

media release

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Inbound visitors for January 2017 surpasses 100,000 mark for the first time ever, with a 22.7% increase when compared to 2016

A strong performance in inbound tourism has been recorded in January 2017, according to statistics published today by the National Statistics Office. For the first time in history, the number of inbound visitors exceeded the 100,000 mark during the winter month of January. The number of additional visitors over January of last year amount to 18,630, bringing the total inbound visitor figure to 104,069.

Remarkable increases were registered in all three main indicators of tourism performance; the number of inbound visitors registered a significant growth rate of 22.7%, in turn generating an increase of 12.3% in the total nights spent and 8.6% in expenditure.

Growth was registered by both private and collective type accommodation establishments, with 10,799 and 8,453 more tourists respectively. However, inbound tourism trends point to a declining average length of stay, from 7.7 nights in January 2016 to 7.1 nights in January of this year.

Tourists spent €70.8 million, €5.6 million more over January 2016. The increase in expenditure was spread across the components of non-package type and expenditure during stay.

All the major source markets featured healthy growth rates in tourism flows during the month of January 2017. Furthermore, all age brackets registered an increase, particularly the younger age brackets of 0-24 (+67.3%) and 25-44 (+22.5%).

The Malta Tourism Authority is pleased with the double-digit growth rates achieved during the winter month of January. This encouraging result is in line with the Authority's efforts to increase business in the off-peak period.

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About the Malta Tourism Authority (MTA) :

The Malta Tourism Authority (MTA) has a diverse role, but one which in essence is all about creating and fostering relationships. The MTA is the tourism industry's regulator and motivator, its business partner, the country's brand promoter with the intent to form, maintain and manage meaningful partnerships with all tourism stakeholders.

The main role of the MTA is to promote Malta as a leading tourism destination, with special emphasis on the unique selling propositions of the Maltese Islands; Heritage, Hospitality & Diversity.

Futhermore MTA is also here to help strengthen the industry's human resources, ensure the highest standards and quality of the Islands' tourism product, and foster relations with local and international media.

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