



media release

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Excellent Results in Tourism for November 2017

More than 2.2 million tourists visited Malta in 11 months

The Malta Tourism Authority is proud to note that inbound tourist visitors from January to November 2017 **exceeded 2.2 million** and **increased by over 300, 000**(+16.5%) while total nights spent surpassed 15.7 million nights, an increase of 1.4 million year on year (+10%). A total income of €1.87 billion has been generated for the period showing **an increase of over 200,000 million in just 11 months**.

Statistics released by the NSO for the eleventh month of last year indicate that increases were registered in total inbound visitors (17.1%), total nights spent (7.1%) and total tourism expenditure (18.3%), when compared to the corresponding month in 2016. The largest share of guest nights (66.9%) was spent in collective accommodation establishments. Total tourism expenditure for the period January-November 2017 reached almost €1.9 billion (+13.5%).

Reacting to these positive results, the MTA's Chief Executive Officer, Mr. Paul Bugeja, said that the various initiatives undertaken by the Authority are clearly reaping results. This is especially true when it comes to addressing previous hurdles such as seasonality and demographic mix.

Malta is successfully being promoted as an all year-round Mediterranean archipelago, full of charms and attractions, with emphasis on many different factors, including good weather, coastal activities, a vibrant local community, a diverse culture and rich millenary history. He emphasized that all stakeholders must handle the present success with care, in order for there to be continuity and for future generations to be able to reap benefits too.

The Minister responsible for Tourism, Dr Konrad Mizzi, said that such achievements are a result of a holistic vision which has benefitted from political continuity, clear economic inter-relationships and a pronounced wish to take full advantage of an economy that is built on solid

foundations. He concluded by saying that Malta's current brand image is strong and it is a living proof that Malta's small size and limited resources do not act as barriers to success.

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Riżultati Eċċellenti fit-Turiżmu għal Novembru 2017

Aktar minn 2.2miljini ġew Malta fi 11-il xahar

L-Awtorità Maltija għat-Turiżmu għandha pjaċir tinnota li l-ammont ta' turisti li waslu pajjiżna bejn Jannar u Novembru tal-2017 **qabeż iż-2.2 miljun u żdied b'aktar minn 300,000 (+16.5%)**, filwaqt li l-ammont ta' ljieli mqatta' f'pajjiżna qabeż il-15.7 miljuni. Din hija zieda ta' 1.4 miljun, sena b'sena (+10%). Total ta' €1.87 biljun kienu ġġenerati għal dan il-perjodu, **li tfisser zieda ta' 200,000 miljun f'temp ta' 11-il xahar.**

Ċifri ppublikati mill-Uffiċju Nazzjonali tal-Istatistika għall-ħdax-il xahar tas-sena li għaddiet jindikaw li żidiet kienu rreġistrati fost l-ammont ta' turisti li żaru Malta (17.1%), fl-ammont ta' iljieli li qattgħu hawn Malta (7.1%) u n-nefqa totali (18.3%), meta mqabbel mal-istess xahar tal-2016. Turisti għamlu l-ikbar ammont ta' iljieli (66.9%) fi stabilimenti ta' akkomodazzjoni kollettiva. L-ammont totali ta' kemm nefqu bejn Jannar u Novembru tal-2017 kwazi laħħaq l-€1.9 biljun (+13.5%).

Hu u jikkummenta dwar dawn ir-riżultati pożittivi, is-Sur Paul Bugeja, Kap Eżekuttiv tal-MTA, qal li huwa ċar li d-diversi inizjattivi li qed tieħu l-Awtorità qed iħallu r-riżultati mixtieqa. Dan huwa partikolarment minnu meta wieħed iqis l-isfidi li kien jaffaċja pajjiżna preċedentement, bħal dawk relatati mal-istaġjonalità u t-taħlita demografika. Malta qed tkun promossa bħala destinazzjoni ideali għas-sena shiħa, mimlija attrazzjonijiet partikolari, b'emfasi fuq it-temp sabiħ, l-attivitajiet li wieħed jista' jagħmel mal-kosta, il-komunità lokali, kultura diversifikata u snin ta' storja affaxxinanti. Is-Sur Bugeja emfasizza l-importanza li l-istakeholders kollha jieħdu ħsieb is-suċċess tal-preżent, biex b'hekk jiżguraw li jkunu jistgħu jgawdu minnu ġenerazzjonijiet fil-gejjieni.

Il-Ministru responsabbli mit-Turiżmu, Dr Konrad Mizzi, qal li dawn il-kisbiet huma riżultat ta' viżjoni olistika li kienet possibbli grazzi għal kontinwità politika, relazzjonijiet tajba inter-ekonomiċi u r-rieda li jintużaw il-vantaġġi kollha ta' ekonomija mibnija fuq sisien sodi. Ikkonkluda billi qal li l-*brand image* attwali ta' Malta hija b'saħħitha u hija konferma ċara li d-daqs ta' Malta u r-riżorsi limitati m'għandhomx ifixklu s-suċċess.

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