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Agenda

1. International Tourism to Gozo
2. Domestic Tourism to Gozo
3. Marketing and Advertising Initiatives to Promote Gozo as a Tourism Destination
4. Conclusion



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INTERNATIONAL TOURISM

TO GOZO

Featuring 2018 NSO and MTA Data

Note – Data for 2019 not published yet

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Gozo & Comino International Visitors 2017 – 2018

- In 2018, **55.1%** of Inbound Tourists visited Gozo.
 - **47.2%** of Total Inbound Tourists visited Gozo *on a day trip*, whilst **7.9%** *spent one night or more*.

	2017	2018	% Change 2018 / 2017	Market Share 2018
Total Inbound Tourists	2,273,837	2,598,690	+ 14.3%	
Total Gozo & Comino Visitors (excl. <i>cruise passengers</i>)	1,277,398	1,431,221	+ 12.0%	55.1%
Gozo Day Trippers	1,094,240	1,226,372	+ 12.1%	47.2%
Gozo Tourists	183,159	204,849	+ 11.8%	7.9%
Cruise passengers visiting Gozo	14,503	12,950	- 10.7%	

Source: NSO



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Type of Gozo & Comino Visit by International Visitors

- **6.6%** of Tourists visiting Gozo stayed in Gozo for the whole holiday
- **7.7%** of Gozo visitors were on a two-centre type of holiday, having spent nights in both mainland Malta and Gozo

2018	Tourists	Guest Nights	Average length of stay (nights)
Single-Centre	94,050	844,008	9.0
Twin-Centre	110,799	380,713	3.4
Total	204,849	1,224,721	6.0

Source: NSO



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Number of International Tourists and Guest Nights in Gozo & Comino

- The overall Average Length of Stay in Gozo for 2018 is estimated at 6.0 Nights
- Single-Centre Tourists stayed for an average of 9.0 Nights, whilst those opting for a Two-Centre Holiday stayed for an average of 3.4 Nights

	2018	Share of Gozo visitors
Total Gozo & Comino Visitors (excl. Cruise Passengers)	1,431,221	
Day trip	1,226,372	85.7%
Single centre	94,050	6.6%
Twin centre	110,799	7.7%

Source: NSO



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Gozo & Comino International Tourists by Country of Residence

2018	Number of Gozo & Comino Tourists	% Change 2018 / 2017	Share of Gozo & Comino Tourists out of Total
Total	204,849	+ 11.8%	
EU	171,556	+ 10.2%	83.7%
France	24,152	+ 26.7%	11.8%
Germany	23,402	+ 5.3%	11.4%
Italy	17,668	- 1.6%	8.6%
UK	53,386	+ 10.6%	26.1%
Other	52,948	+ 9.8%	25.8%
Non-EU	33,293	+ 21.3%	16.3%

Source: NSO



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Gozo & Comino International Tourists by Mode of Travel

2018	Number of Gozo & Comino Tourists	% Change 2018 / 2017	Share of Gozo & Comino Tourists out of Total
Total	204,849	+ 11.8%	
Low Cost Airlines	115,117	+ 20.2%	56.2%
Other Airlines	86,773	+ 1.4%	42.4%
Sea Operator	2,959	+ 62.7%	1.4%

Source: NSO



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Gozo & Comino International Tourists by Organisation of Stay

2018	Number of Gozo & Comino Tourists	% Change 2018 / 2017	Share of Gozo & Comino Tourists out of Total
Total	204,849	+ 11.8%	
Package	34,195	- 11.8%	16.7%
Non-Package	170,654	+ 18.2%	83.3%

Source: NSO



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Gozo & Comino International Tourists by Organisation of Stay

2018	Number of Gozo & Comino Tourists	% Change 2018 / 2017	Share of Gozo & Comino Tourists out of Total
Total	204,849	+ 11.8%	
Holiday	173,560	+ 19.1%	84.7%
VFR	22,813	- 5.8%	11.1%
Other	8,477	- 36.1%	4.1%

Source: NSO



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Tourist Accommodation Capacity in Gozo as at End-of-Year 2018

	Number of Units	Number of Beds
5 star	2	442
4 star	4	546
3 star	7	582
2 star	3	56
Guest-Houses / hostels	11	296
Total Serviced Accommodation	27	1,922
Self-Catering	1,093	5,768
Total Tourist Accommodation	1,120	7,690

Source: MTA



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DOMESTIC TOURISM

Featuring 2018 NSO Data

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Domestic Tourists

- In 2018, the Number of Domestic Tourists amounted to 245,477
- Malta residents spending nights in Gozo / Comino region accounted for **92.5%** or 227,121 of Total Domestic Tourism

	2017	2018	% Change 2018 / 2017	Market Share 2018
Total	260,763	245,477	- 5.9%	
Malta Residents to Gozo / Comino Region	236,838	227,121	- 4.1%	92.5%
Gozo / Comino Residents to Malta Region	23,924	18,356	- 23.3%	7.5%

Source: NSO



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Domestic Tourists by Duration of Visit

2018	Number of Domestic Tourists	% Change 2018 / 2017	Share out of Total
Total	245,477	- 5.9%	
1 – 3 Nights	202,760	- 7.0%	82.6%
4 – 6 Nights	33,655	3.0%	13.7%
7+ Nights	9,061	- 10.8%	3.7%
Average Length of Stay	2.6 Nights	- 0.1 of a Night	

Source: NSO



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MARKETING AND ADVERTISING INITIATIVES TO PROMOTE GOZO AS A TOURISM DESTINATION

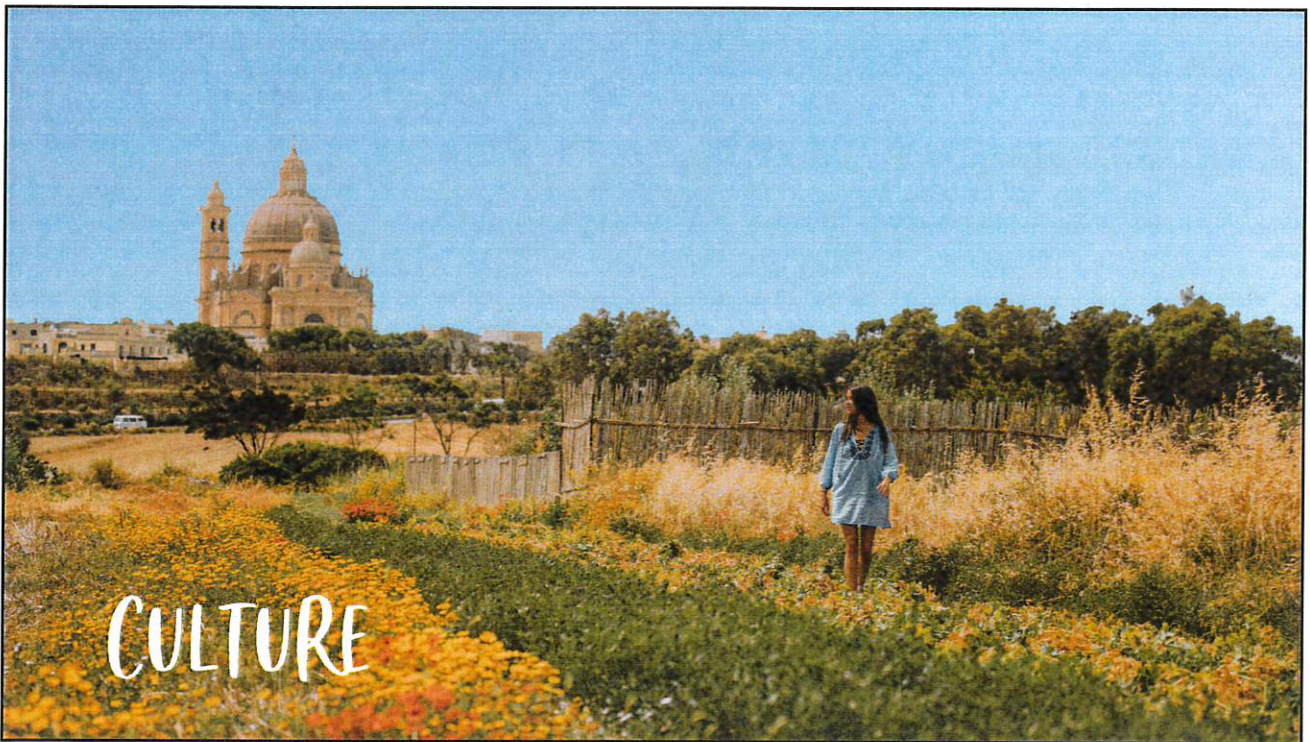
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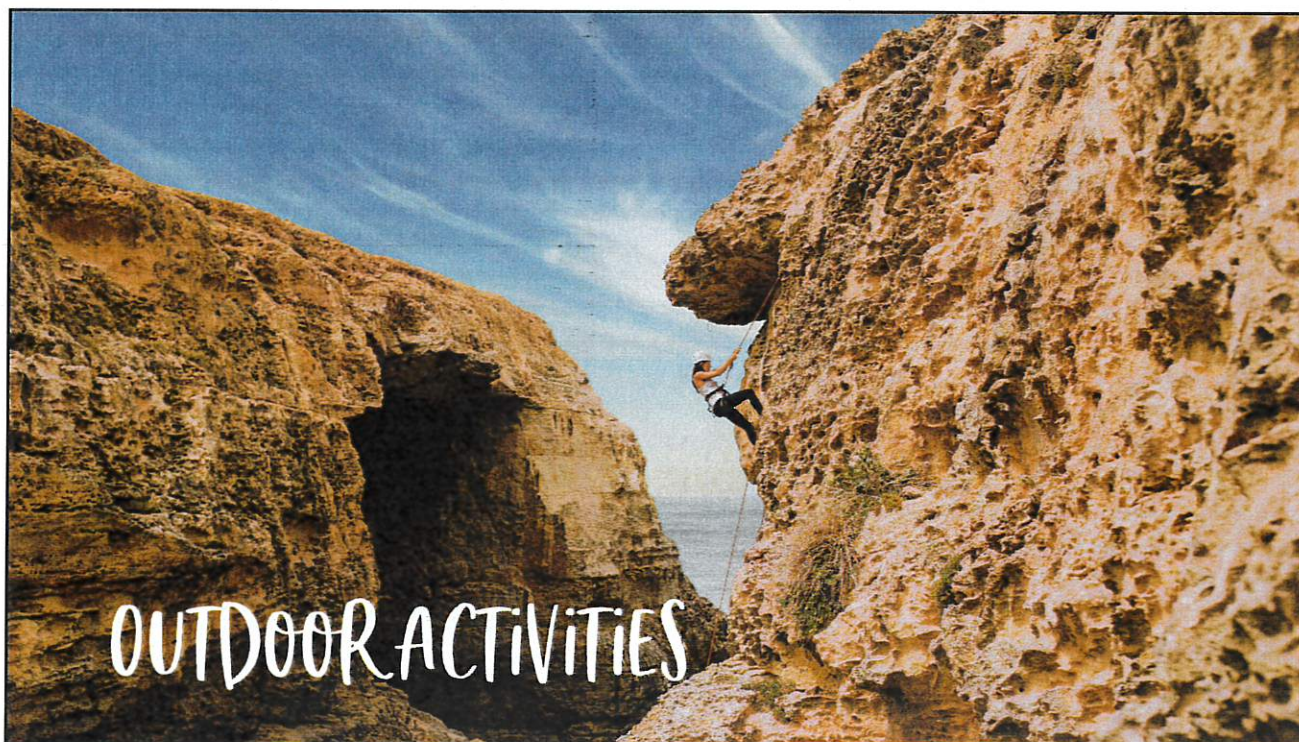
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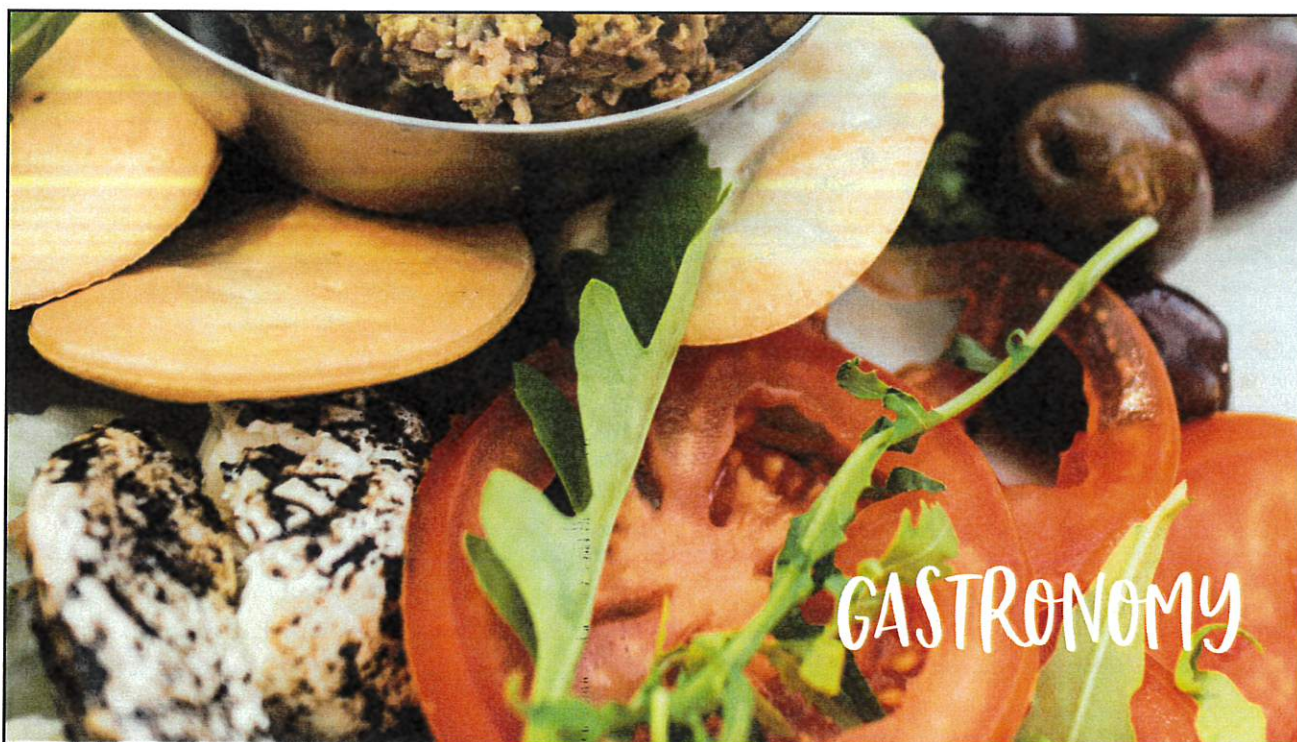
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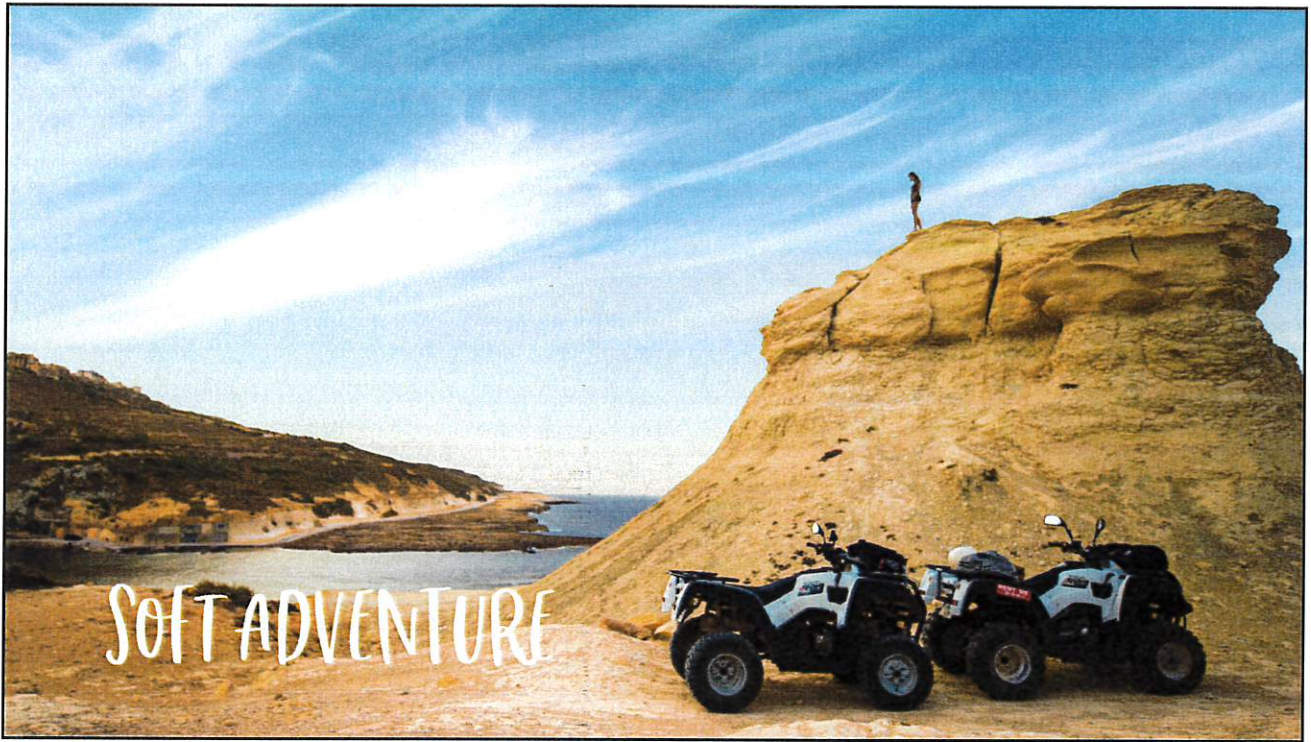
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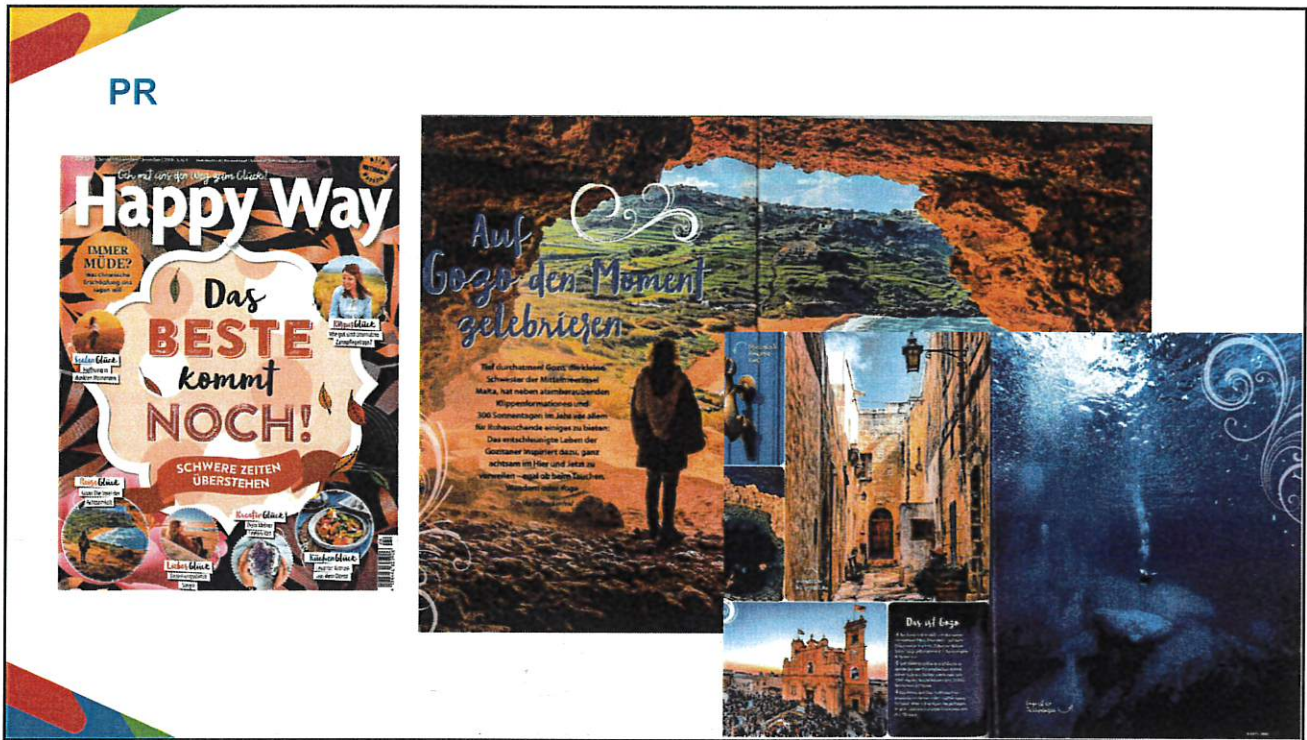
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PR

REISE **AUF DER SUCHE NACH DEM AZURE WINDOW**

Die Insel Gozo ist ein wunderbares Reiseziel für alle, die die Natur lieben und Abenteuer suchen. Auf der Suche nach dem Azure Window, einem natürlichen Steinbogen, der die Insel Gozo von Malta trennt, werden wir in dieses wunderschöne Gebiet entführt. Hier können wir die beeindruckende Landschaft genießen und die Geschichte der Insel entdecken.

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DAN

Dein Partner für Sicherheit weltweit

Werde DAN Mitglied!

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PR

trekking
outdoor | wandern | camping | magazin

12 WANDERPARADIESE EUROPA
Outdoor-Highlights für jeden Geschmack

WINTER AUF Zypern
Touren im Winter und Sommer

GOZO
Entdecken Sie die Insel

Sonnenjäger im Etschtal
Hier regnet es nie, die Sonne scheint, hier sind die Jacken!

Gozo Wunderbare Wandertouren auf Malta's kleiner Schwester

Gebeco
entdecken die Welt

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PR

Hidden secrets in Valetta Malta

HOPE EENS EEN EILAND OP

7 redenen waarvoor je maar al te graag naar Malta reist

GOZO LE JARDIN DE MALTE

The collage features several travel-related items. On the left, there's a magazine cover for 'Hidden secrets in Valetta Malta' with a woman in a blue jacket. Next to it is a Dutch travel article titled 'HOPE EENS EEN EILAND OP' with a blue and white cover. To the right, there's a list titled '7 redenen waarvoor je maar al te graag naar Malta reist' with small images of Maltese landmarks. Below that is a travel article 'GOZO LE JARDIN DE MALTE' showing a scenic view of Gozo with a stone structure on a cliff overlooking the sea.

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Social Media Influencers

The collage displays four social media posts from influencers. The top-left post shows a woman in a blue dress standing in a field with a church in the background. The top-right post shows a woman in a white dress standing on a rocky shore looking out at the sea. The bottom-left post shows a woman in a white dress walking on a beach. The bottom-right post shows a woman in a white dress standing on a rocky shore with a small pool of water in the foreground.

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Learning the Maltese Language

English	Maltese phrase	How to phonetically say the phrase
How are you?	Kif int?	Kiff int
How much does it cost?	Kemm jiswa?	Kem jiswa
Where's the toilet?	Fejn hu t-toilet?	Fejn ou toilet
Cheers!	Sahhal	Sah-ha
I'm lost	intlift	Intlift



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CONCLUSION

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Conclusion: Phase 1 – Domestic Tourism

A Marketing & Promotion Campaign in Malta managed and financed by MTA and MTCP in collaboration with the Ministry for Gozo

Objective	Target Audience	Media	Message
<ul style="list-style-type: none"> Promote Gozo as the safe holiday destination to shake off the weeks of Covid-19 quarantine 	<ul style="list-style-type: none"> Couples and Families with young children 	<ul style="list-style-type: none"> Digital, TV and Radio 	<ul style="list-style-type: none"> Re-discover the beauty of our Islands, support local industry and buy the local fresh produce



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Conclusion: Phase 2 – International

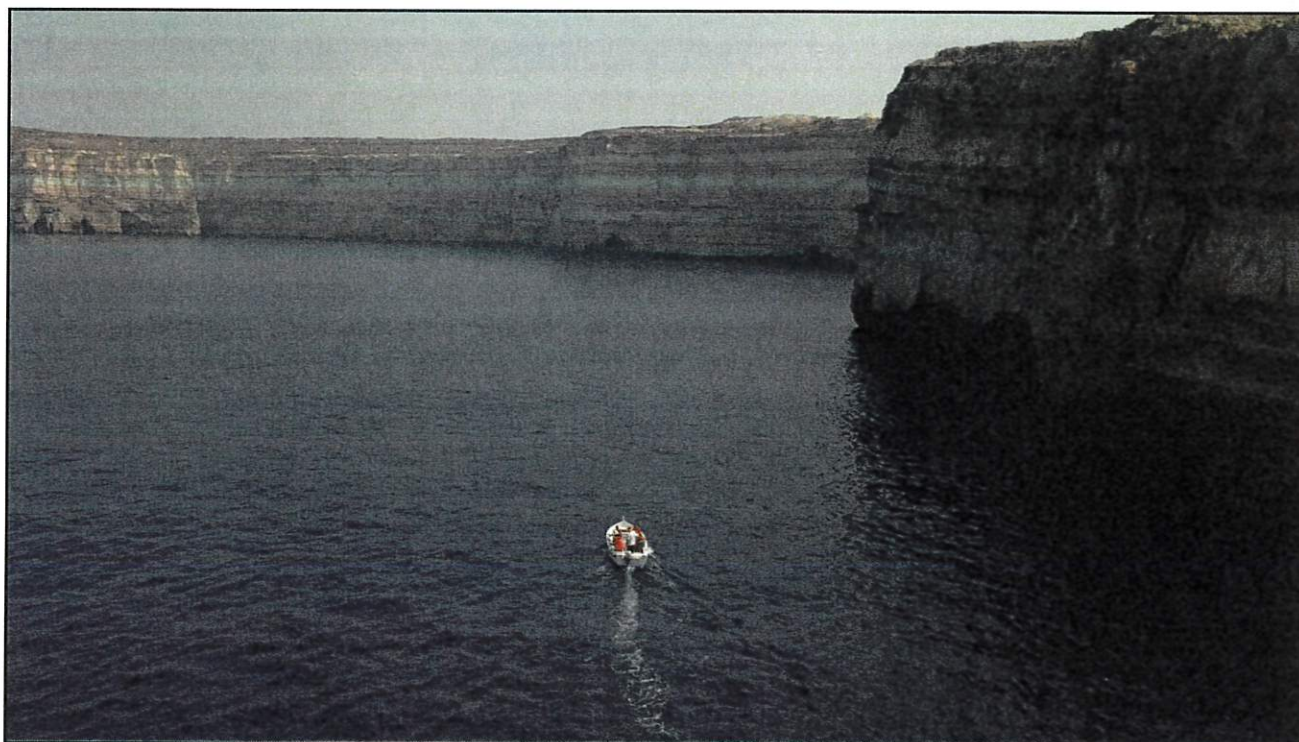
to be launched as soon as decision is taken to restart flight operations at MIA

Unveil an International Promotion Campaign exclusively for Gozo in key markets like Germany, Austria, Switzerland, France and the United Kingdom

Strategy	Target Audience	Media	OTAs
<ul style="list-style-type: none"> Focus on the strongest USPs for Gozo: <ul style="list-style-type: none"> Heritage Gastronomy Diving Active Holidays Family Vacations 	<ul style="list-style-type: none"> Active People in the 21-to-35 age group travelling as couples or in groups Followed by families with children, age group 36-to-55 	<ul style="list-style-type: none"> Mainly on Digital Media including Social Media Channels like Facebook, Instagram and YouTube as well as specialist Print Media for niches 	<ul style="list-style-type: none"> Specific Gozo Campaign with Online Travel Agencies and Portals like Expedia and Trip Advisor



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