

# Local Tourism Performance

## April 2022

Based on NSO News Release, 2<sup>nd</sup> June 2022



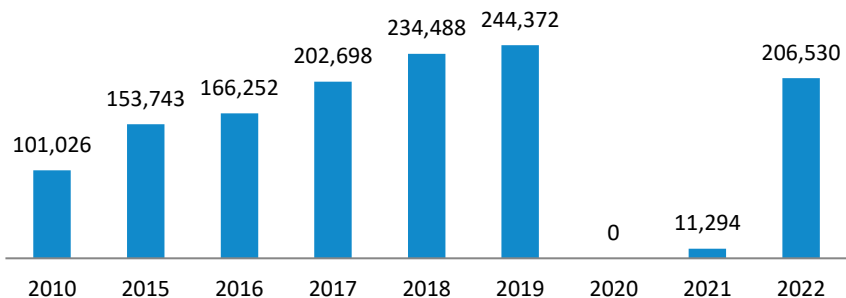
# Summary of Performance

	Apr 2019	Apr 2020	Apr 2021	Apr 2022	Change 2022/2021	% Change 2022/2021
Total inbound visitors (including overnight cruise passengers)	244,372	-	11,294	206,530	195,236	1,728.6%
Inbound tourists (excluding overnight cruise passengers)	242,013	-	10,184	194,545	184,361	1,810.2%
Guest nights	1,511,071	-	175,606	1,215,521	1,039,915	592.2%
Average length of stay (nights)	6.2	-	17.2	6.2	-11.0	-63.8%
Total expenditure (€000)	172,161	-	8,820	138,092	129,272	1,465.7%

	Jan-Apr 2019	Jan-Apr 2020	Jan-Apr 2021	Jan-Apr 2022	Change 2022/2021	% Change 2022/2021
Total inbound visitors (including overnight cruise passengers)	670,264	371,109	44,543	443,506	398,963	895.7%
Inbound tourists (excluding overnight cruise passengers)	667,905	370,216	43,433	429,841	386,408	889.7%
Guest nights	4,309,353	2,239,226	633,428	3,051,222	2,417,795	381.7%
Average length of stay (nights)	6.5	6.0	14.6	7.1	-7.5	-51.3%
Total expenditure (€000)	444,532	224,582	39,279	305,145	265,866	676.9%

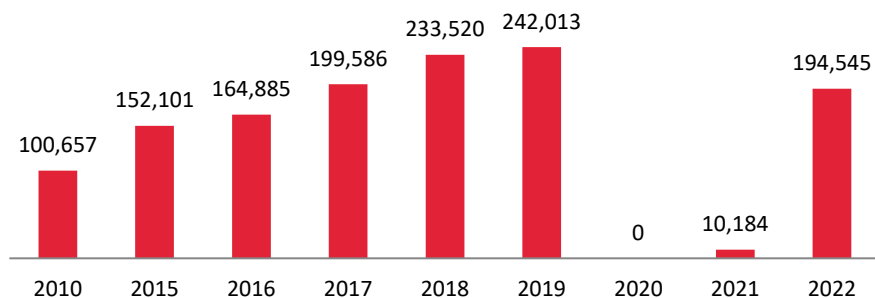
# Inbound Tourism – April 2022

**Total Inbound Visitors**  
(incl. overnight cruise passengers)  
April 2010-2022



**Total Inbound Visitors**  
**206,530**  
+195,236 tourists  
(2022/2021)

**Inbound Tourists**  
(excl. overnight cruise passengers)  
April 2010-2022



**Total Inbound Tourists**  
**194,545**  
+184,361 tourists  
(2022/2021)

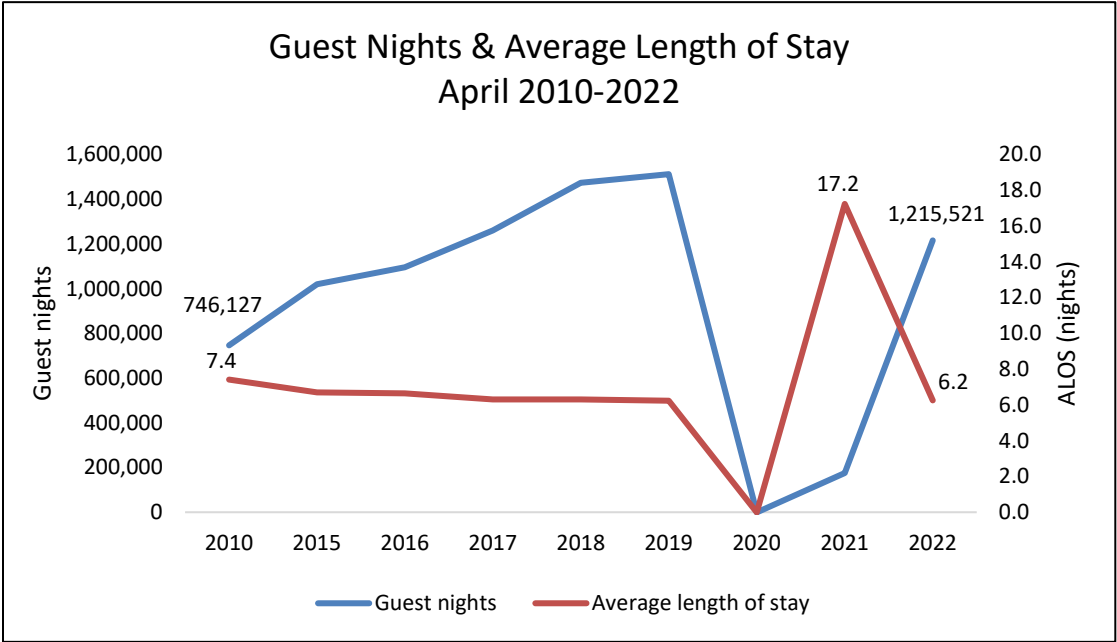


## Performance of Main Source Markets

APRIL	2016	2017	2018	2019	2020	2021	2022	Abs. Chg. 2022/2021	% Chg. 2022/2021	Market Share 2022
<b>EU</b>	<b>146,113</b>	<b>176,714</b>	<b>206,797</b>	<b>210,579</b>	<b>0</b>	<b>8,903</b>	<b>139,948</b>	<b>131,045</b>	<b>1471.9%</b>	<b>71.9%</b>
<b>Non-EU</b>	<b>18,772</b>	<b>22,872</b>	<b>26,723</b>	<b>31,435</b>	<b>0</b>	<b>1,281</b>	<b>54,597</b>	<b>53,316</b>	<b>4161.4%</b>	<b>28.1%</b>
France	16,832	17,981	23,113	25,559	0	1,691	24,171	22,480	1329.7%	12.4%
Germany	13,381	16,384	24,445	20,307	0	534	16,153	15,619	2926.1%	8.3%
Italy	25,284	33,296	35,863	33,899	0	4,149	33,958	29,809	718.4%	17.5%
United Kingdom	47,465	49,148	57,771	56,990	0	:	39,342	:	:	20.2%
Poland	6,152	7,854	8,338	8,538	0	:	12,002	:	:	6.2%
Spain	3,757	5,585	8,026	9,040	0	:	6,473	:	:	3.3%
<b>Total</b>	<b>164,885</b>	<b>199,586</b>	<b>233,520</b>	<b>242,013</b>	<b>0</b>	<b>10,184</b>	<b>194,545</b>	<b>184,361</b>	<b>1810.2%</b>	<b>100.0%</b>



# Guest Nights and Average Length of Stay – April 2022






**Total Guest Nights**  
**1,215,521**  
+1,039,915  
(2022/2021)

**Average Length of Stay**  
**6.2 nights**  
-11.0 nights  
(2022/2021)



## Type of Accommodation Used – April 2022

<b>March 2022</b>	<b>Hotels and similar</b> 	<b>Other rented</b> 	<b>Non-rented</b> 
Guest nights	706,192	301,391	207,939
Change 2022/2021	1,640.3%	458.3%	156.6%
Share out of total guest nights	58.1%	24.8%	17.1%
Average length of stay	5.3 nights	7.6 nights	9.2 nights

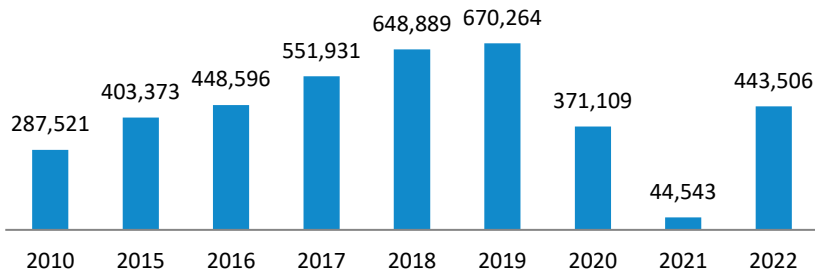


# JANUARY TO APRIL

CUMULATIVE PERFORMANCE

# Inbound Tourism – January to April 2022

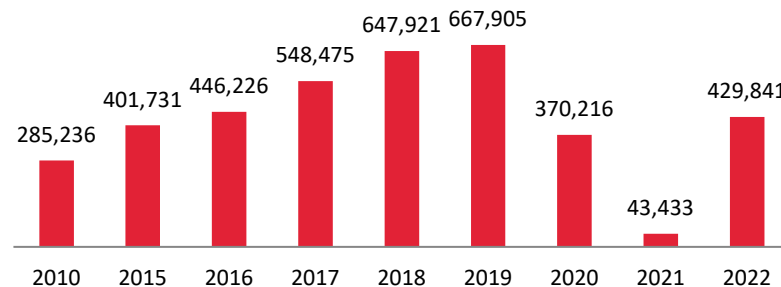
**Total Inbound Visitors  
(incl. overnight cruise passengers)  
January-April 2010-2022**



**Total Inbound Visitors  
443,506**

+398,963 tourists  
(2022/2021)

**Inbound Tourists  
(excl. overnight cruise passengers)  
January-April 2010-2022**



**Total Inbound Tourists  
429,841**

+386,408 tourists  
(2022/2021)





## Top Source Markets January to April 2022

Market	Inbound Tourists 2019	Inbound Tourists 2020	Inbound Tourists 2021	Inbound Tourists 2022	Absolute Change 2022/2021	% Change 2022/2021	Market Share 2022
United Kingdom	158,468	88,094	1,519	85,803	84,285	5,550.0%	20.0%
Italy	99,595	44,049	14,963	63,435	48,473	324.0%	14.8%
France	55,820	28,266	8,130	51,260	43,130	530.5%	11.9%
Poland	29,448	19,627	1,375	36,488	35,114	2,554.5%	8.5%
Germany	58,539	26,610	3,182	33,112	29,930	940.5%	7.7%
Spain	26,933	16,671	1,353	16,080	14,727	1,088.1%	3.7%

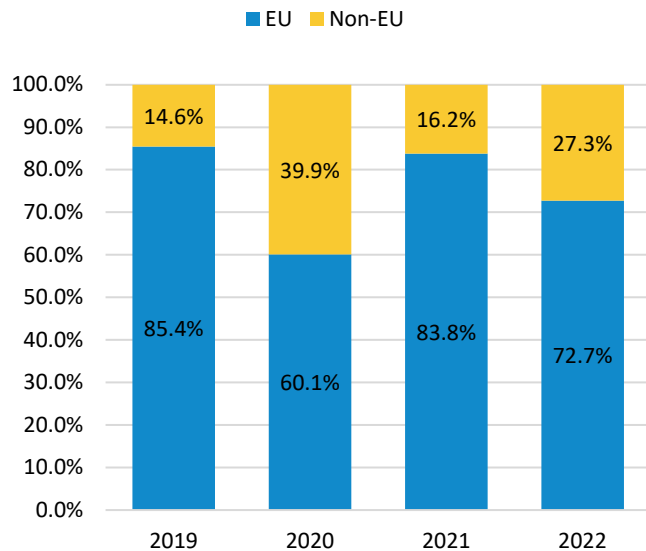


# Inbound Tourists by source market

January to April	2016	2017	2018	2019	2020	2021	2022	Abs. Chg. 2022/2021	% Chg. 2022/2021	Market Share 2022
Australia	32,611	3,903	4,871	5,504	2,433	187	1,132	944	504.1%	0.3%
Austria	24,319	7,343	10,838	9,421	3,295	:	6,842	:	:	1.6%
Belgium	41,759	23,854	20,584	21,218	11,553	1,239	14,148	12,909	1042.2%	3.3%
France	144,804	40,166	49,430	55,820	28,266	8,130	51,260	43,130	530.5%	11.9%
Germany	156,786	51,709	70,967	58,539	26,610	3,182	33,112	29,930	940.5%	7.7%
Hungary	20,988	4,329	5,534	7,679	4,454	:	7,250	:	:	1.7%
Ireland	33,175	8,635	10,635	11,473	7,741	:	7,700	:	:	1.8%
Italy	315,223	94,483	105,490	99,595	44,049	14,963	63,435	48,473	324.0%	14.8%
Netherlands	52,642	13,500	13,882	12,115	8,943	740	10,820	10,079	1361.3%	2.5%
Poland	70,563	20,798	28,148	29,448	19,627	1,375	36,488	35,114	2554.5%	8.5%
Nordic countries	123,963	24,024	27,939	27,920	13,728	1,238	15,220	13,981	1129.1%	3.5%
Spain	55,023	18,957	19,640	26,933	16,671	1,353	16,080	14,727	1088.1%	3.7%
Switzerland	40,504	9,319	9,821	10,198	4,699	845	5,262	4,417	522.6%	1.2%
United Kingdom	559,987	140,020	158,373	158,468	88,094	1,519	85,803	84,285	5550.0%	20.0%
USA	26,454	8,155	9,983	12,383	7,439	539	5,933	5,394	1000.7%	1.4%
Other	267,126	79,280	101,787	121,190	82,613	7,219	69,355	62,137	860.8%	16.1%
<b>Total</b>	<b>1,965,928</b>	<b>548,475</b>	<b>647,921</b>	<b>667,905</b>	<b>370,216</b>	<b>43,433</b>	<b>429,841</b>	<b>386,408</b>	<b>889.7%</b>	<b>100.0%</b>

# Share of EU and Non-EU Markets – January to April 2022

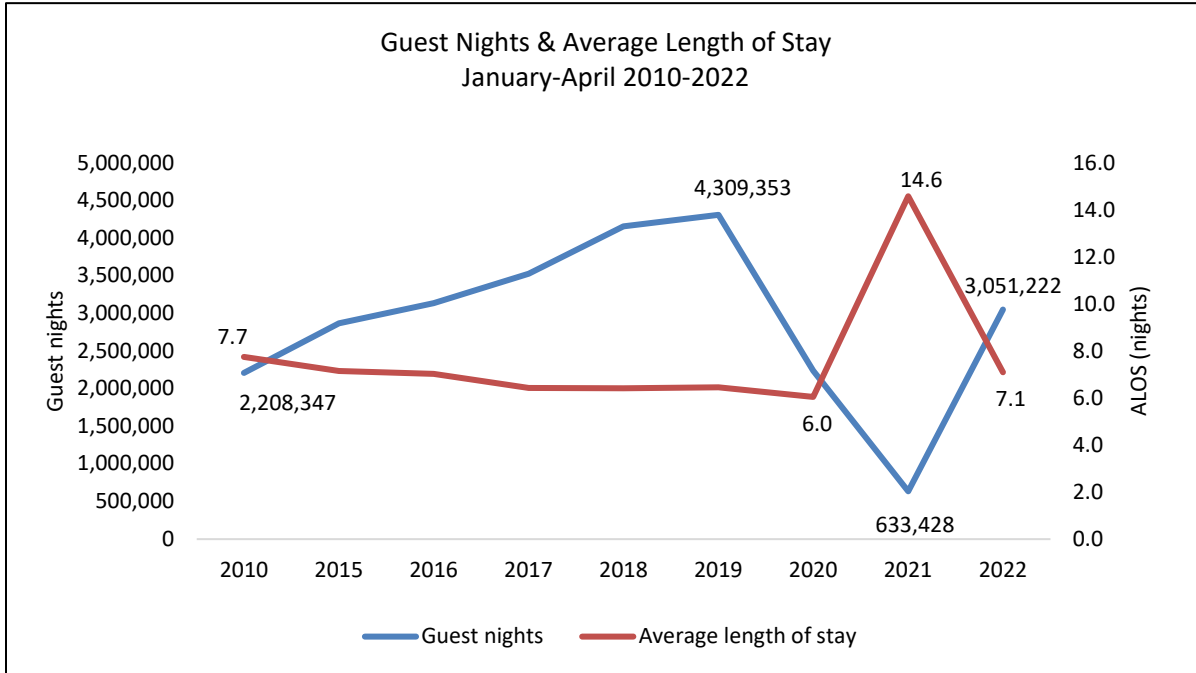
Share of Inbound Tourists from EU and Non-EU countries



	January to April				Absolute Change	Percentage Change
	2019	2020	2021	2022	2022/2021	2022/2021
Markets:						
EU	570,485	222,489	36,391	312,706	276,315	759.3%
of which: Euro area	333,078	174,523	32,332	237,460	205,128	634.4%
Non-EU	97,420	147,727	7,042	117,135	110,092	1,563.3%
<b>Inbound Tourists</b>	<b>667,905</b>	<b>370,216</b>	<b>43,433</b>	<b>429,841</b>	<b>386,408</b>	<b>889.7%</b>



# Guest Nights and Average Length of Stay – January to April 2022



**Total Guest Nights**  
**3,051,222**  
+381.7%  
(2022/2021)

**Average Length of Stay**  
**7.1 nights**  
-7.5 nights  
(2022/2021)



## Nights Spent by Type of Accommodation Used – January to April 2022

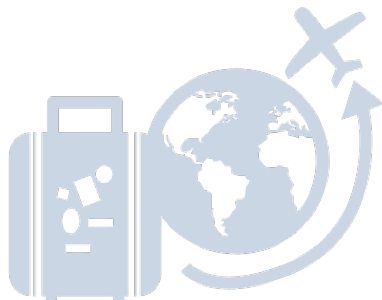
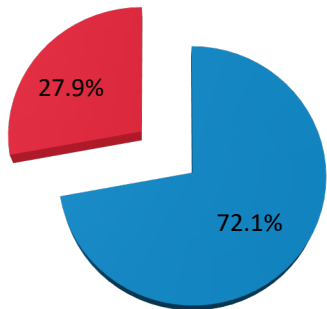
	Hotels and similar	Other rented	Non-rented	Total
<b>Guest nights Jan-Apr 2022</b>	1,627,667	857,536	566,020	<b>3,051,222</b>
<b>Guest nights Jan-Apr 2021</b>	141,106	184,869	307,453	<b>633,428</b>
Change 2022/2021	1,053.5%	363.9%	84.1%	<b>381.7%</b>
Share out of total guest nights	53.3%	28.1%	18.6%	<b>100.0%</b>
Average length of stay	5.6 nights	10.6 nights	10.0 nights	<b>7.1 nights</b>



# Frequency of Visit – January to April 2022

## First Time Vs. Repeat Tourists January-April 2022

■ First-time tourists ■ Repeat tourists



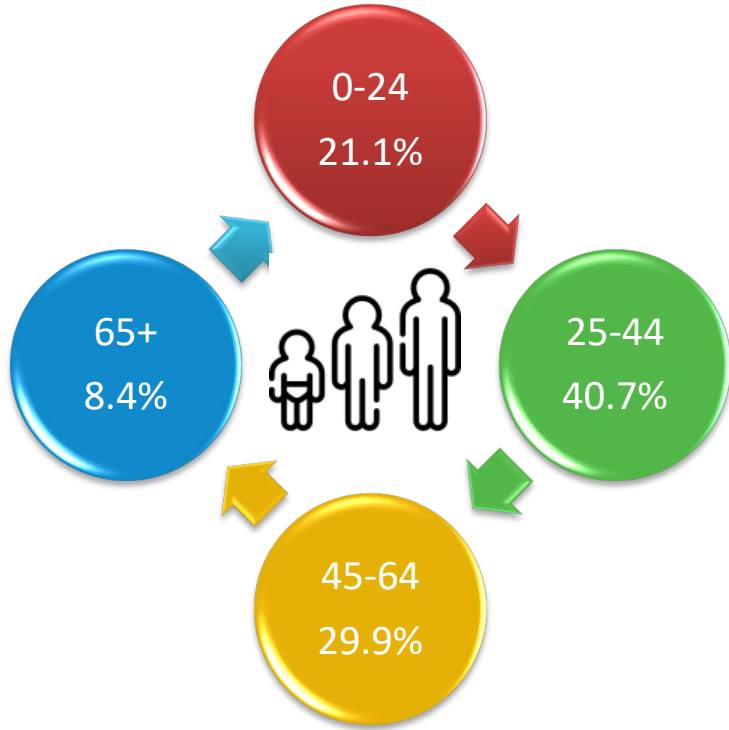
	January to April				Absolute Change	Percentage Change
	2019	2020	2021	2022	2022/2021	2022/2021

Frequency:

<b>First-time tourists</b>	<b>493,487</b>	<b>269,022</b>	<b>22,551</b>	<b>309,840</b>	<b>287,290</b>	<b>1,274.0%</b>
<b>Repeat tourists</b>	<b>174,418</b>	<b>101,194</b>	<b>20,882</b>	<b>120,000</b>	<b>99,118</b>	<b>474.7%</b>
once a year or less	119,983	69,689	10,462	78,896	<b>68,434</b>	<b>654.1%</b>
more than once a year	54,435	31,505	10,420	41,104	<b>30,684</b>	<b>294.5%</b>
<b>Inbound Tourists</b>	<b>667,905</b>	<b>370,216</b>	<b>43,433</b>	<b>429,841</b>	<b>386,408</b>	<b>889.7%</b>



## Age Diversification – January to April 2022



	January to April				Absolute Change 2022/2021	Percentage Change 2022/2021
	2019	2020	2021	2022		
<b>Age Group:</b>						
0-24	115,806	63,415	8,422	90,826	82,404	978.5%
25-44	259,956	143,399	21,660	174,763	153,103	706.9%
45-64	216,028	125,780	11,201	128,343	117,142	1045.8%
65 or more	76,115	37,622	2,150	35,909	33,759	1570.1%
<b>Inbound Tourists</b>	<b>667,905</b>	<b>370,216</b>	<b>43,433</b>	<b>429,841</b>	<b>386,408</b>	<b>889.7%</b>



## Purpose of Visit – January to April 2022

January to April				Absolute Change	Percentage Change
2019	2020	2021	2022	2022/2021	2022/2021

### Purpose:

Holiday	580,656	320,897	30,215	377,989	347,774	1151.0%
Business and professional	55,819	34,275	9,065	28,616	19,551	215.7%
Other	31,430	15,043	4,153	23,236	19,083	459.5%
<b>Inbound Tourists</b>	<b>667,905</b>	<b>370,216</b>	<b>43,433</b>	<b>429,841</b>	<b>386,408</b>	<b>889.7%</b>



**Holiday**  
87.9%



**Business**  
6.7%

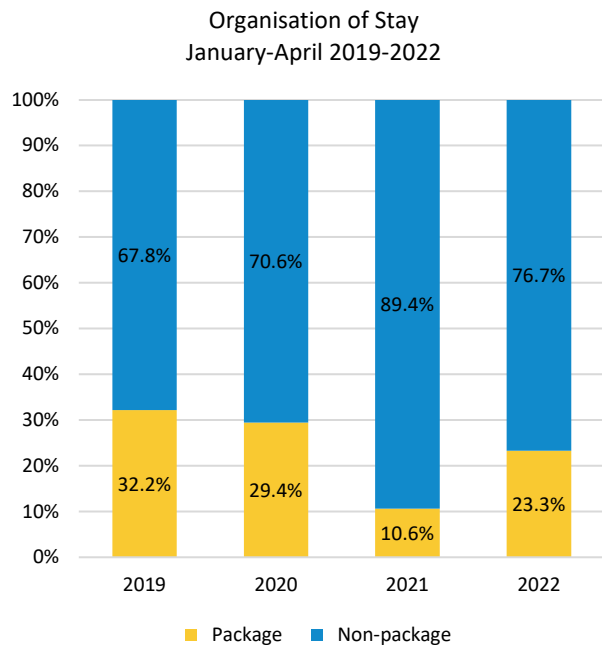


**Other**  
5.4%





# Organisation of Stay – January to April 2022

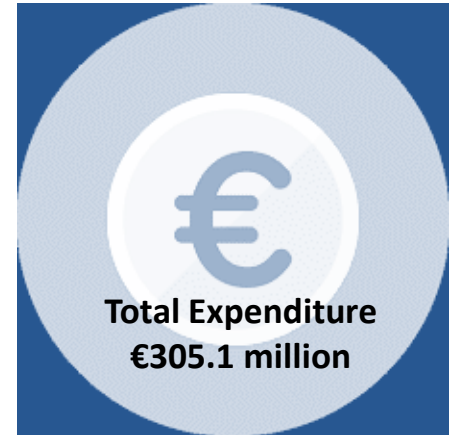
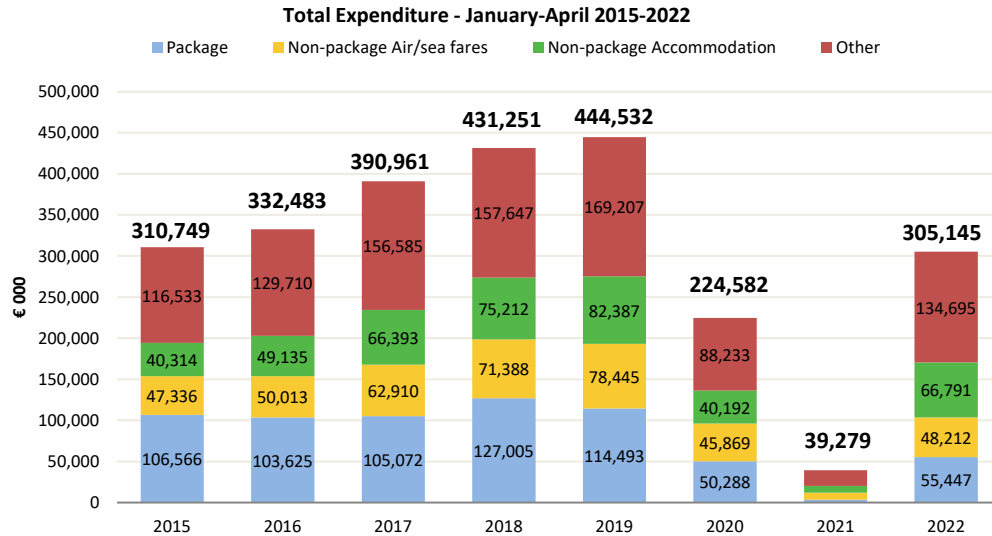


	January to April				Absolute Change	Percentage Change
	2019	2020	2021	2022	2022/2021	2022/2021
<b>Organisation of stay:</b>						
Package	214,970	108,985	4,610	100,127	95,517	2072.2%
Non-package	452,934	261,231	38,824	329,714	290,891	749.3%
<b>Inbound Tourists</b>	<b>667,905</b>	<b>370,216</b>	<b>43,433</b>	<b>429,841</b>	<b>386,408</b>	<b>889.7%</b>



# Tourist Expenditure – January to April 2022

Total tourist expenditure reached €305.1 million.  
Expenditure per capita stood at €710, decreasing from €904 in 2021.



# Thank you

MTA Research Unit – Strategic Development