



Local Tourism Performance

May 2022

Based on NSO News Release, 14th July 2022

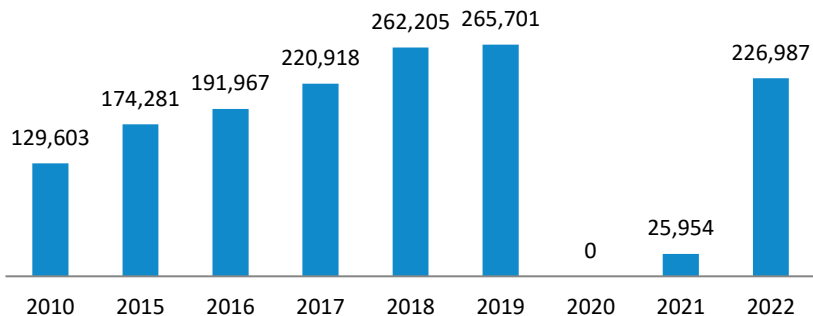
Summary of Performance

	May 2019	May 2020	May 2021	May 2022	Change 2022/2021	% Change 2022/2021
Total inbound visitors (including overnight cruise passengers)	265,701	0	25,954	226,987	201,033	774.6%
Inbound tourists (excluding overnight cruise passengers)	262,074	0	25,954	221,299	195,345	752.7%
Guest nights	1,640,258	0	283,769	1,353,442	1,069,674	377.0%
Average length of stay (nights)	6.3	0.0	10.9	6.1	-4.8	-44.1%
Total expenditure (€000)	203,541	0	21,093	174,779	153,687	728.6%

	Jan-May 2019	Jan-May 2020	Jan-May 2021	Jan-May 2022	Change 2022/2021	% Change 2022/2021
Total inbound visitors (including overnight cruise passengers)	935,965	371,109	70,497	670,493	599,996	851.1%
Inbound tourists (excluding overnight cruise passengers)	929,979	370,216	69,387	651,140	581,753	838.4%
Guest nights	5,949,610	2,239,226	917,196	4,404,665	3,487,468	380.2%
Average length of stay (nights)	6.4	6.0	13.2	6.8	-6.5	-48.8%
Total expenditure (€000)	648,073	224,582	60,372	479,924	419,552	694.9%

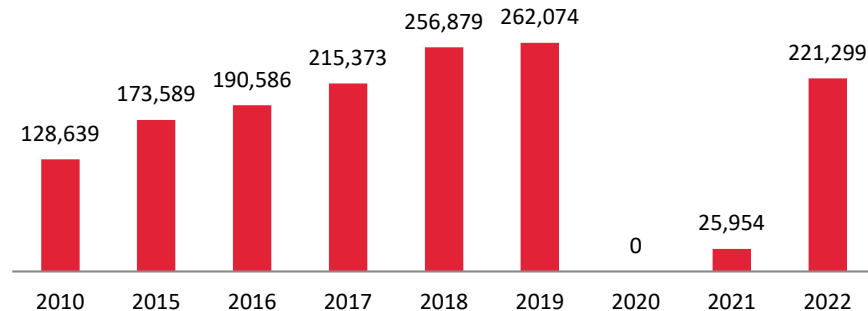
Inbound Tourism – May 2022

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



Total Inbound Visitors
226,987
+201,033 tourists
(2022/2021)

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



Total Inbound Tourists
221,299
+195,345 tourists
(2022/2021)

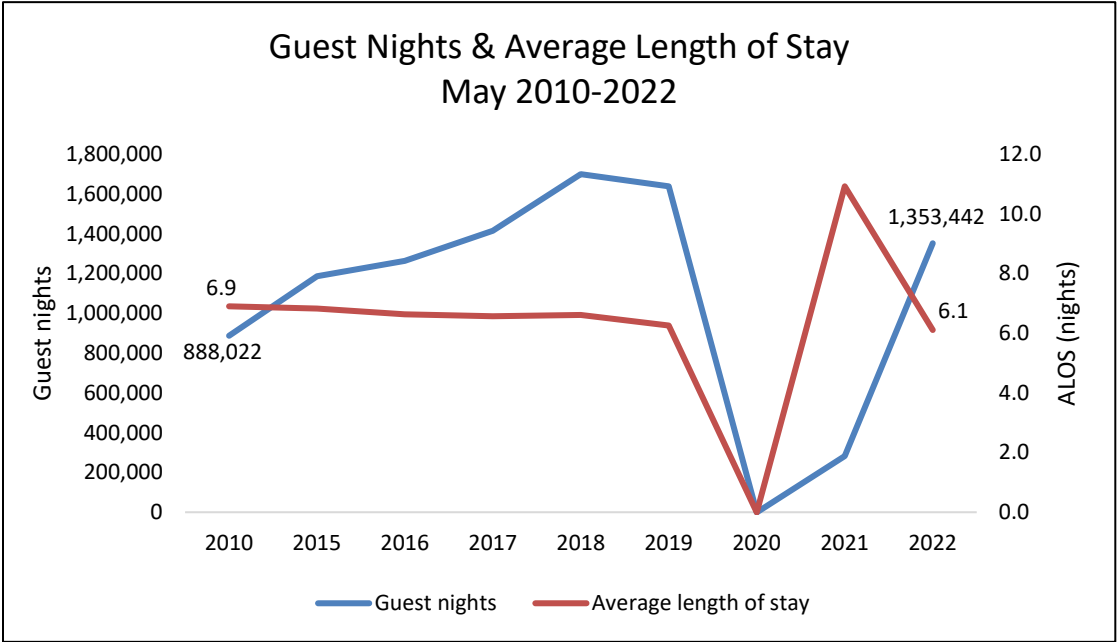


Performance of Main Source Markets

MAY	2016	2017	2018	2019	2020	2021	2022	Abs. Chg. 2022/2021	% Chg. 2022/2021	Market Share 2022
EU	166,426	187,315	222,153	219,890	0	23,000	157,181	134,181	583.4%	71.0%
Non-EU	24,161	28,058	34,726	42,184	0	2,954	64,118	61,164	2070.7%	29.0%
France	16,906	19,707	28,311	26,286	0	6,076	29,177	23,101	380.2%	13.2%
Germany	17,603	16,285	21,829	18,408	0	3,824	15,772	11,949	312.5%	7.1%
Italy	24,657	33,595	33,669	34,406	0	5,895	32,937	27,042	458.8%	14.9%
United Kingdom	51,025	51,197	66,117	64,620	0	679	42,591	41,913	6174.7%	19.2%
Poland	8,228	9,694	9,294	9,654	0	2,069	14,835	12,766	616.9%	6.7%
Spain	4,101	5,307	8,975	10,026	0	1,023	8,189	7,166	700.7%	3.7%
Total	190,586	215,373	256,879	262,074	0	25,954	221,299	195,345	752.7%	100.0%



Guest Nights and Average Length of Stay – May 2022






Total Guest Nights
1,353,442
+1,069,674
(2022/2021)

Average Length of Stay
6.1 nights
-4.8 nights
(2022/2021)



Type of Accommodation Used – May 2022

May 2022	Hotels and similar 	Other rented 	Non-rented 
Guest nights	805,241	369,646	178,556
Change 2022/2021	816.3%	352.8%	56.3%
Share out of total guest nights	59.5%	27.3%	13.2%
Average length of stay	5.5	7.2	8.0

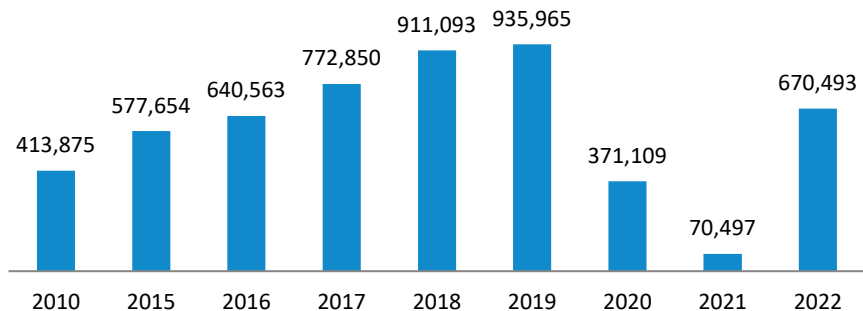


JANUARY TO MAY

CUMULATIVE PERFORMANCE

Inbound Tourism – January to May 2022

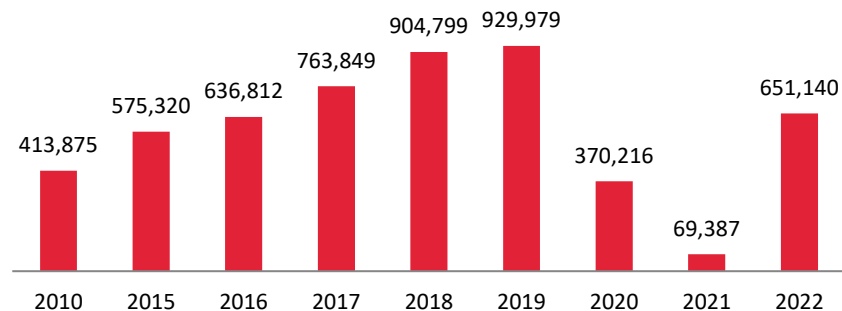
Total Inbound Visitors
(incl. overnight cruise passengers)
January-May 2010-2022



Total Inbound Visitors
670,493

+599,996 tourists
(2022/2021)

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



Total Inbound Tourists
651,140

+581,753 tourists
(2022/2021)



Top Source Markets January to May 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	223,088	88,094	2,197	128,395	126,197	5743.0%	19.7%
Italy	134,000	44,049	20,857	96,372	75,515	362.1%	14.8%
France	82,106	28,266	14,206	80,437	66,231	466.2%	12.4%
Poland	39,102	19,627	3,444	51,324	47,880	1390.3%	7.9%
Germany	76,948	26,610	7,006	48,884	41,878	597.7%	7.5%
Spain	36,958	16,671	2,376	24,269	21,893	921.4%	3.7%

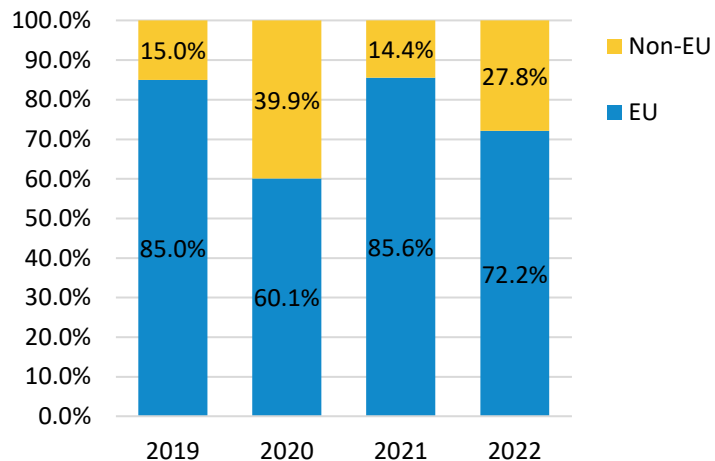


Inbound Tourists by source market

January to May	2016	2017	2018	2019	2020	2021	2022	Abs. Chg. 2022/2021	% Chg. 2022/2021	Market Share 2022
Australia	6,037	6,680	7,944	9,253	2,433	242	2,069	1,827	753.4%	0.3%
Austria	8,600	10,849	14,739	12,993	3,295	596	11,081	-	-	1.7%
Belgium	13,109	30,916	26,680	26,679	11,553	2,322	19,000	16,678	718.4%	2.9%
France	49,450	59,873	77,741	82,106	28,266	14,206	80,437	66,231	466.2%	12.4%
Germany	57,954	67,994	92,795	76,948	26,610	7,006	48,884	41,878	597.7%	7.5%
Hungary	6,231	7,038	7,823	10,814	4,454	:	11,258	-	-	1.7%
Ireland	12,277	12,068	14,347	16,939	7,741	:	11,105	-	-	1.7%
Italy	100,921	128,078	139,159	134,000	44,049	20,857	96,372	75,515	362.1%	14.8%
Netherlands	15,812	21,585	22,283	19,407	8,943	1,044	19,164	18,120	1735.4%	2.9%
Poland	20,695	30,492	37,442	39,102	19,627	3,444	51,324	47,880	1390.3%	7.9%
Nordic countries	38,579	36,717	41,031	39,389	13,728	1,714	21,397	19,683	1148.3%	3.3%
Spain	14,865	24,263	28,615	36,958	16,671	2,376	24,269	21,893	921.4%	3.7%
Switzerland	10,087	12,977	14,010	15,001	4,699	1,539	8,570	7,031	456.9%	1.3%
United Kingdom	185,523	191,218	224,490	223,088	88,094	2,197	128,395	126,197	5743.0%	19.7%
USA	8,648	12,043	15,241	17,031	7,439	692	10,047	9,355	1352.6%	1.5%
Other	88,023	111,057	140,459	170,271	82,613	10,669	107,769	97,100	910.1%	16.6%
Total	636,812	763,849	904,799	929,979	370,216	69,387	651,140	581,753	838.4%	100.0%

Share of EU and Non-EU Markets – January to May 2022

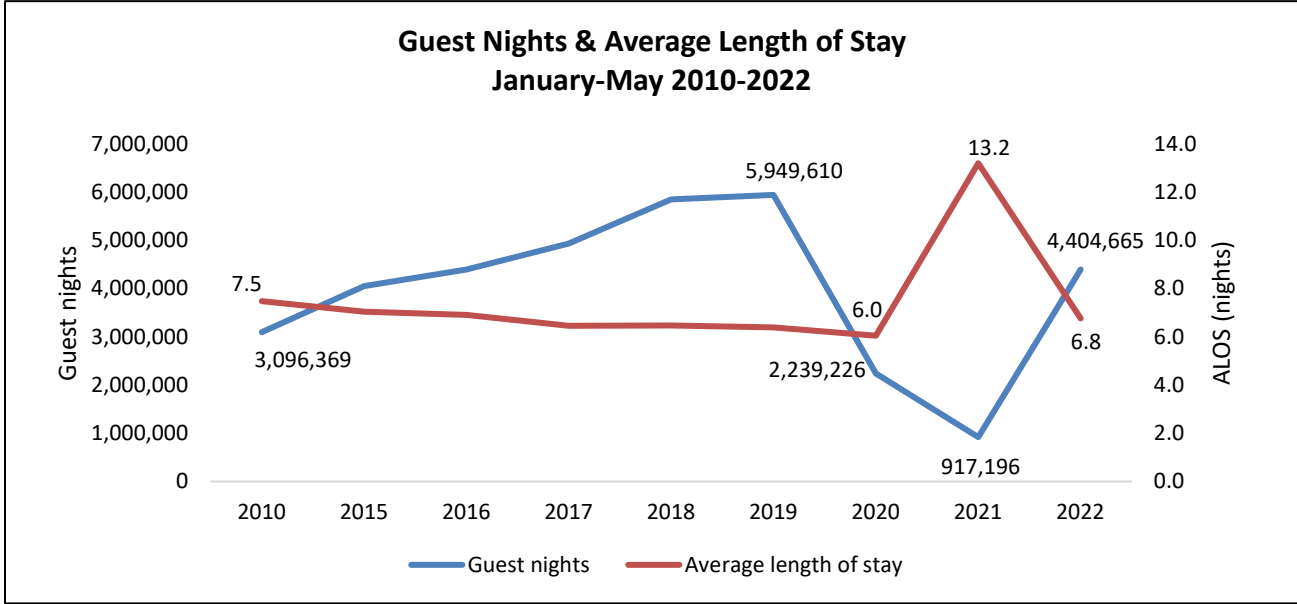
Share of Inbound Tourists from EU and Non-EU countries



	January to May				Absolute Change	Percentage Change
	2019	2020	2021	2022	2022/2021	2022/2021
Markets:						
EU	790,375	222,489	59,391	469,887	410,497	691.2%
of which: Euro area	458,711	174,523	52,145	361,289	309,144	592.9%
Non-EU	139,604	147,727	9,996	181,253	171,256	1713.2%
Inbound Tourists	929,979	370,216	69,387	651,140	581,753	838.4%



Guest Nights and Average Length of Stay – January to May 2022



Total Guest Nights
4,404,665
 +380.2%
 (2022/2021)

Average Length of Stay
6.8 nights
 -6.4 nights
 (2022/2021)



Nights Spent by Type of Accommodation Used – January to May 2022

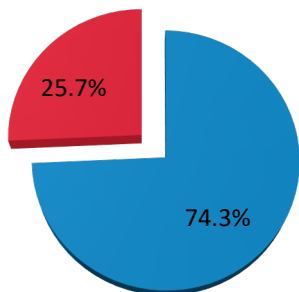
	Hotels and similar	Other rented	Non-rented	Total
Guest nights Jan-May 2022	2,432,907	1,227,182	744,576	4,404,665
Guest nights Jan-May 2021	228,986	266,503	421,708	917,196
Change 2022/2021	962.5%	360.5%	76.6%	380.2%
Share out of total guest nights	55.2%	27.9%	16.9%	100.0%
Average length of stay	5.5	9.3	9.4	6.8



Frequency of Visit – January to May 2022

First Time Vs. Repeat Tourists January-May 2022

■ First-time tourists ■ Repeat tourists



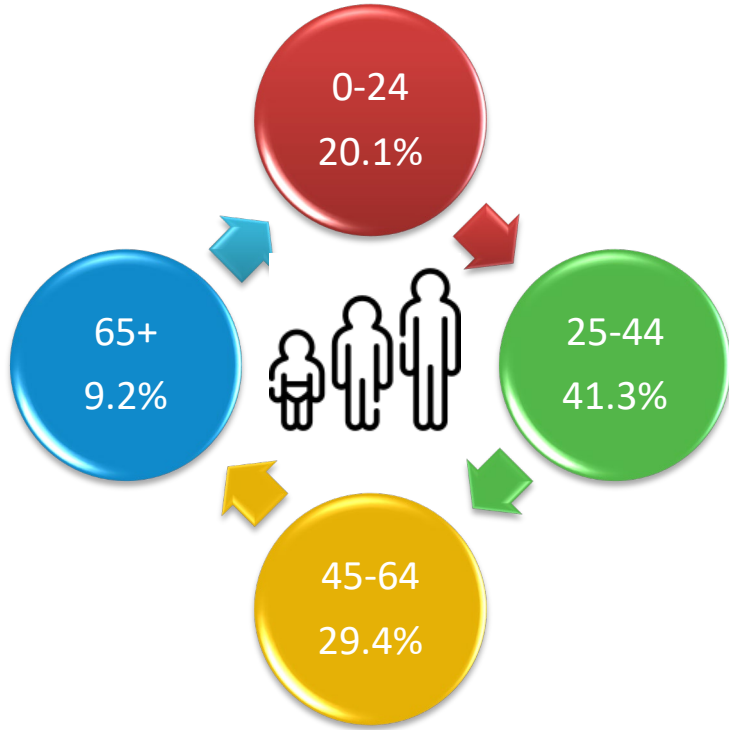
	January to May				Absolute Change	Percentage Change
	2019	2020	2021	2022	2022/2021	2022/2021

Frequency:

First-time tourists	689,240	269,022	38,923	483,802	444,879	1143.0%
Repeat tourists	240,739	101,194	30,464	167,338	136,874	449.3%
once a year or less	171,514	69,689	15,918	113,846	97,928	615.2%
more than once a year	69,226	31,505	14,546	53,492	38,947	267.8%
Inbound Tourists	929,979	370,216	69,387	651,140	581,753	838.4%



Age Diversification – January to May 2022



	January to May				Absolute Change 2022/2021	Percentage Change 2022/2021
	2019	2020	2021	2022		
Age Group:						
0-24	155,301	63,415	14,278	131,120	116,842	818.3%
25-44	371,983	143,399	33,674	268,774	235,101	698.2%
45-64	293,257	125,780	18,137	191,338	173,201	955.0%
65 or more	109,438	37,622	3,299	59,907	56,608	1716.0%
Inbound Tourists	929,979	370,216	69,387	651,140	581,753	838.4%



Purpose of Visit – January to May 2022

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

Purpose:

Holiday	813,796	320,897	50,320	574,996	524,676	1042.7%
Business and professional	74,022	34,275	13,191	45,883	32,693	247.8%
Other	42,162	15,043	5,876	30,260	24,384	415.0%
Inbound Tourists	929,979	370,216	69,387	651,140	581,753	838.4%



Holiday
88.3%



Business
7.0%

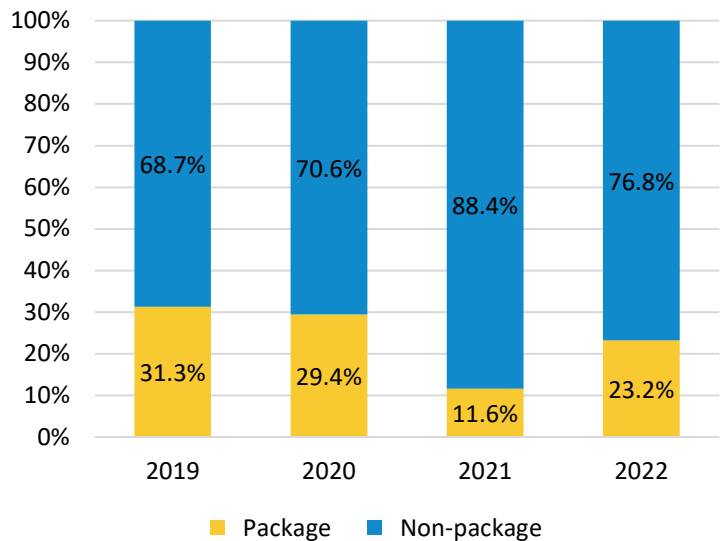


Other
4.6%



Organisation of Stay – January to May 2022

Organisation of Stay
January-May 2019-2022



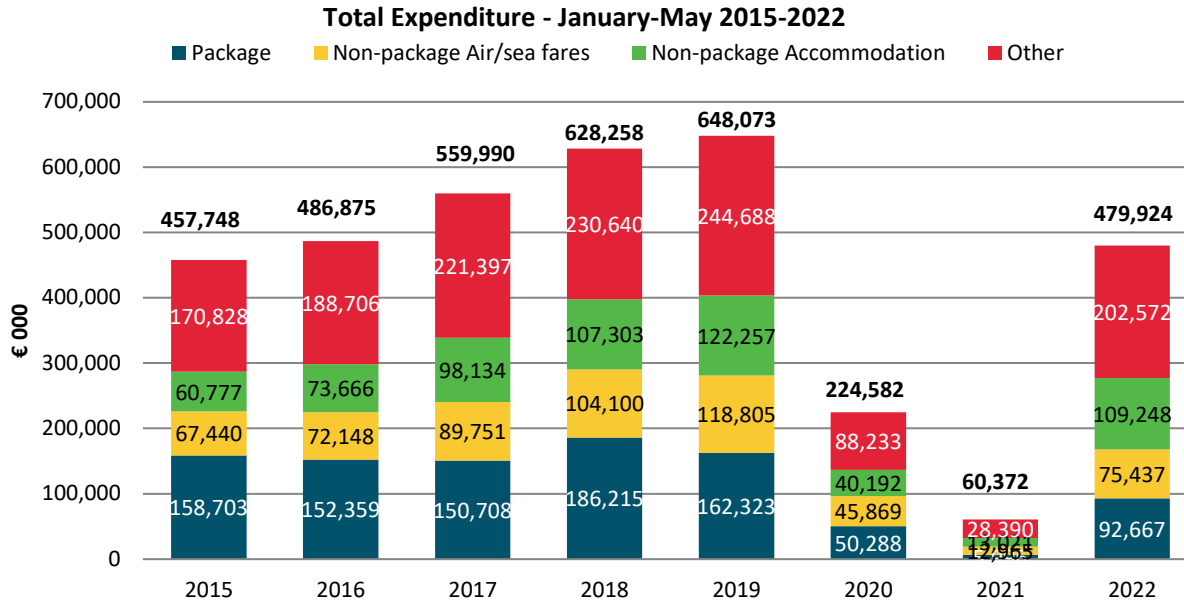
	January to May				Absolute Change	Percentage Change
	2019	2020	2021	2022	2022/2021	2022/2021
Organisation of stay:						
Package	291,281	108,985	8,056	151,296	143,241	1778.1%
Non-package	638,699	261,231	61,331	499,844	438,512	715.0%
Inbound Tourists	929,979	370,216	69,387	651,140	581,753	838.4%



Tourist Expenditure – January to May 2022

Total tourist expenditure reached €479.9 million.

Expenditure per capita stood at €737, decreasing from €870 in 2021.





Thank you

MTA Research Unit – Strategic Development

