

CANADA AND AUSTRALIA ARE THE EMERGING SOURCE MARKETS FOR VENICE



The summer of 2023 will consolidate the recovery of international tourism, both for holiday destinations and cities of art. Among these, Venice attracts visitors from conventional source markets and those usually less presented. The report "The Next" by Global Blue, a tax-free shopping company, and Lybra Tech, a big data developer for travel companies and hotels, has identified Canada and Australia as emerging markets. The report's insights are based on their observations of international flows and booking forecasts.

Canadians and Australians are among the top ten nationalities searching for an overnight stay in Venice between February and April between June and August. On average, Canadians booked for 2.8 nights with a 112.3-day lead time, while Australians booked for 2.7 nights with a 113-day lead time. Data shows the desire of these nationalities to visit Italy, particularly for destinations rich in culture, museums, and tourist experiences, such as those that Venice offers.

The tax-free shopping activity of Canadians and Australians has positively impacted Veneto Capital's economy since the beginning of the year. In fact, during the first four months of 2023, Australians recorded a tax-free spending recovery of 143% compared to 2019, with an average receipt of 993 euros (+29%). In particular, purchases of Fashion & Clothing increased, going from 74% to 78%. As for Canadians, on the other hand, since the beginning of 2023, their spending has grown steadily (+64% in the period), especially towards Fashion & Clothing (from 57% in 2019 to 80% today), for an average receipt of 1,004 euros.

Finally, according to the study, the main profile of tourists in Venice consists of couples who prefer San Marco as an overnight stay, followed by those from Cannaregio and Santa Croce; however, if Canadians and Australians represent the emerging nationalities, over half of the tourist base seeking a stay in the Lagoon is made up of Britons (36.1%) and Americans (19.3%).

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