NATIONAL STATISTICS OFFICE • MALTA

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Tourstat data for June indicate that the number of inbound tourists advanced by 20 per cent when compared to 2009. Total nights spent went up by 9 per cent.

Departing tourists: June 2010

June 2010

During June, inbound tourists were estimated at 136,758, the majority being holiday makers. A significant increase was registered in the number of business tourists, as shown in Table 1. In line with previous months, the majority of inbound tourists came from EU Member States, the main markets being United Kingdom and Italy. The number of tourists from Non-EU countries went up by 27 per cent.

During the same month, tourists spent a total of 1.0 million nights, with an average length of stay of 7.4 nights. This average dropped by 0.8 when compared to the 2009 estimate. Guest nights in collective accommodation increased by 15 per cent, while total nights spent in private accommodation declined.

20.10.2010
World Statistics Day

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CELEBRATING THE MANY ACHIEVEMENTS IN STATISTICS

January-June 2010

Inbound tourists by mid-year reached 550,680, up by 11 per cent when compared to January-June last year. Increases were recorded in both repeat tourists and first-time visitors, as shown in Table 6. Furthermore, while the number of tourists on long stays remained almost unchanged, tourists staying for shorter periods (up to three nights) advanced by 25 per cent.

Table 6 also shows that the majority of tourists opted for non-package travel; however an increase in package trips was registered. On a gender basis, the data indicate that the male proportion of tourists slightly exceeded females. The majority of tourists fell within the 45-64 age bracket.

Between January and June, total nights spent increased by 9 per cent, surpassing 4.1 million nights. Nights spent in collective and private accommodation went up by 10 and 7 per cent respectively. The average length of stay stood at 7.5 nights, 0.1 less over 2009.

During the period under review, total tourist expenditure was estimated at €397 million, indicating a growth of 11 per cent over 2009 levels. Increases were recorded throughout all expenditure categories. At €721, total expenditure per capita for the first half of the year increased marginally ■

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Table 1. Profile of departing tourists

	June			absolute change	percentage change
	2008	**2009**	**2010**	**2010/2009**	**2010/2009**
Total	**129,378**	**113,930**	**136,758**	**22,828**	**20.0**
Mode of travel:					
Air	128,314	113,277	135,074	21,798	19.2
Sea	1,064[u]	653[u]	1,684	1,031	-
Sex:					
Males	65,544	59,164	68,595	9,431	15.9
Females	63,834	54,766	68,163	13,397	24.5
Age group:					
0-24	14,370	13,081	20,403	7,321	56.0
25-44	50,147	43,203	51,246	8,043	18.6
45-64	51,490	45,816	48,323	2,507	5.5
65+	13,371	11,829	16,786	4,957	41.9
Markets:					
EU	114,142	100,997	120,297	19,300	19.1
of which: Euro area	55,449	48,923	60,577	11,654	23.8
Non-EU	15,236	12,933	16,461	3,528	27.3
Purpose of visit:					
Holiday	110,627	99,447	118,424	18,977	19.1
Business and professional	12,190	8,229	11,848	3,619	44.0
Other	6,561	6,253	6,486	232	-
Organisation of stay:					
Package	57,123	53,415	58,706	5,291	9.9
Non-package	72,255	60,515	78,052	17,537	29.0
Frequency:					
First-time tourists	90,811	73,725	89,874	16,149	21.9
Repeat tourists	38,567	40,205	46,884	6,679	16.6
less than or equal to once a year	29,753	29,920	33,510	3,590	12.0
more than twice a year	8,814	10,285	13,374	3,089	30.0
Duration of visit:					
1-3 nights	17,808	14,746	24,793	10,046	68.1
4-6 nights	16,007	19,365	26,279	6,914	35.7
7+ nights	95,563	79,819	85,687	5,868	7.4
Average length of stay (nights)	8.0	8.2	7.4	-0.8	-9.9

[u] - under-represented due to small sample size. Please note that these data must be interpreted with caution.

Table 2. Departing tourists, by type of accommodation

persons

	June			absolute change	percentage change
	2008	**2009**	**2010**	**2010/2009**	**2010/2009**
Total	**129,378**	**113,930**	**136,758**	**22,828**	**20.0**
Private accommodation	26,929	25,122	26,700	1,578	6.3
Collective accommodation	102,449	88,808	110,058	21,250	23.9
Hotels	90,276	81,730	100,582	18,852	23.1
Other collective accommodation *	12,173	7,078	9,475	2,398	33.9

Table 3. Total nights spent by departing tourists, by type of accommodation

nights

	June			absolute change	percentage change
	2008	**2009**	**2010**	**2010/2009**	**2010/2009**
Total	**1,030,004**	**935,734**	**1,017,759**	**82,025**	**8.8**
Private accommodation	275,720	284,381	270,153	-14,229	-5.0
Collective accommodation	754,284	651,353	747,607	96,254	14.8
Hotels	649,996	589,009	669,701	80,692	13.7
Other collective accommodation *	104,288	62,344	77,906	15,561	25.0

Table 4. Total expenditure by departing tourists, by expenditure categories

€ 000s

	June			absolute change	percentage change
	2008	**2009**	**2010**	**2010/2009**	**2010/2009**
Total	**98,183**	**89,867**	**94,590**	**4,723**	**5.3**
Package	33,523	31,451	33,827	2,376	7.6
Non-package	29,347	24,023	31,872	7,849	32.7
Air/sea fares	15,935	13,560	15,871	2,311	17.0
Accommodation	13,412	10,463	16,001	5,538	52.9
Other expenditure	35,313	34,393	28,891	-5,502	-16.0

* Comprises aparthotels, guesthouses, hostels and tourist villages
Estimates for expenditure are rounded to the nearest thousand

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

	June			absolute change	percentage change
	2008	**2009**	**2010**	**2010/2009**	**2010/2009**
Total tourists	**129,378**	**113,930**	**136,758**	**22,828**	**20.0**
EU	**114,142**	**100,997**	**120,297**	**19,300**	**19.1**
of which:					
France	11,324	7,097	8,813	1,716	24.2
Germany	11,888	10,864	11,904	1,040	-
Italy	11,624	13,683	19,459	5,776	42.2
United Kingdom	48,233	43,479	48,872	5,393	12.4
Non-EU	15,236	12,933	16,461	3,528	27.3
Total nights	**1,030,004**	**935,734**	**1,017,759**	**82,025**	**8.8**
EU	**877,074**	**803,406**	**865,639**	**62,233**	**7.7**
of which:					
France	73,644	54,723	58,231	3,508	6.4
Germany	96,461	93,371	102,201	8,830	-
Italy	74,040	72,114	87,627	15,513	21.5
United Kingdom	407,591	383,056	404,892	21,836	5.7
Non-EU	152,930	132,328	152,120	19,792	15.0
Total expenditure (€'000s)	**98,183**	**89,867**	**94,590**	**4,723**	**5.3**
EU	**83,278**	**75,116**	**78,932**	**3,816**	**5.1**
of which:					
France	8,488	5,672	6,039	367	6.5
Germany	8,809	8,302	8,563	261	-
Italy	7,241	8,345	8,091	-254	-3.0
United Kingdom	34,595	31,672	34,713	3,041	9.6
Non-EU	14,905	14,751	15,658	907	6.1

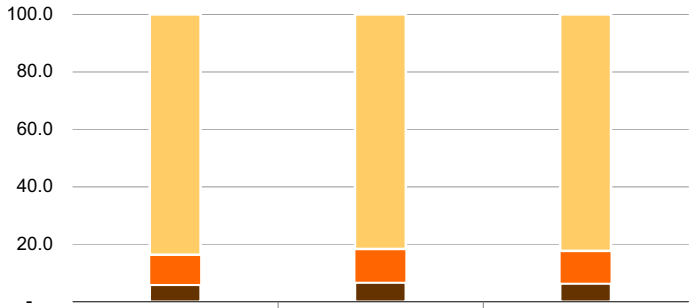
Estimates for expenditure are rounded to the nearest thousand

Table 6. Profile of departing tourists

	January-June			absolute change	percentage change
	2008	**2009**	**2010**	**2010/2009**	**2010/2009**
Total	**577,313**	**497,430**	**550,680**	**53,250**	**10.7**
Mode of travel:					
Air	571,586	492,011	540,824	48,813	9.9
Sea	5,727	5,419	9,856	4,437	81.9
Sex:					
Males	303,795	257,582	286,359	28,777	11.2
Females	273,518	239,849	264,321	24,472	10.2
Age group:					
0-24	67,707	62,262	82,115	19,852	31.9
25-44	202,681	180,681	188,067	7,386	4.1
45-64	238,288	197,500	205,435	7,935	4.0
65+	68,637	56,987	75,063	18,076	31.7
Markets:					
EU	512,205	440,730	484,436	43,706	9.9
of which: Euro area	265,674	235,327	263,140	27,813	11.8
Non-EU	65,108	56,701	66,244	9,544	16.8
Purpose of visit:					
Holiday	482,986	406,469	453,631	47,163	11.6
Business and professional	59,998	57,545	61,685	4,140	7.2
Other	34,328	33,417	35,364	1,948	5.8
Organisation of stay:					
Package	259,411	231,469	243,147	11,678	5.0
Non-package	317,902	265,962	307,533	41,572	15.6
Frequency:					
First-time tourists	396,286	326,240	364,730	38,490	11.8
Repeat tourists	181,027	171,191	185,950	14,759	8.6
less than or equal to once a year	132,015	124,155	128,711	4,557	3.7
more than twice a year	49,012	47,036	57,239	10,203	21.7
Duration of visit:					
1-3 nights	89,877	90,645	113,390	22,745	25.1
4-6 nights	110,505	107,087	135,335	28,248	26.4
7+ nights	376,931	299,698	301,955	2,257	0.8
Average length of stay (nights)	7.7	7.6	7.5	-0.1	-1.3

Chart 1 Percentage distribution of departing tourists, by purpose of visit

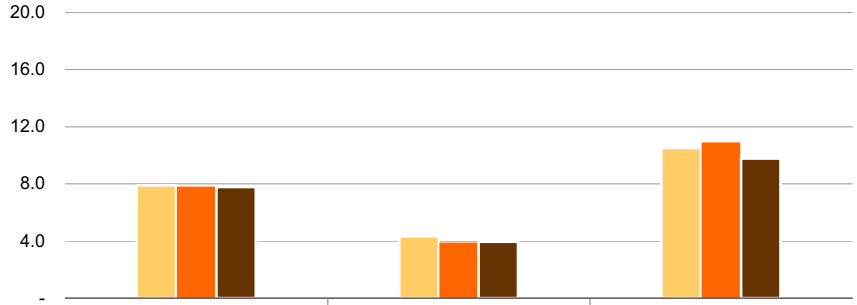
January-June 2008-2010



	2008	2009	2010
Holiday	83.7	81.7	82.4
Business and professional	10.4	11.6	11.2
Other	5.9	6.7	6.4

Chart 2 Average length of stay (nights), by purpose of visit

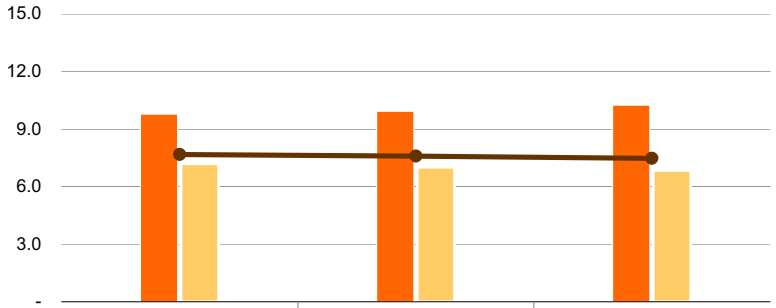
January-June 2008-2010



	Holiday	Business and professional	Other
2008	7.9	4.3	10.5
2009	7.8	3.9	10.9
2010	7.8	3.9	9.8

Chart 3 Average length of stay (nights), by type of accommodation

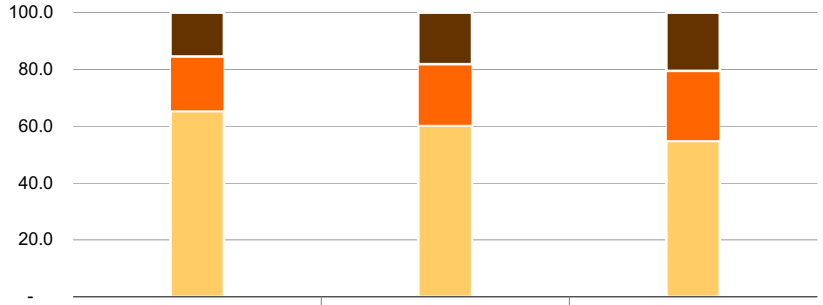
January-June 2008-2010



	2008	2009	2010
Private	9.8	9.9	10.3
Collective	7.2	7.0	6.8
Total	7.7	7.6	7.5

Chart 4 Departing tourists, by night bracket

January-June 2008-2010



	2008	2009	2010
1-3 nights	15.6	18.2	20.6
4-6 nights	19.1	21.5	24.6
7+ nights	65.3	60.2	54.8

Table 7. Departing tourists, by type of accommodation

persons

	January-June			absolute change	percentage change
	2008	**2009**	**2010**	**2010/2009**	**2010/2009**
Total	**577,313**	**497,430**	**550,680**	**53,250**	**10.7**
Private accommodation	106,561	99,925	103,153	3,228	3.2
Rented	47,157	38,923	38,240	-683	-
Staying with friends/relatives	44,230	36,908	45,978	9,070	24.6
Owner-occupied	15,174	24,094	18,936	-5,158	-21.4
Collective accommodation	470,752	397,505	447,527	50,022	12.6
Hotels	427,577	362,030	413,086	51,056	14.1
Other collective accommodation *	43,175	35,475	34,441	-1,034	-

Table 8. Total nights spent by departing tourists, by type of accommodation

nights

	January-June			absolute change	percentage change
	2008	**2009**	**2010**	**2010/2009**	**2010/2009**
Total	**4,431,240**	**3,780,435**	**4,115,761**	**335,326**	**8.9**
Private accommodation	1,042,506	992,342	1,057,449	65,107	6.6
Rented	471,592	403,274	386,641	-16,633	-
Staying with friends/relatives	418,849	371,675	471,884	100,209	27.0
Owner-occupied	152,065	217,393	198,924	-18,469	-8.5
Collective accommodation	3,388,734	2,788,093	3,058,312	270,219	9.7
Hotels	3,030,095	2,495,106	2,756,220	261,114	10.5
Other collective accommodation *	358,639	292,988	302,093	9,105	-

* Comprises aparthotels, guesthouses, hostels and tourist villages

Table 9. Departing tourists, nights spent and total expenditure, by country of residence

	January-June			absolute change	percentage change
	2008	**2009**	**2010**	**2010/2009**	**2010/2009**
Total tourists	**577,313**	**497,430**	**550,680**	**53,250**	**10.7**
Austria	10,492	8,803	10,398	1,595	18.1
Belgium	13,374	10,020	10,607	587	-
France	41,348	32,211	35,889	3,678	11.4
Germany	73,086	57,512	54,472	-3,040	-5.3
Ireland	12,633	11,544	11,489	-55	-
Italy	60,320	68,318	87,725	19,406	28.4
Libya	3,842	6,559	7,091	533	-
Netherlands	16,476	13,978	12,049	-1,928	-13.8
Russia	6,176	5,965	5,795	-170	-
Scandinavia*	36,960	27,583	36,907	9,324	33.8
Spain	19,891	10,439	23,674	13,235	126.8
Switzerland	9,195	8,943	8,100	-843	-
United Kingdom	208,184	171,148	182,617	11,470	6.7
USA	8,422	6,865	7,091	226	-
Other	56,914	57,543	56,776	-768	-
Total nights	**4,431,240**	**3,780,435**	**4,115,761**	**335,326**	**8.9**
Austria	68,203	58,386	68,697	10,311	17.7
Belgium	87,078	79,909	71,933	-7,976	-
France	271,872	222,198	234,736	12,538	5.6
Germany	561,200	444,122	430,593	-13,529	-3.0
Ireland	92,797	82,583	88,018	5,435	-
Italy	338,160	351,813	405,218	53,404	15.2
Libya	32,989	33,637	47,555	13,917	-
Netherlands	121,585	105,680	92,388	-13,292	-12.6
Russia	55,133	64,045	61,690	-2,356	-
Scandinavia*	266,047	195,222	262,667	67,445	34.5
Spain	109,466	63,784	121,842	58,058	91.0
Switzerland	72,057	71,204	65,644	-5,560	-
United Kingdom	1,871,496	1,551,995	1,669,113	117,118	7.5
USA	66,329	48,349	53,348	4,999	-
Other	416,828	407,507	442,319	34,812	-
Total expenditure (€ '000s)	**404,509**	**356,816**	**397,003**	**40,187**	**11.3**
Austria	7,266	6,710	9,141	2,431	36.2
Belgium	10,188	7,962	6,286	-1,676	-
France	30,988	26,030	18,441	-7,589	-29.2
Germany	50,878	42,388	43,139	751	1.8
Ireland	10,280	8,323	8,717	394	-
Italy	34,535	37,736	45,489	7,753	20.5
Libya	2,862	4,446	7,523	3,077	-
Netherlands	12,594	10,896	10,485	-411	-3.8
Russia	5,978	7,216	7,427	211	-
Scandinavia*	26,002	20,724	31,676	10,952	52.8
Spain	10,627	6,007	12,882	6,875	114.4
Switzerland	7,350	7,615	8,503	888	-
United Kingdom	141,847	117,061	121,294	4,233	3.6
USA	6,659	6,411	8,313	1,902	-
Other	46,455	47,291	57,687	10,396	-

* Denmark, Finland, Norway and Sweden

Estimates for expenditure are rounded to the nearest thousand

Table 10. Total expenditure by departing tourists

€ 000s

	Package expenditure	Non-package expenditure		Other expenditure	Total
		Air/sea fares	Accommodation		
	January-June 2010				
Total	**131,395**	**68,197**	**55,227**	**142,184**	**397,003**
Austria	4,244	767	602	3,528	**9,141**
Belgium	4,077	1,144	822	243	**6,286**
France	11,586	3,471	3,039	345	**18,441**
Germany	20,669	4,412	5,027	13,031	**43,139**
Ireland	1,180	1,586	2,056	3,895	**8,717**
Italy	12,603	6,192	7,736	18,958	**45,489**
Libya	569	2,502	1,259	3,193	**7,523**
Netherlands	4,366	1,216	976	3,927	**10,485**
Russia	2,152	1,556	1,070	2,649	**7,427**
Scandinavia*	9,273	5,102	3,963	13,338	**31,676**
Spain	2,837	2,103	2,552	5,390	**12,882**
Switzerland	3,034	1,654	1,209	2,606	**8,503**
United Kingdom	41,913	15,985	15,284	48,112	**121,294**
USA	1,044	3,414	1,372	2,483	**8,313**
Other	11,848	17,093	8,260	20,486	**57,687**
	January-June 2009				
Total	**124,980**	**57,142**	**43,057**	**131,637**	**356,816**
Austria	3,606	522	747	1,835	**6,710**
Belgium	4,035	848	562	2,517	**7,962**
France	11,379	2,649	2,264	9,738	**26,030**
Germany	17,654	6,602	5,286	12,846	**42,388**
Ireland	2,247	1,150	1,148	3,778	**8,323**
Italy	11,400	6,316	6,074	13,946	**37,736**
Libya	171	1,542	1,093	1,640	**4,446**
Netherlands	4,536	1,483	1,128	3,749	**10,896**
Russia	2,597	1,216	705	2,698	**7,216**
Scandinavia*	7,618	2,589	2,328	8,189	**20,724**
Spain	872	1,381	1,503	2,251	**6,007**
Switzerland	2,535	1,300	1,075	2,705	**7,615**
United Kingdom	43,749	16,064	11,575	45,673	**117,061**
USA	1,327	1,674	906	2,504	**6,411**
Other	11,254	11,806	6,663	17,568	**47,291**
	January-June 2008				
Total	**140,666**	**64,499**	**51,476**	**147,868**	**404,509**
Austria	3,713	771	595	2,187	**7,266**
Belgium	4,626	1,482	1,211	2,869	**10,188**
France	13,565	4,250	3,755	9,418	**30,988**
Germany	19,302	7,983	7,308	16,285	**50,878**
Ireland	2,437	1,503	1,449	4,891	**10,280**
Italy	9,822	6,544	6,211	11,958	**34,535**
Libya	121	794	650	1,297	**2,862**
Netherlands	4,764	1,800	1,442	4,588	**12,594**
Russia	2,496	787	458	2,237	**5,978**
Scandinavia*	10,251	3,516	3,028	9,207	**26,002**
Spain	2,208	1,708	2,068	4,643	**10,627**
Switzerland	3,105	1,083	968	2,194	**7,350**
United Kingdom	50,592	19,352	15,247	56,656	**141,847**
USA	993	1,975	1,134	2,557	**6,659**
Other	12,671	10,951	5,952	16,881	**46,455**

* Denmark, Finland, Norway and Sweden

Estimates for expenditure are rounded to the nearest thousand

Table 11. Per capita expenditure by departing tourists

€

	Package expenditure	Non-package expenditure		Other Expenditure	Total
		Air/sea fares	Accommodation		
	January-June 2010				
Total	**540**	**222**	**201**	**276**	**721**
Austria	571	258	216	219	**879**
Belgium	652	262	210	265	**593**
France	614	204	191	240	**514**
Germany	603	218	264	239	**792**
Ireland	507	173	243	339	**759**
Italy	390	112	146	216	**519**
Libya	479	424	231	450	**1,061**
Netherlands	602	253	224	326	**870**
Russia	941	443	328	457	**1,282**
Scandinavia*	539	259	215	361	**858**
Spain	338	138	171	228	**544**
Switzerland	813	379	287	322	**1,050**
United Kingdom	520	157	188	264	**664**
USA	1,058	559	244	350	**1,172**
Other	593	465	240	361	**1,016**
	January-June 2009				
Total	**540**	**215**	**162**	**265**	**717**
Austria	538	249	356	208	**762**
Belgium	635	231	153	251	**795**
France	567	218	187	302	**808**
Germany	601	235	188	223	**737**
Ireland	507	162	161	327	**721**
Italy	425	152	146	204	**552**
Libya	645	245	174	250	**678**
Netherlands	593	235	178	268	**780**
Russia	862	412	239	452	**1,210**
Scandinavia*	504	208	187	297	**751**
Spain	461	162	176	216	**575**
Switzerland	656	256	212	302	**852**
United Kingdom	544	177	128	267	**684**
USA	611	357	193	365	**934**
Other	481	346	195	305	**822**
	January-June 2008				
Total	**542**	**203**	**184**	**256**	**701**
Austria	518	232	213	209	**693**
Belgium	626	248	228	215	**762**
France	614	221	206	228	**749**
Germany	559	207	199	223	**696**
Ireland	523	189	198	387	**814**
Italy	441	172	170	198	**573**
Libya	610	218	191	338	**745**
Netherlands	579	218	188	278	**764**
Russia	612	375	229	362	**968**
Scandinavia*	489	207	188	249	**704**
Spain	401	119	153	233	**534**
Switzerland	718	222	214	239	**799**
United Kingdom	536	170	172	272	**681**
USA	638	288	194	304	**791**
Other	575	323	186	297	**816**

* Denmark, Finland, Norway and Sweden

Methodological Notes

1. The results in this release are based on the ongoing frontier survey known as TOURSTAT. All the detailed distribution is survey-based. Tourist air departures are collected through a continuous survey carried out at the departure lounge of Malta International Airport (MIA). A two-stage sample design is used for this survey. In the first stage alternate days are selected. Then within each shift a sample of passengers is selected systematically. Personal interviews are carried out. Monthly response rates of around 90 per cent are achieved.

2. Tourist sea departures are collected through a regular survey that is carried out at the Valletta International Seaport Terminal (VISET). Ferry sailings on every alternate day are selected. Departing passengers are interviewed personally. On average a response rate of 93 per cent is recorded for this survey.

3. Administrative records are used as a supplementary source for the calibration of the survey aggregates. The exercise is in the main 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).

4. Under-represented figures are indicated for each table and should be treated with caution . We advise our users to exercise caution when analysing details that involve estimates of less than 1,500 tourists since such estimates may be subject to variations attributable to low frequency in the sample frame (sampling errors). There are also limitations related to non-sampling errors, namely those linked to respondents' likelihood and willingness to provide proper information and those related to language barriers.

5. Absolute changes between one survey and another must be treated with caution since minor changes (ie, less than 1,500 persons) might be the result of sampling error. Consequently, the percentage change for minor year-on-year shifts (less than 1,500 persons) are not presented and are marked with : so as not to give a misleading picture of the numbers involved.

6. The main variables collected in these surveys include the following:

Nationality	Number of nights stayed
Country of residence	Type of accommodation used
Flight/Sailing	Locality in Malta stayed longest
Final destination	Organisation of trip
Sex and age	Form of transport used
Purpose of visit	Expenditure (package/non-package/other)
Frequency of visit	

7. The expenditure data contained in this release should not be equated to national tourism earnings. Such expenditure includes elements that are earned by enterprises outside the Maltese economic territory.

8. The monthly passenger departures data published by the Malta International Airport cannot be equated to departing tourists because the former is inclusive of departing Maltese and transit passengers. As a result, the monthly tourism statistics published by the NSO are always lower than the combined passenger departures data available from the airport and seaport.

9. **Definitions:**

   Usual environment of a person consists of the direct vicinity of his/her home and place of work or study, and other places frequently visited.

   Visitors comprise tourists and same-day visitors. Visitors are distinguished from other travellers according to the following criteria:

   - the trip should be to a place other than that of the usual environment;
   - the stay in the place visited should not last more than 12 consecutive months;
   - visited.

   International tourist satisfies the criteria mentioned earlier regarding visitors. Additionally, international tourists must stay at least one night in a collective or private accommodation in the country visited.

   International same-day visitor is an international visitor who does not spend at least one night in collective or private accommodation.

10. A minor revision of the non-response accommodation expenditure and of the calibration method was carried out. This revision was implemented to allow comparability in this release. Cumulative figures supersede figures already published.