

GRDA SURVEY



Tourists' perception of Gozo

Arriving and staying in Gozo - Part 1

April 2023



A Survey about tourists' perceptions of Gozo

Arriving and staying in Gozo

Part 1

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ARRIVING IN GOZO

COUNTRY OF RESIDENCE OF TOURISTS VISITING GOZO



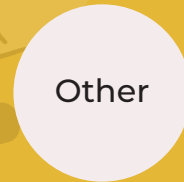
38.2%



17.2%



13.2%



31.4%

TRAVELLED WITH A LOW-COST AIR CARRIER

60% of overnight tourists

83% of day trippers

TRAVELLING WITH PRE-ORGANISED GROUPS

34.7% of overnight tourists

6.9% of day trippers

TRAVEL COMPANIONS

25.7%

Solo Travellers



Travelling with family

40.4%

33.9%

Travelling with friends



STAYING IN GOZO

MAIN PURPOSE OF VISIT

To see the island

82.5%



To visit family & friends

12.2%



Other

3.7%



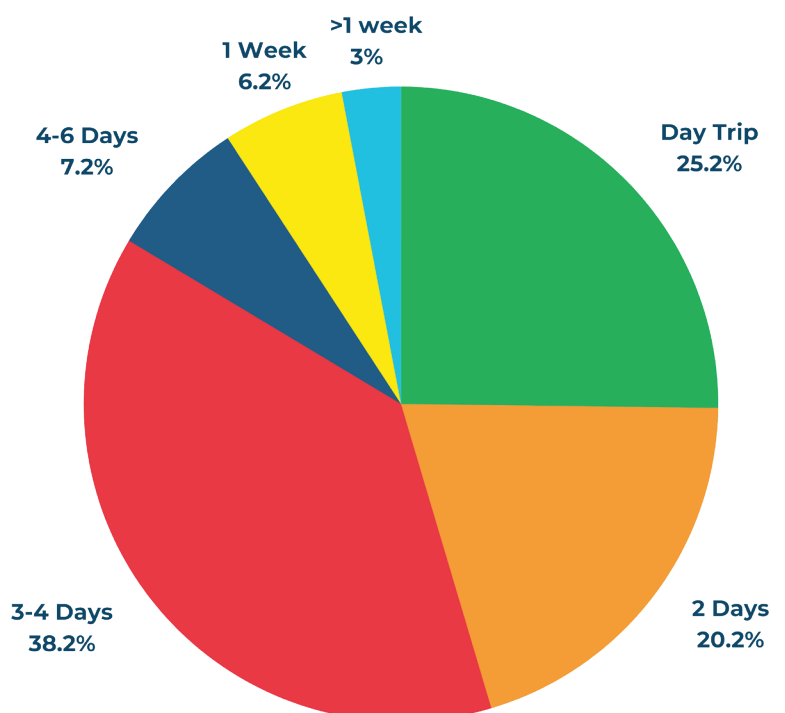
Diving

1.6%



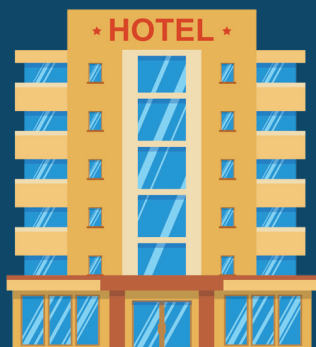
DURATION OF VISIT

Most tourists who overnight in Gozo stay for 3-4 days



STAYING IN GOZO

TYPE OF ACCOMMODATION - OVERNIGHT TOURISTS



Hotel

36.0%

B&B
30.3%



Rental
Apartment
22.7%

Villa /
Farmhouse
8.0%



Stay with
family & friends
3.0%

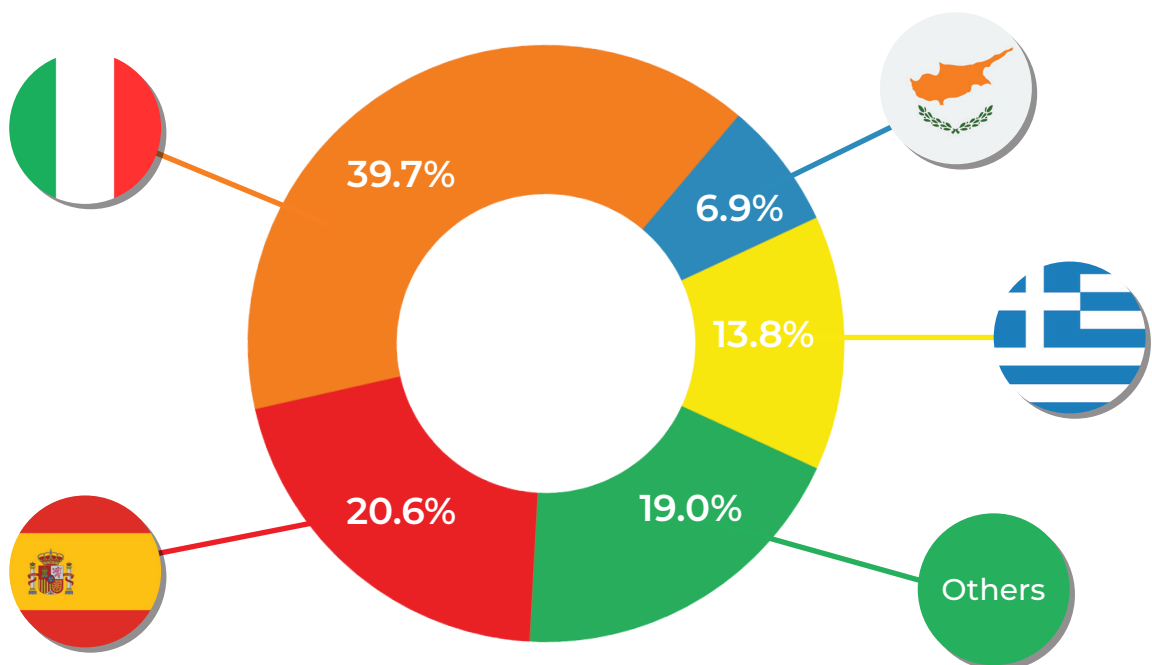
STAYING IN GOZO

CONSIDERATION OF OTHER DESTINATIONS

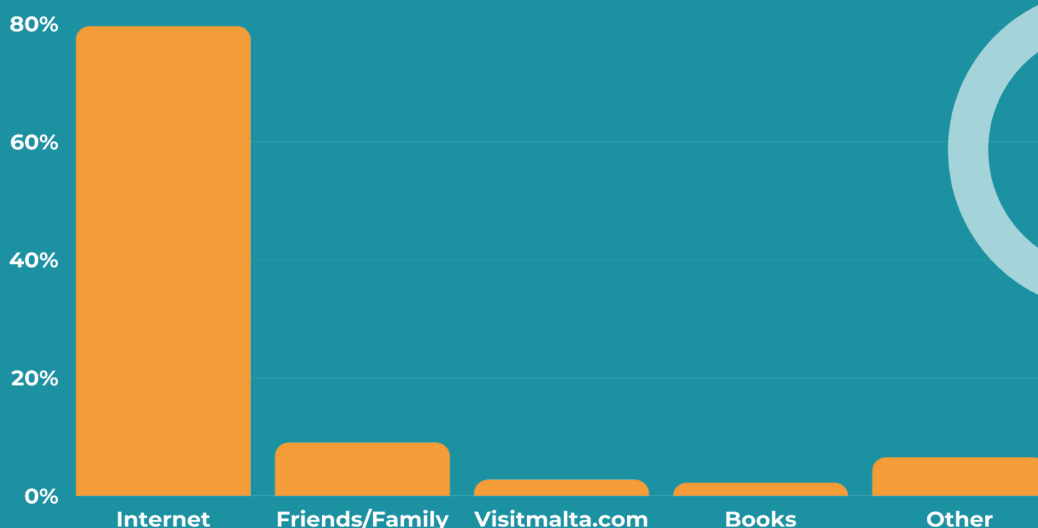
11.9% of day trippers considered visiting other destinations instead of Gozo

15.3% of overnight visitors considered visiting other destinations instead of Gozo

COMPETING DESTINATIONS



TOURISTS' SOURCES OF INFORMATION



STAYING IN GOZO

MOST SITES AND ATTRACTIONS VISITED BY TOURISTS



72.6%

Cittadella
&
Victoria

Marsalforn

50.1%

45.4%

Ta' Pinu Shrine

Dwejra

32.9%

32.7%

Xlendi Bay

Xwejni
Saltpans

31.4%

31.4%

Ramla Bay



STAYING IN GOZO

MAIN ACTIVITIES CARRIED OUT BY TOURISTS

BOAT TRIP

34.9%



32.2%

HIKING



DIVING

25.2%



11.5%

NIGHTTIME ACTIVITIES



QUADBIKING

10.7%



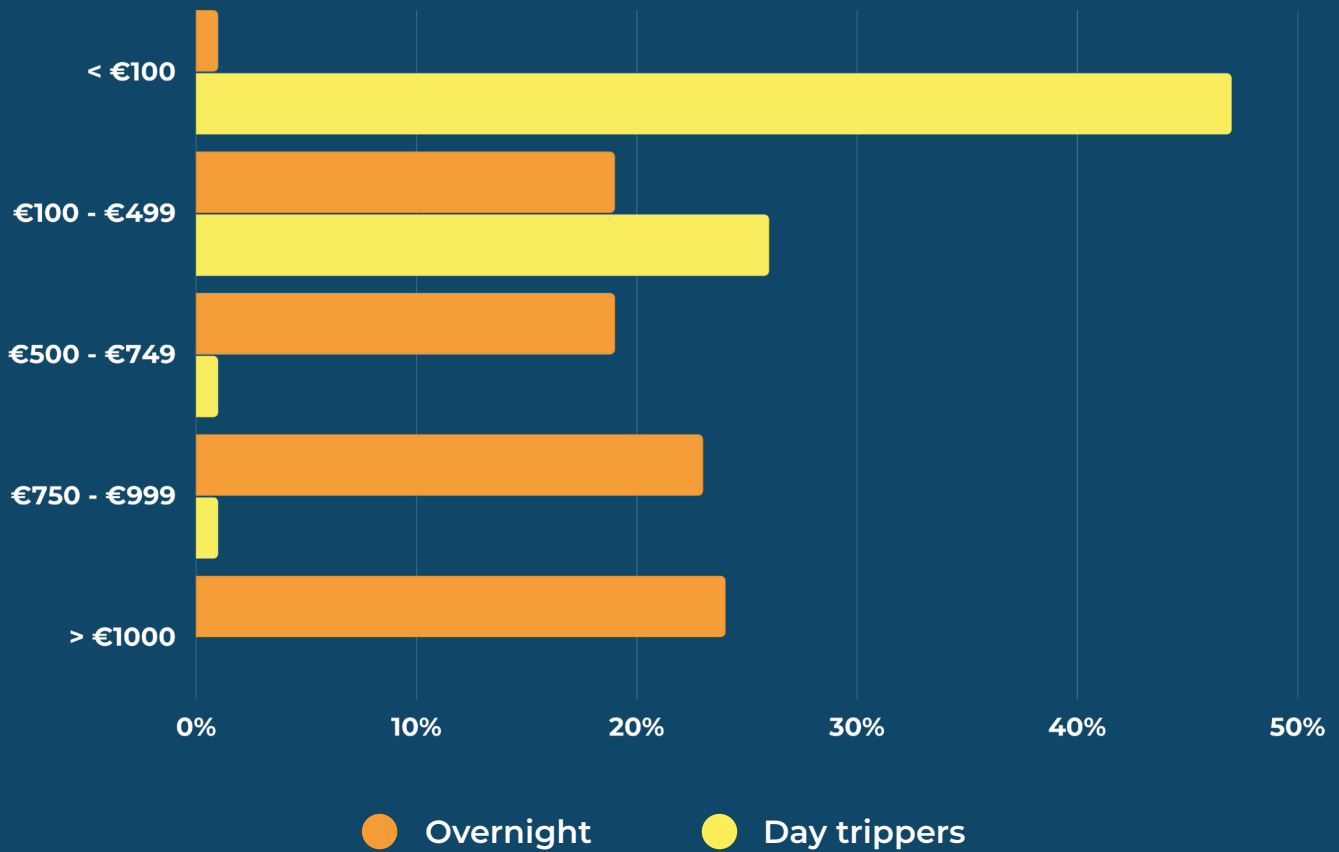
10.5%

KAYAKING



STAYING IN GOZO

AVERAGE EXPENDITURE



PAYMENT METHOD

3% of day trippers made no purchases

Cash

46.3%



Debit / Credit Card

43.6%

10.1%

Mobile payment





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