

# STATISTICHE

UNDERSTANDING VENETO IN FIGURES AND DIAGRAMS

FLASH

The vast range of things that Veneto has to offer are brought together under the trademark "The Land of Venice", including tourism, culture, food and wine, identity, landscape and territory, able to satisfy every request in the best possible way, offering locations famous the world over, as well as many peculiar places and things to discover and enjoy thanks to slow tourism. The destinations, enhanced by the entrepreneurial skills of the operators and by structured and synergistic promotion, ensured for Veneto, in the year just ended, a very positive trend in tourist arrivals and overnight stays. Numerically, in 2019 there were over 20 million tourist arrivals, up 3.2% compared to the previous year, which corresponds to an equally important increase in overnight stays (+2.9%), which, at over 71 million, beats all past records. There is growing interest from both Italian tourists (+2.5% arrivals and +3.2% overnight stays) and foreign visitors (+3.6% and +2.7%). Looking at the totals for the whole year, there is substantial stability for the hotel sector (+0.5% arrivals and -0.5% overnight stays), while there are strong increases for the non-hotel sector (+8.4% and +6%).

## TOURISM NUMBERS UP IN VENETO IN 2019

In 2019, there was a growing number of tourists and overnight stays in all five skiing locations. The results achieved by the cities of art and by the localities of Lake Garda had never been seen before and were due above all to the rapidly growing attraction observed among foreign visitors. Mountain and spa resorts saw new records in terms of the numbers of tourists, but not of overnight stays which, despite being on the rise compared to 2018, failed to beat the records set in the 90s, due to a continuous reduction in the duration of holidays: holidays in the mountains last an average of 3.7 nights, similar to spa stays (3.8 nights), half the length they were twenty years ago. Even on the beach, there is an increase in both tourists (+0.9%) and overnight stays (+1.9%), failing, however, to beat their respective past records (2017 and 2011).

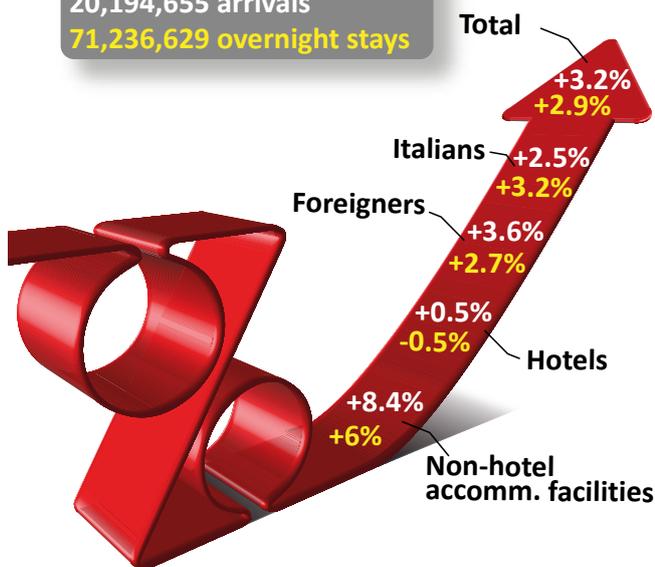
Our region has now been at the top of the Italian tourist regions for several years, totalling 15.3% of arrivals and 16.1% of overnight stays of tourists (2018 data, the latest available at national level). This first and brief analysis, the result of the by now consolidated collaboration between the Statistical Office and the Tourism Directorate of the Regione Veneto, aims to make an initial contribution to knowledge of tourism sector dynamics. The data presented here, the continuous updates and other insights on the subject can be consulted by anyone interested at the following link: [http://statistica.regione.veneto.it/banche\\_dati\\_economia\\_turismo.jsp](http://statistica.regione.veneto.it/banche_dati_economia_turismo.jsp)

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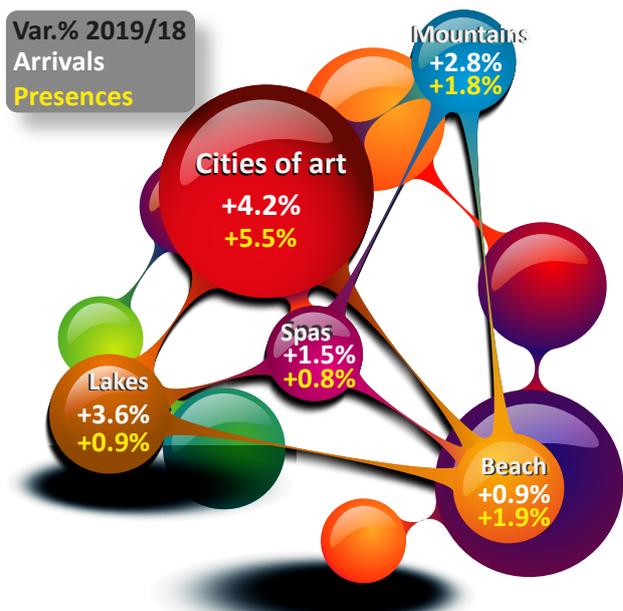
### THE VARIATIONS ARE ALL POSITIVE

**Numbers for 2019**  
20,194,655 arrivals  
71,236,629 overnight stays



### ATTRACTIVENESS IS GROWING FOR ALL TYPES OF HOLIDAYS

**Var.% 2019/18**  
Arrivals  
Presences



Source: Processing of provisional data from Istat - Regione Veneto by the Statistical Office of Regione Veneto

- Businesses - data as at 2019
- Tourist movement - data as at 2019
- Air transport - data as at 2019

The picture of visitors staying in Veneto shows a prevalence of foreigners, who make up two thirds of tourists staying overnight in Veneto locations. Among the foreign markets, Germany, the most loyal market, marks a +3.2% in overnight stays, Austria +1%, the United States +4.7%. On the other hand, there was a decrease in overnight stays by the Dutch (-11.6%) and the French (-1%). Japan and Russia are markets in strong growth, with double-digit increases in overnight stays (+11.3% and 10.1%), while China records a slight decline (-0.2%). The interest in exploring the Veneto region, and delighting the five senses with a regenerating holiday, is increasing among our fellow Italians (+2.5% arrivals and +3.2% overnight stays in the last year, +15.8% and +9.6% in the five-year period).

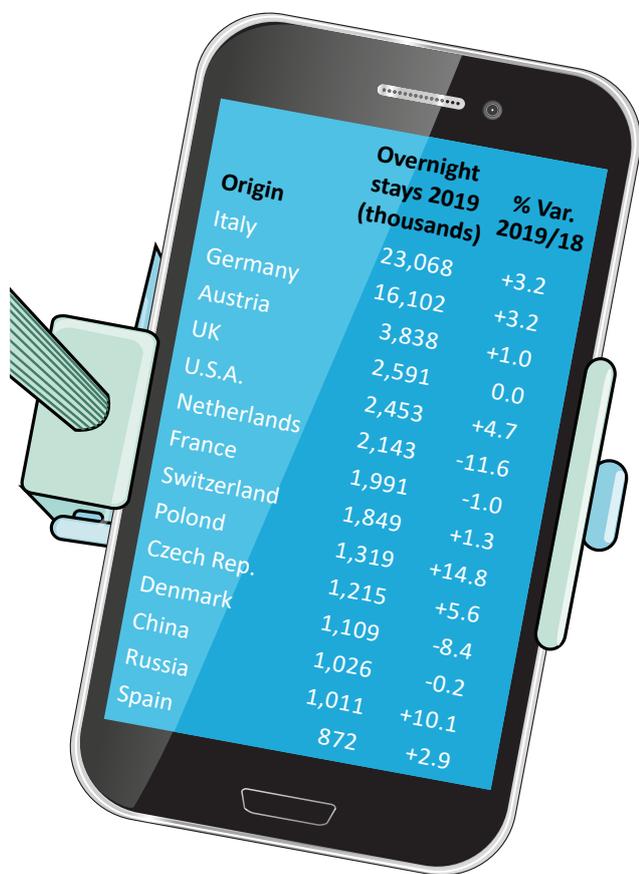
Tourists mainly went to hotels, which welcomed 64% of arrivals, but in terms of overnight stays, non-hotel accommodation was the preferred option (53.9% of overnight stays). The most popular hotels were luxury hotels (+0.8% in overnight stays in the last year), while in the non-hotel sector there was a slight decline in camping holidays (-0.9%) and strong increases in overnight stays in private accommodation (+14.9%), agritourism establishments (+5.8%) and hostels.

Everyone, and in particular the sector operators, is interested in knowing the trend of the various markets, but in recent years sector analysis has taken on a broader perspective. The analysis focused on multiple aspects, which underline the decisive role of this sector in the context of international strategies for sustainable development. For an in-depth analysis in this regard, please refer to the Analysis of the Veneto Tourist System and the Statistical Report available (in Italian) under "Pubblicazioni e Studi" on our official website: [http://statistica.regione.veneto.it/banche\\_dati\\_economia\\_turismo.jsp](http://statistica.regione.veneto.it/banche_dati_economia_turismo.jsp)

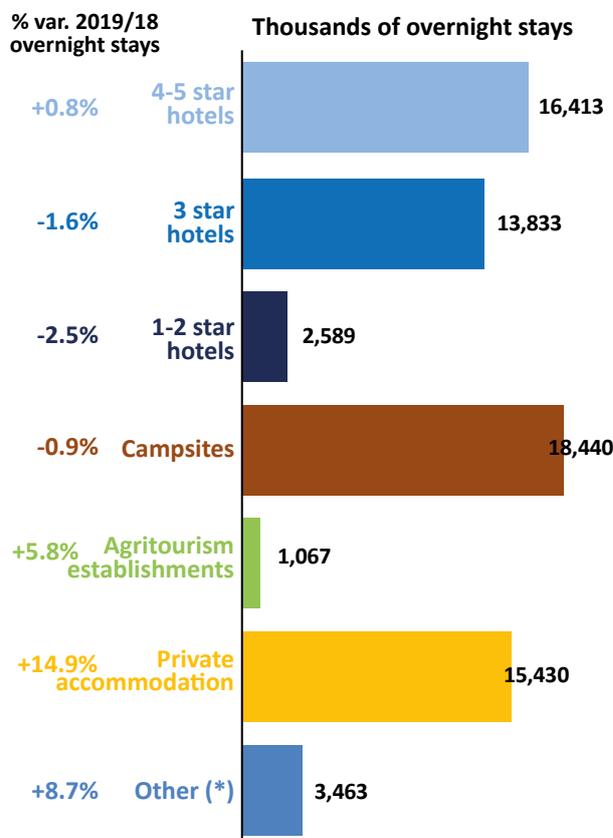


## WHO CHOOSES TO VISIT VENETO? AND WHERE DO THEY STAY?

A SELFIE SHOWING WHERE TOURISTS COME FROM



TOURIST OVERNIGHT STAYS BY TYPE OF ACCOMMODATION FACILITY. 2019



(\*) B&Bs, holiday homes, hostels, shelters

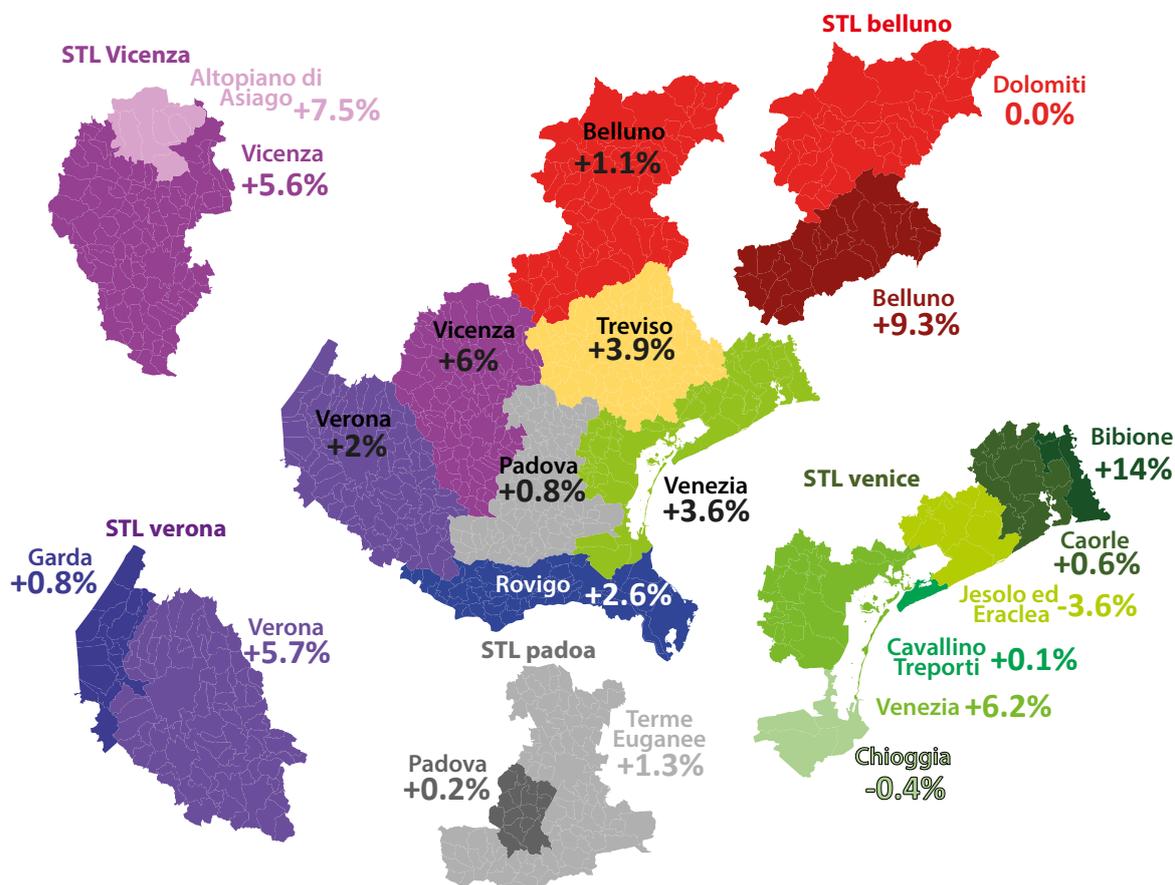
There were growing tourist flows in 2019 in all provinces, compared to 2018. Any falls in foreign tourist numbers were amply offset by increases in numbers of fellow Italian visitors. In the province of Padua, where about 60% of tourists come from Italy, the increases recorded by domestic tourism (+5.1% arrivals and +3.1% overnight stays) offset the fall in numbers of Chinese, German and Korean tourists. Similarly, in the province of Treviso, Italians, which increased in number by 2.5% and in overnight stays by 6.1%, together with the greater attractiveness to Americans, Turks, Japanese and Koreans, compensated for the reduction in Chinese, German, British and Dutch numbers. The +3.6% in arrivals and +6.9% in overnight stays for Italian visitors were fundamental in the Rovigo area, making up about half of all tourists.

In the provinces of Vicenza and Verona and in Venice, both national and international tourism grew. In the Vicenza area, Italians - who made up around 60% of visitors - increased by 2.3% in number and 7.6% in overnight stays, together with Indians and Americans, against a reduction in tourists from South Korea and Israel. In the province of Verona, where German tourists spend more nights than Italians, there were increases in numbers of both nationalities, while there was a fall in numbers of Dutch, British and Danish visitors. Analysing the flows of the metropolitan city of Venice, we note a very positive

## THE TERRITORIES OF "THE LAND OF VENICE"

trend for the Local Tourist System (STL) including the lagoon city (+4.5% arrivals and +6.2% overnight stays), which followed a continuously increasing trend with strong contributions in the past year from Italian and American visitors. Chioggia and neighbouring areas saw a growing interest among Italians, who are also the most loyal customers, with reduced popularity among the Germans. The seaside resorts showed increasing popularity in the STL of Bibione, Cavallino-Treporti and Caorle and vice versa negative results for Jesolo-Eraclea, where tourist flows fell for both hotel and non-hotel sectors. The only province in which Italian tourist numbers decreased and the positive results were linked to the strong growth of foreign tourism was Belluno: in the Belluno STL, Germany and Austria played a decisive role, together with Spain and Poland; in the Dolomites STL, the fall in Italian and German tourists was offset by the increase above all in Americans, together with Chinese and Koreans.

THE 7 PROVINCES WITH LOCAL TOURIST SYSTEMS (STLS): % VARIATIONS IN TOURIST OVERNIGHT STAYS



Source: Processing of provisional data from Istat - Regione Veneto by the Statistical Office of Regione Veneto

In 2018, foreigners spent 6.1 billion in Veneto, an increase of 3.8% compared to the previous year. These are holidays involving relaxation and leisure (78%), business trips (13%) or for other personal reasons (mainly visiting relatives and friends, for study, medical treatments and therapy, shopping, honeymoons, pilgrimage, which together account for 9%).

The expenditure, estimated by the Bank of Italy thanks to its border surveys, includes the amount spent by foreigners once they arrive at their destination (so excluding return travel). Veneto appears in 3rd place among the Italian regions with 14.7% of spending by foreign travellers in Italy, after Lazio (17.7%) and Lombardy (16.2%). The average per capita expenditure in Veneto was 105 per day, a slight increase compared to the previous year and in line with the national average. In 90% of cases, foreign travellers who have stayed in Veneto rate the experience in our region superior to expectations. The aspects that are most appreciated are the food, the quality of the accommodation and the services offered to tourists. In any case, all the people interviewed were asked which aspect they liked least and shopping appears to be the worst

## SPENDING AND SATISFACTION OF FOREIGN TRAVELLERS

rated aspect of those mentioned. This will be confirmed in the coming years, with the refinement of this new questionnaire that the Bank of Italy has introduced to investigate the satisfaction of users/travellers. Thanks to spending of 4 billion by foreigners, among all the Italian provinces, Venice appeared in second place in after Rome. About half of the expenditure is on accommodation, 21% on meals consumed outside the accommodation facility, 16% on shopping, 8% on transport and finally 6% on other services, such as tickets to some of the 60 museums in the area, to the many shows (totalling 70,240 in 2018), for guided tours, car rental, etc.

### FOREIGN TRAVELLERS ARE SPENDING MORE IN VENETO

6,1 billion in 2018

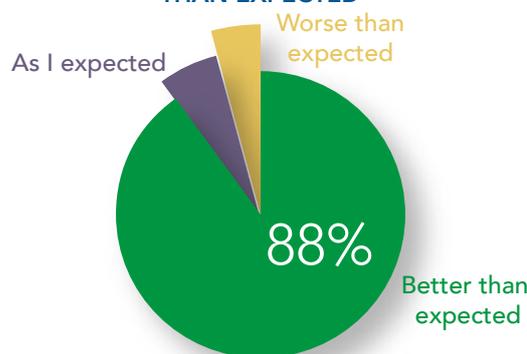


+3.8% compared to the previous year

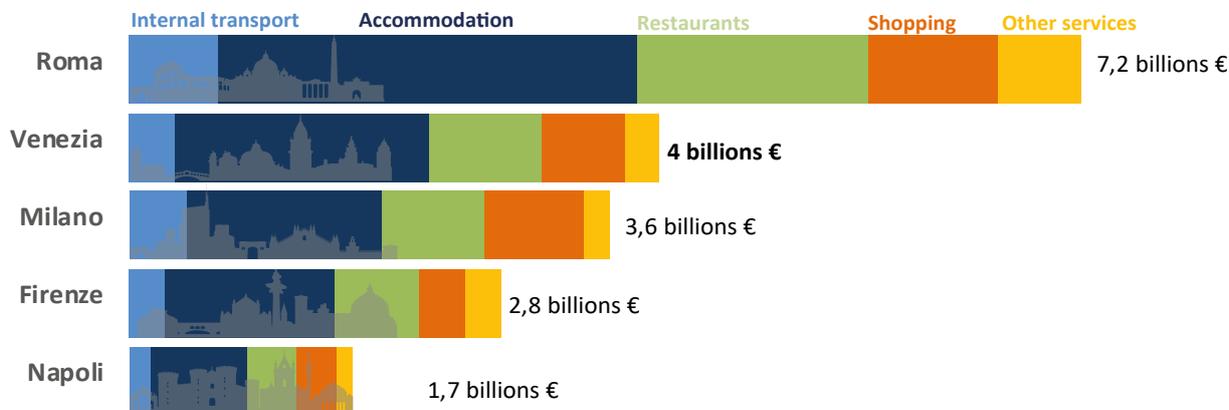


105€ per person per day

### FOR 88% OF VISITORS, THE EXPERIENCE IS BETTER THAN EXPECTED



### VENICE SECOND PROVINCE IN ITALY FOR SPENDING BY FOREIGNERS



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

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