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Total inbound tourist trips for January were estimated at 69,525, an increase of 7.1 per cent when compared to the corresponding month last year.

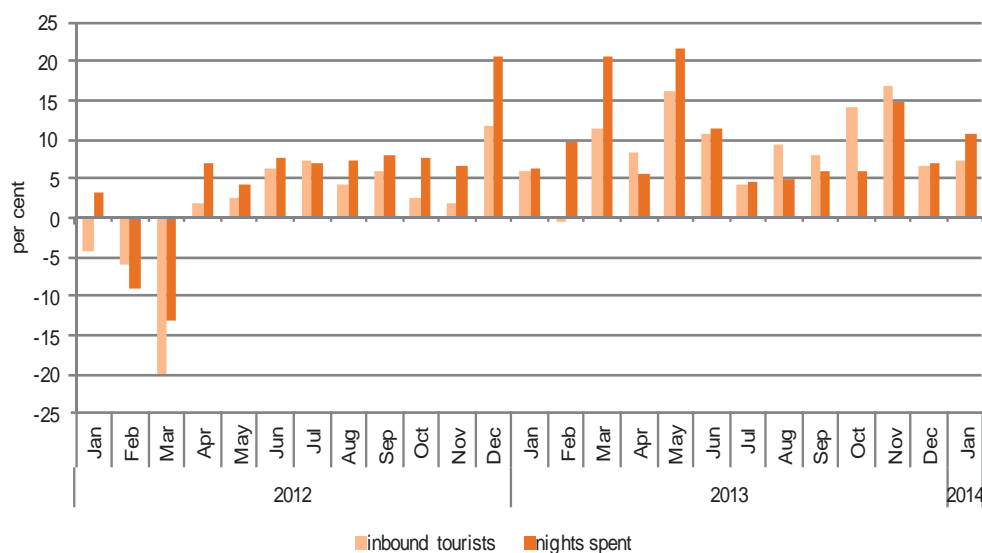
## Inbound Tourism: January 2014

A total of 55,440 inbound visits were carried out for holiday purposes, while a further 9,775 were undertaken for business purposes. Most inbound tourists came from EU Member States, while tourists from Non-EU countries advanced by 45.0 per cent (Table 1). The largest proportion of inbound tourists were aged between 45 and 64, followed by those within the 25-44 age bracket.

Total nights spent went up by 10.6 per cent, reaching 571,745. In absolute terms, the majority of guest nights were spent in collective accommodation establishments, while the number of tourists residing in private accommodation rose by 40.9 per cent.

During the reference month, total tourist expenditure was estimated at €56.2 million, an increase of 9.4 per cent over the corresponding month last year (Table 4) ■

**Chart 1. Year-on-year percentage changes**



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**Table 1. Profile of inbound tourists**

	January			Absolute change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
	<b>Total Inbound Tourists</b>	<b>61,353</b>	<b>64,887</b>	<b>69,525</b>	<b>4,638</b>
<b>Mode of travel:</b>					
Air	59,741	63,586	68,246	4,660	7.3
Sea	1,612	1,301	1,279	-22	-1.7
<b>Sex:</b>					
Males	32,146	35,520	40,589	5,069	14.3
Females	29,208	29,367	28,935	-432	-
<b>Age group:</b>					
0-24	7,257	8,572	9,144	571	-
25-44	20,984	18,769	24,813	6,045	32.2
45-64	24,740	25,520	25,023	-497	-
65+	8,372	12,026	10,545	-1,482	-
<b>Markets:</b>					
EU	50,217	53,311	52,744	-567	-
of which: Euro area	29,000	30,912	28,130	-2,782	-9.0
Non-EU	11,136	11,577	16,781	5,204	45.0
<b>Purpose of visit:</b>					
Holiday	51,870	56,119	55,440	-679	-
Business and professional	7,023	5,543	9,775	4,232	76.3
Other	2,461	3,225	4,309	1,084	-
<b>Organisation of stay:</b>					
Package	29,532	30,595	26,670	-3,925	-12.8
Non-package	31,821	34,292	42,855	8,562	25.0
<b>Frequency:</b>					
First-time tourists	38,982	36,939	39,836	2,897	7.8
Repeat tourists	22,371	27,949	29,689	1,740	6.2
less than or equal to once a year	15,360	18,204	17,123	-1,080	-
more than twice a year	7,011	9,745	12,566	2,820	28.9
<b>Duration of visit:</b>					
1-3 nights	12,033	13,097	15,870	2,773	21.2
4-6 nights	18,016	16,157	17,211	1,053	-
7+ nights	31,305	35,633	36,444	811	-
<b>Average length of stay (nights)</b>	<b>7.9</b>	<b>8.0</b>	<b>8.2</b>	<b>0.2</b>	<b>2.5</b>

**Table 2. Inbound tourists, by type of accommodation**

	January			persons	
				Absolute change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
<b>Total</b>	<b>61,353</b>	<b>64,887</b>	<b>69,525</b>	<b>4,637</b>	<b>7.1</b>
Private accommodation	13,005	14,510	16,589	2,078	14.3
Collective accommodation*	48,348	50,377	52,936	2,559	5.1

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

	January			nights	
				Absolute change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
<b>Total</b>	<b>487,311</b>	<b>517,103</b>	<b>571,745</b>	<b>54,642</b>	<b>10.6</b>
Private accommodation	149,298	157,621	222,097	64,475	40.9
Collective accommodation*	338,013	359,482	349,648	-9,834	-2.7

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

**Table 4. Total expenditure by inbound tourists, by expenditure categories**

	January			€000s	
				Absolute change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
<b>Total</b>	<b>48,441</b>	<b>51,407</b>	<b>56,223</b>	<b>4,816</b>	<b>9.4</b>
Package	15,412	15,729	14,488	-1,241	-
Non-package	13,805	13,159	17,154	3,995	30.4
Air/sea fares	7,891	7,574	10,256	2,682	35.4
Accommodation	5,914	5,585	6,898	1,313	-
Other expenditure	19,224	22,519	24,582	2,063	9.2

Estimates for expenditure are rounded to the nearest thousand

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

	January			Absolute change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
<b>Total tourists</b>	<b>61,353</b>	<b>64,887</b>	<b>69,525</b>	<b>4,637</b>	<b>7.1</b>
<b>EU</b>	<b>50,217</b>	<b>53,311</b>	<b>52,744</b>	<b>-567</b>	<b>-</b>
<i>of which:</i>					
France	3,040	3,710	3,561	-149	-
Germany	6,573	7,940	5,558	-2,382	-30.0
Italy	11,554	12,122	11,289	-832	-
United Kingdom	16,672	18,292	19,713	1,421	-
<b>Non-EU</b>	<b>11,136</b>	<b>11,577</b>	<b>16,781</b>	<b>5,204</b>	<b>45.0</b>
<b>Total nights</b>	<b>487,311</b>	<b>517,103</b>	<b>571,745</b>	<b>54,642</b>	<b>10.6</b>
<b>EU</b>	<b>392,467</b>	<b>431,151</b>	<b>427,760</b>	<b>-3,392</b>	<b>-</b>
<i>of which:</i>					
France	20,710	23,284	22,604	-680	-
Germany	55,257	65,220	49,510	-15,710	-24.1
Italy	57,505	53,119	54,212	1,094	-
United Kingdom	172,854	192,212	205,142	12,930	-
<b>Non-EU</b>	<b>94,844</b>	<b>85,952</b>	<b>143,985</b>	<b>58,033</b>	<b>67.5</b>
<b>Total expenditure (€000s)</b>	<b>48,441</b>	<b>51,407</b>	<b>56,223</b>	<b>4,816</b>	<b>9.4</b>
<b>EU</b>	<b>35,875</b>	<b>39,101</b>	<b>38,337</b>	<b>-764</b>	<b>-</b>
<i>of which:</i>					
France	2,196	2,788	2,674	-114	-
Germany	5,393	6,492	4,811	-1,682	-25.9
Italy	6,650	6,095	6,008	-87	-
United Kingdom	12,560	14,192	14,900	707	-
<b>Non-EU</b>	<b>12,567</b>	<b>12,306</b>	<b>17,886</b>	<b>5,581</b>	<b>45.3</b>

Estimates for expenditure are rounded to the nearest thousand

## 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. 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.
2. Administrative records are used as a supplementary source for the calibration of the survey aggregates. The exercise is mainly 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).
3. Tourist sea departures are collected through a regular survey carried out at the Valletta Cruise Port. Survey data is supplemented by administrative data provided by ferry operators.
4. Under-represented figures are indicated for each table and should be treated with caution. NSO advises users to exercise caution when analysing estimates of less than 1,500 tourists since such estimates are subject to variations attributable to low frequency in the sampling 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.
5. Absolute changes between one survey and another must be treated with caution since minor changes (ie, less than 1,500 persons) might be the result of sampling error. Consequently, the percentage change for minor year-on-year shifts (less than 1,500 persons) are not presented so as not to give a misleading picture of the numbers involved.
6. 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	
7. 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.
8. 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.
9. **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.
10. Cruise passenger data in this release are included in the total inbound tourists figure and are compiled on the basis of administrative records held by Transport Malta.
11. 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, one should note that there might be minor differences in these statistics and statistics published in tourism supply due to the fact that hotels report time-share under 'Collective Accommodation'.