

Evaluating Tourism Expenditure Year 2025

Malta Tourism Authority
Research Unit Strategic Development



Introduction

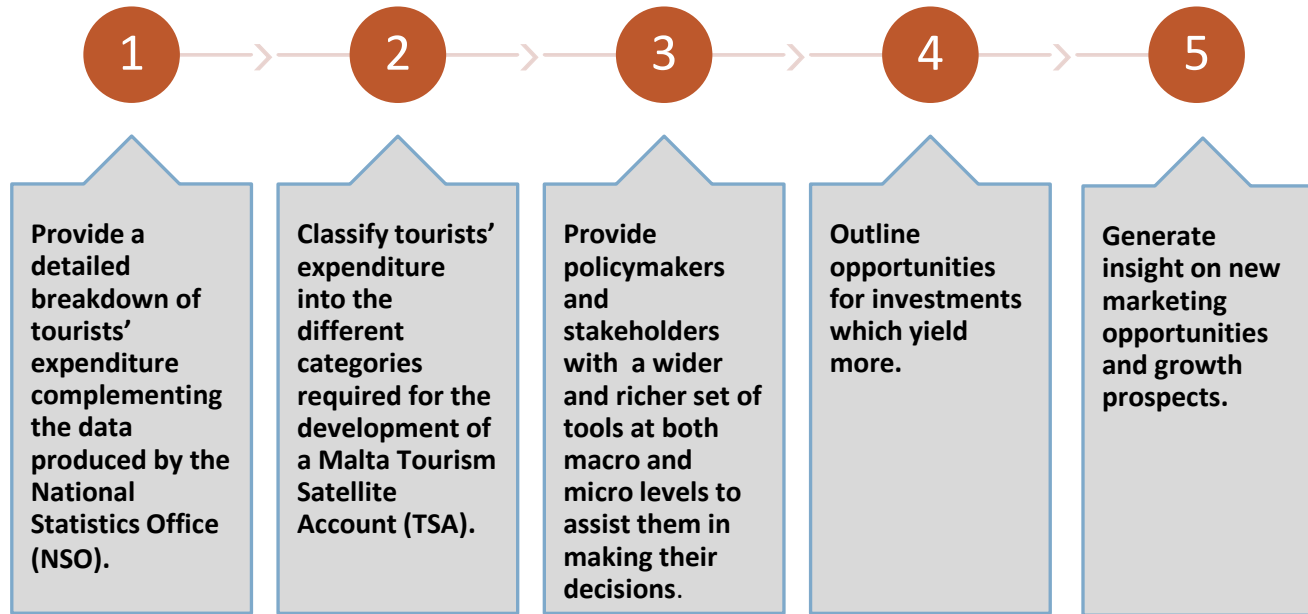


The MTA conducts a continuous survey on tourists' expenditure patterns.



The survey, launched in 1996 and redesigned in 2015, uses an updated approach to measure how tourist spending is distributed across economic sectors.

Objectives of the MTA Traveller Expenditure Survey



The survey targets nearly three out of five tourists visiting Malta during 2025. Questionnaires are distributed to tourists from the following countries of origin.

A total of 1,922 questionnaires were collected in 2025.

UK

Ireland

Italy

Germany

Spain

France

Netherlands

Belgium

Austria

Switzerland

Scandinavia

Sample sizes enable comprehensive analysis for the UK, Germany, France, Italy, Spain, and Switzerland

Methodology

Respondents are asked to state expenditure both prior to departure and during stay

Prior to Departure

- **Package Expenditure**
(Flight, Accommodation, Transfers, Site/Attraction Visits, Event Tickets, Vehicle Hire and Other Expenditure)
- **Non-Package Expenditure**
(Flight and Accommodation, Transport, Recreation and Other Expenditure)

During Stay

- Fight
- Accommodation
- Food and drink
- Transport
- Recreation
- Shopping
- Other

Each expenditure category is sub-divided into different categories

Sample Sizes

UK Market

N=739

German Market

N=367

French Market

N=266

Italian Market

N=173

Spanish Market

N=62

Swiss Market

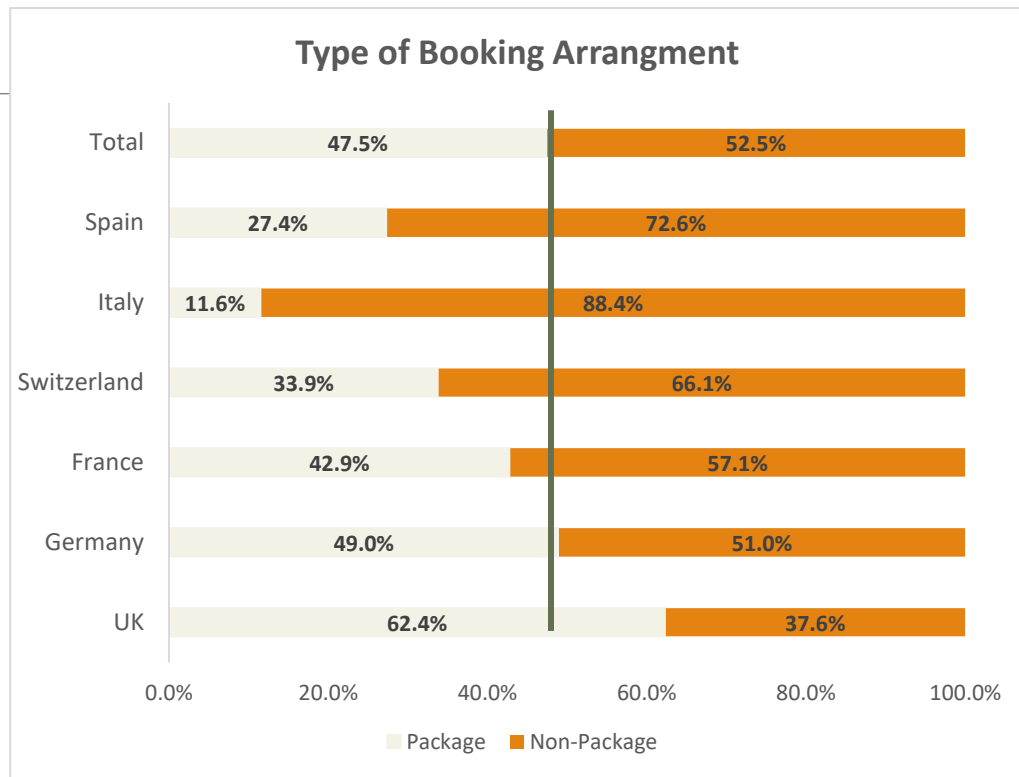
N=59

Type of Booking Arrangement



Based on the MTA Traveller Expenditure Survey Results, most trips (47.5%) were booked through a tour operator or travel agency, while 52.5% of trips were booked independently.

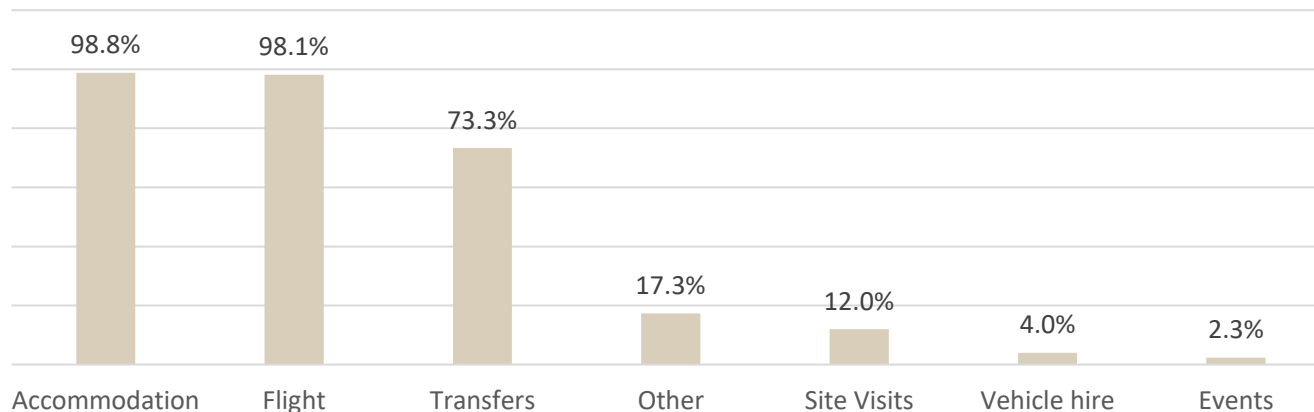
The UK market had the highest share of package trips, whereas most Italian travellers preferred to make their own booking arrangements.



Booking Arrangements – Prior to Departure Package Expenditure (45.9% of total spenders)



Main elements included in Package Price



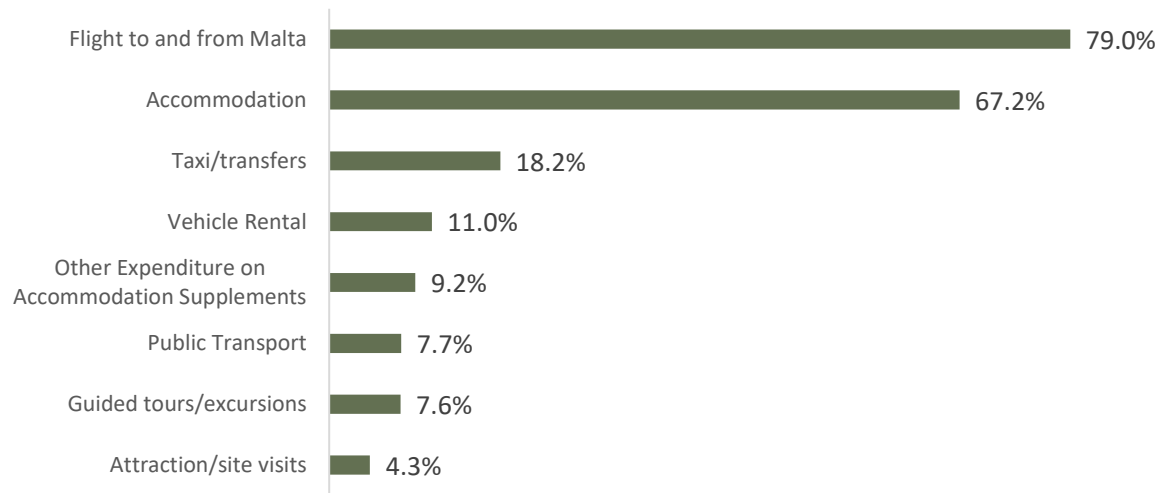
The **package price** mainly includes the flight, the accommodation and transfers . Other package expenditure includes expenditure on bed and breakfast, half board and all-inclusive expenditure.

Non-Package Expenditure Prior to Departure by Category (69.5% of total spenders)



Non-package type of expenditure prior to departure was mainly spent on flight and accommodation.

Share of spenders Non-Package Expenditure



Expenditure Prior to Departure



Average Expenditure per person (in Euro)	UK	Germany	France	Italy	Switzerland	Spain	Total
Total Package	1,000.4	1,022.3	822.2	485.4	1,103.8	1,035.1	969.1
Total Non-Package	463.5	546.4	516.3	284.3	719.1	343.9	475.4
Total Expenditure Prior to departure	889.1	858.5	693.5	332.8	900.8	583.0	775.8

Survey results indicate that average expenditure prior to departure was €776 with the Swiss , the British and the German travellers spending the highest total average expenditure prior to departure.

During 2025 , average package price prior to departure amounted to €969. Non-package price was estimated at €475. The Swiss , the Spanish and the German travellers spend the highest per capita expenditure on package trips whereas the Italian travellers spent lowest average expenditure on non- package type of trips .

Expenditure Prior to Departure is all money spent before leaving the country of residence

Expenditure During Stay



Weighted Average Expenditure per person During Stay (in Euro)	UK	Germany	France	Italy	Switzerland	Spain	Total
Per Capita Expenditure	412.0	418.2	388.7	305.4	444.1	422.8	403.9
Accommodation *	51.9	44.5	40.8	54.3	39.3	64.7	49.1
Food and Drink	233.0	211.4	185.9	146.1	235.2	234.8	215.4
Transport	34.1	40.0	38.9	34.5	49.4	44.7	37.4
Recreation	53.9	65.5	67.1	41.1	62.6	41.1	56.1
Shopping	32.7	44.6	40.8	23.2	44.6	31.0	36.4
Other Expenditure	4.6	10.7	11.1	4.5	11.8	6.5	7.2

**Accommodation expenditure is expenditure not included in expenditure 'prior to departure'*

Share of Expenditure During stay



Share of Expenditure During Stay (in %)	UK	Germany	France	Italy	Switzerland	Spain	Total
Per Capita Expenditure	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Accommodation	12.6%	10.6%	10.5%	17.8%	8.8%	15.3%	12.2%
Food and Drink	56.6%	50.5%	47.8%	47.8%	53.0%	55.5%	53.3%
Transport	8.3%	9.6%	10.0%	11.3%	11.1%	10.6%	9.3%
Recreation	13.1%	15.7%	17.3%	13.5%	14.1%	9.7%	13.9%
Shopping	7.9%	10.7%	10.5%	7.6%	10.0%	7.3%	9.0%
Other Expenditure	1.1%	2.6%	2.9%	1.5%	2.7%	1.5%	1.8%

Share of Expenditure During stay

During stay , average per capita expenditure of tourists visiting Malta during stay in 2025 was €403.9 with an average length of stay of 6.7 nights.

Differences across source markets :

Indications show that the Swiss and the Spanish generated the highest expenditure per capita during stay.

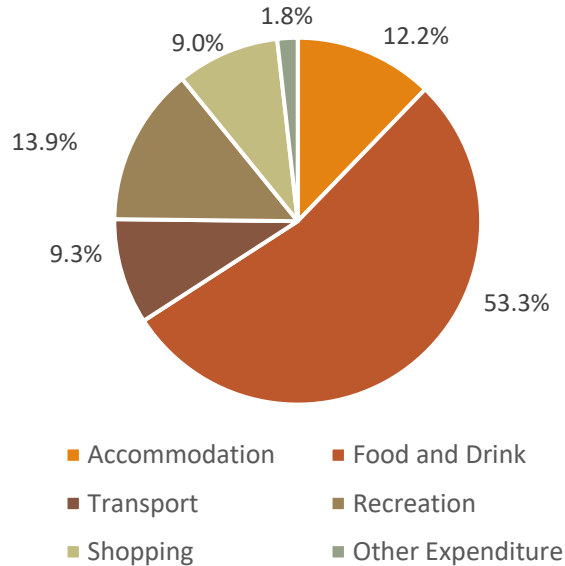
The Swiss , the Spanish and the British tourists have the highest expenditure per person on 'food and drink'.

Expenditure on 'recreation' is the highest for the French whilst lowest for the Spanish and the Italians.

Compared to the other markets , the Swiss and the Germans spent more on 'shopping '.

Share of Expenditure During stay

Share of Expenditure during stay 2025



Tourists spend their money mainly on:

- **Food and Drink** (the large majority is spent in restaurants)
- **Recreation** (mainly spent on attraction/site visits and organised tours)
- **Accommodation**
- **Transport** (taxis/ transfers and public transport)
- **Shopping** (mainly spent on souvenirs and clothing)





Most of the expenditure paid during stay was spent on food and drink in restaurants, followed by expenditure on accommodation, food and drink in bars/pubs/places of entertainment, food and drink from groceries, souvenirs, attraction/site visits, food and drink in accommodation establishments, organized tours and excursions and taxi/transfers.

Expenditure During Stay on Accommodation



- § This category refers to expenditure on accommodation once at the destination – i.e. not included in expenditure prior to departure.
- § This expenditure may include direct payment for accommodation services and any extras requested (e.g. room upgrades).
- § 12.2% of total expenditure during stay is allocated on accommodation.

Share of tourists spending money on food and drink



Share of tourists spending money on Food and Drink during Stay (in %)	UK	Germany	France	Italy	Switzerland	Spain	Total
Food and Drink	93.1%	96.1%	93.7%	98.4%	100.0%	98.8%	94.6%
Accommodation Establishments	24.9%	35.5%	6.3%	9.7%	32.6%	15.1%	22.5%
Restaurants	83.8%	82.9%	87.5%	91.9%	94.8%	95.2%	85.6%
Takeaways	26.7%	52.6%	49.1%	41.5%	48.1%	23.5%	36.6%
Bars/Pubs/Places of Entertainment	52.0%	36.6%	53.8%	72.2%	34.8%	54.2%	50.9%
Groceries	6.1%	83.9%	56.7%	65.4%	68.9%	77.1%	67.3%

Per Capita Expenditure on food and drink



Per Capita Expenditure During Stay (in Euros)	UK	Germany	France	Italy	Switzerland	Spain	Total
Food and Drink	233.0	211.4	185.9	146.1	235.2	234.8	215.4
Accommodation Establishments	24.5	18.4	6.1	5.4	36.2	17.6	18.5
Restaurants	152.2	134.1	123.8	96.4	148.7	169.8	140.8
Takeaways	7.6	13.0	16.2	9.2	13.6	6.7	9.9
Bars/Pubs/Places of Entertainment	29.8	14.7	21.4	17.4	20.8	20.3	23.7
Groceries	19.0	31.3	18.4	17.7	15.9	20.4	22.5

Share of expenditure by type of food and drink within the Food and Drink category



	UK	Germany	France	Italy	Switzerland	Spain	Total
Food and Drink	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Accommodation Establishments	10.5%	8.7%	3.3%	3.7%	15.4%	7.5%	8.6%
Restaurants	65.3%	63.4%	66.6%	66.0%	63.2%	72.3%	65.4%
Takeaways	3.2%	6.1%	8.7%	6.3%	5.8%	2.9%	4.6%
Bars/Pubs/Places of Entertainment	12.8%	6.9%	11.5%	11.9%	8.8%	8.7%	11.0%
Groceries	8.2%	14.8%	9.9%	12.1%	6.7%	8.7%	10.5%



Share of expenditure on 'Food and Drink' of Total Expenditure during stay

	UK	Germany	France	Italy	Switzerland	Spain	Total
Food and Drink	56.6%	50.6%	47.8%	47.8%	53.0%	55.5%	53.3%
Accommodation Establishments	5.9%	4.4%	1.6%	1.8%	8.1%	4.2%	4.6%
Restaurants	36.9%	32.1%	31.8%	31.6%	33.5%	40.2%	34.9%
Takeaways	1.8%	3.1%	4.2%	3.0%	3.1%	1.6%	2.4%
Bars/Pubs/Places of Entertainment	7.2%	3.5%	5.5%	5.7%	4.7%	4.8%	5.9%
Groceries	4.6%	7.5%	4.7%	5.8%	3.6%	4.8%	5.6%



The majority of total expenditure during a stay is allocated to food and drink, with restaurants being the primary recipients.

The Spanish, the British and the Swiss are the highest per capita spenders at restaurants. The British spend more than average on bars and pubs, while the Germans spend more than average on groceries.

Comparatively, the British, followed by the Spanish, allocate the highest share of their total expenditure during their stay to food and drink.

Expenditure During Stay on Food and Drink



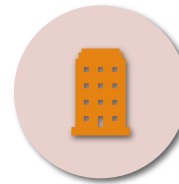
65.4% RESTAURANTS



11.0%
BARS/PUBS/PLACES OF
ENTERTAINMENT



10.5% GROCERIES



8.6%
ACCOMMODATION
ESTABLISHMENTS



4.6% TAKEAWAY

Share of tourists spending money on transport



Share of tourists spending money on Transport during Stay (in %)	UK	Germany	France	Italy	Switzerland	Spain	Total
Transport	90.9%	91.5%	87.2%	92.6%	91.9%	89.8%	90.3%
Ferry crossings	51.4%	56.5%	48.1%	53.6%	45.9%	64.5%	51.4%
Vehicle Hire	6.3%	14.6%	18.2%	7.9%	17.0%	26.5%	11.8%
Taxis	47.7%	42.8%	45.2%	52.0%	57.0%	53.0%	47.8%
Public transport	64.1%	64.5%	60.3%	66.8%	54.1%	36.7%	61.5%

Per Capita Expenditure on transport



Per Capita Expenditure During Stay (in Euros)	UK	Germany	France	Italy	Switzerland	Spain	Total
Transport	34.1	40.0	38.9	34.5	49.4	44.7	37.4
Ferry crossings	6.3	5.8	5.6	5.9	4.8	9.8	5.9
Vehicle Hire	3.3	10.5	12.8	4.2	11.6	16.8	7.5
Taxis	14.7	12.3	12.2	13.3	24.7	14.0	14.4
Public transport	9.7	11.4	8.2	11.1	8.4	4.2	9.5

Share of expenditure by type of transport within the 'Transport' category



	UK	Germany	France	Italy	Switzerland	Spain	Total
Transport	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Ferry crossings	18.6%	14.5%	14.4%	17.0%	9.6%	21.9%	15.8%
Vehicle Hire	9.6%	26.3%	33.0%	12.1%	23.4%	37.5%	20.1%
Taxis	43.2%	30.7%	31.4%	38.6%	50.0%	31.2%	38.5%
Public transport	28.5%	28.6%	21.2%	32.3%	17.0%	9.3%	25.5%

Share of expenditure on 'Transport' of Total Expenditure during stay



	UK	Germany	France	Italy	Switzerland	Spain	Total
Transport	8.3%	9.6%	10.0%	11.3%	11.1%	10.6%	9.3%
Ferry crossings	1.5%	1.4%	1.4%	1.9%	1.1%	2.3%	1.5%
Vehicle Hire	0.8%	2.5%	3.3%	1.4%	2.6%	4.0%	1.9%
Taxis	3.6%	2.9%	3.1%	4.4%	5.6%	3.3%	3.6%
Public transport	2.4%	2.7%	2.1%	3.6%	1.9%	1.0%	2.4%



- 9.3% of total expenditure during stay is spent on transportation.
- Survey results indicate that more than three out of five respondents made use of public transport.
- Taxi (38.5%) and Public Transport (25.5%) account for the highest share of transport expenditure.
- With a per capita expenditure of €49, the Swiss tourist feature as the highest spender within this category. The Swiss are the highest per capita spenders on taxis.

Expenditure During Stay on Transport



Taxi

38.5%



Public Transport

25.5%



Vehicle Hire

20.1%



Ferry

15.8%



Share of tourists spending money on Recreation

Share of tourists spending money on Recreation during Stay (in %)	UK	Germany	France	Italy	Switzerland	Spain	Total
Recreation Expenditure	83.1%	86.3%	89.3%	85.4%	87.4%	83.1%	84.9%
Guided tours and excursions	23.4%	23.7%	30.3%	23.0%	24.4%	30.7%	24.8%
Hop-on-hop off sightseeing tours	21.6%	15.7%	13.3%	14.8%	13.3%	10.2%	17.7%
Boat trips	29.0%	33.4%	39.1%	23.7%	50.4%	41.6%	32.3%
Attraction/site visits	60.1%	67.4%	58.7%	56.1%	64.4%	50.6%	60.1%
Event tickets	3.7%	1.6%	3.7%	13.2%	4.4%	3.6%	4.4%
Popular Entertainment	3.0%	2.5%	7.1%	8.4%	5.9%	-	4.0%
Sports	3.8%	8.5%	7.1%	1.9%	0.7%	6.0%	5.1%



Per capita expenditure during stay on Recreation

Per Capita Expenditure During Stay (in Euros)	UK	Germany	France	Italy	Switzerland	Spain	Total
Recreation Expenditure	53.9	65.5	67.1	41.0	62.6	41.1	56.1
Guided tours and excursions	13.3	22.0	22.5	9.4	15.0	10.8	15.5
Hop-on-hop off sightseeing tours	6.7	4.7	3.1	5.0	6.6	2.2	5.4
Boat trips	8.0	7.5	10.4	4.8	12.1	8.7	8.2
Attraction/site visits	19.9	18.2	22.0	15.8	22.5	16.7	19.1
Event tickets	0.9	1.2	1.4	3.1	1.0	0.8	1.3
Popular Entertainment	1.2	0.4	2.4	1.7	2.1	-	1.2
Sports	3.8	11.4	5.2	1.3	3.3	2.0	5.3

Share of expenditure by type of recreation within the 'Recreation' category



	UK	Germany	France	Italy	Switzerland	Spain	Total
Recreation Expenditure	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Guided tours and excursions	24.7%	33.7%	33.6%	22.9%	24.0%	26.2%	27.7%
Hop-on-hop off sightseeing tours	12.4%	7.2%	4.6%	12.2%	10.5%	5.4%	9.7%
Boat trips	14.9%	11.4%	15.5%	11.6%	19.3%	21.2%	14.7%
Attraction/site visits	36.9%	27.9%	32.9%	38.4%	36.0%	40.6%	34.0%
Event tickets	1.7%	1.8%	2.0%	7.6%	1.6%	1.9%	2.3%
Popular Entertainment	2.3%	0.6%	3.6%	4.3%	3.3%	0.0%	2.2%
Sports	7.0%	17.5%	7.8%	3.1%	5.3%	4.8%	9.4%

Share of expenditure of 'Recreation' on Total Expenditure during stay

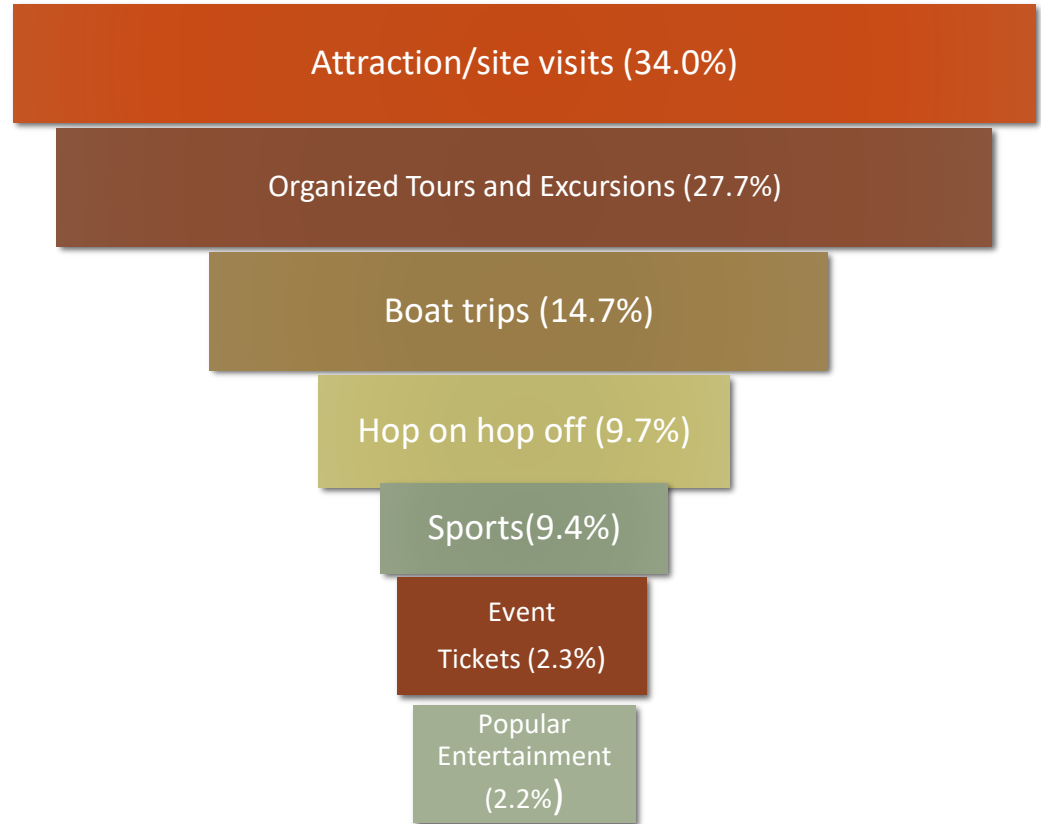


	UK	Germany	France	Italy	Switzerland	Spain	Total
Recreation Expenditure	13.1%	15.7%	17.3%	13.4%	14.1%	9.7%	13.9%
Guided tours and excursions	3.2%	5.3%	5.8%	3.1%	3.4%	2.5%	3.8%
Hop-on-hop off sightseeing tours	1.6%	1.1%	0.8%	1.6%	1.5%	0.5%	1.3%
Boat trips	2.0%	1.8%	2.7%	1.6%	2.7%	2.1%	2.0%
Attraction/site visits	4.8%	4.4%	5.7%	5.2%	5.1%	3.9%	4.7%
Event tickets	0.2%	0.3%	0.3%	1.0%	0.2%	0.2%	0.3%
Popular Entertainment	0.3%	0.1%	0.6%	0.6%	0.5%	0.0%	0.3%
Sports	0.9%	2.7%	1.3%	0.4%	0.8%	0.5%	1.3%



- Nearly, 14.0% of total expenditure during stay is spent on recreation.
- 61.7% of recreation expenditure is spent on attraction site visits and organised tours and excursions.
- The Swiss, the French and the Germans and the Swiss spent the highest per capita expenditure on recreation. All markets allocate the majority of this expenditure on 'guided tours and excursions' and 'attraction/site visits'.
- Compared with the other source markets, the Germans allocate the highest expenditure on sports.

Expenditure During Stay on Recreation





Share of tourists spending money on shopping

Share of tourists spending money on Shopping during Stay (in %)	UK	Germany	France	Italy	Switzerland	Spain	Total
Shopping Expenditure	86.8%	87.7%	90.0%	85.2%	83.7%	89.8%	87.2%
Basic Necessities	30.7%	24.3%	25.3%	30.2%	30.4%	22.9%	28.6%
Souvenirs	72.1%	72.4%	81.5%	75.4%	68.1%	83.1%	74.1%
Clothing	31.8%	38.5%	26.3%	25.8%	43.7%	22.3%	32.0%
Maps, postcards, guidebooks	23.7%	34.4%	24.5%	12.8%	30.4%	16.9%	23.7%
Other	6.3%	14.4%	7.1%	4.9%	13.3%	12.0%	8.7%



Per capita expenditure during stay on shopping



Per Capita Expenditure During Stay (in Euros)	UK	Germany	France	Italy	Switzerland	Spain	Total
Shopping Expenditure	32.7	44.6	40.8	23.2	44.5	31.0	36.4
Basic Necessities	3.9	2.3	2.9	2.9	3.0	1.3	3.3
Souvenirs	18.5	22.0	26.5	12.8	20.5	22.4	19.9
Clothing	7.9	14.8	7.4	6.0	16.5	3.9	9.9
Maps, postcards, guidebooks	1.3	1.4	1.7	0.7	1.7	1.3	1.3
Other	1.1	4.1	2.2	0.9	2.8	2.2	2.1



Share of expenditure by type of shopping within the 'Shopping' category

	UK	Germany	France	Italy	Switzerland	Spain	Total
Shopping Expenditure	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Basic Necessities	12.1%	5.1%	7.1%	12.6%	6.8%	4.3%	9.0%
Souvenirs	56.6%	49.3%	65.0%	55.1%	45.9%	72.1%	54.6%
Clothing	24.1%	33.1%	18.3%	25.7%	37.1%	12.6%	27.1%
Maps, postcards, guidebooks	4.0%	3.2%	4.2%	2.8%	3.8%	4.0%	3.5%
Other	3.2%	9.2%	5.5%	3.8%	6.4%	7.0%	5.9%

Share of expenditure of 'Shopping' on Total Expenditure during stay



	UK	Germany	France	Italy	Switzerland	Spain	Total
Shopping Expenditure	7.9%	10.7%	10.5%	7.6%	10.0%	7.3%	9.0%
Basic Necessities	1.0%	0.5%	0.7%	1.0%	0.7%	0.3%	0.8%
Souvenirs	4.5%	5.3%	6.8%	4.2%	4.6%	5.3%	4.9%
Clothing	1.9%	3.5%	1.9%	2.0%	3.7%	0.9%	2.4%
Maps, postcards, guidebooks	0.3%	0.3%	0.4%	0.2%	0.4%	0.3%	0.3%
Other	0.3%	1.0%	0.6%	0.3%	0.6%	0.5%	0.5%



- 9% of total expenditure during stay is spent on shopping. This is mainly spent on souvenirs (54.6%) and clothing (27.1%).
- During stay, the majority of spenders spent 'other shopping expenditure' on items like jewellery , stamps and medicines.
- The Germans , the Swiss and the French spent the highest per capita expenditure on shopping. Compared with the other markets, the French spent more than average on souvenirs while the Swiss and the Germans spent more than average on clothing.

Expenditure During Stay on Shopping



Souvenirs

54.6%



Clothing

27.1%



Basic Necessities

9.0%



Other Expenditure

5.9%



Maps postcards guidebooks

3.5%



Share of tourists spending money on 'other' expenditure

Share of tourists spending money on 'Other Expenditure' during Stay (in %)	UK	Germany	France	Italy	Switzerland	Spain	Total
Other Expenditure	21.3%	35.7%	37.3%	29.7%	39.3%	43.4%	28.8%
Vehicle Fuel	9.0%	23.2%	26.3%	15.5%	23.7%	39.2%	17.1%
Parking Fees	4.8%	12.7%	13.9%	7.2%	16.3%	7.8%	9.0%
Tobacco Products	6.1%	6.8%	10.2%	11.4%	3.0%	3.6%	7.4%
Internet Access	2.3%	0.9%	0.5%	0.7%	5.9%	-	1.3%
Other	4.8%	9.0%	3.4%	5.1%	6.7%	3.6%	5.4%



Per capita expenditure during stay on 'other' expenditure

Per Capita Expenditure on 'Other Expenditure' during Stay (in Euros)	UK	Germany	France	Italy	Switzerland	Spain	Total
Other Expenditure	4.6	10.7	11.1	4.5	11.8	6.4	7.2
Vehicle Fuel	1.0	2.9	4.1	1.6	3.5	4.6	2.2
Parking Fees	0.6	0.7	0.8	0.4	0.6	1.1	0.6
Tobacco Products	1.8	2.2	4.0	0.8	2.2	0.7	2.2
Internet Access	0.2	0.1	0.2	0.0	0.6	-	0.1
Other	1.1	4.8	2.1	1.7	4.9	0.1	2.1



Share of expenditure by type of other expenditure within the 'Other' Expenditure category

	UK	Germany	France	Italy	Switzerland	Spain	Total
Other Expenditure	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Vehicle Fuel	21.9%	27.5%	36.8%	35.8%	29.4%	70.6%	30.6%
Parking Fees	13.6%	6.5%	6.8%	8.3%	5.2%	16.7%	8.7%
Tobacco Products	37.9%	20.7%	36.0%	17.1%	18.8%	10.8%	30.0%
Internet Access	3.9%	0.6%	1.6%	0.2%	4.8%	0.0%	1.7%
Other	22.8%	44.7%	18.8%	38.6%	41.7%	1.9%	29.0%

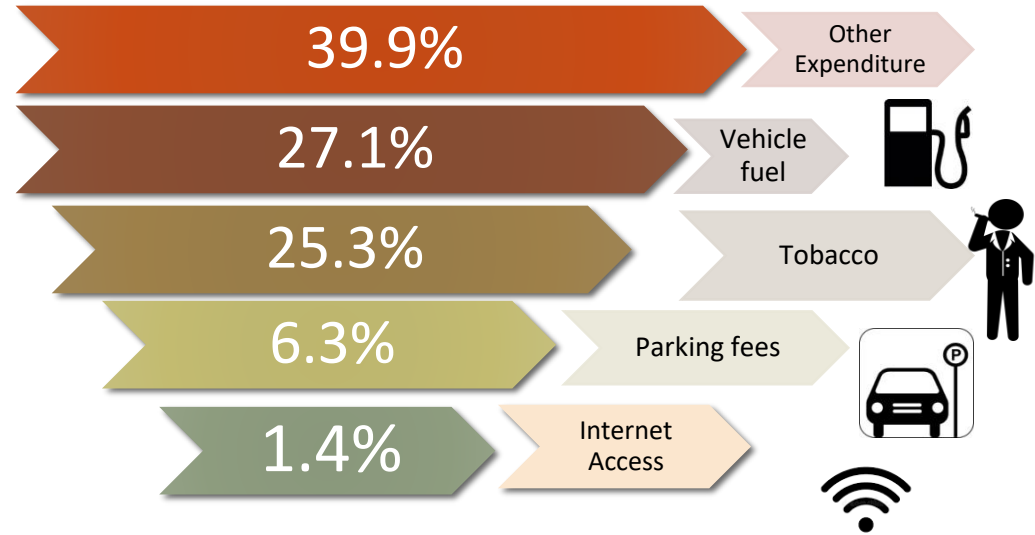
Share of expenditure by type of other expenditure on Total Expenditure during stay



	UK	Germany	France	Italy	Switzerland	Spain	Total
Other Expenditure	1.1%	2.6%	2.8%	1.5%	2.7%	1.5%	1.8%
Vehicle Fuel	0.2%	0.7%	1.0%	0.5%	0.8%	1.1%	0.5%
Parking Fees	0.2%	0.2%	0.2%	0.1%	0.1%	0.3%	0.2%
Tobacco Products	0.4%	0.5%	1.0%	0.3%	0.5%	0.2%	0.5%
Internet Access	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Other	0.3%	1.1%	0.5%	0.6%	1.1%	0.0%	0.5%

- 1.9% of total expenditure during stay is spent on 'other expenditure'. The largest share of this expenditure is spent on 'other expenditure', vehicle fuel and tobacco.
- Whilst the French travellers spent considerably higher than average on tobacco products, the Spanish, the French and the Swiss tend to spend more than average on vehicle fuel.
- During stay, the large majority of spenders spent 'other expenditure' on tips, beauty therapy and treatments and beach beds.

Expenditure During Stay on 'Other' Expenditure



Total Average Expenditure Prior and During Stay

	UK	Germany	France	Italy	Switzerland	Spain	Total
Total Average Expenditure prior to departure (in Euro)	889.1	858.5	693.5	332.8	900.8	583.0	775.8
Total Average Expenditure during stay (in Euro)	412.0	418.23	388.7	305.4	444.1	422.8	403.9
Total Average Expenditure (in Euro)	1,295.6	1,271.4	1,077.7	635.2	1,328.4	1,005.8	1,174.7
<i>Average Length of Stay (in nights)</i>	6.9	7.7	6.6	4.5	6.4	4.8	6.7
Average Expenditure per capita per night	188.3	164.3	164.3	139.9	207.2	209.9	175.1

Results indicate that total average expenditure per capita was €1,175 for an average length of stay of 6.7 nights. This includes expenditure spent on booking arrangements prior visiting Malta and the amount of money spent during stay.

The Swiss and the British traveller were the highest per capita spenders with a total average of €1,329 and €1,296 respectively . The Spanish with an average length of stay of 4.8 nights were the highest spenders per night with an average expenditure of €210.

Evaluating Tourism Expenditure By Season

Total Expenditure by Quarter 2025

Total Main Markets	Winter 2025	Spring 2025	Summer 2025	Autumn 2025
Average Exp Prior to Departure per person (in Euro)	573.3	792.8	966.1	730.3
Total Package (in Euro)	729.2	1,022.1	1,174.4	902.9
Total Non-Package (in Euro)	339.6	497.3	616.9	421.5
Average Exp During Stay per person	362.4	406.6	450.8	388.1
Average Expenditure per person per day prior to departure (in Euro)	91.0	117.5	130.2	115.0
Average Expenditure per person per day during stay (in Euro)	57.5	60.3	60.9	61.2
Average Expenditure per person per day prior and during stay (in Euro)	148.2	177.1	190.0	175.8
Average Length of Stay (nights)	6.3	6.7	7.4	6.3

Evaluating Tourism Expenditure By Season

Breakdown of Total Expenditure spent during stay by Quarter 2025

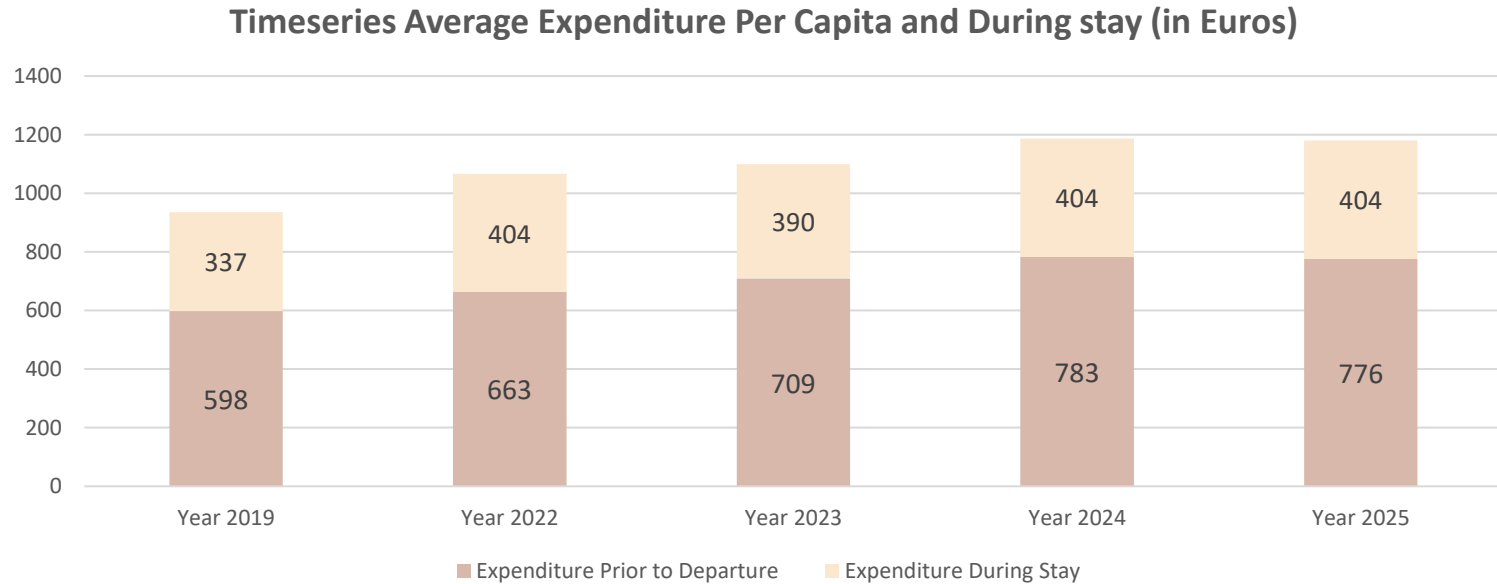
Weighted Average Expenditure per person (in Euro)	Winter 2025	Spring 2025	Summer 2025	Autumn 2025
Total Expenditure During Stay	362.4	406.6	450.8	388.1
Accommodation	39.1	58.2	59.3	37.0
Food and Drink	188.7	215.2	234.4	219.5
Transport	33.8	39.9	40.4	34.5
Recreation	49.4	53.6	67.9	51.9
Shopping	40.8	32.1	37.6	36.2
Other Expenditure	9.1	6.5	7.7	5.8

During stay , the summer visitor tends to spend more on accommodation, food and drink, transport, and recreation.

Evaluating Tourists' Expenditure Time series

Total Expenditure per capita (in Euro)	Year 2019	Year 2022	Year 2023	Year 2024	Year 2025
Package	730.0	806.9	868.6	980.3	969.1
Non-Package	336.8	414.8	404.5	464.8	475.4
Expenditure Prior to Departure	598.4	663.1	709.2	783.1	775.8
Expenditure During Stay	336.9	403.5	390.0	403.5	403.9
Total Expenditure	935.3	1,060.6	1,093.8	1,183.6	1,174.7
% Market Share of Expenditure	Year 2019	Year 2022	Year 2023	Year 2024	Year 2025
Expenditure Prior to Departure	64.0%	62.5%	64.8%	66.2%	66.0%
Expenditure During Stay	36.0%	38.0%	35.2%	34.1%	34.4%
Total Expenditure	100.0%	100.0%	100.0%	100.0%	100.0%

Evaluating Tourists' Expenditure Time series



Expenditure Paid During stay per capita (in euros)	Year 2019	Year 2022	Year 2023	Year 2024	Year 2025
Accommodation	42.0	65.0	45.5	47.9	49.1
Food and Drink	166.7	201.5	204.6	212.7	215.4
Transport	30.2	35.0	36.6	37.2	37.4
Recreation	54.2	53.7	54.1	59.9	56.1
Shopping	34.8	36.2	39.1	36.2	36.4
Other Expenditure	7.6	7.6	8.6	8.1	7.2
Total	336.9	403.5	390.0	403.5	403.9
% share of Expenditure Paid during stay	Year 2019	Year 2022	Year 2023	Year 2024	Year 2025
Accommodation	12.5%	16.1%	11.7%	11.9%	12.2%
Food and Drink	49.5%	49.9%	52.5%	52.7%	53.3%
Transport	9.0%	8.7%	9.4%	9.2%	9.3%
Recreation	16.1%	13.3%	13.9%	14.8%	13.9%
Shopping	10.3%	9.0%	10.0%	8.9%	9.0%
Other Expenditure	2.3%	1.9%	2.2%	2.0%	1.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%



Investment Opportunities

Facilities/Attractions/products would like Malta to offer and the opportunity to spend more money on:

- ☐ Local markets/local products (pottery crafts and souvenirs)
- ☐ Good restaurants
- ☐ Art Museum
- ☐ Public Transport
- ☐ Beach facilities
- ☐ Shopping (clothes)
- ☐ Water parks



Evaluating Tourists' Expenditure 2025

Survey results indicate the following :

- ☐ Total average expenditure per capita was estimated at €1,175 including both expenditure spent on booking arrangements prior visiting Malta and the amount of money spent during stay .
- ☐ Average expenditure per capita per night was estimated at €175 for an average length of stay of 6.7 nights. The Spanish tourist was the highest spender spending on average €210 per person per night.
- ☐ Whilst in Malta, tourists spent their money on food and drink, accommodation, recreation, shopping and transport. The Swiss followed by the Spanish generated the highest expenditure per capita during stay.
- ☐ Average per person per night is the highest in the summer months. The Summer visitor tends to spend more on accommodation, food and drink, transport and recreation.