

TOURISM TO MALTA

Market Profile 2024



Inbound Tourists

- 2010: 1,338,841
- 2019: 2,753,239
- 2020: 658,567
- 2021: 968,136
- 2022: 2,286,597
- 2023: 2,975,670
- 2024: 3,563,618

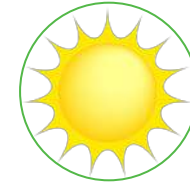
Seasonality



16.4%



28.3%



32.6%



22.8%

Air Connectivity

Directly connected to 109 airports in 2024.

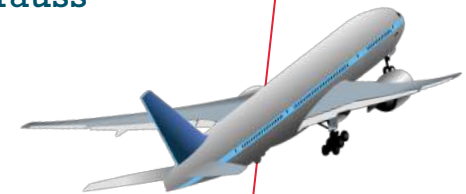


Top 10 Airlines (Passenger movements)

- Ryanair
- KM Malta Airlines
- EasyJet
- Wizzair
- Lufthansa
- Jet2.com
- Turkish Airlines
- British Airways
- Emirates
- ITA Italia Transporto Aereo S.p.A.

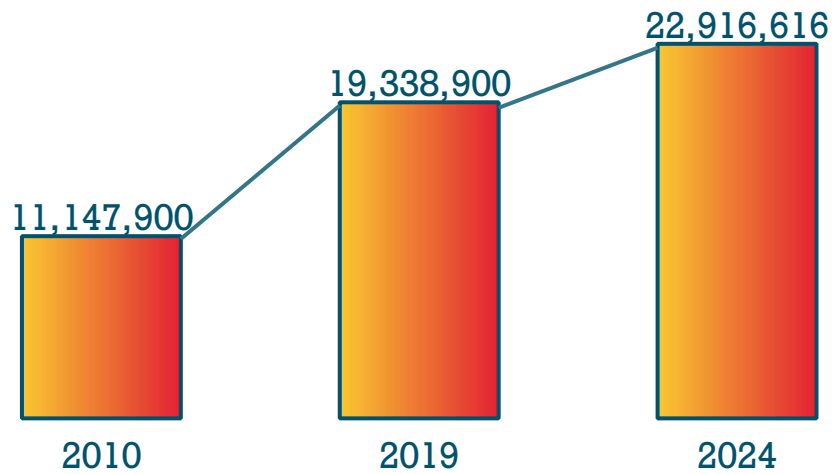
Top 10 Airports (Passenger movements)

- London - Gatwick
- Rome - Leonardo da Vinci - Fiumicino
- Catania - Fontanarossa
- Manchester
- Munich - Franz Josef Strauss
- Frankfurt International
- London - Heathrow
- Vienna International
- London - Stansted
- Istanbul

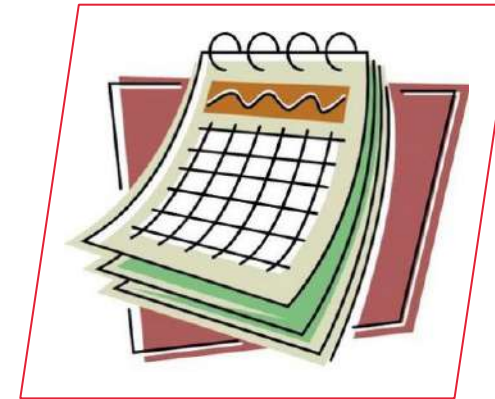


Bed Nights

Total Nights



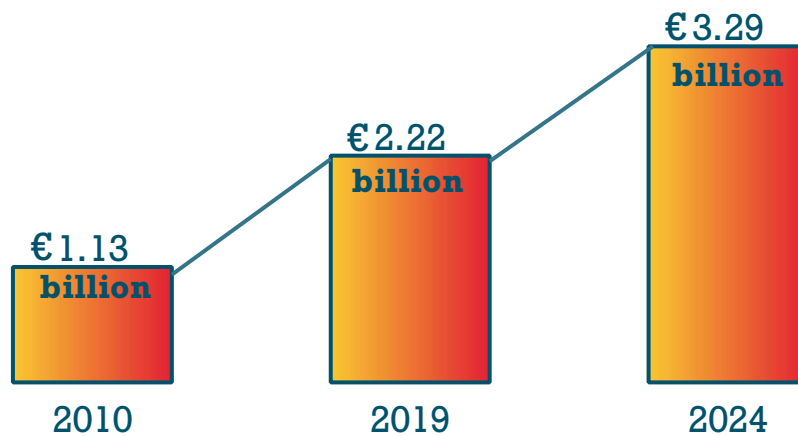
Average Length of Stay



6.4
Nights

Expenditure

Total Expenditure

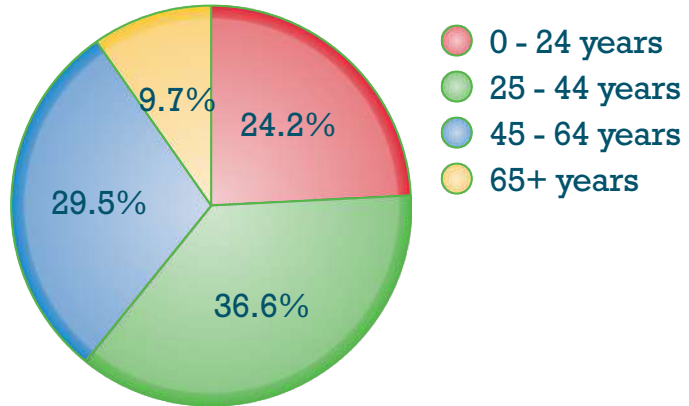


Expenditure per Capita



Socio-Demographic Profile

Age Groups



Average Age: 53 years

Level of Education



62.3%
Tertiary Level

15.8%
Post-secondary Level

11.5%
Vocational Training

Occupation

48.9%
Employed
Full-time



27.7%
Retired

10.1%
Self-
employed

8.8%
Employed
Part-time

Living Arrangements

52.3%
With Spouse/Partner



4.2%
With Children

23.8%
With Spouse/Partner
and Children

3.3%
With Parents

14.8%
On their own

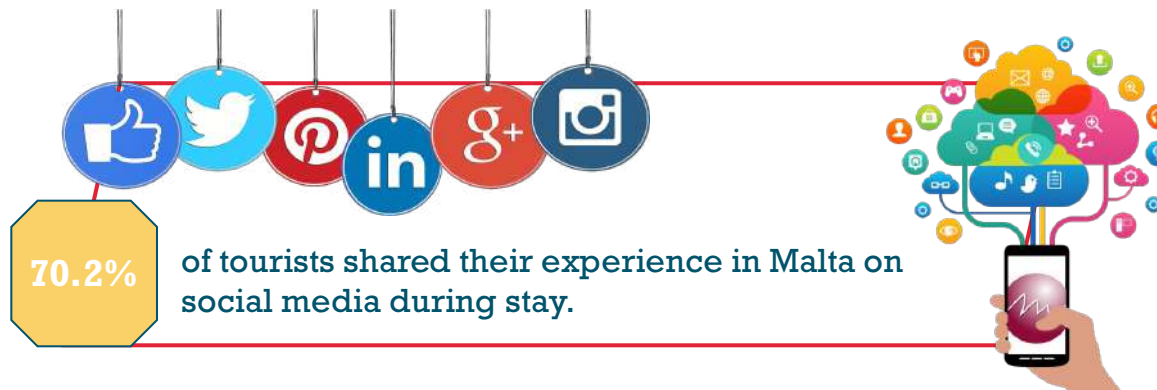
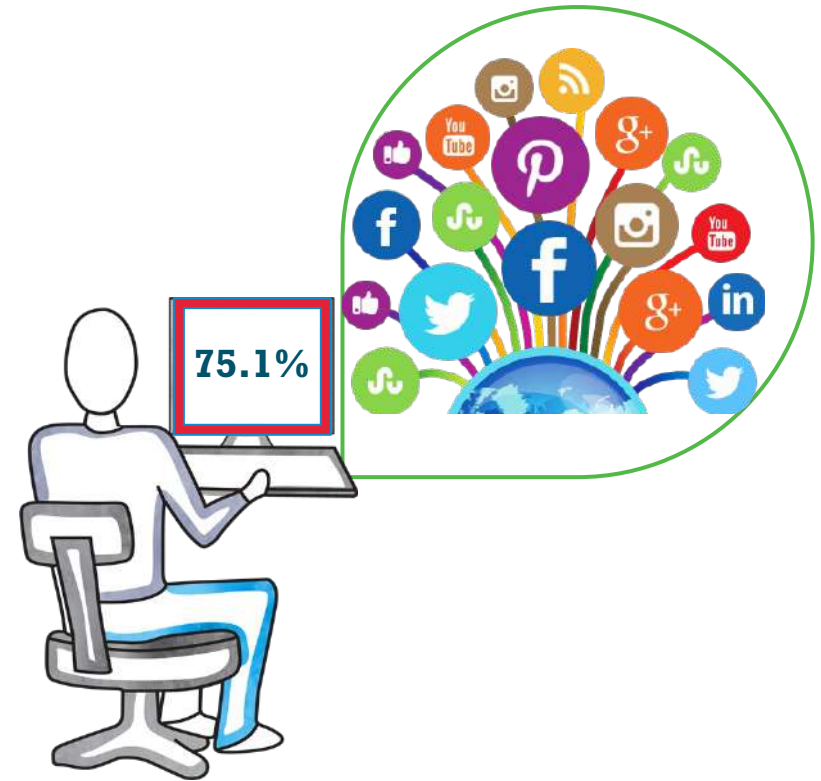
1.6%
With Relatives/
Friends/
Room Mates

Digital Media Usage

Regular



Travel Purposes



Travel Motivations

Sun & Culture



53.1%

Sun



16.2%

Culture



11.7%

Special Occasion



7.9%

Visiting Friends & Relatives



5.2%

Business



4.8%

Wellness



4.6%

Scuba Diving



4.0%

Other Sports



3.0%

TEFL



2.3%

Destination Choice Influencers

Communication Channels



56.3%
Digital Media



39.6%
Recommendation by
Friends/Relatives



19.0%
Tour Operator
brochure/website



11.3%
Travel
Guide book



7.2%
Recommendation
by travel agent



6.2%
TV



5.0%
Newspaper/
Magazine
Advert/ Article



4.0%
Books

Other Factors



63.6%
New Destination



48.0%
Good flight connections



34.2%
Cost/ Value
for Money



31.1%
English Spoken
Widely



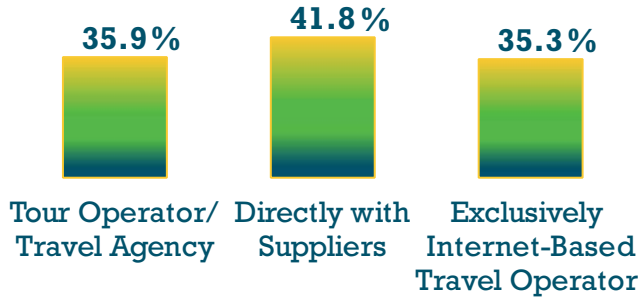
22.3%
Previous Visit



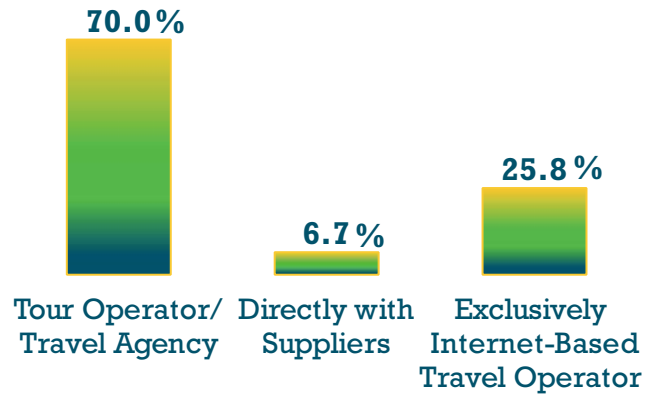
17.7%
Maltese Hospitality

Type of Booking

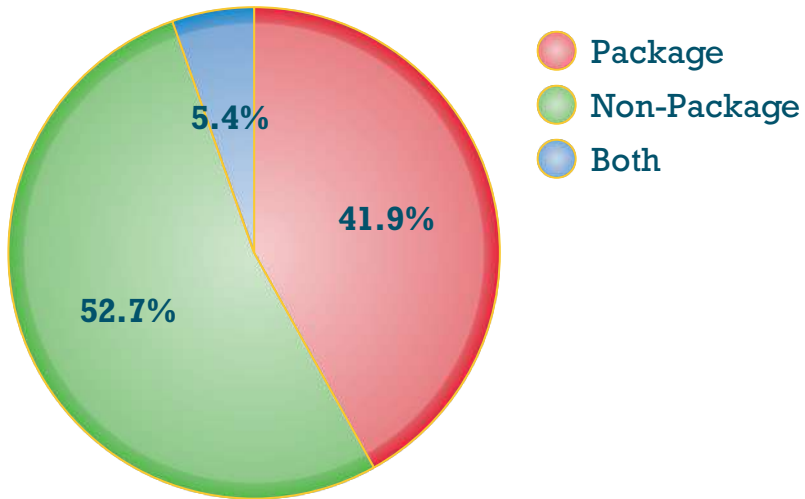
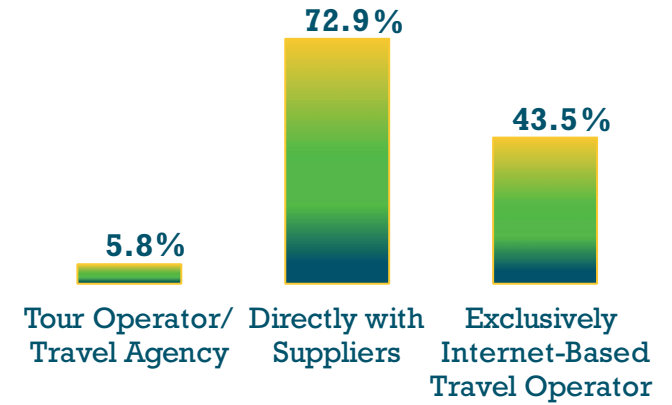
Trip Bookings Made With



Package Bookings



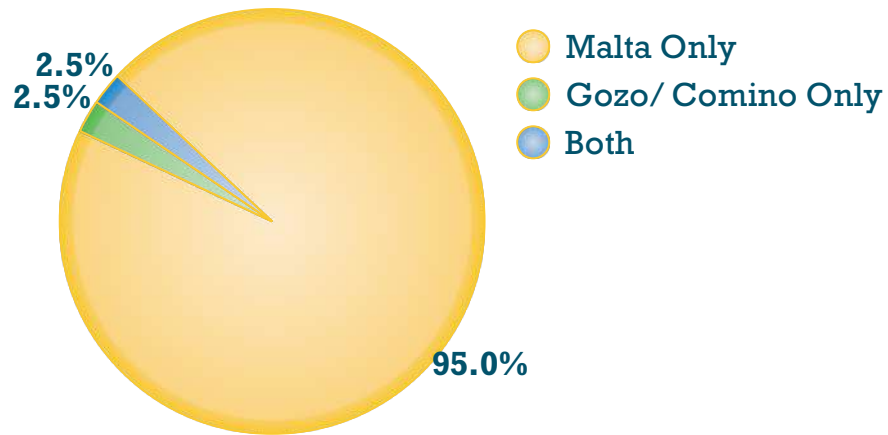
Non-Package Bookings



82.2%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



79.1%
First Time



20.9%
Repeat

Travelling Party



6.5%
Alone



53.6%
Spouse/Partner



24.3%
Family



10.9%
Friends



4.1%
Organised Group

Inbound Tourists by Type of Accommodation Used

Rented Accommodation

3,245,037

Collective
1,864,482

61.0%

30.1%

Other Rented
798,442

Non-Rented Accommodation

Non-Rented
318,581

8.9%

Non-Resident Guests in Collective Accommodation

Maltese Islands



Collective Accommodation



Other Collective Accommodation

16.9% of inbound tourists spending nights in the Maltese Islands stayed in 5* hotels.

12.0% utilised guesthouses/ hostels/ tourist villages.

44.1% stayed in 4* hotels.

25.2% stayed in 3* hotels.

Activities Engaged In

Cultural



82.2%
Visit Historical
Buildings



72.2%
Visit Churches



49.0%
Visit Museums



47.6%
Visit temples/
archeological sites



14.6%
Visit arts/
craft sites



11.6%
Attend local
festival/ event

Outdoor



54.1%
Swimming/
Sunbathing



47.7%
Leisure Boat
trip/ tour



25.5%
Trekking/
Hiking



5.1%
Scuba Diving

Recreational



72.7%
Dine at restaurants



48.9%
Shopping



16.6%
Spa/ Wellness



6.4%
Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



32.2%

Met



62.8%

Not Met



5.1%

94.8%

Would recommend the Maltese Islands to their friends/ relatives



Sources: MIA, NSO & MTA Traveller Survey
Compiled by MTA Research Unit