



MALTA HOTELS
& RESTAURANTS
ASSOCIATION

INTOUCH

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Socjeta Turistika Maltija
Malta Tourism Society



BOV – DELOITTE Q4 2015 HOTELS PERFORMANCE SURVEY

The increase in tourist arrivals for the fourth quarter of 2015 over 2014 is consistent with the continuous reduction in seasonality recorded in 2015 as well as in previous years, with low-season months featuring the highest growth figures in terms of tourist arrival.

Only marginal increase in collective accommodation guest nights were reported, while the majority of additional generated guest nights were absorbed by private accommodation.

These trends are consistent with the results from our survey, where out of the three surveyed hotel classes, only 3-star hotels reported occupancy growth during the quarter. All three hotel classes reported increases in gross operating profit on average. This was achieved through increases in room rates by the 4-star and 5-star sectors and through increased occupancy in the 3-star sector.

On a year-to-year basis, Malta’s hotel sector continue to report positive growth in 2015, notwithstanding a relatively flat trend in overall collective accommodation bed nights. All sectors reported significant rate improvements leading to increased revenue and profitability as well as increased expenditure in payroll, direct costs, property maintenance and marketing. The increase in expenditure is indicative of a general upgrade in Malta’s accommodation product which is being reflected in increased prices.

TOURISM ARRIVALS



+6.0%

GUEST NIGHTS



0.5%

TOURIST EXPENDITURE



+15.8%



Part of the audience



Part of the audience



Andrew Agius Muscat, CEO MHRA



Alfred Attard, BOV



Mireille Mifsud/David Castillo, UNHCR



Simon Caruana, Senior Lecturer,
UoM



David Bonett, Deloitte



Tony Zahra, President,
MHRA

COLLECTIVE ACCOMMODATION ESTABLISHMENTS: FEBRUARY 2016



Total guests and nights spent in collective accommodation establishments during February 2016 both increased by 4.5 per cent compared to the corresponding month in 2015.

In February, total guests in collective accommodation establishments numbered 95,351, while total nights spent amounted to 487,364. All collective accommodation categories registered increases in total nights spent. The largest share of guest nights was reported in 4-star hotels, accounting for 254,977 nights, or 52.3 per cent of the total.

The average length of stay in collective accommodation establishments stood at 5.1 nights during the month under review, at par with February 2015. The net use of bed-places stood at 46.7 per cent, down by 2.2 percentage points when compared to the corresponding month last year.

On a national level, there were 147 active collective accommodation establishments during February, with a net capacity of 16,925 bedrooms and 37,453 bed-places.

January-February

Total guests during the first two months of 2016 amounted to 168,756, an increase of 3.0 per cent over the same period in 2015. Total nights spent went up by 2.8 per cent, reaching 898,039. The net use of bed-places declined by 0.9 percentage points to 42.6 per cent.

SERVICE DESIGN WORKSHOP FOR ENTERPRISES IN THE SERVICES SECTOR



The Malta Business Bureau, Ambassadors for the [Design for Europe programme](#) in Malta, is undertaking a number of initiatives with the support of the [Design Council UK](#).

In applying Europe's best practices to the local scene, the MBB is bringing international service design expert, [Joep Paemen](#), to Malta. Mr. Paemen is a partner and founder at [Flow Design Works](#).

Joep has led human-centered design projects in China, Brazil, Germany and the US. Prior to founding *flow*, he held a number of international senior positions at leading companies namely American Express, Citibank and BNP Paribas in New York, London and Paris. He is the co-author of a number of design resources including the [Service Design Toolkit](#) and is a regular conference speaker and trainer on the subject across the globe.

Service Design is an innovative approach to innovative services that puts the user at the heart of the development process.

The MBB is offering a 2-day “learning by doing” workshop that will serve to help participants in establishing a “design action plan” for their company whilst highlighting the attainable benefits of design in the service sector.

The workshops will be held on **Monday 13th** and **Tuesday 14th June**. A follow up seminar conducted by Joep Paemen will be held with the participating companies in September 2016.

The MBB initiative is co-financed by the Design for Europe programme and the Enterprise Europe Network.

For further information and to register for the event please contact Ana Vella on avella@mbb.org.mt or call [+356 21251719](tel:+35621251719).

Registrations will be accepted by no later than Thursday 12th May.



DISCUSSION ON CAMPUS

**Hospitality and Tourism -
Job or Career?**

The Malta Tourism Society (MTS) in collaboration with the Institute for Tourism, Travel and Culture (ITTC) would like to invite you to the 1st Discussion on Campus.

Venue: University of Malta Quadrangle
Date: Friday, 29th April 2016
Time: 12pm till 2pm

Chair: Dr. Marie Avellino – University Lecturer

Guest Speakers:

- Mr. Adrian Attard - GM of Radisson Blu Hotel and MHRA Council Member
- Ms. Genevieve Abela – CEO FELTOM
- Mr. John Magri - MTA Quality and Industry HR Development

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