

Destination MALTA

Who is visiting?

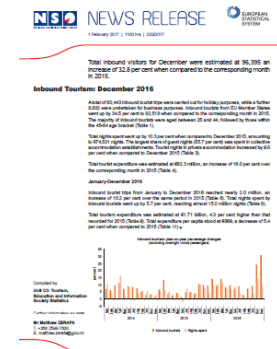
Matthew Zerafa
Head of Unit
Tourism, Education and Information Society Statistics Unit

INBOUND TOURISM

Survey methodology (1)

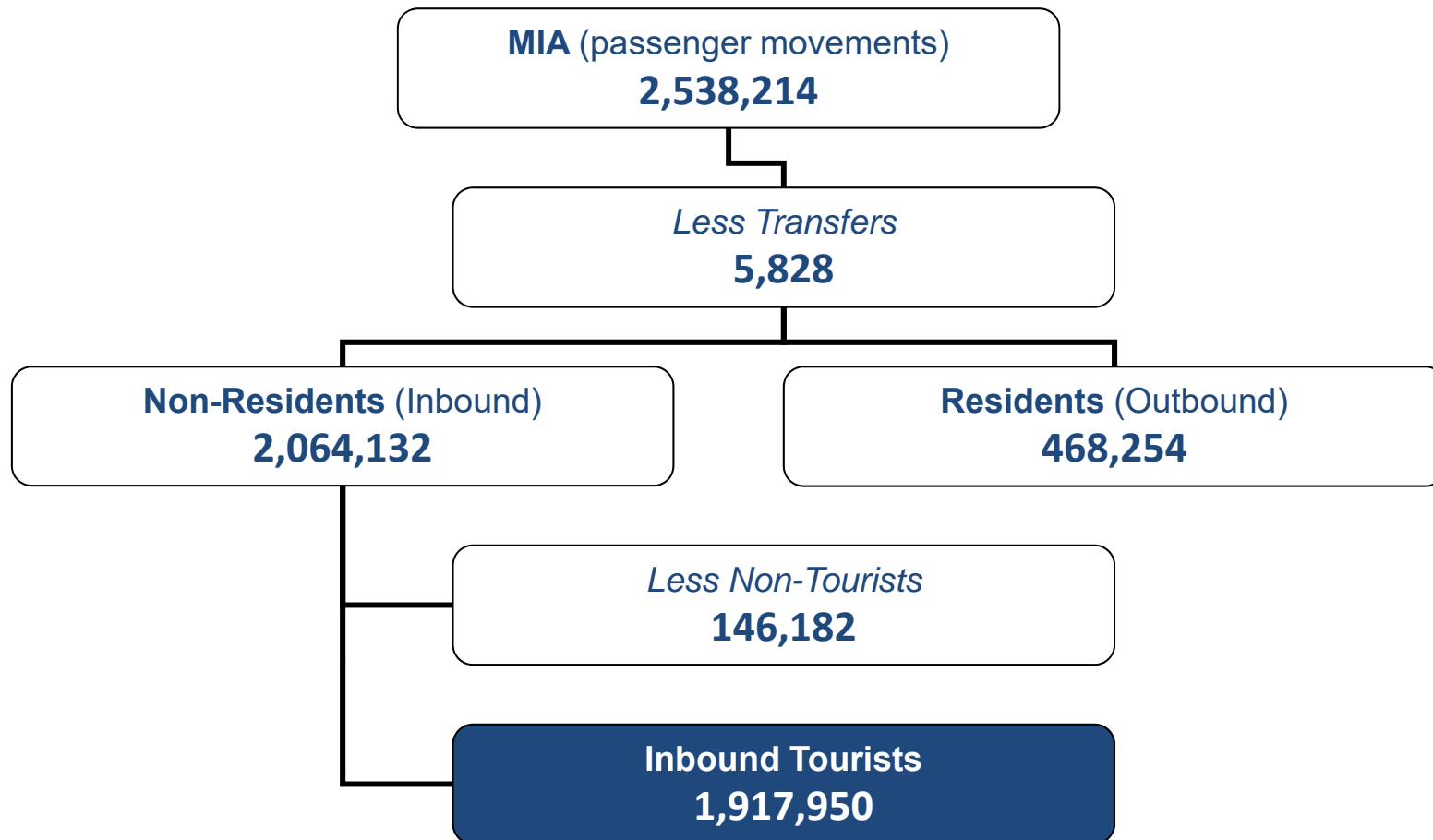
TOURSTAT survey

- Collection of information on tourism demand, for both **inbound** and **outbound** trips.
- Collected through a **continuous border survey** carried out at the departure lounge of the Malta International Airport.
- **Two-stage** sampling design:
 - First stage: Alternate days and nights are selected.
 - Second stage: Every crossing passenger is counted and respondents are selected using a pre-defined interval of 1:20.
- Results are published in the forms of **news releases**:
 - A monthly news release on inbound tourism.
 - A quarterly news release on outbound tourism.



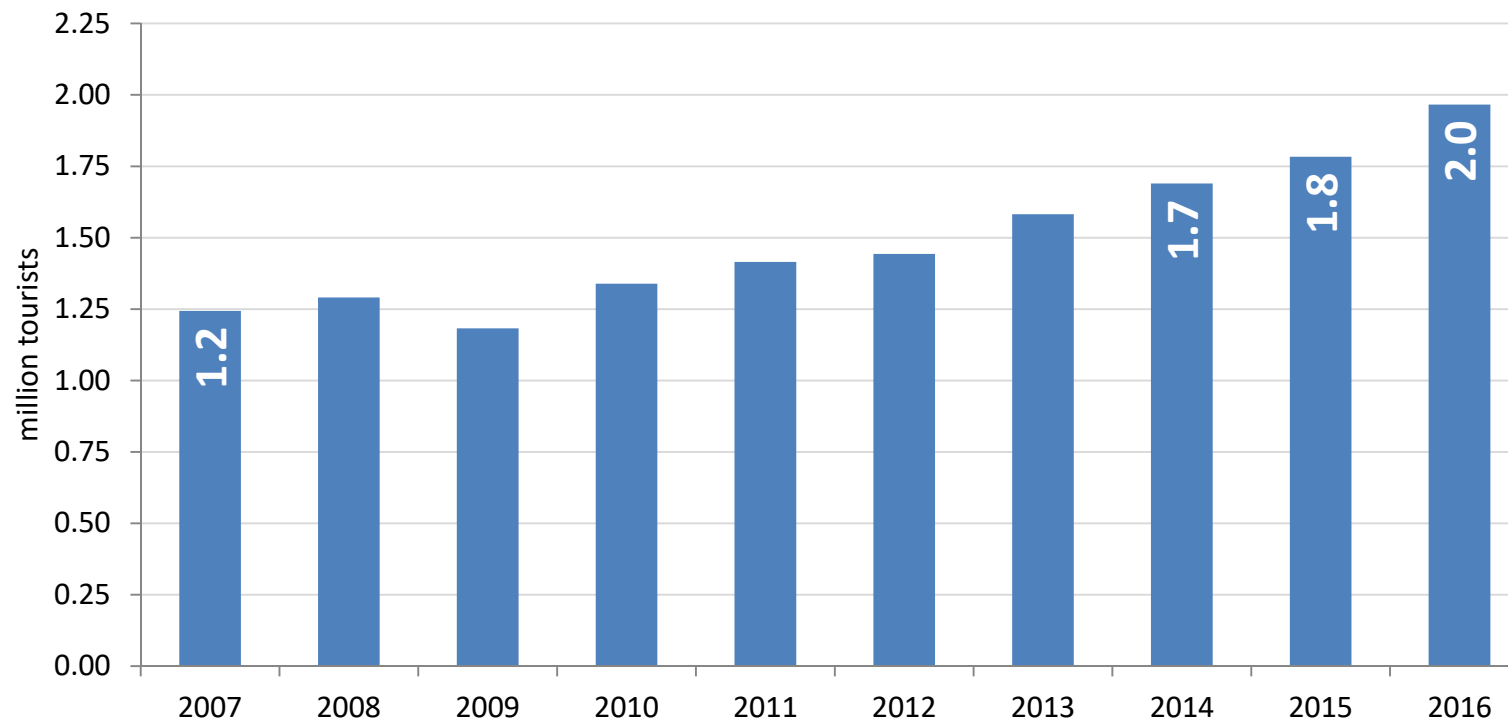
Survey methodology (2)

TOURSTAT survey (Air only)



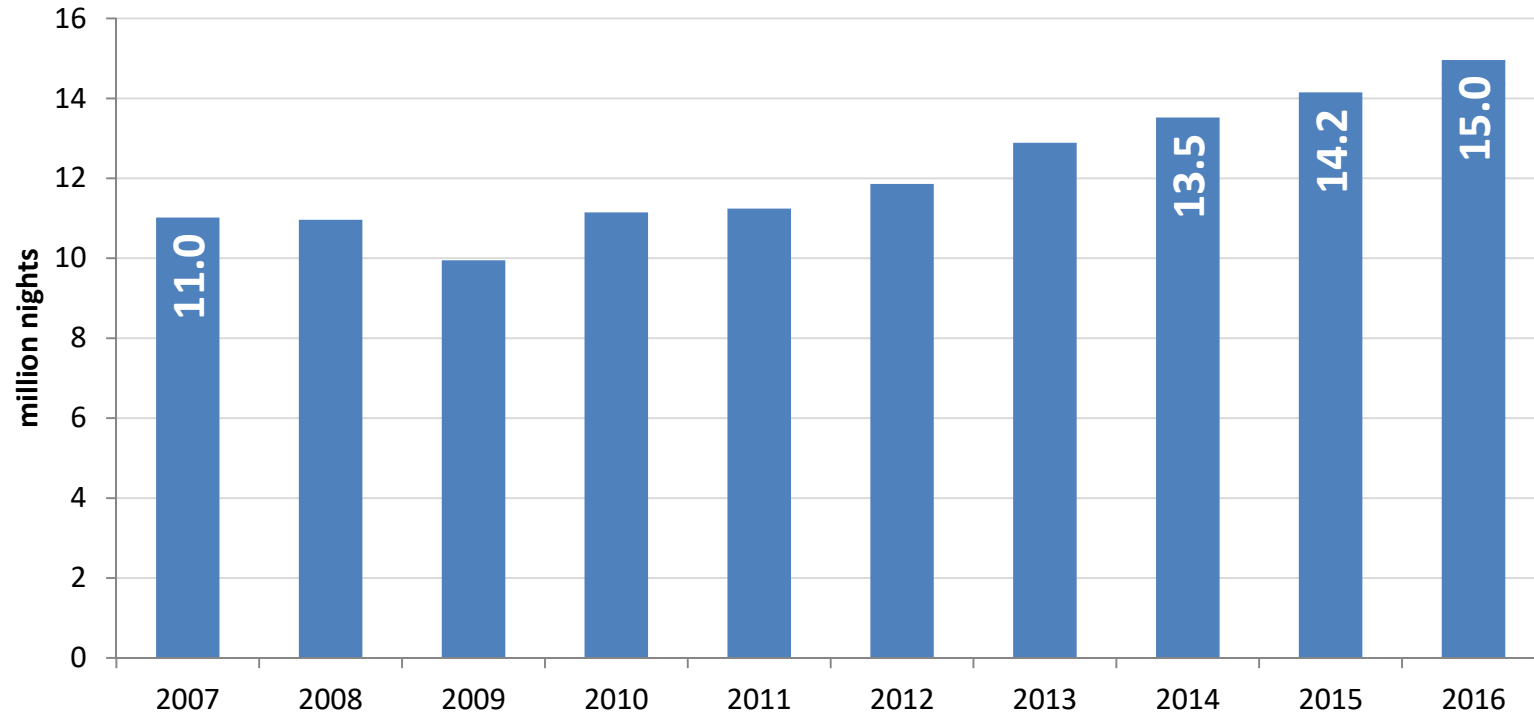
Note: figures for reference year 2016

Total inbound tourists



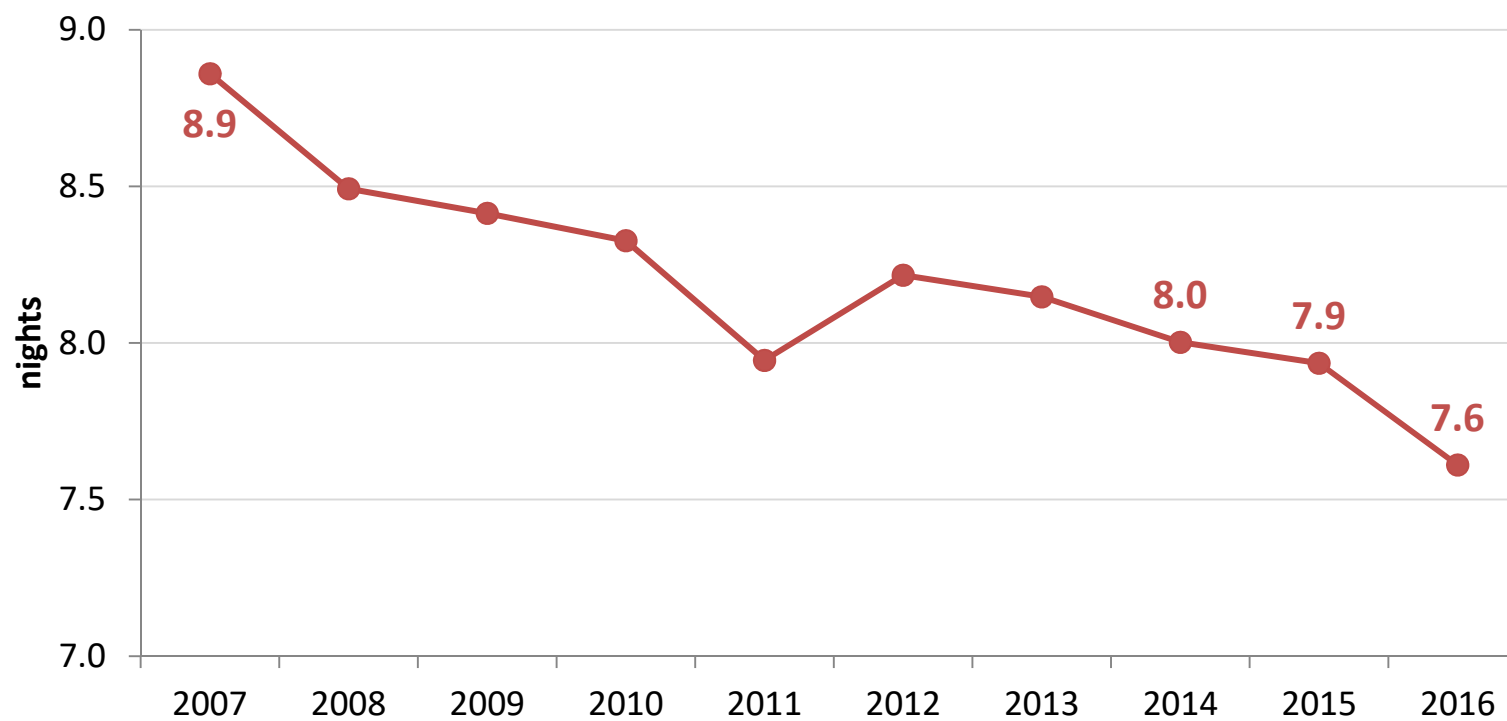
- The number of inbound tourists has increased from 1.2 million in 2007 to 2.0 million in 2016.

Total nights spent by inbound tourists

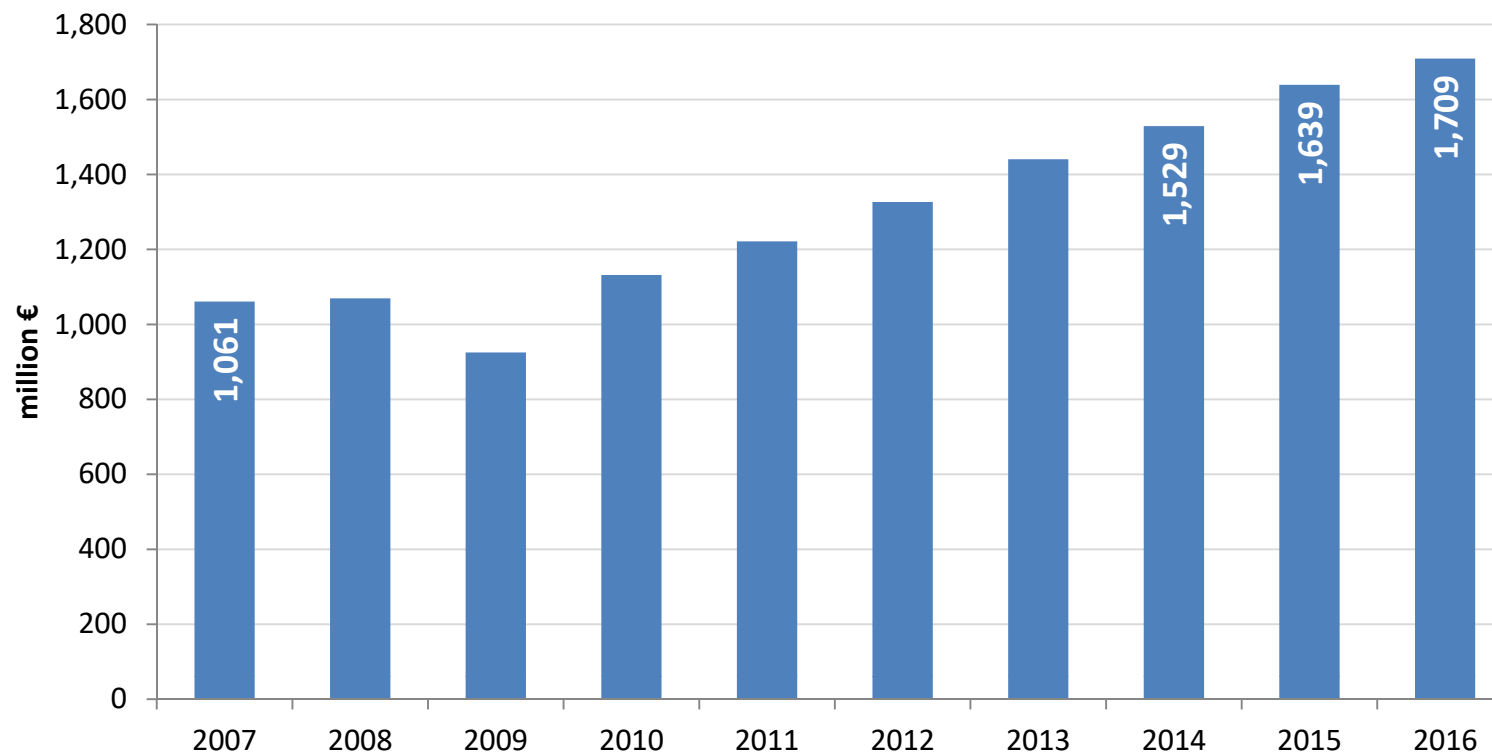


- The number of nights spent by inbound tourists reached almost **15 million** during 2016, an increase of **5.7 per cent** when compared to 2015.

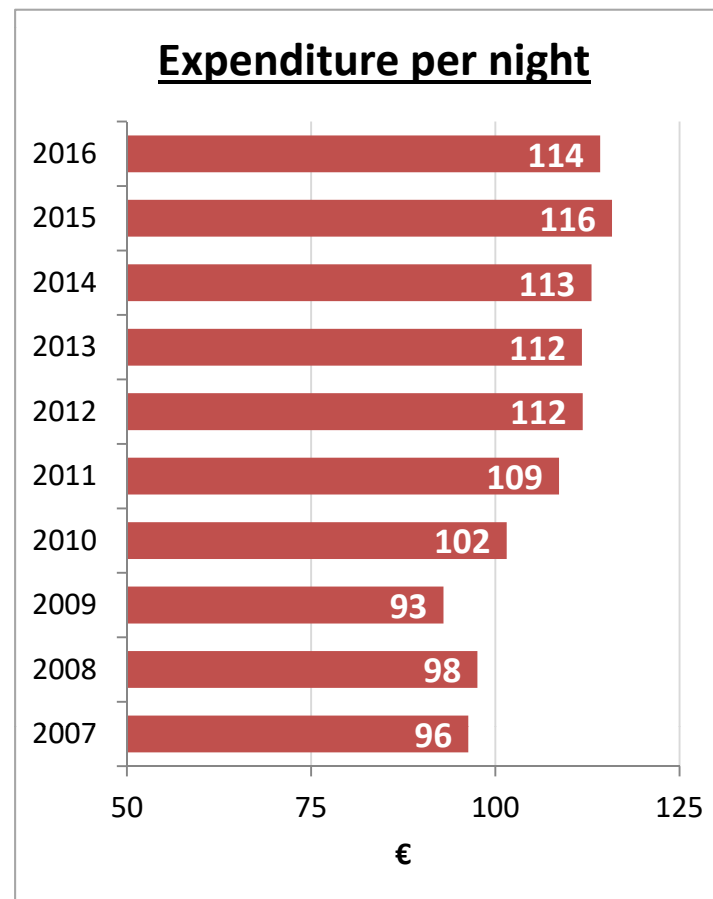
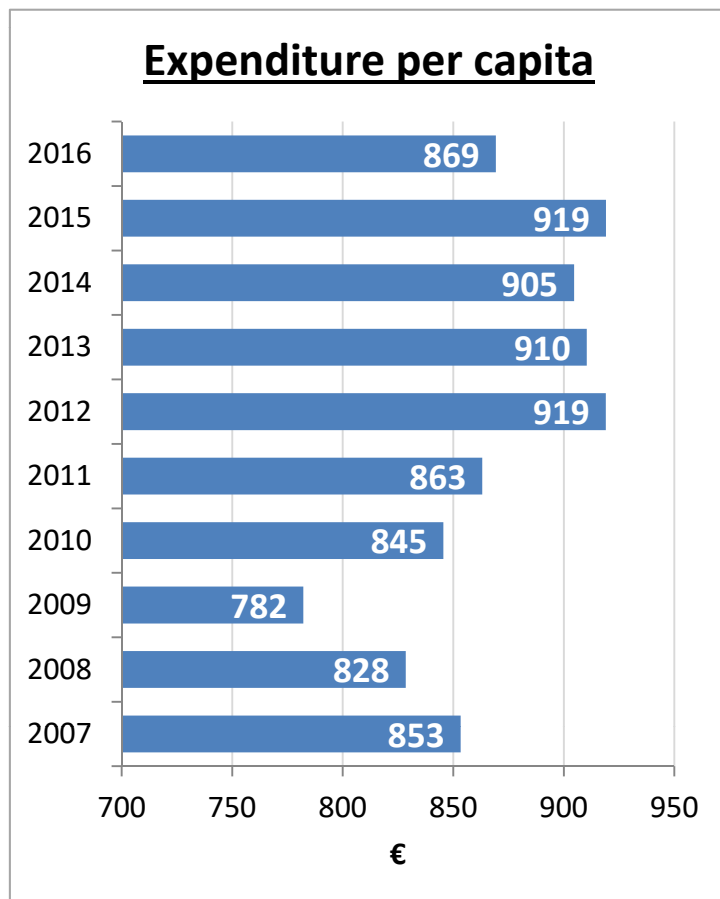
Average length of stay



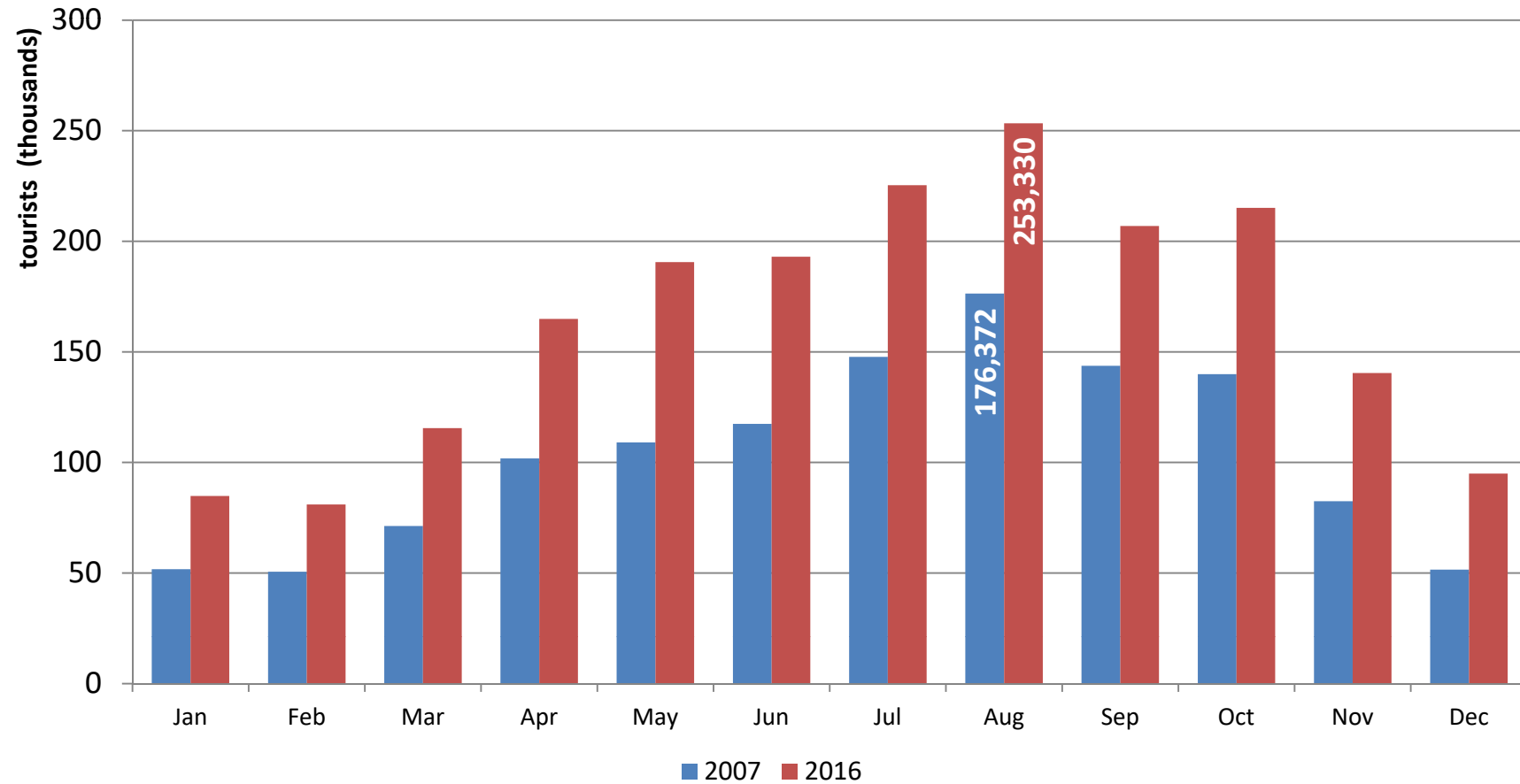
Total expenditure by inbound tourists



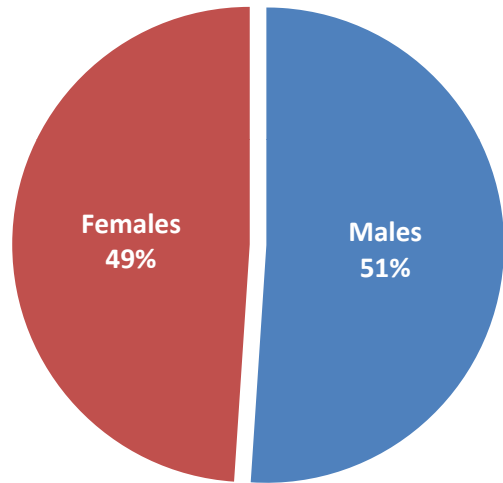
Total expenditure by inbound tourists



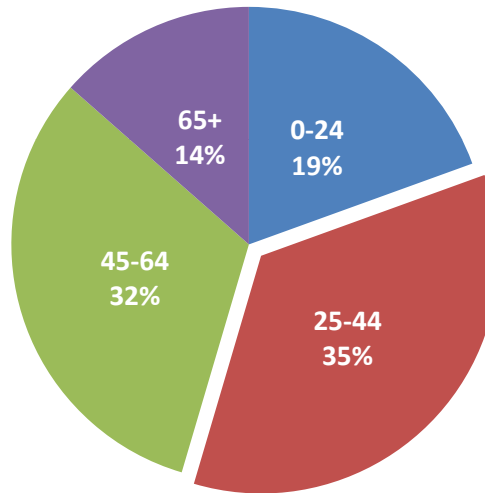
Seasonality in Inbound tourism



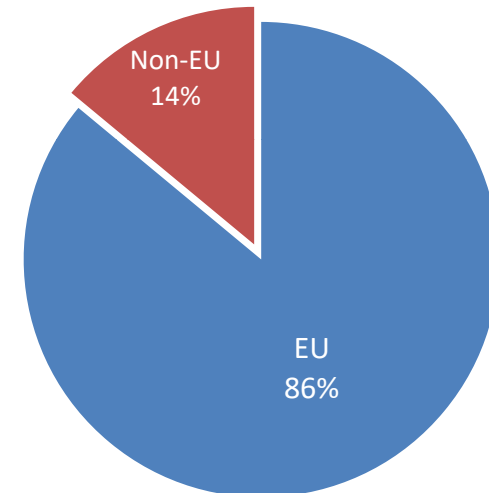
Profile of inbound tourists: 2016



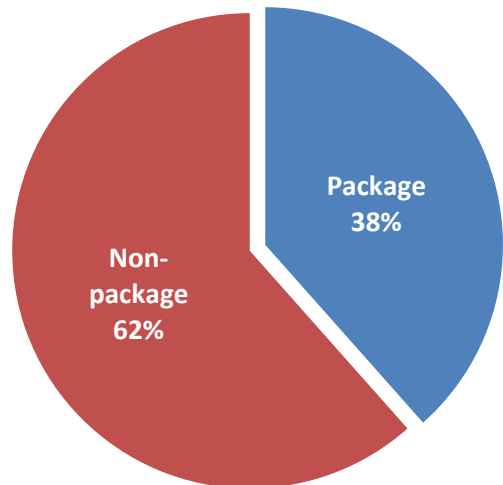
Gender



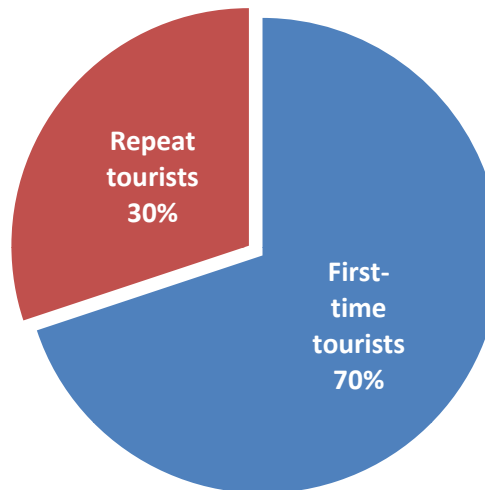
Age Group



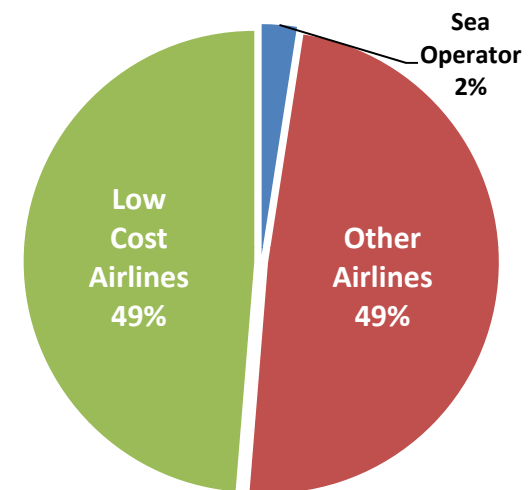
Markets



Organisation of stay



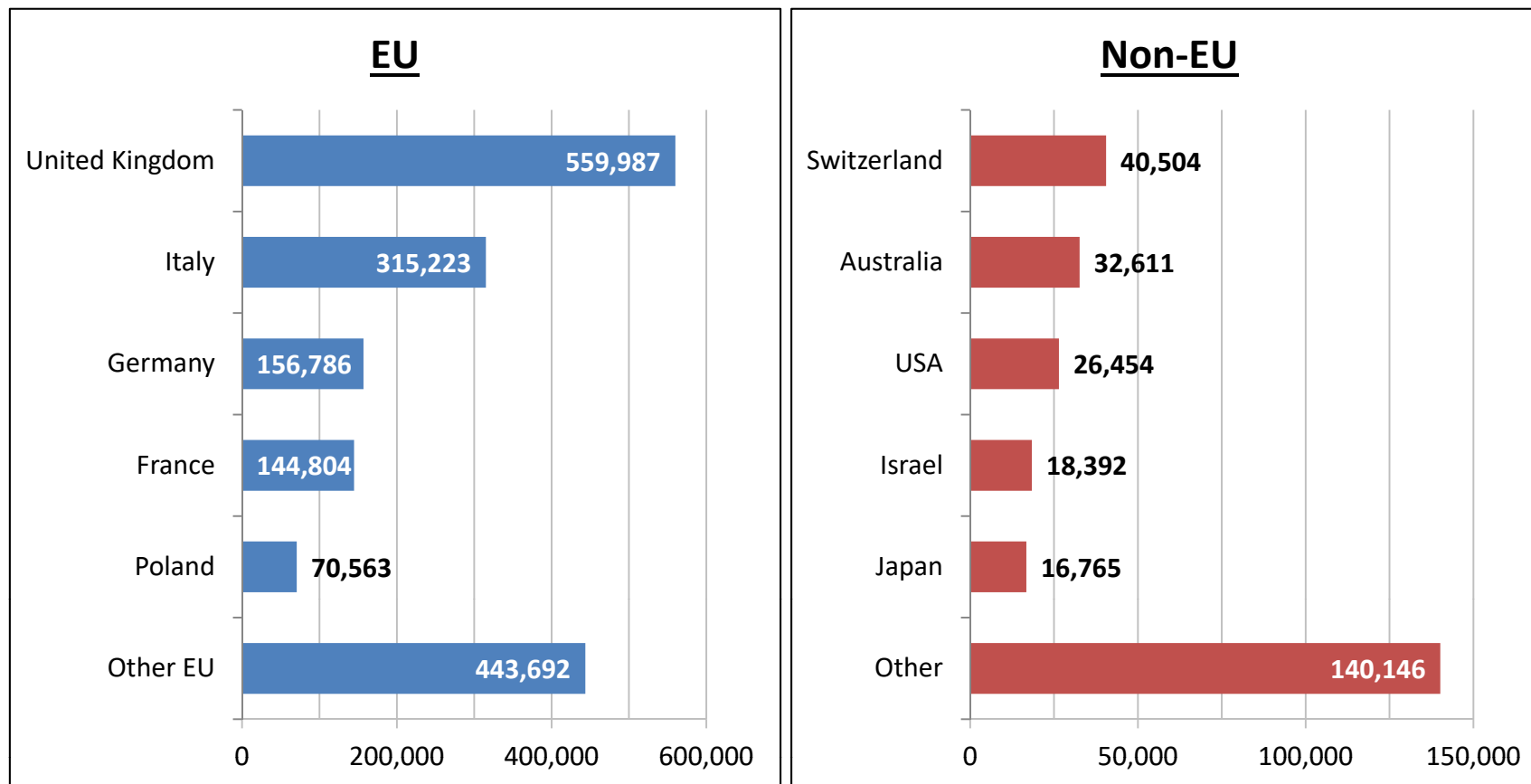
Frequency



Air/Sea

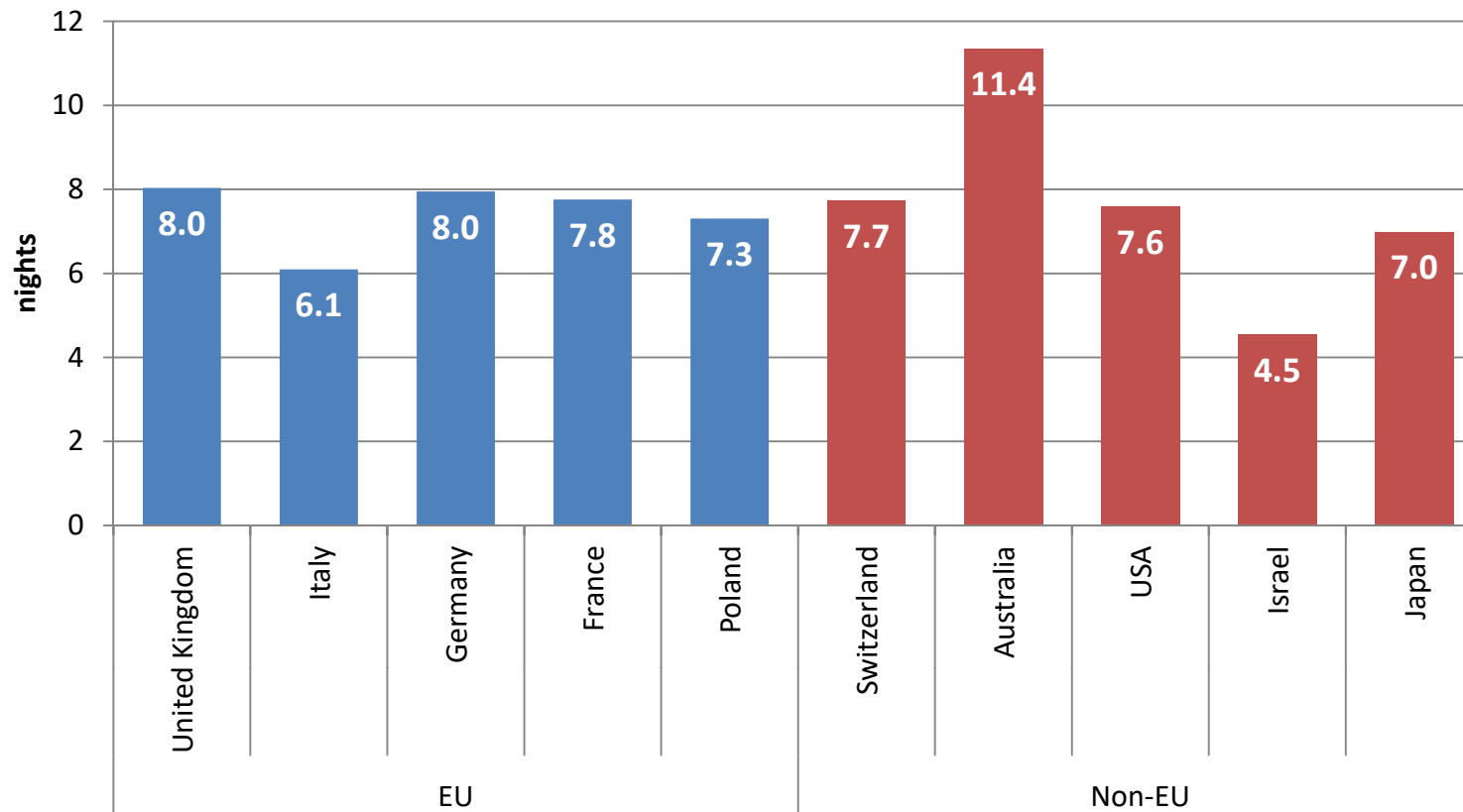
Inbound tourists: EU vs. Non-EU

Situation in 2016 by main markets



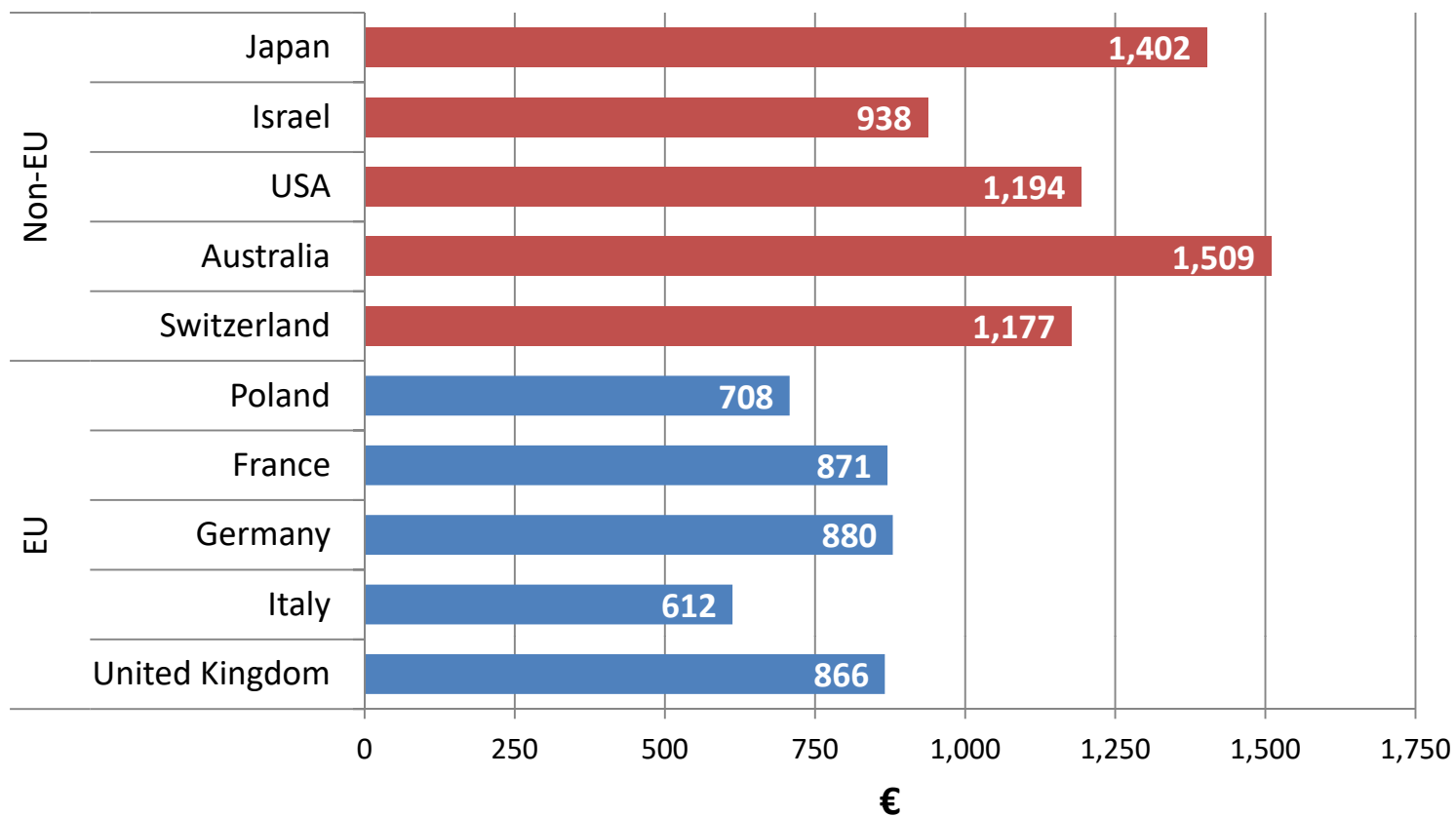
Country of Residence: Main markets

Average length of stay: 2016

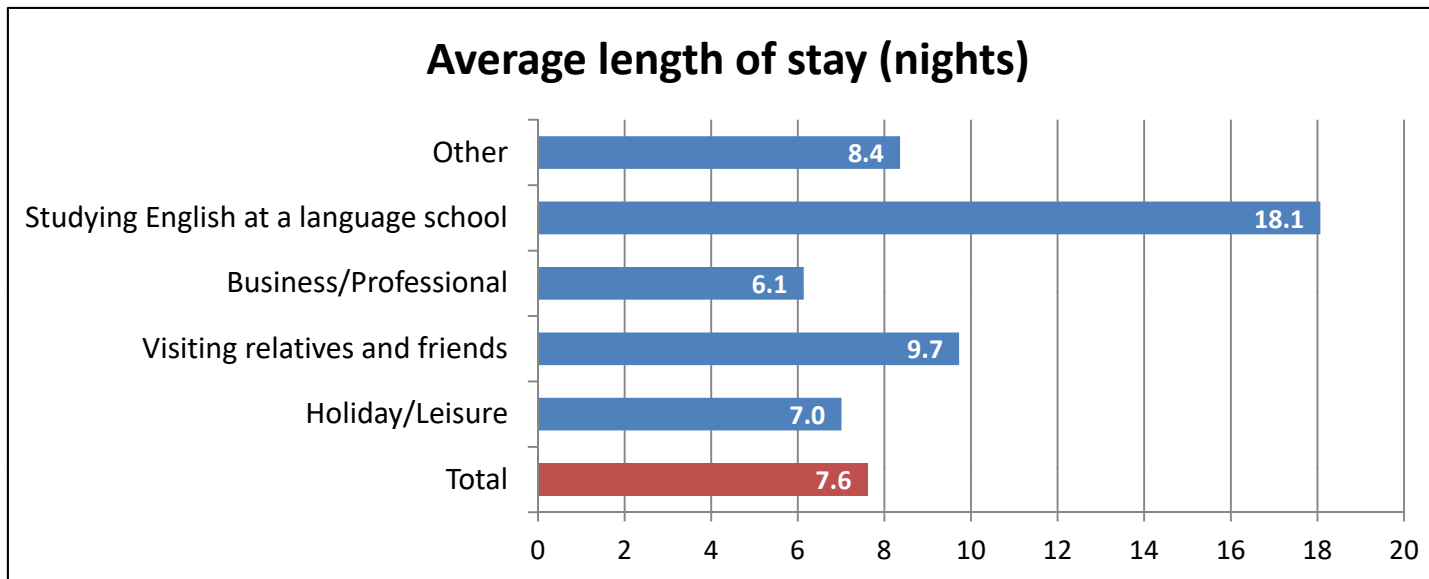
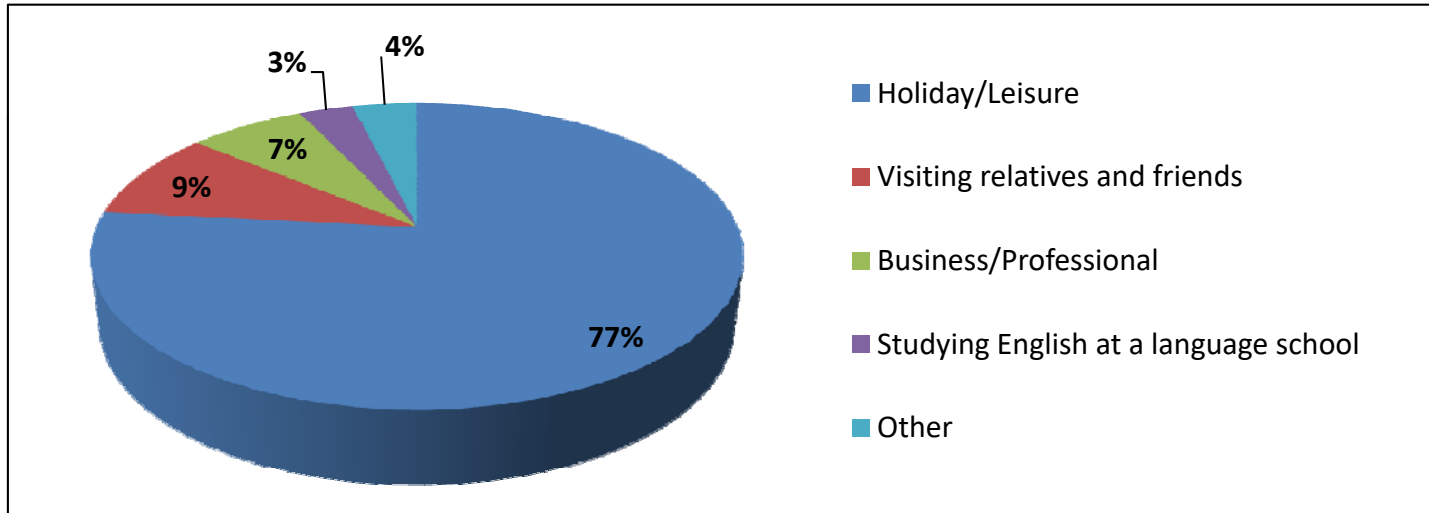


Country of Residence: Main markets

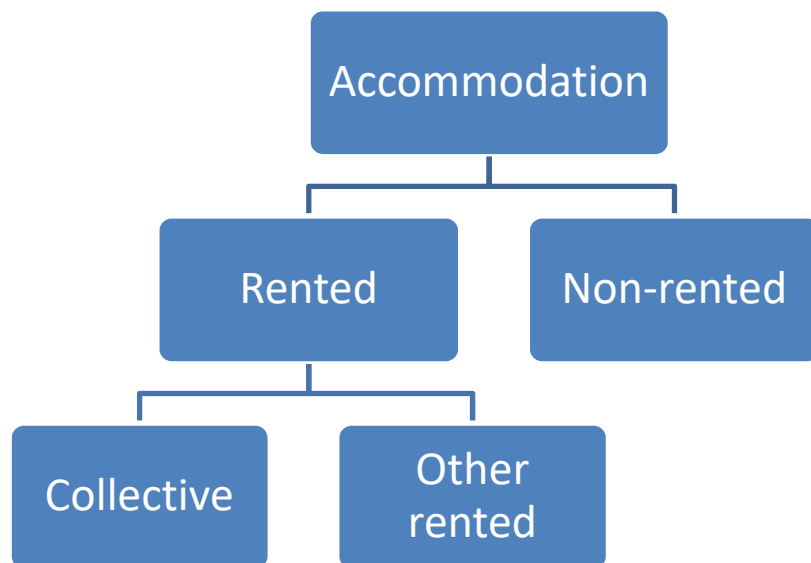
Expenditure per capita



Main purpose of visit: 2016



Main type of accommodation used (1)



- Accommodation can be divided into **rented** and **non-rented**.

- **Rented accommodation** can be further divided into collective and other rented accommodation:

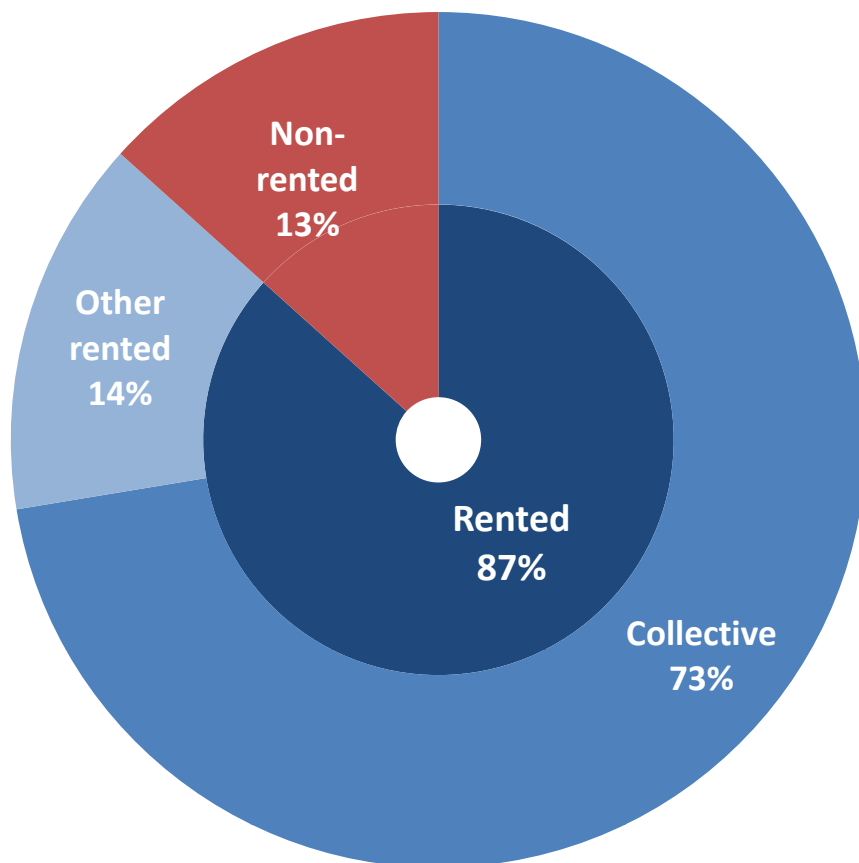
- ***Collective*** accommodation comprises hotels, guesthouses, hostels, tourist villages, holiday complex, Bed & Breakfast and campsites.
- ***Other rented*** accommodation includes holiday furnished premises such as farmhouses, apartments and villas.

- **Non-rented accommodation** includes own private residence and staying with friends and relatives.

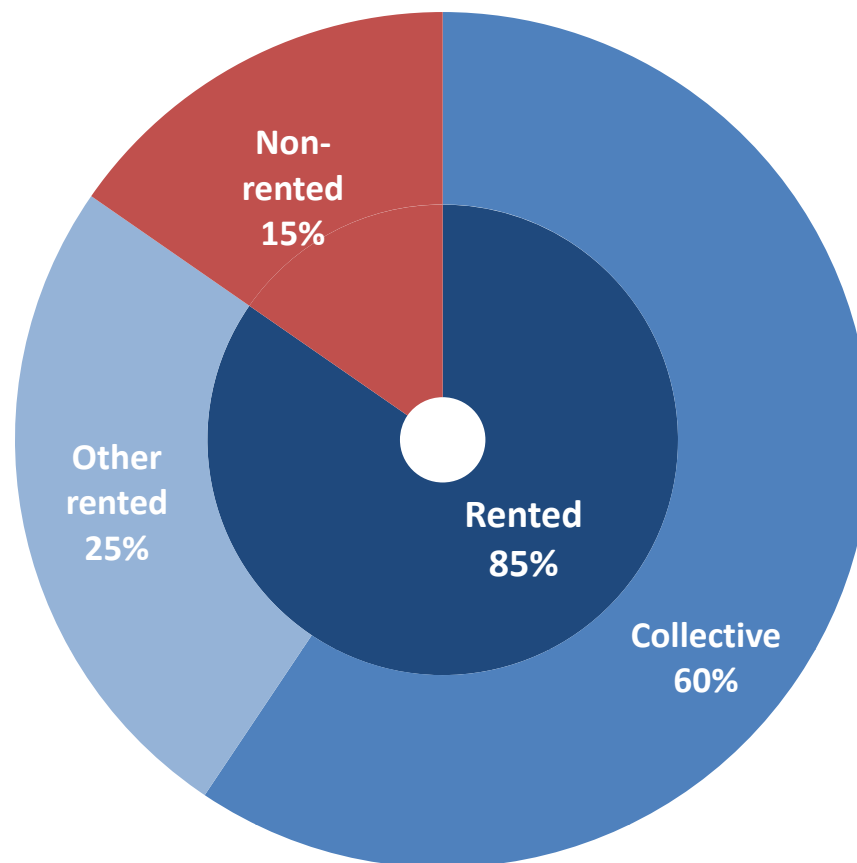
Main type of accommodation used (2)

Nights spent by inbound tourists

2007



2016



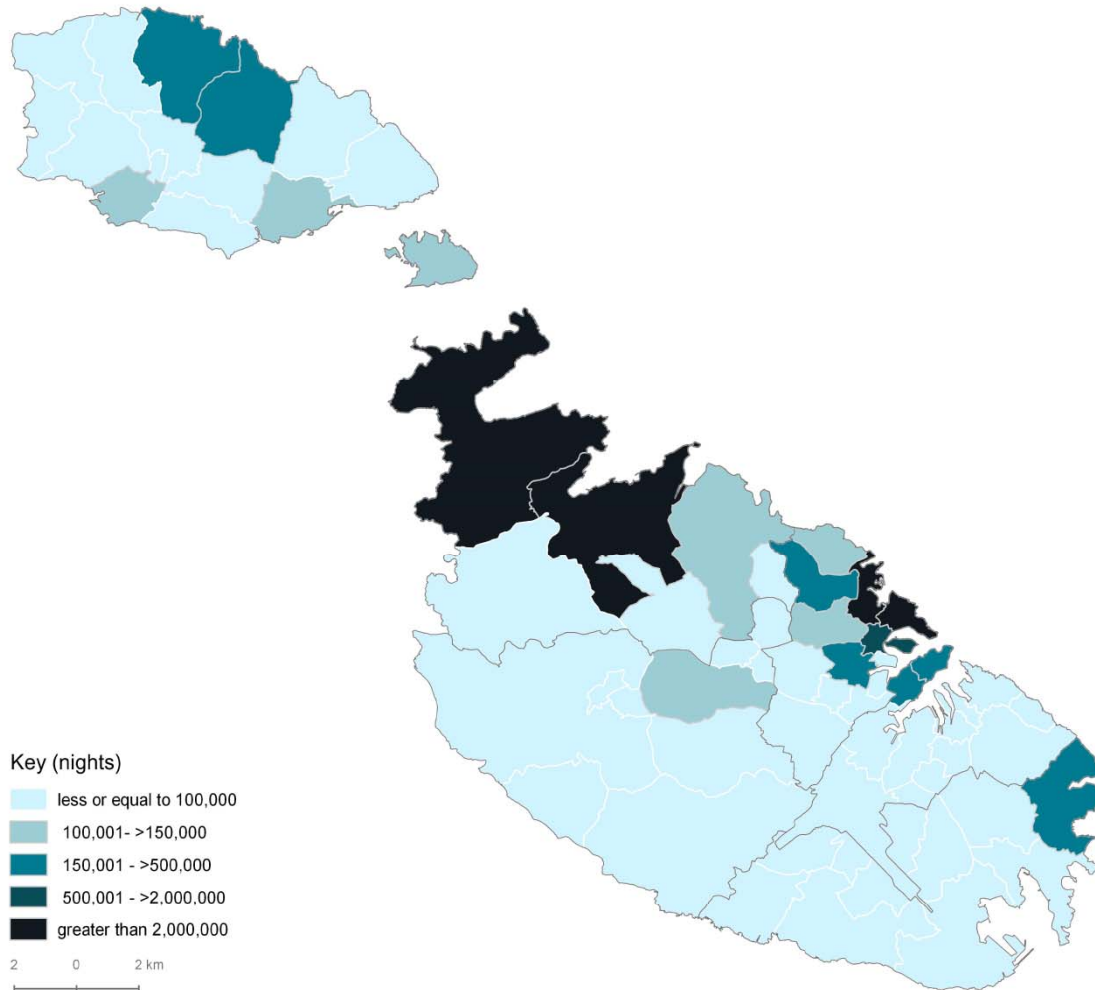
Locality stayed longest

Inbound tourists by locality: 2016

Rank	Locality	Inbound tourists	%
1	San Ġiljan	464,740	23.6
2	San Pawl il-Baħar	435,308	22.1
3	Tas-Sliema	305,738	15.6
4	Il-Mellieħa	257,921	13.1
5	Il-Gżira	64,488	3.3
6	Il-Belt Valletta	63,957	3.3
7	Il-Furjana	43,285	2.2
8	Marsaskala	27,497	1.4
9	Iż-Żebbuġ	20,380	1.0
10	L-Imsida	18,588	0.9
-	Other	264,028	13.4
	TOTAL	1,965,928	100.0

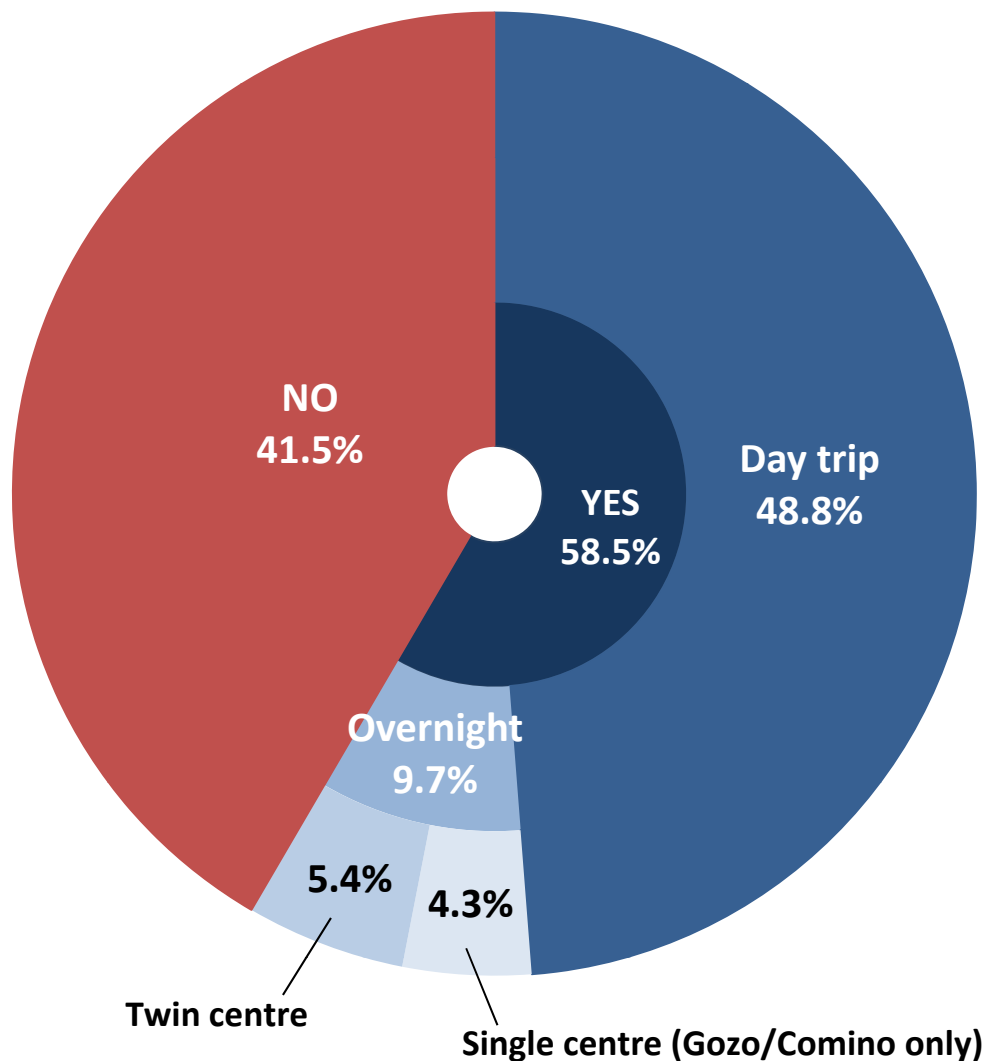
Locality stayed longest (2)

Nights spent by locality: 2016



Gozo & Comino: Inbound tourism

Figures for reference year 2016



- **Day trip:** refers to inbound tourists who visit Gozo/Comino without spending the night.
- **Single centre destination:** refers to inbound tourism trips with overnight stays in one region only.
- **Twin centre destination:** refers to inbound tourism trips with combined overnight stays in two regions, i.e., Malta and Gozo and Comino regions.

Gozo & Comino: Inbound tourism

Inbound tourists and nights spent

Inbound tourists	2014	2015	2016
Total	1,689,809	1,783,366	1,965,928
<i>of which:</i>			
Sameday visitors (day trip)	791,345	848,711	958,606
Overnight stay	152,945	165,581	189,859
Gozo and Comino Visitors	944,290	1,014,292	1,148,465

Nights spent	2014	2015	2016
Total nights spent	13,522,112	14,151,599	14,961,366
<i>of which:</i>			
Nights in Gozo and Comino	878,898	1,003,743	1,112,479

DOMESTIC TOURISM

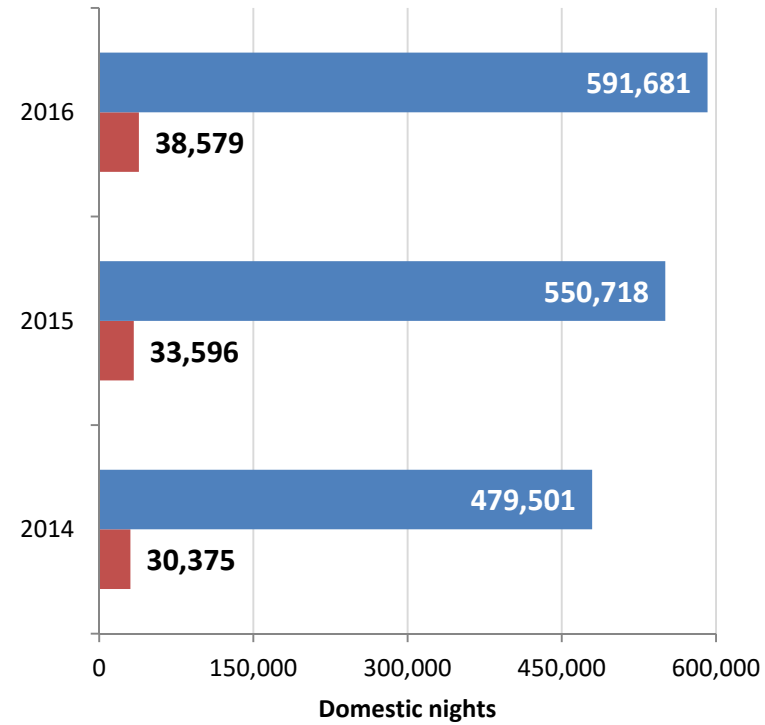
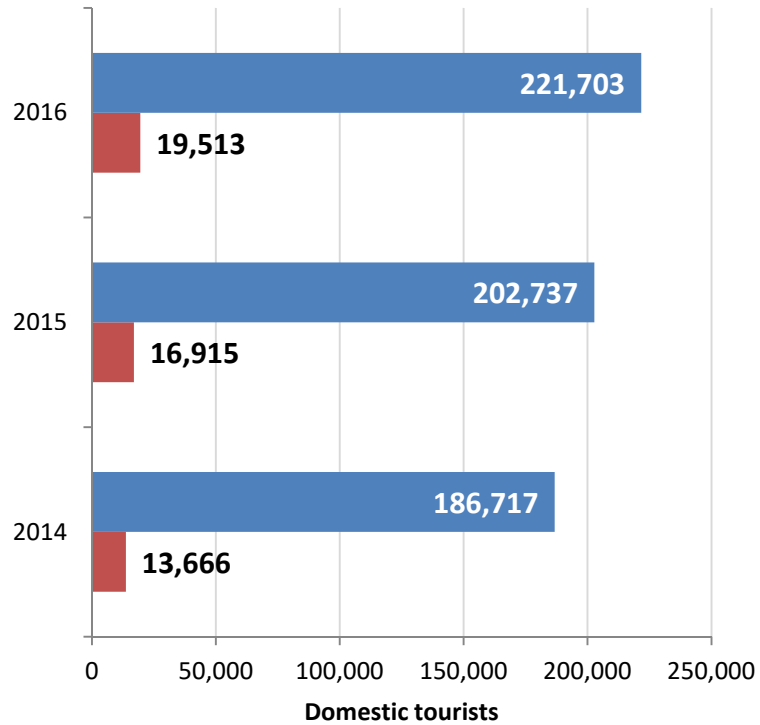
Survey methodology

NATIONAL TOURISM survey

- In **2014**, the National Statistics Office has introduced a new tool to measure National Tourism, collecting tourism demand data on **domestic** and **outbound trips**.
- Data is collected via a **quarterly** Computer-Assisted Telephone Interviewing (CATI) survey.
- Domestic tourism, as compiled by the National Tourism Survey, comprises the activities of:
 - i) Malta residents visiting Gozo and Comino region; or
 - ii) Gozo residents visiting Malta region; and
- Domestic trips: (i) conducted within same region of residence; and (ii) made routinely by respective residents, at least once a week are **excluded**.
- The **scope of observation** consists of all tourism trips made by the resident population for private or professional purpose. The scope is limited to individuals aged 15 years and over.

Domestic tourism (1)

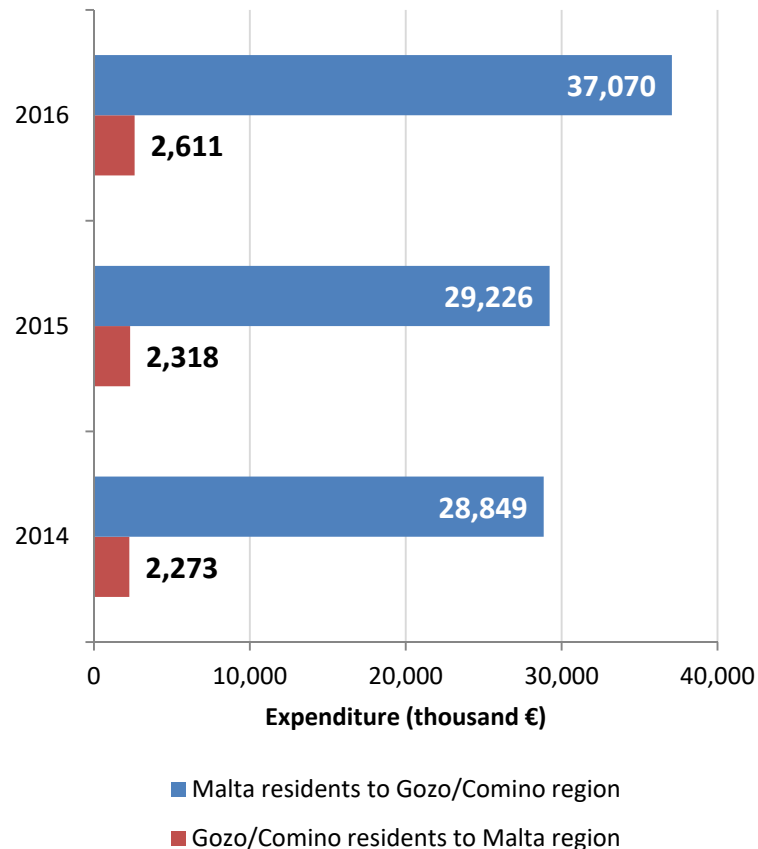
Tourists and nights spent



■ Malta residents to Gozo/Comino region
■ Gozo/Comino residents to Malta region

■ Malta residents to Gozo/Comino region
■ Gozo/Comino residents to Malta region

Domestic tourism (2)



Domestic tourism to Gozo/Comino region

During 2016...

- total expenditure by domestic tourists in this region was estimated at **€37.1 million**.
- expenditure per capita amounted to **€167**.
- an average length of stay of **2.7 nights**.

Domestic tourism to Malta region

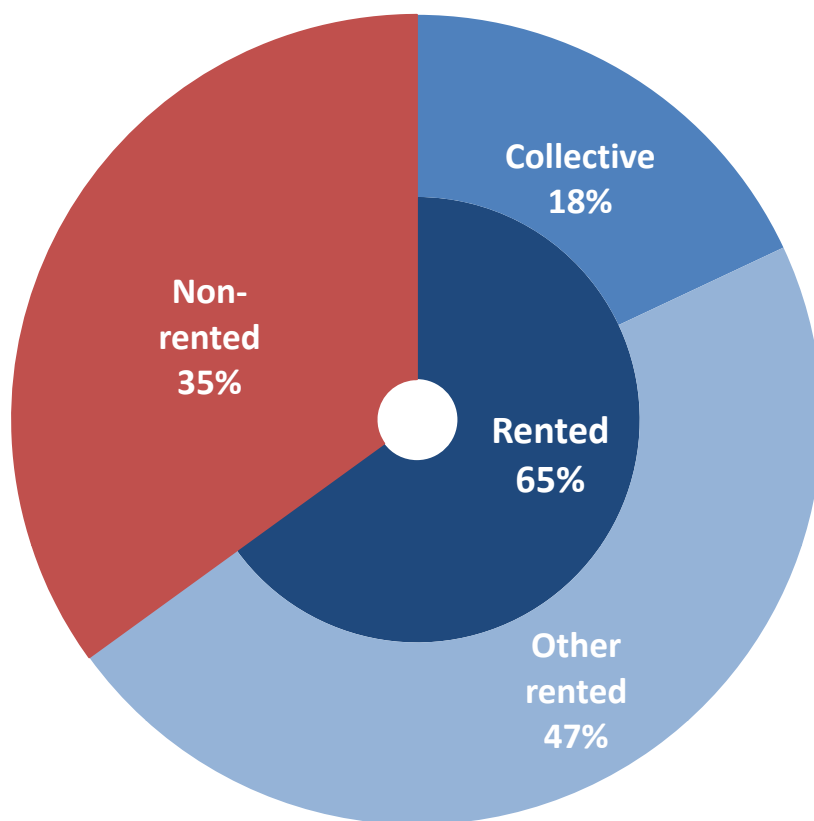
During 2016...

- total expenditure by domestic tourists in this region was estimated at **€2.6 million**.
- expenditure per capita amounted to **€134**.
- an average length of stay of **2.0 nights**.

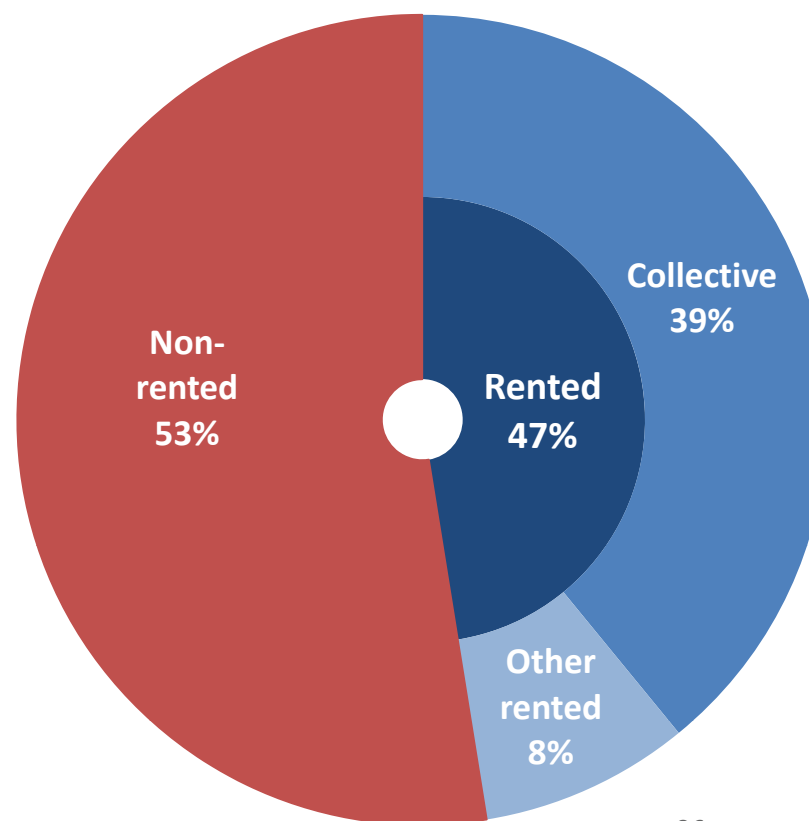
Domestic tourists: Accommodation

Nights spent by domestic tourists

Malta residents to
Gozo/Comino



Gozo/Comino residents to
Malta



Thank you for your attention