

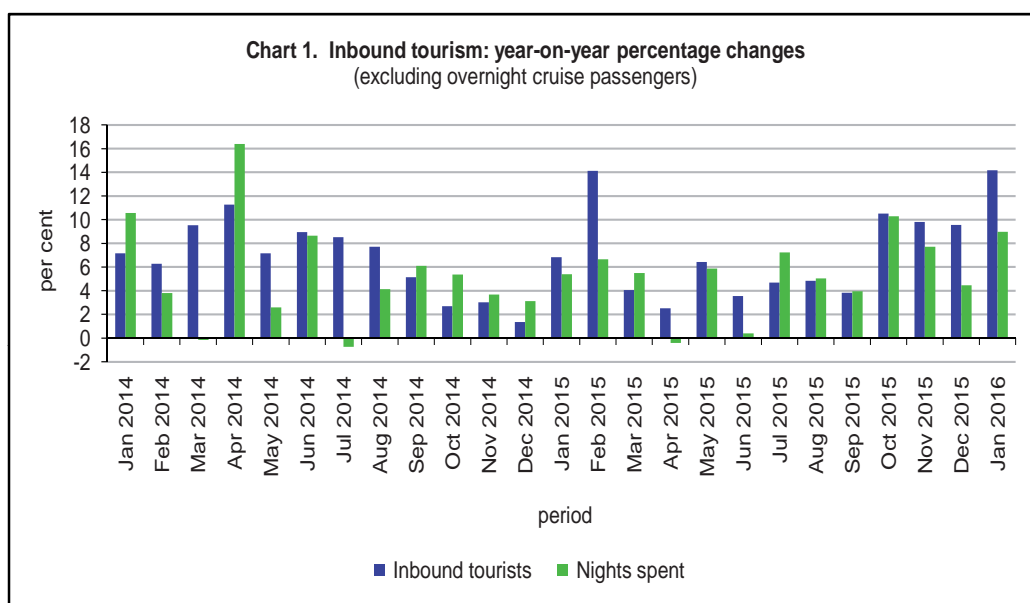
Total inbound visitors for January were estimated at 85,439, an increase of 15.0 per cent when compared to the corresponding month of 2015.

## Inbound Tourism: January 2016

A total of 71,844 inbound tourist trips were carried out for holiday purposes, while a further 9,492 were undertaken for business purposes. Inbound tourists from EU Member States went up by 16.2 per cent to 71,083 when compared to the corresponding month of 2015. The largest proportion of inbound tourists was aged between 25 and 44, followed by those within the 45-64 age bracket (Table 1).

Total nights spent went up by 9.0 per cent when compared to January 2015, amounting to 656,561 nights. The largest share of guest nights (62.3 per cent) was spent in collective accommodation establishments (Table 3).

Total tourist expenditure was estimated at €65.3 million, an increase of 7.0 per cent over the corresponding month of 2015 (Table 4) ■



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Table 1. Profile of inbound tourists by month of departure

Characteristics	January			Change	Percentage change
	2014	2015	2016	2016/2015	
<b>Total inbound visitors</b>	<b>69,525</b>	<b>74,280</b>	<b>85,439</b>	<b>11,159</b>	<b>15.0</b>
Overnight cruise passengers	-	-	622	-	-
<b>Inbound tourists</b>	<b>69,525</b>	<b>74,280</b>	<b>84,817</b>	<b>10,537</b>	<b>14.2</b>
<b>Mode of travel</b>					
Air	68,246	73,326	82,214	8,888	12.1
Sea	1,279	954	2,603	1,649	172.8
<b>Sex</b>					
Males	40,589	41,414	48,106	6,692	16.2
Females	28,935	32,867	36,711	3,845	11.7
<b>Age group</b>					
0-24	9,144	7,527	9,592	2,065	27.4
25-44	24,813	24,995	31,816	6,821	27.3
45-64	25,023	27,910	29,498	1,588	5.7
65 or more	10,545	13,848	13,911	63	-
<b>Markets</b>					
EU	52,744	61,163	71,083	9,920	16.2
<i>of which: Euro area</i>	28,295	34,750	39,401	4,651	13.4
Non-EU	16,781	13,118	13,734	616	-
<b>Purpose of visit</b>					
Holiday	55,440	63,093	71,844	8,752	13.9
Business and professional	9,775	8,437	9,492	1,055	-
Other (including educational, religious and health tourism)	4,309	2,751	3,481	730	-
<b>Organisation of stay</b>					
Package	26,670	32,925	33,777	852	-
Non-package	42,855	41,355	51,040	9,684	23.4
<b>Frequency</b>					
First-time tourists	39,836	47,079	54,454	7,376	15.7
Repeat tourists	29,689	27,202	30,363	3,161	11.6
once a year or less	17,123	16,755	19,921	3,165	18.9
more than once a year	12,566	10,446	10,442	-4	-
<b>Duration of visit</b>					
1-3 nights	15,870	15,642	19,624	3,982	25.5
4-6 nights	17,211	20,849	24,189	3,340	16.0
7 nights or more	36,444	37,789	41,004	3,215	8.5
<b>Average length of stay (nights)</b>	8.2	8.1	7.7	-0.4	-

Note: Totals may not add up due to rounding.

**Table 2. Inbound tourists by month of departure and type of accommodation**

Type of accommodation	January			Change	Percentage change
	2014	2015	2016		
Private accommodation	16,589	17,345	21,666	4,322	24.9
Collective accommodation*	52,936	56,936	63,151	6,215	10.9
<b>Total tourists</b>	<b>69,525</b>	<b>74,280</b>	<b>84,817</b>	<b>10,537</b>	<b>14.2</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 month of departure and type of accommodation**

Type of accommodation	January			Change	Percentage change
	2014	2015	2016		
Private accommodation	222,097	216,591	247,401	30,811	14.2
Collective accommodation*	349,648	385,919	409,159	23,240	6.0
<b>Total nights</b>	<b>571,745</b>	<b>602,510</b>	<b>656,561</b>	<b>54,051</b>	<b>9.0</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 month of departure and expenditure category**

Expenditure category	January			Change	Percentage change
	2014	2015	2016		
Package	14,488	19,271	17,919	-1,352	-7.0
Non-package	16,961	18,082	20,059	1,977	10.9
Air/sea fares	10,256	10,439	10,247	-192	-1.8
Accommodation	6,705	7,643	9,813	2,169	28.4
Other expenditure	24,582	23,615	27,283	3,669	15.5
<b>Total expenditure</b>	<b>56,030</b>	<b>60,968</b>	<b>65,262</b>	<b>4,294</b>	<b>7.0</b>

€ 000

Notes:

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

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

Country of residence		January			Change	Percentage change
		2014	2015	2016	2016/2015	
Tourists	<b>EU</b>	<b>52,744</b>	<b>61,163</b>	<b>71,083</b>	<b>9,920</b>	<b>16.2</b>
	<i>of which:</i>					
	France	3,561	5,074	3,772	-1,302	-
	Germany	5,558	7,456	7,895	439	-
	Italy	11,289	13,695	17,470	3,775	27.6
	United Kingdom	19,713	21,306	23,241	1,935	9.1
	<b>Non-EU</b>	<b>16,781</b>	<b>13,118</b>	<b>13,734</b>	<b>616</b>	<b>-</b>
	<b>Total</b>	<b>69,525</b>	<b>74,280</b>	<b>84,817</b>	<b>10,537</b>	<b>14.2</b>
Nights	<b>EU</b>	<b>427,760</b>	<b>480,206</b>	<b>517,987</b>	<b>37,781</b>	<b>7.9</b>
	<i>of which:</i>					
	France	22,604	31,615	25,154	-6,461	-
	Germany	49,510	62,563	58,038	-4,525	-
	Italy	54,212	82,578	104,732	22,154	26.8
	United Kingdom	205,142	200,884	196,249	-4,634	-2.3
	<b>Non-EU</b>	<b>143,985</b>	<b>122,304</b>	<b>138,574</b>	<b>16,269</b>	<b>-</b>
	<b>Total</b>	<b>571,745</b>	<b>602,510</b>	<b>656,561</b>	<b>54,051</b>	<b>9.0</b>
Expenditure (€000)	<b>EU</b>	<b>38,235</b>	<b>46,606</b>	<b>48,864</b>	<b>2,258</b>	<b>4.8</b>
	<i>of which:</i>					
	France	2,674	3,689	2,967	-721	-
	Germany	4,803	6,359	6,171	-188	-
	Italy	5,984	8,001	9,440	1,439	18.0
	United Kingdom	14,848	17,905	16,999	-905	-5.1
	<b>Non-EU</b>	<b>17,795</b>	<b>14,361</b>	<b>16,398</b>	<b>2,036</b>	<b>-</b>
	<b>Total</b>	<b>56,030</b>	<b>60,968</b>	<b>65,262</b>	<b>4,294</b>	<b>7.0</b>

Notes:

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

**Table 6. Profile of overnight cruise passengers by month of departure**

Characteristics	January		
	2014	2015	2016
<b>Total overnight cruise passengers</b>	-	-	<b>622</b>
<b>Sex</b>			
Males	-	-	286
Females	-	-	336
<b>Age group</b>			
0-19	-	-	3
20-39	-	-	32
40-59	-	-	71
60-79	-	-	471
80 or more	-	-	45
<b>Markets</b>			
EU	-	-	45
<i>of which: Euro area</i>	-	-	1
Non-EU	-	-	577

## Methodological Notes

1. 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 not more than 12 consecutive months for leisure, business or other (corresponding) purposes.
2. The results in this release are based on the ongoing frontier survey known as Tourstat. Data for tourist air departures is collected by means of personal interviews through a continuous survey at the departure lounge of the Malta International Airport (MIA). A two-stage sampling design is used to survey air passengers. In the first stage alternate days are selected, whereby a sample of passengers is selected systematically within each shift.
3. Tourstat 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.
4. 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 fixed quotas. Survey data is supplemented by administrative data provided by ferry operators.
5. 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.
6. Percentage changes for tourists based on counts of less than 1,500 are not presented due to sampling errors.
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. Data on cruise passengers who spent at least one night berthed on board their cruiseship is compiled on the basis of administrative records held by Transport Malta.
10. 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, there may be minor differences in these statistics and statistics published in tourism supply due to the fact that hotels report time-share accommodation under 'Collective Accommodation'.
11. Prior to comparing and interpreting differences between demand-side (based on Tourstat) and supply-side (based on Accomstat) tourism statistics, users are strongly advised to consult concept 8.3 of the NSO's metadata file (<http://nso.gov.mt/metadata/reports.aspx?id=37>).
12. **Definitions:**
  - **Traveller:** A person 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:** A visitor who stays at least one night in collective or private accommodation in the place/country visited.
  - **Same-day visitor:** A visitor who does not spend the night in collective or private accommodation in the place/country visited.
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>