

ITALY CELEBRATES RECORD SUMMER TOURISM SEASON 2026



Italy has enjoyed record-breaking summer tourism numbers in 2026 as authorities welcomed the trend, relieved that overcrowding has eased up in some of the country's most popular tourist spots.

According to the latest figures from the Italian Ministry of Tourism there were 276 million overnight stays in the months of June, July and August alone, which underlines the popularity of holidays in Italy. 'It was a new "summer of records" for the tourism economy of our country,' said Tourism Minister Gianmarco Mazzi.

In the second quarter of 2026, **Italy recorded more than 72 million arrivals and 276 million overnight stays**, representing a growth of about two percent year-on-year. In both domestic and foreign tourism numbers grew by around two percent. The improvement had already been visible in March, however, with 3 million more visitors.

While August proved the most popular month for tourists, with arrivals up three percent and overnight stays up 4.2 percent, Italian tourists in particular seem to have preferred visiting their homeland in smaller numbers: Compared with 2025, Italian arrivals for the month were up 3.5 percent, but overnight stays increased by only 2.7 percent.

This trend was somewhat reversed amongst overseas tourists, where arrivals were up a more modest 2.2 percent, but overnight stays climbed by 4.4 percent, suggesting that visitors are staying longer in Italy than in previous years.

The occupancy rate between 15 June and 15 September 2026 was 61.8 percent on average - 13.8 percent up on the previous year. While Italy did not reach the occupancy rates of Spain (54.7 percent) and France (45.6 percent), the figures still pleased the country's Ministry of Tourism.

The Alps are clearly a draw for tourists seeking a holiday in Italy. Leading the rankings of Italy's most popular regions is Trento, with an occupancy rate of 67.3 percent - closely followed by Sardinia (67.2 percent) and Friuli-Venezia Giulia (66.3 percent). Authorities are also delighted at the growth in popularity of smaller municipalities. Here, arrivals were up 5.6 percent and overnight stays 4.4 percent between January and July 2026 compared with the same period last year.

Authorities hope that the trend for smaller towns and municipalities will continue and take pressure off overcrowded tourist hotspots, which have suffered for decades from the consequences of mass tourism.

A more considerable growth in arrivals compared with overnight stays suggests that **many tourists are traveling more intensively and more flexibly than before, staying for fewer days and perhaps visiting more destinations on their travels in Italy**. Italian authorities see this as a positive development, which will lead to a more even distribution of visitors across the country and contribute to the sustainable development of tourism in Italy.

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