

media release

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DOUBLE DIGIT GROWTH IN TOURISM CONTINUES IN JULY

“The results published by the NSO are encouraging and confirm a double digit growth, even now extending into the summer months. This is the result of intensive work with all stakeholders. We are happy to note positive trends in all indicators, including the increase in the per bed night spend from € 119.04 to €121.56 per night.”

Such were Paul Bugeja’s comments, CEO to the Malta Tourism Authority, following statistics released today by the National Statistics Office.

Minister Konrad Mizzi said that these results have been made possible thanks to the continuous effort undertaken by the Maltese Government in the tourism sector. “It is of great satisfaction to learn of the arrival of a quarter of a million tourists in July. We are working on various news ways in which these figures may continue to grow in the coming months” said the Minister.

Statistics indicate that inbound tourism to Malta continues to exhibit a positive performance with the total inbound visitors in July 2017 reaching 256,509, an increase of 11.7% when compared to the same month last year.

Total inbound tourists (excluding overnight cruise passengers) increased by 11.4% or 25,727 more tourists. Substantial growth was registered in non-package type of travellers (+20.6%) and in the number of first time visitors (+15.1%). The largest absolute growth came from tourists aged 25 to 44 years (+11,759). With an average length of stay of 8.4 nights, 2.1 million guest nights were generated, increasing by 8.9%. Tourists spent a total of €255.7 million, €26.1 million more compared to July 2016. During July 2017, tourists spent on average €121.7 per night, an increase of 2.2% when compared with the same month last year.

Cumulative data for the period January to July 2017, points to an extraordinary performance with the number of inbound tourists recording a double-digit growth of 17.6%, reaching the figure of 1,241,248. This was followed by a substantial growth rate in the number of nights stayed by tourists (+11.0%). Increases were registered in the number of tourists staying in both collective and private type accommodation, with the latter featuring a notable increase of 26.8%. Furthermore, a noteworthy 13.9% increase was recorded in the total expenditure. Cumulatively, tourists spent an average of €117.0 per night, an increase of 2.7% when compared to the same period last year.

All source markets featured increased tourism flows with Italy recording the largest absolute increase of 36,960 followed by Belgium (+24,515), Germany (+18,983), France (+16,322), Spain (+13,787) and Poland (+10,503).

TKABBIR B'SAĦHTU FIT-TURIŻMU IKOMPLI MATUL IX-XAHAR TA' LULJU

“Ir-rizultati ppublikati illum huma inkoraġġanti u jikkonfermaw tkabbir b’saħħtu ħafna, issa estiża anke għax-xhur tas-sajf. Dan huwa riżultat ta’ ħidma intensiva flimkien mal-istakeholders kollha. Bi pjaċir ninnotaw xejriet pożittivi f’kull indikatur, inkluż zieda fl-ammont li t-turisti nefqu għal kull bed night, minn € 119.04 għal €121.56 kull lejl”.

Dawn kienu l-kummenti ta’ Paul Bugeja, Kap Eżekuttiv tal-Awtorità Maltija għat-Turiżmu, wara statistika ppublikata illum mill-Uffiċju Nazzjonali tal-Istatsitika.

Il-Ministru Konrad Mizzi qal li r-rizultati tal-lum juru wkoll il-frott tal-ħidma kontinwa tal-Gvern Malti fis-settur tat-turiżmu, fejn qiegħdin naraw żidiet qawwija f’dan ix-xahar, meta mqabbel mas-sena l-oħra. Fi kliem il-Ministru, “huwa ta’ sodisfazzjon kbir li kellna kwart ta’ miljun turist fix-xahar ta’ Lulju u qiegħdin naħdmu fuq diversi binarji biex dawn in-numri jkomplu jikbru fix-xhur li ġejjin”.

It-turiżmu lejn Malta qed ikompli b’wirja pożittiva, bl-ammont ta’ wasliet f’Lulju 2017 ilaħħaq il-256,509, jiġifieri zieda ta’ 11.7% meta mqabbel mal-istess xahar ta’ sena ilu.

L-ammont ta’ turisti żdied b’11.4%, li jammonta għal 25,727. Dan l-ammont pożittiv ma jinkludix passiġġieri li ġew Malta bi cruiseliners u li damu għallinqas lejl wiehed. Ġie registrat tkabbir b’saħħtu fost it-turisti li jiġu għal rashom (+20.6%) u fin-numru ta’ turisti li żaruna għall-ewwel darba (+15.1%).

L-ikbar zieda in assolut ġiet fost it-turisti ta’ bejn it-22 u l-44 sena (+11,759). B’kollox, fil-perjodu msemmi ġew registrati 2.1 miljun *guest night*, b’durata medja ta’ 8.4 lejl. Dan jikkostitwixxi zieda ta’ 8.9%. It-turisti nefqu €255.7 miljun b’kollox li huwa €26.1 miljun iktar komparat ma’ Lulju 2016.

Matul Lulju 2017, it-turisti nefqu bħala medja €121.7 kull lejl, li hija zieda ta’ 2.2% mqabbla mal-istess xahar fl-2016.

Il-figuri kumulattivi għall-perjodu ta’ bejn Jannar u Lulju 2017 turi prestazzjoni stroardinarja fis-settur turistiku, bin-numru ta’ turisti li jiġu jżuruna jisplodi l fuq bi tkabbir ta’ 17.6%, li jsarraff għal 1,241,248 turist. Din iż-żieda fl-ammont ta’ turisti gabet magħha zieda qawwija fl-ammont ta’ ljieli li jqattgħu t-turisti (+11%) li wżaw kemm akkommodazzjoni kollettiva u kif ukoll akkommodazzjoni privata. Fil-fatt jirriżulta tkabbir ta’ 26.8% fl-użu ta’ akkommodazzjoni privata. Minbarra dan l-ammont ta’ nefqa li għamlu t-turisti żdied b’mod b’saħħtu (+13.9%). Fil-fatt it-turisti b’kollox nefqu €117.0 kull lejl jew ahjar zieda ta’ 2.7 % meta mqabbla mal-istess perjodu tas-sena l-oħra.

Is-swieq turistiċi kollha raw zieda, bl-Italja jkun l-iktar pajjiż li minnu żdiedu t-turisti (+36.960). Wara l-Italja ġew il-Belġju, b’zieda ta’ 24, 515 turist, il-Ġermanja b’zieda ta’ 18,983 turist, Franza b’zieda ta’ 16,322 turist, Spanja (+13,787) u l-Polonja (+10,503.)