

Trips and holidays in Italy and abroad

Year 2010

Istat presents provisional estimates of the main aggregates of tourism demand in Italy in 2010, based on the multipurpose survey ‘Trips and holidays’ which has been conducted on a quarterly basis since 1997.

The survey collects information on trips of at least one overnight stay made by the resident population living in households. The aim of the survey is to detect the number of trips and their main characteristics (destination, type of accommodation, means of transport, duration) as well as the socio-demographic characteristics of tourists. The survey, thus, provides a complete picture of the national tourism demand, quantifying the number of trips (and nights) both to Italy and abroad made for business and personal purposes.

The sample size is 14,000 households per year (3,500 per quarter), corresponding to roughly 36,000 individuals. The methodology and organization of the survey are available on the Italian version of Istat website (www.istat.it/dati/catalogo/20060615_00/).

Table 1 – Trips of residents and nights spent travelling by type of trip. Years 2008-2010 (thousands and % composition)

| YEARS | HOLIDAYS ^(a) | | | | | | BUSINESS | | TOTAL | |
|---------------|-------------------------|--------|---------------|--------|--------------|--------|-----------|--------|-----------|--------|
| | 1-3 NIGHTS | | 4 PLUS NIGHTS | | ALL HOLIDAYS | | Thousands | % comp | Thousands | % comp |
| | Thousands | % comp | Thousands | % comp | Thousands | % comp | | | | |
| TRIPS | | | | | | | | | | |
| 2008 | 55.919 | 45,5 | 50.891 | 41,4 | 106.810 | 86,9 | 16.128 | 13,1 | 122.938 | 100,0 |
| 2009 | 49.993 | 43,8 | 48.685 | 42,7 | 98.677 | 86,5 | 15.422 | 13,5 | 114.099 | 100,0 |
| 2010 | 40.654 | 40,7 | 46.754 | 46,7 | 87.407 | 87,4 | 12.590 | 12,6 | 99.997 | 100,0 |
| NIGHTS | | | | | | | | | | |
| 2008 | 103.260 | 14,6 | 540.837 | 76,5 | 644.097 | 91,1 | 62.553 | 8,9 | 706.650 | 100,0 |
| 2009 | 94.613 | 13,9 | 527.968 | 77,6 | 622.581 | 91,5 | 57.634 | 8,5 | 680.215 | 100,0 |
| 2010 | 77.547 | 12,4 | 508.457 | 81,1 | 586.004 | 93,5 | 40.943 | 6,5 | 626.947 | 100,0 |

2010 data are provisional.

In 2010, trips with overnight stays made by residents were 99,997 millions, corresponding to 626,947 millions nights. Compared to 2009, there was a 12.4% decrease in the number of trips and a 7.8% decrease in the number of nights spent travelling.

In particular, trips for personal purposes, which accounted for 87.4% of the total, showed a decline (-11.4%), due to the substantial reduction in short personal trips (-18.7%), confirming the trend already reported in 2009. This effect, in 2010, appeared more strongly, recording a decrease also in the number of nights for short personal trips (-18%).

The number of long personal trips (at least 4 nights), on the other hand, remained quite stable, as well as that of nights spent. Business trips, representing the remaining 12.6% of the total, suffered a sharp decline (-18.4%), accompanied by a decrease of the relative number of overnight stays (-29%). Compared to 2009, the quarterly average number of persons who went on holiday decreased (from

^(a) In these tables “Holidays” include all types of personal trips.

28% in 2009 to 27% in 2010), especially among residents in the Centre (from 32% in 2009 to 30.4% in 2010).

Trips to domestic destinations, which represented 81.7% of the total, reduced by 13.4%, especially those towards the Centre of Italy (-18.7%). In this area, both holidays (-16.2%) and business trips (-30.7%) decreased. Trips to foreign countries remained stable as a whole, but reduced those made for business purposes (-17.4%).

The number of holidays for visiting relatives or friends diminished (-17.2%), as well as holidays spent in non-rented accommodations (-18%).

Holidays booked via Internet increased (+11.5%), while trips without a previous travel reservation (-24.6%) decreased.

Table 2 – Trips of residents by type of trip and quarter. Years 2009 and 2010 (thousands and % composition)

| QUARTERS | HOLIDAYS ^(a) | | | | | | BUSINESS | | TOTAL | |
|------------------|-------------------------|-------------|---------------|-------------|---------------|-------------|---------------|-------------|----------------|--------------|
| | 1-3 NIGHTS | | 4 PLUS NIGHTS | | ALL HOLIDAYS | | Thousands | % comp | Thousands | % comp |
| | Thousands | % comp | Thousands | % comp | Thousands | % comp | | | | |
| 2009 | | | | | | | | | | |
| January-March | 10.439 | 52,5 | 5.785 | 29,1 | 16.224 | 81,6 | 3.660 | 18,4 | 19.883 | 100,0 |
| April-June | 14.507 | 53,4 | 8.757 | 32,3 | 23.265 | 85,7 | 3.882 | 14,3 | 27.146 | 100,0 |
| July-September | 14.111 | 29,2 | 30.347 | 62,8 | 44.457 | 92,0 | 3.878 | 8,0 | 48.335 | 100,0 |
| October-December | 10.936 | 58,4 | 3.796 | 20,3 | 14.732 | 78,6 | 4.002 | 21,4 | 18.734 | 100,0 |
| TOTAL | 49.993 | 43,8 | 48.685 | 42,7 | 98.677 | 86,5 | 15.422 | 13,5 | 114.099 | 100,0 |
| 2010 | | | | | | | | | | |
| January-March | 10.762 | 52,3 | 6.474 | 31,5 | 17.237 | 83,8 | 3.334 | 16,2 | 20.571 | 100,0 |
| April-June | 11.327 | 50,7 | 7.640 | 34,3 | 18.968 | 85,0 | 3.338 | 15,0 | 22.306 | 100,0 |
| July-September | 10.723 | 25,5 | 28.728 | 68,5 | 39.451 | 94,0 | 2.527 | 6,0 | 41.978 | 100,0 |
| October-December | 7.842 | 51,8 | 3.910 | 25,8 | 11.752 | 77,6 | 3.391 | 22,4 | 15.143 | 100,0 |
| TOTAL | 40.654 | 40,7 | 46.754 | 46,7 | 87.407 | 87,4 | 12.590 | 12,6 | 99.997 | 100,0 |

2010 data are provisional.

Table 2 (continued) – Nights spent travelling by type of trip and quarter. Years 2009 and 2010 (thousands and % composition)

| QUARTERS | HOLIDAYS ^(a) | | | | | | BUSINESS | | TOTAL | |
|------------------|-------------------------|-------------|----------------|-------------|----------------|-------------|---------------|------------|----------------|--------------|
| | 1-3 NIGHTS | | 4 PLUS NIGHTS | | ALL HOLIDAYS | | Thousands | % comp | Thousands | % comp |
| | Thousands | % comp | Thousands | % comp | Thousands | % comp | | | | |
| 2009 | | | | | | | | | | |
| January-March | 18.463 | 23,7 | 48.440 | 62,2 | 66.902 | 85,9 | 11.020 | 14,1 | 77.923 | 100,0 |
| April-June | 27.827 | 25,6 | 67.940 | 62,4 | 95.767 | 88,0 | 13.090 | 12,0 | 108.857 | 100,0 |
| July-September | 27.137 | 6,3 | 382.341 | 88,8 | 409.478 | 95,1 | 21.266 | 4,9 | 430.743 | 100,0 |
| October-December | 21.186 | 33,8 | 29.248 | 46,6 | 50.434 | 80,4 | 12.259 | 19,6 | 62.692 | 100,0 |
| TOTAL | 94.613 | 13,9 | 527.968 | 77,6 | 622.581 | 91,5 | 57.634 | 8,5 | 680.215 | 100,0 |
| 2010 | | | | | | | | | | |
| January-March | 20.695 | 25,3 | 49.641 | 60,7 | 70.337 | 86,0 | 11.448 | 14,0 | 81.785 | 100,0 |
| April-June | 21.786 | 24,1 | 58.979 | 65,3 | 80.764 | 89,4 | 9.555 | 10,6 | 90.320 | 100,0 |
| July-September | 20.583 | 5,2 | 368.777 | 92,4 | 389.360 | 97,6 | 9.651 | 2,4 | 399.011 | 100,0 |
| October-December | 14.483 | 25,9 | 31.060 | 55,7 | 45.543 | 81,6 | 10.289 | 18,4 | 55.832 | 100,0 |
| TOTAL | 77.547 | 12,4 | 508.457 | 81,1 | 586.004 | 93,5 | 40.943 | 6,5 | 626.947 | 100,0 |

2010 data are provisional.

Table 3 – Average duration (nights spent) by type of trip. Years 2008-2010 (average number of nights spent)

| YEARS | HOLIDAYS (a) | | | BUSINESS | TOTAL |
|-------|--------------|---------------|--------------|----------|-------|
| | 1-3 NIGHTS | 4 PLUS NIGHTS | ALL HOLIDAYS | | |
| 2008 | 1,8 | 10,6 | 6,0 | 3,9 | 5,7 |
| 2009 | 1,9 | 10,8 | 6,3 | 3,7 | 6,0 |
| 2010 | 1,9 | 10,9 | 6,7 | 3,3 | 6,3 |

2010 data are provisional.

Table 4 – Residents who travelled by type of trip and quarter. Years 2009 and 2010 (thousands and per 100 inhabitants)

| QUARTERS | HOLIDAYS (a) | | | | | | BUSINESS | | TOTAL PERSONS | |
|------------------|--------------|---------------------|---------------|---------------------|--------------|---------------------|-----------|---------------------|---------------|---------------------|
| | 1-3 NIGHTS | | 4 PLUS NIGHTS | | ALL HOLIDAYS | | Thousands | Per 100 inhabitants | Thousands | Per 100 inhabitants |
| | Thousands | Per 100 inhabitants | Thousands | Per 100 inhabitants | Thousands | Per 100 inhabitants | | | | |
| 2009 | | | | | | | | | | |
| January-March | 6.035 | 10,1 | 5.077 | 8,5 | 10.088 | 16,9 | 1.665 | 2,8 | 11.173 | 18,8 |
| April-June | 9.665 | 16,2 | 7.490 | 12,6 | 15.327 | 25,7 | 1.990 | 3,3 | 16.367 | 27,4 |
| July-September | 8.811 | 14,8 | 24.148 | 40,4 | 27.938 | 46,8 | 2.041 | 3,4 | 28.387 | 47,5 |
| October-December | 7.448 | 12,5 | 3.423 | 5,7 | 9.866 | 16,5 | 1.872 | 3,1 | 10.976 | 18,4 |
| 2010 | | | | | | | | | | |
| January-March | 7.235 | 12,1 | 5.860 | 9,8 | 12.026 | 20,1 | 1.828 | 3,1 | 13.093 | 21,9 |
| April-June | 8.255 | 13,8 | 6.805 | 11,4 | 13.674 | 22,8 | 1.967 | 3,3 | 14.591 | 24,3 |
| July-September | 6.643 | 11,1 | 23.931 | 39,8 | 27.540 | 45,8 | 1.495 | 2,5 | 27.890 | 46,4 |
| October-December | 5.186 | 8,6 | 3.437 | 5,7 | 8.171 | 13,6 | 1.631 | 2,7 | 9.279 | 15,4 |

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