

Trips and holidays in Italy and abroad

Year 2012

Istat presents provisional estimates of the main aggregates of tourism demand in Italy in 2012, based on the 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 full overview 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 people. The methodology and organization of the survey can be found in the Italian version of Istat website (www3.istat.it/dati/catalogo/20060615_00/).

Table 1 – Trips of residents and nights spent travelling by type of trip. Years 2010-2012 (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										
2010	40,696	40.7	46,754	46.7	87,450	87.4	12,590	12.6	100,040	100.0
2011	32,769	39.3	39,789	47.7	72,558	87.0	10,859	13.0	83,417	100.0
2012	32,337	41.1	36,362	46.2	68,699	87.3	10,004	12.7	78,703	100.0
NIGHTS										
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	81.6	494,772	93.7	33,040	6.3	527,811	100.0
2012	62,359	12.4	409,242	81.7	471,601	94.1	29,458	5.9	501,059	100.0

2012 data are provisional.

In 2012, trips with overnight stays made by residents were 78,703 million, corresponding to 501,059 million nights. Compared to 2011, there is a 5.7% decrease in the number of trips, while nights spent travelling remain stable.

In particular, trips for personal purposes, which accounted for 87.3% of the total, show a decline (-5.3%), although less marked than that observed between 2010 and 2011.

Business trips and overnight stays spent on business and personal trips remain stable.

Compared to 2011, the quarterly average of persons who went on holiday decrease slightly (from 23.6% in 2011 to 23.2% in 2012) in all areas of the country, but especially among residents in the Centre (-5.6%).

The average durations of holiday and business trips, respectively equal to 6.9 and 2.9 nights, remain stable.

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

The majority of the trip, as usual, was carried out in the summer (43%), involving 41.6% of the tourists, without significant change compared to the same period in 2011. Also the average duration of long holidays (12.3 nights) remain stable during the summer.

Trips to domestic destinations, which represent 79.4% of the total, reduce by 8.3%. The decline is most relevant for trips towards the Centre of Italy (-15.5%), especially short holiday trips (-21.2%). Trips to foreign countries remain stable.

In 2012, short holidays spent in owned vacation homes decrease (-24%), together with long holidays spent in hotels (-16.9%).

Direct booking is confirmed as the preferred way of organisation (52.7% of trips). In particular, use of internet to book accommodation and/or transport is stable (38.3%).

Also in 2012, car is the preferred means of transport, and it is used in 60.5% of the trips.

Table 2 – Trips of residents by type of trip and quarter. Years 2011 and 2012 (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				
2011										
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	25.2	25,691	70.4	34,860	95.7	1,580	4.3	36,440	100.0
October-December	6,990	52.4	3,055	22.9	10,045	75.3	3,301	24.7	13,346	100.0
TOTAL	32,769	39.3	39,789	47.7	72,558	87.0	10,859	13.0	83,417	100.0
2012										
January-March	6,724	53.6	3,916	31.2	10,640	84.8	1,899	15.2	12,539	100.0
April-June	11,439	56.5	5,137	25.4	16,576	81.9	3,676	18.1	20,252	100.0
July-September	7,604	22.5	23,854	70.5	31,458	93.0	2,360	7.0	33,818	100.0
October-December	6,570	54.3	3,455	28.6	10,025	82.9	2,069	17.1	12,094	100.0
TOTAL	32,337	41.1	36,362	46.2	68,699	87.3	10,004	12.7	78,703	100.0

2012 data are provisional.

Table 2 (continued) – Nights spent travelling by type of trip and quarter. Years 2011 and 2012 (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				
2011										
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	93.2	333,031	98.6	4,515	1.4	337,546	100.0
October-December	13,593	27.7	24,488	49.9	38,080	77.6	10,995	22.4	49,075	100.0
TOTAL	64,294	12.2	430,477	81.6	494,772	93.8	33,040	6.2	527,811	100.0
2012										
January-March	12,074	20.8	39,879	68.7	51,953	89.5	6,100	10.5	58,053	100.0
April-June	21,998	29.5	43,442	58.3	65,440	87.8	9,109	12.2	74,549	100.0
July-September	15,279	4.8	293,690	92.5	308,969	97.3	8,408	2.7	317,377	100.0
October-December	13,008	25.5	32,231	63.1	45,239	88.6	5,841	11.4	51,080	100.0
TOTAL	62,359	12.4	409,242	81.7	471,601	94.1	29,458	5.9	501,059	100.0

2012 data are provisional.

Table 3 – Average duration (nights spent) by type of trip. Years 2010-2012 (average number of nights spent)

YEARS	HOLIDAYS (a)			BUSINESS	TOTAL
	1-3 NIGHTS	4 PLUS NIGHTS	ALL HOLIDAYS		
2010	1.9	10.9	6.7	3.3	6.3
2011	2.0	10.8	6.8	3.0	6.3
2012	1.9	11.3	6.9	2.9	6.4

2012 data are provisional.

Table 4 – Residents who made trips by type of trip and quarter. Years 2011 and 2012 (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				
2011										
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	933	1,5	25.745	42,7
October-December	5.581	9,2	2.704	4,5	7.754	12,8	1.537	2,5	8.783	14,6
2012										
January-March	4.746	7,9	3.677	6,1	7.975	13,2	1.023	1,7	8.657	14,3
April-June	8.341	13,8	4.746	7,9	12.394	20,5	1.999	3,3	13.381	22,1
July-September	6.375	10,5	20.498	33,9	24.683	40,8	1.244	2,1	25.134	41,6
October-December	5.202	8,6	3.233	5,3	8.078	13,4	1.332	2,2	8.984	14,9

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