

ITALIAN INBOUND TOURISM INCREASED IN Q1



For the inbound tourism in Italy, the first quarter of 2016 represented the best period for at least three years. The data were announced by the Italian association Federalberghi.

According to Bernabo Bocca, the president of the association, from January to March there was an increase of hotel stays of 5.3% over the same period of 2015. The amount of Italian travelers grew by 6.3% and the inbound tourism rose by 4.3%.

New Tourism Jobs

Moreover, Mr. Bocca announced that over the first quarter **the number of new jobs also went up, by 1.9% over 2015, reversing the downward trend lasting for more than five years.** Particularly the amount of permanent workers increased between January and March by 3%.

Mr. Bocca asked the Italian government to further support the Italian inbound tourism sector by reducing the tax burden on travel companies. According to Federalberghi, smaller taxes on labor, capital goods, and redevelopment will boost productive investments creating greater revenue and new jobs for the whole country.

Most Visitors Satisfied

According to a recent survey by the agency Confimprese organized among foreigners who visited the country over the last two years, Italy's image is very positive.

95% of the tourists were pleased by their stay in Italy. Almost everyone would return to Italy and recommend the destination to their friends and family. Among the strengths of the country that were highlighted by the survey was food, fashion, museums, and art in general.

Nevertheless, Italian tourism still faces problems related to infrastructure and transport which was mentioned in the survey several times as inefficient. The high cost of travel services, especially the highway fees, were noted by French and Japanese visitors the most.

The most popular destinations for foreigners (about 83%) are the cities of Rome, Venice, Florence, Milan and Naples, stated the survey.

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