

Survey on International Tourism

5 June 2020

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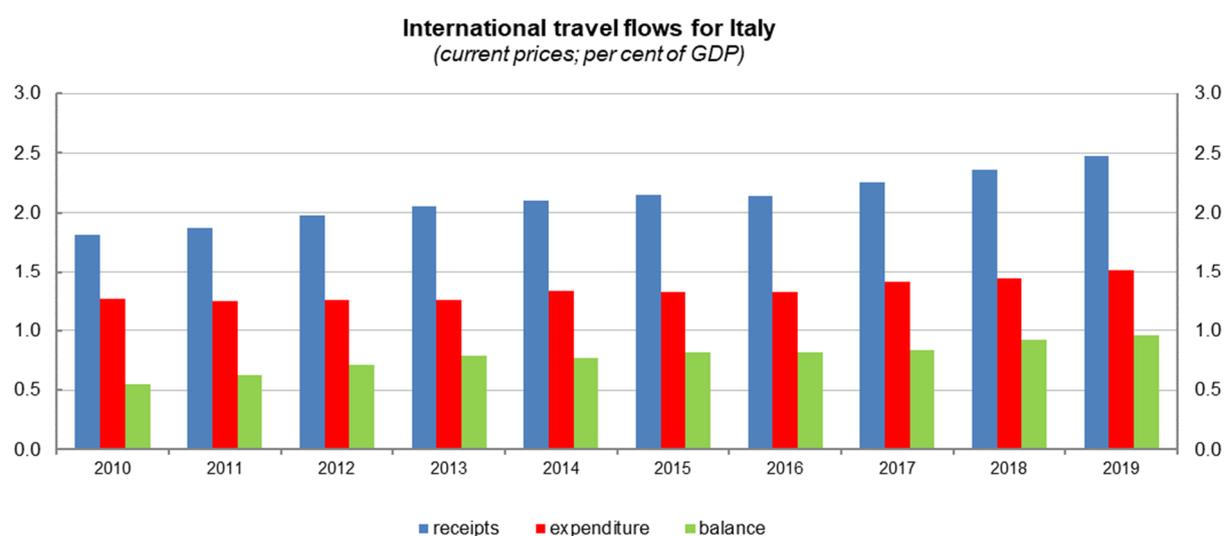
Main findings

According to the Bank of Italy's Survey on International Tourism, in 2019, foreign travellers' expenditure in Italy continued to increase at a steady rate (6.2 per cent), still driven by tourism from European countries and North America. Expenditure by Italian travellers abroad grew at a similar rate (6.3 per cent). This led to an increase in the travel surplus, to 1.0 per cent of GDP from 0.9 per cent in 2018; although this is a marginal increase, it continues a trend under way since the beginning of the decade (Figure 1). At a time of marked growth in international tourism at global level, Italy's market share remained constant.

The growth in Italy's tourism receipts in 2019 was mainly due to the expenditure of travellers from Germany and Austria, among European countries, as well as from the United States and Canada. The receipts from visitors from Asia, who still account for a fairly limited share, returned to growth. Although the expenditure of travellers in Italy increased both for business travel and for holidays, the latter was the main driver of the rise in total receipts, especially mountain and seaside holidays. Expenditure for holidays in cities of art and culture, which are the most common for foreign travellers to Italy, increased at a lower rate.

The gradual spread of the COVID-19 epidemic has had a considerable impact on international tourism flows since early 2020; both the receipts for tourism in Italy and the expenditure of Italians travelling abroad recorded a considerable contraction in March.

Figure 1



Source: For GDP, Istat.

Reference period: 2019

Introduction¹

According to balance of payments data, international tourism receipts reached €44.3 billion in Italy in 2019, equal to 41 per cent of exports of services and to about 8 per cent of total exports; expenditure for foreign travel (€27.1 billion) accounted for one quarter of imports of services and for 5 per cent of total imports. Italy's travel balance is structurally positive, reaching €17.2 billion in 2019 (equal to 1.0 per cent of GDP), and contributing about one third to the current account balance (€52.9 billion; Table 1 and Figure 1). Also when valued at constant prices, receipts for international tourism continued to grow in 2019, continuing a trend under way since the end of the global financial crisis.

The public health emergency caused by the COVID-19 epidemic led to the suspension at the beginning of March 2020 of the sample survey on which the Bank of Italy's Survey on International Tourism is based; as a result, some alternative information channels were set up to estimate the tourism balance, mainly based on mobile phone data and credit and debit card transactions. The impact of the epidemic on tourism flows, which had already become clear at the end of February, is considerable: compared with the same month in 2019, there was a fall of around 80 per cent in March in Italy's travel receipts and of 70 per cent in Italian travellers' expenditure abroad. The uncertainty over the spread of infection and over how long the restrictive measures on travel imposed at global level will last (see the box 'The importance of and the outlook for international tourism for EU countries') makes it difficult to quantify the expected worsening in Italy's tourism balance in 2020 as a whole.

Italy's place in the international rankings

Italy's share of world receipts from international tourism remains constant

In 2019, world international tourism receipts went up by 7.4 per cent, to €1,322 billion (Table 2). Italy's market share, the fifth in the world for tourism receipts together with the United Kingdom, remained stable. Spain's world market share increased, while that of the other main euro-area countries – France, the United Kingdom and Germany – shrank slightly, as it did for the United States.

The number of overnight travellers in Italy grew by almost 3 million compared with 2018 (to 65 million). The increase in foreign tourists was far less pronounced in Spain, the second most visited country after France, and in Germany.

American, British and French tourists drive the growth in global spending

American, British and French tourists made the largest contribution to the growth in international tourism spending worldwide in 2019 (measured in euros), while the contribution of tourists from China (the top nationality in terms of spending on foreign travel) was negative; spending abroad by Germans made a positive though modest contribution (Table 3).

THE IMPORTANCE OF AND THE OUTLOOK FOR INTERNATIONAL TOURISM FOR EU COUNTRIES

The spread of the COVID-19 epidemic is having a drastic impact on international tourism at global level. According to the estimates of the World Tourism Organization (UNWTO), international tourist flows in 2020 are expected to record a fall of between 58 and 78 per cent compared with 2019,¹ while the OECD estimates a fall of between 45 and 70 per cent.²

According to the estimates of the World Travel and Tourism Council (WTTC), in 2019, 9.5 per cent of the EU's GDP – and 11.2 per cent of employment – stemmed directly and indirectly from domestic and international tourism;³ according to balance of payments data, which only takes the latter component into account, in the same year, exports of tourism services generated around €428 billion of receipts for the EU, equal to 2.6 per cent of GDP.

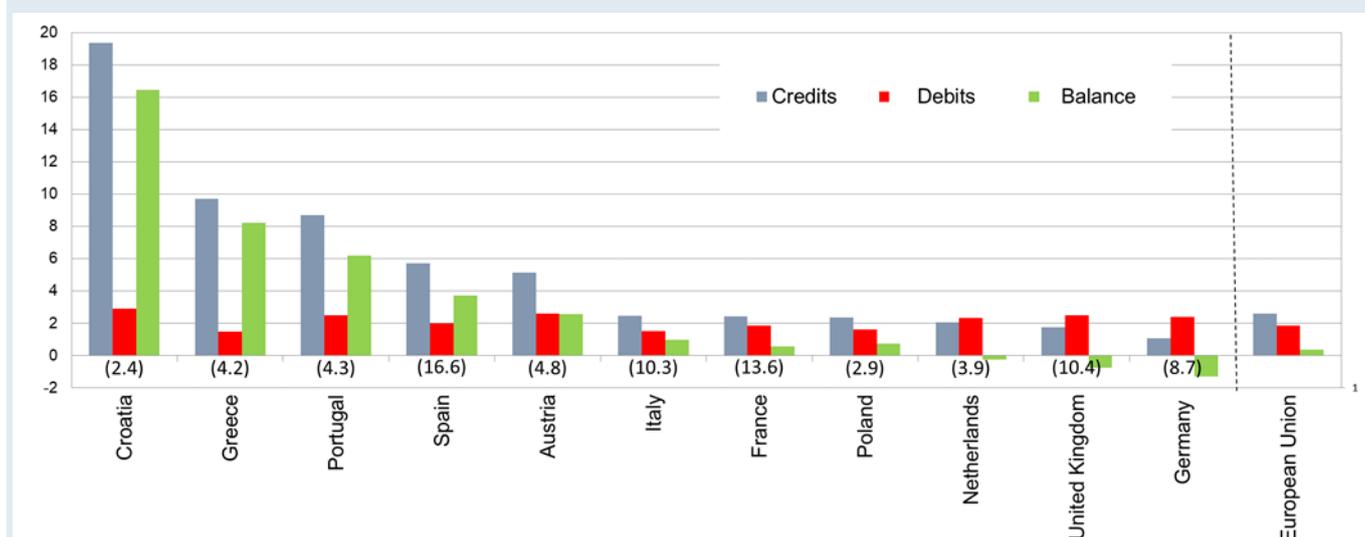
International tourism receipts make a significant contribution to GDP in various Member States, especially countries that are small and/or not very specialized in industrial sectors and advanced services, but they also carry a certain amount of weight in some larger countries with greater sectoral diversification (see the figure). International tourism is a leading sector in Croatia, Greece and Portugal, which have a very high travel surplus; it is unlikely that the collapse in tourism service exports in these countries will be offset by an increase in the demand for domestic tourism. Spain and Austria also have an ample surplus (3.7 and 2.6 per cent of GDP respectively) and their foreign receipts

¹ By Rita Cappariello and Angela Di Gioia. 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 [Metodi e fonti: note metodologiche](#) 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 travellers' 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.

stand at around 5 per cent of GDP. For Italy and France, exports of tourism services, which collectively account for almost one quarter of those for EU countries as a whole, represent a far more limited share of GDP, at around 2.5 per cent. For these two economies, the tourism balance surplus, though significant, is somewhat smaller (about 1 per cent of GDP), signalling that this sector is less dependent on a recovery in the flows of foreign travellers, as they could be at least partially replaced by domestic tourists.

Figure

Tourism balance for some EU countries in 2019 (1)
(flows at current prices as a percentage of GDP)



Sources: Based on Eurostat data and for Italy, on Bank of Italy data.

(1) Each country's tourist exports as a share of the EU total is in brackets. The figure shows, in descending order by tourist service exports as a share of GDP, only those countries for which the exports account for at least 2 per cent of the EU total.

In 2019, two thirds of the international tourism receipts of EU countries were attributable to travellers from other Member States; the share is particularly high (around 80 per cent) for Austria, Croatia and the Netherlands, a little lower for Spain and Portugal (about 73 per cent for both countries), while for Italy, France and above all the United Kingdom it is below the average, indicating a greater openness towards more distant geographical areas.

Assessing the outlook for international tourist flows in EU countries over the next few months is particularly complex, given the uncertainty over the spread of the epidemic and over the duration of the restrictive measures on people's movements between countries. In May, the European Commission promoted the gradual removal of travel restrictions and controls within the EU between member states with similar epidemiological situations, together with the progressive easing of the restrictions in individual countries.⁴ It also issued some guidelines for drawing up protocols for the safe reopening of tourist facilities (transport, hotels and other types of accommodation, and restaurants) that can restore the confidence of travellers. These initiatives could provide a strong stimulus for the recovery of international intra-EU tourism flows over the next few months, which would also benefit Italy.

¹ UNWTO, *World Tourism Barometer. Special focus on the Impact of COVID-19*, May 2020. According to another UNWTO report (*Covid – 19 Related travel restrictions - A global review for tourism*, 28 April 2020), at the end of April, all tourist destinations worldwide were affected by travel restrictions linked to the spread of the virus. Countries have applied four different types of restriction: i) total or partial ban on the entry of passengers achieved by closing their borders (in 45 per cent of cases); ii) suspension of international flights (30 per cent); iii) ban on the entry of passengers from certain countries (18 per cent); and iv) introduction of quarantine measures for incoming passengers or not granting entry permits (7 per cent).

² OECD, *Tackling Coronavirus (Covid-19). Contributing to a global effort. Tourism Policy Responses*, 15 April 2020.

³ WTTC, *The importance of travel & tourism in 2019**, April 2020.

⁴ On 13 May, the European Commission presented a package of guidelines and recommendations for the gradual lifting of travel restrictions within the EU, while respecting necessary health precautions. Although they introduce a principle of non-discrimination, according to which when a Member State decides to remove the restrictions on travel to and from its territory or specific regions or areas, it should do so in a non-discriminatory manner, allowing travel from all areas, regions or countries in the EU with similar epidemiological conditions, the lifting of restrictions and controls will only take place if precise criteria are respected (including the possibility of applying containment measures throughout the whole journey, for example by creating tourist corridors).

Foreign travellers in Italy

Expenditure by foreign tourists in Italy increases further ...

trip duration stood at 6.2 nights, as it did in 2018.

In 2019, the overall expenditure of foreign travellers in Italy rose by 6.2 per cent compared with 2018, exceeding €44 billion (Table 4). There was a sizeable increase in spending by overnight travellers, who account for about 95 per cent of the total, driven by both the increase in the number of travellers and in the average spending per night. The average

... buoyed by tourists from Europe and North America

to growth.

The growth in both receipts and in the number of travellers was driven above all by tourists from Europe, especially from Germany and Austria, and from North America (Tables 5 and 6); from the latter area, the United States remains the biggest importer of Italian tourism services outside the European Union. The receipts from Asian tourists returned

Expenditure grows for both holidaymakers and business travellers

The growth in receipts in 2019 was driven by travel for holidays and other personal reasons; spending on business travel, which accounts for 13 per cent of the total, continued to grow significantly (Table 7).

Receipts for seaside and mountain holidays increase ...

remained stable for the latter. The positive performance of international tourism in 2019 was mainly due to seaside and mountain holidays; holidays in cities of art and cultural holidays, the leading type of holiday by spending of foreign tourists in Italy, made a positive though smaller contribution (Table 9). Just over 9 million of the 41.5 million foreign tourists overall that came to Italy on holiday purchased package trips, which accounted for about one third of total receipts.

In 2019, almost 42 million foreigners visited Italy for holiday purposes, generating receipts of more than €28 billion, 3.6 per cent more compared with 2018 (Tables 8 and 9). Receipts from tourists from North America and from some euro-area countries increased, especially Germany and Austria. Despite the higher numbers of holidaymakers from France and the United Kingdom, the corresponding receipts declined for the former and

... as does the number of tourists who prefer to stay in rented accommodation

Overnight stays in rented accommodation, whose share of the total has grown with the expansion in recent years of the availability of private accommodation advertised on digital platforms, continued to rise in contrast to the fall in overnight stays in hotels and tourist villages, which nevertheless saw an increase in average spending per night (on accommodation, see the box 'Characteristics of the accommodation on offer in Italy: a comparison with European countries'). The total spending of tourists staying in rented accommodation boosted the growth in overall receipts while that of people staying overnight in hotels or holiday villages, which still remain the preferred type of accommodation for foreign tourists, made a smaller contribution (Table 10).

CHARACTERISTICS OF THE ACCOMMODATION ON OFFER IN ITALY: A COMPARISON WITH EUROPEAN COUNTRIES

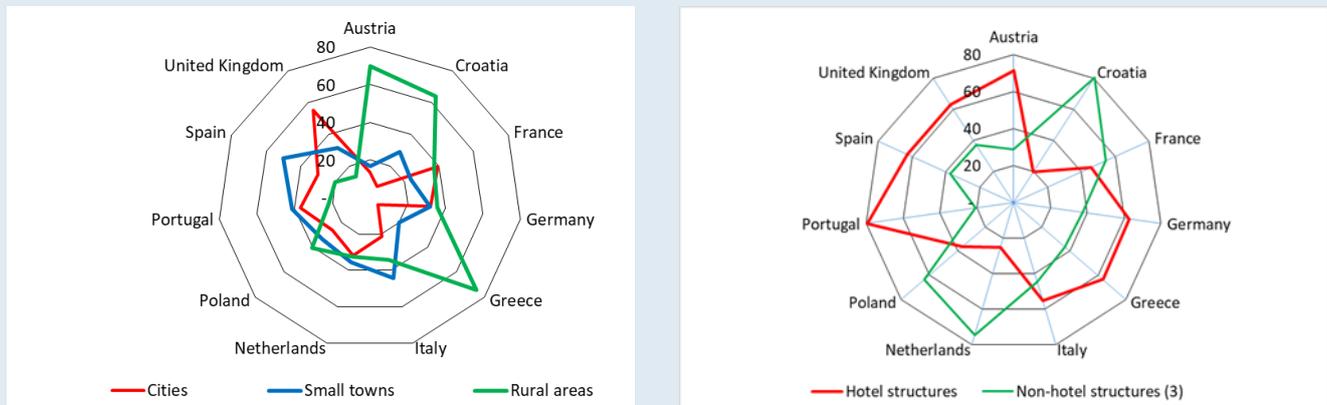
The perception of the public health risk connected with the COVID-19 epidemic is likely to modify the characteristics of tourists' demand for travel, which could on the one hand favour destinations with a relatively low level of congestion, and on the other hand, types of accommodation that better respond to the need for physical distancing.¹ In order to assess the match between the tourism services provided by various EU countries and the probable peculiarities in demand over the next few months, an analysis of their accommodation by location and by characteristics is presented as follows.

Panel (a) of the figure shows the distribution of bed places by degree of urbanization.² In countries such as Portugal, France and above all the United Kingdom, the share of bed places in densely populated areas, for which a greater and prolonged downsizing of demand can be assumed, is quite high (between 37 and 55 per cent; red line in the figure). The share of large urban centres is instead very small in Greece and Croatia (5 and 7 per cent respectively); it stands at 21 per cent in Italy and at 30 per cent in Spain.

Distribution of bed places in tourist accommodation in 2018 (1)(2)
(percentage shares)

(a) By degree of urbanization

(b) By type of accommodation in small towns and in rural areas



Source: Based on Eurostat data.

(1) Bed places in accommodation other than campsites. – (2) The figures only show countries for which the exports of tourism services as a share of GDP account for at least 2 per cent of the EU total. For France, the data refer to 2019; for the United Kingdom, to 2016. – (3) Includes rented accommodation, rural hotels, bed and breakfasts, holiday villages, hostels, mountain refuges and other accommodation excluding campsites.

The matching of the supply of tourism services to the hypothesized new features of demand depends on the type of accommodation, as well as on population density. While hotels have shared spaces, which makes it necessary to intervene in order to apply physical distancing rules, the non-hotel category includes types of accommodation that vary greatly in how they respond to the need for distancing, from rented houses to hostels. Panel (b) considers the capacity for tourist accommodation of the two categories in areas with a low or medium degree of urbanization, namely rural areas and small towns; there is a clear polarization of countries between a model where the supply consists mainly of hotels (Portugal and Austria, but also Spain, Greece, the United Kingdom and Germany) and countries with more non-hotel structures (Croatia, the Netherlands, Poland and France). Italy's supply of tourist accommodation is in an intermediate position.

Focusing on non-hotel structures alone, Italy has a particularly high supply of bed places, given the low average size of the accommodation (10 bed places per structure, Table 1); the ample availability of rented accommodation is the main contributory factor here. In other countries – except for Croatia, Greece and the United Kingdom – the greater average size suggests that supply is much more oriented towards accommodation with shared spaces (holiday villages, youth hostels and/or mountain refuges).

Table

Accommodation and bed places in small towns and in rural areas by type in 2018 (1) (2)

COUNTRIES	Hotels			Non-hotel structures (3)			Total		
	Structures	Bed places	Bed places per structure	Structures	Bed places	Bed places per structure	Structures	Bed places	Bed places per structure
Austria	11,238	515,401	46	7,494	206,007	27	18,732	721,408	39
Croatia	937	156,214	167	96,709	637,833	7	97,646	794,047	8
France	11,703	635,654	54	2,664	755,164	283	14,367	1,390,818	97
Germany	26,023	1,094,168	42	13,697	655,541	48	39,720	1,749,709	44
Greece	9,290	757,554	82	27,776	433,962	16	37,066	1,191,516	32
Italy	26,467	1,717,718	65	136,787	1,392,662	10	163,254	3,110,380	19
Netherlands	2,422	111,989	46	2,390	332,542	139	4,812	444,531	92
Poland	2,889	203,443	70	5,989	352,190	59	8,878	555,633	63
Portugal	1,576	226,372	144	2,262	58,502	26	3,838	284,874	74
United Kingdom	24,508	725,475	30	32,155	430,299	13	56,663	1,155,774	20
Spain	13,323	1,239,228	93	28,078	736,568	26	41,401	1,975,796	48
European Union (28)	149,668	8,730,009	58	381,119	6,896,128	18	530,787	15,626,137	29

Source: Based on Eurostat data.

(1) Bed places in tourist accommodation in small towns or rural areas. – (2) For the United Kingdom, the data refer to 2016. – (3) Rented accommodation, rural hotels, bed and breakfasts, holiday villages, hostels, mountain refuges and other places excluding campsites.

The data taken from Istat's survey on the capacity of tourist establishments³ make it possible to further analyse the characteristics of Italy's non-hotel structures: rented accommodation structures run as a business, often advertised on digital intermediation platforms or directly on the Internet, account for 61 and 51 per cent of accommodation and bed places respectively in the non-hotel structure category; the shares are 11 and 18 per cent respectively for rural

hotels. The Bank of Italy's Survey on International Tourism provides information on average prices per night in 2019, equal to €32 and €58 respectively for rental houses and rural hotels, which are considerably lower than that for hotels (€76).

¹ The communication from the European Commission, '[COVID-19: EU Guidance for the progressive resumption of tourism services and for health protocols in hospitality establishments](#)' suggests the adoption of some measures to guarantee that physical distancing is maintained in shared spaces, for example, establishing a maximum number of guests allowed in shared spaces where they are likely to gather for prolonged periods of time (more than 15 minutes). It also establishes that, when physical distancing cannot be maintained, alternative measures should be considered, such as the use of glass or plastic teller panels or the wearing of masks.

² The subdivision of accommodation by degree of urbanization – densely populated areas (cities), areas of intermediate density (small towns) and sparsely populated areas (rural areas) – responds to the criteria established for the European statistics on tourism by Regulation (EU) No 692/2011 of the European Parliament and of the Council.

³ For a description of the official statistics on tourism in Italy, see Bank of Italy and Istat, '[Breve guida alle statistiche sul turismo: differenze di finalità, fenomeni osservati, definizioni e metodologie nelle indagini sul turismo della Banca d'Italia e dell'Istat](#)', June 2020 (only in Italian).

An increasing number of tourists travel by air

In 2019, the share of foreign tourists that travel to Italy by air rose further, a trend under way for some years thanks to widespread low cost flights. Air travellers to Italy account for 41 per cent of the total and for 64 per cent in terms of expenditure (Table 11). Road travel remains the most commonly used mode of transport, especially by the large number of

same-day travellers.

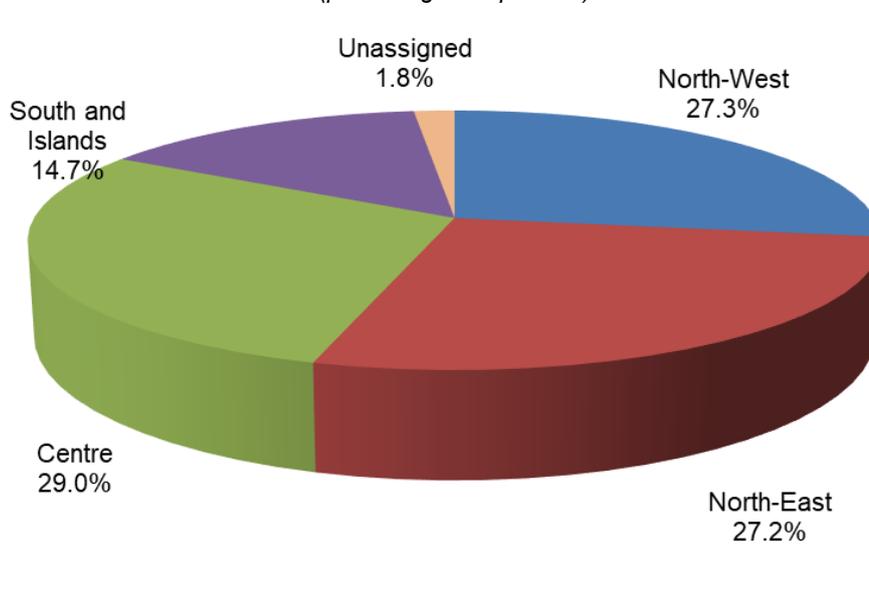
Tourism receipts increase above all in the North-West

International tourism receipts increased in all of Italy's macro-areas: growth was more marked in the northern regions and especially in the North-West, whose share grew to the detriment above all of the regions in the Centre. The latter, however, thanks to the attractiveness of the cities of art, are still the favourite destination for foreigners, with a

share equal to 29 per cent in 2019 (Figure 3 and Table 12). The shares of the North-East and of the South and Islands remained essentially stable.

Figure 3

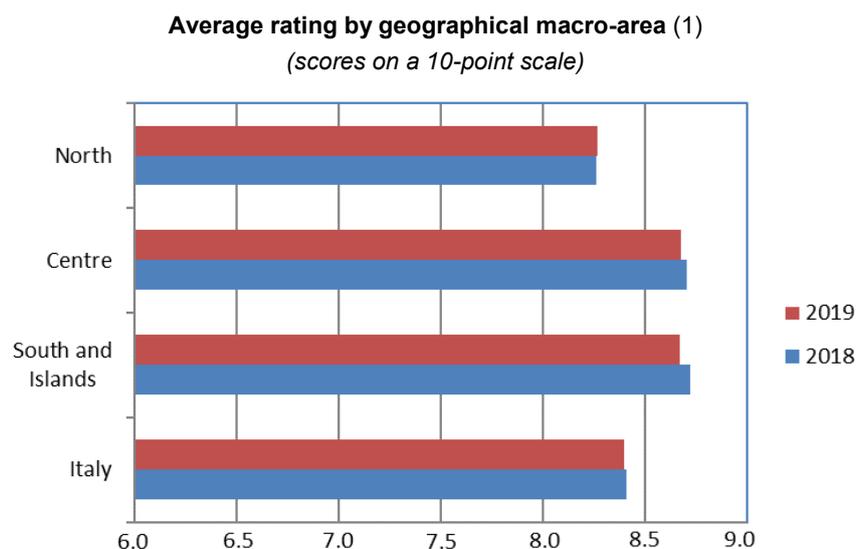
Foreign travellers' expenditure in Italy in 2019, by geographical area
(percentage composition)



Some 90 per cent of foreigners say their stay in Italy exceeds their expectations

Foreign travellers' opinions of their stay in Italy were favourable overall. The average assessment was positive for all the macro-areas, especially for the Centre and for the South and Islands (Figure 4). As in the previous year, about 90 per cent of the tourists interviewed reported that their stay in Italy exceeded their expectations.

Figure 4



(1) For each macro-area, average of ratings provided by travellers interviewed, after grossing-up to the universe total of travellers that visited that destination. Ratings by respondents who did not indicate their destination were excluded.

Italian travellers abroad

Spending by Italian tourists abroad grows again ...

In 2019, Italians made 66.7 million trips abroad, with an expenditure of €27.1 billion (1.6 and 6.3 per cent higher respectively than in 2018; Table 13). The growth in the spending of overnight travellers (7.1 per cent) continued, caused by both the greater number of overnight stays and by the increase in average daily spending; average trip duration remained stable, at 8.4 days.

... in euro area countries, especially in France and Spain

Spending by Italians visiting other euro area countries grew significantly, especially in France and Spain, which are Italy's favourite tourist destinations, and in Germany (Tables 14 and 15). Among the destinations outside the European Union, spending declined in America, especially in central and southern America. In contrast, spending dynamics were buoyant in Asia and Africa, which account for over one fifth of total spending by Italian tourists abroad.

Italians' holiday and business trips increase

In 2019, the growth in spending and in the number of trips abroad by Italians was driven both by trips for personal reasons – especially for holidays, which account for over 40 per cent of expenditure – and for business purposes (Table 16). Taking into account holiday travel alone, the growth in spending is largely due to Asian and African destinations, which have been steadily increasing over the last three years; holidays in other euro area countries also made a significant contribution (Table 17). As regards the type of holiday, the growth in spending by Italians on holiday abroad was mainly attributable to seaside holidays: they have been the main type of holiday since 2018, with 7 million trips (Table 18).

Spending on hotels by Italian travellers abroad grows

Overnight stays in hotels and holiday villages, which are the types of accommodation preferred by Italian overnight travellers, grew at a steady pace (7.3 per cent) leading to a similar rise in overall spending; average spending per night actually remained stable. For rented homes, the increase in number of overnight stays was lower, while overall spending remained essentially stable (Table 19).

In 2019, Italians (including same-day travellers) made almost 41 million trips using road transport to travel abroad; more than three quarters of total spending was in any case borne by those travelling by air (Table 20).

The share of the total budget spent on accommodation increases slightly

The share of spending on accommodation increased slightly, to 47.5 per cent (Table 21), while that on shopping declined.

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 12 refer to foreign travellers in Italy while Tables 13 to 21 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
Current prices										
Receipts	29.3	30.9	32.1	33.1	34.2	35.6	36.4	39.2	41.7	44.3
Expenditure	20.4	20.6	20.5	20.3	21.7	22.0	22.5	24.6	25.5	27.1
Balance	8.8	10.3	11.5	12.8	12.5	13.5	13.8	14.6	16.2	17.2
Receipts (% of GDP)	1.8	1.9	2.0	2.1	2.1	2.1	2.1	2.3	2.4	2.5
Expenditure (% of GDP)	1.3	1.2	1.3	1.3	1.3	1.3	1.3	1.4	1.4	1.5
Balance (% of GDP)	0.5	0.6	0.7	0.8	0.8	0.8	0.8	0.8	0.9	1.0
<i>Memorandum item:</i> <i>Current account balance</i>	-53.1	-46.6	-3.7	17.9	30.9	23.5	44.0	44.7	44.0	52.9
Chain-linked prices (base year 2015)										
Receipts	31.5	32.3	32.5	33.2	34.3	35.6	36.4	38.7	40.8	43.1
Expenditure	22.7	22.4	21.4	21.3	22.7	22.0	22.8	24.5	25.6	26.5
Balance	8.8	9.9	11.1	11.8	11.5	13.5	13.6	14.2	15.2	16.6

Source: Istat for GDP and for 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)			
	2017	2018	2019	2019		2017	2018	2019	2019
	billions of euros			share	% change	millions			% change
World	1,192.0	1,231.0	1,322.0	100.0	7.4	1,333.0	1,408.0	1,462.0	3.8
United States	186.5	181.8	191.3	14.5	5.2	77.2	79.7	79.3	-0.5
Spain	66.7	69.0	71.2	5.4	3.2	81.9	82.8	83.7	1.1
France	52.1	55.5	58.4	4.4	5.2	86.9	89.4
Thailand	46.4	47.7	54.1	4.1	13.4	35.6	38.2	39.8	4.2
United Kingdom	42.1	41.2	44.6	3.4	8.3	37.7	36.3
Italy	39.2	41.7	44.3	3.4	6.2	58.7	62.1	65.0	4.6
Japan	30.1	35.6	41.1	3.1	15.4	28.7	31.2	32.2	3.2
Australia	36.9	38.1	41.1	3.1	7.9	8.8	9.2	9.5	3.3
Germany	35.3	36.4	37.2	2.8	2.2	37.5	38.9	39.6	1.8
Macao (China)	31.8	34.5	35.3	2.7	2.3	17.3	18.5	18.6	0.5
China	34.1	34.2	32.0	2.4	-6.4	60.7	62.9	65.7	4.5
India	24.2	24.2	26.8	2.0	10.7	15.5	17.4
Turkey	19.9	21.4	26.6	2.0	24.3	37.6	45.8	51.2	11.8
Hong Kong (China)	29.5	31.2	25.9	2.0	-17.0	27.9	29.3	23.8	-18.8
Canada	22.1	22.3	24.0	1.8	7.6	20.9	21.1	22.1	4.7

Source: Based on UNWTO World Tourism Barometer data (May 2020) 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); for France, United Kingdom and India the figure on the number of foreign tourists in 2019 is not available.

Table 3

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

	2017	2018	2019	2019
	billions of euros			% changes
China	228.3	234.8	227.4	-3.2
United States	119.4	122.3	136	11.2
Germany	78.8	80.9	82.1	1.5
United Kingdom	57.5	58.5	63.5	8.5
France	37.9	40.5	44.8	10.6
Australia	30.5	31.3	32.4	3.5
Russian Federation	27.5	29.0	32.3	11.4
Canada	30.7	29.1	31.1	6.9
Korea (ROK)	28.1	29.7	28.9	-2.7
Italy	24.6	25.5	27.1	6.3
Hong Kong (China)	19.6	22.7	24.9	9.7
Spain	22.5	22.4	23.8	6.3
Singapore	22.2	22.2	23.8	7.2
Netherlands	16.3	18.0
Belgium	16.1	17.1	19	11.1

Source: Based on *UNWTO World Tourism Barometer* data (May 2020) 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).

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 (nights and percentage changes)			Average expenditure per night (2) (euros and percentage changes)		
	2018	2019	var. %	2018	2019	var. %	2018	2019	var. %	2018	2019	var. %	2018	2019	var. %
Overnight visitors (1)	39,478	42,164	6.8	62.1	65.0	4.6	387.3	0.0	3.8	6.2	0.0	-0.8	101.9	104.9	2.9
Same-day visitors (2)	2,235	2,138	-4.3	31.9	0.0	-2.4	0	0	-	0	0	-	70.1	68.7	-2.0
Travellers (overnight and same-day)	41,712	44,302	6.2	94.0	65.0	2.2	387.3	0.0	3.8	4.1	0.0	1.5	107.7	110.2	2.3

(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)			Overall expenditure (millions of euros and percentage changes on the previous year)			Average of expenditure per night (euros)		
	2017	2018	2019	2019		2017	2018	2019	2019	2017	2018	2019
millions of euros			% comp.	% change	millions of euros			% change	euros			
Germany	6,557	7,098	7,621	17.2	7.4	6,429	6,962	7,516	8.0	86.3	89.0	91.6
United States	4,481	5,025	5,544	12.5	10.3	4,468	5,014	5,537	10.4	137.3	140.6	140.3
France	3,899	4,251	4,396	9.9	3.4	3,463	3,767	3,913	3.9	89.1	88.5	90.7
United Kingdom	3,029	3,548	3,796	8.6	7.0	3,010	3,537	3,785	7.0	99.7	105.8	106.2
Switzerland	2,499	2,520	2,546	5.7	1.0	1,566	1,588	1,593	0.3	101.7	112.1	116.4
Austria	1,728	1,886	2,121	4.8	12.4	1,577	1,723	1,998	15.9	94.0	93.5	98.8
Canada	1,242	1,550	1,839	4.2	18.7	1,237	1,544	1,838	19.0	140.2	152.6	164.4
Spain	1,317	1,525	1,673	3.8	9.7	1,296	1,501	1,648	9.8	71.0	72.2	74.4
Netherlands	1,165	1,222	1,313	3.0	7.5	1,155	1,210	1,298	7.3	81.8	88.0	94.1
Australia	1,155	1,172	1,116	2.5	-4.7	1,153	1,170	1,114	-4.7	152.0	142.7	148.3
Euro Area	16,916	18,189	19,238	43.4	5.8	15,959	17,163	18,266	6.4	86.1	87.3	90.1
Non-euro EU countries	5,881	6,315	6,872	15.5	8.8	5,658	6,130	6,714	9.5	85.9	89.3	94.1
Non-EU European countries	4,572	4,629	4,623	10.4	-0.1	3,619	3,652	3,646	-0.2	108.5	109.7	114.3
North America	5,857	6,728	7,546	17.0	12.2	5,838	6,711	7,538	12.3	137.2	143.1	145.1
Caribbean, Cent. and S. America	1,538	1,601	1,720	3.9	7.5	1,532	1,591	1,713	7.7	120.8	117.8	108.0
Asia	2,826	2,758	2,856	6.4	3.6	2,813	2,744	2,847	3.8	162.6	162.9	170.0
Oceania	1,286	1,289	1,224	2.8	-5.1	1,282	1,286	1,221	-5.1	150.5	142.1	142.5
Africa	278	203	223	0.5	10.0	276	201	220	9.2	98.9	79.4	73.8
Total	39,155	41,712	44,302	100	6.2	36,977	39,478	42,164	6.8	100.4	101.9	104.9

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					of which: Overnight visitors						
	<i>(millions, percentage composition and percentage changes on the previous year)</i>					<i>(millions and percentage changes on the previous year)</i>				<i>(nights)</i>		
	2017	2018	2019	2019		2017	2018	2019	2019	2017	2018	2019
	millions			% comp.	% change	millions			% change	nights		
Germany	14.7	15.7	16.2	16.8	2.9	12.5	13.5	14.0	3.2	6.0	5.8	5.9
United States	3.8	4.1	4.4	4.6	7.0	3.4	3.7	4.0	6.7	9.7	9.6	10.0
France	12.4	12.8	12.8	13.3	0.2	7.2	7.7	8.0	4.7	5.4	5.5	5.4
United Kingdom	5.3	6.0	6.4	6.6	6.2	4.9	5.7	6.0	6.2	6.1	5.9	5.9
Switzerland	13.6	13.4	13.3	13.9	-0.7	3.3	3.2	3.2	-0.5	4.6	4.4	4.3
Austria	7.5	7.8	8.0	8.4	2.5	3.7	4.0	4.3	6.8	4.5	4.6	4.7
Canada	1.0	1.1	1.2	1.2	5.1	0.9	1.0	1.0	4.7	10.0	10.1	10.7
Spain	3.0	3.3	3.5	3.7	6.1	2.6	3.0	3.2	6.6	6.9	6.8	6.8
Netherlands	2.3	2.3	2.3	2.4	-1.0	2.1	2.2	2.1	-1.3	6.7	6.3	6.5
Australia	1.0	1.0	1.0	1.1	3.9	0.8	0.8	0.8	4.1	9.7	10.5	9.2
Euro Area	49.5	51.5	52.3	54.4	1.5	32.3	34.5	35.7	3.5	5.7	5.7	5.7
Non-euro EU countries	13.9	14.6	15.6	16.2	7.2	11.3	12.1	13.3	10.4	5.8	5.7	5.4
Non-EU European countries	17.1	17.3	16.9	17.6	-2.1	6.5	6.7	6.4	-3.7	5.1	5.0	4.9
North America	4.9	5.4	5.7	6.0	6.9	4.4	4.8	5.2	6.8	9.7	9.7	10.1
Caribbean, Cent. and S. America	1.6	1.8	2.0	2.1	11.5	1.3	1.3	1.5	13.2	10.1	10.1	10.5
Asia	2.2	2.1	2.1	2.2	1.8	1.8	1.7	1.8	7.0	9.4	10.2	9.5
Oceania	1.1	1.1	1.2	1.2	1.6	0.9	0.9	0.9	2.6	9.7	10.2	9.4
Africa	0.3	0.3	0.3	0.3	5.2	0.3	0.2	0.2	5.2	10.4	12.0	13.5
Total	90.6	94.0	96.2	100	2.2	58.7	62.1	65.0	4.6	6.3	6.2	6.2

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				Number of travellers				Number of overnight stays			
	<i>(millions of euros and percentage changes on the previous year)</i>				<i>(millions and percentage changes on the previous year)</i>				<i>(millions and percentage changes on the previous year)</i>			
	2017	2018	2019	2019	2017	2018	2019	2019	2017	2018	2019	2019
	millions of euros			% change	milioni			% change	milioni			% change
Personal	33,849	36,188	38,500	6.4	75.4	78.9	80.5	2.1	327.6	345.5	358.4	3.7
Holidays	26,015	27,499	28,488	3.6	38.9	40.2	41.5	3.2	230.5	240.8	246.9	2.5
Visiting friends and relatives	3,814	4,099	4,946	20.7	10.0	10.0	10.4	4.1	59.4	63.5	66.7	5.0
Other	4,021	4,590	5,066	10.4	26.5	28.7	28.6	-0.1	37.6	41.2	44.8	8.7
Business and professional	5,306	5,524	5,802	5.0	15.3	15.2	15.6	2.9	40.8	41.8	43.7	4.5
Total	39,155	41,712	44,302	6.2	90.6	94.0	96.2	2.2	368.4	387.3	402.1	3.8

Table 8

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

	2017	2018	2019	2018 %	of which: Holidays			2018 %			
					millions of euros				2017	2018	2019
Germany	5,827	6,330	6,827	7.9	4,945	5,344	5,647	5.7			
United States	4,200	4,611	5,059	9.7	3,341	3,522	3,707	5.3			
France	3,413	3,767	3,916	4.0	2,427	2,641	2,539	-3.9			
United Kingdom	2,595	3,104	3,287	5.9	2,089	2,548	2,548	0.0			
Switzerland	2,342	2,372	2,377	0.2	1,089	1,154	1,079	-6.5			
Austria	1,520	1,723	1,925	11.7	1,186	1,322	1,545	16.9			
Canada	1,181	1,464	1,730	18.2	1,052	1,313	1,612	22.8			
Spain	1,069	1,309	1,452	11.0	719	840	892	6.1			
Netherlands	1,038	1,115	1,181	5.9	915	987	1,035	4.8			
Australia	1,095	1,130	1,093	-3.3	970	974	887	-8.9			
Euro Area	14,651	15,998	17,057	6.6	11,444	12,351	12,790	3.6			
Non-euro EU countries	4,815	5,215	5,628	7.9	3,736	4,108	4,299	4.7			
Non-EU European countries	3,788	3,872	3,812	-1.5	2,168	2,208	2,044	-7.4			
North America	5,502	6,221	6,939	11.5	4,487	4,939	5,441	10.2			
Caribbean, Cent. and S. America	1,428	1,461	1,615	10.5	1,111	1,088	1,182	8.6			
Asia	2,258	2,059	2,118	2.8	1,877	1,693	1,728	2.1			
Oceania	1,212	1,241	1,194	-3.8	1,082	1,060	965	-9.0			
Africa	195	121	137	13.7	110	52	38	-27.6			
Total	33,849	36,188	38,500	6.4	26,015	27,499	28,488	3.6			

Note: These are the top ten countries of residence in terms of 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)					
	2017	2018	2019	2019		2017	2018	2019	2019		
				comp.	% change				comp.	% change	
	millions of euros						millions				
Art and culture	15,516	15,787	16,057	56.4	1.7	20.1	19.4	19.7	47.6	1.5	
Seaside	5,471	6,552	6,822	23.9	4.1	8.2	9.8	10.2	24.5	3.9	
Lakeside	1,865	1,729	1,784	6.3	3.2	3.7	3.1	2.8	6.9	-8.4	
Mountains	1,420	1,589	1,825	6.4	14.8	3.4	3.5	4.0	9.7	15.0	
Other	1,742	1,842	2,001	7.0	8.6	3.6	4.4	4.7	11.3	7.8	
Total	26,015	27,499	28,488	100	3.6	38.9	40.2	41.5	100	3.2	

Table 10

Breakdown of expenditure and overnight stays by type of accommodation (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)			
	2017	2018	2019	2019		2017	2018	2019	2019		2017	2018	2019	2019
				comp.	var. %				comp.	var. %				
	milioni di euro						milioni							
Hotel or holiday village	23,132	23,927	24,317	57.7	1.6	155.4	161.6	157.6	39.2	-2.5	148.9	148.1	154.3	4.2
Friends and relatives	4,221	4,275	5,125	12.2	19.9	69.6	69.0	71.9	17.9	4.2	60.6	61.9	71.3	15.1
Rented vacation home	3,335	3,791	4,449	10.6	17.3	51.9	55.1	65.6	16.3	19.0	64.3	68.8	67.8	-1.4
Bed & breakfast	2,423	3,022	3,590	8.5	18.8	24.4	30.3	35.3	8.8	16.7	99.2	99.8	101.7	1.8
Other	3,865	4,464	4,683	11.1	4.9	67.1	71.3	71.7	17.8	0.6	57.6	62.6	65.3	4.3
Total	36,977	39,478	42,164	100	6.8	368.4	387.3	402.1	100	3.8	100.4	101.9	104.9	2.9

Note: (1) The table refers only to overnight travellers.

Table 11

Breakdown of expenditure and travellers by mode of transport

	Overall expenditure <i>(millions of euros, percentage composition and percentage changes on the previous year)</i>					Numbers of travellers <i>(millions, percentage composition and percentage changes on the previous year)</i>				
	2017	2018	2019	2018		2017	2018	2019	2018	
	millions of euros			% comp.	% change	millions			% comp.	% change
Road	13,270	13,788	14,495	32.7	5.1	53.4	53.5	53.4	55.5	-0.3
Air	24,588	26,600	28,420	64.2	6.8	34.2	37.3	39.5	41.1	5.9
Sea	422	416	432	1.0	4.0	1.6	1.7	1.7	1.8	1.5
Rail	874	908	956	2.2	5.2	1.4	1.5	1.5	1.6	3.3
Total	39,155	41,712	44,302	100	6.2	90.6	94.0	96.2	100	2.2

Table 12

Breakdown of expenditure by category and geographical area of destination in Italy
(percentage composition unless otherwise specified)

	Year	Transport (1)	Accommodation	Food and drink	Shopping	Other	Total <i>(millions of euros)</i>	Total <i>(% composition by geographical area)</i>
North-West	2017	11.7	36.3	21.3	25.9	4.8	10,554	27.0
	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
North-East	2017	9.9	43.1	22.2	18.5	6.4	10,496	26.8
	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
Centre	2017	9.3	43.9	24.0	14.2	8.6	11,642	29.7
	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
South and Islands	2017	8.0	48.7	19.4	15.2	8.6	5,757	14.7
	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
Unassigned	2017	14.0	39.6	23.3	12.9	10.3	706	1.8
	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
Italy total <i>(millions of euros)</i>	2017	3,910	16,539	8,660	7,295	2,750	39,155	100
	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
Italy total <i>(% composition)</i>	2017	10.0	42.2	22.1	18.6	7.0	100	-
	2018	9.8	43.5	22.1	17.6	7.0	100	-
	2019	9.3	44.7	21.9	17.1	7.0	100	-

(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 percentage changes)			Numbers of travellers (millions and percentage changes)			Numbers of overnight stays (millions and percentage changes)			Average duration of trip (nights and percentage changes)			Average expenditure per night (2) (euros and percentage changes)		
	2018	2019	var. %	2018	2019	var. %	2018	2019	var. %	2018	2019	var. %	2018	2019	var. %
Overnight visitors (1)	23,347	25,014	7.1	33.6	35.0	4.2	282.5	292.1	3.4	8.4	8.4	-0.7	82.7	85.6	3.6
Same-day visitors (2)	2,138	2,086	-2.4	32.1	31.8	-1.1	0	0	-	0	0	-	66.6	65.7	-1.3
Travellers (overnight and same-day)	25,485	27,100	6.3	65.7	66.7	1.6	282.5	292.1	3.4	4.3	4.4	1.8	90.2	92.8	2.8

(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 14

Expenditure by country and geographical area of destination

	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)							
	2017	2018	2019	2019	2017	2018	2019	2019	2017	2018	2019	
	millions of euros			% comp.	% change	millions of euros			% change	euros		
United States	2,521	2,808	2,821	10.4	0.5	2,521	2,808	2,821	0.5	141.2	143.5	147.1
France	2,175	2,299	2,563	9.5	11.5	2,027	2,124	2,404	13.2	62.6	64.7	69.5
Spain	2,024	2,218	2,391	8.8	7.8	2,024	2,218	2,390	7.8	72.3	74.5	76.7
Switzerland	1,577	1,523	1,551	5.7	1.9	497	463	471	1.7	85.6	86.3	86.6
United Kingdom	1,333	1,391	1,419	5.2	2.1	1,332	1,390	1,419	2.1	77.4	78.8	81.6
Germany	1,286	1,369	1,418	5.2	3.6	1,147	1,223	1,364	11.5	80.4	76.0	82.6
Austria	1,067	1,099	1,116	4.1	1.6	704	750	748	-0.3	86.5	86.0	86.5
Greece	779	947	973	3.6	2.7	779	947	973	2.7	77.4	80.9	84.6
China	666	671	694	2.6	3.4	666	671	694	3.4	96.6	104.4	114.6
Netherlands	474	486	454	1.7	-6.6	470	484	454	-6.2	86.0	88.2	96.6
Euro Area	9,437	10,001	10,491	38.7	4.9	8,394	8,931	9,491	6.3	72.7	73.6	76.7
Non-euro EU countries	2,690	2,713	2,659	9.8	-2.0	2,682	2,710	2,657	-1.9	67.9	74.4	73.5
Non-EU European countries	2,694	2,695	2,920	10.8	8.4	1,609	1,631	1,836	12.6	76.4	73.6	81.1
North America	3,168	3,415	3,363	12.4	-1.5	3,168	3,415	3,363	-1.5	136.7	140.1	140.3
Caribbean, Cent. and S. America	1,470	1,390	1,306	4.8	-6.0	1,468	1,390	1,306	-6.0	86.8	87.6	92.5
Asia	3,021	3,225	3,721	13.7	15.4	3,021	3,224	3,721	15.4	96.8	103.9	100.6
Africa	1,571	1,606	2,047	7.6	27.4	1,570	1,606	2,047	27.4	68.5	66.6	73.4
Oceania	449	363	501	1.8	37.8	449	363	501	37.8	74.4	71.0	98.2
Total	24,557	25,485	27,100	100	6.3	22,418	23,347	25,014	7.1	80.8	82.7	85.6

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

Table 15

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

	Numbers of travellers					of which: Overnight visitors						
	<i>(millions, percentage composition and percentage changes on the previous year)</i>					<i>(millions and percentage changes on the previous year)</i>				<i>Average duration of trip (nights)</i>		
	2017	2018	2019	2019		2017	2018	2019	2019	2017	2018	2019
	millions			% comp.	% change	millions			% change	nights		
United States	1.4	1.6	1.6	2.4	-0.3	1.4	1.6	1.6	-0.3	12.8	12.1	11.9
France	8.7	8.8	8.6	12.9	-2.2	5.5	5.8	5.7	-1.8	5.8	5.7	6.1
Spain	3.1	3.6	3.7	5.6	3.8	3.1	3.6	3.7	3.7	8.9	8.3	8.4
Switzerland	19.6	19.2	19.3	28.9	0.1	1.6	1.2	1.2	0.4	3.7	4.5	4.5
United Kingdom	1.8	1.8	1.9	2.8	1.6	1.8	1.8	1.9	1.8	9.8	9.6	9.3
Germany	3.3	3.6	3.8	5.6	5.5	2.8	3.1	3.5	15.3	5.1	5.2	4.7
Austria	6.3	6.1	6.0	9.0	-1.0	2.2	2.2	2.3	6.9	3.6	4.0	3.7
Greece	1.2	1.5	1.5	2.2	1.3	1.2	1.5	1.5	1.3	8.1	8.0	7.8
China	0.6	0.6	0.6	0.9	0.3	0.6	0.6	0.6	0.3	12.3	11.0	10.3
Netherlands	0.9	1.0	0.9	1.3	-8.2	0.9	1.0	0.9	-7.7	6.4	5.8	5.3
Euro Area	32.5	33.3	33.2	49.8	-0.3	17.9	19.2	19.7	2.4	6.4	6.3	6.3
Non-euro EU countries	5.0	4.7	4.6	6.8	-3.1	4.9	4.7	4.5	-3.3	8.0	7.8	8.0
Non-EU European countries	21.5	21.3	21.6	32.4	1.4	3.4	3.1	3.4	8.3	6.2	7.1	6.7
North America	1.9	2.0	2.0	3.0	-2.4	1.9	2.0	2.0	-2.4	12.5	11.9	12.0
Caribbean, Cent. and S. America	1.1	1.1	1.0	1.5	-8.8	1.1	1.1	1.0	-8.7	15.3	14.2	13.8
Asia	2.7	3.0	3.5	5.3	16.2	2.7	3.0	3.5	16.8	11.7	10.3	10.6
Africa	1.6	1.8	2.3	3.5	26.9	1.6	1.8	2.3	26.9	14.2	13.2	12.0
Oceania	0.2	0.2	0.2	0.3	12.7	0.2	0.2	0.2	13.7	34.8	29.8	26.2
Unassigned	0.1	0.2	0.1	0.2	-6.6	0.1	0.2	0.1	-7.4	10.2	13.5	10.6
Total	64.5	65.7	66.7	100	1.6	32.0	33.6	35.0	4.2	8.7	8.4	8.4

Table 16

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

	Overall expenditure				Number of travellers				Number of overnight stays			
	<i>(millions of euros and percentage changes on the previous year)</i>				<i>(millions and percentage changes on the previous year)</i>				<i>(millions and percentage changes on the previous year)</i>			
	2017	2018	2019	2019	2017	2018	2019	2019	2017	2018	2019	2019
	millions of euros			% change	milioni			% change	milioni			% change
Personal	16,937	17,745	18,981	7.0	46.5	47.0	47.4	0.9	204.6	210.0	220.5	5.0
Holidays	9,950	10,476	11,236	7.3	17.7	17.8	18.3	2.7	105.4	112.9	118.9	5.3
Visiting friends and relatives	2,269	2,400	2,770	15.4	6.7	6.5	6.4	-1.8	49.6	49.4	51.7	4.7
Other	4,718	4,868	4,975	2.2	22.0	22.7	22.8	0.3	49.6	47.7	49.9	4.6
Business and professional	7,620	7,740	8,119	4.9	18.0	18.7	19.3	3.3	72.8	72.5	71.6	-1.3
Total	24,557	25,485	27,100	6.3	64.5	65.7	66.7	1.6	277.5	282.5	292.1	3.4

Table 17

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

	2017	2018	2019	2019	of which: Holidays			2019
	millions of euros			% change	2017	2018	2019	% change
United States	1,678	1,902	1,852	-2.6	944	1,088	1,081	-0.7
France	1,517	1,695	2,031	19.9	1,004	1,046	1,214	16.1
Spain	1,754	1,900	2,058	8.4	1,385	1,469	1,591	8.3
Switzerland	1,318	1,258	1,272	1.2	193	185	187	1.4
United Kingdom	852	883	860	-2.6	327	315	334	6.1
Germany	673	680	609	-10.4	324	300	270	-9.8
Austria	765	803	805	0.2	542	534	503	-5.9
Greece	735	879	934	6.3	688	808	850	5.2
China	111	119	94	-21.0	46	68	61	-9.8
Netherlands	323	335	271	-19.2	251	255	164	-35.5
Euro Area	7,048	7,505	7,953	6.0	4,716	4,887	5,064	3.6
Non-euro EU countries	1,823	1,758	1,650	-6.1	896	831	742	-10.6
Non-EU European countries	1,969	1,990	2,071	4.1	483	528	597	13.1
North America	2,166	2,326	2,273	-2.3	1,221	1,310	1,284	-1.9
Caribbean, Cent. and S. America	1,132	1,019	1,044	2.5	793	696	729	4.7
Asia	1,321	1,586	1,912	20.5	953	1,184	1,466	23.8
Africa	1,086	1,262	1,629	29.1	686	884	1,164	31.7
Oceania	355	248	375	51.3	180	118	135	14.0
Total	16,937	17,745	18,981	7.0	9,950	10,476	11,236	7.3

Note: These are the top ten countries of residence in terms of total expenditure in 2019, as in Table 14.

Table 18

Expenditure and number of travellers by type of holiday

	Overall expenditure <i>(millions of euros, percentage composition and percentage changes on the previous year)</i>					Numbers of travellers <i>(millions, percentage composition and percentage changes on the previous year)</i>				
	2017	2018	2019	2019		2017	2018	2019	2019	
	millions of euros			% comp.	% change	millions			% comp.	% change
Art and culture	4,273	4,275	4,443	39.5	3.9	7.2	7.1	6.8	37.1	-4.2
Seaside	3,980	4,419	4,846	43.1	9.7	6.2	6.6	7.0	38.2	5.7
Other	1,698	1,783	1,947	17.3	9.2	4.3	4.1	4.5	24.7	9.6
Totale	9,950	10,476	11,236	100	7.3	17.7	17.8	18.3	100	2.7

Table 19

Breakdown of expenditure and overnight stays by type of accommodation (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)			
	2017	2018	2019	2019		2017	2018	2019	2019		2017	2018	2019	2019
	milioni di euro			comp. %	var. %	milioni			comp. %	var. %	euro			
Hotel or holiday village	13,790	14,433	15,490	61.9	7.3	99.8	106.4	114.2	39.1	7.3	138.2	135.6	135.7	0.1
Friends and relatives	2,870	3,019	3,394	13.6	12.4	57.1	57.3	56.7	19.4	-0.9	50.2	52.7	59.8	13.5
Rented vacation home	2,675	3,022	3,019	12.1	-0.1	57.3	58.0	59.0	20.2	1.6	46.7	52.1	51.2	-1.7
Bed & breakfast	782	770	763	3.0	-1.0	8.3	8.8	8.8	3.0	0.5	94.7	87.9	86.6	-1.5
Other	2,301	2,102	2,349	9.4	11.7	55.0	52.0	53.4	18.3	2.8	41.8	40.4	44.0	8.7
Total	22,418	23,347	25,014	100	7.1	277.5	282.5	292.1	100	3.4	80.8	82.7	85.6	3.6

Note: (1) The table refers only to overnight travellers.

Table 20

Breakdown of expenditure and travellers by mode of transport

	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)				
	2017	2018	2019	2018		2017	2018	2019	2018	
	millions of euros			% comp.	% change	millions			% comp.	% change
Road	5,046	5,135	5,213	19.2	1.5	41.9	41.3	40.8	61.2	-1.2
Air	18,932	19,736	21,241	78.4	7.6	21.2	22.9	24.4	36.6	6.5
Sea	309	320	348	1.3	8.8	0.8	0.8	0.9	1.3	3.4
Rail	270	294	298	1.1	1.3	0.6	0.6	0.6	1.0	1.6
Total	24,557	25,485	27,100	100	6.3	64.5	65.7	66.7	100	1.6

Table 21

Breakdown of expenditure by category
(percentage composition, unless otherwise specified)

Year	Trasport (1)	Accommodation	Food and drink	Shopping	Other	Total (millions of euros)
2017	11.2	46.2	21.3	14.0	7.2	24,557
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

Note: (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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