

GSTC2023 Global Conference  
Antalya, Türkiye  
May 2023

## Sustainable Coastal Destinations Malta

**Kevin Fsadni**  
Deputy CEO  
Malta Tourism Authority



**VisitMalta**

OFFICIAL DESTINATION PARTNER

# The Maltese Islands

The Maltese archipelago lies virtually at the centre of the Mediterranean, 93 km south of Sicily and 288 km north of Africa.

- 3 Islands
- Resident population of 520,000.
- Foreigners living in Malta 119,000
- Area of 316 sq km.
- Density of 1,649 residents per sq km.
- Tourists in 2022 2.3 million
- Tourist in 2023 will probably reach pre-pandemic levels of 2.7 million



# Dependence on Tourism

The Maltese Economy has a high dependency on service-oriented industries particularly Tourism.

Due to location, tourism is entirely dependent on accessibility by air.





# Limited Resources



What we show them ...



What they get ...



# Seasonality

After 30 years of effort and investment in local product, Malta is probably one of the least seasonal destinations in the Mediterranean.





# Diversity

We strive to stand out by offering a **diversified** offer which encompasses a **sophisticated cultural destination** within a Mediterranean Island setting.



# Small is not always beautiful

Small size makes you susceptible to all sorts of external factors that do not depend on you but that will result in inevitable detriment to your situation:

- Pollution
- Sea-level rise
- Climate-change



# The Grand Harbour

Transformed from a Naval Base to a successful Cruise Port

- Congestion
- Pollution – Shore to Ship
- Requires better digitalised visitor management





# The Elephant in the Room

## Carrying Capacity.

- Over-development
- Insatiable investment appetite in accommodation
- Risk that arrivals will not be sufficient to sustain the expected growth

BEDS														
Category	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>HOTELS</b>														
5 Star Hotel	6,986	6,986	6,986	6,986	7,210	7,210	7,210	7,210	7,284	6,476	7,128	7,458	7458	7452
4 Star Hotel	14,743	14,986	15,091	15,402	14,848	14,832	16,253	14,379	15,318	15,334	15,858	16,680	14663	16797
3 Star Hotel	9,790	9,748	8,814	8,174	10,825	11,687	10,433	10,081	10,486	10,152	9,833	9,955	11105	11013
2 Star Hotel	671	671	599	579	1,474	1,438	1,460	1,477	1,626	1,696	1,646	1,646	1646	1255
<b>Total Hotels</b>	<b>32,190</b>	<b>32,391</b>	<b>31,490</b>	<b>31,141</b>	<b>34,357</b>	<b>35,167</b>	<b>35,356</b>	<b>33,147</b>	<b>34,714</b>	<b>33,658</b>	<b>34,465</b>	<b>35,739</b>	<b>34,872</b>	<b>36,517</b>
<b>OTHER COLLECTIVE</b>														
Aparthotels	4,950	4,416	4,442	4,400	600	612	612	612	612	612	632	738	738	738
Guest houses	862	888	870	911	1,027	1,081	1,136	1,252	1,388	1,616	2,065	2,490	3,115	3,943
Hostels	1,185	1,185	1,484	1,494	1,830	1,919	2,100	2,350	2,274	2,272	2,295	2,384	2,472	2,545
<b>Total Other Collective</b>	<b>6,997</b>	<b>6,489</b>	<b>6,796</b>	<b>6,805</b>	<b>3,457</b>	<b>3,612</b>	<b>3,848</b>	<b>4,214</b>	<b>4,274</b>	<b>4,500</b>	<b>4,992</b>	<b>5,612</b>	<b>6,325</b>	<b>7,226</b>
<b>TOTAL SERVICED ACCOMMODATION</b>	<b>39,187</b>	<b>38,880</b>	<b>38,286</b>	<b>37,946</b>	<b>37,814</b>	<b>38,779</b>	<b>39,204</b>	<b>37,361</b>	<b>38,988</b>	<b>38,158</b>	<b>39,457</b>	<b>41,351</b>	<b>41,197</b>	<b>43,743</b>
Self-Catering (HFP)	5,513	6,318	6,451	6,804	7,986	9,814	10,548	11,543	13,092	14,109	16,140	16,947	18,550	19,656
<b>TOTAL ALL ACCOMMODATION (Serviced+Self-Catering)</b>	<b>44,700</b>	<b>45,198</b>	<b>44,737</b>	<b>44,750</b>	<b>45,800</b>	<b>48,593</b>	<b>49,752</b>	<b>48,904</b>	<b>52,080</b>	<b>52,267</b>	<b>55,597</b>	<b>58,298</b>	<b>59,747</b>	<b>63,399</b>

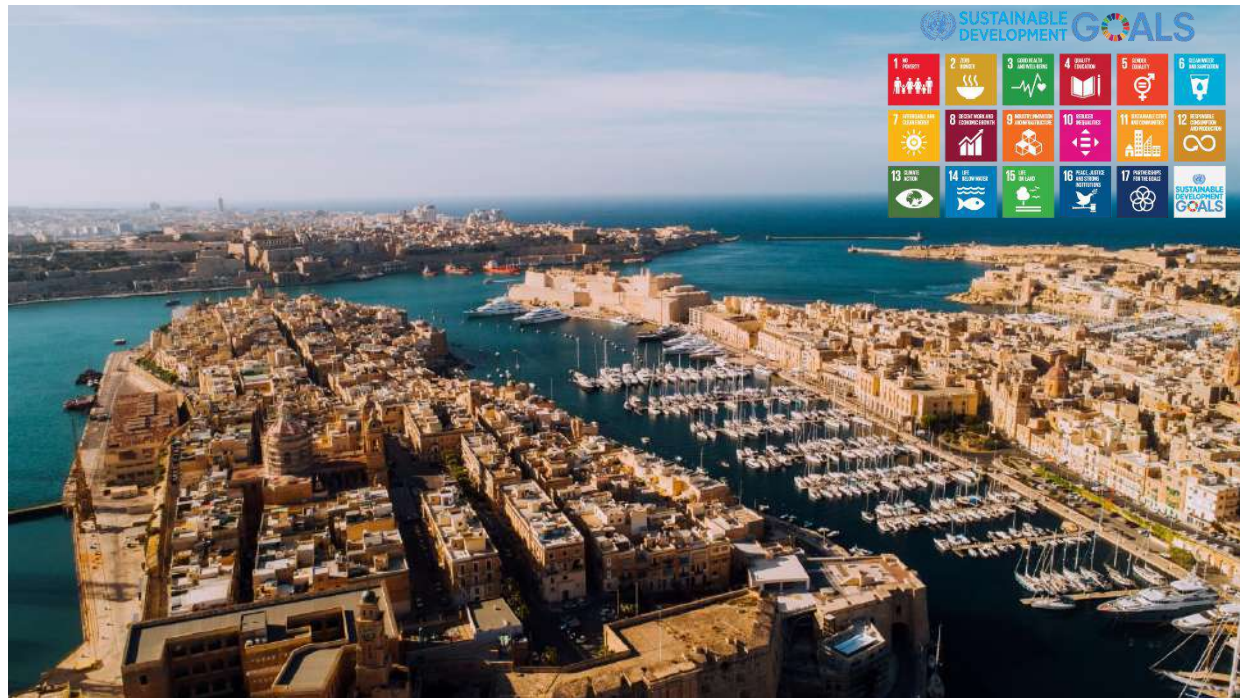
40,000 → 45,000

44,000 → 64,000



# Tourism Strategy 2030

Tourism Strategy addresses specific objectives linked to KPI's and SDG's



## Some Actions

- Tourism Observatory
- SUNx
- Revamping of Eco-labels policy



**Malta  
Tourism  
Observatory**





# When helping the climate is actually a threat

EU proposal for  
taxation on aviation  
fuel on intra-EU flights

- EU periphery
- Islands
- Flight shaming



# Teşekkürler



**VisitMalta**