BANCA D'ITALIA
EUROSISTEMA

Statistics

Methods and Sources:
Special Topics

28 August 2026

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

An analysis of international tourist flows related to the 2025 Jubilee

by Claudio Doria[1]

Between December 2024 and January 2026, Banca d'Italia's monthly survey on international tourism2 was supplemented with additional questions aimed at assessing the impact of the 2025 Jubilee on tourist flows.

In particular, the first question (Did you come to Italy to take part in the Jubilee, or would you have come to Italy anyway?) makes it possible to determine whether initiatives related to the Holy Year were a key factor behind the trip to Italy. 'Participation in the Jubilee' refers both to official events (such as the Youth Jubilee, held in July) and, more broadly, to related activities, such as passing through the Holy Door. The second question (During your stay in Italy, did you take part in religious events related to the Jubilee?), used jointly with the first, helps identify travellers who would have come to Italy even in the absence of the Jubilee but who nevertheless took part in related initiatives.3

In 2025, almost 1.4 million travellers, all of whom stayed at least one night, visited Italy for the specific purpose of taking part in the Jubilee (see Table 1), accounting for 2.2 per cent of total overnight travellers (over 61 million).4 Arrivals of 'Jubilee travellers' were distributed over the year following a pattern similar to the usual seasonal trend of international tourism flows, particularly with regard to the peak recorded in the summer months (see Figure 1). These travellers generated expenditure of 1.6 billion euros, equal to 3.0 per cent of the total and about two-thirds of the increase compared with the previous year.5

---

[1] External Statistics Division - Statistical Analysis Directorate

[2] The survey on international tourism has been conducted since 1996. It is based on data collected through interviews and counts of resident and non-resident travellers in transit at Italy's borders (road and rail crossing points, ports and international airports), supplemented by administrative and mobile phone data. The survey is carried out with the institutional objective of compiling the 'Travel' and 'International passenger transport' items of the balance of payments statistics. The size and characteristics of the reference universe—namely, the set of travellers crossing Italy's borders in a given month—are estimated using administrative data provided by border authorities (mainly airports), mobile phone data and manual counts (around 300,000 in 2025). Information on expenditure, as well as on the characteristics of trips and travellers, is collected through specific questionnaires (over 115,000 in 2025), administered to international travellers at the end of their journey—that is, when leaving Italy for non-resident travellers and upon returning to Italy for resident travellers. Administering the questionnaires at the end of the trip has the dual advantage of enabling the collection of actual rather than estimated data and of minimizing respondents' recall errors. For more detailed information on the survey, please refer to the dedicated website.

[3] A third question makes it possible to determine the locations where the Jubilee-related initiatives attended by the respondent took place, distinguishing between Rome and other destinations. The questions were administered until 31 January 2026. To facilitate comparisons with 2024, the analysis considers only interviews carried out from 1 January 2025, including those conducted in January 2026, limited to the portion of the trip, if any, that took place in 2025.

[4] The statistics presented in the document refer exclusively to overnight travellers, a characteristic shared by all 'Jubilee travellers'. This makes it possible to exclude from the analysis travellers in transit, cross-border commuters and those who, living near the border, travel to Italy for everyday purposes. Although numerically significant, these categories of travellers are characterized by very low spending profiles and display features that are entirely different from those of individuals planning a trip with an overnight stay in Italy.

[5] It should also be considered that a certain number of travellers may have decided not to visit Italy due to the effects that the Jubilee may have on the travel experience (greater crowding, higher prices, etc.). The survey cannot provide direct evidence on this phenomenon.

Women accounted for 52.1 per cent of travellers coming to Italy to participate in Jubilee initiatives; this share fell to 42.3 per cent among travellers who would have visited Italy even without the event. The average age of those coming to Italy for the Jubilee was 42.2 years, compared with 38.7 years for other travellers.

Approximately 2.2 million additional travellers who took part in Jubilee initiatives would have come to Italy even without the Jubilee (see Table 2). Taken together with 'Jubilee travellers', this group accounts for 5.8 per cent of the total number of overnight travellers visiting Italy in 2025 (see Figure 2). This aggregate accounts for 4.0 billion euros in expenditure, equal to 7.4 per cent of total spending, and is the main component driving the increase in overall tourism expenditure compared with 2024.

A positive relationship emerges between the number of 'Jubilee travellers' and the typical size of tourist flows from the country of origin (see Table 3 and Figure 3), which is also confirmed by the positive relationship with the number of Catholics in those countries (see Table 4 and Figure 4);[6] a weaker relationship is observed with the share of Catholics in the total population.[7] Looking at the top five countries by number of 'Jubilee travellers', four of them also rank among the top five in terms of total overnight travellers. The United States and Spain account for the largest shares of 'Jubilee travellers' (17.1 and 11.0 per cent respectively), followed by Poland with 8.1 per cent. Including the United Kingdom and France, the top five countries of origin account for more than half of all participants in the event (51.5 per cent).[8]

'Jubilee travellers' show higher expenditure and longer stays than other travellers (see Table 5). The higher expenditure is largely attributable to the strong concentration of Jubilee initiatives in the capital city, a destination generally more expensive than most other Italian municipalities, as well as to the significant share of travellers residing in the United States, who traditionally display higher-than-average spending levels. With regard to the longer duration of stay, it should be noted that the benchmark includes all overnight trips, including very short ones (for example, single-night business trips).

In 2025, the Lazio region recorded an increase of 23.0 per cent in overnight travellers and 19.2 per cent in expenditure (compared with 6.2 and 2.1 per cent, respectively, for the other regions; see Table 6). This trend was largely driven by 'Jubilee travellers'[9] and by those who took part in related initiatives even though the Jubilee was not the main reason for their trip to Italy. For the latter, there may also have been a 'substitution' effect in the choice of destinations, with travellers who visited Rome to take part in the Jubilee and who, in its absence, would otherwise likely have visited other locations in Italy. However, the reverse effect should also be considered, namely travellers who came to Italy for the Jubilee, visited Rome, and took the opportunity to visit other parts of the country as well.[10]

[6] Most of Italy's main tourism partner countries have a sizeable Catholic population.

[7] As expected, the data indicate that participation in the Jubilee is driven more by the absolute number of Catholics in the country of origin than by their share of the overall population.

[8] Although the first five countries account for over 50 per cent of total participants, the Herfindahl–Hirschman Index (HHI = 727) indicates an overall low level of geographic concentration. This result is attributable to the absence of a clearly dominant country and to the presence of a large number of countries with positive, albeit small, shares. For the same reasons, the value of the index is similar to that calculated for the total number of overnight travellers by country of origin (HHI = 655).

[9] More specifically, 'Jubilee travellers' account for 45 per cent of the increase in traveller numbers and 58 per cent of the growth in expenditure.

[10] In analysing the flows affecting Lazio and the capital, the consideration already outlined in footnote 4 should be kept in mind.

STATISTICAL APPENDIX

Unless otherwise indicated, all data refer to 2025.

Table 1 – Jubilee travellers, by country of residence
(expenditure in millions of euros; travellers and nights in thousands)

	Expenditure	Travellers	Nights
United States	430	235	2,055
Spain	125	151	878
Poland	69	111	567
United Kingdom	111	106	543
France	97	105	583
Other countries	782	668	5,086
Total	1,615	1,376	9,713

Figure 1 – Quarterly distribution of flows of Jubilee travellers and total overnight travellers in 2024 and 2025
(data in thousands)

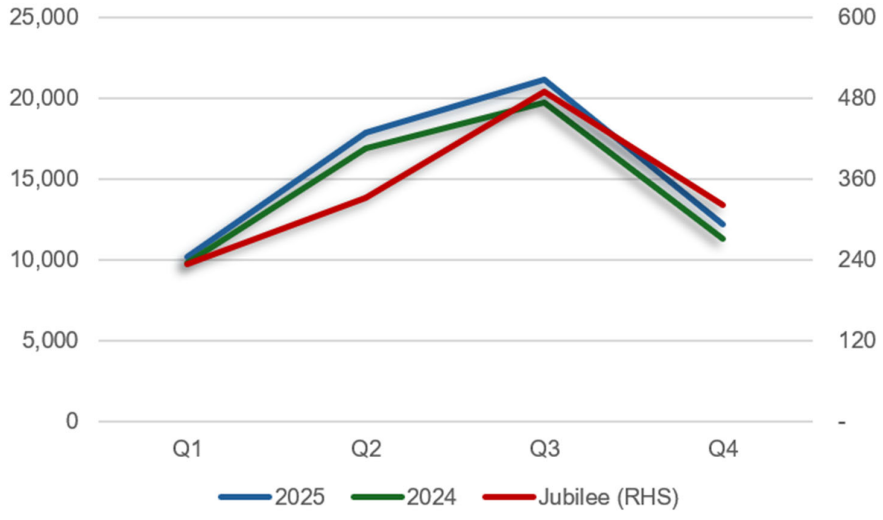


Table 2 – Overnight travellers: breakdown by participation in the Jubilee

(expenditure in millions of euros; travellers and nights in thousands)

	Expenditure	Travellers	Nights
Jubilee travellers	1,615	1,376	9,713
Other partecipants	2,400	2,186	17,836
Non-participants	50,601	57,887	365,205
Total	54,615	61,450	392,754

Figure 2 – Overnight travellers: breakdown by participation in the Jubilee

(percentage shares)

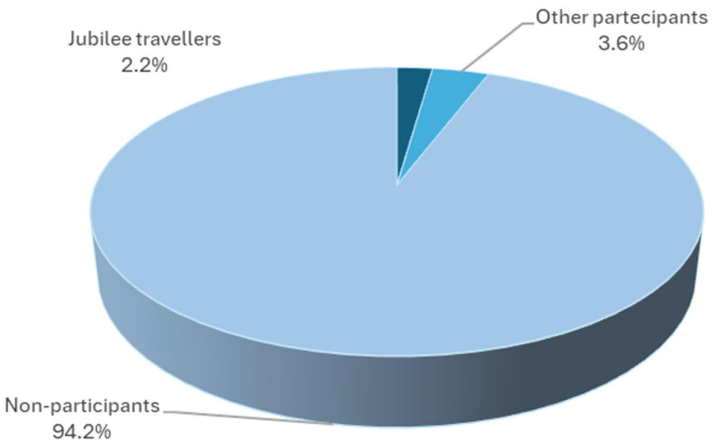


Table 3 – Jubilee travellers and total overnight travellers, by country of residence

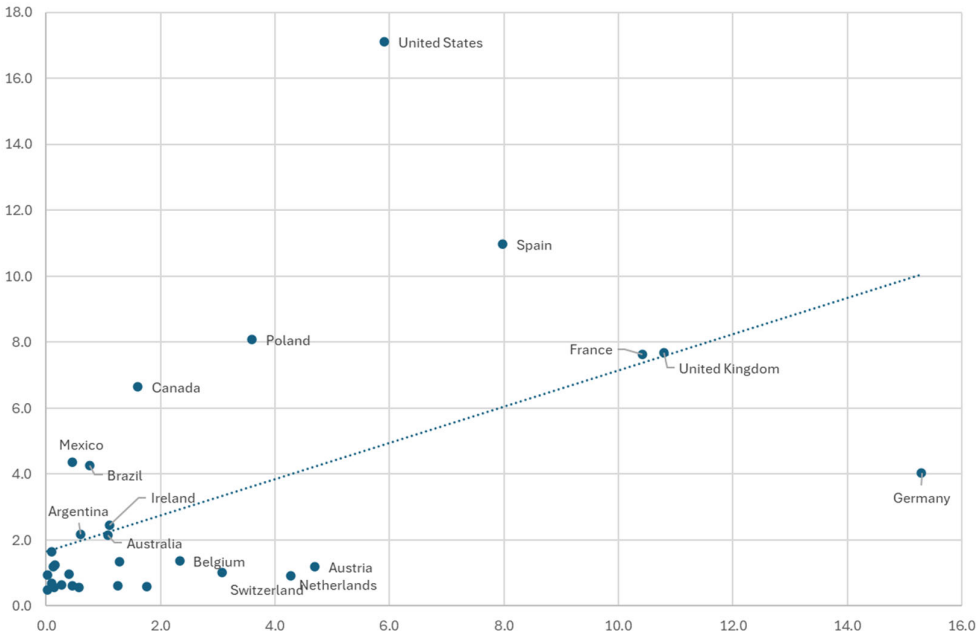
(travellers in thousands and percentage shares)

Country of residence	Jubilee travellers	Share	Country of residence	Overnight travellers	Share
United States	235	17.1	Germany	9,402	15.3
Spain	151	11.0	United Kingdom	6,634	10.8
Poland	111	8.1	France	6,407	10.4
United Kingdom	106	7.7	Spain	4,902	8.0
France	105	7.6	United States	3,631	5.9
Other countries	668	48.5	Other countries	30,473	49.6
Total	1,376	100.0	Total	61,450	100.0

Figure 3 – Relationship between the share of Jubilee travellers and the share of overnight travellers, by country of residence

(year 2025 – top 30 countries by number of Jubilee travellers)

(X = share of overnight travellers; Y = share of Jubilee travellers)



Statistical significance of the beta coefficient > 99%.

Table 4 – Jubilee travellers, overnight travellers and number of Catholics in the country of residence

(top 20 countries; number of travellers, Catholics and population in thousands; percentage shares)

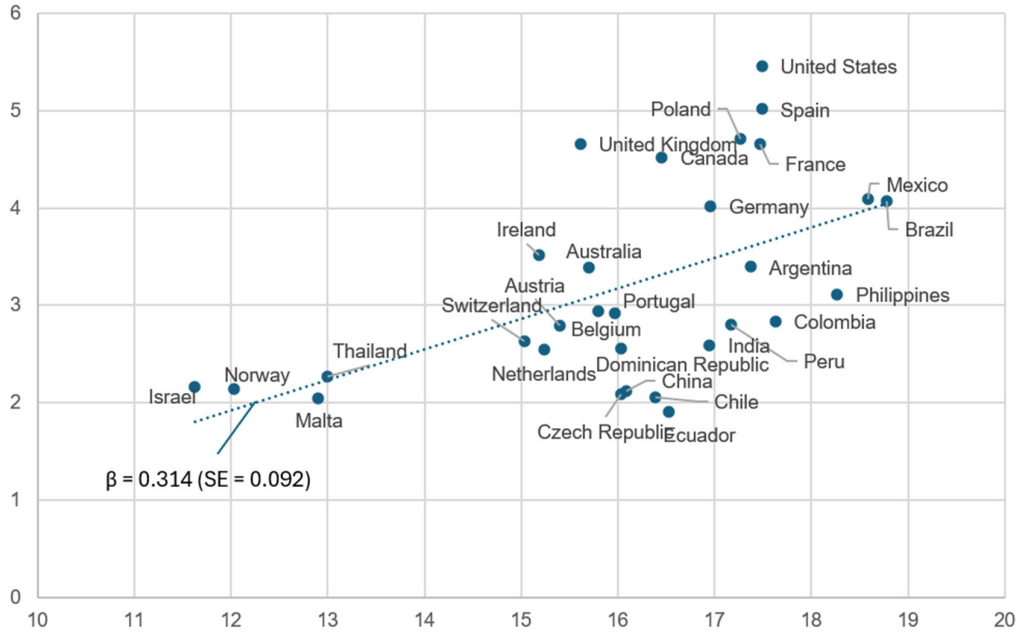
	Jubilee travellers	Overnight travellers	Share	Number of Catholics in the country	Population	Share of Catholics
United States	235	4,902	4.8	71,417	347,357	20.6
Spain	151	3,631	4.2	39,385	47,891	82.2
Poland	111	6,407	1.7	31,470	38,140	82.5
United Kingdom	106	2,210	4.8	6,031	69,561	8.7
France	105	6,634	1.6	38,774	66,645	58.2
Canada	91	9,402	1.0	14,010	40,121	34.9
Mexico	60	980	6.1	117,911	131,951	89.4
Brazil	59	468	12.5	142,668	212,810	67.0
Germany	55	374	14.8	23,186	84,067	27.6
Ireland	34	276	12.2	3,917	5,308	73.8
Argentina	30	658	4.5	35,056	45,854	76.5
Australia	30	2,881	1.0	6,581	26,972	24.4
Philippines	23	679	3.3	85,871	116,784	73.5
Belgium	19	1,435	1.3	7,227	11,759	61.5
Portugal	19	790	2.3	8,639	10,412	83.0
Colombia	17	1,078	1.6	45,281	53,423	84.8
Peru	17	74	22.2	28,692	34,577	83.0
Austria	16	1,168	1.4	4,862	9,114	53.4
Switzerland	14	61	22.6	3,390	8,967	37.8
India	13	2,623	0.5	22,909	1,468,494	1.6
Other countries	172	14,718	1.2	532,605	5,399,792	9.9
Total	1,376	61,450	2.2	1,269,881	8,230,000	15.4

Data on the prevalence of Catholicism, referring to 2025, from the ARDA website (The Association of Religion Data Archives).

Figure 4 – Relationship between the number of Jubilee travellers and the number of Catholics in the country of residence

(top 30 countries by number of Jubilee travellers)

(X = ln(number of Catholics in the country); Y = ln(number of Jubilee travellers))



Statistical significance of the beta coefficient > 99%.

Table 5 – Key indicators

(overnight travellers only; euros and days)

	Jubilee travellers	Other travellers	Total
Per capita expenditure	1,173	882	889
Daily expenditure	166	138	139
Average length of stay	7.1	6.4	6.4

Table 6 – Expenditure, travellers at destination, and nights in Lazio and in the other regions of Italy

(overnight travellers only; expenditure in millions of euros; travellers and nights in thousands)

	Lazio			Other regions		
	2024	2025	% change	2024	2025	% change
Expenditure	8,590	10,244	19.2	43,452	44,372	2.1
Travellers	12,207	15,008	23.0	68,852	73,133	6.2
Nights	57,144	73,039	27.8	326,674	319,715	-2.1

Methodological note

Starting from 24 December 2024, a number of questions aimed at collecting information on international tourism flows related to the 2025 Jubilee were reintroduced into the International Tourism Survey; these questions had already been used on the occasion of the Extraordinary Jubilee 2015-2016. The questions were administered to respondents until 31 January 2026. In order to facilitate comparisons with 2024, this analysis considers only interviews carried out from 1 January 2025, including those conducted in January 2026, limited to the portion of the trip, if any, that took place in 2025.

QUESTIONS INTRODUCED WITH THE JUBILEE FOR NON-RESIDENT TRAVELLERS

21i. Did you come to Italy to participate in the Jubilee, or would you have come to Italy anyway?

- I came to Italy because this is the Holy Year (the Jubilee Year)
- I would have come to Italy anyway (even without the Jubilee)

21j. During your trip to Italy, did you participate in religious events related to the Jubilee?

- Yes, I participated in events related to the Jubilee
- No, I did not participate in any events related to the Jubilee

21k. Did you participate in Jubilee events in Rome, in other cities, or both?

- I participated in events only in Rome
- I participated in events only in other cities
- I participated in events both in Rome and in other cities

In the period from 1 January to 31 December 2025, the number of interviews with non-resident travellers in which the Jubilee-related questions were administered amounted to 65,282, corresponding to 87.2 per cent of all questionnaires administered to foreign respondents. In 1,117 cases (1.5 per cent), respondents identified the Jubilee as the main purpose of their trip to Italy; two-thirds of these interviews were conducted at the two airports of the capital. 1,399 respondents reported having attended Jubilee events, while not identifying the event as the main purpose of their trip to Italy.

The Survey collects information on travellers' age by classifying them into the following groups: 0-14, 15-24, 25-34, 35-44, 45-64, and 65 and over. The midpoint of each age group was used for estimating the average age. For the '65 and over' group, the midpoint was set at 71 years.