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MEDIA RELEASE

Following the release of the collective accommodation statistics compiled by the National Office of Statistics for the first seven months (January to July) 2015, the Gozo Tourism Association notes the positive increase in tourist arrivals, both on national level, as well as those regionally achieved by the Gozitan tourism industry.

Infact, foreign tourist arrivals in Gozo registered an increase of 4 % over the figures registered for the same period in 2014. This increase positively affected the number of bednights spent by foreign tourists on the island. Bednight figures totalled to 119,562 reflecting an increase of 2%, over the previous year. The average length of stay of the foreign tourists staying in Gozitan hotels and Guest houses added to 4.75nights.

Another component of the Gozitan tourism market is the domestic segment, and the GTA also notes an decrease in arrival figures relating to this important segment of Gozo's tourism market. According to the same NSO figures the number of domestic tourists arrivals in Gozitan Hotels and Guesthouses during 2015 decreased by 4%. On the other hand, the NSO figures show that this increase in arrivals during the first seven months of 2015, reflected also an decrease of 2% in the number of nights spent in Gozitan Hotels and Guesthouse. The average length of stay of the domestic tourist for the period January to July, 2015 increased to 2.09 nights.

When taken cumulatively the above domestic and foreign statistics represent a net decrease of 170 less arrivals on Gozo staying in Hotels and Guesthouses from January to July 2015 when compared to same period of 2014, or a decrease of less than 1 % . On the other hand this decrease did not affect negatively the bednights as here a marginal increase of 1,292 bednights more spent in Gozitan hotels or guesthouses over the previous year 2014 . It has to be noted that these figures only relate to hotels and guesthouses registered in Gozo, and do not include arrivals or bednights in the self-catering sector, which covers the unique farmhouse product as well as the self-catering apartments.

The Gozo Tourism Association acknowledges the input of the Gozitan Hotels and Guesthouses in this scenario. Infact these establishments are reaping the results of their investment and efforts to increase tourist arrivals and meet and exceed their guests expectations. These results were also achieved through the collaboration of all those concerned, and especially the snyergised efforts between the The Malta Tourism Authority, The Ministry for Tourism, The Ministry for Gozo and its Directorate for Toursim and Economic Development and the Gozo Tourism Association.

Whilst acknowledging that these results augur well for better prospects in the Gozitan tourism industry, the Gozo Tourism Association, believes that more has to be done by all stakeholders involved in order to maintain these results, especially during the winter months, a period which tends to neutralise the positive results achieved during the shoulder and high season.

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