ORGANIZED TOURISM IN ITALY GENERATES €11.3 BILLION



Organized tourism in Italy totaled 11.3 billion euros in 2025, according to the Astoi Observatory. Specifically, it was 4.3 billion euros for tour operator packages, 2.9 billion euros for online packages, 2.8 billion euros for travel agencies' packages and 1.3 billion euros for cruises.

Of these, tour operators' packages generate 3.5 billion euros from outgoing and 800 million euros from incoming tourism.

Characteristic of the market is its strong seasonality: 65% of the turnover is generated in spring and summer, while the remaining 35% is accounted for in winter. **The average passenger spends around 1,600 euros, a figure that varies significantly depending on the destination.**

As for the booking trends, those related to very advanced and last minute (30 days prior to departure) are increasing, while those related to the period between 90 and 30 days prior to departure are decreasing.

Autumn-Winter Revenues Dip 4% as Caution Grows

Compared to the same period in the previous year, the revenues for autumn-winter 2025 were down 4.1%. This drop reflects above all the caution in making purchases, due to the international geopolitical situation, the purchasing power of Italians, which has deteriorated, and the prices of fuels, which continue to affect the prices of air tickets and consequently of organized tourism in Italy.

Behind the drop in revenues, however, there is a solid and well-expressed demand, which is reworking its contents: it is not so much a question of cancellations, but of travelers being prepared to sacrifice quality and shorten stays to keep their budget. The will to travel is there, and it is strong; what is lacking is the ability to reconcile expectations with the quality/price ratio. So, for 2025, we are seeing a strong trend in terms of booking windows and preferred destinations.

South America Leads Growth as Demand Reorients

The regional distribution of trips highlights how demand is adapting to the international context, without losing sight of favorite destinations and the search for new ones.

South America (+14.5%), in particular Argentina, Brazil, Peru and Colombia, leads the way in terms of growth, followed by Europe (+5.5%), with Finland and Norway in Northern Europe standing out.

The other areas, such as the Caribbean, Far East, Oceania and Indian Ocean, were largely in line with the previous year. In the Far East, Thailand and Japan continue to be popular, but also China is recovering. Egypt continues to be a sought-after destination, while the other Middle East countries register a significant decrease (-73%).

Delayed Bookings and Greater Selectivity

The tendency to postpone departures, which began in the summer, has continued in autumn. The caution in relation to the international situation and the budget is leading to a greater perception of risk, with travelers waiting to see what happens to international situations, prices and conditions of the proposed trips before booking.

It should also be noted that prices increased by about 8% compared to the previous year. This growth varies from one destination to another and depends on the products purchased (air tickets, accommodation). The price factor is undoubtedly important, but it is not the only one: clients are showing greater awareness of the proposed formulas and greater attention to the relationship between price and quality offered, as well as to the uniqueness of the experiences.

Travel demand has become more selective and informed. It is less about doing more and rather about selecting better: proposals that can express, beyond accommodation, a content, an identity and not just a standard product. So the modern traveler wants to be offered choices that can satisfy differentiated and personalized need, according to different lifestyles.

Technology and artificial intelligence are becoming key players in this new scenario, offering new tools for the search and discovery of travel opportunities.

Date: 2026-10-18

Article link: https://www.tourism-review.com/organized-tourism-in-italy-remains-popular-news15671