

16.4 MILLION ITALIANS ON HOLIDAY IN AUGUST



According to a report by the Confcommercio Tourism Observatory and based on Istat data, the number of tourists staying in accommodation facilities in Italy has increased by 15% in the first five months of this year compared to last year. However, recent market surveys and data suggest a slowdown in the flow of Italian tourists compared to two months ago.

Three negative factors for Italian tourism

Italian tourism faces three negative factors. Firstly, the season starts late, with unfavorable weather conditions in May and June. Secondly, logistical issues, particularly in air transport, are causing problems. Lastly, high inflation limits choices for leisure, culture, and tourism-related expenses, despite an inflation reduction. This amplifies obligatory fees, leaving less room for discretionary spending.

The data of the domestic travelers

Between June and September, approximately 28 million Italians plan to go on vacation, resulting in around 60 million departures and a total spending of about 41 billion euros. August is the preferred month for nearly 16.4 million Italians, with 19.3 million departures and a spending budget of 14 billion euros, as some individuals may plan multiple trips during the month. Despite the pandemic, travel destinations within Italy remain a top choice for 7 out of 10 Italians, even in August. The majority prefer the seaside for vacations lasting seven days or more.

Italians take longer holidays of 7 days or more to relax and spend time with their family, while shorter breaks focus on exploring new destinations, enjoying nature, and indulging in local food and wine.

Shopping is up

Regarding expenses, one-third of the surveyed individuals have noticed a rise in transportation costs of over 30%, especially for flights to their desired locations. As a result, many travelers suggest keeping their spending at the same level as in 2022. However, 3 out of 10 Italian travelers are willing to spend more than they did last year.

Top travel destinations

According to the destinations ranking for domestic travelers, Liguria, Trentino Alto Adige, and Calabria are at the top, with Campania, Puglia, and Emilia Romagna following closely. These regions have shown determination and promptness in responding to the consequences of the flood, which has helped them secure their top positions. Sardinia, Sicily, and Tuscany are just a little behind, along with Lazio and Abruzzo, which may have been promoted by the start of the Giro d'Italia. The Veneto and the Marches are also noteworthy. As for international vacation choices, France, Spain, Greece, and Austria are the top picks among the sample interviewed.

Date: 2023-08-08

Article link:

<https://www.tourism-review.com/over-16-million-domestic-travelers-choose-italy-in-august-news1352>

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