

26 February 2015 | 1100 hrs | 039/2015

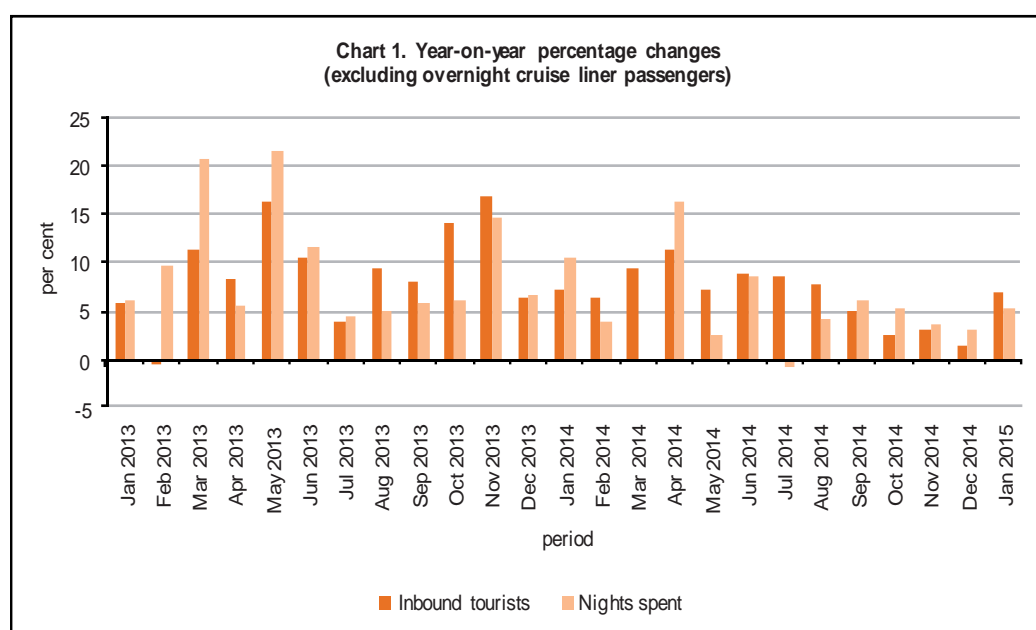
Total inbound tourist trips for January were estimated at 74,280, an increase of 6.8 per cent when compared to the corresponding month of 2014.

## Inbound Tourism: January 2015

A total of 63,093 inbound visits were carried out for holiday purposes, while a further 8,437 were undertaken for business purposes. Inbound tourists from EU Member States went up by 16.0 per cent to 61,163. The largest proportion of inbound tourists were aged between 45 and 64, followed by those within the 25-44 age bracket (Table 1).

Total nights spent went up by 5.4 per cent when compared to January 2014, reaching 602,510 nights. The largest share of guest nights (64.1 per cent) was spent in collective accommodation establishments (Table 3).

Total tourist expenditure was estimated at €61.0 million, an increase of 8.8 per cent over the corresponding month of 2014 (Table 4) ■



Compiled by:

**Unit C3: Population and  
Tourism Statistics**

**Directorate C: Social  
Statistics**

Further information on data:

**Mr Matthew ZERFA**  
T. +356 2599 7630  
E. matthew.zerafa@gov.mt

Kindly indicate source when quoting from this release.  
The advance release calendar may be consulted at [www.nso.gov.mt](http://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](mailto:nso@gov.mt)

**Table 1. Profile of inbound tourists**

Characteristics	January			Change	Percentage change
	2013	2014	2015	2015/2014	
<b>Total inbound visitors</b>	<b>64,887</b>	<b>69,525</b>	<b>74,280</b>	<b>4,756</b>	<b>6.8</b>
Overnight cruise passengers	see note 2 below				
<b>Inbound tourists</b>	<b>64,887</b>	<b>69,525</b>	<b>74,280</b>	<b>4,756</b>	<b>6.8</b>
<b>Mode of travel:</b>					
Air	63,586	68,246	73,326	5,081	7.4
Sea	1,301	1,279	954	-325	-25.4
<b>Sex:</b>					
Males	35,520	40,589	41,414	824	-
Females	29,367	28,935	32,867	3,931	13.6
<b>Age group:</b>					
0-24	8,572	9,144	7,527	-1,617	-17.7
25-44	18,769	24,813	24,995	182	-
45-64	25,520	25,023	27,910	2,887	11.5
65 or more	12,026	10,545	13,848	3,303	31.3
<b>Markets:</b>					
EU	53,311	52,744	61,163	8,419	16.0
<i>of which: euro area</i>	30,912	28,295	34,750	6,455	22.8
Non-EU	11,577	16,781	13,118	-3,663	-21.8
<b>Purpose of visit:</b>					
Holiday	56,119	55,440	63,093	7,653	13.8
Business and professional	5,543	9,775	8,437	-1,338	-
Other	3,225	4,309	2,751	-1,559	-36.2
<b>Organisation of stay:</b>					
Package	30,595	26,670	32,925	6,255	23.5
Non-package	34,292	42,855	41,355	-1,499	-
<b>Frequency:</b>					
First-time tourists	36,939	39,836	47,079	7,243	18.2
Repeat tourists	27,949	29,689	27,202	-2,487	-8.4
less than or equal to once a year	18,204	17,123	16,755	-368	-
more than twice a year	9,745	12,566	10,446	-2,119	-16.9
<b>Duration of visit:</b>					
1-3 nights	13,097	15,870	15,642	-227	-
4-6 nights	16,157	17,211	20,849	3,638	21.1
7 nights or more	35,633	36,444	37,789	1,345	-
<b>Average length of stay (nights)</b>	<b>8.0</b>	<b>8.2</b>	<b>8.1</b>	<b>-0.1</b>	<b>-1.2</b>

Notes:

1. Figures in Tables 1 to 5 refer to Inbound Tourists.
2. In January no overnight cruise passengers were recorded.
3. 'Other purpose of visit' may include educational, religious and health tourism.
4. Totals may not add up due to rounding.

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

Type of accommodation	January			Change	Percentage change
	2013	2014	2015		
Private accommodation	14,510	16,589	17,345	756	-
Collective accommodation*	50,377	52,936	56,936	4,000	7.6
<b>Total</b>	<b>64,887</b>	<b>69,525</b>	<b>74,280</b>	<b>4,756</b>	<b>6.8</b>

\* Comprises hotels, guesthouses, tourist villages, hostels, B&Bs and campsites

Note: Totals may not add up due to rounding.

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

Type of accommodation	January			Change	Percentage change
	2013	2014	2015		
Private accommodation	157,621	222,097	216,591	-5,506	-
Collective accommodation*	359,482	349,648	385,919	36,271	10.4
<b>Total</b>	<b>517,103</b>	<b>571,745</b>	<b>602,510</b>	<b>30,765</b>	<b>5.4</b>

\* Comprises hotels, guesthouses, tourist villages, hostels, B&Bs and campsites

Note: Totals may not add up due to rounding.

**Table 4. Total expenditure by inbound tourists by expenditure category**

Expenditure category	January			Change	Percentage change
	2013	2014	2015		
Package	15,729	14,488	19,271	4,783	33.0
Non-package	12,975	16,961	18,082	1,121	6.6
Air/sea fares	7,574	10,256	10,439	183	1.8
Accommodation	5,401	6,705	7,643	938	14.0
Other expenditure	22,519	24,582	23,615	-967	-3.9
<b>Total</b>	<b>51,223</b>	<b>56,030</b>	<b>60,968</b>	<b>4,938</b>	<b>8.8</b>

Notes:

1. Expenditure estimates are rounded to the nearest thousand.
2. Totals may not add up due to rounding.

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

Country of residence	January			Change	Percentage change
	2013	2014	2015	2015/2014	
<b>EU</b>	<b>53,311</b>	<b>52,744</b>	<b>61,163</b>	<b>8,419</b>	<b>16.0</b>
<i>of which:</i>					
France	3,710	3,561	5,074	1,513	42.5
Germany	7,940	5,558	7,456	1,898	34.1
Italy	12,122	11,289	13,695	2,405	21.3
United Kingdom	18,292	19,713	21,306	1,593	8.1
<b>Non-EU</b>	<b>11,577</b>	<b>16,781</b>	<b>13,118</b>	<b>-3,663</b>	<b>-21.8</b>
<b>Total tourists</b>	<b>64,887</b>	<b>69,525</b>	<b>74,280</b>	<b>4,756</b>	<b>6.8</b>
<b>EU</b>	<b>431,151</b>	<b>427,760</b>	<b>480,206</b>	<b>52,446</b>	<b>12.3</b>
<i>of which:</i>					
France	23,284	22,604	31,615	9,011	39.9
Germany	65,220	49,510	62,563	13,053	26.4
Italy	53,119	54,212	82,578	28,365	52.3
United Kingdom	192,212	205,142	200,884	-4,258	-2.1
<b>Non-EU</b>	<b>85,952</b>	<b>143,985</b>	<b>122,304</b>	<b>-21,681</b>	<b>-15.1</b>
<b>Total nights</b>	<b>517,103</b>	<b>571,745</b>	<b>602,510</b>	<b>30,765</b>	<b>5.4</b>
<b>EU</b>	<b>38,969</b>	<b>38,235</b>	<b>46,606</b>	<b>8,371</b>	<b>21.9</b>
<i>of which:</i>					
France	2,788	2,674	3,689	1,015	37.9
Germany	6,466	4,803	6,359	1,556	32.4
Italy	6,095	5,984	8,001	2,016	33.7
United Kingdom	14,182	14,848	17,905	3,057	20.6
<b>Non-EU</b>	<b>12,254</b>	<b>17,795</b>	<b>14,361</b>	<b>-3,434</b>	<b>-19.3</b>
<b>Total expenditure</b>	<b>51,223</b>	<b>56,030</b>	<b>60,968</b>	<b>4,938</b>	<b>8.8</b>

Notes:

1. Expenditure estimates are rounded to the nearest thousand.
2. Totals may not add up due to rounding.

## Methodological Notes

1. The results in this release are based on the ongoing frontier survey known as Tourstat. Tourist air departures are collected through a continuous survey carried out at the departure lounge of Malta International Airport (MIA). A two-stage sampling design is used to survey air passengers. 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. This release focuses on Inbound Tourism, which comprises the activities of non-resident visitors travelling to Malta (i.e. outside their usual environment), and staying for no longer than 12 consecutive months for leisure, business or other (corresponding) purpose.
3. Tourist sea departures are collected through a regular survey, conducted during three separate months every year at the Valletta Cruise Port. A quota sample is used to conduct sea passenger departures in which survey interviewers are guided to select people according to some fixed quota. Survey data is supplemented by administrative data provided by ferry operators.
4. The Tourstat survey measures the number of tourist trips carried out during a particular reference month. These differ from the number of tourists in that the same person can make more than one trip during the same period.
5. 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).
6. Under-represented figures are indicated where applicable for each table and should be treated with caution. Users should also exercise caution when analysing figures that involve estimates relating to less than 1,500 tourists. Such estimates may be subject to variations attributable to low frequency in the sample (sampling errors). Other limitations may involve non-sampling errors, namely those linked to respondents' willingness to provide proper information and those related to language barriers.
7. The expenditure data in this release should not be equated to national tourism earnings.
8. The monthly passenger departures data published by the Malta International Airport cannot be equated to the number of inbound tourists because the former is inclusive of departing Maltese and transit passengers.

### 9. Definitions:

**Traveller:** Someone who moves between different geographic locations, for any purpose and any duration.

**Visitor:** The three fundamental criteria used to distinguish visitors from travellers are:

- a. **The trip should be to a place other than that of the usual environment**, which would exclude short-distance local transport and commuting, i.e. more or less regular trips between the place of work/study and the place of residence;
- b. **The stay in the place visited should not last more than twelve consecutive months**, beyond which the visitor would become a resident of that place (from the statistical standpoint);
- c. **The main purpose of the visit should be other than the exercise of an activity remunerated from within the place visited**, which would exclude migratory movements for work purposes.

Visitors (domestic/international) comprise tourists and same-day visitors.

**Tourist:** Visitors who stay at least one night in a collective or private accommodation in the place/country visited.

**Same-day visitor:** Visitors who do not spend the night in a collective or private accommodation in the place/country visited.

10. There are three elementary forms of tourism in relation to a given area:
  - Domestic tourism
  - Inbound tourism
  - Outbound tourism
11. Data on cruise passengers who spent at least one night berthed on board their cruiseship are compiled on the basis of administrative records held by Transport Malta.
12. 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'.
13. More information relating to this news release may be accessed at:

Statistical Concepts: <http://nso.gov.mt/metadata/concepts.aspx>

Metadata: <http://nso.gov.mt/metadata/reports.aspx?id=37>

Statistical Database: <http://nso.gov.mt/statdb/start>