



TOURISTS' PERCEPTIONS OF GOZO

Day Trippers

misco



**GOZO REGIONAL
DEVELOPMENT AUTHORITY**

The image features a dark blue background with a large, bright yellow circle in the center. The circle is outlined by a thin yellow ring. Inside the yellow circle, the text "GETTING TO GOZO" is written in a bold, white, sans-serif font. The background also has some faint, geometric shapes in a lighter shade of blue, suggesting a modern, digital aesthetic.

GETTING TO GOZO



*...of day trippers
visited Gozo with
a pre-organised
group*

2022 | 7%
An increase of 5 percentage points over 2022



Q. Did you come to Gozo with a pre-organised group?

Base: All respondents.



...of day trippers were first-time visitors



...of day trippers were already in Malta when they decided to visit Gozo



...of day trippers feel that a day trip in Gozo was not enough to experience the island



Q. Is this your first-time visiting Gozo or a return visit?

Q. Were you already in Malta when you decided to visit Gozo?

Q. Do you feel the day-trip was enough to experience the island?

Base: All respondents.

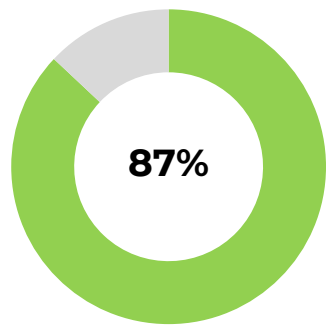
Main Purpose Of Visit



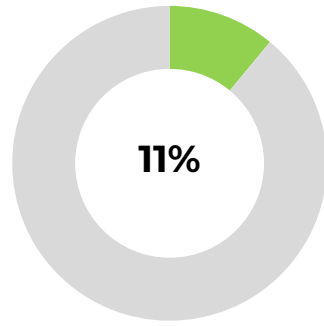
Q. What is the main purpose of your visit to Gozo? (Multiple Response)

Base: All respondents.

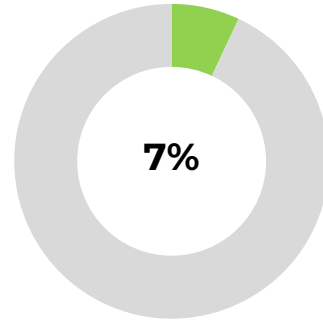
Day Trippers' Source Of Information About Their Visit To Gozo



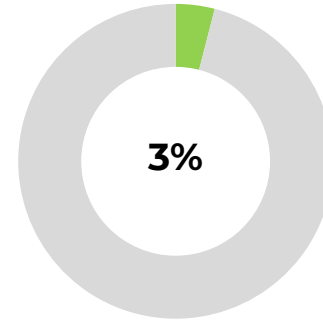
Social media



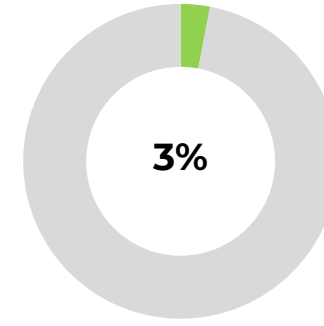
Friends and Family



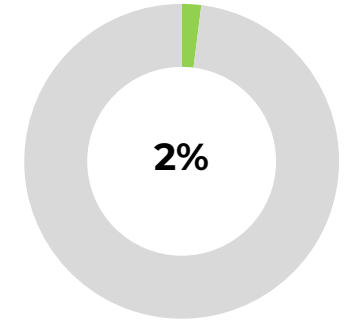
Books



Travel / Tour agency website



Word of mouth



Travel apps



Q. When looking for information about visiting Gozo, what was your main source? (Multiple Response)

Base: All respondents.



**LEVEL OF
SATISFACTION**



*... of day trippers
stated that Gozo
reached their
expectations*

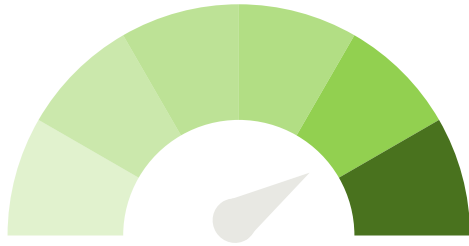


Q. Did Gozo reach your expectations?

Base: All respondents.

Overall Satisfaction, Value for Money & Ferry Terminals Ratings

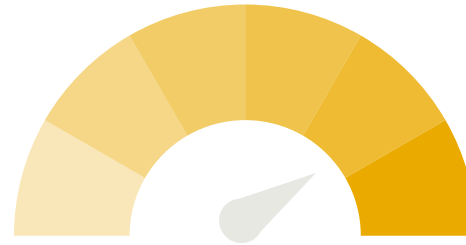
Overall Satisfaction



3.7

2022 | 3.8

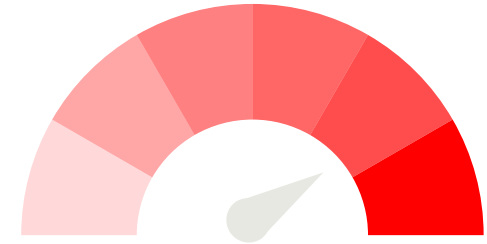
Value for money



3.6

2022 | 3.6

Ferry Terminals



3.8

2022 | 3.6



Q. How satisfied are you with the way your visit is going so far? Are you ...?

Q. How satisfied are you with the overall value for money on the island? Are you ...?

Q. How satisfied are you with the ferry terminals? Are you ...?

Base: All respondents.

Restaurant Satisfaction



4.3

Overall Restaurant Rating



95% of day trippers found enough restaurants in Gozo who serve local products / cuisine

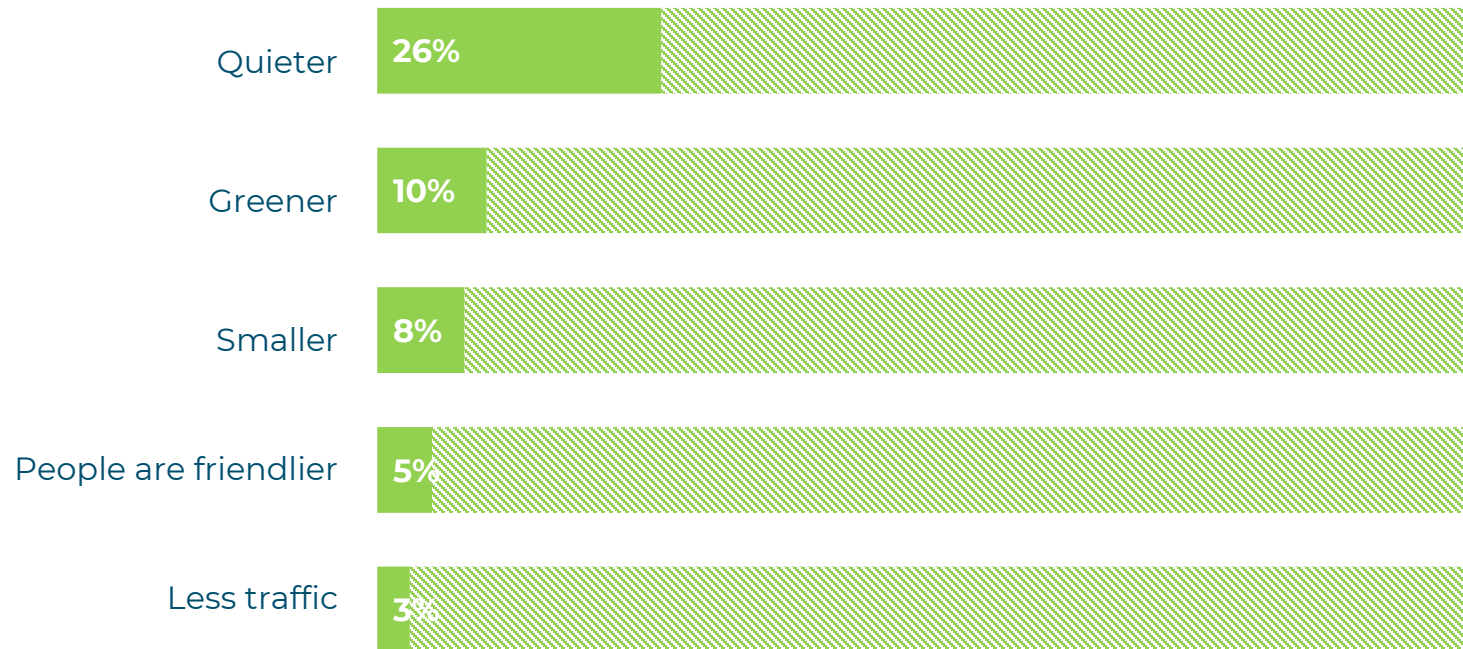


Q. On a scale of 1 to 5 where 1 means very dissatisfied and 5 means very satisfied, how satisfied were you overall with the restaurants you visited so far in Gozo?

Base: All respondents.

Comparison Between Gozo And Mainland Malta

Compared to Malta, Gozo is:



45% of day trippers outlined that Malta and Gozo are the same



Q. When compared to Malta, how does Gozo differ? (Multiple Response)

Base: All respondents.

Should Gozo Offer More?



63% of day trippers do not think that Gozo should be offering more



Q. Is there anything Gozo should be offering but is not?

Base: All respondents.

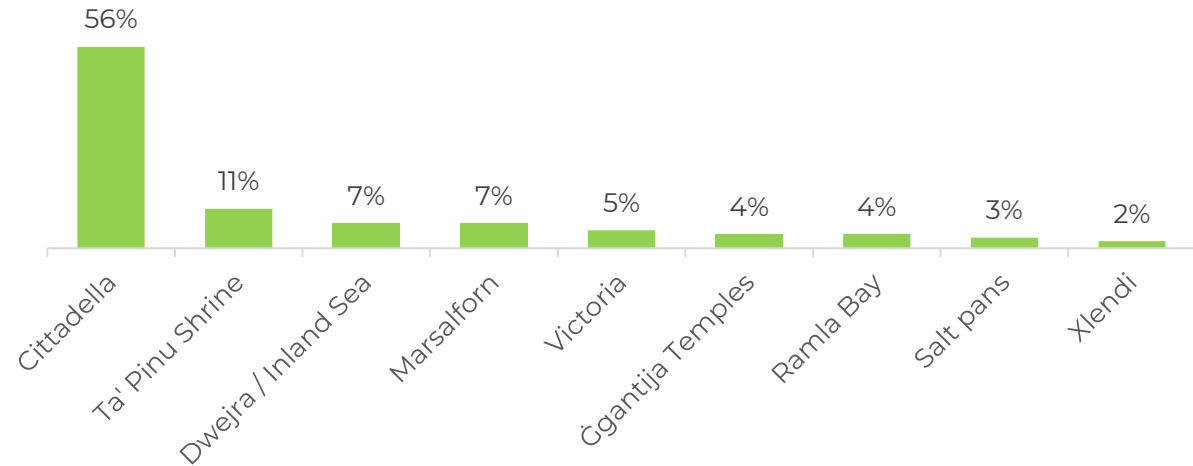


VISIT TO GOZO

Attractions Visited And Preferred Sites

Attractions visited

	TOTAL
Dwejra / Inland Sea	15%
Salt pans	6%
San Blas Beach	1%
Cittadella	92%
Ta' Pinu Shrine	58%
Xlendi	19%
Ħondoq ir-Rummien	3%
Victoria	63%
Marsalforn	33%
Ramla Bay	12%
Ġgantija Temples	7%
Mġarr ix-Xini	1%
Ta' Ċenċ Cliffs	7%



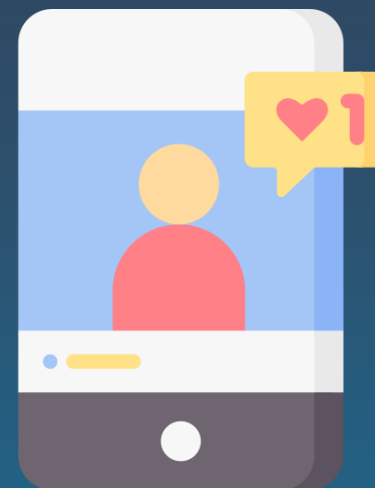
Most preferred sites



Q. Which of the following sites and attractions did you visit during your stay? (Multiple Response)

Q. Based on your experience so far, which site did you enjoy visiting most?

Base: All respondents.



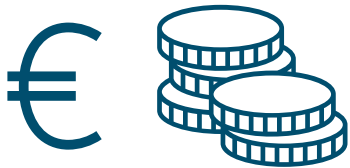
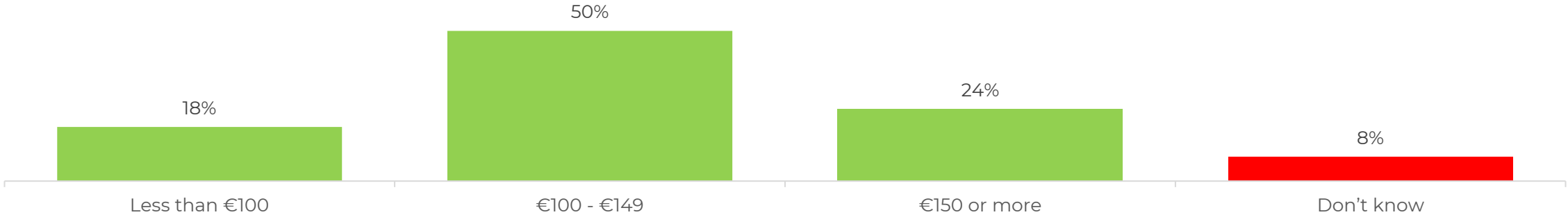
*...of day trippers posted content on social media
in relation to their visit to Gozo*



Q. Did you post any content on social media platforms in relation to your visit to Gozo?

Base: All respondents.

Day Trippers Average Spending

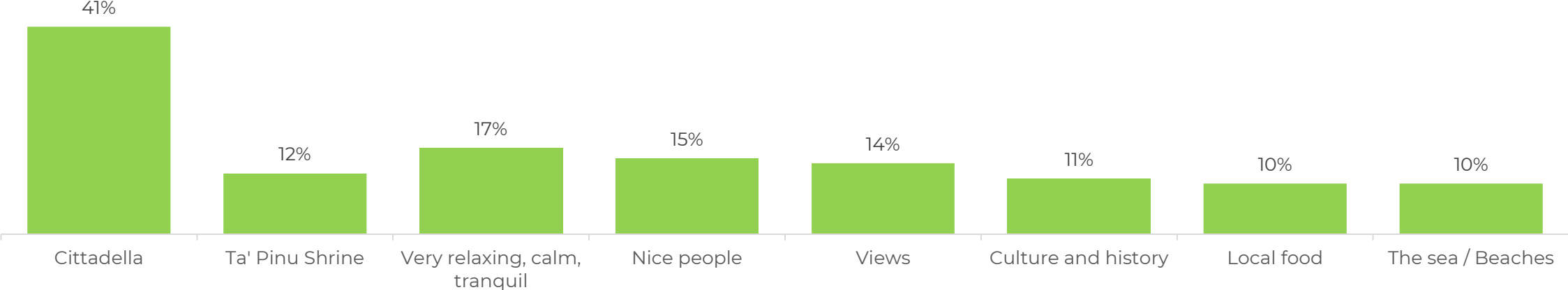


2022 | 47% spent less than €100
A decrease of 29 percentage points in comparison to 2022



Q. How much did you spend?
Base: All respondents.

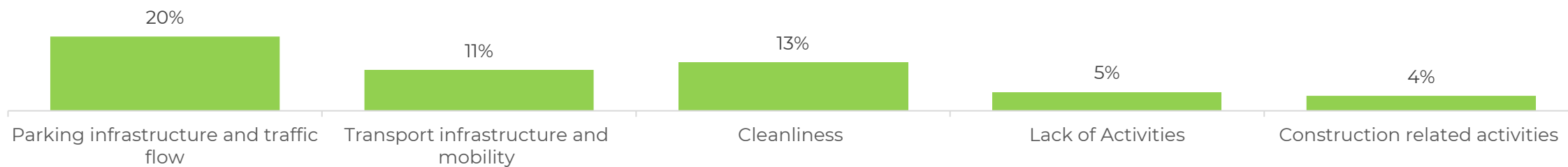
Things Day Trippers Liked About Gozo



Q. Tell me two things you like about Gozo.

Base: All respondents.

Things Day Trippers Disliked About Gozo



49% of day trippers found nothing that they disliked about Gozo



Q. Tell me two things you dislike about Gozo.

Base: All respondents.

Highlight Of Day Trippers' Trip To Gozo

	Total
Cittadella	41%
Ta' Pinu Shrine	10%
The sea / beaches	8%
Views	7%
Victoria	4%
Ġgantija Temples	3%
Ramla l-Ħamra	3%
Very relaxing, calm, tranquil	3%



Day trippers travelling with family, are more likely to visit several attractions



Q. So far, what has been the highlight of your trip to Gozo?

Base: All respondents.

Likelihood To Re-visit



...of day trippers would visit again

2022 | 76%



60% of day trippers are willing to visit Gozo again for more than a day-trip



Q. Would you visit Gozo again?

Base: All respondents.

Net Promoters Score (NPS)



NPS SCORE

2022 | 35%

An increase of 17 percentage points over 2022



All day trippers rated Gozo a score of 6 or higher



Q. On a scale from 0 to 10 where 0 means you wouldn't recommend at all and 10 means you would definitely recommend, how likely are you to recommend Gozo as a place to visit among friends, family, or colleagues?

Base: All respondents.



METHODOLOGY

HOW?

Face-to-face



WHO?

408 tourists

Of which:

- 303 overnight visitors
- 105 day trippers



WHEN?

October 2023

miSCO



GOZO REGIONAL
DEVELOPMENT AUTHORITY