NATIONAL STATISTICS OFFICE • MALTA

NEWS RELEASE

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Tourstat data showed that tourists in December 2009 totalled 49,848, an increase of 10.4 per cent when compared to the corresponding month in 2008. During the same period total nights spent remain relatively unchanged.

Departing tourists: December 2009

Results show that 41,512 tourists visited Malta for holiday purposes, accounting for the absolute majority of tourist arrivals. A further 6,111, were in Malta for business purposes. The majority of inbound tourists came from EU member states and amounted to 84 per cent of the total. The number of non-EU tourists was estimated at 7,782. First time visitors made up the majority of inbound tourists, with an estimated 53 per cent of total inbound tourists. Repeat tourists increased by 20 per cent to 23,441.

Air transport remains the most popular means of reaching Malta with an estimated 98 per cent of total tourists using this means of transport.

During the same period, guest nights in collective accommodation decreased by 4 per cent, while total night in private accommodation increased by 13 per cent. Overall 75 per cent of inbound tourists chose to reside in collective accommodation, while 25 per cent made use of private accommodation. The average length of stay is calculated at 8.0 nights, down by 0.8 nights when compared to December 2008.

January-December 2009

Inbound tourists in 2009 were estimated at 1,183,012, resulting in a drop of 8 per cent over 2008. Tourist changes in the main market may be related to changes in air traffic involving these destinations. In absolute terms, this change is mostly attributable to a decrease in holiday visits, mainly from the British, German and Scandinavian destinations. On the other hand increases were recorded in the Italian and Libyan markets.

Table 6 shows that the majority of inbound tourists opted for non-package travel. During the reference period demand for both package and non-package trips decreased by 11 and 6 per cent respectively. The largest proportion of inbound passengers aged between 45 and 64 closely followed by those within the 25-44 age bracket. Overall the majority of tourists visiting Malta remained on the island for a period of at least seven nights.

Total nights spent over the past months decreased by 9 per cent. Guest nights in collective accommodation registered a drop of 12 per cent, while total nights in private accommodation decreased by 0.3 per cent. The average length of stay was calculated at 8.5 nights, at par with 2008 levels.

During these twelve months, total tourist expenditure was estimated at €916.4 million, resulting in a decrease of 12 per cent in comparison with 2008. Decreases were recorded throughout all expenditure categories and are attributed to the decreases in number of nights spent by these tourists.

Finally, results indicate that per capita total expenditure was estimated at €791, down by 4 per cent when compared to 2008 levels ■

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Table 1. Profile of departing tourists

	December			absolute change	percentage change
	2007	**2008**	**2009**	**2009/2008**	**2009/2008**
Total	**51,532**	**45,139**	**49,848**	**4,709**	**10.4**
Mode of travel:					
Air	50,655	44,102	48,939	4,837	11.0
Sea	877[u]	1,037[u]	909[u]	-128	-
Sex:					
Males	28,831	24,194	28,852	4,658	19.3
Females	22,701	20,945	20,996	51	-
Age group:					
0-24	4,541	4,794	6,150	1,356	-
25-44	19,943	15,180	16,928	1,748	11.5
45-64	21,997	19,277	19,091	-186	-
65+	5,051	5,888	7,679	1,791	30.4
Markets:					
EU	44,785	39,309	42,066	2,757	7.0
of which: Euro area	20,658	19,031	20,224	1,193	-
Non-EU	6,747	5,830	7,782	1,952	33.5
Purpose of visit:					
Holiday	42,489	37,372	41,512	4,140	11.1
Business and professional	6,394	5,548	6,111	563	-
Other	2,649	2,219	2,225	6	-
Organisation of stay					
Package	20,735	17,243	17,348	105	-
Non-package	30,797	27,896	32,500	4,604	16.5
Frequency					
First-time tourists	31,104	25,526	26,407	881	-
Repeat tourists	20,428	19,613	23,441	3,828	19.5
less than once a year	12,112	11,568	14,249	2,681	23.2
more than twice a year	8,316	8,045	9,192	1,147	-
Duration of visit:					
1-3 nights	9,509	9,928	12,085	2,157	21.7
4-6 nights	16,816	7,678	12,040	4,362	56.8
7+ nights	25,207	27,533	25,723	-1,810	-6.6
Average length of stay (nights)	7.6	8.8	8.0	-0.8	-8.7

Table 2. Departing tourists, by type of accommodation

persons

	December			absolute change	percentage change
	2007	**2008**	**2009**	**2009/2008**	**2009/2008**
Total	**51,532**	**45,139**	**49,848**	**4,709**	**10.4**
Private accommodation	8,750	9,775	12,619	2,844	29.1
Collective accommodation	42,782	35,364	37,229	1,865	5.3
Hotels	38,989	32,248	34,645	2,397	7.4
Other collective accommodation *	3,793	3,116	2,584	-532	-

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

nights

	December			absolute change	percentage change
	2007	**2008**	**2009**	**2009/2008**	**2009/2008**
Total	**392,669**	**395,363**	**397,999**	**2,636**	**0.7**
Private accommodation	83,968	113,154	127,646	14,492	12.8
Collective accommodation	308,701	282,209	270,353	-11,856	-4.2
Hotels	273,458	244,395	242,309	-2,086	-0.9
Other collective accommodation *	35,243	37,814	28,044	-9,770	-

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

€ 000s

	December			absolute change	percentage change
	2007	**2008**	**2009**	**2009/2008**	**2009/2008**
Total	**31,976**	**30,053**	**31,483**	**1,430**	**4.8**
Package	9,616	8,275	7,323	-952	-11.5
Non-package	8,676	9,140	9,627	487	5.3
Air/sea fares	5,299	5,855	6,364	509	8.7
Accommodation	3,377	3,285	3,263	-22	-0.7
Other expenditure	13,684	12,638	14,533	1,895	15.0

* 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

	December			absolute change	percentage change
	2007	**2008**	**2009**	**2009/2008**	**2009/2008**
Total tourists	**51,532**	**45,139**	**49,848**	**4,709**	**10.4**
EU	**44,785**	**39,309**	**42,066**	**2,757**	**7.0**
of which					
France	2,178	1,895	2,014	119	-
Germany	6,526	4,311	3,095	-1,216	-
Italy	4,682	6,363	7,604	1,241	-
United Kingdom	19,016	17,336	18,595	1,259	-
Non-EU	6,747	5,830	7,782	1,952	33.5
Total nights	**392,669**	**395,363**	**397,999**	**2,636**	**0.7**
EU	**332,835**	**345,680**	**325,680**	**-20,000**	**-5.8**
of which					
France	15388	13,088	15,585	2,497	-
Germany	48,172	40,081	24,225	-15,856	-
Italy	21,551	31,401	34,816	3,415	-
United Kingdom	179,616	175,756	180,931	5,175	-
Non-EU	59,834	49,683	72,319	22,636	45.6
Total expenditure (€'000s)	**31,976**	**30,053**	**31,483**	**1,430**	**4.8**
EU	**26,885**	**24,663**	**24,835**	**172**	**0.7**
of which					
France	1,609	1,461	1,549	88	-
Germany	3,808	2,830	1,869	-961	-
Italy	2,282	3,036	4,704	1,668	-
United Kingdom	12,440	10,353	9,842	-511	-
Non-EU	5,091	5,390	6,648	1,258	23.3

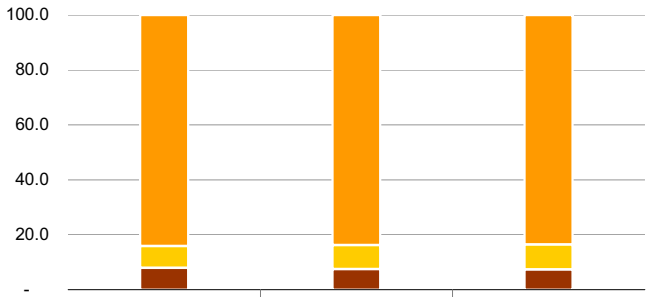
Estimates for expenditure are rounded to the nearest thousand

Table 6. Profile of departing tourists

	January-December			absolute change	percentage change
	2007	**2008**	**2009**	**2009/2008**	**2009/2008**
Total	**1,243,510**	**1,290,856**	**1,183,012**	**-107,844**	**-8.4**
Mode of travel:					
Air	1,223,692	1,270,082	1,166,938	-103,144	-8.1
Sea	19,818	20,774	16,074	-4,700	-22.6
Sex:					
Males	629,363	672,106	614,781	-57,325	-8.5
Females	614,147	618,750	568,231	-50,519	-8.2
Age group:					
0-24	188,429	219,241	200,280	-18,961	-8.6
25-44	449,647	465,128	428,405	-36,723	-7.9
45-64	493,578	482,613	431,677	-50,936	-10.6
65+	111,856	123,874	122,650	-1,224	-
Markets:					
EU	1,082,571	1,133,513	1,049,203	-84,310	-7.4
of which: Euro area	496,690	580,485	548,081	-32,404	-5.6
Non-EU	160,939	157,343	133,809	-23,534	-15.0
Purpose of visit:					
Holiday	1,046,176	1,082,158	989,491	-92,667	-8.6
Business and professional	98,811	112,432	107,685	-4,747	-4.2
Other	98,523	96,265	85,836	-10,429	-10.8
Organisation of stay					
Package	683,046	594,899	530,519	-64,380	-10.8
Non-package	560,464	695,957	652,493	-43,464	-6.2
Frequency					
First-time tourists	843,437	886,509	781,099	-105,410	-11.9
Repeat tourists	400,073	404,347	401,913	-2,434	-0.6
less than once a year	304,251	298,988	294,587	-4,401	-1.5
more than twice a year	95,822	105,359	107,326	1,967	1.9
Duration of visit:					
1-3 nights	118,616	164,262	166,691	2,429	1.5
4-6 nights	168,297	196,394	211,163	14,769	7.5
7+ nights	956,597	930,200	805,158	-125,042	-13.4
Average length of stay (nights)	8.9	8.5	8.5	0.0	0.0

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

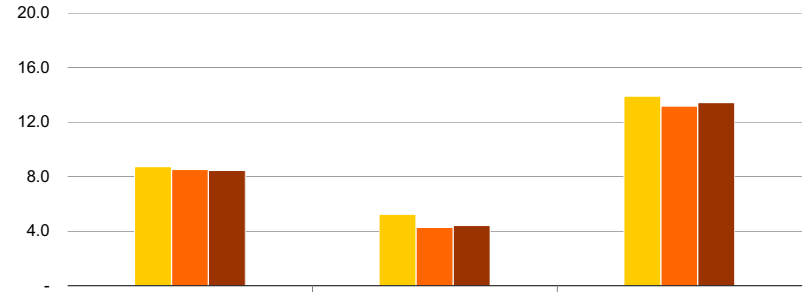
January-December 2007-2009



	2007	2008	2009
Holiday	84.2	83.8	83.6
Business and professional	7.9	8.7	9.1
Other	7.9	7.5	7.3

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

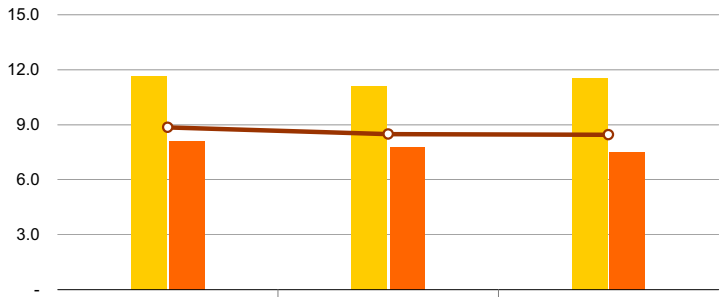
January-December 2007-2009



	Holiday	Business and professional	Other
2007	8.7	5.2	13.9
2008	8.5	4.3	13.2
2009	8.5	4.4	13.4

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

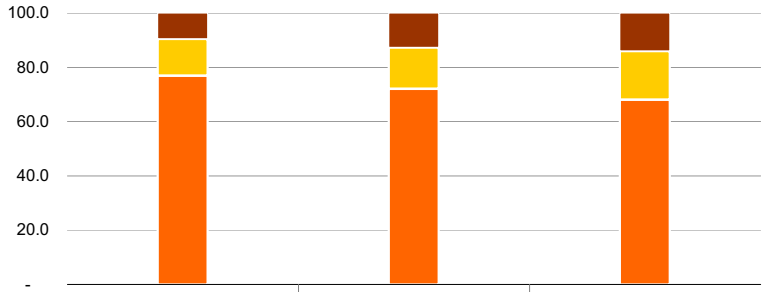
January-December 2007-2009



	2007	2008	2009
Private	11.6	11.1	11.5
Collective	8.1	7.8	7.5
Total	8.9	8.5	8.5

Chart 4 Departing tourists, by night bracket

January-December 2007-2009



	2007	2008	2009
1-3 nights	9.5	12.7	14.1
4-6 nights	13.5	15.2	17.8
7+ nights	76.9	72.1	68.1

Table 7. Departing tourists, by type of accommodation

persons

	January-December			absolute change	percentage change
	2007	**2008**	**2009**	**2009/2008**	**2009/2008**
Total	**1,243,510**	**1,290,856**	**1,183,012**	**-107,844**	**-8.4**
Private accommodation	261,419	283,087	272,574	-10,513	-3.7
Rented	131,574	138,519	123,574	-14,945	-10.8
Staying with friends/relatives	95,887	103,695	99,106	-4,589	-4.4
Owner-occupied	33,958	40,873	49,894	9,021	22.1
Collective accommodation	982,091	1,007,769	910,438	-97,331	-9.7
Hotels	894,749	909,309	828,439	-80,870	-8.9
Other collective accommodation *	87,342	98,460	81,999	-16,461	-16.7

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

nights

	January-December			absolute change	percentage change
	2007	**2008**	**2009**	**2009/2008**	**2009/2008**
Total	**11,016,993**	**10,962,465**	**9,997,222**	**-965,243**	**-8.8**
Private accommodation	3,041,289	3,149,617	3,139,363	-10,254	-0.3
Rented	1,568,982	1,569,384	1,430,662	-138,722	-8.8
Staying with friends/relatives	1,073,104	1,103,108	1,132,237	29,129	2.6
Owner-occupied	399,203	477,125	576,464	99,339	20.8
Collective accommodation	7,975,704	7,812,848	6,857,859	-954,989	-12.2
Hotels	7,140,956	6,915,615	6,087,900	-827,715	-12.0
Other collective accommodation *	834,748	897,233	769,959	-127,274	-14.2

* Comprises aparthotels, guesthouses, hostels and tourist villages

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

	January-December			absolute change	percentage change
	2007	**2008**	**2009**	**2009/2008**	**2009/2008**
Total tourists	**1,243,510**	**1,290,856**	**1,183,012**	**-107,844**	**-8.4**
Austria	20,384	19,825	19,981	156	-
Belgium	26,456	29,619	23,024	-6,595	-22.3
France	75,149	81,152	72,630	-8,522	-10.5
Germany	130,049	150,793	122,795	-27,998	-18.6
Ireland	28,130	30,489	25,314	-5,175	-17.0
Italy	113,651	144,456	159,037	14,581	10.1
Libya	9,259	9,403	11,721	2,318	24.7
Netherlands	34,783	36,920	33,644	-3,276	-8.9
Russia	22,909	23,412	17,231	-6,181	-26.4
Scandinavia*	87,281	85,514	67,526	-17,988	-21.0
Spain	37,428	49,497	44,551	-4,946	-10.0
Switzerland	22,023	21,994	22,057	63	-
United Kingdom	482,405	454,356	415,229	-39,127	-8.6
USA	20,423	18,021	13,916	-4,105	-22.8
Other	133,180	135,405	134,356	-1,049	-
Total nights	**11,016,993**	**10,962,465**	**9,997,222**	**-965,243**	**-8.8**
Austria	166,358	146,381	155,849	9,468	-
Belgium	201,128	211,820	186,378	-25,442	-12.0
France	609,258	608,425	595,055	-13,370	-2.2
Germany	1,099,252	1,268,844	1,032,932	-235,912	-18.6
Ireland	223,468	238,679	193,293	-45,386	-19.0
Italy	814,807	985,622	984,626	-996	-0.1
Libya	76,581	73,809	84,624	10,815	14.7
Netherlands	285,628	292,170	274,026	-18,144	-6.2
Russia	274,953	272,596	230,860	-41,736	-15.3
Scandinavia*	709,161	678,673	511,902	-166,771	-24.6
Spain	433,992	424,193	413,607	-10,586	-2.5
Switzerland	228,108	196,732	191,023	-5,709	-
United Kingdom	4,519,043	4,190,388	3,785,417	-404,971	-9.7
USA	172,207	146,031	114,798	-31,233	-21.4
Other	1,203,049	1,228,102	1,242,832	14,730	-
Total expenditure (€ '000s)	**1,058,069**	**1,041,211**	**916,355**	**-124,856**	**-12.0**
Austria	15,987	15,544	16,891	1,347	-
Belgium	22,464	24,863	20,342	-4,521	-18.2
France	66,225	69,385	62,571	-6,814	-9.8
Germany	102,983	118,560	96,993	-21,567	-18.2
Ireland	23,797	27,691	19,969	-7,722	-27.9
Italy	86,390	100,523	101,346	823	0.8
Libya	7,416	7,477	8,640	1,163	15.6
Netherlands	29,552	31,384	28,173	-3,211	-10.2
Russia	26,575	28,661	22,773	-5,888	-20.5
Scandinavia*	75,082	70,597	55,514	-15,083	-21.4
Spain	38,970	41,158	34,448	-6,710	-16.3
Switzerland	22,301	19,693	21,039	1,346	-
United Kingdom	393,968	335,659	289,012	-46,647	-13.9
USA	17,483	16,156	12,965	-3,191	-19.8
Other	128,876	133,860	125,679	-8,181	-

* 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-December 2009				
Total	**314,544**	**148,734**	**114,660**	**338,417**	**916,355**
Austria	8,929	1,433	1,535	4,994	**16,891**
Belgium	10,261	2,134	1,694	6,253	**20,342**
France	26,195	7,747	7,732	20,897	**62,571**
Germany	41,214	14,363	12,325	29,091	**96,993**
Ireland	4,450	3,187	3,364	8,968	**19,969**
Italy	28,858	16,284	17,611	38,593	**101,346**
Libya	754	2,267	2,003	3,616	**8,640**
Netherlands	13,293	3,087	2,263	9,530	**28,173**
Russia	8,526	3,593	2,493	8,161	**22,773**
Scandinavia*	20,052	8,119	6,378	20,965	**55,514**
Spain	8,540	5,256	7,456	13,196	**34,448**
Switzerland	8,262	3,073	2,608	7,096	**21,039**
United Kingdom	103,719	42,165	29,652	113,476	**289,012**
USA	1,876	4,096	1,828	5,165	**12,965**
Other	29,615	31,930	15,718	48,416	**125,679**
	January-December 2008				
Total	**383,299**	**162,032**	**125,563**	**370,317**	**1,041,211**
Austria	8,949	1,238	843	4,514	**15,544**
Belgium	12,902	2,876	2,256	6,829	**24,863**
France	34,401	8,273	7,261	19,450	**69,385**
Germany	45,700	18,786	17,754	36,320	**118,560**
Ireland	7,802	3,547	3,485	12,857	**27,691**
Italy	32,616	16,316	16,336	35,255	**100,523**
Libya	519	1,733	1,720	3,505	**7,477**
Netherlands	13,300	3,730	2,946	11,408	**31,384**
Russia	13,989	3,115	1,934	9,623	**28,661**
Scandinavia*	31,181	8,278	7,233	23,905	**70,597**
Spain	15,448	4,681	6,294	14,735	**41,158**
Switzerland	8,170	2,921	2,548	6,054	**19,693**
United Kingdom	119,588	48,803	35,887	131,381	**335,659**
USA	2,437	4,988	3,041	5,690	**16,156**
Other	36,297	32,747	16,025	48,791	**133,860**
	January-December 2007				
Total	**440,297**	**141,510**	**101,215**	**375,047**	**1,058,069**
Austria	8,483	1,318	989	5,197	**15,987**
Belgium	12,256	2,145	1,645	6,418	**22,464**
France	29,446	9,425	8,204	19,150	**66,225**
Germany	47,290	12,900	12,196	30,597	**102,983**
Ireland	8,069	2,497	2,602	10,629	**23,797**
Italy	34,387	11,709	10,924	29,370	**86,390**
Libya	892	1,946	1,315	3,263	**7,416**
Netherlands	15,288	2,531	1,796	9,937	**29,552**
Russia	13,766	2,379	1,621	8,809	**26,575**
Scandinavia*	35,702	7,873	5,561	25,946	**75,082**
Spain	19,611	3,493	4,749	11,117	**38,970**
Switzerland	9,786	2,764	2,121	7,630	**22,301**
United Kingdom	160,683	47,778	32,200	153,307	**393,968**
USA	3,871	4,285	2,679	6,648	**17,483**
Other	40,767	28,467	12,613	47,029	**128,876**

* 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 [w]
		Air/sea fares	Accommodation		
	January-December 2009				
Total	**593**	**228**	**206**	**286**	**791**
Austria	617	261	326	250	**858**
Belgium	687	264	241	272	**895**
France	656	237	256	288	**870**
Germany	632	250	237	237	**801**
Ireland	526	189	239	354	**815**
Italy	507	160	185	243	**646**
Libya	529	220	214	309	**754**
Netherlands	637	242	207	283	**849**
Russia	1,018	406	307	474	**1,335**
Scandinavia*	599	239	203	311	**830**
Spain	715	161	241	296	**782**
Switzerland	766	273	267	322	**972**
United Kingdom	553	185	177	273	**721**
USA	582	383	195	371	**950**
Other	560	392	209	360	**945**
	January-December 2008				
Total	**644**	**233**	**208**	**287**	**821**
Austria	609	241	201	228	**793**
Belgium	705	254	232	231	**852**
France	736	240	228	240	**862**
Germany	636	238	238	241	**793**
Ireland	604	202	222	422	**922**
Italy	587	184	198	244	**705**
Libya	517	206	224	373	**813**
Netherlands	649	227	197	309	**858**
Russia	941	365	239	411	**1,229**
Scandinavia*	630	216	202	280	**817**
Spain	813	154	217	298	**838**
Switzerland	820	243	237	275	**909**
United Kingdom	582	196	188	289	**763**
USA	721	341	236	316	**920**
Other	712	399	211	360	**1,010**
	January-December 2007				
Total	**645**	**256**	**216**	**302**	**869**
Austria	679	251	197	255	**865**
Belgium	664	282	235	243	**864**
France	712	292	276	255	**904**
Germany	631	237	235	235	**799**
Ireland	590	179	226	378	**875**
Italy	634	198	206	258	**772**
Libya	519	263	197	352	**824**
Netherlands	605	266	220	286	**858**
Russia	870	336	248	385	**1,166**
Scandinavia*	625	272	214	297	**876**
Spain	916	224	315	297	**1,054**
Switzerland	743	312	263	347	**1,022**
United Kingdom	611	218	196	318	**839**
USA	647	298	207	326	**872**
Other	632	414	202	353	**977**

* Denmark, Finland, Norway and Sweden

[w] stands for weighted average - further detail can be found in Methodological Note 8

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 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 total per capita expenditure is a weighted average of the 'package' and 'non-package' expenditure categories based on the respective number of tourists in each category, plus the simple average of the 'other' expenditure categories.

9. 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.

10. **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.

11. The data in this release are not normally subject to revision. **A minor revision was carried out in 2008; consequently cumulative figures in this release supersede figures already published**. This revision includes country breakdowns and total nights spent. With regards to total nights spent, a more in-depth analysis was carried out for outlier detection, whilst the same method for imputation was applied. Estimates for total nights spent for 2008 and 2009 are comparable in this release.