BEYOND THE NUMBERS

AN ANALYSIS OF GOZO'S TOURISM

GOZO TOURISM ASSOCIATION

Malta NSO
National Statistics Office

INBOUND TOURISTS TO GOZO
AUGUST 2026

	Inbound Tourists to Gozo				
Month of August	**2024**	**2025**	**2026**	**Change 2026/2025**	**% Change 2026/2025**
Same Day Visitors to Gozo	270,957	299,345	323,633	24,288	8.1%
Overnight Tourists to Gozo	25,254	26,850	32,468	5,617	20.9%
Total Inbound Tourists to Gozo	**296,210**	**326,196**	**356,101**	**29,905**	**9.2%**

	Inbound Tourists to Gozo				
January - August	**2024**	**2025**	**2026**	**Change 2026/2025**	**% Change 2026/2025**
Same Day Visitors to Gozo	1,289,117	1,458,065	1,645,031	186,966	12.8%
Overnight Tourists to Gozo	115,123	119,147	149,350	30,202	25.3%
Total Inbound Tourists to Gozo	**1,404,240**	**1,577,212**	**1,794,381**	**217,169**	**13.8%**

	Inbound Tourists				
	2023	**2024**	**2025**	**Change 2025/2024**	**% Change 2025/2024**
Total Tourists to the Maltese Islands	2,981,476	3,563,618	4,022,310	458,691	12.9%
To Malta Single Centre	2,822,719	3,383,944	3,830,289	446,345	13.2%
To Gozo Single Centre	***81,335***	***88,916***	***94,578***	***5,662***	***6.4%***
Twin Centre Malta & Gozo	***77,422***	***90,759***	***97,443***	***6,684***	***7.4%***
Total Tourists to Gozo	**158,757 (5.3% of total tourists)**	**179,675 (5% of total tourists)**	**192,021 (4.8% of total tourists)**	**12,346**	**6.9%**
Day Visitors to Gozo	**1,558,415**	**1,855,932**	**2,113,947**	**258,015**	**13.9%**

	Domestic Tourists				
	2023	**2024**	**2025**	**Change 2025/2024**	**% Change 2025/2024**
Maltese to Gozo	355,260	346,190	397,322	51,132	14.8%
Gozitans to Malta	42,623	42,882	40,066	-2,816	-6.6%

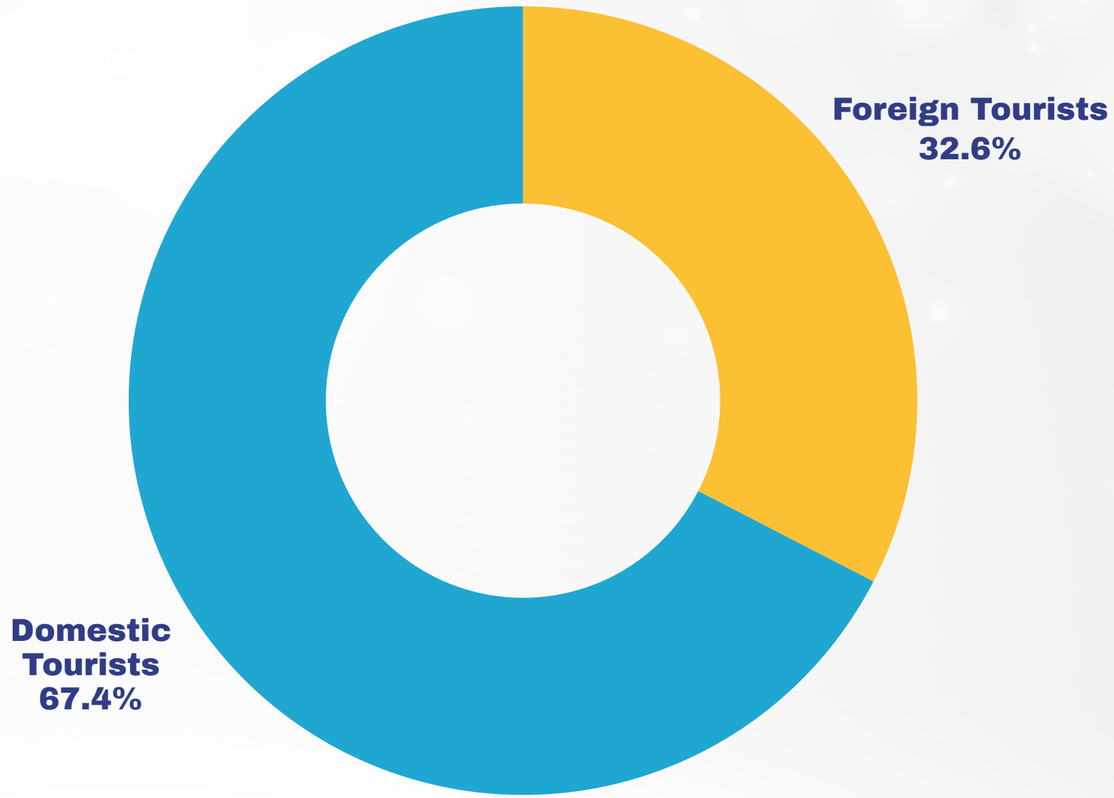
OVERNIGHT TOURISTS TO GOZO

In 2025 Gozo welcomed:

👥 589,343
Total overnight tourists

🌍 192,021
International tourists

🇲🇹 397,322
Domestic tourists



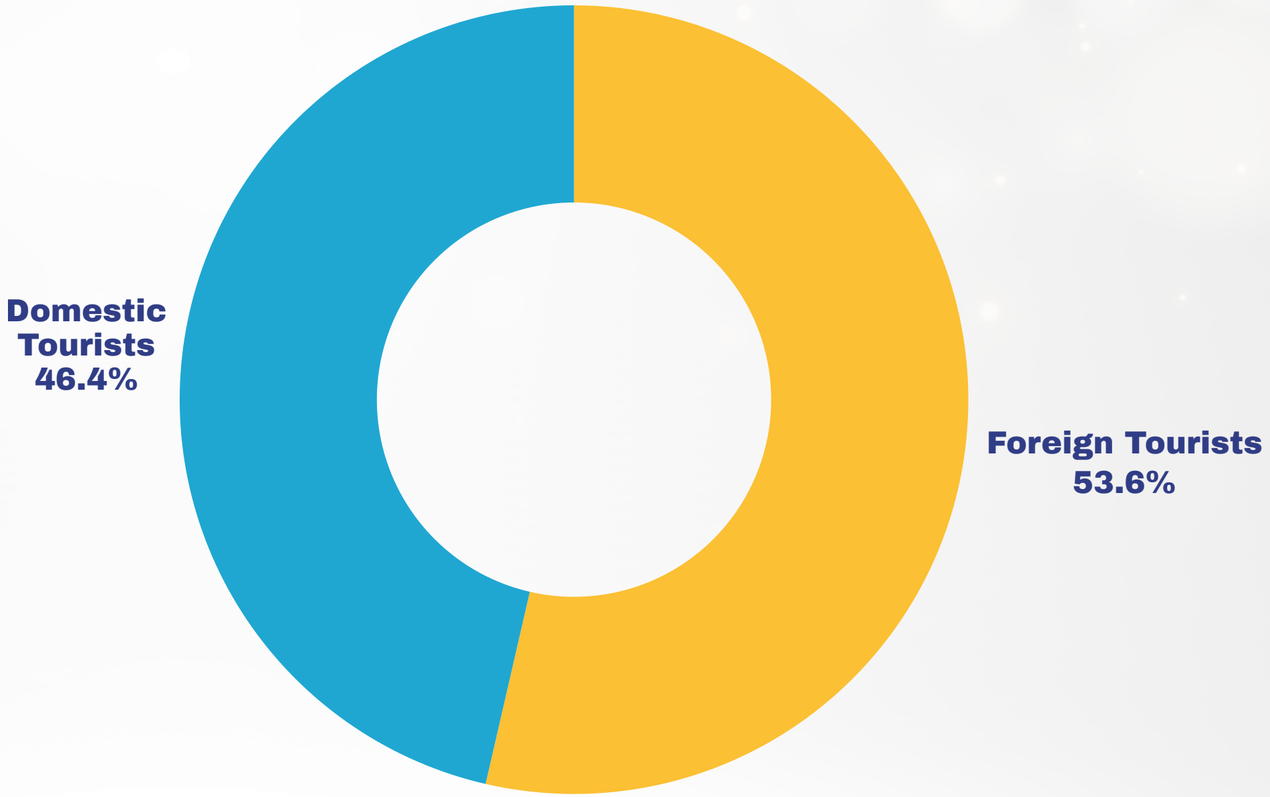
OVERNIGHT STAYS IN GOZO

Bed nights in Gozo 2025:

👥 2,176,305
Total overnight stays

🌍 1,166,497
By international tourists

🇲🇹 1,009,808
By domestic tourists



NATURE OF FOREIGN TOURISTS TO GOZO

International visitors to Gozo:

👥 192,021
Total international tourists

🏝️ 94,578
Single Centre

🏝️🚢🏝️ 97,443
Twin Centre



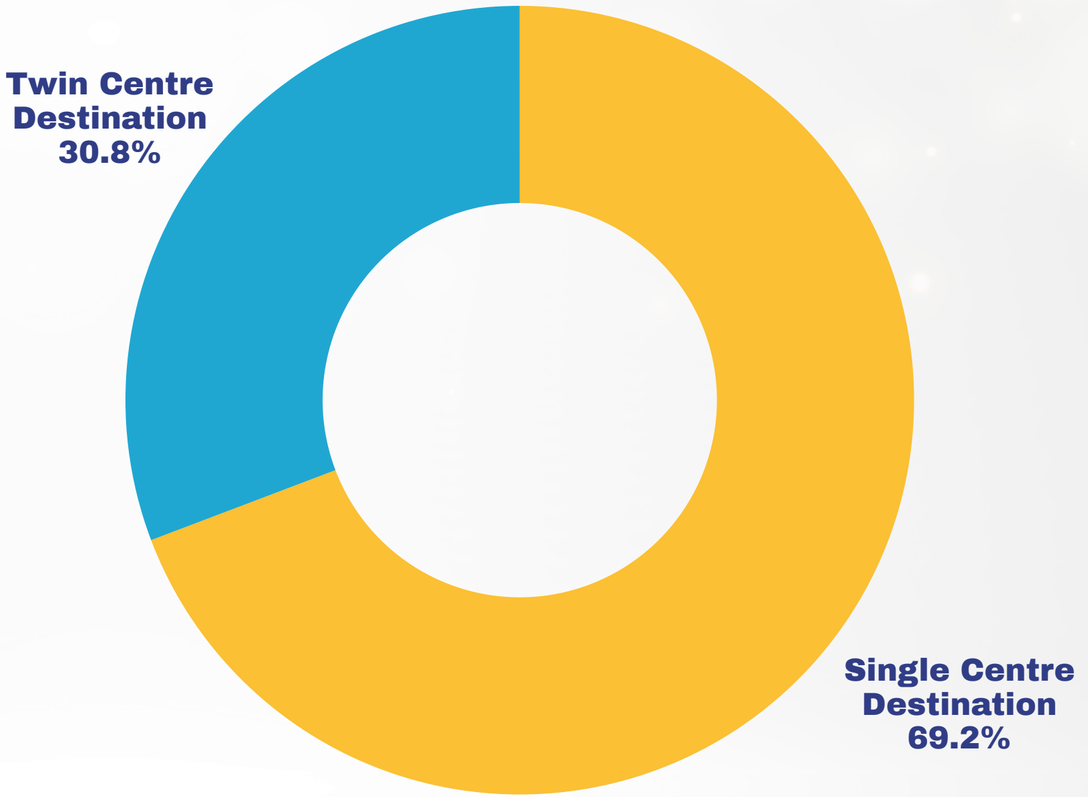
BED NIGHTS BY FOREIGN TOURISTS TO GOZO

Bed nights:

👥 1,166,496
By total foreign tourists

🏝️ 807,511 ~ 8.5 nights
Single Centre

🏝️🛳️🏝️ 358,985 ~ 3.6 nights
Twin Centre



*Foreign tourists overall recorded an average length of stay of 6.07 nights in Gozo

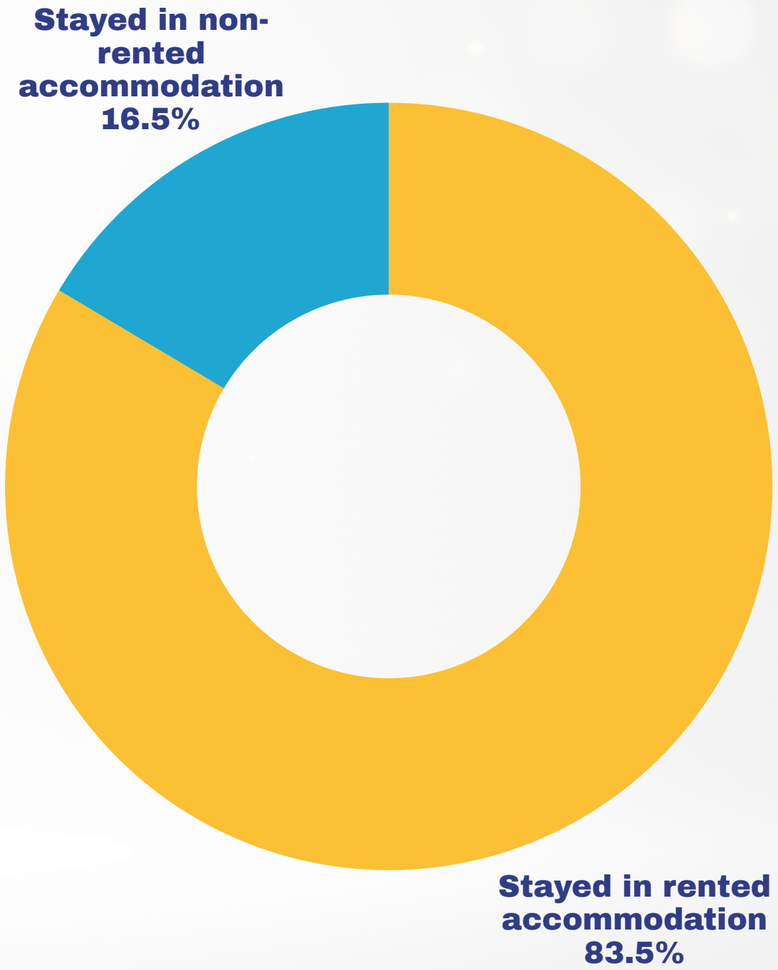
Accommodation Preferences:

- 160,419 foreign tourists stayed in rented accommodation
- 31,603 foreign tourists stayed in non-rented accommodation

Rented accommodation includes: Hotels/ Guesthouses/ Farmhouses/ Holiday Apartments

Non-rented accommodation includes staying with friends and family

ACCOMMODATION PREFERENCES TOTAL FOREIGN TOURISTS



Accommodation Preferences:

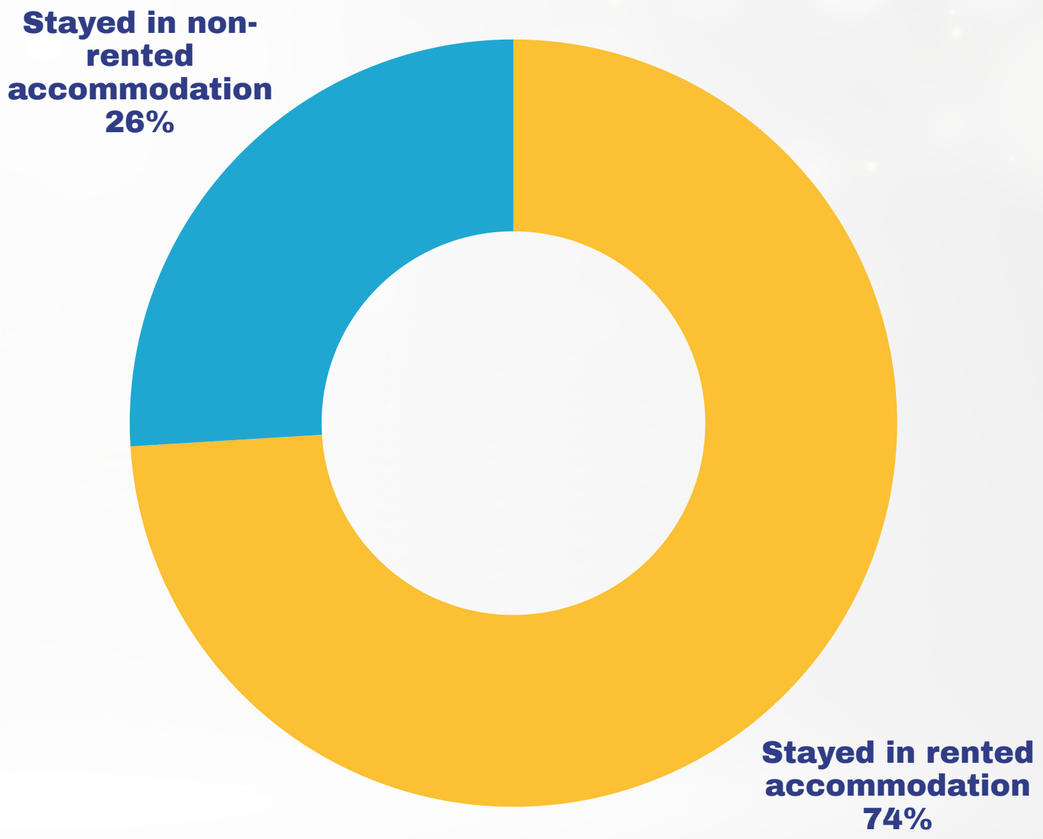
🏝️ Gozo as a Single Centre:

- 70,023 or 74% stayed in rented accommodation
- 24,556 or 26% stayed in non-rented accommodation

Rented accommodation includes: Hotels/ Guesthouses/ Farmhouses/ Holiday Apartments

Non-rented accommodation includes staying with friends and family

ACCOMMODATION PREFERENCES FOREIGN TOURISTS - SINGLE CENTRE



ACCOMMODATION PREFERENCES FOREIGN TOURISTS - TWIN CENTRE

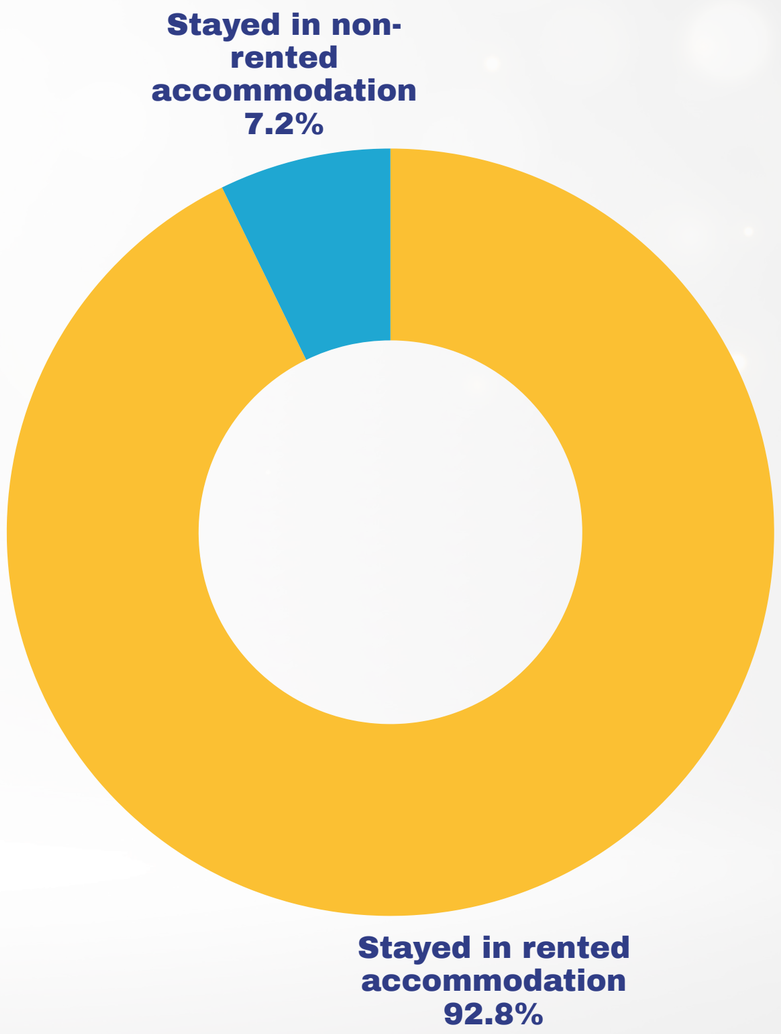
Accommodation Preferences:

🏝️🚢🏝️ Gozo as a Twin Centre:

- 90,396 or 92.8% stayed in rented accommodation
- 7,047 or 7.2% stayed in non-rented accommodation

Rented accommodation includes: Hotels/ Guesthouses/ Farmhouses/ Holiday Apartments

Non-rented accommodation includes staying with friends and family



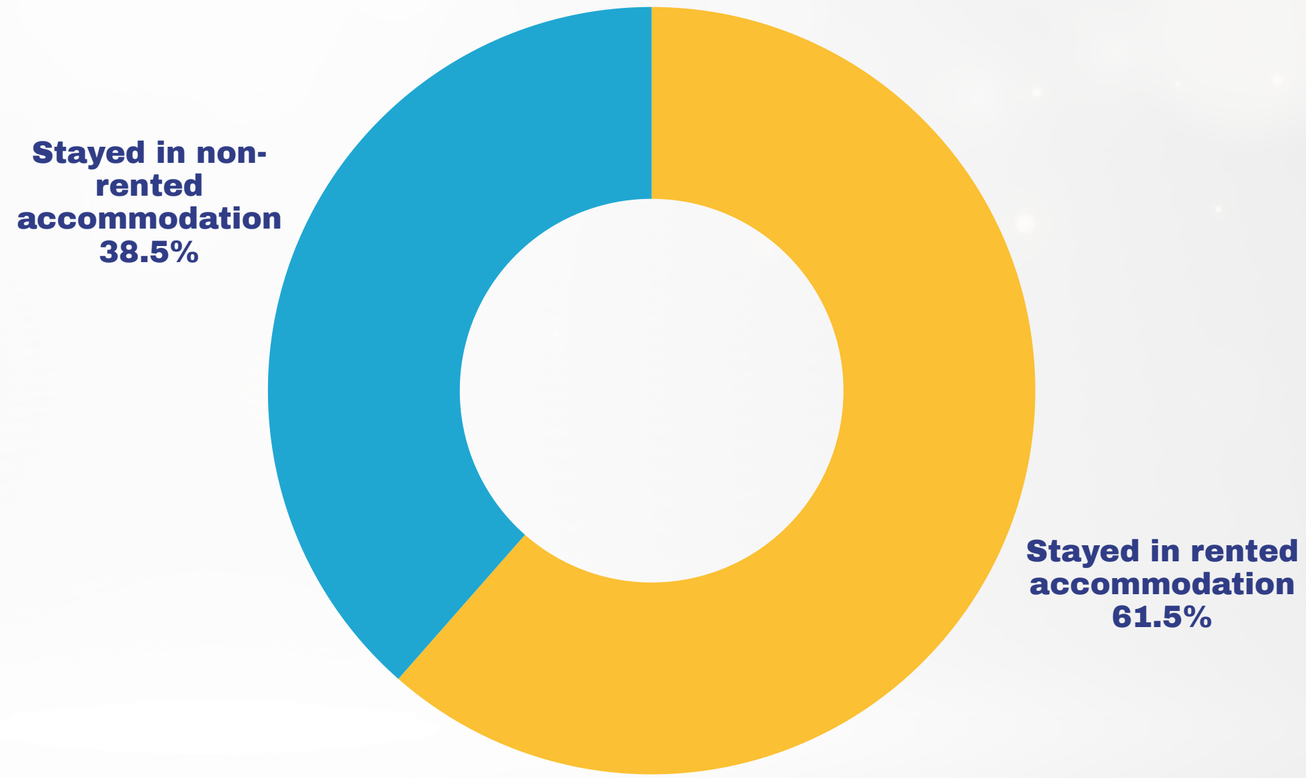
Accommodation Preferences:

- 244,250 or 61.5% stayed in rented accommodation
- 153,071 or 38.5% stayed in non-rented accommodation

Rented accommodation includes: Hotels/ Guesthouses/ Farmhouses/ Holiday Apartments

Non-rented accommodation includes staying with friends and family

ACCOMMODATION PREFERENCES TOTAL DOMESTIC TOURISTS



Accommodation Preferences:

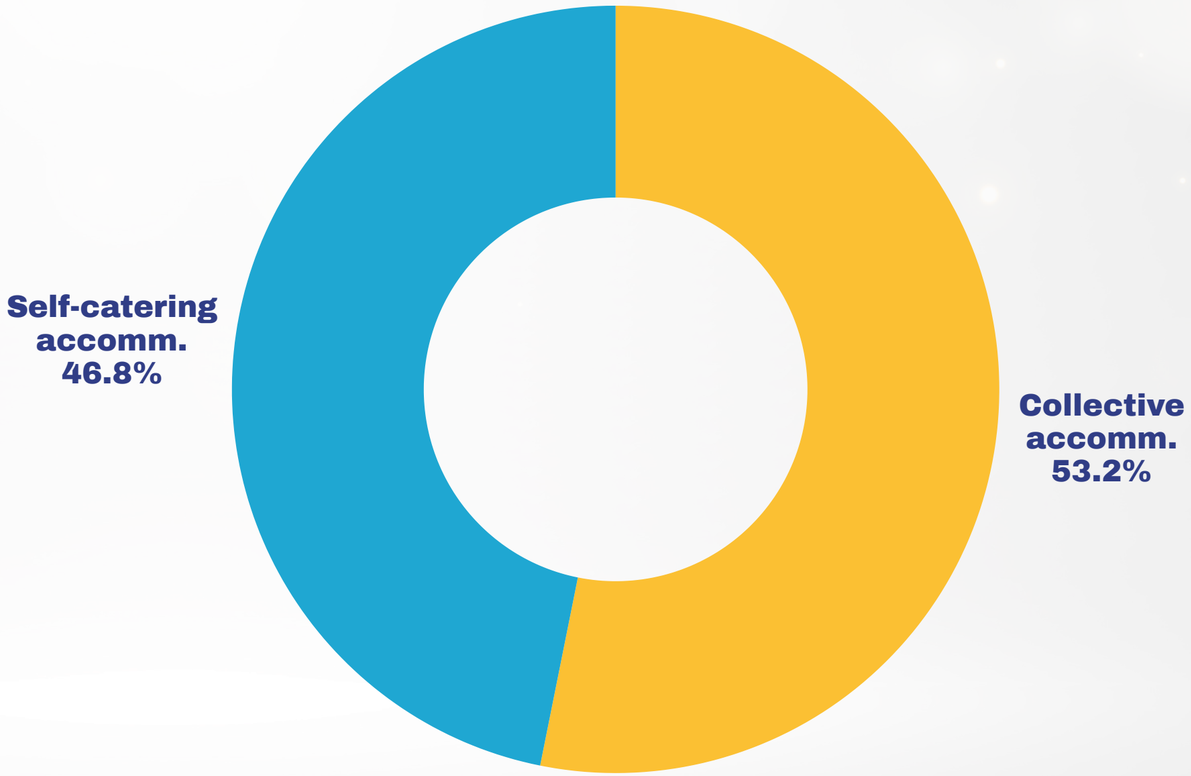
🇲🇹 Rented accommodation:

- 129,825 or 53.2% stayed in collective accommodation
- 114,425 or 46.8% stayed in self-catering accommodation

Collective *accommodation includes:*
Hotels/ Boutique Hotels/ Guesthouses

Self-catering establishments include:
Villas/ Farmhouses/ Apartments

ACCOMMODATION PREFERENCES DOMESTIC TOURISTS IN RENTED ACCOMMODATION



BED NIGHTS BY DOMESTIC TOURISTS TO GOZO

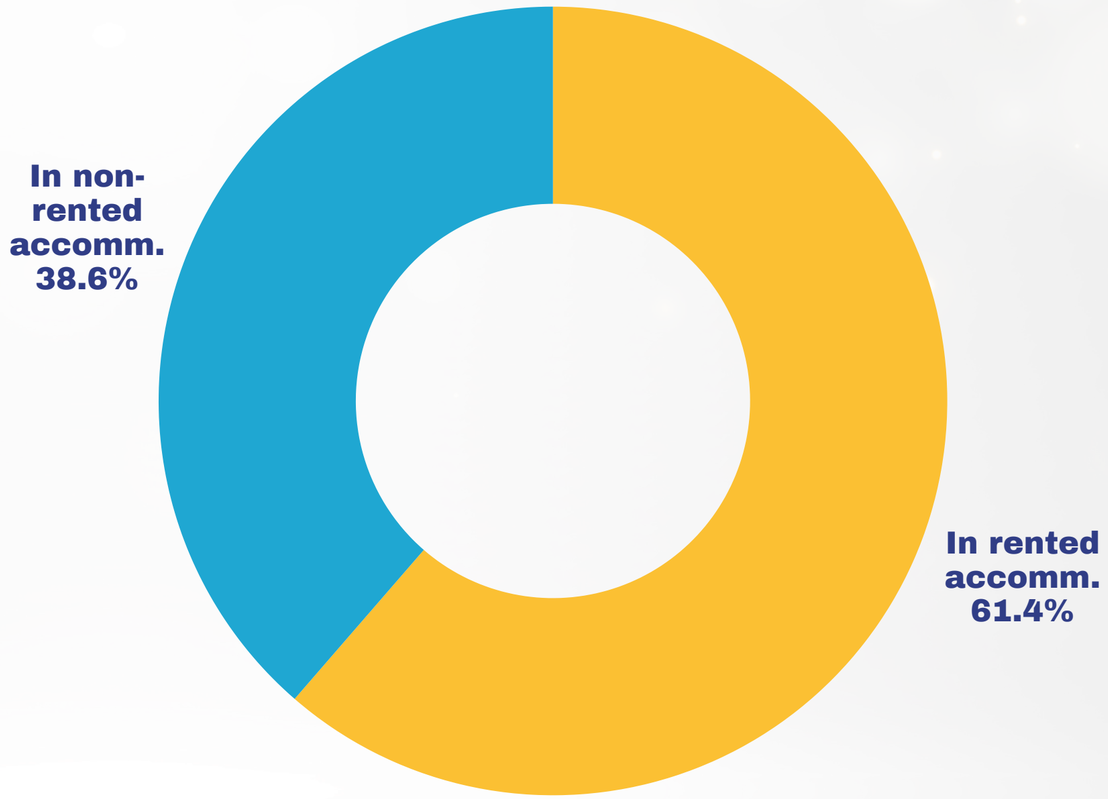
Bed nights:

🇲🇹 Domestic tourists:

- 619,704 or 61.4% stayed in rented accommodation
- 390,104 or 38.6% stayed in non-rented accommodation

Rented accommodation includes: Hotels/ Guesthouses/ Farmhouses/ Holiday Apartments

Non-rented accommodation includes staying with friends and family



*Domestic tourists overall recorded an average length of stay of 2.54 nights in Gozo

Bed nights:

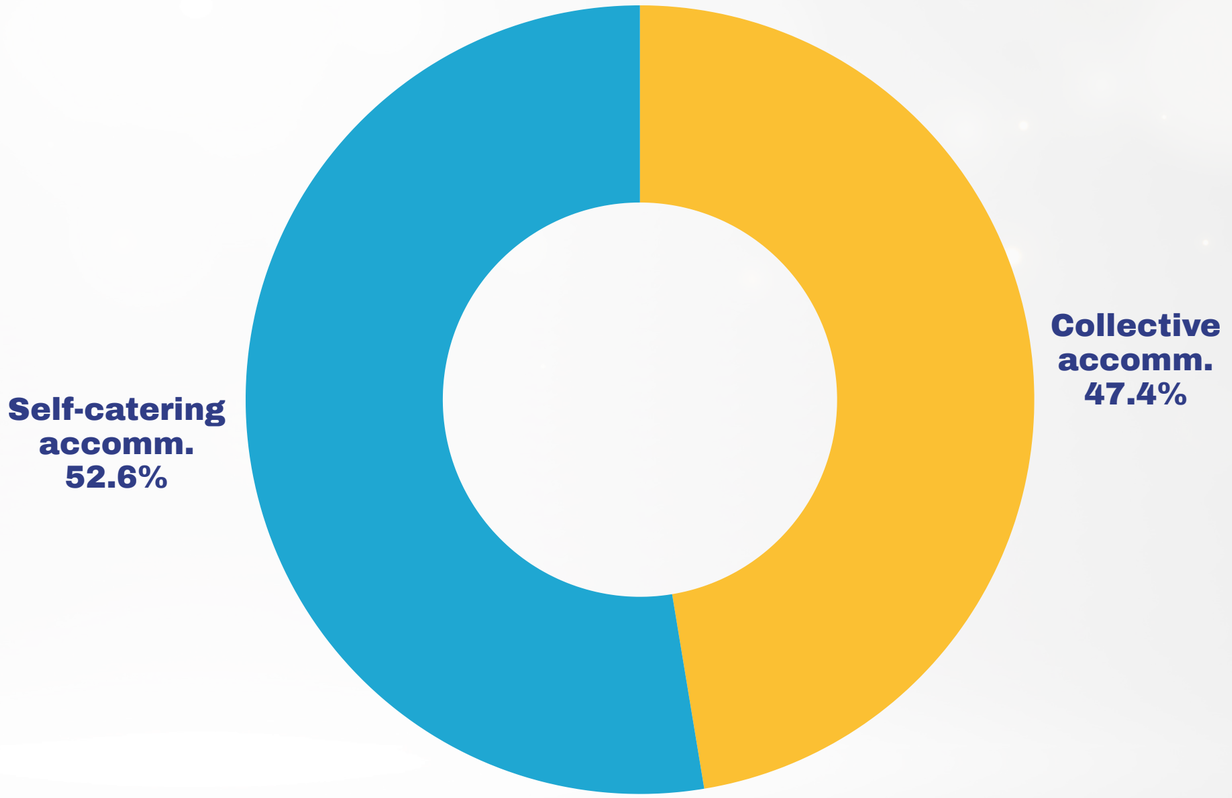
🇲🇹 In rented accommodation:

- 293,701 or 47.4% stayed in collective accommodation
- 326,003 or 52.6% stayed in self-catering accommodation

Collective *accommodation includes:*
Hotels/ Boutique Hotels/ Guesthouses

Self-catering establishments include:
Villas/ Farmhouses/ Apartments

BED NIGHTS BY DOMESTIC TOURISTS TO GOZO IN RENTED ACCOMMODATION



Expenditure during 2025:

👥 Combined expenditure reached €223.107 million *(estimate)*

🌍 €148.363 million
By international tourists:

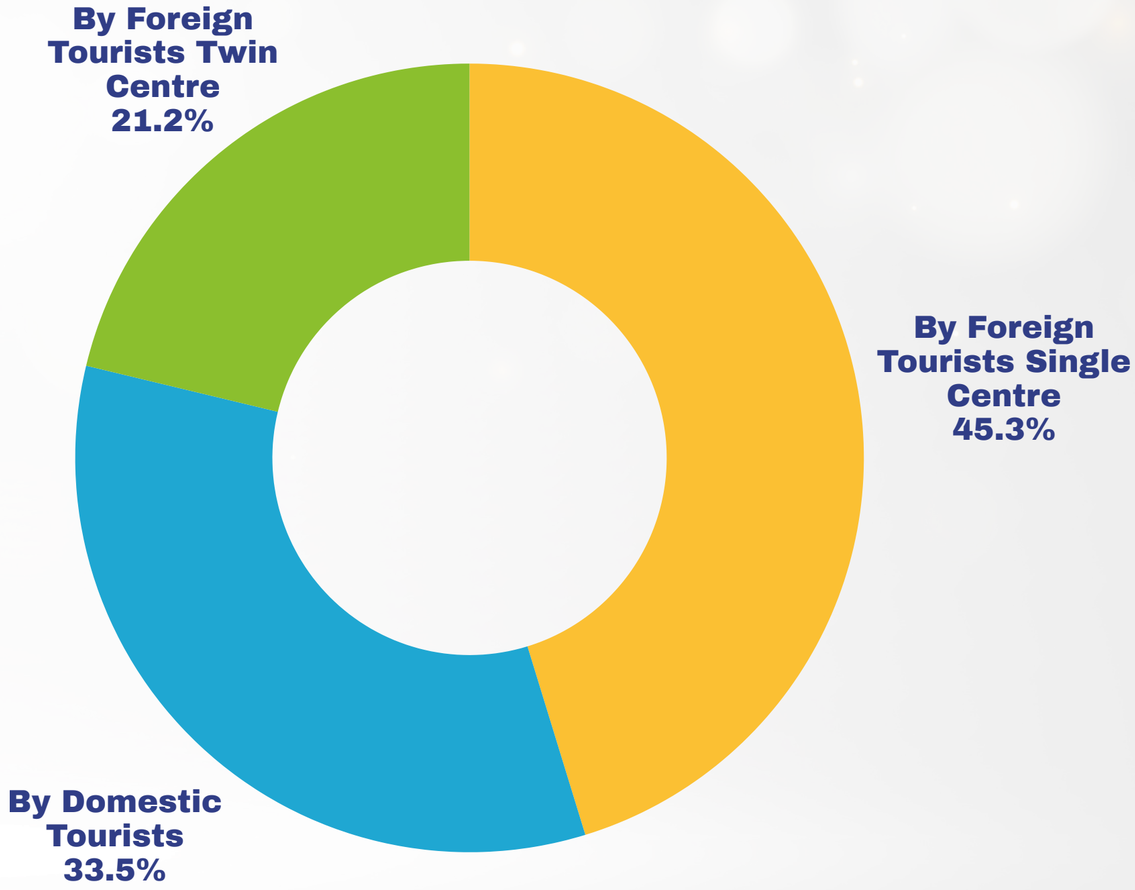
- Single Centre - €100.968 million
- Twin Centre - €47.395 million *(estimate)*

🇲🇹 €74.744 million
By total domestic tourists

*The Total Domestic Spent can be classified:

- Maltese Nationals residents spent €64,581 million
- Non-Maltese Nationals residents spent €10,163 million

TOTAL EXPENDITURE



	Total Expenditure (€ millions)			
	2023	**2024**	**2025**	**% Change 2025/2024**
By International Tourists - Single Centre	82,264	88,652	100,968	13.9%
*By International Tourists - Twin Centre (Gozo share estimated)**	34,300	42,000	47,395	12.8%
By Domestic Tourists to Gozo	61,311	59,171	74,744	26.3%
Combined Expenditure (estimated)	***177,875***	***189,823***	***223,107***	***17.5%***

*Twin-centre expenditure attributable to Gozo is estimated based on the proportion of twin-centre nights spent in Gozo.

EXPENDITURE PER CAPITA

Expenditure per capita:

🌍 By foreign tourists:

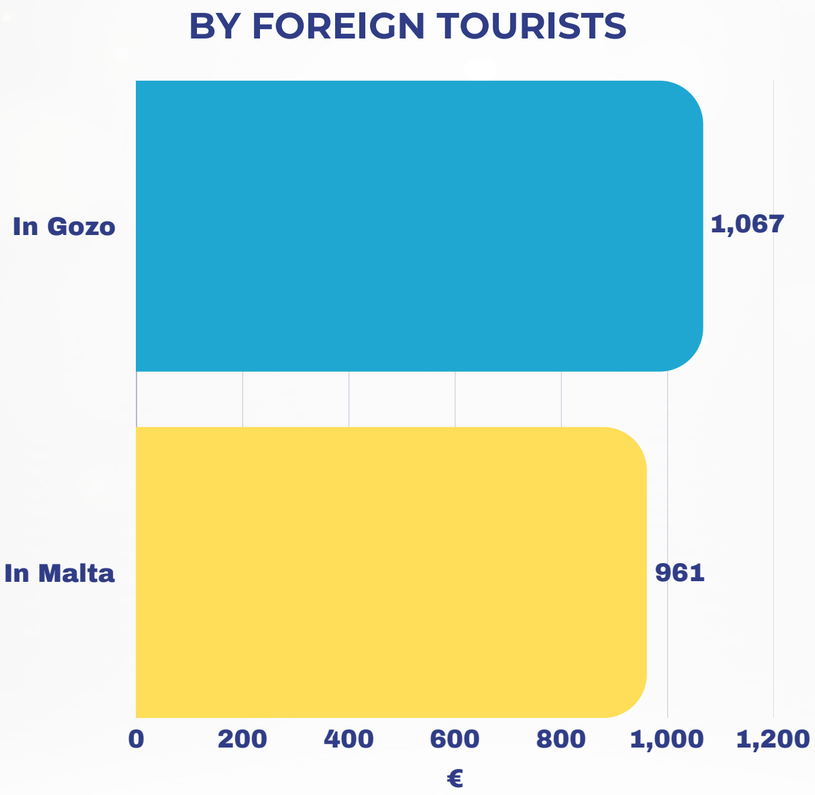
- In Gozo - €1,067
- In Malta - €961

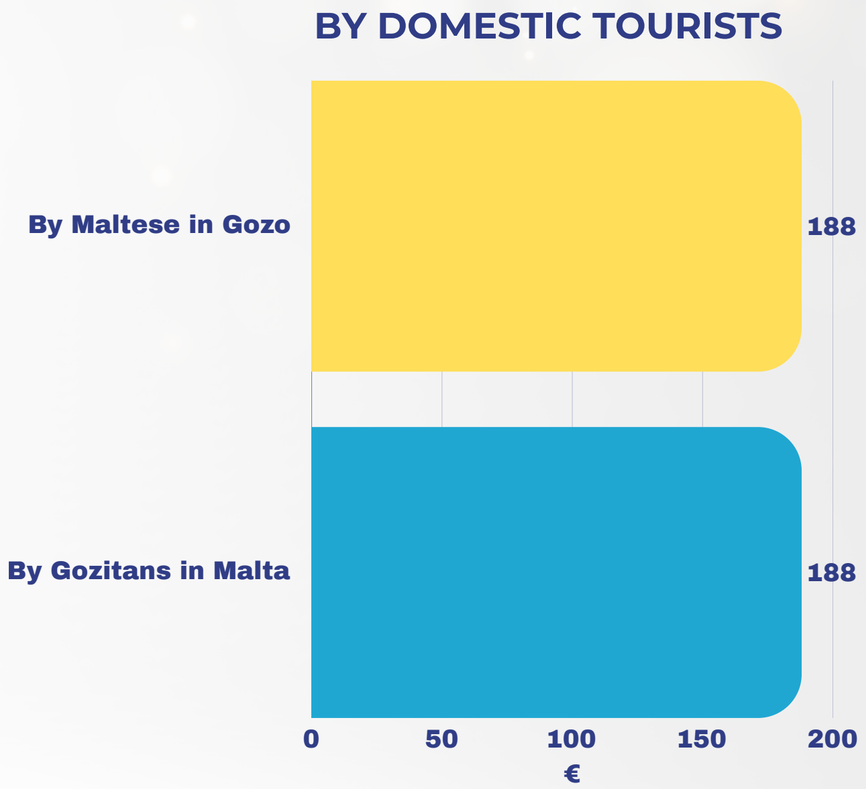
🇲🇹 By domestic tourists:

- Maltese in Gozo - €188
- Gozitans in Malta - €188

*The Total Domestic Spent per capita in Gozo can be classified:

- Maltese Nationals residents spent €191 per capita per stay
- Non-Maltese Nationals residents spent €171 per capita per stay





	Expenditure per capita (€)			
	2023	2024	2025	% Change 2025/2024
By International Tourists to Gozo (Single Centre)	1,011	997	1,067	7%
By International Tourists to Malta (Single Centre)	887	915	961	5%
Maltese Residents to Gozo	173	171	188	9.9%
Gozitan Residents to Malta	139	172	188	9.3%

REPEAT VISITORS TO GOZO

	Repeat visitors to Gozo Single Centre	Repeat visitors to Gozo Twin Centre	Total repeat visitors to Gozo
2023	41.8%	20.9%	31.6%
2024	42.2%	22.7%	32.4%
2025	45.7%	21.8%	33.6%

GOZO TOURIST PROFILE 2024

Who is the Gozo-based tourist?

49.6%

Travel with their
spouse / partner



58.0%

Travel in a
party of two



20.4%

Travel with
family



12.3%

Are
solo travellers

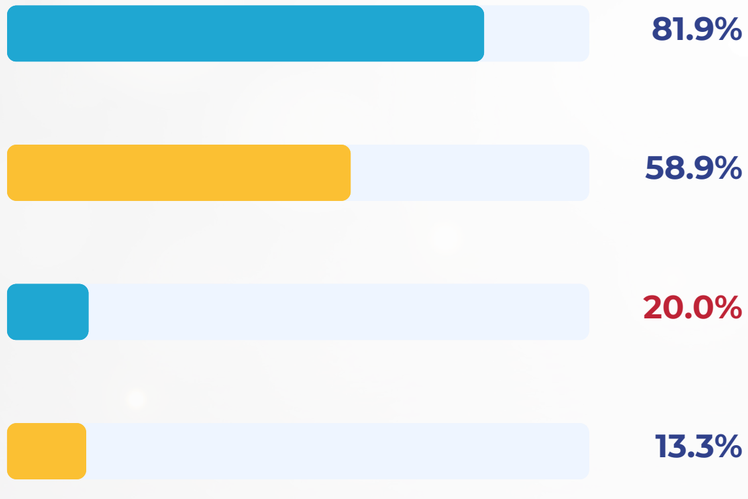


Source: MTA Traveller Survey | Profile based on respondents staying solely or mainly in Gozo during 2024

WHY TOURISTS CHOOSE GOZO

Key motivations & visitor experience

TOP MOTIVATIONS



*History & Culture rose from 52.5% in 2023 to 58.9% in 2024
*Scuba diving accounts for approximately 20% on average, although the percentage fluctuates from year to year

95.4%

would recommend Gozo

83.8%

intend to return

VISITOR EXPERIENCE

Exceeded expectations	**33.8%**
Met expectations	**64.1%**
Below expectations	**2.1%**

Gozo: Relaxing • Warm • Welcoming • Peaceful • Hospitable

Source: MTA Traveller Survey, Gozo Visitor Profile 2024

DIVING - A KEY PILLAR OF GOZO TOURISM

Visitor contribution & dive-site infrastructure

~20%

of overnight visitors engage in diving

~34,800

visitors associated with diving

~278,400

estimated bed nights at 8 nights per visitor

KEY CHALLENGES

ACCESS & SAFETY

Year-round entry/exit ladders, safer access and site maintenance.

PARKING & ACCESSIBILITY

Limited designated parking and access conflicts at key dive sites.

DIVING FACILITIES

Insufficient kitting-up areas and sanitary facilities.

SECURITY & MONITORING

CCTV for security and sea-condition monitoring.

DIVING LEGISLATION

Any new or update of legislation regarding Diving, GTA is to be consulted.

TOURISM PRODUCT ENHACEMENT

KEY PROPOSALS

Ringfencing the Eco-Contribution Tax from Gozitan Establishments

Signature Gozo Film Trail

Impelementation of Diving Master Plan

Rural Airfield Development

An Entity Responsible for Tourism in Gozo

Develop the ITS Gozo Campus as a Centre of Excellence

1

Gozo's tourism sector is becoming both broader and more valuable, with continued growth in visitor numbers, longer stays and increased expenditure.

2

International and domestic tourism together are driving this positive performance, contributing to spending levels of €223 million for the year 2025.

3

Future success will depend on sustaining this growth while preserving Gozo's unique environmental, cultural and social identity.

THANK YOU

GOZO TOURISM ASSOCIATION

www.islandofgozo.org