

Tourism in *Malta*

Facts & Figures
2023



Malta
Tourism Authority

INTRODUCTION

This publication summarises the key tourism figures for Malta and gives an overview of Malta's tourism performance in 2023. For comparative purposes, figures for 2019 (pre-pandemic) and 2022 are also included. The report is based on official tourism figures published by UN Tourism, Eurostat and NSO, and research findings emerging from surveys carried out by Malta Tourism Authority's Research Unit.

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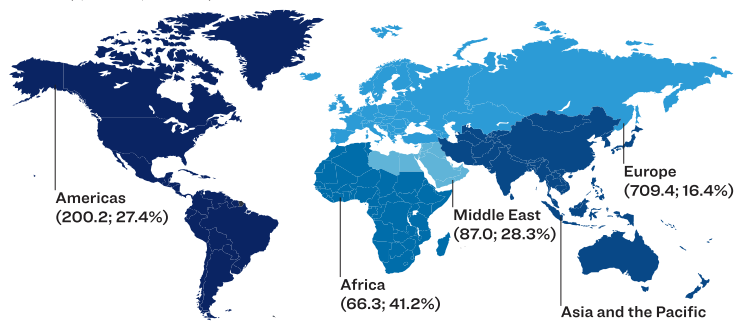
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INTERNATIONAL TOURIST ARRIVALS

Market Share of International Tourist Arrivals, 2023

(Mn; Change 2023/2022)

World (1,300.0; 33.4%)



Source: UN Tourism Barometer, May 2024

MALTA

Malta Facts & Figures

Area	316 km ²
Population (2024)	536,740
Population density per km ² (2022)	1,677.31
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 (2023)	EUR 19,418 million
GDP per capita in nominal terms (2023)	EUR 35,405
Employed population (LFS, Q4 2023)	305,219
Unemployment rate (Average Year 2023)	3.1%
Regular internet users (% population, 2023)	92.1%
International airport	Luqa
Seaports	Marsaxlokk (Malta Freeport), Valletta
Membership in International Tourism Organisations	UN Tourism, European Travel Commission (ETC)

Economic Importance of Tourism

Total tourist expenditure (2023)	EUR 2.7 billion
Tourist expenditure per capita (2023)	EUR 898
Tourist expenditure per night (2023)	EUR 132
Employment in accommodation (2023 yearly average)	7,909 full time; 2,099 part time
Employment in food and beverage service activities (2023 yearly average)	12,869 full time; 5,316 part time

Source: NSO

SUMMARY OF MAIN INBOUND TOURISM INDICATORS

Main Indicators of Inbound Tourism to Malta

	2019	2022	2023	Change 2023/2022
Total inbound visitors ¹	2,771,888	2,330,320	3,002,823	28.9%
Inbound tourists	2,753,239	2,286,597	2,975,670	30.1%
Tourist guest nights	19,338,860	16,608,131	20,241,803	21.9%
Average length of stay	7.0	7.3	6.8	-0.5 of a night
Tourist expenditure (€'000s)	2,220,627	2,012,540	2,671,431	32.7%

¹incl. overnight cruise passengers

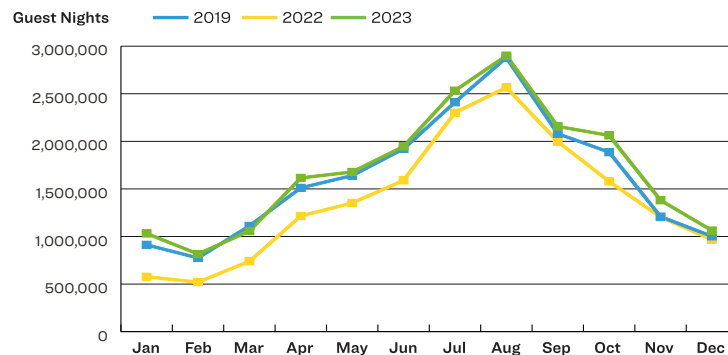
Source: NSO (Inbound Tourism)

Inbound Tourists by Quarter

	2019	2022	2023	Change 2023/2022
January to March	425,892	235,295	443,062	88.3%
April to June	782,176	661,142	846,230	28.0%
July to September	927,358	839,968	996,158	18.6%
October to December	617,814	550,191	690,220	25.5%
Total inbound tourists	2,753,239	2,286,597	2,975,670	30.1%

Source: NSO (Inbound Tourism)

Seasonality of Guest Nights



Source: NSO (Inbound Tourism)

MAIN INBOUND SOURCE MARKETS

	2019	2022	2023	Change 2023/2022
INBOUND TOURISTS				
Australia	49,807	19,986	53,216	166.3%
Austria	33,251	36,497	51,880	42.1%
Belgium	70,886	55,821	65,536	17.4%
France	239,140	258,372	286,088	10.7%
Germany	211,546	169,445	218,540	29.0%
Hungary	37,976	36,110	49,848	38.0%
Ireland	53,089	37,886	46,764	23.4%
Italy	392,955	398,198	547,991	37.6%
Netherlands	59,528	58,220	62,398	7.2%
Poland	104,228	143,229	167,113	16.7%
Scandinavia	124,411	76,479	88,507	15.7%
Spain	116,295	86,801	114,513	31.9%
Switzerland	48,954	41,239	57,791	40.1%
United Kingdom	649,624	427,005	539,131	26.3%
USA	50,525	40,642	55,096	35.6%
Other	511,025	400,666	571,256	42.6%
Total tourists	2,753,239	2,286,597	2,975,670	30.1%

GUEST NIGHTS				
Australia	477,105	239,334	531,001	121.9%
Austria	199,710	249,552	325,003	30.2%
Belgium	458,266	370,411	443,650	19.8%
France	1,768,292	1,936,117	2,081,495	7.5%
Germany	1,519,440	1,276,351	1,658,105	29.9%
Hungary	226,736	202,002	271,452	34.4%
Ireland	347,940	258,315	305,195	18.1%
Italy	2,524,847	2,482,664	3,127,294	26.0%
Netherlands	433,665	489,644	500,204	2.2%
Poland	687,924	873,024	1,058,300	21.2%
Scandinavia	881,690	586,821	665,262	13.4%
Spain	726,039	685,890	721,475	5.2%
Switzerland	352,215	293,223	444,728	51.7%
United Kingdom	4,439,274	3,017,469	3,644,885	20.8%
USA	313,337	292,283	383,321	31.1%
Other	3,982,379	3,355,029	4,080,432	21.6%
Total guest nights	19,338,860	16,608,131	20,241,803	21.9%

	2019	2022	2023	Change 2023/2022
EXPENDITURE (€ '000s)				
Australia	74,823	35,427	87,593	147.3%
Austria	27,622	31,803	47,022	47.9%
Belgium	51,517	48,380	61,447	27.0%
France	192,285	223,683	261,466	16.9%
Germany	175,592	167,600	220,577	31.6%
Hungary	21,639	20,726	32,574	57.2%
Ireland	46,144	38,839	48,778	25.6%
Italy	236,400	248,537	335,586	35.0%
Netherlands	46,880	56,176	64,873	15.5%
Poland	69,433	98,987	126,611	27.9%
Scandinavia	112,252	85,039	95,581	12.4%
Spain	76,015	68,795	86,762	26.1%
Switzerland	50,585	49,905	67,025	34.3%
United Kingdom	514,388	417,508	541,028	29.6%
USA	58,579	58,259	80,438	38.1%
Other	466,473	362,877	514,069	41.7%
Total expenditure	2,220,627	2,012,540	2,671,431	32.7%

Source: NSO (Inbound Tourism)
Note: Inbound figures do not include overnight cruise passengers

OUTBOUND TOURISM

Main Indicators of Outbound Tourism from Malta

	2019	2022	2023	Change 2023/2022
Outbound tourist trips	706,797	601,701	814,005	35.3%
Nights spent	4,608,643	4,216,247	5,647,260	33.9%
Average length of stay	6.5	7.0	6.9	-0.1 of a night
Expenditure (€ '000s)	606,220	517,519	734,821	42.0%

Source: NSO (Outbound Tourism)

Outbound Tourists

	2019	2022	2023	Change 2023/2022
OUTBOUND TOURISTS				
Austria	14,903	14,843	17,732	19.5%
Belgium	16,572	10,967	15,146	38.1%
Bulgaria	9,521	8,386	7,563	-9.8%
France	28,061	34,970	41,218	17.9%
Germany	37,721	22,025	33,712	53.1%
Greece	11,159	15,213	23,702	55.8%
Hungary	11,247	12,847	14,187	10.4%
Ireland	6,483	5,549	7,892	42.2%
Italy	214,152	227,106	300,956	32.5%
Netherlands	16,830	10,737	13,852	29.0%
Poland	16,031	10,308	18,768	82.1%
Scandinavia	14,275	9,193	11,942	29.9%
Romania	6,254	4,675	7,933	69.7%
Spain	44,916	35,545	51,268	44.2%
Switzerland	7,559	6,819	9,922	45.5%
Turkey	9,061	16,641	13,899	-16.5%
United Kingdom	126,376	64,703	92,673	43.2%
USA	5,960	4,033	5,053	25.3%
Other	109,715	87,140	126,587	45.3%
Total outbound tourists	706,797	601,701	814,005	35.3%

Source: NSO (Outbound Tourism)

CRUISE TRAFFIC

Cruise Passengers

	2019	2022	2023	Change 2023/2022
Transit	629,276	417,250	708,157	69.7%
Landed	136,420	72,321	106,446	47.2%
Total number of passengers	765,696	489,571	814,603	66.4%
Of which:				
EU nationals	491,599	290,182	462,267	59.3%
Non-EU nationals	274,097	199,389	352,336	76.7%
Passengers on cruise liners anchored off Mgarr, Gozo	8,160	5,454	6,745	23.7%
Passengers staying overnight	18,649	43,723	27,153	-37.9%
Cruise liner calls	359	283	309	9.2%

Source: NSO (Cruise Passengers)

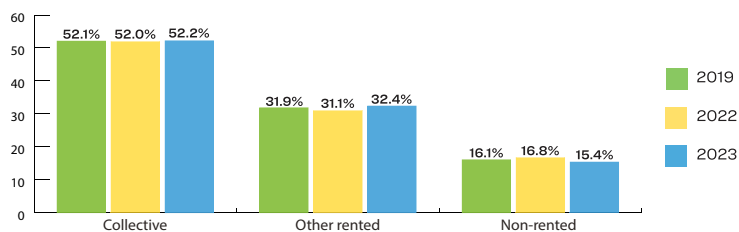
TOURIST ACCOMMODATION

Tourist Accommodation Capacity, 2023

	MALTA & GOZO		MALTA		GOZO	
	Units	Beds	Units	Beds	Units	Beds
Hotels	166	38,142	149	36,648	17	1,494
5 Star	18	7,917	16	7,475	2	442
4 Star	52	17,215	48	16,577	4	638
3 Star	74	11,735	67	11,397	7	338
2 Star	22	1,275	18	1,199	4	76
Tourist village	1	1,458	1	1,458	-	-
Guest houses/hostels	219	6,978	191	6,265	28	713
Total serviced accommodation	386	46,578	341	44,371	45	2,207
Self-catering accommodation	5,274	21,944	3,883	14,442	1,391	7,502
Total tourist accommodation	5,660	68,522	4,224	58,813	1,436	9,709

Source: MTA Licensing Administration Office (as at January 2024)

Share of Guest Nights by Type of Accommodation



Source: NSO (Inbound Tourism)

Total Guests and Nights (by Residents and Non-Residents) in Collective Accommodation, 2023

	Guests	Nights	ALS ²
MALTA & GOZO			
Total collective accommodation	2,253,199	9,892,292	4.4
Hotel	2,010,800	8,992,980	4.5
5 Star	427,768	1,738,810	4.1
4 Star	1,008,505	4,805,258	4.8
3 Star	527,084	2,261,650	4.3
Other collective accommodation³	242,399	899,312	3.7
MALTA			
Total collective accommodation	2,145,111	9,577,922	4.5
Hotel	1,928,237	8,740,890	4.5
5 Star	403,100	1,663,667	4.1
4 Star	975,240	4,684,831	4.8
3 Star	507,869	2,216,870	4.4
Other collective accommodation³	216,874	837,032	3.9
GOZO			
Total collective accommodation	108,088	314,370	2.9
Hotel	82,563	252,090	3.1
5 Star	24,668	75,143	3.0
4 Star	33,265	120,427	3.6
3 Star	19,215	44,780	2.3
Other collective accommodation³	25,525	62,280	2.4

²Average Length of Stay

³Comprises guest houses, hostels and tourist villages

Source: NSO (Collective Accommodation Establishments)

Inbound Tourists by Type of Accommodation

	2019	2022	2023	Change 2023/2022
Rented accommodation	2,424,123	2,017,112	2,662,924	32.0%
Collective	1,709,966	1,452,452	1,864,482	28.4%
Other rented	714,157	564,660	798,442	41.4%
Non-rented accommodation	329,117	269,485	312,746	16.1%
Total tourists	2,753,239	2,286,597	2,975,670	30.1%

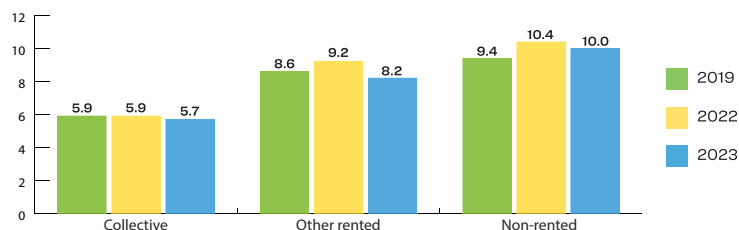
Source: NSO (Inbound Tourism)

Nights Spent by Inbound Tourists by Type of Accommodation

	2019	2022	2023	Change 2023/2022
Rented accommodation	16,230,780	13,810,282	17,120,054	24.0%
Collective	10,068,632	8,639,027	10,566,033	22.3%
Other rented	6,162,148	5,171,255	6,554,021	26.7%
Non-rented accommodation	3,108,080	2,797,849	3,121,748	11.6%
Total nights	19,338,860	16,608,131	20,241,803	21.9%

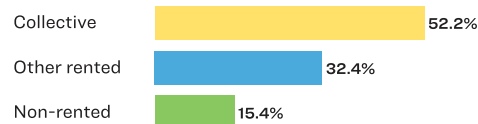
Source: NSO (Inbound Tourism)

Average Length of Stay by Type of Accommodation



Source: NSO (Inbound Tourism)

Share of Nights Spent by Type of Accommodation, 2023



Source: NSO (Inbound Tourism)

OCCUPANCY RATES IN MALTA

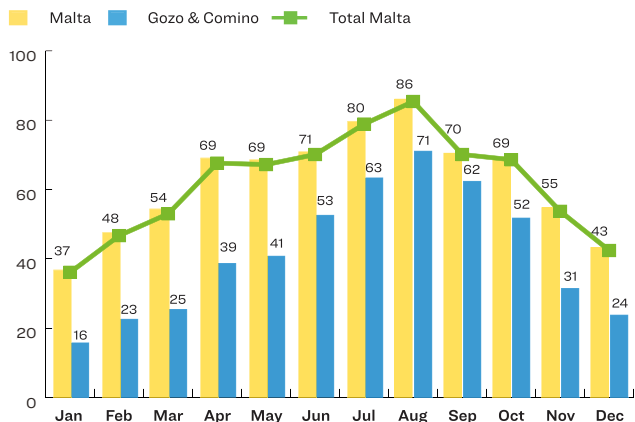
Occupancy Rates in Malta & Gozo, 2023 (%)

	Q1	Q2	Q3	Q4	Year 2023
MALTA & GOZO					
Total collective accommodation	45.3	68.3	78.2	55.1	62.2
Hotel	47.5	71.2	81.4	57.9	65.0
5 Star	37.1	67.3	82.9	55.3	60.9
4 Star	52.3	72.4	82.3	61.9	68.0
3 Star	47.7	73.1	79.4	53.1	63.3
Other collective accommodation⁴	30.5	48.8	56.5	36.7	43.3
MALTA					
Total collective accommodation	46.3	69.6	78.8	56.0	63.1
Hotel	48.3	72.2	81.8	58.6	65.7
5 Star	37.4	68.6	83.2	56.1	61.4
4 Star	53.5	73.4	82.8	62.9	69.0
3 Star	48.1	73.5	79.6	53.3	63.5
Other collective accommodation¹	32.1	50.5	57.0	37.9	44.5
GOZO					
Total collective accommodation	22.0	44.0	65.7	35.9	43.1
Hotel	24.9	47.9	70.4	39.8	47.2
5 Star	28.5	46.5	76.8	42.2	51.7
4 Star	22.2	46.7	67.4	37.9	44.3
3 Star	30.4	57.6	71.5	47.6	52.3
Other collective accommodation¹	14.7	33.1	52.4	24.7	32.0

⁴Comprises guest houses, hostels and tourist villages

Source: NSO (Collective Accommodation Establishments)

Occupancy Rates in Malta & Gozo, 2023 (%)



Source: NSO (Collective Accommodation Establishments)

TOURIST EXPENDITURE

Total Tourist Expenditure

	2019	2022	2023	Change 2023/2022
Total expenditure (€000s)	2,220,627	2,012,540	2,671,431	32.7%
Expenditure per capita (€)	807	880	898	2.0%
Expenditure per night (€)	115	121	132	8.9%

Source: NSO (Inbound Tourism)

Breakdown of Tourist Expenditure (€000s)

	2019	2022	2023	Change 2023/2022	
Package expenditure	558,740	414,294	606,763	46.5%	
Non-package expenditure	Air/sea fares	396,951	329,664	476,333	44.5%
	Accommodation	453,347	478,323	614,526	28.5%
Other expenditure	811,589	790,259	973,809	23.2%	
Total	2,220,627	2,012,540	2,671,431	32.7%	

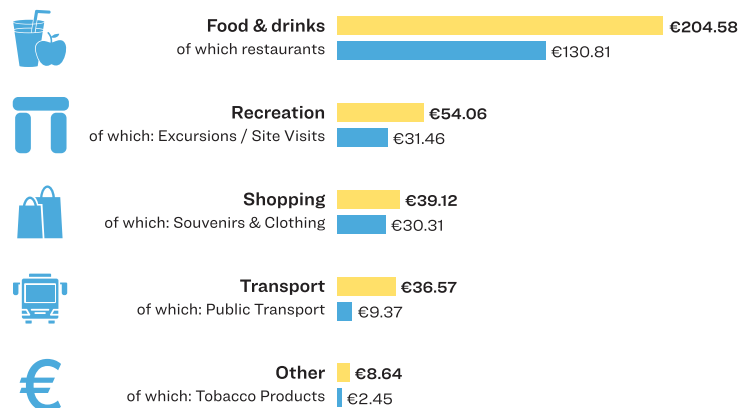
Source: NSO (Inbound Tourism)

Breakdown of Tourist Expenditure Per Capita (€)

	2019	2022	2023	Change 2023/2022	
Package expenditure	683	765	809	5.7%	
Non-package expenditure	Air/sea fares	204	188	213	13.2%
	Accommodation	279	319	318	-0.6%
Other expenditure	295	346	327	-5.3%	
Total	807	880	898	2.0%	

Source: NSO (Inbound Tourism)

Per Capita Expenditure During Stay (Excluding Accommodation), 2023



Source: MTA Expenditure Survey, 2023

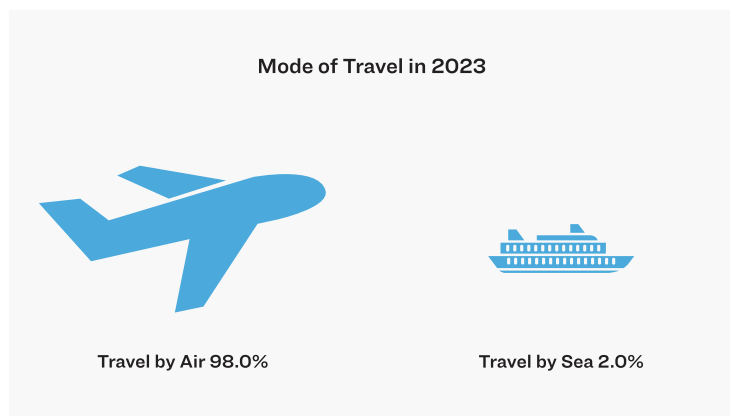
PROFILE OF INCOMING TOURISTS

Demographic Profile

	2019	2022	2023	Change 2023/2022
GENDER				
Males	1,368,550	1,135,265	1,449,243	27.7%
Females	1,384,689	1,151,332	1,526,427	32.6%
AGE GROUP				
0-24	544,597	539,645	658,741	22.1%
25-44	1,101,842	909,967	1,159,733	27.4%
45-64	826,816	646,602	886,435	37.1%
65+	279,984	190,383	270,761	42.2%
ORGANISATION OF STAY				
Package	818,014	541,553	750,107	38.5%
Non-package	1,935,226	1,745,043	2,225,563	27.5%
FREQUENCY				
First time tourists	2,056,139	1,720,984	2,305,255	33.9%
Repeat tourists	697,100	565,613	670,415	18.5%
DURATION OF VISIT				
1-3 nights	600,879	509,404	691,496	35.7%
4-6 nights	821,265	733,882	1,045,347	42.4%
7 nights or more	1,331,096	1,043,311	1,238,827	18.7%
Total inbound tourists	2,753,239	2,286,597	2,975,670	30.1%

Source: NSO (Inbound Tourism)

Mode of Travel of Incoming Tourists, 2023



Source: NSO (Inbound Tourism)








CRITERIA INFLUENCING DESTINATION CHOICE

Communication Channels

 Digital media 56.8%	 Recommendation by friends/relatives 38.4%
 Tour operator brochure/website 19.2%	 Travel guide book 13.2%
 Recommendation by travel agent 7.0%	 TV 4.9%
 Books 4.1%	 Newspaper/magazine article 3.1%
 Newspaper/magazine advert 2.0%	 Outdoor advertising 0.5%

Source: MTA's Traveller Survey, 2023

Other Factors

 New destination 64.4%	 Good flight connections 44.9%
 Cost/value for money 33.3%	 English spoken widely 29.5%
 Previous visit 21.2%	 Maltese hospitality 16.0%
 Film shot locally 2.7%	

Source: MTA's Traveller Survey, 2023











TOURISTS' MOTIVATIONS FOR VISITING MALTA

Inbound Tourists by Purpose of Visit

	2019	2022	2023	Change 2023/2022
Holiday	2,240,077	1,881,902	2,544,320	35.2%
Business and professional	189,086	154,228	156,029	1.2%
Visiting family/friends	208,069	158,252	161,525	2.1%
Other	116,007	92,214	113,796	23.4%
Total	2,753,239	2,286,597	2,975,670	30.1%

Source: NSO (Inbound Tourism)

Main Motivations for Choosing Malta, 2023

 Sun and culture 50.7%	 Sun 16.2%
 Culture 10.8%	 Special occasion 8.7%
 Visiting friends and relatives 5.4%	 Wellness 5.3%
 Business 5.2%	 Scuba diving 4.4%
 Other sports 2.7%	 English Language (TEFL) 2.6%

(Multiple Responses)

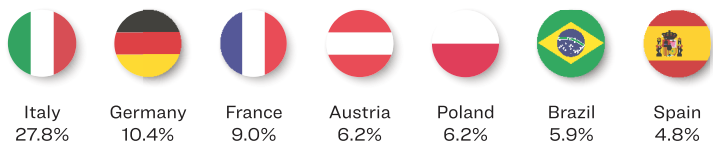
Source: MTA's Traveller Survey, 2023 and NSO (inbound Tourism, 2023)

Studying English as a Foreign Language

	2019	2022	2023	Change 2023/2022
Number of students	83,610	56,675	78,567	38.6%
Number of weeks	237,066	246,314	273,131	10.9%
Average number of weeks per student	2.8	4.3	3.5	

Source: NSO (TEFL)

Share of the Top EL Students by Citizenship, 2023



Source: NSO (TEFL)

TOURISTS' PERCEPTIONS OF MALTA

Characteristics



Source: MTA's Traveller Survey, 2023

Feelings



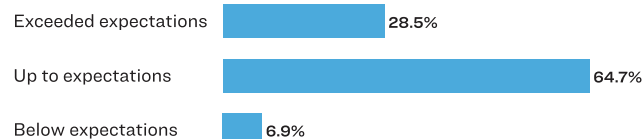
Source: MTA's Traveller Survey, 2023

Colours



Source: MTA's Traveller Survey, 2023

Overall Malta Experience



Source: MTA's Traveller Survey, 2023

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

- UN Tourism
- Eurostat
- NSO - National Statistical Office
- Central Bank of Malta
- MTA Licensing Administration Office

Surveys carried out by the MTA's Research Unit

MTA Traveller Survey, 2023
Survey on the tourist experience in the Maltese Islands

MTA Expenditure Survey, 2023
Survey on expenditure of tourists visiting the Maltese Islands

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