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Inbound Tourism: March 2023

NR078/2023 Release Date: 08 May 2023

Total inbound tourists for March 2023 were estimated at 174,382, while total nights spent amounted to 1,057,589.



During the month under review, a total of 150,523 inbound tourists visited Malta for holiday purposes, and 12,856 tourists came for business purposes. The largest share of inbound tourists were aged between 25 and 44 (38.3 per cent), followed by the 45-64 age bracket (33.5 per cent) (Table 1). United Kingdom, Italian and French residents made up 46.6 per cent of total inbound tourists (Table 5).

Total nights spent went up by 43.1 per cent when compared to March 2022, surpassing 1.0 million nights. The largest share of guest nights (85.4 per cent) was spent in rented accommodation establishments (Table 3). The average length of stay of total inbound tourists stood at 6.1 nights (Table 1).

Total tourist expenditure surpassed €126.3 million, an increase of 57.7 per cent over the corresponding month in 2022 (Table 4). The average expenditure per night was estimated at €119.5 (Chart 2b).

January-March 2023

Inbound tourists for the first quarter of 2023 amounted to 443,062, while the total nights spent surpassed 2.9 million nights (Tables 6 and 8).

Total tourist expenditure was estimated at €312.4 million (Table 9). Total expenditure per capita decreased to €705 from €710 in 2022 (Table 11).

Chart 1. Total Inbound tourists by month

March 2020 - March 2023

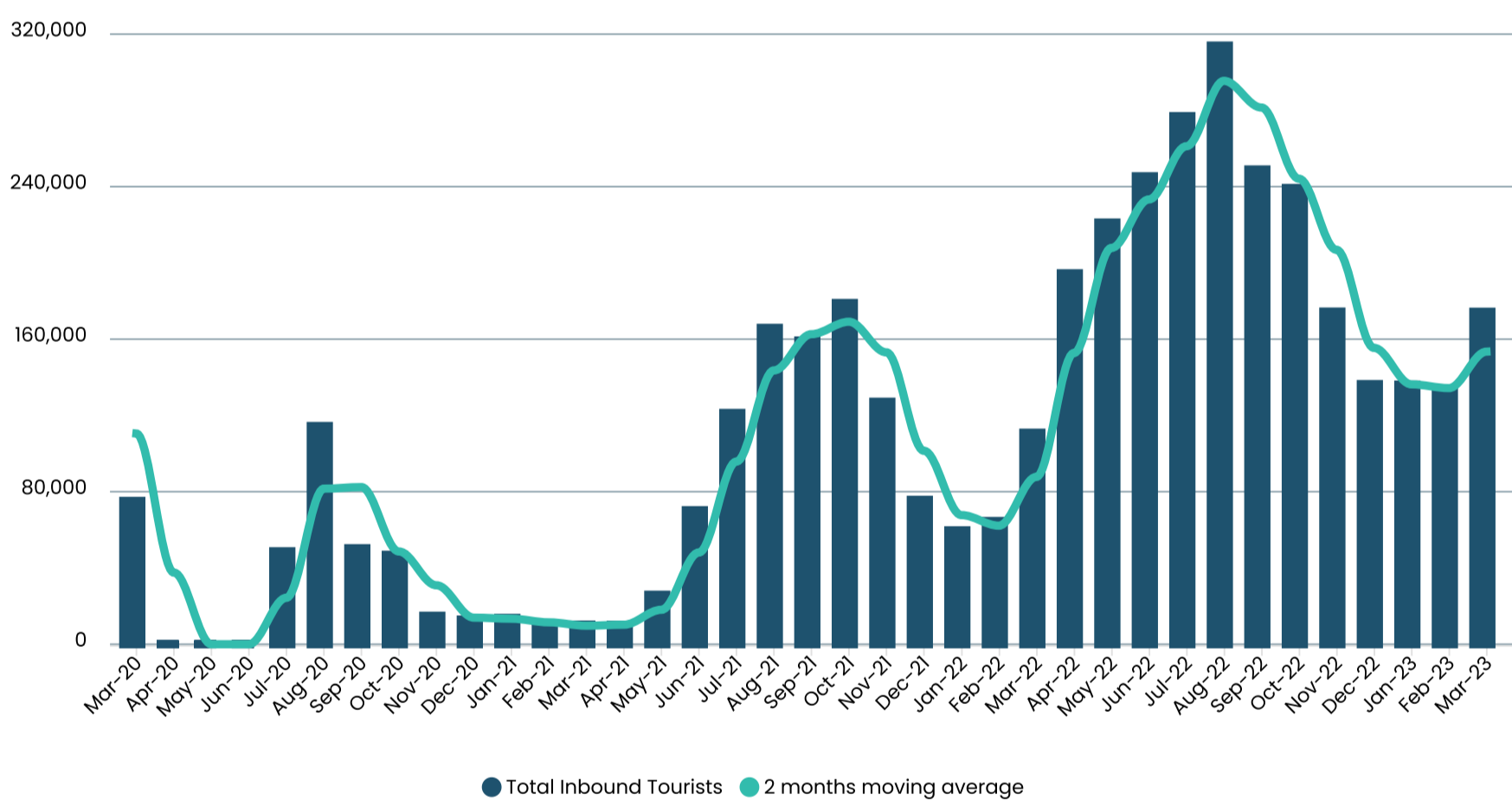


Chart 2a. Total expenditure per capita by inbound tourists

March 2023

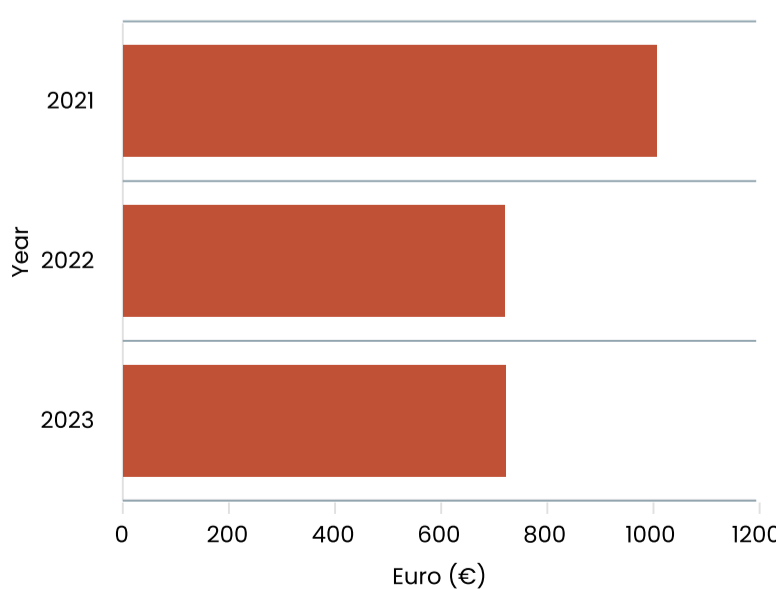


Chart 2b. Total expenditure per night by inbound tourists

March 2023

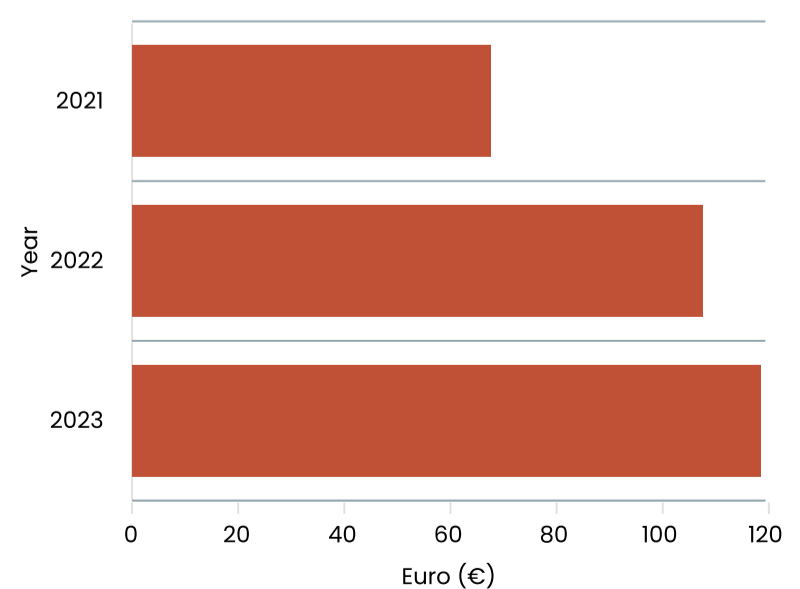


Table 1. Profile of inbound tourists by month of departure

Characteristics	March		
	2021	2022	2023
Total inbound visitors	10,291	111,946	174,511
Overnight cruise passengers	-	1,008	129
Inbound tourists	10,291	110,938	174,382
Mode of travel			
Air	8,351	108,630	170,461
Sea	1,941	2,308	3,921
Sex			
Males	6,776	53,416	84,242
Females	3,516	57,522	90,140
Age group			
0-24	2,037	20,570	28,605
25-44	5,035	45,831	66,829
45-64	2,777	33,457	58,374
65 or more	442 ^u	11,081	20,574
Markets			
EU	8,355	78,970	117,392
<i>of which: Euro area¹</i>	7,341	61,470	93,189
Non-EU	1,936	31,968	56,990
Purpose of visit			
Holiday	6,538	95,395	150,523
Business and professional	2,705	8,562	12,856
Other (including educational, religious and health tourism)	1,049	6,981	11,003
Organisation of stay			
Package	1,405 ^u	26,110	56,003
Non-package	8,887	84,828	118,379
Frequency			
First-time tourists	5,415	78,913	129,571
Repeat tourists	4,876	32,026	44,810
once a year or less	2,547	21,122	33,454
more than once a year	2,329	10,903	11,356
Duration of visit			
1-3 nights	2,368	34,584	53,624
4-6 nights	1,649	38,707	59,387
7 nights or more	6,275	37,648	61,372
Average length of stay (nights)	14.9	6.7	6.1

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

¹ Refer to methodological note 5.

Note: Totals may not add up due to rounding.

Table 2. Inbound tourists by month of departure and type of accommodation

Type of accommodation	March		
	2021	2022	2023
Rented accommodation	6,865	96,716	156,660
Collective	4,093	79,285	121,775
Other rented	2,772	17,431	34,885
Non-rented accommodation	3,426	14,222	17,722
Total tourists	10,291	110,938	174,382

Note: Totals may not add up due to rounding.

Table 3. Total nights spent by inbound tourists by month of departure and type of accommodation

Type of accommodation	March		
	2021	2022	2023
Rented accommodation	90,664	620,302	903,675
Collective	30,160	426,588	628,697
Other rented	60,504	193,714	274,978
Non-rented accommodation	63,008	118,893	153,914
Total nights	153,672	739,194	1,057,589

Note: Totals may not add up due to rounding.

Table 4. Total expenditure by inbound tourists by month of departure and expenditure category

€ 000

Expenditure category	March		
	2021	2022	2023
Package	976^u	13,948	33,371
Non-package	4,607	27,180	43,916
Air/sea fares	2,396	11,391	19,884
Accommodation	2,211	15,789	24,032
Other expenditure	4,822	38,988	49,081
Total expenditure	10,405	80,116	126,368

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

Notes:

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

Table 5. Inbound tourists, nights spent and total expenditure by month of departure and country of residence

Country of residence		March		
		2021	2022	2023
Tourists	EU	8,355	78,970	117,392
	<i>of which:</i>			
	France	1,876	12,010	15,596
	Germany	885 ^u	9,028	13,744
	Italy	3,367	16,291	30,479
	Poland	:	8,544	12,361
	Spain	432 ^u	4,176	5,275
	Non-EU	1,936	31,968	56,990
	<i>of which:</i>			
United Kingdom	:	23,900	35,123	
Total	10,291	110,938	174,382	
Nights	EU	120,452	508,896	661,727
	<i>of which:</i>			
	France	26,126	76,736	106,543
	Germany	12,556 ^u	57,685	86,086
	Italy	46,416	129,231	160,797
	Poland	:	43,908	72,630
	Spain	6,569 ^u	40,091	23,573
	Non-EU	33,220	230,298	395,862
	<i>of which:</i>			
United Kingdom	:	152,725	216,879	
Total	153,672	739,194	1,057,589	
Expenditure (€ 000)	EU	8,042	51,297	76,495
	<i>of which:</i>			
	France	2,273	8,535	11,176
	Germany	1,140 ^u	7,547	11,369
	Italy	2,166	8,631	16,110
	Poland	:	4,618	7,867
	Spain	470 ^u	3,183	3,018
	Non-EU	2,362	28,820	49,873
	<i>of which:</i>			
United Kingdom	:	18,810	26,625	
Total	10,405	80,116	126,368	

: Unreliable, less than 20 sample observations.

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

Notes:

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

Table 6. Profile of inbound tourists by period of departure

Characteristics	January-March		
	2021	2022	2023
Total inbound visitors	33,249	236,975	443,191
Overnight cruise passengers	-	1,680	129
Inbound tourists	33,249	235,295	443,062
Mode of travel			
Air	27,599	228,741	432,009
Sea	5,649	6,554	11,053
Sex			
Males	21,488	119,187	222,769
Females	11,760	116,108	220,293
Age group			
0-24	6,335	47,766	82,119
25-44	16,521	99,101	171,476
45-64	8,761	68,620	144,986
65 or more	1,632	19,809	44,481
Markets			
EU	27,487	172,758	307,304
<i>of which: Euro area¹</i>	24,468	128,193	236,899
Non-EU	5,761	62,538	135,758
Purpose of visit			
Holiday	23,638	202,922	390,747
Business and professional	6,539	17,856	30,142
Other (including educational, religious and health tourism)	3,072	14,517	22,172
Organisation of stay			
Package	3,811	51,471	127,948
Non-package	29,438	183,824	315,114
Frequency			
First-time tourists	17,268	164,193	330,578
Repeat tourists	15,981	71,102	112,483
once a year or less	7,886	45,617	82,584
more than once a year	8,095	25,486	29,900
Duration of visit			
1-3 nights	7,834	70,321	132,877
4-6 nights	5,331	73,683	151,083
7 nights or more	20,083	91,291	159,102
Average length of stay (nights)	13.8	7.8	6.6

¹ Refer to methodological note 5.

Note: Totals may not add up due to rounding.

Table 7. Inbound tourists by period of departure and type of accommodation

Type of accommodation	January-March		
	2021	2022	2023
Rented accommodation	21,142	201,155	392,622
Collective	14,480	159,803	308,331
Other rented	6,662	41,352	84,292
Non-rented accommodation	12,107	34,141	50,439
Total tourists	33,249	235,295	443,062

Note: Totals may not add up due to rounding.

Table 8. Total nights spent by inbound tourists by period of departure and type of accommodation

Type of accommodation	January-March		
	2021	2022	2023
Rented accommodation	231,415	1,477,621	2,425,360
Collective	100,528	921,475	1,607,666
Other rented	130,887	556,145	817,694
Non-rented accommodation	226,407	358,081	480,167
Total nights	457,822	1,835,702	2,905,527

Note: Totals may not add up due to rounding.

Table 9. Inbound tourists, nights spent and total expenditure by period of departure and country of residence

Country of residence		January-March		
		2021	2022	2023
Tourists	Australia	:	757 ^u	2,425
	Austria	:	3,949	8,152
	Belgium	1,045 ^u	7,889	11,976
	France	6,439	27,089	40,113
	Germany	2,649	16,959	31,212
	Hungary	:	4,618	7,845
	Ireland	:	4,836	9,600
	Italy	10,813	29,477	73,114
	Netherlands	620 ^u	6,592	6,873
	Poland	1,070 ^u	24,486	36,521
	Scandinavia ²	852 ^u	7,195	14,822
	Spain	1,022	9,607	16,315
	Switzerland	722 ^u	1,437 ^u	6,220
	United Kingdom	1,378	46,461	81,823
	USA	389 ^u	3,283	7,246
	Other	5,450	40,662	88,804
Total		33,249	235,295	443,062
Nights	Australia	:	9,415 ^u	34,278
	Austria	:	21,472	51,625
	Belgium	15,756 ^u	54,455	72,015
	France	69,653	202,301	281,611
	Germany	33,953	127,593	215,906
	Hungary	:	19,503	33,789
	Ireland	:	28,561	56,283
	Italy	150,445	273,020	482,712
	Netherlands	13,516 ^u	93,140	53,527
	Poland	12,269 ^u	134,300	212,330
	Scandinavia ²	11,237 ^u	61,938	121,024
	Spain	15,066	90,218	81,615
	Switzerland	7,468 ^u	8,484 ^u	38,394
	United Kingdom	34,990	313,552	519,668
	USA	4,437 ^u	42,108	50,331
	Other	79,907	355,641	600,422
Total		457,822	1,835,702	2,905,527
Expenditure (€ 000)	Australia	:	2,061 ^u	3,648
	Austria	:	2,307	6,293
	Belgium	1,101 ^u	5,046	8,727
	France	6,122	19,205	27,932
	Germany	2,844	13,453	25,957
	Hungary	:	1,815	3,416
	Ireland	:	3,463	7,433
	Italy	7,056	16,312	38,419
	Netherlands	680 ^u	5,538	5,744
	Poland	818 ^u	11,931	22,834
	Scandinavia ²	987 ^u	7,031	12,216
	Spain	905	6,201	9,346
	Switzerland	747 ^u	1,271 ^u	5,864
	United Kingdom	1,326	35,413	59,305
	USA	554 ^u	5,728	8,887
	Other	6,451	30,278	66,370
Total		30,460	167,053	312,391

: Unreliable, less than 20 sample observations.

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

¹ Refer to methodological note 5.

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.

Table 10. Total expenditure of inbound tourists by expenditure category, period of departure and country of residence

€ 000

Country of residence	Package expenditure	Non-package expenditure		Other expenditure	Total
		Air/sea fares	Accommodation		
January-March 2023					
Australia	:	1,138	359 ^u	2,020	3,648
Austria	2,059 ^u	863	1,045	2,326	6,293
Belgium	1,823	1,396	1,912	3,598	8,727
France	6,908	3,842	5,733	11,448	27,932
Germany	8,141	4,195	5,014	8,607	25,957
Hungary	:	602	911	1,533	3,416
Ireland	1,143 ^u	1,151	1,721	3,418	7,433
Italy	8,736	4,876	6,972	17,835	38,419
Netherlands	992 ^u	1,044	1,262	2,446	5,744
Poland	6,267	3,215	3,988	9,364	22,834
Scandinavia ²	2,987	2,029	2,224	4,976	12,216
Spain	1,673 ^u	1,561	2,230	3,881	9,346
Switzerland	:	1,230	1,328 ^u	2,337	5,864
United Kingdom	18,461	7,304	10,112	23,428	59,305
USA	:	3,237	2,290	2,604	8,887
Other	10,122	13,042	13,665	29,541	66,370
Total	71,535	50,727	60,767	129,361	312,391
January-March 2022					
Australia	:	729 ^u	178 ^u	1,154 ^u	2,061 ^u
Austria	:	327	860 ^u	922	2,307
Belgium	777 ^u	760	1,136	2,373	5,046
France	4,096	2,536	3,929	8,645	19,205
Germany	2,091	2,289	3,308	5,765	13,453
Hungary	:	212	424	1,090	1,815
Ireland	:	589	670	1,660	3,463
Italy	1,420	1,982	3,609	9,301	16,312
Netherlands	:	666	1,172	3,091	5,538
Poland	2,820	1,270	2,019	5,822	11,931
Scandinavia ²	1,700	845	1,290	3,197	7,031
Spain	:	876	1,728	3,107	6,201
Switzerland	:	:	:	544 ^u	1,271 ^u
United Kingdom	8,052	4,628	6,771	15,962	35,413
USA	:	2,311	1,174	2,207	5,728
Other	3,557	4,917	7,071	14,734	30,278
Total	26,757	25,125	35,597	79,573	167,053
January-March 2021					
Australia	:	:	:	:	:
Austria	:	:	:	:	:
Belgium	:	242 ^u	305 ^u	549 ^u	1,101 ^u
France	736 ^u	1,307	1,392	2,686	6,122
Germany	:	619	580	1,291	2,844
Hungary	:	:	:	:	:
Ireland	:	:	:	:	:
Italy	602	1,377	1,091	3,986	7,056
Netherlands	:	151 ^u	135 ^u	394 ^u	680 ^u
Poland	:	146 ^u	205 ^u	425 ^u	818 ^u
Scandinavia ²	:	225 ^u	199 ^u	564 ^u	987 ^u
Spain	:	217	105 ^u	543	905
Switzerland	:	148 ^u	:	416 ^u	747 ^u
United Kingdom	:	298 ^u	:	876	1,326
USA	:	178 ^u	:	248 ^u	554 ^u
Other	744 ^u	1,768	1,334	2,604	6,451
Total	2,633	6,858	5,974	14,994	30,460

: Unreliable, less than 20 sample observations.

^u Under represented - between 20 and 49 sample observations.¹ Refer to methodological note 5.² 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.

Table 11. Per capita expenditure of inbound tourists by expenditure category, period of departure and country of residence

€

Country of residence	Package expenditure	Non-package expenditure		Other expenditure	Total expenditure per capita
		Air/sea fares	Accommodation		
January-March 2023					
Australia	:	504	271 ^u	833	1,504
Austria	739 ^u	157	227	285	772
Belgium	538	162	262	300	729
France	589	135	221	285	696
Germany	676	218	300	276	832
Hungary	:	92	156	195	435
Ireland	432 ^u	164	283	356	774
Italy	519	86	164	244	525
Netherlands	525 ^u	209	307	356	836
Poland	473	137	182	256	625
Scandinavia ²	466	241	315	336	824
Spain	536 ^u	118	203	238	573
Switzerland	:	250	318 ^u	376	943
United Kingdom	542	152	270	286	725
USA	:	492	397	359	1,227
Other	618	179	217	333	747
Total expenditure per capita	559	160	230	292	705
January-March 2022					
Australia	:	962 ^u	445 ^u	1,524 ^u	2,722 ^u
Austria	:	92	274 ^u	233	584
Belgium	559 ^u	117	214	301	640
France	549	129	219	319	709
Germany	663	165	284	340	793
Hungary	:	51	108	236	393
Ireland	:	148	202	343	716
Italy	466	75	217	316	553
Netherlands	:	120	248	469	840
Poland	345	78	129	238	487
Scandinavia ²	492	226	496	444	977
Spain	:	99	238	323	645
Switzerland	:	:	:	379 ^u	884 ^u
United Kingdom	512	150	295	344	762
USA	:	722	451	672	1,745
Other	727	137	225	362	745
Total expenditure per capita	520	136	237	338	710
January-March 2021					
Australia	:	:	:	:	:
Austria	:	:	:	:	:
Belgium	:	235 ^u	547 ^u	526 ^u	1,054 ^u
France	739 ^u	240	328	417	951
Germany	:	255	341	487	1,074
Hungary	:	:	:	:	:
Ireland	:	:	:	:	:
Italy	402	148	251	369	653
Netherlands	:	244 ^u	366 ^u	636 ^u	1,097 ^u
Poland	:	148 ^u	300 ^u	397 ^u	764 ^u
Scandinavia ²	:	264 ^u	395 ^u	662 ^u	1,159 ^u
Spain	:	224	253 ^u	531	886
Switzerland	:	213 ^u	:	576 ^u	1,034 ^u
United Kingdom	:	225 ^u	:	635	962
USA	:	484 ^u	:	637 ^u	1,425 ^u
Other	899 ^u	381	424	478	1,184
Total expenditure per capita	691	233	340	451	916

: Unreliable, less than 20 sample observations.

^u Under represented - between 20 and 49 sample observations.¹ Refer to methodological note 5.² Denmark, Finland, Norway and Sweden.

Table 12. Profile of overnight cruise passengers by month of departure

Characteristics	March		
	2021	2022	2023
Total overnight cruise passengers	-	1,008	129
Sex			
Males	-	498	50
Females	-	510	79
Age group			
0-19	-	28	17
20-39	-	42	101
40-59	-	192	6
60-79	-	703	5
80 or more	-	43	0
Markets¹			
EU	-	9	4
<i>of which</i> : Euro area ¹	-	9	4
Non-EU	-	999	125

¹ Refer to methodological note 5.

Table 13. Profile of overnight cruise passengers by period of departure

Characteristics	January-March		
	2021	2022	2023
Total overnight cruise passengers	-	1,680	129
Sex			
Males	-	708	50
Females	-	972	79
Age group			
0-19	-	368	17
20-39	-	108	101
40-59	-	265	6
60-79	-	884	5
80 or more	-	55	0
Markets¹			
EU	-	25	4
<i>of which</i> : Euro area ¹	-	19	4
Non-EU	-	1,655	125

¹ Refer to methodological note 5.

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Methodological Notes

1. This release focuses on Inbound Tourism, which comprises activities of non-resident visitors travelling to Malta (i.e. outside their usual environment) and staying for not more than 12 consecutive months for leisure, business or other (corresponding) purposes.
2. Inbound tourism data 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 air passengers is selected systematically. Every crossing air passenger is counted and respondents are selected using a pre-defined interval of 1:20, with the exception of July 2020 and the period October 2020 to June 2021, where the pre-defined interval was 1:10.
3. Tourstat measures the number of tourist trips carried out during a particular reference month. These differ from the number of tourists in that the same person can make more than one trip during the same period.
4. Tourist sea departures is supplemented by administrative data provided by ferry operators.
5. 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.
6. The monthly passenger departures data published by the Malta International Airport cannot be equated to the number of inbound tourists, because the former is inclusive of departing Maltese and transit passengers.
7. Data on cruise passengers who spent at least one night berthed on board their cruise ship in Malta ('Overnight Cruise Passengers') is compiled on the basis of administrative records supplied by Transport Malta.
8. Arrivals and nights spent in time-share accommodation are being categorised as 'Non-rented Accommodation' instead of 'Collective Accommodation' as per Eurostat's recommendation. In this regard, there may be minor differences between these statistics and statistics published in tourism supply due to the fact that hotels report time-share accommodation under 'Collective Accommodation'.
9. Prior to comparing and interpreting differences between demand-side (based on Tourstat) and supply-side (based on Accomstat) tourism statistics, users are strongly advised to consult concept 15.4 of the NSO's [metadata file](#).
10. 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 inbound tourism figures

	Estimate	Margin of error	95% confidence interval
Inbound Tourists	174,382	2,115	174,382 ± 2,115
Total nights	1,057,589	45,552	1,057,589 ± 45,552
Total expenditure (€ 000)	126,368	3,890	126,368 ± 3,890

11. 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, 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 twelve 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:** A visitor who stays at least one night in a rented and non-rented accommodation in the place/country visited.
- **Inbound tourism:** Comprises the activities of non-resident visitors travelling to Malta (i.e. outside their usual environment) and staying for not more than 12 consecutive months for personal, business or other purposes.
- **Total nights spent:** Nights which a guest actually spends or is registered to spend in a rented accommodation establishment or in a non-rented accommodation.
- **Average length of stay:** The number of nights spent divided by the number of trips 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 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. The total expenditure is broken down by the following expenditure items:
 - a. Package expenditure: refers to 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: is the amount of money spent on transport and accommodation reported separately.
 - c. Other expenditure: is the amount spent on shopping, souvenirs, tickets for concerts or sports 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.

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

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

13. References to this news release are to be cited appropriately.

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

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