

## Tourist flow in Italy

### Year 2016

The National Institute of Statistics releases data on tourist flows and their features in 2016 from the point view of supply<sup>1</sup> and demand<sup>2</sup> side.

In 2016, nights spent in tourist accommodation establishments were around 403 million (+2.6% compared with the previous year) and arrivals were 117 million (+3.1%).

About 90.3 million of arrivals (+1.4% compared with 2015) and about 267.7 million of nights spent (+1.8%) were recorded in hotels and similar accommodations and the average length of stay was 2.97 nights.

In other collective accommodation establishments arrivals (26,7 million) increased by 9.5%, while the number of nights spent (135.3 million) increased by 4.2%, thus resulting in a reduction of the average length of stay (-0.26 nights).

The number of nights spent by residents was 203,5 million, while those by non residents was 199,4 million (respectively +1.6% and + 3.5% compared with 2015).

In 2016, 40.3% of the total nights spent was concentrated in only 50 Italian municipalities. Roma was the top destination with over 25 million of nights spent (6.3% of the total amount), followed by Milano (2.7%) and Venezia (2.6%).

In 2016 holidays were estimated at about 86% of trips made by residents in Italy in collective tourist accommodation establishments of the country (+19.6% over 2015). On the other hand business trips, which were 14% of trips, decreased by 4%.

It is estimated that residents booked directly about 76% of overnight stay trips, with an increase of 33% of holidays and 12.8% of business trips over 2015. About 15% of departures took place without booking (-26.0% over 2015). More than half of trips were booked over the Internet (54.5%), with a higher incidence in case of holiday trips (57.0%).

In 2016 Italian residents spent on average 369 euros per trip and 82 euros per night, both estimates were stable over the three-year period 2014-2016.

German residents were the first group of foreign tourists in Italy, with a percentage of 14% of the total nights spent, followed by French and US residents, with lower shares (about 3%).

In 2016, Italy was the third country of destination in Europe for number of nights spents, after France and Spain.

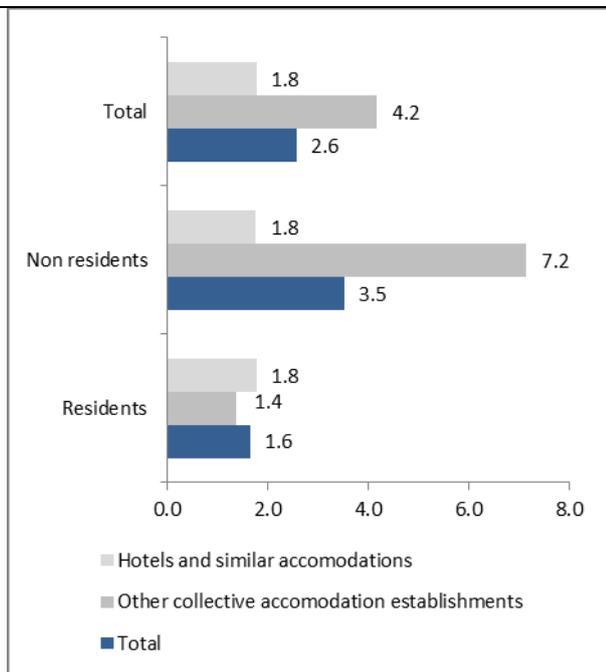
Italy, Spain, France and Germany together registered more than half (57.4%) of the overall nights spent in EU28.

---

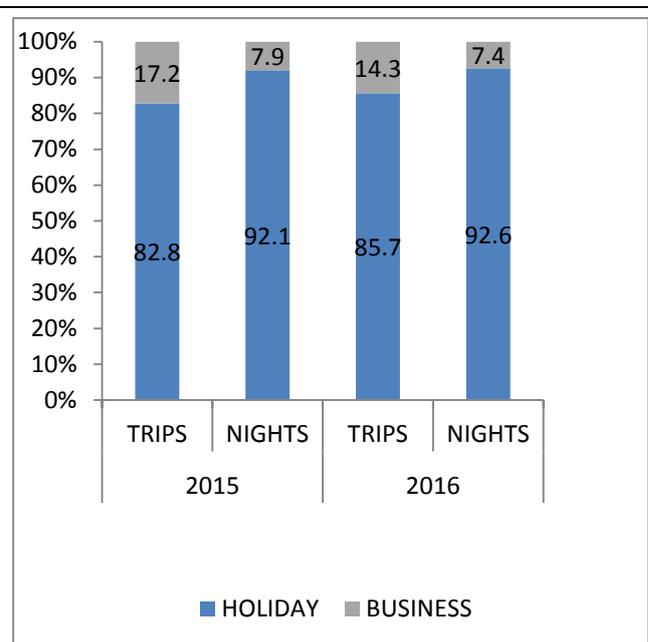
<sup>1</sup> The "Occupancy of tourist accommodation establishments" is a monthly census survey and collects mainly data on arrivals and nights spent (by residents and non-residents) at tourist accommodation establishments in Italy. The accommodation establishments are classified into two main typologies: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

<sup>2</sup> The "Trips and holidays" survey is a focus embedded 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 ACCOMMODATION AND RESIDENCE.** Years 2015 and 2016, % changes



**FIGURE 2. TRIPS AND NIGHTS SPENTS IN TOURIST ACCOMODATION ESTABLISHMENTS BY TYPE OF TRIP.** Years 2015 and 2016, % compositions



**ARRIVALS, NIGHTS SPENT AND AVERAGE LENGTH OF STAY BY TYPE OF ACCOMMODATION.** Years 2015 - 2016, absolute values

	Hotels and similar accommodation		Other collective accommodation establishments		Total tourism accommodation establishments	
	2015	2016	2015	2016	2015	2016
Arrivals	89,019,596	90,256,224	24,372,541	26,688,019	113,392,137	116,944,243
Nights spent	263,009,954	267,675,213	129,864,116	135,286,900	392,874,070	402,962,113
Average length of stay	2.95	2.97	5.33	5.07	3.46	3.45

**ARRIVALS, NIGHTS SPENT AND AVERAGE LENGTH OF STAY BY TYPE OF ACCOMMODATION.** Years 2015 - 2016, % changes (a)

	% changes 2016/2015 Hotels and similar accommodation	% changes 2016/2015 Other collective accommodation establishments	% changes 2016/2015 Total tourism accommodation establishments
Arrivals	1.4	9.5	3.1
Nights spent	1.8	4.2	2.6
Average length of stay	0.02	-0.26	-0.01

(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 the "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 these 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, holiday 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 embedded into 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 2016 the annual actual sample of the survey was about 15,500 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](http://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, trips", topic "Trips")
- 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>

---

Contact persons:

**Maria Teresa Santoro ([masantor@istat.it](mailto:masantor@istat.it))**

Phone +39.06.4673.7268

Istat – National Institute of Statistics

Viale Liegi, 13 – 00198 – Rome, Italy

**Mascia di Torrice ([maditorr@istat.it](mailto:maditorr@istat.it))**

phone +39 06 4673.2364

Istat – National Institute of Statistics

Via Cesare Balbo 16 – Rome 00184 Italy