

## Trips and holidays in Italy and abroad

### Year 2011

Istat presents provisional estimates of the main aggregates of tourism demand in Italy in 2011, 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 33,000 individuals. The methodology and organization of the survey are available on the Italian version of Istat website ([www3.istat.it/dati/catalogo/20060615\\_00/](http://www3.istat.it/dati/catalogo/20060615_00/)).

**Table 1 – Trips of residents and nights spent travelling by type of trip. Years 2009-2011 (thousands and % composition)**

YEARS	HOLIDAYS <sup>(a)</sup>						BUSINESS		TOTAL	
	1-3 NIGHTS		4 PLUS NIGHTS		ALL HOLIDAYS		Thousands	% comp	Thousands	% comp
	Thousands	% comp	Thousands	% comp	Thousands	% comp				
<b>TRIPS</b>										
2009	49,993	43.8	48,685	42.7	98,677	86.5	15,422	13.5	114,099	100.0
2010	40,696	40.7	46,754	46.7	87,450	87.4	12,590	12.6	100,040	100.0
2011	32,769	39.2	39,789	47.7	72,558	86.9	10,947	13.1	83,504	100.0
<b>NIGHTS</b>										
2009	94,613	13.9	527,968	77.6	622,581	91.5	57,634	8.5	680,215	100.0
2010	77,590	12.4	508,457	81.1	586,047	93.5	40,943	6.5	626,990	100.0
2011	64,294	12.1	430,477	80.8	494,772	92.9	37,677	7.1	532,448	100.0

2011 data are provisional.

In 2011, trips with overnight stays made by residents were 83,504 millions, corresponding to 532,448 millions nights. Compared to 2010, there is a 16.5% decrease in the number of trips and a 15.1% decrease in the number of nights spent travelling.

In particular, trips for personal purposes, which accounted for 86.9% of the total, show a decline (-17%), due to the substantial reduction in both short holidays (-19.5%), already observed in the previous two years, and long holidays (-14.9%). Also business trips record a decrease (-13.1%).

In terms of overnight stays, the reduction is also evident for the holidays (-15.6%), both long ones (-15.3%) and short ones (-17.1%), while overnight stays spent on business trips remain stable.

Compared to 2010, the quarterly average of persons who went on holiday decrease (from 27% in 2010 to 23.6% in 2011) in all areas of the country, but especially among residents in the South (from 19.5% in 2010 to 15.3% in 2011).

<sup>(a)</sup> In these tables "Holidays" include all types of personal trips.

**Table 2 – Trips of residents by type of trip and quarter. Years 2010 and 2011 (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				
<b>2010</b>										
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	50.8	7,640	34.2	18,968	85.0	3,338	15.0	22,306	100.0
July-September	10,723	25.6	28,728	68.4	39,451	94.0	2,527	6.0	41,978	100.0
October-December	7,884	51.9	3,910	25.8	11,795	77.7	3,391	22.3	15,186	100.0
<b>TOTAL</b>	<b>40,696</b>	<b>40.7</b>	<b>46,754</b>	<b>46.7</b>	<b>87,450</b>	<b>87.4</b>	<b>12,590</b>	<b>12.6</b>	<b>100,040</b>	<b>100.0</b>
<b>2011</b>										
January-March	6,920	43.2	5,683	35.5	12,603	78.7	3,402	21.3	16,006	100.0
April-June	9,690	55.0	5,360	30.4	15,050	85.4	2,576	14.6	17,626	100.0
July-September	9,169	25.1	25,691	70.4	34,860	95.5	1,636	4.5	36,496	100.0
October-December	6,990	52.3	3,055	22.8	10,045	75.1	3,332	24.9	13,377	100.0
<b>TOTAL</b>	<b>32,769</b>	<b>39.2</b>	<b>39,789</b>	<b>47.7</b>	<b>72,558</b>	<b>86.9</b>	<b>10,947</b>	<b>13.1</b>	<b>83,504</b>	<b>100.0</b>

2011 data are provisional.

**Table 2 (continued) – Nights spent travelling by type of trip and quarter. Years 2010 and 2011 (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				
<b>2010</b>										
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	14,526	26.0	31,060	55.6	45,586	81.6	10,289	18.4	55,875	100.0
<b>TOTAL</b>	<b>77,590</b>	<b>12.4</b>	<b>508,457</b>	<b>81.1</b>	<b>586,047</b>	<b>93.5</b>	<b>40,943</b>	<b>6.5</b>	<b>626,990</b>	<b>100.0</b>
<b>2011</b>										
January-March	12,725	19.7	43,704	67.8	56,429	87.5	8,034	12.5	64,463	100.0
April-June	19,580	25.5	47,651	62.1	67,231	87.6	9,496	12.4	76,727	100.0
July-September	18,396	5.4	314,635	92.2	333,031	97.6	8,296	2.4	341,327	100.0
October-December	13,593	27.2	24,488	49.1	38,080	76.3	11,850	23.7	49,931	100.0
<b>TOTAL</b>	<b>64,294</b>	<b>12.1</b>	<b>430,477</b>	<b>80.8</b>	<b>494,772</b>	<b>92.9</b>	<b>37,677</b>	<b>7.1</b>	<b>532,448</b>	<b>100.0</b>

2011 data are provisional.

**Table 3 – Average duration (nights spent) by type of trip. Years 2009-2011 (average number of nights spent)**

YEARS	HOLIDAYS (a)			BUSINESS	TOTAL
	1-3 NIGHTS	4 PLUS NIGHTS	ALL HOLIDAYS		
2009	1.9	10.8	6.3	3.7	6.0
2010	1.9	10.9	6.7	3.3	6.3
2011	2.0	10.8	6.8	3.4	6.4

2011 data are provisional.

The average durations of holiday and business trips, respectively equal to 6.8 and 3.4 nights, remain stable.

In the Summer period, as regards long holidays, there is a reduction in the number of tourists (-8.8%) and in the number of trips (-10.6%); even the average duration of this kind of trips undergoes a slight

decrease (from 12.8 nights in 2010 to 12.2 nights in 2011).

Trips to domestic destinations, which represent 81.7% of the total, reduce by 16.5%, especially holiday trips (-16.8%). The decline is greater for trips towards the South of Italy (-25.6%), where both holidays and business trips decrease. Trips to foreign countries diminish (-16.6%), especially those directed towards countries outside the European Union.

The number of holidays for visiting relatives or friends continues to be falling (-13.7%), while the decrease of holidays made for leisure/recreation purposes is more consistent than the previous year (-18.8%). Also in 2011, holidays spent in private accommodations decrease (-17%), accompanied by the fall of holidays spent in collective accommodations (-17.1%).

Direct booking is confirmed as the preferred mode of organisation (50.5% of trips). In particular, use of internet to book accommodation and/or transport is stable (34.2%).

Also in 2011, the preferred means of transport is the car, which is used in 62.9% of the trips.

**Table 4 – Residents who made trips by type of trip and quarter. Years 2010 and 2011 (thousands and per 100 inhabitants)**

QUARTERS	HOLIDAYS <sup>(a)</sup>						BUSINESS Thousands	Per 100 inhabitants	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
<b>2010</b>										
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	5,197	8.6	3,437	5.7	8,182	13.6	1,631	2.7	9,291	15.5
<b>2011</b>										
January-March	5,179	8.6	5,117	8.5	9,533	15.8	1,557	2.6	10,479	17.4
April-June	6,616	11.0	5,113	8.5	11,144	18.5	1,349	2.2	11,938	19.8
July-September	6,178	10.2	21,816	36.2	25,435	42.2	989	1.6	25,777	42.7
October-December	5,581	9.2	2,704	4.5	7,754	12.8	1,560	2.6	8,798	14.6

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