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Libyans top spenders, Russians stay longest in record breaking 2016

Mosta

■ A new record was set last year for tourist arrivals, 1,965,925 visitors travelled to the Maltese islands; an increase of 8.9% over the 2015 figure (see *International arrivals 2016* on page 4).

► Tourism expenditure was also up 4.3% at €1.7bn from 2015's €1.6bn, "which actually resulted in an additional €70mn injected into the local economy alone" says tourism Minister Edward Zammit Lewis (see *Tourism expenditure comparison* on page 8).



Cash: Libyans – the biggest spenders, Italians the worst

► The United Kingdom retains its top place as Malta's most important source market with 559,987 arrivals, or 28.48% of the total. However, expenditure by Britons dipped 2.15% last year to €485.14mn from €495.78mn in 2015.

► Average spend per person per day by British visitors dropped to €107.82 in 2016 from €113.54 the year before (see *Visitor spend per person per day* on page 8). R Italy and the catch-all *Others* category are the only other two markets with double digit market shares – 16.03% for Italy and 18.9% for the *Others*.

► At the other end of the spectrum, Libya – once a major player in arrivals statistics – no longer merits to be listed individually, but should now be included in the *Others* category. In 2016 just 3,415 Libyans travelled to Malta, down from the 45,000 plus that used to

come to the islands at the turn of the century.

► However, these few Libyans are also the highest individual spenders on a daily basis – €173.08, up 9.6% from 2015's €157.97. Libyans spend an average of €65 a day more than Britons and €72 per day more than Italian visitors – who are bottom of the list.



Seasonality: summer attracts 35% of tourist arrivals

► Tourists' visits are also getting shorter, down to an average of 7.7 nights in 2016 from 8.1 nights the previous year.

► Russians spend the longest time in Malta – an average of 11.1 nights; nevertheless, this was 6.4% lower than 2015's 11.9 nights.

► Italians, on the other hand, visit for just 6.1 nights – again, they head the list from the wrong end.

► Seasonality has also improved; once primarily a summer resort, the islands now attract more people in the shoulder months than in other 'seasons' – essentially because the shoulder period covers five months (see *Seasonal arrivals pattern* on page 7).

► Given that summer is statistically only three months long, it did attract 34.9% of tourist arrivals last year (685,589).

► Malta's image as a holiday destination persists, last year 86% of arrivals came on vacation whilst just 6.9% were business travellers.

► Nevertheless, Malta "has been enjoying an uninterrupted period of year-on-year growth in tourism since 2010, and 2016 was the seventh consecutive year of record growth for this important industry", says Zammit Lewis.

Sunny Coast Resort refurbished

Qawra

■ At the end of January the four-star Sunny Coast Resort & Spa reopened after a three weeks refurbishment programme.

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▶ The AX Hotels-owned Sunny Coast spent €350,000 on the project. Three areas of the predominantly timeshare hotel were addressed including the façade, public areas and guest rooms.

▶ The new façade “now attracts with its modern touch of white and grey shades”, whilst corridors “are now equipped with new wood imitation flooring together with walls repainted in a bright white colour that reflects beautifully in the sunshine”.



Sunny Coast: façade ‘now attracts’

▶ Soft furniture, including mattresses, are being renewed and new TV sets will be placed in rooms. However, “the order for new mattresses and TVs is still on the way, but not for long now. A couple of more weeks and the Sunny Coast will have everything in place.

▶ “Most importantly guest rooms will now receive a stable and strong WiFi signal, something that will add great value to the Sunny Coast’s guests allowing them the freedom to choose where and when to be connected”, says Matthew Gingell Littlejohn, operations manager of the Sunny Coast.

Zammit Lewis guarantees 2mn tourists in 2017



Mosta

■ It’s a brave man that will guarantee a country’s annual tourist arrivals, but that’s just what

tourism minister Edward Zammit Lewis (above) did.

▶ In October he told Hotrec’s general assembly that tourist arrivals in 2017 had been estimated at five times the country’s population – that’s some 2,103,000 visitors (see *Malta to welcome more than 2mn tourists in 2017*, *Island Travel Trader* #7, page 1).

▶ In an interview published last month in *Malta Today* Zammit Lewis was even more confident. “Tourism is set to grow”, he told the bi-weekly newspaper.

▶ “I say this with the utmost responsibility”, he continued, “but this year’s arrivals will exceed two million. I can guarantee this”.

▶ Early indications show that the islands are set for another record year. In 2016 they welcomed 1,965,925 tourists, so 2mn visitors in 2017 is plausible.

Emirates reintroduces Larnaca frequency

Dubai

■ Since 1 February, Emirates is re-routing its daily service between Dubai and Malta via Larnaca.

▶ This means that the five weekly flights via Tunis have changed to Larnaca.

▶ “Travellers from Malta can once again enjoy daily access to Larnaca, as Cyprus is only two hours away”, says an Emirates spokesman.

▶ Along with the re-launch of the Larnaca frequency, Emirates is offering customers a super early bird offer to Cyprus.

▶ For travellers from Malta, EK is offering an all-inclusive economy class fare of €143 per person. The sales period is valid until 28 February for outbound travel until 31 December 2017, and with no high season supplements. The early bird offer to Cyprus also applies on child fares. However, a €20 supplement applies for departures on Friday and Saturday. Other terms and conditions also apply.

▶ The daily Dubai-Larnaca-Malta service is operated by twin-engine Boeing B-777-300ER aircraft in a three-class configuration, with eight private suites in first class, 42 lie flat seats in business class, and 310 seats in economy. (Emirates started taking delivery of its



Emirates: relinking Med islands

-300ERs in November)

▶ As of 1 February, flight EK109 departs Dubai at 07:50, arriving in Larnaca at 10:20h. It then leaves Larnaca at 11:50, landing in Malta at 13:25 (all times local).

▶ The return flight, EK110, leaves Malta at 14:55, for a Larnaca landing at 18:15. It will depart Larnaca at 19:30 and land in Dubai at 01:25 the next day.

▶ This variant of B-777 also has a maximum cargo capacity of 23,000kgs.

MTA gets Smart



■ On 1 February, the Malta Tourism Authority moved from the historic Auberge d’Italie, in Valletta, to the new SmartCity in Ricasoli.

▶ A move had been announced several years ago in a budget speech by the then finance minister, but nothing seemed to have happened until now.

▶ The *auberge* is to be spruced up and will home the National Museum of Fine Arts, currently housed in smaller premises elsewhere in Valletta.

▶ The MTA, meanwhile, is now located in Building SCM 01, Level 3, SmartCity Malta, Ricasoli SCM 1001.

▶ Its telephone number remains the same – 22915000 – but it has dispensed with a fax.

UNWTO, WTTC slam US travel ban

Madrid

■ In a strongly worded press release the World Tourism Organisation (UNWTO) “expresses its deep concern and strong condemnation over the travel ban by the United States to nationals of seven countries.

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▶ “The travel ban, based on nationality, is contrary to the principles of freedom of travel and travel facilitation promoted by the international tourism community and will hinder the immense benefits of the tourism sector brings in terms of economic growth and job creation to many countries, including the US”, reads the release

▶ “Global challenges demand global solutions and the security challenges that we face today should not prompt us to build new walls; on the contrary, isolationism and blind discriminatory actions will not lead to increased security but



rather to growing tensions and threats”, says UNWTO secretary-general, Taleb Rifai (left).

▶ “Besides the direct impact, the image of a country which imposes travel bans in such a hostile way will surely be affected among visitors from all over the world and risk dumping travel demand to the US”, adds Rifai.

▶ Meanwhile, and in an equally strong statement, the World Travel & Tourism Council (WTTC) condemned the ban.

▶ Council president and CEO David Scowsill says “the executive order issued by US President Trump...goes directly against the fundamental right of freedom to travel. It has created immense confusion among travellers and travel companies worldwide”.

▶ Many travellers have been unnecessarily disrupted, due to the unclear nature of the executive order, coupled with a lack of prior consultation and poor communication to airlines and border officials, complains the WTTC.

▶ “If this move by the Trump Administration is designed to ‘prevent infiltration by foreign terrorists or criminals’, it is important to point out that the vast majority of terrorist attacks in the recent past have been perpetrated by home grown, radicalised nationals of the country involved. None of the shocking domestic incidents in the US since

2001 have been attributed to external terrorists who have specifically flown into the country to commit an atrocity.

▶ “Preventing ‘aliens’ from entering the US for legitimate business or leisure purposes is misguided and counter-productive for the American economy”, says the WTTC.

▶ “Travel and tourism bridges divides between cultures, fosters understanding across religious and geographic boundaries, and generates more peaceful co-existence. Our sector is responsible for the livelihoods of millions worldwide. The US has suffered in the past from similar isolationist policies. We urge the Trump Administration to reconsider this ban”, requests the WTTC.

Air Serbia plans three frequencies for summer



Belgrade

■ There’s a very good chance that Air Serbia’s first female captain, Vesna Aleksić (above), will be at the controls of one of the airline’s Airbuses flying between Belgrade and Malta this summer.

▶ Aleksić got her fourth stripe in December and captained her first flight on 27 December.

▶ Meantime, from 1 April to 9 June Air Serbia will operate a Saturday frequency from the Serbian capital to Malta.

▶ Services will be increased to three a week between 10 June and 15 September – on Tuesdays, Thursdays and Saturdays.

▶ And between 16 September and 28 October frequencies will drop to two a week – on Tuesdays and Saturdays.

▶ All flights – for this 1,128kms long trip – will be designated JU690 for the Belgrade to Malta sector, and will take off at 17:15 and

arrive at MIA at 19:15.

▶ The return segment, JU691, will depart Malta at 20:00 and arrive in Belgrade at 21:55.

MTA launches licensing campaign, books 77

Valletta

■ At the end of January the Tourism Ministry along with the MTA launched a campaign “intended to encourage anyone offering tourist accommodation to obtain the necessary license”.

▶ (Odd phraseology from the authorities, as obtaining an operating license is a requirement and is not optional.)

▶ In the past year 31% of tourists who visited the islands lodged in private accommodations, including flats, villas, houses, farmhouses as well as host families, also known as ‘residence B&B’.

▶ To ensure that tourists who choose this type of accommodation receive an appropriate level of service, the MTA “has undertaken a targeted action plan aimed at this sector”.

▶ Over the last year, the authority’s Enforcement Directorate inspected 835 properties from the 2,700 that are already licensed as holiday furnished premises (HFPs). This means that 31% of licensed properties have been inspected, the MTA reports.

▶ “These inspections”, says the MTA, “which in previous years did not take place, although some properties had been licensed for more than 15 years, were conducted to ensure that the places that are licensed for this purpose are really in good condition. This is because it is important that the premises is not only licensed but is being kept up to the required standard”.

▶ In addition to licensed premises the MTA is also constantly trying to identify unlicensed properties.

▶ In the past year, 424 properties featured on booking portals were investigated by the MTA; of these, 77 were unlicensed and legal action was taken against them.

▶ Meantime, the government has introduced several incentives to

Continued on column 3, page 14

Data bank

Comments on tables

- All raw data in *Data bank*, and elsewhere in *Island Travel Trader*, are sourced from the Central Bank of Malta (CBM), the International Air Transport Association (IATA), the Malta Financial Services Authority (MFSA), the Malta Hotels and Restaurants Association (MHRA), Malta International Airport (MIA), the Malta Stock Exchange (MSE), the Malta Tourism Authority (MTA), the Ministry for Finance and the National Statistics Office (NSO) – unless otherwise credited.
- NSO data may differ for some months due to rounding, see *Arrivals by gender*.
- All statistics are based on tourist arrivals; that is, they exclude cruise passengers that overnight in Malta, see *Aggregate international arrivals*.

International arrivals 2016

Market	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals	% Share
Austria	534	947	2,330	2,338	2,449	2,488	3,795	2,249	2,516	2,245	1,825	602	24,316	1.24
Belgium	1,313	1,282	1,932	4,019	4,563	3,409	4,469	3,848	4,554	3,239	5,595	3,536	41,759	2.12
France	3,772	5,497	6,444	16,832	16,906	14,947	15,601	20,815	13,489	15,091	8,745	6,666	144,804	7.37
Germany	7,895	7,729	11,346	13,381	17,603	12,007	11,152	16,364	14,298	22,404	15,621	6,986	156,786	7.98
Ireland	1,563	1,358	2,571	2,970	3,815	3,358	3,543	3,413	2,934	3,369	2,596	1,685	33,175	1.69
Italy	17,470	14,531	18,979	25,284	24,657	28,338	35,799	50,845	32,047	27,698	21,300	18,275	315,223	16.03
Libya	247	228	176	339	363	254	121	393	379	280	197	438	3,415	0.17
Netherlands	1,357	1,369	2,097	3,616	7,373	4,910	6,761	8,618	4,475	6,424	3,679	1,964	52,642	2.68
Nordic region*	3,104	3,372	6,984	10,940	14,179	13,542	17,801	13,501	11,249	17,133	8,411	3,747	123,963	6.31
Russia	1,480	461	832	1,050	2,167	1,081	2,683	1,393	1,580	1,848	1,492	302	16,369	0.83
Spain	2,445	1,533	3,028	3,757	4,101	5,192	8,480	10,088	5,073	3,709	3,862	3,755	55,023	2.80
Switzerland	778	1,083	1,340	3,031	3,856	3,601	5,604	5,799	4,473	8,024	1,757	1,160	40,504	2.06
UK	23,241	26,800	36,993	47,465	51,025	58,609	58,277	68,635	64,071	61,299	36,777	26,796	559,987	28.48
US	847	1,180	1,872	2,224	2,525	2,820	3,433	2,788	3,598	1,942	1,864	1,361	26,455	1.35
Others	18,772	13,635	18,591	27,638	35,006	38,482	47,822	44,581	42,184	40,415	26,684	17,692	371,503	18.90
Totals	84,818	81,004	115,516	164,884	190,586	193,038	225,339	253,330	206,920	215,119	140,404	94,966	1,965,925	100.00
2015	74,280	74,516	101,771	151,922	177,204	183,764	206,627	246,485	192,550	196,692	113,042	72,569	1,791,422	
Difference	10,538	6,488	13,745	12,962	13,382	9,274	18,712	6,845	14,370	18,427	27,362	22,397	174,503	8.88

* Denmark, Finland, Norway, Sweden

Aggregate international arrivals 2016

Arrivals	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals	% Share
Tourists	84,817	81,005	115,519	164,885	190,586	193,038	225,339	253,330	206,920	215,119	140,404	94,966	1,965,928	98.87
Cruise pax overnighting	622	381	0	1,367	1,381	1,482	4,332	3,452	1,401	4,365	2,307	1,429	22,519	1.13
Totals	85,439	81,386	115,519	166,252	191,967	194,520	229,671	256,782	208,321	219,484	142,711	96,395	1,988,447	100.00
2015	74,280	74,516	101,771	153,564	177,896	187,616	207,542	248,284	194,189	199,937	115,105	72,568	1,807,268	
Difference	11,159	6,870	13,748	12,688	14,071	6,904	22,129	8,498	14,132	19,547	27,606	23,827	181,179	

Mode of travel 2016

Mode	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals	% Share
Air	82,214	78,338	112,143	160,272	186,639	188,578	220,503	247,492	201,594	211,055	137,816	91,306	1,917,950	97.56
Sea	2,603	2,667	3,376	4,613	3,947	4,460	4,836	5,838	5,326	4,064	2,588	3,660	47,978	2.44
Totals	84,817	81,005	115,519	164,885	190,586	193,038	225,339	253,330	206,920	215,119	140,404	94,966	1,965,928	100.00

Data bank

Arrivals by gender 2016

Month	Official tourist arrivals	Females	% females	Males	% males	Calculated tourist arrivals	Month	Official tourist arrivals	Females	% females	Males	% males	Calculated tourist arrivals
Jan	84,817	36,711	43.28	48,106	56.72	84,817	Aug	253,330	126,565	49.96	126,765	50.04	253,330
Feb	81,005	37,158	45.87	43,847	54.13	81,005	Sep	206,920	98,020	47.37	108,900	52.63	206,920
Mar	115,519	56,660	49.05	58,858	50.95	115,518	Oct	215,119	104,613	48.63	110,505	51.37	215,118
Apr	164,885	85,019	51.56	79,866	48.44	164,885	Nov	140,404	67,347	47.97	73,057	52.03	140,404
May	190,586	96,102	50.42	94,485	49.58	190,587	Dec	94,966	42,000	44.23	52,966	55.77	94,966
Jun	193,038	94,751	49.08	98,288	50.92	193,039	Totals	1,965,928	962,159	48.94	1,003,769	51.06	1,965,928
Jul	225,339	117,213	52.02	108,126	47.98	225,339							

Monthly arrivals comparison

Market	Jan			Feb			Mar			Apr		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
Austria	1,305	534	-59.08	947	1,962	2,330	18.76	3,332	2,338	-29.84		
Belgium	1,167	1,313	12.51	1,282	1,915	1,932	0.91	3,843	4,019	4.59		
France	5,074	3,772	-25.66	4,983	6,908	6,444	-6.72	11,944	16,832	40.92		
Germany	7,456	7,895	5.89	7,120	10,037	11,346	13.04	14,920	13,381	-10.31		
Ireland	1,782	1,563	-12.29	1,358	1,902	2,571	35.19	3,189	2,970	-6.87		
Italy	13,695	17,470	27.56	13,547	19,492	18,979	-2.63	23,755	25,284	6.44		
Libya	247	228	-7.70	474	176	-62.87	766	339	-55.74			
Netherlands	1,427	1,357	-4.91	1,369	1,665	2,097	25.95	3,212	3,616	12.58		
Nordic region*	2,464	3,104	25.97	2,918	3,567	6,984	95.80	9,400	10,940	16.38		
Russia	1,480	461	-68.92	543	832	53.27	982	1,050	6.97			
Spain	2,445	1,533	-37.29	1,423	3,028	112.77	4,862	3,757	-22.72			
Switzerland	1,422	778	-45.29	1,083	1,774	1,340	-24.49	3,134	3,031	-3.30		
UK	21,306	23,241	9.08	24,161	31,950	36,993	15.78	44,619	47,465	6.38		
US	1,203	847	-29.59	1,180	1,371	1,872	36.56	1,616	2,224	37.61		
Others	15,979	18,772	17.48	21,787	16,788	18,591	10.74	22,348	27,638	23.67		
Totals	74,280	84,818	14.19	74,516	101,771	115,516	13.51	151,922	164,884	8.53		

Market	May			Jun			Jul			Aug		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
Austria	4,032	2,449	-39.27	2,653	2,753	3,795	37.84	3,911	2,249	-42.51		
Belgium	4,255	4,563	7.24	4,062	4,436	4,469	0.74	4,483	3,848	-14.17		
France	18,606	16,906	-9.14	12,983	13,561	15,601	15.04	20,331	20,815	2.38		
Germany	12,222	17,603	44.03	12,409	10,151	11,152	9.86	15,892	16,364	2.97		
Ireland	3,480	3,815	9.62	4,995	3,479	3,543	1.83	4,034	3,413	-15.38		
Italy	25,814	24,657	-4.48	28,712	32,998	35,799	8.49	51,171	50,845	-0.64		
Libya	290	363	25.17	962	680	121	-82.21	764	393	-48.52		
Netherlands	6,627	7,373	11.25	4,522	5,821	6,761	16.14	7,300	8,618	18.06		
Nordic region*	13,738	14,179	3.21	12,733	18,223	17,801	-2.31	14,153	13,501	-4.61		
Russia	1,776	2,167	22.00	2,872	4,077	2,683	-34.19	3,762	1,393	-62.97		
Spain	4,124	4,101	-0.55	4,557	6,486	8,480	30.74	9,391	10,088	7.42		
Switzerland	3,517	3,856	9.65	2,689	5,796	5,604	-3.32	3,820	5,799	51.80		
UK	49,666	51,025	2.74	56,456	55,790	58,277	4.46	65,680	68,635	4.50		
US	2,109	2,525	19.73	2,739	2,871	3,433	19.58	2,507	2,788	11.21		
Others	26,948	35,006	29.90	30,420	39,505	47,822	21.05	39,286	44,581	13.48		
Totals	177,204	190,586	7.55	183,764	206,627	225,339	9.06	246,485	253,330	2.78		

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Data bank

Monthly arrivals comparison (continued)

Market	Sep			Oct			Nov			Dec		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
Austria	3,646	2,516	-31.00	3,377	2,245	-33.51	1,590	1,825	14.81	533	602	12.86
Belgium	3,464	4,554	31.46	3,076	3,239	5.31	2,543	5,595	120.00	1,060	3,536	233.57
France	10,412	13,489	29.55	13,862	15,091	8.86	5,582	8,745	56.66	3,768	6,666	76.91
Germany	14,368	14,298	-0.49	18,529	22,404	20.91	12,239	15,621	27.64	6,667	6,986	4.80
Ireland	3,767	2,934	-22.11	3,595	3,369	-6.30	2,412	2,596	7.61	1,154	1,685	46.06
Italy	28,984	32,047	10.57	21,537	27,698	28.61	15,585	21,300	36.67	13,730	18,275	33.11
Libya	440	379	-14.01	501	280	-44.14	285	197	-31.07	154	438	185.23
Netherlands	4,472	4,475	0.06	5,191	6,424	23.76	2,032	3,679	81.03	1,537	1,964	27.77
Nordic region*	12,114	11,249	-7.14	17,182	17,133	-0.28	7,630	8,411	10.23	3,327	3,747	12.63
Russia	1,913	1,580	-17.40	1,988	1,848	-7.09	1,829	1,492	-18.42	399	302	-24.38
Spain	5,536	5,073	-8.36	3,386	3,709	9.52	2,625	3,862	47.14	2,983	3,755	25.85
Switzerland	3,746	4,473	19.39	5,555	8,024	44.45	1,679	1,757	4.68	1,294	1,160	-10.32
UK	59,997	64,071	6.79	60,453	61,299	1.40	34,617	36,777	6.24	21,393	26,796	25.26
US	3,204	3,598	12.30	4,922	1,942	-60.54	1,564	1,864	19.18	1,243	1,361	9.47
Others	36,485	42,184	15.62	33,538	40,415	20.51	20,830	26,684	28.10	13,328	17,692	32.75
Totals	192,550	206,920	7.46	196,692	215,119	9.37	113,042	140,404	24.21	72,569	94,966	30.86

* Denmark, Finland, Norway, Sweden

Socio-demographic profile of travellers 2016

By age	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals	% Share
0-24	9,592	11,076	18,721	33,892	26,378	33,913	68,608	82,486	38,118	28,485	17,395	14,007	382,671	19.47
25-44	31,816	24,338	34,698	54,730	66,351	69,899	80,366	97,030	74,340	69,307	51,471	35,737	690,083	35.10
45-64	29,498	30,604	40,586	50,590	65,010	62,132	61,716	62,926	66,548	78,279	48,030	31,529	627,448	31.92
65+	13,911	14,987	21,514	25,673	32,847	27,094	14,649	10,888	27,914	39,048	23,508	13,692	265,725	13.52
Totals	84,817	81,005	115,519	164,885	190,586	193,038	225,339	253,330	206,920	215,119	140,404	94,965	1,965,927	100.00

Purpose of visit	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals	% Share
Business	9,492	9,291	10,292	12,550	13,072	14,207	9,163	7,295	11,509	16,488	14,609	8,802	136,770	6.96
Holiday	71,844	66,137	94,328	137,061	164,929	166,607	196,768	228,428	180,734	185,975	117,938	80,443	1,691,192	86.03
Other	3,481	5,577	10,899	15,274	12,585	12,224	19,408	17,607	14,677	12,656	7,857	5,720	137,965	7.02
Totals	84,817	81,005	115,519	164,885	190,586	193,038	225,339	253,330	206,920	215,119	140,404	94,965	1,965,927	100.00

Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals	% Share
FIT	51,040	45,894	62,214	98,856	114,783	121,602	140,123	158,594	128,401	131,126	91,926	65,601	1,210,160	61.56
Package	33,777	35,111	53,304	66,029	75,804	71,437	85,216	94,736	78,519	83,993	48,479	29,364	755,769	38.44
Totals	84,817	81,005	115,518	164,885	190,587	193,039	225,339	253,330	206,920	215,119	140,405	94,965	1,965,929	100.00

Continued on next page

16% increase in December income

Valletta

■ A total of 80,443 people travelled to Malta on holiday in December 2016, and another 8,802

came for business purposes, according to the NSO.

► Total nights spent went up by 10.3% over December 2015, totalling 674,521 nights.

► The largest share of guest nights (55.7%) was spent in hotels. Tourist nights in private accommo-

dation rose by 9.8% when compared to December 2015.

► Total tourist expenditure was estimated at €62.3mn, an increase of 16 points over December 2015.

Data bank

Socio-demographic profile of travellers 2016 (continued)

Expenditure	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals	
FIT	20,059	17,537	24,458	37,094	46,665	54,339	71,151	86,878	62,937	60864	33046	20066	535,094	
of which														
Accommodation	9,813	8,922	11,980	18,421	24,531	29,195	37,884	47,065	32,697	32758	17116	10551	280,933	
Air/sea fares	10,247	8,616	12,478	18,673	22,135	25,144	33,267	39,813	30,240	28106	15930	9516	254,165	
Package	17,919	17,742	30,416	37,547	48,734	50,869	68,316	76,902	57,718	57543	27028	15085	505,819	
Other	27,283	22,558	31,382	48,487	58,993	64,309	90,176	107,091	77,778	71133	41657	27186	668,033	
Totals (€000s)	65,261	57,837	86,256	123,128	154,392	169,517	229,643	270,871	198,433	189,540	101,731	62,337	1,708,946	
Length of stay (nights)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals	% Share
1-3	19,624	21,140	24,257	31,921	41,682	5,249	28,239	18,769	30,843	35,151	3,477	27,500	287,852	15.11
4-6	24,189	22,236	36,672	50,930	50,959	47,400	45,269	52,211	50,246	50,822	39,258	27,218	497,410	26.12
7+	41,004	37,630	54,589	82,034	97,946	110,389	151,832	182,350	125,832	129,146	66,375	40,247	1,119,374	58.77
Average LoS	7.7	7.2	6.9	6.6	6.6	7.5	8.6	9.4	7.9	7.2	6.8	7.1	7.5	100.00
Visit frequency	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
First visit	54,454	53,959	80,092	117,705	133,667	136,540	162,702	188,617	146,647	143,922	93,254	62,758		
Repeat visit	30,363	27,046	35,427	47,180	56,920	56,499	62,637	64,713	60,273	71,196	47,150	32,208		
of which														
Once a year	19,921	18,792	23,513	31,602	42,327	42,625	47,163	50,902	44,091	52,293	29,615	18,538		
More than once a year	10,442	8,254	11,914	15,578	14,593	13,874	15,475	13,811	16,182	18,904	17,535	13,670		

Seasonal arrivals pattern

Season	2015	2016
Winter Arrivals	334,407	401,192
% (Jan, Feb, Nov, Dec)	18.67	20.41
Shoulder Arrivals	811,353	879,147
% (Mar, Apr, May, Jun, Oct)	45.29	44.72
Summer Arrivals	645,662	685,589
% (Jul, Aug, Sep)	36.04	34.87
Totals	1,791,422	1,965,928
	100.00	100.00

Market outlook and trends 2016

Market	2015	% growth	% share	2016	% growth	% share
Austria	30,246	9.72	1.70	24,316	-19.61	1.24
Belgium	35,937	14.45	2.02	41,759	16.20	2.12
France	127,953	1.95	7.17	144,804	13.17	7.37
Germany	141,855	-0.84	7.95	156,786	10.53	7.98
Ireland	35,382	15.17	1.98	33,175	-6.24	1.69
Italy	282,815	7.69	15.86	315,223	11.46	16.03
Libya	6,651	-78.38	0.37	3,415	-48.66	0.17
Netherlands	44,962	0.59	2.52	52,642	17.08	2.68
Nordic region*	117,388	8.04	6.58	123,963	5.60	6.31
Russia	21,584	-36.93	1.21	16,369	-24.16	0.83
Spain	47,237	11.71	2.65	55,023	16.48	2.80
Switzerland	35,293	11.00	1.98	40,504	14.76	2.06
UK	525,996	7.85	29.49	559,987	6.46	28.48
US	25,887	15.56	1.45	26,455	2.19	1.35
Others	304,178	14.18	17.06	371,503	22.13	18.90
Total	1,783,366	5.54	100.00	1,965,925	10.24	100.00

Some data are ITT calculations on NSO source data. * Denmark, Finland, Norway, Sweden

Photo credits: P1 - column 1: Pexels. Column 2 - Viktor Hanacek. P2 - column 1 - (top) Sunny Coast. (bottom) DoI. Column 3 - Emirates. P3 - column 1 - UNWTO. Column 2 - Air Serbia. P8 - Pexels. P16 - Pexels. P15 - (top) Air Malta. (bottom) MTA. P16 - Air Malta.

See Tracking trends on next page

Data bank

Tourism expenditure comparison (€000)

Market	2015	2016	% +/-
UK	495,782	485,143	-2.15
Others	308,815	366,423	18.65
Italy	178,866	193,065	7.94
Germany	136,440	137,917	1.08
France	117,709	126,091	7.12
Nordic region*	111,170	117,764	5.93
Switzerland	40,443	47,664	17.85
Netherlands	40,526	44,833	10.63
Spain	39,944	43,485	8.86
Belgium	34,734	36,487	5.05
US	33,294	31,574	-5.17
Ireland	33,301	30,840	-7.39
Austria	28,519	21,620	-24.19
Russia	30,320	21,579	-28.83
Libya	9,205	4,467	-51.48

Totals €1,639,067 €1,708,952 4.26

* Denmark, Finland, Norway, Sweden

Visitor spend per person per day

Market	2015	2016	% +/-
Libya	157.97	173.08	9.56
US	160.89	157.31	-2.22
Switzerland	152.11	152.00	-0.07
Belgium	128.55	131.36	2.19
Nordic region*	129.25	130.99	1.34
Austria	126.62	128.94	1.83
Ireland	121.18	122.11	0.77
Others	119.92	119.81	-0.10
Russia	118.26	118.62	0.30
Netherlands	116.41	114.12	-1.97
France	114.19	112.22	-1.72
Germany	112.52	110.64	-1.67
Spain	110.87	108.79	-1.88
UK	113.54	107.82	-5.04
Italy	97.20	100.48	3.38

Average spend pppd €125.30 €125.89 0.47

* Denmark, Finland, Norway, Sweden

Visitor spend trends

Some spending trends differ from arrival trends. Overall, spend grew 4% compared with the 9.3% growth in arrivals (see *Tourism expenditure comparison* above).

The details show visitors are spending slightly

Tracking trends

See Market outlook and trends 2016 on previous page for data

Major markets (above 100,000 visitors a year)

Perhaps the UK has been most watched by those worrying about travel post Brexit vote (starting July). Malta seems safe with a 6.5% growth over the year, compared with +8% in 2015. In the six months from July, UK arrivals grew 6%. For a different period, July to October (latest available figures from the UK), total British departures grew 8%, but over the same period (July to October), Malta arrivals from the UK grew 4%. These figures indicate that Malta underperformed in the British market.

The Italian market grew strongly – +11.5% compared with +7.7% in 2015. And so did the other major markets: Germany +10.5% (compared with a 1% fall in 2015), France +13.2% (+2%).

The four-market Nordics also fall into the major category, although separately they would be medium or small. These grew 5.5% in 2016.

As we have noted before, some clarification on the *Others* total is needed. It is the second-largest 'market', and it is also the fastest-growing, at +22%.

Medium-markets (50-100,000 visitors a year)

Comprising only two markets. Spain overtook the Netherlands in 2014, but 2016 was good for both. Spain up 16.5% (+12% in 2015) and the Netherlands +17% (+1%).

Small-markets (up to 50,000 visitors a year)

Belgium has had a topsy-turvy year – varying from 234% growth in December to 23% fall in February, falling in three months, and flat in two.

Ireland fell 6.3% compared with a 15% upswing in 2015. The fall for Austria was bigger – -19.6% compared with +10% in 2015.

And the the drop in arrivals from Russia was expected to ease in 2016 It did, but not by much – -24% in 2016 compared with -37% in 2015.

less – a mere 59c per person (see *Visitor spend per person per day* elsewhere on this page)

Is this because more visitors are choosing lower-cost options, or other reasons (for instance, taking a tour package that includes meals rather than eating out)?

Spending growth was greater than arrivals growth only for visitors from Switzerland and the four-market Nordics.

Worryingly, the gap was big in the major markets – notably Germany and the United Kingdom.

Average per person per day spend fell. Overall, the €125.89 was slightly down, but worse is that it is down in most of the major markets. The UK down 5%, France -2%, Germany -2%. The other two grew – Italy +3%, Nordics +1%.

The UK fall, -5%, was the biggest among the markets separated. This can reasonably be interpreted as a Brexit matter. On 1 June, before the referendum, Oanda records show that £1 bought €1.31; on 1 December it bought €1.17, a fall nearing 11%. On that basis, the UK market's 5% fall may be a good result.



Length of stay (nights)

Market	2015	2016	% +/-
Russia	11.88	11.11	-6.44
Others	8.47	8.23	-2.75
UK	8.30	8.04	-3.21
Germany	8.55	7.95	-6.99
France	8.06	7.76	-3.69
Switzerland	7.53	7.74	2.76
Ireland	7.77	7.61	-1.98
US	7.99	7.59	-5.09
Libya	8.76	7.56	-13.74
Netherlands	7.74	7.46	-3.62
Spain	7.63	7.26	-4.75
Nordic region*	7.33	7.25	-1.02
Austria	7.45	6.89	-7.41
Belgium	7.52	6.65	-11.53
Italy	6.51	6.10	-6.32

Average LoS 8.10 7.68 -5.15

* Denmark, Finland, Norway, Sweden

Data bank

Accommodation occupancy and monthly comparison

	Jan			Feb			Mar			Apr		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
Collective*	56,936	63,151	10.92	59,018	63,269	7.20	81,559	88,108	8.03	113,867	116,536	2.34
Private	17,345	21,666	24.91	15,498	17,736	14.44	20,211	27,411	35.62	38,234	48,349	26.46
Totals	74,281	84,817	14.18	74,516	81,005	8.71	101,770	115,519	13.51	152,101	164,885	8.40
	May			Jun			Jul			Aug		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
Collective*	130,569	137,332	5.18	132,569	133,984	1.07	140,936	143,494	1.82	157,588	157,874	0.18
Private	43,019	53,254	23.79	47,513	59,054	24.29	65,690	81,845	24.59	88,897	95,456	7.38
Totals	173,588	190,586	9.79	180,082	193,038	7.19	206,626	225,339	9.06	246,485	253,330	2.78
	Sept			Oct			Nov			Dec		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
Collective*	130,784	135,935	3.94	140,099	146,073	4.26	85,210	101,382	18.98	51,693	66,983	29.58
Private	61,765	70,985	14.93	56,593	69,045	22.00	27,833	39,022	40.20	20,876	27,982	34.04
Totals	192,549	206,920	7.46	196,692	215,118	9.37	113,043	140,404	24.20	72,569	94,965	30.86

* Hotels, tourist villages, guest houses, hostels, B&B and camp sites

Guest nights and monthly comparison

	Jan			Feb			Mar			Apr		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
Collective*	385,919	409,159	6.02	376,161	405,877	7.90	524,864	569,397	8.48	701,949	701,537	-0.06
Private	216,591	247,401	14.22	153,179	175,517	14.58	199,359	233,313	17.03	318,303	394,217	23.85
Totals	602,510	656,560	8.97	529,340	581,394	9.83	724,223	802,710	10.84	1,020,252	1,095,754	7.40
	May			Jun			Jul			Aug		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
Collective*	820,872	823,522	0.32	877,772	874,140	-0.41	1,083,382	1,045,860	-3.46	1,277,504	1,208,203	-5.42
Private	365,711	441,608	20.75	451,586	569,964	26.21	779,788	883,253	13.27	1,082,217	1,167,714	7.90
Totals	1,186,583	1,265,130	6.62	1,329,358	1,444,104	8.63	1,863,170	1,929,113	3.54	2,359,721	2,375,917	0.69
	Sep			Oct			Nov			Dec		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
Collective*	930,555	915,053	-1.67	922,863	946,644	2.58	563,301	611,422	8.54	338,975	375,551	10.79
Private	677,343	719,102	6.17	562,961	597,021	6.05	275,683	346,921	25.84	272,378	298,970	9.76
Totals	1,607,898	1,634,155	1.63	1,485,824	1,543,665	3.89	838,984	958,343	14.23	611,353	674,521	10.33

* Hotels, tourist villages, guest houses, hostels, B&B and camp sites

Data bank

Malta International Airport traffic 2016

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
International pax													
Arrivals	119,169	121,273	169,452	213,432	240,445	249,120	297,067	288,780	265,850	250,903	165,191	161,109	2,541,791
Departures	117,383	115,375	158,072	201,977	236,130	241,261	283,407	309,735	266,112	261,836	181,890	165,216	2,538,394
Totals	236,552	236,648	327,524	415,409	476,575	490,381	580,474	598,515	531,962	512,739	347,081	326,325	5,080,185
International aircraft movements													
Arrivals	970	876	1,172	1,546	1,716	1,758	1,944	1,977	1,784	1,731	1,219	1,208	17,901
Departures	973	878	1,169	1,547	1,716	1,757	1,940	1,977	1,782	1,734	1,219	1,209	17,901
Totals	1,943	1,754	2,341	3,093	3,432	3,515	3,884	3,954	3,566	3,465	2,438	2,417	35,802
Freight (tonnes)													
Import	726	685	785	818	802	793	791	746	783	865	869	771	9,434
Export	334	323	456	361	375	343	340	303	369	480	543	553	4,780
Totals	1,060	1,008	1,241	1,179	1,177	1,136	1,131	1,049	1,152	1,345	1,412	1,324	14,214

Malta International Airport monthly traffic comparison

	Jan			Feb			Mar			Apr		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
International pax												
Arrivals	104,941	119,169	13.56	106,882	121,273	13.46	141,405	169,452	19.83	201,908	213,432	5.71
Departures	103,935	117,383	12.94	102,014	115,375	13.10	133,929	158,072	18.03	191,284	201,977	5.59
Totals	208,876	236,552	13.25	208,896	236,648	13.29	275,334	327,524	18.96	393,192	415,409	5.65
International aircraft movements												
Arrivals	915	970	6.01	844	876	3.79	1,038	1,172	12.91	1,527	1,546	1.24
Departures	916	973	6.22	843	878	4.15	1,038	1,169	12.62	1,527	1,547	1.31
Totals	1,831	1,943	6.12	1,687	1,754	3.97	2,076	2,341	12.76	3,054	3,093	1.28
Freight (tonnes)												
Import	611	726	18.82	660	685	3.79	643	785	22.08	662	818	23.56
Export	406	334	-17.73	394	323	-18.02	502	456	-9.16	521	361	-30.71
Totals	1,017	1,060	4.23	1,054	1,008	-4.36	1,145	1,241	8.38	1,183	1,179	-0.34
	May			Jun			Jul			Aug		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
International pax												
Arrivals	225,271	240,445	6.74	232,752	249,120	7.03	282,628	297,067	5.11	282,289	288,780	2.30
Departures	216,648	236,130	8.99	226,546	241,261	6.50	265,479	283,407	6.75	302,929	309,735	2.25
Totals	441,919	476,575	7.84	459,298	490,381	6.77	548,107	580,474	5.91	585,218	598,515	2.27

Continued on next

Data bank

Malta International Airport monthly traffic comparison (continued)

	2015	May 2016	%+/-	2015	Jun 2016	%+/-	2015	Jul 2016	%+/-	2015	Aug 2016	%+/-
International aircraft movements												
Arrivals	1,665	1,716	3.06	1,708	1,758	2.93	1,942	1,944	0.10	2,009	1,977	-1.59
Departures	1,664	1,716	3.13	1,708	1,757	2.87	1,942	1,940	-0.10	2,014	1,977	-1.84
Totals	3,329	3,432	3.09	3,416	3,515	2.90	3,884	3,884	0.00	4,023	3,954	-1.72
Freight (tonnes)												
Import	643	802	24.73	754	793	5.17	827	791	-4.35	694	746	7.49
Export	494	375	-24.09	562	343	-38.97	466	340	-27.04	403	303	-24.81
Totals	1,137	1,177	3.52	1,316	1,136	-13.68	1,293	1,131	-12.53	1,097	1,049	-4.38
	2015	Sep 2016	%+/-	2015	Oct 2016	%+/-	2015	Nov 2016	%+/-	2015	Dec 2016	%+/-
International pax												
Arrivals	249,467	265,850	6.57	226,759	250,903	10.65	133,820	165,191	23.44	122,026	161,109	32.03
Departures	253,429	266,112	5.00	237,798	261,836	10.11	149,678	181,890	21.52	124,825	165,216	32.36
Totals	502,896	531,962	5.78	464,557	512,739	10.37	283,498	347,081	22.43	246,851	326,325	32.20
International aircraft movements												
Arrivals	1,772	1,784	0.68	1,680	1,731	3.04	1,041	1,219	17.10	982	1,208	23.01
Departures	1,774	1,782	0.45	1,679	1,734	3.28	1,043	1,219	16.87	979	1,209	23.49
Totals	3,546	3,566	0.56	3,359	3,465	3.16	2,084	2,438	16.99	1,961	2,417	23.25
Freight (tonnes)												
Import	806	783	-2.85	867	865	-0.23	847	869	2.60	855	771	-9.82
Export	540	369	-31.67	586	480	-18.09	494	543	9.92	827	553	-33.13
Totals	1,346	1,152	-14.41	1,453	1,345	-7.43	1,341	1,412	5.29	1,682	1,324	-21.28

Malta International Airport passenger movements 2016
Top 10 markets by month

Market	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals	% share
UK	67,337	73,227	99,166	111,989	126,319	134,375	139,034	147,704	139,562	136,062	91,755	88,037	1,354,567	32.17
Italy	58,494	58,560	72,843	83,914	90,463	95,383	119,664	131,039	105,896	94,432	78,630	78,724	1,068,042	25.36
Germany	30,616	31,759	45,192	50,075	66,664	60,583	73,586	70,895	67,723	76,221	50,772	42,493	666,579	15.83
Belgium	5,093	5,305				17,731					18,387	15,173	61,689	1.46
Spain	5,888	5,239	9,662	12,275	12,740		23,431	26,939	19,214	12,909	14,798	15,173	158,268	3.76
France	9,826	10,940	14,132	30,211	33,213	31,952	35,070	35,281	33,015	30,543	15,484	14,357	294,024	6.98
Turkey	9,411	8,350	12,276	10,685	12,494	11,065	12,050	12,607		13,186	9,226	8,894	120,244	2.86
Poland	5,145		7,892	14,990	17,403	17,801	20,123	20,561	17,903	17,421	8,472	8,573	156,284	3.71
Netherlands	6,536	6,471	8,131	11,449	14,488	13,104	16,403	16,633	14,598	15,060	7,698	6,845	137,416	3.26
UAE	6,053	5,665										5,683	17,401	0.41
Switzerland		4,651	7,002	11,775	13,129	13,153	17,069	16,808	15,322	18,387	6,508		123,804	2.94
Austria			7,059		10,208	10,914		12,695		12,001			52,877	1.26
Denmark				9,614			12,929		11,202					

In descending order, based on most recent month's data

Data bank

Cruise ship traffic 2016

	Q1	Q2	Q3	Q4	Totals
Cruise ship calls	17	108	106	85	316

Pax traffic	Q1	Q2	Q3	Q4	Totals	% share
Landed pax	205	17,726	30,241	10,004	58,176	9.29
Transit pax	39,170	182,754	178,545	167,437	567,906	90.71
Totals	39,375	200,480	208,786	177,441	626,082	100.00

Nationality	Q1	Q2	Q3	Q4	Totals	% share
Australia	424	4,181	2,994	2,659	10,258	1.64
Canada	600	4,729	3,603	5,748	14,680	2.34
France	4,346	30,407	29,431	26,322	90,506	14.46
Germany	4,878	34,826	37,242	28,427	105,373	16.83
Italy	6,884	31,360	37,674	31,538	107,456	17.16
Japan	794	867	1,402	1,930	4,993	0.80
Malta	72	2,638	6,552	1,622	10,884	1.74
Spain	1,465	10,324	19,813	7,570	39,172	6.26
UK	3,814	19,406	18,583	15,877	57,680	9.21
US	3,277	20,803	12,816	18,413	55,309	8.83
Others	12,821	40,939	38,676	37,335	129,771	20.73
Totals	39,375	200,480	208,786	177,441	626,082	100.00

Pax by gender	Q1	Q2	Q3	Q4	Totals	% share
Females	21,002	107,373	110,705	95,289	334,369	53.41
Males	18,373	93,107	98,081	82,152	291,713	46.59
Totals	39,375	200,480	208,786	177,441	626,082	100.00

Pax by age	Q1	Q2	Q3	Q4	Totals	% share
0-19	6,039	22,893	35,416	19,129	83,477	13.33
20-39	6,331	28,905	36,692	24,200	96,128	15.35
40-59	11,404	62,788	75,617	54,983	204,792	32.71
60-79	14,021	78,888	56,078	72,942	221,929	35.45
80+	1,580	7,006	4,983	6,187	19,756	3.16
Totals	39,375	200,480	208,786	177,441	626,082	100.00

Notes: Landed pax arrive in Malta on a cruise ship and leave the islands by other means. Transit pax are arrive and leave Malta on the same cruise ship



In 2016, 316 liners made their way to Grand Harbour



Advertisement rates and mechanical data

Publication

Monthly, except June and July

Copy requirements

Digital - Finished art in Apple Mac format. Art must be high resolution, 300dpi, CMYK or RGB and delivered as either Adobe Illustrator, Photoshop, InDesign files or in pdf format.

A colour proof or match-print must also be supplied. The Publisher accepts no responsibility for printing accuracy by reader.

Copy deadline

Copy to be received six weeks before publication date.

Insertion and proofs of advertisement cannot be guaranteed unless material is received by midday on the above days.

Add 30 days to closing dates if

artworks are to be prepared by the Publisher.

The Publisher will pass on to the advertiser any additional charges for artworks.

Cancellation

Six weeks before publication date.

Printing/output/distribution
Adobe pdf, email delivery

Agency commission

Fifteen per cent of gross excluding production charges if booking originates from agency.

Commissions are awarded to recognised agencies only.

Payment

Fifty per cent on contract, balance within 30 days of invoice date.

Advertisement sizes

Trim size: 210mm x 297mm
Type area: 183mm x 258mm
Bleed size: 216mm x 303mm

Base x Height



Full page
Bleed
216 x 303



Full page
Type area
183 x 258



Half page
Portrait
89 x 258



Half page
Landscape
183 x 129



Third page
Portrait
57 x 258

Advertisement rates

in € (per insertion)

	Four colour	Excluding VAT	Including VAT
Full page		250	295.00
Half page		135	159.30
Third page		95	112.10

Book your advertisement

To book your advertisement in *Island Travel Trader*, write to Josephine Mirabelli at mirabelli@onvol.net specifying the desired advertisement size, frequency and overall price. The email must also include your full name, the name of the company you wish to advertise and your VAT number.

Your email will be considered your booking contract.

Data bank

Quarterly cruise traffic comparisons

	Q1			Q2			Q3			Q4		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
Cruise ship calls	9	17	88.89	108	108	0.00	102	106	3.92	88	85	-3.41
Pax traffic	Q1			Q2			Q3			Q4		
Landed pax	71	205	188.73	26,635	17,726	-33.45	34,360	30,241	-11.99	9,306	10,004	7.50
Transit pax	20,582	39,170	90.31	178,589	182,754	2.33	163,624	178,545	9.12	166,989	167,437	0.27
Totals	20,653	39,375	90.65	205,224	200,480	-2.31	197,984	208,786	5.46	176,295	177,441	0.65
Nationality	Q1			Q2			Q3			Q4		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
Australia	189	424	124.34	6,716	4,181	-37.75	6,192	2,994	-51.65	1,833	2,659	45.06
Canada	310	600	93.55	3,357	4,729	40.87	5,002	3,603	-27.97	3,711	5,748	54.89
France	2,783	4,346	56.16	24,447	30,407	24.38	24,285	29,431	21.19	21,381	26,322	23.11
Germany	3,697	4,878	31.94	49,746	34,826	-29.99	38,292	37,242	-2.74	32,550	28,427	-12.67
Italy	5,091	6,884	35.22	33,526	31,360	-6.46	32,109	37,674	17.33	40,809	31,538	-22.72
Japan	187	794	324.60	1,390	867	-37.63	684	1,402	104.97	1,201	1,930	60.70
Malta	1	72	7,100.00	2,119	2,638	24.49	5,414	6,552	21.02	940	1,622	72.55
Spain	743	1,465	97.17	9,133	10,324	13.04	9,926	19,813	99.61	8,437	7,570	-10.28
UK	1,502	3,814	153.93	19,488	19,406	-0.42	25,656	18,583	-27.57	12,493	15,877	27.09
US	561	3,277	484.14	13,590	20,803	53.08	13,927	12,816	-7.98	12,100	18,413	52.17
Others	5,589	12,821	129.40	41,712	40,939	-1.85	36,497	38,676	5.97	40,840	37,335	-8.58
Totals	20,653	39,375	90.65	205,224	200,480	-2.31	197,984	208,786	5.46	176,295	177,441	0.65
Pax by gender	Q1			Q2			Q3			Q4		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
Females	10,661	21,002	97.00	107,794	107,373	-0.39	102,977	110,705	7.50	93,578	307,268	228.35
Males	9,992	18,373	83.88	97,430	93,107	-4.44	95,007	98,081	3.24	82,717	275,808	233.44
Totals	20,653	39,375	90.65	205,224	200,480	-2.31	197,984	208,786	5.46	176,295	583,076	230.74
Pax by age	Q1			Q2			Q3			Q4		
	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-	2015	2016	%+/-
0-19	2,838	6,039	112.79	23,154	22,893	-1.13	28,856	35,416	22.73	20,675	19,129	-7.48
20-39	2,722	6,331	132.59	26,736	28,905	8.11	31,049	36,692	18.17	26,792	24,200	-9.67
40-59	5,742	11,404	98.61	64,829	62,788	-3.15	69,891	75,617	8.19	56,313	54,983	-2.36
60-79	8,639	14,021	62.30	82,225	78,888	-4.06	62,992	56,078	-10.98	66,763	72,942	9.26
80+	712	1,580	121.91	8,280	7,006	-15.39	5,196	4,983	-4.10	5,752	6,187	7.56
Totals	20,653	39,375	90.65	205,224	200,480	-2.31	197,984	208,786	5.46	176,295	177,441	0.65

Notes: Landed pax arrive in Malta on a cruise ship and leave the islands by other means. Transit pax are arrive and leave Malta on the same cruise ship

Cruise traffic grows 4% over 2015

Valletta

■ Total cruise passengers for 2016 stood at 626,082, an increase of 4.3% over 2015. Of these, 74.4% came from EU member states.

► The biggest increases were recorded from the French and American markets, which rose by 17,610 and 15,131 passengers respectively.

► Female passengers numbered 334,369 and were in the majority. Most passengers were between 60 and 79 years old, amounting to 221,929

► These were followed by passengers aged between 40 and 59, reaching 204,792.

► There were 316 cruise liner calls in 2016, with an average of 1,981 passengers per ship, compared to the 307 calls and an average 1,955 passengers per vessel in 2015.

Data bank

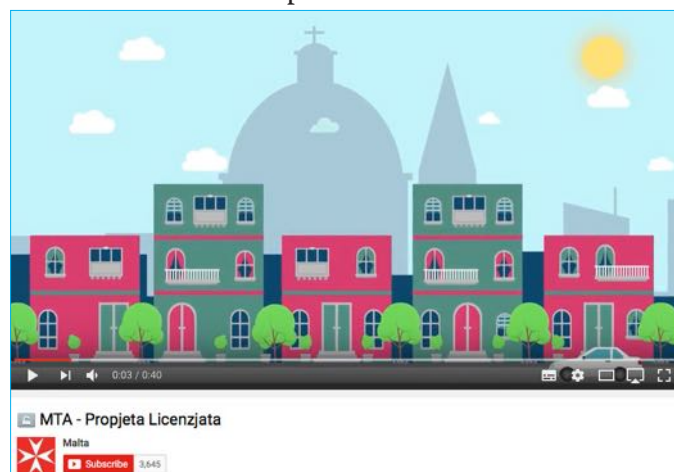
Departures and socio-demographic profile of Malta residents 2016

Departures	Q1	Q2	Q3	Q4	Totals	
Residents	103,463	104,331	151,386		359,180	
Mode of travel	Q1	Q2	Q3	Q4	Totals	% share
Air	97,399	98,798	140,589		336,786	93.77
Sea	6,064	5,533	10,797		22,394	6.23
Totals	103,463	104,331	151,386		359,180	100.00
Gender	Q1	Q2	Q3	Q4	Totals	% share
Females	44,284	44,118	69,982		158,384	44.10
Males	59,179	60,214	81,404		200,797	55.90
Totals	103,463	104,332	151,386		359,181	100.00
Age	Q1	Q2	Q3	Q4	Totals	% share
0-24	19,462	16,241	33,188		68,891	19.18
25-44	47,533	50,378	61,739		159,650	44.45
45-64	29,977	28,290	41,203		99,470	27.69
65+	6,491	9,422	15,257		31,170	8.68
Totals	103,463	104,331	151,387		359,181	100.00
Purpose of visit	Q1	Q2	Q3	Q4	Totals	% share
Business	18,225	17,477	15,641		51,343	14.29
Holiday	55,168	52,375	96,976		204,519	56.94
VFR	23,011	23,946	24,901		71,858	20.01
Other	7,059	10,532	13,868		31,459	8.76
Totals	103,463	104,330	151,386		359,179	100.00
Type	Q1	Q2	Q3	Q4	Totals	% share
FIT	91,057	92,901	112,492		296,450	82.54
Package	12,406	11,430	38,894		62,730	17.46
Totals	103,463	104,331	151,386		359,180	100.00
Length of trip (nights)	Q1	Q2	Q3	Q4	Totals	% share
1-3	34,328	35,329	29,509		99,166	27.61
4-6	33,912	33,846	42,873		110,631	30.80
7+	35,224	35,157	79,004		149,385	41.59
Average LoS	6.40	7.10	7.60		7.03	100.00
Expenditure	Q1	Q2	Q3	Q4	Totals	
Per capita (€)	888	845	1,072			
Total (€ - 000s)	91,889	88,147	162,289		342,325	

Continued from page 3

assist owners. For instance, the income tax on properties licensed as holiday premises was reduced from 35% to 15%. This measure, along with others, has led to a rise in the number of new applications for licenses – which, last year, rose from 315 to 686, a hike of 118%.

► MTA CEO Paul Bugeja says the authority is working to ensure that anyone operating any type of holiday housing is properly licensed. “In addition to the important work being carried out by the Enforcement Directorate, we are launching an educational campaign focused on private accommodation.



MTA: licensing animation

► “Its main objective is to inform anyone who rents holiday premises about the benefits of being properly licensed. The campaign also aims to convey the message that we can all do our part by making sure that the property we rent for our own holidays and that we rent out to tourists, is one of quality”.

► The MTA has produced a 40-second video, in Maltese, highlighting the benefits of being licensed. To watch it go to: <https://youtu.be/NPtSgtC1QZs>.

Dutchman appointed KM's head salesman

Luqa

► Dutch national Paul Sies (55) has been appointed chief commercial officer at Air Malta; he replaces Ursula Silling who left the company at the end of November. Sies took over in early January.

Continued on column 1, page 15

Continued from page 14



▶ Paul Sies (left) joins the flag carrier after having worked for more than 25 years at senior management level for organisations including British Airways, Virgin, Centerparcs, Wataniya Airways, Nile Air, Libyan Airlines and others.

▶ Sies has been contracted by Air Malta “to continue on the path of innovative commercial developments launched by Silling”.

IPL publish 18th edition of Malta Hotels Directory

Mosta

■ The 2017 edition of the *Malta Hotels Directory*, published by Island Publications – who also publish *Island Travel Trader* – is now available.

▶ This is the 18th edition of the directory that was first published in 1999.

▶ The directory is produced by Island Publications on behalf of the Malta Tourism Authority, and is the official accommodation listing for the islands.

▶ The 80-page directory lists all licensed hotels, tourist villages, guest houses and hostels on the islands, it also includes a calendar of events.

▶ Hard copies of the *Malta Hotels Directory 2017* are available from the MTA, and may be downloaded from the [authority's site](#) or Island Publication's [Travelmalta](#) web page.

MIA looking at 2.3% growth

Luqa

■ Malta International Airport expects to handle 5.2mn passengers this year, an increase of 2.3% over 2015.



MIA: 2016's superlatives – better results expected this year

▶ In 2016 MIA reached a new milestone by handling 5mn passengers for the first time – it closed the year after having welcomed 5,080,185 passengers (see *Malta International Airport traffic 2016* on page 10).

▶ Traffic at the airport grew by 10% over the previous year, on the back of a 4.5% growth in aircraft movements and a 7.6% increase in seat capacity. At 83.3%, the seat load factor for 2016 rose by 1.82 points over the previous year, “signalling a marked efficiency by airlines to fill up available seats”.

▶ MIA CEO Alan Borg says: “With the phenomenal growth experienced last year, and a new milestone under our belt, we share this success with all our airport stakeholders and employees who have worked so hard to make this happen.”

▶ “Looking forward, we must not underestimate the responsibility these numbers bring with them and while 2017's prospects are positive, we must retain our focus on three priorities – service excellence, sustainability and investment”.

▶ He also highlighted that works on the terminal reconfiguration project are now in full swing, and will stretch into 2018.

▶ On completion, the terminal will be furnished with additional check-in desks, a security area that has double its current footprint, and a new observation deck and a relocated *La Valette Lounge*.

▶ The breaking ground for the Sky-parks 2 project, that will include an hotel, planned for the end of last year has been delayed. MIA is waiting for an okay from the Planning Authority before going ahead with the construction.

MFC kick-off second training camps season

San Gwann

■ [Malta Football Camps](#), a locally registered company founded in December 2015, is a joint venture between Austria's SLFC Soccer and Alpine Sterling.

▶ As its name implies, the company focuses on a very specialised niche market – it provides training facilities for, mainly, European football clubs.

▶ During its first season of operations, in 2016, 16 squads travelled to Malta for training – these included teams from the Nether-

lands, Poland, Russia, Norway, Slovenia and the US. In March, several national teams also visited Malta for training and friendly matches, because of MFC's marketing drive.

▶ Most northern and central European football competitions have their winter break between January and March, at this time clubs look for milder climates to hold training camps.

▶ “This is something I have been working on for a few years, and my idea was to do something in the

Continued on column 1, page 16

Continued from page 15

low season and at the same time start developing the island as an elite sports training destination”, explains MFC’s managing director Martin Zahra, “and the logical place to start is football”.

► This year, some 50 clubs – 16 professional and 35 amateur teams – are expected to train on the islands in the first trimester. Among them are German second division side Fortuna Düsseldorf, Switzerland’s St Gallen, Universita Craiova of Romania and Norway’s Stabaek. In March, Slovakia’s national squad is planning to hold a training camp here.

► MFC feel that more clubs would have chosen Malta for their winter training, had there been more natural grass pitches.

► “But there is a very bright prospect for 2018 with discussions at an advanced stage for new facilities being made available”.

KM-AZ deal flounders as interline revenue increases

Mosta

■ The expected has happened. The plan to sell 49% of Air Malta to ailing Alitalia has gone belly up.

► As they say, the writing was very clearly on the wall that this deal was not going to go through (see *Quo vadis Air Malta? Island Travel Trader #8* page 1).

► In early January the Maltese government pulled the plug, saying any deal for the sale of Air Malta would have to benefit the airline, the local tourism industry and the national economy. And clearly this one with Italy’s Alitalia would not.

► Indeed, Alitalia itself needs life support.

► Although Air Malta has yet to publish its financials for the year



KM: bottom line a shade of pink

ended March 2016 – it is assumed the bottom line is not as red as in previous years, just a bright shade of pink – it is, for all intents and purposes, back to square one and looking for a “strategic partner”, a euphemism for “buyer”, or is it?

► Meantime, at the end of January KM did something that is uncharacteristic of the airline. It issued a press release announcing “an eight-fold increase in interline revenue with Alitalia in one month”. Why?

► Air Malta has never disclosed results from code-share agreements, but last month it went overboard to highlight the importance of these deals, especially the Alitalia one.

► “This winter Air Malta and Alitalia signed a code-share agreement that allows both airlines to offer even more opportunities for travel between Malta and Italy and other destinations beyond”, reads KM’s release.

► “This agreement”, it continues, “enabled Alitalia to place its code and flight numbers on all Air Malta flights between Malta and Italy.

► “Similarly, the Maltese airline placed its code and flight numbers on Alitalia flights between Malta and Rome, and a selection of flights beyond Rome’s Fiumicino Airport, Milan’s Linate Airport and Catania. This means that Air Malta guests can, through our national airline, buy flights to other points in Italy connecting to the airport served by

Air Malta to have a seamless trip to most cities in Italy including Venice, Turin, Naples, Bologna, Genoa, Florence, Nice, Geneva and London City Airport among others. Air Malta’s timings between Malta and Rome also connect with Alitalia flights to/from New York and other airports in the US”, continues Air Malta’s sugary press release.

► Was all this intended as a sop to Alitalia?

► And to further drive the point home: “The code-share signed recently between Air Malta and Alitalia has resulted in an eight-fold increase in interline revenue between the two airlines last December.

► “Other interline partnerships registering growth were KLM, British Airways and Brussels Airlines that showed an average of 35% growth over the past year. During this month overall interline revenue of the airline grew by 3% over the same period last year”, reads KM’s release.

► “Such results show the importance of code-share agreements especially for small airlines like Air Malta. Through such arrangements we are widening our network and creating additional revenue streams”, says Paul Sies, KM’s recently appointed chief commercial officer.

► In another release, Air Malta highlights its code-sharing agreement with Aeroflot and how its guests, read passengers, can connect with “over 30 destinations within Russia”.

► The tone of the airline’s recent press releases read like the preamble of a new company strategy.

► Are we witnessing the opening salvo in a PR campaign that Air Malta can go it alone, without the need for a “strategic partner”?

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