

# GOZO'S TOURISM RESTART AND RECOVERY

# GOZO' S TOURISM SITUATION

- ▶ Gozitan economy heavily dependent on Tourism. 50% of Gozo's GDP is derived from Tourism.
- ▶ The covid impact on Gozo's tourism is unprecedented and will suffer above-average declines while it will be felt much more in the coming shoulder and winter months between October to March.
- ▶ This will result in loss of jobs and even loss of businesses if financial mitigation measures are not kept or re-introduced, especially if during winter time a second wave is experienced.
- ▶ Summer 2020 is practically cancelled though with the re-opening of Malta airspace foreign tourists will start trickling in.
- ▶ Yet it is expected that domestic tourism during 2020 will lessen the loss from foreign visitors.

# Foreign Tourists to Gozo Yearly Expenditure

	2016	2017	2018	2019
Package Expenditure	724	701	764	759
Air/sea Expenditure	243	227	208	220
Accommodation Expenditure	298	288	301	305
Other Expenditure	387	389	343	324
Total Expenditure Per Capita	897	883	833	826
<b>Total Expenditure</b>	<b>151,790,340</b>	<b>161,729,397</b>	<b>170,639,217</b>	<b>149,488,654</b>

# Domestic tourists to Gozo and Yearly Expenditure

Maltese In Gozo by Arrivals	2016	2017	2018	2019	Expenditure by Maltese in Gozo	2016	2017	2018	2019
Collective	47397	64263	59746	58152	Travel Ticket	2,350,000	2,624,000	2,326,000	2,350,000
Other Rented	96728	100196	96725	88792	Accommodation	12,187,000	14,178,000	13,426,000	12,415,000
Non Rented	74147	72379	70650	68328	Other expenditure	22,217,000	23,230,000	22,616,000	21,111,000
Total Av. Spent	218272 <b>168.38</b>	236838 <b>169.02</b>	227121 <b>168.93</b>	215272 <b>166.65</b>	Total	<b>36,754,000</b>	<b>40,032,000</b>	<b>38,368,000</b>	<b>35,876,000</b>

# Short term measures Post COVID –

- ▶ The Tourism sector is to be sustained financially during the tough months from October onwards. There should be no discrimination between different tourism sectors in such aid.
- ▶ The waiving off all swimming pool Licenses for 2020 payable to REWS.
- ▶ Promote domestic tourism to also enhance the local value chain (e.g. local producers).
- ▶ A strong international marketing campaign to kick start now that restrictions on travel were lifted.
- ▶ Create programmes and campaigns to incentive the domestic market in cooperation with the private sector (incentive schemes, possible revision of holiday dates, transport facilities, vouchers, etc.)
- ▶ Incentives to attract domestic tourism during week days from Mondays to Thursdays
- ▶ Upgrading of tourism establishments through Government aided financial schemes (including accommodation sector, restaurants, and Diving centres)

# Long Term Measures Post COVID

- ▶ Diversify Gozo's economy being so much dependent on tourism.
- ▶ Incentives to attract FDI to Gozo should be different for those offered for Malta
- ▶ Digital strategy being presently formulated should look after Gozo's specific needs
- ▶ An overall strategy towards recovery for tourism in Gozo.
- ▶ Develop segmented and sustainable products focused on nature, rural areas and culture: eco-tourism, small group or individual sports, history.

# Long Term Measures Post COVID

- ▶ Upgrade Gozo's infrastructure in tourist resorts and upkeep of same.
- ▶ A specific tourism policy for Gozo.
- ▶ A carrying capacity assessment study on Gozo's tourism.
- ▶ Infrastructure Malta should be obliged to carry out an a study on the effect on Tourism in Gozo by the construction of the under seabed tunnel

# THANK YOU



**JULY 2020**