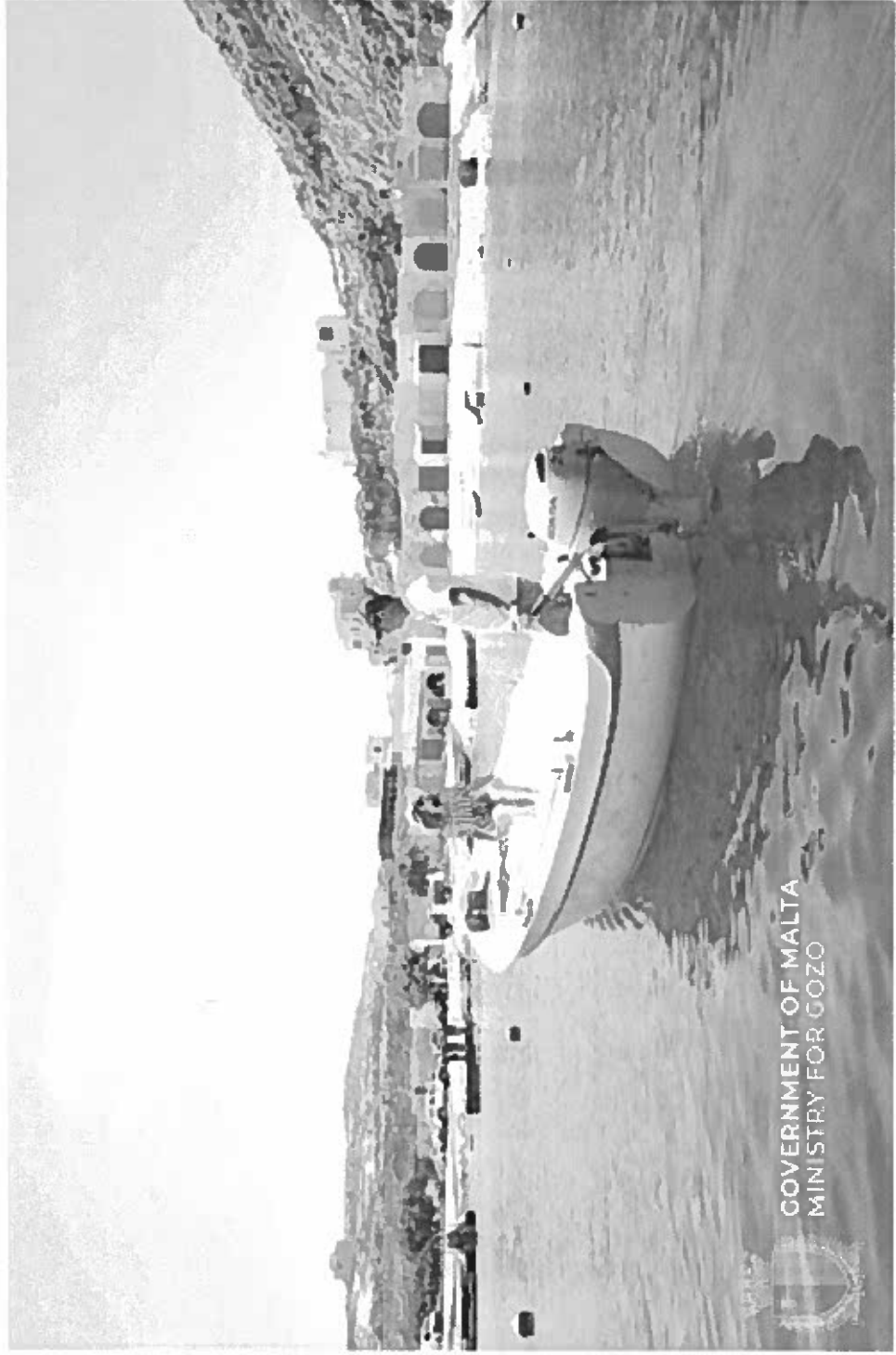




www.visitgozo.com

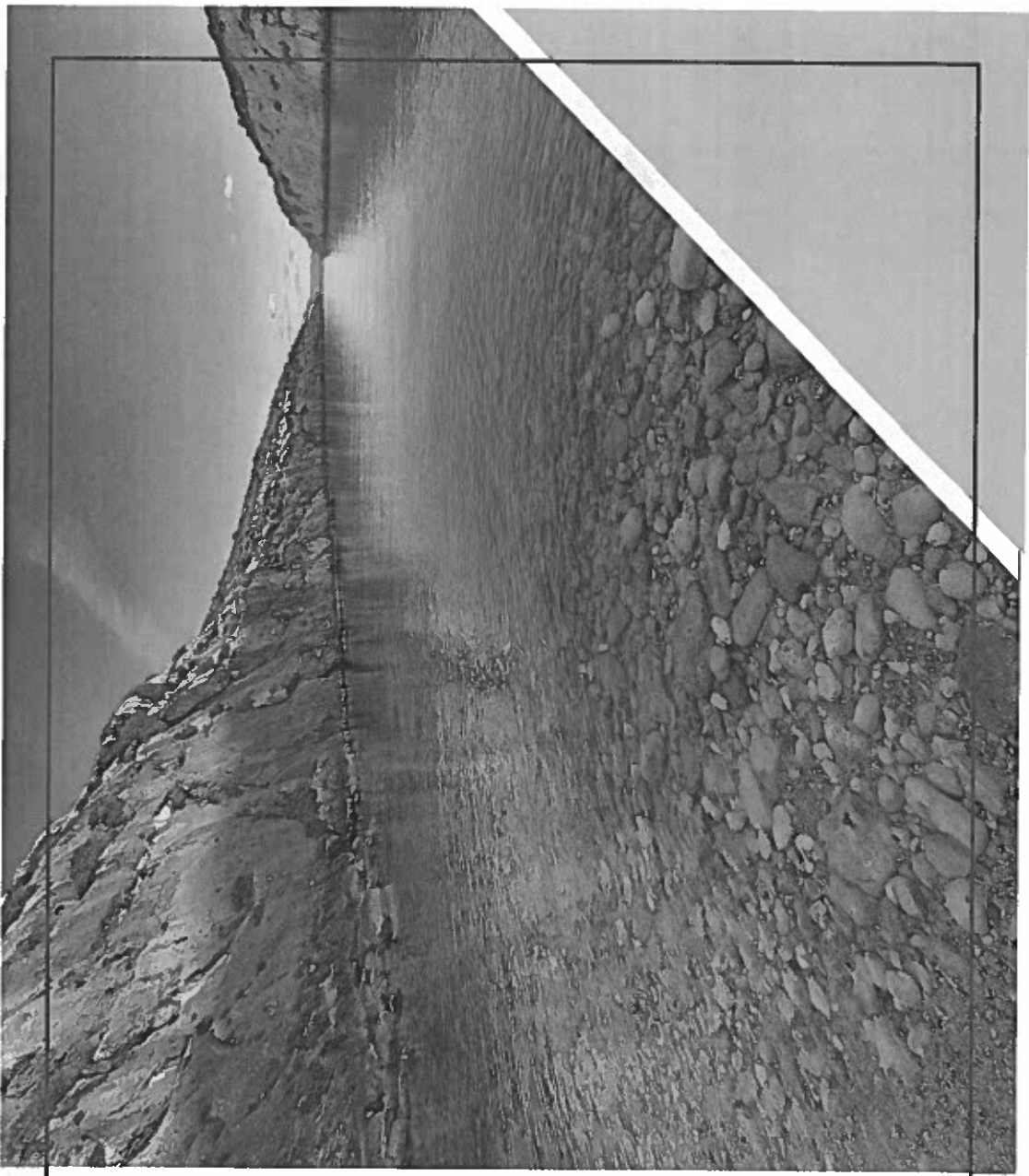


GOVERNMENT OF MALTA
MINISTRY FOR GOZO



Presentation Overview

- Stats and Figures (Inbound & Domestic)
- VisitGozo Promotion
- Incentives
- Adventurous Tourism
- Sports Tourism
- International Fora
- Connectivity
- Conclusive Remarks



Inbound Tourism

International Tourism in
Gozo

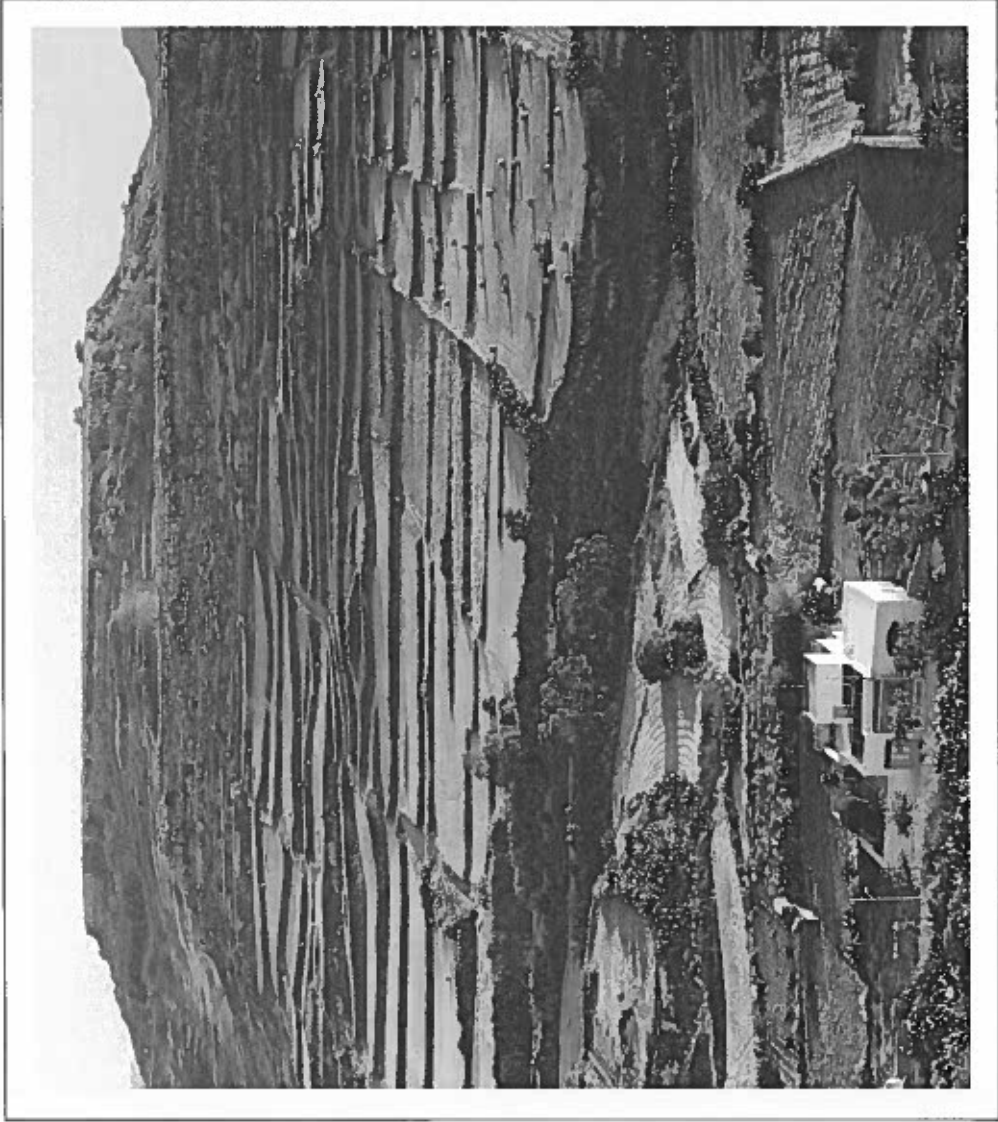
2021

70,655

2022

129,259

+86%

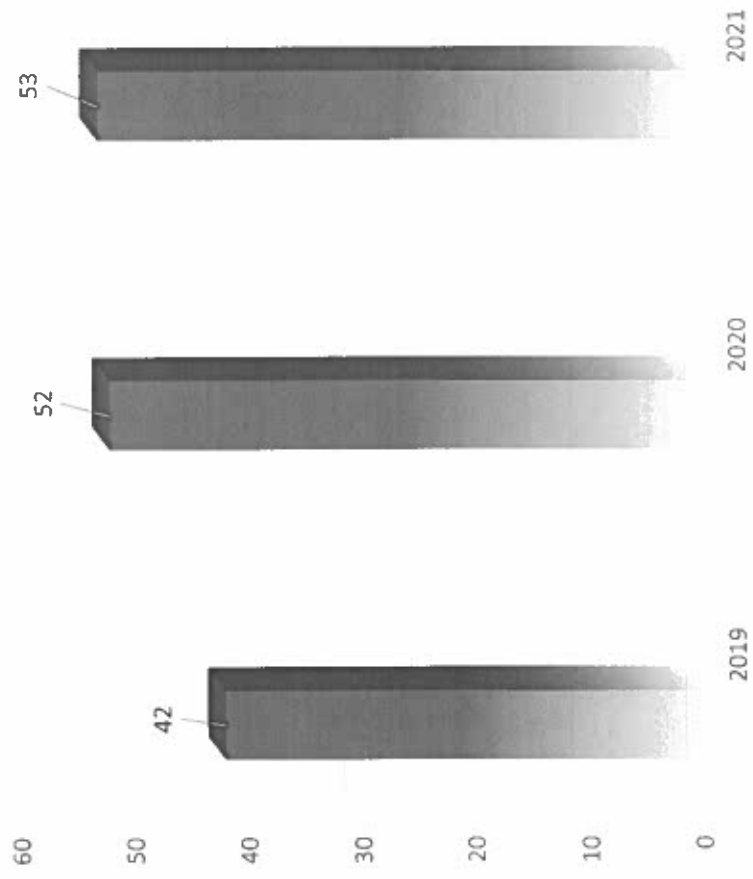


2019 vs. 2022

75% international tourists
78% bed nights

UNWTO Barometer 63%

REPEAT VISITORS (%)





Domestic Tourism

	Total expenditure €	Expenditure per capita €
2019	35.9 M	166
2020	57.8 M	165
2021	76.6M	206

	Domestic Guests	% of total tourists to Gozo
2019	215,272	54
2020	348,489	89
2021	365,252	83

	Total expenditure Domestic Tourism €	*Total Expenditure International Tourism €
2019	35.9 M	76.5 M
2020	57.8 M	17.4 M
2021	76.6 M	28 M

*This is exclusively Single Centre tourists. Not included in the international tourism expenditure figures is a proportion of expenditure by twin centre tourism

	Total expenditure Twin Centre €
2019	84.8 M
2020	17 M
2021	44.7 M

Performance during COVID-19

	International	Domestic	Total	Change +/- vs. 2019
2019	180,978	215,272	396,250	--
2020	39,700	348,489	388,189	-2.03%
2021	70,500	365,252	435,907	+9.97%

Global Tourism (-72%) (28% recovery)

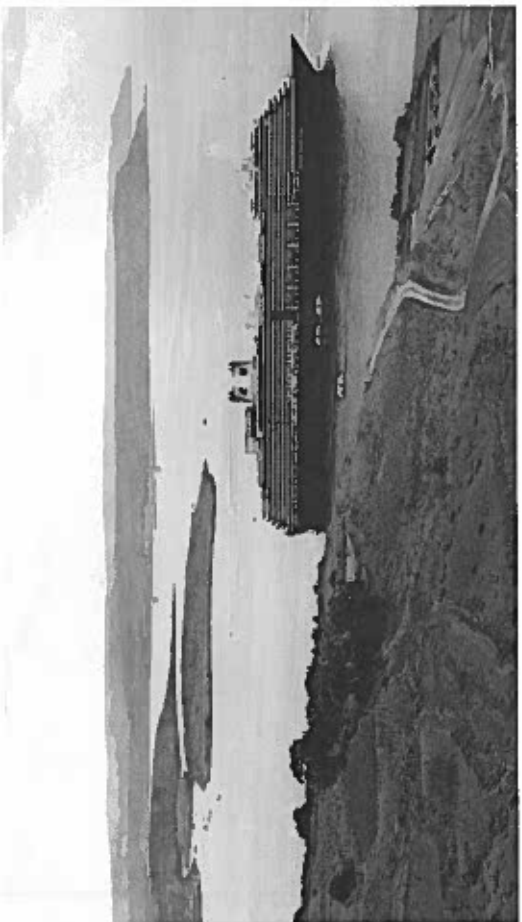
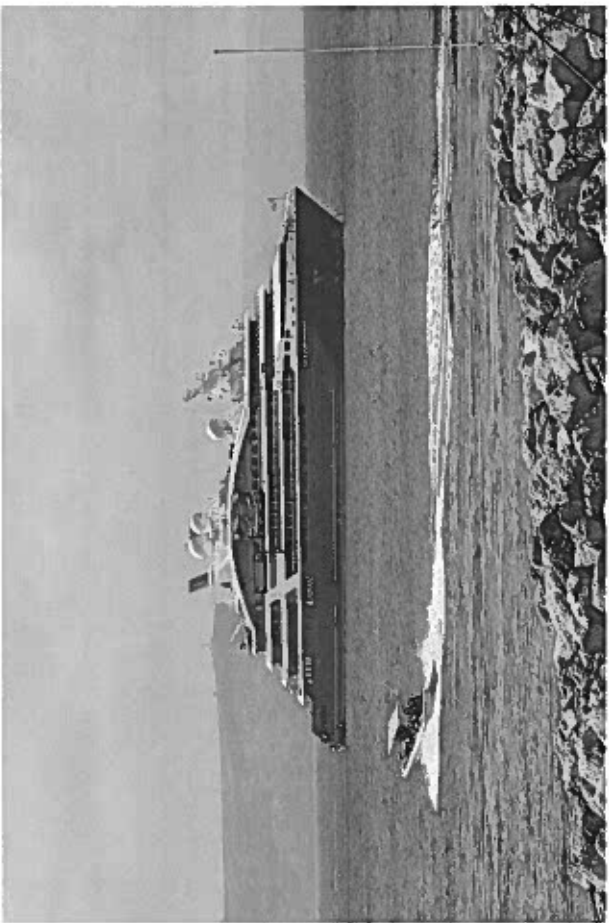
Collective Accommodation

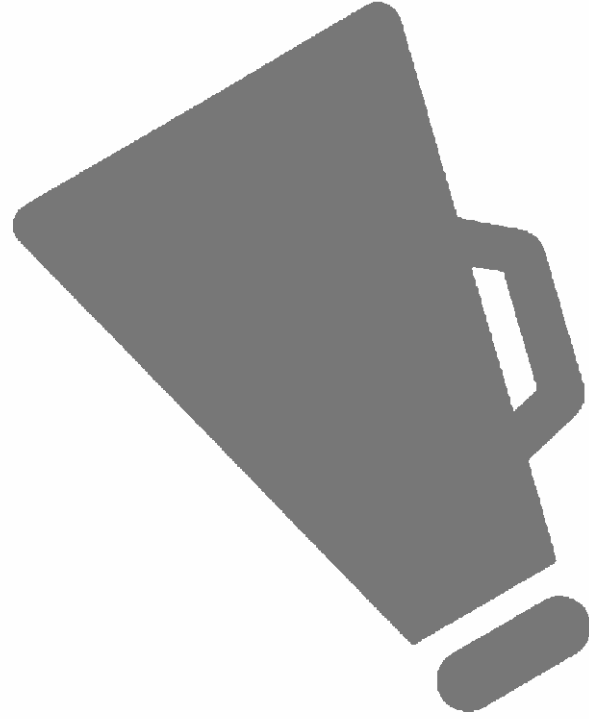
	Bed Stock	Establishments
2007	1,342	14
2012	1,397	12
2017	1,654	20
2022	2,020	27

Peak Month vs. Shoulder Months

	2007	2012	2017	2022
Total no. of guests	73,737	73,585	97,781	89,017
Peak Month	10,213	9,943	11,809	10,695
Shoulder Months (November & December)	7,227	7,587	12,404	12,267

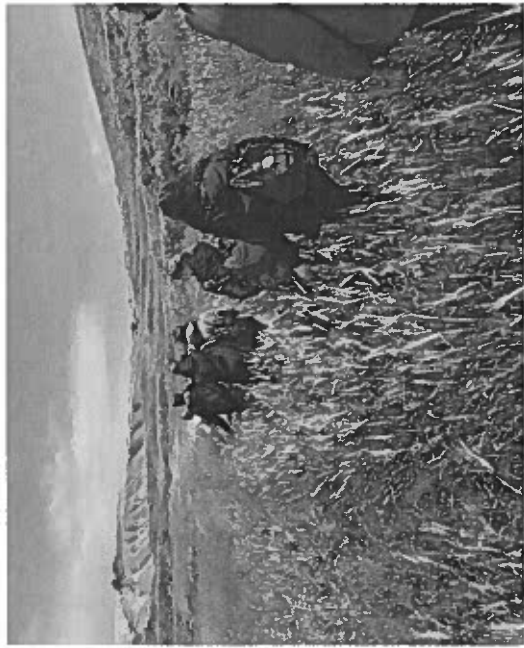
Total guests (residents and non-residents) – Collective Accommodation: Gozo Region





Promotion of
the VisitGozo
Brand





Jet2holidays

DISCOVER
GOZO

Jet2holidays

STUNNING
COASTLINE

Jet2holidays

ACTION-PACKED
ACTIVITIES

Jet2holidays

THRILLING &
CULTURE

Jet2holidays



Gozo's Hidden Gem

Discover the hidden gem of Gozo, the ancient ruins of the Phoenician city of Hal Saflieni. This underground complex, known as the 'Cave of the Honey Pot', is a UNESCO World Heritage Site and offers a unique glimpse into the island's prehistoric past.



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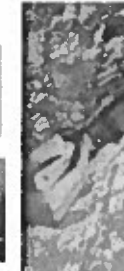
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Jet2holidays



HolidayPirates
GROUP



**BERG
WELTEN**

MAGAZIN TOUREN WÖTTEN UNTERKÜNFTE



Touren-Tipps

Die Insel Gozo – Geheimtipp für deinen aktiven Urlaub

Anzeige

Südlich von Sizilien und unweit von Malta verbirgt sich ein wahrer Geheimtipp – die Insel Gozo. Die „kleine Schwester“ von Malta ist nicht nur aufgrund ihres mediterranen Charakters, der warmen Temperaturen und historischen

#MORETOEXPLORE

3HRS
FROM
LONDON

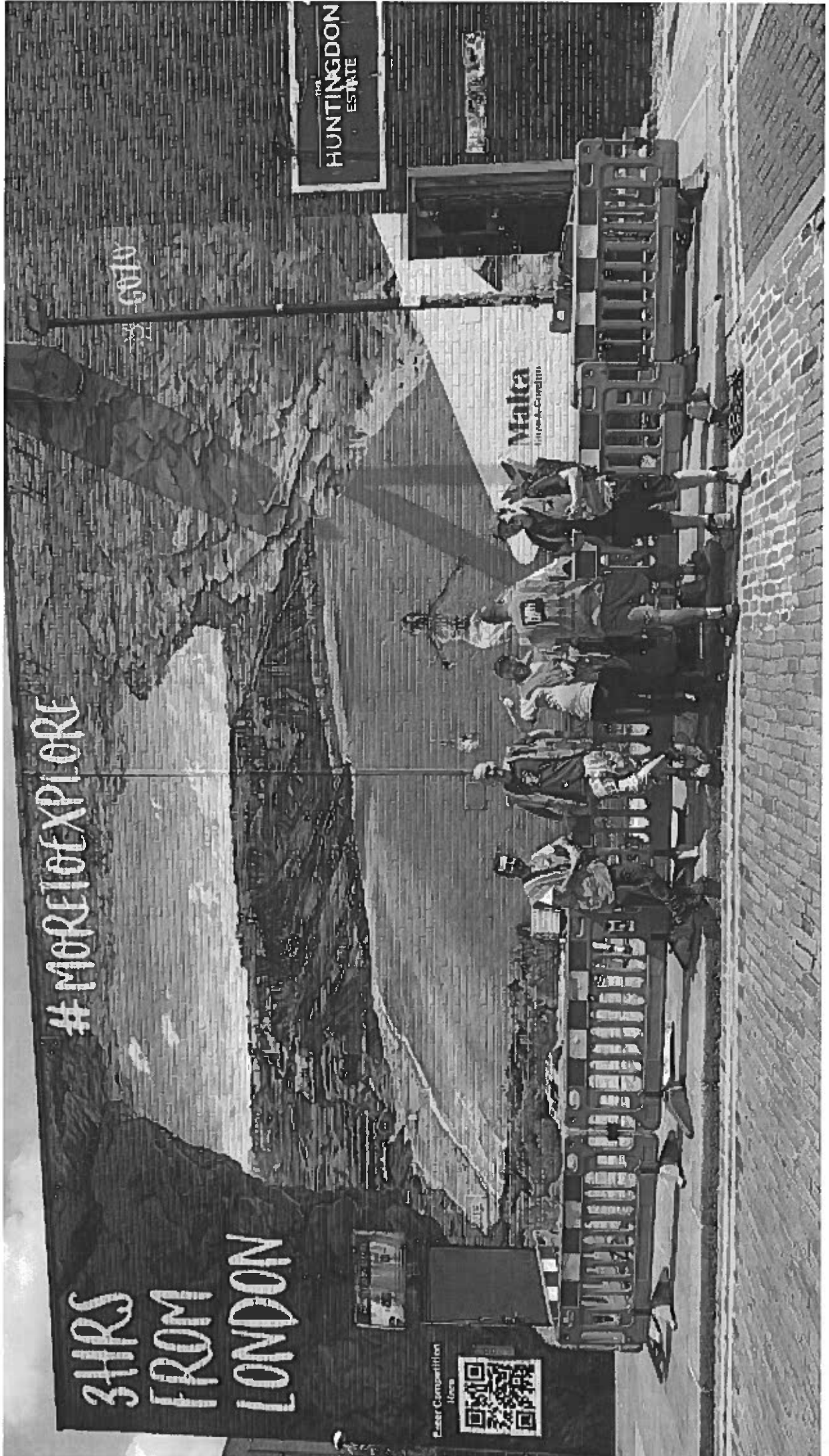
Easter Competition
Hours

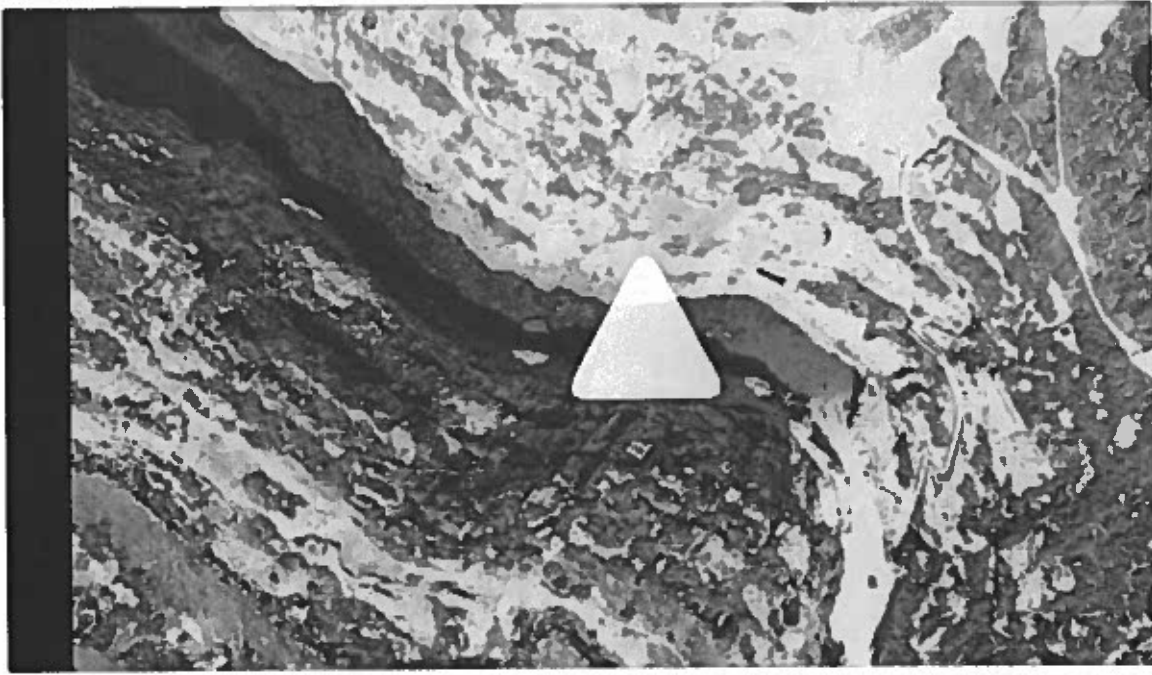


Malta
Hire-A-Cyclist

THE
HUNTINGDON
ESTATE

GOLO





reispackers • Following

liamfawell • Original Audio

...



reispackers THIS IS YOUR SIGN TO VISIT GOZO (MALTA) Who are you taking to this epic Mediterranean Island? SAVE as inspiration for your next trip @visitgozoofficial

#mediterranean #europetravel #europedestinations #summervibes #europeansummer #maltagram

Edited - 2w



dutchietravelss Ziet er heel mooi uit! Ik zou ook nog eens graag naar Malta willen maar ik vraag me af of er genoeg te doen is? En voor hoelang raad je me dan aan om te gaan?



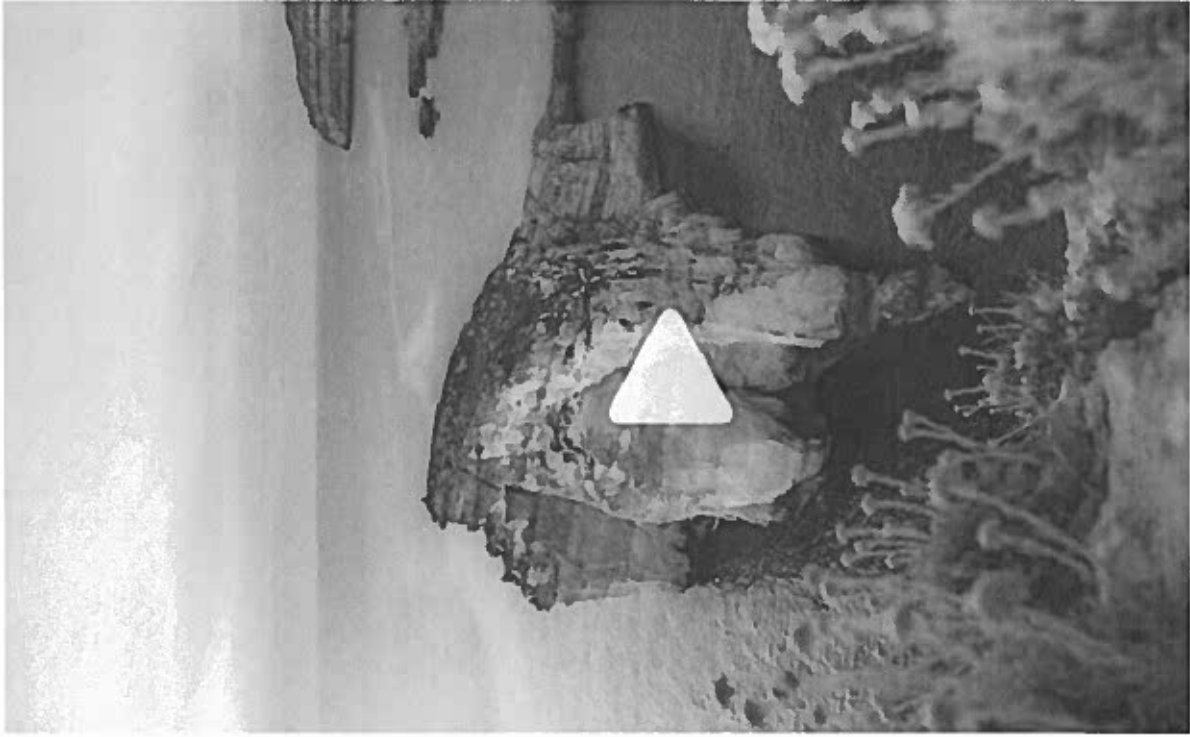
4w 1 like Reply

View earlier (7)



Liked by visitgozoofficial and 30,034 others

JUNE 2



giuliogroebert

trav_in_the_bush • Look at this Picture!



giuliogroebert Anzeige • Found one of the last hidden gems in the Mediterranean Sea 🌊📍

#Gozo is only 14 km long and 7 km wide, but it offers so many historical towns 🏰 and a breathtaking coastline with huge cliffs up to 140m high 📸. An incredible island for those who love to take photos 📷📸.

📍 Dwejra Bay / Gozo @visitgozoofficial

📷 more amazing places @giuliogroebert

#visitgozo #travel #bucketlist #photography #photographer #photographers #landscape #challenge #learnphotography #behindthescenes #landschafsfotografie #landscapephotography

3w



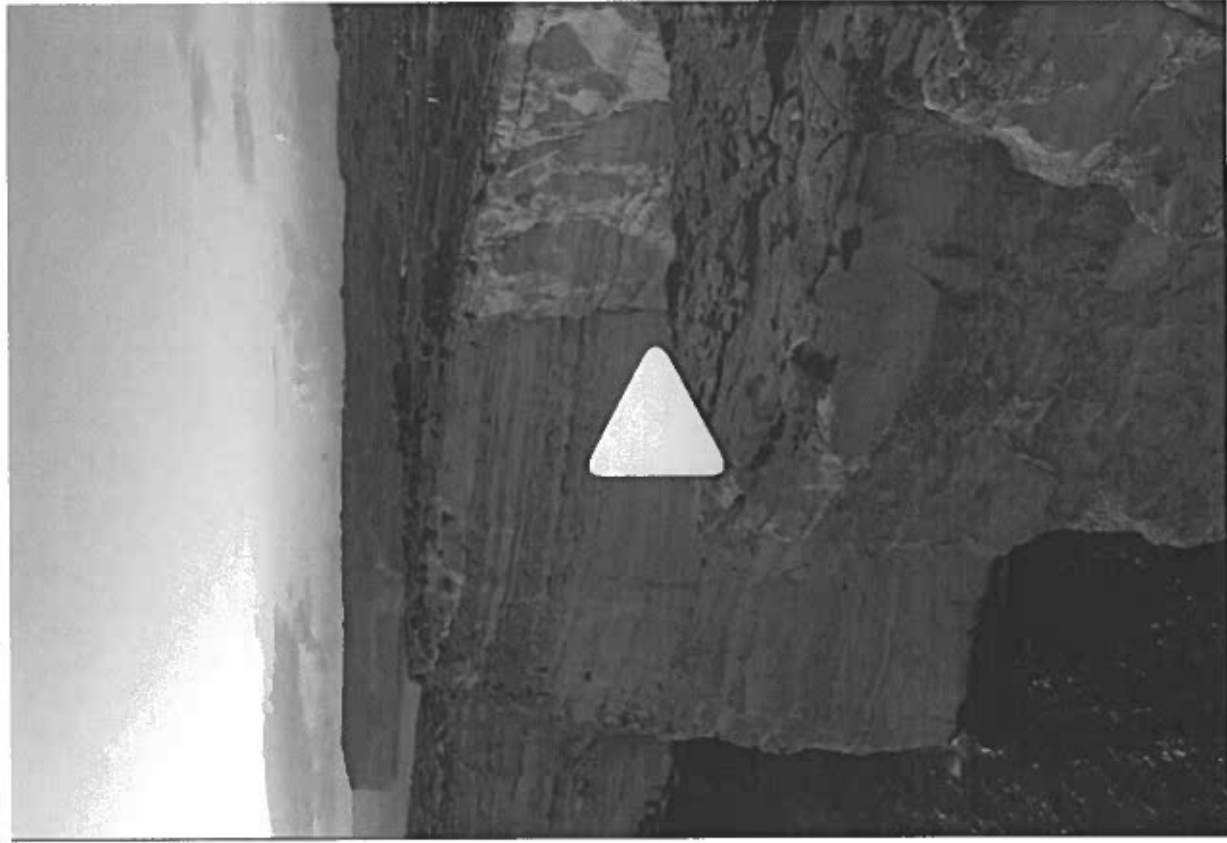
allaboutwanderlust_ Beautiful shot mate 📸

3w Reply

— View replies (1)



Liked by alanamifusud and 102.303 others



Paid partnership with [visitgozoofficial](#)

Enya • Sumiregusa (Wild Violet)



michaelkagerer The majestic cliffs of southern Gozo

[@visitgozoofficial](#)

Edited · 14w



twosometravellers WOW 🌊 that light hitting the rocks 🌅

30w Reply



tom_juenemann Richtig geile Küste 🌊

33w 1 like Reply See translation



outwithjules Einfach episch 🌊

33w 1 like Reply See translation



maximiliangierl Schaut echt mega aus 🌊

33w 1 like Reply See translation

— View replies (1)

View insights

Boost post



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Incentives: Supporting Stakeholders

Gozo Employment Refund Scheme

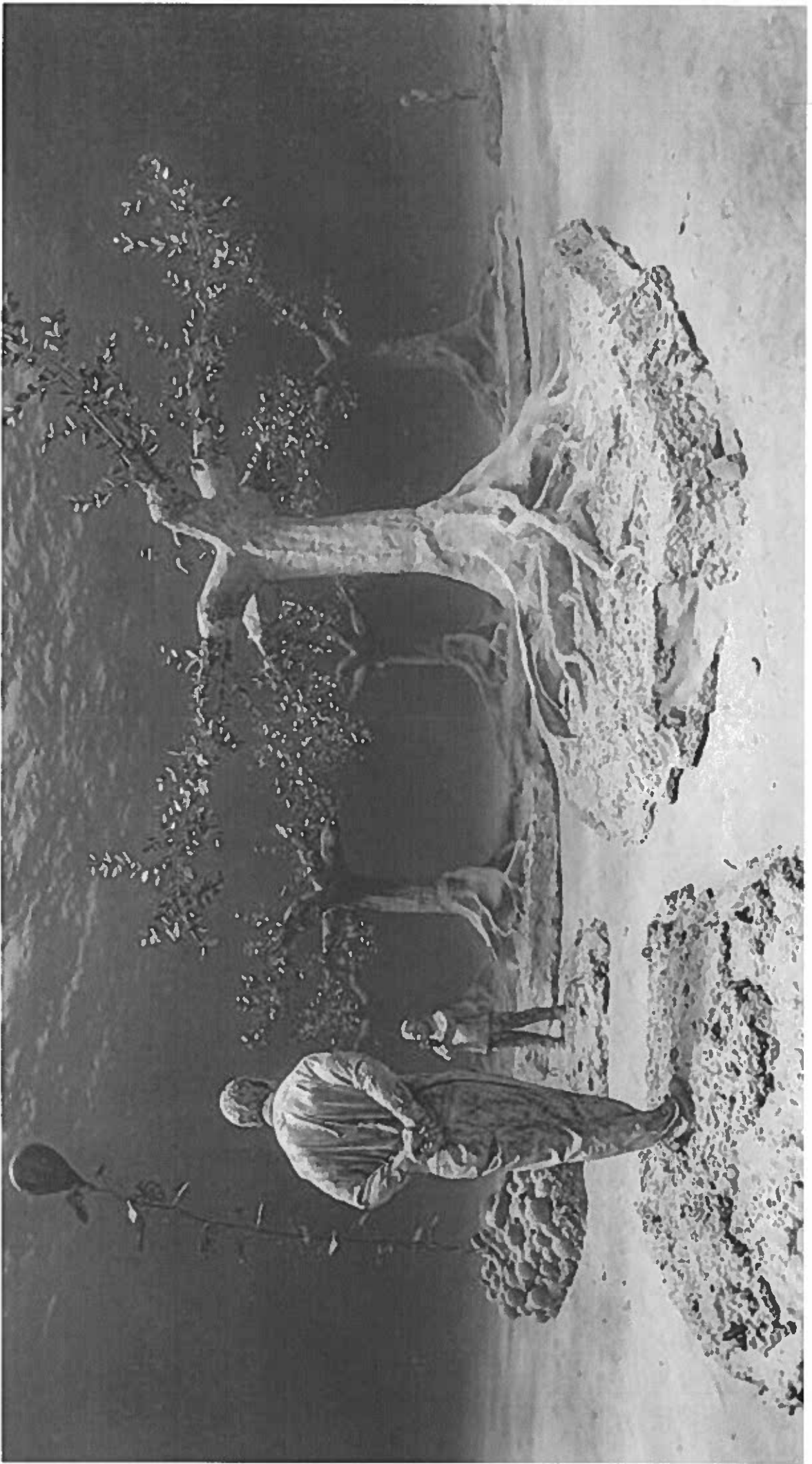
Restoring and Upgrading Venues to host MICE related activities

Marketing Initiatives: Specific Niche Markets

Supporting Accommodation Operators with Digital Marketing

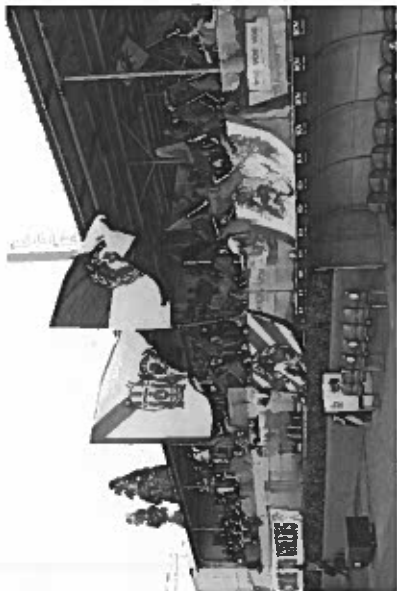
Supporting Adventure Tourism Operators







New Mobile App: Experience Gozo





Mr. Petra Studel
 CEO (Ljubljana Tourism
 and President of the
 Board of City-Development
 Alliance (CjD-AMA) Slovenia



Mr. Ronald Anthony Sultano
 Director, Tourism and Economic
 Development Directorate,
 Ministry of Gozo



Ms. Yara Casallo Herrera
 Minister of Tourism,
 Industry and Commerce,
 Government of the Canary
 Islands
 Spain



Ms. Eleni
 Chief
 Tourism

EUROPEAN TOURISM
ISLANDS CONVENTION

ROUND TABLE

WITH REPRESENTATIVES OF EUROPEAN TOURISM
GOZO, CORSICA, CRETE, AZORES, FRENCH GUIANA
THE BALEARIC ISLANDS AND THE CANARY ISLANDS

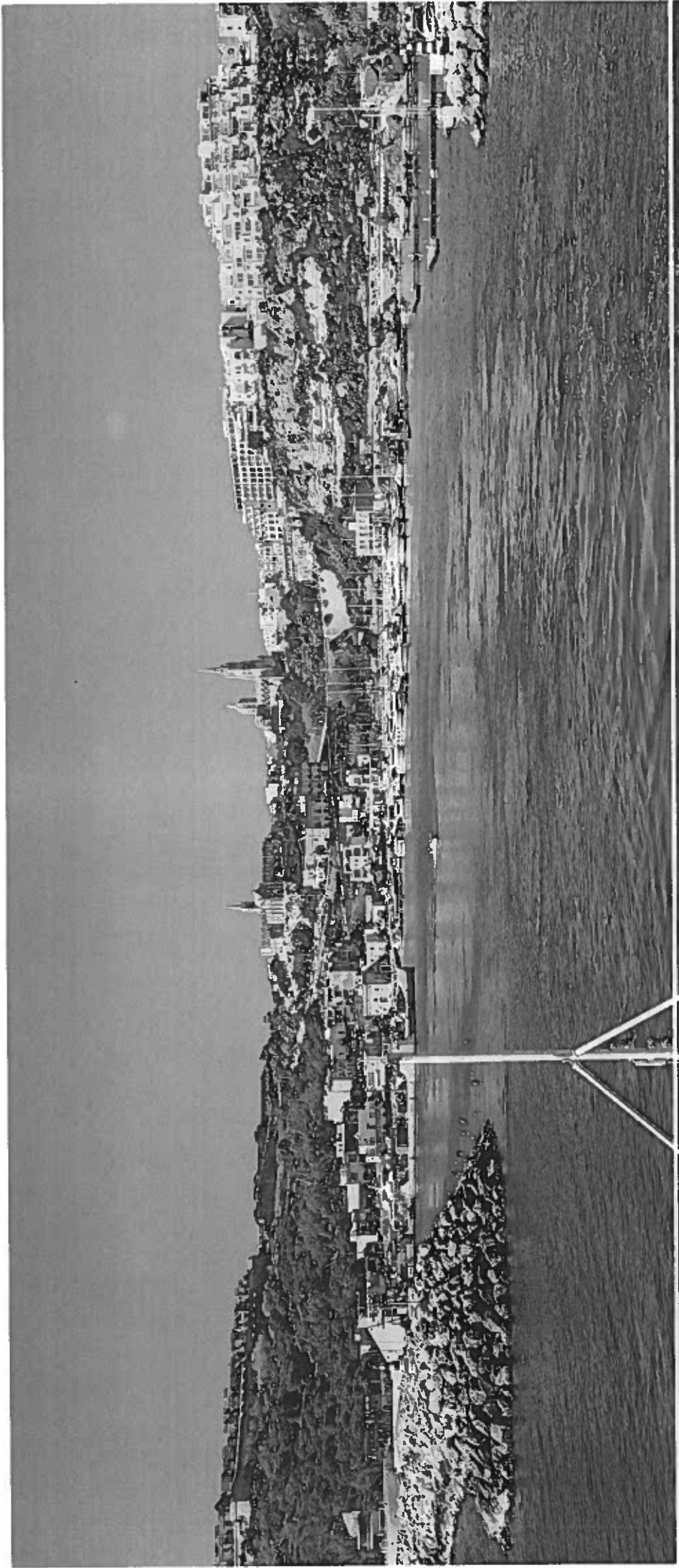
AMBAEUS

EXCELESIAN

AMBAEUS

EUROPEAN TOURISM
ISLANDS CONVENTION





Keeping Gozo Connected



Sea Transport Cirkewwa - Mgarr

	2022	2023	+ Passengers	+ %
January	141,940	187,315	45,375	32.0
February	162,682	178,429	15,747	9.7
March	174,337	226,769	52,432	30.1

Total Sea Transport Malta-Gozo

	2021	2022	2023	+ 23 vs. 22	+ %
Vehicles					
Q1	336,816	406,285	439,784	33,499	8.2
Q2	409,569	498,214			
Q3	551,438	571,125			
Q4	429,806	485,191			
Total	1,727,629	1,960,815			
Passengers					
Q1	710,749	1,029,237	1,254,008	224,771	21.8
Q2	949,837	1,478,626			
Q3	1,605,604	1,789,532			
Q4	1,185,502	1,397,409			
Total	4,451,692	5,694,804			

Challenges
