

News Release



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Tourism

Departing tourists: October 2008

Inbound tourists in October 2008 were estimated at 126,941, a decrease of 9.3 per cent when compared to the same month in 2007. Year on year, total nights spent decreased by 12.3 per cent.

October 2008

The ongoing frontier survey indicated that tourist departures in October were estimated at 126,941, implying a decrease of 9.3 per cent over the same month in 2007. The majority of tourists, or 125,878 tourists, came to Malta by air. Nevertheless, there was a decrease of 9.4 per cent in the number of air passengers when compared to October 2007. Results also show that 84.2 per cent of inbound tourists in October came to Malta on holiday, while a further 8.7 per cent visited the island for business purposes.

Meanwhile, total nights spent decreased by 12.3 per cent when compared to the same month in 2007. Year on year, total nights spent in private accommodation decreased by 18.4 per cent, while the collective accommodation category registered a drop of 9.7 per cent. Overall, the average length of stay is calculated at 8.3 nights, down by 0.3 nights when compared to October 2007.

January-October 2008

Inbound tourists for the first ten months are estimated at 1,172,109, implying an increase of 5.6 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 Spanish, Italian and German markets. On the other hand decreases were recorded in the American, British and Libyan markets.

Table 6 shows that 88.1 per cent of all inbound visits comprised tourists coming from EU Member States. For the period under review, the main increase was registered among tourists having non-package holidays. On the other hand, the number of tourists having a package holiday decreased by 12.9 per cent. The largest age bracket comprised tourists aged 45-64, followed by those in the 25-44 age bracket, albeit the largest increase can be attributed to the 0-24 age bracket.

Total nights spent increased by 2.7 per cent when compared to the same period in 2007. Nights spent in private accommodation registered an increase of 6.1 per cent, while guest nights in collective accommodation increased by 1.4 per cent. With regards to collective accommodation the 5- and 4- star hotel categories increased respectively by 6.9 and 2.1 per cent, while the 3- star category recorded a drop of 13.6 per cent. The average length of stay is calculated at 8.8 nights, down by 0.2 nights when compared to last year's level.

In the period under review, total tourist expenditure is estimated at €956.6 million, resulting in a decrease of 1.5 per cent over the same period last year. The growth in non-package expenditure was contrasted by a reduction in package and other expenditure.

The survey results indicate that the per capita total expenditure is estimated at €829, down by 7.3 per cent when compared to the corresponding period last year ■

Theme:
Industry and Services

Compiled by:

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Table 1. Profile of departing tourists

	October			absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
Total	116,426	139,932	126,941	-12,991	-9.3
Mode of travel:					
Air	115,869	138,973	125,878	-13,095	-9.4
Sea	557	959	1,063	104	10.8
Sex:					
Males	61,050	71,084	66,402	-4,682	-6.6
Females	55,376	68,848	60,539	-8,309	-12.1
Age group:					
0-24	11,099	14,752	15,823	1,071	7.3
25-44	37,087	47,026	40,323	-6,703	-14.3
45-64	55,526	62,378	57,108	-5,270	-8.4
65+	12,714	15,776	13,687	-2,089	-13.2
Markets:					
EU	100,197	123,059	110,075	-12,984	-10.6
of which: Euro area	42,720	55,032	51,279	-3,753	-6.8
Non-EU	16,229	16,873	16,866	-7	0.0
Purpose of visit:					
Holiday	99,066	117,615	106,941	-10,674	-9.1
Business and professional	12,034	12,846	11,072	-1,774	-13.8
Other	5,326	9,471	8,928	-543	-5.7
Organisation of stay					
Package	67,340	71,624	56,011	-15,613	-21.8
Non-package	49,086	68,308	70,930	2,622	3.8
Frequency					
First-time tourists	77,191	94,403	84,431	-9,972	-10.6
Repeat tourists	39,235	45,529	42,510	-3,019	-6.6
less than once a year	31,522	35,147	32,172	-2,975	-8.5
more than twice a year	7,713	10,382	10,338	-44	-0.4
Duration of visit:					
1-3 nights	8,148	12,794	14,204	1,410	11.0
4-6 nights	12,270	14,983	17,975	2,992	20.0
7+ nights	96,008	112,155	94,762	-17,393	-15.5
Average length of stay (nights)	8.3	8.6	8.3	-0.3	-3.5

Table 2. Departing tourists, by type of accommodation

	October			absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
	Total	116,426	139,932	126,941	-12,991
Private accommodation	22,986	31,298	25,748	-5,550	-17.7
Collective accommodation	93,440	108,634	101,193	-7,441	-6.8
Hotels	87,880	100,040	93,319	-6,721	-6.7
Other collective accommodation *	5,560	8,594	7,874	-720	-8.4

persons

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

	October			absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
	Total	972,075	1,202,309	1,054,611	-147,698
Private accommodation	241,164	358,718	292,870	-65,848	-18.4
Collective accommodation	730,911	843,591	761,741	-81,850	-9.7
Hotels	680,993	762,139	697,595	-64,544	-8.5
Other collective accommodation *	49,918	81,452	64,146	-17,306	-21.2

nights

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

	October			absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
	Total	100,319	116,341	101,913	-14,428
Package	43,922	45,578	36,168	-9,410	-20.6
Non-package	21,824	29,432	31,002	1,570	5.3
Air/sea fares	14,749	17,933	17,656	-277	-1.5
Accommodation	7,075	11,499	13,346	1,847	16.1
Other expenditure	34,573	41,331	34,743	-6,588	-15.9

€ 000s

* 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

	October			absolute	percentage
	2006	2007	2008	change	change
				2008/2007	2008/2007
Total tourists	116,426	139,932	126,941	-12,991	-9.3
Austria	2,349	1,774	2,202	428	24.1
Belgium	2,104	1,819	2,478	659	36.2
France	5,845	7,052	7,333	281	4.0
Germany	14,816	19,308	17,181	-2,127	-11.0
Ireland	1,435	2,565	2,559	-6	-0.2
Italy	6,036	7,530	8,287	757	10.1
Libya	705	513	732	219	42.7
Netherlands	3,769	5,328	3,475	-1,853	-34.8
Russia	1,681	1,567	2,208	641	40.9
Scandinavia*	11,614	10,970	9,019	-1,951	-17.8
Spain	2,384	5,414	3,998	-1,416	-26.2
Switzerland	4,317	3,640	3,616	-24	-0.7
United Kingdom	46,829	57,544	48,446	-9,098	-15.8
USA	1,620	2,094	1,803	-291	-13.9
Other	10,922	12,814	13,604	790	6.2
Total nights	972,075	1,202,309	1,054,611	-147,698	-12.3
Austria	17,798	10,362	14,760	4,398	42.4
Belgium	14,478	10,821	15,820	4,999	46.2
France	40,993	46,094	47,208	1,114	2.4
Germany	129,111	157,352	149,786	-7,566	-4.8
Ireland	11,177	19,547	20,062	515	2.6
Italy	32,921	40,724	47,819	7,095	17.4
Libya	7,247	6,762	3,337	-3,425	-50.7
Netherlands	27,023	38,048	29,929	-8,119	-21.3
Russia	12,694	14,154	20,852	6,698	47.3
Scandinavia*	90,272	82,399	66,566	-15,833	-19.2
Spain	13,538	80,617	38,809	-41,808	-51.9
Switzerland	37,539	36,210	31,149	-5,061	-14.0
United Kingdom	405,767	505,463	433,250	-72,213	-14.3
USA	16,045	17,976	12,445	-5,531	-30.8
Other	115,472	135,780	122,819	-12,961	-9.5
Total expenditure (€ '000s)	100,319	116,341	101,913	-14,428	-12.4
Austria	2,081	1,242	1,632	390	31.4
Belgium	1,695	1,415	2,012	597	42.2
France	4,744	5,645	5,288	-357	-6.3
Germany	12,690	15,048	14,681	-367	-2.4
Ireland	1,662	2,263	2,735	472	20.9
Italy	3,985	5,177	4,888	-289	-5.6
Libya	592	303	463	160	52.8
Netherlands	2,837	4,203	2,815	-1,388	-33.0
Russia	1,401	1,546	2,734	1,188	76.8
Scandinavia*	10,335	9,588	6,986	-2,602	-27.1
Spain	1,878	6,327	3,046	-3,281	-51.9
Switzerland	4,122	3,287	3,276	-11	-0.3
United Kingdom	39,812	45,625	36,477	-9,148	-20.1
USA	1,368	1,681	1,766	85	5.1
Other	11,117	12,991	13,114	123	0.9

* Denmark, Finland, Norway and Sweden

Estimates for expenditure are rounded to the nearest thousand

Table 6. Profile of departing tourists

	January-October			absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
Total	1,006,217	1,109,504	1,172,109	62,605	5.6
Mode of travel:					
Air	987,166	1,091,253	1,153,421	62,168	5.7
Sea	19,051	18,251	18,688	437	2.4
Sex:					
Males	510,363	555,925	606,834	50,909	9.2
Females	495,854	553,579	565,275	11,696	2.1
Age group:					
0-24	143,304	177,697	207,778	30,081	16.9
25-44	359,617	398,973	426,387	27,414	6.9
45-64	413,944	434,551	428,801	-5,750	-1.3
65+	89,352	98,283	109,143	10,860	11.0
Markets:					
EU	871,755	966,348	1,032,134	65,786	6.8
of which: Euro area	416,054	444,301	535,094	90,793	20.4
Non-EU	134,462	143,156	139,975	-3,181	-2.2
Purpose of visit:					
Holiday	843,295	936,183	986,873	50,690	5.4
Business and professional	86,516	81,952	95,271	13,319	16.3
Other	76,406	91,369	89,965	-1,404	-1.5
Organisation of stay					
Package	681,826	625,413	544,644	-80,769	-12.9
Non-package	324,391	484,091	627,465	143,374	29.6
Frequency					
First-time tourists	685,680	758,798	816,707	57,909	7.6
Repeat tourists	320,537	350,706	355,402	4,696	1.3
less than once a year	256,880	272,308	267,414	-4,894	-1.8
more than twice a year	63,657	78,398	87,988	9,590	12.2
Duration of visit:					
1-3 nights	90,652	98,433	125,779	27,346	27.8
4-6 nights	109,820	133,630	185,298	51,668	38.7
7+ nights	805,745	877,441	861,032	-16,409	-1.9
Average length of stay (nights)	9.6	9.0	8.8	-0.2	-2.2

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

January-October 2006-2008

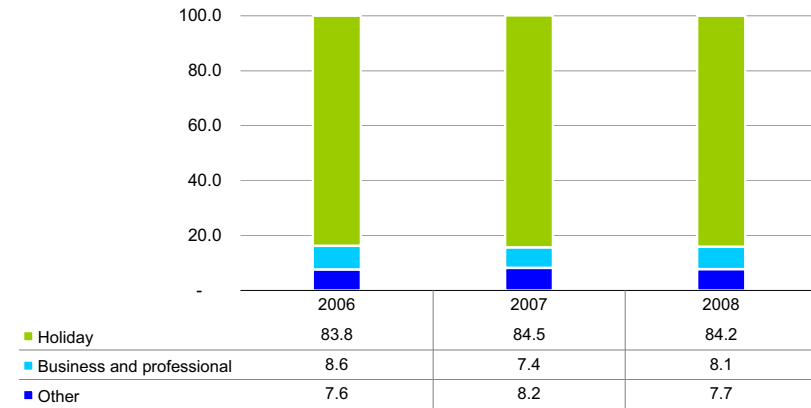
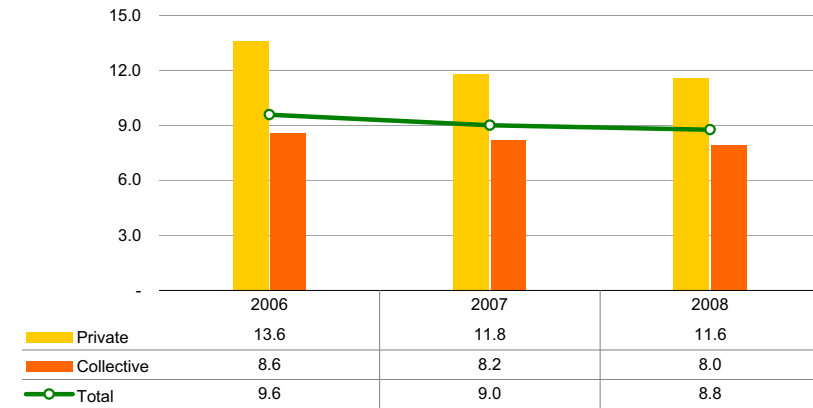


Chart 3 Average length of stay (nights), by type of accommodation

January-October 2006-2008



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

January-October 2006-2008



Chart 4 Departing tourists, by night bracket

January-October 2006-2008

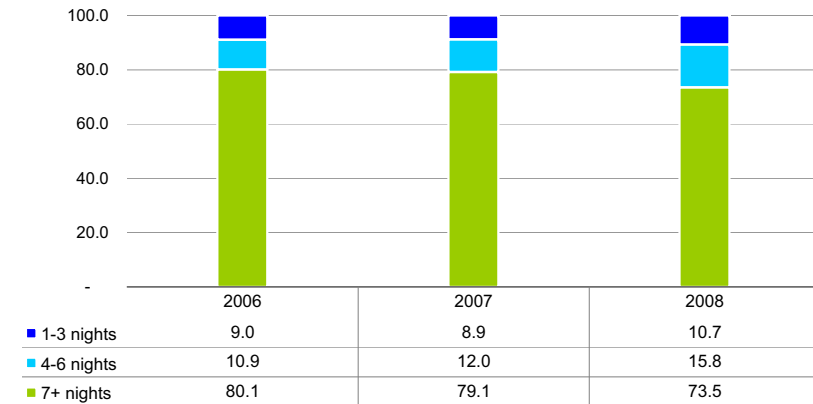


Table 7. Departing tourists, by type of accommodation

	January-October			persons	
				absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
Total	1,006,217	1,109,504	1,172,109	62,605	5.6
Private accommodation	194,835	239,576	258,756	19,180	8.0
Rented	99,277	123,968	129,660	5,692	4.6
Staying with friends/relatives	66,118	86,180	93,025	6,845	7.9
Owner-occupied	29,440	29,428	36,071	6,643	22.6
Collective accommodation	811,382	869,928	913,353	43,425	5.0
Hotels	741,722	792,817	823,830	31,013	3.9
of which:					
5 Star	168,820	209,440	226,796	17,356	8.3
4 Star	380,197	390,330	402,873	12,543	3.2
3 Star	173,477	169,762	160,058	-9,704	-5.7
Other collective accommodation *	69,660	77,111	89,523	12,412	16.1

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

	January-October			nights	
				absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
Total	9,639,385	9,991,705	10,264,457	272,752	2.7
Private accommodation	2,654,381	2,831,372	3,003,274	171,902	6.1
Rented	1,436,029	1,486,422	1,532,473	46,051	3.1
Staying with friends/relatives	846,219	992,469	1,024,567	32,098	3.2
Owner-occupied	372,133	352,481	446,234	93,753	26.6
Collective accommodation	6,985,004	7,160,333	7,261,183	100,850	1.4
Hotels	6,276,930	6,418,209	6,430,802	12,593	0.2
of which:					
5 Star	1,113,356	1,368,799	1,462,603	93,804	6.9
4 Star	3,345,947	3,307,470	3,376,141	68,671	2.1
3 Star	1,640,856	1,547,478	1,337,508	-209,970	-13.6
Other collective accommodation *	708,074	742,124	830,381	88,257	11.9

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

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

	January-October			absolute change	percentage change
	2006	2007	2008	2008/2007	2008/2007
	Total tourists	1,006,217	1,109,504	1,172,109	62,605
Austria	21,703	18,187	18,736	549	3.0
Belgium	26,637	23,666	28,819	5,153	21.8
France	67,999	68,743	76,287	7,544	11.0
Germany	108,964	111,966	137,556	25,590	22.9
Ireland	13,309	25,629	26,825	1,196	4.7
Italy	101,911	103,745	130,317	26,572	25.6
Libya	7,931	7,874	7,476	-398	-5.1
Netherlands	35,182	32,210	34,148	1,938	6.0
Russia	19,977	21,267	22,072	805	3.8
Scandinavia*	67,925	76,488	77,990	1,502	2.0
Spain	18,145	32,960	47,339	14,379	43.6
Switzerland	19,220	19,957	20,481	524	2.6
United Kingdom	383,995	430,453	407,593	-22,860	-5.3
USA	14,901	18,565	15,633	-2,932	-15.8
Other	98,418	117,794	120,837	3,043	2.6
Total nights	9,639,385	9,991,705	10,264,457	272,752	2.7
Austria	170,764	152,292	137,037	-15,255	-10.0
Belgium	224,916	184,043	217,691	33,648	18.3
France	587,207	567,513	604,375	36,862	6.5
Germany	1,020,629	959,103	1,159,837	200,734	20.9
Ireland	128,477	205,940	211,766	5,826	2.8
Italy	788,344	767,261	968,295	201,034	26.2
Libya	74,205	69,613	69,898	285	0.4
Netherlands	291,361	267,033	283,511	16,478	6.2
Russia	316,510	263,853	269,487	5,634	2.1
Scandinavia*	620,710	641,823	632,910	-8,913	-1.4
Spain	183,896	403,391	398,979	-4,412	-1.1
Switzerland	177,130	206,399	182,197	-24,202	-11.7
United Kingdom	3,789,426	4,056,494	3,798,777	-257,717	-6.4
USA	146,813	156,871	131,563	-25,308	-16.1
Other	1,118,997	1,090,076	1,198,134	108,058	9.9
Total expenditure (€ '000s)	908,508	970,779	956,606	-14,173	-1.5
Austria	18,647	14,329	14,557	228	1.6
Belgium	22,866	20,529	23,893	3,364	16.4
France	60,493	61,765	65,635	3,870	6.3
Germany	93,815	91,861	107,923	16,062	17.5
Ireland	14,484	22,165	25,055	2,890	13.0
Italy	82,595	81,376	92,610	11,234	13.8
Libya	7,230	6,582	5,757	-825	-12.5
Netherlands	30,491	27,685	29,184	1,499	5.4
Russia	25,262	25,506	27,390	1,884	7.4
Scandinavia*	65,251	67,657	67,089	-568	-0.8
Spain	17,533	36,579	39,430	2,851	7.8
Switzerland	19,943	20,863	18,273	-2,590	-12.4
United Kingdom	333,720	359,733	305,836	-53,897	-15.0
USA	15,031	16,158	14,124	-2,034	-12.6
Other	101,147	117,991	119,850	1,859	1.6

* 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-October 2008					
Total	358,382	146,258	115,690	336,276	956,606
Austria	8,507	1,125	809	4,116	14,557
Belgium	12,370	2,793	2,207	6,523	23,893
France	32,912	7,745	6,861	18,117	65,635
Germany	41,451	17,312	16,537	32,623	107,923
Ireland	7,164	3,201	3,096	11,594	25,055
Italy	31,136	14,467	15,108	31,899	92,610
Libya	400	1,405	1,450	2,502	5,757
Netherlands	12,680	3,332	2,666	10,506	29,184
Russia	13,636	2,785	1,763	9,206	27,390
Scandinavia*	30,792	7,395	6,681	22,221	67,089
Spain	15,318	4,384	6,037	13,691	39,430
Switzerland	7,796	2,659	2,256	5,562	18,273
United Kingdom	108,146	44,625	33,417	119,648	305,836
USA	2,286	4,423	2,714	4,701	14,124
Other	33,788	28,607	14,088	43,367	119,850
January-October 2007					
Total	410,583	127,926	91,946	340,324	970,779
Austria	7,641	1,178	907	4,603	14,329
Belgium	11,227	1,877	1,498	5,927	20,529
France	28,074	8,499	7,616	17,576	61,765
Germany	43,263	11,271	10,605	26,722	91,861
Ireland	7,503	2,337	2,413	9,912	22,165
Italy	33,497	10,511	10,095	27,273	81,376
Libya	883	1,693	1,121	2,885	6,582
Netherlands	14,644	2,243	1,667	9,131	27,685
Russia	13,638	2,079	1,401	8,388	25,506
Scandinavia*	33,283	6,751	4,820	22,803	67,657
Spain	18,927	3,200	4,311	10,141	36,579
Switzerland	9,079	2,619	2,023	7,142	20,863
United Kingdom	147,244	43,586	29,615	139,288	359,733
USA	3,646	3,929	2,496	6,087	16,158
Other	38,034	26,153	11,358	42,446	117,991
January-October 2006					
Total	446,824	97,704	62,042	301,938	908,508
Austria	10,649	1,626	1,244	5,128	18,647
Belgium	14,666	1,279	1,021	5,900	22,866
France	35,435	5,030	3,896	16,132	60,493
Germany	53,401	7,309	6,014	27,091	93,815
Ireland	6,544	1,175	852	5,913	14,484
Italy	39,701	10,040	8,106	24,748	82,595
Libya	918	1,304	1,498	3,510	7,230
Netherlands	17,247	1,908	1,516	9,820	30,491
Russia	13,216	1,899	1,558	8,589	25,262
Scandinavia*	36,972	4,363	2,710	21,206	65,251
Spain	9,510	1,457	1,186	5,380	17,533
Switzerland	10,322	1,987	1,629	6,005	19,943
United Kingdom	156,605	33,873	19,587	123,655	333,720
USA	3,979	4,221	2,132	4,699	15,031
Other	37,659	20,233	9,093	34,162	101,147

* 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-October 2008					
Total	658	233	208	287	829
Austria	616	237	198	220	790
Belgium	713	257	236	226	864
France	745	241	230	238	867
Germany	654	237	240	237	797
Ireland	615	211	230	432	949
Italy	598	185	208	245	719
Libya	547	208	225	335	779
Netherlands	656	225	197	308	862
Russia	938	370	246	417	1,245
Scandinavia*	655	219	213	285	847
Spain	821	153	222	289	840
Switzerland	819	243	232	272	906
United Kingdom	595	198	193	294	775
USA	763	350	242	301	926
Other	712	395	179	359	987
January-October 2007					
Total	657	269	228	307	894
Austria	696	258	209	253	881
Belgium	672	286	250	251	884
France	723	299	291	256	923
Germany	645	255	252	239	829
Ireland	592	188	234	387	894
Italy	645	204	220	263	798
Libya	528	280	202	366	858
Netherlands	613	269	231	284	867
Russia	875	366	271	394	1,206
Scandinavia*	637	294	234	298	902
Spain	949	254	354	308	1,125
Switzerland	765	324	278	358	1,057
United Kingdom	621	226	203	324	858
USA	639	307	214	328	885
Other	644	444	211	360	1,010
January-October 2006					
Total	655	302	235	300	917
Austria	648	317	258	236	867
Belgium	664	281	249	222	863
France	683	313	269	237	896
Germany	638	293	263	249	868
Ireland	695	302	291	444	1,109
Italy	647	248	226	243	821
Libya	515	212	260	443	924
Netherlands	601	294	281	279	875
Russia	909	349	300	430	1,268
Scandinavia*	684	330	229	312	972
Spain	706	311	287	297	975
Switzerland	789	323	293	312	1,047
United Kingdom	623	256	209	322	890
USA	786	429	250	315	1,031
Other	687	464	233	347	1,038

* 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.