

# THE CHALLENGE

LET'S FACE IT TOGETHER



1

## GOZO' S ECONOMY

- ▶ Heavily dependent on Tourism
- ▶ 50% of Gozo's GDP is derived from Tourism
- ▶ The impact on tourism is unprecedented and it is being felt in other sectors of the economy
- ▶ Gozo's tourism will suffer above-average declines
- ▶ Summer 2020 is practically cancelled and this depending on the re-opening of Malta airspace.



2

## COVID and GTA

- ▶ The Association was and is still is in constant contact with Government.
- ▶ A meeting with the Prime Minister
- ▶ Weekly meetings with the Minister for Gozo
- ▶ Gozo tourism concerns at MTA and MCESD level
- ▶ Correspondence with various Government Entities to lobby for more measures.
- ▶ Continuous contacts, assistance and linking up with GTA members
- ▶ 55 Circulars to GTA members with information on schemes and measures
- ▶ Online surveys for GTA members to keep abreast with the sectors' reactions to the covid impact.



3

## GTA INITIAL COVID PROPOSALS TO GOVERNMENT

- ▶ The waiving off of the licenses for 2020 payable by tourist establishments to the various entities like MTA, MRA, TM, Lands etc.
- ▶ The setting up of a wages fund to be used specifically to retain the present tourism workforce.
- ▶ The deferral of the national insurance contribution, VAT and Eco contributions in order to avoid redundancies until the removal of travel restrictions.
- ▶ Refund by government for the quarantine leave that is being burdened on the employer.
- ▶ An adequate and extensive marketing campaign for the destination so as to enable a swift recovery in the medium term, once the travel restrictions are lifted.



4

## COVID EFFECT

- ▶ GTA carried out an online survey in April 2020
- ▶ A range of establishments participated in this survey

COLLECTIVE ACCOMMODATION	25%
Non Collective Accommodation	31%
Restaurants	19%
Diving	09%
Transport	07%
Tourist Attractions	05%
Tourist Agencies/Travel Agencies/DMC	02%
Retreats/Detox Centres/Real Estates	02%



5

## COVID EFFECT

How Gozitan Establishments foresee the future of Tourism?

Same as before	4.29%
Change for the better with new opportunities	12.86%
Change for the worse with a bleak future	82.86%



6

## COVID EFFECT

- ▶ Duration of financial resilience within the present Covid situation

3 months	51%
6 months	31%
9 months	18%

## COVID EFFECT

- ▶ Is assistance given by Government sufficient ?

Very good	17%
Good	21%
Fair	50%
insufficient	12%

## THE WAIT

- ▶ Presently the tourism sector is adjusting to this new reality
- ▶ Some establishments resorted to:
  - ▶ Refurbishment programmes
  - ▶ Staff on Leave
  - ▶ Working reduced hours
  - ▶ Some redundancies effected but mostly amongst the foreign employees
  - ▶ Promotion and marketing online
  - ▶ Introduction of new products and services (take a ways, more opting to long lets)



9

## GTA'S PROPOSALS TO MITIGATE COVID

- ▶ GTA is asking for special measures for Gozitan tourism establishments
- ▶ The Tourism sector is to be sustained more to mitigate Covid effects. There is a need to create and sustain survival mechanisms for tourism establishments in Gozo.
- ▶ The waiving off all Licenses and Fees for 2020 including MTA, REWS, Lands Department etc.
- ▶ The immediate marketing campaign for domestic tourism
- ▶ A strong international marketing campaign to kick start when restrictions on travel are lifted off
- ▶ Tailored made online training and retraining schemes for employees in the Gozitan touristic sector
- ▶ Upgrading of tourism establishments through Government aided financial schemes (including accommodation sector, restaurants, and Diving centres)
- ▶ During these times the maintenance, cleanliness and upgrading of Gozo's touristic offer has be intensified.



10

## THE FUTURE

- ▶ Diversify Gozo's economy being so much dependent on tourism.
- ▶ More investment in Gozo's digital connectivity as during these past weeks a lot of work was carried out by Maltese and Gozitans from Gozo.
- ▶ Establish a set of guidelines for the tourism sector in order to offer maximum security and peace of mind to the returning tourists, operators and staff.
- ▶ Replace the Gozitan tourist profile from the senior citizen one to a younger generation.
- ▶ Create, offer and entice new products like adventure, activity, sports, and well being in the absence of the cultural calendar.
- ▶ Target the repeat clientele that Gozo has garnered.



11

## UNWTO RECOMMENDATION

***OUR RESPONSE MUST BE CALM, CONSISTENT AND COLLECTIVE***

***TOURISM WILL ONCE AGAIN BE HERE TO HELP THE LOCAL COMMUNITY***



12

**THANK YOU**



**MAY 2020**