

## **Trips and holidays in Italy and abroad**

Year 2018

In 2018, trips with overnight stays made by residents were 78,940 million (+19.5% compared with 2017).

The average duration of trips slightly dropped to 5.5 nights (5.7 nights for holiday trips and 4.1 for business trips), corresponding to an amount of 432 million nights (+13.5% compared with 2017).

For the third consecutive year, long holidays showed a positive trend (+12.7% in 2018). Both short holidays and business trips increased as well (19.6% and 57.7% respectively).

As far as travel destinations were concerned, domestic destinations hosted 79.3% of trips, whereas outbound trips (20.7%) were mostly directed towards EU destinations (+31.4% compared with 2017).

During summer, 13.1% of long domestic holidays were spent in Puglia and 9.9% in Emilia-Romagna, while Trentino-Alto Adige was the first destination in winter (31.0%), Lombardia during autumn (14.2%) and Toscana during spring (14.1%).

France was the main destination for short holidays (17.6% of outbound short trips), whereas 12.6% of long holidays were spent in Spain, which was the preferred country also for business trips (12.4% of business trips abroad).

Among non-European destinations, Usa was the most visited country for long holidays (2.4%) and for business trips (3.9%).

In 2018, 25.9% of residents made on average at least one trip in a quarter (21.7% in 2017). During the summer, over a third of residents had at least one holiday (+8.8% compared with 2017). The average duration for holiday trips was 7.8 nights.

Private tourist accommodation was especially chosen for long holidays (61.1% of trips and 64.5% of nights spent), whereas collective tourist accommodation establishments were preferred for business trips (77.7% of trips and 59.9% of nights).

More than half of trips (56.2%) were organized through direct booking (+20.5% compared with 2017), trips made without booking were 36.5% and trips booked via travel agency/tour operator were only 6.6%. In the last five years the share of trips booked using Internet was steadily increasing (31.8% in 2014 compared with 46.0% in 2018).

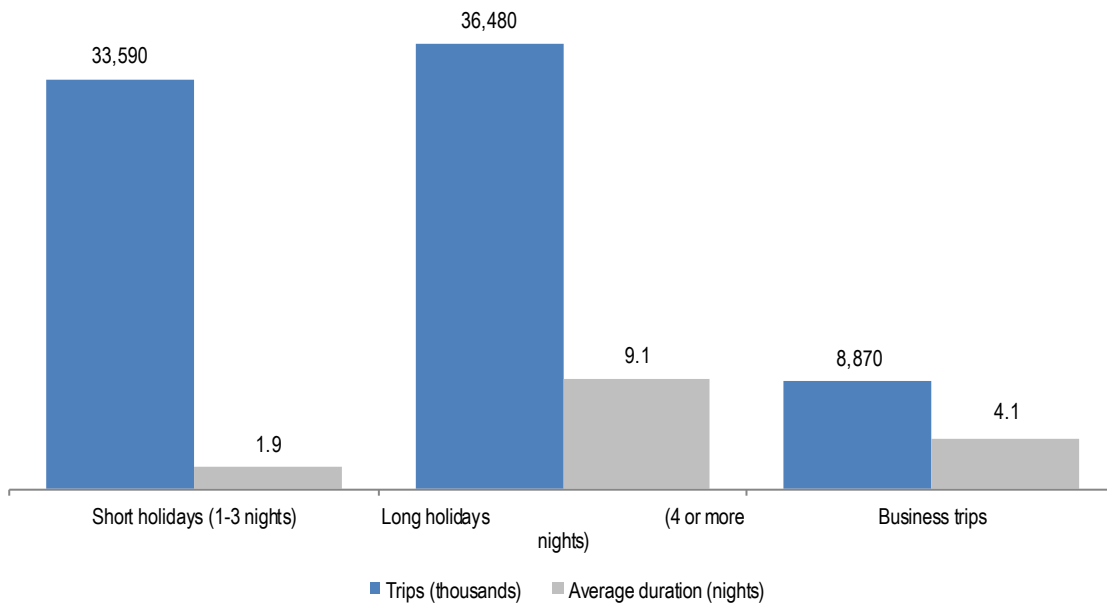
As for the purposes of holidays, about half of trips were for recreation and relax and 21.0% for cultural activities. Holidays made for visiting the artistic, architectural and archaeological heritage were more frequently abroad (38.4%) than in Italy (16.6%).

Car was the main means of transport (59.2% of trips), especially for short holidays (70.8%; +28% compared with 2017). Airplane and train were less used (respectively 19.8% and 10.0%).

Compared with 2017, the number of same-day visits (83,594 million) increased by 19.5% and were mainly directed to Italian destinations (98.5%).

TRIPS AND AVERAGE DURATION BY TYPE OF TRIP. Year 2018

---



---

Provisional data

## Glossary

**Average duration of trips:** ratio between the number of nights spent on trips and the number of trips.

**Business trip:** trip made for professional reasons, such as work or military missions, participation in congresses, conferences, business meetings, representation/sale activities, didactic activities or other professional reasons other than to be employed by a resident entity in the place visited.

**Collective tourist accommodation establishments:** hotel, motel, boarding house, religious institution, health establishment, beauty farm, congress and conference center, farm holiday, holiday village, marina (boats moored in ports), volunteer work-camp, holiday camp, place in public transport means (couchettes, sleeping cars, cruise ships), other kind of collective facility not specified.

**Destination, means of transport, type of accommodation, holiday and business trip purpose:** detected basing on the concept of “prevalence”. In particular, the destination of the trip and the accommodation are respectively the location and the type of accommodation in which the greatest number of nights was spent. The main means of transport is the means by which the longest distance has been covered.

**Holiday trip:** trip made for main purposes of relax, pleasure/leisure, entertainment, visiting relatives and friends, health care, spa treatment, religious reasons, pilgrimages.

**Private tourist accommodation:** rented room/house, bed&breakfast, personally owned home, timeshare property, home of relatives or friends, other private accommodation.

**Same-day visit:** trip without overnight stay made for any main purpose (business, leisure or other personal purpose) outside the usual environment of the visitor (municipality where he/she lives), with a minimum duration of three hours spent at the destination.

**Type of booking:** “Direct booking” is the booking of accommodation/transport directly at the accommodation or at the provider of transport; “booking through agency” is the booking through tour operator/travel agency; “Internet booking” is the use of Internet for booking accommodation/transport directly or through travel agency.

**Tourism:** the activity of travelling made by visitors to a main destination outside their usual environment. The identification of the usual environment of a visitor allows to distinguish tourism from mobility, as the latest is not included in the domain of demand-side surveys. Tourism includes trips with overnights stay and same-day visits (without overnight stay).

**Trip:** travel with at least one overnight stay, made for any main purpose (business, leisure or other personal purpose), outside the usual environment of the visitor (municipality where he/she lives) for less than a year. Trips with overnight stays made every week in the same destination are excluded, as in this cases the destination is considered as usual environment of the visitor.

**EU:** the 28 Member States of the European Union: Italy, Austria, Belgium, Bulgaria, Croatia, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, United Kingdom, Czech Republic, Romania, Slovakia, Slovenia, Spain, Sweden, Hungary.

## Methodological note

The estimates of the main aggregates on tourism demand are provided by “Trips and Holidays”, a focus included in the Household Budget Survey (<http://www.istat.it/it/archivio/71980>), that collects expenditure behaviors of households residing in Italy, which are randomly selected from Municipality Population Registers. In 2018 the annual actual sample of the survey was about 18,000 households and about 485 Italian municipalities. The survey is conducted continuously, every month throughout the year, through a computer-assisted face-to-face interview (CAPI).

Tourism is the activity of travelling made by visitors to a main destination outside their usual environment. The identification of the usual environment of a visitor allows to distinguish tourism from mobility, as the latest is not included in the domain of demand-side surveys. Tourism includes trips with overnight stay and same-day visits (without overnight stay).

According to international standards, tourism trips are classified into business trips and holiday trips, distinguishing short-holidays (1 to 3 overnight stays) from long-holidays (4 or more overnight stays). Holiday

trips include those trips made for main purposes of relax, pleasure/leisure, entertainment, visiting relatives and friends, health care, spa treatment, religious reasons, pilgrimages.

The survey is carried out according to the [Eu Regulation 692/2011 concerning European statistics on tourism](#).

The estimates provided by “Trips and Holiday” survey are available at:

- datawarehouse I.Stat (<http://dati.istat.it/?lang=en> theme: “Communications, Culture, Trips”
- Tourism database on Eurostat website: <http://ec.europa.eu/eurostat/web/tourism/data/database>.

Information on the survey is available at: <http://www.istat.it/it/archivio/123949>.

**For more details please refer to the Italian version**

---

Contact person:

**Mascia Di Torrice** ([maditorr@istat.it](mailto:maditorr@istat.it))  
Istat – National Institute of Statistics  
Via Cesare Balbo 16 – Rome 00184 Italy  
phone +39 06 4673.2364