



Tourist Survey Report 2025





Statistics Office

HM Government of Gibraltar

TOURIST SURVEY REPORT 2025



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.

Comments and requests for general information should be addressed to:

Statistics Office

Suite 3.22 World Trade Center

6 Bayside Road

Gibraltar

Or

E-mail: statistics@gibraltar.gov.gi

Tel: +350 20075515/ +350 20075490 / +350 20052541

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 2025 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

Contents

	Introduction	
1.	Percentage of Visitors	
1.01	Percentage of Visitors by Nationality, 2025	1
1.02	Percentage of Visitors by Size of Party, 2025	2
1.03	Percentage of Visitors by Number of Days Spent in Gibraltar, 2025	3
2.	Expenditure Excluding Accommodation	
2.01	Average Amount Spent per Person per Day, 2025	4
3.	Tourist Expenditure in Gibraltar	
3.01	Tourist Expenditure in Gibraltar (£ million), 2015 - 2025	5
4.	Visitor Arrivals	
4.01	Visitor Arrivals in Gibraltar, 2003 - 2025	6
4.02	All Visitor Arrivals, 2024 - 2025	7
4.03	Total Visitor Arrivals, 2024 - 2025	8
4.04	Visitor Arrivals by Sea, 2024 - 2025	9
4.05	Total Visitor Arrivals by Sea, 2024 - 2025	10
4.06	Visitor Arrivals by Air, 2024 - 2025	11
4.07	Total Visitor Arrivals by Air, 2024 - 2025	12
4.08	Total Visitor Arrivals by Land, 2024 - 2025	13
5.	Vehicles	
5.01	Number of Motor Vehicles, 2024 - 2025	14
5.02	Number of Coaches, 2024 - 2025	15

Introduction

1. Methodology

(a) Sampling Method:

The 2025 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 6,447 interviews were completed as follows:

Airport	536
Coach Park	1,335
Frontier	2,883
Marina	7
Port	1,686
Total	6,447

(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 5.7% in 2025. Tourist expenditure also increased over the year by 8.6% to £299.98m.

The 2025 figure is broken down as follows:

	<u>£000's</u>
(i) Visitor Arrivals at Hotels	40,608
(ii) Excursionists from Cruises	19,559
(iii) Visitors on Yachts	757
(iv) Visitors in Supplementary Accommodation	17,553
(v) In-Transit Visitors	3,366
(vi) Excursionists from Spain	218,139
TOTAL	299,983

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:

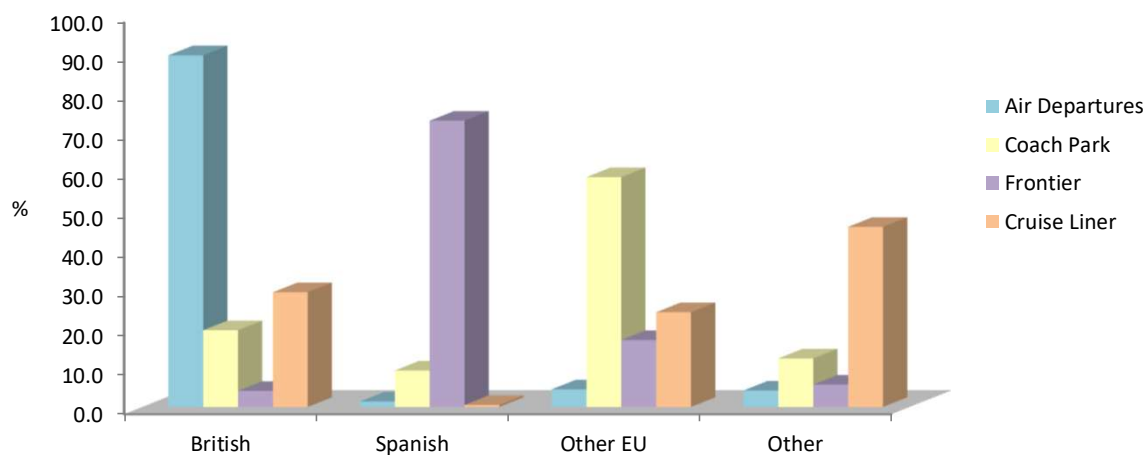
- (a) 89.8 of all departures by air from Gibraltar were UK nationals, followed by Other E.U nationals at 4.5%.
- (b) The average length of stay of visitors departing Gibraltar by air stood at 3.7 days.
- (c) 50.4% of excursionists by land were Spanish, 31.9% were Other EU, 9.6% British and 8.1% were Other nationals.
- (d) 58.7% of excursionists arriving by coach were Other EU nationals and 19.6% were British nationals.
- (e) 46.0% of cruise liner excursionists were Other nationalities and 29.3% were British nationals.

1: Percentage of Visitors

Table 1.01 Percentage of Visitors by Nationality, 2025

Category	British	Spanish	Other EU	Other
Total Visitors	21.5	32.0	27.6	18.9
Air Departures				
Total	89.8	1.4	4.5	4.2
Family/Friends	87.3	0.0	5.5	7.3
Business	95.7	0.0	0.0	4.3
Holiday	89.9	0.0	5.1	5.1
Transit (i)	89.4	4.5	4.0	2.1
Excursionists from Spain				
Total	9.6	50.4	31.9	8.1
Coach Park	19.6	9.3	58.7	12.4
Frontier	4.1	73.1	17.1	5.7
Sea Departures				
Cruise Liner	29.3	0.5	24.2	46.0

Percentage of Visitors by Nationality, 2025



Notes:

(i) Includes overnight transit visitors.

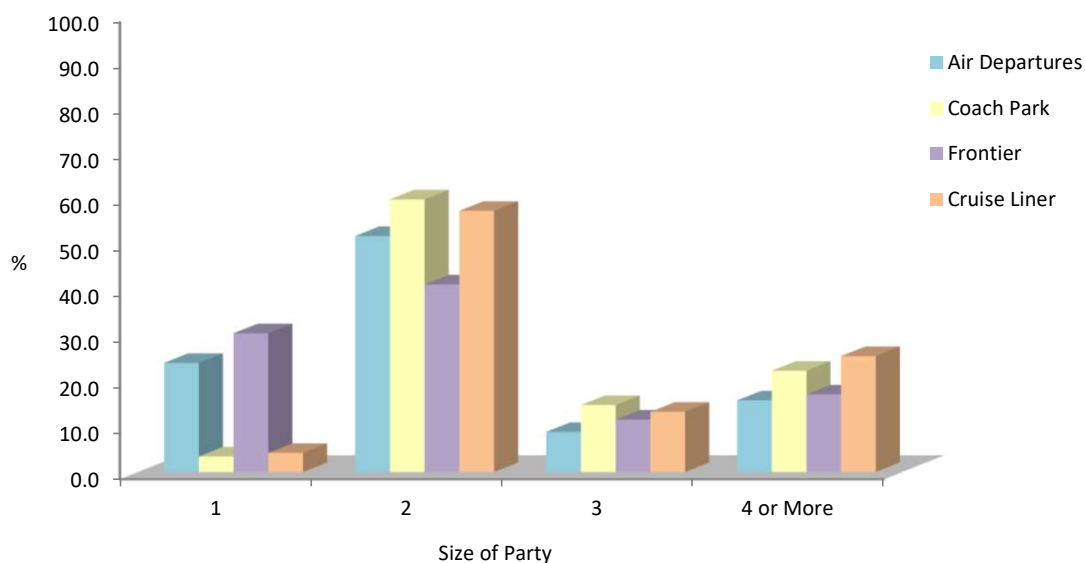
(ii) The percentage figures have been rounded off from the actual figures, therefore its sum need not necessarily equal 100%.

1: Percentage of Visitors

Table 1.02 Percentage of Visitors by Size of Party, 2025

Category	1	2	3	4 or More	Average Size
Air Departures					
Total	23.9	51.7	8.8	15.7	2.2
Family/Friends	58.3	33.3	5.6	2.8	1.5
Business	95.5	4.5	0.0	0.0	1.0
Holiday	10.4	61.6	11.1	16.8	2.4
Transit (i)	21.4	50.3	7.5	20.8	2.4
Excursionists from Spain					
Total	21.8	47.0	12.5	18.7	2.4
Coach Park	3.4	59.7	14.7	22.2	2.7
Frontier	30.4	41.1	11.5	17.0	2.2
Sea Departures					
Cruise Liner	4.2	57.2	13.2	25.4	2.7

Percentage of Visitors by Size of Party, 2025



Notes:

(i) Includes overnight transit visitors.

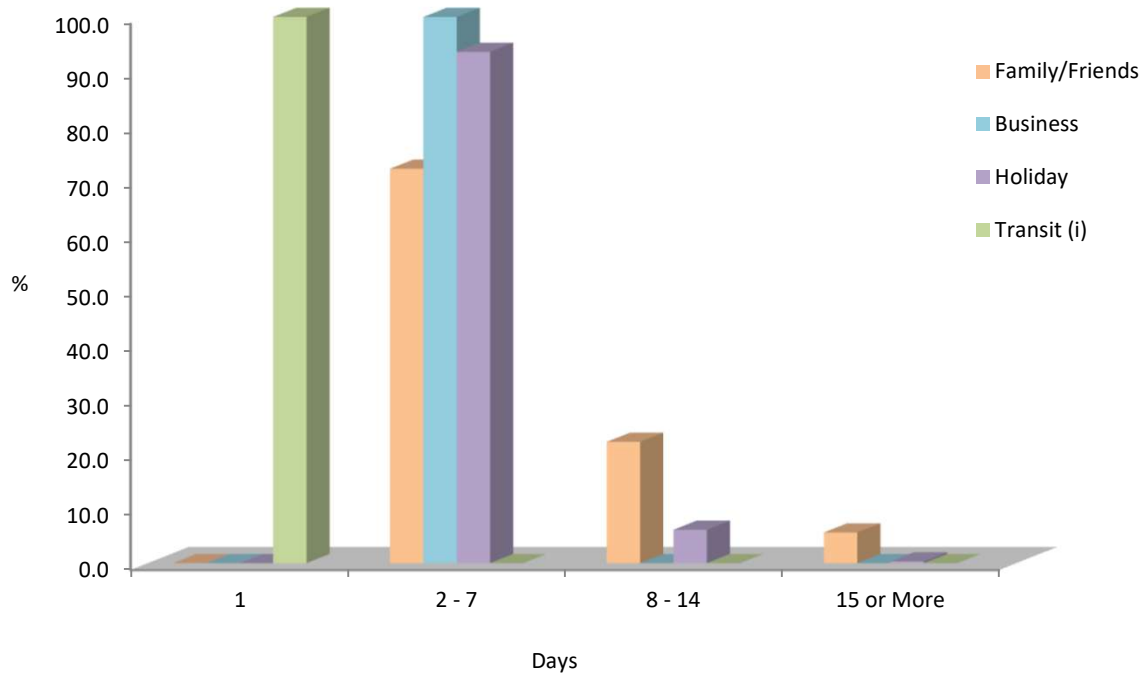
(ii) The percentage figures have been rounded off from the actual figures, therefore its sum need not necessarily equal 100%.

1: Percentage of Visitors

Table 1.03 Percentage of Visitors by Number of Days Spent in Gibraltar, 2025

Category	1	2 - 7	8 - 14	15 or More	Average
Air Departures					
Total	29.7	64.9	4.9	0.6	3.7
Family/Friends	0.0	72.2	22.2	5.6	6.6
Business	0.0	100.0	0.0	0.0	3.0
Holiday	0.0	93.6	6.1	0.3	5.0
Transit (i)	100.0	0.0	0.0	0.0	1.0

Percentage of Visitors by Number of Days Spent in Gibraltar, 2025



Notes:

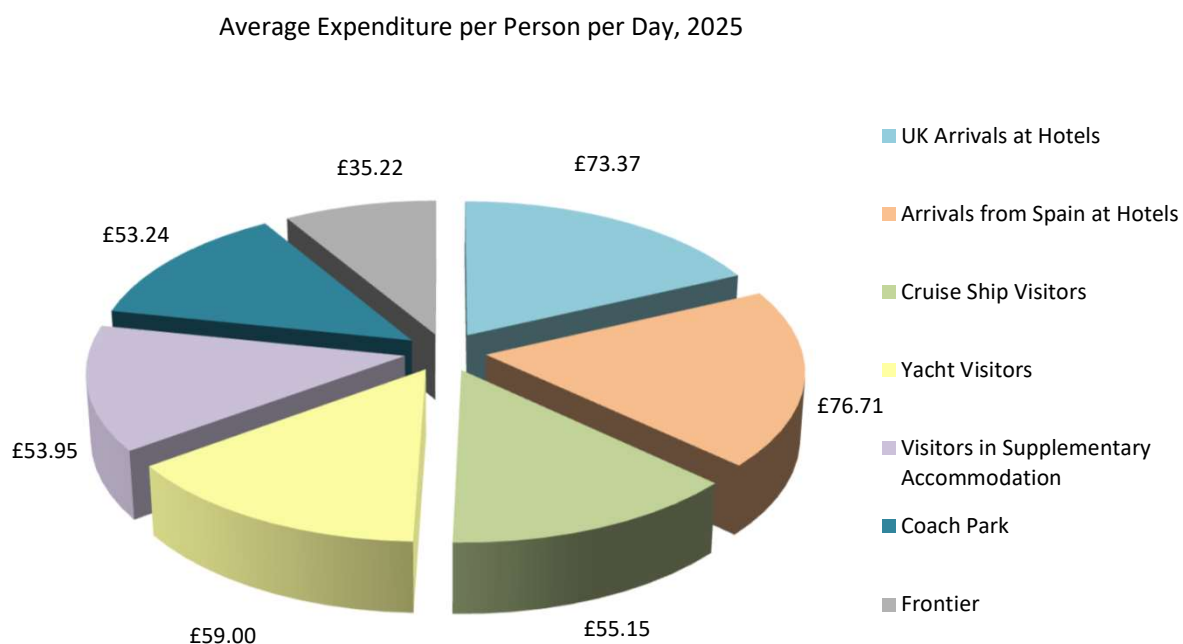
(i) Includes overnight transit visitors.

(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, 2025

Category	Average Expenditure per Person per Day
UK Arrivals at Hotels	£73.37
Arrivals from Spain at Hotels	£76.71
Cruise Ship Visitors	£55.15
Yacht Visitors	£59.00
Visitors in Supplementary Accommodation	£53.95
Excursionists from Spain	
Coach Park	£53.24
Frontier	£35.22

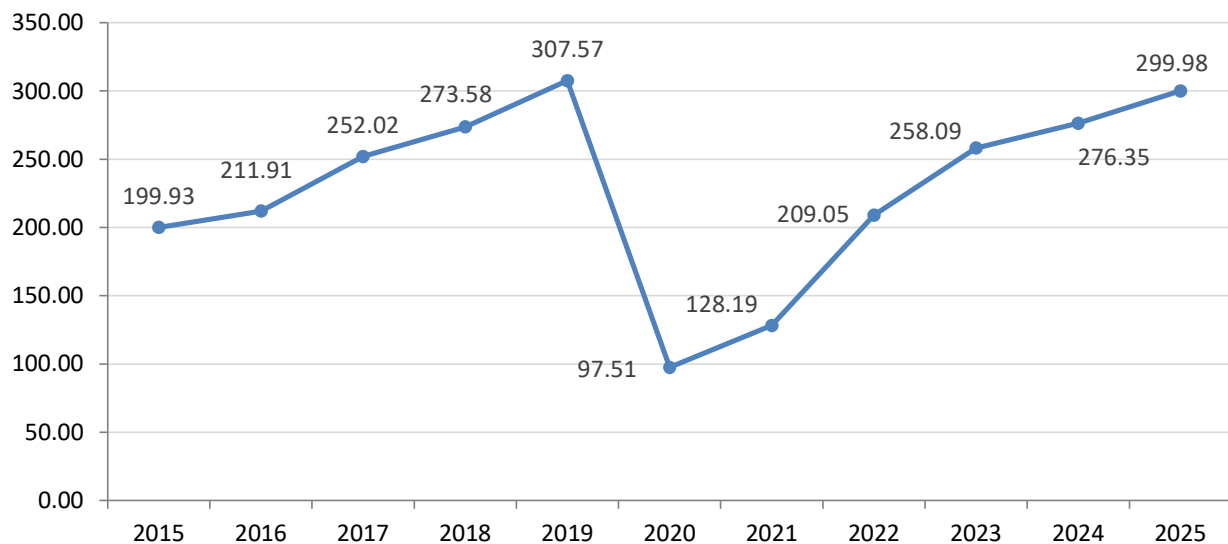


3: Tourist Expenditure in Gibraltar

Table 3.01 Tourist Expenditure in Gibraltar (£ million), 2015 - 2025

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Visitor Arrivals at Hotels	32.93	39.34	41.58	45.31	45.50	24.78	36.46	39.87	37.04	37.75	40.61
Excursionists from Cruises	13.76	16.21	16.27	16.70	15.05	0.44	1.03	11.16	14.44	15.71	19.56
Yacht Visitors	0.54	0.65	0.58	0.61	0.68	0.38	0.58	0.72	0.74	0.75	0.76
Visitors in Supplementary Accommodation	10.12	11.62	13.47	13.82	18.47	9.51	10.60	11.15	12.40	13.28	17.55
Visitors In-Transit	3.58	5.42	3.92	3.28	2.96	0.94	1.34	2.90	3.34	3.24	3.37
Excursionists from Spain	139.01	138.67	176.20	193.86	224.92	61.46	78.19	143.26	190.12	205.62	218.14
Total	199.93	211.91	252.02	273.58	307.57	97.51	128.19	209.05	258.09	276.35	299.98

Tourist Expenditure in Gibraltar (£ million), 2015 - 2025



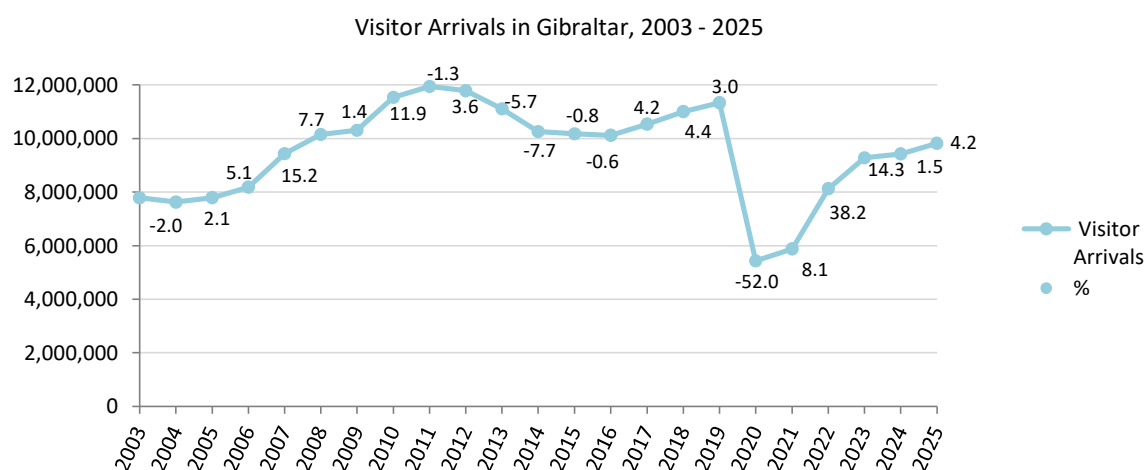
Notes:

- (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, 2003 - 2025

Year	Air	Sea	Land	Total	%
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
2025	188,368	367,962	9,263,495	9,819,825	4.2



Notes:

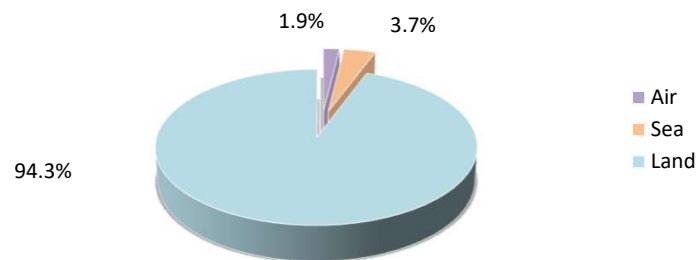
- (i) Persons entering Gibraltar via the land frontier includes Non-Gibraltarian workers. The number of visitors by land in 2025 excluding such frontier workers, was estimated at 6,158,095 up by 5.2% from 2024.
- (ii) The Coronavirus (COVID-19) travel restrictions had a negative impact on visitor arrivals 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

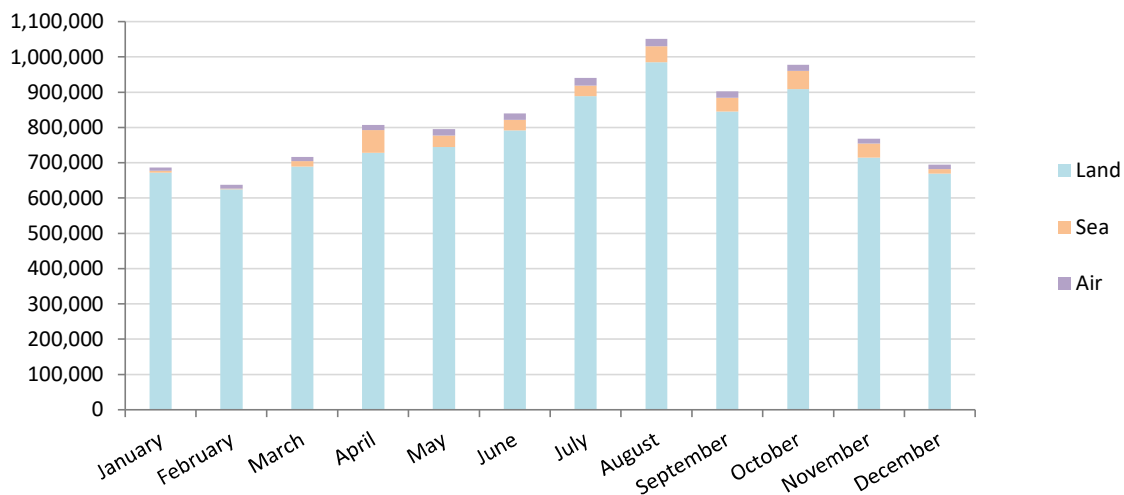
Table 4.02 All Visitor Arrivals, 2024 - 2025

Month	Air			Sea			Land		
	2024	2025	+/-	2024	2025	+/-	2024	2025	+/-
January	7,218	8,921	1,703	5,342	5,495	153	632,459	672,226	39,767
February	10,151	11,508	1,357	1,133	2,030	897	616,981	624,535	7,554
March	13,535	11,758	-1,777	5,967	15,277	9,310	690,442	689,624	-818
April	16,449	15,220	-1,229	45,278	64,701	19,423	710,377	727,972	17,595
May	18,624	17,935	-689	18,949	32,996	14,047	835,451	744,662	-90,789
June	19,546	18,837	-709	22,727	29,622	6,895	787,813	791,812	3,999
July	19,768	21,152	1,384	24,324	29,577	5,253	851,544	889,172	37,628
August	20,511	21,351	840	40,490	45,368	4,878	864,226	984,990	120,764
September	18,233	18,459	226	38,076	38,098	22	796,949	845,648	48,699
October	15,550	17,973	2,423	47,959	51,978	4,019	786,096	908,244	122,148
November	11,891	12,934	1,043	57,161	40,235	-16,926	693,146	714,736	21,590
December	12,452	12,320	-132	8,924	12,585	3,661	659,700	669,874	10,174
Total	183,928	188,368	4,440	316,330	367,962	51,632	8,925,184	9,263,495	338,311

Percentage of Visitor Arrivals, 2025



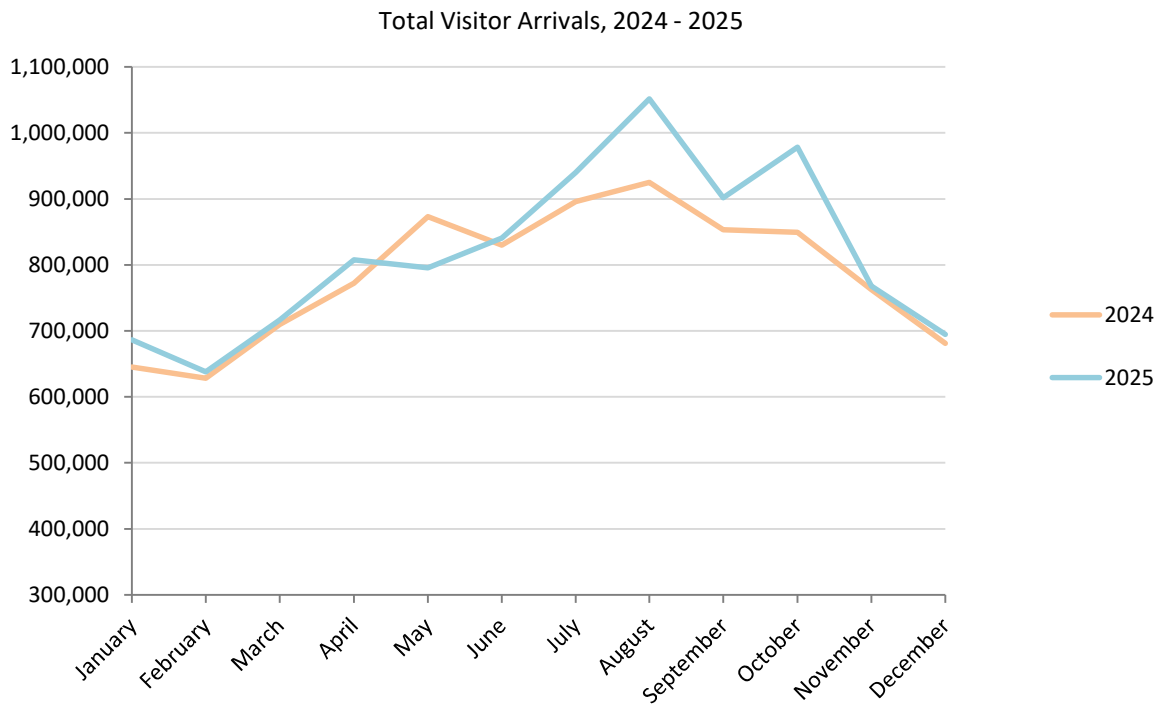
All Visitor Arrivals 2025



4: Visitor Arrivals

Table 4.03 Total Visitor Arrivals, 2024 - 2025

Month	2024	2025	%
January	645,019	686,642	6.5
February	628,265	638,073	1.6
March	709,944	716,659	0.9
April	772,104	807,893	4.6
May	873,024	795,593	-8.9
June	830,086	840,271	1.2
July	895,636	939,901	4.9
August	925,227	1,051,709	13.7
September	853,258	902,205	5.7
October	849,605	978,195	15.1
November	762,198	767,905	0.7
December	681,076	694,779	2.0
Total	9,425,442	9,819,825	4.2

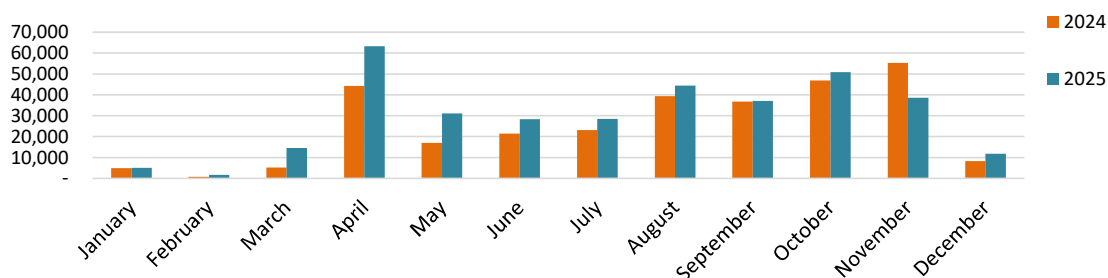


4: Visitor Arrivals

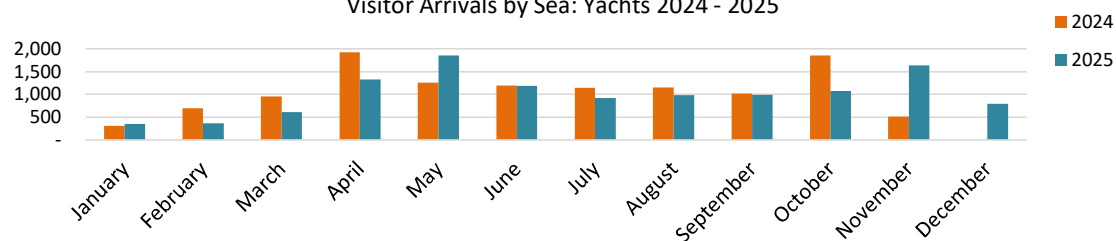
Table 4.04 Visitor Arrivals by Sea, 2024 - 2025

Month	Cruise Ships			Yachts			Others		
	2024	2025	+/-	2024	2025	+/-	2024	2025	+/-
January	5,015	5,100	85	259	348	89	68	47	-21
February	815	1,643	828	311	362	51	7	25	18
March	5,258	14,625	9,367	695	610	-85	14	42	28
April	44,292	63,311	19,019	952	1,324	372	34	66	32
May	17,013	31,121	14,108	1,929	1,852	-77	7	23	16
June	21,455	28,399	6,944	1,257	1,185	-72	15	38	23
July	23,043	28,552	5,509	1,189	915	-274	92	110	18
August	39,295	44,369	5,074	1,145	984	-161	50	15	-35
September	36,844	37,081	237	1,149	992	-157	83	25	-58
October	46,901	50,902	4,001	1,022	1,076	54	36	-	-36
November	55,278	38,586	-16,692	1,853	1,640	-213	30	9	-21
December	8,383	11,779	3,396	511	795	284	30	11	-19
Total	303,592	355,468	51,876	12,272	12,083	-189	466	411	-55

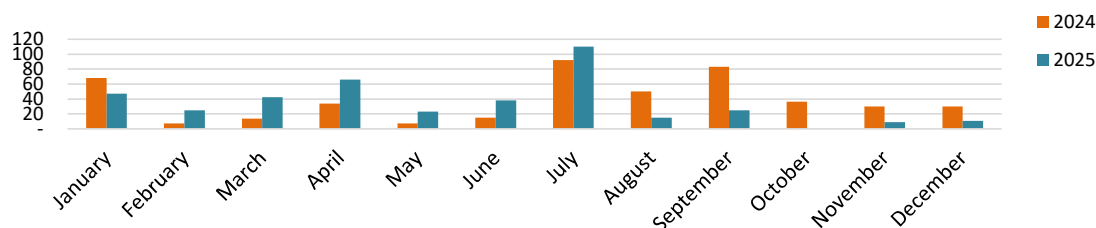
Visitor Arrivals by Sea: Cruise Ships 2024 - 2025



Visitor Arrivals by Sea: Yachts 2024 - 2025



Visitor Arrivals by Sea: Others 2024 - 2025



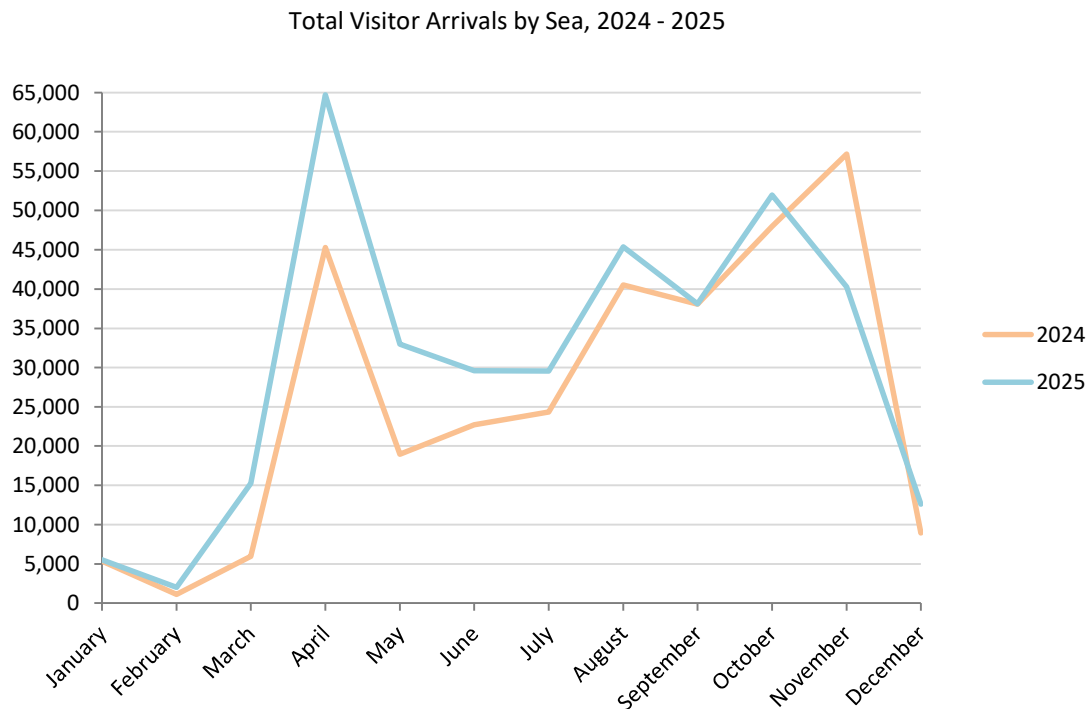
Note:

(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, 2024 - 2025

Month	2024	2025	+/-
January	5,342	5,495	153
February	1,133	2,030	897
March	5,967	15,277	9,310
April	45,278	64,701	19,423
May	18,949	32,996	14,047
June	22,727	29,622	6,895
July	24,324	29,577	5,253
August	40,490	45,368	4,878
September	38,076	38,098	22
October	47,959	51,978	4,019
November	57,161	40,235	-16,926
December	8,924	12,585	3,661
Total	316,330	367,962	51,632

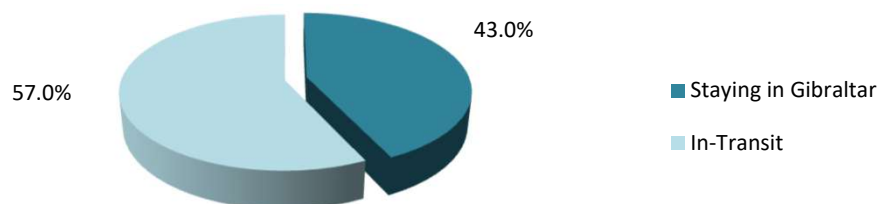


4: Visitor Arrivals

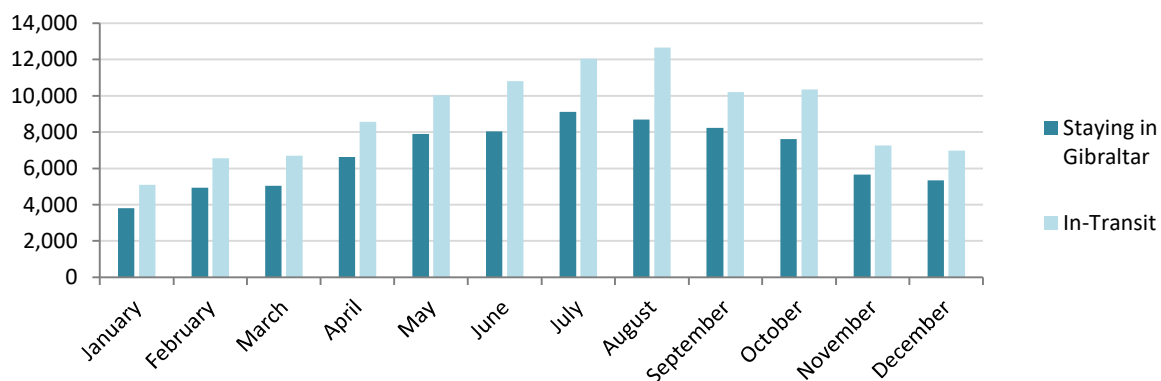
Table 4.06 Visitor Arrivals by Air, 2024 - 2025

Month	Staying in Gibraltar			In-Transit		
	2024	2025	+/-	2024	2025	+/-
January	3,302	3,820	518	3,916	5,101	1,185
February	4,348	4,943	595	5,803	6,565	762
March	5,932	5,053	-879	7,603	6,705	-898
April	7,169	6,644	-525	9,280	8,576	-704
May	7,495	7,896	401	11,129	10,039	-1,090
June	7,909	8,034	125	11,637	10,803	-834
July	8,229	9,105	876	11,539	12,047	508
August	8,248	8,702	454	12,263	12,649	386
September	7,559	8,244	685	10,674	10,215	-459
October	6,931	7,618	687	8,619	10,355	1,736
November	5,214	5,658	444	6,677	7,276	599
December	5,440	5,338	-102	7,012	6,982	-30
Total	77,776	81,055	3,279	106,152	107,313	1,161

Visitor Arrivals by Air, 2025



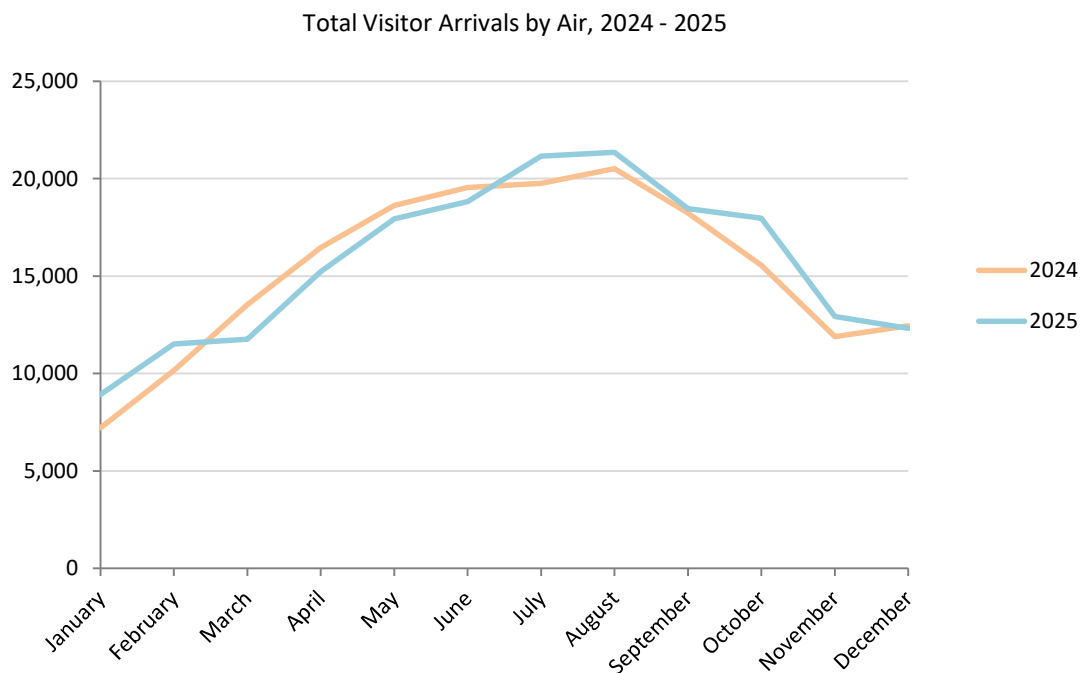
Total Visitor Arrivals, 2025



4: Visitor Arrivals

Table 4.07 Total Visitor Arrivals by Air, 2024 - 2025

Month	2024	2025	+/-
January	7,218	8,921	1,703
February	10,151	11,508	1,357
March	13,535	11,758	-1,777
April	16,449	15,220	-1,229
May	18,624	17,935	-689
June	19,546	18,837	-709
July	19,768	21,152	1,384
August	20,511	21,351	840
September	18,233	18,459	226
October	15,550	17,973	2,423
November	11,891	12,934	1,043
December	12,452	12,320	-132
Total	183,928	188,368	4,440



4: Visitor Arrivals

Table 4.08 Total Visitor Arrivals by Land, 2024 - 2025

Month	2024	2025	%
January	632,459	672,226	6.3
February	616,981	624,535	1.2
March	690,442	689,624	-0.1
April	710,377	727,972	2.5
May	835,451	744,662	-10.9
June	787,813	791,812	0.5
July	851,544	889,172	4.4
August	864,226	984,990	14.0
September	796,949	845,648	6.1
October	786,096	908,244	15.5
November	693,146	714,736	3.1
December	659,700	669,874	1.5
Total	8,925,184	9,263,495	3.8



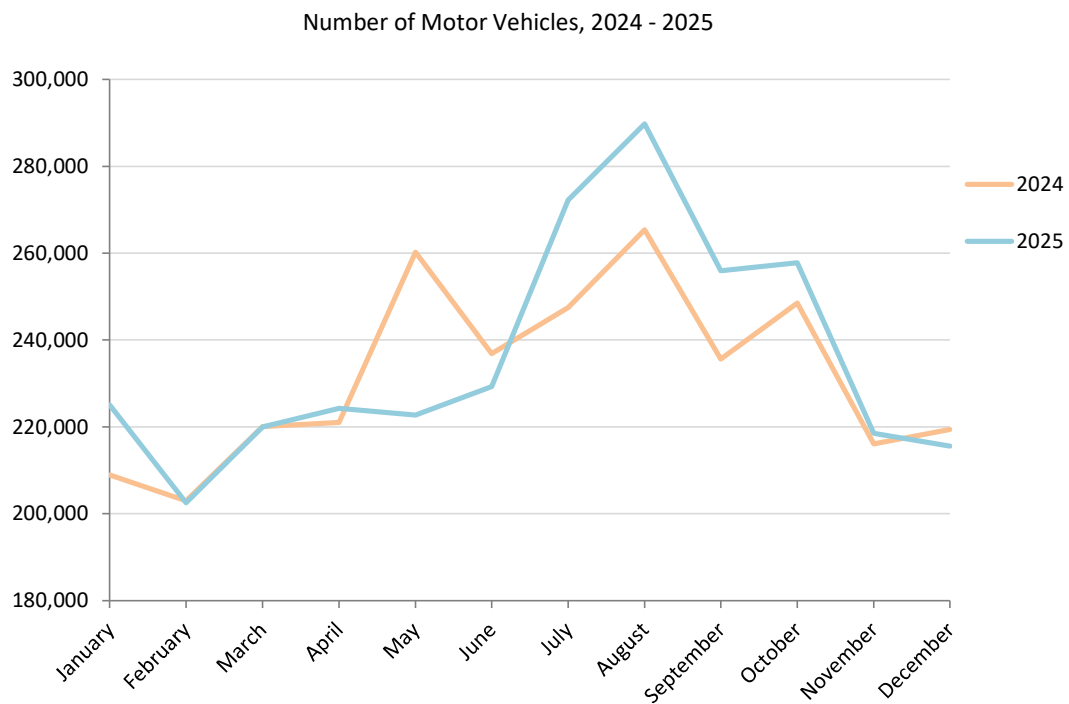
Note:

(i) Persons entering Gibraltar via the land frontier includes Non-Gibraltarian workers. The number of visitors by land in 2025 excluding such frontier workers, was estimated at 6,158,095 up by 5.2% from 2024.

5: Vehicles

Table 5.01 Number of Motor Vehicles, 2024 - 2025

Month	2024	2025	%
January	208,933	225,105	7.7
February	203,006	202,525	-0.2
March	220,078	220,002	0.0
April	221,042	224,337	1.5
May	260,223	222,780	-14.4
June	236,903	229,283	-3.2
July	247,549	272,288	10.0
August	265,431	289,820	9.2
September	235,634	256,004	8.6
October	248,553	257,762	3.7
November	216,120	218,551	1.1
December	219,422	215,568	-1.8
Total	2,782,894	2,834,025	1.8



5: Vehicles

Table 5.02 Number of Coaches, 2024 - 2025

Month	2024	2025	+/-
January	119	120	1
February	207	208	1
March	358	389	31
April	422	428	6
May	534	462	-72
June	464	402	-62
July	378	349	-29
August	345	311	-34
September	527	495	-32
October	559	512	-47
November	315	284	-31
December	152	139	-13
Total	4,380	4,099	-281

