

Germany

Inbound Tourism to Malta

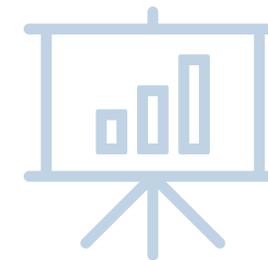
Year 2024



Malta Tourism Authority
Research Unit



Overnight Trips - Timeseries



GERMANY	2019	2020	2021	2022	2023	2024
Total International Outbound Trips	116.1 million	46.5 million	52.2 million	98.3 million	111.9 million	124.9 million
International Outbound Trips by Air	46.1 million	12.9 million	15.4 million	36.3 million	44.4 million	49.9 million
Total Inbound Trips: Germany to Malta	211,546	72,470	96,514	169,445	218,651	248,778
Germany's Share of Total Inbound Trips to Malta	7.7%	11.0%	10.0%	7.4%	7.3%	7.0%
Malta's Share of International Outbound Trips by Air	0.5%	0.6%	0.6%	0.5%	0.5%	0.5%

Sources: Global Data, NSO
 Figures subject to periodical revisions

Inbound Tourists

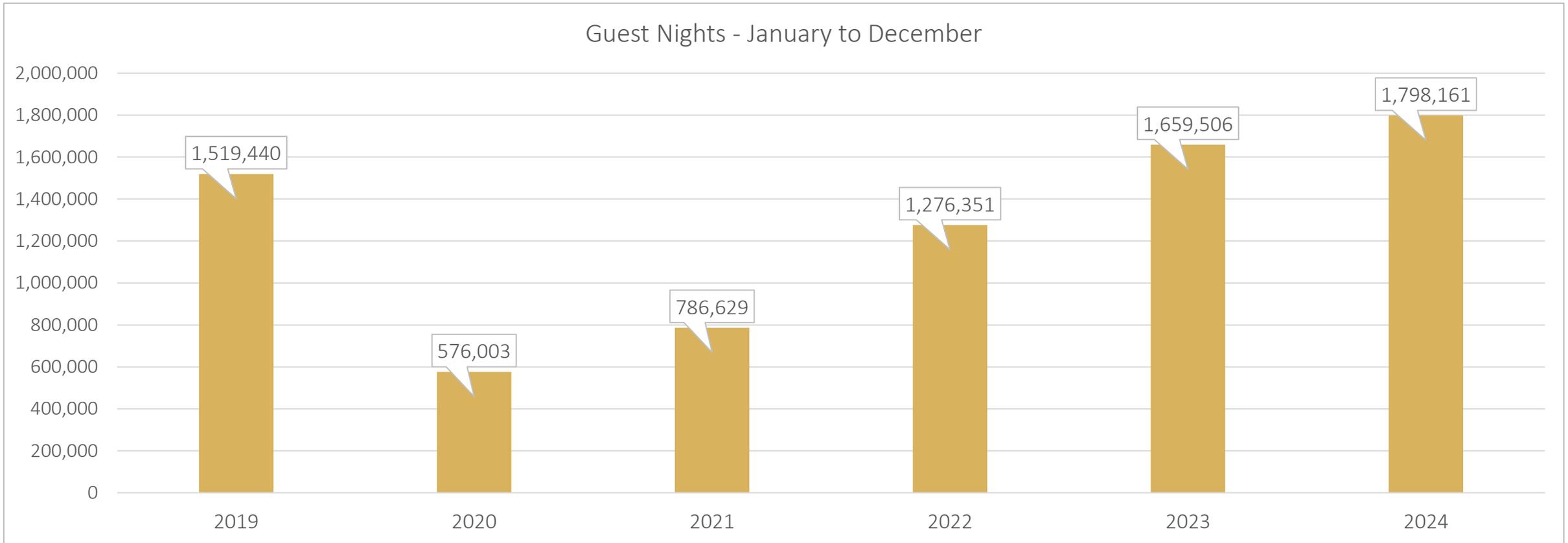


Source: NSO

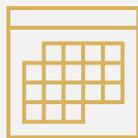


Change 2024/2023
+ 30,127 tourists
+ 13.8%

Tourist Guest Nights



Source: NSO



Average Length of Stay
(2024)

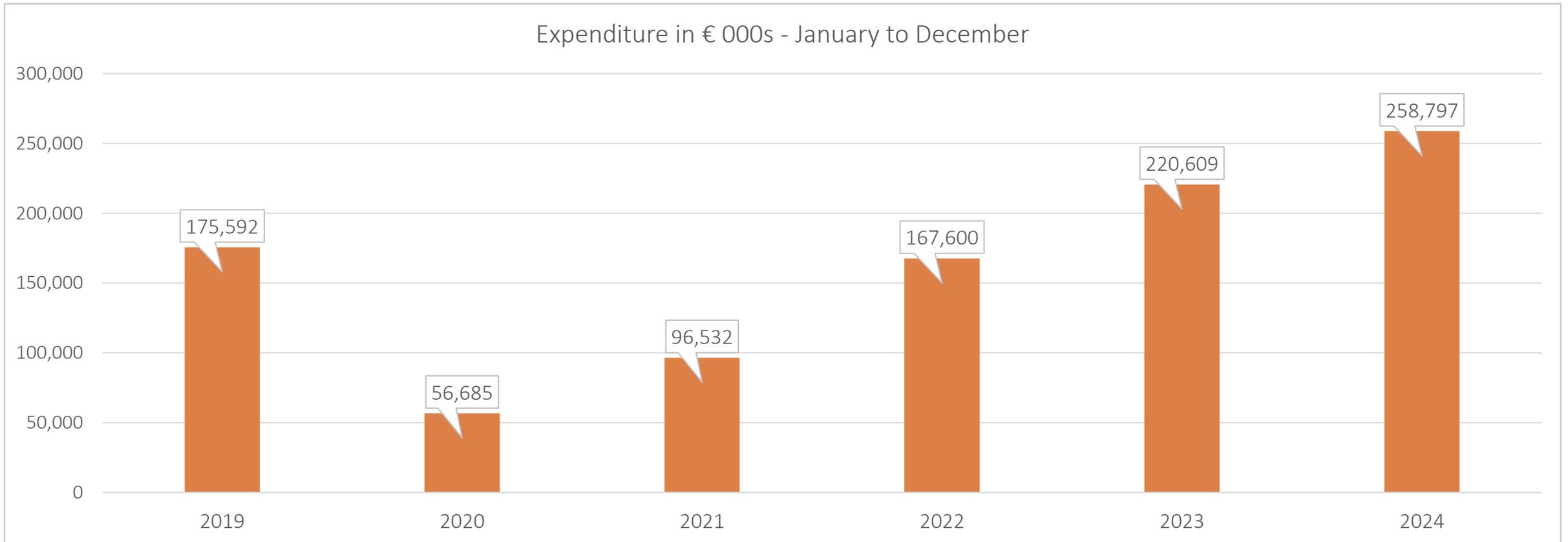
7.2 nights



Change 2024/2023

+ 138,655 nights
+ 8.4%

Tourist Expenditure



Source: NSO

Average Expenditure Per Capita (2024):
€1,040

Average Expenditure Per Night (2024):
€144



Change 2024/2023

+ €58,188,000

+ 17.3%

Seasonality

	 Spring	 Summer	 Autumn	 Winter
2019	29.0%	28.1%	24.8%	18.1%
2020	0.0%	42.5%	20.8%	36.7%
2021	13.9%	44.0%	39.3%	2.7%
2022	31.0%	32.9%	26.1%	10.0%
2023	29.1%	29.3%	27.4%	14.3%
2024	28.4%	28.7%	25.3%	17.7%

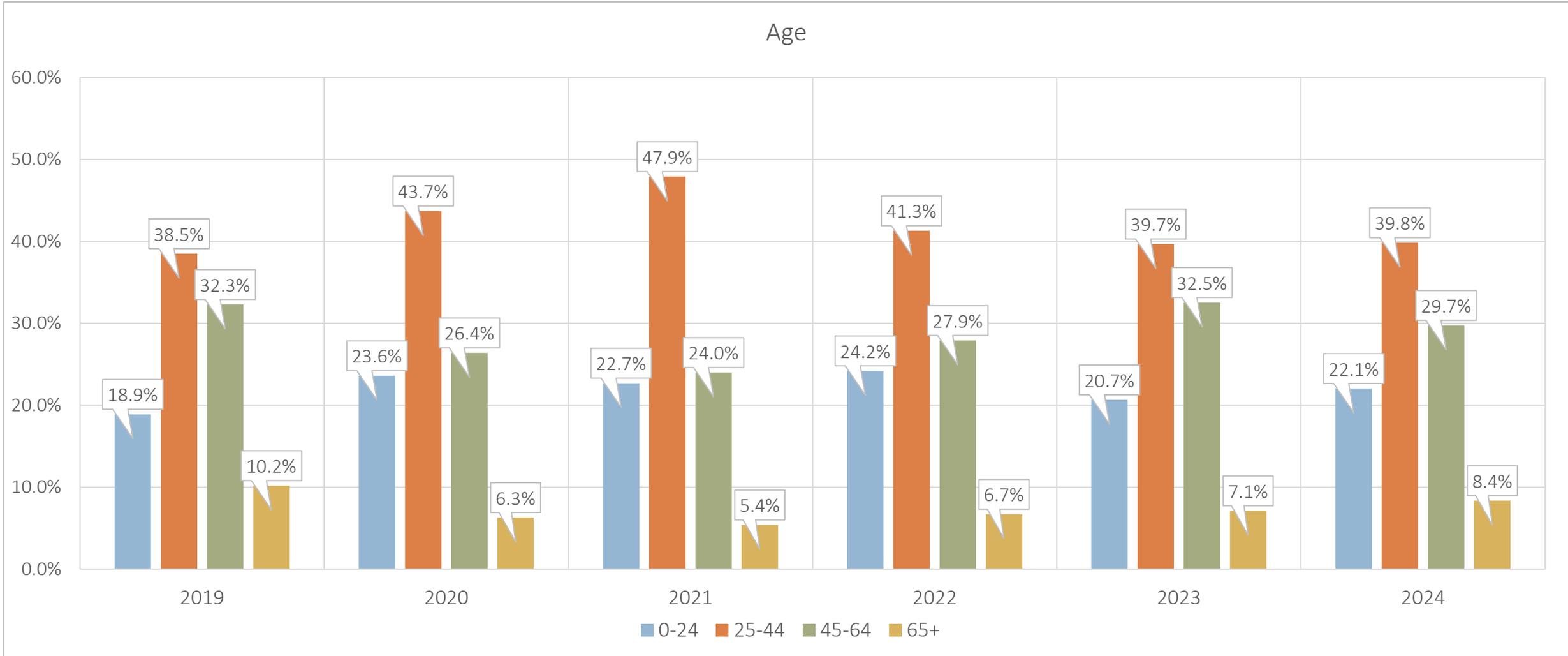
Source: NSO

Purpose of Visit

	 Holiday	 Business	 VFR	 Other
2019	84.7%	5.3%	4.4%	5.6%
2020	86.2%	4.1%	5.7%	4.0%
2021	84.5%	6.1%	5.7%	3.6%
2022	84.0%	5.5%	4.8%	5.8%
2023	86.9%	4.5%	3.8%	4.8%
2024	88.9%	4.2%	3.4%	3.5%

Source: NSO

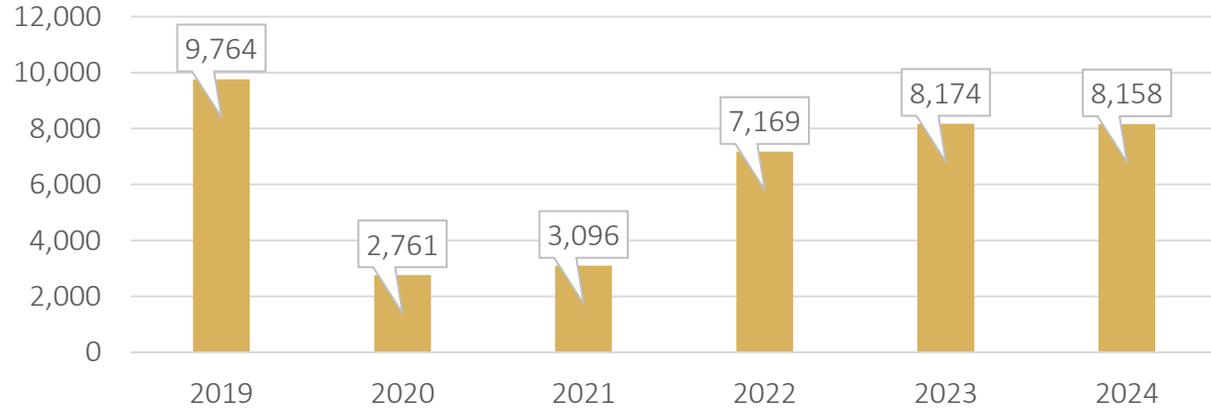
Age of Inbound Tourists



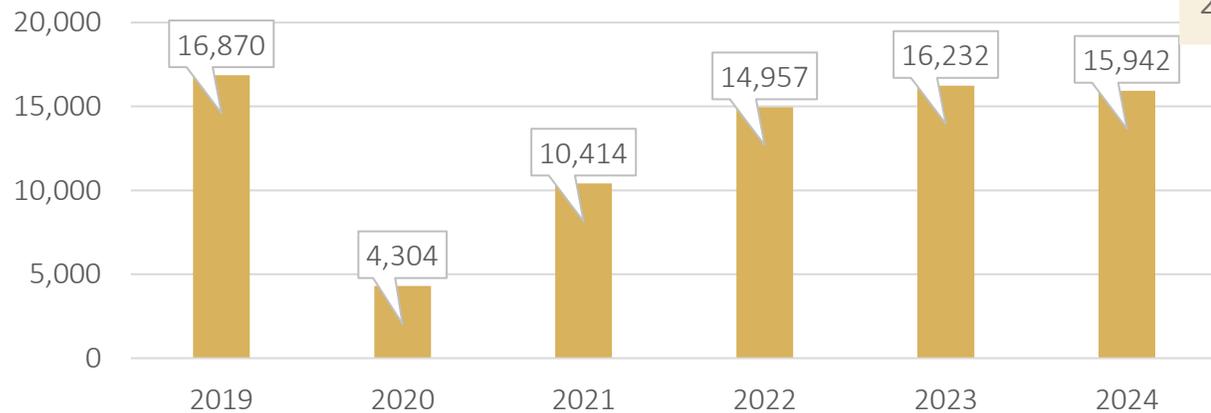
Source: NSO

English Language Learning

Number of Students



Number of Student Weeks

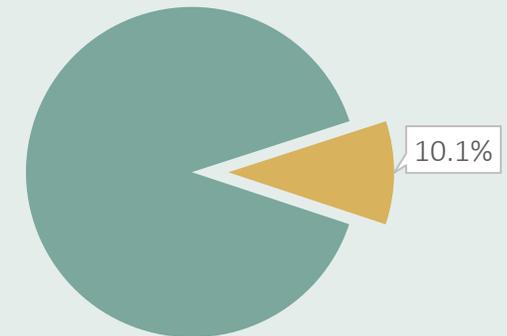


Average Length of Stay:
2.0 Weeks

Type of Course (2024)

General	53.2%
Intensive	32.0%
Specific	4.6%
Other	10.2%

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.



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Databank available on www.mta.com.mt