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# media release

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**Inbound tourism surpasses the 2 million mark between January and October this year; Mr Paul Bugeja and Dr Konrad Mizzi react**

The Malta Tourism Authority (MTA) is pleased to note the excellent results achieved in inbound tourism to the Maltese Islands, as published by the National Statistics Office.

The MTA's CEO, Mr Paul Bugeja remarked that in October 2017, increases were registered in total inbound visitors (12%), total nights spent (6.2%) and total tourism expenditure (10.2%). Moreover, inbound tourist trips from January to October 2017 surpassed 2.0 million (+15.7%) while total nights spent reached almost 14.7 million nights (+10.2%). Total tourism expenditure for the period January-October 2017 surpassed €1.7 billion (+13.2%). Both figures had been reached between January and December in 2016, rather than between January and October.

Mr Bugeja also pointed out that the issue of seasonality is being addressed. As can be witnessed both by the latest statistics as well as through first hand feedback from industry stakeholders, the Winter months are no longer prohibitive.

Furthermore, the demographic mix that is setting foot on our islands is very positive. The MTA is happy to note that younger generations are choosing Malta as their destination of choice, which compliments the vision that the Authority has for a modern, vibrant destination with a unique blend of history and culture. Mr Bugeja noted that the average spent per bed night has also registered positive increases, mainly due to an increased spent in accommodation and other expenditure.

The Minister responsible for Tourism, Dr Konrad Mizzi, spoke positively of the two-million tourists milestone and emphasised the importance of the initiatives and investment that the local tourism industry in partnership with Government and the Malta Tourism Authority are undertaking.

Dr Mizzi said that prospects for 2018, when Valletta will be European Capital of Culture, are also good.

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### **Aktar minn żewġ miljun turist jasal Malta bejn Jannar u Ottubru; jirreagixxu s-sur Paul Bugeja u l-Ministru Konrad Mizzi**

L-Awtorità Maltija għat-Turiżmu (MTA) tinnota b'sodisfazzjon ir-riżultati eċċellenti li nkisbu fl-ammont ta' turisti li waslu Malta, skont kif ippublikat mill-Uffiċċju Nazżjonali tal-Istatistika.

Is-sur Paul Bugeja, CEO tal-Awtorità, innota li f'Ottubru 2017, kienu reġistrati żidiet fl-ammont ta' turisti li żaru pajjiżna (12%), l-ammont ta' iljeli li qattgħu (6.2%) u n-nefqa totali (10.2%). L-ammont ta' turisti li ġew Malta bejn Jannar u Ottubru 2017 qabeż iż-żewġ miljun ewro (+15.7%) filwaqt li t-total ta' ljieli li qattgħu kważi laħaq l-14.7 miljun lejl (+10.2%). In-nefqa totali tat-turisti bejn Jannar u Ottubru 2017 qabeż l-€1.7 biljun (+13.2%).

Is-sur Bugeja nnota b'sodisfazzjon li l-istaġjonalità qed tkun inidirizzata. Kif jirriżulta kemm minn l-aħħar statistika kif ukoll minn korrispondenza diretta ma' dawk fl-industrija, ix-xhur tax-xitwa m'għadhomx jitqiedu projbittivi.

Aktar minn hekk, il-firxa demografika li qed tasal pajjiżna hija pożittiva ħafna. Is-sur Bugeja nnota li ġenerazzjonijiet iżgħar qed jagħżlu Malta bħala destinazzjoni għall-btajjel tagħhom, liema għażla tikkumplimenta l-viżjoni li l-Awtorità għandha għal destinazzjoni moderna u vibranti, b'valur qawwi u differenti ta' storja u kultura wkoll.

Qal li huwa pożittiv ukoll li l-ammont li turisti nefqu kull lejl irreġistra żieda, l-aktar għall-fatt li kien hemm żidiet f'kemm nefqu f'akkomodazzjoni u spejjeż oħra.

Il-Ministru responsabbli mit-Turiżmu, Dr Konrad Mizzi, tkellem b'mod pożittiv dwar it-tragward ta' żewġ miljuni milħuqa fl-ewwel 10 xhur tas-sena. Enfasizza l-importanza ta' inizzjattivi u investimenti mis-settur turistikku lokali, li qad jaħdmu id f'id mal-Gvern u l-Awtorità Maltija għat-Turiżmu.

Temm jgħid li l-prospetti għall-2018 huma pożittivi, meta l-Belt Valletta se tkun Belt Kapitali Ewropea għall-Kultura.

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