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MEDIA RELEASE

GOZITAN HOTELS STATISTICS FOR JANUARY TO JUNE 2012

Following the release of the collective accommodation statistics compiled by the National Office of Statistics for the first two quarter (January to June) 2012, the Gozo Tourism Association notes the positive increase in tourist arrivals, both on national level, as well as those achieved by the Gozitan tourism industry.

Infact, foreign tourist arrivals in Gozo registered an increase of 8% over the figures registered for the same period in 2011. This increase positively affected the number of bednights spent by foreign tourists on the island. Bednight figures increased by 10, 134 over the previous year, reflecting an increase of 15%. The average length of stay of the foreign tourists staying in Gozitan hotels and Guest houses increased to 5.78 nights.

Another component of the Gozitan tourism market is the domestic segment, and the GTA also notes an increase 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 the first six months of 2012 increase by 4%. On the other hand, the NSO figures show that this increase in arrivals during the first six months of 2012, was not reflected in an increase in the number of nights spent in Gozitan Hotels and Guesthouse. Infact the average length of stay of the domestic tourist for the period January to June 2012 decreased to 1.88 nights from 1.96 nights.

When taken cumulatively the above figures represent a net increase of 2004 more arrivals on Gozo staying in Hotels and Guesthouses from January to June 2012 when compared to same period last year, or an increase of 6% . This represents an increase of 10, 060 bednights or 10% more spent in Gozitan hotels or guesthouses over the previous year.

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 in this scenario and these establishments are reaping the results of their extraordinary 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 Directorate for Toursim and Economic Development within the Ministry for Gozo, the Malta Tourism Authority and the Gozo Tourism Association. The Gozo Tourism Association believes that these results augur well for better prospects in the Gozitan tourism industry

Joe Muscat
CEOGozo
Tourism Association