

Business Performance Survey – 2024, compared to 2023

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1. TYPE OF ESTABLISHMENT			
Answer Choices			Response Percent
1	HOTEL		15.15%
2	BOUTIQUE HOTEL		6.06%
3	GUESTHOUSE		3.03%
4	B & B		3.03%
5	SELF CATERING FARMHOUSE		15.15%
6	SELF CATERING APARTMENT		12.12%
7	SELF CATERING VILLA		0.00%
8	REAL ESTATE		0.00%
9	DIVING		9.09%
10	RESTAURANT		18.18%
11	TOURISM CONSULTANCY		3.03%
12	TOURIST ATTRACTION		3.03%
13	TRANSPORT		6.06%
14	TRAVEL AGENCY/DMC		3.03%
15	Other (please specify):		3.03%
Other (please specify):			
1	11/04/2025 8:25 AM ID: 268895909	Language School	

2. Business Performance

How would you classify your business performance during 2024 (Jan–Dec) compared to 2023 (Jan–Dec)?

Answer Choices			Response Percent	
1	WORSE THAN THAT OF YEAR 2023		18.18%	
2	EQUAL TO SAME OF YEAR 2023		39.39%	
3	BETTER THAN THAT OF YEAR 2023		42.42%	

3. Foreign Market

How did the Foreign Market (foreign tourists) affect your business performance during 2024 (Jan–Dec)?

Answer Choices			Response Percent	
1	POOR		12.12%	
2	AVERAGE		21.21%	
3	GOOD		57.58%	
4	EXCELLENT		9.09%	

4. Foreign Market

How would you compare the effect of the foreign market on your business performance in 2024 (Jan–Dec) compared to 2023 (Jan–Dec)?

Answer Choices			Response Percent	
1	WORSE THAN OF YEAR 2023		24.24%	
2	EQUAL TO YEAR 2023		21.21%	
3	BETTER THAN YEAR 2023		54.55%	

5. Domestic Market

How did the domestic market affect your business performance during 2024 (Jan–Dec)?

Answer Choices			Response Percent	
1	POOR		19.35%	
2	AVERAGE		38.71%	
3	GOOD		38.71%	
4	EXCELLENT		3.23%	

6. Domestic Market

How did the domestic market affect your business in 2024 (Jan–Dec) compared to 2023 (Jan–Dec)?

Answer Choices			Response Percent	
1	WORSE THAN YEAR 2023		29.03%	
2	EQUAL TO THE YEAR 2023		41.94%	
3	BETTER THAN THE YEAR 2023		29.03%	

7. Business Revenue

How do you rate the revenue generated by your establishment during 2024 (Jan–Dec)?

Answer Choices			Response Percent	
1	POOR		9.09%	
2	AVERAGE		33.33%	
3	GOOD		54.55%	
4	EXCELLENT		3.03%	

8. Business Revenue

How does your revenue in 2024 (Jan–Dec) compare to 2023 (Jan–Dec)?

Answer Choices			Response Percent	
1	WORSE THAN THAT OF YEAR 2023		18.18%	
2	EQUAL TO THE YEAR 2023		30.30%	
3	BETTER THAN THAT OF YEAR 2023		51.52%	

9. Reasons for Revenue Increase (if applicable)

If you answered 'Better than 2023' in the previous question, what contributed to the increase?

Answer Choices			Response Percent	
1	INCREASE IN YOUR PRICES		16.67%	
2	INCREASE OF YOUR CLIENTELE		83.33%	

Additional comments

1	11/04/2025 10:49 AM ID: 268903991	Combination of slight adjustments in rates and attracting more clientele
3	14/04/2025 10:37 AM ID: 269011499	Change of Business owner with new marketing strategies
5	18/04/2025 8:03 AM ID: 269342718	Foreign market increased substantially making up for the decrease in domestic market and also contributing to an increase in revenue over 2023. However expenses also increased. So profit was the same as last year
6	18/04/2025 8:54 AM ID: 269344449	Foreign market increased substantially making up for the decrease in domestic market and also contributing to an increase in revenue over 2023. However expenses also increased. So profit was the same as last year

10. Festive Season Revenue Comparison

How does your revenue during the festive season 2024 (Dec 24–Jan 1) compare with the same period in 2023?

Answer Choices			Response Percent
1	WORSE THAN THAT OF YEAR 2023		32.26%
2	EQUAL TO THE SAME OF YEAR 2023		38.71%
3	BETTER THAN THAT OF YEAR 2023		29.03%

11. Business Constraints and Challenges

What are the main challenges currently affecting your business performance?
(Select all that apply)

Answer Choices			Response Percent
1	NONE		3.03%
2	INSUFFICIENT DEMAND		21.21%
3	STAFF SHORTAGE		36.36%
4	FOREIGN STAFF WORK PERMITS		30.30%
5	SKILLS PASS		33.33%
6	INCREASES IN PRICES		48.48%
7	RISING OPERATING COSTS		78.79%
8	ADMINISTRATIVE BUREAUCRACY		24.24%
9	FINANCIAL COST		21.21%
10	INFRASTRUCTURAL WORKS /ROAD WORKS /ETC		30.30%
11	INSPECTIONS FROM ENTITIES LIKE VAT, TAX AND DIER		6.06%
12	Other (please specify):		24.24%

Other (please specify)

1	11/04/2025 8:09 AM ID: 268895335	I find it very unfair that I have to pay all my taxes and VAT whilst foreigners who come to Malta, and take on a farmhouses to do it short lets for summer get away with all these taxes. Also classifications should be made on all serf service accommodations. When guests ask for
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11. Business Constraints and Challenges

What are the main challenges currently affecting your business performance?
(Select all that apply)

		a price on a property, they should have some sort of MTA classification to know what state the place is. Example classification as ratings from A to C
2	11/04/2025 9:32 AM ID: 268899214	Construction work near licensed properties and that the tranquil holiday on Gozo today is not possible even in our beautiful farmhouses
3	11/04/2025 10:49 AM ID: 268903991	Some operators are still 'employing' unqualified & unregistered employees
4	12/04/2025 10:22 AM ID: 268951926	Very hard to find good reliable cleaners
5	14/04/2025 10:37 AM ID: 269011499	Finding affordable apartments for staff
6	18/04/2025 8:03 AM ID: 269342718	Rising cost of booking engines. And too much competition.
7	18/04/2025 8:54 AM ID: 269344449	Rising cost of booking engines. And too much competition.
8	23/04/2025 12:37 PM ID: 269588020	Higher Wages Demanded

12. Business Performance Development

How has your business operation evolved over the past year (2024, Jan–Dec)?

Answer Choices		Response Percent
1	IMPROVED 	43.75%
2	REMAINED UNCHANGED 	40.63%
3	DETERIORATED 	15.63%

13. Do you believe that Gozo will lose its competitiveness due to increasing operating costs?

Answer Choices		Response Percent
1	YES 	75.76%
2	NO 	24.24%

13. Do you believe that Gozo will lose its competitiveness due to increasing operating costs?

If you answered with YES, list the main concerns

1	11/04/2025 8:09 AM ID: 268895335	Buildings everywhere. The amount of roads being done in summer Gozo is not being advertised as its own destination. This is a lie! All the competition between operators who are operating from a different starting point! We should pay far less tax on our income, especially VAT.
2	11/04/2025 8:25 AM ID: 268895909	Yes, if no action is taken. Rising costs (wages, supply chain) could make Gozo less competitive vs. cheaper destinations. However, Gozo can stay ahead by: Upselling uniqueness – Focus on eco-tourism, culture & luxury niches where travellers accept higher prices. And Improving efficiency – Adopt smart tech & automation. Higher costs are a threat, but strategic differentiation can keep Gozo competitive.
3	11/04/2025 8:36 AM ID: 268896371	Connectivity reliability. Ferry stopping in peak days like festive days. Constant rising operating costs. COLA, BCRS Skills Pass, staff do not afford it and we end up paying for it. Rents - staff do not afford such rents so it puts pressure on employer to increase salaries rates we do not afford.
4	11/04/2025 9:32 AM ID: 268899214	It's not due to operational costs it's because we are not giving value for money ...
5	11/04/2025 10:49 AM ID: 268903991	If we manage to increase the demand, especially during the winter period, then we should be still competitive. Having said that, we must be careful that the construction sector does not negatively impact the Island and we repeat the damage done to Malta, here in Gozo.
6	11/04/2025 12:26 PM ID: 268910493	Yes, Gozo like many other regions, may face challenges regarding competitiveness due to increasing operating costs. Factors such as rising energy prices, labor costs, and inflation can impact local businesses and the tourism sector, which is vital for Gozo's economy.
7	12/04/2025 3:43 PM ID: 268960273	Most of the foreign tourists that visit Gozo come only for 1 or 2 nights claiming that the operators are only offering them 1 or 2 nights on Gozo and 4 or more on Malta. This compared to the cost of arriving on Gozo does not help
8	14/04/2025 10:37 AM ID: 269011499	Probably because of the cost, but more because of the lack of facilities and not taking care of the environment. Like proper toilets for the divers on the dive sites. Also because of the rubbish everywhere, when locals dump rubbish on the countryside.
9	17/04/2025 11:55 AM ID: 269276427	Besides rising costs the general picture of Gozo is losing its main attraction. The peacefulness of the island is a thing of the past. The big escalation of construction works all around the island is the main reason. And the huge increase of the population has resulted in enormous traffic and congestion wherever one looks. Oh, if we can find a good solution!
10	17/04/2025 1:43 PM ID: 269285477	The domestic market is going abroad, Cost to operate has increased, Tourist market is spending less
11	17/04/2025 9:41 PM ID: 269330256	Businesses have to put their prices up to survive due to increasing operating costs. Tourism in Gozo is still seasonal and that makes it even harder to cover the costs.
13	18/04/2025 8:54 AM ID: 269344449	I was checking the price my clients pay the booking engines. In August I charge 160 euros per night. Clients pay 210 for it.! This is far too excessive. Why should a booking engine charge 50 euros per night?