

# ITALIAN HOTEL AND HOSPITALITY INDUSTRY REJOICES OVER CHINESE AND BRAZILIAN VISITORS



Hotel and hospitality industry continues to grow in Italy. The data from 2015 collected by Incipit have shown an increase in the Italian hospitality industry of 5.6% in arrivals and 3.1% in admissions.

After the standstill phases of 2008-2009 and 2012-13, due to two international crises, visitors are returning to Italy and the industry can breathe a sigh of relief. **The main beneficiary of the recovery were hotels of high category (4 and 5-star) in cities of cultural art and with access to sea.** 34,000 and 17,000 arrivals respectively were registered in these types of accommodation.

Meanwhile, 3-star hotels have recorded a growth of 1.3%, while 1 and 2-star hotels are in continuous decline. The gold medal of foreign tourists who have decided to stay in Italy goes to the Germans who, despite suffering a fall of 0.8%, continue to be on the podium in front of the British, American and French visitors.

Among the emerging foreign markets, China continues to climb up the ladder. Inflow from this country increased by 55.1%. Brazil also registered an increase, precisely 12.5%. On the other hand, the inflow from Russia fell drastically, by 38%.

Campania was ranked seventh in terms of hotel stays in Italy. The average stay of a tourist here lasted three and a half days. 64.7% of visitors stayed at 4 or 5-star hotels and 32.2% in accommodation of 3 stars.

With reference to 2016, the data available at the moment outline a decrease in Italian tourism with little growth rates. **The start of the first quarter of the year was successful but was followed by a decline in the second quarter.** This was followed by a new upswing during the three summer months.

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