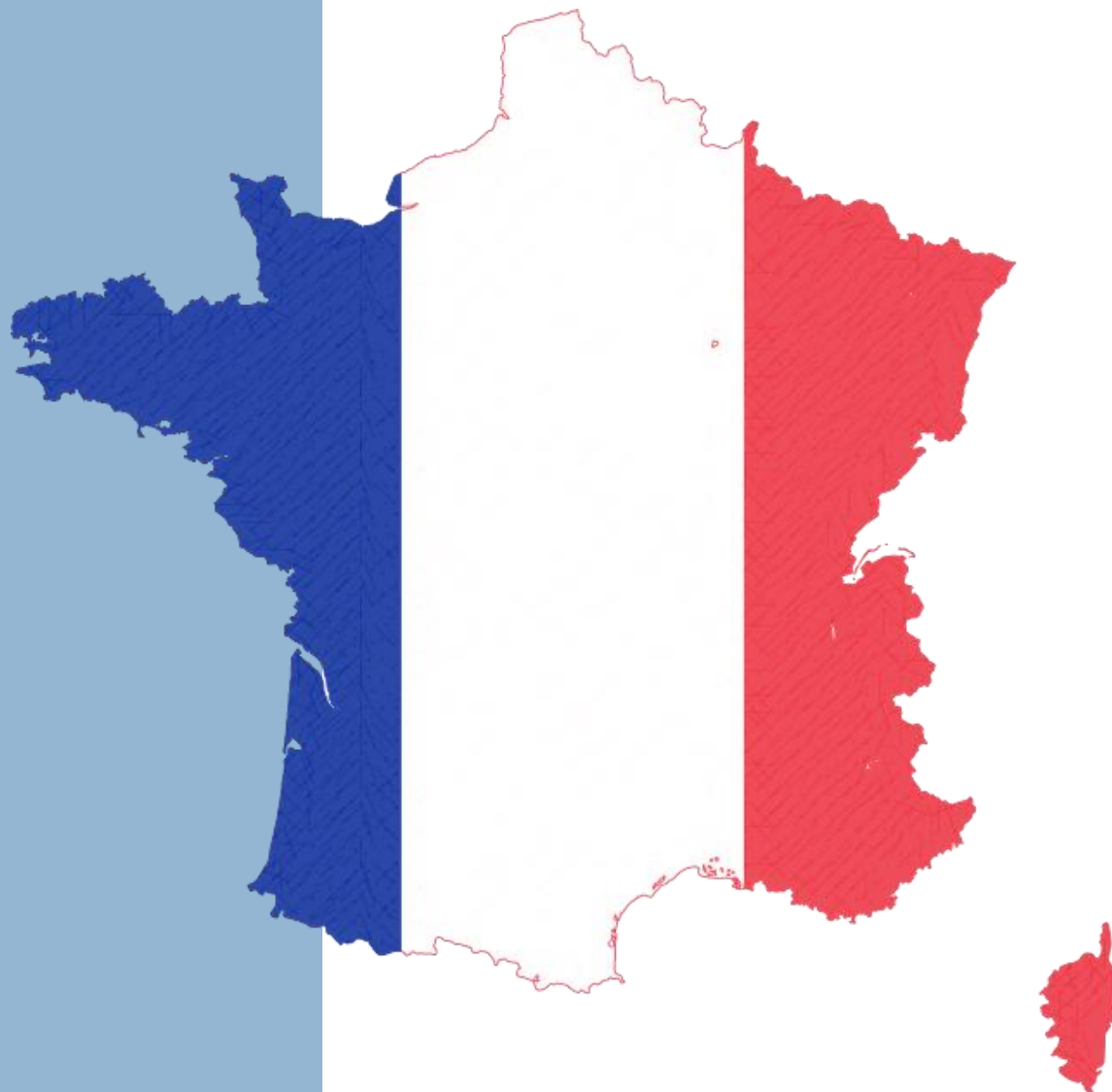


# France

Inbound Tourism to Malta

Year 2024



Malta Tourism Authority  
Research Unit



# Overnight Trips - Timeseries



FRANCE	2019	2020	2021	2022	2023	2024
Total International Outbound Trips	57.8 million	19.7 million	24.3 million	47.1 million	54.9 million	61.1 million
International Outbound Trips by Air	35.3 million	10.3 million	12.3 million	26.9 million	33.2 million	37.5 million
Total Inbound Trips: France to Malta	239,140	70,875	133,912	258,372	286,133	295,396
France's Share of Total Inbound Trips to Malta	8.7%	10.8%	13.8%	11.3%	9.6%	8.3%
Malta's Share of International Outbound Trips by Air	0.7%	0.7%	1.1%	1.0%	0.9%	0.8%

Sources: Global Data, NSO  
 Figures subject to periodical revisions

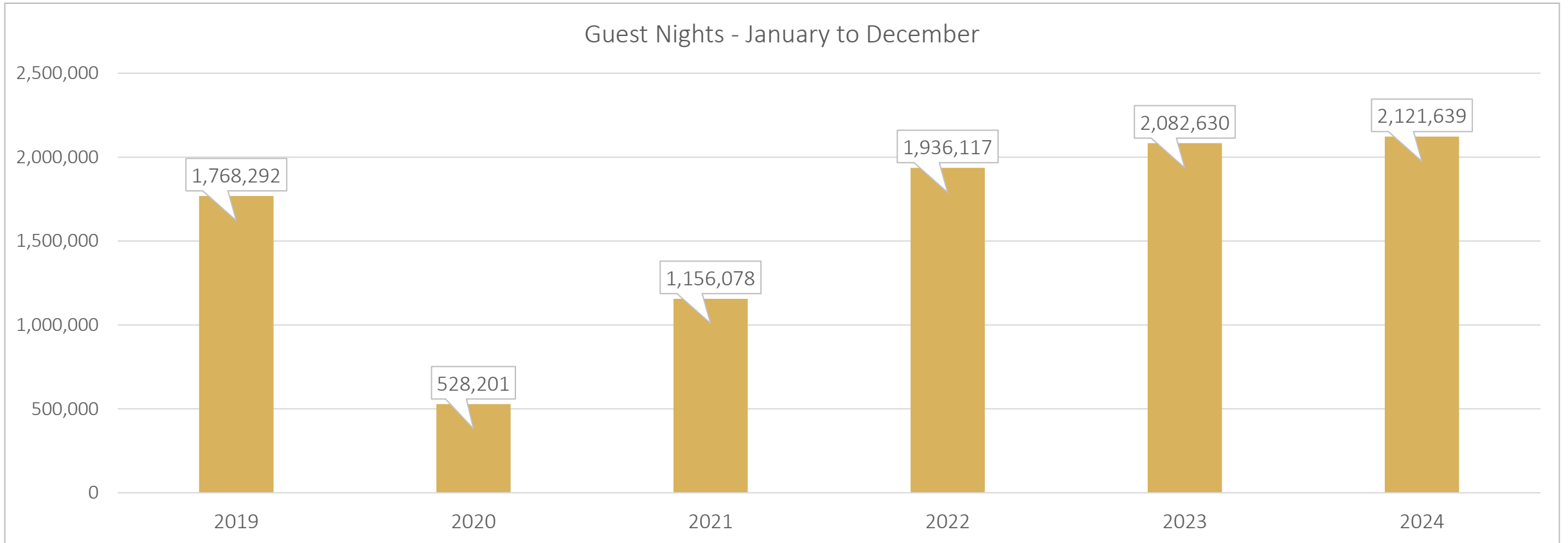
# Inbound Tourists



Source: NSO

 **Change 2024/2023**  
+ 9,263 tourists  
+ 3.2%

# Tourist Guest Nights



Source: NSO



**Average Length of Stay  
(2024)**

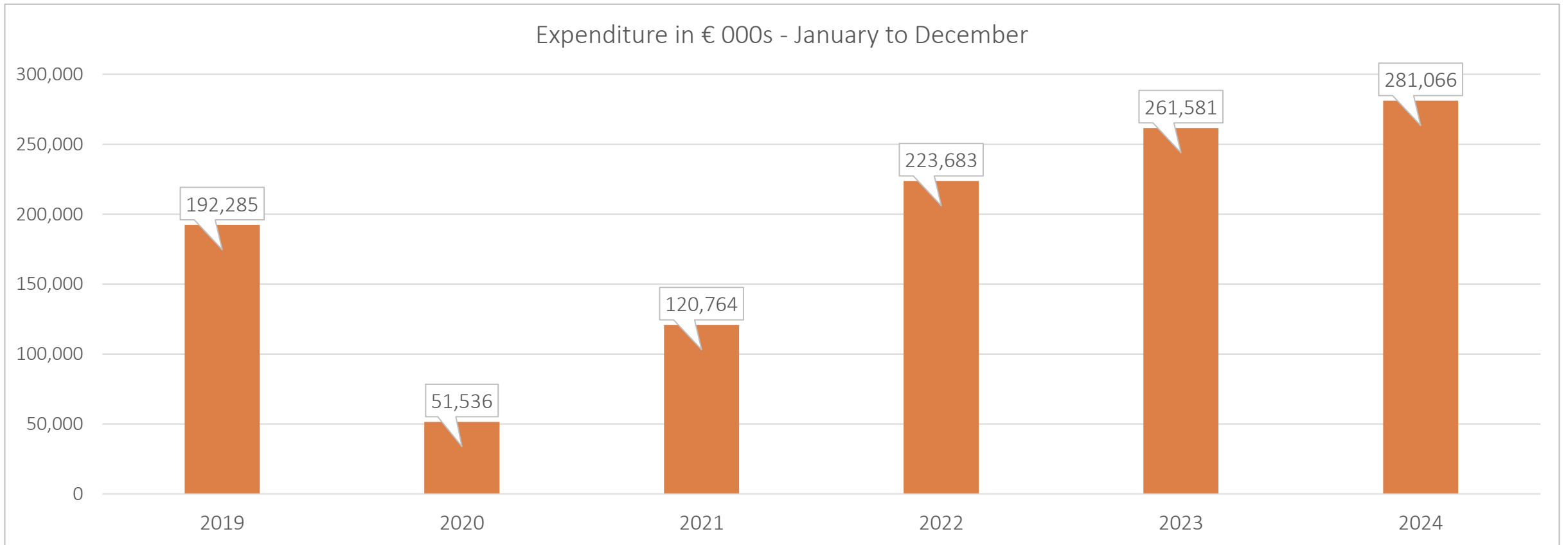
7.2 nights



**Change 2024/2023**

+ 39,009 nights  
+ 1.9%

# Tourist Expenditure



Source: NSO

**Average Expenditure Per Capita (2024):**  
€951

**Average Expenditure Per Night (2024):**  
€132







**Change 2024/2023**

+ €19,486,000





+ 7.4%

# Seasonality

	 Spring	 Summer	 Autumn	 Winter
2019	31.6%	35.5%	20.2%	12.7%
2020	0.0%	41.5%	18.6%	39.9%
2021	15.5%	49.3%	30.4%	4.8%
2022	30.8%	37.6%	21.2%	10.5%
2023	32.4%	35.4%	18.1%	14.0%
2024	32.1%	37.6%	16.9%	13.4%

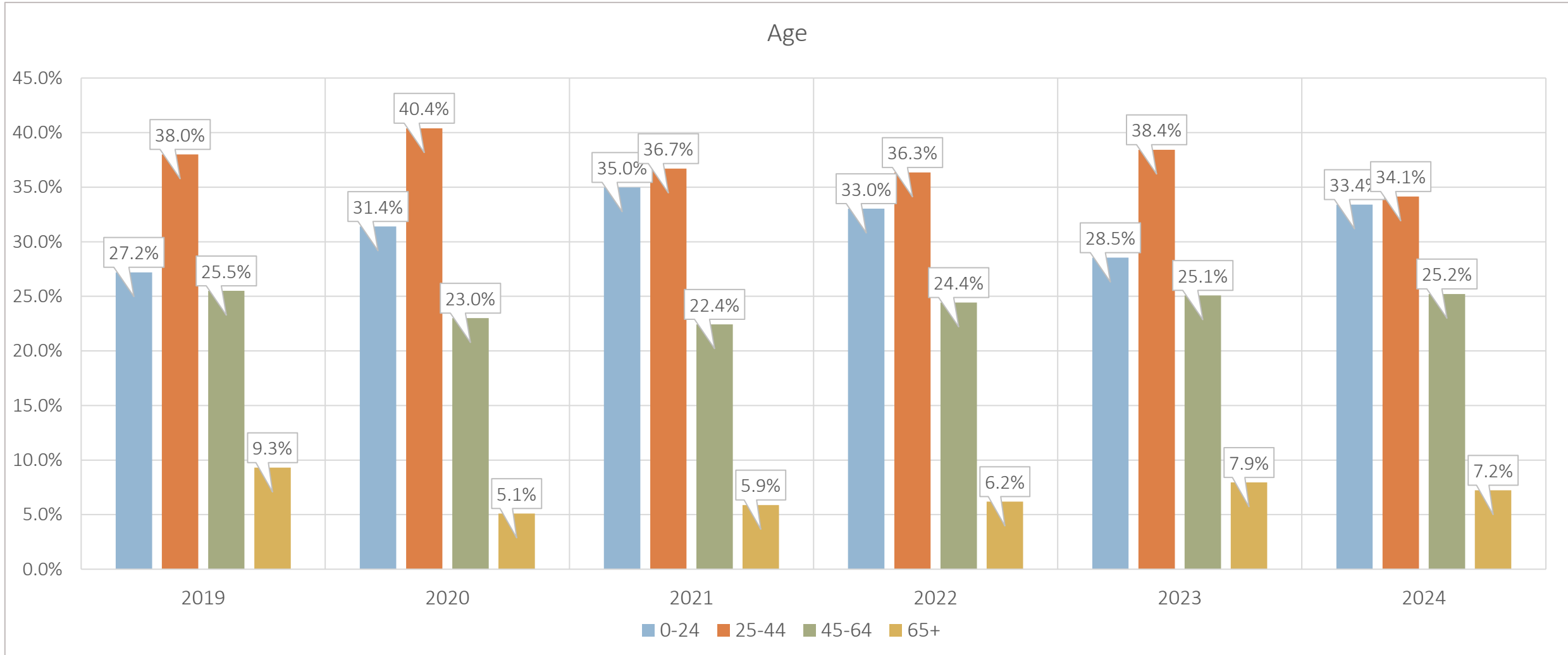
Source: NSO

# Purpose of Visit

	 Holiday	 Business	 VFR	 Other
2019	87.6%	4.4%	3.6%	4.4%
2020	86.3%	4.5%	5.0%	4.2%
2021	87.3%	3.6%	4.7%	4.4%
2022	88.4%	4.8%	2.8%	4.0%
2023	90.6%	3.0%	2.5%	3.9%
2024	90.0%	4.2%	2.1%	3.7%

Source: NSO

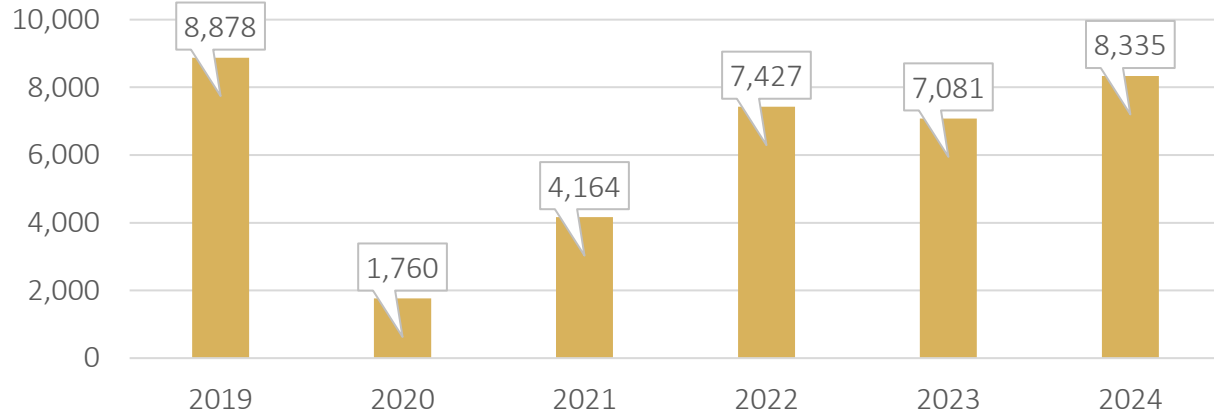
# Age of Inbound Tourists



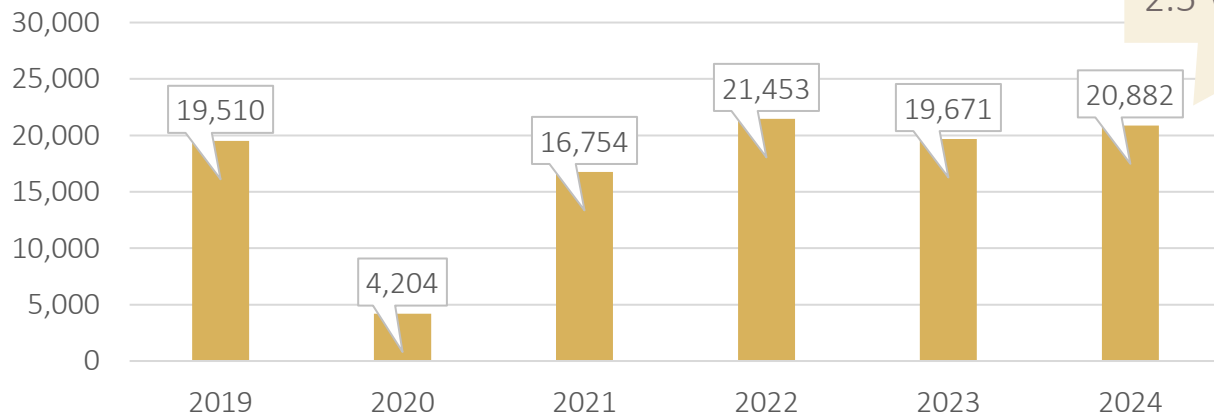
Source: NSO

# English Language Learning

Number of Students



Number of Student Weeks

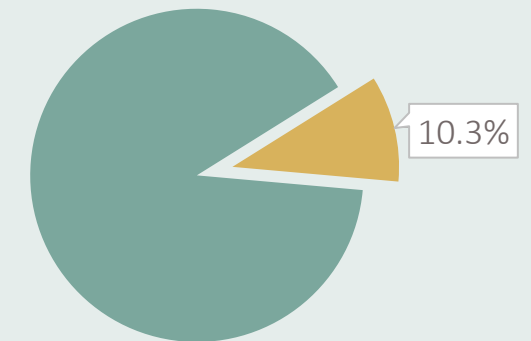


Average Length of Stay:  
2.5 Weeks

Type of Course (2024)

General	77.1%
Intensive	15.9%
Specific	3.2%
Other	3.7%

Market Share of Total TEFL (2024)



Source: NSO Note: Since 2021, following disruptions due to COVID-19, foreign students who attended English Language schools could choose both physical courses in Malta, as well as online courses.



Malta Tourism Authority  
Research Unit

Databank available on [www.mta.com.mt](http://www.mta.com.mt)