

IN JULY, ITALY'S INBOUND TOURISM IS WORTH 10 BILLION



In July 2023, Italian inbound tourism saw over 19 million arrivals and 81 million overnight stays, resulting in a turnover of 10 billion euros. CNA's Tourism and Commerce data have reported these figures.

According to Tourism Minister Daniela Garnero Santanché, the latest CNA survey reveals that tourism is surpassing 2019 levels. Most of the boom is driven by foreign tourists, with over 10 million arrivals and 41 million overnight stays. These tourists are mainly attracted to seaside resorts and cities of art, which were hit hard by the pandemic. In addition, around 13 million travelers chose traditional accommodations, which saw record overnight stays in the first four months of 2023, with a 43% increase. This doubled the numbers of Spain and France, making up a total of 12.7 million overnight stays.

As per the Ministry of Tourism, this is a significant indication highlighting the sector's favorable trend. With the Ministry's implementation of a new industrial plan, the industry can only strengthen and expand over time, making a vital contribution to the national economy.

Date: 2023-07-21

Article link: <https://www.tourism-review.com/inbound-tourism-in-italy-excellent-results-news13442>