

Outbound Tourism: Q3/2024

NR 214/2024

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Total outbound tourists for the third quarter in 2024 were estimated at 273,082, an increase of 10.1 per cent over the corresponding quarter of 2023. Total nights spent increase by 3.6 per cent and amounted to 1,883,519.



July-September 2024

During the quarter under review, a total of 196,271 outbound tourist trips were undertaken for holiday purposes, followed by 44,598 trips for visiting friends and relatives. Most outbound tourists were aged between 25 and 44 years (44.9 per cent), followed by those within the 45-64 age bracket (26.6 per cent) (Table 1).

Outbound tourists towards EU and non-EU countries increased by 11.6 and 4.4 per cent respectively, when compared to the same quarter of 2023 (Table 1). Italy remained the most popular destination, with a share of 44.1 per cent of total tourist trips (Table 6).

Total nights spent by outbound tourists in the third quarter of 2024 almost reached 1.9 million nights. The largest share of guest nights (57.3 per cent) was spent in rented accommodation establishments (Table 3). The average length of stay of total outbound tourists stood at 6.9 nights (Table 1).

Total estimated expenditure by outbound tourists between July and September stood at €267.5 million, equivalent to an average €979 per capita (Tables 4 and 5).

January-September 2024

Total outbound tourist trips in the first three quarters of 2024 numbered 641,480 (Table 7), an increase of 7.7 per cent over the same period in 2023 (Table 7). Total nights spent by outbound tourists went up by 3.4 per cent, almost reaching 4.3 million nights (Table 9). In addition, total estimated outlay by resident tourists stood at €597.4 million, 10.9 per cent higher than that recorded for the same period in 2023 (Table 10)

Chart 1. Total outbound tourists by period

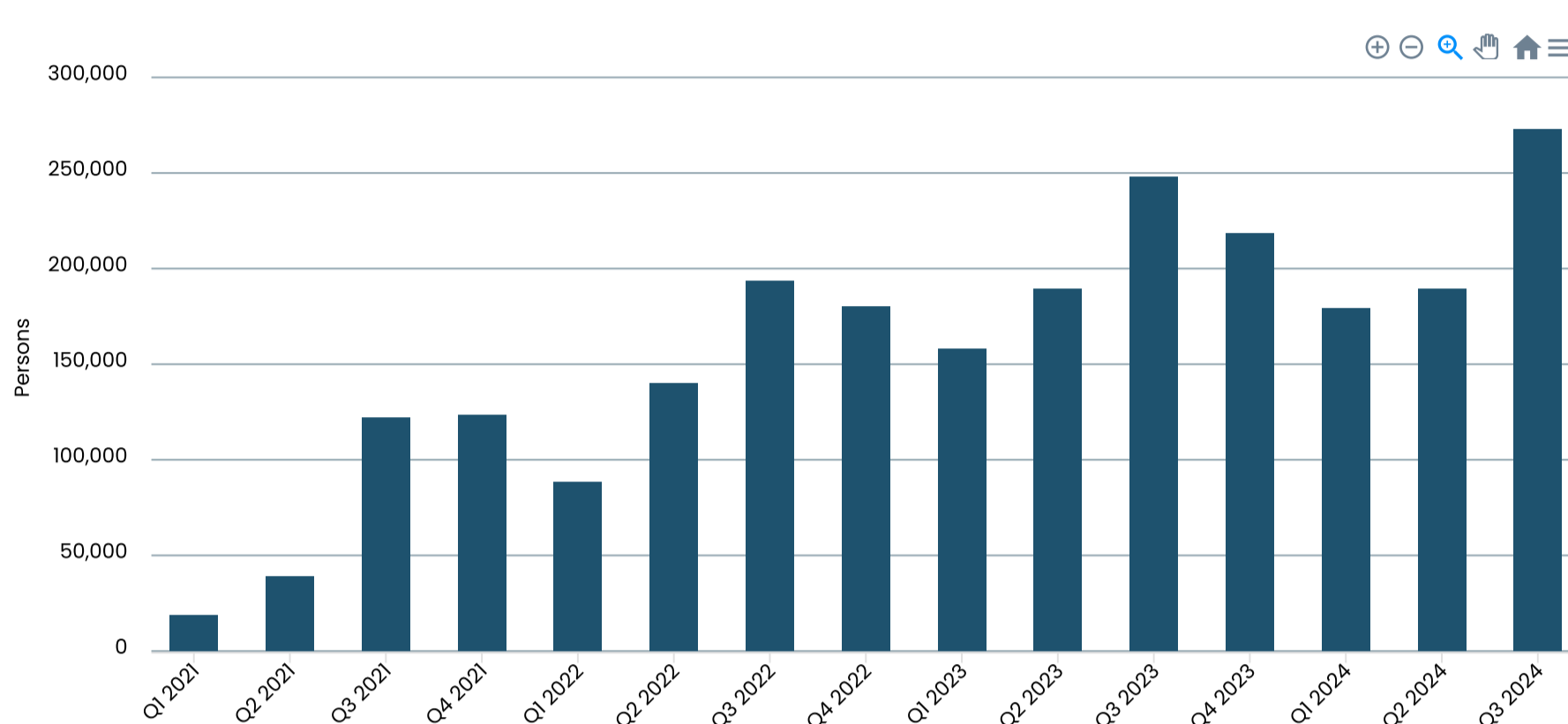


Chart 2. Average length of stay by year and type of accommodation

July-September

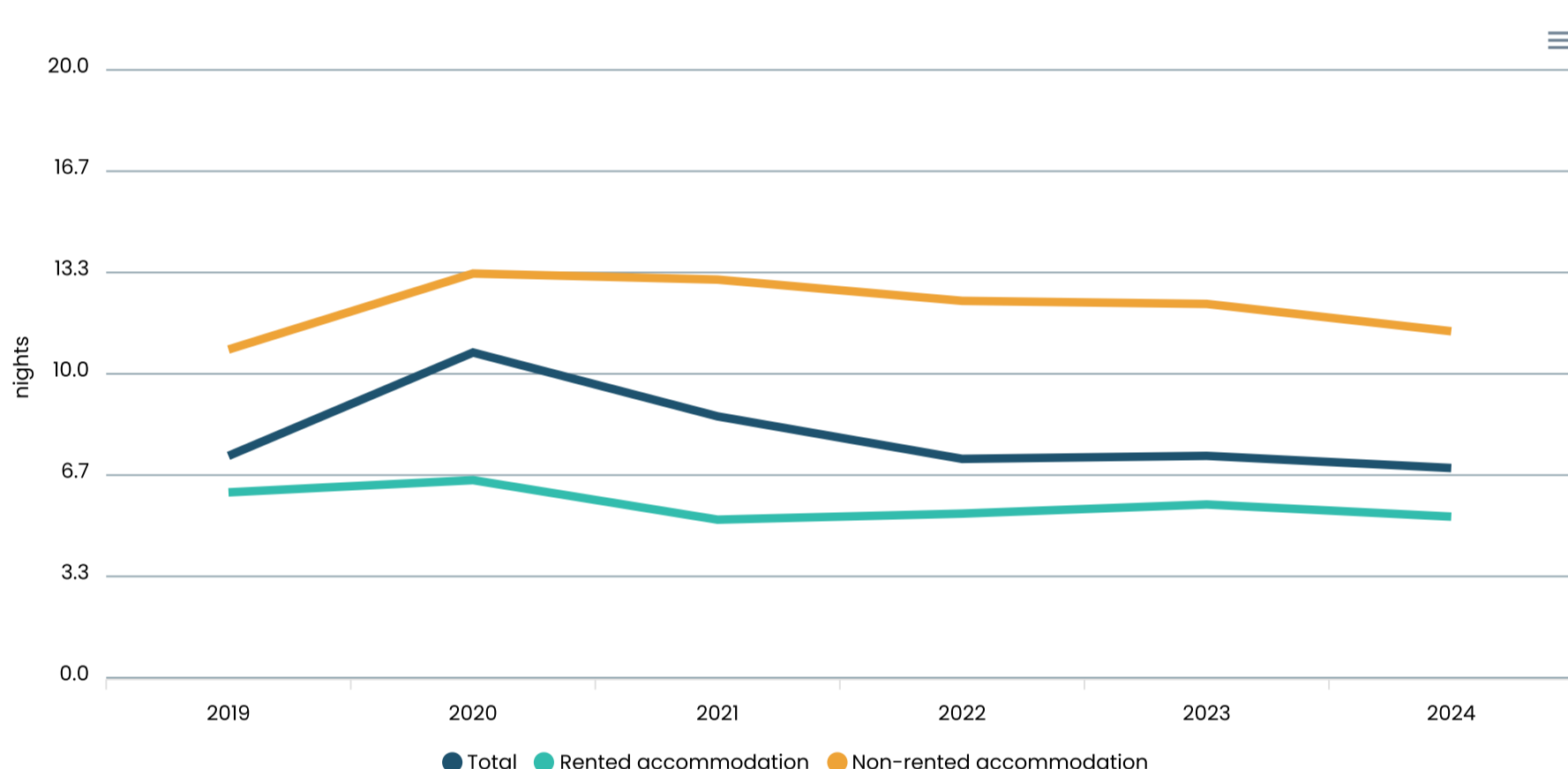


Chart 3a. Total expenditure per capita by outbound tourists by year

July-September

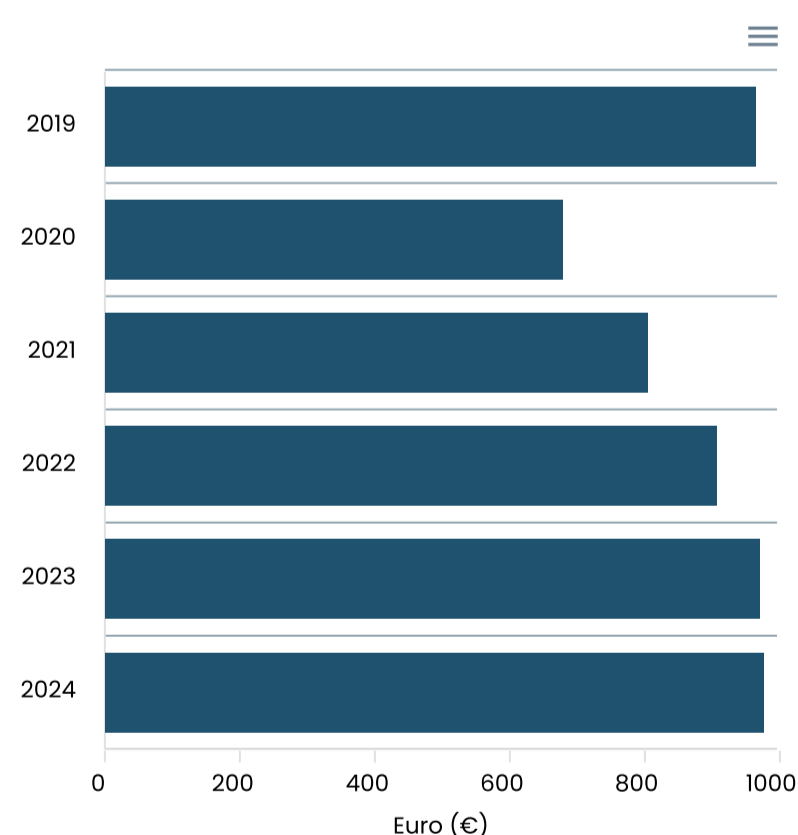


Chart 3b. Total expenditure per night by outbound tourists by year

July-September

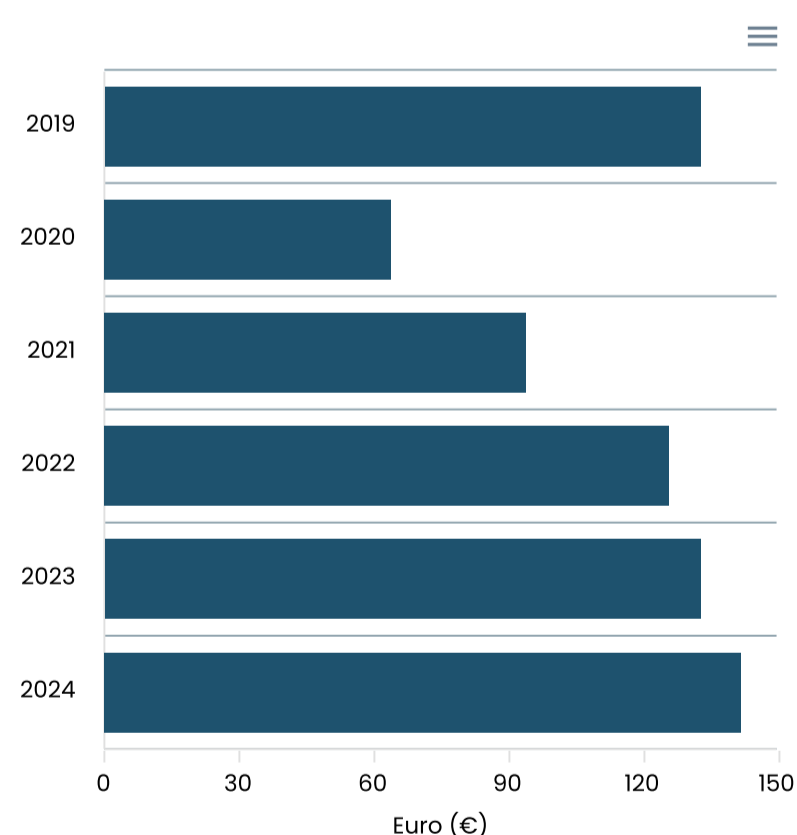


Chart 4. Average expenditure per capita by final destination of outbound tourists

July-September

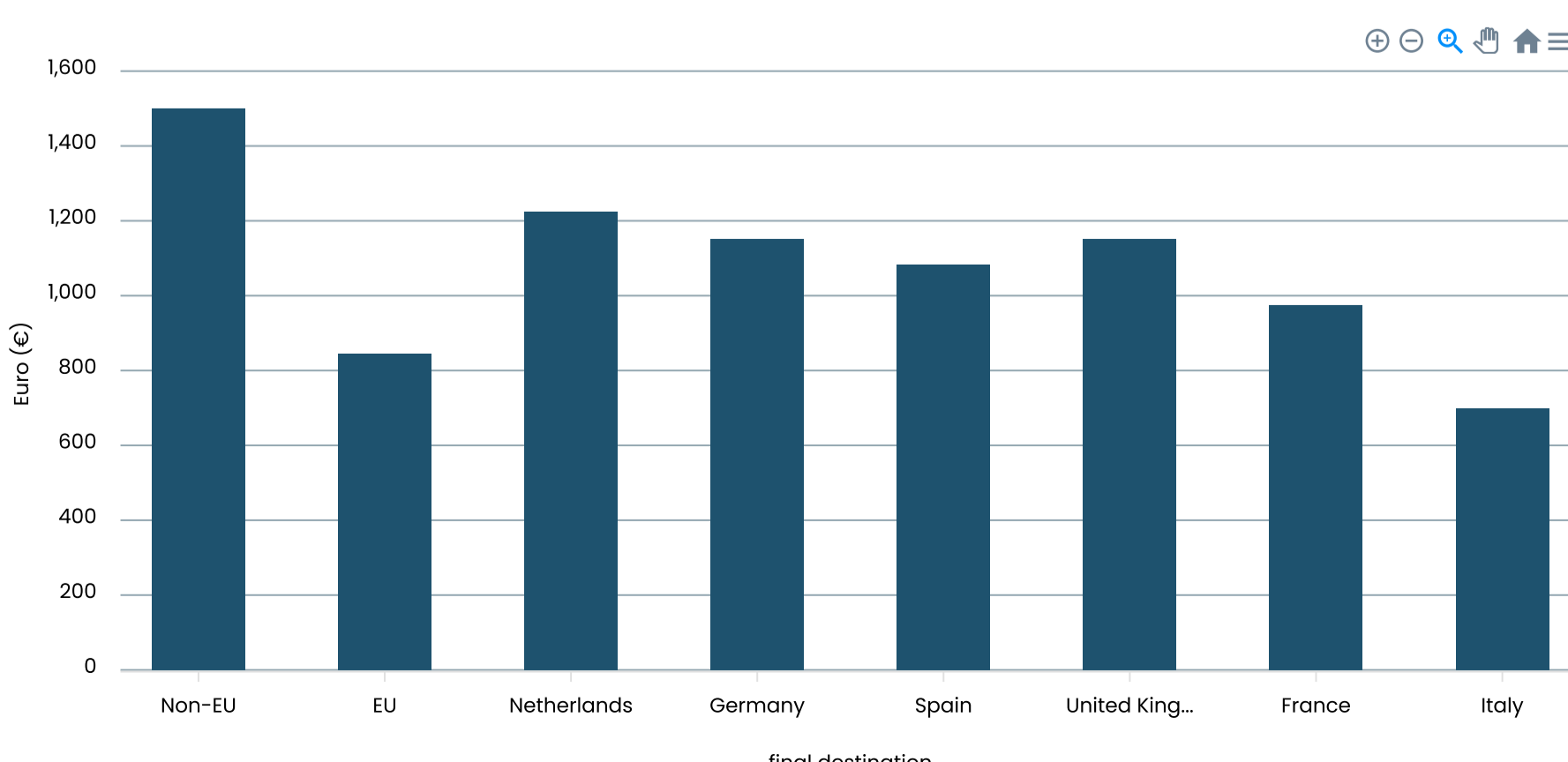


Table 1. Profile of outbound tourists by period of departure

Characteristics	July-September			Change	Percentage change
	2022	2023	2024	2024/2023	
Outbound tourists	193,377	248,094	273,082	24,988	10.1
Mode and type of travel					
Air	168,366	222,603	221,907	-	-
Low-cost airlines	88,045	128,117	133,518	5,401	4.2
Other airlines ¹	80,321	94,486	88,388	-6,097	-6.5
Sea	25,010	25,491	51,175	25,684	100.8
Sex					
Males	100,776	128,338	138,961	10,623	8.3
Females	92,600	119,756	134,121	14,365	12.0
Age group					
0-24	37,418	47,588	53,960	6,372	13.4
25-44	85,188	109,542	122,581	13,039	11.9
45-64	52,914	68,507	72,772	4,265	6.2
65 or more	17,856	22,456	23,769	-	-
Final destination					
EU	153,599	194,343	216,962	22,619	11.6
of which: Euro area ¹	140,700	176,753	197,172	20,419	11.6
Non-EU	39,777	53,751	56,119	2,368	4.4
Purpose of visit					
Holiday	131,997	173,848	196,271	22,422	12.9
Visiting relatives and friends	36,229	41,342	44,598	3,257	7.9
Business and professional	12,680	15,955	16,195	-	-
Other (including educational, religious and health tourism)	12,470	16,949	16,018	-	-
Organisation of stay					
Package	33,706	44,725	43,826	-	-
Non-package	159,670	203,369	229,256	25,887	12.7
Duration of visit					
1-3 nights	49,799	60,451	77,151	16,700	27.6
4-6 nights	67,090	86,093	97,768	11,675	13.6
7 nights or more	76,488	101,550	98,163	-3,387	-3.3
Average length of stay (nights)	7.2	7.3	6.9	-0.4	-

¹ Refer to methodological note 6.

Notes:

1. Totals may not add up due to rounding.

2. Changes denoted by the dash symbol (-) should be treated with caution. For more information, please refer to methodological note 5.

Table 2. Outbound tourists by period of departure and type of accommodation

Type of accommodation	July-September			Change	Percentage change
	2022	2023	2024	2024/2023	
Rented accommodation	144,124	185,357	202,615	17,258	9.3
Collective	113,932	137,941	150,116	12,175	8.8
Other rented	30,192	47,416	52,498	5,083	10.7
Non-rented accommodation	49,252	62,737	70,467	7,730	12.3
Total tourists	193,377	248,094	273,082	24,988	10.1

Note: Totals may not add up due to rounding.

Table 3. Total nights spent by outbound tourists by period of departure and type of accommodation

Type of accommodation	July-September			Change	Percentage change
	2022	2023	2024	2024/2023	
Rented accommodation	783,359	1,049,125	1,079,953	30,828	2.9
Collective	589,831	737,754	749,158	11,404	1.5
Other rented	193,528	311,371	330,795	19,424	6.2
Non-rented accommodation	610,110	768,768	803,566	34,798	4.5
Total nights	1,393,469	1,817,893	1,883,519	65,626	3.6

Note: Totals may not add up due to rounding.

Table 4. Total expenditure by outbound tourists by period of departure and expenditure category

€000

Expenditure category	July-September			Change	Percentage change
	2022	2023	2024	2024/2023	
Package	26,215	42,517	44,576	2,058	4.8
Non-package	63,765	87,534	97,760	10,226	11.7
Air/sea fares	32,034	44,173	47,796	3,623	8.2
Accommodation	31,730	43,362	49,964	6,603	15.2
Other expenditure	86,058	111,343	125,137	13,793	12.4
Total expenditure	176,038	241,395	267,472	26,077	10.8

Notes:

1. Expenditure estimates are rounded to the nearest thousand Euro.
2. Totals may not add up due to rounding.

Table 5. Average expenditure per capita and per night by outbound tourists by period of departure and expenditure category

€

Expenditure category	July-September					
	per capita			per night		
	2022	2023	2024	2022	2023	2024
Package	778	951	1,017	135	153	172
Non-package	398	429	424	53	57	60
Air/sea fares	200	217	208	n/a	n/a	n/a
Accommodation	277	308	312	49	56	59
Other expenditure	445	449	458	62	61	66
Total	910	973	979	126	133	142

Note: n/a: not applicable

Table 6. Outbound tourists, nights spent and total expenditure by period of departure and final destination

Final destination ¹		July-September			Change	Percentage change
		2022	2023	2024	2024/2023	
Tourists	EU	153,599	194,343	216,962	22,619	11.6
	<i>of which:</i>					
	France	13,250	14,725	11,813	-2,912	-19.8
	Germany	6,661	9,593	10,871	-	-
	Italy	79,704	96,630	120,301	23,671	24.5
	Netherlands	2,887	4,206	3,807	-	-
	Spain	9,606	14,905	11,440	-3,465	-23.2
	Non-EU	39,777	53,751	56,119	2,368	4.4
<i>of which:</i>						
United Kingdom	16,503	23,337	22,292	-	-	
Total	193,377	248,094	273,082	24,988	10.1	
Nights	EU	924,862	1,203,085	1,220,557	17,472	1.5
	<i>of which:</i>					
	France	79,536	90,503	67,299	-23,204	-25.6
	Germany	52,829	76,372	70,982	-	-
	Italy	393,482	475,875	573,814	97,939	20.6
	Netherlands	20,418	27,457	27,646	-	-
	Spain	68,788	110,859	72,892	-37,967	-34.2
	Non-EU	468,607	614,807	662,962	48,155	7.8
<i>of which:</i>						
United Kingdom	147,140	180,794	172,100	-	-	
Total	1,393,469	1,817,893	1,883,519	65,626	3.6	
Total Expenditure (€000)	EU	123,663	165,708	183,231	17,524	10.6
	<i>of which:</i>					
	France	12,617	14,481	11,509	-2,971	-20.5
	Germany	7,110	10,267	12,524	-	-
	Italy	53,636	67,504	84,132	16,628	24.6
	Netherlands	2,977	4,342	4,662	-	-
	Spain	9,164	14,927	12,393	-2,534	-17.0
	Non-EU	52,375	75,688	84,241	8,554	11.3
<i>of which:</i>						
United Kingdom	17,020	25,150	25,664	-	-	
Total	176,038	241,395	267,472	26,077	10.8	

¹ Refer to methodological note 7.

Notes:

1. Expenditure estimates are rounded to the nearest thousand Euro.
2. Totals may not add up due to rounding.
3. Changes denoted by the dash symbol (-) should be treated with caution. For more information, please refer to methodological note 5.

Table 7. Profile of outbound tourists by period of departure

Characteristics	January-September			Change	Percentage change
	2022	2023	2024	2024/2023	
Outbound tourists	421,486	595,717	641,480	45,762	7.7
Mode and type of travel					
Air	381,867	554,073	567,102	13,028	2.4
Low-cost airlines	219,013	322,895	350,252	27,356	8.5
Other airlines	162,854	231,178	216,850	-14,328	-6.2
Sea	39,619	41,644	74,378	32,734	78.6
Sex					
Males	227,697	318,230	336,471	18,241	5.7
Females	193,789	277,487	305,008	27,521	9.9
Age group					
0-24	73,089	98,063	106,391	8,328	8.5
25-44	203,637	282,097	300,886	18,789	6.7
45-64	112,262	167,959	179,738	11,779	7.0
65 or more	32,498	47,599	54,465	6,866	14.4
Final destination					
EU	326,449	455,388	487,032	31,644	6.9
of which: Euro area ¹	294,364	412,278	440,117	27,840	6.8
Non-EU	95,037	140,330	154,448	14,118	10.1
Purpose of visit					
Holiday	250,108	379,547	435,420	55,873	14.7
Visiting relatives and friends	104,164	131,978	120,757	-11,222	-8.5
Business and professional	39,475	50,921	53,623	2,702	5.3
Other (including educational, religious and health tourism)	27,738	33,271	31,680	-1,591	-4.8
Organisation of stay					
Package	48,116	80,400	79,065	-	-
Non-package	373,370	515,318	562,415	47,097	9.1
Duration of visit					
1-3 nights	129,149	180,540	216,845	36,305	20.1
4-6 nights	142,521	210,375	222,733	12,359	5.9
7 nights or more	149,816	204,803	201,902	-2,901	-1.4
Average length of stay (nights)	7.1	7.0	6.7	-0.3	-

¹ Refer to methodological note 6.

Notes:

1. Totals may not add up due to rounding.
2. Changes denoted by the dash symbol (-) should be treated with caution. For more information, please refer to methodological note 5.

Table 8. Outbound tourists by period of departure and type of accommodation

Type of accommodation	January-September			Change	Percentage change
	2022	2023	2024	2024/2023	
Rented accommodation	287,529	422,102	465,987	43,885	10.4
Collective	228,476	324,486	341,830	17,343	5.3
Other rented	59,053	97,616	124,157	26,541	27.2
Non-rented accommodation	133,957	173,615	175,493	1,878	1.1
Total tourists	421,486	595,717	641,480	45,762	7.7

Note: Totals may not add up due to rounding.

Table 9. Total nights spent by outbound tourists by period of departure and type of accommodation

Type of accommodation	January-September			Change	Percentage change
	2022	2023	2024	2024/2023	
Rented accommodation	1,457,313	2,157,012	2,313,719	156,707	7.3
Collective	1,083,315	1,578,296	1,607,213	28,917	1.8
Other rented	373,998	578,716	706,505	127,790	22.1
Non-rented accommodation	1,544,638	1,995,305	1,981,262	-14,043	-0.7
Total nights	3,001,951	4,152,317	4,294,981	142,664	3.4

Note: Totals may not add up due to rounding.

Table 10. Total expenditure by outbound tourists by period of departure and expenditure category

€000

Expenditure category	January-September			Change	Percentage change
	2022	2023	2024	2024/2023	
Package	38,232	72,071	75,544	3,472	4.8
Non-package	130,816	203,010	226,309	23,299	11.5
Air/sea fares	66,943	104,440	113,469	9,028	8.6
Accommodation	63,872	98,570	112,841	14,271	14.5
Other expenditure	189,742	263,583	295,564	31,981	12.1
Total expenditure	358,789	538,665	597,417	58,753	10.9

Notes:

1. Expenditure estimates are rounded to the nearest thousand Euro.
2. Totals may not add up due to rounding.

Table 11. Average expenditure per capita and per night by outbound tourists by period of departure and expenditure category

€

Expenditure category	January-September					
	per capita			per night		
	2022	2023	2024	2022	2023	2024
Package	795	896	955	138	155	172
Non-package	349	393	401	48	55	58
Air/sea fares	179	202	201	n/a	n/a	n/a
Accommodation	260	282	287	50	55	58
Other expenditure	450	442	461	63	63	69
Total	851	904	931	120	130	139

Note: n/a: not applicable

Table 12. Outbound tourists, nights spent and total expenditure by period of departure and final destination

Final destination ¹	January-September			Change	Percentage change	
	2022	2023	2024	2024/2023		
Tourists	Austria	6,859	10,026	11,574	1,547	15.4
	Belgium	6,561	8,927	8,657	-	-
	Bulgaria	6,231	5,389	6,186	-	-
	France	24,540	32,464	25,489	-6,975	-21.5
	Germany	13,313	23,349	23,830	-	-
	Greece	12,812	20,406	25,251	4,845	23.7
	Hungary	8,000	9,711	11,948	2,237	23.0
	Ireland	4,045	5,128	4,581	-	-
	Italy	167,636	228,216	256,634	28,418	12.5
	Netherlands	7,786	11,129	9,008	-2,121	-19.1
	Poland	6,846	11,138	14,226	3,089	27.7
	Scandinavia ²	6,513	8,700	9,235	-	-
	Romania	3,195 ^u	5,483	4,783	-	-
	Spain	25,387	37,589	36,429	-1,160	-3.1
	Switzerland	4,444	7,065	9,045	1,981	28.0
	Turkey	11,945	10,814	11,307	-	-
	United Kingdom	42,851	64,411	66,237	1,825	2.8
	USA	2,627 ^u	3,211 ^u	4,750	1,538	47.9
	Other	59,895	92,560	102,310	9,749	10.5
Total	421,486	595,717	641,480	45,762	7.7	
Nights	Austria	38,910	59,622	57,710	-1,912	-3.2
	Belgium	40,513	46,286	45,422	-	-
	Bulgaria	58,211	48,578	46,028	-	-
	France	144,223	192,555	146,858	-45,697	-23.7
	Germany	100,635	160,265	139,602	-	-
	Greece	85,212	137,404	141,556	4,152	3.0
	Hungary	51,840	61,295	66,377	5,082	8.3
	Ireland	30,000	38,014	37,545	-470	-1.2
	Italy	792,232	1,050,370	1,133,201	82,831	7.9
	Netherlands	51,108	75,686	57,317	-18,368	-24.3
	Poland	51,580	89,518	105,159	15,641	17.5
	Scandinavia ²	64,800	80,698	73,615	-	-
	Romania	37,234 ^u	51,189	36,284	-	-
	Spain	158,487	252,484	210,804	-41,680	-16.5
	Switzerland	28,854	45,673	58,739	13,066	28.6
	Turkey	104,389	106,551	107,913	-	-
	United Kingdom	355,550	441,718	457,653	15,935	3.6
	USA	33,433 ^u	56,587 ^u	74,877	18,289	32.3
	Other	774,742	1,157,824	1,298,323	140,498	12.1
Total	3,001,951	4,152,317	4,294,981	142,664	3.4	
Expenditure (€000)	Austria	5,272	8,649	10,250	1,601	18.5
	Belgium	4,988	6,802	6,593	-	-
	Bulgaria	3,824	4,622	4,886	-	-
	France	21,695	29,146	22,917	-6,229	-21.4
	Germany	13,406	22,694	24,974	-	-
	Greece	10,388	17,704	20,383	2,679	15.1
	Hungary	5,740	6,952	8,820	1,868	26.9
	Ireland	4,013	5,259	4,986	-	-
	Italy	105,547	146,083	168,729	22,646	15.5
	Netherlands	6,894	11,911	10,244	-1,667	-14.0
	Poland	4,613	9,070	12,445	3,375	37.2
	Scandinavia ²	6,534	10,154	10,212	-	-
	Romania	2,528 ^u	5,253	4,150	-	-
	Spain	21,211	34,104	33,383	-721	-2.1
	Switzerland	5,321	6,708	10,158	3,450	51.4
	Turkey	18,050	16,099	16,579	-	-
	United Kingdom	39,720	61,151	65,484	4,333	7.1
	USA	6,200 ^u	8,537 ^u	14,061	5,524	64.7
	Other	72,845	127,765	148,164	20,399	16.0
Total	358,789	538,665	597,417	58,753	10.9	

^u Under represented - between 20 and 49 sample observations.

¹ Refer to methodological note 7.

² Denmark, Finland, Norway and Sweden

Notes:

1. Expenditure estimates are rounded to the nearest thousand Euro.
2. Totals may not add up due to rounding.
3. Changes denoted by the dash symbol (-) should be treated with caution. For more information, please refer to methodological note 5.

Methodological Notes

1. This release focuses on outbound tourism, which comprises the activities of Maltese residents travelling to, and staying in places outside Malta (i.e. outside their usual environment), and staying for not more than 12 consecutive months for personal, business or other purposes.

2. Data on outbound tourism trips are collected from an ongoing frontier national survey known as Tourstat. Tourist air departures are collected through a continuous survey carried out at the departure lounge of the Malta International Airport. A two-stage sampling design is used to collect data on air passengers. In the first stage, alternate days and nights are selected. In the second stage, within each shift, a sample of passengers is selected systematically. Every crossing air passenger is counted and respondents are selected using a pre-defined interval of 1:20.

3. Tourist Sea departures survey data is supplemented by administrative data provided by ferry operators.

4. 'Tourist trips' differs from the 'number of tourists' such that the same person can undertake more than one trip during a reference period.

5. Absolute and percentage changes between one survey estimate and another based on less than 1,500 tourists should be treated with caution and are represented in this news release by means of the dash symbol (-).

6. Owing to Croatia's entry into the Eurozone (with effect from 1 January 2023), Croatian data is statistically classified as being in the Euro area from January 2023. Comparability between comparative periods should be treated with caution.

7. Expenditure data in this release represent the budgeted expenditure of outbound tourists prior to their departure.

8. Data included in this release are based on sample data and are therefore subject to sampling error. Sampling error is measured by a quantity known as the margin of error, which in turn, expresses the variability between the true population parameters and their corresponding sample estimates. In the table below, the margin of error is used to construct a set of 95 per cent confidence intervals for the main indicators, which gives an indication of where the true population parameters lie.

Sampling variability of outbound tourism figures

	Estimate	Margin of error	95% confidence interval
Outbound tourists	273,082	2,960	273,082 ± 2,960
Total nights	1,883,519	60,540	1,883,519 ± 60,540
Total expenditure (€ 000)	267,472	6,123	267,472 ± 6,123

9. Definitions:

- **Usual environment:** the geographical area, though not necessarily a contiguous one, within which an individual conducts his regular life routines and shall be determined on the basis of the following criteria: the crossing of administrative borders or the distance from the place of usual residence, the duration of visit, the frequency of visit and the purpose of visit.
- **Resident:** a person is considered to be a resident of Malta/Gozo if:
 - a. S/he has lived for most of the past 12 months in Malta/Gozo;
 - b. S/he has lived in Malta/Gozo for less than 12 months but intends to return within a year to settle here.
- **Traveller:** a person who moves between different geographic locations, for any purpose and any duration.
- **Visitor:** the three fundamental criteria used to distinguish visitors from travellers are:
 - a. **The trip should be to a place other than that of the usual environment**, which would exclude short-distance local transport and commuting, i.e. more or less regular trips between the place of work/study and the place of residence;
 - b. **The stay in the place visited should not last more than 12 consecutive months**, beyond which the visitor would become a resident of that place (from the statistical standpoint);
 - c. **The main purpose of the visit should be other than the exercise of an activity remunerated from within the place visited**, which would exclude migratory movements for work purposes.
- **Tourist trips:** trips with at least one overnight stay in either rented or non-rented accommodation in the place/country visited.
- **Total nights spent:** nights which a guest actually spends or is registered to spend in a rented accommodation or in a non-rented accommodation.
- **Average length of stay:** the number of nights spent divided by the number of tourists during a specified reference period.
- **Rented accommodation:** consists of the following two sub-categories:
 - a. **Collective accommodation:** comprises hotels, guesthouses, hostels, tourist villages, holiday complexes, Bed & Breakfast establishments and campsites;
 - b. **Other rented accommodation:** comprises holiday furnished premises (farmhouses, flats and villas), host families, marinas, paid-convents, rented yachts and student dormitories.
- **Non-rented accommodation:** comprises own private residence (owned dwellings, owned caravans and yachts), staying with friends or relatives (even if charged – includes also friends' private apartments) and other private accommodation (oil rig, free-convents or timeshare, etc.).
- **Total expenditure:** refers to the amount that is going to be paid for the acquisition of consumption goods and services, as well as valuables during tourism trips. It includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others. Maltese residents are asked to budget the expenditures which they are about to incur when travelling abroad. The total expenditure is broken down by the following expenditure categories:
 - a. **Package expenditure:** the whole amount of money spent on transport, accommodation and other services such as rental of a car, activities or outings during the trip;
 - b. **Non-Package expenditure:** the amount of money spent on transport and accommodation reported separately;
 - c. **Other expenditure:** the amount spent on shopping, souvenirs, tickets for concerts or sport events, entrance to museums or zoos and day excursions during a tourism trip. It also includes durables and valuable goods, that is, the amount spent on cars, computers, paintings, jewellery and works of art.

10. More information relating to this news release may be accessed at:

[Sources and methods](#)
[Statistical concepts](#)
[Metadata](#)

11. The Tourstat survey was suspended between 12 March and 30 June 2020.

12. References to this news release are to be cited appropriately. For guidance on access and re-use of data please visit our [dedicated webpage](#).

13. For further assistance send your request through our [online request form](#).

14. A detailed news release calendar is available [online](#).