

GRDA SURVEY



Tourists' perception of Gozo

Overall perceptions of Gozo - Part 2

May 2023



A Survey about tourists' perceptions of Gozo

Overall perceptions of Gozo

Part 2



PUBLISHED BY

GOZO REGIONAL DEVELOPMENT AUTHORITY

75, Republic Street, Victoria - Gozo, Malta

Tel: +356 22156342

www.grda.mt

Publication date: May 2023.

This publication may not be used in any format or medium.

This material is property of the Gozo Regional Development Authority.

Any queries regarding this publication should be sent on: info@grda.mt.

Designed by the GRDA. © Copyright 2023.

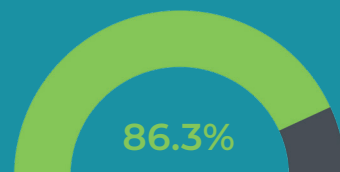
TOURISTS' PERCEPTIONS OF GOZO

OVERALL TOURIST SATISFACTION



Amongst visitors, UK & Republic of Ireland residents were the most satisfied with their trip to Gozo.

Very satisfied



Fairly satisfied



Not satisfied at all

Those who stayed between 5-7 days were the most satisfied with their visit. Meanwhile those who stayed more than 1 week were less satisfied.

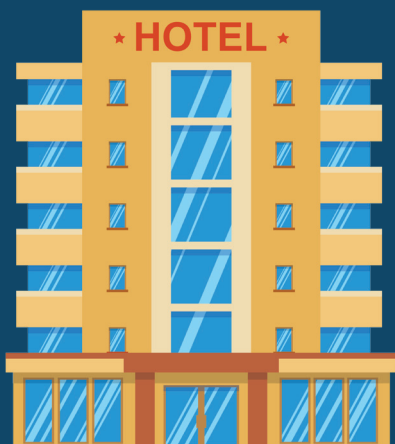


VALUE FOR MONEY

97.4%

of visitors stated that Gozo is a good value for money destination.

This was particularly evident for visitors who reside in the Republic of Ireland and those who stayed in a 5 star accommodation.



TOURISTS' PERCEPTIONS OF GOZO

THE SITES WHICH TOURISTS ENJOYED VISITING THE MOST

TA' PINU SHRINE



VICTORIA



CITTADELLA



MARSALFORN



ĠGANTIJA TEMPLES



XLENDI



TOURISTS' PERCEPTIONS OF GOZO

THINGS TOURISTS LIKED ABOUT GOZO

Cittadella

23.9%

Beaches

16.2%

Hospitality

13.2%

Scenery

10.2%

Tranquility

9.7%

Local Food

9.2%

Countryside

7.2%

Other

10.4%



TOURISTS' PERCEPTIONS OF GOZO

THINGS TOURISTS DISLIKED ABOUT GOZO

Dirty Environment

10.2%

Ferry Service

9.2%

Cost of Goods & Services

7.5%

Traffic & Parking

7.0%

Public Transport

4.5%

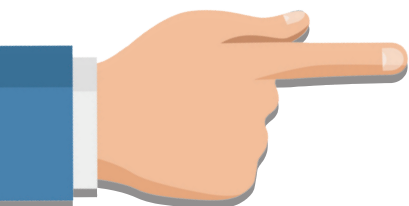
Other

10.0%



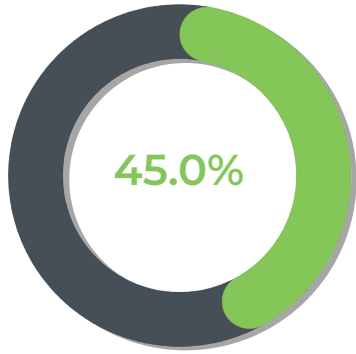
51.6%

of tourists pointed out that there is nothing in particular they dislike about Gozo.



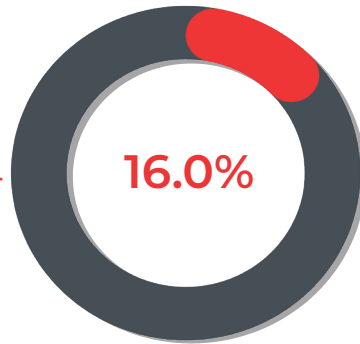
TOURISTS' PERCEPTIONS OF GOZO

POSTING OF SOCIAL MEDIA CONTENT



45.0% of overnight tourists posted content on social media in relation to their visit to Gozo

16.0% of day trippers posted content on social media in relation to their visit to Gozo



LIKELIHOOD TO REVISIT GOZO

Most Likely to visit Gozo again:

Tourists who visited Gozo on their own

Tourists who stayed in a 5 star hotel

Return visitors

Tourists from the Republic of Ireland

73.8% would visit Gozo again

METHODOLOGICAL NOTES



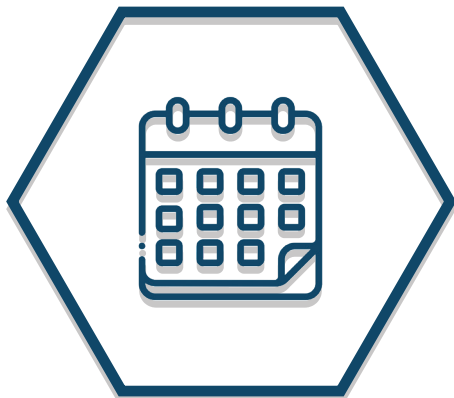
Who ?

101 day trippers
300 overnight trippers



How ?

Face-to-Face



When ?

October 2022



GOZO REGIONAL
DEVELOPMENT AUTHORITY

75, Republic Street,
Victoria, VCT 1018,
Gozo

Tel: +356 2215 6342

Email: info@grda.mt

www.grda.mt