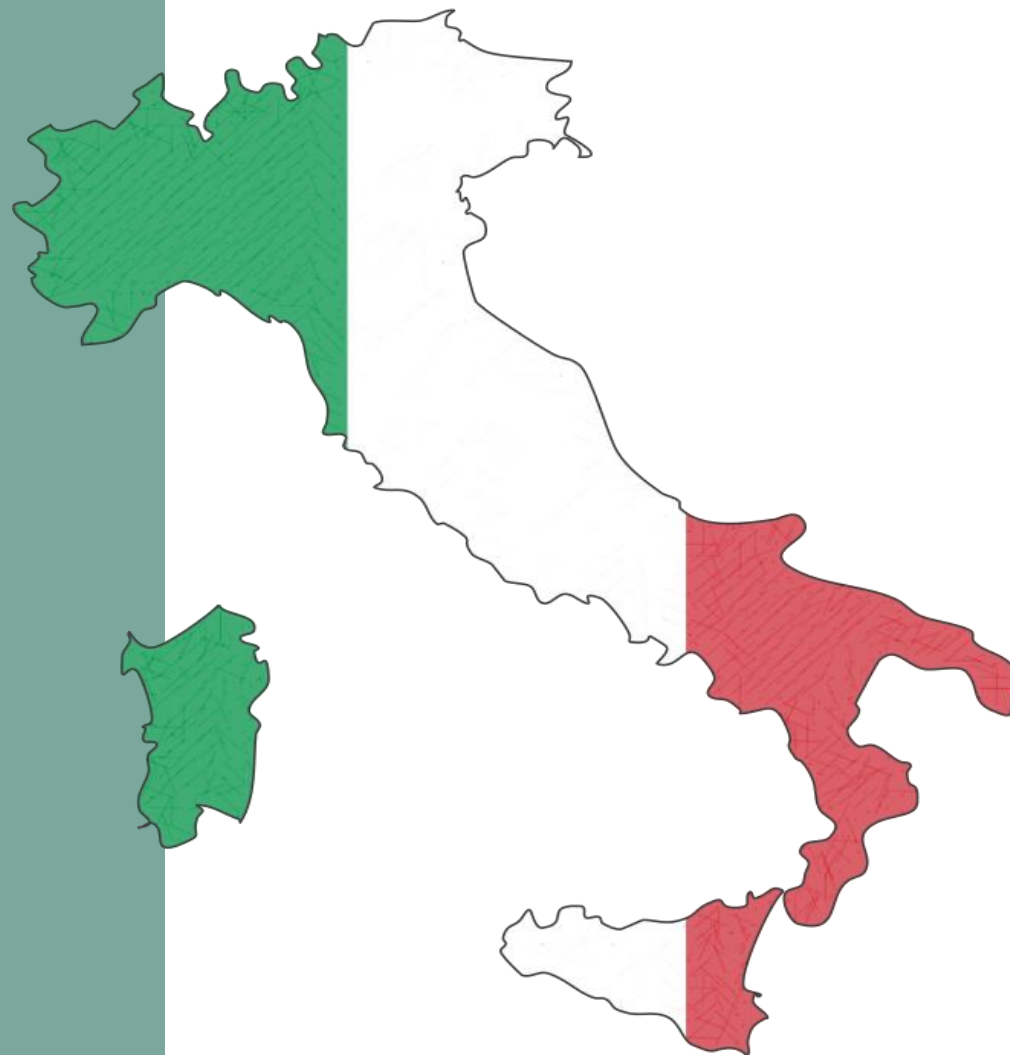


Italy

Inbound Tourism to Malta

Year 2025



Malta Tourism Authority
Research Unit



Overnight Trips - Timeseries

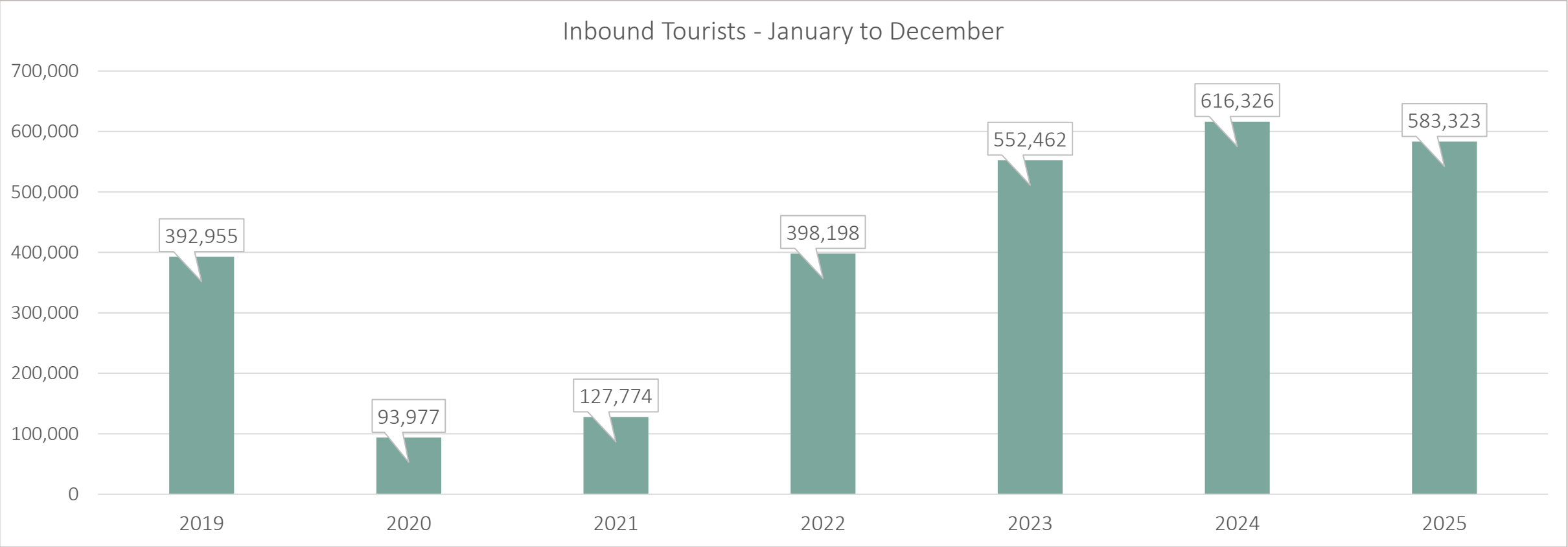


ITALY	2019	2020	2021	2022	2023	2024	2025
Total International Outbound Trips	34.7 million	9.7 million	11.8 million	28.9 million	34.4 million	36.8 million	39.0 million
International Outbound Trips by Air	22.7 million	5.7 million	7.2 million	17.9 million	22.5 million	24.0 million	25.4 million
Total Inbound Trips: Italy to Malta	392,955	93,977	127,774	398,198	552,462	616,326	583,323
Italy's Share of Total Inbound Trips to Malta	14.3%	14.3%	13.2%	17.4%	18.5%	17.3%	14.5%
Malta's Share of International Outbound Trips by Air	1.7%	1.6%	1.8%	2.2%	2.5%	2.6%	2.3%

Sources: Global Data, NSO

Figures subject to periodical revisions

Inbound Tourists

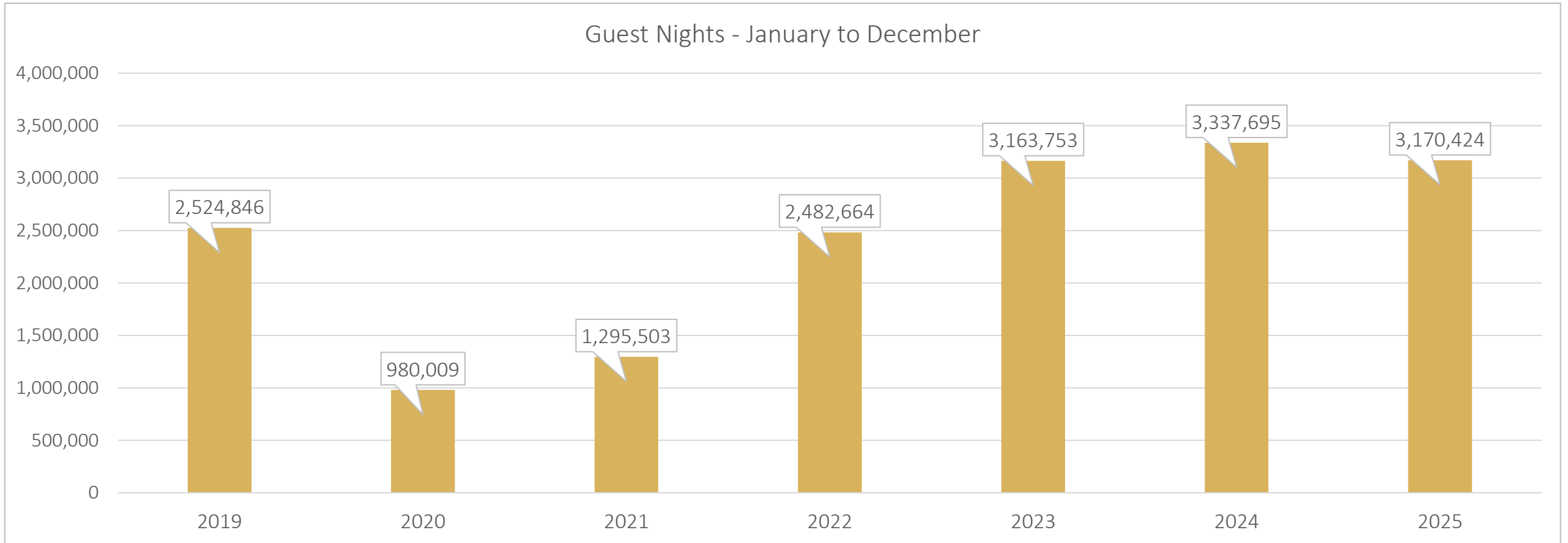


Source: NSO



Change 2025/2024
- 33,004 tourists
- 5.4%

Tourist Guest Nights



Source: NSO



Average Length of Stay
(2025)

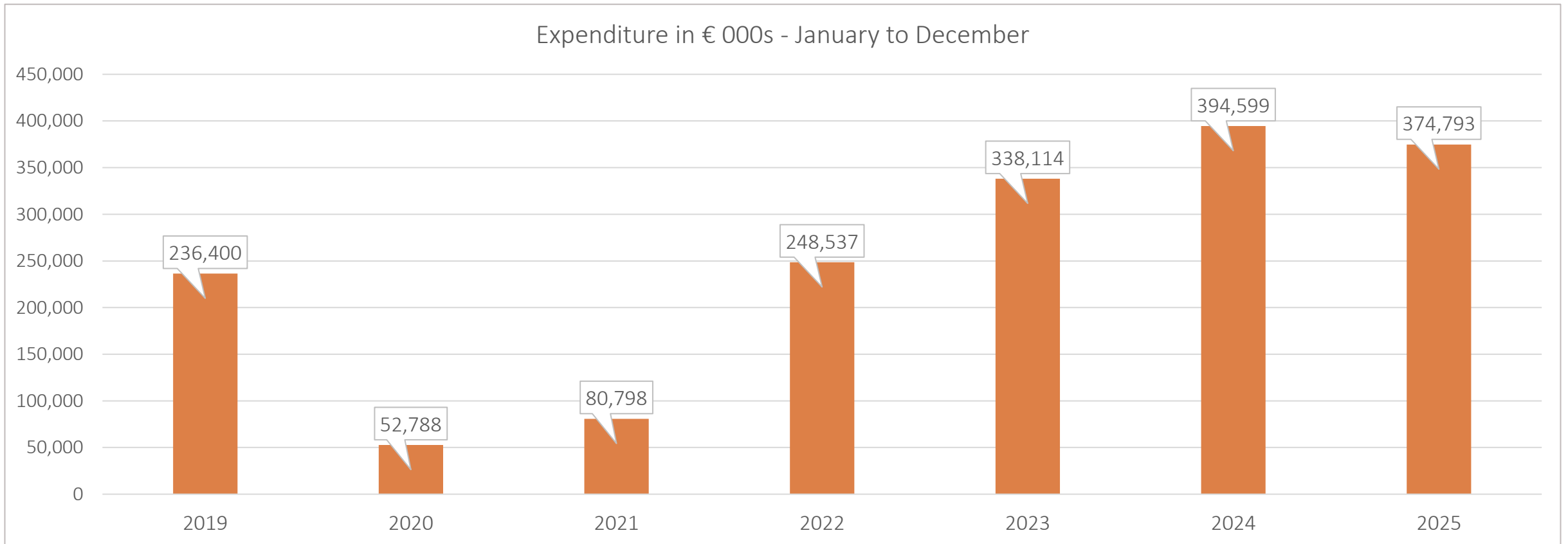
5.4 nights



Change 2025/2024

- 167,271 nights
- 5.0%

Tourist Expenditure



Source: NSO

Average Expenditure Per Capita (2025):

€643

Average Expenditure Per Night (2025):

€118







Change 2025/2024

- €19,806,000





- 5.0%

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%
2025	28.5%	36.7%	19.1%	15.7%

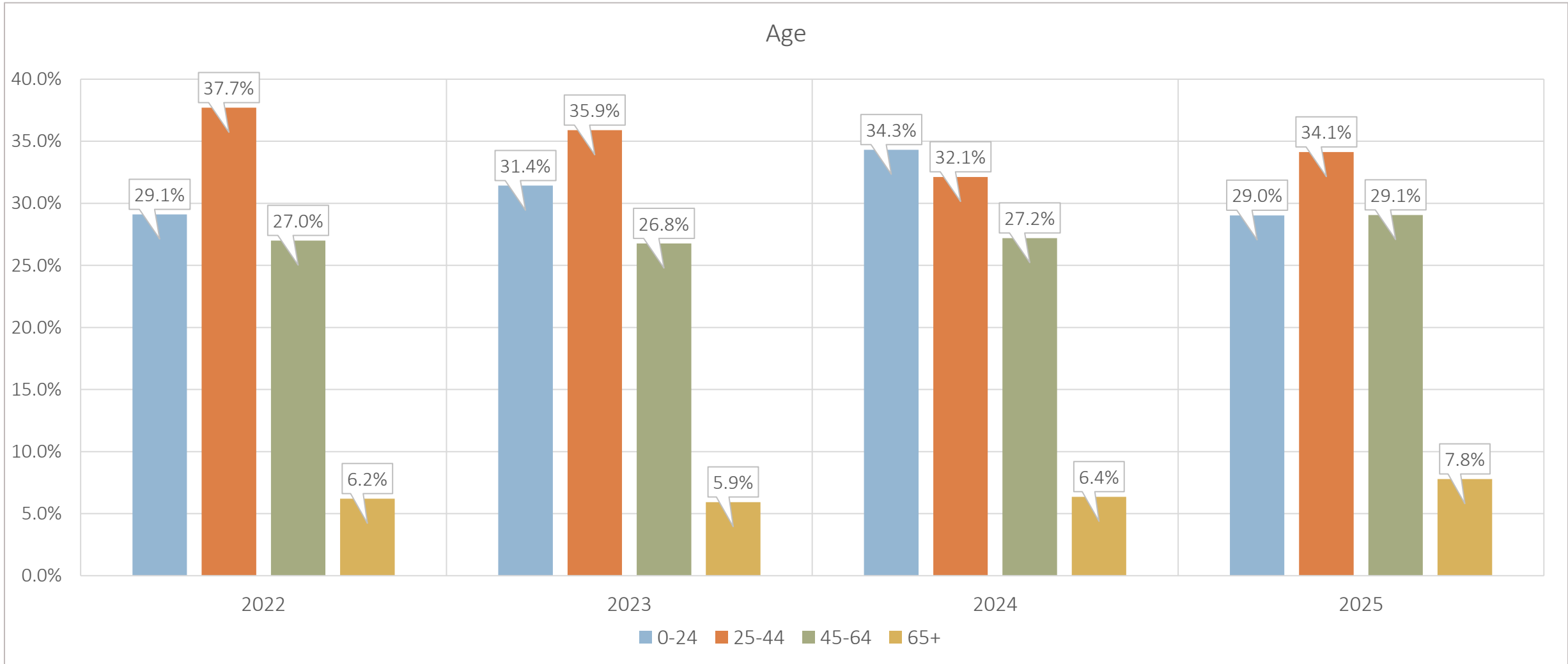
Source: NSO

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%
2025	81.4%	6.5%	7.5%	4.7%

Source: NSO

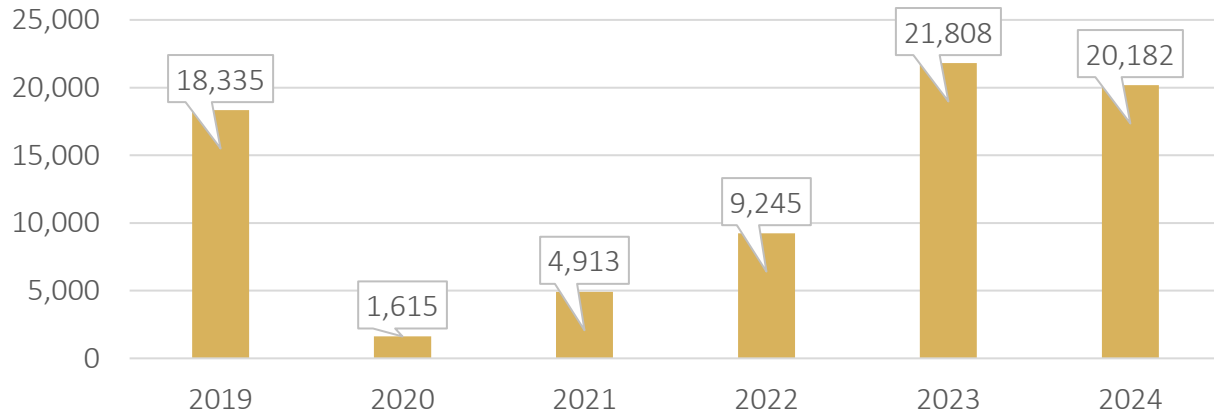
Age of Inbound Tourists



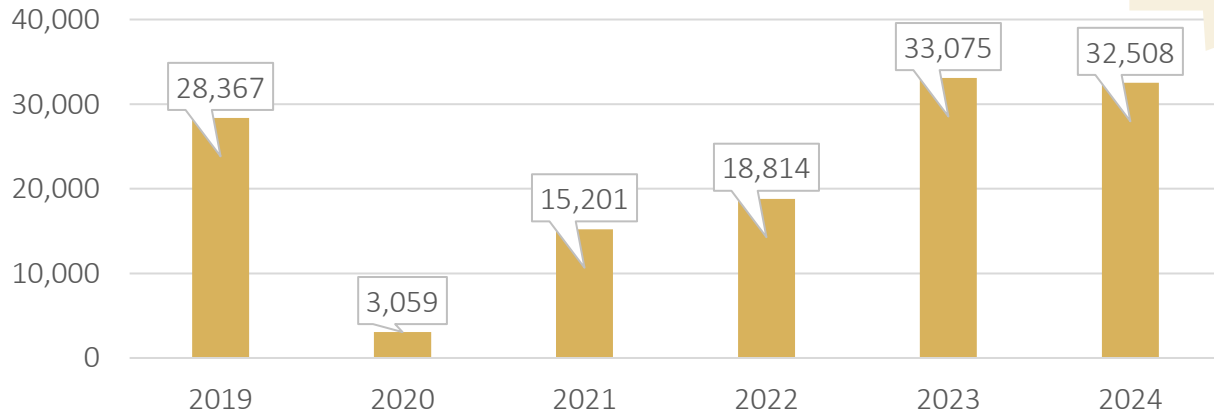
Source: NSO

English Language Learning

Number of Students



Number of Student Weeks

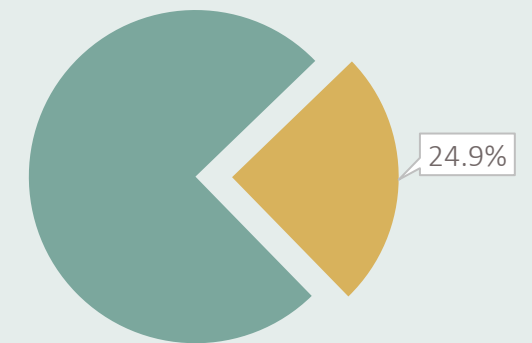


Average Length of Stay:
1.6 Weeks

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. Figures for 2025 not yet published.



Malta Tourism Authority
Research Unit

Databank available on www.mta.com.mt