

Tourism in *Malta*



Malta
Tourism Authority

**Facts & Figures
2024**

INTRODUCTION

This publication summarises the key tourism figures for Malta and gives an overview of Malta's tourism performance in 2024. For comparative purposes, figures for 2022 and 2023 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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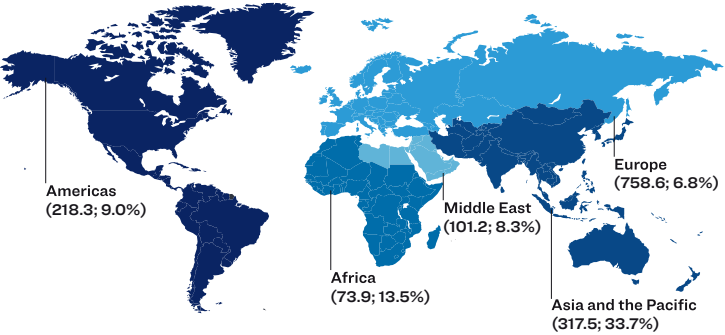
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INTERNATIONAL TOURIST ARRIVALS

Market Share of International Tourist Arrivals, 2024

(Mn; Change 2024/2023)

World (1,470.0; 12.4%)



Source: UN Tourism Barometer, September 2025

MALTA

Malta Facts & Figures

Area	316 km ²
Population (2024)	574,250
Population density per km ² (2022)	1,823
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 (2024)	EUR 23,071 million
GDP per capita in nominal terms (2024)	EUR 40,529
Employed population (LFS,Q4 2024)	325,631
Unemployment rate (Average Year 2024)	3.1%
Regular internet users (% population, 2024)	93.3%
International airport	Luqa
Seaports	Marsaxlokk (Malta Freeport), Valletta
Membership in International Tourism Organisations	UN Tourism, European Travel Commission (ETC)

Economic Importance of Tourism

Tourist expenditure (2024)	EUR 3.3 billion
Tourist expenditure per capita (2024)	EUR 924
Tourist expenditure per night (2024)	EUR 144
Employment in accommodation (2024 yearly average)	8,744 full time; 2,341 part time
Employment in food and beverage service activities (2024 yearly average)	14,199 full time; 5,314 part time

Source: NSO

SUMMARY OF MAIN INBOUND TOURISM INDICATORS

Main Indicators of Inbound Tourism to Malta

	2022	2023	2024	Change 2024/2023
Total inbound visitors ¹	2,330,320	3,008,629	3,593,788	19.4%
Inbound tourists	2,286,597	2,991,476	3,563,618	19.5%
Tourist guest nights	16,608,131	20,289,051	22,916,616	13.0%
Average length of stay	7.3	6.8	6.4	-0.4 of a night
Tourist expenditure (€'000s)	2,012,540	2,674,877	3,291,490	23.1%

¹incl. overnight cruise passengers

Source: NSO (Inbound Tourism)

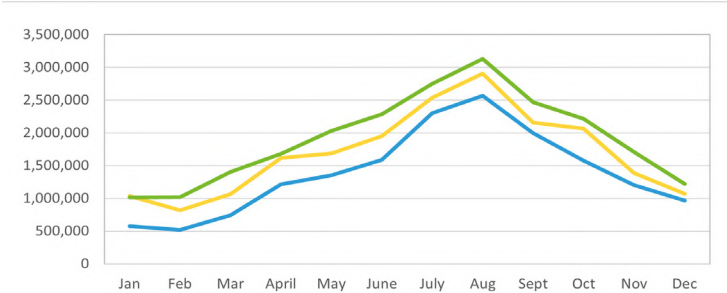
Inbound Tourists by Quarter

	2022	2023	2024	Change 2024/2023
January to March	235,295	444,487	583,259	31.2%
April to June	661,142	847,752	1,007,609	18.9%
July to September	839,968	997,564	1,161,924	16.5%
October to December	550,191	691,673	810,827	17.2%
Total inbound tourists	2,286,597	2,981,476	3,563,618	19.5%

Source: NSO (Inbound Tourism)

Seasonality of Guest Nights

Guest Nights 2022 2023 2024



Source: NSO (Inbound Tourism)

MAIN INBOUND SOURCE MARKETS

	2022	2023	2024	Change 2024/2023
INBOUND TOURISTS				
Australia	19,986	53,350	53,547	0.4%
Austria	36,497	51,902	63,199	21.8%
Belgium	55,821	65,558	82,232	25.4%
France	258,372	286,133	295,396	3.2%
Germany	169,445	218,651	248,778	13.8%
Hungary	36,110	49,870	67,361	35.6%
Ireland	37,886	46,764	59,612	27.5%
Italy	398,198	552,462	616,326	11.6%
Netherlands	58,220	62,464	83,683	34.0%
Poland	143,229	167,113	264,479	58.3%
Scandinavia	76,479	88,552	96,486	9.0%
Spain	86,801	114,691	132,081	15.2%
Switzerland	41,239	57,791	67,857	17.4%
United Kingdom	427,005	539,198	704,302	30.6%
USA	40,642	55,230	66,432	20.3%
Other	400,666	571,746	661,579	15.7%
Total tourists	2,286,597	2,981,476	3,563,618	19.5%
GUEST NIGHTS				
Australia	239,334	531,535	485,523	-8.7%
Austria	249,552	325,225	361,091	11.0%
Belgium	370,411	443,783	502,072	13.1%
France	1,936,117	2,082,630	2,121,639	1.9%
Germany	1,276,351	1,659,506	1,798,161	8.4%
Hungary	202,002	271,519	362,695	33.6%
Ireland	258,315	305,195	414,638	35.9%
Italy	2,482,664	3,163,753	3,337,695	5.5%
Netherlands	489,644	500,493	572,413	14.4%
Poland	873,024	1,058,300	1,561,852	47.6%
Scandinavia	586,821	665,885	712,647	7.0%
Spain	685,890	722,142	808,215	11.9%
Switzerland	293,223	444,728	440,257	-1.0%
United Kingdom	3,017,469	3,646,554	4,522,849	24.0%
USA	292,283	384,121	372,221	-3.1%
Other	3,355,029	4,083,680	4,542,648	11.2%
Total guest nights	16,608,131	20,289,051	22,916,616	13.0%

OUTBOUND TOURISM

Main Indicators of Outbound Tourism from Malta

	2022	2023	2024	Change 2024/2023
Outbound tourist trips	601,701	823,277	843,902	2.5%
Nights spent	4,216,247	5,684,495	5,744,714	1.1%
Average length of stay	7.0	6.9	6.8	-0.1 of a night
Expenditure (€ '000s)	517,519	739,897	803,973	8.7%

Source: NSO (Outbound Tourism)

Outbound Tourists

	2022	2023	2024	Change 2024/2023
OUTBOUND TOURISTS				
Austria	14,843	17,732	18,587	4.8%
Belgium	10,967	15,146	13,590	-10.3%
Bulgaria	8,386	7,563	8,605	13.8%
France	34,970	41,218	35,203	-14.6%
Germany	22,025	33,712	34,192	1.4%
Greece	15,213	23,702	29,393	24.0%
Hungary	12,847	14,187	19,713	38.9%
Ireland	5,549	7,892	6,675	-15.4%
Italy	227,106	310,228	308,633	-0.5%
Netherlands	10,737	13,852	11,023	-20.4%
Poland	10,308	18,852	22,113	17.8%
Scandinavia	9,193	11,942	13,052	9.3%
Romania	4,675	7,933	6,906	-12.9%
Spain	35,545	51,268	52,712	2.8%
Switzerland	6,819	9,922	12,697	28.0%
Turkey	16,641	13,899	13,867	-0.2%
United Kingdom	64,703	92,673	90,326	-2.5%
USA	4,033	5,053	6,108	20.9%
Other	87,140	126,587	140,507	11.0%
Total outbound tourists	601,701	823,277	843,902	2.5%

Source: NSO (Outbound Tourism)

Source: NSO (Inbound Tourism)

Note: Inbound figures do not include overnight cruise passengers

CRUISE TRAFFIC

Cruise Passengers

	2022	2023	2024	Change 2024/2023
Transit	417,250	708,157	735,194	3.8%
Landed	72,321	106,446	113,894	7.0%
Total number of passengers	489,571	814,603	849,088	4.2%
Of which:				
EU nationals	290,182	462,267	352,424	-23.8%
Non-EU nationals	199,389	352,336	496,664	41.0%
Passengers on cruise liners anchored off Mgarr, Gozo	5,454	6,745	15,068	123.4%
Passengers staying overnight	43,723	27,153	30,170	11.1%
Cruise liner calls	283	309	363	17.5%

Source: NSO (Cruise Passengers)

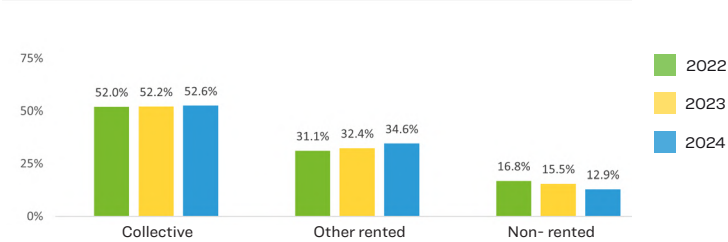
TOURIST ACCOMMODATION

Toursit Accommodation Capacity, 2024

	MALTA & GOZO		MALTA		GOZO	
	Units	Beds	Units	Beds	Units	Beds
Hotels	179	41,583	161	40,057	18	1,526
5 Star	19	8,197	17	7,755	2	442
4 Star	56	19,365	52	18,727	4	638
3 Star	83	12,838	75	12,468	8	370
2 Star	21	1,183	17	1,107	4	76
Tourist village	1	738	1	738	-	-
Guest houses/hostels	237	7,455	208	6,726	29	729
Total serviced accommodation	417	49,776	370	47,521	47	2,255
Self-catering accommodation	6,504	27,096	5,101	19,490	1,403	7,606
Total tourist accommodation	6,921	76,872	5,471	67,011	1,450	9,861

Source: MTA Licensing Administration Office (as at January 2025)

Share of Guest Nights by Type of Accommodation



Source: NSO (Inbound Tourism)

Total Guests and Nights (by Residents and Non-Residents) in Collective Accommodation, 2024

	Guests	Nights	ALS ²
MALTA & GOZO			
Total collective accommodation	2,550,391	11,320,179	4.4
Hotel	2,253,720	10,203,976	4.5
5 Star	455,375	1,930,295	4.2
4 Star	1,134,489	5,498,724	4.8
3 Star	616,791	2,592,673	4.2
Other collective accommodation³	296,671	1,116,203	3.8
MALTA			
Total collective accommodation	2,434,848	10,982,334	4.5
Hotel	2,168,264	9,937,682	4.6
5 Star	432,144	1,854,967	4.3
4 Star	1,097,042	5,368,577	4.9
3 Star	597,962	2,545,402	4.3
Other collective accommodation³	266,584	1,044,652	3.9
GOZO			
Total collective accommodation	115,543	337,845	2.9
Hotel	85,456	266,294	3.1
5 Star	23,231	75,328	3.2
4 Star	37,447	130,147	3.5
3 Star	18,829	47,271	2.5
Other collective accommodation³	30,087	71,551	2.4

²Average Length of Stay

³Comprises guest houses, hostels and tourist villages

Source: NSO (Collective Accommodation Establishments)

Inbound Tourists by Type of Accommodation

	2022	2023	2024	Change 2024/2023
Rented accommodation	2,017,112	2,667,173	3,245,037	21.7%
Collective	1,452,452	1,867,997	2,174,146	16.4%
Other rented	564,660	799,176	1,070,982	34.0%
Non-rented accommodation	269,485	314,303	318,581	1.4%
Total tourists	2,286,597	2,981,476	3,563,618	19.5%

Source: NSO (Inbound Tourism)

Nights Spent by Inbound Tourists by Type of Accommodation

	2022	2023	2024	Change 2024/2023
Rented accommodation	13,810,282	17,150,286	19,970,884	16.4%
Collective	8,639,027	10,584,586	12,050,272	13.8%
Other rented	5,171,255	6,565,700	7,920,612	20.6%
Non-rented accommodation	2,797,849	3,138,766	2,945,732	-6.1%
Total nights	16,608,131	20,289,051	22,916,616	13.0%

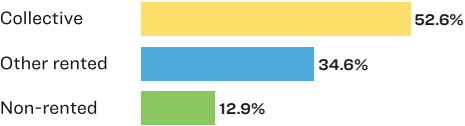
Source: NSO (Inbound Tourism)

Average Length of Stay by Type of Accommodation



Source: NSO (Inbound Tourism)

Share of Nights Spent by Type of Accommodation, 2024



Source: NSO (Inbound Tourism)

OCCUPANCY RATES IN MALTA

Occupancy Rates in Malta & Gozo, 2024 (%)

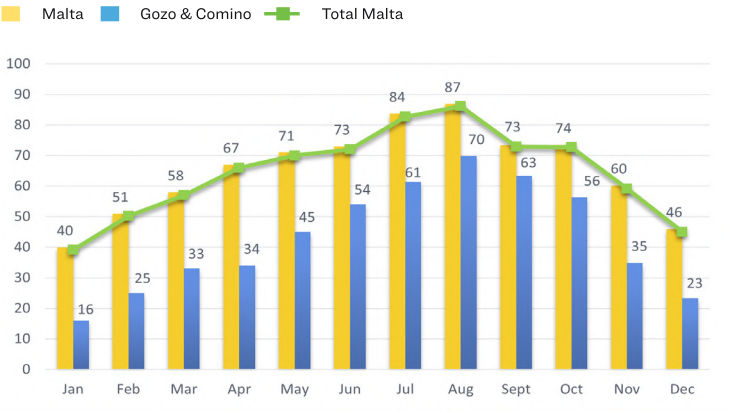
	Q1	Q2	Q3	Q4	Year 2024
MALTA & GOZO					
Total collective accommodation	49.0	69.1	80.7	59.0	64.8
Hotel	51.3	71.4	83.9	61.7	67.5
5 Star	44.0	68.5	88.2	57.9	64.9
4 Star	54.5	73.6	85.2	65.8	70.3
3 Star	51.9	70.0	79.4	57.3	65.0
Other collective accommodation⁴	34.7	53.7	60.0	41.5	47.7

MALTA					
Total collective accommodation	50.0	70.2	81.4	59.9	65.7
Hotel	52.0	72.3	84.4	62.5	68.2
5 Star	44.1	69.7	89.0	59.0	65.5
4 Star	55.7	74.6	85.7	66.6	71.1
3 Star	52.1	70.4	79.7	57.6	65.3
Other collective accommodation¹	36.4	55.5	61.0	42.6	49.1

GOZO					
Total collective accommodation	25.1	44.6	64.9	38.5	44.3
Hotel	28.6	47.7	70.3	41.6	48.3
5 Star	37.8	49.6	74.1	39.6	52.7
4 Star	24.4	47.1	71.3	43.0	46.6
3 Star	40.9	53.1	67.6	42.8	52.0
Other collective accommodation¹	17.8	36.5	50.3	29.3	33.8

⁴Comprises guest houses, hostels and tourist villages
Source: NSO (Collective Accommodation Establishments)

Occupancy Rates in Malta & Gozo, 2024 (%)



Source: NSO (Collective Accommodation Establishments)

TOURIST EXPENDITURE

Total Tourist Expenditure

	2022	2023	2024	Change 2024/2023
Total expenditure (€000s)	2,012,540	2,674,877	3,291,490	23.1%
Expenditure per capita (€)	880	897	924	3.0%
Expenditure per night (€)	121	132	144	8.9%

Source: NSO (Inbound Tourism)

Breakdown of Tourist Expenditure (€000s)

		2022	2023	2024	Change 2024/2023
Package expenditure		414,294	607,322	758,693	24.9%
Non-package expenditure	Air/sea fares	329,664	476,700	568,136	19.2%
	Accommodation	478,323	615,173	758,881	23.4%
Other expenditure		790,259	975,682	1,205,780	23.6%
Total		2,012,540	2,674,877	3,291,490	23.1%

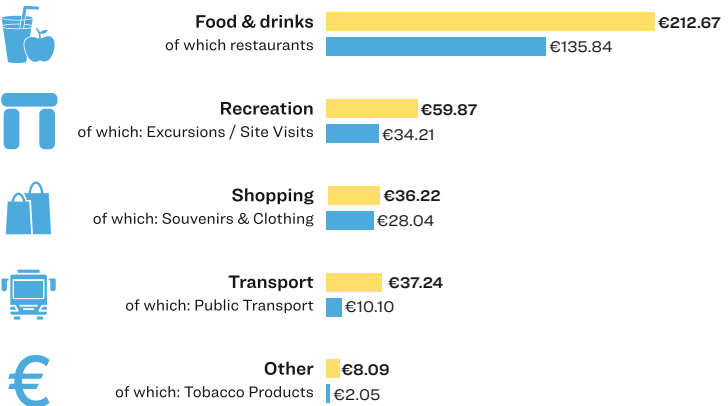
Source: NSO (Inbound Tourism)

Breakdown of Tourist Expenditure Per Capita (€)

		2022	2023	2024	Change 2024/2023
Package expenditure		765	808	855	5.8%
Non-package expenditure	Air/sea fares	188	212	211	-0.9%
	Accommodation	319	317	318	0.1%
Other expenditure		346	327	338	3.4%
Total		880	897	924	3.0%

Source: NSO (Inbound Tourism)

Per Capita Expenditure During Stay (Excluding Accommodation), 2024



Source: MTA's Expenditure Survey, 2024

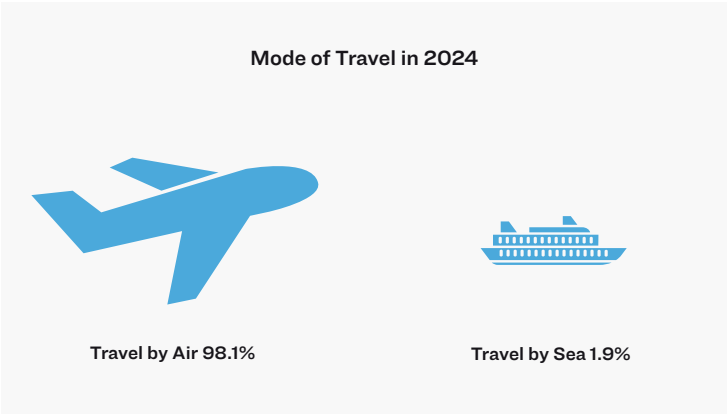
PROFILE OF INCOMING TOURISTS

Demographic Profile

	2022	2023	2024	Change 2024/2023
GENDER				
Males	1,135,265	1,452,669	1,704,651	17.3%
Females	1,151,332	1,528,807	1,858,967	21.6%
AGE GROUP				
0-24	539,645	659,631	861,724	30.6%
25-44	909,967	1,162,091	1,304,187	12.2%
45-64	646,602	888,348	1,052,794	18.5%
65+	190,383	271,406	344,914	27.1%
ORGANISATION OF STAY				
Package	541,553	751,553	887,778	18.1%
Non-package	1,745,043	2,229,923	2,675,841	20.0%
FREQUENCY				
First time tourists	1,720,984	2,308,903	2,818,115	22.1%
Repeat tourists	565,613	672,573	745,503	10.8%
DURATION OF VISIT				
1-3 nights	509,404	694,188	846,789	22.0%
4-6 nights	733,882	1,046,748	1,334,998	27.5%
7 nights or more	1,043,311	1,240,540	1,381,832	11.4%
Total inbound tourists	2,286,597	2,981,476	3,563,618	19.5%

Source: NSO (Inbound Tourism)

Mode of Travel of Incoming Tourisits, 2024



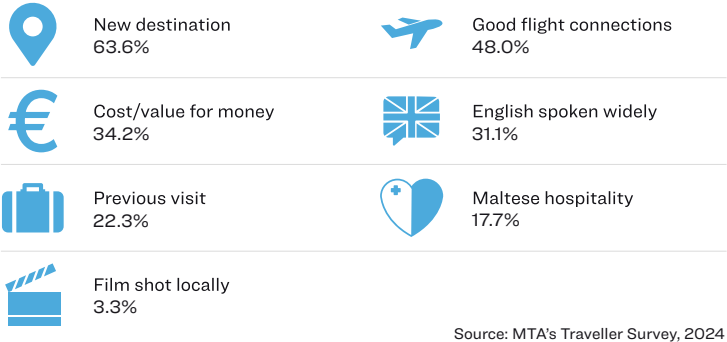
Source: NSO (Inbound Tourism)

CRITERIA INFLUENCING DESTINATION CHOICE

Communication Channels



Other Factors



TOURISTS' MOTIVATIONS FOR VISITING MALTA

Inbound Tourists by Purpose of Visit

	2022	2023	2024	Change 2024/2023
Holiday	1,881,902	2,548,213	3,106,465	21.9%
Business and profes- sional	154,228	156,808	172,462	10.0%
Visiting family/friends	158,252	162,259	184,058	13.4%
Other	92,214	114,196	100,633	-11.9%
Total	2,286,597	2,981,476	3,563,618	19.5%

Source: NSO (Inbound Tourism)

Main Motivations for Choosing Malta, 2024



(Multiple Responses)

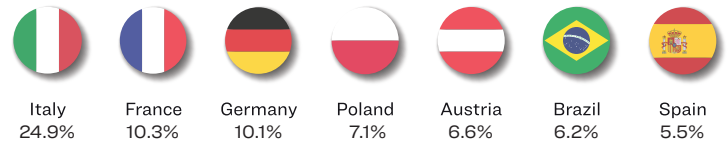
Source: MTA's Traveller Survey, 2024 and NSO (inbound Tourism, 2024)

Studying English as a Foreign Language

	2022	2023	2024	Change 2024/2023
Number of students	56,675	78,567	80,946	3.0%
Number of weeks	246,314	273,131	256,868	-6.0%
Average number of weeks per student	4.3	3.5	3.2	

Source: NSO (TEFL)

Share of the Top EL Students by Citizenship, 2024



Source: NSO (TEFL)

Characteristics



Source: MTA's Traveller Survey, 2024

Feelings



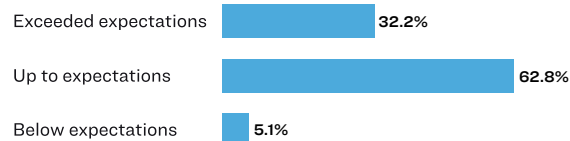
Source: MTA's Traveller Survey, 2024

Colours



Source: MTA's Traveller Survey, 2024

Overall Malta Experience



Source: MTA's Traveller Survey, 2024

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, Poland, America and Australia. It also has representation covering Spain and Portugal, the Netherlands, Belgium and Luxembourg, Hungary, Nordic countries, Czech Republic and Slovakia, 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, 2024
- Survey on the tourist experience in the Maltese Islands

- MTA Expenditure Survey, 2024
- 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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