

DESTINATION

Gozo Tourism Association Newsletter

June 2019

EVENTFUL GOZO

Every year a large number of different types of events that attract tourists both domestic and foreign take place on our little Island. This is a great feat when the size of Gozo is taken into consideration.

These events which are mostly supported by the Ministry for Gozo are a valuable component to enhance Gozo's touristic offer. It is encouraging to note that the calendar of the events on Gozo is jam packed with a variety of activities covering culture, gastronomy and sports.



Worldwide touristic destinations try to figure out the potential of events for the benefit of the various economic and touristic objectives. Several destinations are also adapting a goal driven and value based approach.

Gozo as a Destination must decide what it wants from these events, what the desired benefits are and how as a touristic Island it can measure the value.

The Gozo Tourism Association believes that the content of the calendar of events for Gozo should be based on a planned strategy. The development of these events should reflect the type, season and attractiveness for the touristic market that Gozo is targeting.

At the end, the success of these events, is measured not only by number of tourists attracted, but most importantly by the value in meeting other touristic purposes such as repeat visitors, image enhancement, development and sustainability of Gozo.



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STUDENTS TOURISM TRAILS



For the tenth consecutive year the Gozo Tourism Association in collaboration with Malta Tourism Authority organised successfully a number of students tourism trails. These trails are aimed towards Form 3 students attending in all the Gozitan Secondary schools. This year 314 students participated in 7 different tourism trails which were always lead by a professional tourist guide and accompanied by several teachers from the respective schools.

These trails incorporated visits to places of interest like the Cittadella, the WWII war shelters, the Silos, Dwejra Interpretation Centre as well as to various tourism establishments like Hotels, Boutique Hotels, restaurants, dive centres as well as other tourists attractions.

The main objective of such trails is to raise awareness in Gozitan youngsters about the tourism sector and its importance, while show casing the various jobs and careers that can be availed off in Gozo.

We would like to take this opportunity to thank all those Gozitan tourism establishments who have accepted our invitation and offered to host, show around their establishment to these students. A big thank also goes to the Gozo College, the Bishop's Conservatory and the Sacred Heart Seminary for the continued collaboration to make these trails another success.



SPORTS TOURISM



TEAMSPORT
**GOZO
HALF
MARATHON**
EST 1977



GOZO HALF MARATHON

For the first time the Gozo Tourism Association was invited to participate at the Gozo Half Marathon Race Expo 2019 held on the Ggantija Temples grounds.

The aim of this event organised by the Gozo Half Marathon held on Saturday 27th April, 2019, was to start pumping up the excitement amongst the Marathon athletes and also provide some last minute essentials and information through an interesting programme of informative talks and Q & A sessions.

To this end the GTA set up a stand from where information about Gozo to the Expo attendees was provided especially to a good number of foreign athletes who needed additional information on the Island.

This was another opportunity during which several Gozo Tourism Association council members and staff practically promoted Gozo as a travelling destination and also provided information which was asked for by the expo attendees. The GTA representatives distributed as well promotional material available such as flyers, freebies, and brochures about Gozo.



Influencer Marketing

During the half day conference organised by the Gozo Tourism Association on 24th May, 2019 entitled GozoWhat's Next?? Future Tourism Trends and Innovations , Mr. Leslie Vella deputy CEO of the Malta Tourism Authority delivered a presentation on Influencer marketing in tourism.



The term Influencer marketing refers to the linking up between an establishment and developers of social content. The developers or influencers usually have large audiences on platforms such as Instagram, Facebook, YouTube and Twitter which aids the process of satisfying the clientele's preferences through the opinions given about the product offer.

Influencers are individuals who have the power to affect decisions of others because of their authority, knowledge, position. Another definition of influencers is those individuals who have an active following on social media and can move their followers to take action.

Influencer marketing in travel and tourism builds on the importance of word-of-mouth in the travel context. Potential tourism operators who want to market their offer can take advantage of these influencers. They have the ability to reach large and targeted audiences with engaging contents by building mutually beneficial relationships with social media influencers that align with their product offer.

When done right, such influencer marketing can lead to much better returns on investment than the use of branded content or straight-forward advertising.

The aim of influencer marketing is to identify the influences in your niche and make them work for you by promoting your brand



Booking.com Seminar



As part of its 20th Anniversary celebrations since its setting up the Gozo Tourism Association organised a half day seminar entitled: “Gozo what’s next...? Trends and Innovations in the tourism sector”. This event held on Friday 24th May, 2019 at Vini & Caprici was organised in collaboration with Booking.com and the Malta Tourism Authority.

Gozitan tourism establishment operators present were given a very interesting presentation entitled: “Why to introduce influencer marketing in a digital marketing campaign”, by Mr. Leslie Vella, Chief Officer Strategic Development and Deputy CEO of the Malta Tourism Authority.



This was followed by another presentation from representatives of booking.com. Ms. Roberta Di Maria, Ms. Alessandra Blank, Ms. Stefania Ditrani and Mr. Marco Giardina who shared some interesting data and market trends which are affecting accommodation on Gozo, with the Gozitan tourism establishments operators present.

This event came to an end with an inquisitive question and answer session, during which Gozitan accommodation operators put forward questions both to Booking.com representatives as well as to the Chief Officer Strategic Development of MTA.

At the beginning of this seminar the participants present were welcomed and addressed by Mr. Paul Scicluna GTA Chairman.



Booking.com

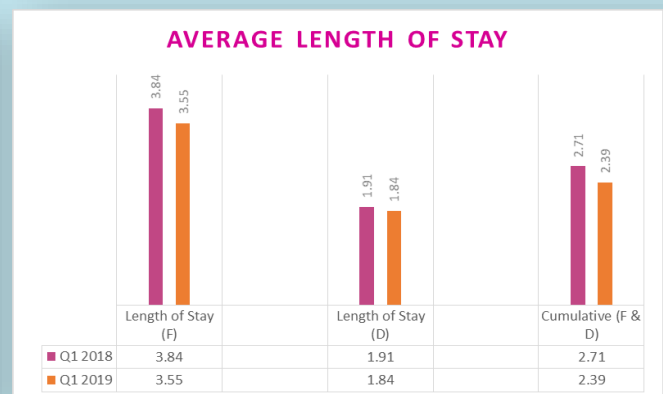
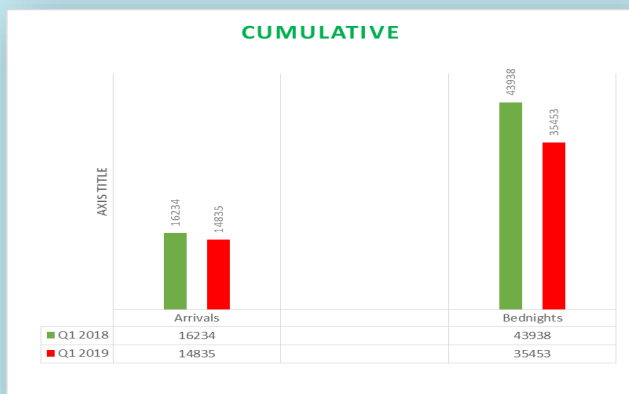
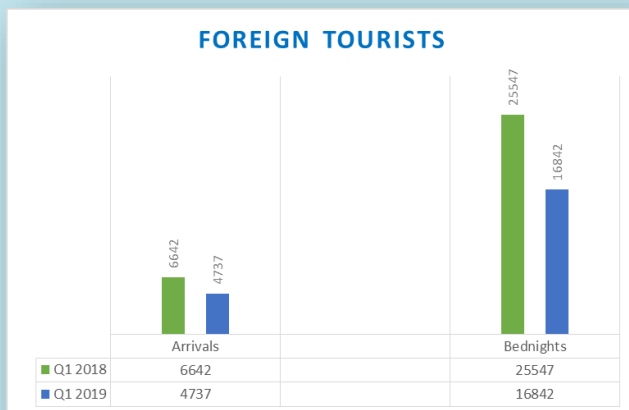
COLLECTIVE ACCOMMODATION PERFORMANCE JANUARY TO MARCH 2019

Every quarter the National Office of Statistics issues the number of guests both foreign and locals who stayed in the Collective Accommodation in Gozo. The term Collective accommodation includes Hotels, Guest Houses, Boutique Hotels and Tourist Complexes. The statistics below do not cover tourists both foreign and locals who stayed in the Self Catering accommodation i.e farmhouses, apartments villas and the B&B's.

As shown below the total guests and nights spent in Gozo and Comino decreased by 8.6 per cent and 19.3 per cent, to 14,835 and 35,453 respectively. The average length of stay decreased by 0.3 of a night to 2.4 nights, when compared with the same quarter of the previous year. The net occupancy rate in Gozo and Comino decreased by 5.3 percentage points to 25.9 per cent over the same quarter of 2018 .



These registered decreases does not necessarily show that tourist came less to Gozo, but it might indicate that there is a shift in the type of accommodation being preferred by the Gozo visitors. This can be an indicator the present day tourist are preferring to stay in B &B's and also in other self catering type of accommodation.



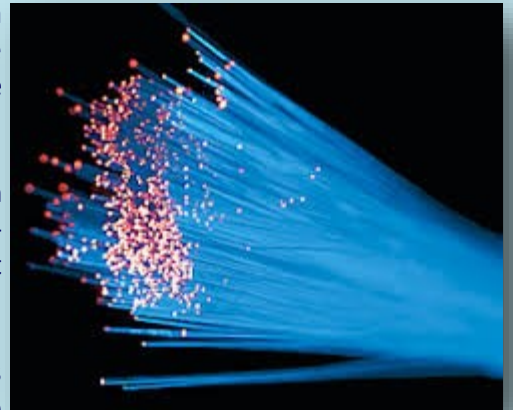
The Second Fibre Optic Cable for Gozo

The Gozo Tourism Association welcomes the announcement of the installation of a second fibre optic cable between Malta and Gozo, late in April, 2019, by the Prime Minister Dr. Joseph Muscat, since this long-awaited project will definitely enhance and increase the digital infrastructure in Gozo.

The GTA believes that Gozo's double insularity cannot be mitigated only through permanent links. But also, with projects like this announced investment will augment Gozo's connectivity, opening up the island for potential private investment and job creation in the IT sector.

While the Gozo Tourism Association is satisfied that concrete and serious measures are being taken towards IT connectivity, the Association urges Government to step up its efforts to improve further the inter-island connectivity like the introduction of the fast ferry and last but not least the much needed airlink between Malta International Airport and Gozo.

Although the Gozo Tourism Association is satisfied that 50% of Gozo's Gross Domestic Product is being generated from the tourism sector, however the Association believes that this fibre optic cable will help to diversify the economic activity and employment on the Island.



I Choose

Once again the Gozo Tourism Association was invited by The Ministry for Education and Employment to participate in the 'I Choose' initiative, targeting all 4th & 5th formers. This was another opportunity whereby the Gozitan students explored further career options as they leave compulsory education. The aim of such an event is to enable the students to make informed choices about their future.

The Gozo Tourism Association put up a stand during this Career awareness event which was held on 22nd March, 2019. GTA Council members and staff were present on the stand and while distributing several give aways, explained and replied to questions raised by the visiting students.

This event was also visited by the Minister for Gozo, which took also the opportunity to pay a visit to the Gozo Tourism Association stand.



Arrival of Fourth Ferry

The Gozo Tourism Association welcomes with satisfaction the arrival the fourth ferry named Nicholaos which joined the Gozo Channel fleet and started operating on the ferry schedule on Monday 17th June, 2019 .

Further the Gozo Tourism Association is satisfied that a different schedule for cargo and dangerous goods with a dedicated vessel was also introduced on the same date. This decision will leave three of the Gozo Channel vessels to be used for passengers and their vehicles, while the fourth vessel will cater for the transportation of cargo. This is in line with one of the measures the Association was listing in its past Budget proposals.



This awaited addition of the fourth vessel to the Gozo Channel fleet will definitely improve the inter-island connectivity between the two islands, especially that it was introduced and put on the schedule at the beginning of the high season.

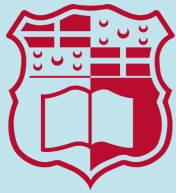
Infact with the arrival of the fourth ferry, the Gozo Channel ferry time for the summer period has been improved substantially and now it covers 37 trips from Mgarr to Cirkewwa and 37 trips from Cirkewwa to Mgarr. Basically this schedule now offers 1.5 trips per hour between Malta and Gozo. Never before there has been such a frequent connectivity between the two islands.

The Gozo Channel Ferry Summer Time-Table which came into force on Monday 17th June, 2019



SUMMER TIME TABLE 2019									
17th June 2019 till 10th November 2019									
MONDAY TO FRIDAY (EXCLUDING PUBLIC HOLIDAY)					SATURDAY & SUNDAY (INCLUDING PUBLIC HOLIDAYS)				
Mgarr Sched. Time	Cirkewwa Sched. Time	Cargo/Ancillary & Dangerous Goods Timetable			Mgarr Sched. Time	Cirkewwa Sched. Time	Cargo/Ancillary Trips Timetable		
		Dedicated Trips	Mgarr	Cirkewwa			Dedicated Trips	Mgarr	Cirkewwa
00.45	01.15	Cargo (a)	06.45 (a)	08.30 (a)	00.45	01.15	Cargo (d)	08.30 (d)	09.30 (d)
01.30	02.15	Dangerous Goods (b)	06.45 (b)	08.30 (b)	01.30	02.15	Cargo (d)	10.15 (d)	11.00 (d)
02.15	02.45	Cargo (c)	09.15 (c)	10.00 (c)	02.15	02.45	Cargo (d)	11.45 (d)	13.00 (d)
03.30	04.00	Cargo (c)	10.45 (c)	11.30 (c)	03.30	04.00	Footnote		
DAY SERVICE					DAY SERVICE				
-	04.45	Cargo (a)	12.15 (a)	13.00 (a)	05.00	05.45	(d) Saturdays only excluding Public Holidays		
04.45	05.30	Dangerous Goods (b)	12.15 (b)	13.00 (b)	05.00	05.45			
05.30	06.15	Cargo (c)	14.30 (c)	15.20 (c)	06.00	06.45			
06.00	06.45	Footnote			06.45	07.30			
06.30	07.15	(a) Monday, Wednesdays and Fridays only			07.30	08.15			
07.00	07.45	(b) Tuesdays and Thursdays only			08.15	09.00			
07.30	08.15	(c) Monday to Friday only			09.00	09.45			
08.15	09.00				09.45	10.30			
08.30	-				10.30	11.15			
09.00	09.45				11.15	12.00			
09.45	10.30				-	12.15			
10.30	11.15				12.00	12.45			
11.15	12.00				12.45	13.30			
12.00	12.45				13.00	13.45			
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15.45	16.30				16.00	16.45			
-	16.45				16.30	17.15			
16.30	17.15				17.00	17.45			
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17.30	18.15				18.00	18.45			
18.00	18.45				18.30	19.15			
18.30	19.15				19.00	19.45			
19.00	19.45				19.30	20.15			
19.30	20.15				20.00	20.45			
20.00	20.45				20.30	21.15			
20.30	21.15				21.00	21.45			
21.00	21.45				NIGHT SERVICE				
NIGHT SERVICE					21.45	22.30			
21.45	22.30				22.00	22.45			
22.00	22.45				22.30	23.15			
22.30	23.15				23.15	00.00			
23.15	00.00				00.00	00.45			
00.00	00.45								

Tourism in Gozo course at the University of Malta Xewkija Campus



L-Università
ta' Malta



Through its enticement, encouragement and contribution, the Gozo Tourism Association was the catalyst for the introduction of a part-time programme of studies for all those working in the Tourism Sector in Gozo at the Gozo Campus of the University of Malta.

This was an innovative programme in that it was offered mainly in the Maltese language and participants did not require the statutory University of Malta entrance requirements. The aim was to introduce participants to the concepts of tourism, hospitality, vacationing and how they are nuanced by the specificities of islandness and smallness. This programme was of great benefit to Gozo as it seeks to find its place as a Tourism Destination of choice. The two study units offered valuable assistance to those 30 participants working in the Gozo tourism industry, with ideas and discussions that were practical yet critical, inspired by suitable international experiences.

The two units were designed to offer ample opportunities for participants to discuss and look at Gozo with a fresh pair of eyes, enhancing the knowledge and awareness of tourism operators on that island, allowing them to add value to what they do. The course also offered a safe environment where important issues and concerns about sustainable tourism in Gozo were discussed and examined.

The course consisted of 56 hours of lecturing spread over 14 weeks, divided into two study units of 4 ECTS each. These were entitled Tourism in Gozo (Turizmu f'Għawdex) and The Gozo Experience (L-Esperjenza 'Għawdex'). All lectures took place on Monday evenings from 6pm to 8pm and Tuesday mornings 8am to 10am for the convenience of those working in the tourism sector

The course which was held at University of Malta Xewkija Campus was offered through UOM's Institute for Tourism, Travel and Culture and with the financial support of the Ministry for Gozo, so that it will be offered free of charge. The course was also supported by the Gozo Tourism Association (GTA).



On Friday 24th May, 2019 all participants were invited to attend the Award Giving Ceremony of this programme of Studies which were given by the Minister for Gozo Dr. Justyne Caruana in the presence of Professor Godfrey Baldacchino (Pro-Rector of the University of Malta) and Dr Marie Avellino (Director), Institute for Tourism, Travel and Culture, University of Malta.

Summer break time Demolition & Excavations in Tourist Areas

Recently the Malta Tourism Authority (MTA) has published the list of streets in Malta and Gozo where **excavation and demolition** works cannot be carried out between the 15th June and the 30th September 2019.

The enforcement of legal notice 295/07 is one way of mitigating the nuisance that construction sites have on both the tourism industry and the number of Maltese families who move to their summer residence.

Any illegal excavation and demolition work carried out between the 15th June and the 30th September 2019, in the identified localities and streets, may be reported directly to the **Building Regulation Office** on telephone number 2292 7608 (during office hours) or 9963 7508 (after office hours).

The full list of localities and streets in Gozo where demolition or excavation works are prohibited during the summer months may be viewed hereunder.

MARSALFORN, GOZO

ALL STREETS/AREAS IN MARSALFORN INCLUDING:

TRIQ IL-WIED (Car Park till Sea)
PJAZZA M. A. REFALO
OUR LADY OF SORROWS STREET
TRIQ IL-FORN
TRIQ SAN GUZEPP
TRIQ MUNGBELL
TRIQ SANTA MARIJA (FROM TRIQ PORT UP TO TRIQ XTUT)
TRIQ ULISSE
TRIQ PORT
TRIQ QBAJJAR
TRIQ GHAR QAWQLA
PJAZZA SAN PAWL TRIQ L-ISQOF GUZEPPI PACE
TRIQ ID-DULURI
TRIQ IS-SAJJIED
TRIQ IX-XAGHRA
TRIQ IL-PLEJJU
TRIQ FRANK DEBONO
TRIQ LAPSI
TRIQ IR-RABAT
TRIQ IL-LUZZU
TRIQ IT-TORN
TRIQ DAHLET GHARAJJEX
TRIQ TA BARDA
TRIQ IL- QOLLA S-SAFRA
TRIQ MANWEL MAGRO
TRIQ IX-XTUT
TRIQ IL-LIFURNA
TRIQ IN-NAHLA
TRIQ MIGEL BAHAR
TRIQ HABEL TWIL
TRIQ IX-XWEJNI



MGARR/GHAJNSIELEM, GOZO

MGARR WHARF
TRIQ MARTINO GARCES
TRIQ MARINA
TRIQ DE VILHENA
TRIQ IR-REBHA
TRIQ MANUEL VILHENA
TRIQ IX-XATT
TRIQ LOURDES
TRIQ IL-HAMRI
TRIQ IZ-ZEWWIEQA
TRIQ L-IMGARR
TRIQ SANT ANTININ (FROM TRIQ L-IMGARR UP TO TRIQ ZEWWIEQA)



RAMLA L-HAMRA, GOZO

ALL AREAS

SAN LAWRENZ, GOZO

IZ-ZONA TAD-DWEJRA
TRIQ IL-GEBLA TAL-GENERAL (FROM IT-TORRI TAL-GEBLA TAL-GENERAL UP TO THE SEA)

VICTORIA, GOZO

TRIQ DUN KARL BONDI
TRIQ AGIUS DE SOLDANIS
TRIQ PALMA
MISRAH INDIPENDENZA
MISRAH SAN GORG
MISRAH SAVINA
MISRAH SANTU WISTIN
TRIQ REPUBLIKA
MAIN GATE STREET
TRIQ IL-MADONNA TAL-KARMNU
TRIQ L-EWROPA



XAGHRA

TRIQ GEBLA TAS-SANSUNA
TRIQ GNIEN IMRIK
TRIQ GUZEPPI BAJADA
TRIQ BULLARA

XLENDI, GOZO

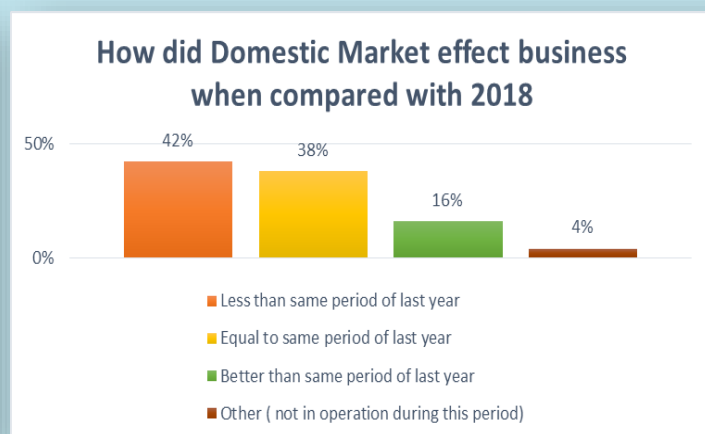
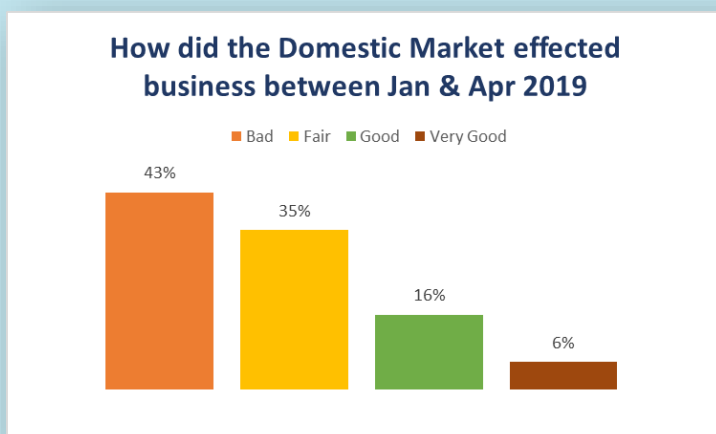
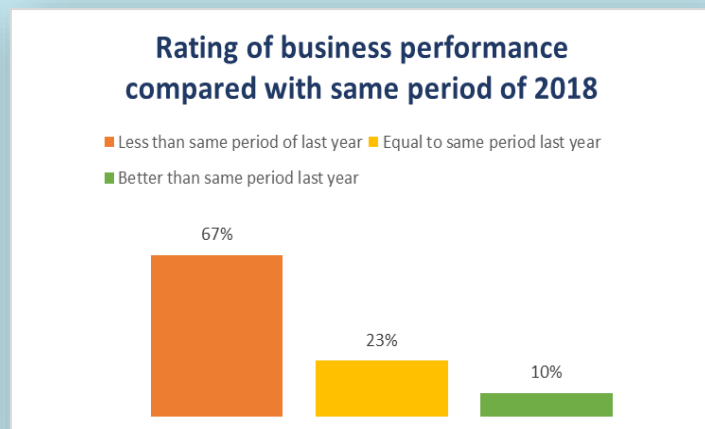
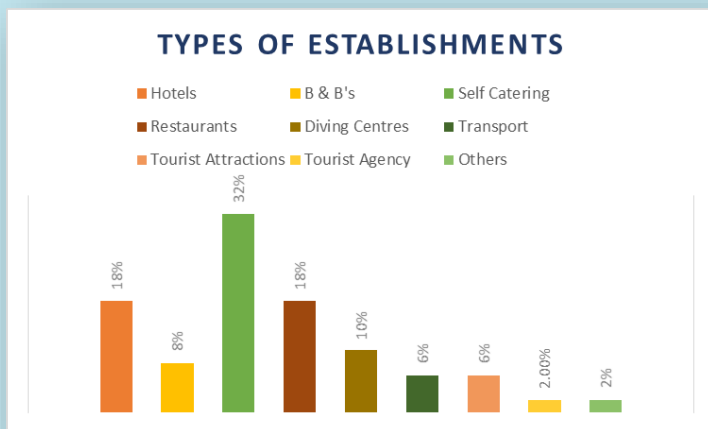
ALL STREETS/AREAS IN XLENDI, AND INCLUDING:
PJAZZA L-ANFORI
TRIQ CARMEL (FROM XLENDI BAY UP TO TRIQ RANCIS)
TRIQ SAN XMUN
IL-BAJJA TAX-XLENDI (XATT IX-XLENDI)
TRIQ IL-KANTRA
TRIQ IT-TORRI
TRIQ IL-PUNICI
TRIQ IL-BIZANTINI
TRIQ IL-QSAJEM
TRIQ IR-RUMANI
TRIQ IR-RABAT
TRIQ IL-MADONNA TAL-KARMNU

TRIQ IZ-ZERZIEB
TRIQ IL-RANCIZ
TRIQ IL-KAVALLIERI
TRIQ IS-SAJJEDA
TRIQ IS-SIENJA
TRIQ IL-GOSTRA

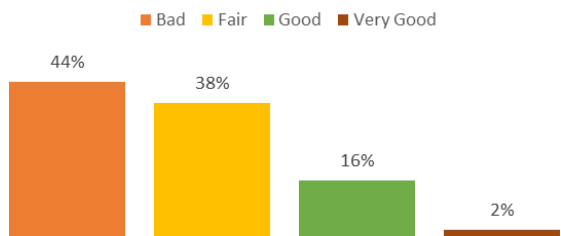
GOZO TOURISM ESTABLISHMENTS PERFORMANCE SURVEY JANUARY TO APRIL 2019

From time to time the Gozo Tourism Association carries out surveys amongst its members to get a feeling of the performance of the Gozitan tourism establishments. One such survey was carried out during the month of May and covered the period January to April 2019 and also when compared to the same period in 2018.

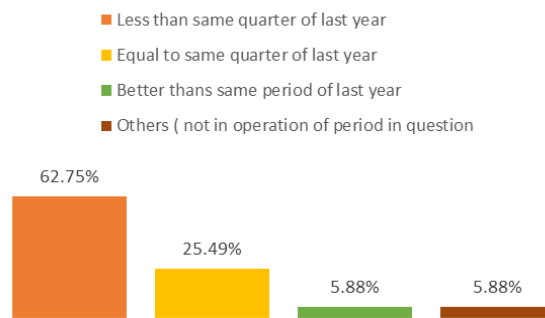
This survey and feedback received from members helps the GTA understands better the performance of this important sector especially when frequent regional statistics for tourism on Gozo are very scanty. The GTA would like to thank all those establishments members who spared some of their time to fill in this periodical on-line survey.



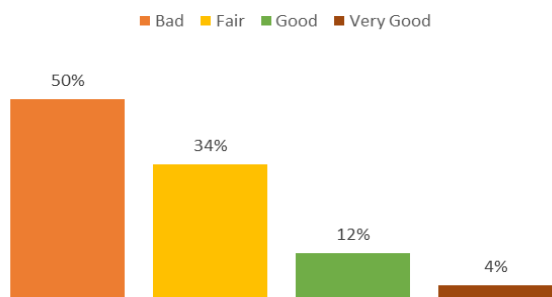
How did foreign market effect business performance for period January to April 2019



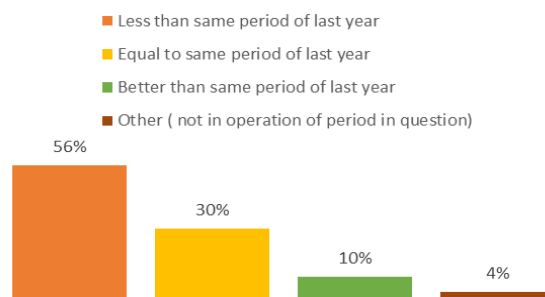
How the foreign market effected business performance when compared with 2018



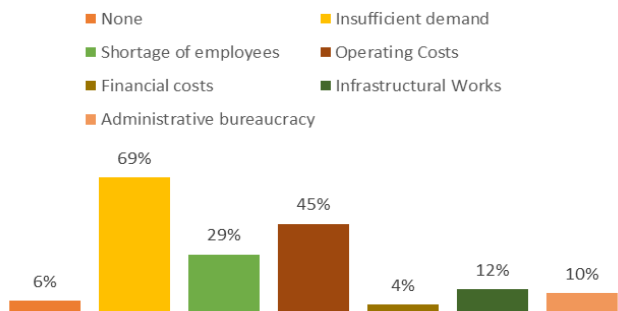
Rating of Revenue generated between January to April 2019



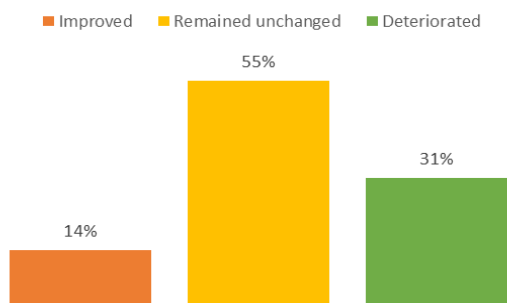
Rating of Revenue generated when compared with same period of 2018



Drawbacks and constraints owner and operators face thus limiting performance



Overall performance and how business improved or otherwise



UP COMING EVENT



As announced in the March edition of the GTA Newsletter, this year the Gozo Tourism Association is celebrating its 20th Anniversary since its inception way back on 11th February, 1999. In this regard several events were already held earlier this year to commemorate this milestone.



The present council of the Gozo Tourism Association will be holding another event to celebrate this anniversary later on this summer. Infact plans are underway to organise an evening's occasion during which the Gozo Tourism Association will honour over 50 past council members, who have served on one of the past councils of the Association during this past 20 years. The GTA feels indebted to these ex-council members who have dedicated so much of their valuable time to attend meetings and carried so much duties in favour of the Association and the tourism sector on Gozo.

On this occasion several personalities are being invited to share their experience, working with the Gozo Tourism Association.

Therefore, we take this opportunity to kindly request you to keep the evening of Tuesday 27th August, 2019 free in order to join us to continue celebrating this special anniversary.

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

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"It is a sign of belief, trust and continuity when an organisation celebrates its anniversary"

