

News Release



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Tourism

Departing tourists: August 2007

Inbound tourists in August are estimated to have increased by 7.3 per cent when compared to the same month in 2006. Year-on-year, total nights spent increased by 6.7 per cent.

August 2007

According to the ongoing frontier survey, tourist departures in August 2007 are estimated at 176,372 implying an increase of 7.3 per cent over the same month in 2006. The increase reflects primarily a rise in holiday makers, mainly from the British, Irish and German markets, contrasted with a decline in tourists from Italy, the Netherlands and Belgium.

Meanwhile, total nights spent increased by 6.7 per cent when compared to the same month in 2006. Year-on-year, total nights spent in private accommodation increased by 27.3 per cent, while total nights in collective accommodation decreased by 3.1 per cent. Overall, the average length of stay is calculated at 10.9 nights, shorter by 0.1 nights when compared to August 2006.

Theme:
Industry and Services

January-August 2007

Inbound tourists for the past eight months are estimated at 825,874 implying an increase of 7.6 per cent over the corresponding period a year ago. The growth was primarily attributable to an increase in holiday visits, mainly from the British, Irish, Scandinavian and American markets. Decreases were recorded with respect to the Dutch, French, Austrian and Belgian markets.

Table 6 shows that 86.9 per cent of all inbound visits comprised tourists coming from EU Member States. Although there was an increase in repeat tourism the data show that the overall increase was primarily characterised by a rise in first-time visits, the latter estimated to account for 68.4 per cent of the total. The largest age bracket comprised tourists aged between 45 and 64, albeit the biggest increase is attributable to tourists aged 24 years and under.

Total nights spent are estimated to be on a par when compared to the same period in 2006. Nights spent in private accommodation increased by 1.6 per cent, while those in collective accommodation recorded a drop of 0.6 per cent. Tourist nights in rented and owner-occupied accommodation decreased by 1.9 and 12.3 per cent respectively, while those spent in lodgings with family and friends increased by 14.9 per cent. With regard to total nights in collective accommodation there was a significant decrease in the 3-star category contrasted with a stronger increase in the 5-star category. The average length of stay is calculated at 9.1 nights, down by 0.7 nights when compared to last year's level.

During the period under review, total tourist expenditure is estimated at Lm311.2 million, an increase of 4.6 per cent over the same period in 2006. The increase was underpinned by higher non-package and other expenditure. Although the majority are still opting for package travel, direct bookings and non-package stays are exhibiting an increasing trend.

The survey results indicate that the per capita total expenditure is estimated at Lm386, down by 2.0 per cent when compared to the same period in previous year ■

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Table 1. Profile of departing tourists

	August			absolute change	percentage change
	2005	2006	2007	2007/2006	2007/2006
Total	178,319	164,302	176,372	12,070	7.3
Mode of travel:					
Air	167,614	154,569	170,901	16,332	10.6
Sea	10,705	9,733	5,471	-4,262	-43.8
Sex:					
Males	90,513	81,728	86,168	4,440	5.4
Females	87,806	82,574	90,204	7,630	9.2
Age group:					
0-24	34,975	44,167	48,875	4,708	10.7
25-44	78,521	70,554	75,204	4,650	6.6
45-64	57,455	46,461	47,236	775	1.7
65+	7,368	3,120	5,057	1,937	62.1
Markets:					
EU	159,743	143,923	154,768	10,845	7.5
Euro area	77,938	76,594	79,642	3,048	4.0
Non-EU	18,576	20,379	21,604	1,225	6.0
Purpose of visit:					
Holiday	161,126	140,564	152,184	11,620	8.3
Business and professional	3,366	3,809	3,852	43	1.1
Other	13,827	19,929	20,336	407	2.0
Organisation of stay					
Package	118,865	121,368	99,538	-21,830	-18.0
Non-package	59,454	42,934	76,834	33,900	79.0
Frequency					
First-time tourists	118,428	121,211	128,564	7,353	6.1
Repeat tourists	59,891	43,091	47,808	4,717	10.9
less than once a year	53,265	37,037	40,002	2,965	8.0
more than twice a year	6,626	6,054	7,806	1,752	28.9
Duration of visit:					
1-3 nights	5,928	6,625	5,866	-759	-11.5
4-6 nights	10,354	10,746	11,580	834	7.8
7+ nights	162,037	146,931	158,926	11,995	8.2
Average length of stay (nights)	10.9	11.0	10.9	-0.1	-0.9

Table 2. Departing tourists, by type of accommodation

	August			persons	
				absolute change	percentage change
	2005	2006	2007	2007/2006	2007/2006
Total	178,319	164,302	176,372	12,070	7.3
Private accommodation	45,665	39,436	52,917	13,481	34.2
Collective accommodation	132,654	124,866	123,455	-1,411	-1.1
Hotels	116,894	110,344	109,332	-1,012	-0.9
Other collective accommodation *	15,760	14,522	14,123	-399	-2.7

Table 3. Total nights spent by departing tourists, by type of accommodation

	August			nights	
				absolute change	percentage change
	2005	2006	2007	2007/2006	2007/2006
Total	1,950,275	1,806,692	1,927,863	121,171	6.7
Private accommodation	685,162	582,785	741,755	158,970	27.3
Collective accommodation	1,265,113	1,223,907	1,186,108	-37,799	-3.1
Hotels	1,080,339	1,070,024	1,026,294	-43,730	-4.1
Other collective accommodation *	184,774	153,883	159,814	5,931	3.9

Table 4. Total expenditure by departing tourists, by expenditure categories

	August			Lm 000s	
				absolute change	percentage change
	2005	2006	2007	2007/2006	2007/2006
Total	74,873	74,499	78,484	3,982	5.3
Package	37,023	40,125	33,803	-6,325	-15.8
Non-package	13,373	10,393	18,813	8,420	81.0
Air/sea fares	7,808	5,963	9,804	3,841	64.4
Accommodation	5,565	4,430	9,009	4,579	103.4
Other expenditure	24,477	23,981	25,868	1,887	7.9

* Comprises aparthotels, guesthouses, hostels and tourist villages
 Estimates for expenditure are rounded to the nearest thousand

Table 5. Departing tourists, nights spent and total expenditure, by country of residence

	August			absolute change	percentage change
	2005	2006	2007	2007/2006	2007/2006
Total tourists	178,319	164,302	176,372	12,070	7.3
Austria	2,676	2,115	2,544	429	20.3
Belgium	4,326	4,564	4,335	-229	-5.0
France	12,820	12,242	12,404	162	1.3
Germany	13,247	11,401	12,778	1,377	12.1
Ireland	2,770	2,090	3,675	1,585	75.8
Italy	26,898	31,030	25,279	-5,751	-18.5
Libya	1,178	845	1,131	286	33.8
Netherlands	6,769	6,549	5,755	-794	-12.1
Russia	3,887	5,238	6,076	838	16.0
Scandinavia*	6,312	7,564	8,194	630	8.3
Switzerland	2,142	1,736	2,026	290	16.7
United Kingdom	71,646	56,361	59,292	2,931	5.2
USA	1,864	1,242	1,807	565	45.5
Other	21,784	21,325	31,076	9,751	45.7
Total nights	1,950,275	1,806,692	1,927,863	121,171	6.7
Austria	28,858	21,528	30,668	9,140	42.5
Belgium	43,047	43,850	44,061	211	0.5
France	135,328	136,440	132,791	-3,649	-2.7
Germany	157,847	142,922	141,930	-992	-0.7
Ireland	28,487	21,378	38,686	17,308	81.0
Italy	244,257	299,196	243,384	-55,812	-18.7
Libya	8,272	10,418	12,154	1,736	16.7
Netherlands	74,925	68,551	61,962	-6,589	-9.6
Russia	54,997	81,491	91,530	10,039	12.3
Scandinavia*	64,064	79,256	81,791	2,535	3.2
Switzerland	34,938	21,064	24,738	3,674	17.4
United Kingdom	787,967	595,280	620,109	24,829	4.2
USA	18,758	21,827	29,947	8,120	37.2
Other	268,530	263,491	374,112	110,621	42.0
Total expenditure (Lm'000s)	74,873	74,499	78,484	3,985	5.3
Austria	1,097	932	1,138	206	22.1
Belgium	1,936	1,957	1,923	-34	-1.7
France	5,683	5,835	6,179	344	5.9
Germany	5,807	5,301	5,323	22	0.4
Ireland	1,266	1,138	1,527	389	34.2
Italy	10,146	12,170	9,987	-2,183	-17.9
Libya	454	366	400	34	9.3
Netherlands	2,832	2,848	2,579	-269	-9.4
Russia	1,976	3,167	3,756	589	18.6
Scandinavia*	2,672	3,405	3,537	132	3.9
Switzerland	1,196	888	1,053	165	18.6
United Kingdom	28,900	24,860	24,366	-494	-2.0
USA	804	626	679	53	8.5
Other	10,104	11,006	16,037	5,031	45.7

* Denmark, Finland, Norway and Sweden

Estimates for expenditure are rounded to the nearest thousand

Table 6. Profile of departing tourists

	January-August			absolute change	percentage change
	2005	2006	2007	2007/2006	2007/2006
	Total	797,636	767,836	825,874	58,038
Mode of travel:					
Air	780,943	751,661	809,844	58,183	7.7
Sea	16,693	16,175	16,030	-145	-0.9
Sex:					
Males	401,042	392,495	415,356	22,861	5.8
Females	396,594	375,341	410,518	35,177	9.4
Age group:					
0-24	106,028	117,318	144,609	27,291	23.3
25-44	303,258	272,902	296,208	23,306	8.5
45-64	305,373	309,505	315,430	5,925	1.9
65+	82,977	68,111	69,627	1,516	2.2
Markets:					
EU	697,591	665,736	717,741	52,005	7.8
Euro area	324,935	323,365	334,385	11,020	3.4
Non-EU	100,045	102,100	108,133	6,033	5.9
Purpose of visit:					
Holiday	683,608	639,183	694,724	55,541	8.7
Business and professional	57,381	65,428	60,416	-5,012	-7.7
Other	56,647	63,225	70,734	7,509	11.9
Organisation of stay					
Package	540,878	533,640	459,592	-74,048	-13.9
Non-package	256,758	234,196	366,282	132,086	56.4
Frequency					
First-time tourists	540,662	525,871	565,106	39,235	7.5
Repeat tourists	256,974	241,965	260,768	18,803	7.8
less than once a year	210,975	192,545	201,384	8,839	4.6
more than twice a year	45,999	49,420	59,384	9,964	20.2
Duration of visit:					
1-3 nights	67,080	71,088	75,612	4,524	6.4
4-6 nights	78,558	86,300	104,599	18,299	21.2
7+ nights	651,998	610,448	645,663	35,215	5.8
Average length of stay (nights)	9.7	9.8	9.1	-0.7	-7.1

Chart 1 Percentage distribution of departing tourists, by purpose of visit
January-August 2005-2007

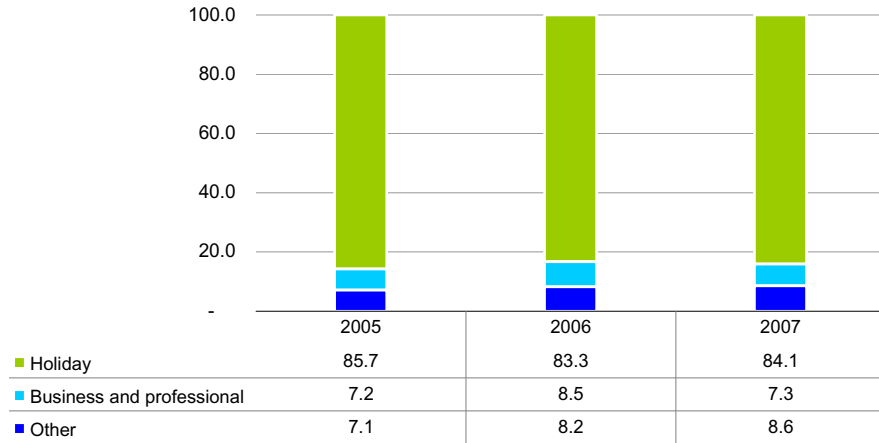
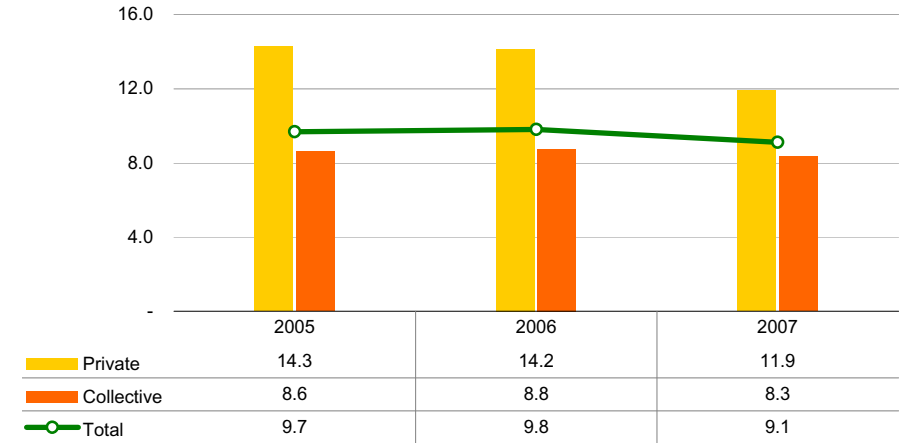


Chart 3 Average length of stay (nights), by type of accommodation
January-August 2005-2007



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Chart 2 Average length of stay (nights), by purpose of visit
January-August 2005-2007

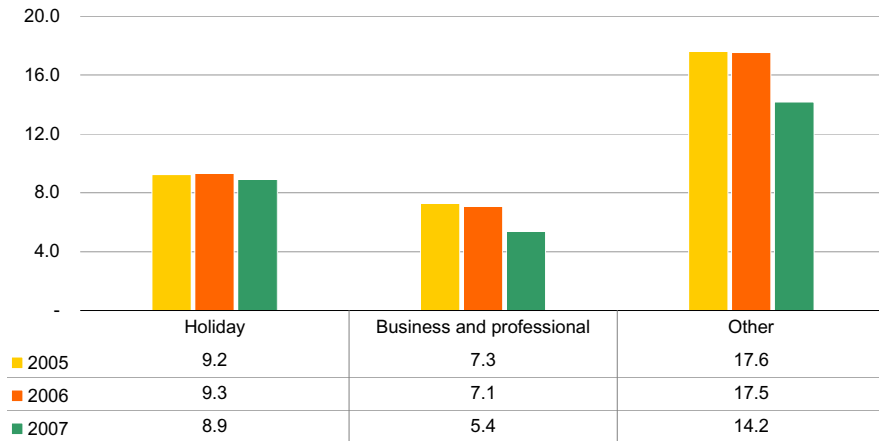


Chart 4 Departing tourists, by night bracket
January-August 2005-2007

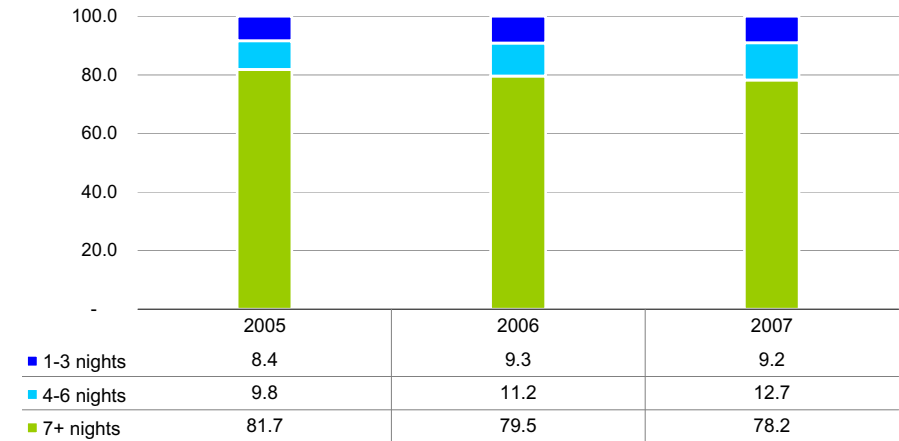


Table 7. Departing tourists, by type of accommodation

	January-August			persons	
				absolute change	percentage change
	2005	2006	2007	2007/2006	2007/2006
Total	797,636	767,836	825,874	58,038	7.6
Private accommodation	151,005	148,145	179,086	30,941	20.9
Rented	79,233	75,359	93,311	17,952	23.8
Staying with friends/relatives	48,436	50,325	63,482	13,157	26.1
Owner-occupied	23,336	22,461	22,293	-168	-0.7
Collective accommodation	646,631	619,691	646,788	27,097	4.4
Hotels	587,261	565,412	590,331	24,919	4.4
of which:					
5 Star	114,964	126,148	156,572	30,424	24.1
4 Star	292,333	290,482	293,313	2,831	1.0
3 Star	171,082	135,312	121,217	-14,095	-10.4
Other collective accommodation *	59,370	54,279	56,457	2,178	4.0

Table 8. Total nights spent by departing tourists, by type of accommodation

	January-August			nights	
				absolute change	percentage change
	2005	2006	2007	2007/2006	2007/2006
Total	7,726,495	7,527,310	7,526,663	-647	0.0
Private accommodation	2,154,590	2,097,123	2,131,523	34,400	1.6
Rented	1,183,268	1,165,997	1,144,207	-21,790	-1.9
Staying with friends/relatives	651,518	628,462	721,825	93,363	14.9
Owner-occupied	319,804	302,664	265,491	-37,173	-12.3
Collective accommodation	5,571,905	5,430,187	5,395,140	-35,047	-0.6
Hotels	4,933,667	4,866,462	4,844,995	-21,467	-0.4
of which:					
5 Star	764,195	831,739	1,028,398	196,659	23.6
4 Star	2,560,284	2,587,824	2,516,072	-71,752	-2.8
3 Star	1,533,893	1,314,904	1,136,831	-178,073	-13.5
Other collective accommodation *	638,238	563,725	550,145	-13,580	-2.4

* Comprises apart-hotels, guesthouses, hostels and tourist villages

Table 9. Departing tourists, nights spent and total expenditure, by country of residence

	January-August			absolute change	percentage change
	2005	2006	2007	2007/2006	2007/2006
Total tourists	797,636	767,836	825,874	58,038	7.6
Austria	18,038	17,013	14,165	-2,848	-16.7
Belgium	19,238	20,823	18,012	-2,811	-13.5
France	62,388	56,877	53,750	-3,127	-5.5
Germany	86,145	79,738	78,307	-1,431	-1.8
Ireland	13,117	9,408	19,391	9,983	106.1
Italy	72,091	84,996	85,354	358	0.4
Libya	7,764	6,153	6,657	504	8.2
Netherlands	25,467	26,843	23,318	-3,525	-13.1
Russia	12,705	15,587	16,513	926	5.9
Scandinavia*	47,309	46,969	56,124	9,155	19.5
Switzerland	13,047	13,011	13,631	620	4.8
United Kingdom	322,028	292,112	314,856	22,744	7.8
USA	13,161	11,674	14,900	3,226	27.6
Other	85,138	86,632	110,896	24,264	28.0
Total nights	7,726,495	7,527,310	7,526,663	-647	0.0
Austria	134,969	131,803	123,514	-8,289	-6.3
Belgium	152,626	180,505	145,670	-34,835	-19.3
France	526,749	502,959	464,101	-38,858	-7.7
Germany	783,021	769,070	676,844	-92,226	-12.0
Ireland	116,745	93,153	157,387	64,234	69.0
Italy	583,544	668,276	645,113	-23,163	-3.5
Libya	73,085	56,725	57,685	960	1.7
Netherlands	223,263	226,242	199,992	-26,250	-11.6
Russia	161,226	256,740	214,935	-41,805	-16.3
Scandinavia*	437,553	455,773	491,518	35,745	7.8
Switzerland	138,176	122,094	142,674	20,580	16.9
United Kingdom	3,217,481	2,958,499	3,021,650	63,151	2.1
USA	118,549	117,059	127,156	10,097	8.6
Other	1,059,508	988,412	1,058,424	70,012	7.1
Total expenditure (Lm'000s)	297,202	297,484	311,150	13,666	4.6
Austria	6,024	6,117	4,770	-1,347	-22.0
Belgium	7,508	7,652	6,743	-909	-11.9
France	23,256	21,983	20,947	-1,036	-4.7
Germany	31,023	29,580	27,531	-2,049	-6.9
Ireland	5,384	4,325	6,978	2,653	61.3
Italy	24,700	29,739	29,252	-487	-1.6
Libya	2,541	2,415	2,450	35	1.4
Netherlands	9,263	10,060	8,718	-1,342	-13.3
Russia	5,453	9,035	8,801	-234	-2.6
Scandinavia*	18,708	19,842	21,311	1,469	7.4
Switzerland	5,545	5,905	6,356	451	7.6
United Kingdom	116,565	107,917	112,988	5,071	4.7
USA	5,571	5,077	5,610	533	10.5
Other	35,661	37,837	48,695	10,858	28.7

* Denmark, Finland, Norway and Sweden

Estimates for expenditure are rounded to the nearest thousand

Table 10. Total expenditure by departing tourists

Lm 000s

	Package expenditure	Non-package expenditure		Other expenditure	Total
		Air/sea fares	Accommodation		
January-August 2007					
Total	130,403	41,703	30,154	108,890	311,150
Austria	2,428	419	315	1,608	4,770
Belgium	3,496	689	543	2,015	6,743
France	9,264	3,009	2,784	5,890	20,947
Germany	11,861	3,909	3,708	8,053	27,531
Ireland	2,264	770	806	3,138	6,978
Italy	12,163	3,769	3,637	9,683	29,252
Libya	301	646	426	1,077	2,450
Netherlands	4,873	588	341	2,916	8,718
Russia	4,926	634	392	2,849	8,801
Scandinavia*	10,815	2,006	1,449	7,041	21,311
Switzerland	2,836	743	573	2,204	6,356
United Kingdom	45,803	13,956	9,608	43,621	112,988
USA	1,349	1,327	801	2,133	5,610
Other	18,024	9,238	4,771	16,662	48,695
January-August 2006					
Total	149,591	29,645	20,437	97,811	297,484
Austria	3,522	527	438	1,630	6,117
Belgium	4,885	443	376	1,948	7,652
France	13,037	1,685	1,352	5,909	21,983
Germany	17,133	2,053	1,758	8,636	29,580
Ireland	2,003	350	269	1,703	4,325
Italy	14,492	3,437	3,071	8,739	29,739
Libya	346	434	444	1,191	2,415
Netherlands	5,783	567	532	3,178	10,060
Russia	5,103	491	415	3,026	9,035
Scandinavia*	11,743	1,122	665	6,312	19,842
Switzerland	3,047	544	534	1,780	5,905
United Kingdom	51,332	10,433	6,319	39,833	107,917
USA	1,422	1,313	748	1,594	5,077
Other	15,743	6,246	3,516	12,332	37,837
January-August 2005					
Total	144,117	33,758	22,045	97,282	297,202
Austria	3,574	491	332	1,627	6,024
Belgium	4,608	514	348	2,038	7,508
France	13,900	1,903	1,367	6,086	23,256
Germany	17,707	2,513	1,847	8,956	31,023
Ireland	2,440	563	350	2,031	5,384
Italy	10,752	3,369	3,153	7,426	24,700
Libya	252	629	600	1,060	2,541
Netherlands	4,657	819	652	3,135	9,263
Russia	3,184	301	283	1,685	5,453
Scandinavia*	10,244	1,366	944	6,154	18,708
Switzerland	2,791	603	453	1,698	5,545
United Kingdom	54,931	11,357	7,377	42,900	116,565
USA	1,539	1,700	724	1,608	5,571
Other	13,538	7,630	3,615	10,878	35,661

* Denmark, Finland, Norway and Sweden

Estimates for expenditure are rounded to the nearest thousand

Table 11. Per capita expenditure by departing tourists

Lm

	Package expenditure	Non-package expenditure		Other Expenditure	Total ^w
		Air/sea fares	Accommodation		
January-August 2007					
Total	284	116	99	132	386
Austria	309	114	89	114	389
Belgium	290	126	108	112	384
France	315	132	135	110	403
Germany	281	111	110	103	356
Ireland	246	80	98	162	373
Italy	286	88	95	113	348
Libya	233	124	88	162	378
Netherlands	264	122	87	125	377
Russia	392	161	111	173	536
Scandinavia*	278	126	105	126	390
Switzerland	329	149	122	162	469
United Kingdom	266	98	89	139	368
USA	274	134	90	143	383
Other	306	179	101	150	444
January-August 2006					
Total	280	127	107	127	393
Austria	272	130	115	96	361
Belgium	286	118	112	94	370
France	293	136	125	104	390
Germany	270	125	120	108	374
Ireland	298	130	133	181	469
Italy	280	103	104	103	354
Libya	219	95	105	194	398
Netherlands	257	131	133	118	377
Russia	409	158	136	194	580
Scandinavia*	299	146	97	134	424
Switzerland	328	146	158	137	458
United Kingdom	262	109	93	136	378
USA	346	174	113	137	444
Other	304	179	111	142	441
January-August 2005					
Total	266	132	103	122	378
Austria	254	124	101	90	338
Belgium	303	128	95	106	392
France	288	135	109	98	375
Germany	263	134	109	104	362
Ireland	283	125	93	155	416
Italy	265	107	109	103	346
Libya	252	93	101	137	338
Netherlands	255	114	104	123	367
Russia	310	124	137	133	433
Scandinavia*	276	135	101	130	397
Switzerland	311	148	121	130	428
United Kingdom	251	110	98	133	370
USA	324	202	97	122	430
Other	285	203	106	128	423

* Denmark, Finland, Norway and Sweden

^w stands for weighted average - further detail can be looked up in the methodological notes - Note 6

Methodological Notes

1. The results in this release are based on the ongoing frontier survey known as TOURSTAT. All the detailed distribution is survey-based. Administrative records are used as a supplementary source for the calibration of the survey aggregates. The exercise is in the main a bottom-up approach including a calibrating weight to re-align the survey results to the true population of total passenger departures (net of transits). Yet we advise our users to exercise caution when analysing details that involve estimates of less than 1,000 tourists since such estimates may suffer from variations attributable to low frequency in the sample frame (sampling errors). There are also limitations related to non-sampling errors, namely those linked to respondents' likelihood and willingness to provide proper information and those related to language barriers.
2. Tourist air departures are collected through a continuous survey carried out at the departure lounge of Malta International Airport (MIA). A two-stage sample design is used for this survey. In the first stage alternate days are selected. Then within each shift a sample of passengers is selected systematically. Personal interviews are carried out. Monthly response rates of around 90 per cent are achieved.
3. Tourist sea departures are collected through a regular survey that is carried out at the Valletta International Seaport Terminal (VISET). Ferry sailings on every alternate day are selected. Departing passengers are interviewed personally. On average a response rate of 93 per cent is recorded for this survey.

4. The main variables collected in these surveys include the following:

Nationality	Number of nights stayed
Country of residence	Type of accommodation used
Flight/Sailing	Locality in Malta stayed longest
Final destination	Organisation of trip
Sex and age	Form of transport used
Purpose of visit	Expenditure (package/non-package/other)
Frequency of visit	

5. The expenditure data contained in this release should not be equated to national tourism earnings. Such expenditure includes elements that are earned by enterprises outside the Maltese economic territory.
6. The total per capita expenditure is a weighted average of the 'package' and 'non-package' expenditure categories based on the respective number of tourists in each category, plus the simple average of the 'other' expenditure categories.
7. The monthly passenger departures data published by the Malta International Airport cannot be equated to departing tourists because the former is inclusive of departing Maltese and transit passengers. As a result, the monthly tourism statistics published by the NSO are always lower than the combined passenger departures data available from the airport and seaport.
8. **Definitions:**

Usual Environment of a person consists of the direct vicinity of his/her home and place of work or study, and other places frequently visited.

Visitors comprise tourists and same-day visitors. Visitors are distinguished from other travellers according to the following criteria:

- the trip should be to a place other than that of the usual environment;
- the stay in the place visited should not last more than 12 consecutive months;
- the main purpose of visit should be other than the exercise of an activity remunerated from within the place visited.

International tourist satisfies the criteria mentioned earlier regarding visitors. Additionally, international tourists must stay at least one night in a collective or private accommodation in the country visited.

International same-day visitor is an international visitor who does not spend at least one night in collective or private accommodation.

7. The data in this release are not normally subject to revision.