

Total inbound visitors for January were estimated at 124,769, an increase of 19.9 per cent when compared to the corresponding month in 2017.

Inbound Tourism: January 2018

A total of 106,114 inbound tourist trips were carried out for holiday purposes, while a further 14,889 were undertaken for business purposes. Inbound tourists from EU Member States went up by 17.8 per cent to 106,631 when compared to the corresponding month in 2017. Most inbound tourists were aged between 25 and 44 (39.2 per cent), followed by those within the 45-64 age bracket (34.5 per cent) (Table 1).

Total nights spent went up by 15.1 per cent when compared to January 2017, amounting to 848,314 nights. The largest share of guest nights (59.1 per cent) was spent in collective accommodation establishments (Table 3).

Total tourist expenditure was estimated at €82.3 million, an increase of 16.1 per cent over the corresponding month in 2017 (Table 4) ■

Inbound tourism: year-on-year percentage changes (excluding overnight cruise passengers)

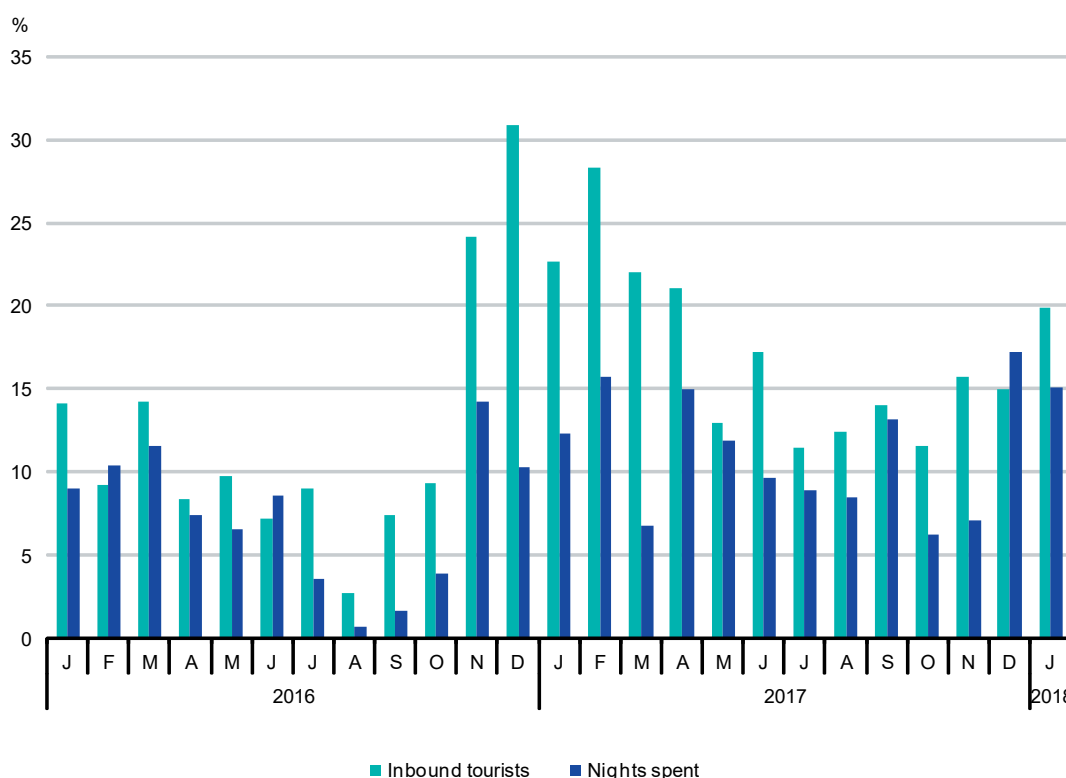


Table 1. Profile of inbound tourists by month of departure

Characteristics	January			Change	Percentage change
	2016	2017	2018	2018/2017	
Total inbound visitors	85,439	104,069	124,769	20,701	19.9
Overnight cruise passengers	622	-	-	-	-
Inbound tourists	84,817	104,069	124,769	20,701	19.9
Mode of travel					
Air	82,214	102,016	122,588	20,573	20.2
Sea	2,603	2,053	2,181	-	-
Sex					
Males	48,106	56,112	67,999	11,888	21.2
Females	36,711	47,957	56,770	8,813	18.4
Age group					
0-24	9,592	16,044	16,461	-	-
25-44	31,816	38,965	48,912	9,947	25.5
45-64	29,498	35,228	43,020	7,792	22.1
65 or more	13,911	13,831	16,375	2,544	18.4
Markets					
EU	71,083	90,541	106,631	16,090	17.8
<i>of which: Euro area</i>	39,401	54,964	64,760	9,796	17.8
Non-EU	13,734	13,528	18,138	4,610	34.1
Purpose of visit					
Holiday	71,844	91,554	106,114	14,561	15.9
Business and professional	9,492	8,735	14,889	6,154	70.4
Other (including educational, religious and health tourism)	3,481	3,780	3,766	-	-
Organisation of stay					
Package	33,777	32,680	43,029	10,349	31.7
Non-package	51,040	71,389	81,741	10,352	14.5
Frequency					
First-time tourists	54,454	69,017	87,150	18,133	26.3
Repeat tourists	30,363	35,052	37,620	2,568	7.3
once a year or less	19,921	22,246	24,631	2,384	10.7
more than once a year	10,442	12,806	12,989	-	-
Duration of visit					
1-3 nights	19,624	27,711	34,208	6,497	23.4
4-6 nights	24,189	30,675	36,893	6,218	20.3
7 nights or more	41,004	45,682	53,668	7,985	17.5
Average length of stay (nights)	7.7	7.1	6.8	-0.3	-

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
	2016	2017	2018	2018/2017	
Private accommodation	21,666	32,466	34,403	1,938	6.0
Collective accommodation*	63,151	71,603	90,366	18,763	26.2
Total tourists	84,817	104,069	124,769	20,701	19.9

* 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
	2016	2017	2018	2018/2017	
Private accommodation	247,401	313,860	346,717	32,858	10.5
Collective accommodation*	409,159	423,451	501,596	78,145	18.5
Total nights	656,561	737,311	848,314	111,003	15.1

* 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
	2016	2017	2018	2018/2017	
Package	17,919	15,623	20,451	4,828	30.9
Non-package	20,059	23,021	30,479	7,458	32.4
Air/sea fares	10,247	11,783	14,736	2,953	25.1
Accommodation	9,813	11,238	15,743	4,505	40.1
Other expenditure	27,283	32,204	31,328	-876	-2.7
Total expenditure	65,262	70,848	82,258	11,409	16.1

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
		2016	2017	2018	2018/2017	
Tourists	EU	71,083	90,541	106,631	16,090	17.8
	<i>of which:</i>					
	France	3,772	6,390	7,848	-	-
	Germany	7,895	9,470	14,255	4,785	50.5
	Italy	17,470	20,122	22,855	2,733	13.6
	United Kingdom	23,241	26,373	27,511	-	-
	Non-EU	13,734	13,528	18,138	4,610	34.1
	Total	84,817	104,069	124,769	20,700	19.9
Nights	EU	517,987	605,747	658,821	53,074	8.8
	<i>of which:</i>					
	France	25,154	31,276	44,493	-	-
	Germany	58,038	65,906	98,018	32,112	48.7
	Italy	104,732	111,105	127,940	16,835	15.2
	United Kingdom	196,249	212,866	187,979	-	-
	Non-EU	138,574	131,564	189,493	57,929	44.0
	Total	656,561	737,311	848,314	111,003	15.1
Expenditure (€ 000)	EU	48,864	56,195	62,928	6,734	12.0
	<i>of which:</i>					
	France	2,967	4,509	5,159	-	-
	Germany	6,171	6,191	9,258	3,067	49.5
	Italy	9,440	9,508	11,792	2,284	24.0
	United Kingdom	16,999	17,634	16,436	-	-
	Non-EU	16,398	14,654	19,329	4,676	31.9
	Total	65,262	70,848	82,258	11,409	16.1

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		
	2016	2017	2018
Total overnight cruise passengers	622	-	-
Sex:			
Males	286	-	-
Females	336	-	-
Age group:			
0-19	3	-	-
20-39	32	-	-
40-59	71	-	-
60-79	471	-	-
80 or more	45	-	-
Markets:			
EU	45	-	-
<i>of which</i> : Euro area	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. Inbound tourism trips are collected from an ongoing frontier national survey known as Tourstat. Tourist air departures are collected through a continuous survey carried out at the departure lounge of the Malta International Airport. A two-stage sampling design is used to collect air passengers. In the first stage, alternate days and nights are selected. In the second stage, within each shift, a sample of passengers is selected systematically. Every crossing passenger is counted and respondents are selected using a pre-defined interval of 1:20 for air.
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, and are represented in this news release by means of the dash symbol (-).
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:**
 - **Usual Environment:** The geographical area, though not necessarily a contiguous one, within which an individual conducts his regular life routines and shall be determined on the basis of the following criteria: the crossing of administrative borders or the distance from the place of usual residence, the duration of visit, the frequency of visit, the purpose of visit.
 - **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.
 - **Tourist:** A visitor who stays at least one night in collective or private accommodation in the place/country visited.
 - **Inbound tourism:** 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 personal, business or other purposes.
 - **Total nights spent:** nights which a guest actually spends or is registered to spend in a collective accommodation establishment or in a private accommodation.
 - **Average length of stay:** the number of nights spent divided by the number of trips during a specified reference period.
 - **Collective accommodation:** comprises hotels, guesthouses, hostels, tourist villages, holiday complex, Bed & Breakfast and campsites.
 - **Private accommodation:** comprises holiday furnished premises (farmhouses, flats and villas), rented accommodation (host families, marinas, paid-convents, rented yachts, student dormitories), own private residence (owned dwellings, owned caravans and yachts), staying with friends or relatives (even if charged - includes also friends' private apartments) and other private accommodation (oil rig, free-convents, timeshare, dockyards (Palumbo), ship (used for work)).

- **Total expenditure:** comprises the total consumption expenditure made by a visitor or on behalf of a visitor for and during the trip and stay at destination. It is broken down by the following expenditure items: Transport, Accommodation and Other (including shopping, food and drinks and excursions during a tourism trip).

13. More information relating to this news release may be accessed at:

Sources and Methods: https://nso.gov.mt/en/nso/Sources_and_Methods/Unit_C3/Tourism_Statistics/Pages/TOURSTAT-Survey.aspx

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. References to this news release are to be cited appropriately.

15. A detailed news release calendar is available on
https://nso.gov.mt/en/News_Releases/Release_Calendar/Pages/News-Release-Calendar.aspx