

media release

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Positive trends continue, with an unprecedented 21.9% increase in April 2017 inbound visitors, when compared to April 2016

Statistics released today by the National Statistics Office show that inbound tourism to Malta continues to soar with total inbound visitors in April 2017 reaching 202,698, exhibiting a remarkable increase of 21.9% compared to same month last year.

Total inbound tourists (excluding overnight cruise passengers) increased by 21.0% or 34,701 more tourists. This increase was mainly generated by first-time tourists (+23.8%) and non-package type of travellers (+30.8%). The largest absolute growth came from tourists aged 25 to 44 years (+17,372), representing 50% of the increase, followed by those falling in the 45-64 age bracket (+15,368). With an average length of stay of 6.3 nights, nights stayed by tourists increased by 15.0% reaching the figure of 1.26 million. Tourists spent a total of €153.7 million, €30.6 million more compared to April 2016. An increase in tourist expenditure per capita was recorded in April 2017, rising from €746.75 in April 2016 to €770.36.

Cumulative data for the period January to April 2017 points to an extraordinary performance with the number of inbound tourists recording a double-digit growth of 22.9%, reaching the figure of 548,475 an increase of over 100,000 arrivals in these four months. In addition nights stayed by tourists and tourist expenditure mirrored the excellent performance in the number of tourists, featuring significant increases of 12.4% and 17.6% respectively representing an additional 58 million euros injection into our economy.

The large majority of source markets featured increased tourism flows with Italy recording the largest absolute increase of 18,219, followed by Belgium (+15,307) and Germany (+11,359).

The Malta Tourism Authority CEO, Mr Paul Bugeja said: “The team at MTA is very satisfied with the sustained growth in inbound tourism performance, continuous positive results in managing to substantially reduce seasonality and in particular with the double digit growth rate in tourist expenditure with particular reference to the per capita spent. Such continuous and steady positive results deeply permeate in the local economy and is beneficial not only to all stakeholders in the tourism industry but also to the community at large”.

