

Tourist flow: supply and demand

Year 2014

The National Institute of Statistics releases together for the first time data on tourist flows in 2014 from the point of view of supply¹ and demand² side.

In 2014 arrivals at tourist accommodation establishments increased by 2.6 per cent while the number of nights spent increased slightly, by 0.3 per cent, compared with the same period of the previous year. The average length of stay changed from 3.63 nights in 2013 to 3.55 in 2014.

In hotels and similar accommodation about 84.2 million of arrivals (1.9% compared with 2013) and 254.9 million of nights spent (0.1%) were recorded and the average length of stay changed from 3.08 nights in 2013 to 3.03 in 2014.

In other collective accommodation establishments arrivals (22.3 million) increased by 5.1 per cent, while the number of nights spent (122.8 million) increased by 0.7 per cent, thus resulting in a reduction of the average length of stay (-0.24 nights).

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

Years 2013-2014, absolute values

	Hotels and similar accommodation		Other collective accommodation establishments		Total tourism accommodation establishments	
	2013	2014	2013	2014	2013	2014
Arrivals	82,639,236	84,240,379	21,223,294	22,311,973	103,862,530	106,552,352
Nights spent	254,759,348	254,941,435	122,026,267	122,829,371	376,785,615	377,770,806
Average length of stay	3.08	3.03	5.75	5.51	3.63	3.55

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

Years 2013-2014, % changes (a)

	% Changes 2014/2013 Hotels and similar accommodation	% Changes 2014/2013 Other collective accommodation establishments	% Changes 2014/2013 Total tourism accommodation establishments
Arrivals	1.9	5.1	2.6
Nights spent	0.1	0.7	0.3
Average length of stay	-0.05	-0.24	-0.08

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

In 2014, tourism of residents in private accommodation remained stable, estimated at about 36.1 million trips. Also the average duration of trips remained stable at 6.6 nights, corresponding to an amount of 240.5 million nights.

The home of relatives or friends was the most common type of private accommodation chosen by residents (60% of trips), followed by rented houses/bed and breakfast (20%) and owned homes (14%).

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 mean of transport, duration and period of the year for each trips made.

TRIPS AND NIGHTS SPENT IN PRIVATE ACCOMMODATION BY TYPE OF TRIP AND MAIN DESTINATION

Years 2013-2014, thousands and percentage composition

YEARS	HOLIDAYS		BUSINESS		TOTAL		ITALY		ABROAD		TOTAL	
	TRIPS											
	Thousands	%	Thousands	%	Thousands	%	Thousands	%	Thousands	%	Thousands	%
2013	38,510	95.2	1,932	4.8	40,442	100.0	34,458	85.2	5,984	14.8	40,442	100.0
2014	34,557	95.8	1,511	4.2	36,068	100.0	30,213	83.8	5,855	16.2	36,068	100.0
	NIGHTS SPENT											
2013	239,202	96.6	8,315	3.4	247,517	100.0	189,630	76.6	57,887	23.4	247,517	100.0
2014	233,978	97.3	6,547	2.7	240,525	100.0	182,349	75.8	58,176	24.2	240,525	100.0

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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