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Recently, the Gozo Tourism Association conducted a business performance survey amongst the Gozitan tourist establishments. This survey shows positive results achieved by these establishments and to a great extent reflects the touristic achievements during 2015. The majority or 64% of these establishments covering the various touristic sectors reported that their business performed better than 2014, while 28% declared that their 2015 performance was on the same levels of 2014, and 8% stated that last year their performance deteriorated on 2014.

The touristic establishments also highlighted considerable improvements from the foreign tourist market, which forms the core touristic business on Gozo. Infact 68% of the respondents declared improved performance from the foreign market, while 21% stated a similar performance for 2015 and 2014, and 11% reported a decrease on 2014 from the foreign segment.

The domestic market impacted to an increase in the touristic performance for 27% of respondents, and 58% of the touristic establishments achieved a performance of the same levels of 2014, whiel 15% reported a decreased performance in their establishments from the domestic market.

The majority of the touristic enterprises expressed fair and good business profits during 2015 (43% and 42%) respectively. The rest stated very good profits (6%) while 8% confirmed bad profits for their businesses.

Operating costs, shortage of employees, road works and financial costs were the most factors effecting negatively the performance of the touristic establishments on Gozo.

The majority of the Gozitan tourism establishments are equally divided on the outlook on expectations for their business development during 2016. Infact 45% stated that they are anticipating an improvement on 2015 while another 45% believe that their establishment will performance on the same levels of 2015.