BANCA D'ITALIA
EUROSISTEMA

Statistics

# Survey on International Tourism

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## Main findings

The tourism sector has been hit hard by the COVID-19 pandemic. According to the Bank of Italy's Survey on International Tourism, in 2020 foreign travellers' expenditure in Italy fell by about three fifths compared with 2019. A similar contraction was recorded in the expenditure of Italian travellers abroad. This led to a sharp reduction in the travel surplus of the balance of payments (to 0.5 per cent of GDP, from 1.0 per cent in 2019), interrupting a trend under way since the beginning of the last decade (Figure 1). Against the backdrop of a global collapse in tourist flows, Italy's market share in word receipts relating to international tourism rose from 3.4 to 3.7 per cent.

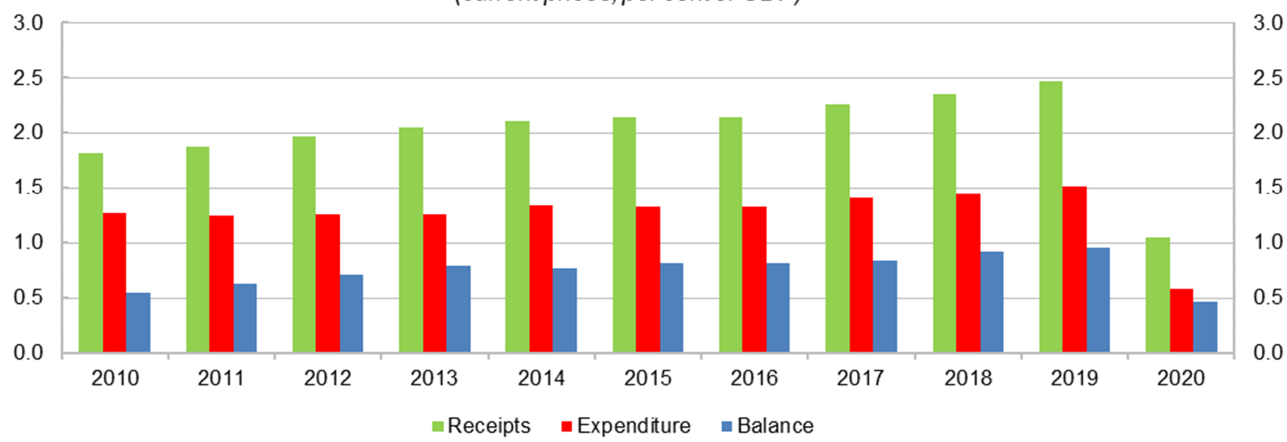
The expenditure of non-EU foreign travellers to Italy fell more than average, in connection with the more severe restrictions to entry into the country and the greater geographical distance. Considering European countries, there was an increase in the share of visitors from bordering countries. The pandemic has had greater repercussions on holiday travel than on business travel, on holidays in art cities compared with those in seaside resorts, and on stays in hotels as opposed to other forms of accommodation. Many of these developments can likely be interpreted in light of concerns about the risk of contagion and the resulting preference for forms of social distancing.

Among Italy's macro-regions, the hardest hit area was the Centre, where the contribution of cultural holidays was greatest before the pandemic.

In the first four months of 2021, international tourist flows into and out of Italy continued to remain at very low levels owing to the impact of the epidemiological situation and the restrictions on international mobility. However, the available data point to a strong recovery in the number of foreign travellers from the end of April onwards, especially those from EU countries.

**Figure 1**

**International travel flows for Italy**
*(current prices, per cent of GDP)*




Source: For GDP, Istat.

**Reference period: 2020**

## Introduction[1]

Tourism – which based on the data drawn from the latest Tourism Satellite Account (TSA) published by Istat accounted for 6.0 per cent of Italy's total value added in 2017 – has been one of the sectors hardest hit by the COVID-19 pandemic.

According to data from Italy's balance of payments, the drop in receipts relating to international travel in 2020 (-60.9 per cent, equal to a shortfall of €27 billion) accounted for four fifths of the reduction in service exports and for one third of that in the combined exports of goods and services. Receipts fell sharply also when valued at constant prices, interrupting an upward trend under way since the end of the global financial crisis. Italians' expenditure for travel abroad fell by €17.5 billion, to €9.6 billion, contributing to almost two thirds of the drop in service imports and to more than one fifth of that in total imports. Italy's travel balance remained positive in 2020 (€7.8 billion, from €17.2 billion in 2019), but it was practically halved as a share of GDP and as a ratio to the current account balance (to 0.5 and 13.2 per cent respectively; Figure 1 and Table 1).

The public health emergency led to the interruption – between March and June 2020 – of the sample survey on which the Survey on International Tourism is based. Therefore, alternative information channels were activated to estimate tourism flows, based above all on mobile phone data and on credit and debit card transactions (see the box 'The suspension of the sample survey on international tourism during the initial phase of the pandemic'). The survey was gradually resumed starting in July 2020, but the sharp reduction in tourist flows and the restrictions in place to curb the spread of the virus have continued to limit the possibility of conducting interviews.[2]

According to the available survey data, the pandemic has caused deep changes and shifts in the tourist flows along the main dimensions considered in the survey (reason for travel, destination, duration etc.), reflecting both the restrictions in force in the place of departure and in that of destination as well as fears of contagion.

### THE SUSPENSION OF THE SAMPLE SURVEY ON INTERNATIONAL TOURISM DURING THE INITIAL PHASE OF THE PANDEMIC

Since 1996, the primary source for compiling the 'travel' item of Italy's balance of payments has been the sample survey on international tourism, which counts the number of resident and non-resident travellers crossing the country's borders and carries out personal interviews at border points (roads, railways, airports and ports). The counts are integrated with administrative data (provided by the entities managing ports and airports and by railway companies) in order to identify the reference universe, i.e. the actual number of international travellers crossing the country's borders in the period considered. Interviews are instead used to collect information on spending, duration and other aspects relating to travel.

Between March and June, the survey was suspended to comply with the measures introduced by the government to contain and manage the epidemiological emergency and because of the material impossibility of counting travellers and conducting interviews at the borders; international tourist flows for these four months were, therefore, estimated on the basis of data for the corresponding period of 2019 and on year-on-year changes inferred from alternative sources.[1]

The number of foreign travellers in Italy was estimated using mobile phone data provided by one of the providers, which had already been experimented with since 2019. The information used comprised the daily number of foreign SIM cards[2] present in Italy, broken down by home country of the issuing provider (a good proxy of the country of residence of the holder of the mobile phone number) and aggregated by the Italian province in which the SIM card was geolocalized,[3] and the daily number of SIM cards detected at least once over the course of a month on Italian

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[1] By Gloria Allione and, for the boxes, Claudio Doria and Valerio Della Corte. International tourism expenditure and receipts are recorded monthly in the current account of the balance of payments, under the 'Travel' item in 'Services'. The data are based on the sample survey on international tourism that the Bank of Italy has been conducting since 1996 (see 'Methods and Sources: Methodological Notes' for an overview) using interviews and counting the number of Italian and foreign travellers crossing Italy's borders. International tourism encompasses both business travel and trips for holiday purposes or other personal reasons, made by visitors staying overnight ('tourists') or on day trips ('same-day visitors' or 'excursionists'). The term 'travellers' refers to the number of crossings at Italian border points and is, therefore, synonymous with 'trips'. The sample survey does not make it possible to establish if a given individual makes multiple trips in the reference period.

[2] Therefore, caution is recommended in using and interpreting the sample survey data.

territory. These data, registered on the mobile network of the provider and adjusted on the basis of its market shares at provincial level, made it possible to proxy the concepts of 'overnight stays' and 'travellers crossing the border' usually measured by the survey; however, some corrections were necessary to take account of the use of foreign SIM cards by foreign nationals residing in Italy (e.g. immigrants)[4] and of roaming from abroad onto the Italian mobile phone network in border provinces (which is not associated with actual border crossings).

The estimate of the number of Italian travellers abroad is instead based on information relating to passenger traffic data communicated by airports and the arrivals of Italian travellers estimated by the main destination countries, which were received thanks to the coordinated exchange of data at European level. As regards expenditure, the estimates also relied on data on cross-border credit and debit card transactions.

The survey resumed starting in July 2020, though it was still affected by the restrictions enacted to contain the spread of infection and the more stringent rules for crossing the border. The number of border crossings and interviews in the second half of 2020 fell proportionately to the volumes of tourist flows, which were significantly lower than those recorded before the pandemic.[5] Since October, the acquisition of mobile phone data has been extended to Italian phone numbers for which a border crossing was detected, in order to supplement the counts obtained by the survey.

[1] For further details, see A. Carboni, C. Doria and S. Zappa, 'La produzione statistica nell'emergenza COVID19: la stima dei "viaggi" in bilancia dei pagamenti', Banca d'Italia, *Note Covid-19*, 19 June 2020 (only in Italian).

[2] The SIM (Subscriber Identity Module) card enables registration on mobile phone networks thanks to the International Mobile Subscriber Identity (IMSI). The information contained in a SIM card includes the home country of the issuer.

[3] In case of multiple destinations, i.e. more than one province visited on a given day, the one where the SIM was detected for the longest period is considered.

[4] It was instead not possible to identify the opposite case, i.e. foreign tourists using Italian SIM cards.

[5] Between July and December 2020, more than 32,000 interviews were conducted, compared with a pre-pandemic annual target of 110,000. If trends in the number of infections do not worsen significantly, this target will likely be achieved again in 2022.

## Italy's place in the international rankings

**Italy's share of international tourism receipts increases slightly**

In 2020, total international tourism receipts (in euros) fell by 64 per cent (Table 2). Italy's market share increased slightly, from 3.4 to 3.7 per cent, consolidating its fifth position globally, while those of France and Germany increased more markedly and that of Spain dropped significantly. The number of overnight travellers decreased by 61.0 per cent in Italy, less than for its main competitors (-72.9 per cent at world level).

**Chinese and US travellers account for almost one quarter of the contraction in global expenditure**

Almost one quarter of the contraction in global expenditure relating to international tourism in 2020 was ascribable to travellers from China and the US; German travellers replaced US travellers in second position in the ranking of expenditure for travel abroad, which is still dominated by China (Table 3).

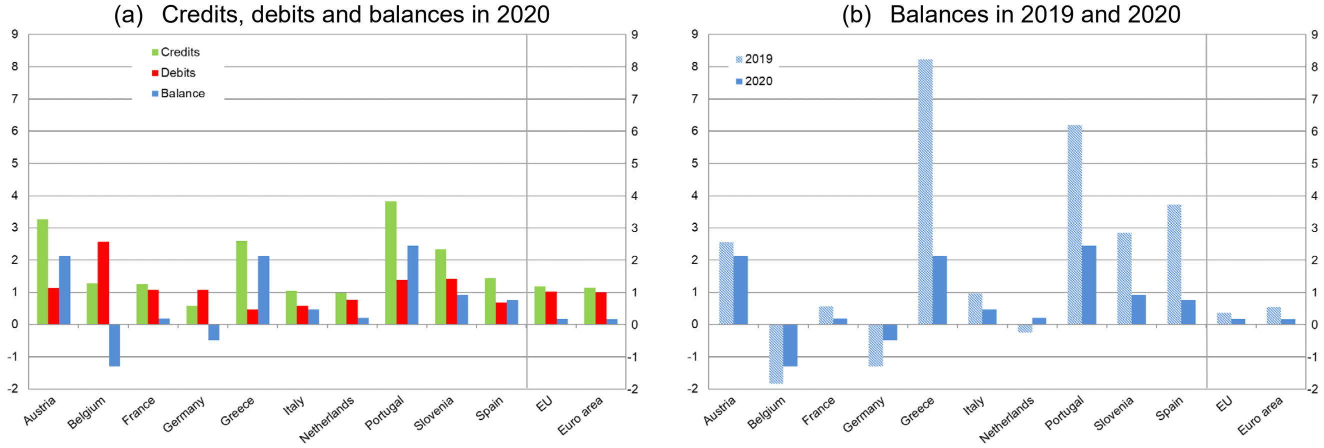
**Italy's international travel surplus remains higher than the EU average**

For Italy, tourist receipts from abroad accounted for 1.0 per cent of GDP in 2020, just below the EU and euro-area averages (Figure 2a). Italy's tourism surplus in relation to GDP, despite falling by half to 0.5 per cent, nevertheless remains above the EU average. Among EU countries, the tourism balance worsened for the countries historically characterized by surpluses, in particular for those with a very large surplus that are more dependent on international tourism,[3] while it improved for the countries typically recording a deficit (Figure 2b).

[3] An exception to this is Austria, which recorded a surplus of 2.1 per cent of GDP in 2020, only half a percentage point less than in 2019. Its tourism receipts benefited from winter tourism in the months preceding the outbreak of the pandemic in Europe and from its central location in Europe, which is easier for travellers to reach by their own means of transport.

Figure 2

**Tourism balance of payments for some EU countries**
*(flows at current prices as a percentage of GDP)*




Sources: For Italy, Istat; for the other countries, Eurostat.

## Foreign travellers in Italy

**Foreign tourists' spending in Italy falls by about three fifths ...**

In 2020, the overall expenditure of foreign travellers in Italy decreased to €17.3 billion (- 60.9 per cent compared with 2019; Table 4). The pandemic discouraged overnight travellers more than it did same-day travellers; the average duration of trips increased for the former, suggesting that the health emergency had a greater impact on individual choices relating to the extensive margin (whether to undertake international travel or not) than on those relating to the intensive margin (duration of the trip).

**... and by more than four fifths for tourists from non-European countries**

The fall in receipts and tourist inflows was greater for non-EU travellers (Tables 5 and 6), owing to the stricter restrictions in place for their entry into the country[4] and the greater geographical distance: the latter likely discouraged or prevented travellers from using their own means of transport, typically perceived as safer in terms of the risk of infection. For European countries, the preference for closer destinations contributed to the increase in the share of overnight tourists from neighbouring countries.

**The contraction in spending is less pronounced for business travel than it is for holidays ...**

Personal travel, especially for holiday purposes, dropped more sharply – both in terms of receipts and of number of tourists – than business travel, which for many countries of origin was exempt from entry restrictions; business travellers reached a share in the total of almost one fourth (Table 7), about 7 percentage points higher than in 2019.

**... a segment in which cultural trips are especially affected**

In 2020, the number of foreign tourists who chose Italy as their holiday destination and their overall expenditure were less than a third of what they were in 2019 (Tables 8 and 9). The decline was more intense for tourist flows to cities of art and cultural destinations, which are typically visited more frequently by travellers from distant countries and involve visits to indoor places (e.g. museums and churches) and the use of public transport, while it was less pronounced for holidays in seaside resorts, both because they are more compatible with social distancing and because the summer season coincided almost perfectly with the temporary improvement in the number of COVID cases between the first and second pandemic waves in Italy. Among European countries, the contraction was particularly sharp for holidaymakers from those countries – for example, Spain – that were able to offer domestic alternatives to international seaside resorts, which during the health emergency were often perceived as riskier than domestic destinations.

**The proportion of overnight stays at hotels and holiday villages drops considerably ...**

Against the background of an overall decline in tourist flows, the proportion of overnight stays in hotels or tourist resorts decreased to 30.9 per cent in 2020 (from almost 50 per cent in 2019; Table 10), in favour of rented vacation homes and other lodging facilities (such as campers) that are better suited to preserve social distancing. The proportion of

[4] For example, during the summer season, travellers from the European Union, the Schengen area and the United Kingdom were exempted from the obligation to quarantine.

overnight stays at the home of relatives or friends also increased, as visits to relatives and friends contracted less than other reasons for travel on average.

**... and the share of lodging in total expenditure decreases**

Looking at the breakdown of expenditure by category, there was a decrease in the importance of housing and 'other expenses', which include purchases of tickets for museums and shows, while the share of shopping in total spending increased (Table 11).

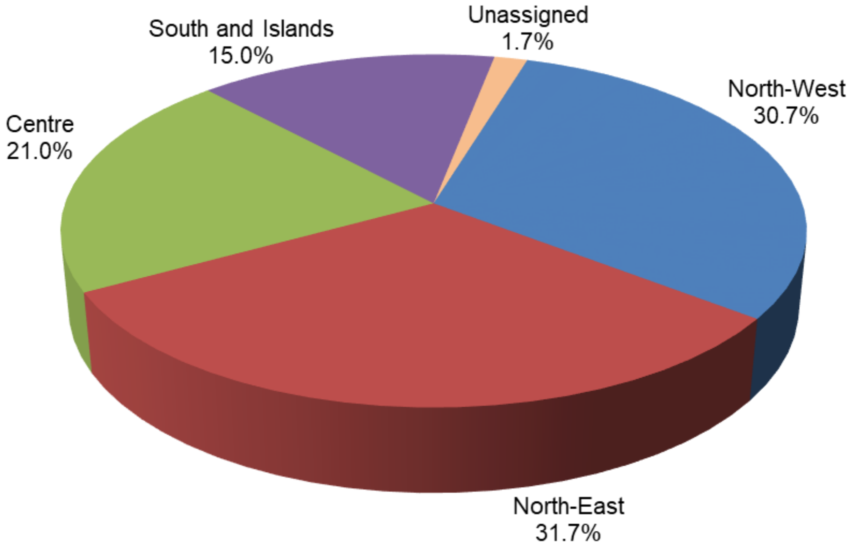
**Tourist receipts decline the most in the Centre**

The impact of the pandemic on tourist expenditure and inflows has been uneven across Italy's macro-regions. The hardest hit has been the Centre, where the contribution of cultural holidays is historically highest. The relative importance of tourism has risen in the North, thanks to the close proximity to the main European tourist catchment areas and the significant role played by business travel. The South and Islands recorded a slight increase in their share as well, to 15.0 per cent (Table 11 and Figure 3).

**Figure 3**

**Foreign travellers' expenditure in Italy in 2020 by geographical area visited**

*(percentage composition)*




**Those travelling despite the pandemic keep most of their plans unchanged**

As the survey resumed in July 2020, foreign travellers were asked dedicated questions to assess the impact of the pandemic on travel plans. Among the respondents who visited Italy for reasons other than business, about 84 per cent reported making no changes to the main aspects of travel (duration, destination, type of accommodation) compared with their pre-pandemic habits and plans. Therefore, a polarization seems to emerge between international travellers who, despite the health emergency, kept their plans largely unchanged and those (over half of the potential visitors, taking into account the drop in arrivals compared with 2019) who instead completely abandoned any plans to visit Italy. Furthermore, the vast majority of those interviewed judged that the measures to contain the spread of the virus that were put in place in the areas they visited were adequate (Figure 4).

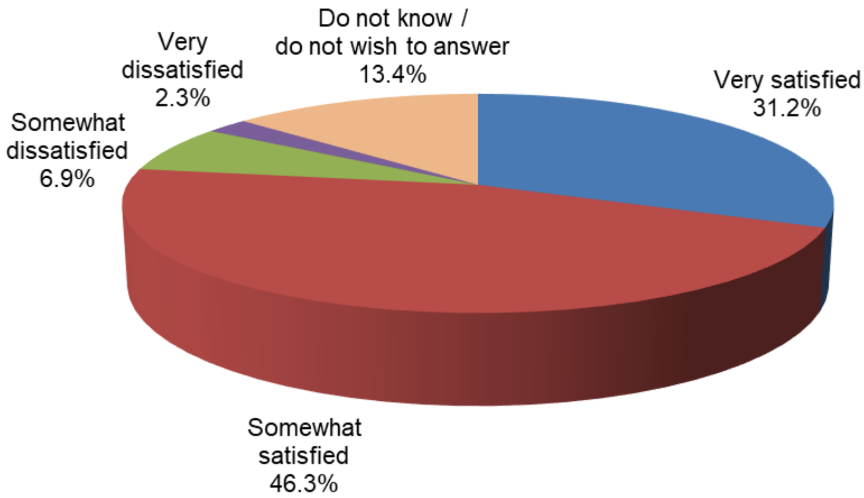
The trend in tourist flows over the course of 2020 reflected that of the epidemiological situation in Italy and Europe:[5] the partial recovery during the summer, in the period between the two waves of the pandemic, was followed by a new phase of sharp contraction starting in September, which continued into the early months of this year. The roll-out of the vaccination campaign and the rapid reduction of infections appear to have contributed, from the end of April onwards, to a recovery in foreign tourist flows (see the box 'International tourism in Italy in early 2021').

[5] See V. Della Corte, C. Doria and G. Oddo, 'The impact of Covid-19 on international tourism flows to Italy: evidence from mobile phone data', Banca d'Italia, Questioni di Economia e Finanza (Occasional Papers), Banca d'Italia, 647, 2021.

**Figure 4**

**Opinions on the adequacy of the containment measures in the areas visited**

*(per cent)*




## INTERNATIONAL TOURISM IN ITALY IN EARLY 2021

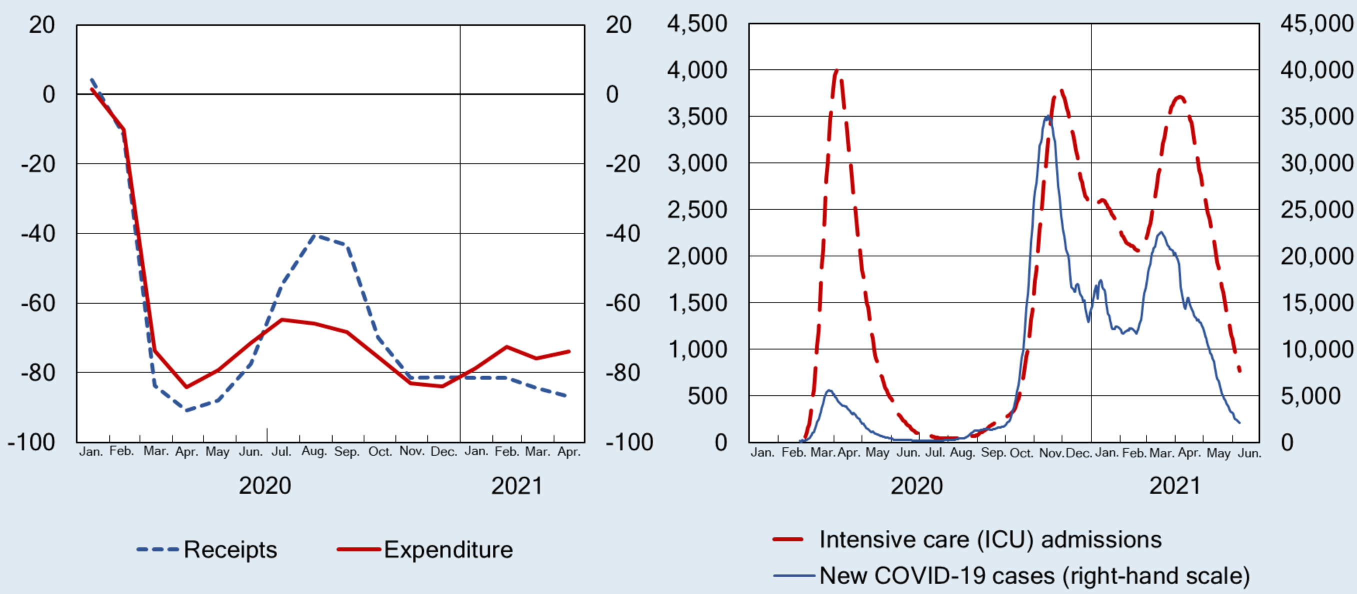
Between January and April 2021, Italy's inbound and outbound tourist flows continued to remain at very low levels compared with the corresponding period of 2019, which was prior to the outbreak of the pandemic (see panel (a) of Figure A): in the four-month period as a whole, foreign receipts were down by 85 per cent and the expenditure of Italian tourists abroad was down by 75 per cent.

**Figure A**

**International tourism and the epidemiological situation in Italy**

(a) Receipts and expenditure relating to international travel (1)
*(monthly data; year-on-year percentage changes compared with 2019)*

(b) Epidemiological situation
(*daily data; 7-day moving averages)*




Source: For panel (b), Civil Protection Department.
(1) For 2021, provisional data.

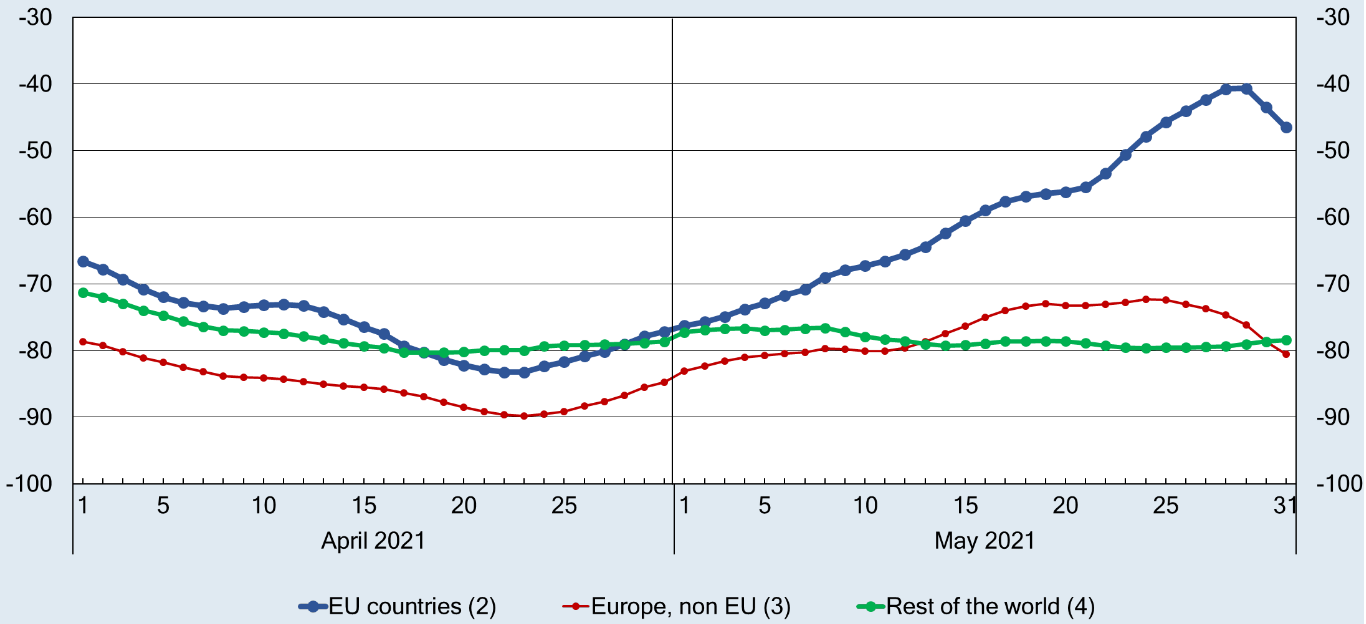
The weakness in international tourist flows has been due in part to the difficult public health situation in Italy (see panel (b) of Figure A), and worldwide, which has resulted in significant restrictions on international mobility being maintained. In fact, during the four-month period considered, entry into Italy for reasons other than work and essential travel was almost exclusively restricted to travellers from countries belonging to the Schengen area, provided they had proof of a negative antigen or molecular COVID test.[1] The measures taken at national level to contain epidemiological risk (such as the closure of museums, restaurants and the introduction of a curfew) have also further discouraged arrivals for holiday reasons, especially at a time of the year when most tourists are drawn to Italy's art cities.

The roll-out of the vaccination campaign and the rapid reduction of infections since April have been accompanied by an easing of the containment measures. While it is not yet possible to assess the effects of the improvement in the epidemiological situation in terms of tourist flows using monthly balance of payments data, some initial indications on the presence of foreigners in Italy can be inferred from mobile phone data on the daily number of foreign SIM cards present in the country (see the box 'The suspension of the sample survey on international tourism during the initial phase of the pandemic'). These data, available at a higher frequency and with a shorter lag, point to a marked recovery since the end of April in the number of foreign travellers, especially those from EU countries (Figure B).

Going forward, it is likely that this favourable trend will benefit from the progressive improvement in the epidemiological situation in the coming months, in which the majority of annual tourist inflows are historically concentrated. Further impetus should come from the introduction of the 'green pass' and other measures to facilitate travel across Europe, as well as the possible resumption of tourism flows from the United States: passengers on COVID-tested flights arriving from this country will be exempted from quarantine effective on 16 May.

**Figure B**

**Foreign SIM cards detected in Italy** (1)
*(year-on-year percentage changes compared with 2019; 7-day moving averages)*




Source: Based on mobile phone data.
(1) Foreign SIM cards detected daily on Italian territory considering the first 40 countries in terms of tourist numbers in Italy in the three-year period 2017-2019. Excludes the countries with the largest communities of residents in Italy (Albania, Bulgaria, Bosnia and Herzegovina, China, Moldova, Poland, Romania, Serbia and Ukraine) and SIM cards detected on Italian territory for at least 60 of the previous 75 days (to reduce the incidence of cross-border workers and any non-residents who habitually live in Italy). Year-on-year percentage changes in the 7-day moving average compared with 2019. – (2) Besides Italy, excludes Bulgaria, Cyprus, Estonia, Poland and Romania. – (3) North Macedonia, Norway, Russia, Switzerland, Turkey and the United Kingdom. – (4) Argentina, Australia, Brazil, Canada, Chile, Colombia, Japan, India, Israel, Mexico, New Zealand, the United Arab Emirates and the United States.

[1] From April to mid-May, travellers arriving from EU countries were also required to undergo a five-day isolation period and show proof of an additional negative test at the end of that period.

## Italian travellers abroad

**Spending by Italian travellers abroad also drops sharply ...**

In 2020, foreign travel by Italians also decreased significantly (-63.9 per cent compared with the previous year), with expenditure contracting by about two thirds (from €27.1 billion to €9.6 billion; Table 12). The number and daily expenditure of overnight travellers decreased more than those of same-day travellers, but the average duration of their stays increased to 10.8 days (from 8.4 in 2019).

**... especially in non-European countries**

As was the case for inbound tourism in Italy, the decline in the expenditure of Italians abroad was greatest in non-European destinations (Table 13). France, with over one fifth of total overnight stays, has remained Italian tourists' preferred destination, favoured by the geographical proximity (Table 14); Spain was instead overtaken by Germany.

**The contraction is more pronounced for travel for holiday purposes**

The reduction in expenditure was greater for travel for holiday purposes than it was for travel for other personal reasons, such as visits to relatives or friends, and for business travel (Table 15); it was especially marked for destinations specialized in seaside tourism, such as Spain and Greece (Table 16), which were likely replaced at least in part by domestic destinations. Unlike for foreign travellers in Italy, the decline in expenditure was practically identical for seaside and cultural holidays (Table 17).

**Overnight stays at hotels decrease as a share of the total**

Overnight stays in hotels and holiday villages have been affected by the pandemic more than stays in rented vacation homes and other lodging facilities (Tables 18). The proportion of Italian tourists staying with relatives or friends has grown to over one quarter.

The share of shopping in total expenditure has increased to 16.0 per cent (from a historically low level of 12.7 per cent in 2019; Table 19), to the detriment of all other categories of expenditure except housing, the share of which has remained practically stable, supported by the sharp increase in the average duration of overnight stays.

# Tables

Unless otherwise specified, the source of the data in this section is the Bank of Italy's Survey on International Tourism. The data on monetary flows (receipts and expenditure) are at current prices and exchange rates, except for the lower portion of Table 1. Tables 4 to 11 refer to foreign travellers in Italy while Tables 12 to 19 refer to Italian travellers abroad.

**Table 1**

**International travel flows for Italy**

*(billions of euros, unless otherwise specified)*

| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Current prices | | | | | |
| Receipts | 29.3 | 30.9 | 32.1 | 33.1 | 34.2 | 35.6 | 36.4 | 39.2 | 41.7 | 44.3 | 17.3 |
| Expenditure | 20.4 | 20.6 | 20.5 | 20.3 | 21.7 | 22.0 | 22.5 | 24.6 | 25.5 | 27.1 | 9.6 |
| Balance | 8.8 | 10.3 | 11.5 | 12.8 | 12.5 | 13.5 | 13.8 | 14.6 | 16.2 | 17.2 | 7.8 |
| Receipts (% of GDP) | 1.8 | 1.9 | 2.0 | 2.1 | 2.1 | 2.1 | 2.1 | 2.3 | 2.4 | 2.5 | 1.0 |
| Expenditure (% of GDP) | 1.3 | 1.2 | 1.3 | 1.3 | 1.3 | 1.3 | 1.3 | 1.4 | 1.4 | 1.5 | 0.6 |
| Balance (% of GDP) | 0.5 | 0.6 | 0.7 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 | 0.9 | 1.0 | 0.5 |
| *Memorandum item: Current account balance* | *-53.1* | *-46.6* | *-3.7* | *17.9* | *30.9* | *23.5* | *44.0* | *44.8* | *44.5* | *57.4* | *58.6* |
| | | | | | | Chain-linked prices (base year 2010) | | | | | |
| Receipts | 31.5 | 32.3 | 32.5 | 33.2 | 34.3 | 35.6 | 36.4 | 38.7 | 40.8 | 43.1 | 16.9 |
| Expenditure | 22.7 | 22.4 | 21.4 | 21.3 | 22.7 | 22.0 | 22.8 | 24.5 | 25.6 | 26.5 | 9.5 |
| Balance | 8.8 | 9.9 | 11.1 | 11.8 | 11.5 | 13.5 | 13.6 | 14.2 | 15.2 | 16.6 | 7.4 |

Source: Istat for GDP and the deflators.

**Table 2**

**Main destinations of international tourism**

| | International travel receipts *(billions of euros, percentage market shares and percentage changes on the previous year)* | | | | | Number of foreign tourists *(millions and percentage changes on the previous year)* | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2020 | | 2018 | 2019 | 2020 | 2020 |
| | billions of euros | | | share | % change | millions | | | % change |
| **World** | 1,219.0 | 1,309.0 | 471.0 | **100.0** | **-64.0** | **1,413.0** | **1,466.0** | **398.0** | **-72.9** |
| United States | 166.4 | 172.7 | 66.6 | 14.1 | -61.4 | 79.7 | 79.4 | 19.4 | -75.6 |
| France | 55.9 | 57.0 | 28.7 | 6.1 | -49.6 | 89.4 | .. | .. | .. |
| Australia | 38.1 | 40.8 | 22.6 | 4.8 | -44.6 | 9.2 | 9.5 | 1.8 | -81.1 |
| Germany | 36.4 | 37.3 | 19.3 | 4.1 | -48.3 | 38.9 | 39.6 | 12.4 | -68.7 |
| Italy | 41.7 | 44.3 | 17.3 | 3.7 | -60.9 | 62.1 | 65.0 | 25.4 | -61.0 |
| United Kingdom | 42.4 | 47.1 | 16.6 | 3.5 | -64.8 | 38.7 | 39.4 | .. | .. |
| Spain | 69.2 | 71.2 | 16.2 | 3.4 | -77.2 | 82.8 | 83.5 | 19.0 | -77.2 |
| China | 34.2 | 32.0 | 12.5 | 2.7 | -60.9 | 62.9 | 65.7 | .. | .. |
| Thailand | 47.7 | 53.4 | 12.4 | 2.6 | -76.8 | 38.2 | 39.9 | 6.7 | -83.2 |
| India | 24.2 | 27.4 | 11.4 | 2.4 | -58.4 | 17.4 | 17.9 | .. | .. |
| Japan | 35.6 | 41.1 | 9.4 | 2.0 | -77.1 | 31.2 | 31.9 | 4.1 | -87.1 |
| Turkey | 21.4 | 26.6 | 8.9 | 1.9 | -66.5 | 45.8 | 51.2 | 15.9 | -68.9 |
| Macao (China) | 34.5 | 35.8 | 7.6 | 1.6 | -78.8 | 18.5 | 18.6 | 2.8 | -84.9 |
| Hong Kong (China) | 31.2 | 25.8 | 2.5 | 0.5 | -90.3 | 29.3 | 23.8 | 1.4 | -94.1 |
| United Arab Emirates | 18.1 | 27.5 | .. | .. | .. | 21.3 | 21.6 | 7.2 | -66.7 |

Source: Based on *UNWTO World Tourism Barometer* data (May 2021) and, for Italy, Bank of Italy; receipts refer to all travellers (tourists and same-day visitors).

Note: The table reports the top 15 countries in terms of international tourism receipts in 2019 (at current prices and exchange rates), in decreasing order of receipts in 2020. For United Arab Emirates the figure on the international travel receipts in 2020 is not available; for United Kingdom, China and India the figure on the number of foreign tourists in 2020 is not available; for France the figures on the number of foreign tourists in 2019 and 2020 are not available.

**Table 3**

**Expenditure for travels abroad by country of origin**
(*billions of euros and percentage changes on the previous year*)

| | 2018 | 2019 | 2020 | 2020 |
|---|---|---|---|---|
| | billions of euros | | | % change |
| **World** | **1,219.0** | **1,309.0** | **471.0** | **-64.0** |
| China | 234.8 | 227.4 | 114.3 | -49.7 |
| Germany | 80.9 | 83.3 | 35.9 | -56.9 |
| United States | 106.7 | 120.2 | 34.4 | -71.4 |
| France | 41.4 | 46.1 | 24.5 | -46.9 |
| United Kingdom | 60.0 | 64.2 | 19.0 | -70.4 |
| Korea (ROK) | 29.7 | 29.2 | 14.1 | -51.7 |
| Canada | 29.2 | 32.0 | 10.6 | -66.9 |
| Italy | 25.5 | 27.1 | 9.6 | -64.7 |
| Russian Federation | 29.0 | 32.3 | 8.0 | -75.2 |
| Spain | 22.4 | 24.9 | 7.7 | -69.1 |
| Singapore | 22.5 | 24.4 | 6.0 | -75.4 |
| Australia | 31.3 | 32.1 | 5.9 | -81.6 |
| Hong Kong (China) | 22.4 | 24.0 | 4.7 | -80.4 |
| United Arab Emirates | 15.2 | 23.8 | .. | .. |
| India | 18.1 | 20.5 | .. | .. |

Source: Based on *UNWTO World Tourism Barometer* data (May 2021) and, for Italy, Bank of Italy statistics; expenditures refer to all travellers (tourists and same-day visitors).
Note: The table reports the top 15 countries in terms of international tourism expenditure in 2019 (at current prices and exchange rates), in decreasing order of expenditure in 2020. For United Arab Emirates and India the figure on the international tourism expenditure in 2020 is not available.

# Foreign travellers in Italy

Table 4

**Expenditure, number of travellers and overnight stays, and average duration of trip**

| | **Overall expenditure** *(millions of euros and percentage changes)* | | | **Numbers of travellers** *(millions and percentage changes)* | | | **Numbers of overnight stays** *(millions and percentage changes)* | | | **Average duration of trip** *(nigths and percentage changes)* | | | **Average expenditure per night (2)** *(euros and percentage changes)* | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | **2019** | **2020** | **% change** | **2019** | **2020** | **% change** | **2019** | **2020** | **% change** | **2019** | **2020** | **% change** | **2019** | **2020** | **% change** |
| Overnight visitors (1) | 42,164 | 16,357 | -61.2 | 65.0 | 25.4 | -61.0 | 402.1 | 183.3 | -54.4 | 6.2 | 7.2 | 16.9 | 104.9 | 89.2 | -14.9 |
| Same-day visitors (2) | 2,138 | 975 | -54.4 | 31.1 | 13.6 | -56.4 | 0 | 0 | - | - | - | - | 68.7 | 71.9 | 4.7 |
| **Travellers (overnight and same-day)** | **44,302** | **17,332** | **-60.9** | **96.2** | **38.9** | **-59.5** | **402.1** | **183.3** | **-54.4** | **4.2** | **4.7** | **12.6** | **110.2** | **94.6** | **-14.2** |

(1) The overall expenditure of overnight visitors is obtained by multiplying the number of travellers, the average duration of the trip per traveller, and the average expenditure per night. − (2) The average expenditure for same-day visitors is by day and per capita.

Table 5

**Expenditure by country and geographical area of residence**

| | **Overall expenditure** *(millions of euros, percentage composition and percentage changes on the previous year)* | | | | | **of which: Overnight visitors** — **Overall expenditure** *(millions of euros and percentage changes on the previous year)* | | | | **Average of expenditure per night** *(euros)* | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | **2018** | **2019** | **2020** | **2020** | | **2018** | **2019** | **2020** | **2020** | **2018** | **2019** | **2020** |
| | millions of euros | | | % comp. | % change | millions of euros | | | % change | *euros* | | |
| Germany | 7,098 | 7,621 | 3,674 | 21.2 | -51.8 | 6,962 | 7,516 | 3,643 | -51.5 | 89.0 | 91.6 | 102.9 |
| United States | 5,025 | 5,544 | 753 | 4.3 | -86.4 | 5,014 | 5,537 | 753 | -86.4 | 140.6 | 140.3 | 100.7 |
| France | 4,251 | 4,396 | 2,323 | 13.4 | -47.1 | 3,767 | 3,913 | 2,098 | -46.4 | 88.5 | 90.7 | 88.8 |
| United Kingdom | 3,548 | 3,796 | 1,414 | 8.2 | -62.7 | 3,537 | 3,785 | 1,410 | -62.7 | 105.8 | 106.2 | 78.8 |
| Switzerland | 2,520 | 2,546 | 1,278 | 7.4 | -49.8 | 1,588 | 1,593 | 871 | -45.3 | 112.1 | 116.4 | 107.2 |
| Austria | 1,886 | 2,121 | 1,129 | 6.5 | -46.8 | 1,723 | 1,998 | 1,072 | -46.3 | 93.5 | 98.8 | 98.4 |
| Canada | 1,550 | 1,839 | 174 | 1.0 | -90.6 | 1,544 | 1,838 | 174 | -90.5 | 152.6 | 164.4 | 146.2 |
| Spain | 1,525 | 1,673 | 672 | 3.9 | -59.9 | 1,501 | 1,648 | 663 | -59.8 | 72.2 | 74.4 | 65.9 |
| Netherlands | 1,222 | 1,313 | 774 | 4.5 | -41.0 | 1,210 | 1,298 | 769 | -40.8 | 88.0 | 94.1 | 102.7 |
| Australia | 1,172 | 1,116 | 155 | 0.9 | -86.2 | 1,170 | 1,114 | 154 | -86.2 | 142.7 | 148.3 | 124.6 |
| **Euro Area** | **18,189** | **19,238** | **9,879** | **57.0** | **-48.6** | **17,163** | **18,266** | **9,428** | **-48.4** | **87.3** | **90.1** | **91.9** |
| **Non-euro EU countries** | **2,767** | **3,076** | **1,678** | **9.7** | **-45.5** | **2,593** | **2,930** | **1,605** | **-45.2** | **73.6** | **82.1** | **74.1** |
| **Non-EU European countries** | **8,178** | **8,418** | **3,395** | **19.6** | **-59.7** | **7,188** | **7,430** | **2,948** | **-60.3** | **107.7** | **110.0** | **88.4** |
| **North America** | **6,728** | **7,546** | **955** | **5.5** | **-87.3** | **6,711** | **7,538** | **954** | **-87.3** | **143.1** | **145.1** | **105.1** |
| **Caribbean, Cent. and S. America** | **1,601** | **1,720** | **383** | **2.2** | **-77.7** | **1,591** | **1,713** | **381** | **-77.7** | **117.8** | **108.0** | **75.5** |
| **Asia** | **2,758** | **2,856** | **688** | **4.0** | **-75.9** | **2,744** | **2,847** | **688** | **-75.8** | **162.9** | **170.0** | **97.4** |
| **Oceania** | **1,289** | **1,224** | **202** | **1.2** | **-83.5** | **1,286** | **1,221** | **202** | **-83.5** | **142.1** | **142.5** | **113.4** |
| **Africa** | **203** | **223** | **152** | **0.9** | **-32.1** | **201** | **220** | **150** | **-31.5** | **79.4** | **73.8** | **54.7** |
| **Total** | **41,712** | **44,302** | **17,332** | **100** | **-60.9** | **39,478** | **42,164** | **16,357** | **-61.2** | **101.9** | **104.9** | **89.2** |

Note: These are the top ten countries of residence in terms of total expenditure in 2019.

**Table 6**

**Number of travellers and average duration of trip by country and geographical area of residence**

| | Numbers of travellers (millions, percentage composition and percentage changes on the previous year) | | | | | of which: Overnight visitors — Numbers of travellers (millions and percentage changes on the previous year) | | | | of which: Overnight visitors — Average duration of trip (nights) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2020 | 2020 | 2018 | 2019 | 2020 | 2020 | 2018 | 2019 | 2020 | 2020 |
| | millions | | | % comp. | % change | millions | | | % change | nights | | | % change |
| Germany | 15.7 | 16.2 | 5.7 | 14.5 | -65.0 | 13.5 | 14.0 | 5.2 | -63.0 | 5.8 | 5.9 | 6.9 | 16.7 |
| United States | 4.1 | 4.4 | 0.6 | 1.4 | -87.5 | 3.7 | 4.0 | 0.5 | -86.6 | 9.6 | 10.0 | 14.2 | 41.7 |
| France | 12.8 | 12.8 | 6.3 | 16.3 | -50.6 | 7.7 | 8.0 | 3.7 | -54.0 | 5.5 | 5.4 | 6.4 | 18.9 |
| United Kingdom | 6.0 | 6.4 | 1.9 | 4.8 | -70.7 | 5.7 | 6.0 | 1.8 | -70.7 | 5.9 | 5.9 | 10.2 | 71.5 |
| Switzerland | 13.4 | 13.3 | 5.5 | 14.0 | -59.0 | 3.2 | 3.2 | 1.6 | -51.2 | 4.4 | 4.3 | 5.2 | 21.7 |
| Austria | 7.8 | 8.0 | 3.1 | 8.0 | -61.3 | 4.0 | 4.3 | 2.0 | -52.5 | 4.6 | 4.7 | 5.3 | 13.5 |
| Canada | 1.1 | 1.2 | 0.1 | 0.3 | -90.8 | 1.0 | 1.0 | 0.1 | -90.4 | 10.1 | 10.7 | 11.8 | 10.1 |
| Spain | 3.3 | 3.5 | 1.3 | 3.4 | -62.5 | 3.0 | 3.2 | 1.2 | -63.0 | 6.8 | 6.8 | 8.4 | 22.7 |
| Netherlands | 2.3 | 2.3 | 1.0 | 2.6 | -56.4 | 2.2 | 2.1 | 1.0 | -54.7 | 6.3 | 6.5 | 7.7 | 19.6 |
| Australia | 1.0 | 1.0 | 0.1 | 0.4 | -85.8 | 0.8 | 0.8 | 0.1 | -87.3 | 10.5 | 9.2 | 12.0 | 30.0 |
| **Euro Area** | **51.5** | **52.3** | **23.3** | **59.8** | **-55.5** | **34.5** | **35.7** | **15.3** | **-57.0** | **5.7** | **5.7** | **6.7** | **17.7** |
| **Non-euro EU countries** | **8.5** | **9.2** | **5.0** | **12.7** | **-46.3** | **6.4** | **7.3** | **3.9** | **-46.9** | **5.5** | **4.9** | **5.6** | **14.2** |
| **Non-EU European countries** | **23.3** | **23.3** | **8.9** | **22.9** | **-61.7** | **12.4** | **12.5** | **4.6** | **-63.3** | **5.4** | **5.4** | **7.3** | **34.8** |
| **North America** | **5.4** | **5.7** | **0.7** | **1.7** | **-88.2** | **4.8** | **5.2** | **0.6** | **-87.5** | **9.7** | **10.1** | **14.1** | **39.5** |
| **Caribbean, Cent. and S. America** | **1.8** | **2.0** | **0.4** | **0.9** | **-82.3** | **1.3** | **1.5** | **0.3** | **-81.8** | **10.1** | **10.5** | **18.4** | **75.1** |
| **Asia** | **2.1** | **2.1** | **0.4** | **1.0** | **-81.1** | **1.7** | **1.8** | **0.4** | **-79.6** | **10.2** | **9.5** | **19.6** | **106.8** |
| **Oceania** | **1.1** | **1.2** | **0.2** | **0.5** | **-82.7** | **0.9** | **0.9** | **0.2** | **-83.0** | **10.2** | **9.4** | **11.5** | **22.2** |
| **Africa** | **0.3** | **0.3** | **0.1** | **0.4** | **-44.4** | **0.2** | **0.2** | **0.1** | **-41.1** | **12.0** | **13.5** | **21.1** | **56.7** |
| **Total** | **94.0** | **96.2** | **38.9** | **100** | **-59.5** | **62.1** | **65.0** | **25.4** | **-61.0** | **6.2** | **6.2** | **7.2** | **16.9** |

Note: These are the top ten countries of residence for total expenditure in 2019, as in Table 5.

**Table 7**

**Expenditure, number of travellers and overnight stays by purpose of trip**

| | Overall expenditure (millions of euros and percentage changes on the previous year) | | | | Number of travellers (millions and percentage changes on the previous year) | | | | Number of overnight stays (millions and percentage changes on the previous year) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2020 | 2018 | 2019 | 2020 | 2020 | 2018 | 2019 | 2020 | 2020 |
| | millions of euros | | | % change | millions | | | % change | millions | | | % change |
| Personal | 36,188 | 38,500 | 14,449 | -62.5 | 78.9 | 80.5 | 29.8 | -63.0 | 345.5 | 358.4 | 155.1 | -56.7 |
| *of which:* Holidays | 27,499 | 28,488 | 8,887 | -68.8 | 40.2 | 41.5 | 12.1 | -70.8 | 240.8 | 246.9 | 82.1 | -66.8 |
| Business and professional | 5,524 | 5,802 | 2,883 | -50.3 | 15.2 | 15.6 | 9.2 | -41.4 | 41.8 | 43.7 | 28.2 | -35.5 |
| **Total** | **41,712** | **44,302** | **17,332** | **-60.9** | **94.0** | **96.2** | **38.9** | **-59.5** | **387.3** | **402.1** | **183.3** | **-54.4** |

Table 8

**Expenditure by country and geographical area of residence: trips for personal reasons**
*(millions of euros and percentage changes on the previous year)*

| | 2018 | 2019 | 2020 | 2020 | of which: Holidays | | | 2020 |
|---|---|---|---|---|---|---|---|---|
| | millions of euros | | | % change | 2018 | 2019 | 2020 | % change |
| Germany | 6,330 | 6,827 | 3,366 | -50.7 | 5,344 | 5,647 | 2,678 | -52.6 |
| United States | 4,611 | 5,059 | 629 | -87.6 | 3,522 | 3,707 | 246 | -93.4 |
| France | 3,767 | 3,916 | 2,010 | -48.7 | 2,641 | 2,539 | 1,080 | -57.5 |
| United Kingdom | 3,104 | 3,287 | 1,215 | -63.0 | 2,548 | 2,548 | 615 | -75.9 |
| Switzerland | 2,372 | 2,377 | 1,188 | -50.0 | 1,154 | 1,079 | 549 | -49.1 |
| Austria | 1,723 | 1,925 | 982 | -49.0 | 1,322 | 1,545 | 777 | -49.7 |
| Canada | 1,464 | 1,730 | 148 | -91.5 | 1,313 | 1,612 | 106 | -93.4 |
| Spain | 1,309 | 1,452 | 508 | -65.0 | 840 | 892 | 175 | -80.3 |
| Netherlands | 1,115 | 1,181 | 695 | -41.1 | 987 | 1,035 | 580 | -43.9 |
| Australia | 1,130 | 1,093 | 144 | -86.8 | 974 | 887 | 94 | -89.4 |
| **Euro Area** | **15,998** | **17,057** | **8,573** | **-49.7** | **12,351** | **12,790** | **5,880** | **-54.0** |
| **Non-euro EU countries** | **2,111** | **2,341** | **1,123** | **-52.0** | **1,560** | **1,751** | **754** | **-57.0** |
| **Non-EU European countries** | **6,975** | **7,099** | **2,851** | **-59.8** | **4,756** | **4,593** | **1,344** | **-70.7** |
| **North America** | **6,221** | **6,939** | **797** | **-88.5** | **4,939** | **5,441** | **354** | **-93.5** |
| **Caribbean, Cent. and S. America** | **1,461** | **1,615** | **320** | **-80.2** | **1,088** | **1,182** | **116** | **-90.2** |
| **Asia** | **2,059** | **2,118** | **484** | **-77.1** | **1,693** | **1,728** | **282** | **-83.7** |
| **Oceania** | **1,241** | **1,194** | **187** | **-84.3** | **1,060** | **965** | **130** | **-86.6** |
| **Africa** | **121** | **137** | **112** | **-18.5** | **52** | **38** | **28** | **-26.7** |
| **Total** | **36,188** | **38,500** | **14,449** | **-62.5** | **27,499** | **28,488** | **8,887** | **-68.8** |

Note: These are the top ten countries of residence for total expenditure in 2019, as in Table 5.

Table 9

**Expenditure and number of travellers by type of holiday**

| | **Overall expenditure** *(millions of euros, percentage composition and percentage changes on the previous year)* | | | | | **Numbers of travellers** *(millions, percentage composition and percentage changes on the previous year)* | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2020 | | 2018 | 2019 | 2020 | 2020 | |
| | millions of euros | | | % comp. | % change | millions | | | % comp. | % change |
| Art and culture | 15,787 | 16,057 | 2,607 | 29.3 | -83.8 | 19.4 | 19.7 | 3.7 | 30.2 | -81.5 |
| Seaside | 6,552 | 6,822 | 3,671 | 41.3 | -46.2 | 9.8 | 10.2 | 4.5 | 36.9 | -56.1 |
| Other | 5,160 | 5,609 | 2,609 | 29.4 | -53.5 | 11.0 | 11.6 | 4.0 | 32.9 | -65.5 |
| **Total** | **27,499** | **28,488** | **8,887** | **100** | **-68.8** | **40.2** | **41.5** | **12.1** | **100** | **-70.8** |

Table 10

**Breakdown of expenditure and overnight stays by type of accomodation (1)**

| | **Overall expenditure** *(millions of euros, percentage composition and percentage changes on the previous year)* | | | | | **Overnight stays** *(millions, percentage composition and percentage changes on the previous year)* | | | | | **Average expenditure per night** *(euros)* | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2020 | | 2018 | 2019 | 2020 | 2020 | | 2018 | 2019 | 2020 | 2020 |
| | millions of euros | | | % comp. | % change | millions | | | % comp. | % change | euro | | | % change |
| Hotel,holiday village,B&B, holiday farm | 27,564 | 28,646 | 8,147 | 49.8 | -71.6 | 197.2 | 199.5 | 56.6 | 30.9 | -71.6 | 139.8 | 143.6 | 144.0 | 0.2 |
| Friends and relatives | 4,275 | 5,125 | 3,701 | 22.6 | -27.8 | 69.0 | 71.9 | 55.4 | 30.2 | -23.0 | 61.9 | 71.3 | 66.8 | -6.2 |
| Rented vacation home | 3,791 | 4,449 | 2,273 | 13.9 | -48.9 | 55.1 | 65.6 | 33.5 | 18.3 | -49.0 | 68.8 | 67.8 | 67.9 | 0.1 |
| Other | 3,848 | 3,944 | 2,236 | 13.7 | -43.3 | 66.0 | 65.1 | 37.8 | 20.6 | -41.9 | 58.3 | 60.5 | 59.1 | -2.4 |
| **Total** | **39,478** | **42,164** | **16,357** | **100** | **-61.2** | **387** | **402** | **183** | **100** | **-54.4** | **101.9** | **104.9** | **89.2** | **-14.9** |

(1) The table refers only to overnight travellers.

Table 11

**Breakdown of expenditure by category and geographical area of destination in Italy**

*(percentage composition unless otherwise specified)*

| | Year | Transport (1) | Accomodation | Food and drink | Shopping | Other | Total *(millions of euros)* | Total *(% composition by geographical area)* |
|---|---|---|---|---|---|---|---|---|
| North-West | 2018 | 11.4 | 36.7 | 22.2 | 24.8 | 4.9 | **11,112** | **26.6** |
| | 2019 | 10.6 | 38.8 | 22.0 | 23.9 | 4.8 | **12,099** | **27.3** |
| | 2020 | 11.6 | 38.6 | 20.8 | 25.1 | 3.9 | **5,315** | **30.7** |
| North-East | 2018 | 9.6 | 44.4 | 22.0 | 17.9 | 6.2 | **11,248** | **27.0** |
| | 2019 | 8.9 | 45.0 | 23.1 | 17.1 | 5.9 | **12,061** | **27.2** |
| | 2020 | 9.2 | 42.9 | 23.4 | 20.1 | 4.4 | **5,486** | **31.7** |
| Centre | 2018 | 9.4 | 44.8 | 24.3 | 13.0 | 8.4 | **12,338** | **29.6** |
| | 2019 | 9.3 | 46.6 | 23.4 | 12.1 | 8.7 | **12,828** | **29.0** |
| | 2020 | 9.8 | 46.7 | 21.9 | 14.9 | 6.6 | **3,637** | **21.0** |
| South and Islands | 2018 | 7.9 | 51.6 | 17.7 | 14.1 | 8.7 | **6,261** | **15.0** |
| | 2019 | 7.5 | 51.8 | 16.6 | 15.0 | 9.1 | **6,510** | **14.7** |
| | 2020 | 8.3 | 50.0 | 19.5 | 16.6 | 5.6 | **2,604** | **15.0** |
| Unassigned | 2018 | 12.9 | 41.7 | 23.3 | 11.4 | 10.8 | **753** | **1.8** |
| | 2019 | 11.5 | 41.2 | 23.7 | 13.1 | 10.5 | **805** | **1.8** |
| | 2020 | 17.6 | 34.8 | 24.8 | 17.9 | 5.0 | **289** | **1.7** |
| **Italy total** *(millions of euros)* | **2018** | **4,098** | **18,145** | **9,226** | **7,343** | **2,901** | **41,712** | **100** |
| | **2019** | **4,118** | **19,801** | **9,719** | **7,583** | **3,082** | **44,302** | **100** |
| | **2020** | **1,744** | **7,507** | **3,767** | **3,464** | **850** | **17,332** | **100** |
| **Italy total** *(% composition)* | **2018** | **9.8** | **43.5** | **22.1** | **17.6** | **7.0** | **100** | - |
| | **2019** | **9.3** | **44.7** | **21.9** | **17.1** | **7.0** | **100** | - |
| | **2020** | **10.1** | **43.3** | **21.7** | **20.0** | **4.9** | **100** | - |

(1) Only passenger transport within Italy provided by residents.

# Italian travellers abroad

Table 12

**Expenditure, number of travellers, overnight stays and average duration of trip**

| | Overall expenditure *(millions of euros and percentage changes)* | | | Numbers of travellers *(millions and percentage changes)* | | | Numbers of overnight stays *(millions and percentage changes)* | | | Average duration of trip *(nigths and percentage changes)* | | | Average expenditure per night (2) *(euros and percentage changes)* | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | **2019** | **2020** | **% change** | **2019** | **2020** | **% change** | **2019** | **2020** | **% change** | **2019** | **2020** | **% change** | **2019** | **2020** | **% change** |
| Overnight visitors (1) | 25,014 | 8,847 | -64.6 | 35.0 | 12.0 | -65.6 | 292.1 | 130.3 | -55.4 | 8.4 | 10.8 | 29.7 | 85.6 | 67.9 | -20.7 |
| Same-day visitors (2) | 2,086 | 730 | -65.0 | 31.8 | 12.1 | -61.9 | 0 | 0 | - | 0 | 0 | - | 65.7 | 60.4 | -8.1 |
| **Travellers (overnight and same-day)** | **27,100** | **9,577** | **-64.7** | **66.7** | **24.1** | **-63.9** | **292.1** | **130.3** | **-55.4** | **4.4** | **5.4** | **23.4** | **92.8** | **73.5** | **-20.8** |

(1) The overall expenditure of overnight visitors is obtained by multiplying the number of travellers, the average duration of the trip per traveller, and the average expenditure per night. − (2) The average expenditure for same-day visitors is by day and per capita.

Table 13

**Expenditure by country and geographical area of destination**

| | Overall expenditure *(millions of euros, percentage composition and percent changes on the previous year)* | | | | | of which: Overnigt visitors — Overall expenditure *(millions of euros and percent changes on the previous year)* | | | | of which: Overnigt visitors — Average expenditure per night *(euros)* | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | **2018** | **2019** | **2020** | **2020** | | **2018** | **2019** | **2020** | **2020** | **2018** | **2019** | **2020** |
| | millions of euros | | | % comp. | % change | millions of euros | | | % change | euros | | |
| United States | 2,808 | 2,821 | 605 | 6.3 | -78.6 | 2,808 | 2,821 | 604.8 | -78.6 | 143.5 | 147.1 | 113.9 |
| France | 2,299 | 2,563 | 1,178 | 12.3 | -54.1 | 2,124 | 2,404 | 1,126.1 | -53.1 | 64.7 | 69.5 | 71.4 |
| Spain | 2,218 | 2,391 | 685 | 7.1 | -71.4 | 2,218 | 2,390 | 684.2 | -71.4 | 74.5 | 76.7 | 54.1 |
| Switzerland | 1,523 | 1,551 | 655 | 6.8 | -57.7 | 463 | 471 | 311.8 | -33.8 | 86.3 | 86.6 | 98.9 |
| United Kingdom | 1,391 | 1,419 | 559 | 5.8 | -60.6 | 1,390 | 1,419 | 559.5 | -60.6 | 78.8 | 81.6 | 67.8 |
| Germany | 1,369 | 1,418 | 721 | 7.5 | -49.2 | 1,223 | 1,364 | 709.5 | -48.0 | 76.0 | 82.6 | 73.9 |
| Austria | 1,099 | 1,116 | 495 | 5.2 | -55.7 | 750 | 748 | 360.1 | -51.8 | 86.0 | 86.5 | 81.7 |
| Greece | 947 | 973 | 267 | 2.8 | -72.6 | 947 | 973 | 266.8 | -72.6 | 80.9 | 84.6 | 73.0 |
| China | 671 | 694 | 135 | 1.4 | -80.6 | 671 | 694 | 134.9 | -80.6 | 104.4 | 114.6 | 78.7 |
| Netherlands | 486 | 454 | 231 | 2.4 | -49.1 | 484 | 454 | 231.0 | -49.1 | 88.2 | 96.6 | 70.5 |
| **Euro Area** | **10,001** | **10,491** | **4,279** | **44.7** | **-59.2** | **8,931** | **9,491** | **3,897.1** | **-58.9** | **73.6** | **76.7** | **67.1** |
| **Non-euro EU countries** | **1,322** | **1,240** | **559** | **5.8** | **-54.9** | **1,320** | **1,238** | **558.6** | **-54.9** | **70.3** | **66.0** | **52.1** |
| **Non-EU European countries** | **4,085** | **4,340** | **1,756** | **18.3** | **-59.5** | **3,021** | **3,255** | **1,410.5** | **-56.7** | **75.9** | **81.3** | **71.8** |
| **North America** | **3,415** | **3,363** | **696** | **7.3** | **-79.3** | **3,415** | **3,363** | **696.5** | **-79.3** | **140.1** | **140.3** | **106.1** |
| **Caribbean, Cent. and S. America** | **1,390** | **1,306** | **360** | **3.8** | **-72.5** | **1,390** | **1,306** | **359.7** | **-72.5** | **87.6** | **92.5** | **69.0** |
| **Asia** | **3,225** | **3,721** | **1,065** | **11.1** | **-71.4** | **3,224** | **3,721** | **1,064.0** | **-71.4** | **103.9** | **100.6** | **76.2** |
| **Africa** | **1,606** | **2,047** | **651** | **6.8** | **-68.2** | **1,606** | **2,047** | **650.7** | **-68.2** | **66.6** | **73.4** | **50.0** |
| **Oceania** | **363** | **501** | **156** | **1.6** | **-68.8** | **363** | **501** | **156.1** | **-68.8** | **71.0** | **98.2** | **69.5** |
| **Total** | **25,485** | **27,100** | **9,577** | **100** | **-64.7** | **23,347** | **25,014** | **8,846.5** | **-64.6** | **82.7** | **85.6** | **67.9** |

Note: These are the top ten countries of destination in terms of total expenditure in 2019.

Table 14

**Number of travellers and average duration of trip by country and geographical area of destination**

| | Numbers of travellers (1) (millions, percentage composition and percentage changes on the previous year) | | | | | of which: Overnight visitors — Numbers of travellers (1) (millions and percentage changes on the previous year) | | | | Average duration of trip (nights and percentage changes on the previous year) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2020 | 2020 | 2018 | 2019 | 2020 | 2020 | 2018 | 2019 | 2020 | 2020 |
| | millions | | | % comp. | % change | millions | | | % change | nights | | | % change |
| United States | 1.6 | 1.6 | 0.3 | 1.4 | -78.6 | 1.6 | 1.6 | 0.3 | -78.6 | 12.1 | 11.9 | 15 | 29.7 |
| France | 8.8 | 8.6 | 3.6 | 15.0 | -58.0 | 5.8 | 5.7 | 2.5 | -55.3 | 5.7 | 6.1 | 6 | 2.0 |
| Spain | 3.6 | 3.7 | 0.9 | 3.9 | -74.4 | 3.6 | 3.7 | 0.9 | -74.5 | 8.3 | 8.4 | 13 | 59.4 |
| Switzerland | 19.2 | 19.3 | 7.4 | 30.5 | -61.8 | 1.2 | 1.2 | 0.6 | -50.3 | 4.5 | 4.5 | 5 | 16.5 |
| United Kingdom | 1.8 | 1.9 | 0.6 | 2.6 | -66.7 | 1.8 | 1.9 | 0.6 | -66.7 | 9.6 | 9.3 | 13 | 42.5 |
| Germany | 3.6 | 3.8 | 1.4 | 6.0 | -61.5 | 3.1 | 3.5 | 1.4 | -60.6 | 5.2 | 4.7 | 7 | 47.6 |
| Austria | 6.1 | 6.0 | 2.2 | 9.3 | -62.9 | 2.2 | 2.3 | 1.0 | -56.3 | 4.0 | 3.7 | 4 | 16.8 |
| Greece | 1.5 | 1.5 | 0.4 | 1.5 | -75.8 | 1.5 | 1.5 | 0.4 | -75.8 | 8.0 | 7.8 | 10 | 31.6 |
| China | 0.6 | 0.6 | 0.1 | 0.5 | -81.5 | 0.6 | 0.6 | 0.1 | -81.5 | 11.0 | 10.3 | 16 | 53.4 |
| Netherlands | 1.0 | 0.9 | 0.4 | 1.5 | -58.1 | 1.0 | 0.9 | 0.4 | -58.2 | 5.8 | 5.3 | 9 | 66.5 |
| **Euro Area** | **33.3** | **33.2** | **12.7** | **52.6** | **-61.8** | **19.2** | **19.7** | **7.4** | **-62.5** | **6.3** | **6.3** | **8** | **24.9** |
| **Non-euro EU countries** | **2.9** | **2.7** | **0.9** | **3.8** | **-65.8** | **2.8** | **2.7** | **0.9** | **-65.5** | **6.6** | **7.1** | **12** | **65.9** |
| **Non-EU European countries** | **23.1** | **23.4** | **8.7** | **36.3** | **-62.7** | **5.0** | **5.3** | **1.9** | **-63.1** | **8.0** | **7.6** | **10** | **32.9** |
| **North America** | **2.0** | **2.0** | **0.4** | **1.7** | **-79.8** | **2.0** | **2.0** | **0.4** | **-79.8** | **11.9** | **12.0** | **16** | **35.7** |
| **Caribbean, Cent. and S. America** | **1.1** | **1.0** | **0.3** | **1.1** | **-73.9** | **1.1** | **1.0** | **0.3** | **-73.9** | **14.2** | **13.8** | **20** | **41.6** |
| **Asia** | **3.0** | **3.5** | **0.8** | **3.5** | **-76.0** | **3.0** | **3.5** | **0.8** | **-76.0** | **10.3** | **10.6** | **17** | **57.6** |
| **Africa** | **1.8** | **2.3** | **0.7** | **2.8** | **-70.7** | **1.8** | **2.3** | **0.7** | **-70.7** | **13.2** | **12.0** | **19** | **59.2** |
| **Oceania** | **0.2** | **0.2** | **0.1** | **0.2** | **-71.9** | **0.2** | **0.2** | **0.1** | **-71.9** | **29.8** | **26.2** | **41** | **56.6** |
| **Total (1)** | **65.7** | **66.7** | **24.1** | **100** | **-63.9** | **33.6** | **35.0** | **12.0** | **-65.6** | **8.4** | **8.4** | **11** | **29.7** |

Note: These are the top ten countries of destination in terms of total expenditure in 2019, as in Table 13. (1) The sum of travellers by destination may differ from the total number of travellers counted at border points because a single trip may involve multiple destinations.

Table 15

**Expenditure, number of travellers and overnight stays by purpose of trip**

| | Overall expenditure (millions of euros and percentage changes on the previous year) | | | | Number of travellers (millions and percentage changes on the previous year) | | | | Number of overnight stays (millions and percentage changes on the previous year) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2020 | 2018 | 2019 | 2020 | 2020 | 2018 | 2019 | 2020 | 2020 |
| | millions of euros | | | % change | millions | | | % change | millions | | | % change |
| Personal | 17,745 | 18,981 | 6,361 | -66.5 | 47.0 | 47.4 | 15.3 | -67.7 | 210.0 | 220.5 | 96.0 | -56.5 |
| *of which* : Holidays | 10,476 | 11,236 | 2,759 | -75.4 | 17.8 | 18.3 | 4.7 | -74.4 | 112.9 | 118.9 | 33.7 | -71.6 |
| Business and professional | 7,740 | 8,119 | 3,215 | -60.4 | 18.7 | 19.3 | 8.8 | -54.4 | 72.5 | 71.6 | 34.2 | -52.2 |
| **Total** | **25,485** | **27,100** | **9,577** | **-64.7** | **65.7** | **66.7** | **24.1** | **-63.9** | **282.5** | **292.1** | **130.3** | **-55.4** |

Table 16

**Expenditure by country and geographical area of destination: trips for personal reasons**

*(millions of euros and percentage changes on the previous year)*

| | 2018 | 2019 | 2020 | 2020 | of which: Holidays | | | 2020 |
|---|---|---|---|---|---|---|---|---|
| | millions of euros | | | % change | 2018 | 2019 | 2020 | % change |
| United States | 1,902 | 1,852 | 332 | -82.1 | 1,088 | 1,081 | 183 | -83.1 |
| France | 1,695 | 2,031 | 854 | -58.0 | 1,046 | 1,214 | 411 | -66.1 |
| Spain | 1,900 | 2,058 | 538 | -73.9 | 1,469 | 1,591 | 281 | -82.3 |
| Switzerland | 1,258 | 1,272 | 509 | -60.0 | 185 | 187 | 128 | -31.5 |
| United Kingdom | 883 | 860 | 388 | -54.9 | 315 | 334 | 96 | -71.4 |
| Germany | 680 | 609 | 413 | -32.2 | 300 | 270 | 132 | -51.1 |
| Austria | 803 | 805 | 344 | -57.3 | 534 | 503 | 179 | -64.4 |
| Greece | 879 | 934 | 245 | -73.8 | 808 | 850 | 203 | -76.2 |
| China | 119 | 94 | 22 | -76.3 | 68 | 61 | 9 | -85.0 |
| Netherlands | 335 | 271 | 143 | -47.0 | 255 | 164 | 71 | -56.5 |
| **Euro Area** | **7,505** | **7,953** | **3,060** | **-61.5** | **4,887** | **5,064** | **1,445** | **-71.5** |
| **Non-euro EU countries** | **875** | **790** | **368** | **-53.4** | **516** | **408** | **115** | **-71.9** |
| **Non-EU European countries** | **2,873** | **2,932** | **1,238** | **-57.8** | **843** | **931** | **297** | **-68.1** |
| **North America** | **2,326** | **2,273** | **384** | **-83.1** | **1,310** | **1,284** | **207** | **-83.9** |
| **Caribbean, Cent. and S. America** | **1,019** | **1,044** | **267** | **-74.4** | **696** | **729** | **168** | **-77.0** |
| **Asia** | **1,586** | **1,912** | **468** | **-75.5** | **1,184** | **1,466** | **257** | **-82.5** |
| **Africa** | **1,262** | **1,629** | **443** | **-72.8** | **884** | **1,164** | **203** | **-82.6** |
| **Oceania** | **248** | **375** | **102** | **-72.7** | **118** | **135** | **39** | **-71.5** |
| **Total** | **17,745** | **18,981** | **6,361** | **-66.5** | **10,476** | **11,236** | **2,759** | **-75.4** |

Note: These are the top ten countries of destination in terms of total expenditure in 2019, as in Table 13.

Table 17

**Expenditure and number of travellers by type of holiday**

| | Overall expenditure *(millions of euros, percentage composition and percentage changes on the previous year)* | | | | | Numbers of travellers *(millions, percentage composition and percentage changes on the previous year)* | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2020 | | 2018 | 2019 | 2020 | 2020 | |
| | millions of euros | | | % comp. | % change | millions | | | % comp. | % change |
| Art and culture | 4,275 | 4,443 | 1,000 | 36.2 | -77.5 | 7.1 | 6.8 | 1.6 | 34.3 | -76.3 |
| Seaside | 4,419 | 4,846 | 1,165 | 42.2 | -76.0 | 6.6 | 7.0 | 1.8 | 37.5 | -74.8 |
| Other | 1,783 | 1,947 | 595 | 21.6 | -69.5 | 4.1 | 4.5 | 1.3 | 28.3 | -70.6 |
| **Total** | **10,476** | **11,236** | **2,759** | **100** | **-75.4** | **17.8** | **18.3** | **4.7** | **100** | **-74.4** |

Table 18

**Breakdown of expenditure and overnight stays by type of accomodation (1)**

| | Overall expenditure *(millions of euros, percentage composition and percentage changes on the previous year)* | | | | | Overnight stays *(millions, percentage composition and percentage changes on the previous year)* | | | | | Average expenditure per night *(euros)* | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2020 | | 2018 | 2019 | 2020 | 2020 | | 2018 | 2019 | 2020 | 2020 |
| | millions of euros | | | % comp. | % change | millions | | | % comp. | % change | euro | | | % change |
| Hotel,holiday village,B&B, holiday farm | 15,242 | 16,300 | 4,313 | 48.8 | -73.5 | 115.7 | 123.4 | 33.5 | 25.7 | -72.9 | 123.5 | 132.1 | 128.9 | -2.4 |
| Friends and relatives | 3,019 | 3,394 | 2,267 | 25.6 | -33.2 | 57.3 | 56.7 | 40.1 | 30.8 | -29.3 | 52.7 | 59.8 | 56.5 | -5.6 |
| Rented vacation home | 3,022 | 3,019 | 1,358 | 15.3 | -55.0 | 58.0 | 59.0 | 32.3 | 24.8 | -45.3 | 52.1 | 51.2 | 42.1 | -17.8 |
| Other | 2,064 | 2,300 | 909 | 10.3 | -60.5 | 51.5 | 53.0 | 24.4 | 18.7 | -53.9 | 40.1 | 43.4 | 37.2 | -14.3 |
| **Total** | **23,347** | **25,014** | **8,847** | **100** | **-64.6** | **282** | **292** | **130** | **100** | **-55.4** | **82.7** | **85.6** | **67.9** | **-20.7** |

(1) The table refers only to overnight travellers.

Table 19

**Breakdown of expenditure by category**

*(percentage composition, unless otherwise specified)*

| Year | Transport (1) | Accomodation | Food and drink | Shopping | Other | Total *(millions of euros)* |
|---|---|---|---|---|---|---|
| 2018 | 10.9 | 46.1 | 21.4 | 14.0 | 7.6 | **25,485** |
| 2019 | 10.8 | 47.5 | 21.3 | 12.7 | 7.8 | **27,100** |
| 2020 | 9.5 | 47.8 | 20.6 | 16.0 | 6.2 | **9,577** |

(1) Only passenger transport provided to Italian residents in the visited country.

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