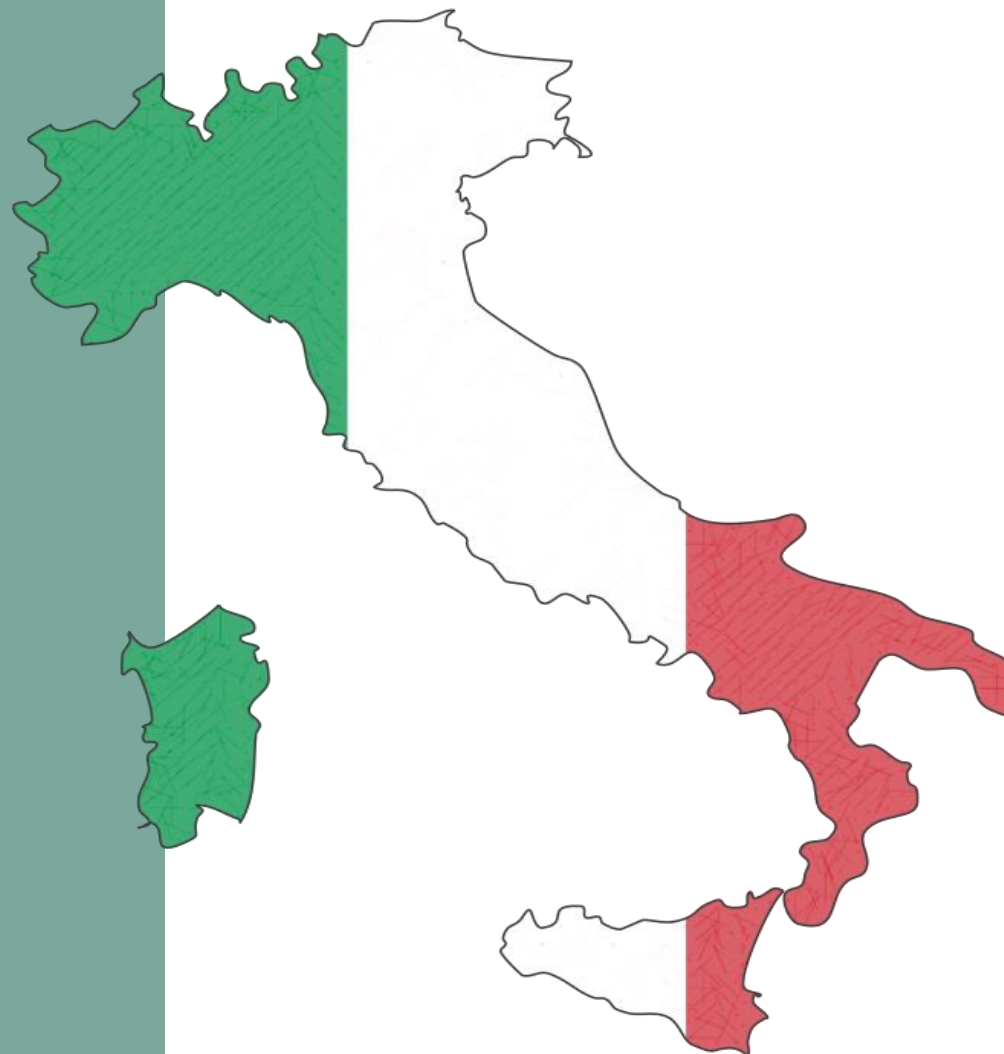


Italy

Inbound Tourism to Malta

Year 2024



Malta Tourism Authority
Research Unit



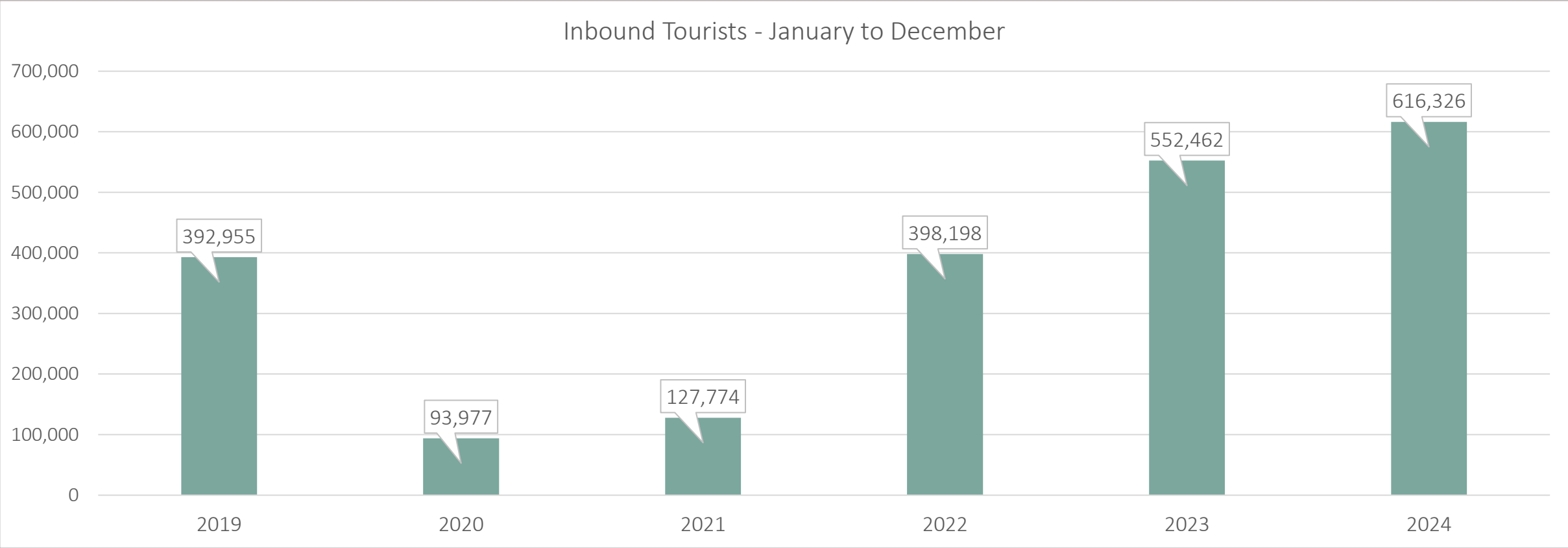
Overnight Trips - Timeseries




| ITALY | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|--|--------------|--------------|--------------|--------------|--------------|--------------|
| Total International Outbound Trips | 34.7 million | 10.4 million | 12.8 million | 27.6 million | 33.8 million | 38.4 million |
| International Outbound Trips by Air | 22.7 million | 6.1 million | 7.8 million | 17.0 million | 22.1 million | 25.2 million |
| Total Inbound Trips: Italy to Malta | 392,955 | 93,977 | 127,774 | 398,198 | 552,462 | 616,326 |
| Italy's Share of Total Inbound Trips to Malta | 14.3% | 14.3% | 13.2% | 17.4% | 18.5% | 17.3% |
| Malta's Share of International Outbound Trips by Air | 1.7% | 1.5% | 1.6% | 2.3% | 2.5% | 2.4% |

Sources: Global Data, NSO
 Figures subject to periodical revisions

Inbound Tourists

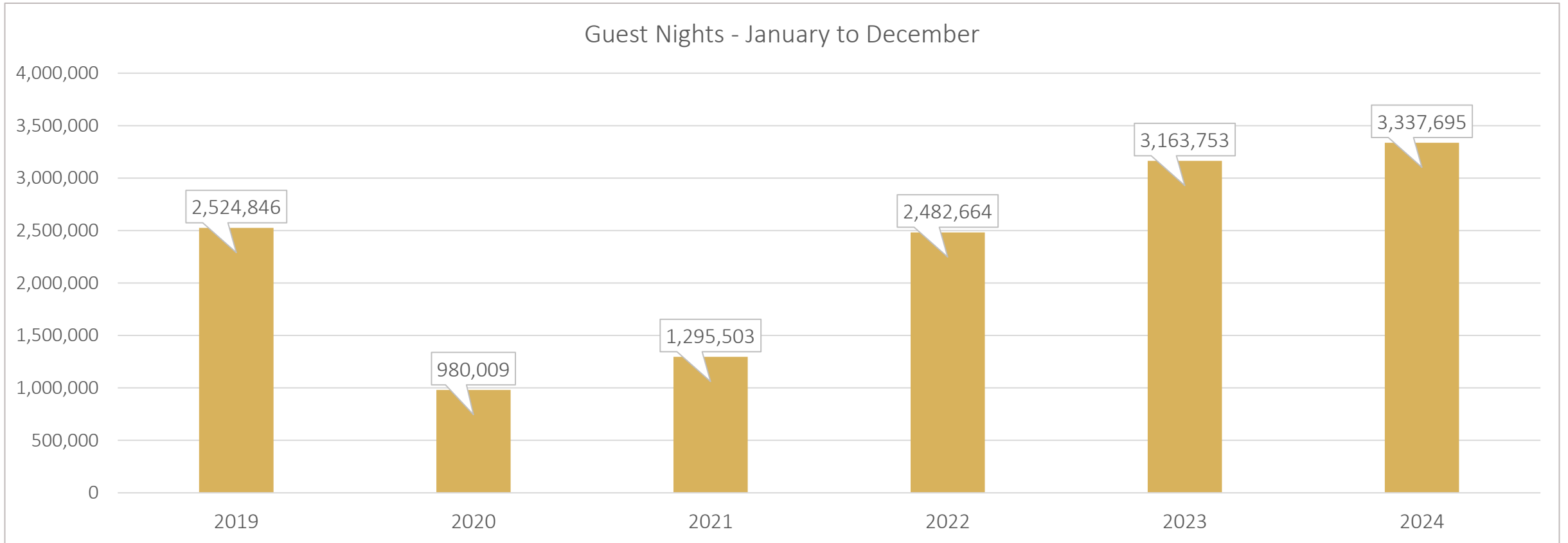


Source: NSO



Change 2024/2023
+ 63,864 tourists
+ 11.6%

Tourist Guest Nights

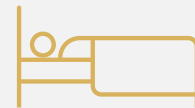


Source: NSO



**Average Length of Stay
(2024)**

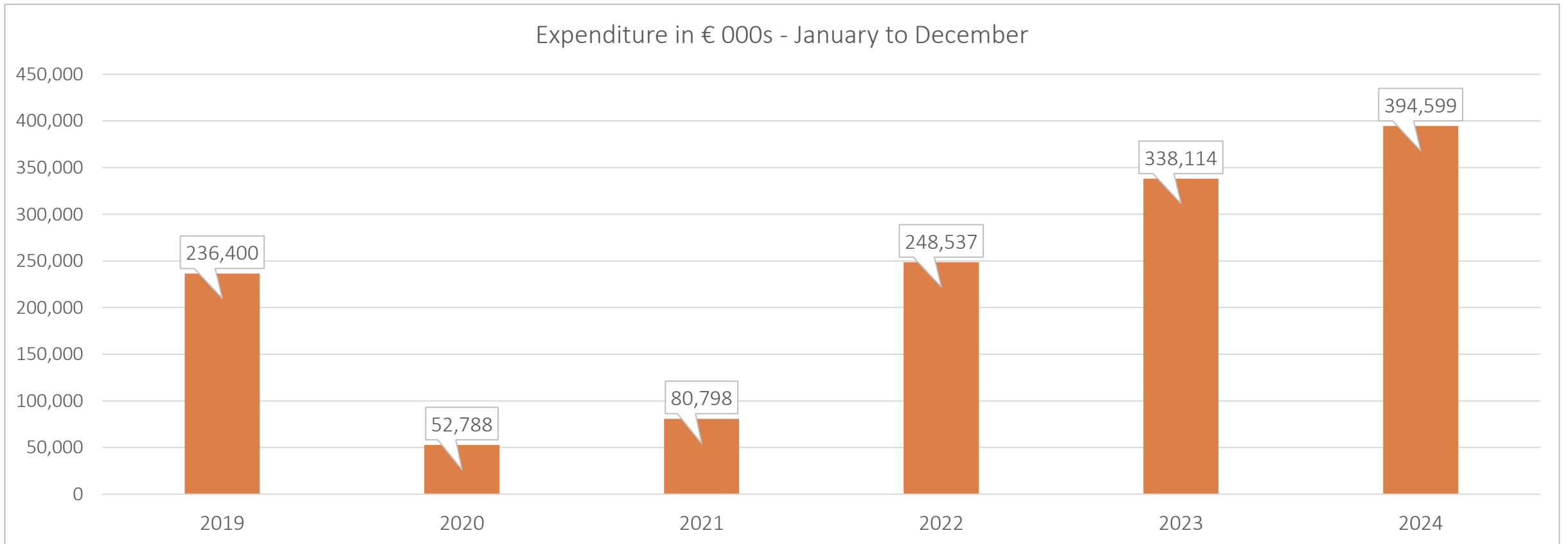
5.4 nights



Change 2024/2023

+ 173,942 nights
+ 5.5%

Tourist Expenditure



Source: NSO

Average Expenditure Per Capita (2024):

€640

Average Expenditure Per Night (2024):

€118







Change 2024/2023

+ €56,484,000





+ 16.7%

Seasonality

| |  Spring |  Summer |  Autumn |  Winter |
|------|---|---|---|---|
| 2019 | 26.7% | 37.5% | 19.0% | 16.7% |
| 2020 | 0.0% | 40.9% | 12.3% | 46.9% |
| 2021 | 16.7% | 39.5% | 35.4% | 8.5% |
| 2022 | 27.4% | 44.3% | 20.9% | 7.4% |
| 2023 | 28.4% | 40.0% | 18.3% | 13.4% |
| 2024 | 27.9% | 39.6% | 17.6% | 14.9% |

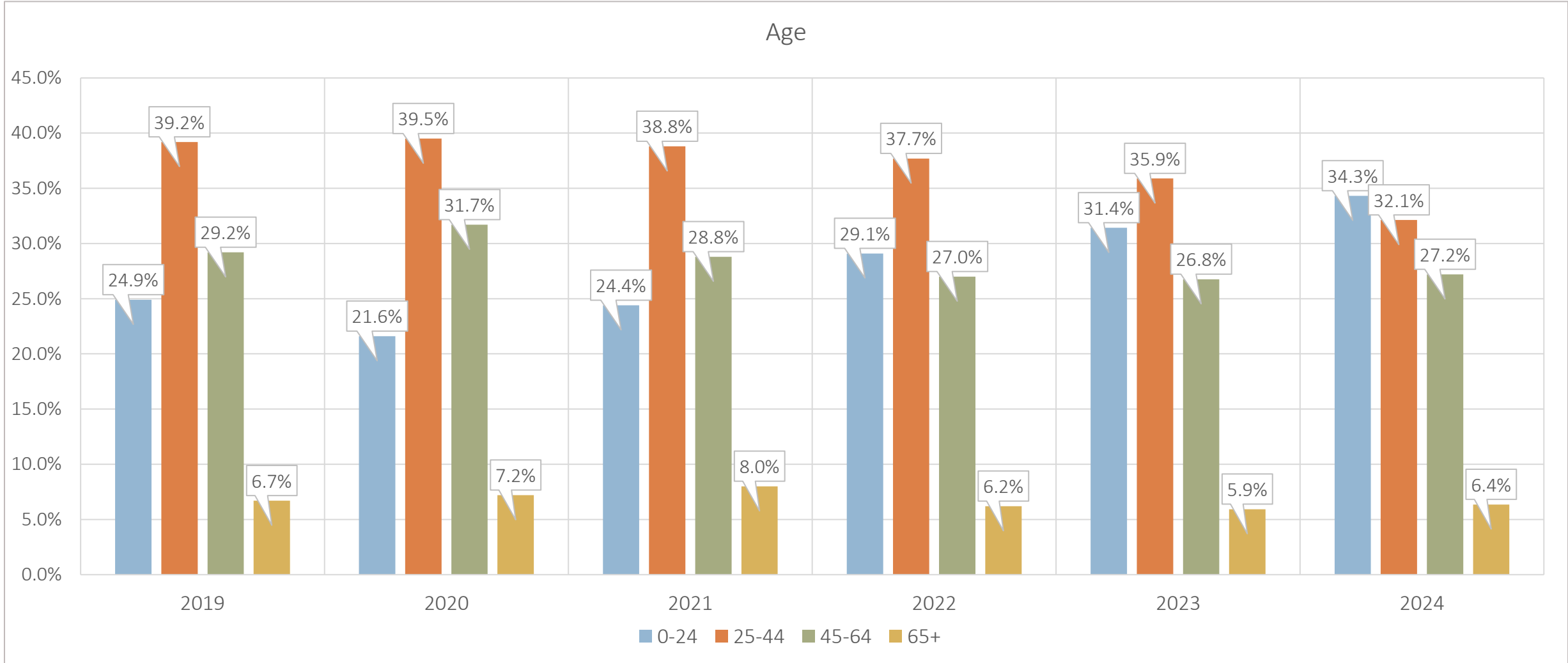
Source: NSO

Purpose of Visit

| |  Holiday |  Business |  VFR |  Other |
|------|--|---|--|--|
| 2019 | 72.1% | 10.6% | 11.1% | 6.2% |
| 2020 | 61.2% | 13.2% | 20.6% | 5.1% |
| 2021 | 58.7% | 12.4% | 21.4% | 7.5% |
| 2022 | 77.3% | 8.4% | 9.7% | 4.5% |
| 2023 | 80.5% | 6.4% | 7.4% | 5.7% |
| 2024 | 82.3% | 6.4% | 6.9% | 4.4% |

Source: NSO

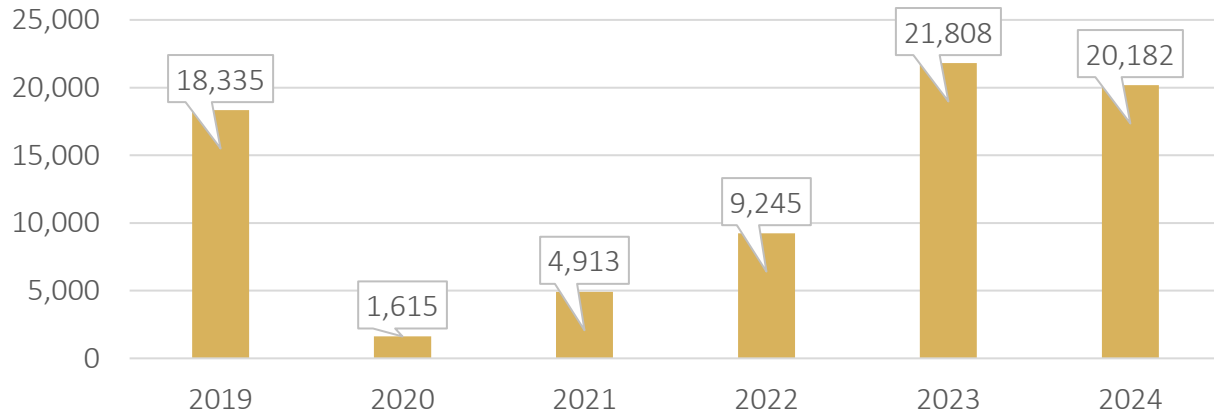
Age of Inbound Tourists



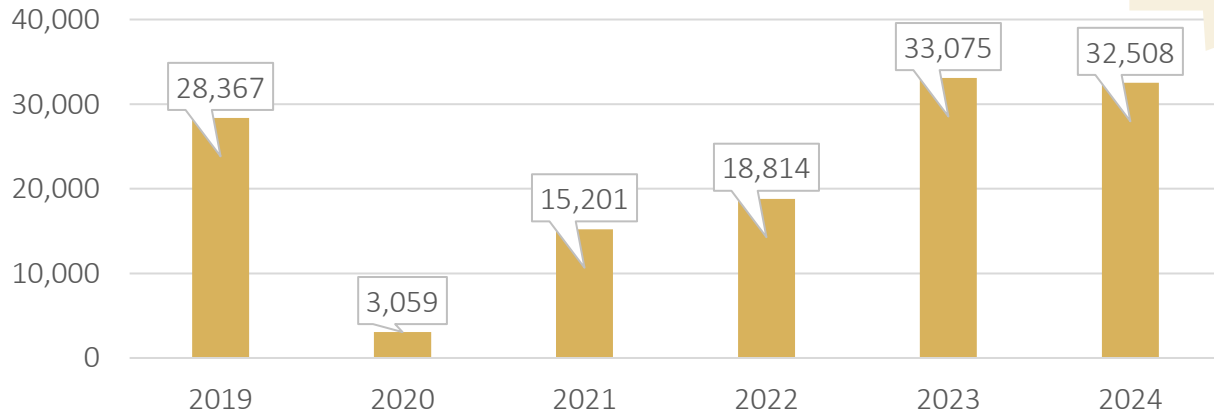
Source: NSO

English Language Learning

Number of Students



Number of Student Weeks

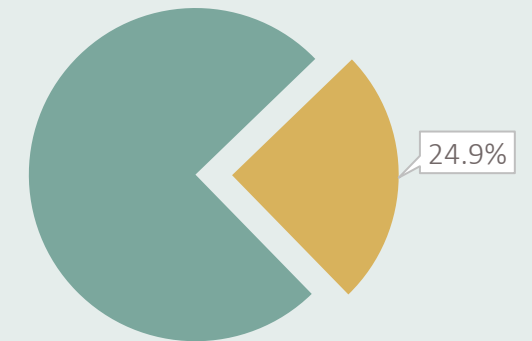


Average Length of Stay:
1.6 Weeks

Type of Course (2024)

| | |
|-----------|-------|
| General | 90.0% |
| Intensive | 7.3% |
| Specific | 0.5% |
| Other | 2.2% |

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