

TOURISM IN

Malta



FACTS & FIGURES
2022



Malta
Tourism Authority

INTRODUCTION

This publication summarises the key tourism figures for Malta and gives an overview of Malta's tourism performance in 2022. For comparative purposes, figures for 2019 (pre-pandemic) and 2021 are also included. The report is based on official tourism figures published by UNWTO, Eurostat and NSO, and research findings emerging from surveys carried out by Malta Tourism Authority's Research Unit.

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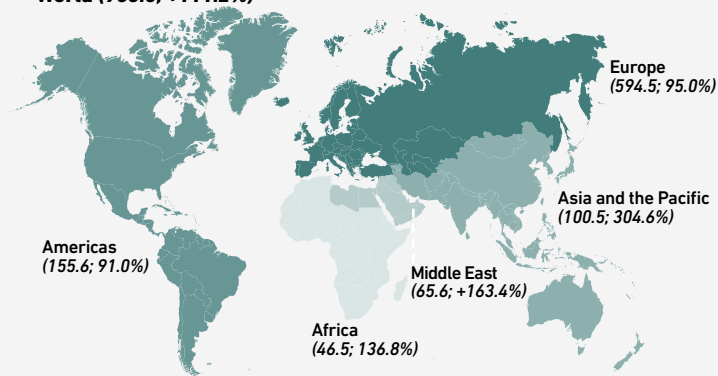
Overall Tourist Experience

INTERNATIONAL TOURIST ARRIVALS

Market Share of International Tourist Arrivals, 2022

(Mn; Change 2022/2021)

World (963.0; +111.2%)



Source: UNWTO Barometer, May 2023

MALTA

Facts & Figures

Area	316 km ²
Population (2022)	542,051
Population density per km ² (2022)	1,667
Capital City	Valletta
Official languages	Maltese, English
Government	Republic of Malta
Religion	Roman Catholic (98%)
National holidays	Freedom Day, 31 Mar; Sette Giugno, 7 Jun; Our Lady of Victories, 8 Sept; Independence Day, 21 Sept; Republic Day, 13 Dec
Currency unit (from 2008)	Euro
Time zone	GMT + 1 hour
GDP in nominal terms (2022)	EUR 16,923 million
GDP per capita in nominal terms (2022)	EUR 31,888
GDP real growth rate (2022)	6.9%
Employed population (LFS, Q4 2022)	290,995
Unemployment rate (Average Year 2022)	2.9%
Regular internet users (% population, 2022)	91.5%
International airport	Luqa
Seaports	Marsaxlokk (Malta Freeport), Valletta
Membership in International Tourism Organisations	World Tourism Organisation (UNWTO), European Travel Commission (ETC)

Economic Importance of Tourism

Total tourist expenditure (2022)	EUR 2.0 billion
Tourist expenditure per capita (2022)	EUR 880
Tourist expenditure per night (2022)	EUR 121
Employment in accommodation (2022 yearly average)	6,602 full time; 1,827 part time
Employment in food and beverage service activities (2022 yearly average)	10,884 full time; 5,066 part time

Source: NSO

SUMMARY OF MAIN INBOUND TOURISM INDICATORS

Main Indicators of Inbound Tourism to Malta

	2019	2021	2022	Change 2022/2021
Total inbound visitors ¹	2,771,888	977,403	2,330,320	138.4%
Inbound tourists	2,753,239	968,136	2,286,597	136.2%
Tourist guest nights	19,338,860	8,389,545	16,608,131	98.0%
Average length of stay	7.0	8.7	7.3	-1.4 of a night
Tourist expenditure (€'000s)	2,220,627	870,710	2,012,540	131.1%

Source: NSO (Inbound Tourism)

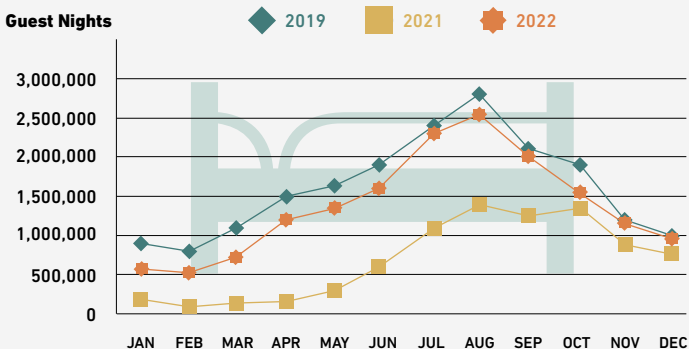
¹incl. overnight cruise passengers

Inbound Tourists by Quarter

	2019	2021	2022	Change 2022/2021
January to March	425,892	33,249	235,295	607.7%
April to June	782,176	106,438	661,142	521.2%
July to September	927,358	446,547	839,968	88.1%
October to December	617,814	381,902	550,191	44.1%
Total inbound tourists	2,753,239	968,136	2,286,597	136.2%

Source: NSO (Inbound Tourism)

Seasonality of Guest Nights



Source: NSO (Inbound Tourism)

MAIN INBOUND SOURCE MARKETS

	2019	2021	2022	Change 2022/2021
INBOUND TOURISTS				
Australia	49,807	1,341	19,986	1389.9%
Austria	33,251	16,445	36,497	121.9%
Belgium	70,886	31,768	55,821	75.7%
France	239,140	133,912	258,372	92.9%
Germany	211,546	96,514	169,445	75.6%
Hungary	37,976	11,016	36,110	227.8%
Ireland	53,089	13,787	37,886	174.8%
Italy	392,955	127,774	398,198	211.6%
Netherlands	59,528	21,975	58,220	164.9%
Poland	104,228	68,172	143,229	110.1%
Scandinavia	124,411	31,279	76,479	144.5%
Spain	116,295	35,787	86,801	142.6%
Switzerland	48,954	20,538	41,239	100.8%
United Kingdom	649,624	214,267	427,005	99.3%
USA	50,525	13,321	40,642	205.1%
Other	511,025	130,241	400,666	207.6%
Total tourists	2,753,239	968,136	2,286,597	136.2%
GUEST NIGHTS				
Australia	477,105	19,914	239,334	1101.9%
Austria	199,710	123,928	249,552	101.4%
Belgium	458,266	236,981	370,411	56.3%
France	1,768,292	1,156,078	1,936,117	67.5%
Germany	1,519,440	786,629	1,276,351	62.3%
Hungary	226,736	75,375	202,002	168.0%
Ireland	347,940	109,500	258,315	135.9%
Italy	2,524,847	1,295,503	2,482,664	91.6%
Netherlands	433,665	183,148	489,644	167.3%
Poland	687,924	464,544	873,024	87.9%
Scandinavia	881,690	270,967	586,821	116.6%
Spain	726,039	312,331	685,890	119.6%
Switzerland	352,216	188,166	293,223	55.8%
United Kingdom	4,439,274	1,730,720	3,017,469	74.3%
USA	313,337	97,476	292,283	199.9%
Other	3,982,379	1,338,286	3,355,029	150.7%
Total guest nights	19,338,860	8,389,545	16,608,131	98.0%
EXPENDITURE (€'000S)				
Australia	74,823	2,180	35,427	1525.3%
Austria	27,622	14,435	31,803	120.3%
Belgium	51,517	27,702	48,380	74.6%
France	192,285	120,764	223,683	85.2%
Germany	175,592	96,532	167,600	73.6%
Hungary	21,639	6,989	20,726	196.5%
Ireland	46,144	14,933	38,839	160.1%
Italy	236,400	80,798	248,537	207.6%
Netherlands	46,880	21,905	56,176	156.4%
Poland	69,433	46,370	98,987	113.5%
Scandinavia	112,252	31,648	85,039	168.7%
Spain	76,015	26,208	68,795	162.5%
Switzerland	50,585	25,750	49,905	93.8%
United Kingdom	514,388	220,879	417,508	89.0%
USA	58,579	18,709	58,259	211.4%
Other	466,473	114,907	362,877	215.8%
Total expenditure	2,220,627	870,710	2,012,540	131.1%

Source: NSO (Inbound Tourism)

Note: Inbound figures do not include overnight cruise passengers

CRUISE TRAFFIC

Cruise Passengers

	2019	2021	2022	Change 2022/2021
Transit	629,276	131,955	417,250	216.2%
Landed	136,420	9,962	72,321	626.0%
Total number of passengers	765,696	141,917	489,571	245.0%
of which:				
EU nationals	491,599	123,627	290,182	134.7%
Non-EU nationals	274,097	18,290	199,389	990.2%
Passengers visiting Gozo	8,160	3,229	2,656	-17.7%
Passengers staying overnight	18,649	9,263	43,723	372.0%
Cruise liner calls	359	106	283	167.0%

Source: NSO (Cruise Passengers)

OUTBOUND TOURISM

Main Indicators of Outbound Tourism from Malta

	2019	2021	2022	Change 2022/2021
Outbound tourist trips	706,797	303,067	601,701	98.5%
Nights spent	4,608,643	2,832,473	4,216,247	48.9%
Average length of stay	6.5	9.3	7.0	-2.3 of a night
Expenditure (€ '000s)	606,220	252,599	517,519	104.9%

Source: NSO (Outbound Tourism)

Outbound Tourists

	2019	2021	2022	Change 2022/2021
OUTBOUND TOURISTS				
Austria	14,903	4,801	14,843	209.2%
Belgium	16,572	5,285	10,967	107.5%
Bulgaria	9,521	5,921	8,386	41.6%
France	28,061	12,356	34,970	183.0%
Germany	37,721	10,959	22,025	101.0%
Greece	11,159	9,603	15,213	58.4%
Hungary	11,247	6,678	12,847	92.4%
Ireland	6,483	3,218	5,549	72.5%
Italy	214,152	118,682	227,106	91.4%
Netherlands	16,830	6,347	10,737	69.2%
Poland	16,031	6,763	10,308	52.4%
Scandinavia	14,275	7,239	9,193	27.0%
Romania	6,254	2,477	4,675	88.8%
Spain	44,916	20,532	35,545	73.1%
Switzerland	7,559	2,801	6,819	143.4%
Turkey	9,061	10,778	16,641	54.4%
United Kingdom	126,376	26,433	64,703	144.8%
USA	5,960	946	4,033	326.2%
Other	109,715	41,249	87,140	111.3%
Total outbound tourists	706,797	303,067	601,701	98.5%

Source: NSO (Outbound Tourism)

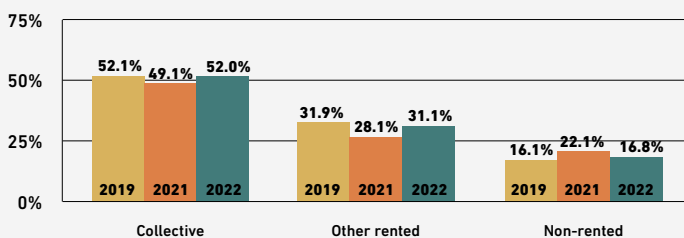
TOURIST ACCOMMODATION

Tourist Accommodation Capacity, 2022

	MALTA & GOZO		MALTA		GOZO	
	Units	Beds	Units	Beds	Units	Beds
Hotels	154	36,517	139	35,079	15	1,438
5 Star	17	7,452	15	7,010	2	442
4 Star	51	16,797	47	16,159	4	638
3 Star	65	11,013	59	10,711	6	302
2 Star	21	1,255	18	1,199	3	56
Tourist village	1	738	1	738	0	0
Guest houses/hostels	198	6,488	175	5,864	23	624
Total Serviced Accommodation	353	43,743	315	41,681	38	2,062
Self-Catering Accommodation	4,677	19,656	3,336	12,363	1,341	7,293
Total Tourist Accommodation	5,030	63,399	3,651	54,044	1,379	9,355

Source: MTA Licensing Administration Office (as at January 2023)

Share of Guest Nights by Type of Accommodation



Source: NSO (Inbound Tourism)

Total Guests and Nights (by Residents and Non-Residents) in Collective Accommodation, 2022

	Guests	Nights	ALS ²
MALTA AND GOZO			
Total collective accommodation	1,813,431	8,207,483	4.5
Hotel	1,621,962	7,460,097	4.6
5-star hotel	342,391	1,392,643	4.1
4-star hotel	798,680	3,812,386	4.8
3-star hotel	436,395	2,074,145	4.8
Other collective accommodation³	191,469	747,386	3.9
MALTA			
Total collective accommodation	1,724,414	7,949,342	4.6
Hotel	1,548,686	7,240,112	4.7
5-star hotel	321,214	1,324,357	4.1
4-star hotel	769,813	3,712,455	4.8
3-star hotel	419,076	2,033,960	4.9
Other collective accommodation³	175,728	709,230	4.0
GOZO			
Total collective accommodation	89,017	258,141	2.9
Hotel	73,276	219,985	3.0
5-star hotel	21,177	68,286	3.2
4-star hotel	28,867	99,931	3.5
3-star hotel	17,319	40,185	2.3
Other collective accommodation³	15,741	38,156	2.4

³Comprises guest houses, hostels and tourist villages

²Average Length of Stay

Source: NSO (Collective Accommodation Establishments)

OCCUPANCY RATES IN MALTA

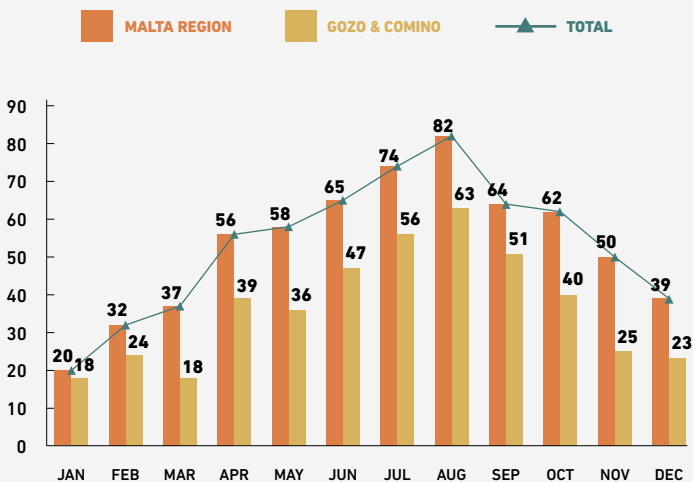
Occupancy Rates in Malta & Gozo, 2022 (%)

	Q1	Q2	Q3	Q4	Year 2022
MALTA AND GOZO					
Total collective accommodation	29.3	58.7	72.5	49.8	53.2
Hotel	30.4	60.6	75.2	52.2	55.3
5 star	21.9	54.0	73.0	48.7	49.5
4 star	34.2	65.4	78.4	55.6	59.5
3 star	30.3	58.2	71.9	49.7	53.0
Other collective accommodation⁴	21.9	44.1	53.3	32.9	38.6
MALTA					
Total collective accommodation	29.7	59.5	73.2	50.7	54.0
Hotel	30.7	61.4	75.7	53.0	55.8
5 star	21.8	54.4	73.6	49.5	49.8
4 star	35.0	66.5	79.1	56.8	60.5
3 star	30.1	58.2	71.8	49.8	52.9
Other collective accommodation⁴	22.6	45.7	54.9	34.2	39.9
GOZO					
Total collective accommodation	20.1	40.5	56.9	29.8	37.9
Hotel	22.2	44.7	63.2	33.2	42.0
5 star	27.0	48.2	63.3	35.6	45.3
4 star	16.3	39.7	60.8	29.2	37.1
3 star	38.9	57.0	73.9	44.0	54.8
Other collective accommodation⁴	13.0	26.6	36.5	18.1	24.4

⁴Comprises guest houses, hostels and tourist villages

Source: NSO (Collective Accommodation Establishments)

Occupancy Rates in Malta & Gozo, 2022 (%)



Source: NSO (Collective Accommodation Establishments)

TOURIST EXPENDITURE

Breakdown of Tourist Expenditure (€000s)

	2019	2021	2022	Change 2022/2021
Package expenditure	558,740	180,265	414,294	129.8%
Non-package expenditure	Air/sea fares	126,040	329,664	161.6%
	Accommodation	453,347	202,479	478,323
Other expenditure	811,589	361,926	790,259	118.3%
Total	2,220,627	870,710	2,012,540	131.1%

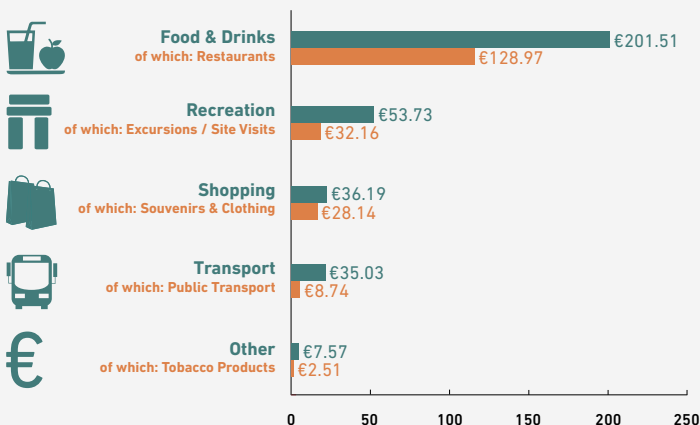
Source: NSO (Inbound Tourism)

Breakdown of Tourist Expenditure Per Capita (€)

	2019	2021	2022	Change 2022/2021	
Package expenditure	683	813	765	-5.9%	
Non-package expenditure	Air/sea fares	204	168	188	11.9%
	Accommodation	279	334	319	-4.3%
Other expenditure	295	374	346	-7.6%	
Total	807	899	880	-2.1%	

Source: NSO (Inbound Tourism)

Per Capita Expenditure During Stay (Excluding Accommodation), 2022



Source: MTA Expenditure Survey, 2022

INCOMING TOURISTS

Demographic Profile

	2019	2021	2022	Change 2022/2021
GENDER				
Males	1,368,550	502,914	1,135,265	125.7%
Females	1,384,689	465,223	1,151,332	147.5%
AGE GROUP				
0-24	544,597	211,890	539,645	154.7%
25-44	1,101,842	408,670	909,967	122.7%
45-64	826,816	274,576	646,602	135.5%
65+	279,984	73,000	190,383	160.8%
ORGANISATION OF STAY				
Package	818,014	221,645	541,553	144.3%
Non-package	1,935,226	746,491	1,745,043	133.8%
FREQUENCY				
First time tourists	2,056,139	695,562	1,720,984	147.4%
Repeat tourists	697,100	272,574	565,613	107.5%
DURATION OF VISIT				
1-3 nights	600,879	174,627	509,404	191.7%
4-6 nights	821,265	257,584	733,882	184.9%
7 nights or more	1,331,096	535,925	1,043,311	94.7%
Total inbound tourists	2,753,239	968,136	2,286,597	136.2%

Source: NSO (Inbound Tourism)

Mode of Travel of Incoming Tourists, 2022

Mode of Travel in 2022



Travel by Air 97.6%



Travel by Sea 2.4%

Source: NSO (Inbound Tourism)

CRITERIA INFLUENCING CHOICE OF DESTINATION








Communication Channels

 Digital media 57.3%	 Recommendation by friends/relatives 39.4%
 Tour operator brochure/website 17.6%	 Travel guide book 11.8%
 Recommendation by travel agent 6.6%	 TV 4.7%
 Books 3.5%	 Newspaper/magazine article 3.2%
 Newspaper/magazine advert 2.0%	 Outdoor advertising 0.6%

(Multiple Responses)

Source: MTA's Market Profile Survey, 2022

Other Factors

 New destination 63.3%	 Good flight connections 44.8%
 Cost/value for money 33.1%	 English spoken widely 30.7%
 Previous visit 21.9%	 Maltese hospitality 15.7%
 Film shot locally 2.8%	

(Multiple Responses)

Source: MTA's Market Profile Survey, 2022

TOURISTS' MOTIVATIONS FOR VISITING MALTA

Inbound Tourists by Purpose of Visit

	2019	2021	2022	Change 2022/2021
Holiday	2,240,077	770,397	1,881,902	144.3%
Business and professional	189,086	62,831	154,228	145.5%
Visiting family/friends	208,069	90,870	158,252	74.2%
Other	116,007	44,038	92,214	109.4%
Total	2,753,239	968,136	2,286,597	136.2%

Source: NSO (Inbound Tourism)

Main Motivations for Choosing Malta



Sun and culture
51.0%



Sun
17.1%



Culture
8.0%



Special occasion
7.4%



Visiting friends and relatives
6.9%



Business
6.7%



Scuba diving
5.5%



Wellness
5.2%



Other sports
2.9%



English Language (TEFL)
2.5%

(Multiple Responses)

Source: MTA's Market Profile Survey, 2022 and NSO (Inbound Tourism, 2022)

Studying English as a Foreign Language

	2019	2021	2022	Change 2022/2021
Number of students	83,610	27,853	56,675	103.5%
Number of weeks	237,066	137,108	246,314	79.6%
Average number of weeks per student	2.8	4.9	4.3	-0.6 of a night

Source: NSO (TEFL)

Share of the Top Six EL Students by Citizenship, 2022



Italy
16.3%



France
13.1%



Germany
12.6%



Poland
7.5%



Colombia
6.4%



Spain
5.5%

Source: NSO (TEFL)

TOURISTS' PERCEPTIONS OF MALTA

Characteristics



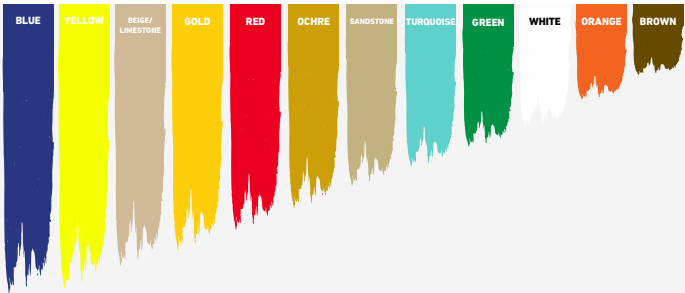
Source: MTA's Market Profile Survey, 2022

Feelings



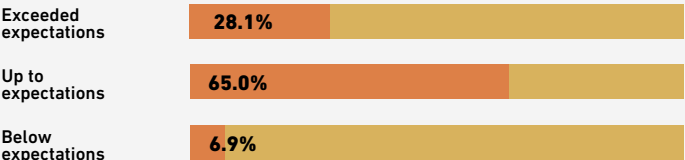
Source: MTA's Market Profile Survey, 2022

Colours



Source: MTA's Market Profile Survey, 2022

Overall Malta Experience



Source: MTA's Market Profile Survey, 2022

ABOUT MALTA TOURISM AUTHORITY

“The Malta Tourism Authority (MTA) was formally set up by the Malta Travel and Tourism Service Act (1999). This clearly defines its role – extending it beyond that of international marketing to include a domestic, motivating, directional, co-ordinating and regulatory role.

The Role of the MTA is:

- To promote and advance Malta as a tourism destination
- To advise Government on tourism operations and to issue licences under the Act
- To contribute towards the improvement of the level of human resources in the tourism industry
- To advise government on the planning and development of the tourism industry as well as on the infrastructure supporting the industry

The Authority operates own offices in the UK, Italy, France, Germany, Austria, Switzerland, and Poland. It also has representation covering Spain and Portugal, the Netherlands, Belgium and Luxembourg, Hungary, Nordic countries, Czech Republic and Slovakia, North America, Japan and South Korea, Turkey, and the MENA region.

Corporate website: www.mta.com.mt

Destination website: www.visitmalta.com

Data sources used for this report

Official sources

UNWTO - World Tourism Organisation

Eurostat

NSO - National Statistical Office

Central Bank of Malta

MTA Licensing Administration Office

Photo credit: Mr Leslie Vella, MTA Viewingmalta.com

Surveys carried out by the MTA's Research Unit

MTA Traveller Survey, 2022 - Survey on the tourist experience in the Maltese Islands.

MTA Expenditure Survey, 2022 - Survey on expenditure of tourists visiting the Maltese Islands.

Visit www.mta.com.mt/research for more information on tourism statistics and reports by the Research Unit.



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