

# STATISTICHE

UNDERSTANDING VENETO IN FIGURES AND DIAGRAMS

FLASH

Extending the tourist season is one of the aspects focused on when talking about tourism sustainability. A flow more evenly distributed throughout the year would bring with it a better use of existing infrastructure as well as greater job stability for staff. Hence the importance of bringing out and enhancing a wide range of proposals that can be enjoyed all year round, which are also capable of responding to the needs of tourists increasingly searching for experience-based tourism far away from chaos.

The flow of tourists who choose Veneto as their holiday destination features sharp seasonality, highly concentrated in the summer months and mainly attracted by seaside, lakeside and mountain resorts.

By its nature, the seaside area shows the strongest seasonality, while the art heritage cities historically show the best distribution of flows throughout the year. In the last decade, this leading position has fallen to the spa towns, which, by increasing the attractiveness of the winter season, have achieved a substantial balance of arrivals in all four seasons. The other types of destination have seen a slight improvement over the years, to reach a more even distribution of

## SUSTAINABLE TOURISM, SPREAD OVER TIME AND TERRITORY

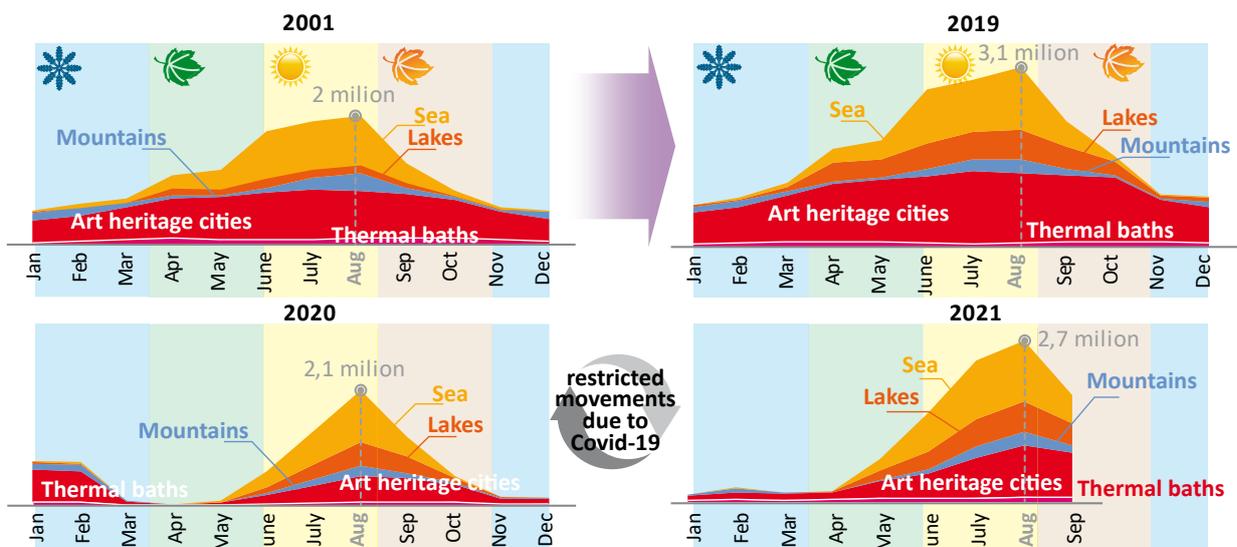
monthly flows in 2019 compared to the past, for both the lake and mountain areas. The resorts on Lake Garda experience a surge in arrivals in spring, coinciding with the month when Easter falls, rising further in the summer, even though over the years the proportion of those who choose the summer has decreased, in favour especially of autumn. Similarly in the mountains, the summer season has stretched into autumn.

Before the pandemic broke out, for every type of holiday, Italians were always the most likely to travel also in mid-to low-season months, compared to foreign tourists: short-haul, safe, repeatable, cheaper travel, at less crowded times are decisive factors when choosing the period of leisure and relaxation. In 2020, the lockdown and subsequent restrictions necessarily resulted in concentrating travel only at certain times of the year, especially in the summer, with the sudden loss of the slow improvements in terms of seasonal adjustment observed over the years. Now the peak seen in the summer is very close to that of the pre-pandemic levels (2.7 million in August 2021 compared to 3.1 in August 2019).

At present, re-planning and revitalising the most important sector for our region poses a good opportunity to analyse, reflect on and choose the paths towards sustainability.

### SLOW SEASONAL ADJUSTMENT UNTIL 2019, AND IN THE FUTURE?

Tourist arrivals per month and Veneto area of destination



Source: Processing by the Statistics Office of Regione Veneto on provisional Istat data - Veneto Region

WEB  
Flash

ALSO AVAILABLE:

Tourism, January-September 2021 (provisional data)  
Bollettino Socio Economico del Veneto, October 2021  
New "Formazione" database

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

Venetian villas offer destinations able to boost slow tourism that enhances the territory and the discovery of artistic, architectural and scenic excellence and represent a strong point for the relocation and seasonal adjustment of tourist flows.

They are a unique and unrivalled cultural heritage, made even greater and famous by Andrea Palladio, and bear witness to the progress of the long peace brought by the Serenissima. In an area of guaranteed security boasting excellent land and river connections, they were centres of agricultural, craft, cultural and civil economic development. They were established as workplaces, pillars of the economy, areas of social aggregation, transit and trade.

Created by the noble and wealthy families of Veneto and scattered everywhere: 98% of the municipalities of the region host at least one. A higher concentration is to be found in the provinces of Vicenza, Treviso, Verona and Padua, in particular along the river Brenta, on the road from Venice to Treviso, in the Pedemontana, Euganean and Berici hills and in the flatlands of lower Veneto. The Veneto Region sought to enhance this

great heritage by bringing it to the attention of international tourism as a "cultural product": the villa owners, which take part in the Service Charter adopted by the Veneto Region, undertake to maintain over time a certain level of quality of the tourist services offered on the basis of defined standards. With designated opening hours and well defined methods, they offer the possibility of visiting their interiors and/or parks, of stopping over, or enjoying local food and wine. To date, 185 villas have signed the Service Charter and are consequently included in the regional tourism promotion circuit. Of these 68, offering various types of accommodation, fall into the vast world of Veneto hospitality facilities, classified as hotels, agritourisms, B&Bs, tourist accommodation, holiday homes and rentals.

In the year of the pandemic, the average length of stay at the villas increased slightly, though remaining close to two nights. However, the absence of foreign guests (who contributed 66% of the overnight stays) and the halving of Italian guests, meant that 254,000 stays were lost in 2020 compared to a "standard" year prior to the pandemic (-67%). As soon as travel restrictions were lifted, villas once again became the place to experience history far away from this day and age, savouring all the aesthetic, gastronomic and cultural aspects, also representing an exclusive setting for weddings. Already in early 2021, there was an upswing in the return of foreigners.



## VENETIAN VILLAS

### 68 VILLAS, PRESTIGIOUS ESTABLISHMENTS OFFERING HIGH-QUALITY STAYS

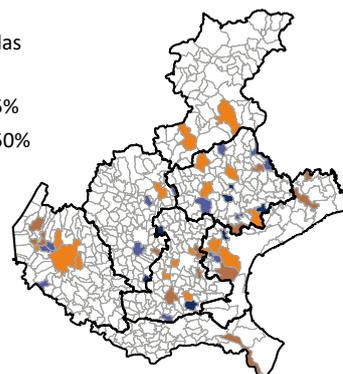
Venetian villas and their offer to the public - Year 2020

Province	Total villas (*)		Villas participating in the Service Charter at 31/07/2020	
	Villas	of which can be visited	Villas (**)	of which have accommodation facilities
Belluno	196	53	13	3
Padua	639	140	36	11
Rovigo	249	33	4	1
Treviso	788	108	36	18
Venice	574	112	23	13
Verona	680	119	34	12
Vicenza	845	294	39	10
<b>Veneto</b>	<b>3,971</b>	<b>859</b>	<b>185</b>	<b>68</b>

The importance of the villas for the municipality's hotel and non-hotel accommodation offer. Year 2020

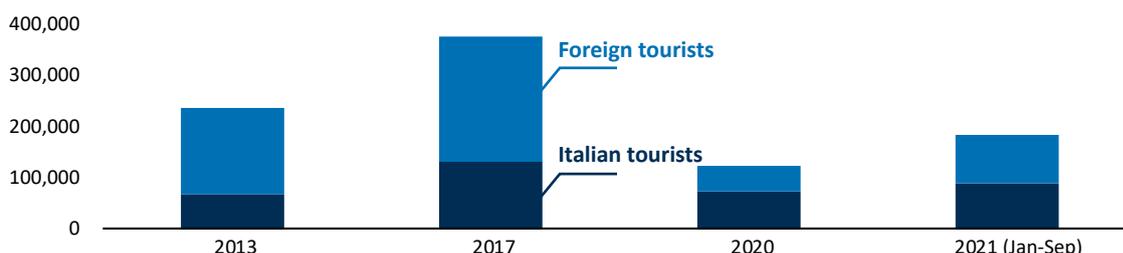
% share of beds in villas

- Up to 5%
- from 5.1% to 15%
- from 15.1% to 50%
- More than 50%



### THE REDUCTION IN TOURIST FLOWS AND THE CURRENT RECOVERY

Bookings in the villas offering accommodation and that have signed the Service Charter



(\*) Extracted in January 2021

(\*\*) Included are: villas as places of culture, villas with parks and gardens open to the public, villas providing accommodation

The towns/villages - which combine a high quality welcome, environmental sustainability and protection of the artistic and cultural heritage - represent an ancient world to be experienced today as never before, together with the communities that keep traditions alive and allow us to rediscover and appreciate our identity. Italy boasts a large number of precious ancient towns/villages. In 2021 Veneto was awarded the Bandiera Arancione (Orange Flag) by the Touring Club for Follina, which is to be added to those of Arquà Petrarca, Asolo, Borgo Valbelluna, Cison di Valmarino, Malcesine, Marostica, Montagnana, Portobuffolè, Rocca Pietore, Soave and Valeggio sul Mincio. Even though tourist flows to the towns/villages represent only 3% of the large numbers

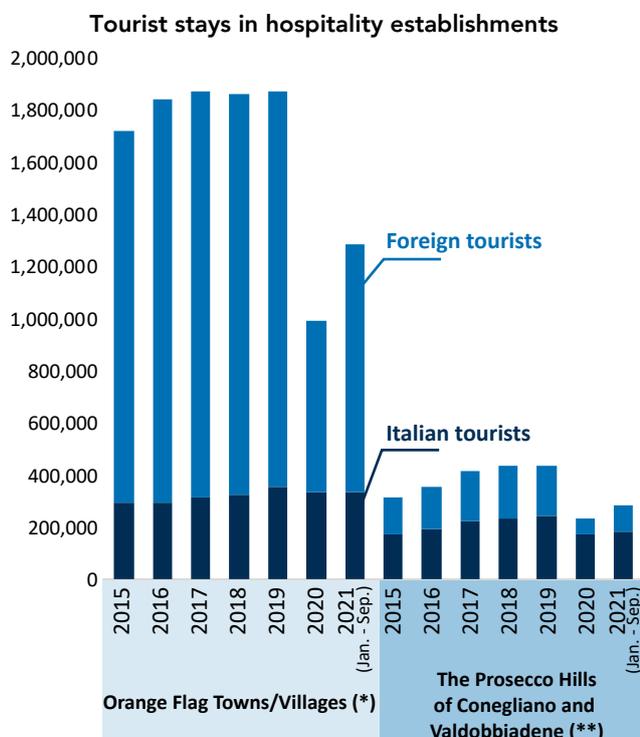
## DISCOVERING HISTORIC TOWNS AND VILLAGES AND THE PROSECCO HILLS

recorded by Veneto as a destination, the potential is considerable, given the ongoing search for original experience holidays. In 2020, after years of stability, also the number of guests for this type of offer, mostly foreign, especially German, halved. In the current year, however, as soon as travel restrictions relaxed, interest shown by foreigners grew again. In the first nine months of the year, the presence of Italians even exceeded the figures recorded in the same pre-pandemic period (+10.2%).

The area of Prosecco of Conegliano and Valdobbiadene, a UNESCO World Heritage Site, also recorded a 50% drop in tourists in 2020 and a recovery in 2021. Over the years, before the pandemic, the interest towards this unique landscape had grown, also enhanced by the possibility of delighting the palate with a world-famous wine known for its finesse and fresh bouquet. The first nine months of 2021 saw a recovery in tourist flows, recording an increase over 2020 of around +50%. The recovery started in July 2021, when tourist numbers were close to those of the same pre-pandemic month, and the first positive signs emerged especially from August. The hotel industry suffered the greatest drops, but is also the one recovering the fastest.

### SOUGHT-AFTER DESTINATIONS FOR SCENIC LANDSCAPES AND FOOD AND WINE DELICACIES

### CUSTOMERS BEFORE THE PANDEMIC



### Opening to international markets

**81%** Orange Flag Towns/Villages for the Touring Club

**44%** UNESCO Area of the Prosecco Hills

### For both destinations...



in addition to persons from our region, **Lombardy** is the region that the most Italians come from



**Germany** is the country we receive the most foreigners from

(\*) Orange Flag towns/villages for the Touring Club: Arquà Petrarca, Asolo, Borgo Valbelluna, Cison di Valmarino, Follina, Malcesine, Marostica, Montagnana, Portobuffolè, Rocca Pietore, Soave, Valeggio sul Mincio

(\*\*) Areas recognised by UNESCO as world heritage, consisting of the "core zone" (Valdobbiadene, Vidor, Miane, Farra di Soligo, Pieve di Soligo, Follina, Cison di Valmarino, Refrontolo, San Pietro di Feletto, Revine Lago, Tarzo, Vittorio Veneto); the "buffer zone" (Conegliano, San Vendemiano, Susegana); and the "commitment zone" (Segusino, Moriago della Battaglia, Sernaglia della Battaglia, Santa Lucia di Piave, Mareno di Piave, Vazzola, Codognè, San Fior, Godega di Sant'Urbano, Colle Umberto, Cordinano, Cappella Maggiore, Sarmede, Fregona)

