

United Kingdom

Inbound Tourism to Malta

Year 2025



Malta Tourism Authority
Research Unit



Overnight Trips - Timeseries

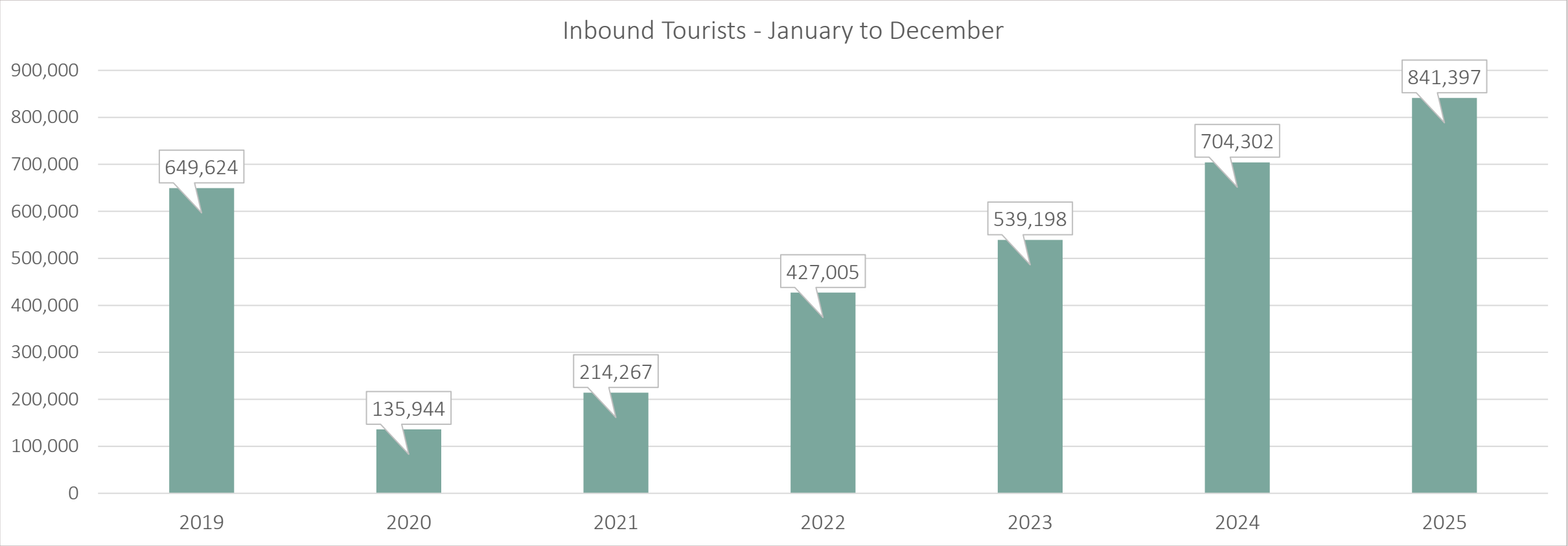


UNITED KINGDOM	2019	2020	2021	2022	2023	2024	2025
Total International Outbound Trips	91.6 million	23.3 million	19.7 million	74.0 million	88.3 million	93.7 million	98.6 million
International Outbound Trips by Air	78.6 million	19.5 million	15.7 million	60.3 million	75.6 million	80.2 million	84.4 million
Total Inbound Trips: United Kingdom to Malta	649,624	135,944	214,267	427,005	539,198	704,302	841,397
United Kingdom's Share of Total Inbound Trips to Malta	23.6%	20.6%	22.13%	18.7%	18.1%	19.8%	20.9%
Malta's Share of International Outbound Trips by Air	0.8%	0.7%	1.4%	0.7%	0.7%	0.9%	1.0%


Sources: Global Data, NSO

Figures subject to periodical revisions

Inbound Tourists

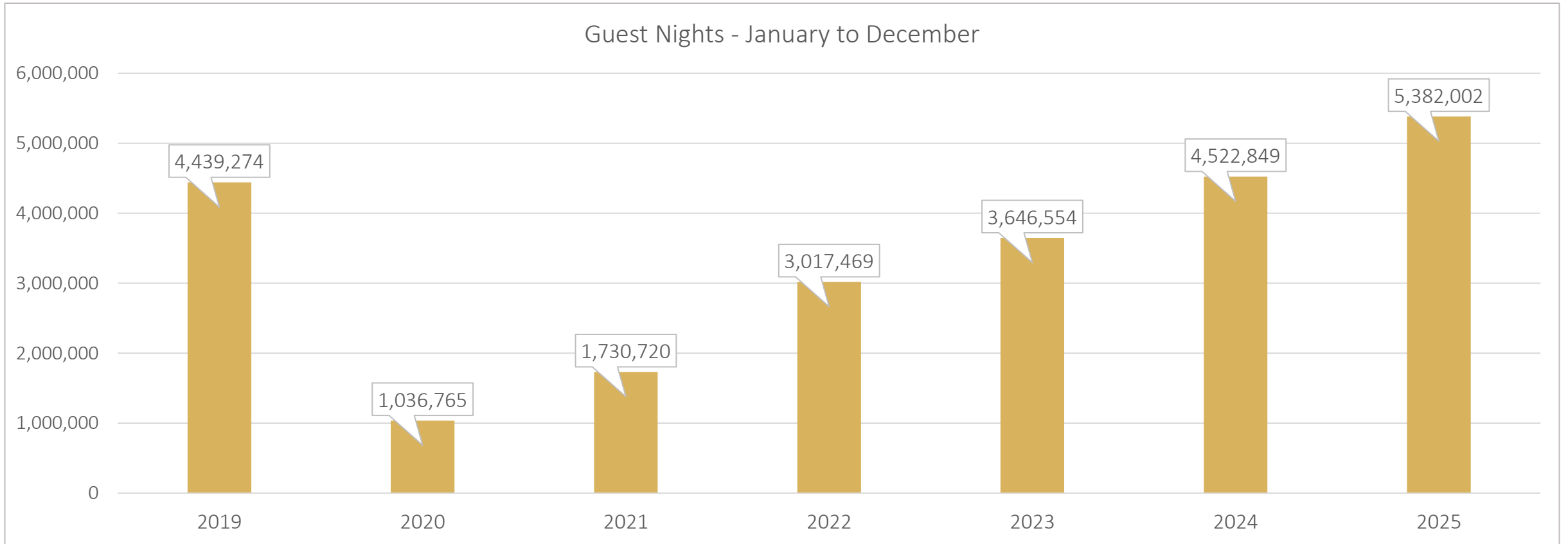


Source: NSO



Change 2025/2024
+ 137,095 tourists
+ 19.5%

Tourist Guest Nights

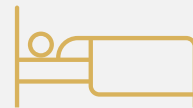


Source: NSO



**Average Length of Stay
(2025)**

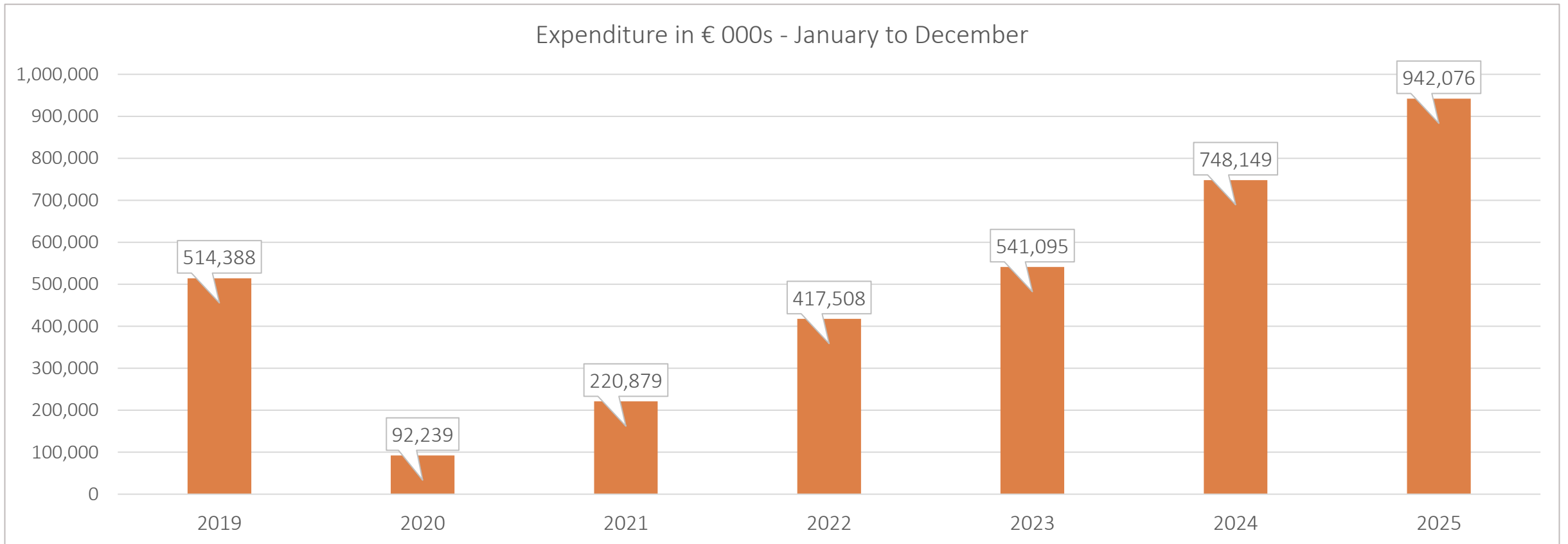
6.4 nights



Change 2025/2024

+ 859,153 nights
+ 19.0%

Tourist Expenditure



Source: NSO

Average Expenditure Per Capita (2025):
€1,120

Average Expenditure Per Night (2025):
€175







Change 2025/2024

+ €193,927,000





+ 25.9%

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%
2025	29.0%	31.5%	24.0%	15.4%

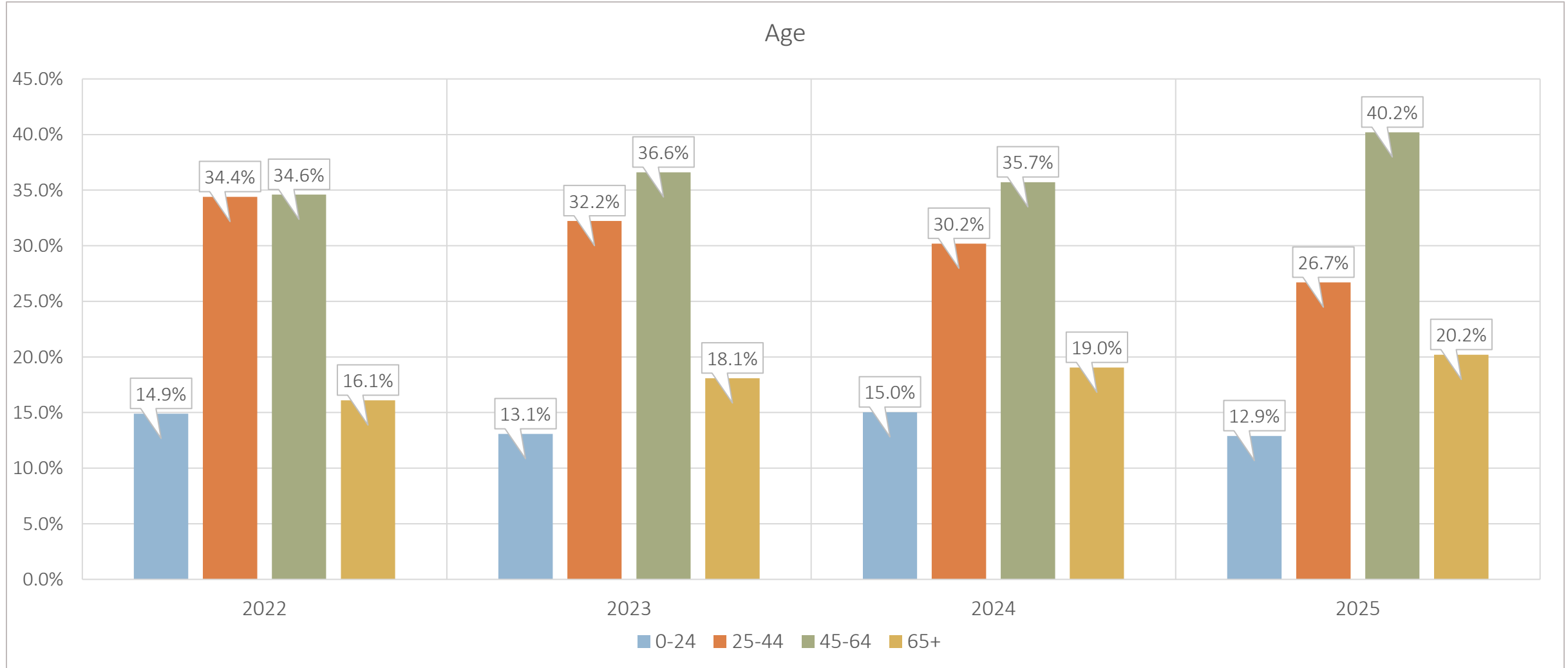
Source: NSO

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%
2025	92.2%	2.5%	5.0%	0.3%

Source: NSO

Age of Inbound Tourists



Source: NSO



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Databank available on www.mta.com.mt