

Germany

Inbound Tourism to Malta

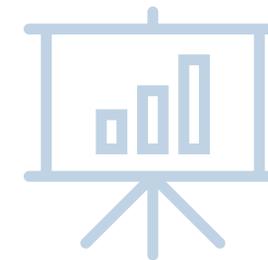
Year 2025



Malta Tourism Authority
Research Unit



Overnight Trips - Timeseries

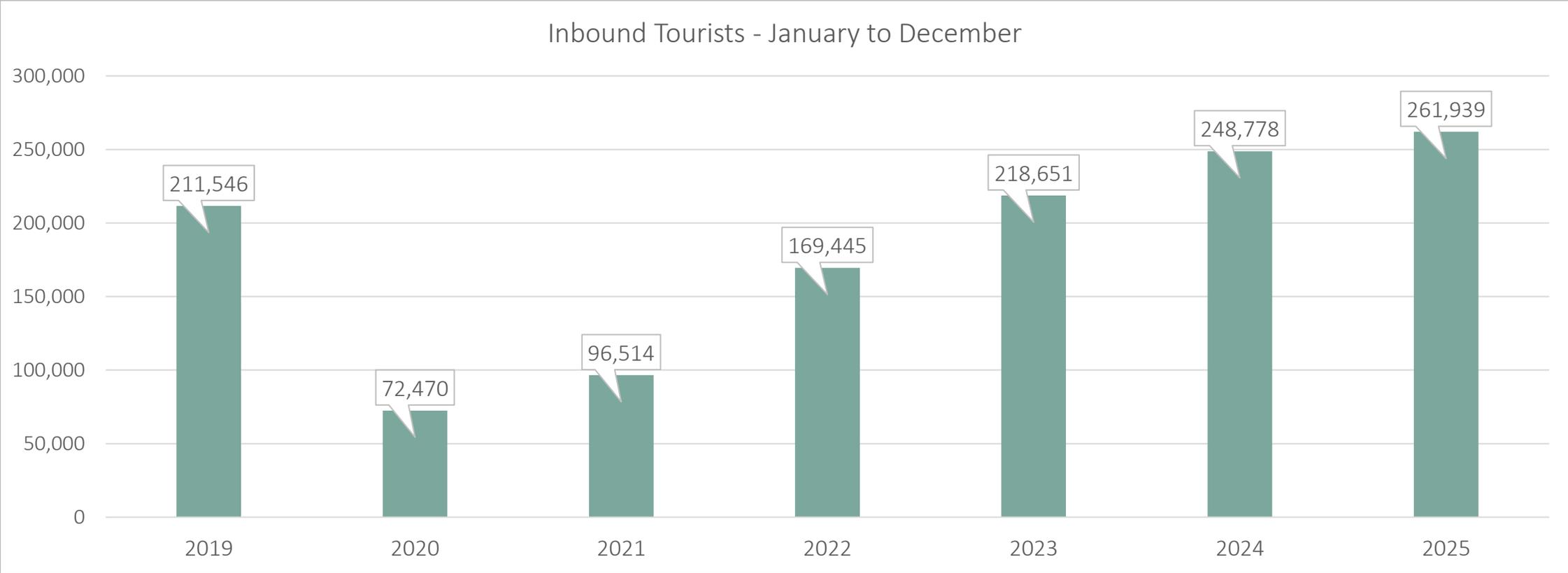


| GERMANY | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|------------------------------------------------------|---------------|--------------|--------------|---------------|---------------|---------------|---------------|
| Total International Outbound Trips | 116.1 million | 46.5 million | 53.5 million | 101.1 million | 112.6 million | 119.7 million | 126.4 million |
| International Outbound Trips by Air | 46.1 million | 12.9 million | 15.8 million | 37.1 million | 42.3 million | 44.9 million | 47.3 million |
| Total Inbound Trips: Germany to Malta | 211,546 | 72,470 | 96,514 | 169,445 | 218,651 | 248,778 | 261,939 |
| Germany's Share of Total Inbound Trips to Malta | 7.7% | 11.0% | 10.0% | 7.4% | 7.3% | 7.0% | 6.5% |
| Malta's Share of International Outbound Trips by Air | 0.5% | 0.6% | 0.6% | 0.5% | 0.5% | 0.6% | 0.6% |

Sources: Global Data, NSO

Figures subject to periodical revisions

Inbound Tourists

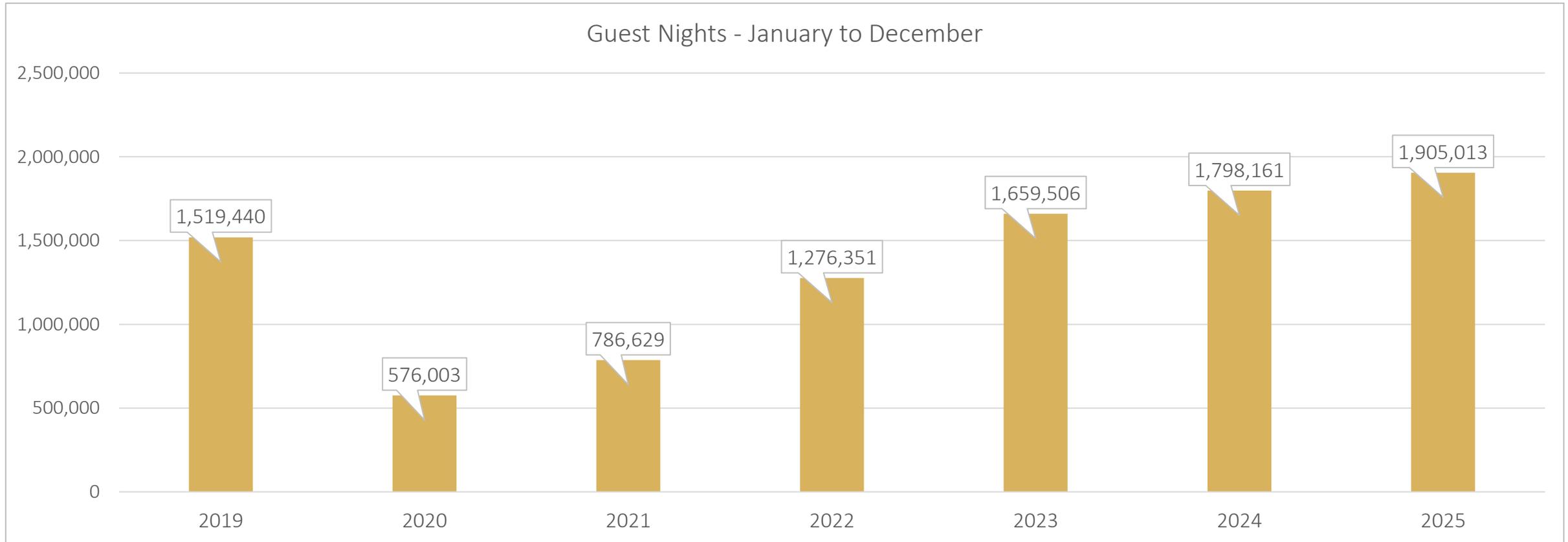


Source: NSO

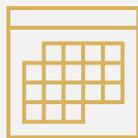


Change 2025/2024
+ 13,161 tourists
+ 5.3%

Tourist Guest Nights



Source: NSO



Average Length of Stay
(2025)

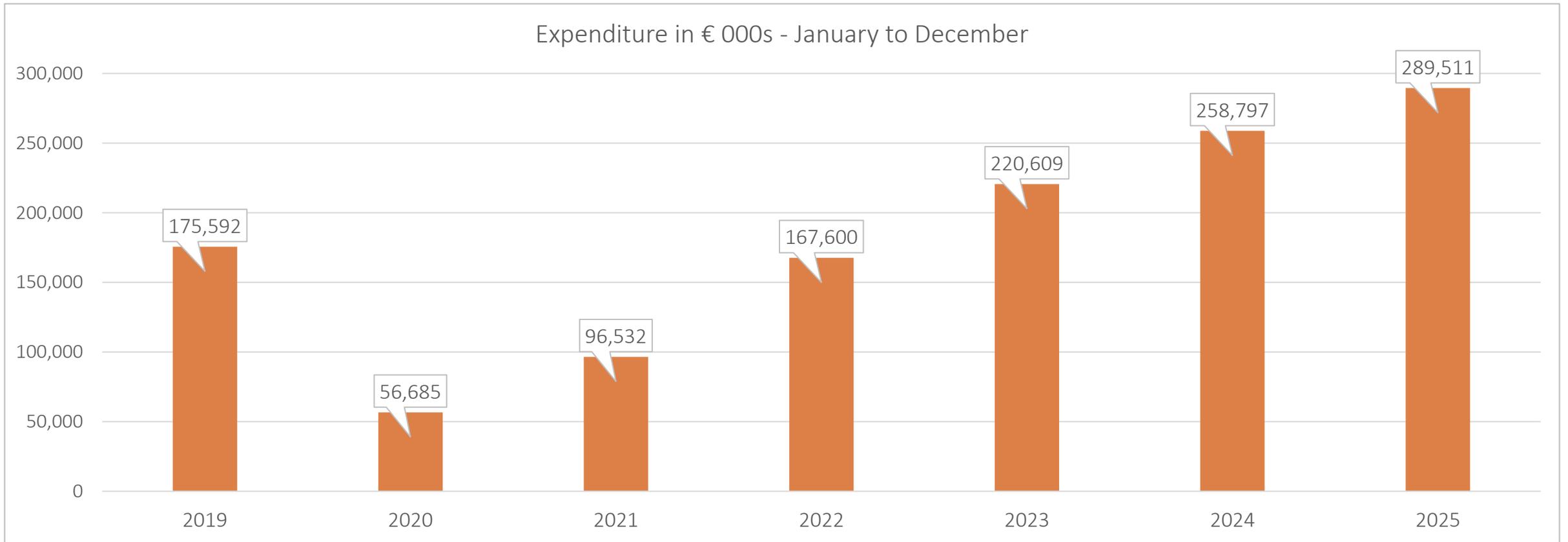
7.3 nights



Change 2025/2024

+ 106,852 nights
+ 5.9%

Tourist Expenditure



Source: NSO

Average Expenditure Per Capita (2025):
€1,105

Average Expenditure Per Night (2025):
€152



Change 2025/2024

+ €30,714,000

+ 11.9%

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% |
| 2025 | 26.0% | 29.0% | 26.3% | 18.7% |

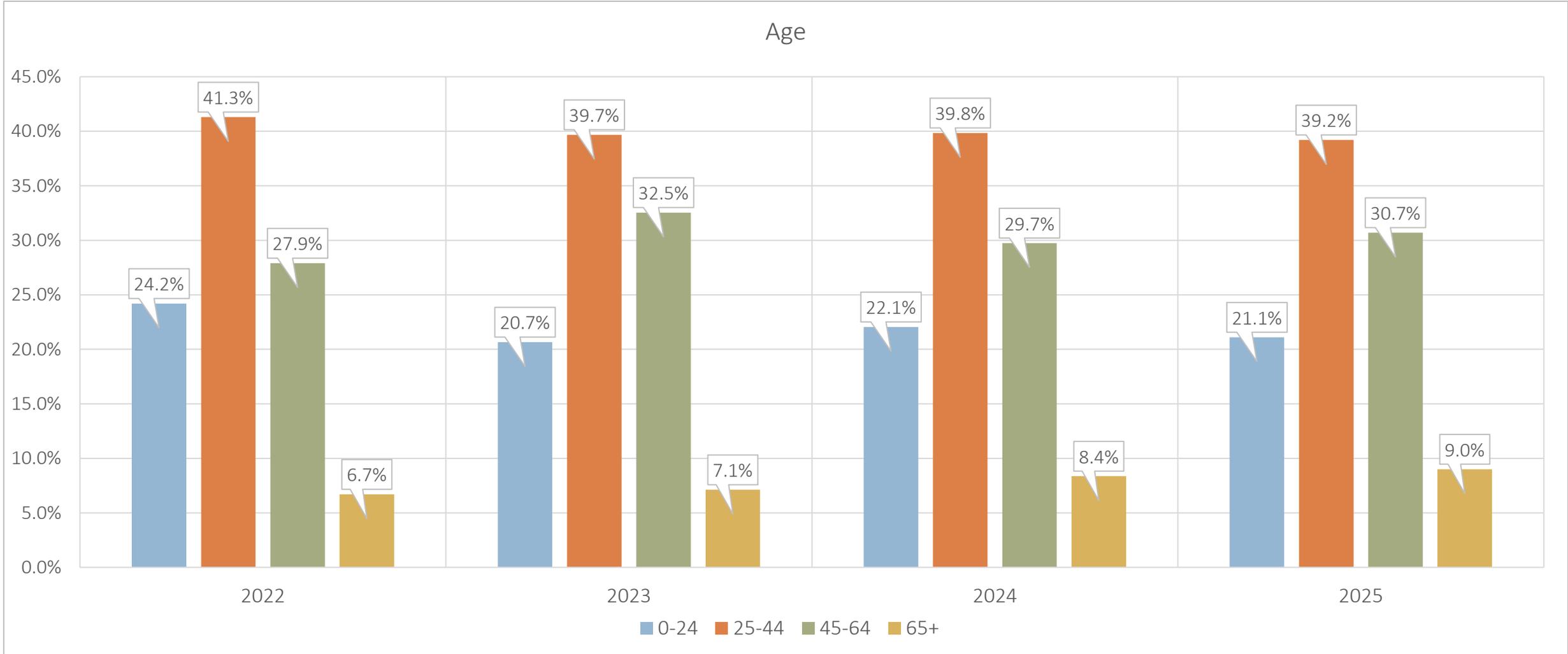
Source: NSO

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% |
| 2025 | 88.7% | 5.1% | 2.6% | 3.6% |

Source: NSO

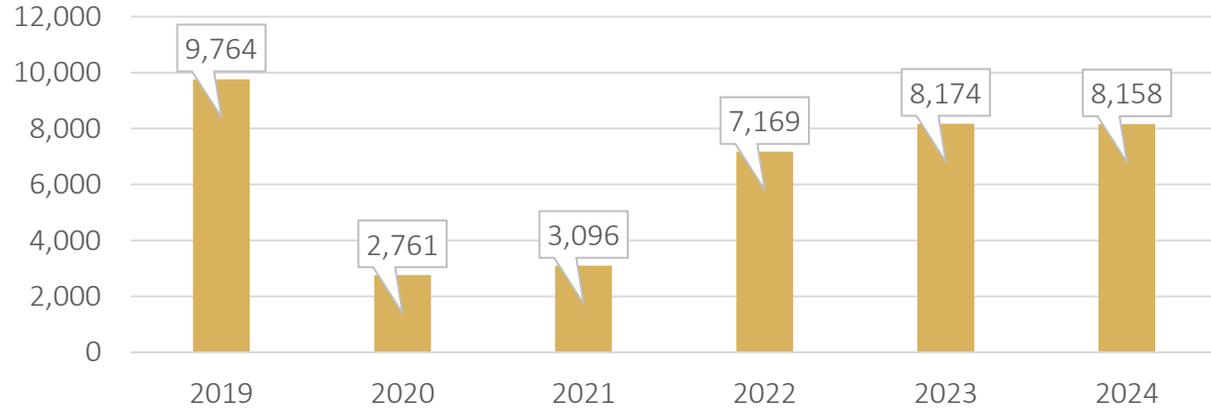
Age of Inbound Tourists



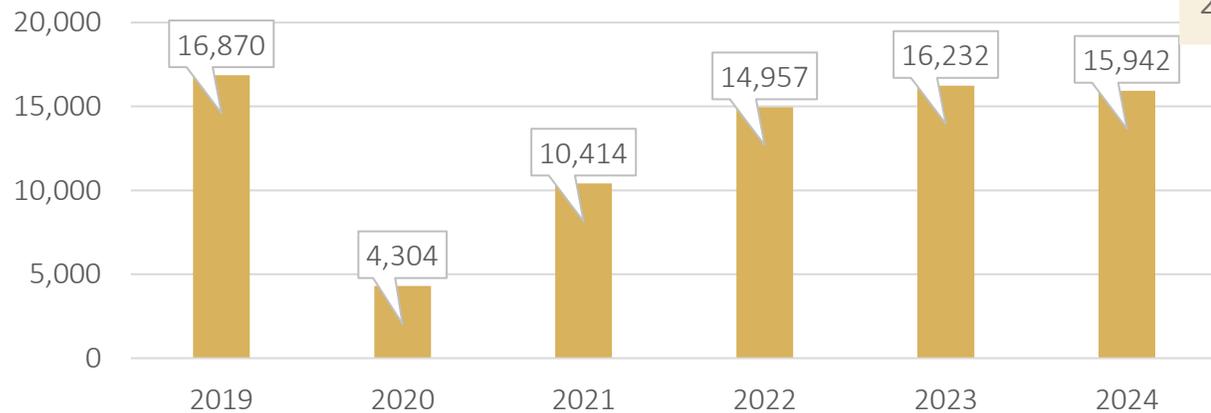
Source: NSO

English Language Learning

Number of Students



Number of Student Weeks

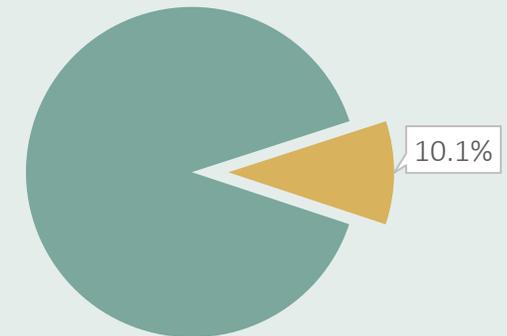


Average Length of Stay:
2.0 Weeks

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. Figures for 2025 not yet published.



Malta Tourism Authority
Research Unit

Databank available on www.mta.com.mt