

Survey on International Tourism

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Main findings

According to the Bank of Italy's Survey on International Tourism, in 2016 the inflows and outflows of both travellers and expenditure increased on the previous year. The tourism balance remained positive at 0.8 per cent of GDP measured at current prices (Figure 1).

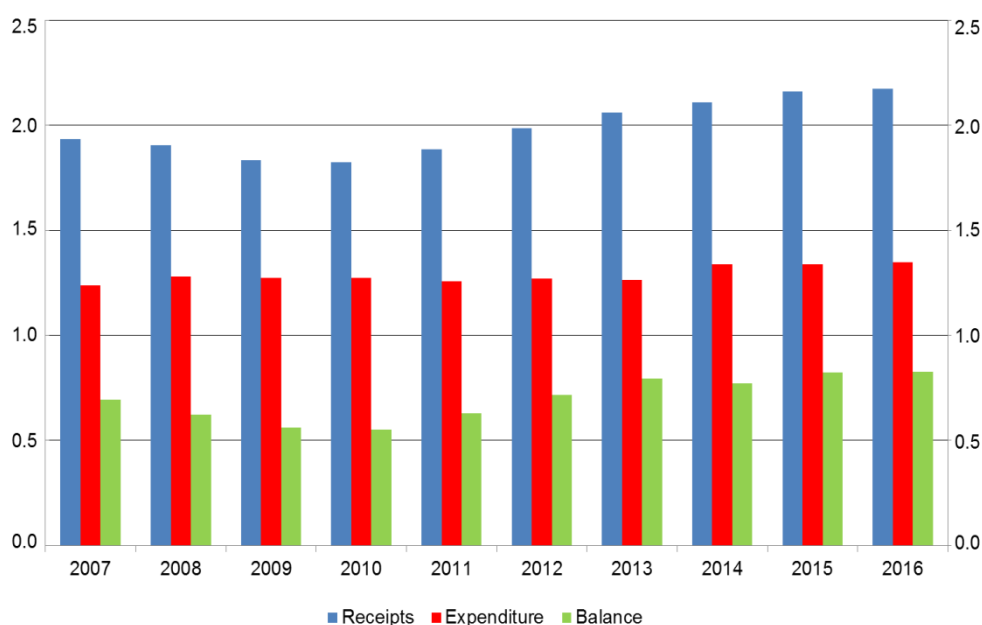
Foreign travellers' expenditure in Italy totalled €36.4 billion and grew at a rate of 2.3 per cent, marginally exceeding that of global tourism receipts, allowing Italy to retain its market share. Expenditure rose in the North but declined in the Centre and South. There was an increase in both arrivals (especially of same-day visitors) and overnight stays.

Holidaying in Italy's cities of art and culture remains the top choice of foreign visitors, followed by seaside holidays. The respondents' ratings at the end of their trip to Italy remained positive.

The expenditure of Italian visitors abroad grew by 2.4 per cent to €22.5 billion as a result of an increase in average daily expenditure and in the number of travellers staying overnight, despite the fact that the average duration of their trips was shorter.

Figure 1

International travel flows for Italy
(flows at current prices as a percentage of GDP)



Source: For GDP, Istat.

Reference period: 2016

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Introduction

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).

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.

Tourism is a significant economic activity at global level, and even more so in Italy (see the box 'The importance of the tourism sector').

THE IMPORTANCE OF THE TOURISM SECTOR

Tourism is one of most significant economic activities in terms of exports and of creation of jobs and value added. Considering the average figures for OECD countries regarding both international and domestic tourism (the latter being defined as travel within one's own country of residence), tourism generates an estimated 4.1 per cent of GDP, 5.9 per cent of employment, and 21.3 per cent of service exports (whose domestic value-added content is about 80 per cent – higher than the average for the other economic sectors).¹ Based on the most recent data made available by the World Tourism Organization (UNWTO) and referring to 2015, global exports of tourism services were comparable in amounts with those of automotive or food products.²

According to the Strategic Plan for Tourism prepared by the Italian Ministry of Cultural Heritage and Tourism drawing on estimates by the International Centre of Studies on the Tourism Economy (CISSET)³ and the Regional Institute for Economic Planning of Tuscany (IRPET), in 2015 tourism generated, directly or indirectly, 11.8 per cent of Italy's GDP. As regards the national accounts, the Tourism Satellite Account (TSA; see ['Methods and Sources: Methodological Notes'](#)) estimated the value-added generated by domestic and international tourism in Italy in 2010 to be equal to 6 per cent of GDP, net of indirect effects. An update to the TSA will be published in the second half of 2017.

¹ OECD *Tourism Trends and Policies 2016*, OECD Publishing, Paris. The data cited refer to 2014.

² UNWTO, *World Tourism Barometer*, 15, March 2017.

³ CISSET is an organization affiliated with the Ca' Foscari University of Venice and active in research, consultancy, education and information in tourism matters.

Italy's place in the international rankings

International tourism expenditure continues to grow worldwide

In 2016 total international tourism expenditure amounted to almost €1.1 trillion, up by 2 per cent on 2015 (Table 1; UNWTO data). The United States continues to be the country with the highest receipts from international travel (€186.9 billion), followed by Spain (€54.6 billion). Italy ranks sixth with €36.4 billion; it gained one position compared with 2015, overtaking the United Kingdom, which saw its euro-denominated tourism receipts fall sharply in

tandem with the depreciation of the pound sterling. As regards flows of international visitors, France leads with 81.1 million cross-border arrivals, followed by the United States and Spain with almost 76 million. Italy ranks fifth with 52.5 million, trailing China.

China's expenditure has outpaced that of all other countries in recent years

In 2016 China's expenditure for trips abroad continued to grow (Table 2) and is now ten times what it was in 2005; this has benefited mostly South-East Asia, in that Chinese travellers' favourite destinations are within this subregion. The other countries originating the main tourism expenditure flows

are the United States, Germany and the United Kingdom; Italy ranks ninth with an expenditure equal to €22.5 billion in 2016.

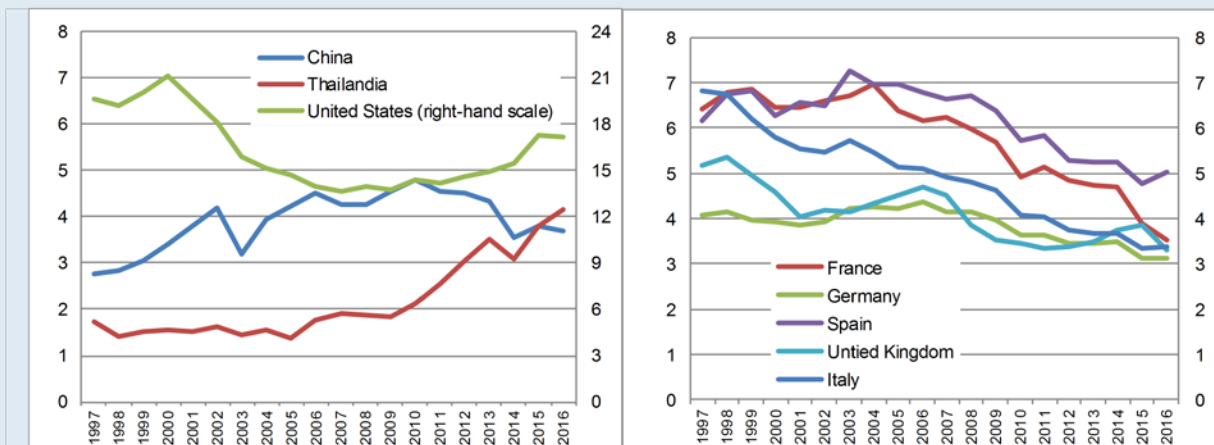
Italy's market share holds stable Italy's share in global tourism receipts held stable at 3.3 per cent in 2016, interrupting a protracted decline (see the box 'An analysis of the last twenty years'). It is in line with that of the United Kingdom (3.3 per cent) and not far behind that of France (3.5 per cent). France's share dropped markedly in 2016, possibly as an effect of the terrorist attacks that hit the country.

AN ANALYSIS OF THE LAST TWENTY YEARS

The tourism expenditure of foreigners in Italy in the period 1997-2016 grew at an average yearly rate that fell short of that of GDP (1.7 and 2.3 per cent respectively, at current prices). Over the same period, global tourism receipts in euro terms grew by 5.6 per cent a year on average;¹ those of Spain and France, Italy's main competitors in Europe, grew by 4.5 and 2.3 per cent respectively. These performances were associated with a decrease in the market shares of traditional destinations, to the benefit of emerging countries. Italy's share, which was second only to that of the United States in the 1980s and was on the whole stable in the first half on the 1990s, declined gradually thereafter, eventually reaching a low of 3.3 per cent in 2015 and 2016 (see the figure).

Market shares in international tourism receipts: main destinations

(percentage points)



Source: Based on World Trade Organization data.

For Italy, weak growth in international tourism receipts followed that in the number of travellers (1.9 per cent a year on average). The increase in average daily expenditure was fully offset by the decrease in the average duration of trips (from more than 5 days in the late 1990s to 4.2 days in the last five years, including same-day visitors in the totals), leaving the average expenditure per traveller unchanged. A reduction in the average number of overnight stays has been under way at global level since the early 2000s and reflects the growth of low-fare airlines, which has led to an expansion of international short-haul weekend flights. For an in-depth analysis of the dynamics of international tourism receipts, see [Alivernini, Breda, Cannari and Franco \(2013\)](#) and [Alivernini, Breda and Iannario \(2014\)](#).

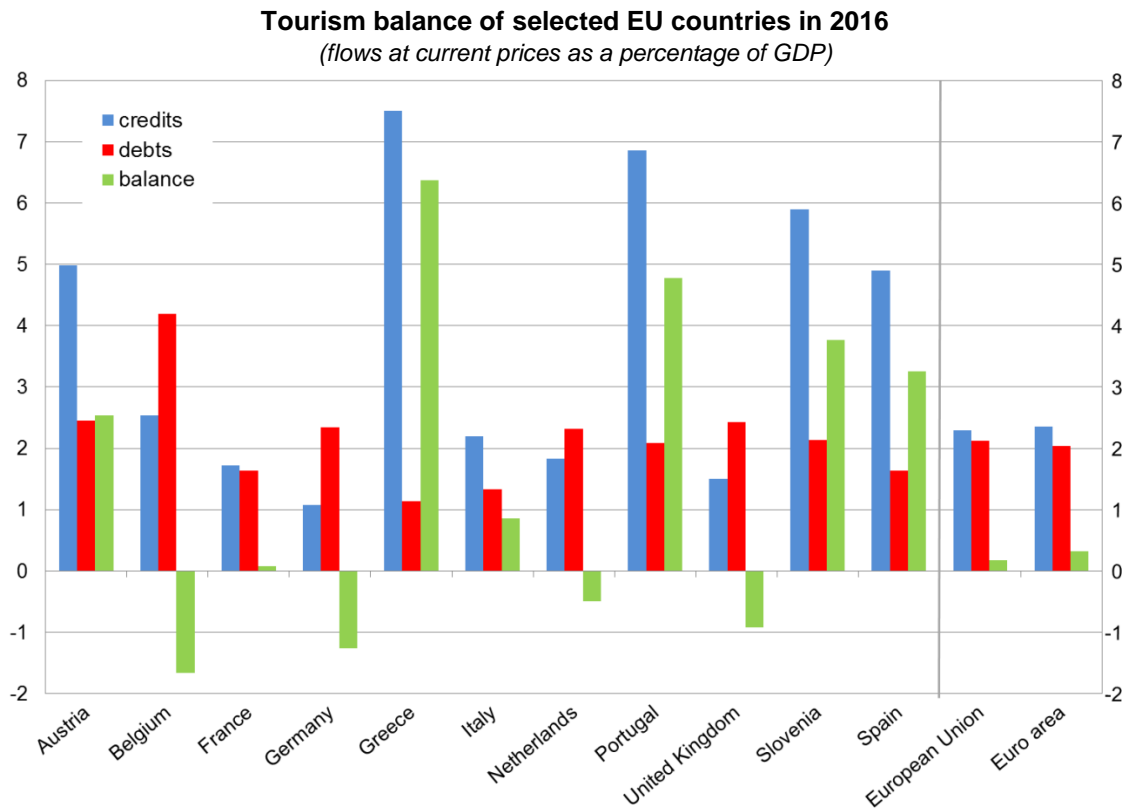
¹ World Trade Organization data, which are in dollars, were converted using the ECU-dollar exchange rate for the period 1997-98 and the euro-dollar exchange rate from 1999 onwards.

Italy's international travel surplus is higher than the EU average

Compared with the four main euro-area countries, in 2016 Italy's international tourism receipts as a percentage of GDP (2.2 per cent) were second only to those of Spain; they were in line with the EU and euro-area averages (Figure 2). Expenditure was below the average. Italy's surplus compares with a barely positive balance for the EU as a whole and a deficit for Germany and the United

Kingdom.

Figure 2



Sources: Istat for the GDP of Italy, Eurostat for the other countries.

Italy's tourism balance is structurally in surplus

International travel is the main item under services in Italy's balance of payments, accounting for 40 per cent of credits on average and for one quarter of debits. The balance is structurally in surplus (Table 3 and Figure 1), in 2016 by €13.8 billion or 0.8 per cent of GDP, a value around which it has fluctuated over the last ten years, with a low between 2008 and 2011 (0.6 per cent). At 2010

prices,¹ the balance has risen since 2009 (after a fall following the global financial crisis). Receipts regained their pre-crisis levels as early as 2015 and rose further last year (by 2.4 per cent), while expenditure is still below 2008 levels, by almost 11 per cent.

¹ The balance of payments is compiled at current prices; valuation at constant prices is based on the deflators of the national accounts for residents' purchases abroad and non-residents' purchases in Italy.

Foreign travellers in Italy

The total expenditure and number of foreign visitors increases In 2016 the number of overnight stays continued to rise thanks to a further increase in the number of tourists, while the average number of overnight stays per capita held stable; average daily expenditure, instead, fell. This led to a moderate increase in total expenditure (1.3 per cent on 2015; Table 4). The growth in the number of same-day visitors intensified; their average expenditure per capita reached very high levels. The total expenditure of same-day visitors, however, remains well below that of overnight visitors, accounting for about 6 per cent of the total.

Most tourism receipts come from the EU More than half of the receipts are generated by international travellers from EU countries, with a major share represented by euro-area residents (about 40 per cent of the total; Table 5). Germany is the main country of origin and, together with the United States, France, United Kingdom and Switzerland, it generates more than half of the receipts. Visitors' daily average expenditure tends to grow with the geographical distance and income per capita of their country of origin.

The largest number of travellers comes from Switzerland, most of them same-day visitors The average daily expenditure is partly affected by the proportion of same-day visitors, which is very high for arrivals from neighbouring countries. Switzerland is the main country of origin in terms of number of travellers (13.8 million in 2016; Table 6), of which more than three quarters are same-day visitors who come to it Italy mainly for shopping.

Foreigners mainly travel to Italy for their holidays ... In 2016 trips for holiday purposes generated about two thirds of tourism receipts and accounted for 56 per cent of travellers and 63 per cent of overnight stays (Tables 7 and 8). Another common purpose of travel is, among personal reasons, visiting friends and relatives, which is associated with a relatively long trip (almost one week). Business travellers spent €5.1 billion (14 per cent of total), marking a steep fall from 2015.

... and cultural purposes ... Foreigners favour vacationing in Italy's cities of art and culture (56.7 per cent of expenditure in 2016; Table 9), followed by seaside and lakeside holidays (20.1 and 9.1 per cent respectively). Mountain holidays generated receipts of €1.1 billion in 2016, falling sharply on the previous year.

... and stay at a hotel or holiday village ... Hotels and holiday villages are foreigners' preferred accommodation in terms of overnight stays (41.3 per cent in 2016; Table 10). The share in receipts is higher (60.0 per cent) owing to greater average daily expenditure compared with other types of accommodation.

... arriving by road The most frequent way of entering the country is at road crossing points, chosen by over 60 per cent of travellers (Table 11), most of whom same-day travellers. The highest share of expenditure is, nevertheless, accounted for by travellers who arrive by air, although the cost of the flight is considered a transport cost for balance of payments compilation purposes and is therefore excluded from tourism expenses.

Tourism receipts rise in the North but fall in Centre, South and Islands In 2016 international tourism receipts fell in the Centre and South of the country but rose in the North (Table 12), which consolidated its share of the total (55 per cent, almost equally divided between the North-East and the North-West; Figure 3). Only about 13 per cent of receipts involve the South and the Islands (the share increases to 15 per cent considering only tourism for holiday purposes). Accommodation expenses account for the highest share, followed by those for food and drink. Shopping expenses are especially significant in the North-West, reflecting the expenditure of same-day tourists.

Foreigners' ratings are high on average Foreign visitors' average rating of their trip to Italy is very high (8.5 out of 10; Figure 4), peaking in connection with Italy's art heritage, especially in the regions of the Centre, and food and drink. Prices are the most critical issue, which nonetheless receives a passing grade: among others, the World Economic Forum's Travel & Tourism

Competitiveness Index signals poor price competitiveness for Italy.²

Figure 3

Foreign travellers' expenditure in Italy by geographical area
(2016; per cent)

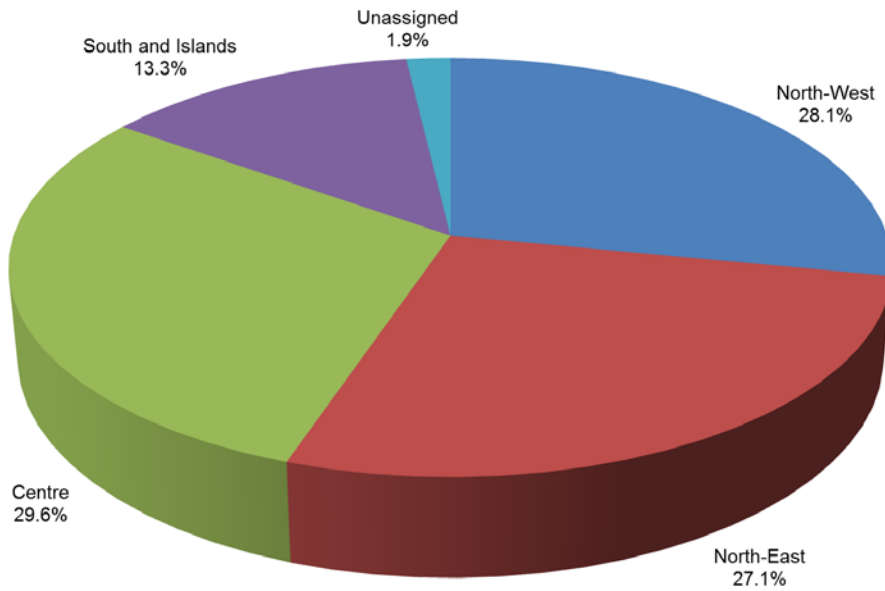
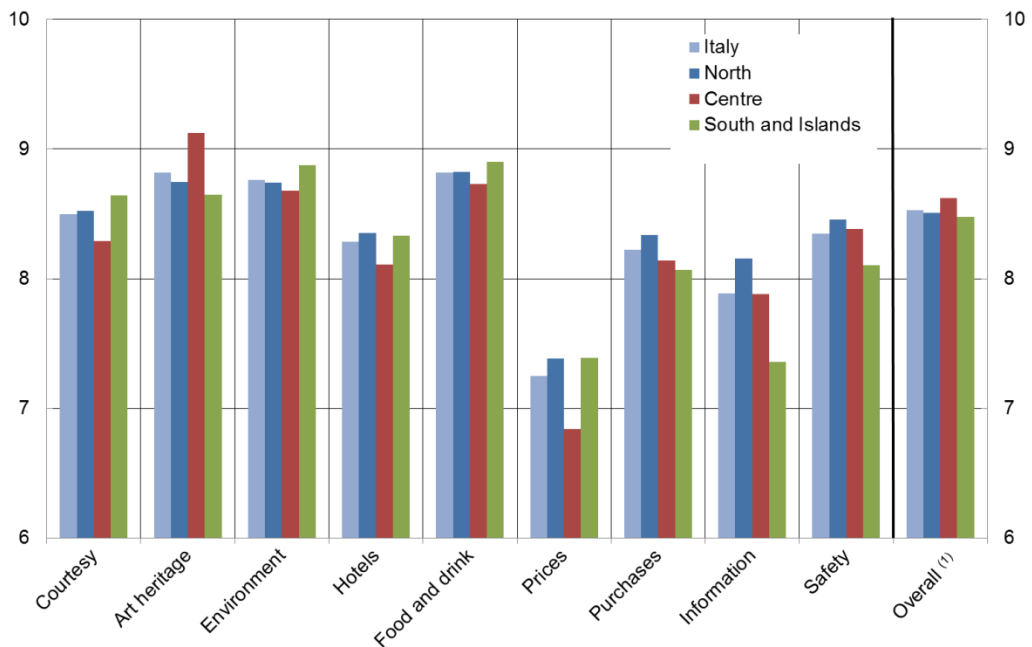


Figure 4

Average rating by aspect of the trip and geographical macro-area
(2016)



(1) Average of respondents' overall ratings.

² The index measures 'the set of factors and policies that enable the sustainable development of the travel & tourism sector'. The sub-index on price competitiveness ranks Italy in 124th position out of the 136 countries examined, trailing France (118th place) and Spain (98th): http://www3.weforum.org/docs/WEF_TTCR_2017_web_0401.pdf

Italian travellers abroad

The number of travellers abroad and their average daily expenditure rises; the average length of overnight stays falls

Italians made 62 million travels abroad in 2016, with an expenditure of €22.5 billion (Table 13), equal to 2.2 per cent of resident households' final consumption expenditure, as recorded in the national accounts. The number of visitors staying overnight rose again, returning to the levels prior to the European sovereign debt crisis, but the average duration of the trip shortened. Total overnight stays were unchanged and the increase in expenditure was in line with that of average daily expenditure. The number of same-day visitors fell, but was more than offset by the increase in expenditure per capita.

The EU receives a large share of Italians' tourism expenditure

About half of the expenditure of Italian travellers abroad goes to EU countries (Table 14), followed by Asia and North America, which together account for about 25 per cent. Average expenditure is especially high in the case of trips to Switzerland, the United States and Austria.

About one third of Italian travellers visit Switzerland without staying overnight

Italians' preferred destinations are neighbouring countries, with a high share of same-day visitors (more than 90 per cent in the case of Switzerland, which also includes the flows of cross-border workers; Table 15). The main destinations for overnight visitors are, instead, France, Spain and Germany.

Italians mainly travel for holiday purposes ...

Holidays are the main purpose of travel abroad in terms of both number of visitors and expenditure, followed by business travel (Table 16). As in the case of overnight stays, the expenditure of those travelling for holiday purposes is concentrated in Spain, France and the United States (Table 17).

Same-day visitors travel abroad mainly for shopping (listed under Other in Table 16), but the share in total expenditure of travel made for this reason is low.

... mainly for cultural trips or seaside holidays ...

In 2016 cultural tourism accounted for 41 per cent of the expenditure for leisure travel abroad, followed by seaside holidays (about 37 per cent; Table 18). In previous years cultural tourism accounted for a higher share, close to 50 per cent, while that of seaside holidays was lower, at just over 30 per cent.

... staying overnight in hotels or vacation homes

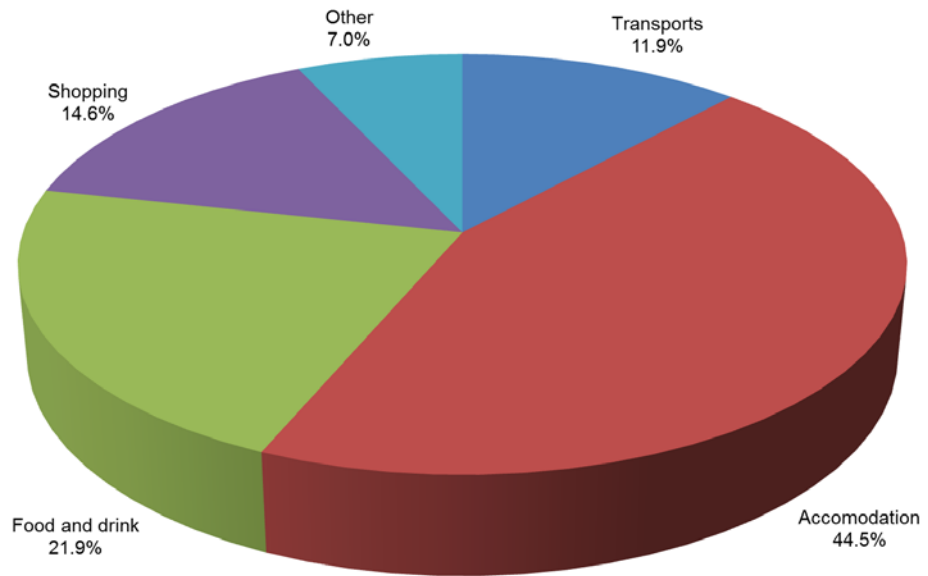
About one third of overnight stays abroad is in either owned or rented vacation homes. Another third of stays are recorded at hotels or holiday villages. The average daily expenditure of those staying at a hotel or holiday village is on average three times higher than for those staying in owned or rented vacation homes (Table 19). Friends and relatives abroad account for about one fifth of overnight stays. The most frequent means of travel to reach foreign destinations is via road crossing points, chosen by almost 70 per cent of Italian travellers, including same-day visitors (Table 20).

About half of the expenditure is for accommodation

The share of accommodation expenditure is even higher for Italian travellers abroad (almost 45 per cent) than for foreign visitors to Italy; the proportion of expenditure for shopping purposes is, instead, lower (Figure 5 and Table 21).

Figure 5

Breakdown of the total expenditure of Italian travellers abroad, by category
(2016; per cent)



Tables

Unless otherwise specified, the source of the data for all the figures and tables 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. Tables 4 to 12 refer to foreign travellers in Italy while Tables 13 to 21 refer to Italian travellers abroad.

Table 1

Main destinations of international tourism									
	International travel receipts (billions of euros and per cent)					Number of foreign tourists (millions and per cent)			
	2014	2015	2016	% change 2016 on 2015	Market share	2014	2015	2016	% change 2016 on 2015
World	933.9	1,067.8	1,089.1	2.0	100.0	1,137.0	1,189.0	1,235.0	3.9
USA	144.0	184.3	186.9	1.4	17.2	75.0	77.5	75.7	-2.3
Spain	48.9	50.9	54.6	7.3	5.0	64.9	68.5	75.6	10.4
Thailand	28.9	40.5	45.1	11.4	4.1	24.8	29.9	32.6	9.0
China	33.2	40.6	40.2	-1.1	3.7	55.6	56.9	59.3	4.2
France	43.7	41.4	38.5	-7.0	3.5	83.7	84.5	81.1	-4.0
Italy	34.2	35.5	36.9	3.7	3.4	48.8	50.9	52.5	3.1
United Kingdom	35.1	41.0	35.8	-12.5	3.3	32.6	34.4	35.6	3.4
Germany	32.6	33.2	33.8	1.8	3.1	33.0	35.0	35.6	1.7
Hong Kong	28.9	32.6	29.6	-9.2	2.7	27.8	26.7	26.6	-0.4
Australia	24.0	26.5	29.8	12.4	2.7	6.9	7.4	8.3	12.2
Japan	14.2	22.5	27.8	23.5	2.6	13.4	19.7	24.0	21.8
Macao	32.2	27.9	27.1	-2.8	2.5	14.6	14.3	15.7	9.8
India	14.8	18.9	20.3	7.0	1.9	13.1	13.3	14.7	10.8
Austria	15.7	16.4	17.4	5.8	1.6	25.3	26.7	28.1	5.2
Turkey	22.2	24.0	16.9	-29.4	1.6	39.8	39.5	28.2	-28.5

Sources: Based on World Trade Organization data for international travel receipts; based on UNWTO data (*World Tourism Barometer*, March 2017) for the number of visitors (for some countries the figure for the last year is an estimate based on infra-annual data).

Note: The table gives the top 15 countries in terms of tourism receipts in 2016 (at current prices and exchange rates).

Table 2

Tourism expenditure abroad by country of origin (billions of euros and per cent)				
	2014	2015	2016	Var. % 2016 su 2015
China	171.1	225.2	236.2	4.9
USA	79.4	101.7	109.8	7.9
Germany	70.2	69.8	73.4	5.1
United Kingdom	47.6	57.0	57.5	0.9
France	36.6	34.6	36.5	5.5
Canada	25.9	27.1	26.2	-3.6
Republic of Korea	17.5	22.8	24.1	5.7
Australia	19.8	21.2	22.6	6.7
Italy	21.7	22.0	22.4	1.6
Hong Kong	16.6	20.8	21.8	4.9
Russia	38.0	31.5	21.6	-31.3
Singapore	18.3	19.9	20.0	0.3
Belgium	17.9	17.1	17.7	3.8
Saudi Arabia	18.2	17.4	16.9	-3.0
Netherlands	15.4	15.8	15.9	0.6

Source: Based on World Trade Organization data.

Note: The table gives the top 15 countries in terms of tourism expenditure in 2016 (at current prices and exchange rates).

Table 3

International travel flows for Italy
(billions of euros, unless otherwise specified)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Current prices										
Receipts	31.1	31.1	28.9	29.3	30.9	32.1	33.1	34.2	35.6	36.4
Expenditure	20.0	20.9	20.0	20.4	20.6	20.5	20.3	21.7	22.0	22.5
Balance	11.2	10.2	8.8	8.8	10.3	11.5	12.8	12.5	13.5	13.8
Receipts (% of GDP)	1.9	1.9	1.8	1.8	1.9	2.0	2.1	2.1	2.2	2.2
Expenditure (% of GDP)	1.2	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3
Balance (% of GDP)	0.7	0.6	0.6	0.6	0.6	0.7	0.8	0.8	0.8	0.8
<i>Memorandum item:</i>										
Current account balance	-22.4	-46.0	-29.7	-54.8	-49.3	-5.8	15.4	30.5	23.7	42.8
Chain-linked prices (base year 2010)										
Receipts	32.9	31.8	29.3	29.3	30.0	30.3	30.8	31.9	33.1	33.9
Expenditure	21.4	22.1	21.2	20.4	20.0	19.1	19.0	20.0	19.2	19.7
Balance	11.6	9.7	8.1	8.8	10.1	11.2	11.8	11.9	13.9	14.2

Source: Istat for GDP and the deflators.

Foreign travellers in Italy

Table 4

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

	Overall expenditure (millions of euros and per cent)			Numbers of travellers (millions and per cent)			Numbers of overnight stays (millions and per cent)			Average duration of trip (nights and per cent)			Average expenditure per night (2) (euros and per cent)		
	2015	2016	% change	2015	2016	% change	2015	2016	% change	2015	2016	% change	2015	2016	% change
Overnight visitors (1)	33,668	34,110	1.3	50.9	52.5	3.1	334.4	347.3	3.8	6.6	6.6	0.7	100.7	98.2	-2.4
Same-day visitors (2)	1,888	2,249	19.2	30.7	33.0	7.4	-	-	-	-	-	-	61.5	68.2	10.9
Travellers (overnight and same-day)	35,556	36,359	2.3	81.6	85.5	4.7	334.4	347.3	3.8	4.1	4.1	-0.8	106.3	104.7	-1.5

(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 and per cent)				Average expenditure per night (1) (euros and per cent)			
	2014	2015	2016	% change 2016 on 2015	2014	2015	2016	% change 2016 on 2015
Germany	5,130	5,469	5,718	4.6	88.3	87.4	83.4	-4.6
United States	4,058	4,305	4,560	5.9	136.5	144.4	145.1	0.4
France	3,217	3,549	3,648	2.8	103.2	100.0	95.0	-5.0
United Kingdom	2,590	2,934	2,899	-1.2	102.9	109.3	103.8	-5.0
Switzerland	2,282	2,354	2,355	0.0	151.5	153.1	150.5	-1.7
Austria	1,552	1,517	1,581	4.2	99.7	101.3	99.1	-2.1
Spain	1,139	1,144	1,151	0.6	74.8	78.5	80.7	2.7
Australia	942	1,097	1,140	4.0	125.4	127.8	142.5	11.5
Netherlands	1,173	1,032	1,035	0.3	87.1	86.8	78.9	-9.1
Canada	958	988	1,048	6.1	124.8	128.3	140.0	9.1
Euro Area	14,309	14,751	15,194	3.0	92.5	91.9	88.3	-3.9
Non-euro EU countries	5,011	5,581	5,532	-0.9	94.4	99.2	91.7	-7.5
Non-EU European countries	4,795	4,310	4,136	-4.0	125.5	124.7	128.3	2.9
North America	5,162	5,469	5,766	5.4	133.3	140.2	144.0	2.7
Caribbean, Central and South America	1,289	1,360	1,350	-0.7	110.3	112.1	109.4	-2.4
Asia	2,348	2,562	2,813	9.8	126.1	128.4	148.1	15.3
Oceania	1,033	1,195	1,262	5.6	124.4	128.6	144.3	12.2
Africa	293	329	306	-6.8	94.7	121.6	118.4	-2.7
Total	34,240	35,556	36,359	2.3	104.9	106.3	104.7	-1.5

Note: These are the top ten countries of residence in terms of total expenditure in 2016. (1) Average expenditure per night is calculated as the ratio of the expenditure of all visitors (overnight and same-day) to the number of overnight stays.

Table 6

Number of travellers, average duration of trip and share of same-day visitors by country and geographical area of residence

	Numbers of travellers (thousands and per cent)				Average duration of trip (nights and per cent)				Share of same-day visitors (per cent)		
	2014	2015	2016	% change 2016 on 2015	2014	2015	2016	% change 2016 on 2015	2014	2015	2016
Germany	10,707	11,465	13,328	16.3	5.4	5.5	5.1	-5.7	11.4	12.4	16.1
United States	3,430	3,731	3,567	-4.4	8.7	8.0	8.8	10.3	13.6	15.1	17.7
France	11,279	11,695	11,657	-0.3	2.8	3.0	3.3	8.6	52.3	44.3	45.0
United Kingdom	3,983	4,474	4,922	10.0	6.3	6.0	5.7	-5.5	5.1	6.7	11.4
Switzerland	13,522	14,023	13,806	-1.6	1.1	1.1	1.1	3.4	75.8	76.7	75.8
Austria	6,633	7,071	7,777	10.0	2.3	2.1	2.1	-3.2	51.0	51.7	54.7
Spain	2,215	2,303	2,407	4.5	6.9	6.3	5.9	-6.3	12.6	13.8	17.7
Australia	786	945	884	-6.4	9.6	9.1	9.0	-0.3	8.0	14.2	22.4
Netherlands	2,137	2,018	2,019	0.1	6.3	5.9	6.5	10.3	12.7	10.4	9.5
Canada	783	868	923	6.4	9.8	8.9	8.1	-8.6	8.1	10.0	20.4
Euro Area	40,873	42,813	45,933	7.3	3.8	3.7	3.7	-0.1	37.7	36.5	38.0
Non-euro EU countries	10,808	11,822	12,799	8.3	4.9	4.8	4.7	-1.0	18.3	20.4	21.5
Non-EU European countries	17,687	17,340	17,171	-1.0	2.2	2.0	1.9	-5.9	61.1	64.5	63.7
North America	4,347	4,758	4,638	-2.5	8.9	8.2	8.6	5.3	12.3	13.7	18.0
Caribbean, Central and South America	1,280	1,352	1,421	5.1	9.1	9.0	8.7	-3.3	19.7	17.9	20.6
Asia	1,955	2,176	2,202	1.2	9.5	9.2	8.6	-6.0	13.3	15.2	18.4
Oceania	869	1,029	966	-6.1	9.6	9.0	9.1	0.2	7.6	14.2	21.6
Africa	345	346	361	4.5	9.0	7.8	7.2	-8.3	22.6	20.5	26.6
Total	78,164	81,635	85,492	4.7	4.2	4.1	4.1	-0.8	37.6	37.6	38.6

Note: These are the top ten countries of residence for total expenditure in 2016, as in Table 5.

Table 7

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

	Overall expenditure (millions of euros and per cent)				Number of travellers (thousands and per cent)				Number of overnight stays (millions and per cent)			
	2014	2015	2016	% change 2016 on 2015	2014	2015	2016	% change 2016 on 2015	2014	2015	2016	% change 2016 on 2015
Personal	28,422	29,652	31,233	5.3	64,058	67,746	70,276	3.7	278.9	289.7	309.5	6.8
Holidays	21,827	23,096	24,586	6.5	41,510	44,531	47,644	7.0	192.9	204.4	218.1	6.7
Visiting friends and relatives	3,363	3,386	3,452	1.9	8,088	8,573	8,717	1.7	47.6	53.2	56.9	7.0
Other	3,232	3,170	3,194	0.8	14,459	14,642	13,915	-5.0	38.4	32.1	34.4	7.3
Business and professional	5,819	5,904	5,126	-13.2	14,106	13,889	15,217	9.6	47.5	44.7	37.8	-15.5
Total	34,240	35,556	36,359	2.3	78,164	81,635	85,492	4.7	326.4	334.4	347.3	3.8

Table 8

Expenditure by country and geographical area of residence: trips for personal reasons
(millions of euros and per cent)

	Personal reasons							
	2014	2015	2016	% change 2016 on 2015	of which: Holidays			% change 2016 on 2015
					2014	2015	2016	
Germany	4,392	4,669	4,932	5.6	3,853	4,039	4,284	6.1
United States	3,581	3,801	4,089	7.6	2,745	3,109	3,303	6.2
France	2,789	3,080	3,245	5.3	1,924	2,273	2,538	11.6
United Kingdom	2,195	2,458	2,579	4.9	1,748	1,967	2,115	7.5
Switzerland	2,097	2,207	2,178	-1.3	1,121	1,168	1,179	1.0
Austria	1,366	1,337	1,422	6.3	1,175	1,175	1,232	4.8
Spain	926	908	925	1.9	631	617	653	5.7
Australia	861	1,005	1,089	8.3	751	870	943	8.4
Netherlands	1,054	904	939	3.9	949	807	843	4.5
Canada	894	919	989	7.6	727	796	833	4.6
Euro Area	12,029	12,448	13,112	5.3	9,583	9,974	10,692	7.2
Non-euro EU countries	3,897	4,337	4,515	4.1	3,039	3,408	3,586	5.2
Non-EU European countries	3,877	3,595	3,477	-3.3	2,494	2,182	2,083	-4.5
North America	4,597	4,875	5,223	7.1	3,564	4,020	4,246	5.6
Caribbean, Central and South America	1,145	1,233	1,247	1.2	862	941	1,026	9.1
Asia	1,757	1,861	2,247	20.8	1,365	1,489	1,779	19.5
Oceania	948	1,095	1,197	9.3	833	955	1,048	9.8
Africa	172	208	215	3.2	86	128	125	-2.1
Total	28,422	29,652	31,233	5.3	21,827	23,096	24,586	6.5

Note: These are the top ten countries of residence in terms of total expenditure in 2016, as in Table 5.

Table 9

Expenditure and number of travellers by type of holiday

	Overall expenditure (millions of euros and per cent)						Numbers of travellers (thousands)		
	2014		2015		2016		2014	2015	2016
	expenditure	% share	expenditure	% share	expenditure	% share			
Cultural vacation, cities of art and culture	12,534	57.4	13,040	56.5	13,932	56.7	16,205	16,571	17,423
Seaside	4,119	18.9	4,541	19.7	4,931	20.1	5,723	6,872	7,409
Lakeside	1,865	8.5	1,644	7.1	2,236	9.1	3,802	3,729	4,841
Mountains	1,390	6.4	1,486	6.4	1,145	4.7	3,471	3,891	3,247
Other	1,918	8.8	2,385	10.3	2,343	9.5	12,309	13,467	14,724
Total	21,827	100.0	23,096	100.0	24,586	100.0	41,510	44,531	47,644

Table 10

Breakdown of expenditure and overnight stays by type of accommodation

	Overall expenditure (per cent)				Overnight stays (per cent)				Average expenditure per night (1) (euros and per cent)			
	2014	2015	2016	% change 2016 on 2015	2014	2015	2016	% change 2016 on 2015	2014	2015	2016	% change 2016 on 2015
Hotel or holiday village	57.3	58.3	60.0	1.8	39.4	40.7	41.3	0.6	152.8	152.1	152.0	-0.1
Friends and relatives	12.5	12.2	10.3	-1.9	18.9	20.1	18.6	-1.5	69.3	64.3	58.0	-9.9
Own or rented vacation home	17.1	17.2	16.4	-0.8	27.9	27.2	26.5	-0.7	64.0	67.4	64.7	-4.0
Other	8.3	7.0	7.1	0.1	13.8	12.0	13.6	1.6	63.6	62.4	55.0	-11.8
No overnight stay	4.7	5.3	6.2	0.9	-	-	-	-	-	-	-	-
Total	100.0	100.0	100.0		100.0	100.0	100.0		104.9	106.3	104.7	
<i>Memorandum item:</i>	Expenditure (millions of euros and per cent)				Overnight stays (thousands and per cent)				Average expenditure per night (2) (euros and per cent)			
Total (2)	34,240	35,556	36,359	2.3	326,412	334,414	347,273	3.8	104.9	106.3	104.7	-1.5

(1) Average expenditure per night is calculated as the ratio of the expenditure of all visitors (overnight and same-day) to the number of overnight stays. - (2) Refers to all travellers (both overnight and same-day visitors).

Table 11

Breakdown of expenditure and travellers by mode of transport

	Overall expenditure (millions of euros and per cent)						Numbers of travellers (thousands and per cent)					
	2014		2015		2016		2014		2015		2016	
Road	12,188	35.6	12,199	34.3	12,363	34.0	49,542	63.4	50,481	61.8	51,814	60.6
Air	20,852	60.9	22,114	62.2	22,700	62.4	25,850	33.1	28,254	34.6	30,571	35.8
Sea	429	1.3	460	1.3	437	1.2	1,516	1.9	1,614	2.0	1,704	2.0
Rail	771	2.3	783	2.2	859	2.4	1,255	1.6	1,285	1.6	1,403	1.6
Total	34,240	100.0	35,556	100.0	36,359	100.0	78,164	100.0	81,635	100.0	85,492	100.0

Table 12

Breakdown of expenditure by category and geographical area of destination in Italy
(per cent, unless otherwise specified)

	Year	Transport (1)	Accommodation	Food and drink	Shopping	Other	Total (millions of euros)
North-West	2014	11.4	36.9	20.5	26.7	4.4	9,011
	2015	10.9	37.5	21.1	25.8	4.7	9,420
	2016	11.8	36.6	21.8	24.5	5.3	10,207
North-East	2014	11.2	42.3	20.7	20.6	5.2	8,971
	2015	10.6	42.6	21.5	19.5	5.8	9,386
	2016	11.0	41.7	21.7	19.6	6.1	9,864
Centre	2014	10.2	41.5	23.4	17.7	7.2	10,708
	2015	10.2	42.3	23.1	17.4	7.1	10,998
	2016	10.1	43.3	23.5	15.0	8.0	10,760
South and Islands	2014	11.7	43.4	21.1	15.1	8.6	4,629
	2015	11.2	44.0	19.9	16.8	8.2	5,005
	2016	9.8	48.3	19.4	14.9	7.6	4,850
Unassigned	2014	17.1	33.7	23.9	15.5	9.9	922
	2015	17.5	34.1	24.4	15.8	8.1	748
	2016	14.4	40.1	23.9	12.1	9.5	678
Italy total (millions of euros)	2014	3,828	13,886	7,405	6,995	2,126	34,240
	2015	3,832	14,632	7,719	7,139	2,235	35,556
	2016	3,949	15,112	8,000	6,860	2,438	36,359
Italy total (per cent)	2014	11.2	40.6	21.6	20.4	6.2	-
	2015	10.8	41.2	21.7	20.1	6.3	-
	2016	10.9	41.6	22.0	18.9	6.7	-

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

Italian travellers abroad

Table 13

Expenditure, number of travellers and overnight stays, and average duration of trip															
	Overall expenditure (millions of euros and per cent)			Numbers of travellers (millions and per cent)			Numbers of overnight stays (millions and per cent)			Average duration of trip (nights and per cent)			Average expenditure per night (2) (euros and per cent)		
	2015	2016	% change	2015	2016	% change	2015	2016	% change	2015	2016	% change	2015	2016	% change
Overnight visitors (1)	20,173	20,531	1.8	27.9	29.3	5.1	272.6	272.6	0.0	9.8	9.3	-4.9	74.0	75.3	1.8
Same-day visitors (2)	1,839	2,016	9.6	33.4	32.7	-2.0	-	-	-	-	-	-	55.1	61.7	11.8
Travellers (overnight and same-day)	22,012	22,547	2.4	61.2	62.0	1.2	272.6	272.6	0.0	4.5	4.4	-1.2	80.7	82.7	2.4

(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 14

Expenditure by country and geographical area of destination								
	Overall expenditure (millions of euros and per cent)				Average expenditure per night (1) (euros and per cent)			
	2014	2015	2016	% change 2016 on 2015	2014	2015	2016	% change 2016 on 2015
United States	2,071	2,224	2,450	10.2	108.9	118.8	127.2	7.1
France	2,093	2,233	2,196	-1.7	60.9	60.2	61.1	1.5
Spain	1,551	1,654	1,750	5.8	67.3	63.1	68.0	7.9
Switzerland	1,614	1,573	1,609	2.3	253.4	245.9	264.3	7.5
United Kingdom	1,291	1,436	1,455	1.3	74.3	78.9	69.9	-11.5
Germany	1,229	1,182	1,225	3.6	88.8	91.3	81.3	-10.9
Austria	826	838	885	5.5	150.0	139.8	126.9	-9.2
China	677	656	724	10.4	71.5	74.8	87.6	17.2
Greece	605	608	639	5.1	76.5	74.1	70.7	-4.7
Australia	386	407	447	9.8	59.0	60.7	65.7	8.2
Euro Area	7,886	8,236	8,298	0.8	76.7	74.5	74.0	-0.6
Non-euro EU countries	2,361	2,455	2,504	2.0	66.0	67.9	64.8	-4.6
Non-EU European countries	2,855	2,622	2,545	-2.9	119.4	128.5	128.0	-0.4
North America	2,524	2,634	2,934	11.4	104.4	112.6	122.5	8.7
Caribbean, Central and South America	1,174	1,161	1,302	12.2	72.2	67.9	81.4	19.8
Asia	2,818	2,907	3,078	5.9	83.7	84.0	97.6	16.1
Africa	1,544	1,404	1,290	-8.1	64.8	65.1	58.3	-10.4
Oceania	450	488	546	11.9	62.8	67.3	73.2	8.7
Total	21,713	22,012	22,547	2.4	80.8	80.7	82.7	2.4

Note: These are the top ten countries of residence in terms of total expenditure in 2016. (1) Average expenditure per night is calculated as the ratio of the expenditure of all visitors (overnight and same-day) to the number of overnight stays.

Table 15

Number of travellers, average duration of trip and share of same-day visitors by country and geographical area of destination

	Numbers of travellers (1) (thousands and per cent)				Average duration of trip (nights and per cent)				Share of same-day visitors (per cent)		
	2014	2015	2016	% change 2016 on 2015	2014	2015	2016	% change 2016 on 2015	2014	2015	2016
United States	1,303	1,310	1,460	11.4	14.6	14.3	13.2	-7.7	0.3	0.1	0.0
France	9,251	9,294	9,350	0.6	3.7	4.0	3.8	-3.7	41.1	37.4	40.5
Spain	2,385	2,547	2,726	7.0	9.7	10.3	9.4	-8.3	0.0	0.0	0.2
Switzerland	18,746	19,186	18,962	-1.2	0.3	0.3	0.3	-3.7	90.2	91.3	92.0
United Kingdom	1,503	1,585	1,806	13.9	11.6	11.5	11.5	0.5	0.1	0.1	0.4
Germany	2,604	2,556	3,016	18.0	5.3	5.1	5.0	-1.4	10.8	8.0	13.3
Austria	6,428	6,836	6,602	-3.4	0.9	0.9	1.1	20.4	77.8	77.1	66.4
China	475	490	532	8.6	19.9	17.9	15.5	-13.2	0.0	0.0	0.0
Greece	923	930	1,056	13.5	8.6	8.8	8.6	-2.9	0.1	0.0	0.1
Australia	135	143	187	30.6	48.5	46.8	36.4	-22.3	0.2	0.0	0.0
Euro Area	30,011	31,207	31,803	1.9	3.4	3.5	3.5	-0.6	50.8	50.0	47.6
Non-euro EU countries	3,708	3,779	4,358	15.3	9.6	9.6	8.9	-7.3	2.1	1.6	2.0
Non-EU European countries	20,583	20,876	20,592	-1.4	1.2	1.0	1.0	-1.1	82.3	84.5	85.1
North America	1,649	1,622	1,824	12.5	14.7	14.4	13.1	-8.9	0.3	0.1	0.0
Caribbean, Central and South America	867	900	987	9.7	18.8	19.0	16.2	-14.6	1.2	0.4	0.2
Asia	2,217	2,414	2,561	6.1	15.2	14.3	12.3	-14.0	0.5	0.0	0.3
Africa	1,743	1,463	1,395	-4.7	13.7	14.7	15.9	7.6	0.0	0.1	0.1
Oceania	171	183	231	26.0	41.9	39.6	32.3	-18.3	0.1	0.0	0.0
Total	61,090	62,870	63,852	1.6	4.4	4.3	4.3	-1.6	52.9	53.2	51.3

Note: These are the top ten countries of destination in terms of total expenditure in 2016, as in Table 14. (1) Number of travellers in a given destination, which may differ from the number of travellers counted at border points because a single trip may involve multiple destinations.

Table 16

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

	Overall expenditure (millions of euros and per cent)				Number of travellers (thousands and per cent)				Number of overnight stays (millions and per cent)			
	2014	2015	2016	% change 2016 on 2015	2014	2015	2016	% change 2016 on 2015	2014	2015	2016	% change 2016 on 2015
Personal	14,336	14,401	14,981	4.0	44,445	45,619	44,111	-3.3	195.2	198.2	199.7	0.7
Holidays	8,187	8,342	8,937	7.1	17,653	17,642	18,510	4.9	98.9	102.4	107.2	4.7
Visiting friends and relatives	1,948	1,976	2,047	3.6	5,507	5,839	5,883	0.7	38.8	41.0	44.7	9.0
Other	4,202	4,082	3,996	-2.1	21,285	22,137	19,718	-10.9	57.5	54.9	47.8	-12.9
Business and professional	7,377	7,611	7,566	-0.6	14,995	15,606	17,858	14.4	73.7	74.4	72.9	-2.1
Total	21,713	22,012	22,547	2.4	59,440	61,225	61,969	1.2	268.9	272.6	272.6	0.0

Table 17

Expenditure by country and geographical area of residence: trips for personal reasons
(millions of euros and per cent)

	Personal reasons							
	2014	2015	2016	% change 2016 on 2015	of which: Holidays			% change 2016 on 2015
					2014	2015	2016	
United States	1,351	1,337	1,484	11.0	797	827	950	14.9
France	1,445	1,602	1,502	-6.3	954	1,090	978	-10.3
Spain	1,302	1,386	1,478	6.7	1,055	1,090	1,201	10.1
Switzerland	1,264	1,298	1,347	3.8	312	315	345	9.5
United Kingdom	889	933	997	6.9	345	391	407	4.1
Germany	540	489	552	12.8	288	280	286	2.1
Austria	655	677	632	-6.7	341	358	409	14.2
China	160	135	136	0.4	60	46	57	24.9
Greece	565	559	601	7.6	523	517	565	9.2
Australia	267	290	321	10.6	82	96	152	58.0
Euro Area	5,674	5,987	5,961	-0.4	3,666	3,919	4,042	3.1
Non-euro EU countries	1,594	1,627	1,705	4.8	742	786	812	3.3
Non-EU European countries	1,966	1,853	1,905	2.8	646	580	611	5.4
North America	1,667	1,622	1,864	15.0	970	994	1,165	17.3
Caribbean, Central and South America	792	774	949	22.5	508	487	671	37.7
Asia	1,178	1,221	1,290	5.6	766	815	903	10.7
Africa	1,069	884	869	-1.7	739	587	522	-11.0
Oceania	324	353	405	14.5	92	115	187	61.8
Total	14,336	14,401	14,981	4.0	8,187	8,342	8,937	7.1

Note: These are the top ten countries of destination in terms of total expenditure in 2016, as in Table 14.

Table 18

Expenditure and number of travellers by type of holiday

	Overall expenditure (millions of euros and per cent)						Numbers of travellers (thousands)		
	2014		2015		2016		2014	2015	2016
	expenditure	% share	expenditure	% share	expenditure	% share			
Cultural vacation, cities of art and culture	3,950	48.3	3,920	47.0	3,676	41.1	7,817	7,937	6,779
Seaside	2,790	34.1	2,776	33.3	3,334	37.3	5,246	5,127	5,514
Lakeside	190	2.3	226	2.7	220	2.5	543	624	833
Mountains	349	4.3	382	4.6	386	4.3	1,440	1,413	1,709
Other	907	11.1	1,038	12.4	1,321	14.8	2,606	2,541	3,674
Total	8,187	100.0	8,342	100.0	8,937	100.0	17,653	17,642	18,510

Table 19

Breakdown of expenditure and overnight stays by type of accommodation

	Overall expenditure (per cent)				Overnight stays (per cent)				Average expenditure per night (1) (euros and per cent)			
	2014	2015	2016	% change 2016 on 2015	2014	2015	2016	% change 2016 on 2015	2014	2015	2016	% change 2016 on 2015
Hotel or holiday village	53.3	52.8	55.0	4.1	34.6	33.9	34.1	0.7	124.6	125.7	133.2	5.9
Friends and relatives	14.4	14.1	11.8	-16.4	21.5	21.7	20.5	-5.4	54.1	52.3	47.4	-9.5
Own or rented vacation home	17.2	18.1	17.7	-2.2	35.3	35.3	34.5	-2.2	39.4	41.4	42.5	2.5
Other	6.6	6.6	6.6	-0.3	8.7	9.1	10.8	19.1	61.5	58.9	50.6	-14.2
No overnight stay	8.5	8.4	8.9	7.0	-	-	-	-	-	-	-	-
Total	100.0	100.0	100.0		100.0	100.0	100.0		80.8	80.7	82.7	
<i>Memorandum item:</i>	Expenditure (millions of euros and per cent)				Overnight stays (thousands and per cent)				Average expenditure per night (2) (euros and per cent)			
Total (2)	21,713	22,012	22,547	2.4	268,861	272,628	272,573	0.0	80.8	80.7	82.7	2.4

(1) Average expenditure per night is calculated as the ratio of the expenditure of all visitors (overnight and same-day) to the number of overnight stays. - (2) Refers to all travellers (both overnight and same-day visitors).

Table 20

Breakdown of expenditure and travellers by mode of transport

	Overall expenditure (millions of euros and per cent)						Numbers of travellers (thousands and per cent)					
	2014		2015		2016		2014		2015		2016	
Road	4,958	22.8	4,974	22.6	4,770	21.2	41,176	69.3	42,619	69.6	41,787	67.4
Air	16,139	74.3	16,480	74.9	17,182	76.2	16,911	28.5	17,253	28.2	18,693	30.2
Sea	373	1.7	314	1.4	315	1.4	793	1.3	736	1.2	845	1.4
Rail	243	1.1	243	1.1	279	1.2	560	0.9	617	1.0	643	1.0
Total	21,713	100.0	22,012	100.0	22,547	100.0	59,440	100.0	61,225	100.0	61,969	100.0

Table 21

Breakdown of expenditure by category
(per cent, unless otherwise specified)

Year	Transport (1)	Accommodation	Food and drink	Shopping	Other	Total (millions of euros)
2014	13.6	44.8	20.5	14.4	6.7	21,713
2015	13.3	44.8	21.0	14.1	6.9	22,012
2016	11.9	44.5	21.9	14.6	7.0	22,547

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

The Statistical Appendix is available on the Bank of Italy's website at: <http://www.bancaditalia.it/statistics>

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