

# ROME REMAINS FAVORITE ITALIAN DESTINATION



The latest report of the Italian statistic office, Istat, on the top Italian destinations among tourists in 2016 positioned Rome on the top. Venice is third after Milan, with 10.5 million arrivals.

Five of the favorite Italian destinations are in Veneto. There is Cavallino - Treporti (sixth position in the ranking with over 7 million arrivals), Jesolo (7th with 5.3 million holidaymakers). In addition, there are also San Michele al Tagliamento (8th with 5.3 million tourists) and Caorle (ninth with 4.2 million arrivals).

**This is nothing else than a confirmation that tourism is extremely important for the Venice province.** However, the success of tourism can also cause short circuits if not properly managed, as residents of the historic town feel on a daily basis.

According to Istat's report, Italian destinations have attracted almost 403 million tourists in 2016. The report counted only overnight tourists who stayed at a hotel, camping site or any other accommodation. Daily tourists were not considered.

The capital naturally remains the main tourist destination in Italy, with over 25 million visitors. This represents 6.3% of the total national inflow. Milan is Italy's second largest tourist destination (2.7% of the total inflow). These are followed by Venice (2.6%) which has, however, climbed to second place in terms of foreign arrivals (4.5% of foreign arrivals). Florence and Rimini are fourth and fifth, respectively, in the ranking.

Apart from the great tourist destinations, there are smaller municipalities which in proportion to their number of arrivals, are important, as they gravitate around poles of high attraction. For example, Cavallino - Treporti, Jesolo, Caorle and Rosolina. All of them are located in close proximity to Venice, but in addition they have their own seaside resort offering great appeal.

In general, however, **in the resorts of Italy's top 50 municipalities, about 162 million people are present.** This accounts for 40.3% of the total inflow. Overall, these destinations account for one third of residents' arrivals (32.9%) and almost half (47.8%) of non-residents' arrivals.

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