

# STATISTICHE

UNDERSTANDING VENETO IN FIGURES AND DIAGRAMS

FLASH

In 2017, Veneto broke an all-time record, both for the number of tourists who stayed there and for the total number of overnight stays. The year just ended closed with 19.2 million arrivals (+7.4% compared to 2016) and 69.2 million presences (+5.8%), figures that have never reached before.

These results are due to the completeness of the offer in a region, Veneto, that is crossed in 3-4 hours by car: cities of extraordinary beauty, over 100 km of beaches, magnificent mountains, natural parks, Lake Garda and spa systems, all enriched by excellent food and wine and the ability to invest in quality, enhancing the offer with innovative proposals, knowing how to satisfy guests in the best way,

looking for new experiences.

In Italy, Veneto has been the leading region for tourism for several years now, both in terms of the number of arrivals (15.3% of the entire peninsula) and in terms of presences (16.2%). This data provides a detailed picture of those who spend at least one overnight stay in Veneto accommodation facilities, for holiday,

## VENETO TO VISIT AND TASTE

business, well-being, care, sport, religious or other reasons. All the analysis however, disregards daily tourism, which represents a significant reality for Veneto, and therefore ISTAT provides an estimate for 2016: around 14 million excursions by Italians to Veneto, with excursion meaning a trip outside one's usual environment and excluding trips for routine activities, which are linked more to commuting rather than tourism.

In the context of tourist accommodation in Veneto, the role of traditional facilities remains fundamental; however, in recent years there has been an increase in the number of customers who choose the agritourism for their holidays. This is still a niche tourism, only chosen by 1.6% of tourists in 2017, but the preferences in agritourism facilities are growing at a very fast pace: agritourism establishments are registering very high average annual growth rates (in 2017, +8.1% for arrivals and +8.3% presences).

In addition to the contact with nature and the distance from the chaos of large urban centres, the agritourism offer seduces tourists for its uniqueness; in fact, in addition to staying overnight in a welcoming environment, there is the possibility of tasting typical products and discovering the local gastronomic traditions.

The wave of slow tourism continues, which concentrates in the hills of Valdobbiadene and Conegliano, known for their landscape and the production of Prosecco. The tourist appeal of this area has shown has grown strongly, especially in recent years, with an increase of +9.1% in arrivals and +16% in presences in the last year.

### A YEAR OF RECORD-BREAKING

Tourist movement by origin and accommodation.  
Veneto - Year 2017

Absolute values (millions)

|              | Hotels      |             | Non-hotels |             | Total accommodation |             |
|--------------|-------------|-------------|------------|-------------|---------------------|-------------|
|              | Arrivals    | Presences   | Arrivals   | Presences   | Arrivals            | Presences   |
| Italians     | 4.6         | 11.3        | 2.0        | 10.8        | 6.7                 | 22.1        |
| Foreigners   | 8.1         | 21.8        | 4.4        | 25.3        | 12.5                | 47.1        |
| <b>Total</b> | <b>12.8</b> | <b>33.1</b> | <b>6.4</b> | <b>36.1</b> | <b>19.2</b>         | <b>69.2</b> |

### TRENDS: ENJOYING SLOW HOLIDAYS

Agritourism establishments

Arrivals 306thousand (+8.1%)  
Presences 932thousand (+8.3%)

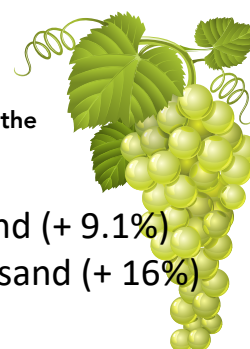


Variazioni percentuali 2017/16

|              | Hotels     |            | Non-hotels  |            | Total accommodation |            |
|--------------|------------|------------|-------------|------------|---------------------|------------|
|              | Arrivals   | Presences  | Arrivals    | Presences  | Arrivals            | Presences  |
| Italians     | 4.0        | 2.2        | 8.1         | 3.9        | 5.2                 | 3.0        |
| Foreigners   | 5.0        | 2.9        | 15.9        | 11.0       | 8.6                 | 7.1        |
| <b>Total</b> | <b>4.6</b> | <b>2.7</b> | <b>13.3</b> | <b>8.8</b> | <b>7.4</b>          | <b>5.8</b> |

Conegliano-Valdobbiadene, the cradle of Prosecco

Arrivals 176 thousand (+ 9.1%)  
Presences 415 thousand (+ 16%)



Source: Processing of provisional data from ISTAT - Regione Veneto by the Statistics Office of Regione Veneto

WEB  
Flash

ALSO AVAILABLE:

- Result indicators of ROP Veneto ERDF 2014 - 2020
- International trade, final data for 2016 and provisional data for the first quarter 2018
- Tourism - data for the entire 2017

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

Tourist destinations in Veneto attract more and more tourists, so much so that in 2017 each of the five ski areas beat its own historical record for arrivals. Cities of art and lakes also set records on the attendance front, with figures that, together with the results of the other districts, set a record for the entire region.

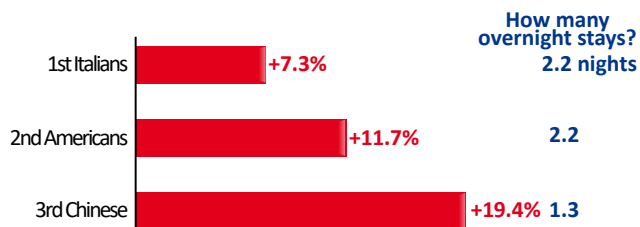
Absolute record for cities of art, on all fronts: arrivals and presences of Italians and foreigners. In 2017, the accommodation facilities welcomed more than 10 million tourists for almost 23 million overnight stays, with staggering increases: +9.3% and +9.7% respectively compared to the previous year, +47.3% and +36% compared to 2007. Such positive results have been achieved thanks to our fellow countrymen, who stand out in first place as fans of cultural destinations (about a third of overnight tourists) and who recorded a +7.3% of arrivals and +7.6% of presences. Americans continue to show increasing interest in direct travels to Veneto cities (+11.7%), representing the main foreign country of origin (850 thousand arrivals). China has been in third place for years, whose contribution has been fundamental for the 2017 result, thanks to +19.4% of arrivals and +20% presences. The importance of this market is also underlined by the high expenditure of tourists once they reach their destination: the Chinese are the tourists who appreciate luxury most, with an average daily expenditure of around 200 euros, as well as tourists from Saudi Arabia, Dubai, Hong Kong and Japan, as demonstrated by their choice of accommodation (83% of cases in 4-5 star hotels), and their passion for purchases, to which they dedicate to about a quarter of their budget. Other markets that have made a decisive contribution to the numbers achieved in 2017 were Germany (+15.2% of arrivals), Russia (+35.8%) and France (+8.5%). Such a vast audience is very concentrated in the cities that are renowned throughout the world, especially in the municipality of Venice, which hosts a quarter of tourists with Veneto as their destination, and secondly in the municipality of Verona (6%). Once in Veneto, foreigners choosing a cultural holiday spend an average of 130 euros per day (compared to 100 euros for a generic trip). Expenditure is broken down as follows: 43% for accommodation, 23% is spent in restaurants and bars, 17% for purchases, 10% for travel in the country visited and finally about 7% for all other expenses, such as visits to museums, shows, guided tours, vehicle rental, etc.

## THE APPEAL OF CULTURE

### UNIQUE CITIES OF ART IN THE WORLD

Arrivals 10.4 million (+9.3%)  
Presences 22.9 million (+9.7%)

#### Highest number of tourists

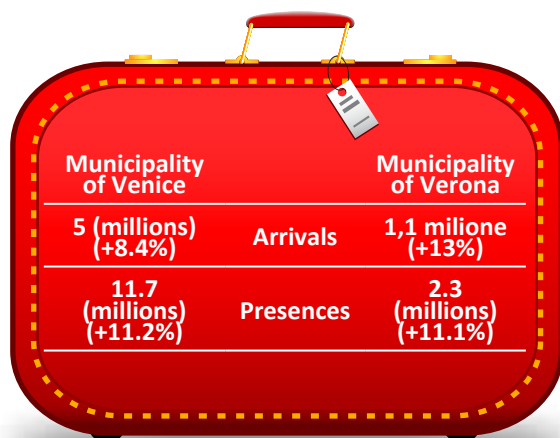


### HOW MUCH DOES A FOREIGNER STAYING IN VENETO SPEND PER DAY?

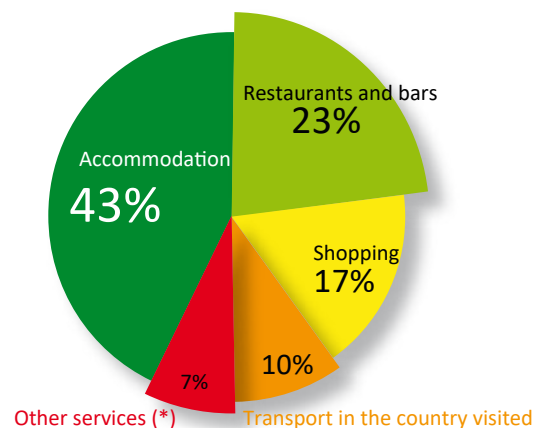
Around € 100  
for generic travel

Around € 130  
for cultural

### THE CITIES WHERE MOST TOURISTS STAY



### ... AND HOW DO THEY SPEND THEIR MONEY IN THE CITIES OF ART?



(\*) Expenses for museums, shows, guided tours, vehicle rental, etc..

The scorching 2017 summer considerably increased the number of tourists at seaside resorts which, after a stagnation in 2016, are beginning to grow again, in both number (+6.4%) and in overnight stays (+5.5%). Seaside resorts welcome 21.5% of tourists who choose Veneto as their holiday destination, totalling 37.4% of regional presences. The appeal for foreigners is strong and increasing, accounting for 64.5% of customers of seaside resorts' accommodation facilities. Germany is not only the most important foreign country of origin, but also the one that has contributed the most to the growth of the sector in recent years; Austria's contribution is also important. However, the largest customer base remains the Italian one, with +4.3% of arrivals and +3.2% of presences. French customers are starting to grow again (+4.7%), after years of continuous defections, which have caused France to lose the third place among foreign markets it held until 2011, falling to the current 6th place.

### NATURE AND WELLNESS

The lake has broken its historical record for both arrivals and presences, thanks above all to the strong increases in foreigners (around 4%), as well as Italians (+1.8% of arrivals and +3.8% of presences). The Germans, who make up about 40% of customers, are the most loyal customers at Lake Garda, more so than Italians. In 2017, they provided the greatest boost to the sector's growth, whereas the Dutch showed a fluctuating trend which in 2017 began to decline again after the 2016 peak.

Even spas attract more and more tourists with an offer that is mainly appreciated by Italians (66.7%), whose number has exceeded that of foreigners since 2004. Their appeal also attracts the people of Veneto, whose number has more than doubled since 2007, assuming a certain importance. After the national market, there are the German and Austrian markets; however, the boost to growth in 2017 is due to the new origins, first and foremost China, India and Russia.

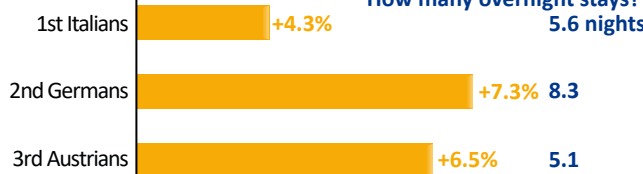
Our mountain resorts continue to attract a growing number of tourists: in 2017 the number of Italians rose, making up the main market (65.5%) and the number of foreigners also rose (+4.1%). However, analysing the trend of overnight stays, it is evident that the growth in international presences (+4.1%) has not completely compensated for the reduction in the number of Italians (-5.9%): currently Italians' holidays last on average of 4.2 nights. As regards hotels, arrivals increased by +6.2% and Presences by +3.1%, mainly thanks to a snowy December.

#### EVERYONE AT THE SEASIDE

Arrivals 4.1 million (+ +6.4%)  
Presences 25.8 million (+5.5%)

##### Highest number of tourists

##### How many overnight stays?



##### The most popular municipality for tourists

Jesolo

1.2 million (+6%)

5.7 million (+5.9%)

##### The municipality with the most presences

Cavallino - Treporti

0.8 million (+5.7%)

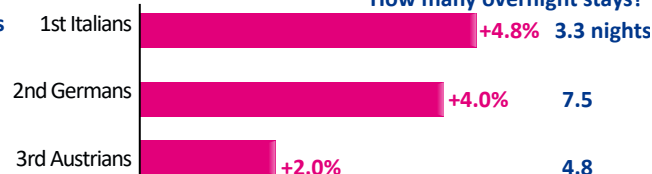
6.3 million (+4.9%)

#### SPAS, POPULAR ALL YEAR ROUND

Arrivals 825 thousand (+ 6.9%)  
Presences 3.2 million (+2.3%)

##### Highest number of tourists

##### How many overnight stays?



##### The municipality with the most arrivals and presences

Abano Terme

Arrivals 0,5 million (+6.5%)

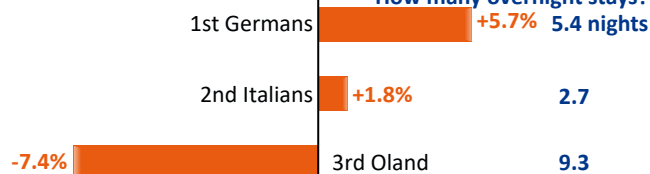
Presences 2 million (+2.5%)

#### SPORT AND RELAXATION AT LAKE GARDA

Arrivals 2.7 million (+ +3.6%)  
Presences 13 million (+3.9%)

##### Highest number of tourists

##### How many overnight stays?



##### The municipality with the most arrivals and presences

Lazise

Arrivals 0.6 million (+ +3.6%)

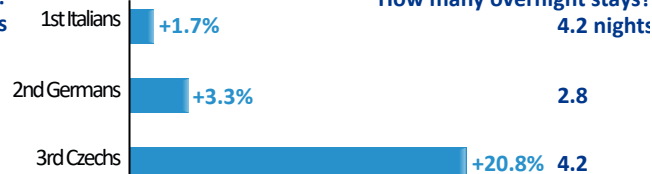
Presences 3.6 million (+5.9%)

#### THE DOLOMITES AND MORE

Arrivals 1.1 million (+ +3.6%)  
Presences 4.3 million (-3.2%)

##### Highest number of tourists

##### How many overnight stays?



##### The municipality with the most arrivals and presences

Cortina d'Ampezzo

Arrivals 0.3 million (+ +2%)

Presences 1.1 million (+1.7%)

Tourism should contribute to the growth of the local economy and society and sustainable well-being: this is one of the goals of the Strategic Tourism Plan. Therefore, it focuses attention on developing new destinations and new products, supporting the design of new itineraries, to connect the most attractive areas with those of lowest tourist density and shift tourism flows to the lesser known but equally as attractive areas. In this context, a question arises: how often does a foreign tourist plan a tour with stays in different locations? There are three tourist profiles for foreigners who travel in Veneto.

Those who choose a relaxing and repeatable holiday as it is only a few hours away by car, characterised by high stationarity (about 58% of cases). This applies in particular to Germans and Austrians who choose the seaside or lake destinations.

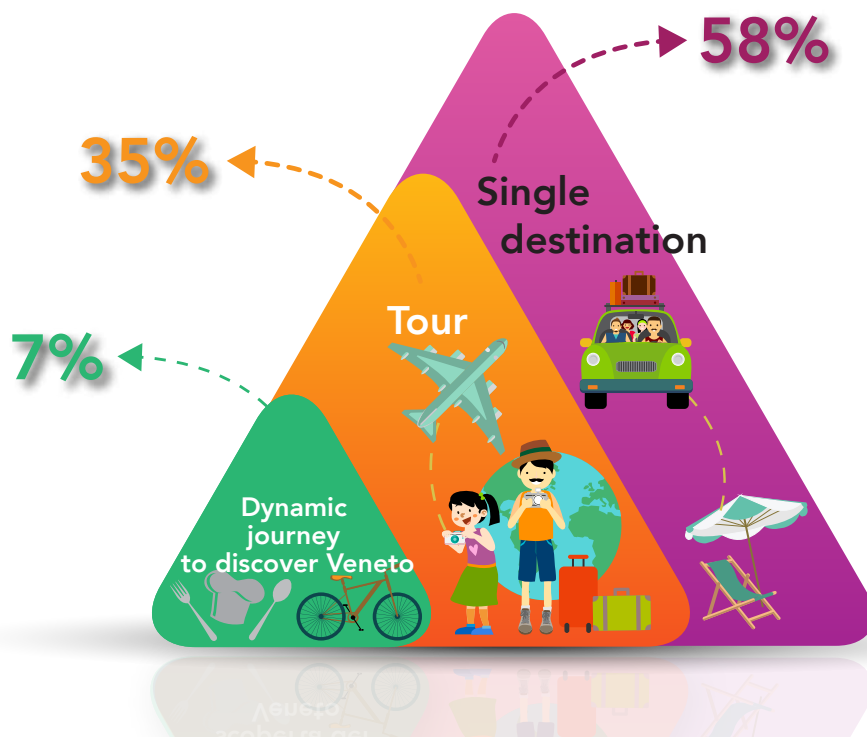
## A TRIP TO VENETO THAT GOES BEYOND THE NORMS

Those who come here from the other side of the world, want to see the most famous Italian and European cities with their own eyes (about 35% of cases). These are mainly tourists from the East, America, Australia who prefer a cultural holiday taking a tour with a single stop in Veneto.

Finally, 7% of foreign travellers spend the night in different locations in Veneto, thus enjoying different cultural and landscape realities and tasting more food and wine specialities. It may seem an insignificant percentage, but bear in mind that Veneto is the region with the largest tourist flows in Italy, which in numbers means almost a million arrivals by foreign tourists per year.

Those who show a greater tendency to stay in different places in Veneto are foreigners who choose a food and wine or sporting holiday: in these cases, those who spend the night in more places are still the exception, but the percentage rises to 11-13%. Tourists are attracted by all the rich and multiple destinations scattered throughout Veneto, including destinations that are an alternative to the usual ones. This is especially true for traditional markets: in addition to the usual seaside and lake holidays during peak season, people also travel during low or mid-season enjoying the landscape and culinary and cultural specialities at each stop of so-called "minor" destinations, which are precious for their uniqueness. Tourists love the thrill of new experiences, breathing in the local customs and identity and taking the memory home, without forgetting the experiential component of food: food and wine tourism increasingly attracts and excites the attention and the taste of Italians.

### THE CHOICES BY FOREIGN TOURISTS



Source: Processing of data from the Bank of Italy by the Statistics Office of Regione Veneto