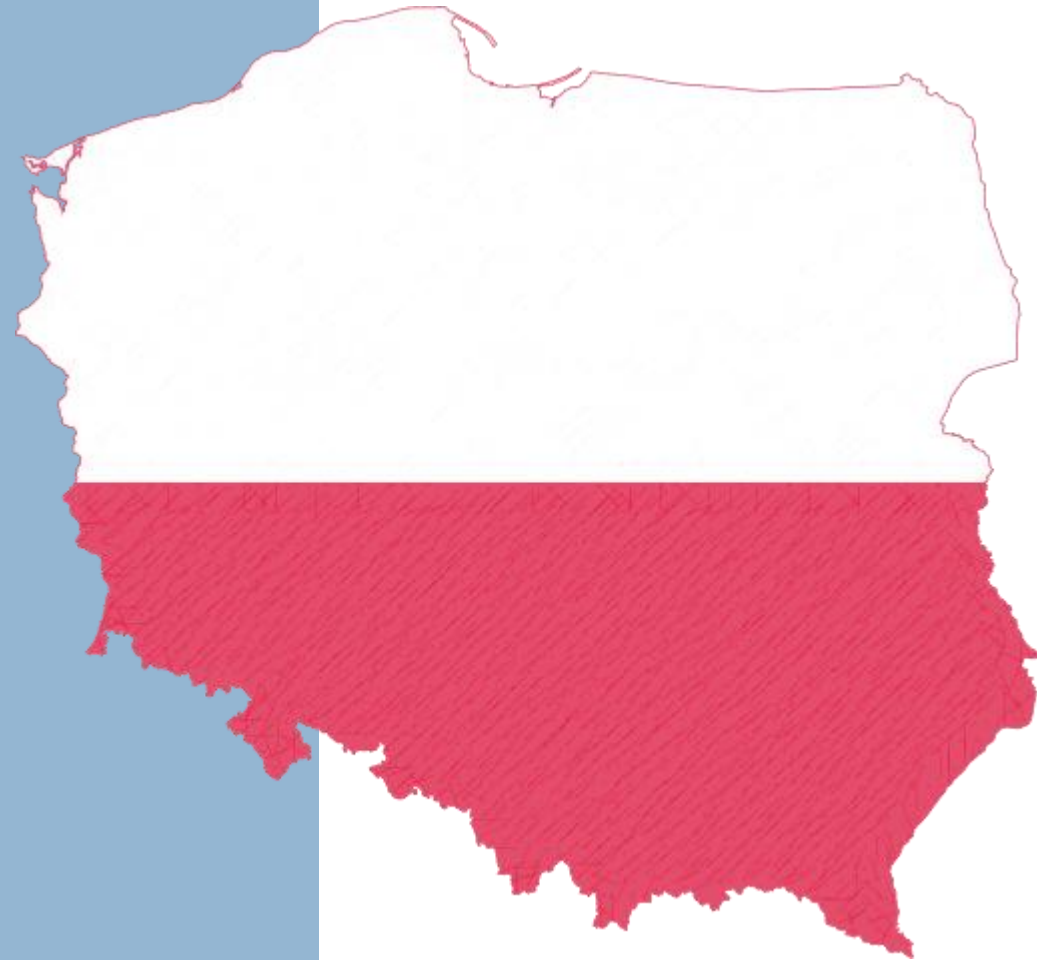


Poland

Inbound Tourism to Malta

Year 2025



Malta Tourism Authority
Research Unit



Overnight Trips - Timeseries

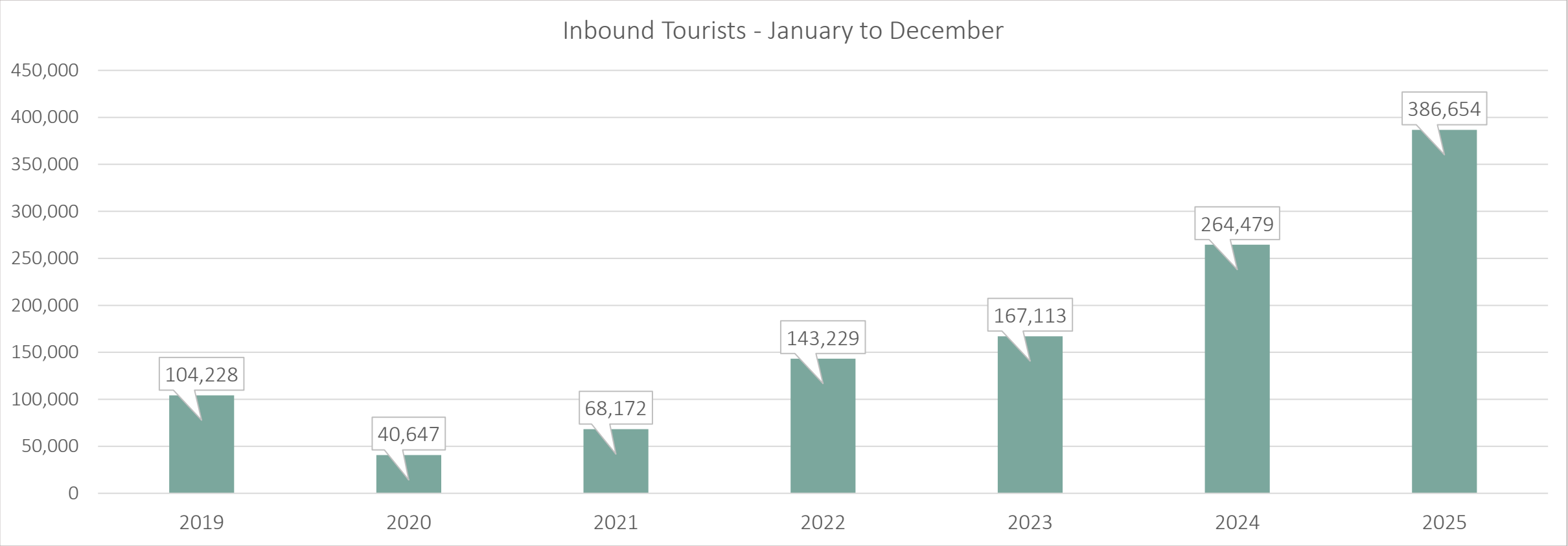


POLAND	2019	2020	2021	2022	2023	2024	2025
Total International Outbound Trips	18.0 million	7.5 million	9.9 million	16.2 million	18.9 million	21.2 million	21.6 million
International Outbound Trips by Air	10.0 million	3.6 million	5.1 million	9.7 million	12.0 million	13.4 million	13.6 million
Total Inbound Trips: Poland to Malta	104,228	40,647	68,172	143,229	167,113	264,479	386,654
Poland's Share of Total Inbound Trips to Malta	3.8%	6.2%	7.0%	6.3%	5.6%	7.4%	9.6%
Malta's Share of International Outbound Trips by Air	1.0%	1.1%	1.3%	1.5%	1.4%	2.0%	2.8%


Sources: Global Data, NSO

Figures subject to periodical revisions

Inbound Tourists

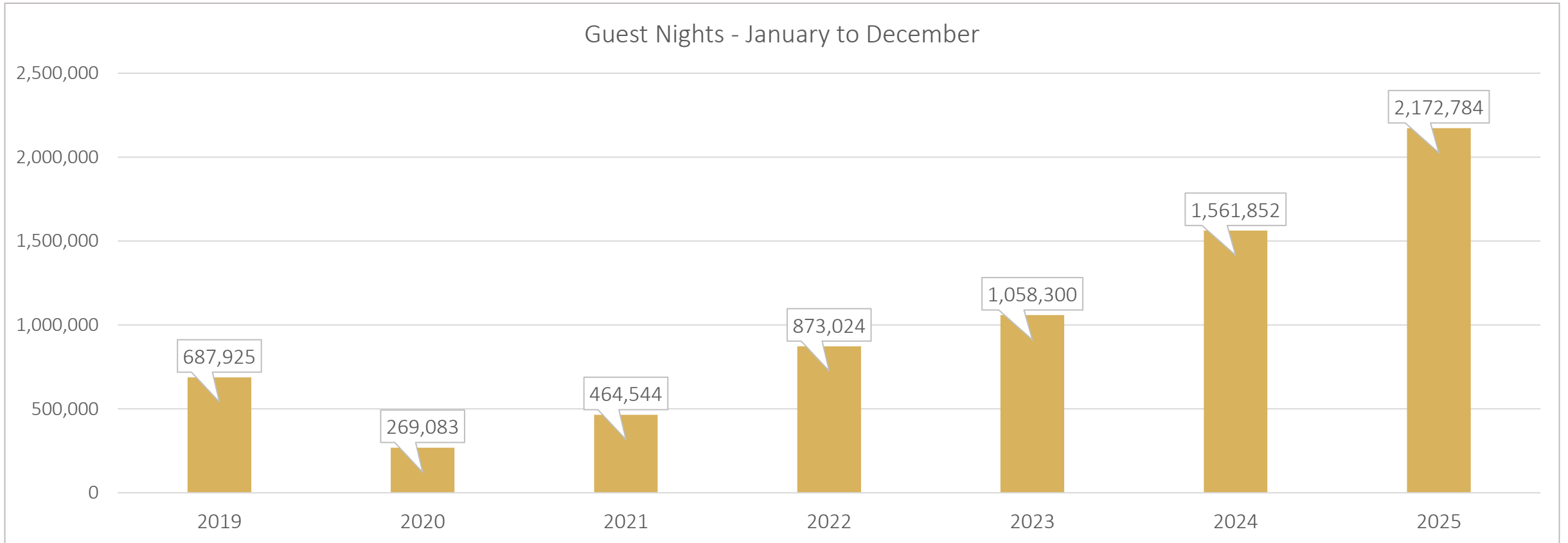


Source: NSO



Change 2025/2024
+ 122,175 tourists
+ 46.2%

Tourist Guest Nights



Source: NSO



**Average Length of Stay
(2025)**

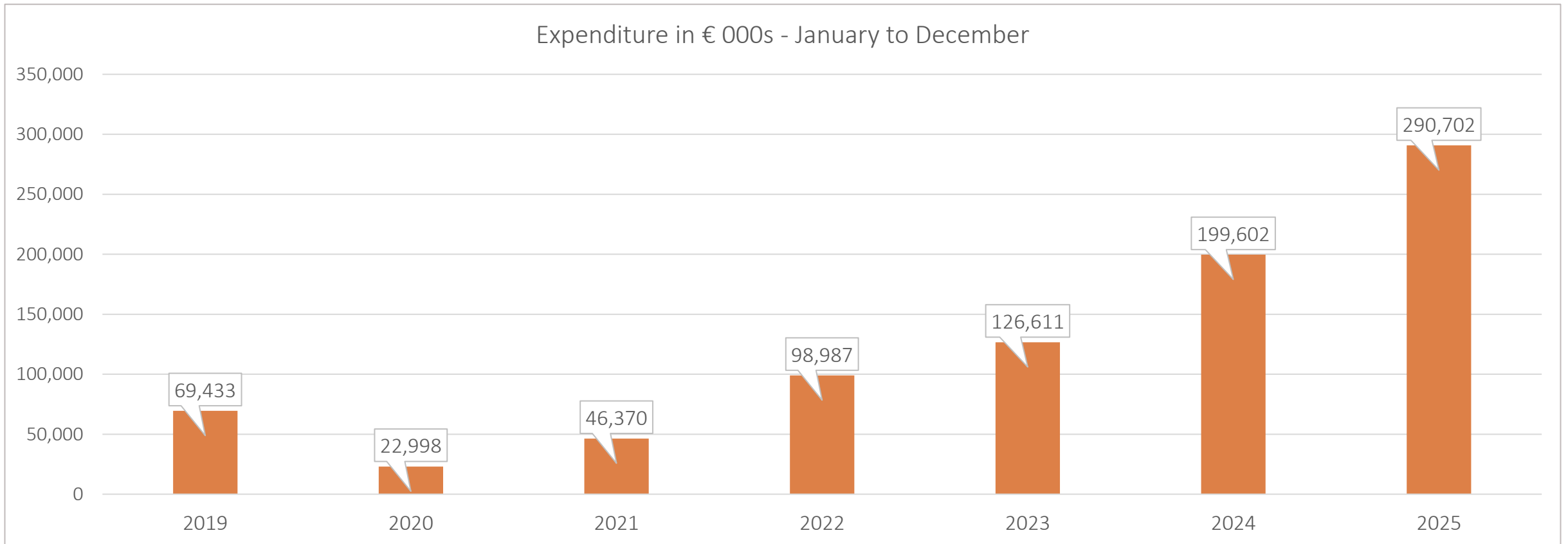
5.6 nights



Change 2025/2024

+ 610,932 nights
+ 39.1%

Tourist Expenditure



Source: NSO

Average Expenditure Per Capita (2025):

€752

Average Expenditure Per Night (2025):

€134







Change 2025/2024

+ €91,100,000





+ 45.6%

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%
2025	22.8%	25.0%	27.6%	24.7%

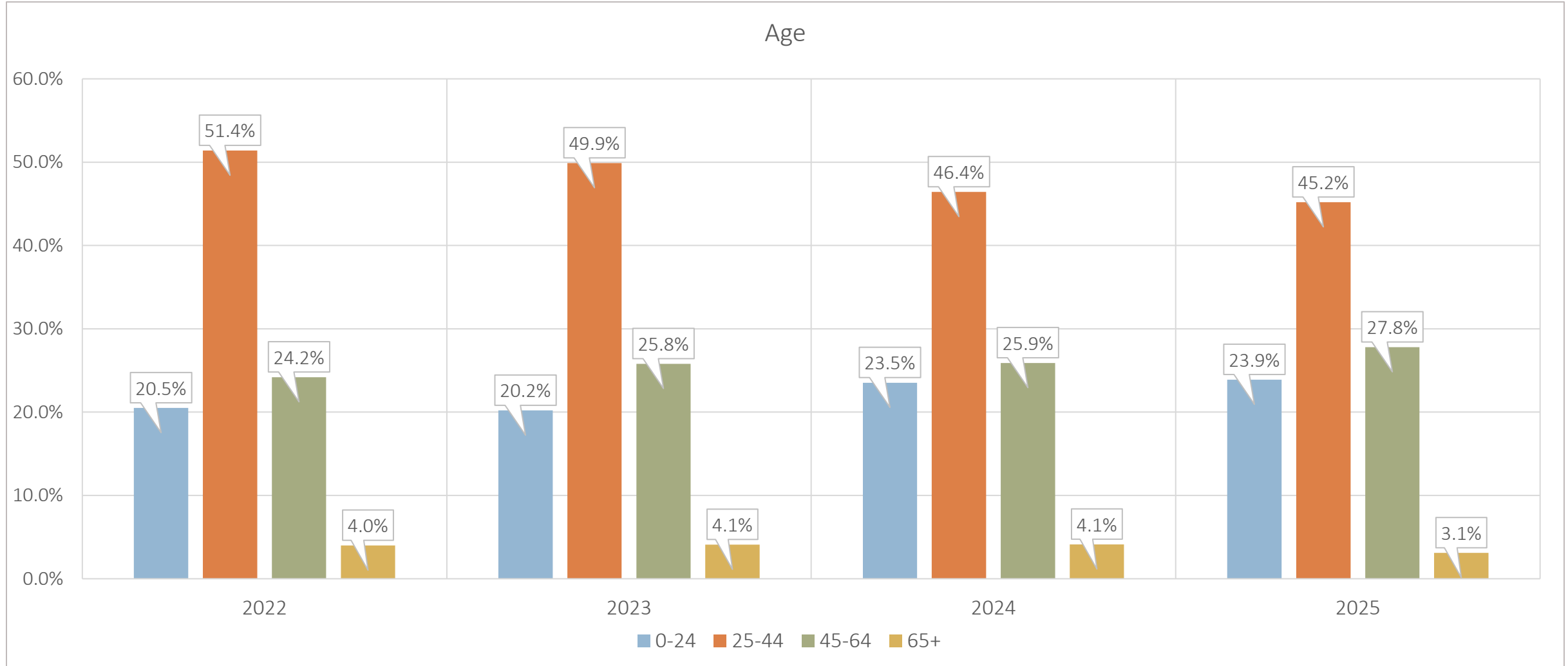
Source: NSO

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%
2025	95.2%	1.7%	1.6%	1.4%

Source: NSO

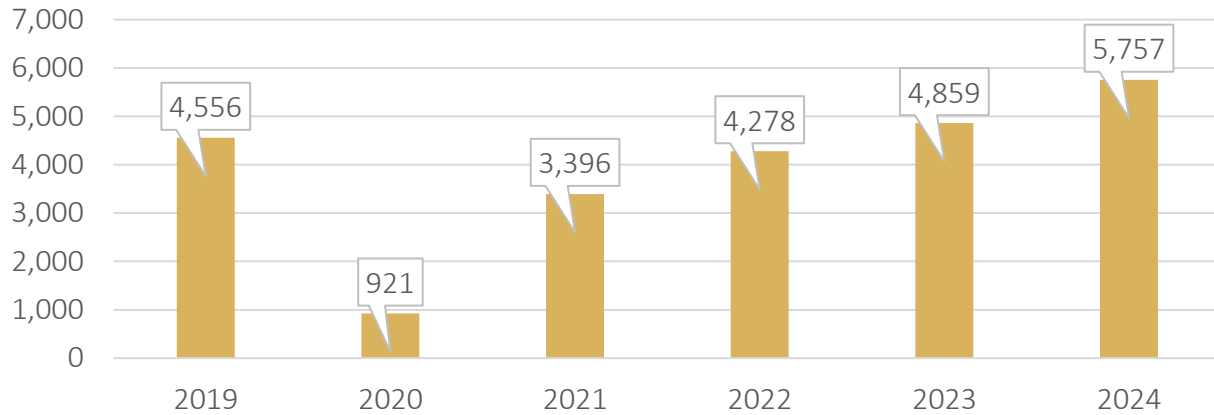
Age of Inbound Tourists



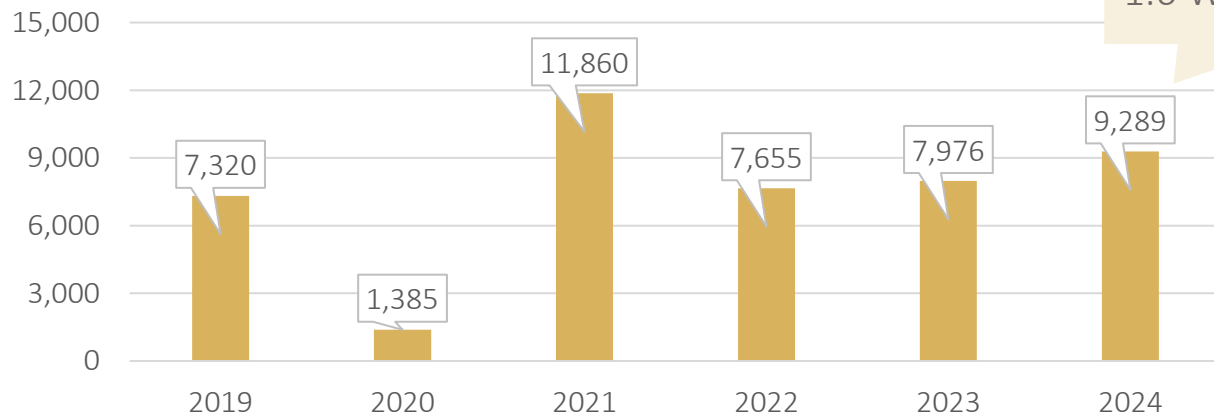
Source: NSO

English Language Learning

Number of Students



Number of Student Weeks

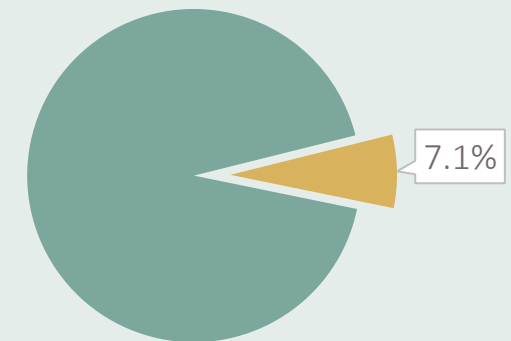


Average Length of Stay:
1.6 Weeks

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. Figures for 2025 not yet published.



Malta Tourism Authority
Research Unit

Databank available on www.mta.com.mt