

Total inbound visitors for January were estimated at 127,723, an increase of 2.4 per cent when compared to the corresponding month in 2018.

Inbound Tourism: January 2019

A total of 114,551 inbound tourist trips were carried out for holiday purposes, while a further 9,461 were undertaken for business purposes. Inbound tourists from Non-EU Member States went up by 14.6 per cent to 20,788 when compared to the corresponding month in 2018. Most inbound tourists were aged between 25 and 44 (41.3 per cent), followed by those within the 45-64 age bracket (31.6 per cent) (Table 1).

Total nights spent went up by 7.6 per cent when compared to January 2018, amounting to 912,439 nights. The largest share of guest nights (49.2 per cent) was spent in collective accommodation establishments (Table 3).

Total tourist expenditure was estimated at €84.7 million, an increase of 3.0 per cent over the corresponding month in 2018 (Table 4) ■

Chart 1. Inbound tourism: year-on-year percentage changes
(excluding overnight cruise passengers)

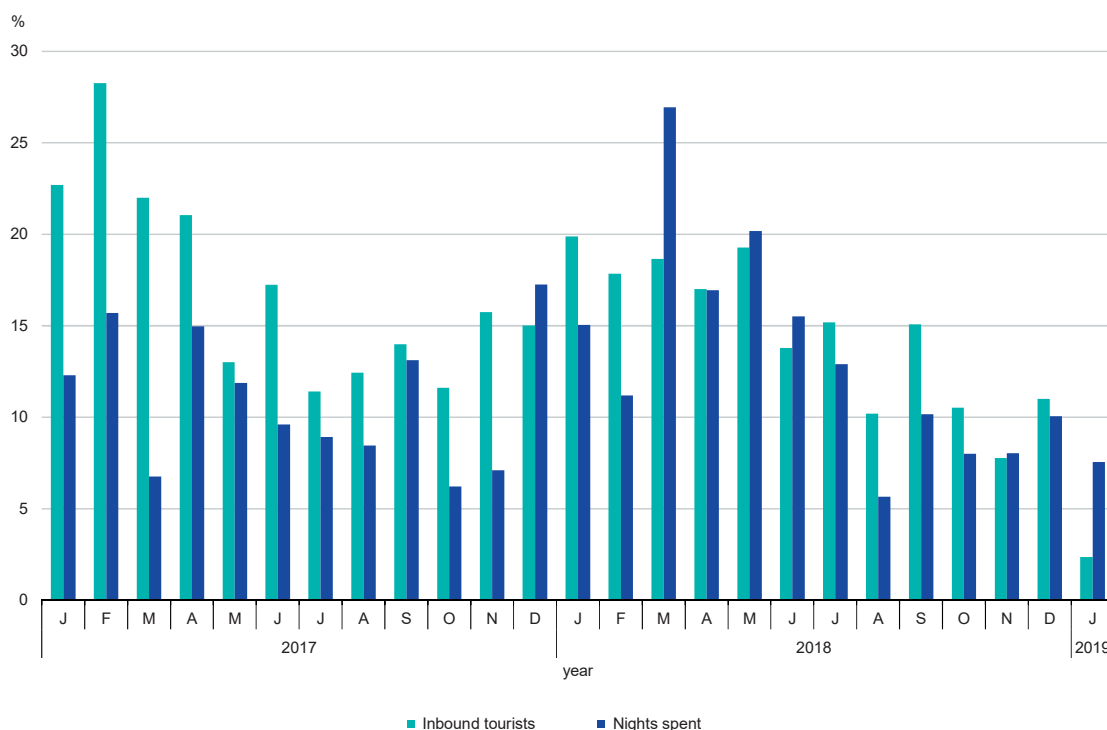


Table 1. Profile of inbound tourists by month of departure

Characteristics	January			Change	Percentage change
	2017	2018	2019	2019/2018	
Total inbound visitors	104,069	124,769	127,723	2,954	2.4
Overnight cruise passengers	-	-	-	-	-
Inbound tourists	104,069	124,769	127,723	2,954	2.4
Mode of travel					
Air	102,016	122,588	125,158	2,569	2.1
Sea	2,053	2,181	2,565	-	-
Sex					
Males	56,112	67,999	66,835	-	-
Females	47,957	56,770	60,888	4,118	7.3
Age group					
0-24	16,044	16,461	20,250	3,788	23.0
25-44	38,965	48,912	52,788	3,875	7.9
45-64	35,228	43,020	40,301	-2,720	-6.3
65 or more	13,831	16,375	14,385	-1,990	-12.2
Markets					
EU	90,541	106,631	106,934	-	-
<i>of which: Euro area</i>	54,964	64,760	65,230	-	-
Non-EU	13,528	18,138	20,788	2,650	14.6
Purpose of visit					
Holiday	91,554	106,114	114,551	8,437	8.0
Business and professional	8,735	14,889	9,461	-5,428	-36.5
Other (including educational, religious and health tourism)	3,780	3,766	3,711	-	-
Organisation of stay					
Package	32,680	43,029	37,442	-5,587	-13.0
Non-package	71,389	81,741	90,281	8,541	10.4
Frequency					
First-time tourists	69,017	87,150	89,482	2,332	2.7
Repeat tourists	35,052	37,620	38,241	-	-
once a year or less	22,246	24,631	25,635	-	-
more than once a year	12,806	12,989	12,606	-	-
Duration of visit					
1-3 nights	27,711	34,208	36,940	2,732	8.0
4-6 nights	30,675	36,893	40,221	3,328	9.0
7 nights or more	45,682	53,668	50,562	-3,106	-5.8
Average length of stay (nights)	7.1	6.8	7.1	0.3	-

Notes:

1. Totals may not add up due to rounding.
2. Changes denoted by the dash symbol (-) should be treated with caution. For more information, please refer to methodological note 5.

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

Type of accommodation	January			Change	Percentage change
	2017	2018	2019		
Rented accommodation	87,692	107,261	107,307	-	-
Collective	71,603	90,366	82,610	-7,756	-8.6
Other rented	16,088	16,895	24,698	7,803	46.2
Non-rented accommodation	16,377	17,508	20,416	2,907	16.6
Total tourists	104,069	124,769	127,723	2,954	2.4

Note: Totals may not add up due to rounding.

- Changes denoted by the dash symbol (-) should be treated with caution. For more information, please refer to methodological note 5.

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

Type of accommodation	January			Change	Percentage change
	2017	2018	2019		
Rented accommodation	563,904	645,806	674,832	-	-
Collective	423,451	501,596	449,312	-52,285	-10.4
Other rented	140,453	144,210	225,520	81,310	56.4
Non-rented accommodation	173,406	202,507	237,607	35,100	17.3
Total nights	737,311	848,314	912,439	64,126	7.6

Note: Totals may not add up due to rounding.

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

€ 000

Expenditure category	January			Change	Percentage change
	2017	2018	2019		
Package	15,623	20,451	20,615	164	0.8
Non-package	23,021	30,479	28,421	-2,058	-6.8
Air/sea fares	11,783	14,736	14,445	-291	-2.0
Accommodation	11,238	15,743	13,976	-1,766	-11.2
Other expenditure	32,204	31,328	35,651	4,323	13.8
Total expenditure	70,848	82,258	84,687	2,429	3.0

Notes:

- Expenditure estimates are rounded to the nearest thousand Euro.
- 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		January			Change	Percentage change
		2017	2018	2019	2019/2018	
Tourists	EU	90,541	106,631	106,934	-	-
	<i>of which:</i>					
	France	6,390	7,848	7,793	-	-
	Germany	9,470	14,255	11,462	-2,793	-19.6
	Italy	20,122	22,855	21,894	-	-
	United Kingdom	26,373	27,511	26,076	-	-
	Non-EU	13,528	18,138	20,788	2,650	14.6
	Total	104,069	124,769	127,723	2,954	2.4
Nights	EU	605,747	658,820	693,717	-	-
	<i>of which:</i>					
	France	31,276	44,493	43,938	-	-
	Germany	65,906	98,018	76,500	-21,518	-22.0
	Italy	111,105	127,940	134,500	-	-
	United Kingdom	212,866	187,979	189,026	-	-
	Non-EU	131,564	189,493	218,722	29,228	15.4
	Total	737,311	848,314	912,439	64,126	7.6
Expenditure (€000)	EU	56,195	62,928	61,770	-	-
	<i>of which:</i>					
	France	4,509	5,159	4,975	-	-
	Germany	6,191	9,258	7,391	-1,867	-20.2
	Italy	9,508	11,792	9,844	-	-
	United Kingdom	17,634	16,436	16,266	-	-
	Non-EU	14,654	19,329	22,917	3,588	18.6
	Total	70,848	82,258	84,687	2,429	3.0

Notes:

1. Expenditure estimates are rounded to the nearest thousand Euro.
2. Totals may not add up due to rounding.
3. Changes denoted by the dash symbol (-) should be treated with caution. For more information, please refer to methodological note 5.

Methodological Notes

1. This release focuses on Inbound Tourism, which comprises of 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 trips 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 air passengers. In the first stage, alternate days and nights are selected. In the second stage, within each shift, a sample of passengers is selected systematically. Every crossing passenger is counted and respondents are selected using a pre-defined interval of 1:20 for air.
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 are collected through a regular survey, conducted during three separate months every year at the Valletta Cruise Port. A quota sample is used to conduct sea passenger departures in which survey interviewers are guided to select people according to fixed quotas. Survey data 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. 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.
7. Data on cruise passengers who spent at least one night berthed on board their cruise ship in Malta is compiled on the basis of administrative records held by Transport Malta.
8. Arrivals and nights spent in time-share accommodation are being categorised in 'Private 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'.
9. 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 8.3 of the NSO's metadata file (<http://nso.gov.mt/metadata/reports.aspx?id=37>).
10. **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.
 - **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 collective or private 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 collective accommodation establishment or in a private 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 complex, 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. Maltese residents are asked to budget the expenditures which they are about to incur when travelling abroad. The total expenditure is broken down by the following expenditure items:

- a. **Package expenditure:** refers to the whole amount of money spent in transport, accommodation and others services such as rental of a car, activities or outings during the trip.
- b. **Non-Package expenditure:** is the amount of money spent in transport and accommodation reported separately.
- c. **Other expenditure:** is the amount spent on shopping, souvenirs, tickets for concerts or a sport event, entrance to a museum or zoo, 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.

11. 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: <http://nso.gov.mt/metadata/concepts.aspx>

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

Statistical Database: <http://nso.gov.mt/statdb/start>

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

13. A detailed news release calendar is available on:

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