

30 April 2014 | 1100 hrs | 081/2014

Total inbound tourist trips for March were estimated at 97,800, an increase of 7.3 per cent when compared to the corresponding month in 2013. Excluding the passengers who stayed overnight on board their berthed cruise ship, this increase amounted to 9.5 per cent.

Inbound Tourism: March 2014

A total of 74,445 inbound visits were carried out for holiday purposes, while a further 12,525 were undertaken for business purposes. Most inbound tourists came from EU Member States, while tourists from Non-EU countries increased by 26.6 per cent. The largest proportion of inbound tourists were aged between 45 and 64, followed by those within the 25-44 age bracket.

Total nights spent were marginally down from last year, reaching 686,558. In absolute terms, the majority of guest nights were spent in collective accommodation establishments.

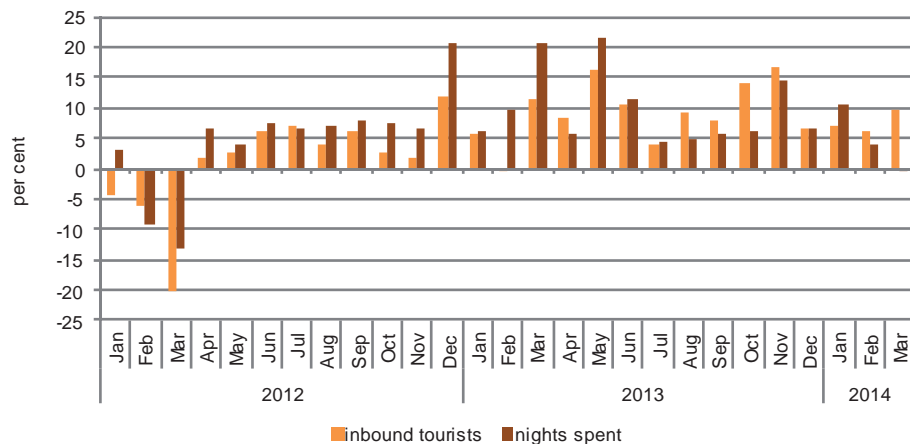
Total tourist expenditure was estimated at €73.4 million, an increase of 8.7 per cent over the corresponding month a year earlier. When compared to the previous year there is an increase in the number of tourists with a short duration of visit and in the number of business trips. This was reflected in a lower average length of stay and higher total expenditure.

January-March 2014

Inbound tourism during the first quarter amounted to 232,624, an increase of 7.0 per cent over 2013. Total nights spent by inbound tourists went up by 4.3 per cent, reaching nearly 1.8 million nights.

During the period under review, total tourism expenditure was estimated at €176.6 million. This estimate is 7.8 per cent higher than that recorded for the same period in 2013. Total per capita expenditure stood at €759, practically at par with the previous year ■

Chart 1. Year-on-year percentage changes*



Compiled by:

**Unit C3: Population and
Tourism Statistics**

**Directorate C: Social
Statistics**

Further information on data:

Mr Matthew ZERAFA

T. +356 2599 7630

E. matthew.zerafa@gov.mt

* these changes exclude overnight cruise passengers

Kindly indicate source when quoting from this release.

The advance release calendar may be consulted at www.nso.gov.mt

Issued by: **External Cooperation and Communication Unit, National Statistics Office, Lascaris, Valletta VLT 2000, Malta.**

T. +356 2599 7219 F. +356 2599 7205 E. nso@gov.mt

Table 1. Profile of inbound tourists

	March			Change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
	80,708	91,172	97,800	6,629	7.3
Total (including Overnight Cruise Passengers*)					
Overnight Cruise Passengers	566	1,886	-	-1,886	-100.0
Inbound Tourists	80,142	89,286	97,800	8,515	9.5
Mode of travel:					
Air	78,673	86,326	94,750	8,425	9.8
Sea	1,469	2,960	3,050	90	3.0
Sex:					
Males	43,463	45,854	51,942	6,088	13.3
Females	36,679	43,431	45,858	2,427	5.6
Age group:					
0-24	12,163	14,986	15,132	146	-
25-44	21,583	22,998	27,301	4,303	18.7
45-64	31,085	31,623	36,234	4,611	14.6
65+	15,312	19,678	19,133	-545	-
Markets:					
EU	68,767	76,138	81,157	5,018	6.6
of which: Euro area	36,055	41,911	45,765	3,855	9.2
Non-EU	11,374	13,147	16,644	3,496	26.6
Purpose of visit:					
Holiday	62,860	66,547	74,445	7,898	11.9
Business and professional	9,595	9,189	12,525	3,335	36.3
Other	7,687	13,549	10,831	-2,719	-20.1
Organisation of stay:					
Package	39,686	47,760	48,266	506	-
Non-package	40,456	41,525	49,534	8,009	19.3
Frequency:					
First-time tourists	53,359	56,330	64,960	8,631	15.3
Repeat tourists	26,782	32,956	32,840	-116	-
less than or equal to once a year	19,862	21,208	21,280	73	-
more than twice a year	6,921	11,748	11,560	-189	-
Duration of visit:					
1-3 nights	15,672	17,360	22,348	4,988	28.7
4-6 nights	23,228	23,894	27,191	3,297	13.8
7+ nights	41,242	48,032	48,262	230	-
Average length of stay (nights)	7.1	7.7	7.0	-0.7	-9.1

* Figures in Tables 1 to 5 refer to Inbound Tourists. For details on overnight cruise passengers refer to Table 6.

Table 2. Inbound tourists, by type of accommodation

	persons				
	March			Change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
Total	80,142	89,286	97,800	8,515	9.5
Private accommodation	13,939	19,129	19,764	636	-
Collective accommodation*	66,202	70,157	78,036	7,879	11.2

* Comprises hotels, guesthouses, hostels and tourist villages

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

	nights				
	March			Change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
Total	570,022	687,578	686,558	-1,020	-0.1
Private accommodation	117,941	179,525	179,497	-28	-
Collective accommodation*	452,081	508,053	507,061	-992	-0.2

* Comprises hotels, guesthouses, hostels and tourist villages

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

	€000s				
	March			Change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
Total	58,521	67,517	73,423	5,906	8.7
Package	20,760	26,841	26,747	-94	-
Non-package	15,152	15,984	20,213	4,229	26.5
Air/sea fares	8,522	8,378	10,604	2,227	26.6
Accommodation	6,630	7,606	9,608	2,002	26.3
Other expenditure	22,609	24,692	26,463	1,771	7.2

Estimates for expenditure are rounded to the nearest thousand

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

	March			Change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
Total tourists	80,142	89,286	97,800	8,515	9.5
EU	68,767	76,138	81,157	5,018	6.6
<i>of which:</i>					
France	4,788	6,265	7,144	880	-
Germany	8,966	12,142	12,474	332	-
Italy	11,237	12,513	16,406	3,893	31.1
United Kingdom	26,050	29,694	29,478	-216	-
Non-EU	11,374	13,147	16,644	3,496	26.6
Total nights	570,022	687,578	686,558	-1,020	-0.1
EU	488,296	582,581	568,507	-14,073	-2.4
<i>of which:</i>					
France	28,169	40,643	47,835	7,192	-
Germany	64,841	97,308	93,108	-4,200	-
Italy	58,447	70,336	89,157	18,821	26.8
United Kingdom	218,013	259,526	234,553	-24,973	-
Non-EU	81,726	104,997	118,050	13,053	12.4
Total expenditure (€000s)	58,521	67,517	73,423	5,906	8.7
EU	47,362	53,113	56,215	3,103	5.8
<i>of which:</i>					
France	3,315	4,571	4,860	289	-
Germany	7,302	10,182	10,629	447	-
Italy	6,439	7,176	8,639	1,463	20.4
United Kingdom	17,156	19,403	19,929	526	-
Non-EU	11,159	14,404	17,207	2,803	19.5

Estimates for expenditure are rounded to the nearest thousand

Table 6. Profile of overnight cruise passengers

	March			Change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
Total Overnight Cruise Passengers	566	1,886	-	-1,886	-100.0
Sex:					
Males	260	852	-	-852	-100.0
Females	306	1,034	-	-1,034	-100.0
Age group:					
0-19	-	10	-	-10	-100.0
20-39	5	52	-	-52	-100.0
40-59	22	194	-	-194	-100.0
60-79	424	1,357	-	-1,357	-100.0
80+	115	273	-	-273	-100.0
Markets:					
EU	22	1,350	-	-1,350	-100.0
of which: Euro area	8	710	-	-710	-100.0
Non-EU	544	536	-	-536	-100.0

Table 7. Profile of inbound tourists

	January-March			Change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
	Total (including Overnight Cruise Passengers*)	203,849	217,501	232,624	15,123
Overnight Cruise Passengers	566	1,886	-	-1,886	-100.0
Inbound Tourists	203,283	215,615	232,624	17,009	7.9
Mode of travel:					
Air	198,792	209,428	226,031	16,603	7.9
Sea	4,491	6,187	6,593	406	6.6
Sex:					
Males	110,728	115,901	128,859	12,958	11.2
Females	92,555	99,715	103,766	4,051	4.1
Age group:					
0-24	26,868	30,248	33,618	3,369	11.1
25-44	62,940	58,696	74,118	15,423	26.3
45-64	79,219	79,987	84,986	4,999	6.2
65+	34,255	46,684	39,902	-6,782	-14.5
Markets:					
EU	170,233	180,407	186,358	5,951	3.3
of which: Euro area	90,585	98,958	99,281	323	-
Non-EU	33,050	35,208	46,267	11,058	31.4
Purpose of visit:					
Holiday	162,891	172,561	181,101	8,541	4.9
Business and professional	27,648	21,996	29,995	7,999	36.4
Other	12,744	21,059	21,528	469	-
Organisation of stay:					
Package	97,244	108,457	103,142	-5,315	-4.9
Non-package	106,040	107,159	129,483	22,324	20.8
Frequency:					
First-time tourists	130,917	131,190	145,656	14,466	11.0
Repeat tourists	72,366	84,425	86,968	2,543	3.0
less than or equal to once a year	50,337	54,519	53,309	-1,211	-
more than twice a year	22,029	29,906	33,660	3,754	12.6
Duration of visit:					
1-3 nights	42,505	44,069	56,575	12,506	28.4
4-6 nights	58,388	55,157	60,720	5,563	10.1
7+ nights	102,390	116,389	115,330	-1,059	-
Average length of stay (nights)	7.3	7.8	7.5	-0.3	-3.8

* Figures in Tables 7 to 12 refer to Inbound Tourists. For details on overnight cruise passengers refer to Table 13.

Table 8. Inbound tourists, by type of accommodation

persons

	January-March			Change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
	Total	203,283	215,615	232,624	17,009
Private accommodation	37,273	46,369	49,719	3,350	7.2
Collective accommodation*	166,010	169,247	182,905	13,659	8.1

* Comprises hotels, guesthouses, hostels and tourist villages

Table 9. Total nights spent by inbound tourists, by type of accommodation

nights

	January-March			Change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
	Total	1,493,465	1,682,830	1,754,652	71,822
Private accommodation	353,153	472,414	549,895	77,481	16.4
Collective accommodation*	1,140,312	1,210,416	1,204,757	-5,659	-0.5

* Comprises hotels, guesthouses, hostels and tourist villages

Table 10. Inbound tourists, nights spent and total expenditure, by country of residence

	January-March			Change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
Total tourists	203,283	215,615	232,624	17,009	7.9
Austria	2,732	3,000	3,866	866	-
Belgium	3,683	4,309	4,198	-111	-
France	11,241	12,533	13,660	1,127	-
Germany	22,632	27,801	22,668	-5,132	-18.5
Ireland	3,989	5,032	4,120	-912	-
Italy	29,739	34,564	37,565	3,001	8.7
Libya	3,238	6,456	12,638	6,182	95.7
Netherlands	4,890	4,389	5,021	632	-
Russia	2,234	3,089	4,851	1,762	57.0
Scandinavia*	10,376	7,083	8,404	1,320	-
Spain	7,292	3,255	3,499	244	-
Switzerland	2,725	2,676	4,108	1,432	-
United Kingdom	65,092	69,868	72,929	3,061	4.4
USA	3,573	2,739	3,653	914	-
Other	29,845	28,821	31,443	2,622	9.1
Total nights	1,493,465	1,682,830	1,754,652	71,822	4.3
Austria	15,921	24,219	26,536	2,317	-
Belgium	23,972	28,924	30,885	1,961	-
France	67,232	81,124	86,511	5,386	-
Germany	171,659	219,068	173,088	-45,979	-21.0
Ireland	27,600	37,259	39,228	1,969	-
Italy	142,679	169,978	185,685	15,707	9.2
Libya	21,158	35,744	88,103	52,359	146.5
Netherlands	33,913	29,404	31,055	1,651	-
Russia	20,515	34,681	59,399	24,718	71.3
Scandinavia*	79,180	61,163	65,418	4,256	-
Spain	42,426	18,950	21,935	2,985	-
Switzerland	20,902	23,693	24,935	1,242	-
United Kingdom	588,414	657,466	636,890	-20,576	-3.1
USA	25,589	21,207	28,364	7,158	-
Other	212,304	239,950	256,620	16,670	6.9
Total expenditure (€000s)	150,442	163,836	176,613	12,777	7.8
Austria	2,096	2,432	3,235	803	-
Belgium	2,699	3,075	3,545	470	-
France	7,899	8,968	9,388	420	-
Germany	18,207	22,704	18,953	-3,751	-16.5
Ireland	2,695	3,586	3,298	-288	-
Italy	15,950	17,770	18,702	932	5.2
Libya	3,512	6,990	12,434	5,445	77.9
Netherlands	3,495	3,567	3,502	-65	-
Russia	2,457	4,394	5,753	1,359	30.9
Scandinavia*	7,931	6,136	7,515	1,379	-
Spain	4,320	2,073	2,313	240	-
Switzerland	3,157	2,652	4,248	1,596	-
United Kingdom	43,665	48,040	50,853	2,813	5.9
USA	3,474	3,403	4,097	694	-
Other	28,886	28,046	28,776	730	2.6

* Denmark, Finland, Norway and Sweden

Estimates for expenditure are rounded to the nearest thousand

Table 11. Total expenditure by inbound tourists

€000s

	Package expenditure	Non-package expenditure		Other expenditure	Total
		Air/sea fares	Accommodation		
		January-March 2014			
Total	54,312	28,184	23,693	70,424	176,613
Austria	1,598	369	203	1,065	3,235
Belgium	1,066	590	487	1,402	3,545
France	3,463	1,397	1,329	3,200	9,388
Germany	9,614	1,588	1,826	5,924	18,953
Ireland	901	434	517	1,446	3,298
Italy	4,776	2,799	3,200	7,928	18,702
Libya	835	3,120	2,021	6,459	12,434
Netherlands	776	734	584	1,408	3,502
Russia	1,196	1,046	864	2,647	5,753
Scandinavia*	2,232	1,339	1,105	2,840	7,515
Spain	271	484	527	1,031	2,313
Switzerland	1,926	607	376	1,340	4,248
United Kingdom	18,924	5,902	5,362	20,665	50,853
USA	455	1,232	942	1,469	4,097
Other	6,279	6,544	4,351	11,601	28,776
January-March 2013					
Total	57,992	22,374	18,055	65,414	163,836
Austria	1,261	223	198	750	2,432
Belgium	1,344	366	206	1,159	3,075
France	3,265	1,307	1,327	3,068	8,968
Germany	13,266	1,417	1,274	6,747	22,704
Ireland	914	464	361	1,847	3,586
Italy	5,485	2,258	2,911	7,117	17,770
Libya	486	1,339	1,299	3,865	6,990
Netherlands	1,269	417	446	1,435	3,567
Russia	1,447	507	515	1,924	4,394
Scandinavia*	2,175	920	485	2,555	6,136
Spain	398	364	285	1,025	2,073
Switzerland	622	482	395	1,153	2,652
United Kingdom	18,989	5,566	4,364	19,120	48,040
USA	151	1,395	620	1,237	3,403
Other	6,920	5,347	3,367	12,412	28,046
January-March 2012					
Total	48,489	24,400	18,885	58,669	150,442
Austria	1,037	206	182	671	2,096
Belgium	967	479	315	938	2,699
France	2,578	1,273	1,154	2,893	7,899
Germany	8,010	2,257	1,762	6,178	18,207
Ireland	573	486	484	1,152	2,695
Italy	4,657	2,142	2,502	6,649	15,950
Libya	203	1,175	607	1,527	3,512
Netherlands	976	558	523	1,438	3,495
Russia	923	247	226	1,061	2,457
Scandinavia*	2,780	1,027	968	3,156	7,931
Spain	687	669	966	1,997	4,320
Switzerland	1,118	478	307	1,254	3,157
United Kingdom	16,325	5,177	4,594	17,569	43,665
USA	542	1,004	657	1,271	3,474
Other	7,112	7,222	3,637	10,915	28,886

* Denmark, Finland, Norway and Sweden

Estimates for expenditure are rounded to the nearest thousand

Table 12. Per capita expenditure by inbound tourists

€

	Package expenditure	Non-package expenditure		Other Expenditure	Total
		Air/sea fares	Accommodation		
		January-March 2014			
Total	527	218	237	303	759
Austria	607	300	199	275	837
Belgium	566	255	299	334	845
France	537	194	224	234	687
Germany	614	227	297	261	836
Ireland	465	199	280	351	800
Italy	349	117	165	211	498
Libya	488	286	213	511	984
Netherlands	525	207	215	280	697
Russia	652	347	334	546	1,186
Scandinavia*	643	271	286	338	894
Spain	334	180	228	295	661
Switzerland	857	326	268	326	1,034
United Kingdom	502	167	231	283	697
USA	588	428	399	402	1,122
Other	577	318	268	369	915
January-March 2013					
Total	535	209	231	303	760
Austria	595	254	252	250	811
Belgium	514	216	316	269	714
France	557	196	245	245	716
Germany	624	216	258	243	817
Ireland	368	182	208	367	713
Italy	387	111	173	206	514
Libya	532	242	251	599	1,083
Netherlands	598	184	243	327	813
Russia	1,124	282	324	623	1,422
Scandinavia*	590	271	223	361	866
Spain	395	162	170	315	637
Switzerland	530	321	414	431	991
United Kingdom	507	172	223	274	688
USA	753	549	303	452	1,242
Other	570	320	266	431	973
January-March 2012					
Total	499	230	195	289	740
Austria	557	237	209	246	767
Belgium	515	265	198	255	733
France	531	199	185	257	703
Germany	565	267	220	273	804
Ireland	491	172	184	289	675
Italy	408	117	144	224	536
Libya	317	452	249	472	1,085
Netherlands	467	199	187	294	715
Russia	643	310	283	475	1,100
Scandinavia*	531	200	199	304	764
Spain	329	129	202	274	592
Switzerland	885	327	210	460	1,158
United Kingdom	488	164	176	270	671
USA	714	357	251	356	972
Other	477	484	259	366	968

* Denmark, Finland, Norway and Sweden

Table 13. Profile of overnight cruise passengers

	January-March			Change	Percentage change
	2012	2013	2014	2014/2013	2014/2013
Total Overnight Cruise Passengers	566	1,886	-	-1,886	-100.0
Sex:					
Males	260	852	-	-852	-100.0
Females	306	1,034	-	-1,034	-100.0
Age group:					
0-19	-	10	-	-10	-100.0
20-39	5	52	-	-52	-100.0
40-59	22	194	-	-194	-100.0
60-79	424	1,357	-	-1,357	-100.0
80+	115	273	-	-273	-100.0
Markets:					
EU	22	1,350	-	-1,350	-100.0
of which: Euro area	8	710	-	-710	-100.0
Non-EU	544	536	-	-536	-100.0

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. Data on cruise passengers who spent at least one night berthed on board their cruise ship are compiled on the basis of administrative records held by Transport Malta. These data are found in Tables 6 and 13.
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'.