

SOURCE MARKETS OF ITALIAN TOURISM LED BY GERMANY



Germany leads the ranking of the Italian tourism source markets. German inbound tourism reveals almost 60 million overnight stays (59.3 million) in 2017 that consolidate a positive trend that has lasted for decades (an increase of 30.7% in the last 10 years).

German visitors represent 28.2% of all international travelers in Italy. Their inflow has increased by 4.9% and they are attracted above all by nature, sea, food, and wine. Moreover, **Germans also spend the most when visiting Italy, with a total expenditure of 5.8 billion euros, 17.3% of the total expenditure.**

Italy has also consolidated its place as a favorite destination for international tourism. According to data from ENIT, 208 million overnight stays were registered between January and November last year (+1.8%). In comparison, France registered 134.7 million overnight stays (+5.7%) in this period. Meanwhile Spain, despite being the first in Europe, saw almost 4.7 million foreign visitors less than in the same period in 2017 (-1.6%).

Moreover, the popularity of Italian tourism is also demonstrated by airport transits. A total of 121 million passengers moved through Italian airports in 2018, an increase of 7.2%. This is almost two percentage points more than the European average (5.6%) with 93 million passengers.

The forecasts are also positive towards the future. 2019 is predicted to be a year of growth and initial numbers are confirming this. **In the first semester of the year, reservations on flights to Italy are already higher by 2.8% compared to 2018.** France seems to be on the same wave, while the decline of Spain continues (-7.6%).

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