

1 March 2017 | 1100 hrs | 039/2017

Total inbound visitors for January were estimated at 104,069 an increase of 21.8 per cent when compared to the corresponding month in 2016.

## Inbound Tourism: January 2017

A total of 91,554 inbound tourist trips were carried out for holiday purposes, while a further 8,735 were undertaken for business purposes. Inbound tourists from EU Member States went up by 27.4 per cent to 90,541 when compared to the corresponding month in 2016. The majority of inbound tourists were aged between 25 and 44, followed by those within the 45-64 age bracket (Table 1).

Total nights spent went up by 12.3 per cent when compared to January 2016, amounting to 737,311 nights. The largest share of guest nights (57.4 per cent) was spent in collective accommodation establishments. Tourist nights in private accommodation increased by 26.9 per cent when compared to January 2016 (Table 3).

Total tourist expenditure was estimated at €70.8 million, an increase of 8.6 per cent over the corresponding month in 2016 (Table 4) ■

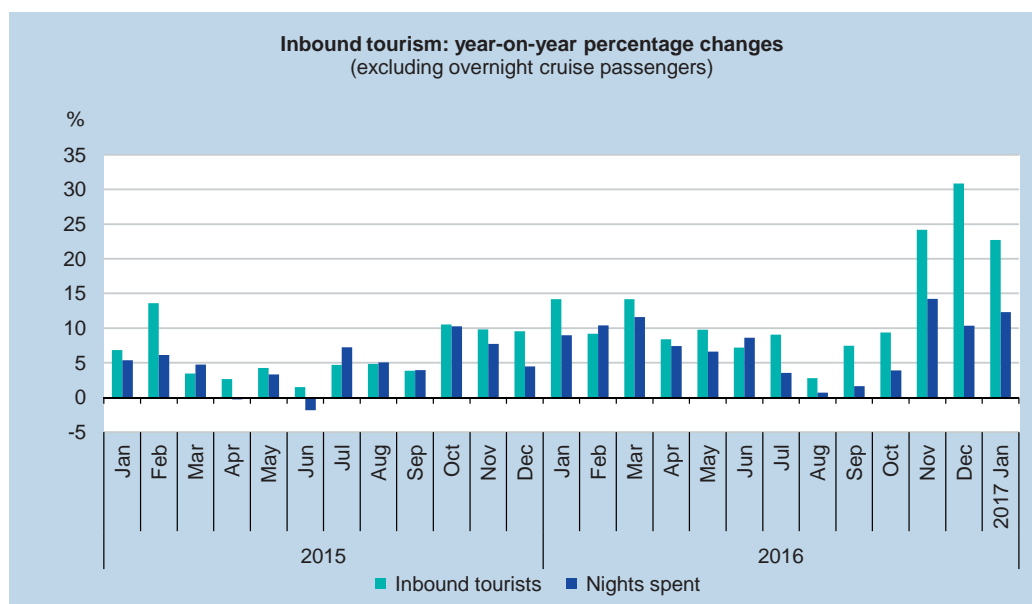


Table 1. Profile of inbound tourists by month of departure

Characteristics	January			Change	Percentage change
	2015	2016	2017	2017/2016	
<b>Total inbound visitors</b>	<b>74,280</b>	<b>85,439</b>	<b>104,069</b>	<b>18,630</b>	<b>21.8</b>
Overnight cruise passengers	-	622	-	-	-
<b>Inbound tourists</b>	<b>74,280</b>	<b>84,817</b>	<b>104,069</b>	<b>19,252</b>	<b>22.7</b>
<b>Mode of travel</b>					
Air	73,326	82,214	102,016	19,802	24.1
Sea	954	2,603	2,053	-550	-21.1
<b>Sex</b>					
Males	41,414	48,106	56,112	8,006	16.6
Females	32,867	36,711	47,957	11,246	30.6
<b>Age group</b>					
0-24	7,527	9,592	16,044	6,452	67.3
25-44	24,995	31,816	38,965	7,149	22.5
45-64	27,910	29,498	35,228	5,730	19.4
65 or more	13,848	13,911	13,831	-80	-
<b>Markets</b>					
EU	61,163	71,083	90,541	19,458	27.4
<i>of which: Euro area</i>	34,750	39,401	54,964	15,563	39.5
Non-EU	13,118	13,734	13,528	-206	-
<b>Purpose of visit</b>					
Holiday	63,093	71,844	91,554	19,709	27.4
Business and professional	8,437	9,492	8,735	-757	-
Other (including educational, religious and health tourism)	2,751	3,481	3,780	299	-
<b>Organisation of stay</b>					
Package	32,925	33,777	32,680	-1,097	-
Non-package	41,355	51,040	71,389	20,349	39.9
<b>Frequency</b>					
First-time tourists	47,079	54,454	69,017	14,562	26.7
Repeat tourists	27,202	30,363	35,052	4,689	15.4
once a year or less	16,755	19,921	22,246	2,326	11.7
more than once a year	10,446	10,442	12,806	2,364	22.6
<b>Duration of visit</b>					
1-3 nights	15,642	19,624	27,711	8,087	41.2
4-6 nights	20,849	24,189	30,675	6,487	26.8
7 nights or more	37,789	41,004	45,682	4,678	11.4
<b>Average length of stay (nights)</b>	8.1	7.7	7.1	-0.6	-

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
	2015	2016	2017	2017/2016	
Private accommodation	17,345	21,666	32,466	10,799	49.8
Collective accommodation*	56,936	63,151	71,603	8,453	13.4
<b>Total tourists</b>	<b>74,280</b>	<b>84,817</b>	<b>104,069</b>	<b>19,252</b>	<b>22.7</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
	2015	2016	2017	2017/2016	
Private accommodation	216,591	247,401	313,860	66,458	26.9
Collective accommodation*	385,919	409,159	423,451	14,292	3.5
<b>Total nights</b>	<b>602,510</b>	<b>656,561</b>	<b>737,311</b>	<b>80,750</b>	<b>12.3</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**

€000

Expenditure category	January			Change	Percentage change
	2015	2016	2017	2017/2016	
Package	19,271	17,919	15,623	-2,296	-12.8
Non-package	18,082	20,059	23,021	2,961	14.8
Air/sea fares	10,439	10,247	11,783	1,536	15.0
Accommodation	7,643	9,813	11,238	1,425	14.5
Other expenditure	23,615	27,283	32,204	4,921	18.0
<b>Total expenditure</b>	<b>60,968</b>	<b>65,262</b>	<b>70,848</b>	<b>5,586</b>	<b>8.6</b>

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
		2015	2016	2017	2017/2016	
Tourists	<b>EU</b>	<b>61,163</b>	<b>71,083</b>	<b>90,541</b>	<b>19,458</b>	<b>27.4</b>
	<i>of which:</i>					
	France	5,074	3,772	6,390	2,619	69.4
	Germany	7,456	7,895	9,470	1,576	20.0
	Italy	13,695	17,470	20,122	2,652	15.2
	United Kingdom	21,306	23,241	26,373	3,132	13.5
	<b>Non-EU</b>	<b>13,118</b>	<b>13,734</b>	<b>13,528</b>	<b>-206</b>	<b>-</b>
	<b>Total</b>	<b>74,280</b>	<b>84,817</b>	<b>104,069</b>	<b>19,252</b>	<b>22.7</b>
Nights	<b>EU</b>	<b>480,206</b>	<b>517,987</b>	<b>605,747</b>	<b>87,760</b>	<b>16.9</b>
	<i>of which:</i>					
	France	31,615	25,154	31,276	6,123	24.3
	Germany	62,563	58,038	65,906	7,868	13.6
	Italy	82,578	104,732	111,105	6,374	6.1
	United Kingdom	200,884	196,249	212,866	16,617	8.5
	<b>Non-EU</b>	<b>122,304</b>	<b>138,574</b>	<b>131,564</b>	<b>-7,010</b>	<b>-</b>
	<b>Total</b>	<b>602,510</b>	<b>656,561</b>	<b>737,311</b>	<b>80,750</b>	<b>12.3</b>
Expenditure (€000)	<b>EU</b>	<b>46,606</b>	<b>48,864</b>	<b>56,195</b>	<b>7,330</b>	<b>15.0</b>
	<i>of which:</i>					
	France	3,689	2,967	4,509	1,542	52.0
	Germany	6,359	6,171	6,191	21	0.3
	Italy	8,001	9,440	9,508	68	0.7
	United Kingdom	17,905	16,999	17,634	634	3.7
	<b>Non-EU</b>	<b>14,361</b>	<b>16,398</b>	<b>14,654</b>	<b>-1,744</b>	<b>-</b>
	<b>Total</b>	<b>60,968</b>	<b>65,262</b>	<b>70,848</b>	<b>5,586</b>	<b>8.6</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		
	2015	2016	2017
<b>Total overnight cruise passengers</b>	-	622	-
<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>
14. Kindly indicate source when quoting from this release.
15. The advanced news release calendar may be accessed at [www.nso.gov.mt](http://www.nso.gov.mt)