



Survey on International Tourism

30 June 2025

For further information: statistiche@bancaditalia.it
www.bancaditalia.it/statistiche/index.html

Main findings

Based on the Survey on International Tourism carried out by Banca d'Italia, Italy's balance of payments for tourism showed a positive trend in 2024, in line with the previous three years, with a surplus of €21.2 billion, or 1 per cent of GDP, as in 2019. Among the other euro-area countries, Spain and Portugal too saw an increase in the tourism balance as a percentage of GDP.

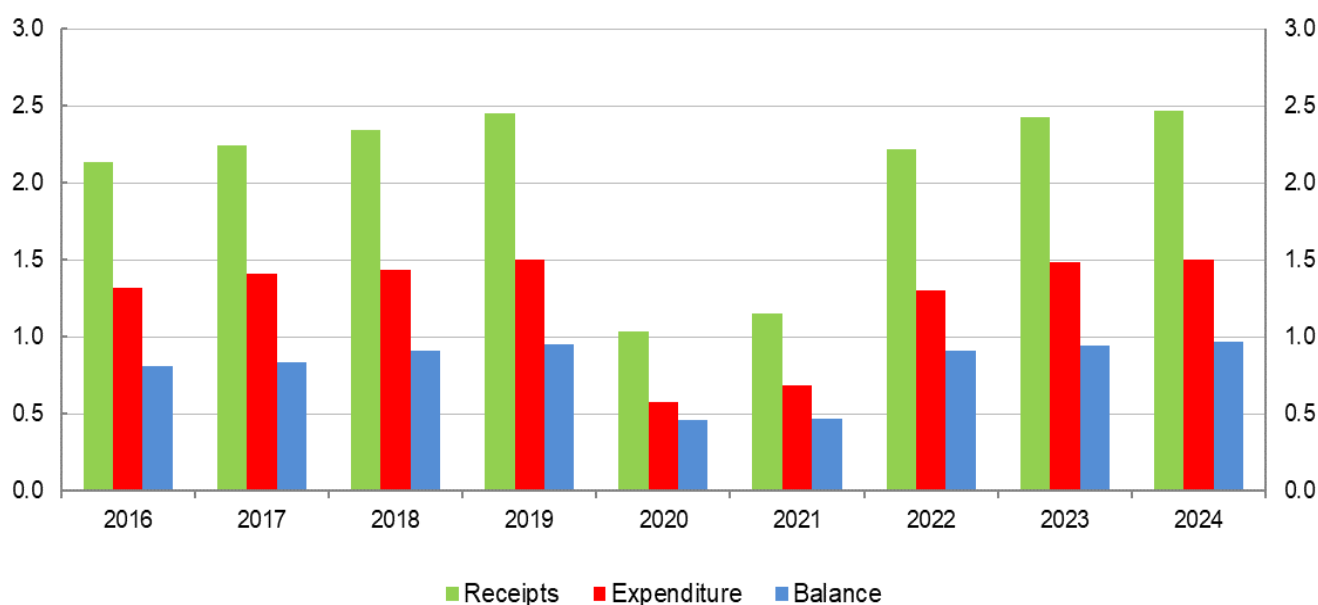
Spending by foreign travellers in Italy rose by 5 per cent in nominal terms (almost 4 per cent in real terms), at essentially the same rate for travellers from EU and non-EU countries, as tourism flows normalized after the 2020-21 pandemic. Most of the increase was in receipts from some euro-area countries, mainly Germany and Spain, and from Asia; as for American flows, the positive contribution from Canadian tourists more than offset the negative contribution from US ones. In 2024, tourism receipts continued to grow mainly in holiday travel, especially cultural visits and trips to cities of art, which remain the most popular option for foreign travellers.

Italian travellers' spending abroad was up by 4.5 per cent in nominal terms and by 0.9 per cent in real terms, with stronger increases in travels to euro-area countries and in vacation trips.

Based on provisional data for the first quarter of 2025, the tourism surplus was 15 per cent higher year on year, with 6.4 per cent growth in spending by foreign tourists in Italy.

Figure 1

International travel flows for Italy
(current prices, percentage of GDP)



Source: For GDP, Istat.

Reference period: 2024

Introduction¹

Italy's tourism receipts and expenditure increase further

The tourism balance surplus amounts to 1 per cent of GDP

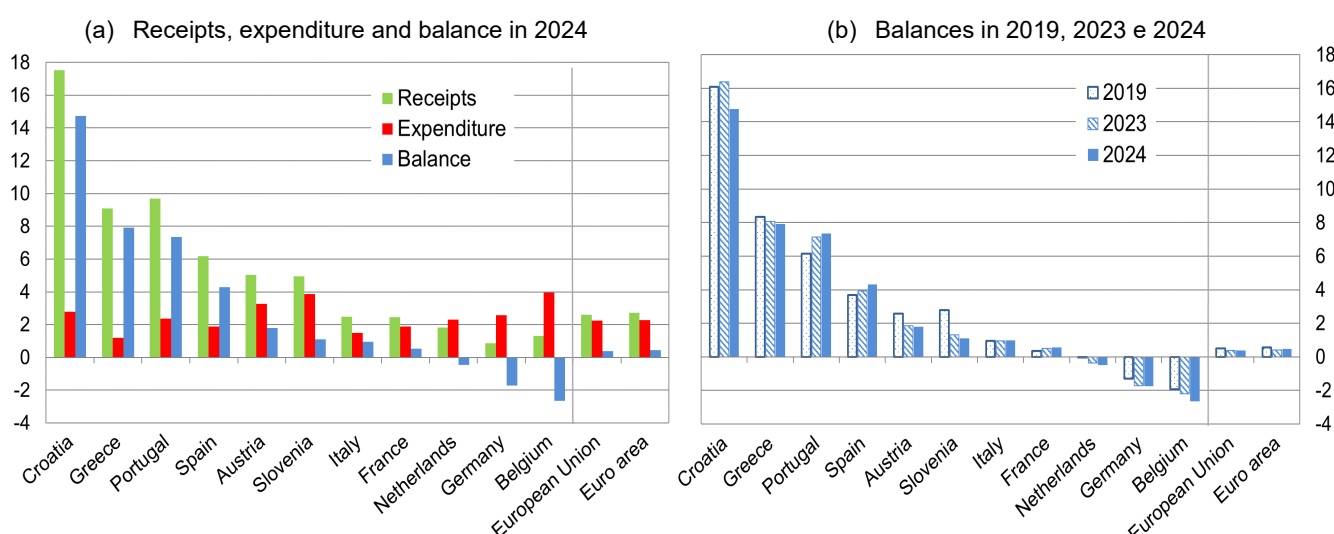
In 2024, Italy's international travel receipts and expenditure continued to grow both in nominal and real terms² (see Table 1 in the Appendix).³

Italy's tourism balance surplus widened by €1 billion compared with the previous year, to €21.2 billion, or 1.0 per cent of GDP, as in 2019 and above the EU average (see panel (a) of Figure 2). Among euro-area tourism-oriented economies, the balance improved in Spain and Portugal, while it worsened in Croatia and Greece (see panel (b) of Figure 2).

According to the provisional data on international tourism from UN Tourism,⁴ Italy's market share in tourism receipts fell from 3.6 to 3.4 per cent.

Figure 2

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



Source: For Italy's GDP, Istat; for the GDP of other countries, Eurostat. For the euro area, fixed composition of 20 countries, and for the European Union, fixed composition of 27 countries. Countries are in descending order based on the balance in relation to GDP, with reference to the latest year available. For the euro area and the EU, tourism flows refer to transactions with residents of countries outside the euro area and the EU respectively.

¹ By Maria Cristina Fabbri. International tourism receipts and expenditure 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 Banca d'Italia has been conducting since 1996 (see the 'Analysis and methodology' section of the '[International Tourism](https://www.bancaditalia.it/statistiche/tematiche/rapporti-estero/bilancia-pagamenti/index.html)' webpage for an overview). International tourism encompasses both business trips and vacation or other personal trips, made by overnight visitors ('tourists') or same-day visitors ('excursionists'). The 'travel' item includes spending on transport on trips inside the country visited, accommodation, food and drink, shopping and other spending; however, it does not include spending on transport for international trips, which is recorded under the 'transport' item. The term 'travellers' refers to the number of crossings at Italian border points and is therefore synonymous with 'trips'. The term 'Italians' refers to Italian residents; 'foreigners' means residents outside of Italy. The data are as per Banca d'Italia's *Annual Report on 2024, 2025*, and are published in the Statistical Database (<https://www.bancaditalia.it/statistiche/tematiche/rapporti-estero/bilancia-pagamenti/index.html>).

² Real expenditure is calculated using the deflator for domestic consumption by non-residents in Italy for receipts and the deflator for foreign consumption by Italian residents abroad for expenditure (source: national accounts).

³ All the Tables in this publication are in the Appendix, including where not specified.

⁴ Based on UN Tourism data, *World Tourism Barometer* – updated in May 2025.

Inbound tourism in Italy

Inbound tourism expenditure grows in 2024 ...

Nominal spending by foreign travellers in Italy rose by 4.9 per cent in 2024, to €54.2 billion (Table 2), helped by a higher number of travellers (+3.4 per cent), which still remains around 8 per cent below the 2019 peak. For overnight visitors, the increase in average spending per night (5.9 per cent) more than offset the reduction in the average length of stays (6.6 days, from 6.8 in 2023). After increasing in the early post-pandemic years, the latter is gradually returning to 2019 levels (6.2 days). In real terms, inbound tourism spending is up by 3.8 per cent.

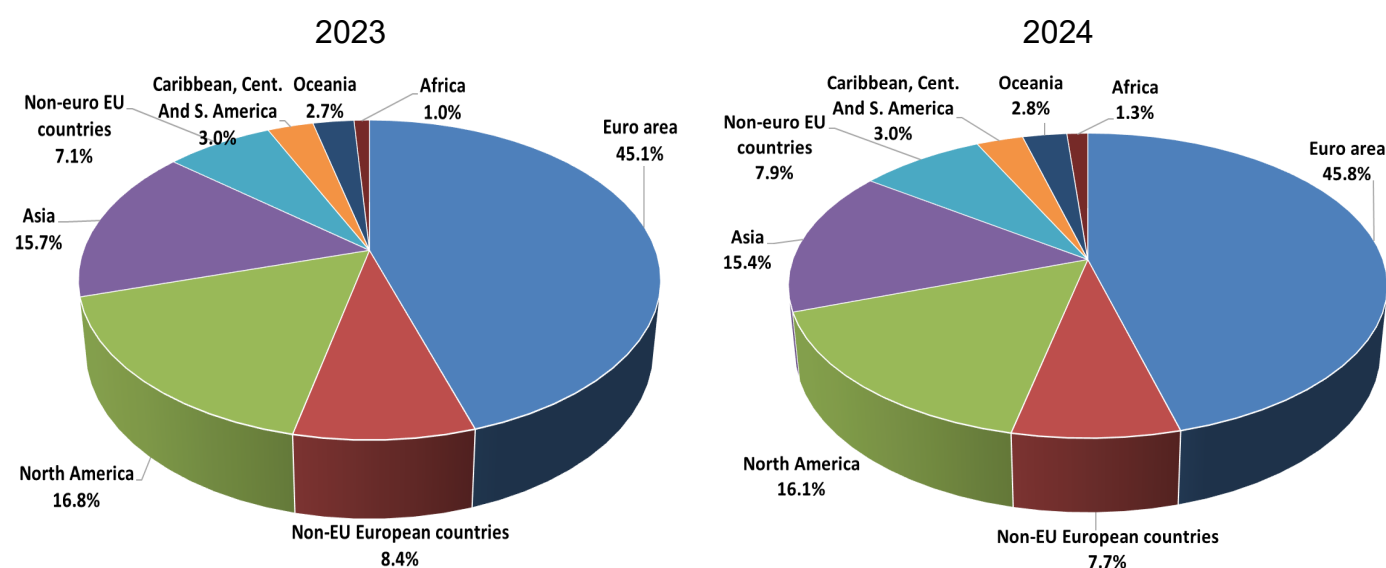
... to a similar extent for EU and non-EU travellers

Spending by non-EU tourists rose by 5.0 per cent, almost in line with that by EU travellers. Their shares in overall expenditure therefore remained unchanged from last year (46.5 and 53.5 per cent for non-EU and EU tourists, respectively; Figure 3).

Almost half of the increase in Italy's tourism receipts was attributable to higher spending by German and Spanish travellers, which more than offset the contraction in expenditure by Austrian and Swiss travellers. Tourism receipts from North America recorded below-average growth, as a marked increase in Canadians' expenditure was countered by a slight decline in US spending (Tables 3 and 4). In terms of receipts from Asia, there was an increase in the share of spending by travellers from the Persian Gulf countries (especially from the United Arab Emirates), South Korea, China and Hong Kong, while Israeli tourist expenditure fell sharply. The higher receipts from Asia are largely due to a higher influx, with the compounding effect of historically high spending per capita by tourists from that area.

Figure 3

Inbound tourism expenditure in Italy by geographical area of origin (1)
(percentage composition)



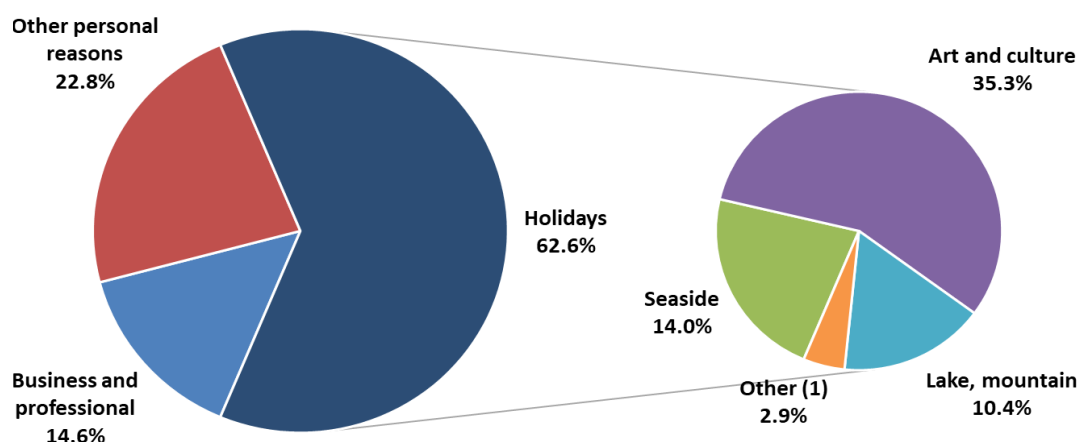
(1) For the euro area, fixed composition of 20 members; for the EU, fixed composition of 27 countries.

Vacation trips are the main driver of receipts growth

In 2024 as well, the increase in Italy's tourism receipts was mostly driven by vacation trips, which account for 62.6 per cent of total spending (Figure 4 and Table 5). The share of trips to cities of art and for cultural purposes grew further, to 56.4 per cent of total holiday spending, remaining the preferred type of tourism for foreigners (Table 7). Lake and mountain resort receipts also increased, while there was a slight decline in seaside resort receipts, though the latter still account for over one fifth of holiday spending in Italy. The number of business travellers remained unchanged from 2023, while the corresponding receipts rose by 7.1 per cent.

Figure 4

Inbound tourism expenditure in Italy by reason for travel in 2024
(percentage composition)



Notes: (1) Includes green holidays (rural hotels and farmhouse), sports holidays, and food and wine holidays.

Overnight stays in hotels, holiday villages and especially B&Bs are up

detriment of transport⁵ and shopping; Table 9).

There was an increase in the number of overnight stays in hotels, holiday villages and, to a greater extent, in B&Bs and in rural hotels and farmhouses, which more than offset the decline in nights spent in other types of accommodation (Table 8). The greater share of overnight stays in hotels, holiday villages and B&Bs, which are typically more expensive than average, is reflected in the larger share of spending on accommodation (to the

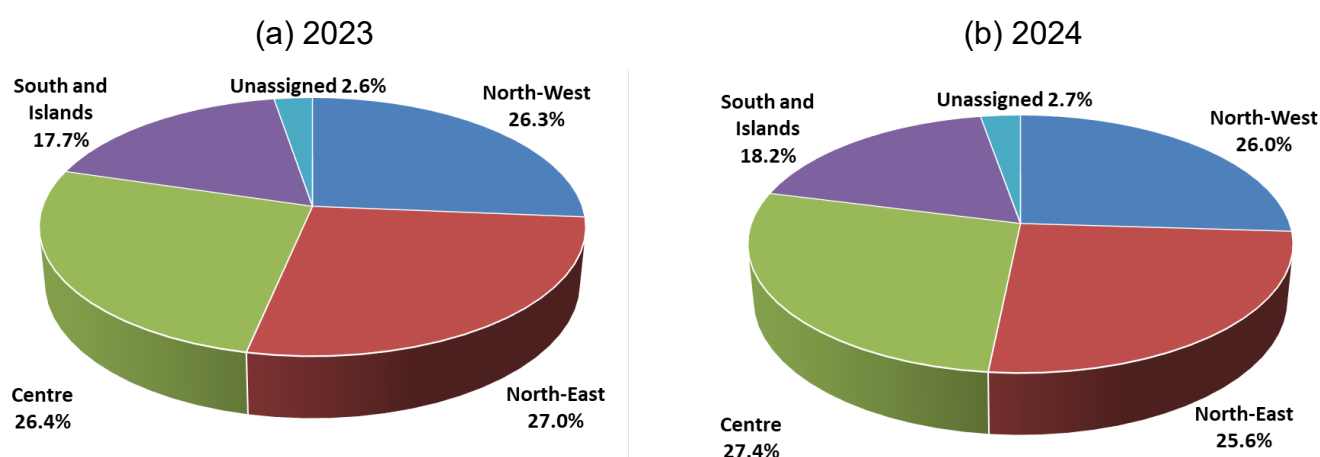
Central Italy is again the top geographical area by tourism receipts

1997, when it was around 10 per cent).

After the downturn caused by the pandemic crisis, Central Italy has made a comeback as the top geographical area by tourism receipts, accounting for 27.4 per cent of the total (Table 9 and Figure 5). It is followed by the North-West (26.0 per cent) and the North-East (25.6 per cent), which ranked first in 2023. The share of the South and Islands expanded further, to 18.2 per cent (the highest figure since the start of the time series in

Figure 5

Inbound expenditure in Italy by region visited
(percentage composition)



Note: 'Unassigned' refers to spending that cannot be linked to a specific destination province based on the location specified by the respondent.

⁵ Includes only spending on passenger transport services provided by domestic residents.

The share of travellers flying to Italy grows

spending per capita.

The share of travellers coming to Italy by car or train fell, in parallel with a decline in tourists from neighbouring countries (Switzerland and Austria; Table 10), while the portion of those coming by plane or ship expanded. Spending by air travellers (more than half of total passengers)⁶ accounted for around 70 per cent of the total, pointing to above-average

Italy's outbound tourism

Italy's outbound travel expenditure grows ...

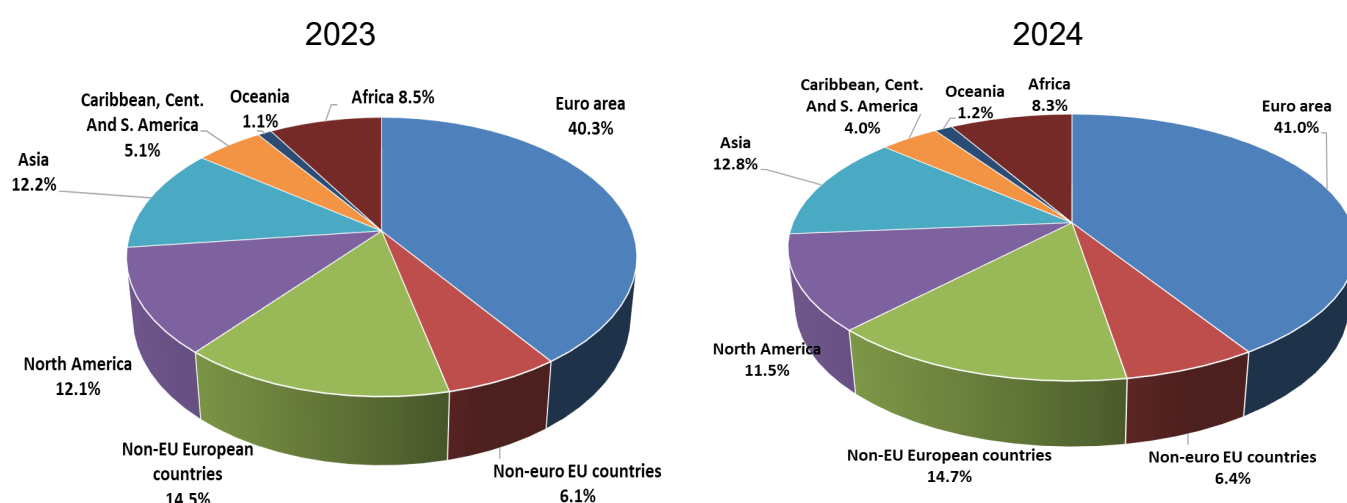
In 2024, Italy's outbound tourism expenditure grew by 4.5 per cent, to €33 billion (Table 11), mainly driven by a growing number of travellers, while average daily spending rose modestly. For overnight visitors, the average length of stays shortened to 8.2 nights. Although the number of travellers is up, it remains more than 4 per cent below pre-pandemic levels, especially for same-day visitors. Overall spending growth in real terms was muted (0.9 per cent).

... especially on euro-area destinations ...

More than half of the increase in Italians' spending abroad is attributable to tourism within the euro area (41.0 per cent of the total), especially to Spain and Germany (Figure 6 and Tables 12 and 13). While North, Central and South America lost ground as a share of total spending abroad, Asian countries inched up to 12.8 per cent, with the top destinations being Japan, Thailand, China and Dubai. Italians more than doubled their spending on trips to Saudi Arabia, which benefited from new flight routes and greater tourism supply.

Figure 6

Italy's outbound tourism expenditure by geographical area visited (1)
(percentage composition)



(1) For the euro area, fixed composition of 20 members; for the EU, fixed composition of 27 countries.

... and on vacation trips

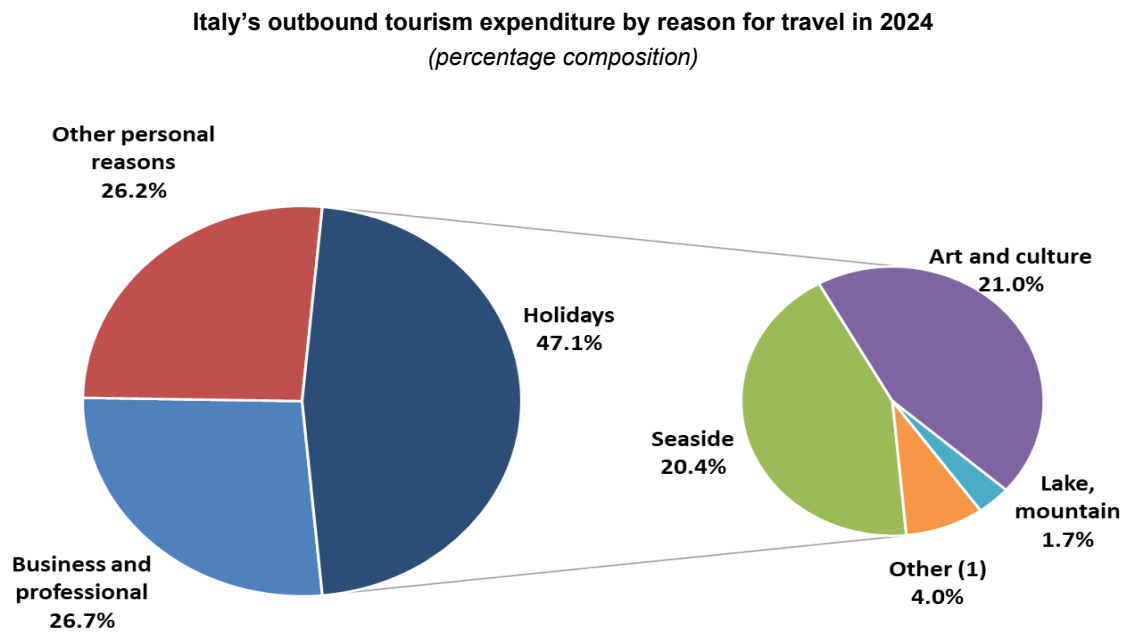
The rise in tourism spending was entirely due to vacation trips, up to 47.1 per cent of the total, from 42.3 per cent in 2023 (Table 14 and Figure 7). This increase was recorded for stays in cities of art, as well as in seaside resorts (19.0 and 13.2 per cent, respectively; Table 16). Although business travellers rose, their expenditure fell by 6.6 per cent, largely owing to the lower number of overnight stays.

In terms of accommodation services, Italian travellers abroad continue to favour hotels and holiday villages (about 40 per cent of the total number of overnight stays; Table 17). The share of nights spent at the homes of friends and relatives, which had soared during the pandemic, fell back to around 20 per cent of the total. Roughly half of total

⁶ Travel expenses to and from Italy are not included in tourism receipts but in the international transport account of the balance of payments.

spending by Italian travellers abroad is on accommodation, with food and drink accounting for around 21 per cent (Table 18).

Figure 7



Notes: (1) Includes green holidays (rural hotels and farmhouses), sports holidays, and food and wine holidays.

Air travel abroad grows further

The share of Italian travellers flying internationally rose to 43.9 per cent, while the share of those using road and railway transport declined slightly (Table 19).

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 2 to 10 refer to foreign travellers in Italy, while Tables 11 to 19 refer to Italian travellers abroad.

Table 1

International travel flows for Italy (billions of euros and percent changes on the previous year)													
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Current prices													
Receipts	32.1	33.1	34.2	35.6	36.4	39.2	41.7	44.3	17.3	21.3	44.3	51.7	54.2
Expenditure	20.5	20.3	21.7	22.0	22.5	24.6	25.5	27.1	9.6	12.6	26.0	31.6	33.0
Balance	11.5	12.8	12.5	13.5	13.8	14.6	16.2	17.2	7.8	8.6	18.2	20.1	21.2
Change % Receipts	3.8	3.1	3.6	3.8	2.3	7.7	6.5	6.2	-60.9	22.7	108.1	16.8	4.9
Change % Expenditure	-0.3	-1.0	6.9	1.4	2.4	8.9	3.8	6.3	-64.7	32.0	105.8	21.3	4.5
Receipts (% of GDP)	2.0	2.0	2.1	2.1	2.1	2.2	2.3	2.5	1.0	1.2	2.2	2.4	2.5
Expenditure (% of GDP)	1.3	1.3	1.3	1.3	1.3	1.4	1.4	1.5	0.6	0.7	1.3	1.5	1.5
Balance (% of GDP)	0.7	0.8	0.8	0.8	0.8	0.8	0.9	1.0	0.5	0.5	0.9	0.9	1.0
Chain-linked prices (base year 2020)													
Receipts	33.4	34.1	35.2	36.5	37.4	39.8	41.9	44.2	17.3	20.9	40.1	44.4	46.1
Expenditure	21.9	21.8	23.2	22.4	23.2	25.0	26.0	26.9	9.6	12.4	23.1	26.9	27.2
Balance	11.5	12.2	12.0	14.1	14.2	14.8	15.9	17.3	7.8	8.4	17.0	17.5	18.9
Change % Receipts	0.7	1.9	3.4	3.7	2.4	6.4	5.3	5.6	-60.8	20.4	92.5	10.5	3.8
Change % Expenditure	-4.5	-0.4	6.4	-3.3	3.2	7.8	4.2	3.3	-64.4	29.6	86.5	16.3	0.9

Source: Istat for GDP and for the deflators of Italian residents' consumption abroad and non-residents' consumption in the Italian territory.

Inbound tourism in Italy

Table 2

Expenditure, number of travellers, overnight stays and average duration of trip																				
	Overall expenditure <i>(millions of euros and percentage changes)</i>				Number of travellers <i>(millions and percentage changes)</i>				Number of overnight stays (1) <i>(millions and percentage changes)</i>				Average duration of trip (2) <i>(nighths and percentage changes)</i>				Average daily expenditure (3) <i>(euros and percentage changes)</i>			
	2022	2023	2024	% change	2022	2023	2024	% change	2022	2023	2024	% change	2022	2023	2024	% change	2022	2023	2024	% change
Overnight visitors	42.4	49.6	52.0	4.9	49.9	57.4	57.8	0.7	356.7	387.8	383.8	-1.0	7.1	6.8	6.6	-1.8	118.8	128.0	135.6	5.9
Same-day visitors	1.9	2.1	2.2	5.3	24.8	28.3	30.8	8.6	0	0	0	-	0	0	0	-	76.2	72.8	70.5	-3.1
Travellers (overnight and same-day)	44.3	51.7	54.2	4.9	74.7	85.7	88.6	3.4	356.7	387.8	383.8	-1.0	4.8	4.5	4.3	-4.2	124.1	133.3	141.2	6.0

Notes: (1) The number of nights for same-day visitors is zero by definition. – (2) The average length of a journey is the ratio of the number of nights spent in Italy to the number of overnight visitors. – (3) Average daily spending is calculated as the ratio of overnight visitors' spending to the number of nights they spend in Italy; for same-day visitors, it is calculated as the ratio of their total spending to the number of visitors.

Table 3

Expenditure by country and geographical area of residence												
	Overall expenditure <i>(millions of euros, percentage composition and percent changes on the previous year)</i>					of which: Overnight visitors						
						Overall expenditure <i>(millions of euros and percent changes on the previous year)</i>				Average expenditure per night <i>(euros)</i>		
	2022	2023	2024	2024		2022	2023	2024	2024	2022	2023	2024
	millions of euros			% comp.	% change	millions of euros			% change	euros		
Germany	8,195	8,044	8,685	16.0	8.0	8,028	7,936	8,559	7.9	117.7	122.2	135.7
United States	4,686	6,481	6,412	11.8	-1.1	4,678	6,465	6,391	-1.1	160.0	184.7	191.1
United Kingdom	3,566	4,536	4,928	9.1	8.6	3,559	4,526	4,904	8.4	118.8	130.3	143.3
France	3,907	4,344	4,411	8.1	1.5	3,582	4,003	3,999	-0.1	122.1	129.4	129.5
Spain	2,332	2,440	3,023	5.6	23.9	2,305	2,408	2,989	24.2	89.1	90.8	103.1
Netherlands	2,187	2,198	2,357	4.3	7.3	2,175	2,186	2,341	7.1	123.0	129.8	128.4
Austria	2,249	2,406	2,042	3.8	-15.1	2,018	2,110	1,754	-16.9	126.3	127.5	136.3
Switzerland	2,115	2,057	1,726	3.2	-16.1	1,715	1,586	1,213	-23.5	161.5	157.9	142.4
Canada	1,010	1,255	1,604	3.0	27.9	1,008	1,252	1,597	27.6	169.4	159.2	186.9
Australia	611	1,215	1,352	2.5	11.3	608	1,214	1,351	11.3	146.0	169.2	174.0
Euro area	22,751	23,302	24,813	45.8	6.5	21,532	21,992	23,532	7.0	115.8	119.4	127.3
Non-euro EU countries	3,672	4,367	4,176	7.7	-4.4	3,551	4,276	4,050	-5.3	103.2	108.6	114.7
Non-EU European countries	7,355	8,708	8,719	16.1	0.1	6,833	8,094	8,028	-0.8	118.6	127.5	129.6
North America	5,937	8,120	8,343	15.4	2.7	5,927	8,101	8,314	2.6	159.3	175.8	187.6
Caribbean, Cent. and S. America	855	1,573	1,612	3.0	2.5	853	1,566	1,601	2.3	81.8	111.8	103.6
Asia	2,524	3,678	4,303	7.9	17.0	2,513	3,661	4,275	16.8	125.1	135.1	164.5
Oceania	691	1,409	1,528	2.8	8.4	688	1,408	1,527	8.4	147.2	170.5	181.6
Africa	469	531	720	1.3	35.7	466	527	715	35.8	73.2	99.2	95.2
Total	44,254	51,688	54,214	100.0	4.9	42,364	49,625	52,043	4.9	118.8	128.0	135.6

Notes: These are the top ten countries of residence in terms of total expenditure in 2024.

Table 4

Number of travellers and average duration of trip by country and geographical area of residence													
	Number of travellers <i>(millions, percentage composition and percentage changes on the previous year)</i>					of which: Overnight visitors							
						Number of travellers <i>(millions and percent changes on the previous year)</i>				Average duration of trip <i>(night and percentage changes on the previous year)</i>			
	2022	2023	2024	2024		2022	2023	2024	2024	2022	2023	2024	2024
	millions			% comp.	% change	millions			% change	nights			% change
Germany	12.8	12.5	12.5	14.1	0.4	10.2	10.5	9.9	-4.9	6.7	6.2	6.3	2.2
United States	2.9	4.1	4.1	4.6	0.8	2.5	3.5	3.2	-6.8	11.8	10.0	10.3	2.6
United Kingdom	4.7	6.2	6.8	7.6	8.3	4.5	5.8	6.2	5.8	6.7	5.9	5.5	-6.9
France	10.1	11.2	11.5	13.0	2.2	5.7	6.3	6.1	-2.5	5.2	4.9	5.1	2.4
Spain	4.3	5.0	5.5	6.2	10.6	3.6	4.1	4.6	10.7	7.2	6.4	6.4	-1.1
Netherlands	2.8	2.8	3.1	3.5	9.4	2.4	2.5	2.5	1.3	7.4	6.8	7.2	6.9
Austria	6.4	7.0	6.7	7.5	-5.0	3.0	3.2	2.8	-13.8	5.3	5.1	4.6	-9.7
Switzerland	5.5	6.4	7.0	7.9	9.4	2.2	2.1	1.8	-12.2	4.8	4.8	4.7	-3.4
Canada	0.6	0.9	1.1	1.3	25.6	0.6	0.7	0.8	12.6	10.3	10.8	10.4	-3.5
Australia	0.3	0.6	0.7	0.8	6.8	0.3	0.6	0.6	7.4	14.3	12.0	12.0	0.8
Euro area	47.5	51.2	51.5	58.1	0.6	29.8	31.7	31.7	0.0	6.2	5.8	5.8	0.4
Non-euro EU countries	7.2	8.1	8.3	9.4	2.1	5.5	6.5	6.5	0.1	6.2	6.1	5.4	-10.4
Non-EU European countries	13.1	16.0	17.4	19.6	8.9	8.6	10.3	10.5	2.5	6.7	6.2	5.9	-4.8
North America	3.7	5.2	5.5	6.2	5.1	3.2	4.5	4.3	-3.5	11.6	10.3	10.2	-0.4
Caribbean, Cent. and S. America	0.8	1.3	1.5	1.7	19.9	0.7	1.0	1.1	7.9	14.9	13.6	13.9	2.3
Asia	1.6	2.5	2.7	3.1	8.8	1.4	2.2	2.3	4.7	14.4	12.5	11.5	-8.5
Oceania	0.4	0.8	0.8	0.8	-0.6	0.3	0.7	0.7	-0.4	14.3	11.7	11.9	2.2
Africa	0.5	0.7	0.9	1.0	33.8	0.4	0.6	0.7	26.2	14.9	9.6	10.8	12.1
Total	74.7	85.7	88.6	100.0	3.4	49.9	57.4	57.8	0.7	7.1	6.8	6.6	-1.8

Notes: These are the top ten countries of residence for total expenditure in 2024, as in Table 3.

Table 5

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>			
	2022	2023	2024	2024	2022	2023	2024	2024	2022	2023	2024	2024
	millions of euros			% change	millions			% change	millions			% change
Personal	37,844	44,303	46,303	4.5	61.4	70.8	73.6	4.0	311.1	341.7	338.9	-0.8
holidays	26,562	32,078	33,946	5.8	30.3	34.9	35.0	0.3	184.6	207.7	210.5	1.3
visiting friends and relatives	6,741	6,996	7,205	3.0	9.9	11.1	11.2	0.3	78.6	76.8	75.4	-1.8
other personal reasons	4,541	5,228	5,151	-1.5	21.2	24.7	27.4	11.1	48.0	57.1	52.9	-7.3
Business and professional	6,410	7,385	7,911	7.1	13.4	15.0	15.0	0.2	45.6	46.1	45.0	-2.5
Total	44,254	51,688	54,214	4.9	74.7	85.7	88.6	3.4	356.7	387.8	383.8	-1.0

Table 6

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

	2022	2023	2024	2024	of which: Holidays			2024
	millions of euros			% change	2022	2023	2024	% change
Germany	7,156	7,059	7,523	6.6	5,864	5,570	6,165	10.7
United States	4,269	5,741	5,634	-1.9	3,166	4,485	4,698	4.8
United Kingdom	3,156	4,039	4,358	7.9	2,089	2,858	3,234	13.1
France	3,046	3,293	3,725	13.1	2,039	2,288	2,515	10.0
Spain	1,901	2,122	2,588	22.0	1,020	1,212	1,627	34.2
Netherlands	1,970	1,937	2,066	6.6	1,675	1,656	1,730	4.5
Austria	1,984	2,126	1,753	-17.6	1,557	1,668	1,347	-19.2
Switzerland	1,850	1,787	1,560	-12.7	1,135	1,068	760	-28.9
Canada	949	1,204	1,536	27.6	795	1,023	1,318	28.9
Australia	579	1,190	1,308	9.9	413	1,006	1,133	12.6
Euro area	19,381	19,802	21,150	6.8	14,196	14,324	15,578	8.8
Non-euro EU countries	2,964	3,555	3,347	-5.8	2,042	2,652	2,382	-10.2
Non-EU European countries	6,305	7,567	7,622	0.7	3,826	4,933	4,862	-1.4
North America	5,427	7,325	7,478	2.1	4,118	5,741	6,254	9.0
Caribbean, Cent. and S. America	790	1,470	1,429	-2.8	512	1,028	960	-6.6
Asia	1,964	2,854	3,288	15.2	1,262	2,086	2,404	15.3
Oceania	659	1,373	1,482	7.9	478	1,179	1,284	8.9
Africa	355	357	507	41.8	127	137	221	61.9
Total	37,844	44,303	46,303	4.5	26,562	32,078	33,946	5.8

Notes: These are the top ten countries of residence for total expenditure in 2024, as in Table 3.

Table 7

Expenditure and number of travellers by type of holiday

	Overall expenditure					Number of travellers				
	<i>(millions of euros, percentage composition and percentage changes on the previous year)</i>					<i>(millions, percentage composition and percentage changes on the previous year)</i>				
	2022	2023	2024	2024		2022	2023	2024	2024	
	millions of euros			% comp.	% change	millions			% comp.	% change
Art and culture	12,426	17,865	19,139	56.4	7.1	13.9	18.7	19.6	55.9	4.6
Seaside	7,660	7,623	7,594	22.4	-0.4	8.1	8.4	7.7	21.9	-8.3
Lake	2,727	3,121	3,290	9.7	5.4	2.6	3.1	2.9	8.3	-5.6
Mountain	2,710	2,083	2,331	6.9	11.9	3.0	2.3	2.6	7.4	10.1
Other (1)	1,038	1,387	1,592	4.7	14.8	2.6	2.4	2.3	6.5	-5.7
Total	26,562	32,078	33,946	100.0	5.8	30.3	34.9	35.0	100.0	0.3

(1) Includes the types of green vacation (agritourism), sports vacations, and 'food and wine' vacations.

Table 8

Breakdown of expenditure and overnight stays by type of accommodation (1)

	Overall expenditure					Overnight stays					Average expenditure per night			
	(millions of euros, percentage composition and percentage changes on the previous year)					(millions, percentage composition and percentage changes on the previous year)					(euros)			
	2022	2023	2024	2024		2022	2023	2024	2024		2022	2023	2024	2024
	millions of euros				% comp.	millions				% comp.	euro			% change
					change					change				
Hotel, holiday village	21,112	26,095	27,070	52.0	3.7	110.5	125.5	126.8	33.0	1.0	191.0	207.9	213.5	2.7
B&B, holiday farm	3,440	3,773	4,424	8.5	17.3	26.4	28.3	32.2	8.4	14.0	130.2	133.5	137.3	2.9
Rented vacation home	6,655	8,113	8,813	16.9	8.6	85.8	98.8	96.3	25.1	-2.5	77.6	82.1	91.5	11.4
Friends and relatives	7,049	6,937	7,625	14.7	9.9	82.5	80.2	78.5	20.4	-2.1	85.4	86.5	97.1	12.3
Other	4,109	4,707	4,110	7.9	-12.7	51.4	55.0	50.0	13.0	-9.1	79.9	85.6	82.2	-4.0
Total	42,364	49,625	52,043	100.0	4.9	356.7	387.8	383.8	100.0	-1.0	118.8	128.0	135.6	5.9

(1) The table only refers to overnight travellers.

Table 9

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 (millions of euros)	Total (% composition by geographical area)
North-West	2022	11.3	39.5	20.8	23.4	4.9	12,296	27.8
	2023	11.5	43.1	20.6	20.2	4.6	13,606	26.3
	2024	10.5	44.8	20.6	19.7	4.3	14,083	26.0
North-East	2022	13.3	41.7	22.7	17.4	4.8	13,199	29.8
	2023	12.4	42.6	22.3	17.7	5.0	13,953	27.0
	2024	11.4	43.6	22.7	17.4	4.8	13,898	25.6
Centre	2022	9.9	45.1	22.4	14.7	8.0	10,457	23.6
	2023	9.6	45.6	22.6	14.1	8.2	13,621	26.4
	2024	9.4	46.3	22.8	13.0	8.4	14,854	27.4
South and Islands	2022	9.9	50.4	20.2	11.6	8.0	7,379	16.7
	2023	9.1	48.6	21.2	12.0	9.0	9,142	17.7
	2024	8.5	48.7	22.8	11.3	8.6	9,888	18.2
Unassigned (2)	2022	13.3	45.9	17.9	12.6	10.3	922	2.1
	2023	11.9	44.3	20.2	13.2	10.4	1,365	2.6
	2024	11.3	44.5	22.9	11.1	10.1	1,491	2.7
Italy total (millions of euros)	2022	5,195	19,052	9,598	7,679	2,730	44,254	100.0
	2023	5,752	22,920	11,240	8,402	3,374	51,688	100.0
	2024	5,646	24,526	12,080	8,441	3,522	54,214	100.0
Italy total (% composition)	2022	11.7	43.1	21.7	17.4	6.2	100.0	-
	2023	11.1	44.3	21.7	16.3	6.5	100.0	-
	2024	10.4	45.2	22.3	15.6	6.5	100.0	-

Notes: (1) Spending exclusively on passenger transport provided by residents in Italy. – (2) Refers to spending that cannot be linked to a specific destination province based on the location specified by the respondent.

Table 10

Breakdown of expenditure and travellers by mode of transport

	Overall expenditure					Number of travellers				
	(millions of euros, percentage composition and percentage changes on the previous year)					(millions, percentage composition and percentage changes on the previous year)				
	2022	2023	2024	2024		2022	2023	2024	2024	
	millions of euros				% comp.	millions				% comp.
					change					change
Air	26,994	35,050	37,810	69.7	7.9	31.9	40.3	44.8	50.6	11.2
Road	15,187	14,662	14,656	27.0	0.0	39.9	42.3	40.7	46.0	-3.7
Sea	420	445	742	1.4	66.8	1.4	1.5	1.7	1.9	13.4
Rail	1,652	1,531	1,006	1.9	-34.3	1.6	1.6	1.3	1.5	-17.1
Total	44,254	51,688	54,214	100.0	4.9	74.7	85.7	88.6	100.0	3.4

Italy's outbound tourism

Table 11

Expenditure, number of travellers, overnight stays and average duration of trip																				
	Overall expenditure <i>(millions of euros and percentage changes)</i>				Number of travellers <i>(millions and percentage changes)</i>				Number of overnight stays (1) <i>(millions and percentage changes)</i>				Average duration of trip (2) <i>(nights and percentage changes)</i>				Average expenditure per night (3) <i>(euros and percentage changes)</i>			
	2022	2023	2024	% change	2022	2023	2024	% change	2022	2023	2024	% change	2022	2023	2024	% change	2022	2023	2024	% change
Overnight visitors	24.3	30.2	31.6	4.6	25.1	31.2	34.8	11.5	245.6	273.4	284.4	4.0	9.8	8.8	8.2	-6.7	98.9	110.6	111.2	0.5
Same-day visitors	1.7	1.3	1.4	2.8	28.6	26.8	29.0	8.1	0	0	0	-	0	0	0	-	60.6	50.1	47.7	-4.9
Travellers (overnight and same-day)	26.0	31.6	33.0	4.5	53.8	58.0	63.8	9.9	245.6	273.4	284.4	4.0	4.6	4.7	4.5	-5.4	106.0	115.5	116.0	0.5

Notes: (1) The number of nights for same-day visitors is zero by definition. – (2) The average length of a journey is the ratio of the number of nights spent abroad to the number of overnight visitors. – (3) Average daily spending is calculated as the ratio of overnight visitors' spending to the number of nights they spend in the host country; for same-day visitors, it is calculated as the ratio of their total spending to the number of visitors.

Table 12

Expenditure by country and geographical area of destination												
	Overall expenditure <i>(millions of euros, percentage composition and percent changes on the previous year)</i>					of which: Overnight visitors						
						Overall expenditure <i>(millions of euros and percent changes on the previous year)</i>				Average expenditure per night <i>(euros)</i>		
	2022	2023	2024	2024		2022	2023	2024	2024	2022	2023	2024
	millions of euros			% comp.	% change	millions of euros			% change	millions of euros		
Spain	2,861	3,351	3,757	11.4	12.1	2,858	3,350	3,755	12.1	88.3	93.1	95.4
United States	3,134	3,174	3,183	9.6	0.3	3,134	3,174	3,183	0.3	166.5	177.4	172.5
France	2,310	2,549	2,640	8.0	3.6	2,163	2,415	2,470	2.3	103.0	127.7	104.9
Germany	1,396	1,389	1,614	4.9	16.2	1,372	1,382	1,609	16.5	105.3	110.3	122.8
United Kingdom	1,198	1,579	1,574	4.8	-0.3	1,198	1,579	1,574	-0.3	103.5	110.6	124.5
Greece	1,341	1,447	1,370	4.2	-5.3	1,341	1,447	1,370	-5.3	114.3	123.6	112.4
Switzerland	1,076	1,201	1,265	3.8	5.3	439	847	974	15.0	127.0	129.1	169.1
Egypt	598	956	949	2.9	-0.7	598	956	949	-0.7	91.6	97.9	104.2
Slovenia	737	668	721	2.2	7.9	61	44	52	19.1	114.2	103.9	123.9
Austria	682	705	713	2.2	1.1	482	510	485	-4.9	111.4	91.2	120.0
Euro area	11,694	12,728	13,544	41.0	6.4	10,608	11,766	12,468	6.0	95.9	103.7	101.9
Non-euro EU countries	1,626	1,940	2,105	6.4	8.5	1,626	1,935	2,103	8.6	70.7	77.7	77.0
Non-EU European countries	3,613	4,587	4,851	14.7	5.8	2,966	4,221	4,548	7.7	100.5	112.7	117.2
North America	3,751	3,831	3,801	11.5	-0.8	3,751	3,831	3,801	-0.8	158.0	173.8	168.9
Caribbean, Cent. and S. America	1,237	1,610	1,323	4.0	-17.8	1,237	1,599	1,323	-17.3	81.2	103.5	107.0
Asia	1,975	3,850	4,220	12.8	9.6	1,975	3,850	4,220	9.6	110.1	139.0	134.5
Oceania	158	334	402	1.2	20.4	158	334	402	20.4	132.2	101.7	133.3
Africa	1,961	2,700	2,752	8.3	1.9	1,961	2,700	2,752	1.9	81.2	92.7	103.6
Total	26,029	31,585	33,006	100.0	4.5	24,296	30,241	31,625	4.6	98.9	110.6	111.2

Notes: These are the top ten destination countries in terms of total expenditure in 2024.

Table 13

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

	Number of travellers (1)					of which: Overnight visitors						
	(millions, percentage composition and percentage changes on the previous year)					Number of travellers				Average duration of trip		
	2022	2023	2024	2024		2022	2023	2024	2024	2022	2023	2024
	millions			% comp.	% change	millions			% change			
Spain	3.5	4.2	4.9	7.7	16.5	3.5	4.2	4.9	16.3	9.2	8.5	8.0
United States	1.1	1.3	1.4	2.2	5.9	1.1	1.3	1.4	5.9	16.4	13.5	13.1
France	8.9	8.6	9.7	15.3	13.2	3.8	4.0	4.2	5.9	5.6	4.8	5.6
Germany	2.3	2.4	2.8	4.4	13.6	2.1	2.4	2.7	14.4	6.2	5.3	4.8
United Kingdom	1.2	1.6	1.7	2.7	5.9	1.2	1.6	1.7	5.9	9.7	8.7	7.3
Greece	1.5	1.5	1.6	2.6	6.2	1.5	1.5	1.6	6.3	7.9	7.6	7.4
Switzerland	10.8	10.8	11.5	18.0	6.8	0.7	1.5	1.8	20.6	5.1	4.4	3.2
Egypt	0.6	1.0	1.1	1.7	5.7	0.6	1.0	1.1	5.7	10.7	9.8	8.6
Slovenia	10.1	9.4	10.1	15.8	6.9	0.2	0.1	0.2	9.4	2.9	3.1	2.8
Austria	4.1	4.2	4.6	7.2	10.5	1.1	1.0	1.1	6.0	3.9	5.4	3.7
Euro area	33.5	33.7	37.4	58.7	11.1	15.2	16.6	18.4	11.0	7.3	6.8	6.7
Non-euro EU countries	2.4	2.9	3.5	5.5	19.9	2.4	2.9	3.5	20.5	9.5	8.5	7.8
Non-EU European countries	13.9	14.9	16.1	25.3	8.2	3.4	5.2	6.1	17.2	8.7	7.2	6.4
North America	1.4	1.6	1.7	2.7	5.5	1.4	1.6	1.7	5.5	17.2	13.7	13.2
Caribbean, Cent. and S. America	0.8	1.1	0.8	1.3	-24.9	0.8	1.1	0.8	-23.5	20.1	14.1	14.7
Asia	1.3	2.5	2.9	4.5	13.7	1.3	2.5	2.9	13.7	14.1	11.0	11.0
Oceania	0.1	0.1	0.1	0.2	3.6	0.1	0.1	0.1	3.6	23.1	26.6	23.6
Africa	1.7	2.6	2.6	4.1	2.4	1.7	2.6	2.6	2.4	14.2	11.3	10.1
Total	53.8	58.0	63.8	100.0	9.9	25.1	31.2	34.8	11.5	9.8	8.8	8.2

Notes: These are the top ten destination countries of in terms of total expenditure in 2024, as in Table 12. (1) The sum of travellers by destination may differ from the total number of travellers counted at border points because a single trip may involve multiple destinations.

Table 14

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

	Overall expenditure				Number of travellers				Number of overnight stays			
	(millions of euros and percentage changes on the previous year)				(millions and percentage changes on the previous year)				(millions and percentage changes on the previous year)			
	2022	2023	2024	2024	2022	2023	2024	2024	2022	2023	2024	2024
	millions of euros			% change	millions			% change	millions			% change
Personal	18,199	22,137	24,179	9.2	35.1	38.6	43.6	13.2	187.1	210.4	224.8	6.8
holidays	9,204	13,354	15,532	16.3	12.0	16.2	19.9	23.3	74.8	100.0	117.7	17.8
visiting friends and relatives	4,281	3,924	3,875	-1.3	6.6	6.8	7.0	3.0	63.4	54.9	50.6	-7.9
other	4,714	4,859	4,773	-1.8	16.5	15.6	16.7	7.2	48.8	55.5	56.5	1.7
Business and professional	7,830	9,448	8,827	-6.6	18.7	19.5	20.1	3.4	58.6	63.0	59.6	-5.4
Total	26,029	31,585	33,006	4.5	53.8	58.0	63.8	9.9	245.6	273.4	284.4	4.0

Table 15

Expenditure by country and geographical area of destination: trip for personal reasons (millions of euros and percentage changes on the previous year)								
	2022	2023	2024	2024	of which: Holidays			2024
	millions of euros			% change	2022	2023	2024	% change
Spain	2,494	2,934	3,255	11.0	1,896	2,225	2,586	16.2
United States	1,849	1,857	1,917	3.2	811	1,038	1,222	17.8
France	1,376	1,463	1,825	24.8	733	903	1,176	30.1
Germany	538	666	774	16.3	180	262	315	20.3
United Kingdom	903	1,143	1,067	-6.6	302	362	378	4.5
Greece	1,249	1,374	1,317	-4.1	1,165	1,300	1,244	-4.3
Switzerland	768	770	907	17.8	150	313	488	56.2
Egypt	519	870	824	-5.3	379	754	734	-2.6
Slovenia	721	662	706	6.6	53	50	86	74.0
Austria	453	529	558	5.4	250	277	342	23.3
Euro area	8,546	9,392	10,418	10.9	5,236	6,021	6,907	14.7
Non-euro EU countries	1,058	1,278	1,508	18.1	281	545	713	30.9
Non-EU European countries	2,615	3,316	3,510	5.9	794	1,369	1,647	20.4
North America	2,235	2,206	2,356	6.8	940	1,233	1,499	21.6
Caribbean, Cent. and S. America	986	1,281	1,120	-12.6	380	814	730	-10.3
Asia	1,041	2,190	2,714	23.9	641	1,622	2,124	30.9
Oceania	116	212	233	9.6	16	90	103	14.7
Africa	1,589	2,259	2,313	2.4	912	1,657	1,803	8.8
Total	18,199	22,137	24,179	9.2	9,204	13,354	15,532	16.3

Notes: These are the top ten destination countries in terms of total expenditure in 2024, as in Table 12.

Table 16

Expenditure and number of travellers by type of holiday

	Overall expenditure (millions of euros, percentage composition and percentage changes on the previous year)					Number of travellers (millions, percentage composition and percentage changes on the previous year)				
	2022	2023	2024	2024		2022	2023	2024	2024	
	millions of euros			% comp.	% change	millions			% comp.	% change
Art and culture	3,644	5,817	6,920	44.6	19.0	4.6	7.0	8.5	42.8	22.7
Seaside	4,632	5,955	6,740	43.4	13.2	5.2	6.3	7.4	37.1	17.4
Other (1)	928	1,582	1,871	12.0	18.3	2.1	2.9	4.0	20.1	37.2
Total	9,204	13,354	15,532	100.0	16.3	12.0	16.2	19.9	100.0	23.3

(1) Includes the following types of holidays: lake and mountain vacation, green vacation (holiday farm), sports vacation and 'food and wine' vacation.

Table 17

Breakdown of expenditure and overnight stays by type of accommodation (1)

	Overall expenditure						Overnight stays						Average expenditure per night			
	(millions of euros, percentage composition and percentage changes on the previous year)						(millions, percentage composition and percentage changes on the previous year)						(euros)			
	2022	2023	2024	2024			2022	2023	2024	2024			2022	2023	2024	2024
	millions of euros			% comp.	% change		millions			% comp.	% change		euros			% change
Hotel, holiday village	12,613	18,014	19,172	60.6	6.4		75.7	104.2	112.8	39.7	8.3		166.7	172.9	170.0	-1.7
B&B, holiday farm	842	1,097	1,271	4.0	15.9		7.8	9.4	10.6	3.7	12.3		107.9	116.3	120.0	3.2
Rented vacation home	3,806	3,816	4,397	13.9	15.2		64.4	66.1	70.9	24.9	7.1		59.1	57.7	62.0	7.5
Friends and relatives	4,796	4,921	4,483	14.2	-8.9		64.9	63.5	54.4	19.1	-14.3		73.9	77.5	82.5	6.4
Other	2,240	2,393	2,301	7.3	-3.8		32.8	30.2	35.8	12.6	18.5		68.3	79.2	64.3	-18.9
Total	24,296	30,241	31,625	100	4.6		245.6	273.4	284.4	100	4.0		98.9	110.6	111.2	0.5

(1) The table only refers to overnight travellers.

Table 18

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

Year	Trasport (1)	Accommodation	Food and drink	Shopping	Other	Total (millions of euros)
2020	10.5	45.9	20.1	14.9	8.7	26,029
2023	9.7	50.4	20.0	11.7	8.2	31,585
2024	9.7	49.7	20.6	11.5	8.5	33,006

(1) Only local passenger transport services purchased by Italian tourists in the country visited.

Table 19

Breakdown of expenditure and travellers by mode of transport

	Overall expenditure (millions of euros, percentage composition and percentage changes on the previous year)					Number of travellers (millions, percentage composition and percentage changes on the previous year)				
	2022	2023	2024	2024		2022	2023	2024	2024	
	millions of euros			% comp.	% change	millions			% comp.	% change
Air	21,188	27,045	28,149	85.3	4.1	19.1	24.9	28.0	43.9	12.1
Road	4,180	3,834	4,226	12.8	10.2	33.6	32.0	34.8	54.6	8.7
Sea	338	394	461	1.4	16.9	0.5	0.6	0.7	1.1	15.4
Rail	323	312	170	0.5	-45.5	0.4	0.4	0.3	0.5	-33.2
Total	26,029	31,585	33,006	100.0	4.5	53.8	58.0	63.8	100.0	9.9

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statistiche@bancaditalia.it.

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