

For Partners & Public Authorities

Discover Gozo – Digital Destination Platform

Discover Gozo is a digital destination management platform enabling public authorities to centralise visitor information, enhance navigation across the island, and gain actionable insights through anonymised analytics.

Strategic Benefits for Public Authorities

- Single official digital entry point for transport, locations, weather, safety, and services.
- Improved visitor experience and accessibility through live data and intuitive navigation.
- Operational insights supporting infrastructure planning and sustainable tourism strategies.

Governance & Operational Model

Public Authority	Technology Partner
Owns brand, destination data, strategic direction	Develops, hosts, maintains platform
Defines policies, content rules, governance structure	Ensures security, uptime, updates
Receives all analytics and insights	Acts as data processor only

Data Ownership & Privacy

All destination-related data remains the full property of the public authority. The Discover Gozo platform acts exclusively as a technical data processor operating under public-sector governance.

Analytics are collected only in anonymised, aggregated form and are fully GDPR-compliant. No personal profiling, third-party resale, or commercial exploitation of public data is performed.

Analytics & Decision Support

The platform provides a real-time analytics layer enabling authorities to monitor usage patterns and inform operational and strategic decisions in near real time.

- Visitor movement patterns between attractions and regions
- Popularity of transport routes, hiking trails, and public facilities
- Peak usage times and seasonal behaviour trends
- Engagement with cultural sites, events, and services
- Response to campaigns, alerts, and public notices

These insights can be used to support infrastructure investment decisions, improve transport planning, optimise crowd distribution, and measure the effectiveness of tourism and cultural initiatives.

Technology & Scalability

Discover Gozo is a web-based, progressive web application designed for scalability and long-term adaptability. It supports offline usage, role-based administration, and modular feature expansion.

The same platform architecture can be reused for additional regions or destinations, preserving knowledge, reducing costs, and accelerating future deployments.

Discover Gozo demonstrates how public-private collaboration can deliver modern digital services, empower local communities, and enable data-driven destination management.