

# LUXURY TOURISM IN ITALY INCREASED BY 10-20%



Italian luxury tourism is getting more and more popular. Last summer this sector recorded an increase between 10 and 20 percent.

In 2015, Italy has been experiencing a boom in super luxury tourism. The highly sophisticated customers have chosen Italy and stayed in luxury resorts and the classic dream destinations in the peninsula.

This trend has been confirmed by Bernabò Bocca, president of Federalberghi: **"According to our estimates, the occupancy in extra luxury structures, especially those located in the Regions which already offer this type of service, is between 10 and 20 percent higher compared to last year."**

A real boom of interest from luxury travelers has been witnessed especially for places like the Emerald Coast, Capri, Portofino in Liguria, as well as Milan, Como and their neighbors.

"We particularly experienced a real explosion of luxury tourism from Arab countries, a comeback of wealthy Americans, a stable domestic income and, all things considered, from the Russian travelers too. These are the early estimates, we are talking about unofficial numbers which at any rate show a clear trend," said Bocca.

According to Andrea Luri, General Manager at CastaDiva Resort & Spa in Blevio, a 5-star resort in Lake Como the growth of this sector is quite visible: "By countries, the highest incoming presences are from Saudi Arabia and Qatar. The religious calendar also plays an important role: Ramadan fell between the second half of June and the first week of July."

The luxury hotels also have a profile for their typical tourist: "Super wealthy people are looking for total comfort regardless of expenses: the most exclusive villas have a waiting list up until late September. These clients want an exclusive staff and a butler available 24/7. This type of tourist is not satisfied with standard treatment," said Luri.

Salvatore Madonna, the owner of Hotel Byron in Forte dei Marmi, confirmed the positive trend of the luxury tourism: **"This is a great season, with a strong influx of Arab tourists alongside a comeback of Germans, North Europeans, French and Russians.** Among the most requested services, top managers ask for a DNA of Health, a custom analysis of their own health during both day and night, a patented process developed by professor Ferruccio Bonino from University of Pisa. But there are also odd and eccentric requests, like a private astrologer for a custom prediction."

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