

Trips and holidays in Italy and abroad

Year 2009

Istat presents provisional estimates of the main aggregates of tourism demand in Italy in 2009, 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 2007-2009 (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										
2007	47,911	49.3	49,262	50.7	97,173	86.5	15,196	13.5	112,369	100.0
2008	55,919	45.5	50,891	41.4	106,810	86.9	16,128	13.1	122,938	100.0
2009	49,417	43.7	48,520	42.9	97,937	86.6	15,110	13.4	113,046	100.0
NIGHTS										
2007	88,293	12.8	538,698	78.2	626,992	91.0	62,322	9.0	689,313	100.0
2008	103,260	14.6	540,837	76.5	644,097	91.1	62,553	8.9	706,650	100.0
2009	93,538	13.8	526,049	77.8	619,588	91.6	56,657	8.4	676,244	100.0

2009 data are provisional.

In 2009, trips with overnight stays made by residents were 113,46 millions, corresponding to 676,244 millions nights. Compared to 2008, there was an 8% decrease in the number of trips. In particular, trips for personal purposes, which accounted for 86.6% of the total, showed a decline (-8.3%) due to the substantial reduction in short personal trips (-11.6%). 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 13.4% of the total, were fairly stable, as well as the number of nights.

Compared to 2008, the quarterly average of persons who went on holiday decreased (from 30.4% in 2008 to 27.9% in 2009), especially in the South and the islands (from 23.6% in 2008 to 20.2% in 2009). In particular, the number of holidays for visiting relatives or friends reduced (-19.3%),

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

especially short holidays (-24.4%).

Trips to domestic destinations, which represented 82.7% of the total, reduced by 9.4% especially those towards Southern Italy (-19.7%). In this area, both short (-25.3%) and long holidays (-17.5%) decreased. Trips to foreign countries, however, remained stable.

Table 2 – Trips of residents by type of trip and quarter. Years 2008 and 2009 (*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				
2008										
January-March	12,766	52.0	7,794	31.7	20,560	83.7	4,005	16.3	24,565	100.0
April-June	14,915	56.5	8,156	30.9	23,072	87.4	3,335	12.6	26,407	100.0
July-September	13,899	29.3	29,897	63.2	43,796	92.5	3,568	7.5	47,363	100.0
October-December	14,339	58.3	5,044	20.5	19,383	78.8	5,220	21.2	24,603	100.0
TOTAL	55,919	45.5	50,891	41.4	106,810	86.9	16,128	13.1	122,938	100.0
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	10,361	58.6	3,631	20.5	13,992	79.1	3,690	20.9	17,681	100.0
TOTAL	49,417	43.7	48,520	42.9	97,937	86.6	15,110	13.4	113,046	100.0

2009 data are provisional.

Table 2 (continued) – Nights spent travelling by type of trip and quarter. Years 2008 and 2009 (*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				
2008										
January-March	23,451	24.0	59,677	60.9	83,128	84.9	14,764	15.1	97,892	100.0
April-June	27,746	26.9	64,192	62.3	91,937	89.2	11,180	10.8	103,117	100.0
July-September	26,004	6.2	376,106	90.2	402,109	96.4	14,909	3.6	417,018	100.0
October-December	26,060	29.4	40,863	46.1	66,922	75.5	21,700	24.5	88,622	100.0
TOTAL	103,260	14.6	540,837	76.5	644,097	91.1	62,553	8.9	706,650	100.0
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	20,111	34.2	27,329	46.6	47,440	80.8	11,281	19.2	58,721	100.0
TOTAL	93,538	13.8	526,049	77.8	619,588	91.6	56,657	8.4	676,244	100.0

2009 data are provisional.

Table 3 – Average duration (nights spent) by type of trip. Years 2007-2009 (*average number of nights spent*)

YEARS	HOLIDAYS ^(a)			BUSINESS	TOTAL
	1-3 NIGHTS	4 PLUS NIGHTS	ALL HOLIDAYS		
2007	1.8	10.9	6.5	4.1	6.1
2008	1.8	10.6	6.0	3.9	5.7
2009	1.9	10.8	6.3	3.7	6.0

2009 data are provisional.

Table 4 – Residents who made trips by type of trip and quarter. Years 2008 and 2009 (thousands and per 100 inhabitants)

QUARTERS	HOLIDAYS ^(b)						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				
2008										
January-March	8,092	13.7	6,870	11.6	13,089	22.2	1,954	3.3	14,226	24.1
April-June	9,686	16.4	6,995	11.8	14,586	24.6	1,883	3.2	15,495	26.2
July-September	8,466	14.3	24,482	41.3	28,580	48.2	1,969	3.3	29,208	49.2
October-December	8,531	14.4	4,516	7.6	11,748	19.8	2,416	4.1	13,202	22.2
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	7,080	11.8	3,313	5.5	9,507	15.9	1,742	2.9	10,601	17.7

2009 data are provisional.

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^(b) In these tables "Holidays" include all types of personal trips.