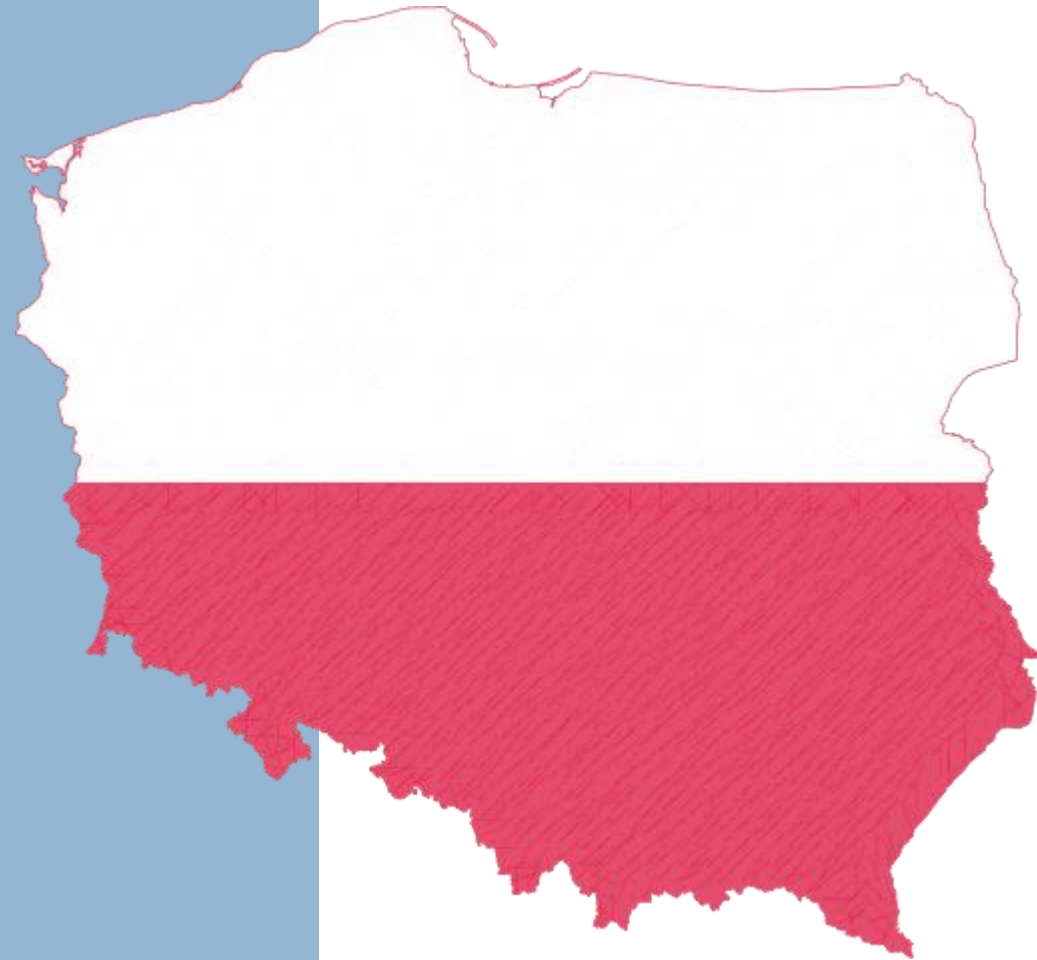


Poland

Inbound Tourism to Malta

Year 2024



Malta Tourism Authority
Research Unit



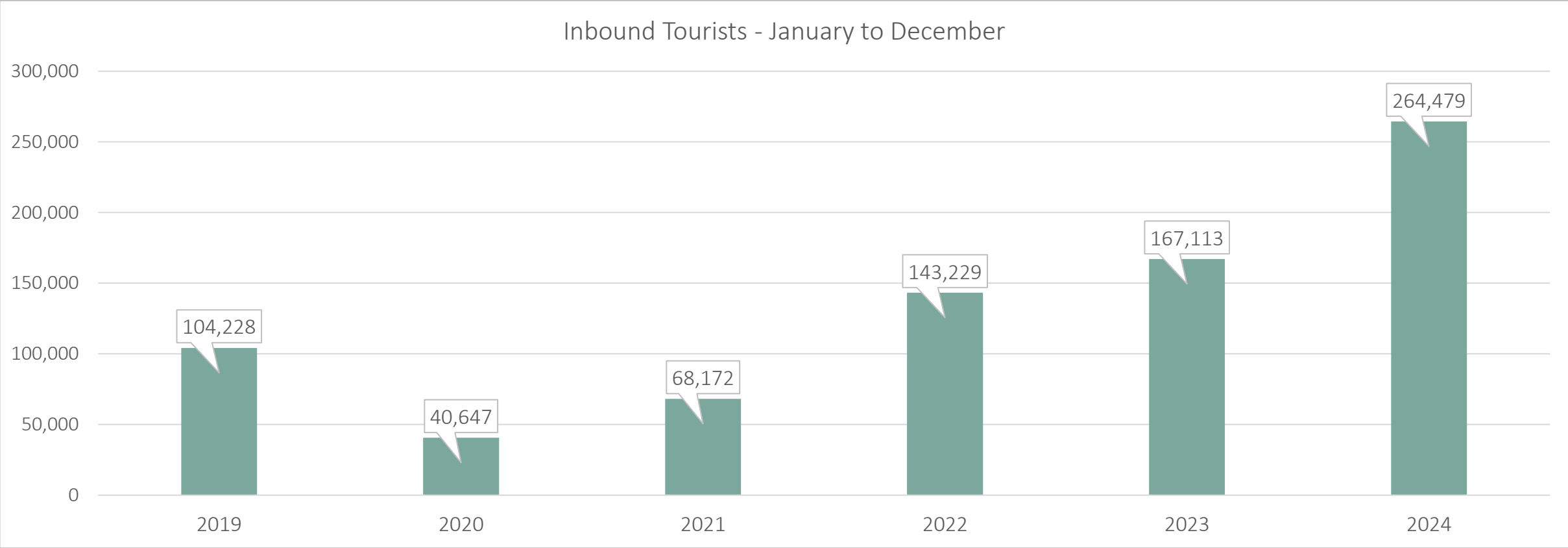
Overnight Trips - Timeseries



POLAND	2019	2020	2021	2022	2023	2024
Total International Outbound Trips	17.5 million	7.4 million	9.5 million	15.0 million	18.2 million	18.7 million
International Outbound Trips by Air	9.8 million	3.6 million	4.9 million	9.0 million	10.1 million	10.4 million
Total Inbound Trips: Poland to Malta	104,228	40,647	68,172	143,229	167,113	264,479
Poland's Share of Total Inbound Trips to Malta	3.8%	6.2%	7.0%	6.3%	5.6%	7.4%
Malta's Share of International Outbound Trips by Air	1.1%	1.1%	1.4%	1.6%	1.7%	2.5%

Sources: Global Data, NSO
 Figures subject to periodical revisions

Inbound Tourists

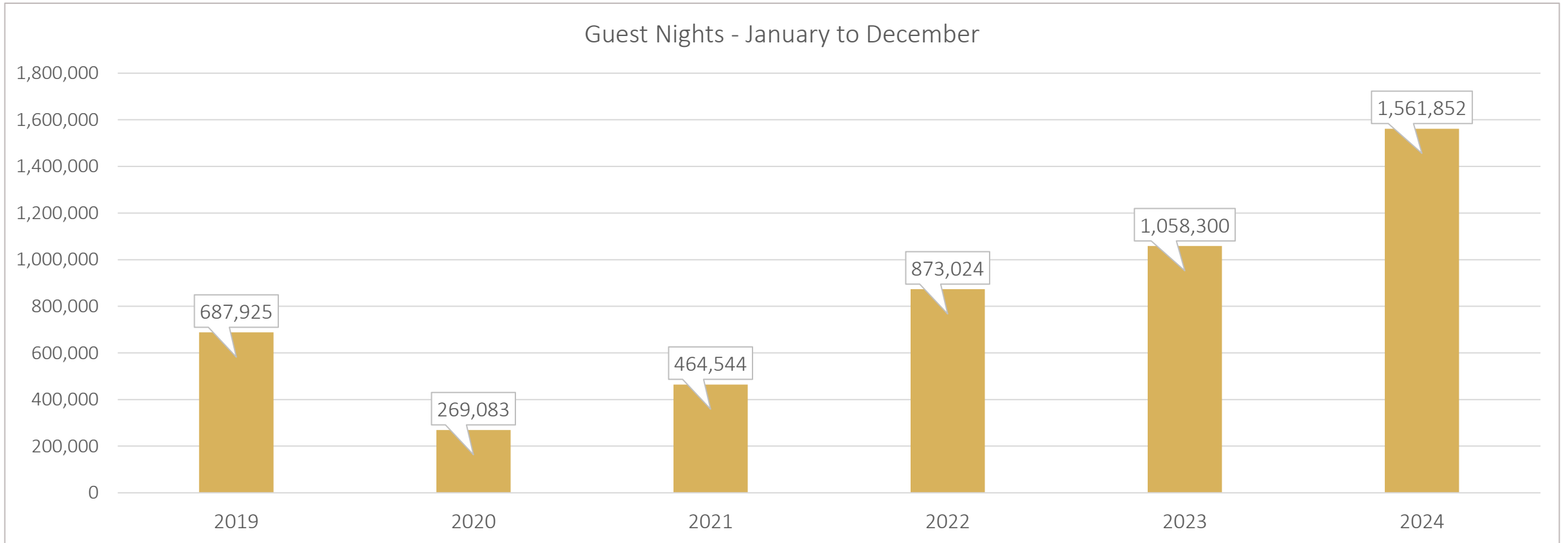


Source: NSO



Change 2024/2023
+ 97,366 tourists
+ 58.3%

Tourist Guest Nights



Source: NSO



**Average Length of Stay
(2024)**

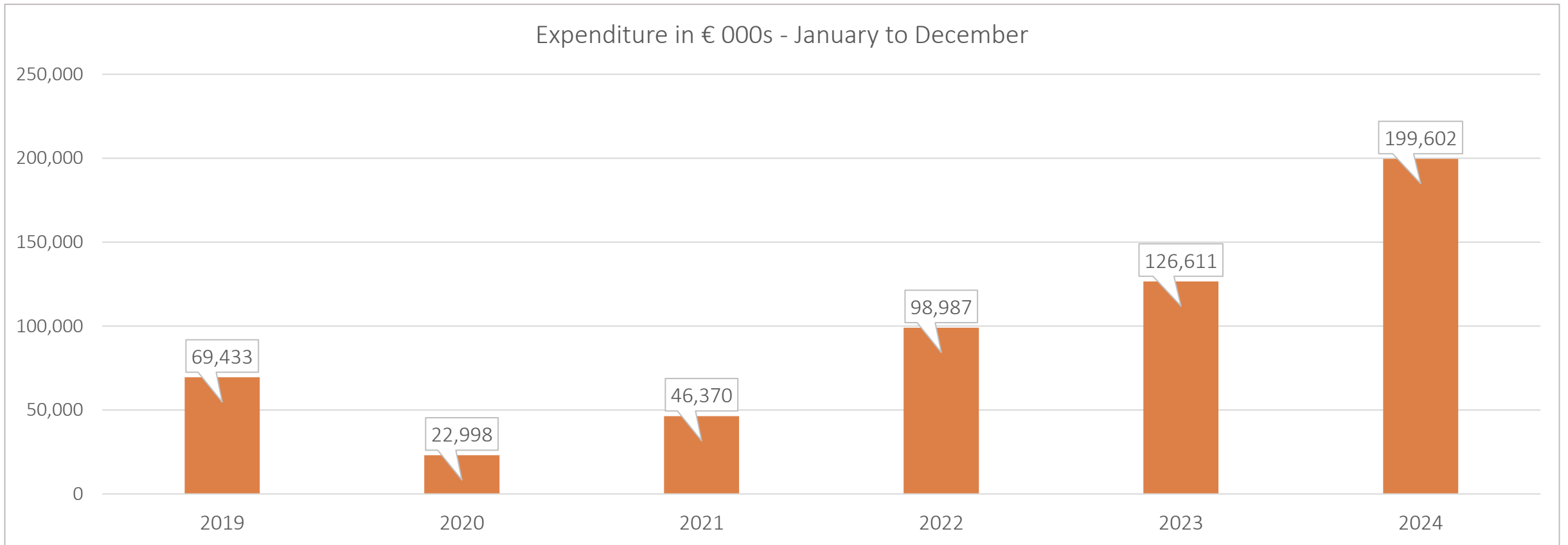
5.9 nights



Change 2024/2023

+ 503,522 nights
+ 47.6%

Tourist Expenditure



Source: NSO

Average Expenditure Per Capita (2024):

€755

Average Expenditure Per Night (2024):

€128







Change 2024/2023

+ €72,990,000





+ 57.6%

Seasonality

	 Spring	 Summer	 Autumn	 Winter
2019	26.7%	30.2%	23.0%	20.1%
2020	0.0%	39.6%	12.1%	48.3%
2021	12.7%	45.4%	40.4%	1.6%
2022	27.7%	28.6%	26.7%	17.1%
2023	23.6%	24.1%	30.5%	21.9%
2024	23.7%	23.6%	29.4%	23.3%

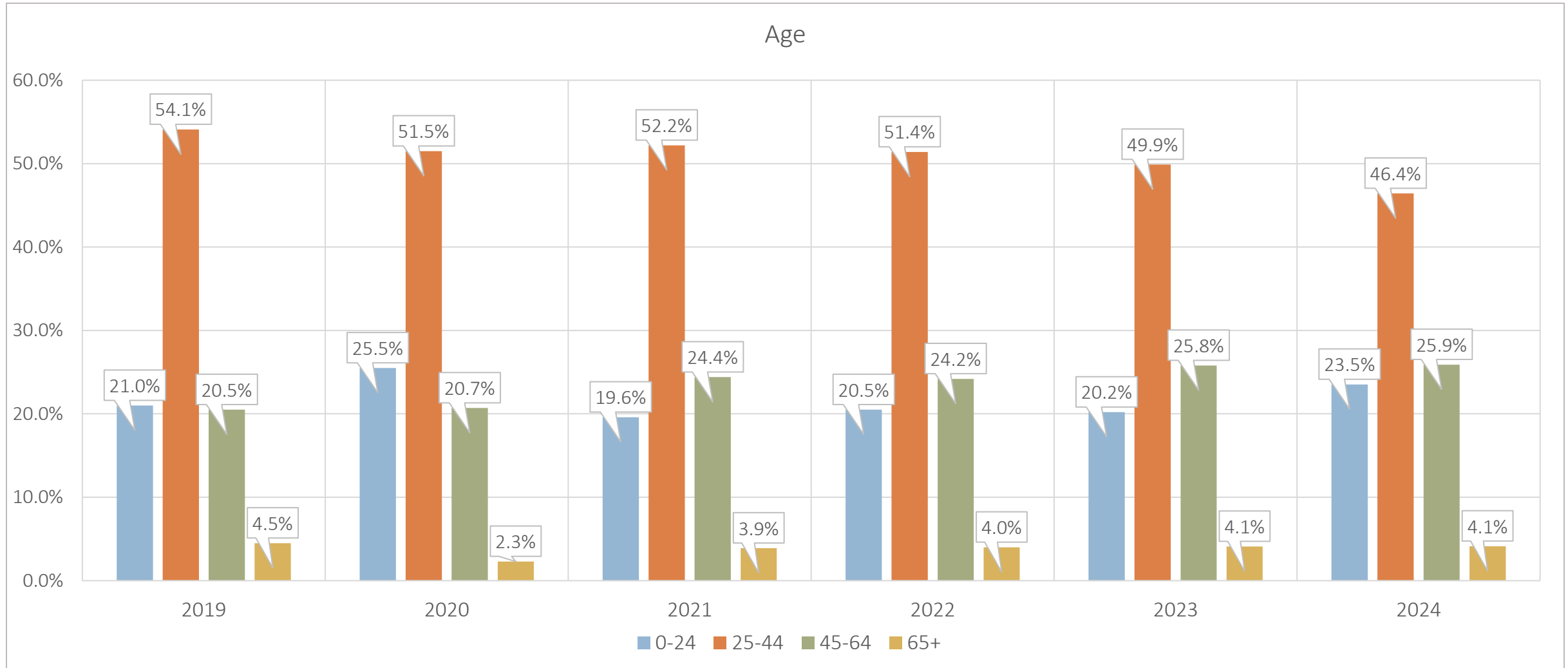
Source: NSO

Purpose of Visit

	 Holiday	 Business	 VFR	 Other
2019	87.2%	4.3%	3.7%	4.7%
2020	90.4%	3.3%	3.7%	2.6%
2021	86.9%	3.9%	4.5%	4.8%
2022	91.3%	3.4%	2.6%	2.7%
2023	91.6%	2.7%	3.0%	2.7%
2024	93.3%	2.3%	2.0%	2.4%

Source: NSO

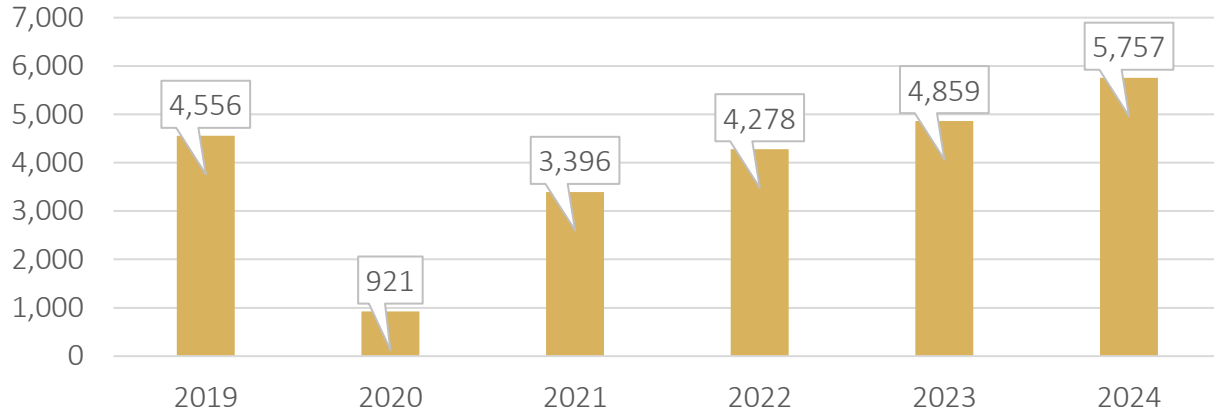
Age of Inbound Tourists



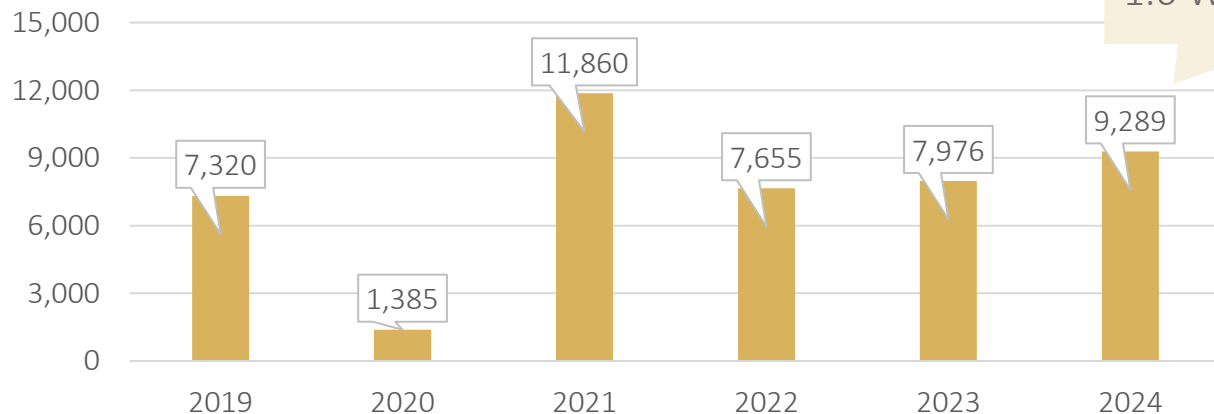
Source: NSO

English Language Learning

Number of Students



Number of Student Weeks

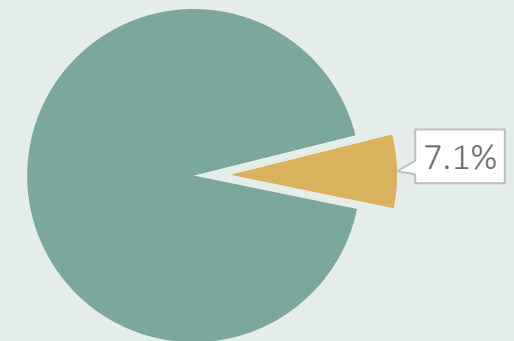


Average Length of Stay:
1.6 Weeks

Type of Course (2024)

General	70.5%
Intensive	17.1%
Specific	1.2%
Other	11.2%

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