

ROME TOURISM RECORDED 3% MORE ARRIVALS



Good news are emerging about the travel industry in the Italian capital. According to data from EBTL (bilateral tourism agency) the 2017 balance for Rome tourism is positive. 5-star hotels reached a 4.9 % increase in arrivals in 2017 (71,555) and a 4.86% in attendance (147,629) compared to 2016. This has confirmed the upward trend of the industry, which has had a real and positive impact on the system's turnover.

The overall figure for 2017 shows almost 14,694,364 arrivals. This is an increase of 3 % compared to the year before. There were 35,562,221 attendances, accounting to an increase of 2.63%. Rome tourism authorities also registered positive data with respect to the foreign tourist demand. Arrivals increased by 3.3 %, while attendances by 2.9 %. **The main source markets of Rome are USA, Japan, Spain and Germany.**

“We are proud. We have focused on the strategic system of existing resources – of the attractive centers, reception staff, promoting an all-round enhancement of local excellences from unusual and alternative routes to the typical tourist destinations. We have undertaken a series of actions aimed at hospitality, making the capital a city ‘within reach of tourists’, respectful of those who respect it,” Virginia Raggi, Rome’s mayor, noted.

“We have pursued initiatives centered on two pillars: promotion and reception. We are also fighting against overtourism, so as to polarize the interest of a different type of visitors, interested in longer stays, who become “ambassadors of Rome in the world”.

In terms of digital innovation, we have renewed the Rome Pass website. It enables the tourists to buy a card that guarantees discounts for exhibitions and various sites along with unlimited access to public transport in the city,” councilor for tourism, Adriano Meloni, commented.

Carola Penna, chairman of the Rome tourism, fashion, events and international relations commission also added some insight to the matter. **“We have supported the tourism in the capital through a work of diversification and enhancement of its various forms: monuments, congresses, food and wine.** We are also supporting the so-called ‘religious paths’ with the proposal of redevelopment and securing of the Path of the Pilgrim.”

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