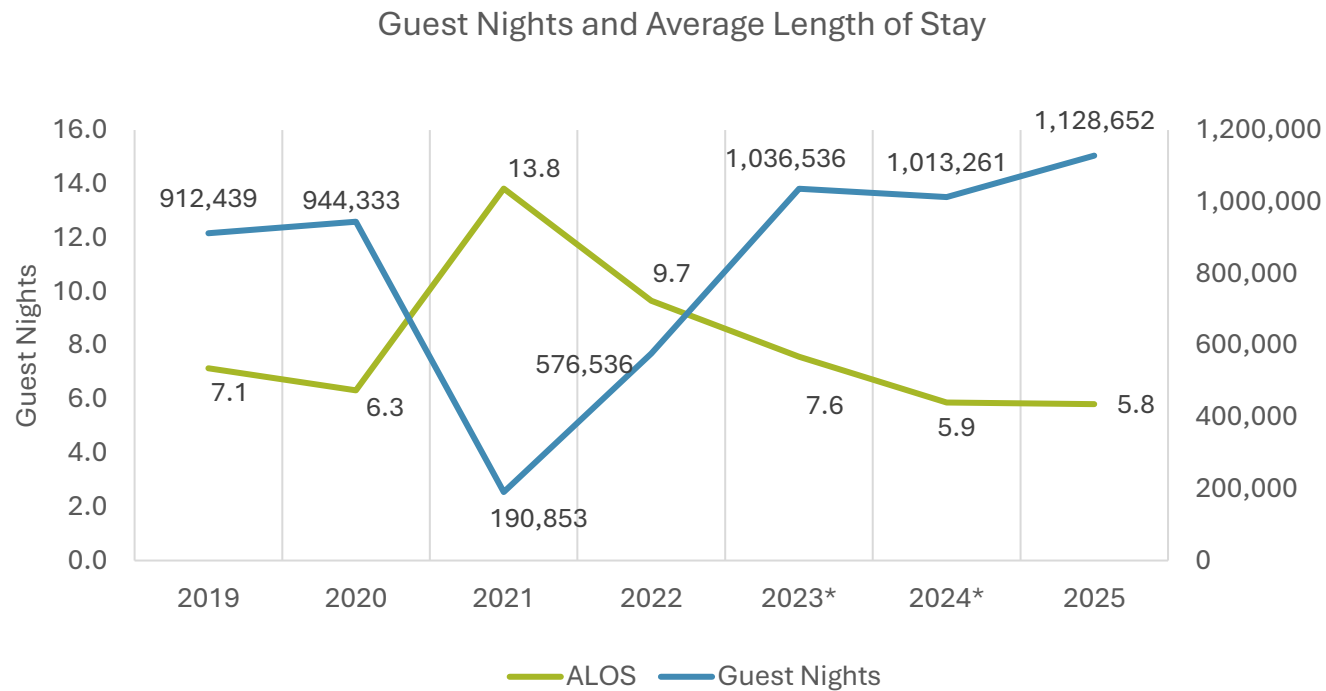
Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Markets:						
EU	106,934	95,545	122,220	140,754	18,533	15.2%
of which: Euro area	65,230	72,046	87,472	94,070	6,598	7.5%
Non-EU	20,788	41,214	50,248	53,404	3,156	6.3%
Inbound Tourists	127,723	136,759	172,468	194,157	21,689	12.6%

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Guest Nights and Average Length of Stay



*Jan 2023 and Jan 2024 figures have been revised

Guest nights

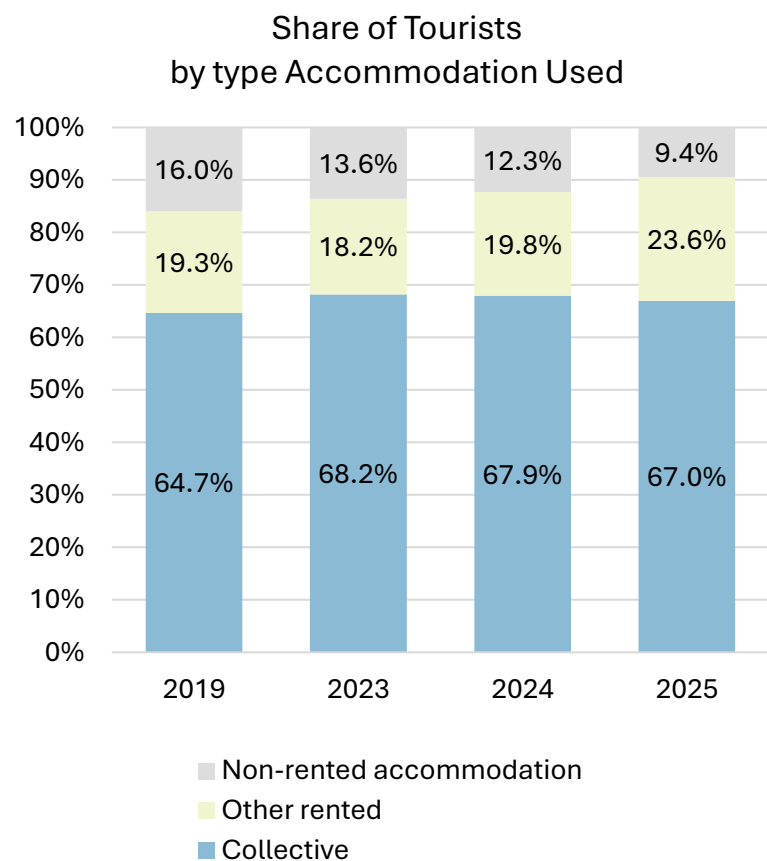
- 1.13 million nights
- +11.4% compared to January 2024

Average length of stay

- 5.8 nights
- -0.1 of a night compared to January 2024

January 2025

Inbound Tourists by Type of Accommodation Used



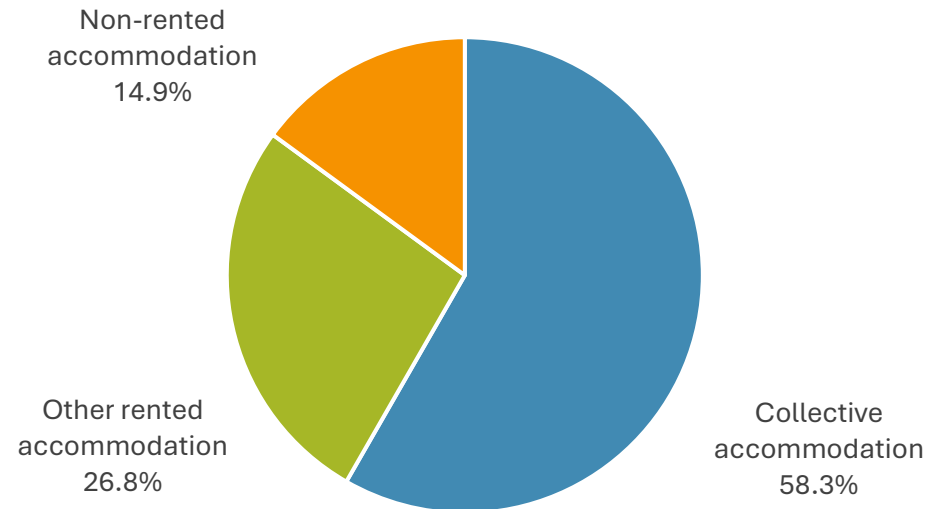
Inbound Tourists by type of accommodation	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Rented accommodation	107,307	118,208	151,231	175,858	24,627	16.3%
Collective	82,610	93,265	117,135	130,006	12,870	11.0%
Other rented	24,698	24,943	34,096	45,853	11,757	34.5%
Non-rented accommodation	20,416	18,551	21,237	18,299	-2,938	-13.8%
Total tourists	127,723	136,759	172,468	194,157	21,689	12.6%

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January 2025

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

5.1 nights



Other rented accommodation

6.6 nights

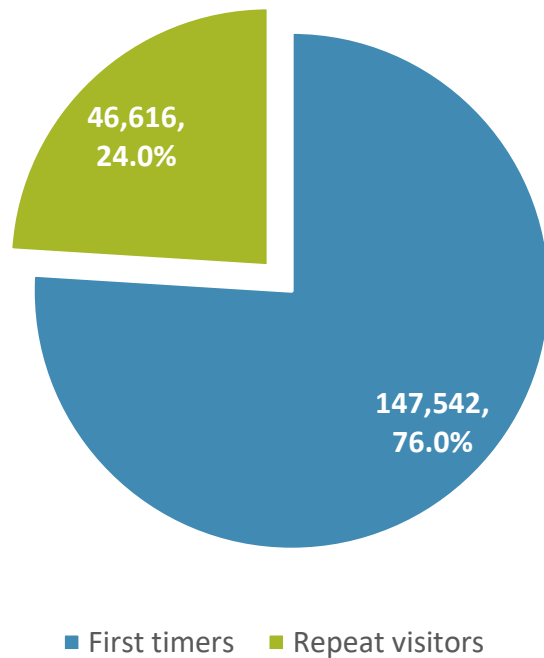


Non-rented accommodation

9.2 nights

Frequency of Visit

Frequency of Visit
January 2025

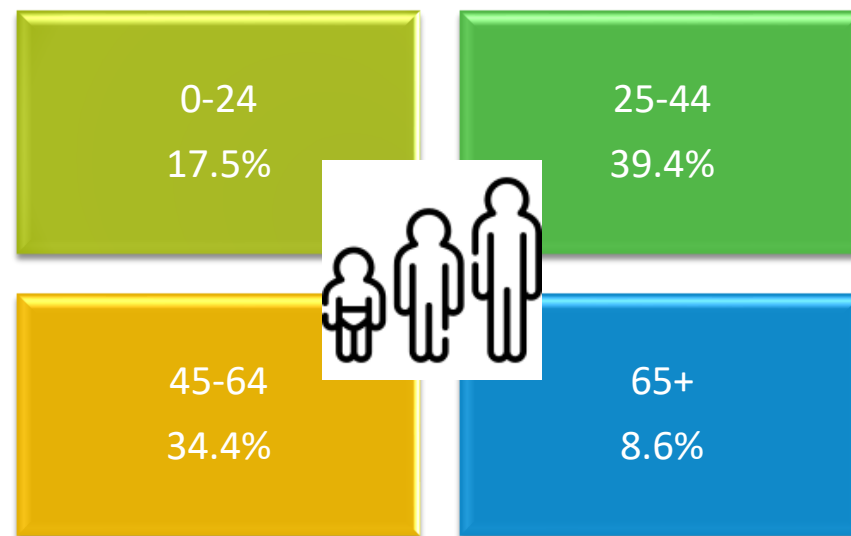


Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Frequency:						
First-time tourists	89,482	101,336	129,449	147,542	18,093	14.0%
Repeat tourists	38,241	35,423	43,019	46,616	3,596	8.4%
once a year or less	25,635	25,179	29,756	35,648	5,892	19.8%
more than once a year	12,606	10,244	13,264	10,968	-2,296	-17.3%
Inbound Tourists	127,723	136,759	172,468	194,157	21,689	12.6%

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Age Diversification

Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Age Group:						
0-24	20,250	24,634	36,657	34,064	-2,593	-7.1%
25-44	52,788	56,204	69,166	76,553	7,387	10.7%
45-64	40,301	42,673	52,383	66,809	14,426	27.5%
65 or more	14,385	13,248	14,263	16,732	2,469	17.3%
Inbound Tourists	127,723	136,759	172,468	194,157	21,689	12.6%

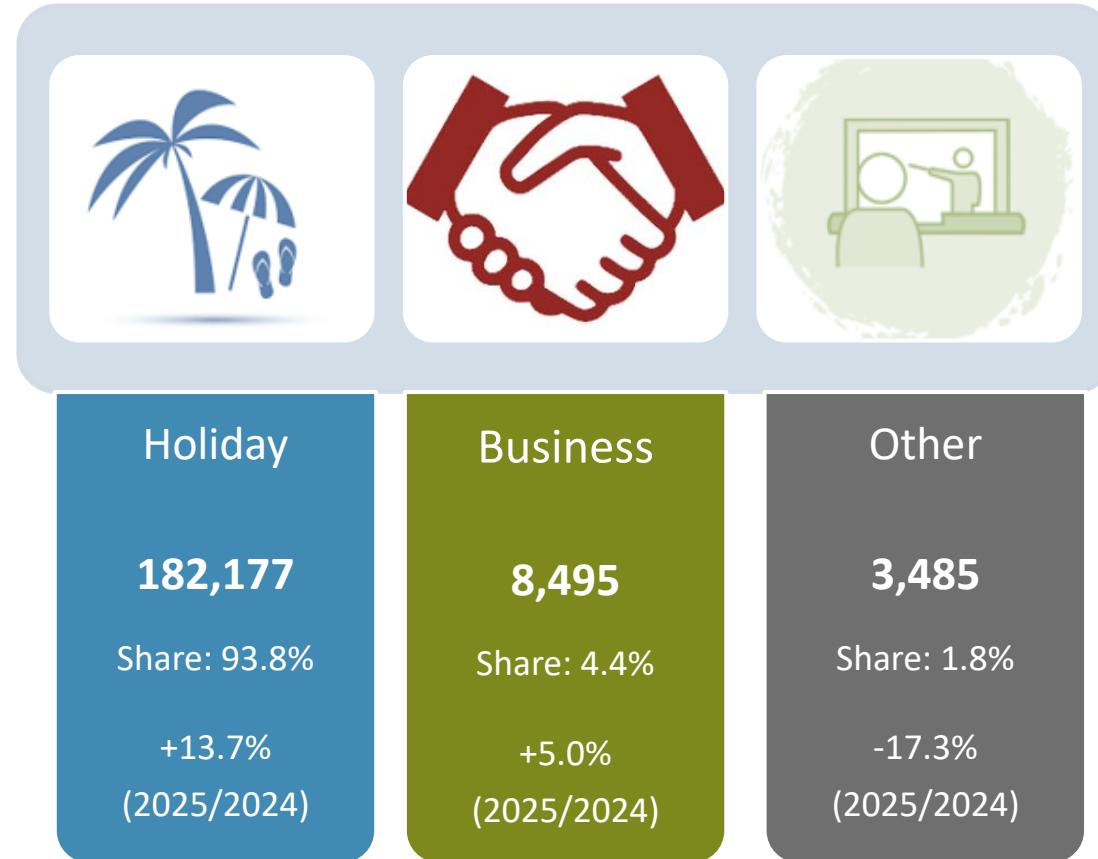


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January 2025



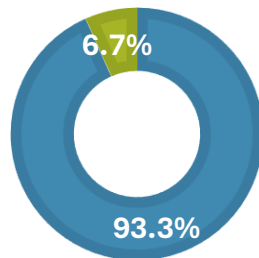
Purpose of Visit



January 2025

Gozo and Comino Visitors

Gozo and Comino visitors	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Tourists visiting Gozo and Comino	60,780	76,115	91,240	15,125	19.9%
Same-day visitors	57,141	70,601	85,149	14,548	20.6%
Overnight visitors	3,639	5,513	6,091	578	10.5%



■ Same-day visitors ■ Overnight visitors

During the month of January, 47% out of total inbound tourists visited Gozo and Comino

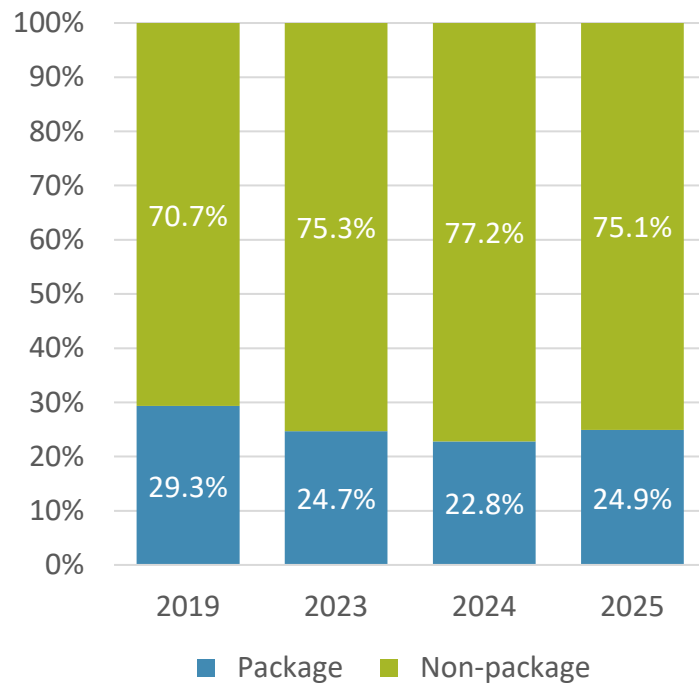
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January 2025



Organisation of Stay

Share of Package and Non-Package Tourists



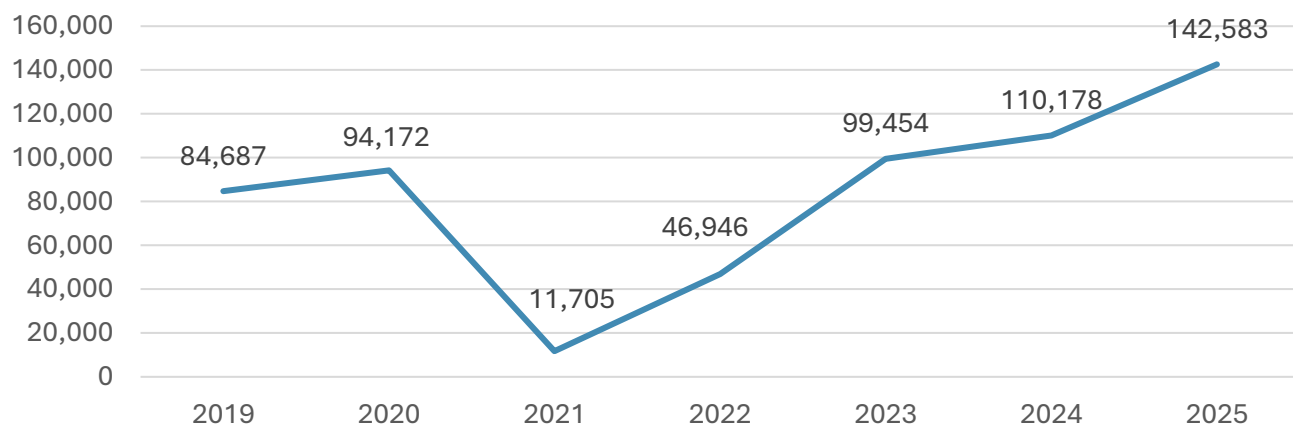
Inbound Tourists	2019	2023*	2024*	2025	Abs. Change 2025/2024	% Change 2025/2024
Organisation of stay:						
Package	37,442	33,767	39,294	48,371	9,076	23.1%
Non-package	90,281	102,992	133,174	145,787	12,613	9.5%
Inbound Tourists	127,723	136,759	172,468	194,157	21,689	12.6%

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Tourist Expenditure

January	Package	Non-package			Total € 000	Per capita €	Per night €
		Non-package Air/sea fares	Non-package Accommodation	Other			
2019	20,615	14,445	13,976	35,651	84,687	663.1	92.8
2023	19,183	16,593	18,884	44,793	99,454	727.2	95.9
2024	21,977	19,242	23,209	45,750	110,178	638.8	108.7
2025	30,092	28,190	28,511	55,790	142,583	734.4	126.3
%Change 2025/2024	36.9%	46.5%	22.8%	21.9%	29.4%	15.0%	16.2%

Total Tourist Expenditure (€000s)



Total tourist expenditure surpassed **€142.6** million, an increase of 29.4% when compared to January 2024.

Expenditure per night increased from € 108.70 to € 126.30.