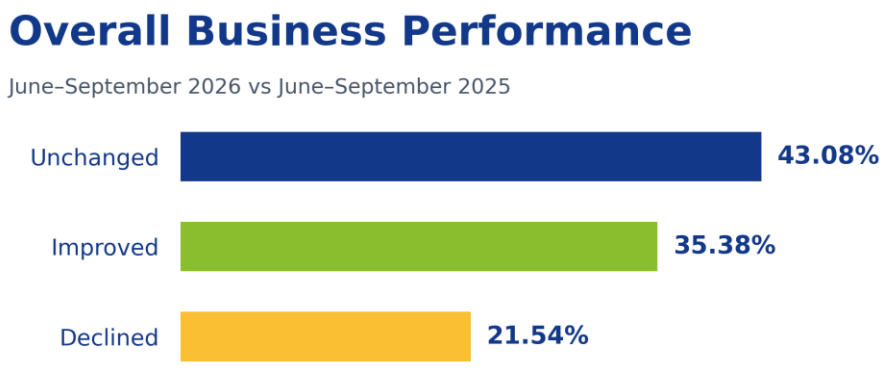
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MEDIA RELEASE **5TH NOVEMBER 2026**

During the past weeks, the Gozo Tourism Association carried out an online survey among tourism establishments to assess their performance during the summer period of June to September 2026, compared to the same months in 2025. The survey gathered responses from a broad cross-section of the tourism sector, including accommodation providers, restaurants, diving centres, tourist attractions, transport operators, travel agencies and other tourism-related businesses.

The survey revealed a largely stable summer season, although results varied among establishments. When asked to classify their overall business performance, 43.08% reported that it remained on the same level as 2025, while 35.38% registered an improvement and 21.54% experienced a decline.

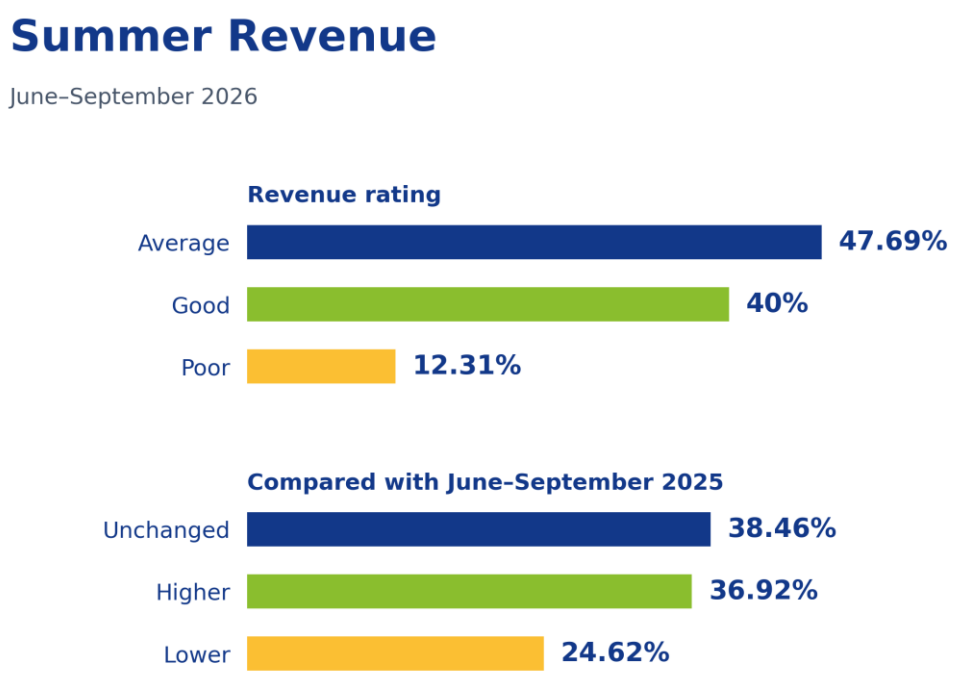


The foreign market continued to provide an important contribution to business performance. 64.62% of respondents reported a positive impact from foreign tourists, while 18.46% reported no impact and 16.92% a negative one. When compared to the same period in 2025, 43.08% stated that foreign market performance remained equal, 38.46% reported an improvement and 18.46% experienced a downturn.

Regarding the domestic market, 48.44% of respondents reported no impact from Maltese tourists, while 31.25% experienced a positive effect and 20.31% a negative one. When comparing domestic market performance with 2025, the majority, 57.81%, reported equal performance, while 25% noted a decline and 17.19% registered an improvement.

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Revenue generated during the summer period was rated as average by 47.69% of respondents, good by 40% and poor by 12.31%. When directly compared to the same period in 2025, 38.46% reported unchanged revenue, 36.92% registered higher revenue and 24.62% experienced a decrease.



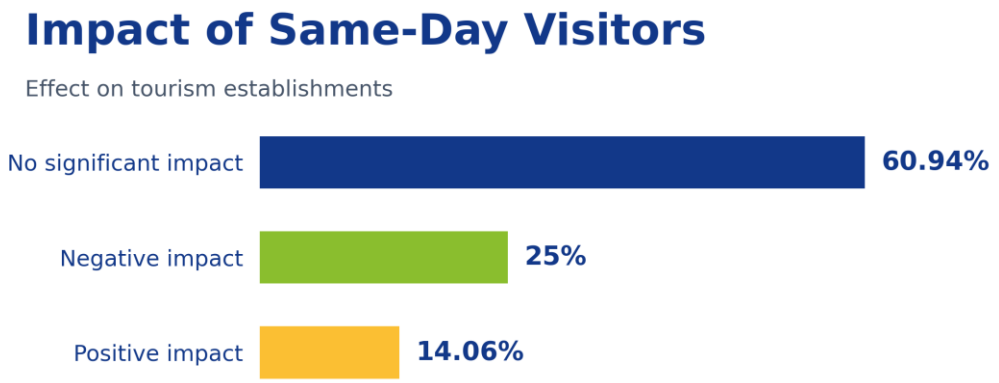
In the follow-up question on factors contributing to improved revenue, increased prices were cited by 65.63% of those who answered, followed by increased clientele at 56.25%, improved marketing strategies at 34.38% and new services or offers at 12.50%. In the separate question on reasons for decreased revenue, lower spending per customer was cited by 77.27% of those who answered, increased competition by 45.45% and fewer customers by 40.91%.

When asked about the challenges affecting their businesses, electricity outages were the most frequently selected concern, cited by 64.62% of respondents, followed by increased operating costs at 63.08%. Traffic and parking difficulties and staff shortages were each highlighted by 52.31%, while 50.77% identified infrastructure and construction works. Marsalforn road construction was cited by 36.92%, the Skills Pass by 32.31% and administrative bureaucracy by 23.08%. None of the respondents selected the option indicating that they faced no challenges.

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The survey also examined the effects of ongoing infrastructure and construction works. Among the respondents who answered this question, noise and dust, a negative impact on the surrounding environment, and traffic congestion were each cited by 52.63%. Parking difficulties were reported by 49.12%, disruption to customers or guests by 40.35%, and difficulties accessing establishments by 31.58%. Furthermore, 19.30% reported cancellations or loss of business.

A separate question assessed the impact of same-day visitors on tourism establishments. The majority, 60.94%, reported no significant impact on their business, while 25% reported a negative effect and 14.06% a positive one. Comments reflected differing experiences across the sector, with some operators identifying business opportunities from day visits, while others highlighted limited spending, short itineraries and additional pressure on traffic and public spaces.



Finally, respondents were invited to identify measures to improve Gozo's tourism product, increase visitor quality and spending, and create greater business opportunities. The responses included calls for stronger promotion of Gozo as a destination for longer stays, improved connectivity, better infrastructure and public transport, greater cleanliness and more effective traffic management. Operators also highlighted the need to protect the island's character and natural environment, manage construction disruption, and develop tourism during the shoulder and winter months.

Taken together, these findings underline the importance of ensuring that tourism activity translates into tangible benefits for Gozo's tourism establishments, while addressing the operational and infrastructural challenges that affect both businesses and the visitor experience. **– END –**