



STATISTICHE

figures and graphs to analyse the Veneto region

Flash



The great potential of Veneto tourism, enhanced by the entrepreneurial skills of the operators and a structured and synergic promotional plan, has allowed Veneto to achieve a record of tourists' presences in the year that has just closed. The Veneto proposal is multi-faceted, it talks of tourism, culture, gastronomy, identity, landscape and territory, to be able to meet each request in the best way. Contextualizing this result to the current period of strong economic uncertainty, we can underline again how important tourism is for the Veneto economy, both for the wealth directly produced and the upstream and downstream economy. In figures, in 2011 there were

15.8 million tourists, over 1 million more compared to the previous year (+8.1 %), which corresponds to a significant although milder increase in presences (+4.2 %) which reached about 63 million and 400 thousand, signalling a reduction in the average stay in holiday resorts (4 days). The choice of Veneto as a holiday destination by millions of tourists for several years now is maintaining its position among the Italian touristic regions, as confirmed also for

2011: VENETO TOURISM A RECORD OF 63 MILLION TOURISTS

2010, the last year available at a national level, totalling 14.8 % of arrivals and 16.2 % of tourists in the entire peninsula. Please note that the survey, to which belong the analyses of this publication, takes in consideration only those staying at least one night and that are the guests of Veneto accommodation for reasons of holiday, business, well being, health, sports, religion etc. All the data processing disregards daily tourism which, even if not completely quantifiable, is a significant booster for the economy of our region. The first and concise analysis, resulting from the now consolidated collaboration between the Directorate Regional Statistical System, the Tourism Department of the Region of Veneto and the seven Provinces of its territory, aims to contribute to the knowledge of the dynamics of the sector. Other information on the topic is annually reported in the Statistical Report of the Region of Veneto.

TOURISTS' MOVEMENT IN VENETO PER PROVINCE AND STRUCTURE - YEAR 2011

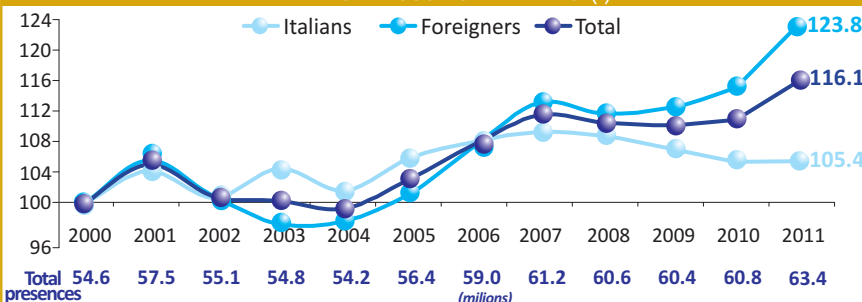
Absolute values in millions

	Hotels		Non hotels		Total structures	
	Arrivals	Presences	Arrivals	Presences	Arrivals	Presences
Italians	4.0	11.1	1.8	13.0	5.8	24.1
Foreigners	7.0	18.9	3.0	20.4	10.0	39.3
Total	11.0	30.0	4.8	33.4	15.8	63.4

2011/10 percentage variations

	Hotels		Non hotels		Total structures	
	Arrivals	Presences	Arrivals	Presences	Arrivals	Presences
Italians	2.0	0.3	3.9	-0.5	2.6	-0.1
Foreigners	13.0	9.7	8.5	4.9	11.6	7.1
Total	8.7	6.0	6.8	2.7	8.1	4.2

INDEX NUMBER (%) OF THE PRESENCES OF TOURISTS (BASE YEAR = 2000) VENETO - 2000:2011 YEARS (%)

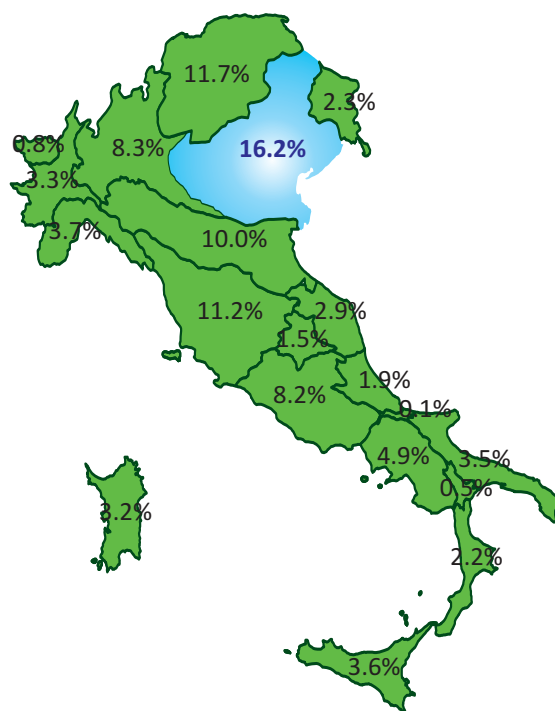


(*) index number = (presences year t / presences base year) x 100

(*) the 2011 mountain data is provisional

Source: processing by the Veneto Region - Directorate Regional Statistical system on Istat and the Region of Veneto

PRESENCES OF TOURISTS IN THE ITALIAN REGIONS YEAR 2010



Total Italy: 375,5 millions presences

The area of the region is proportional to the % share of presence

ALSO AVAILABLE:

- Economic scenario, conjuncture indicators - January 2012
- Statistical Report 2011 - meetings with the territory
- News: statistical information on mobile devices

<http://moma.regione.veneto.it/moma-viewer-smartphone>

<http://www.regione.veneto.it/statistica>

The excellent results of Veneto tourism in 2011 fundamentally reflect the trend of the flow of foreigners, which has grown compared to the previous year by 11.6 % in terms of arrivals and 7.1 % in terms of presences. International tourism, whose growth only slowed at the beginning of the global economic crisis and then timidly recovered starting from 2009, increasingly shows consents from loyal

THE GEOGRAPHICAL ORIGINS

customers: Germans (+7.1 %), Austrians (+5.3 %), Dutch (+4.6 %), French (+6.9 %) and Swiss (+8.8 %). Moreover, there is a recovery of the American (+10.8 %) and English (+1.7 %) presences, markets which in the last years suffered from the most marked and repeated contractions and which play a fundamental role, especially for our known art cities. Furthermore, the presences from Russia (+33.7 %), China (+45.4 %) and

Brazil (+34 %) continue growing, which this year are in the 12th, 15th and 18th position in the ranking, in one decade having jumped 9, 4 and 6 positions, respectively.

The 2011 record is not only determined by guests coming from other countries but also by an increase in the arrivals of Italian tourists (+2.6 %) which coincides with a substantial stability of their overnight stays (-0.1%). The regional ranking of Italians visiting Veneto is characterized by a predominance of countrymen attracted by the touristic offer of the region, a good 8 percentage points lead over the presences of tourists from Lombardy. After years of confirming the top positions, Lazio lost its third place, which was taken by Emilia Romagna and Trentino Alto Adige

During the last year, foreigners increased in all tourist areas, both in terms of arrivals and presences, while the numbers of Italians

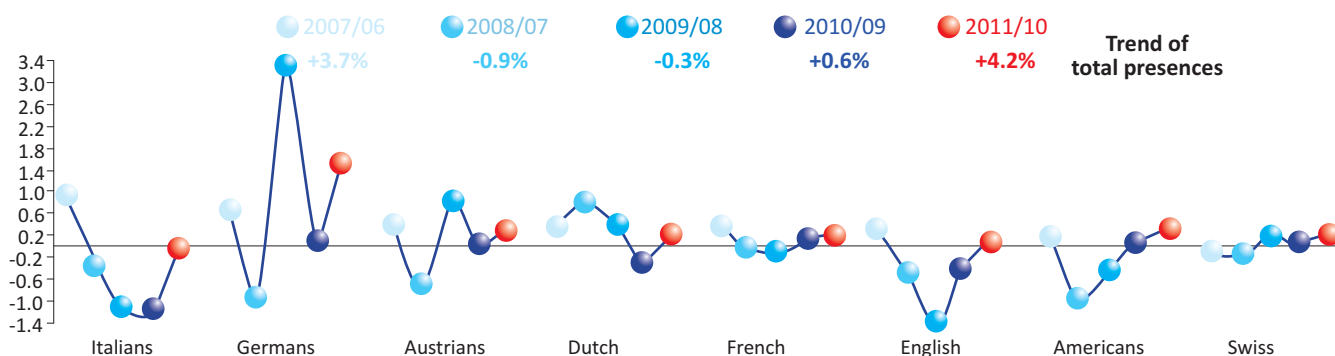
ORIGIN OF FOREIGN TOURISTS
RANKING OF PRESENCES – YEAR 2011

	Presence (thousands)	2011/10 % variation	% share of Veneto total
Germany	13,618	7.1	21.5
Austria	3,541	5.3	5.6
Netherlands	2,881	4.6	4.5
France	1,997	6.9	3.2
Great Britain	1,775	1.7	2.8
U.S.A.	1,547	10.8	2.4
Switzerland-Licht.	1,512	8.8	2.4
Denmark	1,246	-6.6	2.0
Czech Republic	966	2.8	1.5
Spain	853	2.7	1.3
Poland	800	9.2	1.3
Russia	724	33.7	1.1
Belgium	680	5.1	1.1
Hungary	551	-3.1	0.9
China	508	45.4	0.8
Australia	413	16.6	0.7
Japan	397	5.1	0.6
Brazil	370	34.0	0.6
Canada	333	13.9	0.5
Romania	333	2.1	0.5
...			
Total Foreigners	39,336	7.1	62.0

ORIGIN OF ITALIAN TOURISTS
RANKING OF PRESENCES – YEAR 2011

	Presence (thousands)	2011/10 % variation	% share of Veneto total
Veneto	9,738	-0.5	15.4
Lombardia	4,520	1.8	7.1
Emilia Romagna	1,271	-0.3	2.0
Trentino Alto Adige	1,266	3.3	2.0
Lazio	1,238	-8.3	2.0
Piemonte	1,213	3.0	1.9
Friuli Venezia Giulia	941	3.7	1.5
Toscana	744	2.4	1.2
Campania	607	0.0	1.0
Puglia	546	-3.5	0.9
Sicilia	480	-2.1	0.8
Liguria	357	3.0	0.6
Marche	291	-2.5	0.5
Abruzzo	201	-5.1	0.3
Sardegna	177	-7.0	0.3
Umbria	169	3.2	0.3
Calabria	163	-10.2	0.3
Basilicata	65	-9.3	0.1
Valle d'Aosta	40	4.6	0.1
Molise	37	-4.6	0.1
Total Italians	24,064	-0.1	38.0

CONTRIBUTION TO THE GROWTH OF THE TOURISTS' PRESENCES MADE BY THE MOST RELEVANT ORIGINS
VENETO – 2006:2011 YEARS (*)



(*) Contribution to the growth = variation in presences from origin x % share of presences from origin

Those who come to Veneto, find a complete holiday, able to meet every type of need: there is the possibility to visit cities that are among the most beautiful and famous in the world, spend the summer in one of the many beaches that stretch for over 100km of coastline, enjoy the largest and most equipped thermal spa facility in Europe, have fun with winter sports and also make excursions

THE DESTINATIONS

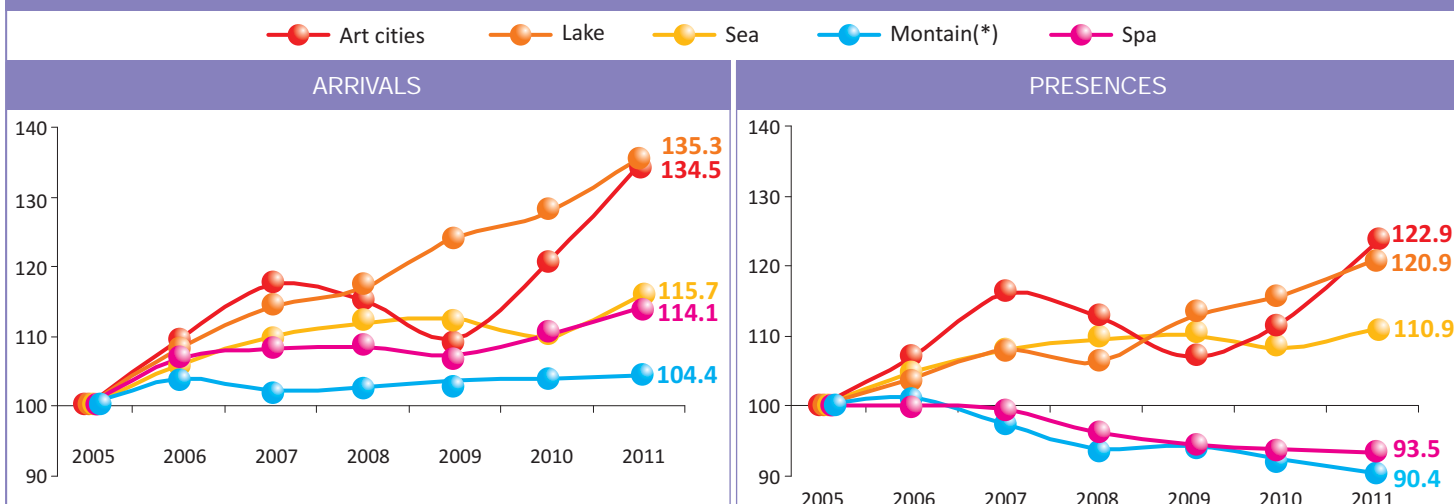
surrounded by the beautiful scenery of the Dolomites, not to mention Lake Garda, the Po Delta, etc. What our region has to offer is enhanced by the infinity of aspects which make it unique and able to recall the visitors to discover the territory, the villas, or historic buildings, the local traditions, typical crafts and agri-food businesses.

In 2011 there was a growth in the number of tourists in all five touristic

sub-sectors. The famous Veneto beaches, the art cities and the lake totalled a new record both in terms of the arrivals and presences. The mountain resorts and spas share a common growth in the number of tourists, but these remain for a shorter period than average, a generally more widespread behaviour, but which totals in this case a negative variation in the presences.

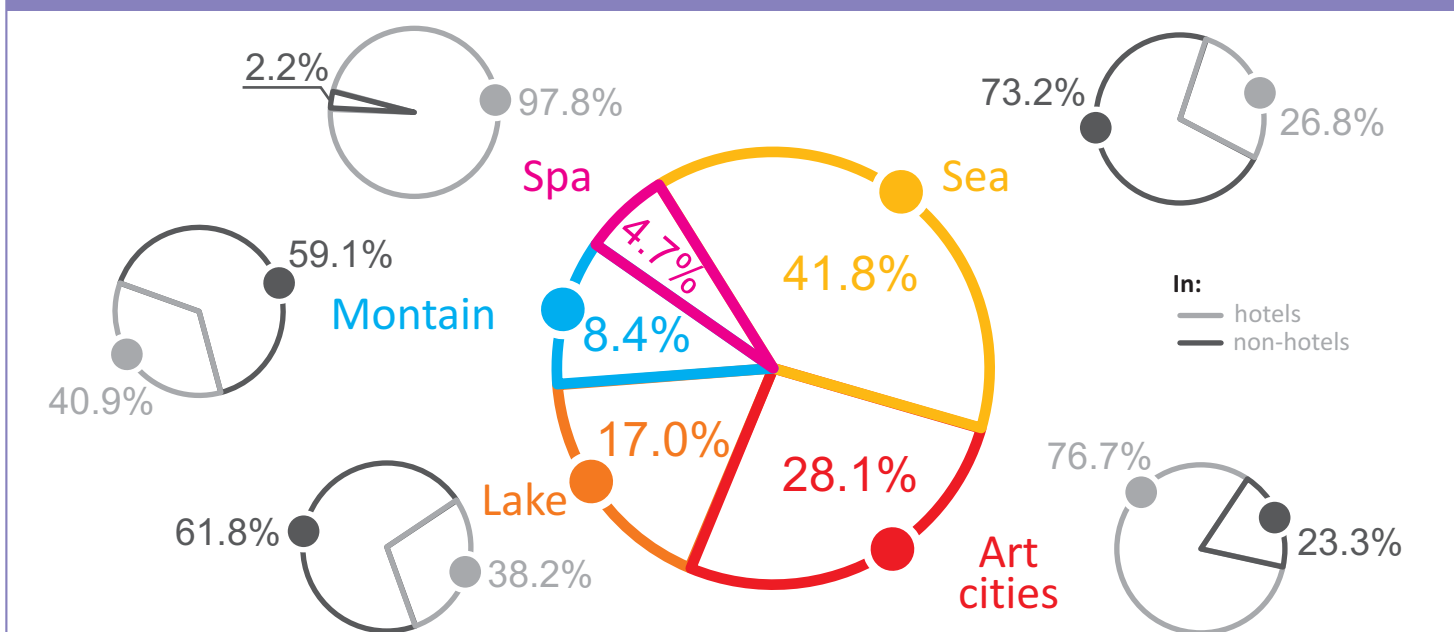
2011 was a good year both hotels (+6 % of presence), and non-hotels (+2.7 %), which comprise campsites, farm holidays, rent rooms, hostels, holiday homes, alpine refuges, B&Bs etc. In the hotel sector there was an increase in the demand for high quality, corresponding to an increase in what is offered due in part to processes of reclassification.

INDEX NUMBER (%) OF TOURISTS FOR DIFFERENT TOURISTIC SUB-SECTORS (BASE YEAR = 2005). VENETO – 2005:2011 YEARS



(*) Index number = (presence year t / presence base year) x 100

LE PRESENZE DEL 2011 PER COMPENSORIO TURISTICO (*)



(*) The 2011 mountain data is provisional

Source: processing by the Veneto Region – Directorate Regional Statistical system on Istat and the Region of Veneto

STATISTICHE *Flash*

It could be interesting to compare tourism in Veneto with what is happening in the rest of Europe even if limited to the tourists' movement recorded by hotels, campsites and tourist villages, types of accommodation for which a methodically homogenous comparison can be carried out at a European level.

The ranking between European regions – otherwise known as NUTS 2 – based on tourists' flow recorded during 2010, the last available year, sees Veneto amongst the leading positions thanks to predominantly foreign tourism (over 60 % of the bookings). The first ten regions account for about 1/4 of the bookings made by tourists in the EU27(*), thus highlighting the fundamental role carried out in this field by the four countries Italy, Spain, United Kingdom and France. Italy was the first nation in terms of number of beds with 18 % of the offer of the EU27 and second as much as regards the offer of campsites and tourist

A LOOK ACROSS THE BORDER

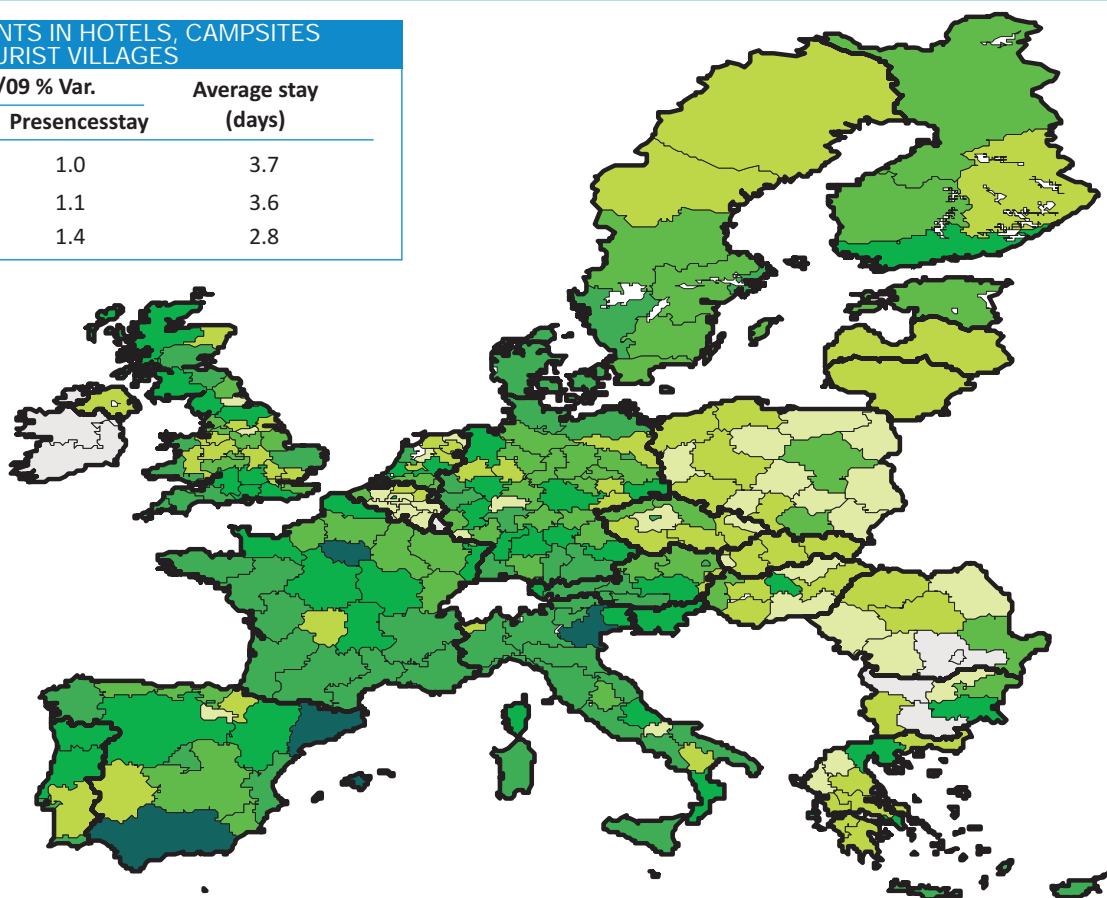
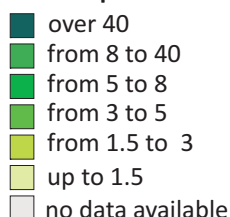
villages. After two years of reduction in tourism coinciding with the start of the international economic crisis, in 2010 the sector returned and recorded an increase, with a recovery boost which seems to be stronger in Veneto compared to the national average and even stronger than the European average. This is deduced from the increase in the arrivals: presences, which depend on the guests' stay in the territory visited, always show a more moderate growth, which sees Veneto in line with the national and European trends in general.

PRESENCES OF TOURISTS IN HOTELS, CAMPSITES AND TOURIST VILLAGES FOR EUROPEAN REGION EU27 - YEAR 2010

TOURISTS' MOVEMENTS IN HOTELS, CAMPSITES AND TOURIST VILLAGES

	2010/09 % Var.		Average stay (days)
	Arrivals	Presences	
Veneto	4.9	1.0	3.7
Italy	3.3	1.1	3.6
UE27 (*)	2.5	1.4	2.8

Millions of presences



(*) For the 249 European regions for which data is available

Source: processing by the Veneto Region – Directorate Regional Statistical system on Istat and the Region of Veneto

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- General Secretary of Culture
- Tourism management

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