

Comparative Performance of Gozo Tourism Establishments during the summer period of July to September 2025 compared to the same period in 2024

1. TYPE OF ESTABLISHMENT				
Answer Choices			Response Percent	
1	HOTEL	<div></div>	10.26%	
2	BOUTIQUE HOTEL	<div></div>	5.13%	
3	GUESTHOUSE	<div></div>	5.13%	
4	B & B	<div></div>	5.13%	
5	SELF CATERING FARMHOUSE	<div></div>	11.54%	
6	SELF CATERING APARTMENT	<div></div>	8.97%	
7	SELF CATERING VILLA		0.00%	
8	REAL ESTATE	<div></div>	1.28%	
9	DIVING	<div></div>	8.97%	
10	RESTAURANT	<div></div>	23.08%	
11	TOURISM CONSULTANCY	<div></div>	1.28%	
12	TOURIST ATTRACTION	<div></div>	5.13%	
13	TRANSPORT	<div></div>	6.41%	
14	TRAVEL AGENCY/DMC	<div></div>	2.56%	
15	Other (please specify):	<div></div>	5.13%	
Other (please specify): (4)				
1		Bar		
2		Excursion operator		
3		Language school		
4		Bar		

2. Business Performance How would you classify your business performance during the summer period (July to September 2025) compared to the same period in 2024?

Answer Choices			Response Percent	
1	WORSE THAN 2024	<div></div>	18.18%	
2	EQUAL TO 2024	<div></div>	33.77%	
3	BETTER THAN 2024	<div></div>	48.05%	




3. Impact of Foreign Market How did foreign tourists affect your business performance during the summer period (July to September 2025)?

Answer Choices			Response Percent	
1	NEGATIVE IMPACT	<div></div>	11.54%	
2	NO IMPACT	<div></div>	23.08%	
3	POSITIVE IMPACT	<div></div>	65.38%	




4. Foreign Market Comparison How would you compare the effect of the foreign market on your business performance in the summer period (July to September 2025) to that of the same period in 2024?

Answer Choices			Response Percent	
1	WORSE THAN 2024	<div></div>	15.38%	
2	EQUAL TO 2024	<div></div>	35.90%	
3	BETTER THAN 2024	<div></div>	48.72%	





5. Impact of Domestic Market How did the domestic market (Maltese tourists) affect your business performance during the summer period (July to September 2025)?

Answer Choices			Response Percent	
1	NEGATIVE IMPACT		12.99%	
2	NO IMPACT		57.14%	
3	POSITIVE IMPACT		29.87%	




6. Domestic Market Comparison How did the domestic market affect your establishment during the summer period (July to September 2025) compared to the same period in 2024?

Answer Choices			Response Percent	
1	WORSE THAN 2024		17.33%	
2	EQUAL TO 2024		64.00%	
3	BETTER THAN 2024		18.67%	






7. Revenue Assessment How would you rate the revenue generated by your establishment during the summer period (July to September 2025)?

Answer Choices			Response Percent	
1	POOR		6.41%	
2	FAIR		25.64%	
3	GOOD		61.54%	
4	EXCELLENT		6.41%	









8. Revenue Comparison How does the revenue generated by your establishment during the summer period (July to September 2025) compare to that of the same period in 2024?

Answer Choices			Response Percent	
1	WORSE THAN 2024		20.51%	
2	EQUAL TO 2024		30.77%	
3	BETTER THAN 2024		48.72%	

9. Reasons for Improved Revenue If you answered "Better than 2024" in the previous question, what factors contributed to this improvement? (Select all that apply)

Answer Choices			Response Percent	
1	INCREASED PRICES		55.56%	
2	INCREASED CLIANTELE		51.11%	
3	IMPROVED MARKETING STRATEGIES		42.22%	
4	NEW SERVICES OR OFFERS		37.78%	
5	OTHER		8.89%	

10. Current Challenges What challenges are you currently facing that are affecting your business performance during the summer period? (Select all that apply)

Answer Choices			Response Percent	
1	NONE		8.86%	
2	INSUFFICIENT DEMAND		16.46%	
3	STAFF SHORTAGE		53.16%	
4	INCREASED OPERATING COSTS		63.29%	
5	ADMINISTRATIVE BUREAUCRACY		26.58%	
6	SKILLS PASS		20.25%	
7	COMPETITION		29.11%	
8	OTHER		12.66%	

11. Business Operation Development How has your business operation changed during the summer period (July to September 2025) compared to the same period in 2024?

Answer Choices			Response Percent	
1	IMPROVED	<div></div>	37.97%	
2	UNCHANGED	<div></div>	59.49%	
3	DETERIORATED	<div></div>	2.53%	

12. Quality Tourism – Demand Side Do you think Gozo is currently attracting quality tourists (e.g. respectful, higher-spending, seeking authentic experiences)?

Answer Choices			Response Percent	
1	YES	<div></div>	25.64%	
2	NO	<div></div>	74.36%	

13. Quality Tourism – Supply Side Do you think Gozo offers a quality tourism product in return (e.g. high standards, authenticity, value for money, sustainability)?

Answer Choices			Response Percent	
1	YES	<div></div>	36.84%	
2	NO	<div></div>	63.16%	