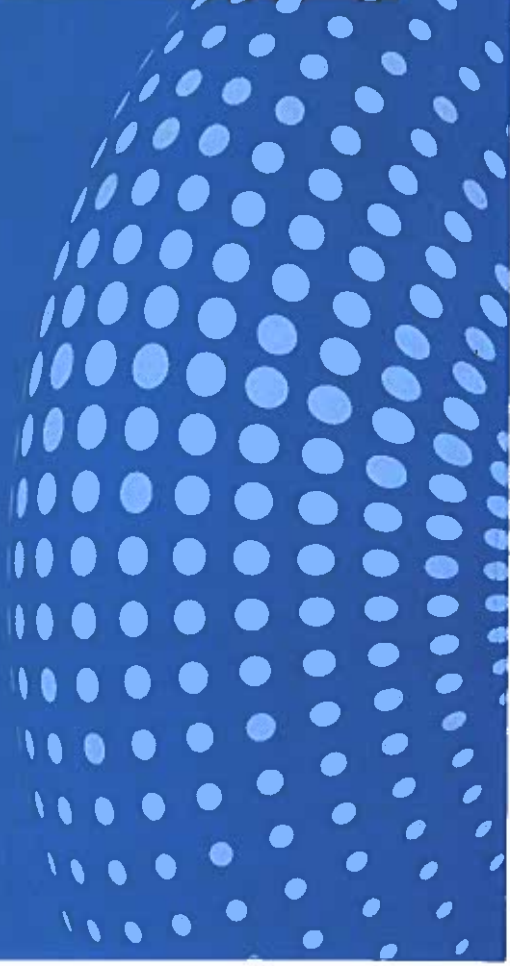


FESTIVE SEASON 2023 TOURISTIC PERFORMANCE



ON GOZO



QUARTERLY OCCUPANCY RATES IN COLLECTIVE ACCOMMODATION IN GOZO

- The highest occupancy rate in collective accommodation in Gozo was reached in the peak months of July to September, with a share of 56.9%.
- 3-star hotels recorded the highest occupancy rates in every quarter

Year 2022	Q1 Jan-Mar	Q2 Apr-Jun	Q3 Jul-Sept	Q4 Oct-Dec
Total Net Occupancy Rate	20.1%	40.5%	56.9%	29.8%
Hotel Total	22.1%	44.7%	63.2%	33.2%
Hotel 5-star	27.0%	48.2%	63.3%	35.6%
Hotel 4-star	16.3%	39.7%	60.7%	29.2%
Hotel 3-star	38.8%	57.0%	73.9%	44.0%
Other Collective Accommodation	13.0%	26.6%	36.6%	18.1%

Source: NSO, Collective Accommodation

14th December 2023 – 10th January 2024 Gozo Tourism Association Website Traffic Generated

Page title	Viewers 4,655	Users 2,099
Welcome to the beautiful island of Gozo - islandofgozo.org	508	367
Events in Gozo - islandofgozo.org	426	230
Christmas Market Villa Rundle Gardens - Events in Gozo - islandofgozo.org	313	249
Christmas Market - Events in Gozo - islandofgozo.org	263	203
NYE 2023 - Events in Gozo - islandofgozo.org	258	199
Bethlehem f' Ghajnsielem - Events in Gozo - islandofgozo.org	209	157
Villa Rundle Illuminated Gardens - Events in Gozo - islandofgozo.org	143	93
Presepuju Hajj - Events in Gozo - islandofgozo.org	76	49

Google Analytics Data

14th December 2023 – 10th January 2024 Gozo Tourism Association Website Visitors By Demographic Details

Country	Users
Malta	1579
United Kingdom	136
United States	63
France	40
Canada	27
Germany	27
China	17
Belgium	16



Google Analytics Data

18TH DECEMBER 2023 – 8TH JANUARY 2024 COMPARED TO THE SAME PERIOD 2022 – 2023 GOZO CHANNEL OPERATIONS

- Between 18th December 2023, and 8th January 2024 → Gozo Channel carried around 340,000 passengers → 104,000 more than last year (44% Increase)
- Between 18th December 2023, and 8th January 2024 → Gozo Channel carried around 122,000 vehicles → 24,800 more than last year (26% Increase)
- Between 18th December 2023, and 8th January 2024 → Gozo Channel operated 160 more trips. Most of the work was concentrated in the week between Christmas and New Year's.
- On 30th December 2023 → the largest number of people who travelled with Gozo Channel → 22,600 people
- New Year's Eve weekend was significantly busier for Gozo Channel, Compared to the Christmas weekend, this festive season

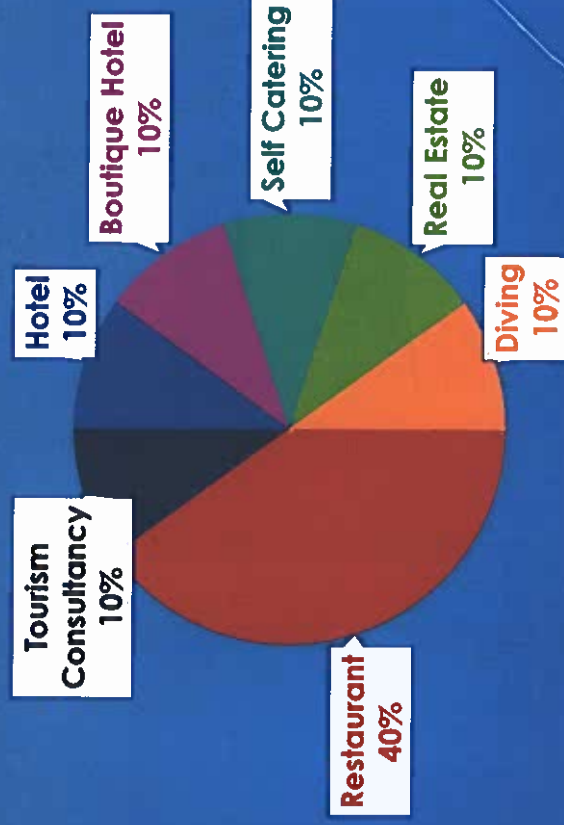


THE TOURISTIC SECTOR REACTIONS

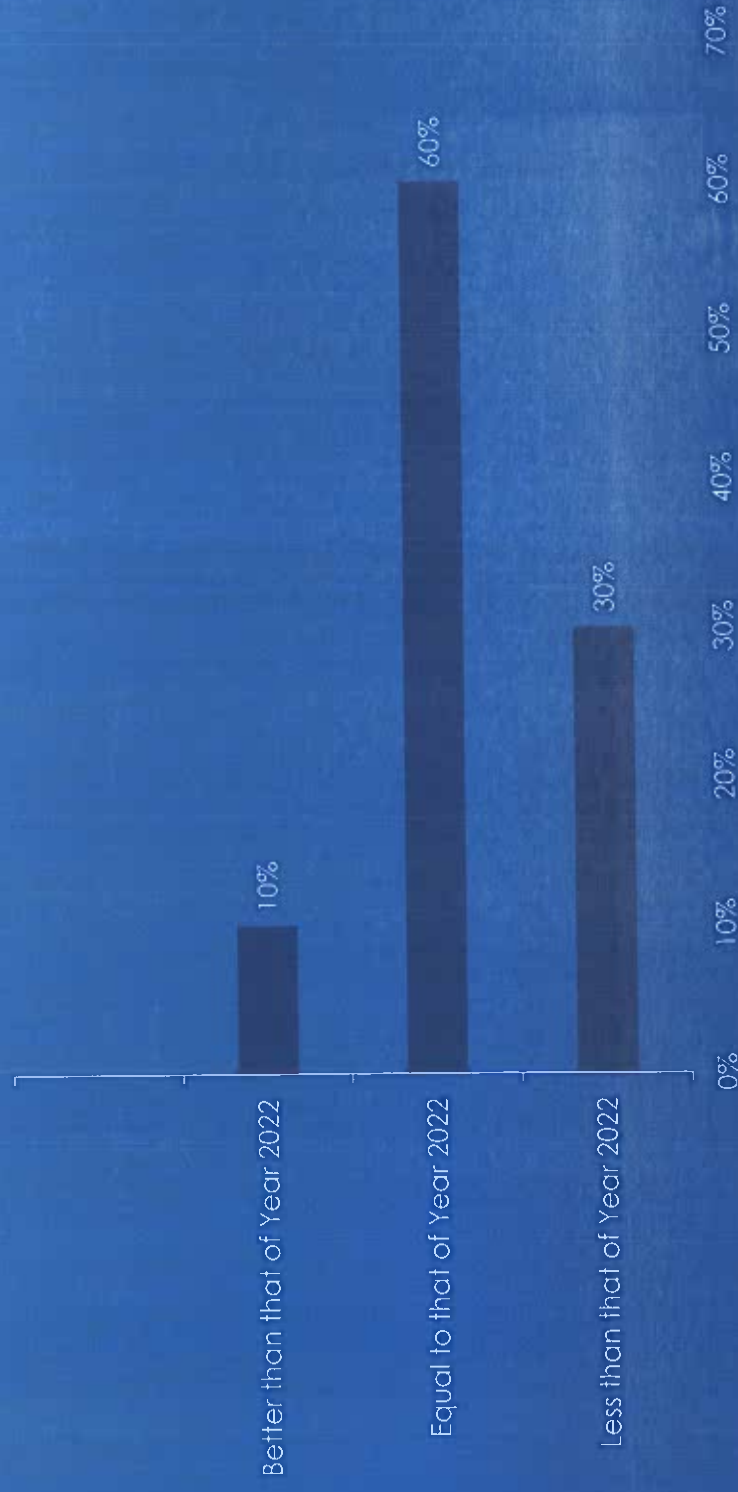
SURVEY (Carried out between 26th and 29th December 2023)

ACTUAL/ FORECASTED COMPARATIVE PERFORMANCE OF GOZITAN
TOURISM ESTABLISHMENTS 2022-2023, DURING THE FESTIVE SEASON

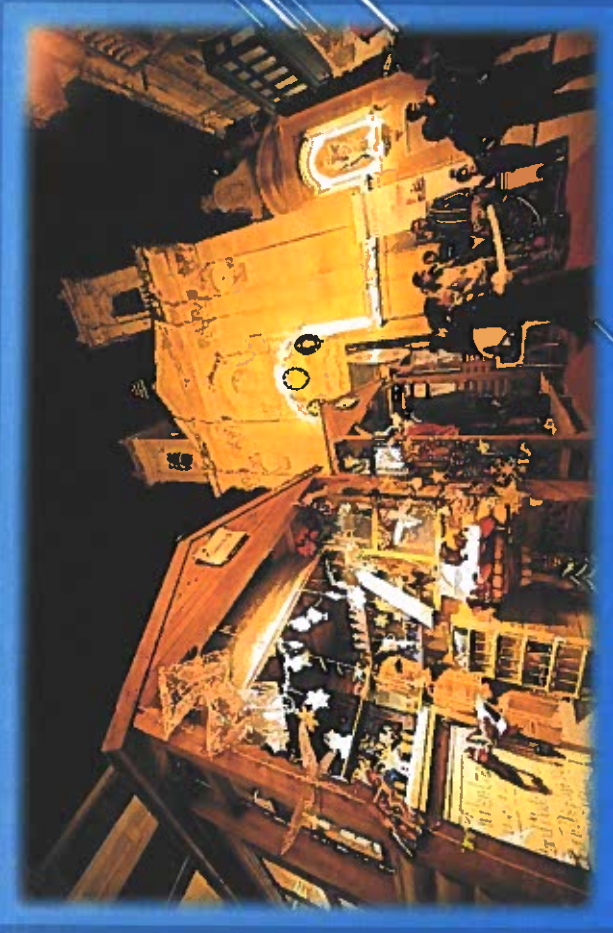
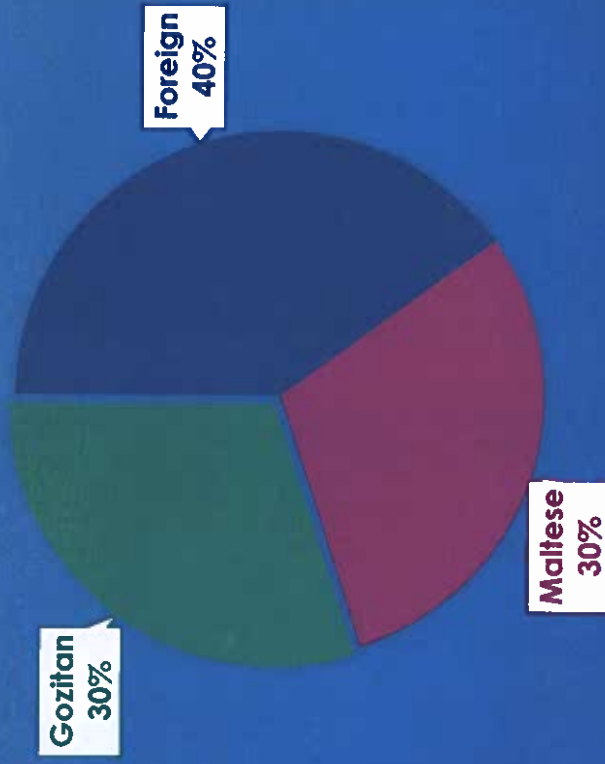
TYPE OF ESTABLISHMENT



REVENUE GENERATED/ FORECASTED BY THE ESTABLISHMENTS DURING FESTIVE SEASON 2023 COMPARED WITH THAT OF SAME PERIOD FOR YEAR 2022

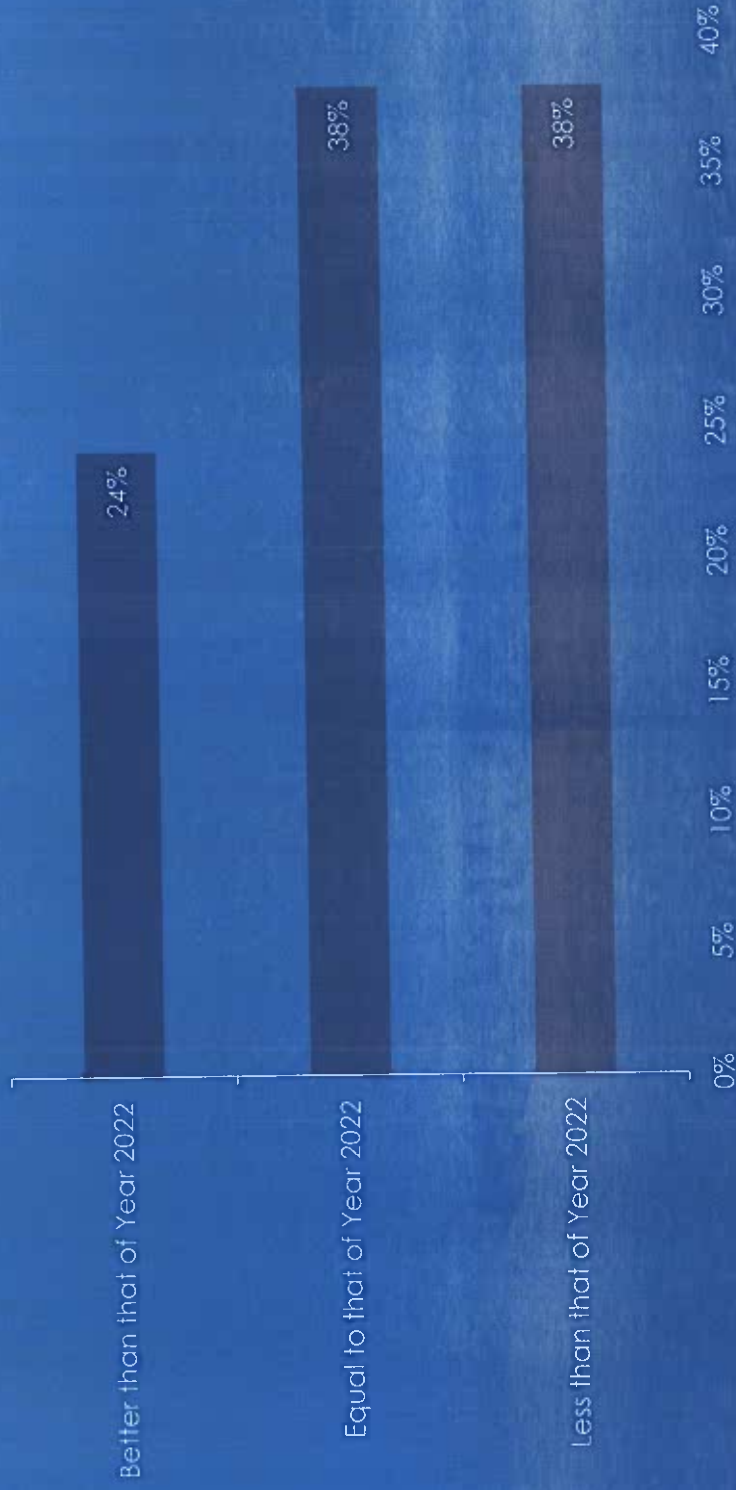


COMPARISON OF THE CLIENTELE BETWEEN FOREIGN, MALTESE AND GOZITAN, DURING FESTIVE SEASON 2023



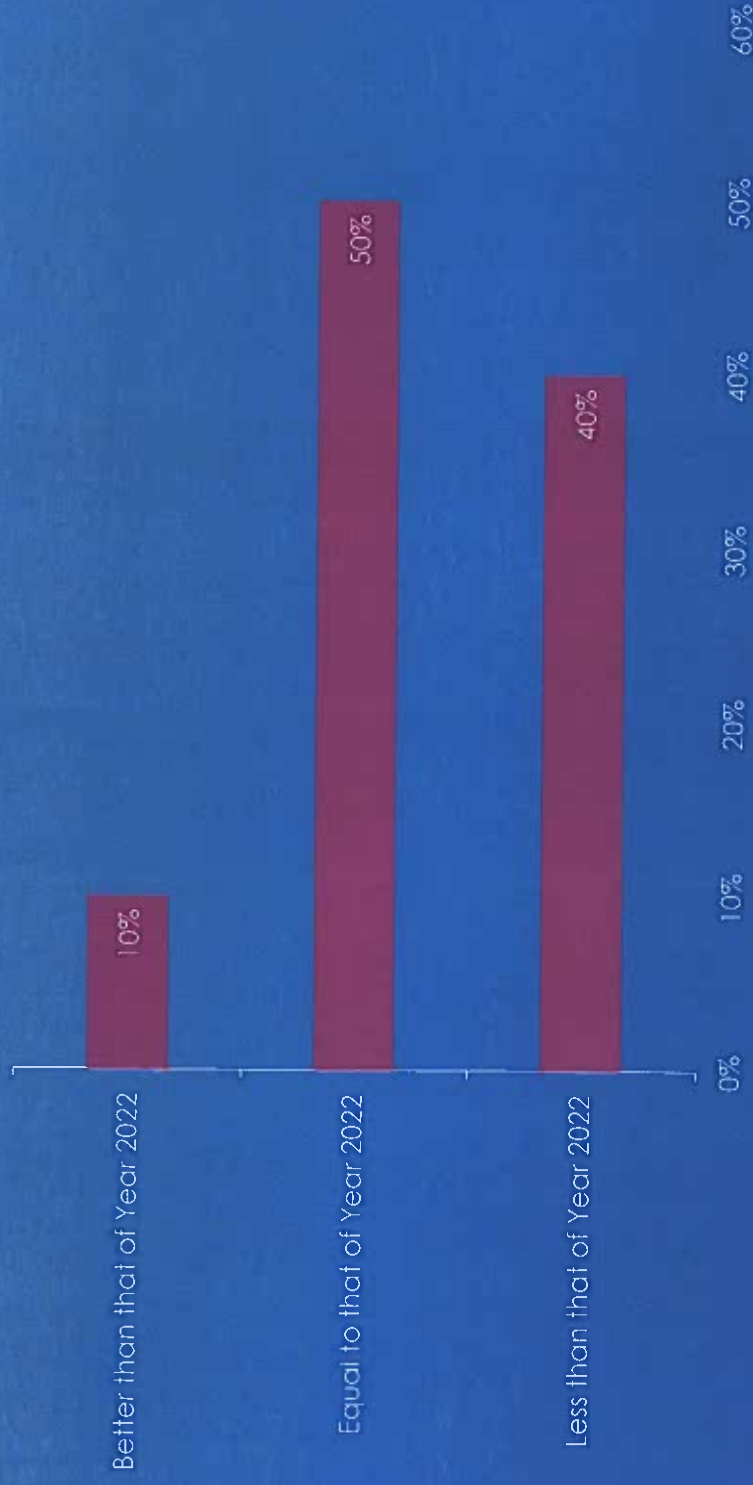
COMPARISON OF THE REVENUE GENERATED/ FORECASTED BY THE ESTABLISHMENTS' CLIENTELE BETWEEN FESTIVE SEASONS 2022 AND 2023

Foreign Clientele



COMPARISON OF THE REVENUE GENERATED/ FORECASTED BY THE ESTABLISHMENTS' CLIENTELE BETWEEN FESTIVE SEASONS 2022 AND 2023

Maltese Clientele



COMPARISON OF THE REVENUE GENERATED/ FORECASTED BY THE ESTABLISHMENTS' CLIENTELE BETWEEN FESTIVE SEASONS 2022 AND 2023

Gozitan Clientele





THANK YOU



Gozo Tourism Association
www.islandofgozo.org

