



TOURISTS' PERCEPTIONS OF GOZO

Overnight Tourists

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.

GETTING TO GOZO



...of overnight tourists were first-time visitors



...of overnight tourists were return visitors

Return visitors 2022 | 21%



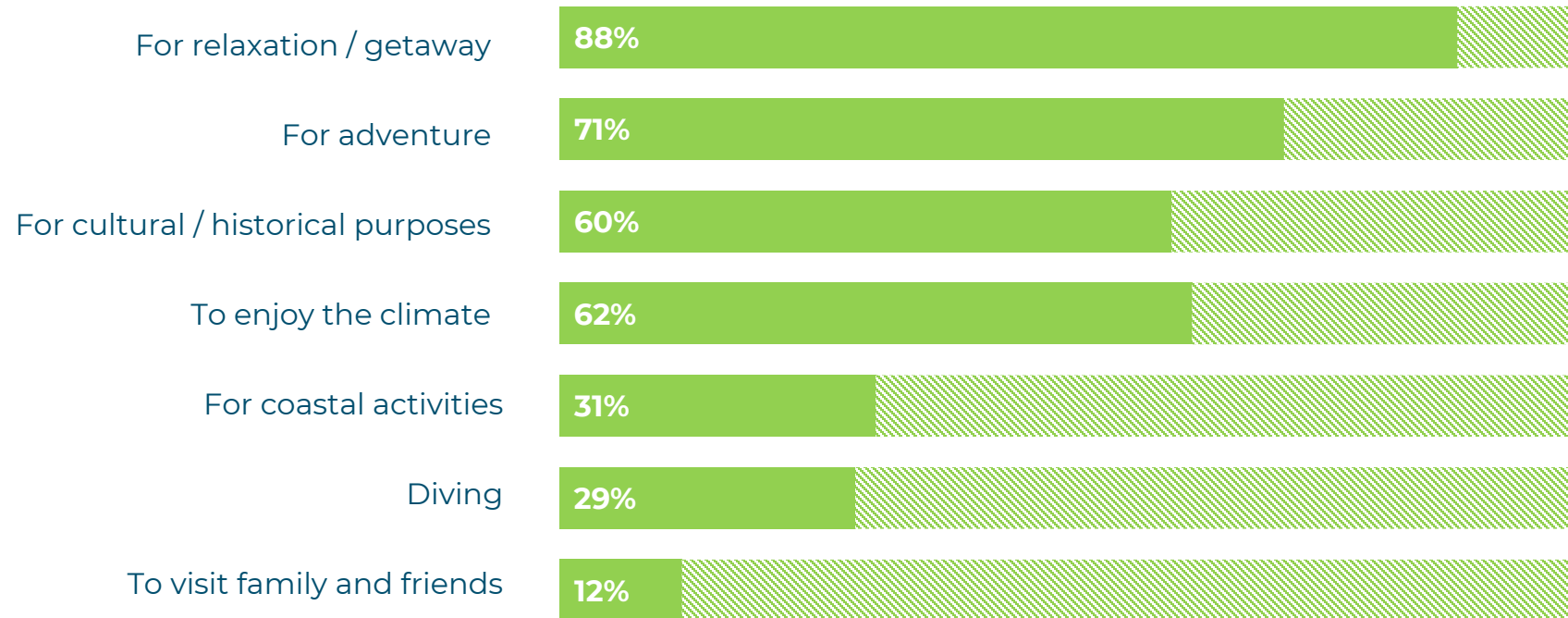
Most return visitors came back to Gozo to visit family or friends



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

Base: All respondents.

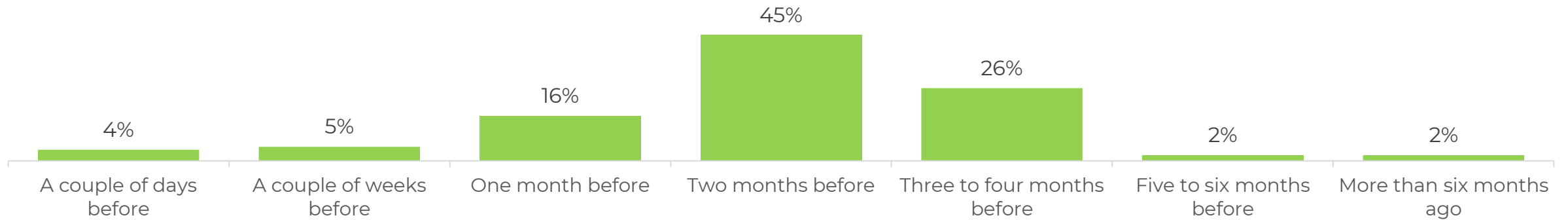
Main Purpose Of Visit



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

Base: All respondents.

Planning Of Overnight Visit To Gozo



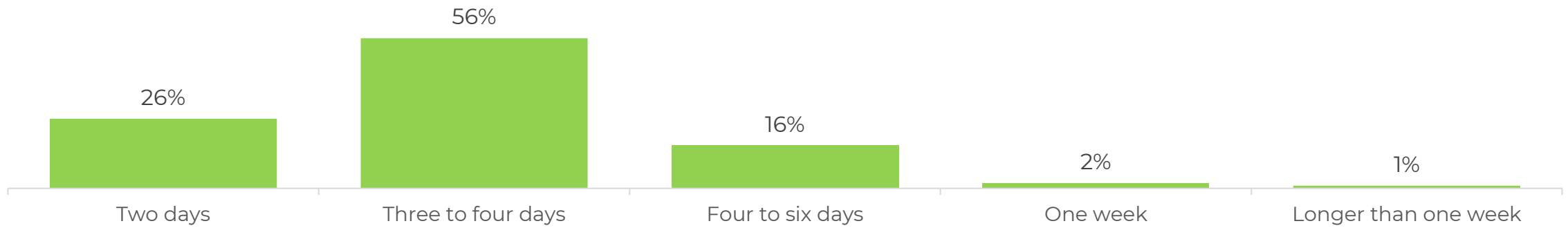
Overnight visitors who visited Gozo for diving, were significantly more likely to book their trip 3 to 4 months before



Q. How long ago did you book your trip to Gozo?

Base: All respondents.

Length Of Stay



Those who visited Gozo for coastal or diving activities were significantly more likely to spend four to six days in Gozo

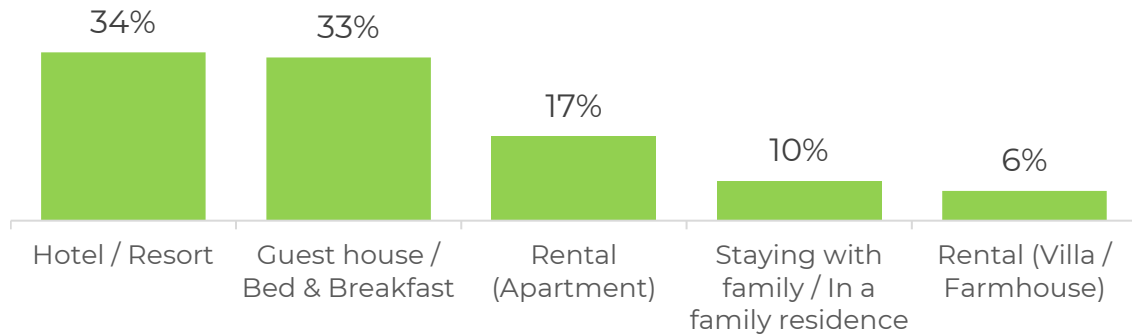


Q. How long did you spend / are you staying in Gozo?

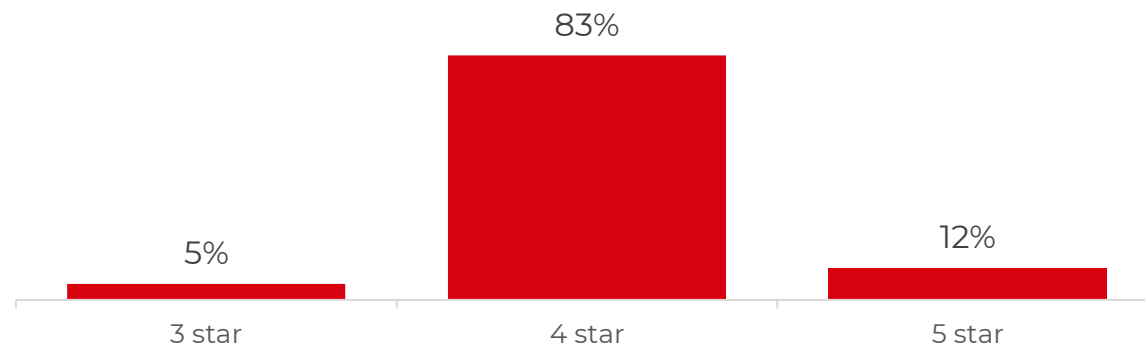
Base: All respondents.

Type Of Accommodation

Accommodation type



Hotel Rating



Hotels / resorts seem significantly more common among those travelling with family



Q. What type of accommodation are you staying in / did you stay in?

Q. What star rating is the accommodation you are staying in / stayed in?



96%

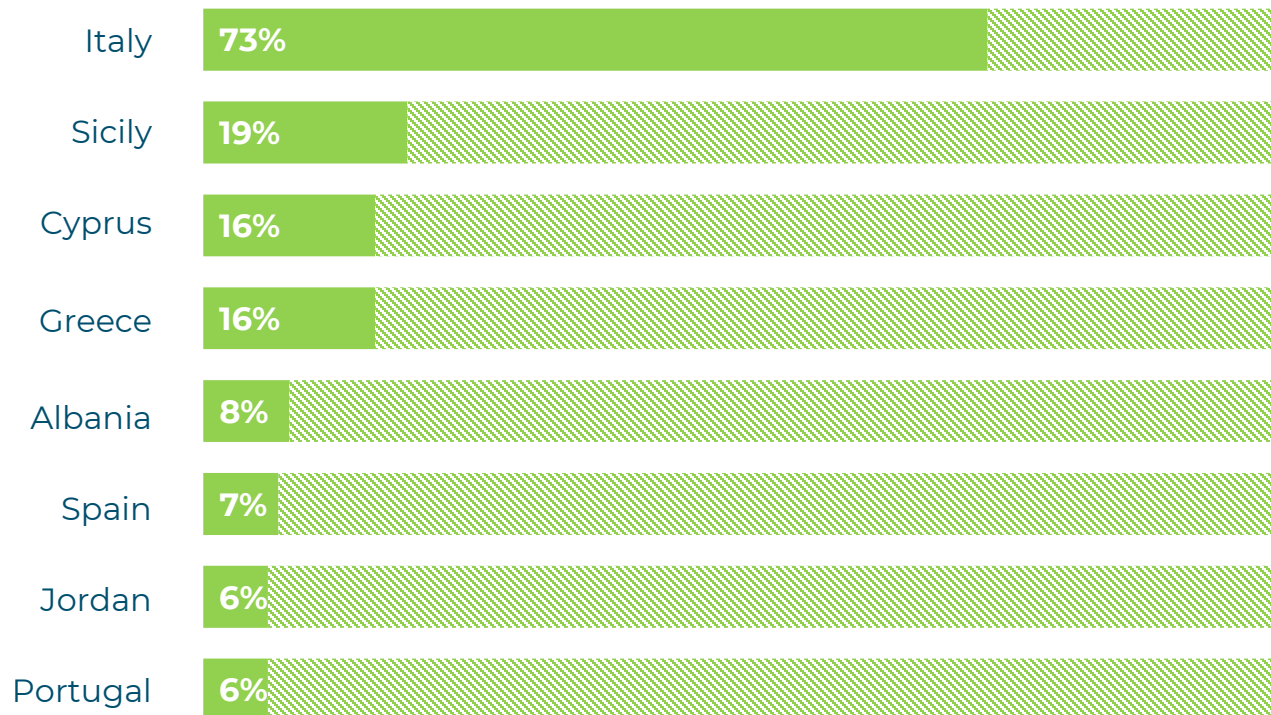
*... of overnight
visitors found
enough activities to
do during their stay*



Q. Did you find enough activities to do during your stay?

Base: All respondents.

Other Destinations Considered By Overnight Visitors



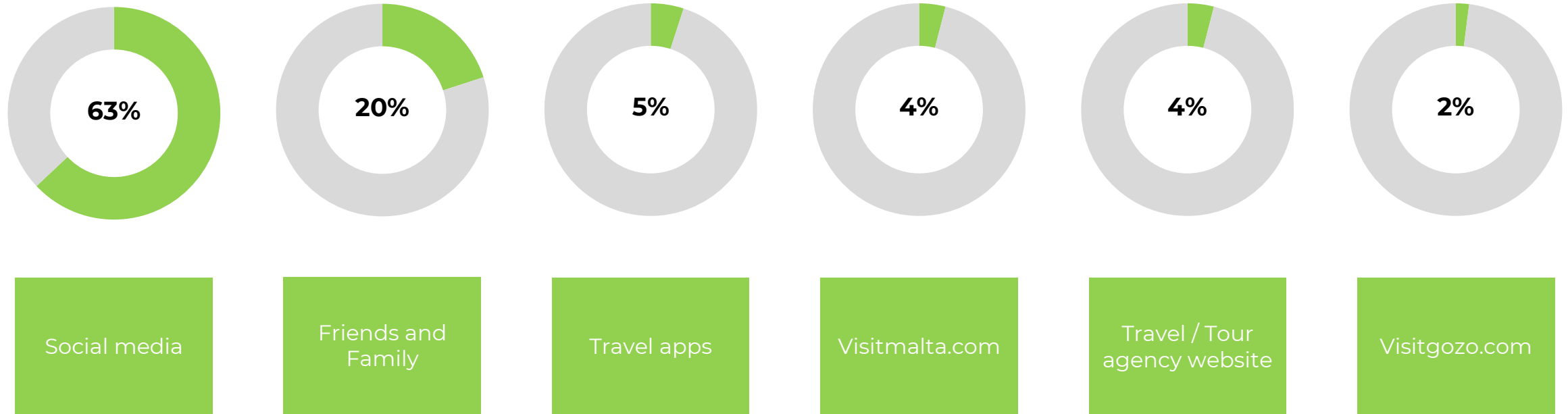
Only 9% of tourists considered other destinations before their trip to Malta and Gozo



Q. Which ones?

Base: All respondents.

Overnight Tourists' Source Of Information About Their Visit To Gozo



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

Base: All respondents.



**LEVEL OF
SATISFACTION**



*...of overnight visitors
stated that Gozo
reached their
expectations*

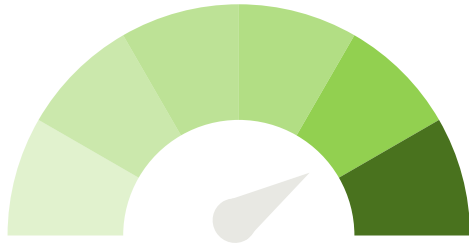


Q. Did Gozo reach your expectations?

Base: All respondents.

Overall Satisfaction, Value for Money & Ferry Terminals Ratings

Overall Satisfaction



3.6

2022 | 3.9

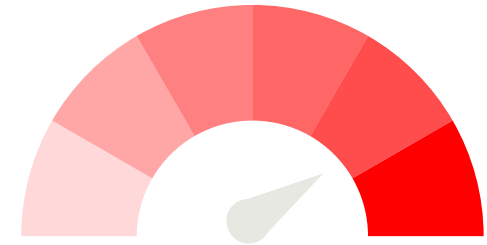
Value for money



3.5

2022 | 3.7

Ferry Terminals



3.6

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.

Accommodation and Restaurant Ratings

Accommodation Satisfaction

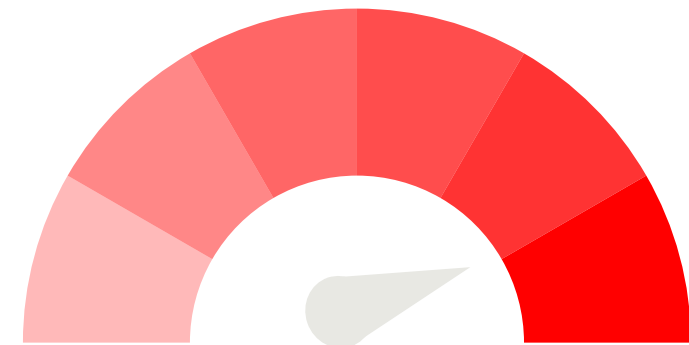


4.3



88% of overnight visitors were very satisfied or fairly satisfied with their accommodation

Restaurant Satisfaction



4.2



85% of overnight visitors found enough restaurants in Gozo who serve local products / cuisine



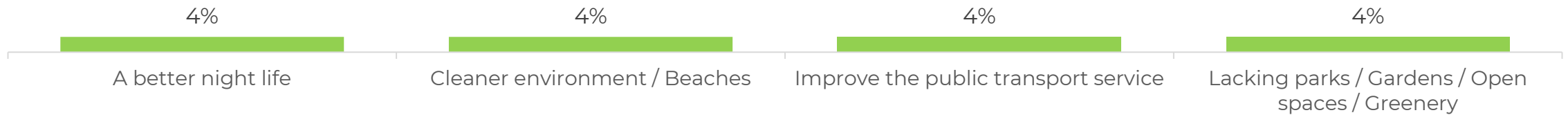
Q. On a scale of 1 to 5 where 1 means very dissatisfied and 5 means very satisfied, how satisfied were you with the quality of your accommodation?

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.

Should Gozo offer more?

Additional offering



56% of overnight tourists do not think that Gozo should be offering more



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

Base: All respondents.



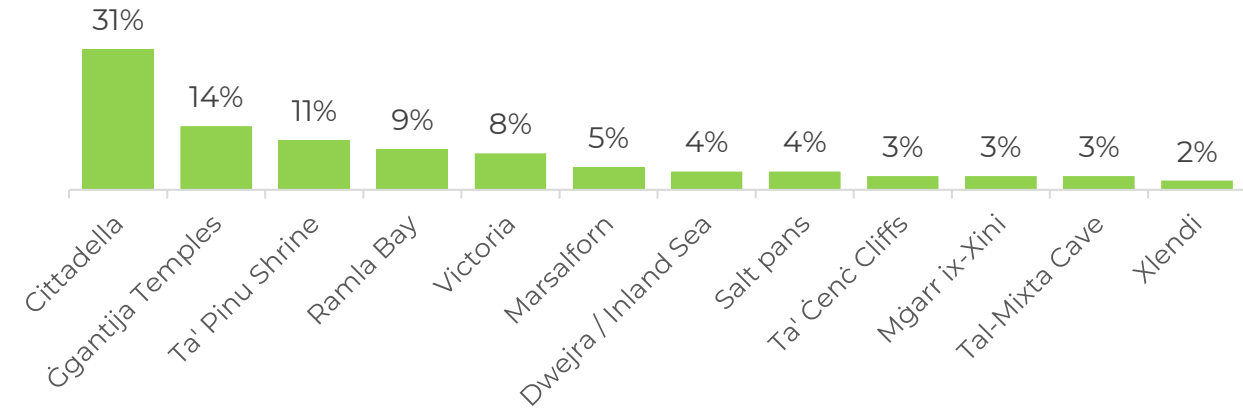
VISIT TO GOZO

Attractions Visited and Preferred Sites

Attractions visited

	Total
Dwejra / Inland Sea	55%
Salt pans	56%
Tal-Mixta Cave	26%
Calypso Cave	18%
San Blas Beach	16%
Cittadella	94%
Ta' Pinu Shrine	89%
Xlendi	70%
Ħondoq ir-Rummien	33%
Victoria	88%
Marsalforn	85%
Ramla Bay	81%
Ġgantija Temples	54%
Mġarr ix-Xini	22%
Wied il-Għasri	5%
Ta' Ċenċ Cliffs	38%

Most preferred sites

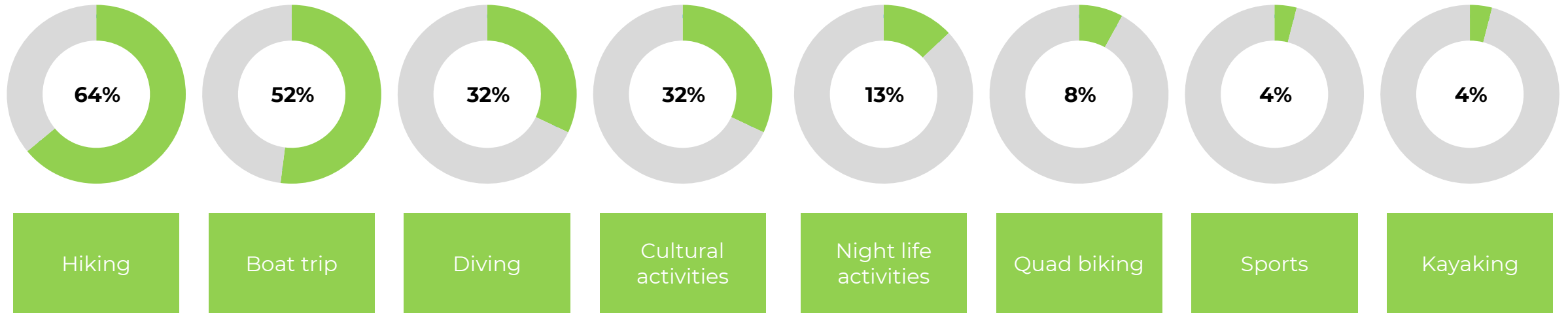


Q. Which of the following sites and attractions did you visit during your stay?

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

Base: All respondents.

Type Of Activities Which Overnight Tourists Took Part In

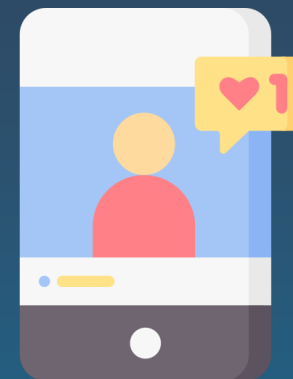


13% of overnight tourists did not take part in any of these activities during their stay



Q. Did you take part in any of the following activities during your visit to Gozo? (Multiple response)

Base: All respondents.



... of overnight tourists 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.



... of overnight tourists spent one/or more nights in
Malta



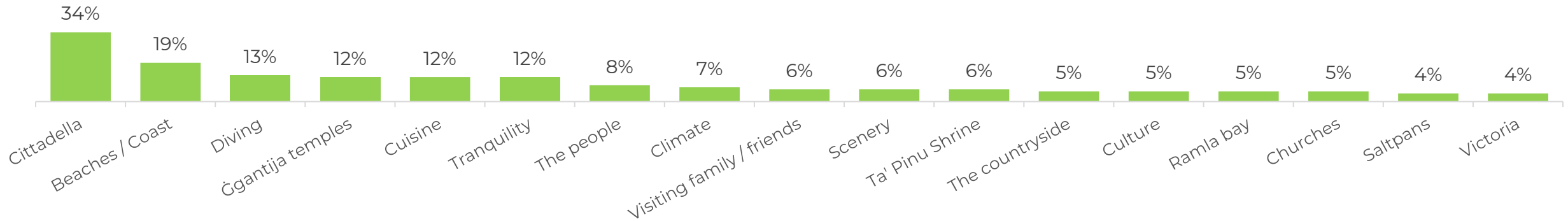
Return tourists are significantly less likely to spend any nights in Malta



Q. Did you spend any nights in Malta?

Base: All respondents.

Things Overnight Tourists Liked About Gozo



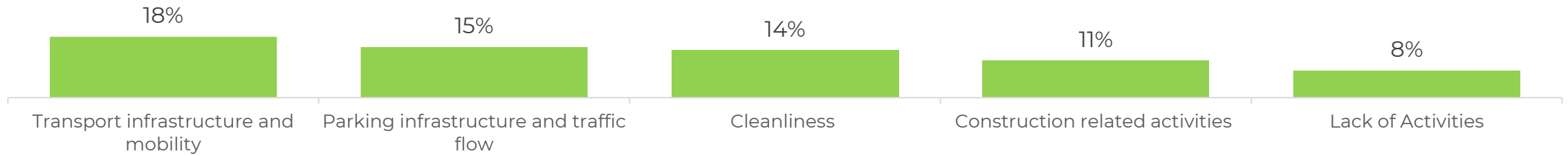
Similar to the previous wave, Cittadella remains the top attraction among overnight tourists



Q. Tell me two things you like about Gozo.

Base: All respondents.

Things Overnight Tourists Disliked About Gozo



31% of overnight tourists found nothing that they disliked about Gozo



Q. And tell me two things you dislike about Gozo.

Base: All respondents.

Highlight Of Overnight Tourists' Trip To Gozo

	Total
Cittadella	24%
Diving experience	14%
Ġgantija temples	11%
Ta' Pinu Shrine	5%
Ramla bay	5%
The beach	4%



Overnight tourists travelling with family, are more likely to visit a number of attractions



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

Base: All respondents.

Likelihood To Re-visit



...of overnight visitors would visit again

2022 | 73%



97% of return visitors are willing to visit Gozo again



Q. Would you visit Gozo again?

Base: All respondents.

Net Promoters Score (NPS)

NPS SCORE



2022 | 20%

An increase of 10 percentage points over 2022



All overnight tourists rated Gozo a score of 5 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

The background is a solid blue color with several overlapping, semi-transparent geometric shapes in various shades of blue, creating a modern, abstract design.

misco



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DEVELOPMENT AUTHORITY