

08.04.2025

PR 2509

PRESS RELEASE

Malta sets new records for inbound tourism in the first two months of 2025

- **Double-digit growth recorded across all key indicators**

The Malta Tourism Authority is proud to announce exceptional performance in inbound tourism for the first two months of the year overall. Official statistics released by the National Statistics Office reveal record-breaking figures, highlighting Malta's growing appeal as a premier travel destination.

In February 2025, Malta welcomed 210,305 international inbound tourists, setting a new monthly record and marking a 24.2% increase (approximately 41,000 more tourists) over the same period last year. Total guest nights reached 1,237,182, up by 21.8%, while tourist expenditure surged to €146.8 million, representing a 28.2% rise. Average length of stay stood at 5.9 nights, and per capita expenditure increased from €676 to €698.

The age demographics of visitors were led by individuals aged 25 to 44 years (38.0%), followed by those aged 45 to 64 (34.2%). British, Polish, and Italian tourists accounted for 46.8% of total inbound tourists.

Performance for the combined period of January and February 2025 also demonstrated impressive results:

- Inbound tourists totalled 404,463, a rise of 18.3% year-on-year.
- Total guest nights reached nearly 2.4 million (+16.6%).
- Tourist expenditure grew by 28.8%, reaching €289.4 million.
- Per capita expenditure increased from €657 in 2024 to €715 in 2025.

Strategic air connectivity developments have significantly contributed to these outstanding results. Malta is now connected to seven airports in Poland, all offering significantly more capacity compared to the same period last year. Additionally, the introduction of Aer Lingus operating flights from Dublin, Ireland during the winter season has further strengthened Malta's reach in key source markets.

Reflecting on this outstanding tourism performance the Deputy Prime Minister and Minister for Foreign Affairs and Tourism, Hon. Ian Borg remarked: "These exceptional results are a testament to Malta's enduring appeal and the effectiveness of our national tourism strategy. Our record-breaking growth in early 2025 reflects targeted investment in connectivity, diversified marketing, and a commitment to quality. We are not simply aiming for more tourists – we are building a sustainable, year-round tourism economy that benefits our communities and showcases the very best of what Malta has to offer."

Poland led the way in terms of growth, contributing nearly 23,000 additional tourists, followed by the United Kingdom (+12,000), Ireland (+6,229), and France (+5,035).



Dr. Charles Mangion, Chairman of the Malta Tourism Authority, commented: “These results are a clear reflection of the Malta Tourism Authority’s strategic investments in air connectivity, market diversification, and year-round destination promotion. Our ongoing collaboration with airline partners, travel trade, and stakeholders is ensuring that Malta remains top-of-mind for travellers. The record-breaking performance in the first two months of the year and sustained growth in early 2025 reaffirm the resilience and attractiveness of our tourism product.”

The MTA remains committed to building on this momentum by supporting innovative initiatives and sustainable growth across all segments of the tourism sector.