

The Gozo Tourism Scenario

Gozo Tourism Association

Background

- Tourism in Gozo started 40 years ago
- It contributes towards socio-economic prosperity of Gozo
- Foresight and courage of the private investors
- Coupled by the infrastructural investment by Government

Composite of Gozo's Tourism Market

- Foreigners who spent entire or part of holiday on Gozo
- Maltese who spend one night or more on Gozo
- Foreign day Trippers
- Maltese day Trippers

Gozo Hotels Bed Stock

- Total beds 1266
- 380 beds in 5 star hotels or 30%
- 546 beds in four star hotels or 43%
- 152 beds in three star hotels or 12%
- 188 beds in lower star hotels or 14%

Self Catering Bed Stock

- Total bed stock 3589
- 1326 beds in Farmhouses/villa with pool 37%
- 922 beds in Houses of character/villa without pool 26%
- 1341 beds in Apartments 37%

Annual Average Occupancy in Gozo

- 32% to 35% in Gozo
- 62% to 66% in Malta

Day Trippers to Gozo

- 600,000 tourist staying in Malta visit Gozo for a day tour
- Representing more than 50% of the total tourist staying in Malta

Restaurants in Gozo

- 152 Restaurants in all categories
- Marsalforn, Xlendi, Mgarr

Diving Schools

- 9 Dive schools in Gozo
- Centered in Marsalforn and Xlendi

Tourism Labour Force on Gozo

- 1000 full time jobs or 10% of the labour force
- Other part-time jobs due to seasonal fluctuations

Seasonality can be mitigated by

- Accessibility all year round day and night
- Constant sea and air links

Gozo Channel Traffic in 2006

- Number of trips 19209
- Number of vehicles 937138
- Number of passengers 3554714

Improvements in accessibility

- Three new ferries
- Passenger terminals at Mgarr and Cirkewwa
- Integrated transport system between the two Islands

Access enhancement

- Sealink with neighbouring Sicily
- Cruise liner facilities
- Yatch berthing facilities around Gozo

Access to Gozo should be

- Consistent
- Confident
- Reliable

Gozo is small in size but strong in identity

- Distinctive cultural heritage
- Natural resource base
- Friendly and hospitable Gozitans

Projects

- Recompression Chamber
- Training Hotel
- Dive wrecks
- Marketing Gozo as a diving destination
- Upgrading of museum facilities

Gozo Tourism Association Objectives

- Marketing and promoting Gozo as an all year round distinct destination
- Improving accessibility to Gozo

Gozo Tourism Association

- Established in February 1999
- 155 members from all tourism sectors
- Various promotional publications

GTA – A Regional body of Tourism stakeholders who creates

- Awareness not only on shortcomings
- Awareness on potentials

Thank You