

VENETO REGION REGISTERED RECORD ARRIVALS IN 2017



Veneto's tourism industry is flourishing. According to official data, the number of arrivals in the Veneto region increased by 7.4%. The arrivals amounted to 19,172,576, while attendance reached 69,184,082. Based on these numbers, Veneto is the number one region in Italy.

Moreover, both national and international inflow is on the rise. **The national flow increased by 5.2% in terms of the number of arrivals** and by 3% in terms of attendance, while international by 8.6% and 7.1%, respectively.

The picturesque cities are the leading product of the region, recording a growth of 9.3%. This is followed by thermal spas at 6.9% and the seaside resort at 9.3%. Growth of mountain resorts is more sustained (+3.6%). The latter phenomenon is linked to the weak snowfalls of the 2016/17 winter season.

Regarding foreign markets, Germans represent 16.5% of the total foreign inflow to Veneto region. They are followed by Austrians (3.8%) and Brits (2.6%). **Meanwhile, data speak of an expenditure increase of 5.7% compared to 2016, amounting to 5.8 billion euro.**

"On the one hand, we are satisfied and proud of the results we are achieving. On the other hand, we are careful not to consider records as a certain and definitively acquired normality," commented the regional councilor for tourism Federico Caner.

"The slogan for everyone, private operators and public administrators, even after this success, is: 'from here we start to improve again'," he concluded.

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