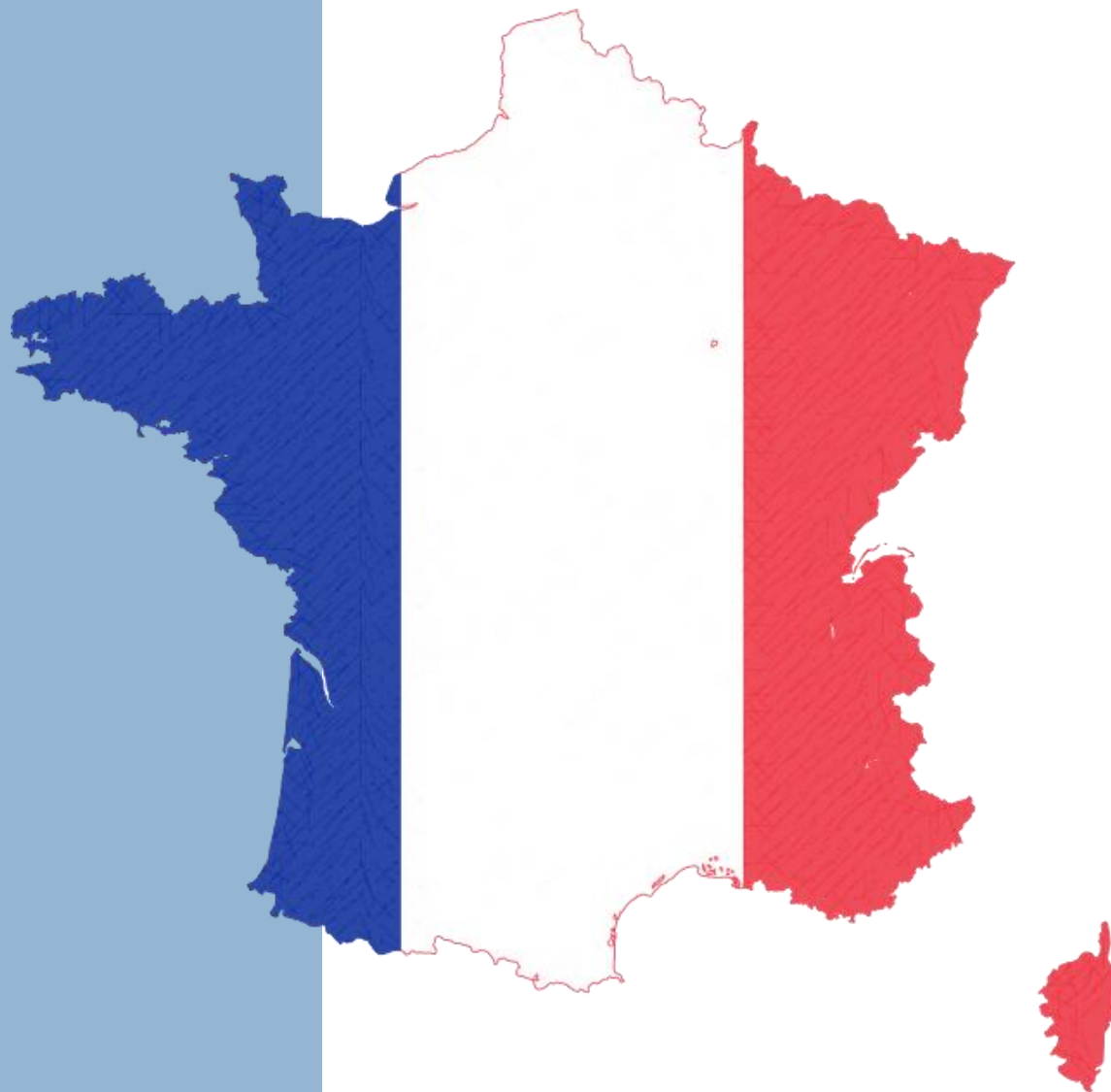


France

Inbound Tourism to Malta

Year 2025



Malta Tourism Authority
Research Unit



Overnight Trips - Timeseries

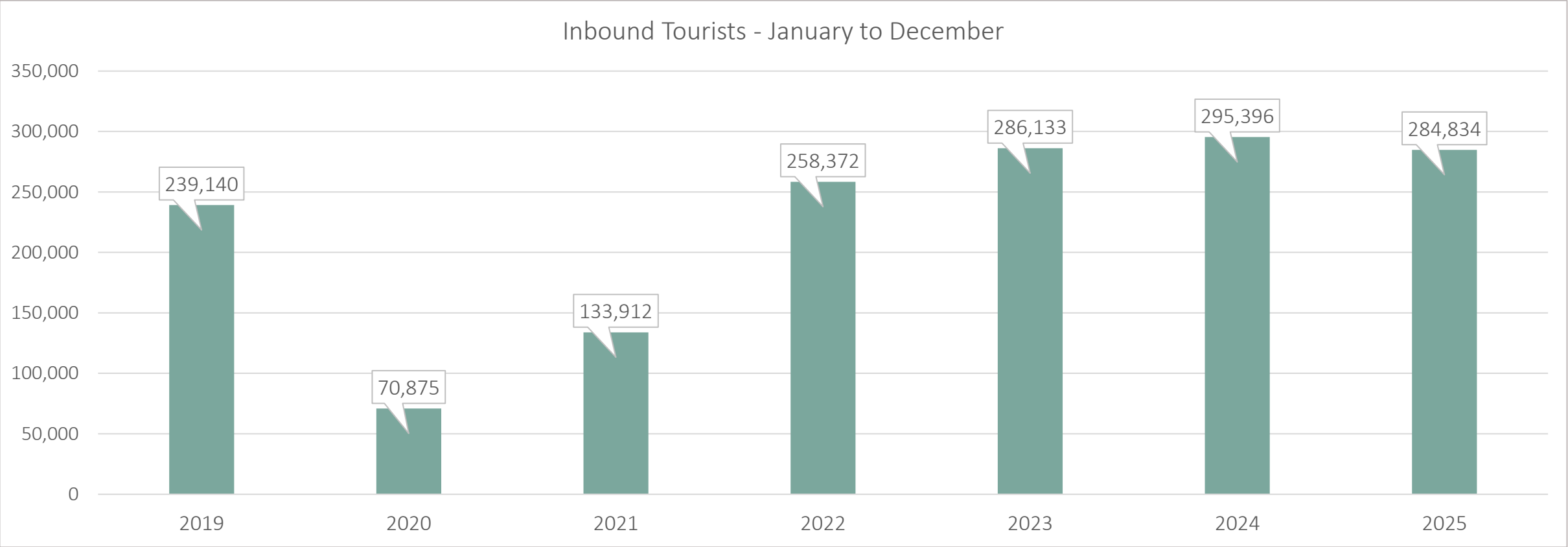


FRANCE	2019	2020	2021	2022	2023	2024	2025
Total International Outbound Trips	57.5 million	19.5 million	24.2 million	46.7 million	54.8 million	58.7 million	63.4 million
International Outbound Trips by Air	35.2 million	10.2 million	12.2 million	26.6 million	31.9 million	34.1 million	36.8 million
Total Inbound Trips: France to Malta	239,140	70,875	133,912	258,372	286,133	295,396	284,834
France's Share of Total Inbound Trips to Malta	8.7%	10.8%	13.8%	11.3%	9.6%	8.3%	7.1%
Malta's Share of International Outbound Trips by Air	0.7%	0.7%	1.1%	1.0%	0.9%	0.9%	0.8%

Sources: Global Data, NSO

Figures subject to periodical revisions

Inbound Tourists

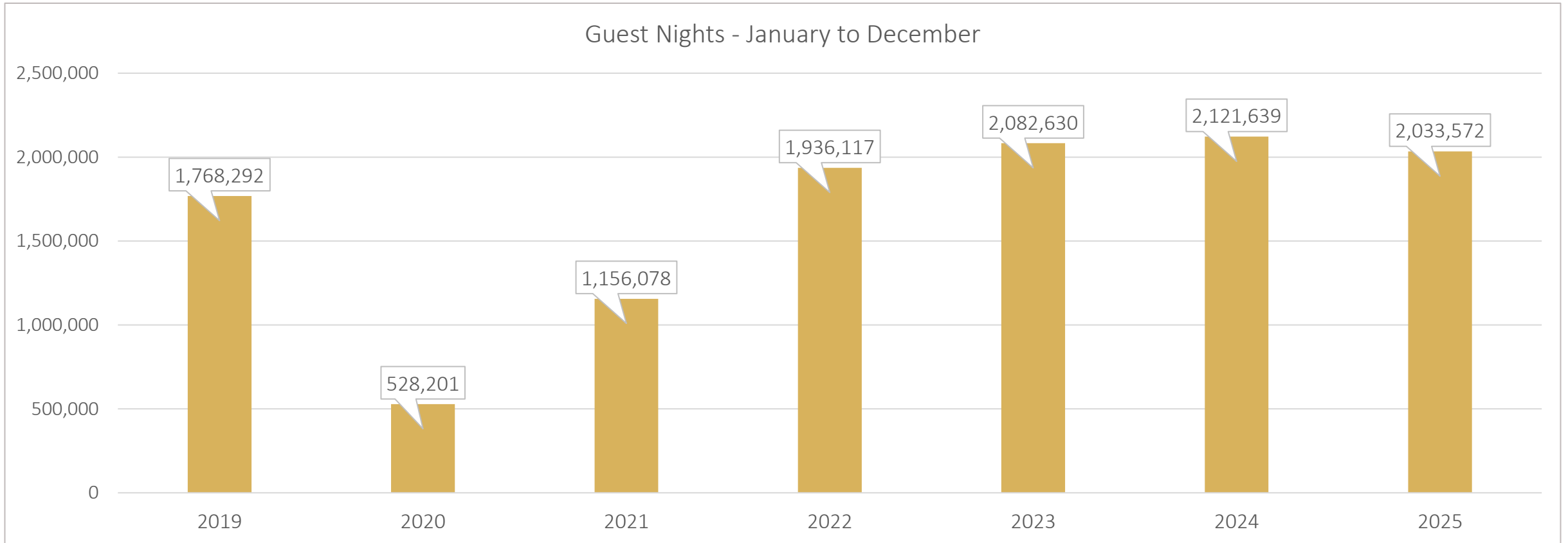


Source: NSO



Change 2025/2024
- 10,562 tourists
- 3.6%

Tourist Guest Nights



Source: NSO



Average Length of Stay
(2025)

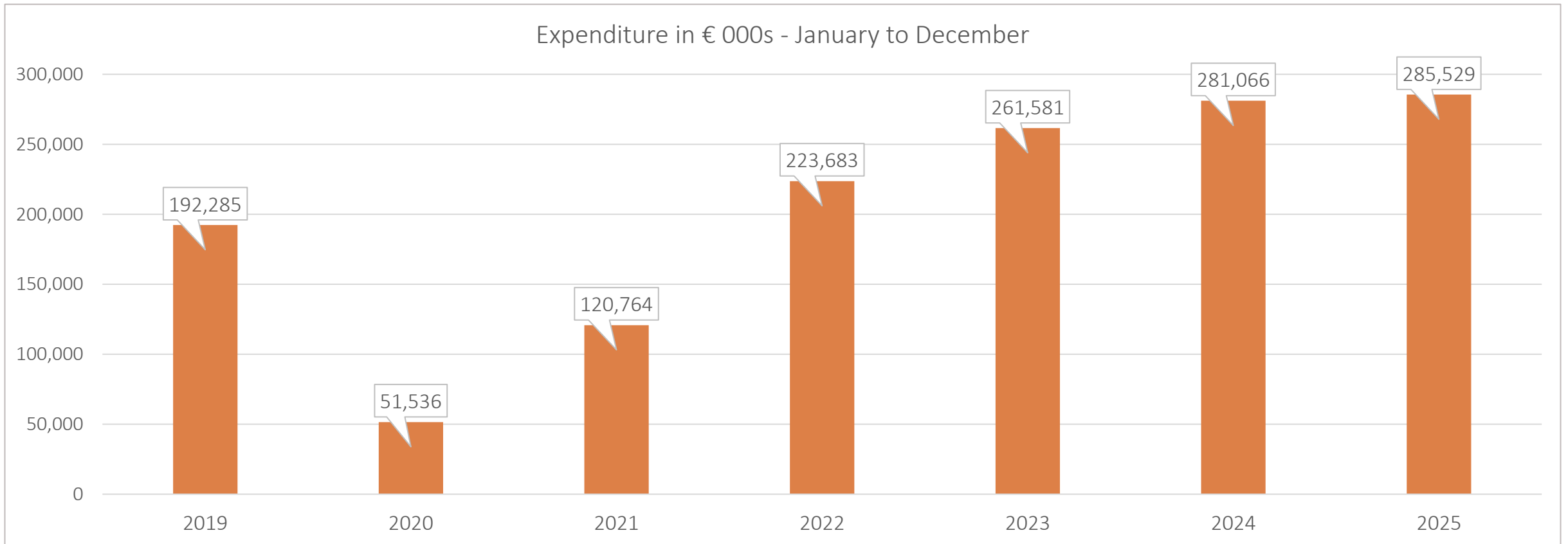
7.1 nights



Change 2025/2024

- 88,067 nights
- 4.2%

Tourist Expenditure



Source: NSO

Average Expenditure Per Capita (2025):

€1,002

Average Expenditure Per Night (2025):

€140







Change 2025/2024

+ €4,463,000





+ 1.6%

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%
2025	30.9%	34.8%	17.7%	16.6%

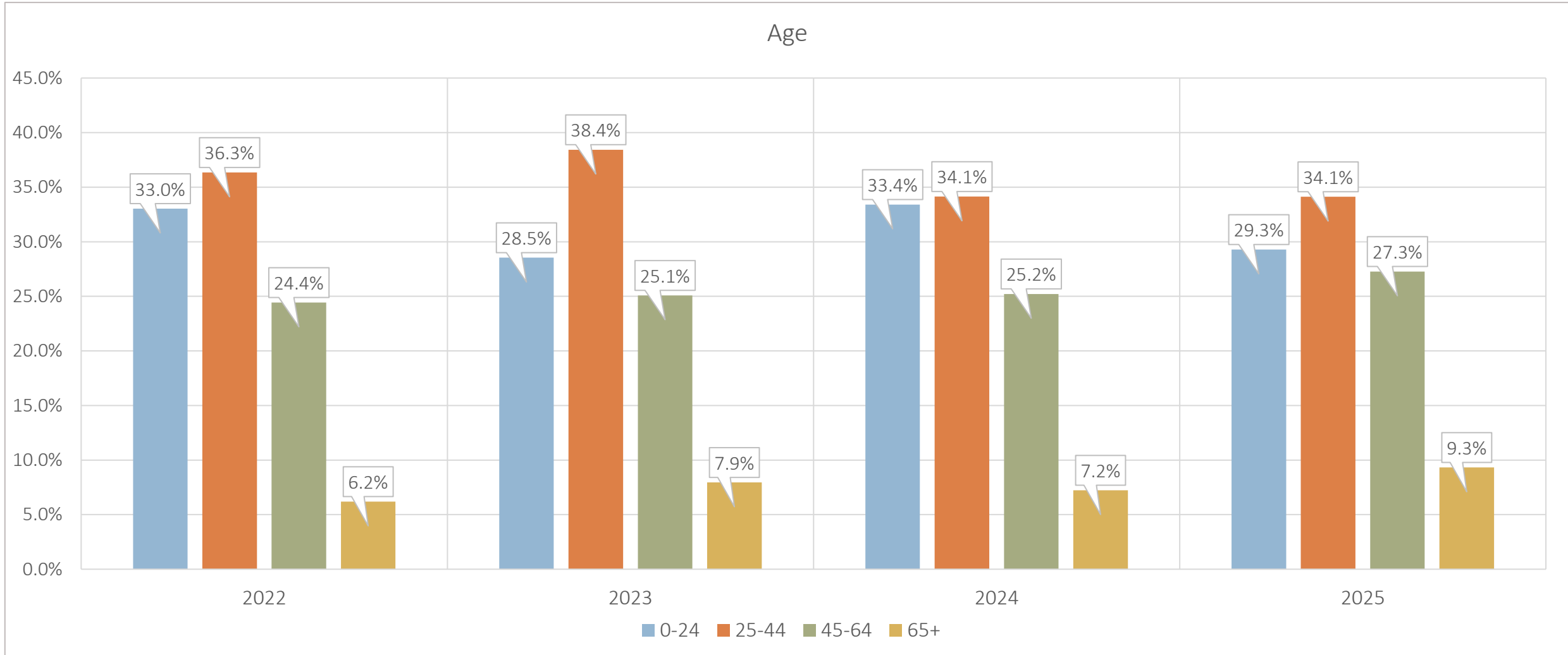
Source: NSO

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%
2025	91.2%	3.2%	2.3%	3.3%

Source: NSO

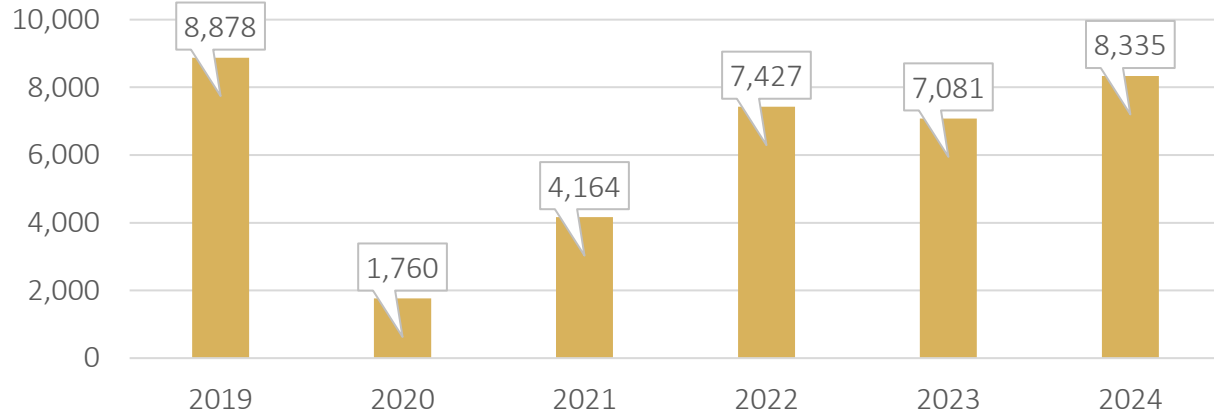
Age of Inbound Tourists



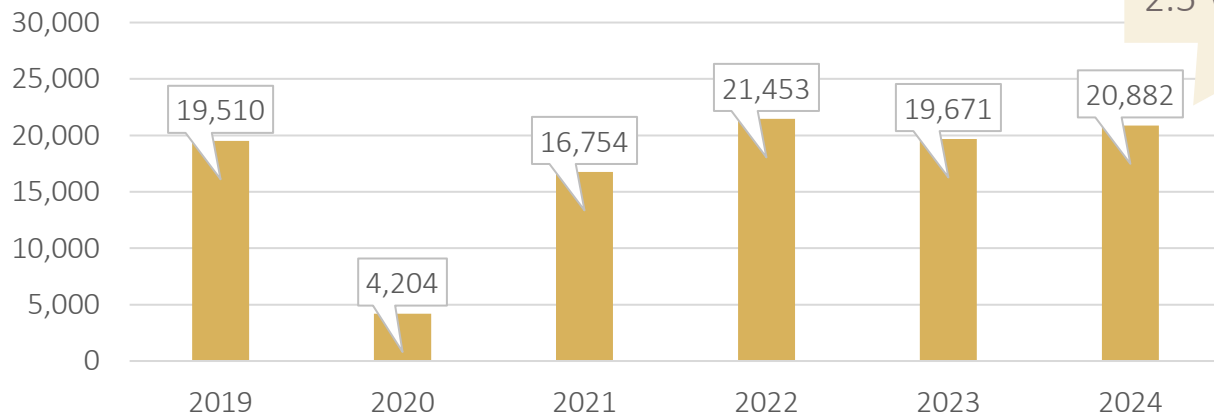
Source: NSO

English Language Learning

Number of Students



Number of Student Weeks

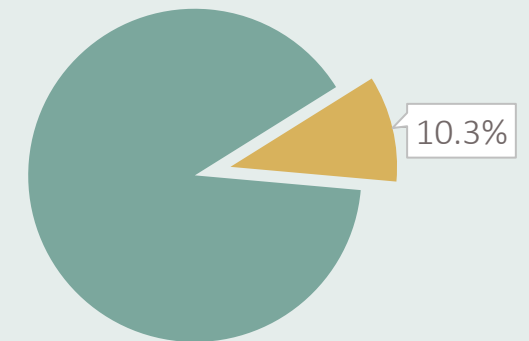


Average Length of Stay:
2.5 Weeks

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. Figures for 2025 not yet published.



Malta Tourism Authority
Research Unit

Databank available on www.mta.com.mt