

TUSCANY EXPECTS 50 MILLION NIGHTS SPENT IN 2023



The future looks bright for Italian Tuscany in 2023, with an expected increase in nights spent to 50 million. Although visitor numbers are still lower than pre-COVID levels, recovery rates are quite positive.

Tourism is thriving as arrivals and nights spent have returned to pre-COVID levels, according to the latest data from the Istat survey published by the region for 2022. The provisional numbers indicate the excellent condition of the sector.

The first data confirm arrivals in Arezzo grew, compared to 2021, by 39.1%. Although the number of tourists is still lower than before the pandemic, the overall tourism rate in Tuscany has improved. In absolute numbers, the province of Arezzo, with about 574 thousand tourists, contributes 4.4% to regional arrivals.

According to Demoskopika's forecasts for Tuscany in 2023, there will be a significant increase in the number of nights spent, reaching 50 million, the highest level since 2010. However, the number of arrivals is expected to reach only 14 million, which is still lower than in 2019.

So where do tourists come from? Lazio, Lombardy, and Tuscany always represent the first three reference markets.

Regarding foreign tourists for Arezzo, the first market is Germany, followed by the United States and the Netherlands. Due to the impact of the pandemic, foreign tourism experienced the most significant reductions. As a result, it is expected that in 2022, there will be a considerable increase in foreign tourists compared to domestic ones.

In Arezzo province, arrivals have grown by 44.1% compared to 2021, but they are still below the 2019 levels (-8.3%). However, nights spent have shown a growth of 24.4% from last year and surpassed 2019 figures by 5.6%.

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