



Tourist Survey Report 2024





Statistics Office

HM Government of Gibraltar

TOURIST SURVEY REPORT 2024



Statistics Office

HM Government of Gibraltar

Statistics Online

Copies of the Tourist Survey Report can be obtained, free of charge from the Statistics Office and are also available for download from the Gibraltar Government Website (<https://www.gibraltar.gov.gi/downloads>).

Historical data can be downloaded from previous copies of the report available online.

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PREFACE

The Statistics (Tourist Survey) Order 1985 requires that the Government Statistician prepare a report and summary of the statistics collected from the interviews carried out in 2024 and from visitor arrivals data, to be laid before the Gibraltar Parliament. Visitor arrivals data was provided by the Gibraltar Borders and Coastguard Agency, HM Customs and the Gibraltar Tourist Board.

The impact of the Coronavirus (COVID-19) global pandemic on the tourism sector is evident throughout 2020 and 2021.

I must express my thanks to the interviewers and to the relevant authorities for their contribution in compiling this Survey report.

GOVERNMENT STATISTICIAN

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Introduction

1. Methodology

(a) Sampling Method:

The 2024 Tourist Survey was conducted on a stratified random basis dividing groups of visitors by mode of departure. The sampling unit was the party of one or more persons travelling together and visiting Gibraltar.

A total of 9,213 interviews were completed as follows:

| | |
|------------|-------|
| Airport | 899 |
| Coach Park | 2,021 |
| Frontier | 3,761 |
| Marina | 7 |
| Port | 2,525 |
| Total | 9,213 |

(b) Data Collection:

The questionnaires were completed by interviewers on the basis of the information provided voluntarily by departing visitors.

2. Tourist Expenditure

The overall number of visitor arrivals, excluding frontier workers, increased over the year by 3.9% in 2024. Tourist expenditure also increased over the year by 7.1% to £276.35m.

The 2024 figure is broken down as follows:

| | <u>£000's</u> |
|--|----------------|
| (i) Visitor Arrivals at Hotels | 37,750 |
| (ii) Excursionists from Cruises | 15,706 |
| (iii) Visitors on Yachts | 748 |
| (iv) Visitors in Supplementary Accommodation | 13,283 |
| (v) In-Transit Visitors | 3,238 |
| (vi) Excursionists from Spain | 205,624 |
| TOTAL | 276,349 |

Note:

(i) Total expenditure has been rounded off and need not necessarily equal the sum of the rounded off expenditure categories.

3. Profile of Visitors

The Tourist Survey provides a profile of the tourist market in Gibraltar. The tables in the report give an indication of the length of stay of visitors and on their level of expenditure. The survey shows that:

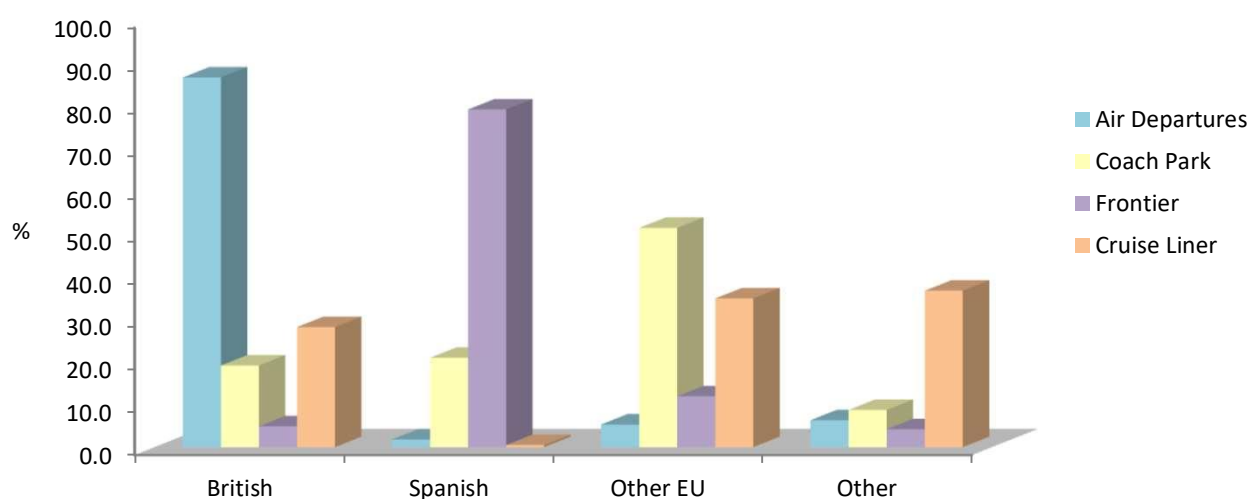
- (a) 86.5% of all departures by air from Gibraltar were UK nationals, followed by Other nationals at 6.3%.
- (b) The average length of stay of visitors departing Gibraltar by air stood at 3.4 days.
- (c) 59.8% of excursionists by land were Spanish, 24.9% were Other EU, 9.6% British and 5.7% were Other nationals.
- (d) 51.3% of excursionists arriving by coach were Other EU nationals and 20.9% were Spanish nationals.
- (e) 36.6% of cruise liner excursionists were Other nationalities and 34.8% were Other EU nationals.

1: Percentage of Visitors

Table 1.01 Percentage of Visitors by Nationality, 2024

| Category | British | Spanish | Other EU | Other |
|---------------------------------|---------|---------|----------|-------|
| Total Visitors | 22.6 | 35.5 | 26.4 | 15.6 |
| Air Departures | | | | |
| Total | 86.5 | 1.8 | 5.3 | 6.3 |
| Family/Friends | 95.1 | 0.0 | 0.0 | 4.9 |
| Business | 72.5 | 0.0 | 5.5 | 22.0 |
| Holiday | 85.2 | 1.2 | 6.1 | 7.5 |
| Transit (i) | 89.8 | 3.4 | 5.0 | 1.9 |
| Excursionists from Spain | | | | |
| Total | 9.6 | 59.8 | 24.9 | 5.7 |
| Coach Park | 19.1 | 20.9 | 51.3 | 8.7 |
| Frontier | 4.9 | 79.0 | 11.9 | 4.2 |
| Sea Departures | | | | |
| Cruise Liner | 28.1 | 0.5 | 34.8 | 36.6 |

Percentage of Visitors by Nationality, 2024

**Notes:**

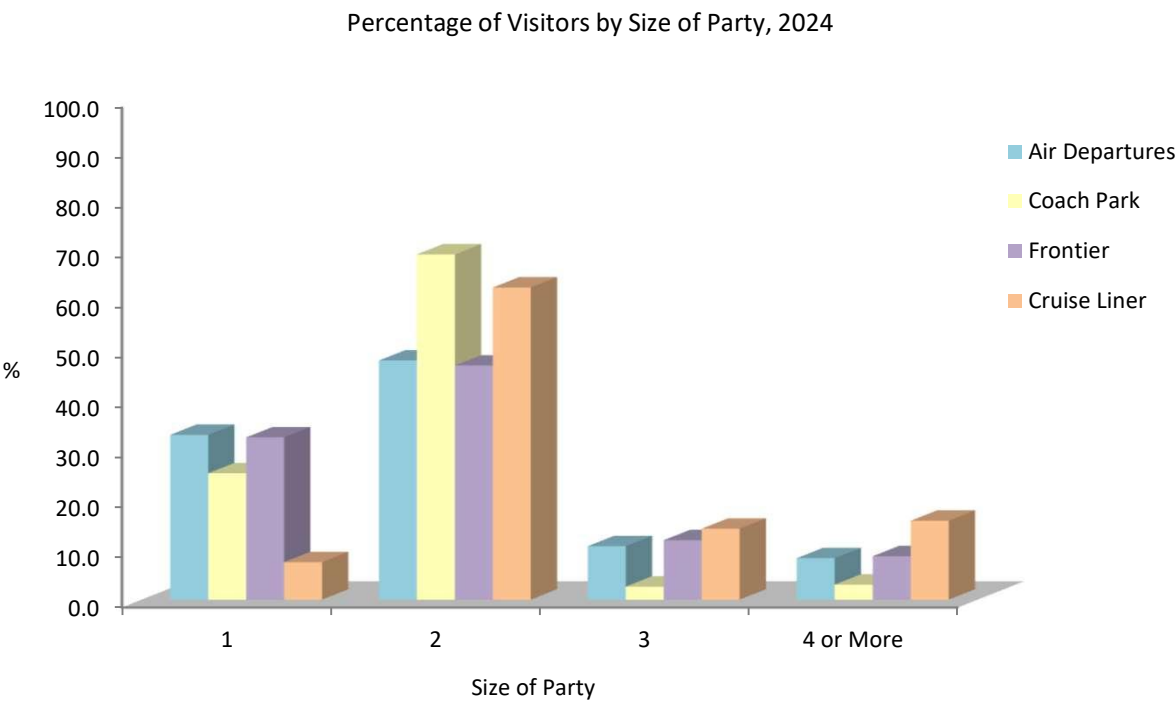
(i) Includes overnight transit visitors.

(ii) The percentage figures have been rounded off from the actual figures, therefore its sum need not necessarily equal 100%.

1: Percentage of Visitors

Table 1.02 Percentage of Visitors by Size of Party, 2024

| Category | 1 | 2 | 3 | 4 or More | Average Size |
|---------------------------------|------|------|------|-----------|--------------|
| Air Departures | | | | | |
| Total | 33.0 | 47.9 | 10.7 | 8.3 | 2.0 |
| Family/Friends | 50.0 | 30.4 | 15.2 | 4.3 | 1.8 |
| Business | 96.2 | 3.8 | 0.0 | 0.0 | 1.0 |
| Holiday | 30.2 | 46.2 | 13.7 | 10.0 | 2.0 |
| Transit (i) | 11.8 | 69.7 | 9.1 | 9.4 | 2.2 |
| Excursionists from Spain | | | | | |
| Total | 30.0 | 54.7 | 8.6 | 6.7 | 1.9 |
| Coach Park | 25.3 | 69.1 | 2.6 | 3.0 | 1.8 |
| Frontier | 32.5 | 46.9 | 11.9 | 8.7 | 2.0 |
| Sea Departures | | | | | |
| Cruise Liner | 7.5 | 62.5 | 14.2 | 15.8 | 2.4 |



Notes:

(i) Includes overnight transit visitors.

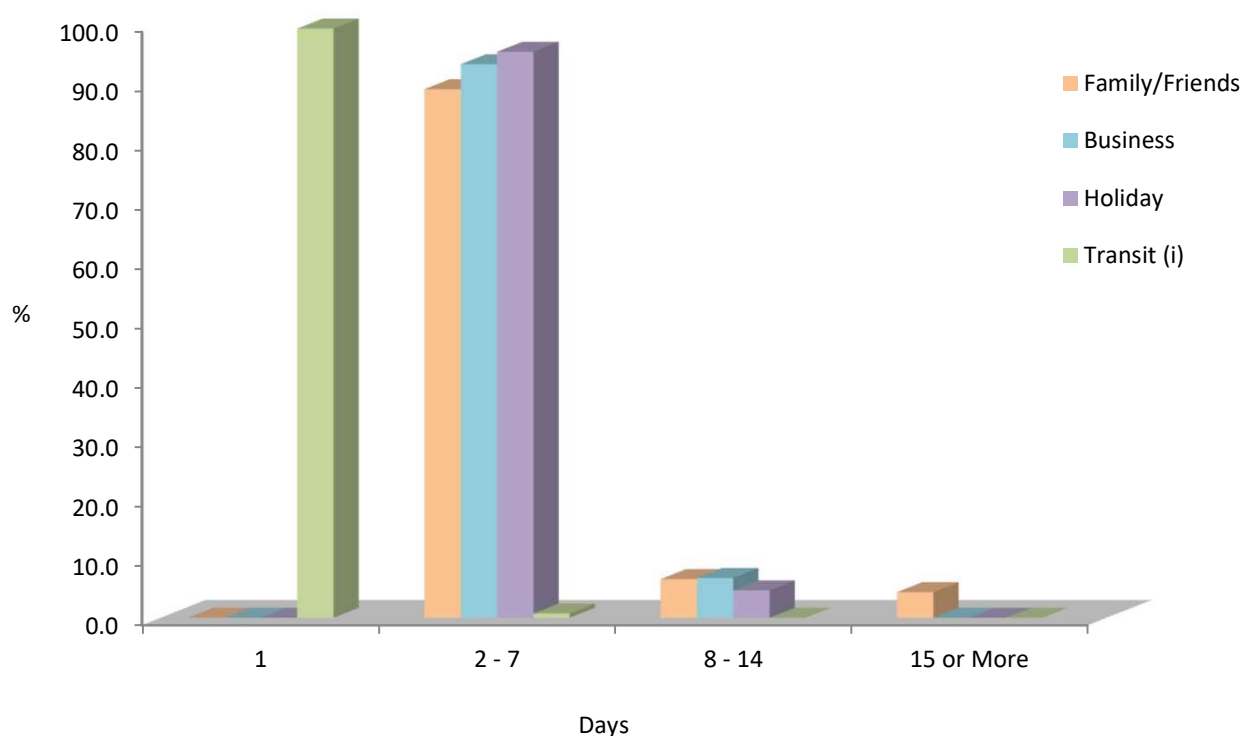
(ii) The percentage figures have been rounded off from the actual figures, therefore its sum need not necessarily equal 100%.

1: Percentage of Visitors

Table 1.03 Percentage of Visitors by Number of Days Spent in Gibraltar, 2024

| Category | 1 | 2 - 7 | 8 - 14 | 15 or More | Average |
|-----------------------|------|-------|--------|------------|---------|
| Air Departures | | | | | |
| Total | 31.7 | 64.6 | 3.4 | 0.2 | 3.4 |
| Family/Friends | 0.0 | 89.1 | 6.5 | 4.3 | 5.9 |
| Business | 0.0 | 93.3 | 6.7 | 0.0 | 4.0 |
| Holiday | 0.0 | 95.4 | 4.6 | 0.0 | 4.8 |
| Transit (i) | 99.3 | 0.7 | 0.0 | 0.0 | 1.0 |

Percentage of Visitors by Number of Days Spent in Gibraltar, 2024



Notes:

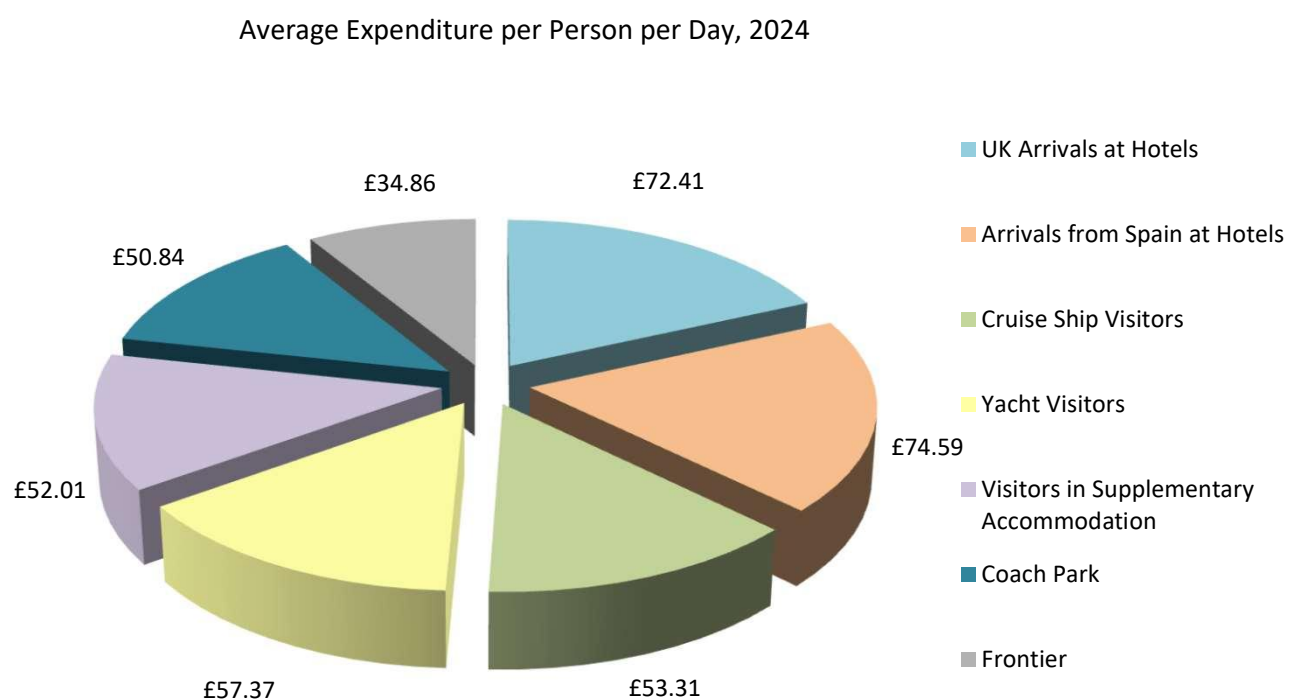
(i) Includes overnight transit visitors.

(ii) The percentage figures have been rounded off from the actual figures, therefore its sum need not necessarily equal 100%.

2: Expenditure Excluding Accommodation

Table 2.01 Average Amount Spent per Person per Day, 2024

| Category | Average Expenditure per Person per Day |
|---|--|
| UK Arrivals at Hotels | £72.41 |
| Arrivals from Spain at Hotels | £74.59 |
| Cruise Ship Visitors | £53.31 |
| Yacht Visitors | £57.37 |
| Visitors in Supplementary Accommodation | £52.01 |
| Excursionists from Spain | |
| Coach Park | £50.84 |
| Frontier | £34.86 |

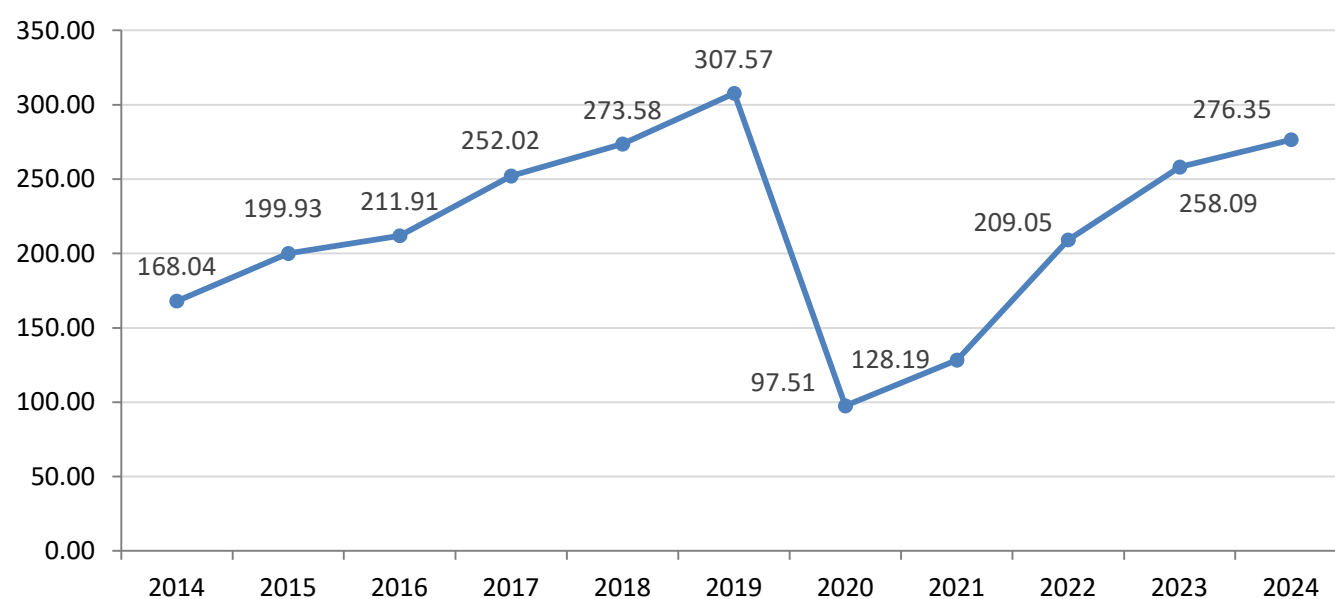


3: Tourist Expenditure in Gibraltar

Table 3.01 Tourist Expenditure in Gibraltar (£ million), 2014 - 2024

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|---|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|
| Visitor Arrivals at Hotels | 27.94 | 32.93 | 39.34 | 41.58 | 45.31 | 45.50 | 24.78 | 36.46 | 39.87 | 37.04 | 37.75 |
| Excursionists from Cruises | 10.40 | 13.76 | 16.21 | 16.27 | 16.70 | 15.05 | 0.44 | 1.03 | 11.16 | 14.44 | 15.71 |
| Yacht Visitors | 0.40 | 0.54 | 0.65 | 0.58 | 0.61 | 0.68 | 0.38 | 0.58 | 0.72 | 0.74 | 0.75 |
| Visitors in Supplementary Accommodation | 10.05 | 10.12 | 11.62 | 13.47 | 13.82 | 18.47 | 9.51 | 10.60 | 11.15 | 12.40 | 13.28 |
| Visitors In-Transit | 2.06 | 3.58 | 5.42 | 3.92 | 3.28 | 2.96 | 0.94 | 1.34 | 2.90 | 3.34 | 3.24 |
| Excursionists from Spain | 117.19 | 139.01 | 138.67 | 176.20 | 193.86 | 224.92 | 61.46 | 78.19 | 143.26 | 190.12 | 205.62 |
| Total | 168.04 | 199.93 | 211.91 | 252.02 | 273.58 | 307.57 | 97.51 | 128.19 | 209.05 | 258.09 | 276.35 |

Tourist Expenditure in Gibraltar (£ million), 2014 - 2024



Notes:

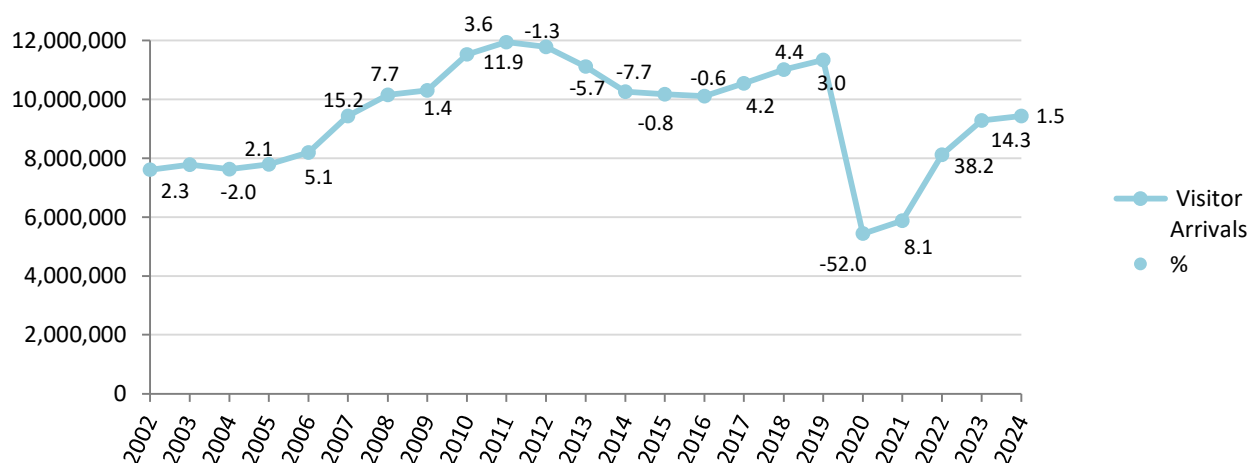
- (i) The Coronavirus (COVID-19) travel restrictions had a negative impact on tourist expenditure during 2020, due to the sharp decrease in arrivals throughout the year and more significantly between April and June due to the restrictions in place at the time.
- (ii) Tourist Expenditure in 2021 slowly recovered from the impact of the Coronavirus (COVID-19) global pandemic, although remained significantly below pre-pandemic levels.
- (iii) Yearly totals have been rounded off and need not necessarily equal the sum of the rounded off expenditure categories.

4: Visitor Arrivals

Table 4.01 Visitor Arrivals in Gibraltar, 2002 - 2024

| Year | Air | Sea | Land | Total | % |
|------|---------|---------|------------|------------|-------|
| 2002 | 96,439 | 136,910 | 7,375,112 | 7,608,461 | - |
| 2003 | 114,484 | 164,052 | 7,502,815 | 7,781,351 | 2.3 |
| 2004 | 134,497 | 182,677 | 7,311,555 | 7,628,729 | -2.0 |
| 2005 | 150,303 | 206,030 | 7,434,420 | 7,790,753 | 2.1 |
| 2006 | 143,914 | 225,567 | 7,815,661 | 8,185,142 | 5.1 |
| 2007 | 159,666 | 292,675 | 8,977,761 | 9,430,102 | 15.2 |
| 2008 | 164,939 | 325,181 | 9,664,882 | 10,155,002 | 7.7 |
| 2009 | 160,713 | 363,213 | 9,778,312 | 10,302,238 | 1.4 |
| 2010 | 131,147 | 328,264 | 11,071,345 | 11,530,756 | 11.9 |
| 2011 | 164,428 | 351,534 | 11,424,581 | 11,940,543 | 3.6 |
| 2012 | 167,266 | 309,051 | 11,310,698 | 11,787,015 | -1.3 |
| 2013 | 165,486 | 293,285 | 10,652,773 | 11,111,544 | -5.7 |
| 2014 | 175,795 | 313,449 | 9,761,865 | 10,251,109 | -7.7 |
| 2015 | 188,217 | 357,832 | 9,625,684 | 10,171,733 | -0.8 |
| 2016 | 231,071 | 420,579 | 9,463,591 | 10,115,241 | -0.6 |
| 2017 | 243,314 | 420,060 | 9,876,518 | 10,539,892 | 4.2 |
| 2018 | 183,691 | 419,893 | 10,401,802 | 11,005,386 | 4.4 |
| 2019 | 208,368 | 341,612 | 10,786,442 | 11,336,422 | 3.0 |
| 2020 | 76,924 | 17,509 | 5,343,295 | 5,437,728 | -52.0 |
| 2021 | 113,450 | 33,138 | 5,729,442 | 5,876,030 | 8.1 |
| 2022 | 185,829 | 226,462 | 7,708,394 | 8,120,685 | 38.2 |
| 2023 | 202,062 | 285,060 | 8,795,789 | 9,282,911 | 14.3 |
| 2024 | 183,928 | 316,330 | 8,925,184 | 9,425,442 | 1.5 |

Visitor Arrivals in Gibraltar, 2002 - 2024



Notes:

(i) Persons entering Gibraltar via the land frontier includes Non-Gibraltarian workers. The number of visitors by land in 2024 excluding such frontier workers, was estimated at 5,853,984 up by 4.0% from 2023.

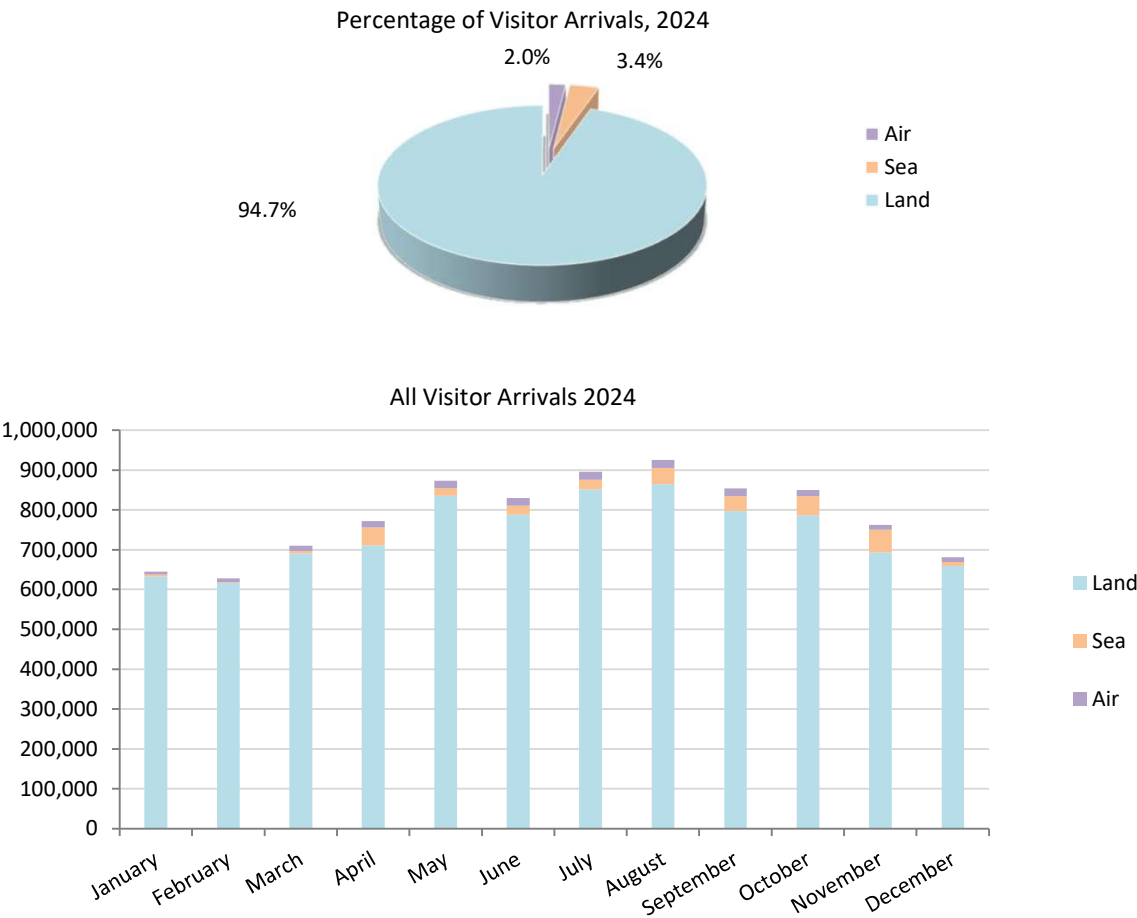
(ii) The Coronavirus (COVID-19) travel restrictions had a negative impact on visitor arrivals by air, land and sea in 2020.

(iii) Visitor arrivals in 2021 slowly recovered from the impact of the Coronavirus (COVID-19) global pandemic, although remained significantly below pre-pandemic levels.

4: Visitor Arrivals

Table 4.02 All Visitor Arrivals, 2023 - 2024

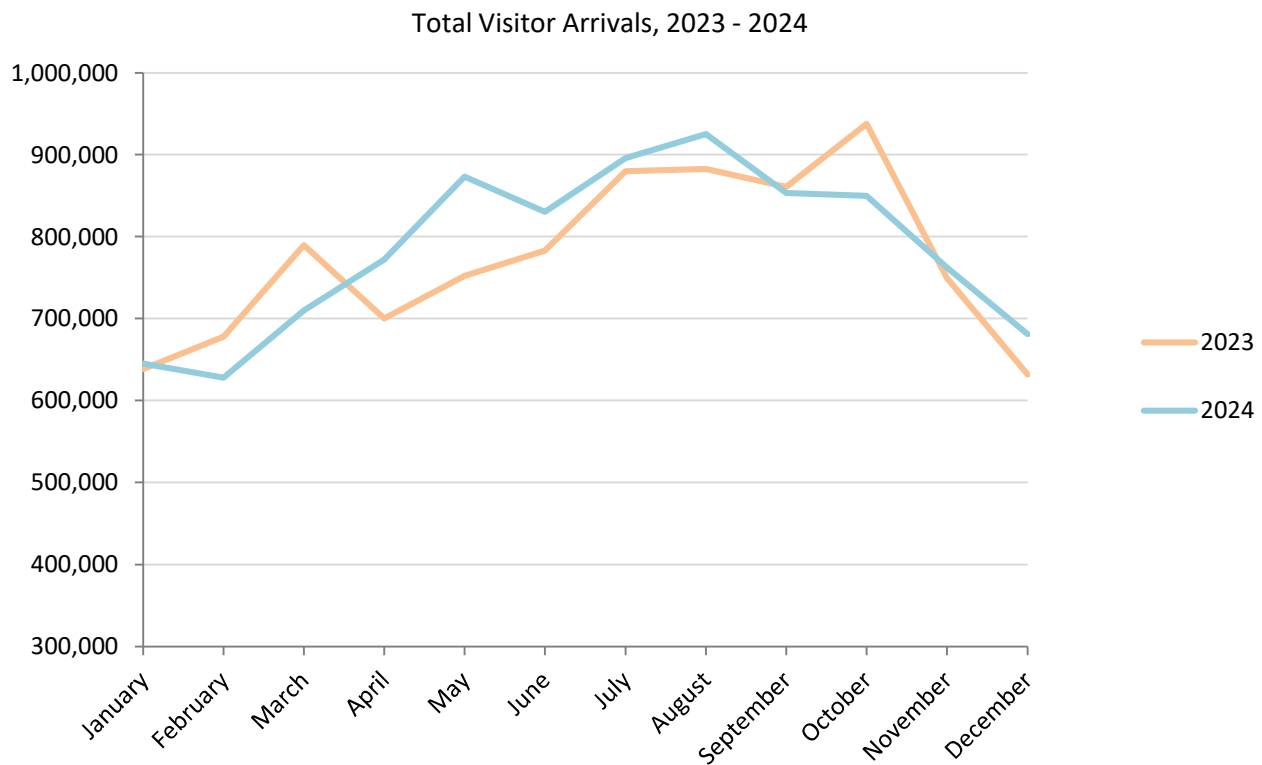
| Month | Air | | | Sea | | | Land | | |
|-----------|---------|---------|---------|---------|---------|--------|-----------|-----------|---------|
| | 2023 | 2024 | +/- | 2023 | 2024 | +/- | 2023 | 2024 | +/- |
| January | 8,653 | 7,218 | -1,435 | 10,453 | 5,342 | -5,111 | 619,391 | 632,459 | 13,068 |
| February | 9,795 | 10,151 | 356 | 10,129 | 1,133 | -8,996 | 657,792 | 616,981 | -40,811 |
| March | 14,350 | 13,535 | -815 | 14,862 | 5,967 | -8,895 | 760,514 | 690,442 | -70,072 |
| April | 19,317 | 16,449 | -2,868 | 30,900 | 45,278 | 14,378 | 649,838 | 710,377 | 60,539 |
| May | 20,424 | 18,624 | -1,800 | 26,421 | 18,949 | -7,472 | 705,038 | 835,451 | 130,413 |
| June | 20,907 | 19,546 | -1,361 | 17,855 | 22,727 | 4,872 | 744,140 | 787,813 | 43,673 |
| July | 24,080 | 19,768 | -4,312 | 24,788 | 24,324 | -464 | 830,985 | 851,544 | 20,559 |
| August | 21,632 | 20,511 | -1,121 | 21,481 | 40,490 | 19,009 | 839,535 | 864,226 | 24,691 |
| September | 21,980 | 18,233 | -3,747 | 28,423 | 38,076 | 9,653 | 810,350 | 796,949 | -13,401 |
| October | 18,455 | 15,550 | -2,905 | 43,228 | 47,959 | 4,731 | 875,968 | 786,096 | -89,872 |
| November | 11,168 | 11,891 | 723 | 44,027 | 57,161 | 13,134 | 694,174 | 693,146 | -1,028 |
| December | 11,301 | 12,452 | 1,151 | 12,493 | 8,924 | -3,569 | 608,064 | 659,700 | 51,636 |
| Total | 202,062 | 183,928 | -18,134 | 285,060 | 316,330 | 31,270 | 8,795,789 | 8,925,184 | 129,395 |



4: Visitor Arrivals

Table 4.03 Total Visitor Arrivals, 2023 - 2024

| Month | 2023 | 2024 | % |
|--------------|------------------|------------------|------------|
| January | 638,497 | 645,019 | 1.0 |
| February | 677,716 | 628,265 | -7.3 |
| March | 789,726 | 709,944 | -10.1 |
| April | 700,055 | 772,104 | 10.3 |
| May | 751,883 | 873,024 | 16.1 |
| June | 782,902 | 830,086 | 6.0 |
| July | 879,853 | 895,636 | 1.8 |
| August | 882,648 | 925,227 | 4.8 |
| September | 860,753 | 853,258 | -0.9 |
| October | 937,651 | 849,605 | -9.4 |
| November | 749,369 | 762,198 | 1.7 |
| December | 631,858 | 681,076 | 7.8 |
| Total | 9,282,911 | 9,425,442 | 1.5 |

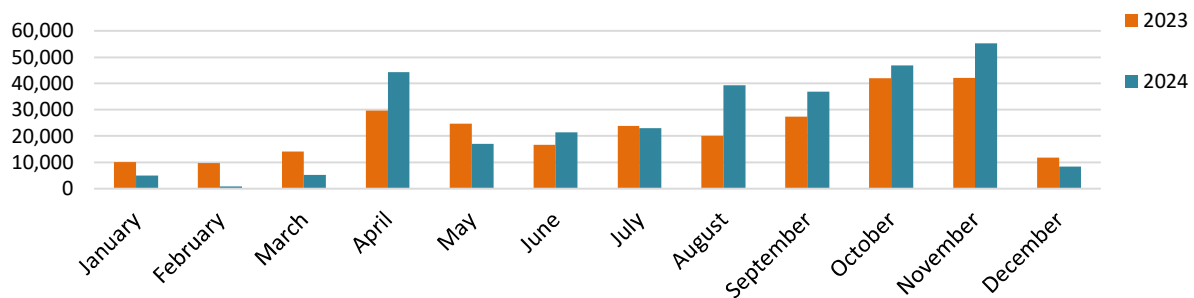


4: Visitor Arrivals

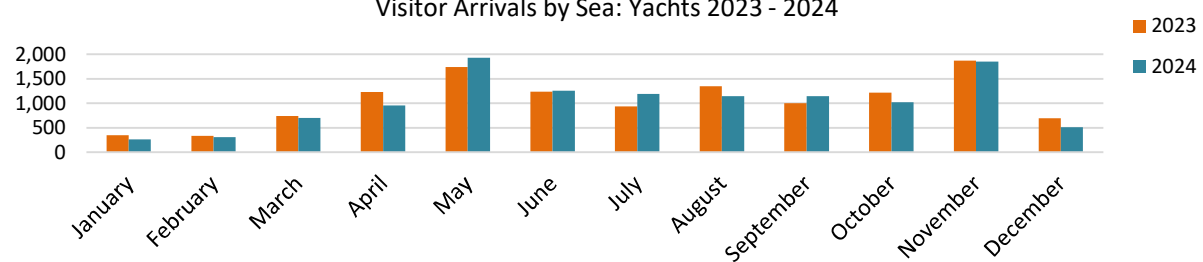
Table 4.04 Visitor Arrivals by Sea, 2023 - 2024

| Month | Cruise Ships | | | Yachts | | | Others | | |
|--------------|----------------|----------------|---------------|---------------|---------------|-------------|------------|------------|------------|
| | 2023 | 2024 | +/- | 2023 | 2024 | +/- | 2023 | 2024 | +/- |
| January | 10,076 | 5,015 | -5,061 | 351 | 259 | -92 | 26 | 68 | 42 |
| February | 9,784 | 815 | -8,969 | 335 | 311 | -24 | 10 | 7 | -3 |
| March | 14,102 | 5,258 | -8,844 | 743 | 695 | -48 | 17 | 14 | -3 |
| April | 29,654 | 44,292 | 14,638 | 1,230 | 952 | -278 | 16 | 34 | 18 |
| May | 24,658 | 17,013 | -7,645 | 1,734 | 1,929 | 195 | 29 | 7 | -22 |
| June | 16,609 | 21,455 | 4,846 | 1,239 | 1,257 | 18 | 7 | 15 | 8 |
| July | 23,830 | 23,043 | -787 | 936 | 1,189 | 253 | 22 | 92 | 70 |
| August | 20,105 | 39,295 | 19,190 | 1,348 | 1,145 | -203 | 28 | 50 | 22 |
| September | 27,395 | 36,844 | 9,449 | 998 | 1,149 | 151 | 30 | 83 | 53 |
| October | 41,988 | 46,901 | 4,913 | 1,217 | 1,022 | -195 | 23 | 36 | 13 |
| November | 42,132 | 55,278 | 13,146 | 1,870 | 1,853 | -17 | 25 | 30 | 5 |
| December | 11,779 | 8,383 | -3,396 | 692 | 511 | -181 | 22 | 30 | 8 |
| Total | 272,112 | 303,592 | 31,480 | 12,693 | 12,272 | -421 | 255 | 466 | 211 |

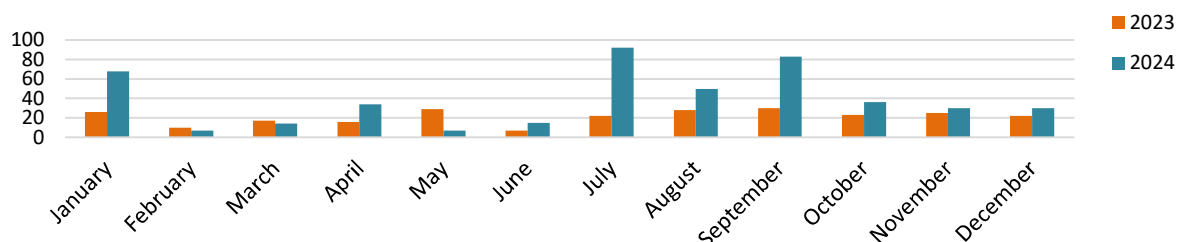
Visitor Arrivals by Sea: Cruise Ships 2023 - 2024



Visitor Arrivals by Sea: Yachts 2023 - 2024



Visitor Arrivals by Sea: Others 2023 - 2024



Note:

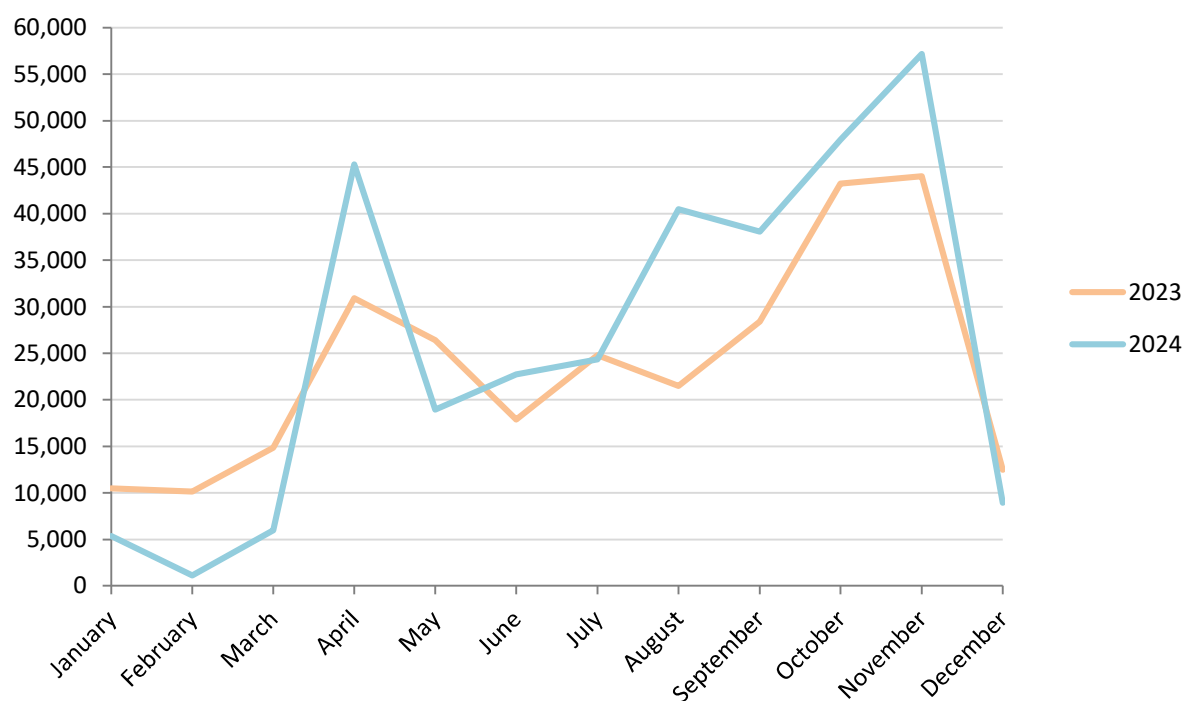
(i) Visitor arrivals by sea 'Other' slowly recovered from the impact of the Coronavirus (COVID-19) travel restrictions during 2022.

4: Visitor Arrivals

Table 4.05 Total Visitor Arrivals by Sea, 2023 - 2024

| Month | 2023 | 2024 | +/- |
|--------------|----------------|----------------|---------------|
| January | 10,453 | 5,342 | -5,111 |
| February | 10,129 | 1,133 | -8,996 |
| March | 14,862 | 5,967 | -8,895 |
| April | 30,900 | 45,278 | 14,378 |
| May | 26,421 | 18,949 | -7,472 |
| June | 17,855 | 22,727 | 4,872 |
| July | 24,788 | 24,324 | -464 |
| August | 21,481 | 40,490 | 19,009 |
| September | 28,423 | 38,076 | 9,653 |
| October | 43,228 | 47,959 | 4,731 |
| November | 44,027 | 57,161 | 13,134 |
| December | 12,493 | 8,924 | -3,569 |
| Total | 285,060 | 316,330 | 31,270 |

Total Visitor Arrivals by Sea, 2023 - 2024

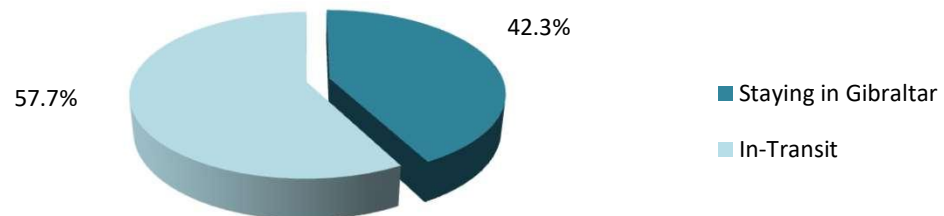


4: Visitor Arrivals

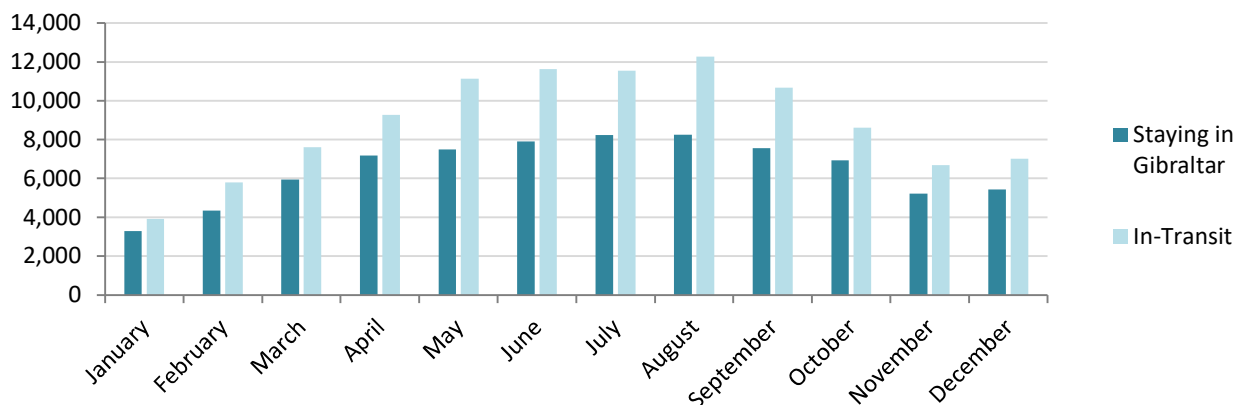
Table 4.06 Visitor Arrivals by Air, 2023 - 2024

| Month | Staying in Gibraltar | | | In-Transit | | |
|--------------|----------------------|---------------|----------------|----------------|----------------|---------------|
| | 2023 | 2024 | +/- | 2023 | 2024 | +/- |
| January | 4,189 | 3,302 | -887 | 4,464 | 3,916 | -548 |
| February | 4,467 | 4,348 | -119 | 5,328 | 5,803 | 475 |
| March | 6,704 | 5,932 | -772 | 7,646 | 7,603 | -43 |
| April | 9,001 | 7,169 | -1,832 | 10,316 | 9,280 | -1,036 |
| May | 8,688 | 7,495 | -1,193 | 11,736 | 11,129 | -607 |
| June | 9,344 | 7,909 | -1,435 | 11,563 | 11,637 | 74 |
| July | 10,071 | 8,229 | -1,842 | 14,009 | 11,539 | -2,470 |
| August | 9,081 | 8,248 | -833 | 12,551 | 12,263 | -288 |
| September | 9,798 | 7,559 | -2,239 | 12,182 | 10,674 | -1,508 |
| October | 8,289 | 6,931 | -1,358 | 10,166 | 8,619 | -1,547 |
| November | 5,119 | 5,214 | 95 | 6,049 | 6,677 | 628 |
| December | 5,182 | 5,440 | 258 | 6,119 | 7,012 | 893 |
| Total | 89,933 | 77,776 | -12,157 | 112,129 | 106,152 | -5,977 |

Visitor Arrivals by Air, 2024



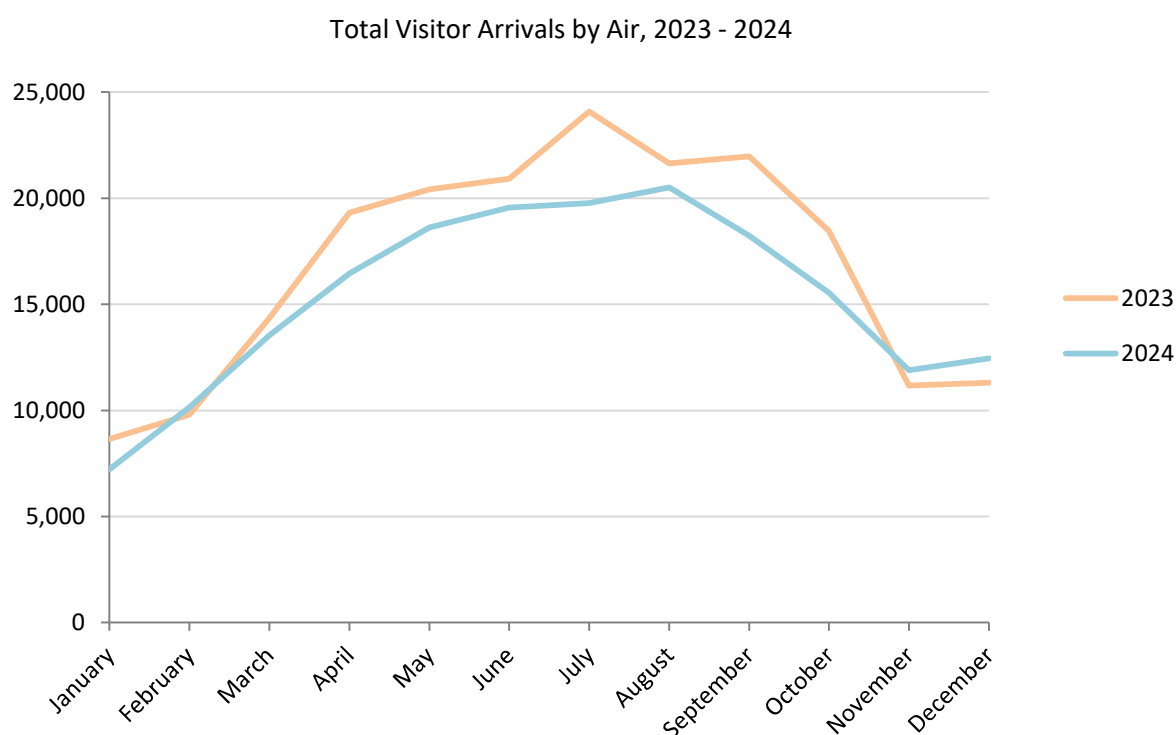
Total Visitor Arrivals, 2024



4: Visitor Arrivals

Table 4.07 Total Visitor Arrivals by Air, 2023 - 2024

| Month | 2023 | 2024 | +/- |
|--------------|----------------|----------------|----------------|
| January | 8,653 | 7,218 | -1,435 |
| February | 9,795 | 10,151 | 356 |
| March | 14,350 | 13,535 | -815 |
| April | 19,317 | 16,449 | -2,868 |
| May | 20,424 | 18,624 | -1,800 |
| June | 20,907 | 19,546 | -1,361 |
| July | 24,080 | 19,768 | -4,312 |
| August | 21,632 | 20,511 | -1,121 |
| September | 21,980 | 18,233 | -3,747 |
| October | 18,455 | 15,550 | -2,905 |
| November | 11,168 | 11,891 | 723 |
| December | 11,301 | 12,452 | 1,151 |
| Total | 202,062 | 183,928 | -18,134 |



4: Visitor Arrivals

Table 4.08 Total Visitor Arrivals by Land, 2023 - 2024

| Month | 2023 | 2024 | % |
|--------------|------------------|------------------|------------|
| January | 619,391 | 632,459 | 2.1 |
| February | 657,792 | 616,981 | -6.2 |
| March | 760,514 | 690,442 | -9.2 |
| April | 649,838 | 710,377 | 9.3 |
| May | 705,038 | 835,451 | 18.5 |
| June | 744,140 | 787,813 | 5.9 |
| July | 830,985 | 851,544 | 2.5 |
| August | 839,535 | 864,226 | 2.9 |
| September | 810,350 | 796,949 | -1.7 |
| October | 875,968 | 786,096 | -10.3 |
| November | 694,174 | 693,146 | -0.1 |
| December | 608,064 | 659,700 | 8.5 |
| Total | 8,795,789 | 8,925,184 | 1.5 |

Total Visitor Arrivals by Land, 2023 - 2024

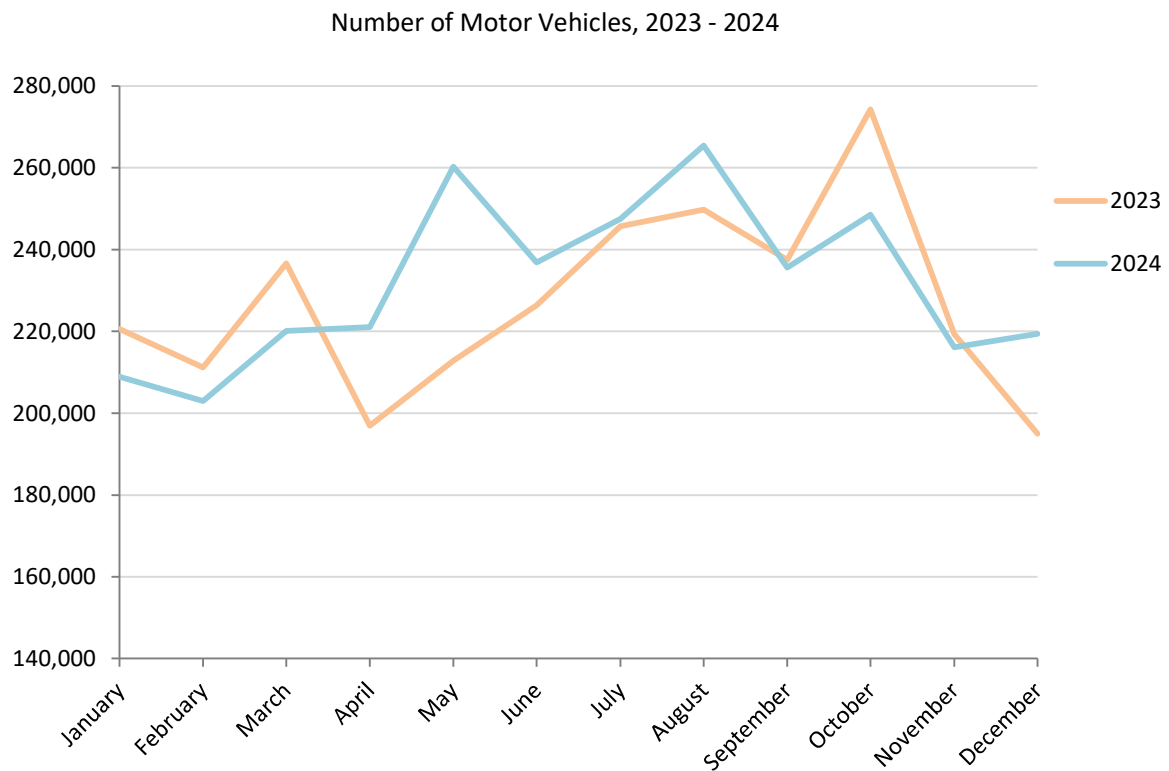
**Note:**

(i) Persons entering Gibraltar via the land frontier includes Non-Gibraltarian workers. The number of visitors by land in 2024 excluding such frontier workers, was estimated at 5,853,984 up by 4.0% from 2023.

5: Vehicles

Table 5.01 Number of Motor Vehicles, 2023 - 2024

| Month | 2023 | 2024 | % |
|--------------|------------------|------------------|------------|
| January | 220,602 | 208,933 | -5.3 |
| February | 211,217 | 203,006 | -3.9 |
| March | 236,645 | 220,078 | -7.0 |
| April | 196,941 | 221,042 | 12.2 |
| May | 212,883 | 260,223 | 22.2 |
| June | 226,388 | 236,903 | 4.6 |
| July | 245,770 | 247,549 | 0.7 |
| August | 249,768 | 265,431 | 6.3 |
| September | 237,450 | 235,634 | -0.8 |
| October | 274,278 | 248,553 | -9.4 |
| November | 219,360 | 216,120 | -1.5 |
| December | 194,995 | 219,422 | 12.5 |
| Total | 2,726,297 | 2,782,894 | 2.1 |



5: Vehicles

Table 5.02 Number of Coaches, 2023 - 2024

| Month | 2023 | 2024 | +/- |
|--------------|--------------|--------------|------------|
| January | 101 | 119 | 18 |
| February | 173 | 207 | 34 |
| March | 303 | 358 | 55 |
| April | 383 | 422 | 39 |
| May | 458 | 534 | 76 |
| June | 438 | 464 | 26 |
| July | 360 | 378 | 18 |
| August | 351 | 345 | -6 |
| September | 487 | 527 | 40 |
| October | 498 | 559 | 61 |
| November | 304 | 315 | 11 |
| December | 137 | 152 | 15 |
| Total | 3,993 | 4,380 | 387 |

