

Total inbound visitors for January 2020 were estimated at 150,131, an increase of 17.5 per cent when compared to the corresponding month in 2019.

Inbound Tourism: January 2020

During the month under review, a total of 131,865 inbound tourist trips were undertaken for holiday purposes, while a further 13,841 were made for business purposes. Inbound tourists from EU and non-EU countries went up by 15.6 per cent and 23.2 per cent respectively when compared to the same period in 2019. Most inbound tourists were aged between 25 and 44 years (40.5 per cent), followed by those within the 45-64 age bracket (34.1 per cent) (Table 1).

The United Kingdom and Italy remained the most popular markets, with a joint share of 36.6 per cent of the total inbound tourists (Table 5).

Total nights spent went up by 3.5 per cent when compared to January 2019, amounting to 944,333 nights. The largest share of guest nights (52.8 per cent) was spent in collective accommodation establishments (Table 3).

Total tourist expenditure was estimated at €94.2 million, an increase of 11.2 per cent over the corresponding month in 2019 (Table 4) ■

Chart 1. Year-on-year percentage changes in inbound tourists and nights spent
(excluding overnight cruise passengers)

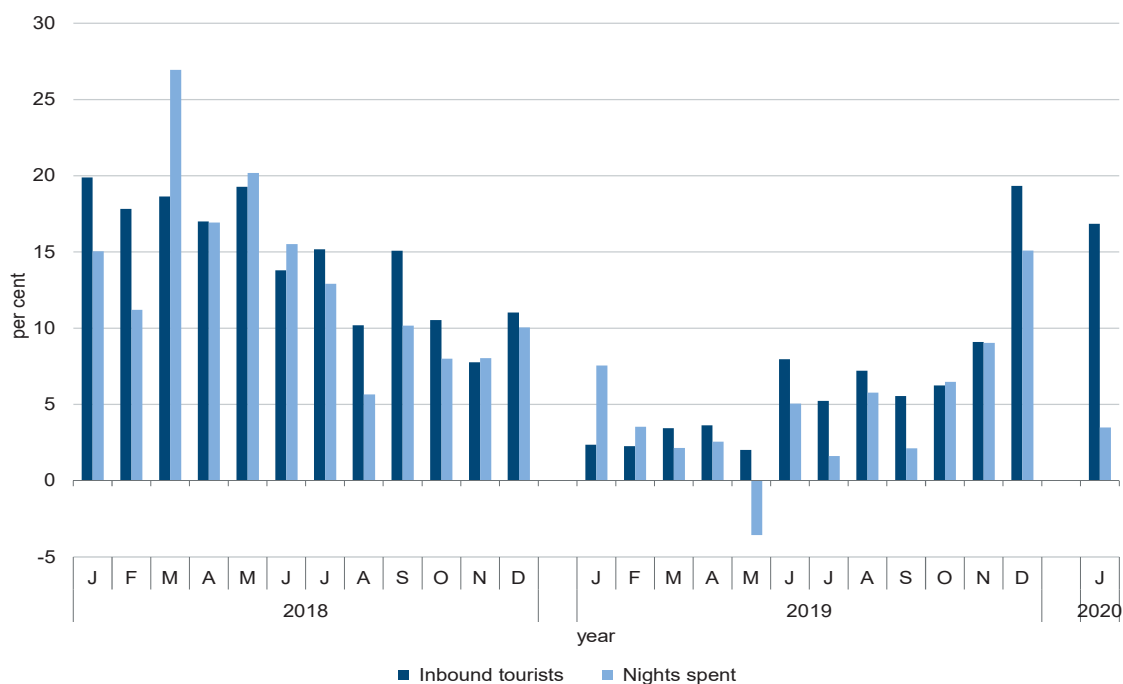


Table 1. Profile of inbound tourists by month of departure

Characteristics	January			Change	Percentage change
	2018	2019	2020	2020/2019	
Total inbound visitors	124,769	127,723	150,131	22,408	17.5
Overnight cruise passengers	-	-	893	893	100.0
Inbound tourists	124,769	127,723	149,238	21,515	16.8
Mode of travel					
Air	122,588	125,158	145,766	20,608	16.5
Sea	2,181	2,565	3,472	-	-
Sex					
Males	67,999	66,835	79,624	12,789	19.1
Females	56,770	60,888	69,614	8,726	14.3
Age group					
0-24	16,461	20,250	23,213	2,963	14.6
25-44	48,912	52,788	60,470	7,683	14.6
45-64	43,020	40,301	50,905	10,605	26.3
65 or more	16,375	14,385	14,649	-	-
Markets					
EU	106,631	106,934	123,621	16,687	15.6
<i>of which: Euro area</i>	64,760	65,230	73,360	8,130	12.5
Non-EU	18,138	20,788	25,617	4,828	23.2
Purpose of visit					
Holiday	106,114	114,551	131,865	17,314	15.1
Business and professional	14,889	9,461	13,841	4,381	46.3
Other (including educational, religious and health tourism)	3,766	3,711	3,532	-	-
Organisation of stay					
Package	43,029	37,442	38,596	-	-
Non-package	81,741	90,281	110,642	20,361	22.6
Frequency					
First-time tourists	87,150	89,482	105,359	15,877	17.7
Repeat tourists	37,620	38,241	43,879	5,638	14.7
once a year or less	24,631	25,635	29,925	4,290	16.7
more than once a year	12,989	12,606	13,954	-	-
Duration of visit					
1-3 nights	34,208	36,940	46,977	10,036	27.2
4-6 nights	36,893	40,221	47,614	7,393	18.4
7 nights or more	53,668	50,562	54,648	4,086	8.1
Average length of stay (nights)	6.8	7.1	6.3	-0.8	-

Notes:

1. Totals may not add up due to rounding.
2. Changes denoted by the dash symbol (-) should be treated with caution. For more information, please refer to methodological note 5.

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

Type of accommodation	January			Change	Percentage change
	2018	2019	2020		
Rented accommodation	107,261	107,307	127,304	19,997	18.6
Collective	90,366	82,610	98,130	15,520	18.8
Other rented	16,895	24,698	29,175	4,477	18.1
Non-rented accommodation	17,508	20,416	21,934	1,518	7.4
Total tourists	124,769	127,723	149,238	21,515	16.8

Notes:

1. Totals may not add up due to rounding.
2. Changes denoted by the dash symbol (-) should be treated with caution. For more information, please refer to methodological note 5.

Table 3. Total nights spent by inbound tourists by month of departure and type of accommodation

Type of accommodation	January			Change	Percentage change
	2018	2019	2020		
Rented accommodation	645,806	674,832	726,516	51,684	7.7
Collective	501,596	449,312	498,748	49,436	11.0
Other rented	144,210	225,520	227,768	2,248	1.0
Non-rented accommodation	202,507	237,607	217,817	-19,790	-8.3
Total nights	848,314	912,439	944,333	31,894	3.5

Notes:

1. Totals may not add up due to rounding.
2. Changes denoted by the dash symbol (-) should be treated with caution. For more information, please refer to methodological note 5.

Table 4. Total expenditure by inbound tourists by month of departure and expenditure category

Expenditure category	January			Change	Percentage change
	2018	2019	2020		
Package	20,451	20,615	19,014	-1,601	-7.8
Non-package	30,479	28,421	37,831	9,410	33.1
Air/sea fares	14,736	14,445	20,638	6,193	42.9
Accommodation	15,743	13,976	17,193	3,217	23.0
Other expenditure	31,328	35,651	37,327	1,676	4.7
Total expenditure	82,258	84,687	94,172	9,485	11.2

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
		2018	2019	2020	2020/2019	
Tourists	EU	106,631	106,934	123,621	16,687	15.6
	<i>of which:</i>					
	France	7,848	7,793	9,393	1,601	20.5
	Germany	14,255	11,462	11,005	-	-
	Italy	22,855	21,894	23,873	1,979	9.0
	Poland	6,397	6,165	7,962	1,797	29.1
	Spain	3,794	6,319	7,466	-	-
	United Kingdom	27,511	26,076	30,684	4,609	17.7
	Non-EU	18,138	20,788	25,617	4,828	23.2
	Total	124,769	127,723	149,238	21,515	16.8
Nights	EU	658,820	693,717	739,299	45,582	6.6
	<i>of which:</i>					
	France	44,493	43,938	51,779	7,841	17.8
	Germany	98,018	76,500	79,719	-	-
	Italy	127,940	134,500	135,427	928	0.7
	Poland	39,354	34,507	44,541	10,034	29.1
	Spain	18,597	29,203	41,911	-	-
	United Kingdom	187,979	189,026	202,414	13,389	7.1
	Non-EU	189,493	218,722	205,034	-13,688	-6.3
	Total	848,314	912,439	944,333	31,894	3.5
Expenditure (€000)	EU	62,928	61,770	70,655	8,885	14.4
	<i>of which:</i>					
	France	5,159	4,975	5,857	882	17.7
	Germany	9,258	7,391	7,818	-	-
	Italy	11,792	9,844	11,542	1,698	17.2
	Poland	3,275	3,046	4,195	1,149	37.7
	Spain	2,002	2,550	3,430	-	-
	United Kingdom	16,436	16,266	18,614	2,348	14.4
	Non-EU	19,329	22,917	23,517	600	2.6
	Total	82,258	84,687	94,172	9,485	11.2

Notes:

1. Expenditure estimates are rounded to the nearest thousand Euro.
2. Totals may not add up due to rounding.
3. Changes denoted by the dash symbol (-) should be treated with caution. For more information, please refer to methodological note 5.

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

Characteristics	January		
	2018	2019	2020
Total overnight cruise passengers	-	-	893
Sex			
Males	-	-	426
Females	-	-	467
Age group			
0-19	-	-	1
20-39	-	-	19
40-59	-	-	31
60-79	-	-	446
80 or more	-	-	396
Markets			
EU	-	-	888
<i>of which</i> : Euro area	-	-	11
Non-EU	-	-	5

Methodological Notes

1. This release focuses on Inbound Tourism, which comprises of 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 data on air passengers. In the first stage, alternate days and nights are selected. In the second stage, within each shift, a sample of air passengers is selected systematically. Every crossing air passenger is counted and respondents are selected using a pre-defined interval of 1:20.
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. Absolute and percentage changes between one survey estimate and another based on less than 1,500 tourists should be treated with caution and are represented in this news release by means of the dash symbol (-).
6. 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.
7. Data on cruise passengers who spent at least one night berthed on board their cruise ship in Malta ('Overnight Cruise Passengers') is compiled on the basis of administrative records supplied by Transport Malta.
8. Arrivals and nights spent in time-share accommodation are being categorised in 'Non-rented 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'.
9. 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>).
10. **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.
 - **Resident:** a person is considered to be a resident of Malta/Gozo if:
 - a. S/he has lived for most of the past 12 months in Malta/Gozo;
 - b. S/he has lived in Malta/Gozo for less than 12 months but intends to return within a year to settle here.
 - **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 a rented and non-rented 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 rented accommodation establishment or in a non-rented accommodation.
 - **Average length of stay:** The number of nights spent divided by the number of trips during a specified reference period.
 - **Rented accommodation:** Consists of the following two sub-categories:
 - a. **Collective accommodation:** comprises hotels, guesthouses, hostels, tourist villages, holiday complex, Bed & Breakfast and campsites.
 - b. **Other rented accommodation:** comprises holiday furnished premises (farmhouses, flats and villas), host families, marinas, paid-convents, rented yachts and student dormitories.
 - **Non-rented accommodation:** Comprises 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 or timeshare, etc.).
 - **Total expenditure:** Refers to the amount that is going to be paid for the acquisition of consumption goods and services, as well as valuables during tourism trips. It includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others. The total expenditure is broken down by the following expenditure items:
 - a. **Package expenditure:** refers to the whole amount of money spent on transport, accommodation and other services such as rental of a car, activities or outings during the trip.

- b. **Non-Package expenditure:** is the amount of money spent on transport and accommodation reported separately.
 - c. **Other expenditure:** is the amount spent on shopping, souvenirs, tickets for concerts or sports events, entrance to museums or zoos and day excursions during a tourism trip. It also includes durables and valuable goods, that is, the amount spent on cars, computers, paintings, jewellery and works of art.
11. 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>
12. References to this news release are to be cited appropriately.
13. A detailed news release calendar is available on:
https://nso.gov.mt/en/News_Releases/Release_Calendar/Pages/News-Release-Calendar.aspx