

Tourist flow in Italy Year 2015

The National Institute of Statistics releases data on tourist flows and their features in 2015 from the point view of supply¹ and demand² side.

In 2015 nights spent at tourist were around 392.8 million (+15 million over 2014, equal to 4.0 per cent) and arrivals were 113.4 million (+7 million, equal to +6.4%).

In hotels and similar accommodation establishments nights spent were around 263 million and arrivals 89 million (respectively +3.1% and +5.6% over the previous year). The average length of stay, about 3 nights per customer, was stable.

In other collective accommodation establishments the number of nights spent was 129.8 million (+5.7% over 2014) and arrivals were 24.4 million (+9.2%), thus resulting in an average length of stay of 5.33 (-0.18 over the previous year).

The lengths of stay of residents in collective tourist accommodation establishments in Italy were over 200.2 million, those of non residents were 192.6 million, an increase of 4.8% and 3.1% respectively compared with 2014. The average length of stay for both groups reduced, particularly for non-residents.

The Expo held in Milan in 2015 between May and October of the last year, resulted in a soar of the numbers of nights spent in the collective tourist accommodation establishments of Milano and of the municipalities involved in the event (+26.8%, nearly 1.5 million nights spent over the same period of 2014). Also the estimates of trips made by residents who stayed in private establishments of the same area were about six times higher compared with the same period of 2014, the number of nights spent was about eight times higher.

In 2015 holidays were estimated at about 81% of trips made by residents in Italy in collective tourist accommodation establishments of the country (+7.9 over 2014). On the other hand business trips, which were 19.4% of trips and 9.2 of nights spent, decreased by 22%.

It is estimated that residents booked directly about 67% of overnight stay trips while 22.5% of departures took place without booking (both estimates were stable compared with 2014). About half of trips were booked with the Internet (47.9%), with a higher incidence in case of holiday trips (50.8%, on the rise from 42.8 of 2014).

Germany confirmed as the first country of origin of foreign tourists in Italy with 13.6% of nights spent, although the share was slightly than in 2014. As in the previous year France, the United Kingdom, the USA and The Netherlands followed with much lower shares (about 3%).

In 2015 Italy confirmed as the third country of destination in Europe for nights spent in tourist accommodation establishments after France, the United Kingdom, the USA and the Netherlands.

Italy, Spain, France and Germany together registered more than half (57.8 %) of overall tourist arrivals in EU28.

¹ The "Occupancy of tourist accommodation establishments" is a monthly census survey and collects mainly data on arrivals and nights spent (by residents and non-residents) at tourist accommodation establishments in Italy. The accommodation establishments are classified into two main typologies: hotels and similar accommodation and other collective accommodation establishments.

² The "Trips and holidays" survey is a focus included into the Household Budget Survey. It collects data on trips for personal reasons and business trips, providing a wide set of information on tourist trips, such as destination, booking, main purpose, main type of accommodation and main means of transport, duration and period of the year for each trips made.

FIGURE 1. NIGHTS SPENTS BY TYPE OF TOURIST COLLECTIVE ESTABLISHMENT AND NATIONALITY. Years 2014 and 2015, % changes

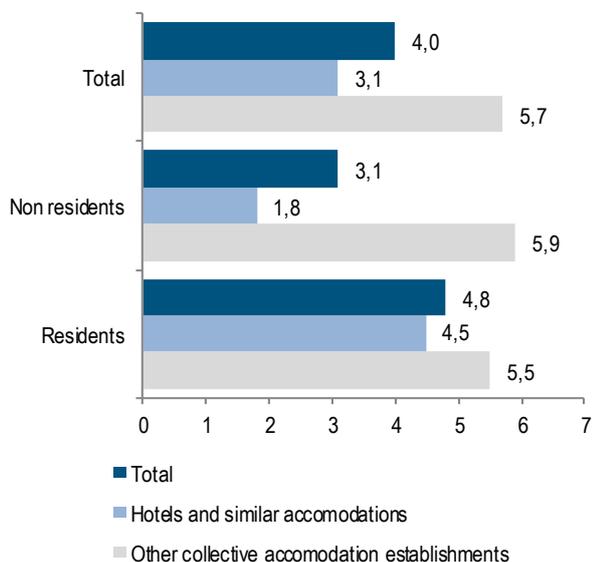
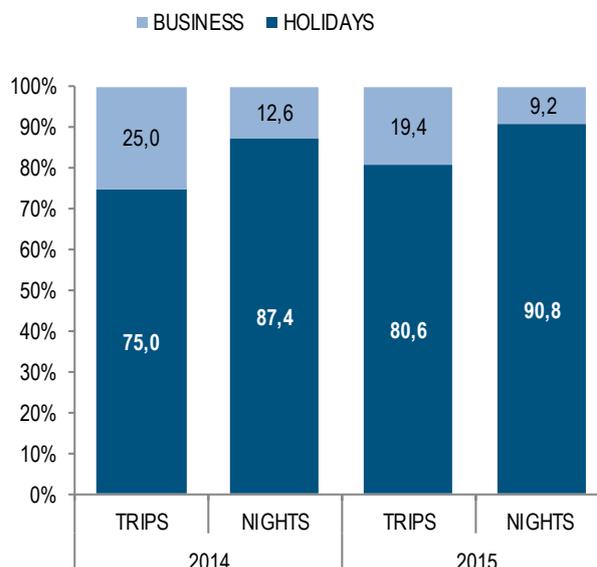


FIGURE 2. TRIPS AND NIGHTS SPENTS IN TOURIST ACCOMODATION ESTABLISHMENTS BY TYPE OF TRIP. Years 2014 and 2015, % compositions



ARRIVALS, NIGHTS SPENT AND AVERAGE LENGTH OF STAY BY TYPE OF ACCOMMODATION.

Years 2014 - 2015, absolute values

	Hotels and similar accommodation		Other collective accommodation establishments		Total tourism accommodation establishments	
	2014	2015	2014	2015	2014	2015
Arrivals	84,240,379	88,992,199	22,311,973	24,362,475	106,552,352	113,354,674
Nights spent	254,941,435	262,951,143	122,829,371	129,812,743	377,770,806	392,763,886
Average length of stay	3.03	2.95	5.51	5.33	3.55	3.46

ARRIVALS, NIGHTS SPENT AND AVERAGE LENGTH OF STAY BY TYPE OF ACCOMMODATION. Years 2014 - 2015, % changes (a)

	% changes 2015/2014 Hotels and similar accommodation	% changes 2015/2014 Other collective accommodation establishments	% changes 2015/2014 Total tourism accommodation establishments
Arrivals	5.6	9.2	6.4
Nights spent	3.1	5.7	4.0
Average length of stay	-0.08	-0.18	-0.09

(a) Absolute differences for the average length of stay.

Glossary

Arrivals: an arrival is defined as a person (tourist) who arrives at a tourist accommodation establishment and checks-in in the reference period.

Average length of stay: is the ratio between the number of nights spent and the number of tourists that arrived in the establishments (arrivals) in the reference period.

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: in the context of "Occupancy of tourist accommodation establishments" survey they are classified into hotels and similar accommodation and other collective accommodation establishments. In the context of "Holiday and trips" survey, they include also volunteer work camps and holiday camps, places in public transport means (couchettes, sleeping cars, cruise ships) and the marinas (boats moored in ports).

Country of residence: the foreign country from where non-resident guests who stay at Italian accommodation establishments come.

Destination, means of transport, type of accommodation, holiday and business trip purpose: this information is 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.

Eurostat: is the statistical office of the European Union situated in Luxembourg.

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

Hotels and similar accommodation establishments: this class includes hotels classified into five distinct categories by number of stars, and hotel residences - RTA.

Italian region of residence: the Italian region from where resident guests who stay at Italian accommodation establishments come.

Nights spent: night spent or tourist night (overnight stay) is each night a guest (resident or non-resident) actually spends in a tourist accommodation establishment.

Other collective accommodation establishments: this class includes tourist camp-sites, holiday villages, tourist camp-sites and holiday villages-mixed forms, holiday dwellings (rented), farmhouses, youth hostels, holidays homes, mountain refuges, bed and breakfast, other accommodation n.e.c.

Percentage change: the change of a value in a period (year or month) compared to the corresponding period (year or month) of the previous year expressed as a percentage.

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.

Typology: the distinction between hotels and similar accommodation and other collective accommodation establishments.

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.

EU28: 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 survey “Occupancy of tourist accommodation establishments” is a monthly census and it is carried out through the local tourism bodies (mainly the Regional offices). It collects mainly data on flows at tourist accommodation establishments in Italy. The accommodation establishments are classified into two main typologies: hotels and similar accommodation and other collective accommodation establishments.

- Hotels and similar establishments are classified into 5 categories (by number of stars) and hotel-tourism residences RTA;
- Other collective accommodation establishments include tourist camp-sites, holiday villages, tourist camp-sites and holiday villages-mixed forms, holiday dwellings (rented), farmhouses, youth hostels, holidays homes, mountain refuges, bed and breakfast, other accommodation n.e.c..

The main variables collected are: arrivals and nights spent by residents (by region of residence) and non-residents (by country of residence) at tourist accommodation establishments, divided by category of hotels and similar accommodation and by type of other collective accommodation establishments. Istat also calculates the net occupancy rate of beds and rooms of hotels and similar establishments.

Daily data on occupancy are collected by establishments' owners and transmitted to the local tourism bodies. Then they are summarized by the intermediate bodies on a monthly basis, at municipal level and according to a specified breakdown by type of accommodation. Data, finally, are transmitted to Istat by the certificated and secure site <https://indata.istat.it/mtur>.

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 2015 the annual actual sample of the survey was about 16,000 households and about 502 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 two surveys are carried out according to the Eu Regulation 692/2011 concerning European statistics on tourism.

The data provided by the “Occupancy of tourist accommodation establishments” survey are available for consultation at:

- datawarehouse I.Stat (<http://dati.istat.it/> theme: “Services”, topic: “Tourism”);
- Istat website (www.istat.it "Tavole di dati" from 2003 to 2008);
- 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/15073>.

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

- datawarehouse I.Stat (<http://dati.istat.it/> theme: “Communications, Culture, leisure and time use”, topic “Trips, holidays and tourism”
- 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

Time series and detailed data are available at database I.stat: <http://dati.istat.it/?lang=en>

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