MALTA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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

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

EUR1,886.8 MN
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