



Performance of Gozitan Tourism Establishments – January to June 2024, compared to the same period in 2023



1. TYPE OF ESTABLISHMENT		
Answer Choices		Response Percent
1	HOTEL	7.32%
2	BOUTIQUE HOTEL	4.88%
3	GUESTHOUSE	7.32%
4	B & B	7.32%
5	SELF CATERING FARMHOUSE	24.39%
6	SELF CATERING APARTMENT	9.76%
7	SELF CATERING VILLA	0.00%
8	REAL ESTATE	0.00%
9	DIVING	2.44%
10	RESTAURANT	17.07%
11	TOURISM CONSULTANCY	2.44%
12	TOURIST ATTRACTION	2.44%
13	TRANSPORT	7.32%
14	TRAVEL AGENCY/DMC	2.44%
15	Other (please specify):	4.88%
Other (please specify):		
1	22/07/2024 10:07 AM ID: 249505657	Outdoor activities
2	28/07/2024 20:11 PM ID: 249933977	Language school

2. Electricity Outage

Have you experienced recently Electricity Outage in the area where your establishment is situated?

Answer Choices		Response Percent	
1	YES		87.50%
2	NO		12.50%



3. If you answered with YES to the previous question, did you give any sort of compensation to your clients?

Answer Choices		Response Percent	
1	YES		29.73%
2	NO		70.27%

Amount of compensation:

1	22/07/2024 09:42 AM ID: 249503619	Lost revenue rather than compensation, had to tell clients to leave our establishment after the order was already put in
2	22/07/2024 10:39 AM ID: 249508803	Around 250
3	22/07/2024 17:59 PM ID: 249556866	Approx. EUR 5-10k in rebates of rooms revenue
4	22/07/2024 19:35 PM ID: 249563049	550
5	26/07/2024 10:46 AM ID: 249791393	Guests didn't ask for it.
6	29/07/2024 10:05 AM ID: 249950842	50euro
7	29/07/2024 12:21 PM ID: 249962241	€2000
8	29/07/2024 14:02 PM ID: 249970281	Not monetary but I have them a free night as compensation.

4. If you answered with YES to question #2, did you suffer any damages to your equipment, food and beverages stock or loss of business?




Answer Choices			Response Percent
1	YES		44.12%
2	NO		55.88%

Approximate amount of the damage/ loss:

1	22/07/2024 10:11 AM ID: 249506084	€500
2	22/07/2024 10:39 AM ID: 249508803	Loss of food in fridges
3	22/07/2024 11:24 AM ID: 249513973	dont know yet
4	22/07/2024 11:53 AM ID: 249517160	€1000
5	22/07/2024 12:03 PM ID: 249518412	damaged fire alarm with power surges. still waiting for quotations but estimating around €250
6	22/07/2024 17:59 PM ID: 249556866	Damaged equipment
7	22/07/2024 19:35 PM ID: 249563049	550
8	23/07/2024 13:45 PM ID: 249608263	€ 300
9	29/07/2024 08:50 AM ID: 249945604	€1000
10	29/07/2024 11:30 AM ID: 249957804	Euro 2000
11	29/07/2024 14:02 PM ID: 249970281	No immediate loss but overall most people I talked to were disgusted with situation so the damage would be done through negative advertising.
12	29/07/2024 16:57 PM ID: 249984135	Approximately €1350 Food




5. Rates and Prices

How have your rates and/ or prices changed from January - June 2024 compared to the same period in 2023?

Answer Choices			Response Percent
1	INCREASED		34.15%
2	NO CHANGE		56.10%
3	DECREASED		9.76%
Comment:			
1	23/07/2024 13:45 PM ID: 249608263	we only opened our doors in October 23	

6. Revenue

How has your overall revenue changed for the period January – June 2024 compared to the same period in 2023?

Answer Choices			Response Percent
1	INCREASED		22.50%
2	NO CHANGE		25.00%
3	DECREASED		52.50%
Comment:			
1	22/07/2024 11:24 AM ID: 249513973	not open last year	
2	22/07/2024 11:47 AM ID: 249516429	it decreased by 30 % overall	
3	22/07/2024 12:21 PM ID: 249520548	We are experiencing less demands from bookers and some farmhouses in Gozo have so ridiculous prices that they are damaging others. We have rents to pay, vat, ex tax, maintenance fees, cleaning fees, pool cleaning expenses and chemicals, licenses etc. a never ending list of expenses. Landlords do not care, they just increase the rent for us every 2 years. We cannot afford to put prices up. Government has to see to this issue. We work our hearts out and end of year the landlord takes in more money than we do in rent. Something has to be done. There should be a stipulated price for 3, 4 bedrooms etc. and landlords cannot just put up the price as much as they want. We only have 3 months of work in the year the rest we fork out expenses.	



6. Revenue

How has your overall revenue changed for the period January – June 2024 compared to the same period in 2023?

4	23/07/2024 13:45 PM ID: 249608263	we only opened our doors in October 23
5	29/07/2024 12:21 PM ID: 249962241	The increase in revenue does not compare to the percentage increase in prices and the percentage increase in expenses!
6	29/07/2024 14:02 PM ID: 249970281	We are spending more on cleaning and maintenance but this was compensated through more bookings.
7	29/07/2024 16:57 PM ID: 249984135	by 35%

7. Visitor Demographics

Which group formed the majority of your clientele for the period January - June 2024 compared to the same period in 2023?



Answer Choices		Response Percent	
1	DOMESTIC (MALTESE)		42.50%
2	FOREIGN		57.50%

Comment:

1	22/07/2024 11:24 AM ID: 249513973	not open last year
2	22/07/2024 11:47 AM ID: 249516429	2023 Gozitans 20 % 2024 Gozitans 30 % 2023 Maltese 50 % 2024 Maltese 40 % 2023 Foreign 30 % 2024 Foreign 30 %
3	22/07/2024 12:21 PM ID: 249520548	Only weekends for the Maltese in the first 5 months!!! Ridiculous
4	29/07/2024 10:13 AM ID: 249951470	our regular foreign clients tend to come later in the season
5	29/07/2024 12:21 PM ID: 249962241	40+
6	29/07/2024 16:57 PM ID: 249984135	Gozitans

8. Customer Satisfaction

How would you rate the overall customer satisfaction of your guests for the period January - June 2024 compared to the same period in 2023?







Answer Choices			Response Percent
1	IMPROVED		53.66%
2	NO CHANGE		46.34%
3	DECLINED		0.00%

Comment:

1	22/07/2024 11:24 AM ID: 249513973	not open last year
2	22/07/2024 12:21 PM ID: 249520548	We tend to take great care of our guests. Immaculate farmhouses fully functional and fully loaded. This is our Moto. Keep guests as comfortable as possible .then we get electricity cuts! Unbelievable
3	29/07/2024 16:57 PM ID: 249984135	we try our utmost to keep standards

9. Challenges and Opportunities

What were the main challenges and opportunities your establishment faced from January - June 2024? (Select all that apply and provide details if necessary)

Answer Choices			Response Percent
1	INCREASED COMPETITION		56.10%
2	CHANGES IN TOURIST PREFERENCES		39.02%
3	ECONOMIC CONDITIONS		43.90%
4	REGULATORY CHANGES		19.51%
5	LACK OF HUMAN RESOURCES		41.46%
6	Other (please specify):		19.51%

Other (please specify):

1	22/07/2024 11:24 AM ID: 249513973	Qualified staff is missing!
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9. Challenges and Opportunities

What were the main challenges and opportunities your establishment faced from January - June 2024? (Select all that apply and provide details if necessary)

2	22/07/2024 12:21 PM ID: 249520548	Landlord always asking for increased rents. There is no control over them. But investing in a property and renting it out long term with the government agreement we are bound to ask for 5% increase only
3	24/07/2024 18:38 PM ID: 249704158	Lowering of prices by other competitors which due to the service and standard of our guesthouse cannot be matched by us.
4	28/07/2024 20:11 PM ID: 249933977	Increase in airline prices
5	28/07/2024 23:59 PM ID: 249939013	The F**king BCRS bottles And the skill card difficult to find stuff!!!!!!!!!!!! BCRS *25 bags a month. If more we need to pay 2.50 per bag *We are getting charged 10 per bottle for unreadable barcode!!! *now new we need to count 150 bottles and cans in the bag!!! WTF ☐
6	29/07/2024 12:21 PM ID: 249962241	Licensing: MTA enforcement is null!
7	29/07/2024 14:02 PM ID: 249970281	We have almost lost the Maltese market completely
8	29/07/2024 16:57 PM ID: 249984135	Our customers are mainly repeaters, Good Maltese clients are not coming to Gozo, and Tourism is low on budget. Government concentrating on numbers!!!

10. Operational Costs

How have your operational costs from January - June 2024 been affected by inflation compared to the same period in 2023?

Answer Choices			Response Percent
1	INCREASED		92.68%
2	NO CHANGE		7.32%
3	DECREASED		0.00%
Comment:			
1	22/07/2024 11:24 AM ID: 249513973	not open last year	
2	22/07/2024 12:21 PM ID: 249520548	Rent. Products. Cleaning services. Everything.	




10. Operational Costs

How have your operational costs from January - June 2024 been affected by inflation compared to the same period in 2023?

3	29/07/2024 16:57 PM ID: 249984135	Staff asking for more wages or they go!!
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11. Pricing Strategies

How have your pricing strategies changed from January - June 2024 in response to inflation compared to the same period in 2023?

Answer Choices			Response Percent
1	WE INCREASED OUR PRICES		40.00%
2	NO CHANGE		47.50%
3	WE DECREASED OUR PRICES		12.50%

Comment:

1	22/07/2024 10:39 AM ID: 249508803	We cannot keep on increasing our prices as we will not remain competitive
2	22/07/2024 11:24 AM ID: 249513973	not open last year
3	22/07/2024 11:47 AM ID: 249516429	but eventually we will increase , due the higher increase of wages to the employees as well the cost of the product it self
4	29/07/2024 10:13 AM ID: 249951470	but we plan to do some small increase for next year
5	29/07/2024 11:30 AM ID: 249957804	Although prices have increased, costs have increased at a much higher rate.
6	29/07/2024 16:57 PM ID: 249984135	Any increase from suppliers we are absorbing not to increase for our clients

12. Marketing and Promotion

How effective have your marketing and promotional activities been from January - June 2024 compared to the same period in 2023?

Answer Choices	Response Percent
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12. Marketing and Promotion

How effective have your marketing and promotional activities been from January - June 2024 compared to the same period in 2023?

Answer Choice	Response Percent
1 MORE EFFECTIVE	26.83%
2 NO CHANGE	56.10%
3 LESS EFFECTIVE	17.07%

Comment:

1	22/07/2024 11:24 AM ID: 249513973	not open last year
2	29/07/2024 16:57 PM ID: 249984135	In July I started to advertise because I feel we have to

13. Feedback and Reviews

Have online reviews and feedback for your establishment improved, declined, or remained the same?

Answer Choices	Response Percent
1 IMPROVED	51.22%
2 NO CHANGE	41.46%
3 DECLINED	7.32%

Comment:

1	22/07/2024 11:24 AM ID: 249513973	not open last year
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14. Skills Pass Impact

Has the introduction of the Skills Pass already affected your employment process for new staff for the summer period of 2024?

Answer Choices	Response Percent
1 YES, POSITIVELY	0.00%
2 NO IMPACT YET	78.38%
3 YES, NEGATIVELY	21.62%

14. Skills Pass Impact

Has the introduction of the Skills Pass already affected your employment process for new staff for the summer period of 2024?

Comment:

1	22/07/2024 11:24 AM ID: 249513973	No qualified staff available. this skill pass doesn't qualify, it only complicates the work permit process
2	28/07/2024 23:59 PM ID: 249939013	Blabby hall!!!! It's a tax. Malta should filters who came here before arriving!!!!
3	29/07/2024 16:57 PM ID: 249984135	none was called in yet

15. Touristic Product

Do you think that the general touristic offer in Gozo is reaching the expectations of your guests? Including your views on: cleanliness, upkeep, maintenance, organisation and enforcement.

Answer Choices		Response Percent
1	YES	15.00%
2	NO	85.00%

Comment:

1	22/07/2024 10:24 AM ID: 249507281	Always too many buildings
2	22/07/2024 10:31 AM ID: 249507948	Unfortunately Gozo is not offering the used tranquility anymore as it was used to have. With more bar fights, construction work, less quality roads and so on it's not offering a good product compared to the increase in prices for accommodation and food.
3	22/07/2024 11:15 AM ID: 249512872	Bad roads and inadequate road signage, lack of parking areas especially in Victoria, Xlendi, Marsalforn and Mgarr harbour.
4	22/07/2024 11:24 AM ID: 249513973	Guests are disappointed by the shabby & dirty surrounding, especially the sewage leaks to the sea, the massive traffic going to Victoria, and especially the bad service by unqualified staff combined with the high prices...
5	22/07/2024 11:47 AM ID: 249516429	There are several objectives to reach. - upgrading and maintain the roads - Fourth and fifty ferry and remove the Greece ferry - maintain the beaches

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6	22/07/2024 12:03 PM ID: 249518412	Traffic, construction, are the main reason of negative comments about Gozo. Noisy and unsafe neighbourhoods in Marsalforn and Xlendi are forcing regulars to move out, sometimes to other countries. Besides Marsalforn is not as clean
7	22/07/2024 12:21 PM ID: 249520548	We know that some landlords have filthy places and not up to standard and guests complain. They are sometimes challenged and abused verbally. Inspections of properties are only done once every five years. So some places are definitely not up to standard
8	22/07/2024 17:59 PM ID: 249556866	infrastructure upkeep, limited activities, noise disturbances by constant fireworks,
9	23/07/2024 13:45 PM ID: 249608263	In Victoria, there needs to be cleanliness, upkeep, maintenance, organisation of traffic and enforcement.
10	24/07/2024 18:38 PM ID: 249704158	Closure of the main roads causing traffic jams and power cuts are not helping the tourist industry at all.
11	26/07/2024 10:46 AM ID: 249791393	No it is not. It got worse and worse during these last few years.
12	26/07/2024 10:53 AM ID: 249791831	There need to be more informative and adequate signs of closed roads, upkeep and maintenance on the roads. These have to be done before the tourism season starts to avoid the chaos on the roads Organisation and Enforcement are hopeless in Gozo.
13	28/07/2024 20:11 PM ID: 249933977	Although we get comments about buses running late or not at all due to frequent road closures. Also comment re power outages in their accommodation.
14	28/07/2024 21:14 PM ID: 249935729	We have become increasingly uniform in our frustrations. The government lacks a clear strategy for this sector, often making abrupt decisions. Recently, they shut down the courier sector without warning. In a well-governed country, changes are communicated in advance, rather than being enacted impulsively based on public perception. We fear a similar fate may befall us, as it did in Barcelona. Our trust in the government is severely diminished. Our country is dirty and polluted, with no coherent strategy in place. What we need is not more tourists, but quality tourism.
15	28/07/2024 23:59 PM ID: 249939013	Gozo BYE BYE!!!! We have cleaners in Gozo but not clean.
16	29/07/2024 10:13 AM ID: 249951470	roads must be improved as well as the increase of traffic is putting off some regular visitors
17	29/07/2024 12:21 PM ID: 249962241	Organisation NIL: a simple traffic & queue management system at Mgarr Harbour will be very helpful. Enforcement NIL: unlicensed operators are mining the industry and the county: Maintenance & Upkeep: very poor, our islands deserves much better product, not only touristic product but general maintenance and upkeep for locals too. Cleanliness: acceptable level
18	29/07/2024 14:02 PM ID: 249970281	While the focus of the authorities is in the marketing in my opinion we should focus on retaining and improving standards. This applies both to the private sector and the infrastructure.

15. Touristic Product

Do you think that the general touristic offer in Gozo is reaching the expectations of your guests? Including your views on: cleanliness, upkeep, maintenance, organisation and enforcement.

19	29/07/2024 14:40 PM ID: 249973215	The guests are continuously lamenting on over population
20	29/07/2024 16:57 PM ID: 249984135	GOZO is losing its charm very fast, this year is showing the first results of what is happening with all the overall construction, the up keeping, food trucks turning into restaurants, the attitude of outside is not mine!