
Tourism in Gozo



Research Unit
Malta Tourism Authority
August 2025



Overview

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01 Introduction

The objectives of this report are to:

- Provide indicators on tourism performance in Gozo during the period 2019 – 2024.
- Provide insights on the profile of tourists spending their entire or the larger part of their stay on the island.

Data sources:

- National Statistics Office
- MTA Traveller Survey
- MTA Licensing Data



02 Tourism Figures

Visitors to Gozo & Comino

	2019	2020	2021	2022	2023	2024	% Change 2024/2023
Total Inbound Tourists to MALTA	2,753,239	658,567	968,136	2,286,597	2,981,476	3,563,618	19.5%
Total International Visitors to Gozo & Comino (excl. cruise passengers)	1,527,528	347,159	541,173	1,332,950	1,717,172	2,035,607	18.5%
<i>of which:</i>							
International Day Trippers	1,346,550	307,435	470,518	1,203,891	1,558,415	1,854,158	19.0%
International Tourists	180,979	39,724	70,655	129,059	158,757	179,675	13.2%
Cruise Passengers to Gozo	8,160	-	3,229	5,454	6,745	15,068	123.4%
Total Domestic Tourists to Gozo & Comino	215,272	348,489	361,043	331,455	406,018	401,766	-1.0%

Source: NSO, Inbound & Regional Tourism

Visitors to Gozo & Comino

- In 2024, Gozo and Comino welcomed 2,035,607 international visitors, accounting for 57.1% of all inbound tourists to Malta. Of these, 52.0% visited on a day trip and 5.0% stayed overnight or longer.
- A total of 15,068 cruise ship passengers were onboard vessels anchored off Gozo in 2024, marking a significant increase of 8,323 passengers compared to 2023.
- Domestic tourists amounted to 401,766 in 2024, recording a slight decrease of 1.0% compared to the previous year.



International Visitors: Type of Visit to Gozo & Comino

- In 2024, 91.2% of international visitors to Gozo were day trippers, reaching a total of 1,855,932. Day trippers recorded a 19.1% increase when compared to the previous year.
- 90,759 visitors (4.5%) had a twin centre stay, spending nights in both mainland Malta and Gozo. Twin centre stays also registered a noteworthy year-on-year increase of 17.2%.
- A further 88,916 (4.4%) chose to stay exclusively in Gozo during their visit.

	2019	2020	2021	2022	2023	2024	% Change 2024/2023
Total International Visitors to Gozo & Comino (excl. cruise passengers)	1,527,528	347,159	541,173	1,332,950	1,717,172	2,035,607	18.5%
Day Trip	1,346,550	307,435	470,518	1,203,891	1,558,415	1,855,932	19.1%
Single Centre	92,715	20,659	29,889	64,687	81,335	88,916	9.3%
Twin Centre	88,263	19,065	40,766	64,372	77,422	90,759	17.2%

Source: NSO, Regional Tourism

Guest Nights in Gozo & Comino

- In 2024, international tourists spent a total of 1,087,150 nights in Gozo and Comino; an increase of 1.9% over the previous year.
- Nights spent by domestic tourists reached 1,057,846 in 2024, an increase of 6.5% over 2023.

	2019	2020	2021	2022	2023	2024	% Change 2024/2023
Nights Spent by International Tourists to Gozo & Comino (excl. cruise passengers)	1,135,922	344,515	505,820	890,721	1,067,305	1,087,150	1.9%
Single Centre	815,554	267,056	352,843	642,635	760,912	736,525	-3.2%
Twin Centre	320,368	77,459	152,977	248,086	306,393	350,625	14.4%
Nights Spent by Domestic Tourists to Gozo & Comino	571,500	1,040,040	1,025,449	921,195	993,722	1,057,846	6.5%

Source: NSO, Regional Tourism

Average Length of Stay in Gozo & Comino

- In 2024, the average length of stay for international tourists is estimated at 6.1 nights. Single centre visitors stayed an average of 8.3 nights, while those on twin centre holidays averaged 3.9 nights.
- For domestic tourists, the estimated average length of stay is 2.6 nights.

	2019	2020	2021	2022	2023	2024
Total International Tourists to Gozo & Comino (excl. cruise passengers)	6.3 nights	8.7 nights	7.2 nights	6.9 nights	6.7 nights	6.1 nights
Single Centre	8.8 nights	12.9 nights	11.8 nights	9.9 nights	9.4 nights	8.3 nights
Twin Centre	3.6 nights	4.1 nights	3.8 nights	3.9 nights	3.9 nights	3.9 nights
Total Domestic Tourists to Gozo & Comino	2.7 nights	3.0 nights	2.8 nights	2.8 nights	2.4 nights	2.6 nights

Source: NSO, Regional Tourism

Expenditure Patterns in Gozo & Comino

- In 2024, international tourists spent an estimated €194.9 million, an increase of €23.8 million when compared to 2023.
- Domestic tourists spent €66.5 million, down by €1.3 million from the previous year.
- For international tourists, an upward trend can be traced in terms of both expenditure per capita and per night.

	2019	2020	2021	2022	2023	2024
Total Expenditure						
International Tourists	€161,313,000	€34,412,000	€72,710,000	€129,635,000	€171,073,000	€194,860,000
Domestic Tourists	€35,876,000	€57,819,000	€75,138,000	€57,776,000	€67,798,000	€66,509,000
Expenditure Per Capita						
International Tourists	€891	€866	€1,029	€1,004	€1,078	€1,085
Domestic Tourists	€167	€166	€208	€174	€167	€166
Expenditure Per Night						
International Tourists	€142	€100	€144	€146	€160	€179
Domestic Tourists	€63	€56	€73	€63	€68	€63

International Tourists: Country of Residence

- In 2024, 62.1% of international tourists in Gozo and Comino (single centre and twin centre) resided in EU countries, with top source markets being Germany and France.
- The remaining 37.9% were from non-EU countries, namely from the United Kingdom.

	2019	2020	2021	2022	2023	2024	% Change (2024/2023)	Share of Tourists in Gozo & Comino of Total Tourists (2024)
EU	153,721	26,617	47,942	83,727	99,888	111,654	11.8%	62.1%
<i>of which:</i>								
France	22,235	5,040	12,440	17,853	20,622	21,354	3.6%	11.9%
Germany	20,986	6,702	9,526	14,520	18,634	22,079	18.5%	12.3%
Italy	17,113	3,623	5,844	12,657	14,496	15,079	4.0%	8.4%
United Kingdom	47,844	-	-	-	-	-	-	-
Non-EU	27,258	13,107	22,713	45,332	58,868	68,021	15.5%	37.9%
<i>of which:</i>								
United Kingdom	-	9,490	17,297	30,788	36,538	43,548	19.2%	24.2%
Total	180,979	39,724	70,655	129,059	158,757	179,675	13.2%	100.0%

Source: NSO, Regional Tourism

Note: "International Tourists" include Single Centre & Twin Centre destination tourists.

International Tourists: Mode of Travel

- Three in five tourists who visited Gozo travelled to the Maltese Islands by low-cost airlines (60.1%); this is a substantial increase of 21.2% when compared to the previous year.

	2019	2020	2021	2022	2023	2024	% Change (2024/2023)	Share of Tourists in Gozo & Comino of Total Tourists (2024)
Air	177,735	38,551	69,208	125,470	154,430	175,207	13.5%	97.5%
Low-Cost Airlines	104,892	21,927	36,597	70,388	89,165	108,034	21.2%	60.1%
Other Airlines	72,843	16,625	32,612	55,082	65,265	67,173	2.9%	37.4%
Sea	3,243	1,173	1,447	3,589	4,326	4,468	3.3%	2.5%
Total	180,979	39,724	70,655	129,059	158,757	179,675	13.2%	100.0%

Source: NSO, Regional Tourism

Note: "International Tourists" include Single Centre & Twin Centre destination tourists.

International Tourists: Organisation of Stay

- In 2024, the large majority of tourists visiting Gozo and Comino were non-package travellers, accounting for 87.7% of the total.
- The share of package tourists, however, grew notably year-on-year, with a 23.6% increase over 2023.

	2019	2020	2021	2022	2023	2024	% Change (2024/2023)	Share of Tourists in Gozo & Comino of Total Tourists (2024)
Package	26,419	3,095	5,426	14,252	17,929	22,160	23.6%	12.3%
Non-Package	154,560	36,629	65,230	114,807	140,827	157,514	11.8%	87.7%
Total	180,979	39,724	70,655	129,059	158,757	179,675	13.2%	100.0%

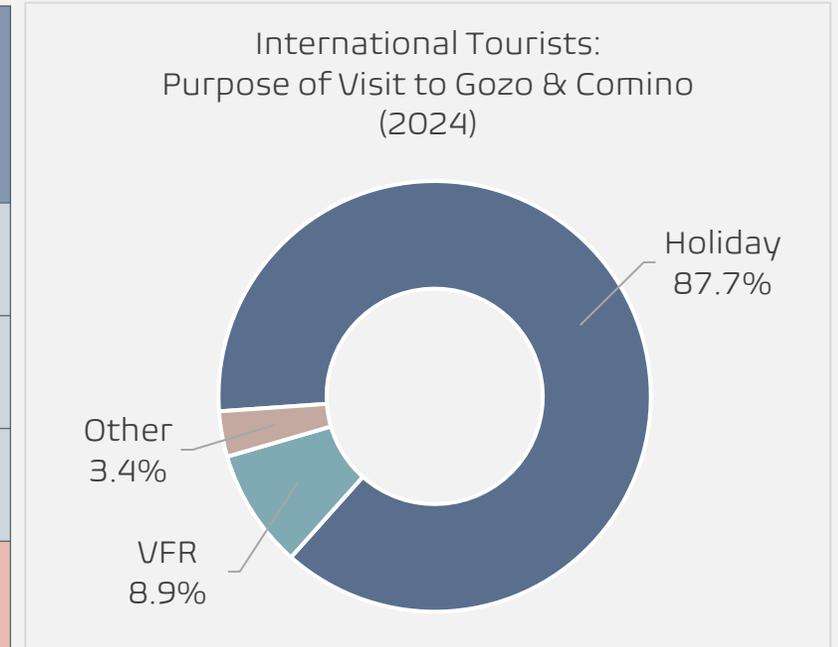
Source: NSO, Regional Tourism

Note: "International Tourists" include Single Centre & Twin Centre destination tourists.

International Tourists: Purpose of Visit

- Holiday is the main purpose of visit for the large majority of international tourists in Gozo and Comino (87.7%).
- Tourists visiting friends and relatives, with a share of 8.9%, recorded a significant increase of 51.3% over 2023.

	2019	2020	2021	2022	2023	2024	% Change (2024/2023)
Holiday	155,021	31,024	59,881	108,440	142,997	157,546	10.2%
VFR	19,126	6,541	7,765	12,298	10,584	16,013	51.3%
Other	6,832	2,158	3,010	8,321	5,175	6,115	18.2%
Total	180,979	39,724	70,655	129,059	158,757	179,675	13.2%



Source: NSO, Regional Tourism

Note: "International Tourists" include Single Centre & Twin Centre destination tourists.

International Tourists: Frequency of Visit

- In 2024, first-time visitors accounted for 67.6% of international tourists to Gozo and Comino, while repeat visitors made up the remaining 32.4%.

	2019	2020	2021	2022	2023	2024	% Change (2024/2023)	Share of Tourists to Gozo & Comino of Total Tourists (2024)
First Time Tourists	124,525	23,800	45,181	86,048	108,607	121,522	11.9%	67.6%
Repeat Tourists	56,454	15,924	25,475	43,011	50,149	58,153	16.0%	32.4%
<i>of which:</i>								
Once a year or less	43,639	9,636	17,758	32,841	38,200	45,060	18.0%	25.1%
Twice a year or more	12,815	6,288	7,716	10,170	11,950	13,093	9.6%	7.3%
Total	180,979	39,724	70,655	129,059	158,757	179,675	13.2%	100.0%

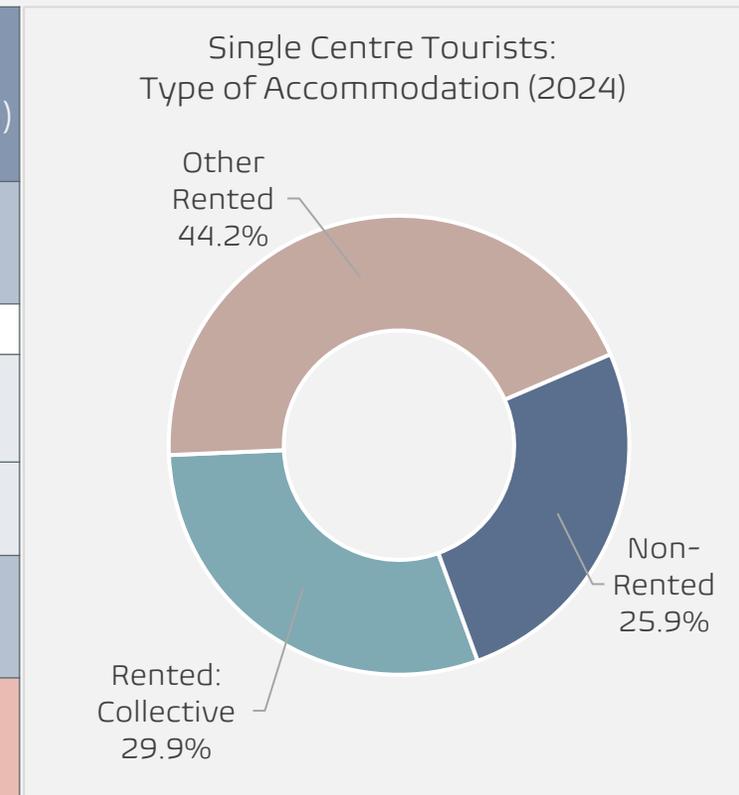
Source: NSO, Regional Tourism

Note: "International Tourists" include Single Centre & Twin Centre destination tourists.

Single Centre Tourists: Type of Accommodation Stayed In

- In 2024, a substantial 44.2% of single centre tourists in Gozo and Comino stayed in other rented accommodation (namely apartments, farmhouses and villas). A further 29.9% opted for hotel-type accommodation.
- Tourists staying in non-rented accommodation - be it their own residence or friends'/relatives' accommodation – amounted to 25.9%.

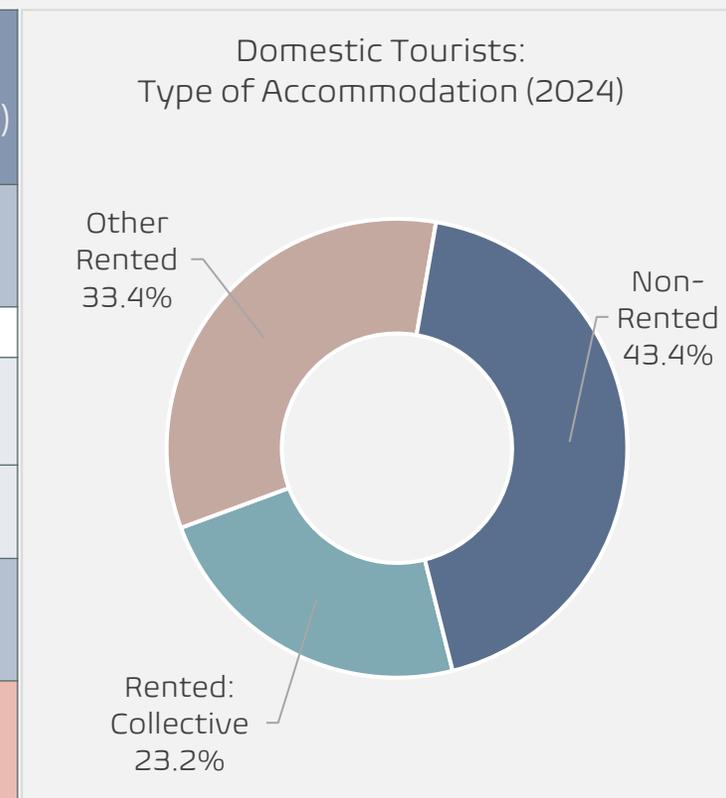
	2019	2020	2021	2022	2023	2024	% Change (2024/2023)
Rented Accommodation	71,253	12,664	19,343	46,724	59,371	65,867	10.9%
<i>of which:</i>							
Collective	26,331	3,564	6,987	16,329	21,703	26,557	22.4%
Other Rented	44,922	9,100	12,356	30,395	37,668	39,310	4.4%
Non-Rented Accommodation	21,462	7,995	10,546	17,963	21,963	23,049	4.9%
Total Single Centre	92,715	20,659	29,889	64,687	81,335	88,916	9.3%



Domestic Tourists: Type of Accommodation Stayed In

- In 2024, the larger share of domestic tourists in Gozo and Comino stayed in non-rented accommodation (43.4%). This accommodation category also exhibited notable year-on-year growth.
- Meanwhile, 33.4% stayed in other rented accommodation and the remaining 23.2% in hotel-type accommodation.

	2019	2020	2021	2022	2023	2024	% Change (2024/2023)
Rented Accommodation	146,944	206,782	212,504	198,738	244,697	227,435	-7.1%
<i>of which:</i>							
Collective	58,152	58,813	75,622	79,618	93,297	93,409	0.1%
Other Rented	88,792	147,969	136,882	119,120	151,401	134,025	-11.5%
Non-Rented Accommodation	68,328	141,708	148,539	132,717	161,320	174,331	8.1%
Total Domestic	215,272	348,489	361,043	331,455	406,018	401,766	-1.0%



Quarterly Occupancy Rates in Collective Accommodation in Gozo

- In 2024, the highest occupancy in collective accommodation in Gozo was recorded during the peak months of July to September, reaching 64.9%.
- 3-star hotels had the highest occupancy rates during all quarters except for July to September.

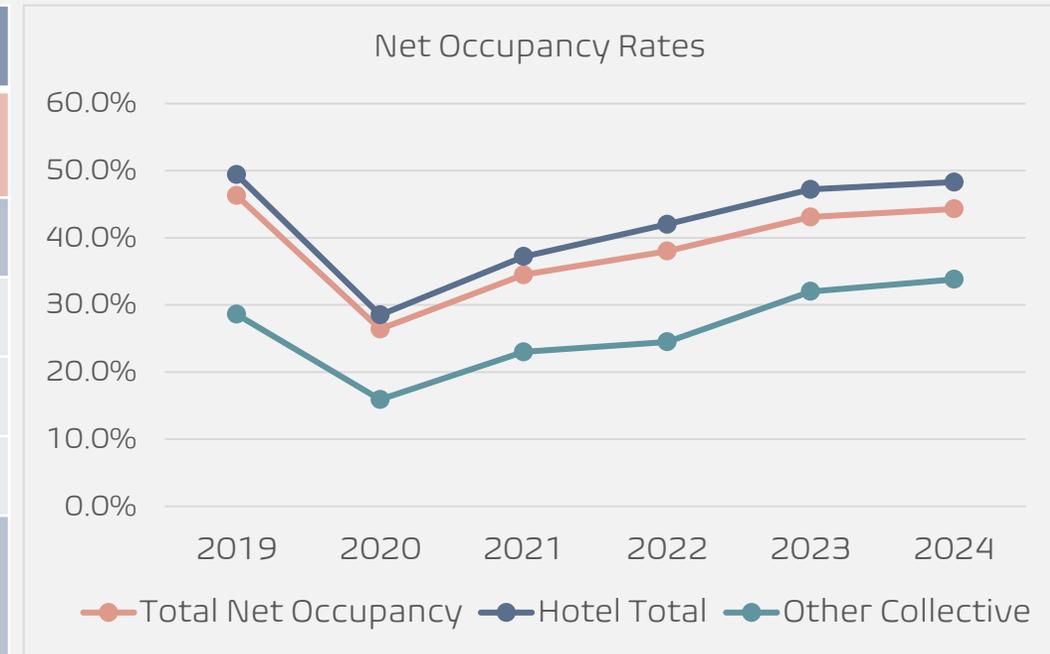
Year 2024	Q1 Jan-Mar	Q2 Apr-Jun	Q3 Jul-Sept	Q4 Oct-Dec
Total Net Occupancy Rate	25.1%	44.6%	64.9%	38.5%
Hotel Total	28.6%	47.7%	70.3%	41.6%
Hotel 5-star	37.8%	49.6%	74.1%	39.6%
Hotel 4-star	24.4%	47.1%	71.3%	43.0%
Hotel 3-star	40.9%	53.1%	67.6%	43.1%
Other Collective Accommodation	17.8%	36.5%	50.3%	29.3%

Source: NSO, Collective Accommodation

Year Occupancy Rates in Collective Accommodation in Gozo

- The overall net occupancy rate in collective accommodation in Gozo reached 44.3% in 2024.
- Five-star hotels had the best occupancy rate (52.7%), closely followed by three-star hotels (52.0%).

Year	2019	2020	2021	2022	2023	2024
Total Net Occupancy Rate	46.3%	26.4%	34.5%	38.0%	43.1%	44.3%
Hotel Total	49.4%	28.5%	37.2%	42.0%	47.2%	48.3%
Hotel 5-star	49.0%	34.4%	43.9%	45.3%	51.7%	52.7%
Hotel 4-star	46.7%	22.3%	31.9%	37.2%	44.3%	46.6%
Hotel 3-star	57.0%	38.9%	46.7%	54.8%	52.3%	52.0%
Other Collective Accommodation	28.6%	15.9%	23.0%	24.5%	32.0%	33.8%



Source: NSO, Collective Accommodation

Tourist Accommodation Capacity in Gozo (as at end of year 2024)

Tourist Accommodation Capacity in Gozo - As at end of year 2024	Units	Beds
Hotels	18	1,526
5 Star	2	442
4 Star	4	638
3 Star	8	370
2 Star	4	76
Guest houses/hostels	29	729
Total Serviced Accommodation	47	2,255
Self-Catering Accommodation	1,403	7,606
Total Tourist Accommodation	1,450	9,861

Source: MTA Licensing Data

03 Tourist Profile

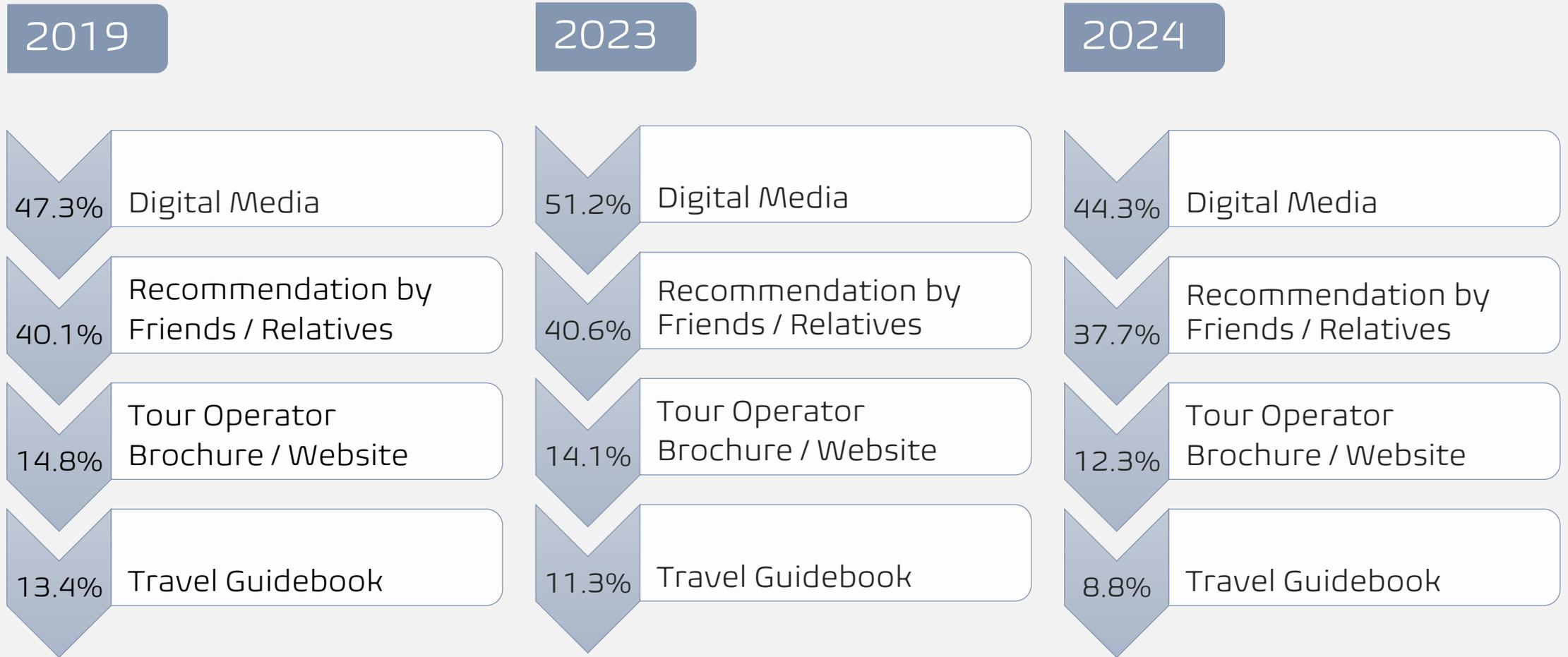
A profile of tourists staying in solely in Gozo or for most of their trip.

Research findings are derived from the Traveller Survey which is carried out on an ongoing basis by the Research Unit within the MTA.

Methodological Notes:

- Based on a sample of 284 respondents having a Gozo-only stay or spending most of their stay in Gozo during 2024.
- Findings for 2024 will be compared with 2023 figures as well as pre-pandemic figures for 2019.

Communication Channels Influencing Destination Choice



Source: MTA Traveller Survey

Other Factors Influencing Destination Choice

Top Factors:	2019	2023	2024
 New destination	46.2%	49.1%	53.9%
 Good flight connections	47.1%	48.8%	46.5%
 Previous visit	39.8%	36.0%	31.0%
 Cost/Value for money	31.9%	30.4%	31.3%
 English spoken widely	29.7%	27.2%	33.1%
 Maltese hospitality	21.6%	18.0%	21.5%

Source: MTA Traveller Survey

Motivations For Visit

Top Motivations:		2019	2023	2024
	Sun, Sea & Leisure	77.3%	84.2%	81.9%
	History & Culture	47.6%	52.5%	58.9%
	Scuba Diving	16.5%	16.5%	13.7%
	Visiting Friends / Relatives	13.4%	13.3%	13.3%

Source: MTA Traveller Survey

Travelling Party

- In 2024, half of Gozo-based tourists were travelling with their spouse or partner (49.6%).
- 20.4% were with their family, and 11.6% with friends.
- Solo travellers to Gozo represented a share of 12.3%.

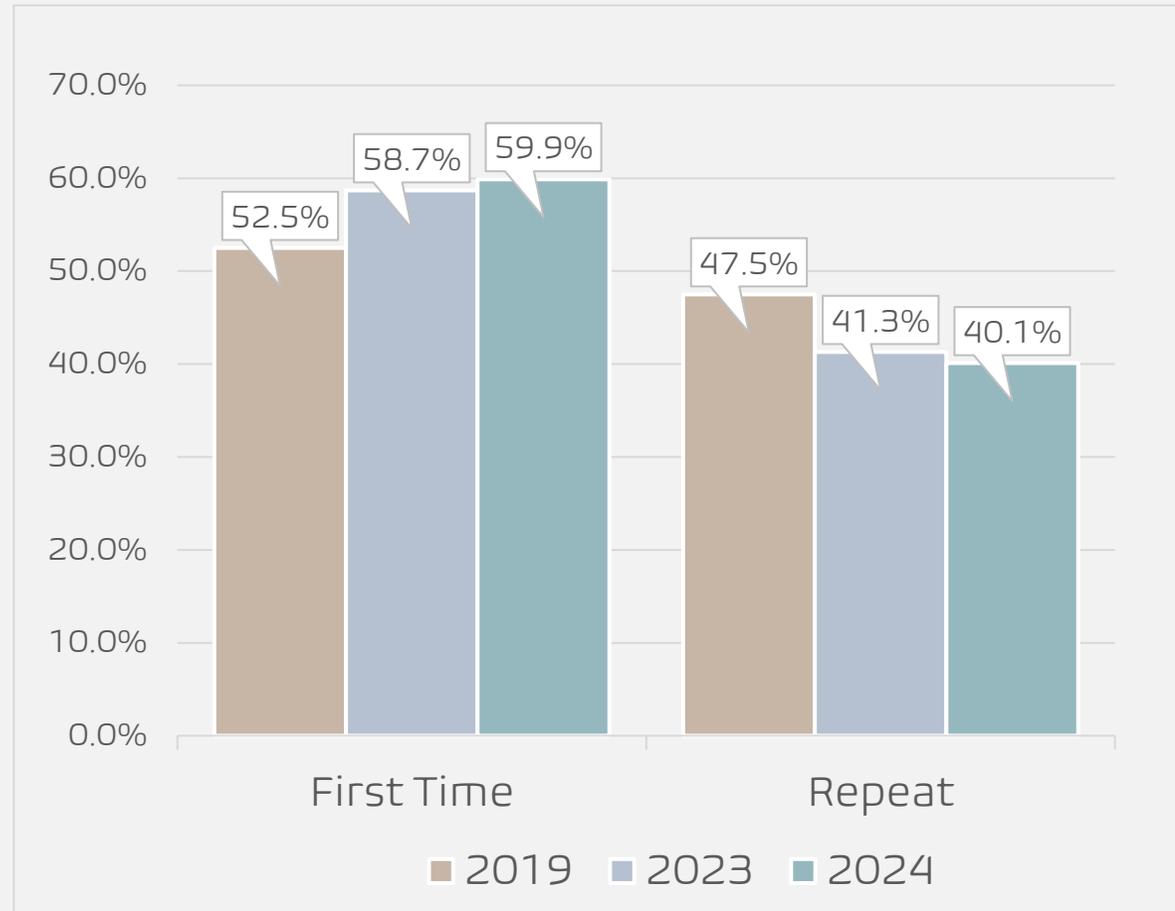
- The majority had a travel party size of 2 persons (58.0%).
- A further 16.4% were travelling in a party of 3 or 4 persons.

Source: MTA Traveller Survey



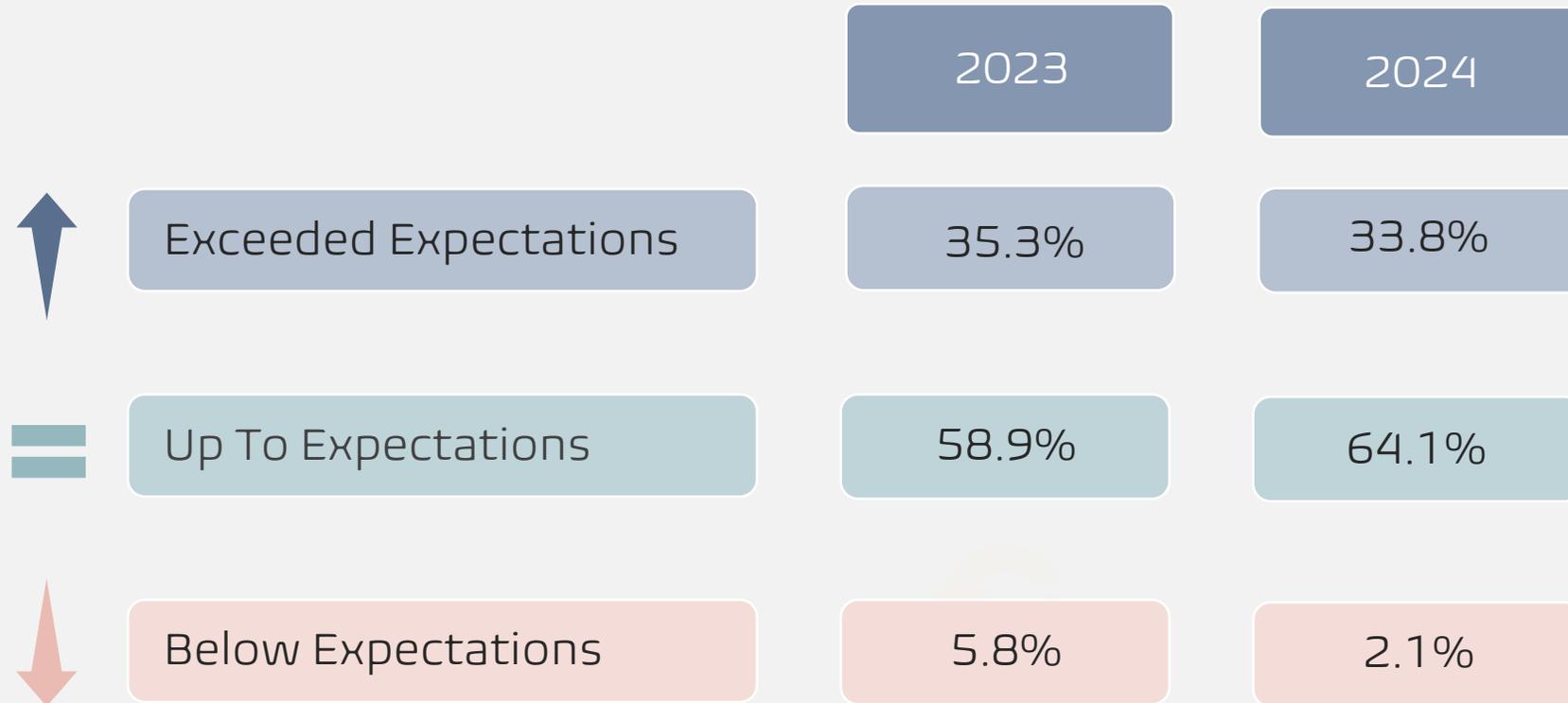
First Time vs Repeat Tourists

- In 2024, the share of Gozo-based tourists visiting the Maltese Islands for the first time reached 59.9%.
- Tourists on a repeat visit to the Maltese Islands represented a share of 40.1%. Out of these, 86.6% had previously visited Gozo.



Source: MTA Traveller Survey

Overall Experience



Source: MTA Traveller Survey

- Most of Gozo-based tourists had a positive overall experience. Feedback indicates that tourist experience in 2024 improved over the previous year, with more visitors saying expectations were met, fewer reporting disappointment whilst the share of those whose experience exceeded expectations remained largely stable.

Post-Visit Intentions & Perceptions of Gozo (2024)



95.4% would recommend Gozo to their friends or relatives.



83.8% intend to return to Gozo, the larger share of whom plan to visit in 1 to 2 years (33.6%) or in 3 to 4 years (28.7%).

Words Associated With Gozo

1. Hospitable
2. Peaceful & Relaxing
3. History & Culture
4. Beautiful & Charming

Feelings Associated With Gozo

1. Relaxing
2. Warm
3. Welcoming
4. Cheerful & Festive

Colours Associated With Gozo

1. Blue
2. Yellow
3. Brown / Beige
4. Gold / Ochre

For more statistical information and reports, visit the MTA's corporate website:

<https://www.mta.com.mt/en/databank>

