

Inbound Tourism USA to Malta

Research Unit
Malta Tourism Authority



USA

Overseas Overnight Trips

2018

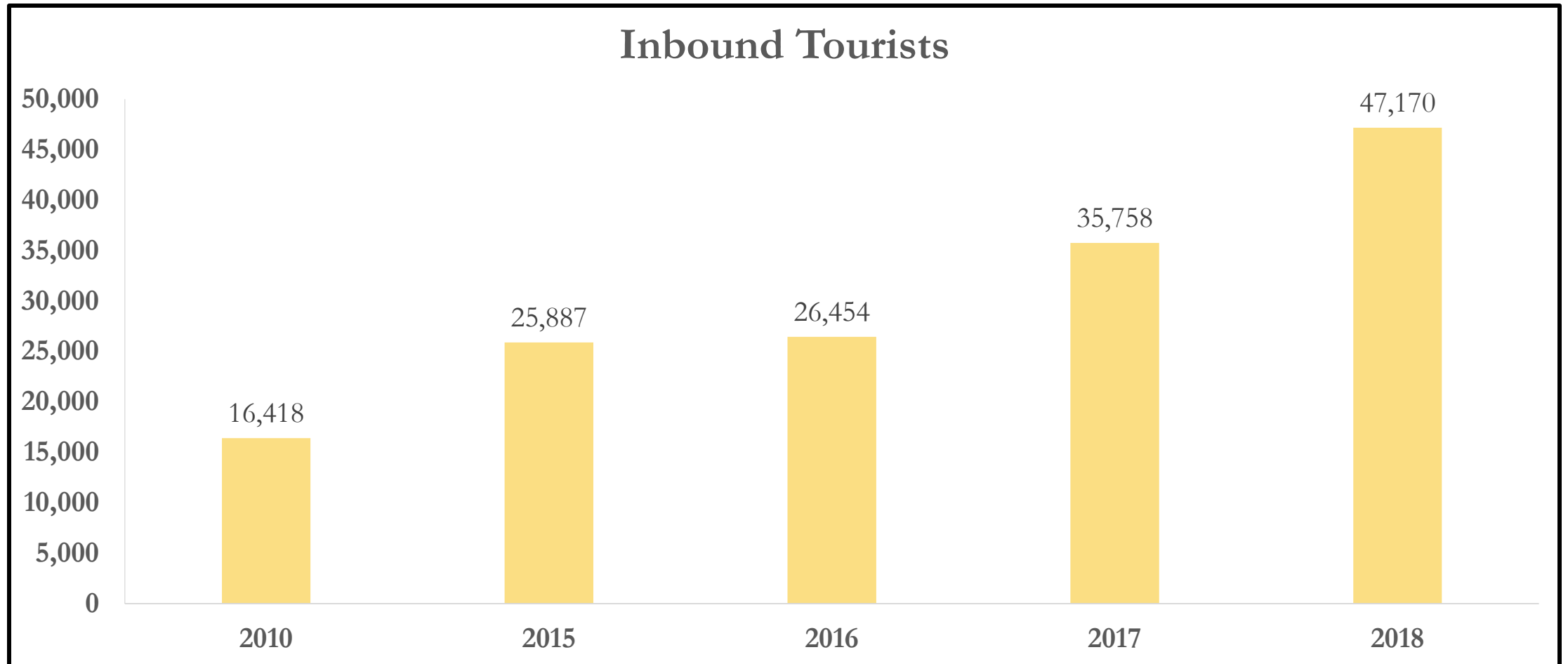
- Total Trips : 94 million
- Air Trips : 52.7 million
- Malta's Share of Air Trips : 0.1%

Inbound Trips to Malta

2018

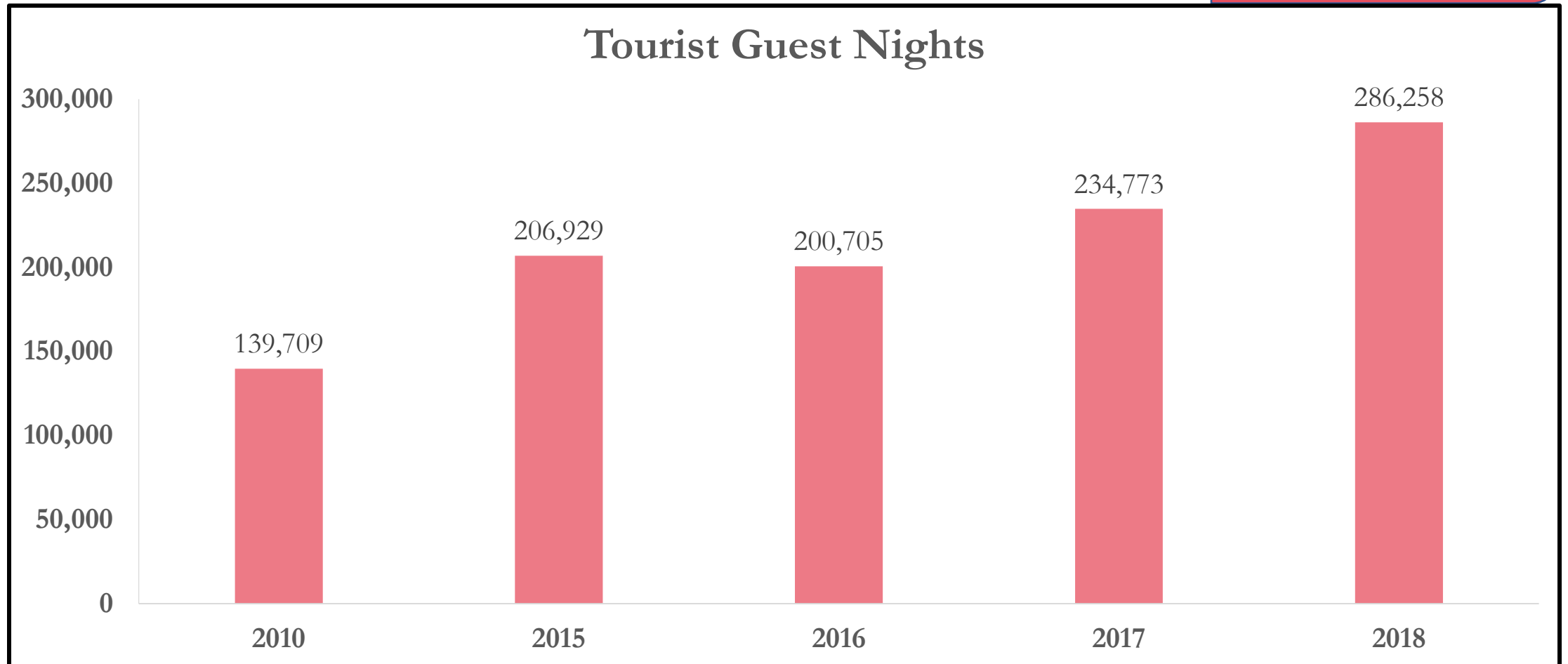
- Total Trips : 47,170
- Romania's Share of Inbound Trips : 1.8%

USA Inbound Tourism

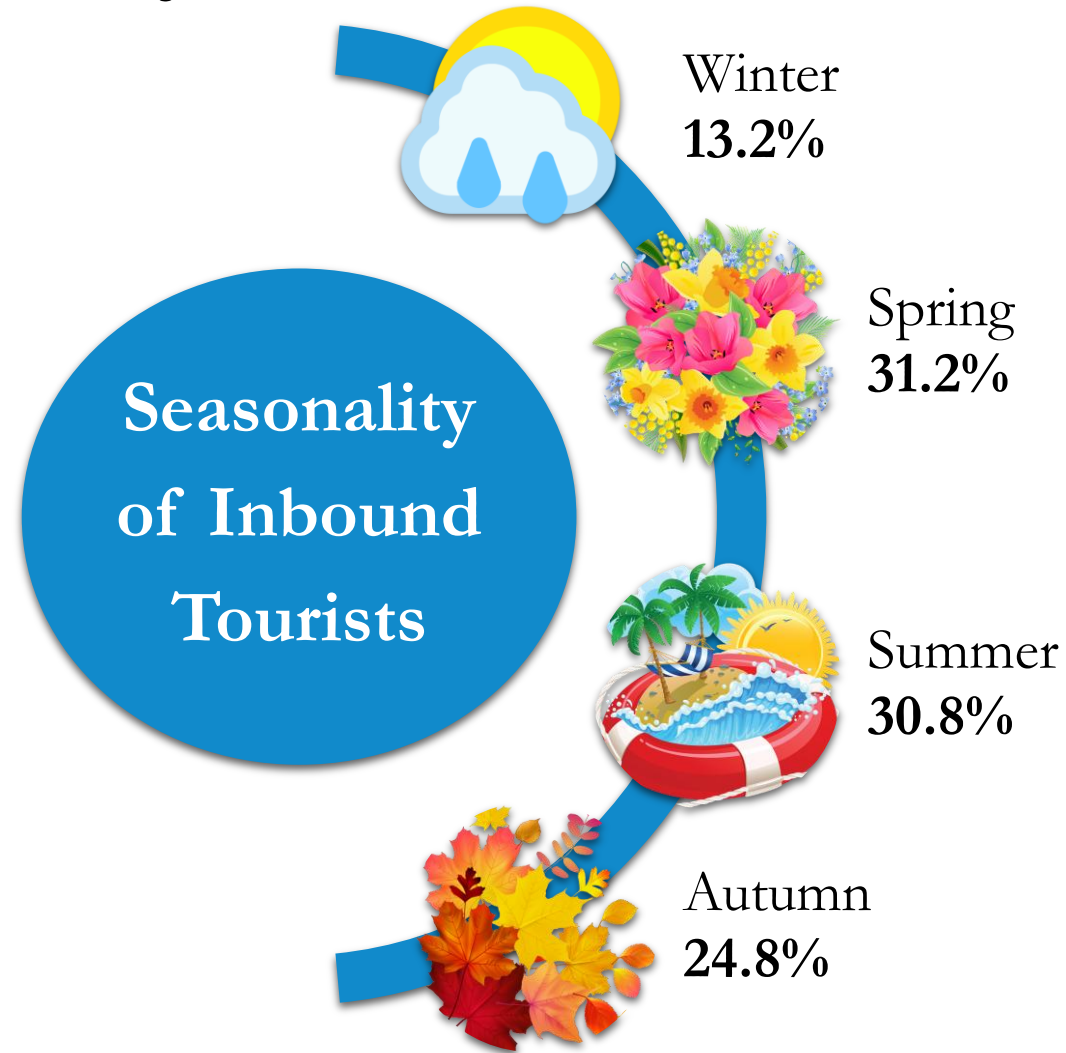


USA Guest Nights

2018
Average length of stay
6.1 nights



USA Seasonality



USA Purpose of Visit



Holiday
76.9%



Business
12.0%



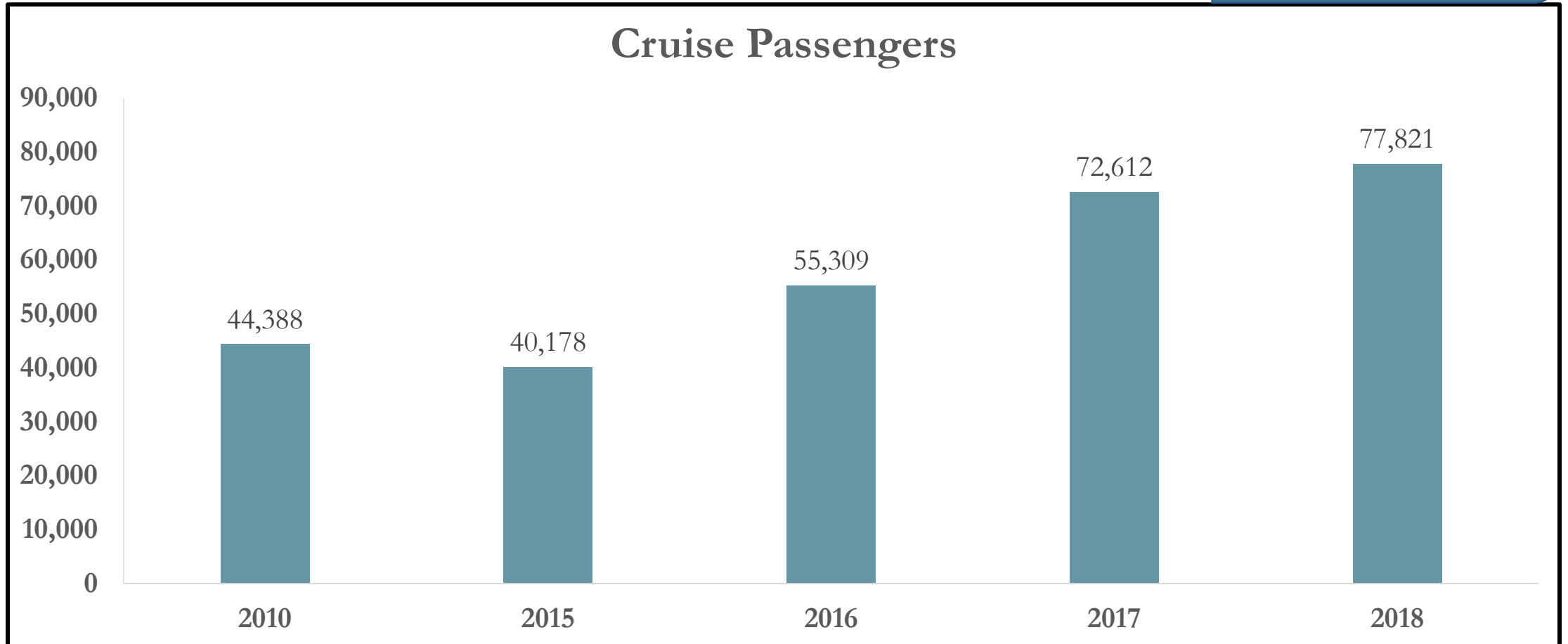
VFR
9.0%



Other
2.1%

USA Cruise Passengers

2018
Market Share
12.3%





Malta
Tourism Authority