

News Release



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Tourism

Departing tourists: August 2008

Inbound tourists in August 2008 are estimated to have increased by 1.2 per cent when compared to the same month in 2007. Year on year, total nights spent decreased by 0.4 per cent.

August 2008

According to the ongoing frontier survey, tourist departures in August are estimated at 178,570, implying an increase of 1.2 per cent over the same month in 2007. The increase reflects primarily a rise in the Italian, German and Scandinavian markets, while tourists coming from UK, Netherlands and France registered decreases (see Table 5). Results also show that 87.7 per cent of inbound tourists in August came to Malta on holiday.

Meanwhile, total nights spent decreased by 0.4 per cent when compared to the same month in 2007. Year on year, total nights spent in private accommodation decreased by 9.1 per cent, while the collective accommodation category registered an increase of 5.1 per cent. Overall, the average length of stay is calculated at 10.8 nights, down by 0.1 nights when compared to August 2007.

January-August 2008

Inbound tourists for the first eight months of 2008 are estimated at 905,374, implying an increase of 9.6 per cent over the corresponding period a year ago. In absolute terms, the growth is mostly attributable to an increase in holiday visits, mainly from the German, Italian and Spanish markets. On the other hand decreases were recorded in the British, American and Libyan markets.

Table 6 shows that 88.3 per cent of all inbound visits comprised tourists coming from EU Member States. Although there was an increase in repeat tourism, data show that the overall increase in the period under review was mainly brought about by a rise in first-time visits, with the latter estimated to account for 70.4 per cent of total visits. The largest age bracket comprised tourists aged 25-44, followed by those in the 45-64 age bracket.

Total nights spent increased by 5.2 per cent when compared to the same period in 2007. Nights spent in private accommodation registered an increase of 5.1 per cent, while guest nights in collective accommodation increased by 5.2 per cent. With regards to collective accommodation the 5- and 4- star hotel categories increased respectively by 5.6 and 4.4 per cent, while the 3- star category recorded a drop of 4.6 per cent. The average length of stay is calculated at 8.7 nights, down by 0.4 nights when compared to last year's level.

In the period under review, total tourist expenditure is estimated at €732.6 million, an increase of 1.1 per cent over 2007. The growth in non-package was contrasted by a reduction in package expenditure.

The survey results indicate that the per capita total expenditure is estimated at €820, down by 8.7 per cent when compared to the corresponding period last year ■

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Table 1. Profile of departing tourists

	August			absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
Total	164,304	176,372	178,570	2,198	1.2
Mode of travel:					
Air	154,570	170,901	171,649	748	0.4
Sea	9,734	5,471	6,921	1,450	26.5
Sex:					
Males	81,730	86,168	89,638	3,470	4.0
Females	82,574	90,204	88,932	-1,272	-1.4
Age group:					
0-24	44,167	48,875	60,034	11,159	22.8
25-44	70,556	75,204	72,004	-3,200	-4.3
45-64	46,461	47,236	40,172	-7,064	-15.0
65+	3,120	5,057	6,360	1,303	25.8
Markets:					
EU	143,925	154,768	155,847	1,079	0.7
Euro area	76,594	79,642	91,077	11,435	14.4
Non-EU	20,379	21,604	22,723	1,119	5.2
Purpose of visit:					
Holiday	140,566	152,184	156,525	4,341	2.9
Business and professional	3,809	3,852	4,338	486	12.6
Other	19,929	20,336	17,707	-2,629	-12.9
Organisation of stay					
Package	121,368	99,538	89,212	-10,326	-10.4
Non-package	42,936	76,834	89,358	12,524	16.3
Frequency					
First-time tourists	121,213	128,564	132,314	3,750	2.9
Repeat tourists	43,091	47,808	46,256	-1,552	-3.2
less than once a year	37,037	40,002	38,003	-1,999	-5.0
more than twice a year	6,054	7,806	8,253	447	5.7
Duration of visit:					
1-3 nights	6,625	5,866	7,142	1,276	21.8
4-6 nights	10,746	11,580	15,506	3,926	33.9
7+ nights	146,933	158,926	155,922	-3,004	-1.9
Average length of stay (nights)	11.0	10.9	10.8	-0.1	-0.9

Table 2. Departing tourists, by type of accommodation

	August			persons	
				absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
Total	164,304	176,372	178,570	2,198	1.2
Private accommodation	39,436	52,917	49,444	-3,473	-6.6
Collective accommodation	124,868	123,455	129,126	5,671	4.6
Hotels	110,344	109,332	116,119	6,787	6.2
Other collective accommodation *	14,522	14,123	13,004	-1,119	-7.9

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

	August			nights	
				absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
Total	1,806,692	1,927,863	1,920,961	-6,902	-0.4
Private accommodation	582,785	741,755	674,328	-67,427	-9.1
Collective accommodation	1,223,907	1,186,108	1,246,633	60,525	5.1
Hotels	1,070,024	1,026,294	1,097,028	70,734	6.9
Other collective accommodation *	153,883	159,814	149,605	-10,209	-6.4

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

	August			€ 000s	
				absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
Total	173,536	182,815	180,784	-2,032	-1.1
Package	93,466	78,734	73,409	-5,326	-6.8
Non-package	24,209	43,824	46,381	2,557	5.8
Air/sea fares	13,889	22,838	25,398	2,560	11.2
Accommodation	10,320	20,986	20,983	-3	0.0
Other expenditure	55,861	60,257	60,994	737	1.2

* Comprises apart-hotels, 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
	2006	2007	2008	2008/2007	2008/2007
	Total tourists	164,304	176,372	178,570	2,198
Austria	2,115	2,544	2,021	-523	-20.6
Belgium	4,564	4,335	4,360	25	0.6
France	12,242	12,404	11,182	-1,222	-9.9
Germany	11,401	12,778	17,058	4,280	33.5
Ireland	2,090	3,675	4,669	994	27.0
Italy	31,030	25,279	32,241	6,962	27.5
Libya	845	1,131	1,131	0	0.0
Netherlands	6,549	5,755	4,315	-1,440	-25.0
Russia	5,238	6,076	5,785	-291	-4.8
Scandinavia*	7,564	8,194	10,683	2,489	30.4
Spain	4,012	8,664	10,671	2,007	23.2
Switzerland	1,736	2,026	3,145	1,119	55.2
United Kingdom	56,363	59,292	49,924	-9,368	-15.8
USA	1,242	1,807	1,588	-219	-12.1
Other	17,313	22,412	19,797	-2,615	-11.7
Total nights	1,806,692	1,927,863	1,920,961	-6,902	-0.4
Austria	21,528	30,668	19,092	-11,576	-37.7
Belgium	43,850	44,061	36,349	-7,712	-17.5
France	136,440	132,791	115,239	-17,552	-13.2
Germany	142,922	141,930	173,066	31,136	21.9
Ireland	21,378	38,686	42,029	3,343	8.6
Italy	299,196	243,384	300,247	56,863	23.4
Libya	10,418	12,154	12,308	154	1.3
Netherlands	68,551	61,962	48,849	-13,113	-21.2
Russia	81,491	91,530	80,785	-10,745	-11.7
Scandinavia*	79,256	81,791	98,393	16,602	20.3
Spain	54,212	125,355	117,031	-8,324	-6.6
Switzerland	21,064	24,738	34,520	9,782	39.5
United Kingdom	595,280	620,108	546,288	-73,820	-11.9
USA	21,827	29,947	25,133	-4,814	-16.1
Other	209,279	248,758	271,632	22,874	9.2
Total expenditure (€ '000s)	173,536	182,815	180,784	-2,031	-1.1
Austria	2,172	2,652	1,939	-713	-26.9
Belgium	4,559	4,479	3,999	-480	-10.7
France	13,593	14,393	12,512	-1,881	-13.1
Germany	12,348	12,399	15,992	3,593	29.0
Ireland	2,651	3,557	5,076	1,519	42.7
Italy	28,279	23,262	29,377	6,115	26.3
Libya	854	932	915	-17	-1.8
Netherlands	6,633	6,008	5,139	-869	-14.5
Russia	7,376	8,748	8,861	113	1.3
Scandinavia*	7,930	8,238	9,787	1,549	18.8
Spain	4,808	11,693	11,783	90	-
Switzerland	2,069	2,453	3,348	895	36.5
United Kingdom	57,908	56,757	43,877	-12,880	-22.7
USA	1,458	1,581	2,275	694	43.9
Other	20,898	25,663	25,904	241	0.9

* 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
	2006	2007	2008	2008/2007	2008/2007
Total	767,836	825,874	905,374	79,500	9.6
Mode of travel:					
Air	751,662	809,844	890,305	80,461	9.9
Sea	16,174	16,030	15,069	-961	-6.0
Sex:					
Males	392,494	415,356	469,458	54,102	13.0
Females	375,342	410,518	435,916	25,398	6.2
Age group:					
0-24	117,318	144,609	174,457	29,848	20.6
25-44	272,902	296,208	331,323	35,115	11.9
45-64	309,505	315,430	317,724	2,294	0.7
65+	68,111	69,627	81,870	12,243	17.6
Markets:					
EU	665,736	717,681	799,764	82,083	11.4
Euro area	323,365	334,265	426,988	92,723	27.7
Non-EU	102,100	108,193	105,610	-2,583	-2.4
Purpose of visit:					
Holiday	639,183	694,724	761,278	66,554	9.6
Business and professional	65,428	60,416	71,956	11,540	19.1
Other	63,225	70,734	72,139	1,405	2.0
Organisation of stay					
Package	533,640	459,592	423,030	-36,562	-8.0
Non-package	234,196	366,282	482,344	116,062	31.7
Frequency					
First-time tourists	525,871	565,106	637,081	71,975	12.7
Repeat tourists	241,965	260,768	268,293	7,525	2.9
less than once a year	192,545	201,384	201,778	394	0.2
more than twice a year	49,420	59,384	66,515	7,131	12.0
Duration of visit:					
1-3 nights	71,088	75,612	99,056	23,444	31.0
4-6 nights	86,300	104,599	152,138	47,539	45.4
7+ nights	610,448	645,663	654,180	8,517	1.3
Average length of stay (nights)	9.8	9.1	8.7	-0.4	-4.4

Chart 1 Percentage distribution of departing tourists, by purpose of visit

January-August 2006-2008

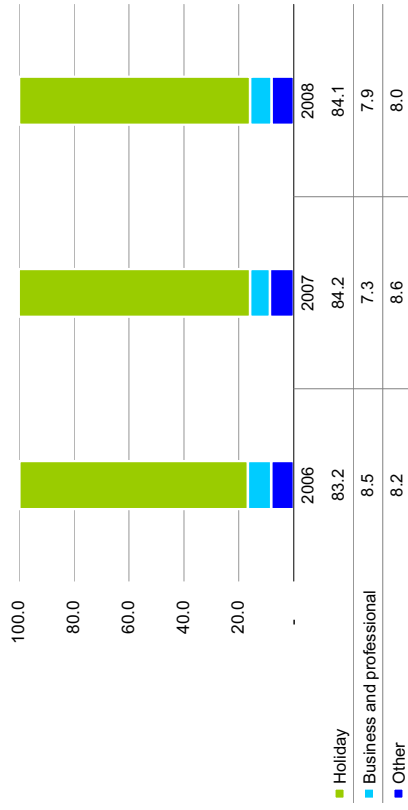


Chart 3 Average length of stay (nights), by type of accommodation

January-August 2006-2008

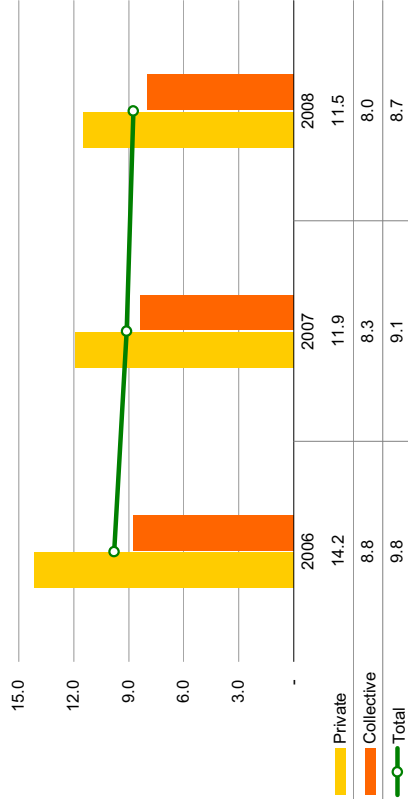


Chart 2 Average length of stay (nights), by purpose of visit

January-August 2006-2008

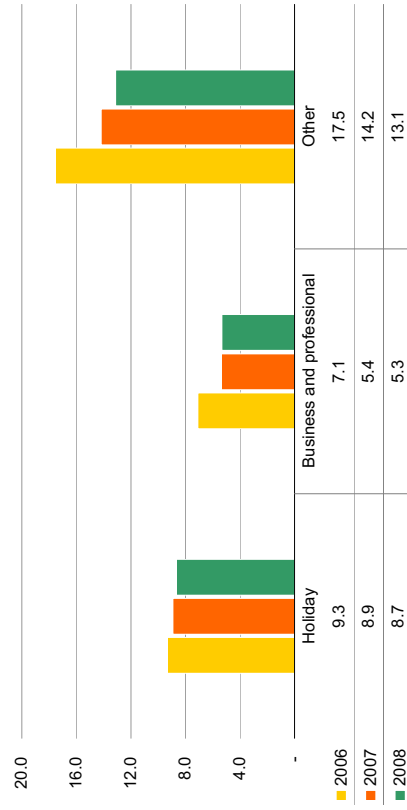


Chart 4 Departing tourists, by night bracket

January-August 2006-2008

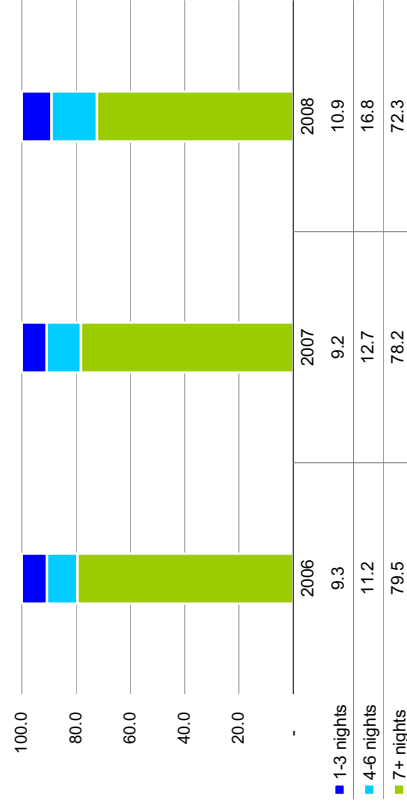


Table 7. Departing tourists, by type of accommodation

	January-August			persons	
				absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
Total	767,836	825,874	905,374	79,500	9.6
Private accommodation	148,145	179,086	195,198	16,112	9.0
Rented	75,359	93,311	98,931	5,620	6.0
Staying with friends/relatives	50,325	63,482	69,973	6,491	10.2
Owner-occupied	22,461	22,293	26,294	4,001	17.9
Collective accommodation	619,691	646,788	710,176	63,388	9.8
Hotels	565,412	590,331	639,443	49,112	8.3
of which:					
5 Star	126,148	156,572	170,937	14,365	9.2
4 Star	290,482	293,313	310,052	16,739	5.7
3 Star	135,312	121,217	129,173	7,956	6.6
Other collective accommodation *	54,279	56,457	70,733	14,276	25.3

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

	January-August			nights	
				absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
Total	7,527,311	7,526,663	7,914,415	387,752	5.2
Private accommodation	2,097,123	2,131,523	2,240,881	109,358	5.1
Rented	1,165,997	1,144,207	1,163,500	19,293	1.7
Staying with friends/relatives	628,462	721,825	765,027	43,202	6.0
Owner-occupied	302,664	265,491	312,354	46,863	17.7
Collective accommodation	5,430,188	5,395,140	5,673,534	278,394	5.2
Hotels	4,866,463	4,844,995	5,013,842	168,847	3.5
of which:					
5 Star	831,739	1,028,398	1,086,038	57,640	5.6
4 Star	2,587,824	2,516,072	2,626,576	110,504	4.4
3 Star	1,314,904	1,136,831	1,084,037	-52,794	-4.6
Other collective accommodation *	563,725	550,145	659,692	109,547	19.9

* Comprises aparthotels, guesthouses, hostels and tourist villages

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

	January-August			absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
Total tourists	767,836	825,874	905,374	79,500	9.6
Austria	17,013	14,165	14,972	807	5.7
Belgium	20,823	17,952	22,564	4,612	25.7
France	56,877	53,750	60,915	7,165	13.3
Germany	79,738	78,307	107,256	28,949	37.0
Ireland	9,408	19,391	20,836	1,445	7.5
Italy	84,996	85,354	109,386	24,032	28.2
Libya	6,153	6,657	6,044	-613	-9.2
Netherlands	26,843	23,318	25,211	1,893	8.1
Russia	15,587	16,513	16,499	-14	-0.1
Scandinavia*	46,969	56,124	59,066	2,942	5.2
Spain	12,343	21,646	38,446	16,800	77.6
Switzerland	13,011	13,631	14,697	1,066	7.8
United Kingdom	292,112	314,856	306,755	-8,101	-2.6
USA	11,674	14,900	12,220	-2,680	-18.0
Other	74,289	89,310	90,507	1,197	1.3
Total nights	7,527,311	7,526,663	7,914,415	387,752	5.2
Austria	131,803	123,514	108,203	-15,311	-12.4
Belgium	180,505	145,670	168,521	22,851	15.7
France	502,959	464,101	493,797	29,696	6.4
Germany	769,070	676,844	865,602	188,758	27.9
Ireland	93,153	157,387	165,168	7,781	4.9
Italy	668,276	645,113	807,856	162,743	25.2
Libya	56,725	57,685	57,539	-146	-0.3
Netherlands	226,242	199,992	215,965	15,973	8.0
Russia	256,740	214,935	206,825	-8,110	-3.8
Scandinavia*	455,773	491,518	497,850	6,332	1.3
Spain	129,701	249,912	323,020	73,108	29.3
Switzerland	122,094	142,674	135,105	-7,569	-5.3
United Kingdom	2,958,499	3,021,650	2,870,292	-151,358	-5.0
USA	117,059	127,156	107,245	-19,911	-15.7
Other	858,712	808,512	891,427	82,915	10.3
Total expenditure (€ '000s)	692,957	724,791	732,603	7,812	1.1
Austria	14,250	11,111	11,568	457	4.1
Belgium	17,826	15,657	18,111	2,454	15.7
France	51,206	48,794	54,825	6,031	12.4
Germany	68,904	64,129	79,360	15,231	23.8
Ireland	10,075	16,253	19,121	2,868	17.6
Italy	69,205	68,142	79,108	10,966	16.1
Libya	5,628	5,709	4,834	-875	-15.3
Netherlands	23,434	20,309	21,663	1,354	6.7
Russia	21,044	20,502	21,475	973	4.7
Scandinavia*	46,218	49,641	52,084	2,443	4.9
Spain	12,542	23,662	32,179	8,517	36.0
Switzerland	13,756	14,806	13,141	-1,665	-11.2
United Kingdom	251,381	263,192	225,146	-38,046	-14.5
USA	11,825	13,069	10,825	-2,244	-17.2
Other	75,663	89,815	89,163	-652	-0.7

* Denmark, Finland, Norway and Sweden

Estimates for expenditure are rounded to the nearest thousand

Table 10. Total expenditure by departing tourists

€ 000s

	Package expenditure	Non-package expenditure		Other expenditure	Total
		Air/sea fares	Accommodation		
January-August 2008					
Total	275,998	109,296	88,871	258,438	732,603
Austria	6,569	993	714	3,292	11,568
Belgium	9,322	2,149	1,782	4,858	18,111
France	28,121	6,276	5,426	15,002	54,825
Germany	29,791	12,801	12,434	24,334	79,360
Ireland	4,943	2,760	2,619	8,799	19,121
Italy	27,631	11,787	12,473	27,217	79,108
Libya	303	1,142	1,187	2,202	4,834
Netherlands	9,200	2,656	2,057	7,750	21,663
Russia	12,055	1,694	1,147	6,579	21,475
Scandinavia*	24,578	5,340	4,739	17,427	52,084
Spain	12,906	3,523	4,676	11,074	32,179
Switzerland	5,368	1,956	1,818	3,999	13,141
United Kingdom	77,715	32,811	25,700	88,920	225,146
USA	1,736	3,191	2,024	3,874	10,825
Other	25,760	20,217	10,075	33,111	89,163
January-August 2007					
Total	303,763	97,142	70,239	253,647	724,791
Austria	5,656	975	734	3,746	11,111
Belgium	8,143	1,605	1,264	4,645	15,657
France	21,580	7,009	6,484	13,721	48,794
Germany	27,628	9,107	8,636	18,758	64,129
Ireland	5,273	1,794	1,877	7,309	16,253
Italy	28,333	8,780	8,473	22,556	68,142
Libya	702	1,506	992	2,509	5,709
Netherlands	11,351	1,370	794	6,794	20,309
Russia	11,476	1,477	913	6,636	20,502
Scandinavia*	25,192	4,672	3,376	16,401	49,641
Spain	12,485	2,035	2,636	6,506	23,662
Switzerland	6,607	1,730	1,335	5,134	14,806
United Kingdom	106,693	32,508	22,381	101,610	263,192
USA	3,143	3,092	1,866	4,968	13,069
Other	29,501	19,482	8,478	32,354	89,815
January-August 2006					
Total	348,456	69,055	47,603	227,843	692,957
Austria	8,204	1,229	1,019	3,798	14,250
Belgium	11,380	1,031	876	4,539	17,826
France	30,368	3,925	3,148	13,765	51,206
Germany	39,910	4,783	4,094	20,117	68,904
Ireland	4,665	815	627	3,968	10,075
Italy	33,688	8,007	7,153	20,357	69,205
Libya	807	1,011	1,035	2,775	5,628
Netherlands	13,471	1,321	1,239	7,403	23,434
Russia	11,886	1,143	966	7,049	21,044
Scandinavia*	27,353	2,613	1,549	14,703	46,218
Spain	6,836	991	920	3,795	12,542
Switzerland	7,099	1,268	1,244	4,145	13,756
United Kingdom	119,572	24,303	14,720	92,786	251,381
USA	3,311	3,058	1,743	3,713	11,825
Other	29,906	13,557	7,270	24,930	75,663

* Denmark, Finland, Norway and Sweden

Estimates for expenditure are rounded to the nearest thousand

Table 11. Per capita expenditure by departing tourists

€

	Package expenditure	Non-package expenditure		Other Expenditure	Total ^w
		Air/sea fares	Accommodation		
January-August 2008					
Total	652	227	204	285	820
Austria	624	244	205	220	795
Belgium	709	253	238	215	839
France	757	245	231	246	889
Germany	626	229	235	227	765
Ireland	623	214	231	422	935
Italy	602	186	211	249	732
Libya	581	207	227	364	811
Netherlands	694	222	190	307	868
Russia	984	398	283	399	1,305
Scandinavia*	655	217	205	295	858
Spain	829	154	216	288	844
Switzerland	826	239	239	272	904
United Kingdom	570	192	192	290	757
USA	737	324	237	317	911
Other	705	374	161	366	969
January-August 2007					
Total	661	271	230	307	898
Austria	721	265	207	265	906
Belgium	675	293	252	259	893
France	734	307	313	255	939
Germany	653	257	256	240	829
Ireland	573	185	229	377	869
Italy	666	206	221	264	811
Libya	542	289	205	377	880
Netherlands	614	284	203	291	879
Russia	912	375	259	402	1,248
Scandinavia*	647	293	244	292	907
Spain	927	262	357	301	1,115
Switzerland	765	346	283	377	1,092
United Kingdom	619	228	206	323	858
USA	639	311	208	333	893
Other	649	443	214	362	1,015
January-August 2006					
Total	653	295	248	297	916
Austria	634	303	267	223	842
Belgium	667	275	262	218	861
France	682	318	290	242	908
Germany	630	292	280	252	870
Ireland	695	303	310	422	1,093
Italy	651	241	242	240	825
Libya	511	221	245	451	928
Netherlands	599	305	310	276	877
Russia	952	369	317	452	1,351
Scandinavia*	697	339	227	313	988
Spain	757	299	305	308	1,023
Switzerland	765	340	367	319	1,067
United Kingdom	609	254	217	318	881
USA	805	404	262	318	1,033
Other	700	430	255	336	1,029

* Denmark, Finland, Norway and Sweden

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

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