

DESTINATION



Gozo Tourism Association Newsletter

March 2019

GTA 20th Anniversary

This year the Gozo Tourism Association is celebrating its 20th Anniversary since its setting up. Infact the Gozo Tourism Association was incepted during a General Meeting held on 11th February, 1999 for all the Gozitan tourism stakeholders and operators. During this meeting, the members present approved the statute of the Association, and thus a new chapter was initiated in the tourism history of the Island of Gozo.

Guided by the prime objective, that of promoting Gozo as an all year-round distinct tourist destination, the Gozo Tourism Association's achievements during these twenty years were significant, in elevating the regional tourism concerns and aspiration for the attention of the competent authorities.

"Let's celebrate what we have accomplished, let's raise the bar a little higher each time we succeed"



Through the endeavours of the Gozo Tourism Association, the tourist industry on Gozo has achieved a regional voice, created synergy between the private sector and Government. establishing a missing link both for the benefit of the tourism on Gozo, as well as for the benefit of the Gozitan tourism stakeholders.

To mark this significant date, on Monday 11th February, 2019, the Gozo Tourism Association organised a Tree planting ceremony at the Villa Rundle by the Minister for Gozo, Dr. Justyne Caruana, in the presence of GTA Chairman, Council members and officials.



This event was followed by a Press Conference at the Cittadella Cultural Centre, in Victoria which was addressed by the Minister for Gozo, the GTA chairman Mr. Paul Scicluna and council members.

During his address Mr. Paul Scicluna GTA Chairman gave an overview of the achievements and initiatives that the Association managed to garner along these twenty years. He stated that all these endeavours were always earmarked for the benefits of the whole touristic sector on Gozo. The present council members of the Gozo Tourism Association also addressed the media and each one expressed the positive and fruitful contribution, the association was delivering since its setting up.



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Gozo Tourism Awards 2018

For the eleventh consecutive year the Gozo Tourism Association, organised the Gozo Tourism Awards 2018. This years' Awards were bestowed to the Gozo Tourism Worker of the Year, the Gozo Young Tourism Worker of the Year, the Gozo Tourism Entrepreneurship Award and the Gozo Cultural/Social Tourism Achievement Award. The main objectives of these awards are to acknowledge, commend, encourage and thank all the workers, Entrepreneurs and Entities who distinguish themselves in the performance of their duties and activities in the vital touristic industry in Gozo.



Mr. Mario Schembri, won the *Gozo Tourism Worker of the Year Award 2018*, whilst the *Gozo Young Tourism Worker of the Year Award 2018* was won by Mr. Warren Vella. This year's *Gozo Tourism Entrepreneurship Award 2018*, was won by Mr. Ferdinand Portelli of Ferdie's Cocktail Bar & Restaurant.



The award of the category for the *Gozo Cultural Achievement Tourism Award* was awarded to the Gozo Half Marathon.



The winners were officially announced by Notary Public Dr. Paul G Pisani MIM., MA.,LLD. Chairman of the adjudicating board which also included, Mr Joseph W Psaila, Mr. John Busuttill and Ms. Christine Scerri



The Gozo Tourism Association Council also awarded the **Life-time Achievement Award in Tourism** to Mr. Silvio Rapa of the Grand Hotel Mgarr for his investment and achievements in the tourism sector along the years, which contributed towards job creation and economic growth on Gozo.

These awards were presented to the respective winners by the Hon Dr. Justyne Caruana, Minister for Gozo, the Hon. Dr. Konrad Mizzi, Minister for Gozo, and the Malta Tourism Authority Gozo Senior Manager Ms. Christine Vella.



For the first time, the Gozo Tourism Association Council introduced the Special Recognition Award in Tourism. This was awarded to Mr Francesco Cauchi, an ITS student who carried out with success the Food and Beverage handling course at ITS Qala Gozo, setting an example that where there is a will there is a way in the tourism industry.

The Minister for Gozo in her concluding speech emphasised the importance of the Human Resources in the Tourism Sector and while congratulating the winners thanked all the workers and the Entrepreneurs in the Gozitan Tourism Industry. The Guests present were also addressed Mr Paul Scicluna, Chairman of the Gozo Tourism Association, and the Minister for Tourism Dr Konrad Mizzi



Guests present included GTA Council members, MOT Officials, MTA Senior Manager Gozo, MTA Licensing Director, the Nominees and their respective guests, GTA Members and other distinguished guests.



GTA Annual General Meeting 2019



The Gozo Tourism Association held its 20th Annual General Meeting on Wednesday, 27th February 2019, at The Grand Hotel, in Mgarr Gozo.

The Agenda of the Annual General meeting, included an address by the Chairman of the Association, Mr Paul Scicluna, the Administrative report by the Chief Executive Officer, Mr Joe Muscat, and the Financial report by the Treasurer, Mr Joe Muscat Sammut. The meeting was also addressed by the Minister for Gozo, Dr. Justyne Caruana, the Minister for Tourism Dr. Konrad Scicluna and the Executive Chairman of the Malta Tourism Authority Dr. Gavin Gulia. The members and distinguished guests present were also given a presentation on *Industry Updates and Developments with Special Reference to Gozo Tourism* by Mr. Leslie Vella and Mr. Carlo Micallef from the Malta Tourism Authority.

In his opening address the GTA Chairman Mr Paul Scicluna emphasised the need to keep on improving every type of connectivity to the Island and he stated that GTA is in favour of more connectivity especially by the introduction of an airlink. Mr. Scicluna informed members present that during the current year the GTA is also commemorating the 20th Anniversary since the inception of this Gozitan Association. Finally he also stressed the need of upgrading the tourism establishments product in order to keep maintaining a sustainable tourism industry on Gozo.

The GTA's Chief Executive Officer, Mr Joe Muscat then delivered an audio visual presentation on the performance of the Association during 2018. He gave an overview of the Gozitan touristic performance during last year. During his presentation Mr Muscat gave a detailed report of the work and initiatives undertaken by the Association during the course of the past year 2018.

During his address to members present the Minister for Tourism mentioned to an attentive audience the initiatives being taken by the Ministry for Tourism together with the Ministry for Gozo and MTA to continue sustaining the tourism sector on Gozo. While commending the contribution of GTA towards tourism in Gozo, Dr. Mizzi stressed the need to continue diversifying the touristic arrivals by exploring new markets like the Polish and Hungarian and therefore the GTA participation in international tourism fairs should extend and cover such markets.



"All the Achievements of the Association are the result of the combined efforts of every individual"



In her concluding speech the Minister for Gozo , Dr Justyne Caruana stated that the numbers of tourist arrivals needs to be complemented with events on Gozo something which the Ministry for Gozo is delivering on regular basis along all months of the year. The Minister for Gozo stressed that the tourism industry on Gozo needs to be sustained by the ongoing upkeep of the touristic product. Dr. Caruana announced that in the near future, the introduction of the fourth ferry to compliment the present Gozo Channel fleet and a helicopter service between Malta and Gozo, will be additions to further improve the connectivity to Destination Gozo.

Dr. Justyne Caruana, whilst auguring more achievements to the GTA, stressed that all stakeholders need to continue delivering in a synergized approach for the benefit of Gozitan tourism.

During this AGM the GTA council for 2019 was formed and is made up of the following members: Azzopardi Karl (Cesca Boutique Hotel), Borg Marvic (Gozo Breaks Ltd), Busuttill Mark (St. Andrews Divers Cove), Cordina Michaela (Brookies Restaurant), Gatt Ludgard (Tamarisk Properties), Loporto Mario (Gozo Village Holidays), Mercieca Joseph (Country Terrace Restaurant) Muscat Sammut Joseph (Down Town Hotel), Rapa Joe (Ta' Salvina Restaurant), Scicluna Konrad (Links Travel) Scicluna Paul (Gozo Farmhouses), Spiteri Pauline (Mario's Rent a car), and Veranneman Amand (Dalia Real Estate).

Other distinguished guests present for the Annual General Meeting included, Mr. Paul Bugeja, Chairman Malta MedAir , Mr. John Borg, Permanent Secretary at the Gozo Ministry, Mr. Ronald Mizzi Permanent Secretary at the Ministry of Tourism, officials from the Ministry for Gozo, as well as Malta Tourism Authority officials, other guests and GTA members from the various sectors of the Gozitan Tourism Industry.





GTA'S POSITION ON TUNNEL

On Monday 18th March, 2019, the Gozo Tourism Association was invited by the Gozitan NGO Wirt Ghawdex to participate during debate on the tunnel between Malta and Gozo.

During this debate the Gozo Tourism Association expressed its views with regards the importance of the inter-island connectivity, since this is the backbone for success for any tourism destination. The GTA argued that although much was achieved along the years with regards to the connection between Malta & Gozo, however the Gozitan tourism industry needs to continue improving the overnighting tourist arrivals.

The GTA believes that the ongoing debate is based mostly on perceptions, as up to this date there are so many unanswered questions. The general public especially the Gozitans and the Gozitan social and economic entities need to be properly and objectively informed on the car tunnel.

Furthermore the Gozo Tourism Association expressed its concerns that as yet no Impact Assessment Study on Gozitan tourism was carried out if the car tunnel is built. Bearing in mind that tourism in Gozo constitutes 50% of the Gozitan Gross Domestic Product, GTA feels responsibility towards the tourism sector which the Association represents, as well as the Gozitans in general, that an objective and an unbiased study is carried out. In the coming weeks, the Gozo Tourism Association will be embarking on an initiative to commission an Impact Assessment Study on Gozitan Tourism, hopefully to address the following tourism sectors' concerns:

The Gozo Tourism Association is asking how will the Gozitan tourism composite and scenario change once a car tunnel is established?

Is the Gozitan accommodation annual occupancy going to improve or otherwise once Gozo becomes an extension of Malta?

Will the Island of Gozo become a day trip destination once we have the car tunnel in operation?

Will the Gozitan Island remain a distinct destination and continue offering a different product from Malta, once both islands are physically connected?





UNWTO SECRETARY GENERAL VISITING GOZO

On Friday 12th October, 2018, the Gozo Tourism Association (GTA) hosted the United Nations World Tourism Organisation (UNWTO) Secretary General, Mr. Zurab Pololikashvili to a short visit to Gozo. The Secretary General who was accompanied by Mr. Peter Janech, Programme Officer for Regional Programme Europe, was welcomed at the Mgarr Ferry Terminal by the Gozo Tourism Association Chairman Mr. Paul Scicluna and GTA Chief Executive Officer Mr. Joe Muscat.

The United Nations World Tourism Organisation (UNWTO) Secretary General was then accompanied to a visit to the Cittadella, where he was given a tour by Mr. Stephen Cini, Manager from the Cittadella Administration Office of the Interpretation Centre, the Gozo Cathedral and other places of interest with the Cittadella fortifications.

The visit of Mr. Zurab Pololikashvili continued with a meeting with the Minister for Gozo Hon. Dr. Justyne Caruana, together with a delegation from the Gozo Tourism Association led by its Chairman Mr. Paul Scicluna. During this meeting various topics of mutual interest were discussed but mainly focused on further co-operation between the UNWTO, the Ministry for Gozo and the Gozo Tourism Association.



The visit to the Maltese Islands by the General Secretary of the UNWTO was coordinated by the Office of the President of Malta H.E. Marie Louise Coleiro Preca



Join us in making
tourism a driver
for positive change

Gozitan Collective Accommodation Performance 2018 (Foreign & Domestic Markets)

Domestic Arrivals			Domestic Bed-nights			Foreign Arrivals			Foreign Bed-nights		
2017	2018	variance	2017	2018	variance	2017	2018	variance	2017	2018	variance
Q1	Q1		Q1	Q1		Q1	Q1		Q1	Q1	
9774	9600	-174	19023	18425	-598	5292	6631	1339	20908	25538	4630
Q2	Q2		Q2	Q2		Q2	Q2		Q2	Q2	
10796	10760	-36	24705	21910	-2795	15750	17621	1871	71310	77274	5964
Q3	Q3		Q3	Q3		Q3	Q3		Q3	Q3	
13925	13772	153	34084	32204	-1880	20602	21111	509	105858	106643	785
Q4	Q4		Q4	Q4		Q4	Q4		Q4	Q4	
10214	10200	-14	20553	20922	369	11429	10071	-1358	51501	45747	-5754
Total	Total		Total	Total		Total	Total		Total	Total	
44709	44332	-377	98365	93461	-4904	53073	55434	2361	249577	255202	5625

STATISTICS

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EVENTS

January—March 2019

GTA Calendar of Events

January

- Fri 4th Meeting between GTA & GBC in connection with EU funds
- Mon 7th GTA meets Stewards Health Care Chief Operations Officer Ms Nadine Delicata
- Wed 19th GTA Council meeting
- Fri 11th 11th Edition of the Gozo Tourism Awards 2018
- Wed 16th GTA CEO meets Mr Dick Readman
- Thur 17-20th GTA participation at Destinations Show Manchester, United Kingdom
- Sat 20th GTA representatives attend Press Call with regards Marsalforn Breakwater
- Wed 23rd GTA Council meeting
- Thur 24th GTA council meets Dr Justyne Caruana , Minister for Gozo
- Thur 24-27th GTA participation at Itur International Tourism Trade Fair in Madrid, Spain
- Fri 25th GTA participation at Dublin Travel Show , Ireland
- Thur 31st GTA Chairman & CEO attends Gozo Regional Committee meeting
- Thur 31st-4th GTA participation at Destinations Show, London United Kingdom

February

- Mon 4th GTA CEO attends MCESD Meeting
- Wed 6th GTA Council Meeting
- Mon 11th Gozo Tourism Association 20th Birthday
Tree Planting Ceremony at the Villa Rundle by Minister for Gozo & GTA Chairman
Press Conference by GTA Council & Minister for Gozo at the Citadel
Dinner for GTA Council members
- Wed 20th GTA Council Meeting
- Wed 27th GTA Executive Council meets Chinese businesswoman Ms Chen who was accompanied by Ministers Dr Edward Scicluna & Dr Justyne Caruana
GTA holds its 20th Annual General Meeting
GTA Chairman & CEO attends press call with regards Helicopter service between Malta & Gozo called by Minister Dr Konrad Mizzi & Dr Justyne Caruana
- Thur 28th GTA Chairman & CEO attends Gozo Regional Committee meeting

EVENTS

March

Fri 1st	GTA Chairman & CEO attend Gozo Action Group Foundation Meeting
Wed 6-9th	GTA participated at ITB BERLIN Germany
Sat 9th	GTA CEO meets representatives of GUG
Mon 11th	Presentation by CEO to Bishops Conservatory Girls Secondary School Students
Tue 12th	GTA Council Meeting
Wed 13th	Presentation by CEO to Sacred Heart Seminary Boys Secondary School Students
Thu 14th	Tourism Trails for Bishops Conservatory Girls Secondary School Form 3 students
Fri 15th	Tourism Trails for Sacred Hear Seminary Boy Secondary School Form 3 students
Mon 18th	Presentation by CEO to Gozo College Secondary School Students
	GTA MICE representative meets UK MICE
	GTA CEO delivers a presentation during the Wirt Ghawdex Tunnel Debate
Wed 20th	GTA council meets Booking.com representatives
Thu 21st	GTA Chairman & CEO attends Gozo Regional Committee meeting
Fri 22nd	GTA participated with a standat the I Choose event for students at the Gozo Sports Complex
Tue 26th	GTA CEO attends Malta Tourism Authority Board Meeting
Wed 27th	GTA Council meeting
Thu 28th	GTA CEO meets representatives of MBR re Gozo EXPO
Fri 29th	Tourism Trails for the Gozo College Secondary School Form 3 students

Contact Us

Gozo Tourism Association

Flat 4, Ta' Mliet
Court Gorg Borg
Olivier Street
Victoria Gozo

(356) 21565171

gtagozo@onvol.net

www.islandofgozo.org

Facebook: [Islandofgozo](https://www.facebook.com/Islandofgozo)

GTA COUNCIL 2019

Azzopardi Karl, Borg Marvic, Busuttill Mark, Camilleri Albert, Cordina Michaela, Gatt Ludgard, Loporto Mario, Mercieca Joseph, Muscat Sammut Joseph, Rapa Joe, Scicluna Konrad, Scicluna Paul, Spiteri Pauline, Veranneman Amand



*"Coming together
is the beginning,
keeping together
is progress,
working together
is success"*