

Total inbound visitors for January 2022 were estimated at 59,928, while total nights spent amounted to 576,536.

Inbound Tourism: January 2022

During the month under review, a total of 51,640 inbound tourists visited Malta for holiday purposes, followed by 4,243 tourists for business purposes. The largest share of inbound tourists were aged between 25 and 44 years (43.6 per cent), followed by the 45 - 64 age bracket (28.0 per cent) (Table 1). Polish and Italian residents made up 23.1 per cent of total inbound tourists (Table 5).

The largest share of guest nights (78.0 per cent) was spent in rented accommodation establishments (Table 3). The average length of stay of total inbound tourists stood at 9.7 nights (Table 1).

Total tourist expenditure reached almost €47.0 million. The average expenditure per night was estimated at €81.4 (Table 4) ■

Statistics in this News Release should be interpreted in the context of the COVID-19 situation.

During the COVID-19 situation, the following tourism-related sequence of events took place in 2020:

28-Feb	Passengers flying in from Italy, China, Hong Kong, Singapore, Japan, Iran and South Korea, from 26 February onwards were requested to stay in quarantine for 14 days upon arrival.
8-Mar	Flights from/to Milan were suspended.
10-Mar	Flights from/to Italy were suspended.
10-Mar	Last cruise liner call.
11-Mar	Flights from/to France, Switzerland, Germany, Spain, were suspended.
11-Mar	Passengers flying in from France, Switzerland, Germany, Spain, were requested to stay in quarantine for 14 days upon arrival.
13-Mar	All passengers flying in from all destinations were requested to stay in quarantine for 14 days upon arrival.
18-Mar	Last Virtu' Ferries service for passengers between Malta and Sicily was operated.
21-Mar	All flights from/to all destinations were suspended.
1-Jul	Re-opening of Malta International Airport. The first group of destinations that reopened for travel comprised: Germany, Austria, Italy, France, Spain, Poland, Cyprus, Switzerland, Iceland, Slovakia, Norway, Denmark, Hungary, Finland, Ireland, Lithuania, Latvia, Estonia, Luxembourg, Czech Republic, Greece and Croatia.
15-Jul	Restrictions on all other flight destinations were lifted.
21-Aug	First cruise liner call since March 2020.

Sources: Malta Tourism Authority, Virtu' Ferries, Transport Malta and Valletta Cruise Port

Table 1. Profile of inbound tourists by month of departure

Characteristics	January		
	2020	2021	2022
Total inbound visitors	150,131	13,806	59,928
Overnight cruise passengers	893	-	194
Inbound tourists	149,238	13,806	59,734
Mode of travel			
Air	145,766	12,123	57,634
Sea	3,472	1,684	2,100
Sex			
Males	79,624	8,465	30,897
Females	69,614	5,341	28,837
Age group			
0-24	23,213	2,919	12,005
25-44	60,470	7,022	26,030
45-64	50,905	3,072	16,711
65 or more	14,649	793 ^u	4,988
Markets¹			
EU	123,621	11,253	46,478
<i>of which:</i> Euro area	73,360	10,187	32,954
Non-EU	25,617	2,553	13,256
Purpose of visit			
Holiday	131,865	11,536	51,640
Business and professional	13,841	1,553	4,243
Other (including educational, religious and health tourism)	3,532	717 ^u	3,851
Organisation of stay			
Package	38,596	1,375 ^u	10,859
Non-package	110,642	12,431	48,875
Frequency			
First-time tourists	105,359	7,389	39,508
Repeat tourists	43,879	6,417	20,226
once a year or less	29,925	3,120	13,118
more than once a year	13,954	3,296	7,108
Duration of visit			
1-3 nights	46,977	2,113	15,274
4-6 nights	47,614	2,386	14,863
7 nights or more	54,648	9,308	29,596
Average length of stay (nights)	6.3	13.8	9.7

^u Under represented - between 20 and 49 sample observations.

¹ Refer to methodological notes 8 and 9.

Note: Totals may not add up due to rounding.

Table 2. Inbound tourists by month of departure and type of accommodation

Type of accommodation	January		
	2020	2021	2022
Rented accommodation	127,304	8,063	49,117
Collective	98,130	5,569	37,212
Other rented	29,175	2,493	11,906
Non-rented accommodation	21,934	5,743	10,616
Total tourists	149,238	13,806	59,734

Note: Totals may not add up due to rounding.

Table 3. Total nights spent by inbound tourists by month of departure and type of accommodation

Type of accommodation	January		
	2020	2021	2022
Rented accommodation	726,516	79,554	449,462
Collective	498,748	39,513	235,509
Other rented	227,768	40,042	213,953
Non-rented accommodation	217,817	111,299	127,074
Total nights	944,333	190,853	576,536

Note: Totals may not add up due to rounding.

Table 4. Total expenditure by inbound tourists by month of departure and expenditure category

Expenditure category	January		
	2020	2021	2022
Package	19,014	874^u	6,430
Non-package	37,831	4,668	19,198
Air/sea fares	20,638	2,544	7,845
Accommodation	17,193	2,123	11,352
Other expenditure	37,327	6,163	21,318
Total expenditure	94,172	11,705	46,946

€ 000

^u Under represented - between 20 and 49 sample observations.

Notes:

1. Expenditure estimates are rounded to the nearest thousand Euro.
2. Totals may not add up due to rounding.

Table 5. Inbound tourists, nights spent and total expenditure by month of departure and country of residence

Country of residence ¹		January		
		2020	2021	2022
Tourists	EU	123,621	11,253	46,478
	<i>of which:</i>			
	France	9,393	3,292	7,085
	Germany	11,005	1,215 ^u	4,795 ^u
	Italy	23,873	3,233	6,192
	Poland	7,962	:	7,602
	Spain	7,466	:	2,226 ^u
	United Kingdom	30,684	n/a	n/a
	Non-EU	25,617	2,553	13,256
	<i>of which:</i>			
United Kingdom	n/a	1,048 ^u	8,807	
Total	149,238	13,806	59,734	
Nights	EU	739,299	144,865	398,367
	<i>of which:</i>			
	France	51,779	28,784	63,669
	Germany	79,719	16,802 ^u	46,200 ^u
	Italy	135,427	54,844	56,821
	Poland	44,541	:	43,152
	Spain	41,911	:	15,718 ^u
	United Kingdom	202,414	n/a	n/a
	Non-EU	205,034	45,988	178,169
	<i>of which:</i>			
United Kingdom	n/a	27,671 ^u	77,110	
Total	944,333	190,853	576,536	
Expenditure (€ 000)	EU	70,655	9,049	30,518
	<i>of which:</i>			
	France	5,857	2,639	5,555
	Germany	7,818	1,190 ^u	3,879
	Italy	11,542	2,095	3,718
	Poland	4,195	:	3,294
	Spain	3,430	:	1,048
	United Kingdom	18,614	n/a	n/a
	Non-EU	23,517	2,656	16,429
	<i>of which:</i>			
United Kingdom	n/a	963 ^u	7,930 ^u	
Total	94,172	11,705	46,946	

: Unreliable - less than 20 sample observations.

^u Under represented - between 20 and 49 sample observations.

¹ Refer to methodological notes 8 and 9.

Notes:

1. n/a: not applicable.
2. Expenditure estimates are rounded to the nearest thousand Euro.
3. Totals may not add up due to rounding.

Table 6. Profile of overnight cruise passengers by month of departure

Characteristics	January		
	2020	2021	2022
Total overnight cruise passengers	893	-	194
Sex			
Males	426	-	89
Females	467	-	105
Age group			
0-19	1	-	0
20-39	19	-	6
40-59	31	-	33
60-79	446	-	143
80 or more	396	-	12
Markets			
EU	888	-	3
<i>of which</i> : Euro area	11	-	-
Non-EU	5	-	191

Methodological Notes

1. This release focuses on Inbound Tourism, which comprises activities of non-resident visitors travelling to Malta (i.e. outside their usual environment) and staying for not more than 12 consecutive months for leisure, business or other (corresponding) purposes.
2. Inbound tourism data are collected from an ongoing frontier national survey known as Tourstat. Tourist air departures are collected through a continuous survey carried out at the departure lounge of the Malta International Airport. A two-stage sampling design is used to collect data on air passengers. In the first stage, alternate days and nights are selected. In the second stage, within each shift, a sample of air passengers is selected systematically. Every crossing air passenger is counted and respondents are selected using a pre-defined interval of 1:20.
3. Tourstat measures the number of tourist trips carried out during a particular reference month. These differ from the number of tourists in that the same person can make more than one trip during the same period.
4. Tourist sea departures is supplemented by administrative data provided by ferry operators.
5. Absolute and percentage changes between one survey estimate and another based on less than 1,500 tourists should be treated with caution and are represented in this news release by means of the dash symbol (-).
6. In view of the COVID-19 situation, the Tourstat survey was suspended between 12 March and 30 June 2020. Statistical methods were applied to cover the period from 13 March to 20 March 2020, when scheduled passenger flights were still in operation.
7. Malta International Airport reopened on 1 July 2020. The first group of destinations that reopened for travel comprised: Germany, Austria, Italy, France, Spain, Poland, Cyprus, Switzerland, Iceland, Slovakia, Norway, Denmark, Hungary, Finland, Ireland, Lithuania, Latvia, Estonia, Luxembourg, Czech Republic, Greece and Croatia. Restrictions on all other flight destinations were lifted on 15 July 2020.
8. Owing to the UK's exit from the European Union (with effect from 1 February 2020), UK data is statistically classified as Non-EU from February 2020 in the tables relating to the specific month (Tables 1, 5 and 6). Comparability between monthly and cumulative tables and also between comparative periods should be treated with caution.
9. The monthly passenger departures data published by the Malta International Airport cannot be equated to the number of inbound tourists, because the former is inclusive of departing Maltese and transit passengers.
10. Data on cruise passengers who spent at least one night berthed on board their cruise ship in Malta ('Overnight Cruise Passengers') is compiled on the basis of administrative records supplied by Transport Malta.
11. Arrivals and nights spent in time-share accommodation are being categorised in 'Non-rented Accommodation' instead of 'Collective Accommodation' as per Eurostat recommendation. In this regard, there may be minor differences in these statistics and statistics published in tourism supply due to the fact that hotels report time-share accommodation under 'Collective Accommodation'.
12. Prior to comparing and interpreting differences between demand-side (based on Tourstat) and supply-side (based on Accomstat) tourism statistics, users are strongly advised to consult concept 15.4 of the NSO's metadata file:
<https://metadata.nso.gov.mt/reports.aspx?id=37#>
13. Data included in this release are based on sample data and are therefore subject to sampling error. Sampling error is measured by a quantity known as the margin of error, which in turn, expresses the variability between the true population parameters and their corresponding sample estimates. In the table below, the margin of error is used to construct a set of 95 per cent confidence intervals for the main indicators, which gives an indication of where the true population parameters lie.

Sampling variability of inbound tourism figures

	Estimate	Margin of error	95% confidence interval
Inbound tourists	59,734	3,828	59,734 ± 3,828
Total nights	576,536	82,735	576,536 ± 82,735
Total expenditure (€ 000)	46,946	4,546	46,946 ± 4,546

14. Definitions:

- **Usual environment:** The geographical area, though not necessarily a contiguous one, within which an individual conducts his regular life routines and shall be determined on the basis of the following criteria: the crossing of administrative borders or the distance from the place of usual residence, the duration of visit, the frequency of visit, the purpose of visit.
- **Resident:** A person is considered to be a resident of Malta/Gozo if:
 - a. S/he has lived for most of the past 12 months in Malta/Gozo;
 - b. S/he has lived in Malta/Gozo for less than 12 months but intends to return within a year to settle here.
- **Traveller:** A person who moves between different geographic locations, for any purpose and any duration.
- **Visitor:** The three fundamental criteria used to distinguish visitors from travellers are:
 - a. **The trip should be to a place other than that of the usual environment**, which would exclude short-distance local transport and commuting, i.e. more or less regular trips between the place of work/study and the place of residence;
 - b. **The stay in the place visited should not last more than twelve consecutive months**, beyond which the visitor would become a resident of that place (from the statistical standpoint);
 - c. **The main purpose of the visit should be other than the exercise of an activity remunerated from within the place visited**, which would exclude migratory movements for work purposes.
- **Tourist:** A visitor who stays at least one night in a rented and non-rented accommodation in the place/country visited.
- **Inbound tourism:** Comprises the activities of non-resident visitors travelling to Malta (i.e. outside their usual environment) and staying for not more than 12 consecutive months for personal, business or other purposes.
- **Total nights spent:** Nights which a guest actually spends or is registered to spend in a rented accommodation establishment or in a non-rented accommodation.
- **Average length of stay:** The number of nights spent divided by the number of trips during a specified reference period.

- **Rented accommodation:** Consists of the following two sub-categories:
 - a. **Collective accommodation:** comprises hotels, guesthouses, hostels, tourist villages, holiday complexes, Bed & Breakfast and campsites.
 - b. **Other rented accommodation:** comprises holiday furnished premises (farmhouses, flats and villas), host families, marinas, paid-convents, rented yachts and student dormitories.
- **Non-rented accommodation:** Comprises own private residence (owned dwellings, owned caravans and yachts), staying with friends or relatives (even if charged - includes also friends' private apartments) and other private accommodation (oil rig, free-convents or timeshare, etc.).
- **Total expenditure:** Refers to the amount that is going to be paid for the acquisition of consumption goods and services, as well as valuables during tourism trips. It includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others. The total expenditure is broken down by the following expenditure items:
 - a. **Package expenditure:** refers to the whole amount of money spent on transport, accommodation and other services such as rental of a car, activities or outings during the trip.
 - b. **Non-package expenditure:** is the amount of money spent on transport and accommodation reported separately.
 - c. **Other expenditure:** is the amount spent on shopping, souvenirs, tickets for concerts or sports events, entrance to museums or zoos and day excursions during a tourism trip. It also includes durables and valuable goods, that is, the amount spent on cars, computers, paintings, jewellery and works of art.

15. More information relating to this news release may be accessed at:

Sources and methods: https://nso.gov.mt/en/nso/Sources_and_Methods/Unit_C3/Tourism_Statistics/Pages/TOURSTAT-Survey.aspx

Statistical concepts: <https://metadata.nso.gov.mt/concepts.aspx>

Metadata: <https://metadata.nso.gov.mt/reports.aspx?id=37>

Statistical database: <https://statdb.nso.gov.mt/start>

16. References to this news release are to be cited appropriately.

17. A detailed news release calendar is available on:

https://nso.gov.mt/en/News_Releases/Release_Calendar/Pages/News-Release-Calendar.aspx