MALTA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

1 in 4 net new jobs were created by Travel & Tourism over the last five years

330MN Jobs globally (1 in 10 jobs)

Global GDP impact by sector (2018 data). Share of total economy GDP

MALTA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

15.8% OF TOTAL ECONOMY
Total T&T GDP = EUR2,061.4MN (USD2,298.7MN)

+4.3%
2019 Travel & Tourism GDP growth vs +3.9% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

52.8 JOBS (000’s)
(21.1% of total employment)

INTERNATIONAL VISITOR IMPACT

EUR1,886.8MN in visitor spend (9.6% of total exports)
(USD2,103.9MN)

INBOUND ARRIVALS

1. UNITED KINGDOM 26%
2. ITALY 16%
3. GERMANY 8%
4. FRANCE 8%
5. POLAND 4%
REST OF WORLD 38%

OUTBOUND DEPARTURES

1. ITALY 23%
2. UNITED KINGDOM 18%
3. FRANCE 14%
4. SPAIN 10%
5. GERMANY 5%
REST OF WORLD 30%

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 86%
BUSINESS SPENDING 14%
DOMESTIC SPENDING 10%
INTERNATIONAL SPENDING 90%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

1All values are in constant 2019 prices & exchange rates
As reported in March 2020