

ITALY

Cod. Basic data and indicators	Notes	Units	2009	2010	2011	2012	2013
1. INBOUND TOURISM							
<i>Data</i>							
Arrivals							
1.1 Total	(1)(2)	('000)	71,692	73,225	75,866	76,293	76,762
1.2 ♦ Overnight visitors (tourists)		('000)	43,239	43,626	46,119	46,360	47,704
1.3 ♦ Same-day visitors (excursionists)	(3)	('000)	28,453	29,599	29,747	29,933	29,058
1.4 * of which, cruise passengers		('000)
Arrivals by region							
1.5 Total	(1)(2)	('000)	43,238	43,626	46,119	46,359	47,704
1.6 ♦ Africa		('000)	248	318	280	225	185
1.7 ♦ Americas		('000)	3,390	3,502	4,067	3,910	4,477
1.8 ♦ East Asia and the Pacific		('000)	1,300	1,324	1,512	1,528	1,795
1.9 ♦ Europe		('000)	37,854	37,921	39,743	40,063	40,644
1.10 ♦ Middle East		('000)	222	289	247	276	304
1.11 ♦ South Asia		('000)	224	270	269	357	298
1.12 ♦ Other not classified		('000)	..	2	1	..	1
1.13 * of which, nationals residing abroad		('000)
Arrivals by main purpose							
1.14 Total	(1)(2)	('000)	71,692	73,225	75,866	76,292	76,762
1.15 ♦ Personal		('000)	58,247	59,695	61,958	61,770	62,576
1.16 * holidays, leisure and recreation		('000)	27,998	28,259	30,041	29,832	31,112
1.17 * other personal purposes		('000)	30,249	31,436	31,917	31,938	31,464
1.18 ♦ Business and professional		('000)	13,445	13,530	13,908	14,522	14,186
Arrivals by mode of transport							
1.19 Total	(1)(2)	('000)	71,692	73,225	75,866	76,294	76,762
1.20 ♦ Air		('000)	19,930	21,092	23,079	23,276	24,883
1.21 ♦ Water		('000)	2,365	2,552	2,062	1,820	1,562
1.22 ♦ Land		('000)	49,397	49,581	50,725	51,198	50,318
1.23 * railway		('000)	1,565	1,373	1,432	1,212	1,209
1.24 * road		('000)	47,832	48,208	49,293	49,986	49,109
1.25 * others		('000)
Accommodation							
Total							
1.29 ♦ Guests		('000)	41,125	43,794	47,461	48,739	50,263
1.30 ♦ Overnights		('000)	159,494	165,202	176,474	180,595	184,793
Hotels and similar establishments							
1.31 ♦ Guests	(4)	('000)	32,633	35,020	37,984	38,868	39,989
1.32 ♦ Overnights		('000)	106,829	111,552	120,014	122,700	126,330
Expenditure							
1.33 Total		US\$ Mn	41,938	40,058	45,368	43,036	46,190
1.34 ♦ Travel		US\$ Mn	40,378	38,438	43,243	40,960	43,835
1.35 ♦ Passenger transport		US\$ Mn	1,560	1,620	2,125	2,076	2,355
Expenditure by main purpose of the trip							
1.36 Total		US\$ Mn	40,378	38,438	43,243	40,960	43,835
1.37 ♦ Personal		US\$ Mn	31,699	29,994	34,434	33,059	36,106
1.38 ♦ Business and professional		US\$ Mn	8,679	8,444	8,809	7,901	7,729
Indicators							
1.39 Average size of travel party		Persons
Average length of stay							
1.40 Total		Days	4.30	4.14	4.23	4.22	4.14
1.41 ♦ For all commercial accommodation services		Nights	5.69	5.57	5.71	5.79	5.69
1.42 * of which, "hotels and similar establishments"		Nights	4.96	4.91	5.03	5.15	5.11
1.43 ♦ For non commercial accommodation services		Days	9.69	9.61	9.36	9.01	8.45
1.44 Average expenditure per day		US\$	129.1	126.3	133.2	127.1	137.4
2. DOMESTIC TOURISM							
<i>Data</i>							
Trips							
2.1 Total		('000)
2.2 ♦ Overnight visitors (tourists)		('000)	114,099	100,039	83,417	78,703	63,154
2.3 ♦ Same-day visitors (excursionists)		('000)

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Trips by main purpose								
2.4	Total		('000)	114,099	100,039	83,417	78,703	63,154
2.5	♦ Personal		('000)	98,677	87,449	72,558	68,699	57,451
2.6	* holidays, leisure and recreation		('000)	68,482	62,444	50,677	48,991	37,759
2.7	* other personal purposes		('000)	30,195	25,005	21,881	19,708	19,692
2.8	♦ Business and professional		('000)	15,422	12,590	10,859	10,004	5,703
Trips by mode of transport								
2.9	Total		('000)	114,099	100,039	83,417	78,703	63,154
2.10	♦ Air		('000)	17,943	16,939	16,242	16,070	11,660
2.11	♦ Water		('000)	3,166	4,092	2,514	2,470	2,550
2.12	♦ Land		('000)	92,990	79,008	64,661	60,163	48,944
2.13	* railway		('000)	9,707	7,807	6,760	6,660	5,945
2.14	* road		('000)	82,510	70,742	57,537	53,172	42,890
2.15	* others		('000)	773	459	364	331	109
Trips by form of organization								
2.16	Total		('000)	114,099	100,039	83,417	78,703	63,154
2.17	♦ Package tour		('000)	6,593	6,454	4,704	4,065	2,729
2.18	♦ Other forms		('000)	107,506	93,585	78,713	74,638	60,425
Accommodation								
Total								
2.19	♦ Guests		('000)	54,375	55,020	56,263	54,995	53,599
2.20	♦ Overnights		('000)	211,268	210,340	210,421	200,116	191,992
Hotels and similar establishments								
2.21	♦ Guests		('000)	43,698	44,354	45,072	43,777	42,650
2.22	♦ Overnights		('000)	139,789	139,547	139,897	132,910	128,429
Indicators								
2.23	Average size of travel party		Persons	2.3	2.3	2.4	2.3	2.5
Average length of stay								
2.24	Total	(5)	Days	6.00	6.30	6.30	6.40	6.60
2.25	♦ For all commercial accommodation services		Nights	3.89
2.26	* of which, "hotels and similar establishments"		Nights
2.27	♦ For non commercial accommodation services	(5)(6)	Days	6.40	6.90	7.30	8.10	8.00
2.28	Average expenditure per day		US\$
3. OUTBOUND TOURISM								
Data								
Departures								
3.1	Total	(2)(7)	('000)	56,436	57,040	54,155	54,838	54,152
3.2	♦ Overnight visitors (tourists)		('000)	29,060	29,823	29,295	28,810	27,798
3.3	♦ Same-day visitors (excursionists)		('000)	27,376	27,217	24,860	26,028	26,354
Expenditure								
3.4	Total		US\$ Mn	34,399	33,053	35,724	32,798	33,504
3.5	♦ Travel		US\$ Mn	27,950	26,907	28,730	26,249	26,947
3.6	♦ Passenger transport		US\$ Mn	6,449	6,146	6,994	6,549	6,557
Expenditure by main purpose of the trip								
3.7	Total		US\$ Mn	27,950	26,907	28,730	26,249	26,947
3.8	♦ Personal		US\$ Mn	19,286	18,586	19,868	17,489	17,647
3.9	♦ Business and professional		US\$ Mn	8,664	8,321	8,862	8,760	9,300
4. TOURISM INDUSTRIES								
Data								
Number of establishments								
4.1	Total	(8)	Units
4.2	♦ Accommodation for visitors		Units	76,156	79,185	81,748	83,424	85,007
4.3	* of which, "hotels and similar establishments"		Units	33,967	33,999	33,918	33,728	33,316
4.4	♦ Food and beverage serving activities		Units
4.5	♦ Passenger transportation		Units
4.6	♦ Travel agencies and other reservation services activities		Units
4.7	♦ Other tourism industries		Units
Accommodation for visitors in hotels and similar establishments								
Non-monetary data								
4.13	♦ Number of establishments		Units	33,967	33,999	33,918	33,728	33,316
4.14	♦ Number of rooms		Units	1,088,088	1,095,332	1,096,540	1,093,286	1,089,770
4.15	♦ Number of bed-places		Units	2,227,832	2,253,342	2,253,003	2,250,704	2,233,823

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Indicators								
4.16	Occupancy rate / rooms		Percent	42.80	39.70
4.17	Occupancy rate / bed-places		Percent	38.80	38.20	40.20	40.90	37.60
4.18	Average length of stay		Nights	3.23	3.16	3.13	3.09	3.08
4.19	Available capacity (bed-places per 1000 inhabitants)		Units	37.71	38.01	37.94	37.80	37.09
6. COMPLEMENTARY INDICATORS								
Demand								
6.1	Gross travel propensity		Units
6.2	(1.2 inbound tourists + 2.2 domestic tourists) / population		Units	2.61	2.37	2.13	2.05	1.82
Macroeconomic indicators related to international tourism								
6.3	Inbound tourism expenditure over GDP		Percent	2.0	2.0	2.1	2.1	2.2
6.4	Outbound tourism expenditure over GDP		Percent	1.6	1.6	1.6	1.6	1.6
6.5	Tourism balance (inbound minus outbound tourism expenditure) over GDP		Percent	0.4	0.4	0.5	0.5	0.6
6.6	Tourism openness (inbound plus outbound tourism expenditure) over GDP		Percent	3.6	3.6	3.7	3.7	3.8
6.7	Tourism coverage (inbound over outbound tourism expenditure)		Percent	121.9	121.2	127.0	131.2	137.9
6.8	Inbound tourism expenditure over exports of goods		Percent	10.7	9.3	9.0	9.0	9.2
6.9	Inbound tourism expenditure over exports of services		Percent	45.5	42.1	43.9	41.8	40.8
6.10	Inbound tourism expenditure over exports of goods and services		Percent	8.7	7.6	7.5	7.4	7.5
6.11	Inbound tourism expenditure over current account credits		Percent	7.0	6.4	6.3	6.4	6.5
6.12	Outbound tourism expenditure over imports of goods		Percent	8.9	7.2	6.8	7.2	7.4
6.13	Outbound tourism expenditure over imports of services		Percent	32.7	30.4	31.0	31.2	30.9
6.14	Outbound tourism expenditure over imports of goods and services		Percent	7.0	5.8	5.6	5.9	6.0
6.15	Outbound tourism expenditure over current account debits		Percent	5.5	4.8	4.6	4.9	5.0

World Tourism Organization (2015), Compendium of Tourism Statistics dataset [Electronic], UNWTO, Madrid, data updated on 06/04/2015.

Conceptual references and technical notes are available in the Methodological Notes to the Tourism Statistics Database:

<http://statistics.unwto.org/news/2015-03-05/methodological-notes-tourism-statistics-database>

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Country notes

General data sources:

"Banca d'Italia" and "Istituto Nazionale di Statistica (ISTAT)"

For further information visit:

<http://www.bancaditalia.it>

<http://www.istat.it>

(1) Excluding seasonal and border workers; (2) Border survey of the "Banca d'Italia"; (3) Including cruise passengers; (4) Hotels only; (5) Nights; (6) "Non commercial accommodation services" consist of owned dwellings (including those ones in a time-sharing contract), accommodation provided by relatives / friends and others non-commercial private accommodation; (7) Number of resident tourists (overnight visitors) abroad; (8) Excluding the estimates of private accommodation.

Notes du pays

Sources des données générales:

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(1) À l'exclusion des travailleurs saisonniers et frontaliers; (2) Enquête aux frontières de la "Banca d'Italia"; (3) Y compris les croisiéristes; (4) Hôtels uniquement; (5) Nuitées; (6) "Les services d'hébergement non commercial" sont composées des logements occupés par leurs propriétaires (y compris ceux qui ont un contrat en temps partagé), des hébergements cédés par des membres de la famille ou par des amis et d'autres hébergements privés non commerciaux; (7) Nombre de touristes résidents (visiteurs qui passent la nuit) voyageant à l'étranger; (8) À l'exclusion des estimations de logements privés.

Notas del país

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(1) Excluidos los trabajadores estacionales o fronterizos; (2) Encuesta en fronteras de la "Banca d'Italia"; (3) Incluidos los pasajeros en crucero; (4) Hoteles únicamente; (5) Noches; (6) "Los servicios de alojamiento no comercial" se componen de las viviendas en propiedad (incluyendo las que tienen un contrato de tiempo compartido), del alojamiento proporcionado por familiares o amigos y otros alojamientos privados no comerciales; (7) Número de turistas residentes (visitantes que pernoctan) que viajan al extranjero; (8) Excluidas las estimaciones sobre alojamiento privado.