

# United Kingdom

Inbound Tourism to Malta

Year 2024



Malta Tourism Authority  
Research Unit



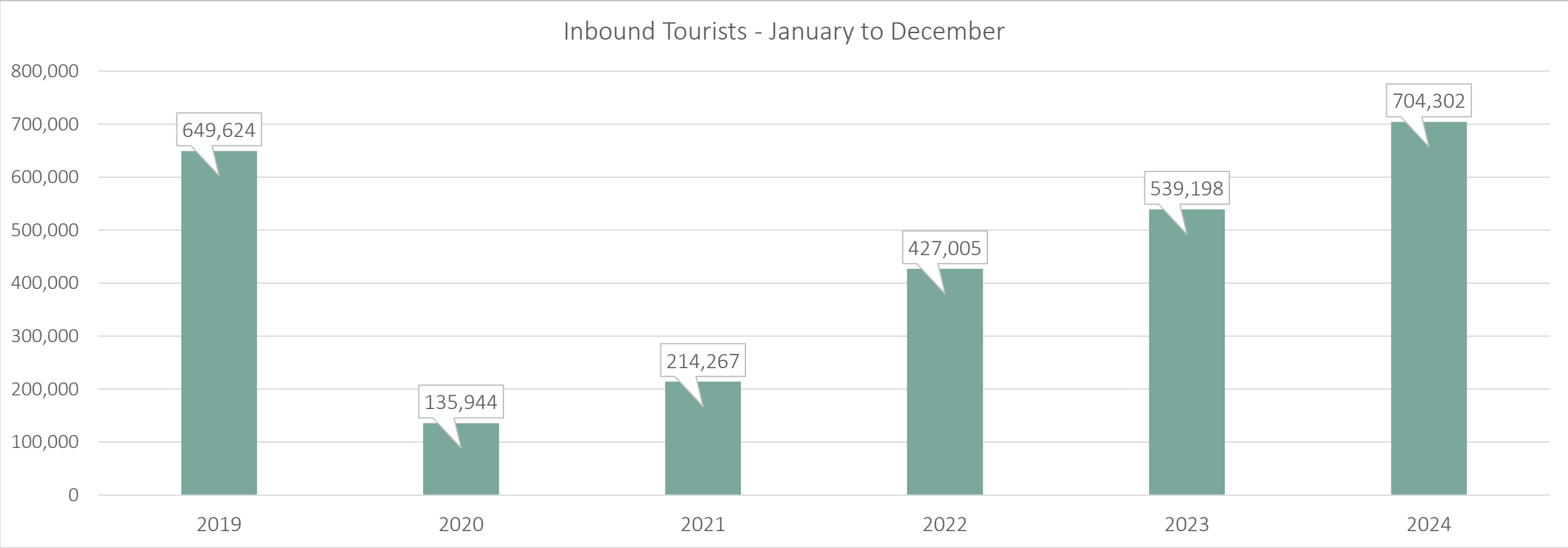
# Overnight Trips - Timeseries




UNITED KINGDOM	2019	2020	2021	2022	2023	2024
Total International Outbound Trips	94.9 million	25.4 million	24.6 million	75.7 million	89.7 million	99.8 million
International Outbound Trips by Air	81.9 million	21.4 million	19.7 million	62.0 million	76.5 million	85.0 million
Total Inbound Trips: United Kingdom to Malta	649,624	135,944	214,267	427,005	539,198	704,302
United Kingdom's Share of Total Inbound Trips to Malta	23.6%	20.6%	22.13%	18.7%	18.1%	19.8%
Malta's Share of International Outbound Trips by Air	0.8%	0.6%	1.1%	0.7%	0.7%	0.8%

Sources: Global Data, NSO  
 Figures subject to periodical revisions

# Inbound Tourists

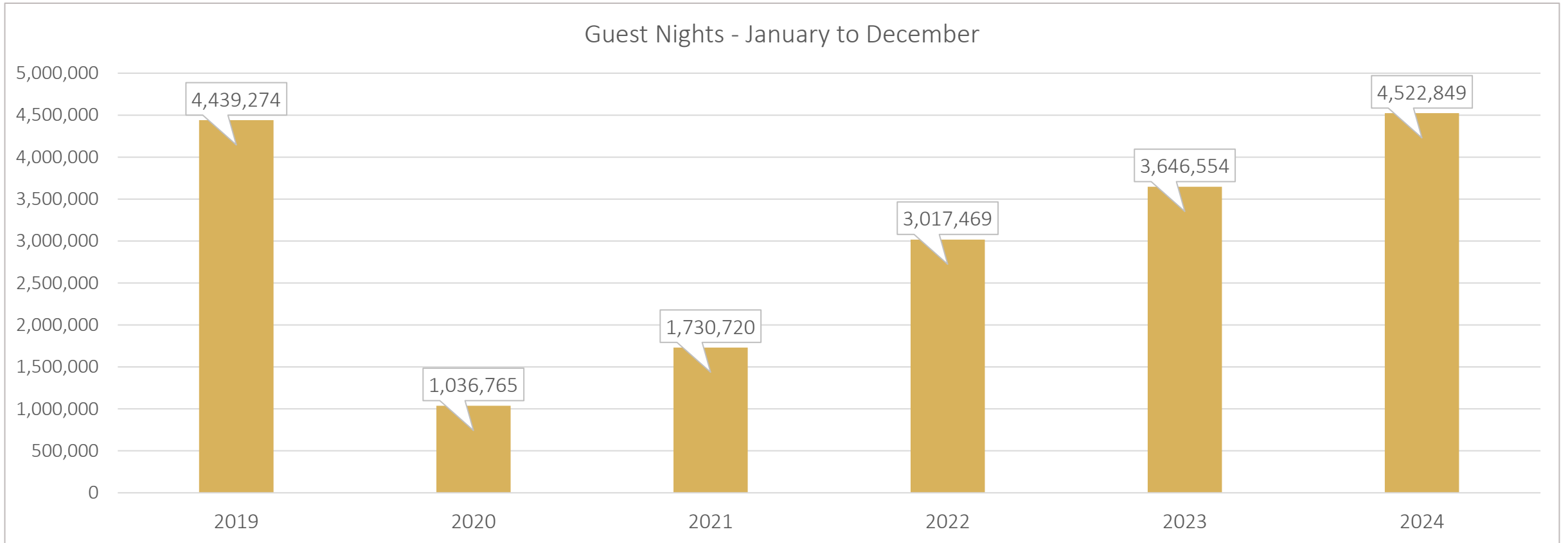


Source: NSO



**Change 2024/2023**  
+ 165,104 tourists  
+ 30.6%

# Tourist Guest Nights



Source: NSO



**Average Length of Stay  
(2024)**

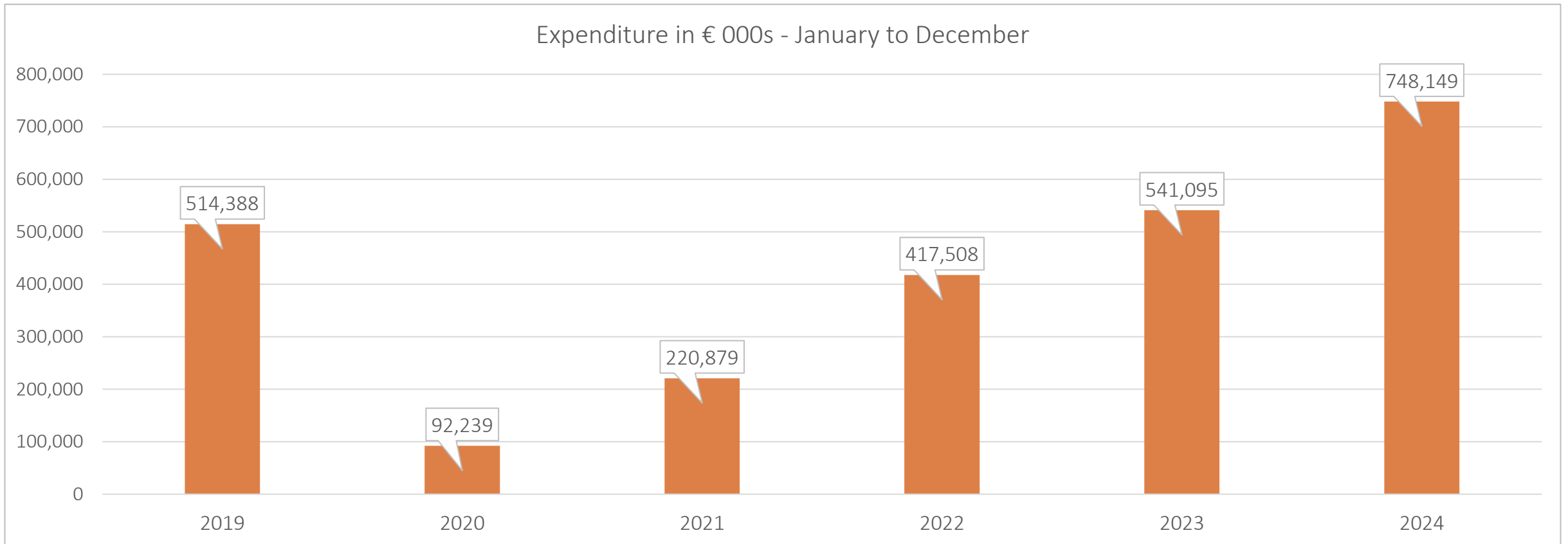
6.4 nights



**Change 2024/2023**

+ 876,295 nights  
+ 24.0%

# Tourist Expenditure



Source: NSO

**Average Expenditure Per Capita (2024):**  
€1,062

**Average Expenditure Per Night (2024):**  
€165







**Change 2024/2023**

+ €207,054,000





+ 38.3%

# Seasonality

	 Spring	 Summer	 Autumn	 Winter
2019	28.8%	32.3%	23.3%	15.6%
2020	0.0%	28.2%	7.0%	64.8%
2021	1.9%	55.5%	41.9%	0.6%
2022	30.6%	34.8%	23.8%	10.9%
2023	28.7%	31.6%	24.5%	15.2%
2024	29.3%	31.4%	24.0%	15.3%

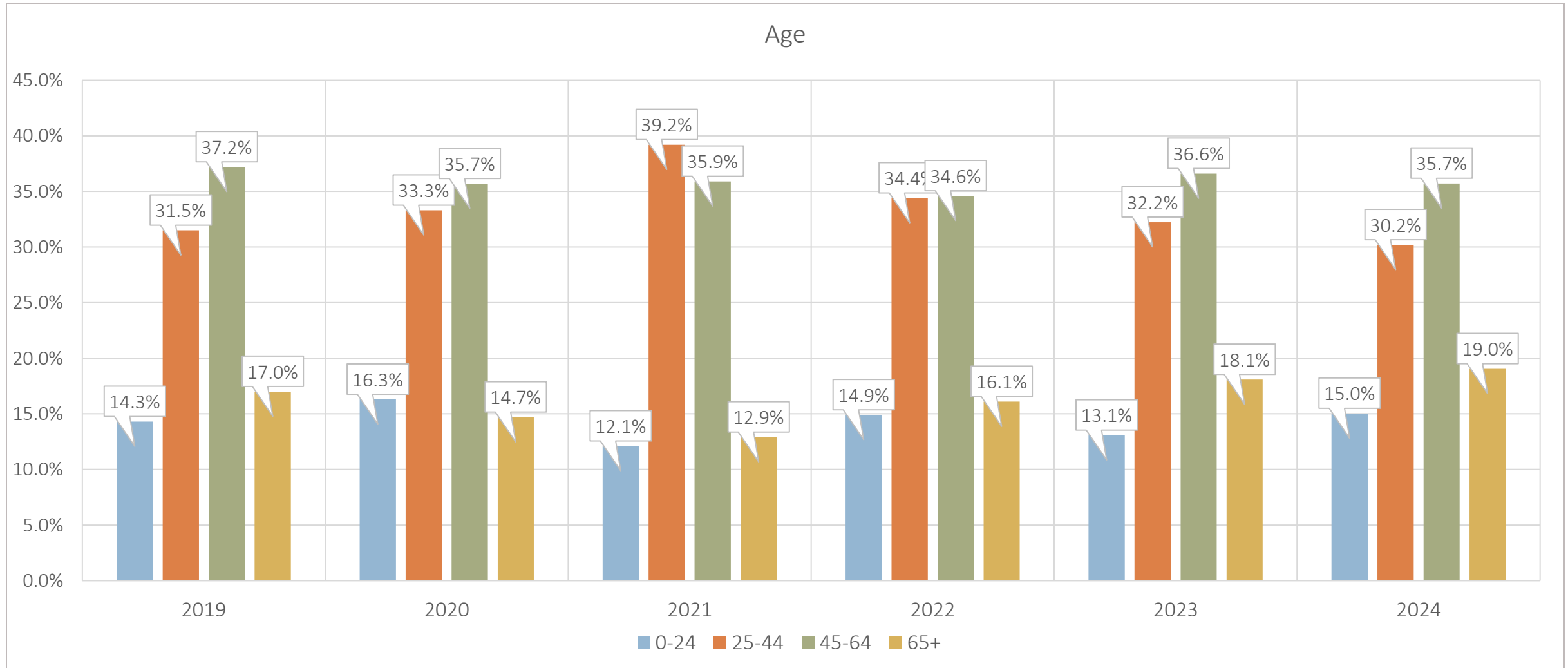
Source: NSO

# Purpose of Visit

	 Holiday	 Business	 VFR	 Other
2019	85.5%	4.2%	9.1%	1.2%
2020	80.5%	5.1%	12.2%	2.2%
2021	88.2%	2.7%	8.2%	0.8%
2022	85.1%	4.8%	8.8%	1.4%
2023	88.1%	4.1%	6.7%	1.0%
2024	91.3%	2.7%	5.6%	0.5%

Source: NSO

# Age of Inbound Tourists



Source: NSO



Malta Tourism Authority  
Research Unit

Databank available on [www.mta.com.mt](http://www.mta.com.mt)