



Evaluating Tourism Expenditure Year 2024

Malta Tourism Authority

Research Unit Strategic Development

Introduction

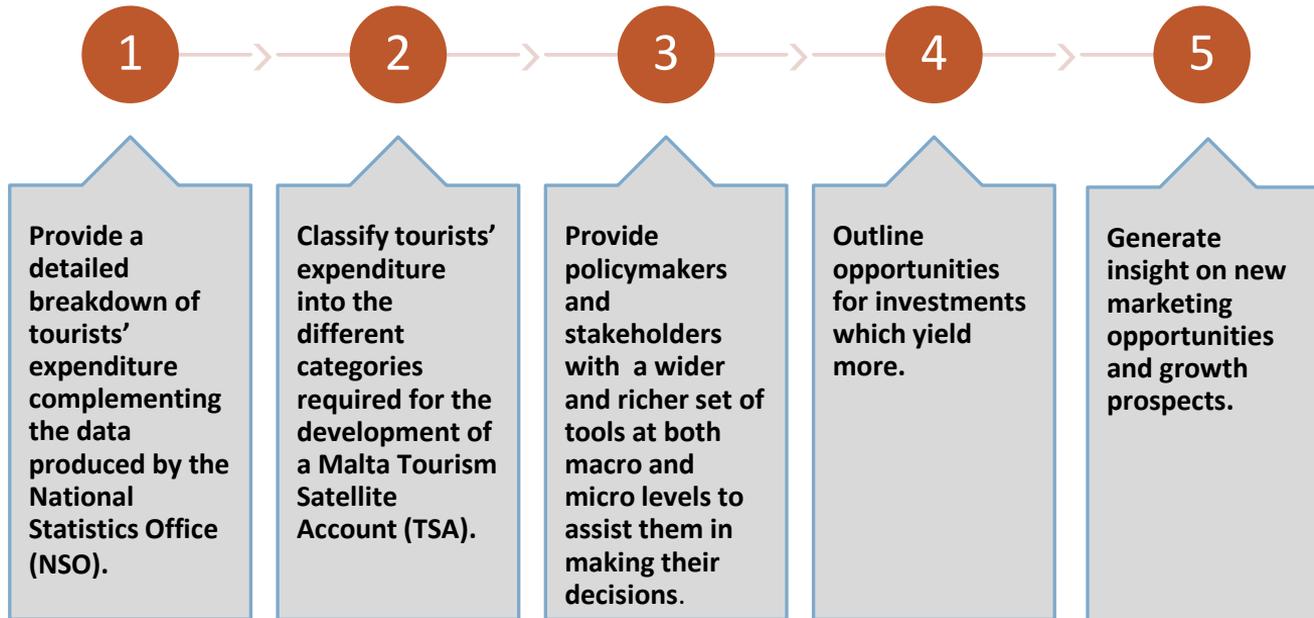


The MTA carries out a survey on tourists' expenditure patterns on a continuous basis.



This study was first launched in 1996. In 2015, the expenditure survey was redesigned in order to adopt a novel approach towards measuring the distribution of tourists' expenditure across the different sectors of the economy.

Objectives of the MTA Traveller Expenditure Survey



The survey targets nearly 70% of tourists visiting Malta during 2024.
Questionnaires are distributed to tourists from the following countries of origin.

A total of 1,584 questionnaires were collected in 2024.

UK

Ireland

Italy

Germany

Spain

France

Netherlands

Belgium

Austria

Switzerland

Scandinavia

Sample sizes allow for detailed analysis carried out for the UK, Germany, France, Italy and Switzerland

Methodology

Respondents are asked to state expenditure both prior to departure and during stay

Prior to Departure

- **Package Expenditure**
(Flight, Accommodation, Transfers, Site/Attraction Visits, Event Tickets, Vehicle Hire and Other Expenditure)
- **Non-Package Expenditure**
(Flight and Accommodation, Transport, Recreation and Other Expenditure)

During Stay

- Fight
- Accommodation
- Food and drink
- Transport
- Recreation
- Shopping
- Other

Each expenditure category is sub-divided into different categories

Sample Sizes

UK Market

N=682

German Market

N=337

French Market

N=197

Italian Market

N=99

Swiss Market

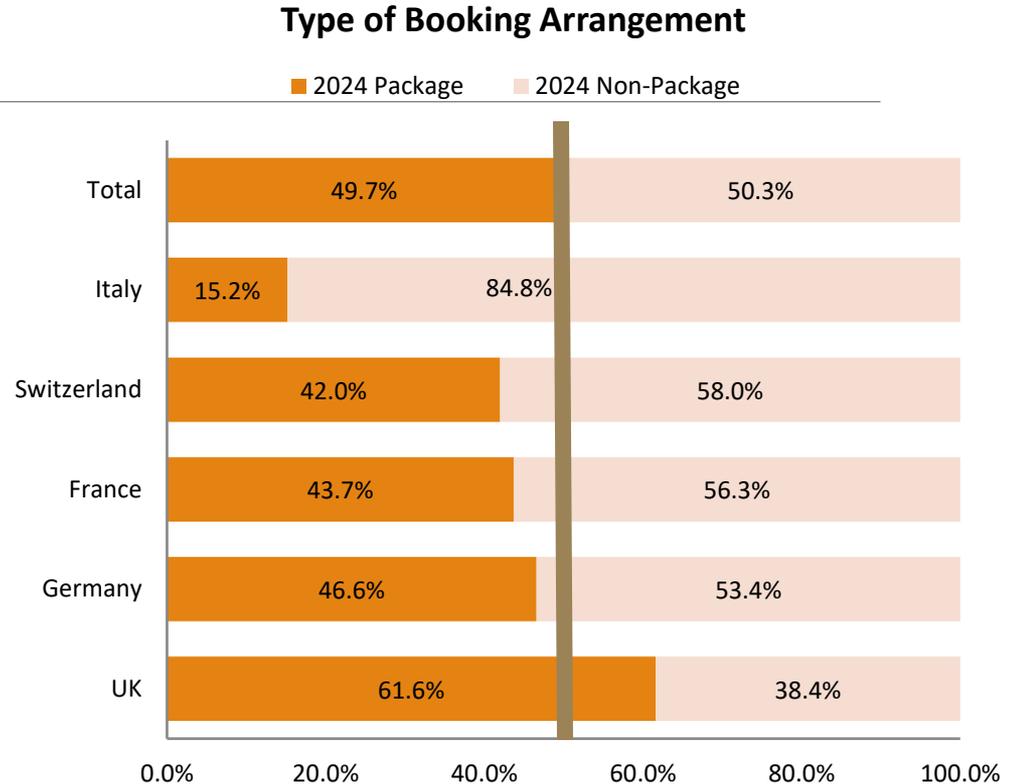
N=50

Type of Booking Arrangement



Based on the MTA Traveller Expenditure Survey Results, most trips (50.3%) were booked through a tour operator or travel agency, while 49.6% of trips were booked independently.

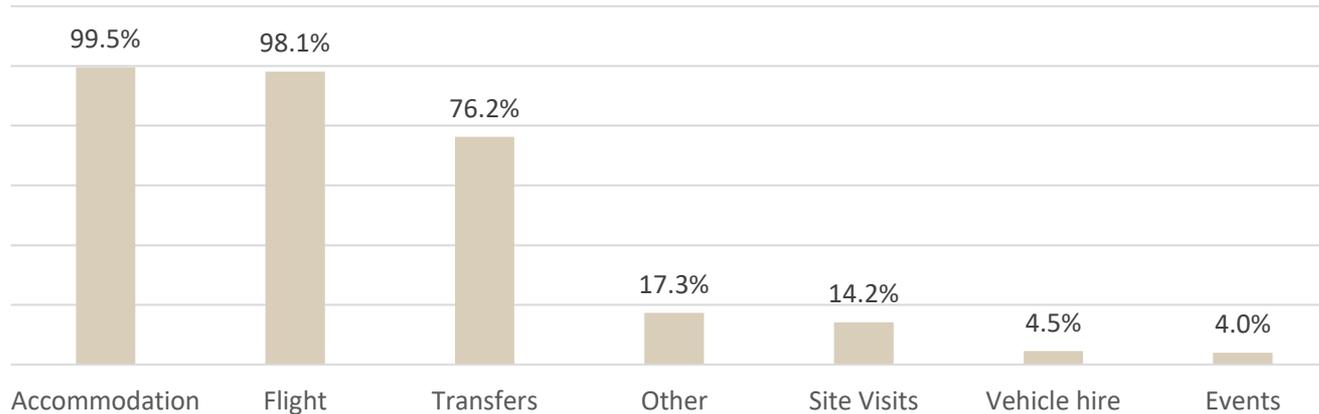
The UK market had the highest share of package trips, whereas most Italian travellers preferred to make their own booking arrangements.



Booking Arrangements - Prior to Departure Package Expenditure (47.8% of total spenders)



Main elements included in Package Price



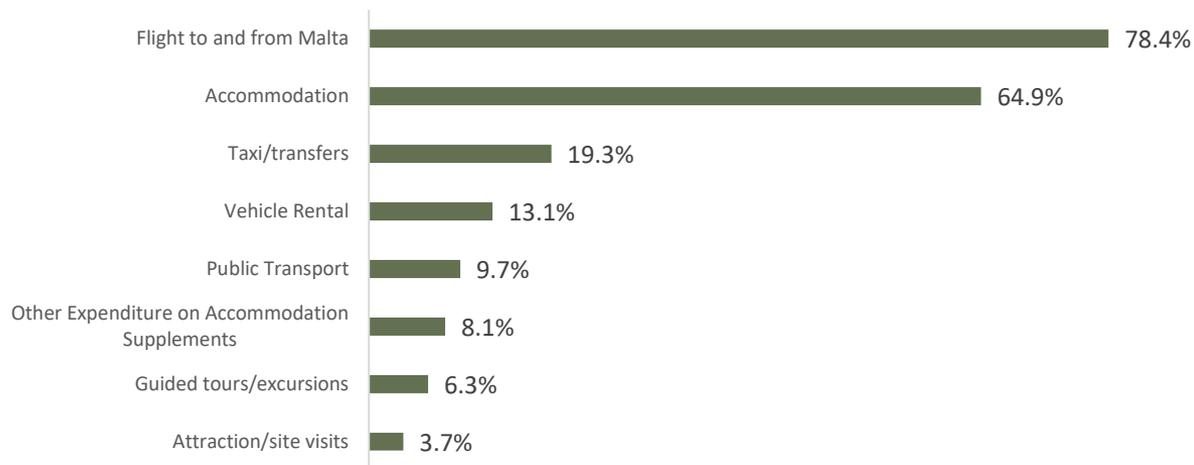
The **package price** mainly includes the flight, the accommodation and transfers . Other package expenditure includes expenditure on bed and breakfast, half board and all-inclusive expenditure.

Non-Package Expenditure Prior to Departure by Category (67.6% of total spenders)



Non-package type of expenditure prior to departure was mainly spent on flight and accommodation.

Share of spenders Non-Package Expenditure



Expenditure Prior to Departure



Average Expenditure per person (in Euro)	UK	Germany	France	Italy	Switzerland	Total
Total Package	1,039.7	1,014.1	850.1	744.2	1,119.2	980.3
Total Non-Package	459.3	572.2	442.9	300.9	665.9	464.8
Total Expenditure Prior to departure	898.5	824.9	680.8	377.5	898.1	783.1

Survey results indicate that average expenditure prior to departure was €783 with the Swiss and the British travellers spending the highest total average expenditure prior to departure.

During 2024 , average package price prior to departure amounted to €980. Non-package price was estimated at €465. The Swiss , the British and the German travellers spend the highest per capita expenditure on package trips whereas the Italian travellers spent the lowest average expenditure on non- package type of trips .

Expenditure Prior to Departure is all money spent before leaving the country of residence

Expenditure During Stay



Weighted Average Expenditure per person During Stay (in Euro)	UK	Germany	France	Italy	Switzerland	Total
Per Capita Expenditure	426.6	405.9	343.8	279.5	570.4	403.5
Accommodation *	56.1	47.2	28.7	25.0	106.9	47.9
Food and Drink	236.1	204.1	160.0	151.9	271.6	212.7
Transport	33.8	41.1	38.6	36.8	48.6	37.2
Recreation	55.9	67.7	69.6	39.9	70.3	59.9
Shopping	35.0	38.2	36.4	21.9	57.7	36.2
Other Expenditure	8.6	7.4	10.2	3.4	7.8	8.1

**Accommodation expenditure is expenditure not included in expenditure 'prior to departure'*

Share of Expenditure During stay



Share of Expenditure During Stay (in %)	UK	Germany	France	Italy	Switzerland	Total
Per Capita Expenditure	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Accommodation *	13.2%	11.6%	8.3%	8.9%	18.7%	11.9%
Food and Drink	55.3%	50.3%	46.5%	54.3%	47.6%	52.7%
Transport	7.9%	10.1%	11.2%	13.2%	8.5%	9.2%
Recreation	13.1%	16.7%	20.2%	14.3%	12.3%	14.8%
Shopping	8.2%	9.4%	10.6%	7.8%	10.1%	9.0%
Other Expenditure	2.0%	1.8%	3.0%	1.2%	1.4%	2.0%

Share of Expenditure During stay

During stay , average per capita expenditure of tourists visiting Malta during stay in 2024 was €404 with an average length of stay of 7 nights.

Differences across source markets :

Indications show that the Swiss and the British generated the highest expenditure per capita during stay.

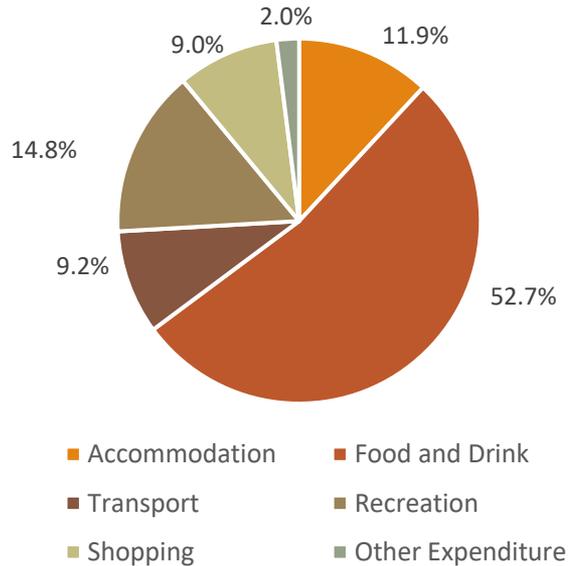
The Swiss and the British tourist have the highest expenditure per person on 'food and drink'.

Expenditure on 'recreation' is the highest for the Swiss, the Germans and the French and lowest for the Italians.

Compared to the other markets , the Swiss spent more on 'shopping '.

Share of Expenditure During stay

Share of Expenditure during stay



Tourists spend their money mainly on:

- **Food and Drink** (the large majority is spent in restaurants)
- **Recreation** (mainly spent on attraction/site visits and organised tours)
- **Accommodation**
- **Transport** (taxis/ transfers and public transport)
- **Shopping** (mainly spent on souvenirs and clothing)





Most of the expenditure paid during stay was spent on food and drink in restaurants, followed by expenditure on accommodation, food and drink in bars/pubs/places of entertainment, food and drink from groceries, food and drink in accommodation establishments, attraction/site visits, souvenirs and organized tours.

Expenditure During Stay on Accommodation

- This category refers to expenditure on accommodation once at the destination – i.e. not included in expenditure prior to departure.
- This expenditure may include direct payment for accommodation services and any extras requested (e.g. room upgrades).
- 11.9% of total expenditure during stay is allocated on accommodation.



Share of tourists spending money on food and drink



Share of tourists spending money on Food and Drink during Stay (in %)	UK	Germany	France	Italy	Switzerland	Total
Food and Drink	92.8%	97.8%	94.1%	96.3%	98.2%	94.6%
Accommodation Establishments	25.1%	36.8%	7.8%	9.6%	51.4%	25.3%
Restaurants	83.9%	85.8%	86.0%	87.1%	84.4%	85.4%
Takeaways	23.5%	56.8%	49.5%	44.2%	48.6%	36.7%
Bars/Pubs/Places of Entertainment	53.4%	34.2%	50.5%	67.5%	45.0%	48.9%
Groceries	61.2%	87.1%	65.8%	57.1%	71.6%	69.1%

Per Capita Expenditure on food and drink



Per Capita Expenditure During Stay (in Euros)	UK	Germany	France	Italy	Switzerland	Total
Food and Drink	236.1	204.1	160.0	151.9	271.6	212.7
Accommodation Establishments	23.4	27.1	7.5	3.0	39.7	19.6
Restaurants	150.7	120.5	107.0	100.7	170.0	135.8
Takeaways	6.2	13.0	14.5	15.1	19.6	10.1
Bars/Pubs/Places of Entertainment	33.9	14.3	15.3	19.2	22.6	24.1
Groceries	21.9	29.3	15.7	15.0	19.7	23.0



Share of expenditure by type of food and drink within the Food and Drink category

	UK	Germany	France	Italy	Switzerland	Total
Food and Drink	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Accommodation Establishments	9.9%	13.3%	4.7%	2.0%	14.6%	9.2%
Restaurants	63.8%	59.0%	66.9%	66.3%	62.6%	63.9%
Takeaways	2.6%	6.4%	9.1%	10.0%	7.2%	4.8%
Bars/Pubs/Places of Entertainment	14.3%	7.0%	9.6%	12.7%	8.3%	11.3%
Groceries	9.3%	14.3%	9.8%	9.9%	7.3%	10.8%



Share of expenditure on 'Food and Drink' of Total Expenditure during stay

	UK	Germany	France	Italy	Switzerland	Total
Food and Drink	55.3%	50.3%	46.5%	54.3%	47.7%	52.7%
Accommodation Establishments	5.5%	6.7%	2.2%	1.1%	7.0%	4.9%
Restaurants	35.3%	29.7%	31.1%	36.0%	29.9%	33.7%
Takeaways	1.5%	3.2%	4.2%	5.4%	3.4%	2.5%
Bars/Pubs/Places of Entertainment	7.9%	3.5%	4.5%	6.9%	4.0%	6.0%
Groceries	5.1%	7.2%	4.6%	5.4%	3.5%	5.7%



The majority of total expenditure during a stay is allocated to food and drink, with restaurants being the primary recipients.

The Swiss and the British are the highest per capita spenders at restaurants. The British and the Swiss also spend more than average on bars and pubs, while the Germans spend more than average on groceries.

Comparatively, the British, followed by the Italians, allocate the highest share of their total expenditure during their stay to food and drink.

Expenditure During Stay on Food and Drink



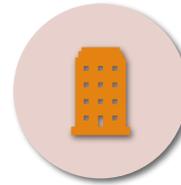
63.9% RESTAURANTS



11.3%
BARS/PUBS/PLACES OF
ENTERTAINMENT



10.8% GROCERIES



9.2%
ACCOMMODATION
ESTABLISHMENTS



4.8% TAKEAWAY

Share of tourists spending money on transport



Share of tourists spending money on Transport during Stay (in %)	UK	Germany	France	Italy	Switzerland	Total
Transport	89.4%	89.3%	84.8%	89.2%	96.3%	89.2%
Ferry crossings	48.6%	56.6%	38.5%	61.7%	61.5%	50.4%
Vehicle Hire	5.9%	15.6%	14.4%	12.9%	22.9%	11.3%
Taxis	52.3%	42.1%	47.6%	52.5%	61.5%	49.7%
Public transport	63.2%	66.6%	59.4%	59.2%	64.2%	61.2%

Per Capita Expenditure on transport



Per Capita Expenditure During Stay (in Euros)	UK	Germany	France	Italy	Switzerland	Total
Transport	33.8	41.1	38.6	36.8	48.6	37.2
Ferry crossings	5.3	6.0	4.6	6.2	7.0	5.4
Vehicle Hire	3.8	11.9	9.5	6.4	15.1	7.6
Taxis	15.0	11.6	12.9	14.9	15.0	14.1
Public transport	9.8	11.5	11.7	9.3	11.4	10.1

Share of expenditure by type of transport within the 'Transport' category



	UK	Germany	France	Italy	Switzerland	Total
Transport	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Ferry crossings	15.8%	14.7%	11.9%	16.8%	14.4%	14.6%
Vehicle Hire	11.2%	29.0%	24.5%	17.5%	31.1%	20.5%
Taxis	44.2%	28.3%	33.4%	40.6%	30.9%	37.8%
Public transport	28.8%	28.1%	30.2%	25.2%	23.6%	27.1%

Share of expenditure on 'Transport' of Total Expenditure during stay



	UK	Germany	France	Italy	Switzerland	Total
Transport	7.9%	10.1%	11.2%	13.2%	8.5%	9.2%
Ferry crossings	1.2%	1.5%	1.3%	2.2%	1.2%	1.3%
Vehicle Hire	0.9%	2.9%	2.8%	2.3%	2.6%	1.9%
Taxis	3.5%	2.9%	3.7%	5.3%	2.6%	3.5%
Public transport	2.3%	2.8%	3.4%	3.3%	2.0%	2.5%



- 9.2% of total expenditure during stay is spent on transportation.
- Survey results indicate that more than three out of five respondents made use of public transport.
- Taxi (37.8%) and Public Transport (27.1%) account for the highest share of transport expenditure.
- With a per capita expenditure of €49, the Swiss tourist feature as the highest spender within this category. The Swiss are the highest per capita spenders on ferry crossings and vehicle hire.

Expenditure During Stay on Transport



Taxi

37.8%



Public Transport

27.1%



Vehicle Hire

20.5%



Ferry

14.6%



Share of tourists spending money on recreation

Share of tourists spending money on Recreation during Stay (in %)	UK	Germany	France	Italy	Switzerland	Total
Recreation Expenditure	83.7%	87.7%	90.9%	85.4%	89.0%	85.8%
Guided tours and excursions	22.5%	27.1%	27.3%	22.9%	20.2%	24.6%
Hop-on-hop off sightseeing tours	21.3%	20.0%	7.6%	15.4%	16.5%	18.5%
Boat trips	33.7%	36.9%	44.2%	21.7%	37.6%	35.3%
Attraction/site visits	58.8%	63.3%	61.3%	51.3%	53.2%	58.6%
Event tickets	4.3%	3.4%	1.5%	10.4%	0.9%	4.4%
Popular Entertainment	1.4%	4.8%	8.0%	7.5%	3.7%	4.1%
Sports	4.8%	9.4%	9.7%	3.8%	16.5%	7.3%



Per capita expenditure during stay on recreation

Per Capita Expenditure During Stay (in Euros)	UK	Germany	France	Italy	Switzerland	Total
Recreation Expenditure	56.0	67.7	69.6	39.9	70.3	59.9
Guided tours and excursions	14.3	20.8	22.6	10.1	7.7	16.5
Hop-on-hop off sightseeing tours	6.6	5.5	2.0	3.2	4.8	5.3
Boat trips	7.6	10.3	7.5	6.5	9.4	8.3
Attraction/site visits	18.8	16.3	21.7	14.1	19.7	17.7
Event tickets	1.7	0.6	0.3	3.7	0.1	1.3
Popular Entertainment	0.3	1.3	2.6	1.5	0.7	1.1
Sports	6.7	12.9	13.0	0.6	27.9	9.6

Share of expenditure by type of recreation within the 'Recreation' category



	UK	Germany	France	Italy	Switzerland	Total
Recreation Expenditure	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Guided tours and excursions	25.6%	30.7%	32.4%	25.3%	11.0%	27.6%
Hop-on-hop off sightseeing tours	11.8%	8.2%	2.8%	8.0%	6.9%	8.9%
Boat trips	13.6%	15.2%	10.7%	16.4%	13.4%	13.9%
Attraction/site visits	33.5%	24.1%	31.2%	35.4%	28.0%	29.5%
Event tickets	3.0%	0.9%	0.4%	9.4%	0.1%	2.2%
Popular Entertainment	0.5%	1.9%	3.7%	3.9%	1.0%	1.9%
Sports	12.1%	19.0%	18.7%	1.6%	39.6%	16.0%

Share of expenditure of 'Recreation' on Total Expenditure during stay

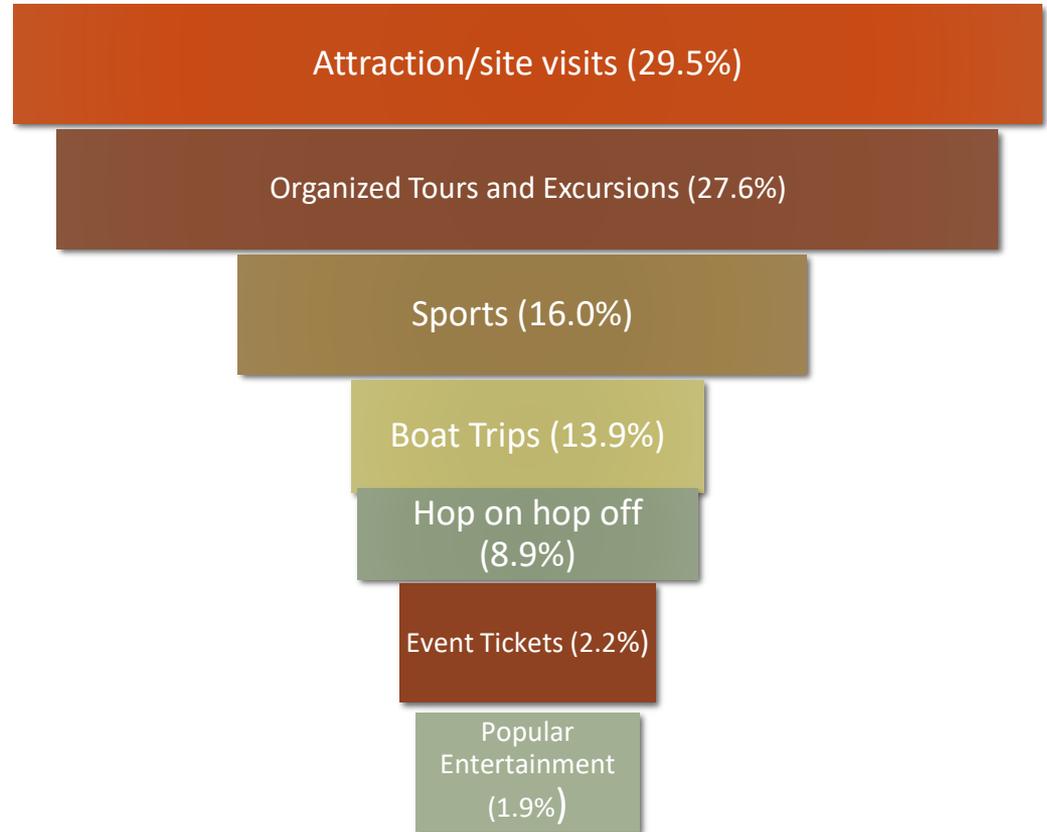


	UK	Germany	France	Italy	Switzerland	Total
Recreation Expenditure	13.1%	16.7%	20.3%	14.3%	12.3%	14.8%
Guided tours and excursions	3.4%	5.1%	6.6%	3.6%	1.4%	4.1%
Hop-on-hop off sightseeing tours	1.5%	1.4%	0.6%	1.1%	0.8%	1.3%
Boat trips	1.8%	2.5%	2.2%	2.3%	1.7%	2.1%
Attraction/site visits	4.4%	4.0%	6.3%	5.0%	3.5%	4.4%
Event tickets	0.4%	0.1%	0.1%	1.3%	0.0%	0.3%
Popular Entertainment	0.1%	0.3%	0.8%	0.6%	0.1%	0.3%
Sports	1.6%	3.2%	3.8%	0.2%	4.9%	2.4%



- Nearly, 15.0% of total expenditure during stay is spent on recreation.
- 57% of recreation expenditure is spent on attraction site visits and organised tours and excursions.
- The Swiss, the French and the Germans spent the highest per capita expenditure on recreation. All markets allocate the majority of this expenditure on 'guided tours and excursions' and 'attraction/site visits'.
- Compared with the other source markets, the Swiss allocate the highest expenditure on sports.

Expenditure During Stay on Recreation





Share of tourists spending money on shopping

Share of tourists spending money on Shopping during Stay (in %)	UK	Germany	France	Italy	Switzerland	Total
Shopping Expenditure	79.6%	88.9%	87.3%	85.0%	84.4%	85.2%
Basic Necessities	29.9%	31.5%	27.3%	30.4%	35.8%	30.8%
Souvenirs	66.3%	76.6%	80.8%	77.5%	68.8%	73.4%
Clothing	30.2%	37.9%	24.5%	19.6%	51.4%	31.7%
Maps, postcards, guidebooks	21.2%	36.9%	29.6%	11.7%	26.6%	25.0%
Other	7.5%	11.6%	9.5%	0.8%	15.6%	9.0%



Per capita expenditure during stay on shopping



Per Capita Expenditure During Stay (in Euros)	UK	Germany	France	Italy	Switzerland	Total
Shopping Expenditure	35.0	38.2	36.4	22.0	57.7	36.2
Basic Necessities	4.0	2.8	3.1	3.1	3.2	3.5
Souvenirs	16.9	15.6	23.3	14.5	17.3	17.4
Clothing	8.0	15.7	6.0	3.9	29.5	10.6
Maps, postcards, guidebooks	1.0	1.7	1.2	0.4	1.2	1.1
Other	5.2	2.4	2.8	0.1	6.5	3.6



Share of expenditure by type of shopping within the 'Shopping' category

	UK	Germany	France	Italy	Switzerland	Total
Shopping Expenditure	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Basic Necessities	11.4%	7.3%	8.5%	13.9%	5.6%	9.5%
Souvenirs	48.2%	40.8%	64.0%	66.0%	30.0%	48.1%
Clothing	22.8%	41.2%	16.6%	17.9%	51.2%	29.4%
Maps, postcards, guidebooks	3.0%	4.5%	3.2%	1.8%	2.1%	3.1%
Other	14.8%	6.3%	7.8%	0.4%	11.2%	9.9%

Share of expenditure of 'Shopping' on Total Expenditure during stay

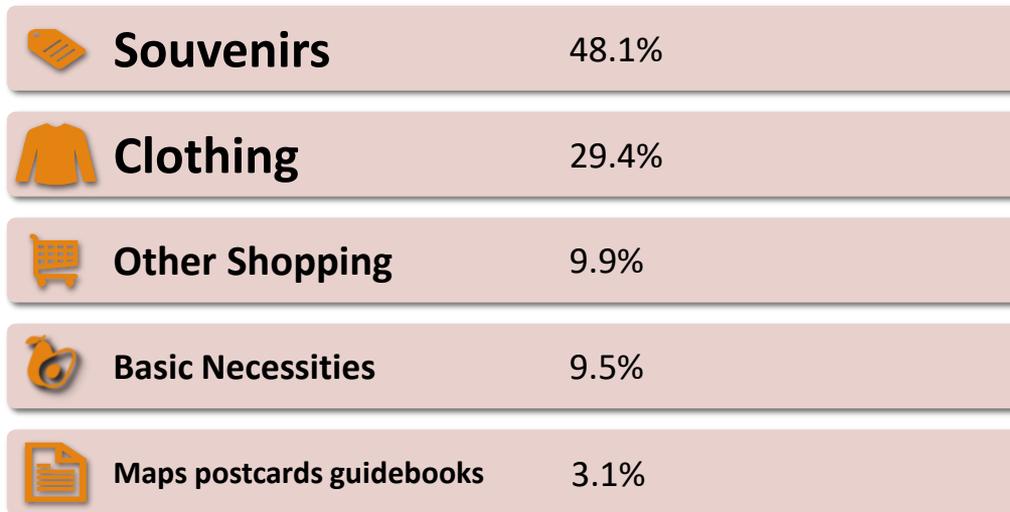


	UK	Germany	France	Italy	Switzerland	Total
Shopping Expenditure	8.2%	9.4%	10.6%	7.9%	10.1%	9.0%
Basic Necessities	0.9%	0.7%	0.9%	1.1%	0.6%	0.9%
Souvenirs	4.0%	3.8%	6.8%	5.2%	3.0%	4.3%
Clothing	1.9%	3.9%	1.8%	1.4%	5.2%	2.6%
Maps, postcards, guidebooks	0.2%	0.4%	0.3%	0.1%	0.2%	0.3%
Other	1.2%	0.6%	0.8%	0.0%	1.1%	0.9%



- 9% of total expenditure during stay is spent on shopping. This is mainly spent on souvenirs (48.1%) and clothing (29.4%).
- During stay, the majority of spenders spent 'other shopping expenditure' on items like jewellery and water.
- The Swiss and the Germans spent the highest per capita expenditure on shopping. Compared with the other markets, the French spent more than average on souvenirs while the Swiss and the Germans spent more than average on clothing.

Expenditure During Stay on Shopping





Share of tourists spending money on 'other' expenditure

Share of tourists spending money on 'Other Expenditure' during Stay (in %)	UK	Germany	France	Italy	Switzerland	Total
Other Expenditure	22.5%	34.2%	37.0%	31.7%	28.4%	29.0%
Vehicle Fuel	10.3%	23.5%	24.7%	17.9%	18.3%	16.9%
Parking Fees	5.6%	11.6%	14.2%	10.0%	13.8%	9.1%
Tobacco Products	6.0%	7.1%	10.6%	12.1%	1.8%	8.0%
Internet Access	1.4%	0.8%	-	1.7%	4.6%	1.1%
Other	6.9%	5.9%	7.8%	2.5%	3.7%	6.0%



Per capita expenditure during stay on 'other' expenditure

Per Capita Expenditure on 'Other Expenditure' during Stay (in Euros)	UK	Germany	France	Italy	Switzerland	Total
Other Expenditure	8.6	7.4	10.2	3.3	7.8	8.1
Vehicle Fuel	1.4	2.5	3.6	1.9	3.4	2.2
Parking Fees	0.3	0.7	0.8	0.4	1.0	0.5
Tobacco Products	2.3	1.5	3.5	0.7	0.1	2.1
Internet Access	0.1	0.1	-	0.2	0.5	0.1
Other	4.4	2.5	2.3	0.1	2.8	3.2



Share of expenditure by type of other expenditure within the 'Other' Expenditure category

	UK	Germany	France	Italy	Switzerland	Total
Other Expenditure	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Vehicle Fuel	16.9%	33.8%	35.3%	56.3%	43.3%	27.1%
Parking Fees	3.4%	9.8%	7.6%	13.4%	12.7%	6.3%
Tobacco Products	26.9%	20.1%	34.1%	21.8%	1.2%	25.3%
Internet Access	1.1%	2.0%	0.0%	6.7%	6.2%	1.4%
Other	51.8%	34.2%	23.0%	1.9%	36.5%	39.9%

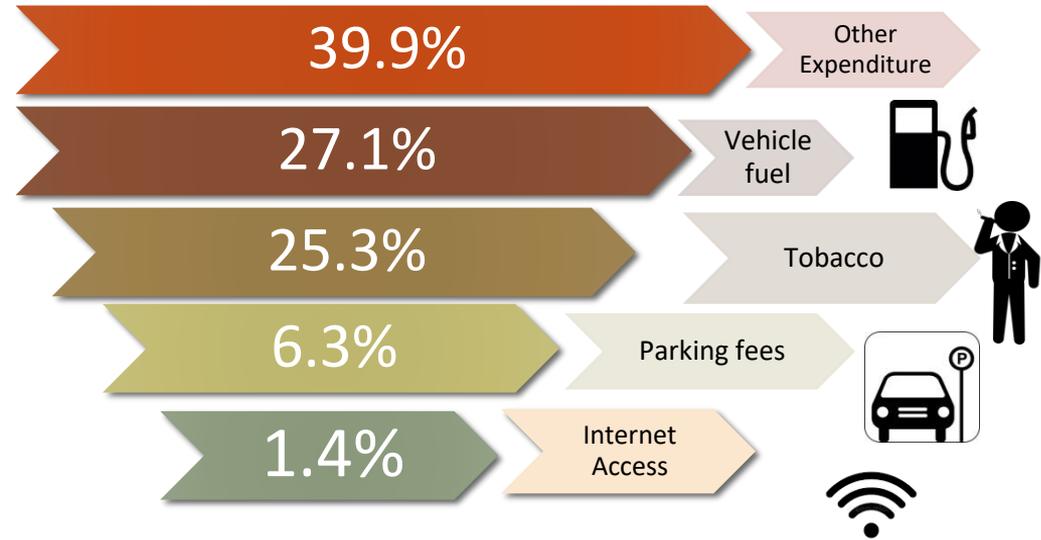
Share of expenditure by type of other expenditure on Total Expenditure during stay



	UK	Germany	France	Italy	Switzerland	Total
Other Expenditure	2.0%	1.8%	3.0%	1.2%	1.4%	2.0%
Vehicle Fuel	0.3%	0.6%	1.0%	0.7%	0.6%	0.5%
Parking Fees	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%
Tobacco Products	0.5%	0.4%	1.0%	0.3%	0.0%	0.5%
Internet Access	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Other	1.0%	0.6%	0.7%	0.0%	0.5%	0.8%

- 2% of total expenditure during stay is spent on 'other expenditure'. The largest share of this expenditure is spent on 'other expenditure', vehicle fuel and tobacco.
- Whilst the French and the British travellers spent considerably higher than average on tobacco products, the French, the Swiss and the Germans tend to spend more than average on vehicle fuel.
- During stay, the large majority of spenders spent 'other expenditure' on tips, beauty therapy and treatments and beach beds.

Expenditure During Stay on 'Other' Expenditure



Total Average Expenditure Prior and During Stay

	UK	Germany	France	Italy	Switzerland	Total
Total Average Expenditure prior to departure (in Euro)	898.5	824.9	680.8	377.5	898.1	783.1
Total Average Expenditure during stay (in Euro)	426.6	405.9	343.8	279.5	570.4	403.5
Total Average Expenditure (in Euro)	1,319.7	1,228.5	1,024.5	657.0	1,468.4	1,183.6
<i>Average Length of Stay (in nights)</i>	7.1	7.6	7.0	4.9	7.0	7.0
Average Expenditure per capita per night	185.6	161.2	146.9	133.3	209.8	168.1

Results indicate that total average expenditure per capita was €1,184 for an average length of stay of 7.0 nights. This includes expenditure spent on booking arrangements prior visiting Malta and the amount of money spent during stay.

The Swiss and the British traveller were the highest per capita spenders with a total average of €1,468 and €1,320 respectively. The Swiss with an average length of stay of 7 nights were the highest spenders per night with an average expenditure of €210.

Evaluating Tourism Expenditure By Season

Total Expenditure by Quarter 2024

Total Main Markets	Winter 2024	Spring 2024	Summer 2024	Autumn 2024
Average Exp Prior to Departure per person (in Euro)	552.3	799.6	1,011.0	791.6
Total Package (in Euro)	652.3	1,107.9	1,228.2	989.2
Total Non-Package (in Euro)	318.2	464.7	631.4	458.0
Average Exp During Stay per person	347.6	413.1	454.8	403.2
Average Expenditure per person per day prior to departure (in Euro)	85.4	110.4	129.8	115.1
Average Expenditure per person per day during stay (in Euro)	53.8	57.0	58.3	58.7
Average Expenditure per person per day prior and during stay (in Euro)	138.9	167.2	188.1	173.2

Evaluating Tourism Expenditure By Season

Breakdown of Total Expenditure spent during stay by Quarter 2024

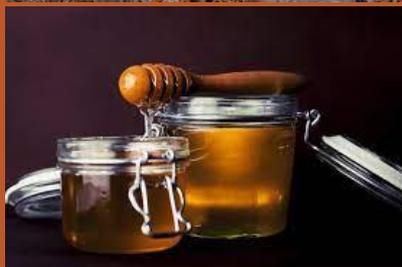
Weighted Average Expenditure per person (in Euro)	Winter 2024	Spring 2024	Summer 2024	Autumn 2024
Total Expenditure During Stay	347.6	413.1	454.8	403.2
Accommodation	39.6	53.5	56.4	43.9
Food and Drink	174.2	219.7	234.2	220.7
Transport	30.5	39.2	42.3	37.1
Recreation	57.6	56.5	70.9	57.6
Shopping	32.3	35.5	43.9	34.7
Other Expenditure	11.9	6.6	6.7	7.5

During stay , the summer visitor tends to spend more on accommodation, food and drink, transport, recreation and shopping.

Investment Opportunities

Facilities/Attractions/products would like Malta to offer and the opportunity to spend more money on:

- Good restaurants
- Supermarkets
- Public transport
- Public conveniences
- Audio guides in attractions
- Beach facilities
- Water parks
- Local products
- Boat trip to St. Paul's Islands



Evaluating Tourists' Expenditure 2024

Survey results indicate the following :

- Total average expenditure per capita was estimated at €1,184 including both expenditure spent on booking arrangements prior visiting Malta and the amount of money spent during stay .
- Average expenditure per capita per night was estimated at €168 for an average length of stay of 7.0 nights. The Swiss tourist was the highest spender spending on average €210 per person per night.
- Whilst in Malta, tourists spent their money on food and drink, accommodation, recreation, shopping and transport. The Swiss followed by the British and the Germans generated the highest expenditure per capita during stay.
- Average per person per night is the highest in the summer months. The Summer visitor tends to spend more on accommodation, food and drink, transport , recreation, and shopping.



Thank you

Research Unit – Strategic Development

