



# STATISTICHE

Figures and graphs to understand the Veneto region

Flash

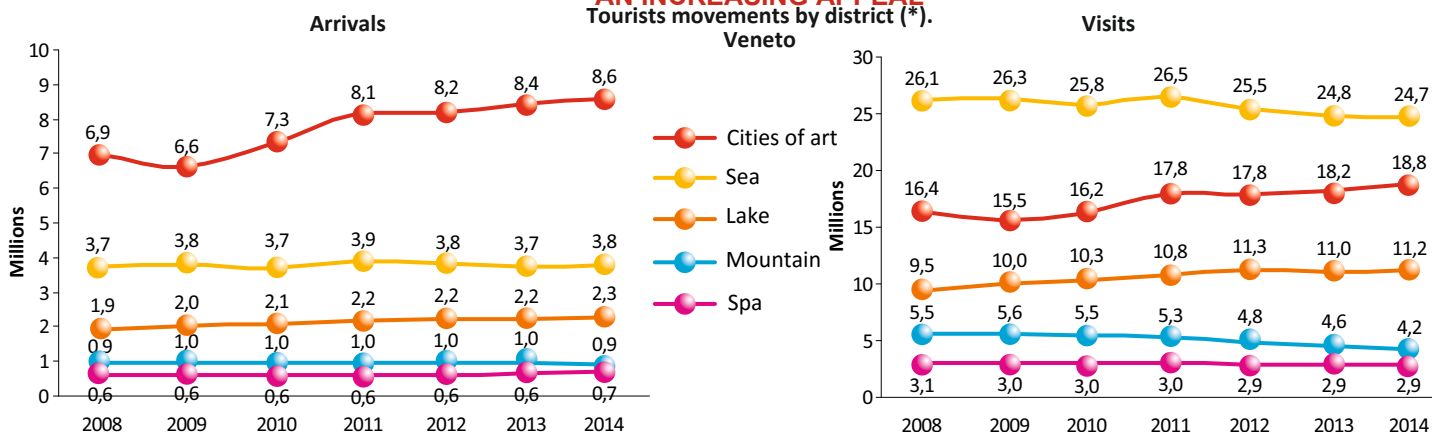
Veneto has been the first touristic region for years. In 2014 (\*) the number of visitors keeps growing (+1.7%), exceeding for the first time 16 million as well as the overnight stays (+0.5% for a value of around 61.9 million). A special appreciation is due to our cities of art: for years, they have been major attractions, and represent the destination of the 53% of tourists who come to Veneto and total 30.5% of the visits in the region. Through the years, the number of arrivals in the cities of art always keeps growing, except for a slight decrease at the beginning of the economic crisis worldwide. In 2014, the

## THE CULTURAL TOURISM DOES NOT KNOW ANY CRISIS

arrivals exceeded 8.6 million. Even the number of visits are characterized by an increasing trend, unlike the other destinations where a more stable or slightly decreasing trend is registered. In 2014, the number of overnight stays reaches 18.8 million. Compared to the other type of destinations, the overnight stay in the cities of art is shorter. The average number of

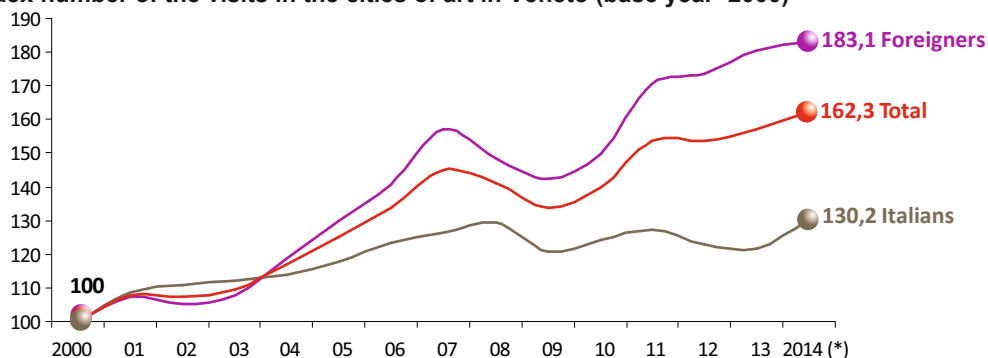
overnight stays is 2.2. On one side, the index number of visits in the cities of art mainly confirms and underlines their success, on the other side, it assures a positive result for the Italian component: not only it has decreased less than the rest of Veneto, but in the last years it has stabilised and during the year 2014 it gave a first signal of recovery. However, the cities of art are well appreciated mainly from international customers (almost 70% of arrivals and visits) who will ensure an increasing demand for the future.

### AN INCREASING APPEAL Tourists movements by district (\*).



### MANY FOREIGN TOURISTS IN THE CITIES, BUT THE NUMBER OF ITALIANS RETURN TO INCREASE

Index number of the visits in the cities of art in Veneto (base year=2000)



(\*) The figure of the province of Vicenza is estimated for the months of November and December 2014.

Source: Veneto Region Processing – Regional Statistics System Section on Istat data – Veneto Region

HERE ARE AVAILABLE:

- 2014 foreign trade data (temporary)
- Occupation of men and women in Veneto: the volume
- Number of marriages in 2013

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

But where are the foreign tourists who visit our cities from? They are mainly Americans (over 600 thousand arrivals on average every year) and Europeans (French, German and English visitor in first line) as a confirmation of the historical and consolidated markets. It is important to underline how in the last years new markets full of potential for the future

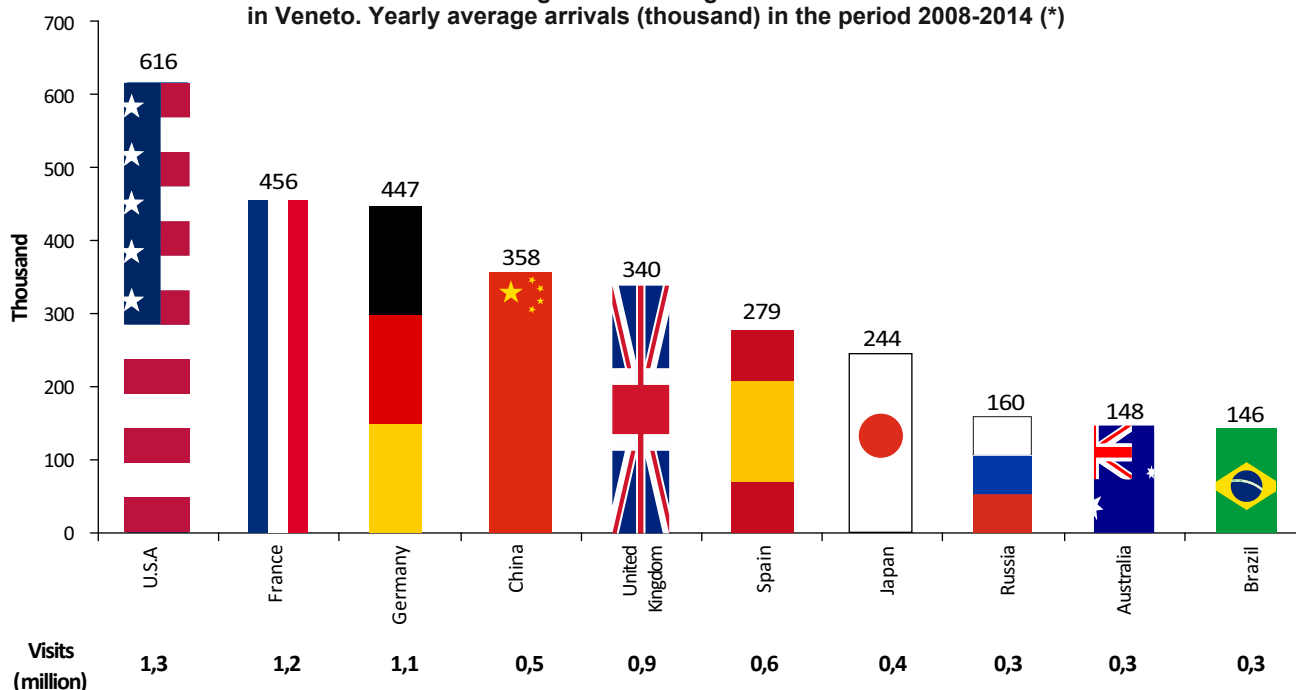
## FOREIGNERS' ADMIRATION FOR VENETO CITIES

have been introduced, especially Russia and China. Since 2011, China has reached 4th position, beating UK, Spain and Japan, compared to its 7th position in 2008. In 2014 (\*) 589 thousand of Chinese tourists visited our cities: in the period 2008-2014 they registered a total growth of +237.6 %, equal to a yearly average

increase by about 22%. The number of overnight stays has almost reached 762 thousand with an increase by 190.5 % in the period 2008-2014 and an average increase of about 20% per year. Another important fact is that almost 95% of Chinese who arrive in Veneto plan to visit one city of art. Even the Russian market seems to highly appreciate the cities of art, which represent about 71% of their chosen destinations. From 2009 until 2013 the number of Russians has rapidly increased, with an average growth by 28.5% per year, on the other side 2014 stop is the first signal of the crisis of this market.

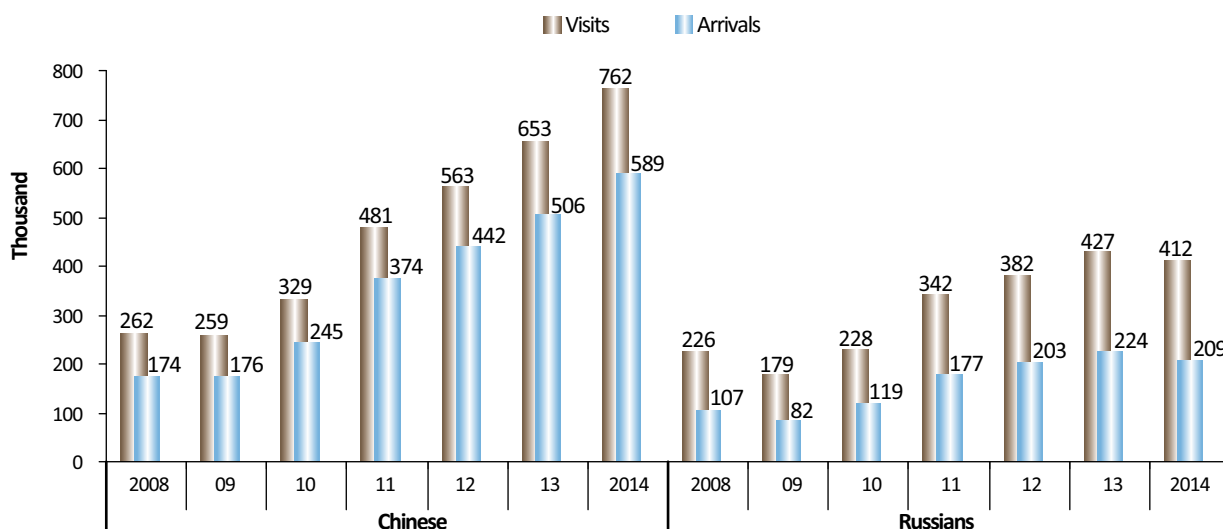
### HABITUAL AND EMERGING CUSTOMERS

The first 10 nationalities of origin of the foreign tourists who visit our cities of art in Veneto. Yearly average arrivals (thousand) in the period 2008-2014 (\*)



### GROUPS OF CHINESE AND INTEREST OF RUSSIANS

Chinese and Russian tourists in the cities of art in Veneto (\*)



(\*) The figure of the province of Vicenza is estimated for the months of November and December 2014.

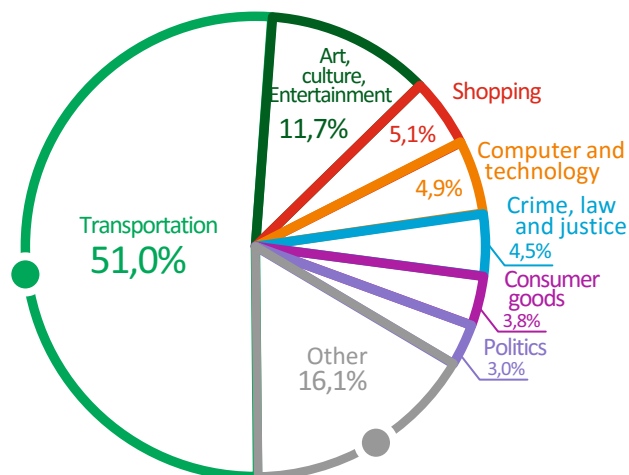
Source: Veneto Region Processing – Regional Statistics System Section on Istat data – Veneto Region

# KNOWING THE MOOD OF TOURISTS THROUGH THEIR POSTS

2014) promotes the touristic side of Italy in general, giving a total evaluation of 77 points out of 100 (the value of 60 points equals conventionally to a “passing mark”). The same analysis leads to interesting observations regarding Veneto and our most famous cities of art, Venice and Verona.

Which are the most discussed topics from our guests? First of all "Transportation": how to get around the city, how to reach the main touristic sights, how the quality of transportation can influence the mood of the trip.

According to the analysis of posts, the plaza, a very distinctive element in our cities of art is highly appreciated (score 81/100). What tourists like is the freedom of the plaza, the fact that everyone can freely “use” the square, the lifestyle that it expresses and the type of human relationships that this place promote. Another distinctive element that tourists like is our bar (score 80/100): tourists like the comfort, the location of the bars, usually in strategic points where you can enjoy the view, the coffee and the Italian breakfast. Venice and Verona are placed among the first ten cities of art for both elements. And, obviously, it cannot miss museums and archaeological sites.



The squares	No. of quotes
Venice	2.366
Florence	1.689
Rome	1.610
Naples	668
Bologna	576
Milan	471
Siena	448
Taormina	427
Turin	375
Verona	274

The bar	No. of quotes
Venice	2.589
Florence	573
Rome	498
Milan	370
Naples	214
Bologna	155
Verona	135
Cagliari	125
Turin	83
Siena	75

Museums and Archaeological Sites	No. of quotes
Rome	2.540
Florence	1.682
Venice	1.550
Milan	278
Siena	222
Pisa	212
Naples	195
Bologna	192
Torin	183
Pompeii	147

<sup>1</sup> Report on the perception of the touristic side of Italy, semantic analysis of English posts published on social media, Sociometrica/Expert System, edited by Antonio Preiti, Tecnologia Semantica Cogito © Expert System.

# STATISTICHE *Flash*

The flows of foreign travellers play a significant role in the tourism of Veneto; it represents the driving force of the domestic demand in time of crisis. According to the Bank of Italy, the value of incomes originated from foreign tourists in Veneto in 2014 totals about 4.8% billion euros. The value is still increasing compared to the previous year (+1.3 %). It includes the expenses for the accommodation, various purchases and all the other services used in the visited country from those who are only on transit or are hosted by friends or family, from those who use a second house or those who stay in a paid

## THE EXPENSES OF THE FOREIGN TOURISTS

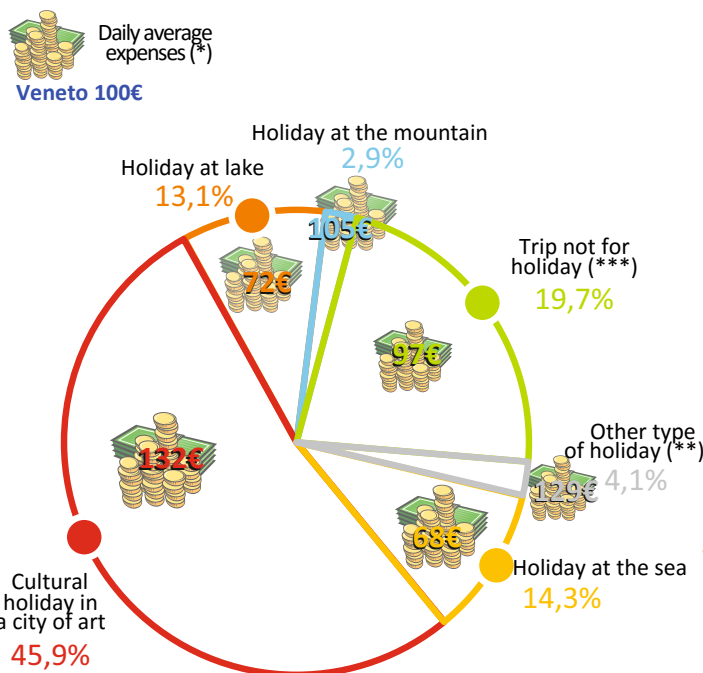
accommodating structures. The foreigners that during 2014 spent only one day on our territory, without staying overnight, have an averages expenses of 70€. That is a higher amount compared to the national average (55€) due to the significant contribution of those who travel for business to meet clients, to visit exhibitions or fairs, training courses, etc. On the other side, another type of

tourists stay at least one night, but without spending much on accommodation. They rely on family or friends or on a second house and spend an average expenses of 60€ per day. Moving our attention on those who decide to stay at some paid accommodating facilities, the expenses varies depending on the motivation of the trip. The visitors of the cities of art have a better financial resources: a foreign tourist in Veneto during 2014 have an average expenses of 100 euros every day, it reaches 132 euros in the cities of art. Moreover, 46% of the total expenses of foreigners is destined to a type of holiday based on culture. Japanese tourists spend the highest amounts: they have an average expenses of 183 euros every day. On the following positions, we find Chinese and Americans.

The choice of the accommodating facilities is another index of a good financial resources regarding the visitors of the cities of art: over 54% of tourists decide to stay at 4 or 5 stars hotels (39% is the total percentage for Veneto) and another 24% stay at 3 stars hotels.

### WHERE IS MORE EXPENSIVE

The distribution of the expenses of visitors who stay in Veneto accommodating facilities by trip motivation. Base year 2014

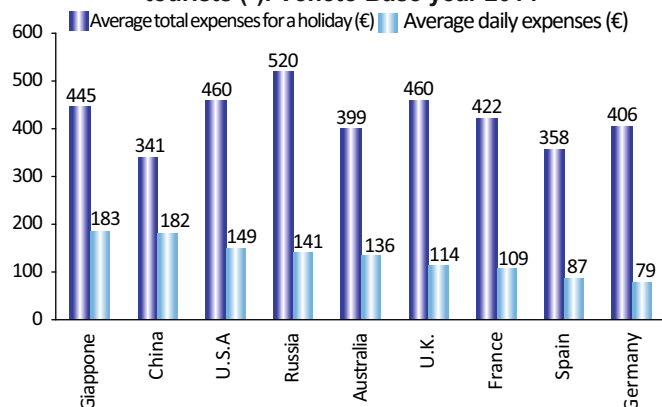


(\*) Accommodation expenses are included, such as restaurants and café, purchases, transportation in the visited country and other services; the expenses for the round trip ticket is not included  
 (\*\*) Type of holiday based on wine and food, green holiday, sports holiday, holiday for cultural or sports events  
 (\*\*\*) Holiday with at least one overnight at accommodating facilities for various reasons: for work, study, shopping, to visit relatives or friends, for therapies, for religious reasons, for honeymoon, etc.  
 (\*) Temporary data of 2014  
 (\*\*) Farmhouse holiday, holiday homes, Bed and Breakfast, hostels, rooms for rent, etc.

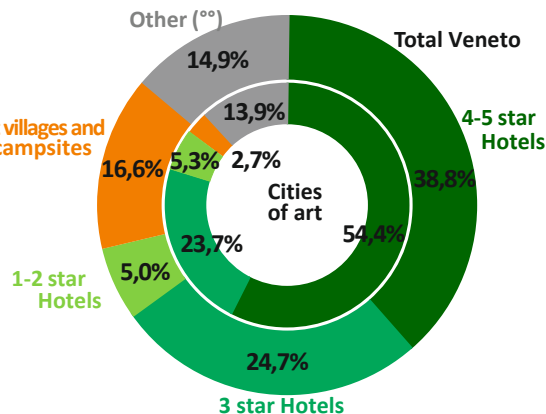
Source: Veneto Region Processing – Regional Statistics System Section on Istat data – Veneto Region

### WHO SPENDS THE MOST

The expenses for every destinations of foreign tourists (\*). Veneto Base year 2014



The accommodation facilities chosen by foreign tourists. Base year 2014 (\*)



**The Veneto Region**  
 - Vice Presidency and Department for the Territory, Culture, Statistics and General Affairs  
 - Directorate of the President  
 - Department for local authorities, legal entities, control of documents, commissarial and post-emergency management, statistics, main events  
 - Section for the Regional Statistics System Section  
 Rio dei Tre Ponti - Dorsoduro 3494/A  
 30123 Venezia  
 tel. 041/2792109 fax 041/2792099  
 e-mail: [statistica@regione.veneto.it](mailto:statistica@regione.veneto.it)  
<http://www.regione.veneto.it/web/statistica>

Pursuant to Regional Law No.8 of 2002, the Statistics office of the Veneto Region collects, analyses and disseminates statistics information of regional interest. The processed data is property of the community and is disseminated via publications and through the website of the Veneto Region [www.regione.veneto.it/web/statistics](http://www.regione.veneto.it/web/statistics). We authorise the reproduction of texts, tables and diagrams for non-commercial purposes as long as their source is mentioned. For further information, contact Linda Vegro at +39/041/2793919 Elena Santi at +39/041/2791610