

# ITALY EXPECTS 216 MILLION OVERNIGHT STAYS THIS SUMMER



The Italian hospitality industry has been on an encouraging trajectory, showing a 3.8% increase in stays during the first five months of 2024. This positive trend is set to continue into the summer, with a projected 216 million overnight stays in official accommodations between June and August, marking a 1.5% increase compared to the previous summer.

Foreign tourists are expected to significantly contribute, with 105 million visitors, a 2.5% increase. **Meanwhile, Italian demand is projected to remain steady, with 110.9 million overnight stays, showing a 0.5% increase.** These findings, from a survey conducted by the Center for Tourism Studies of Florence for Assoturismo Confesercenti, a sector business chamber, provide a reassuring outlook for the industry.

The dynamics of the two markets suggest that the share of domestic tourists is expected to decrease to 48.6%. In contrast, the share of foreign visitors is projected to increase to 51.4% (compared to 48.2% and 51.8%, respectively, in 2023).

For international tourism, booking requests indicate continued interest from traditional source markets, with notable increases in visitors from Germany, France, Switzerland, the Netherlands, Poland, Austria, Belgium, the U.K., and Brazil.

The U.S. source market experienced significant growth among non-European markets, while the Canadian and Scandinavian markets remained stable. However, requests from the Chinese, Japanese, Indian, and Spanish markets decreased slightly.

Italian cities of art are expected to experience the most robust growth at 2%, followed by coastal areas at 1.4%, lakes and spas at 1.1%, and mountain areas at 0.4%. Variations in performance are also anticipated across the country's macro-areas, with a slightly higher estimate for the Northwest and South/Islands regions at 1.9% and 2%, respectively. For the central areas, the estimated variation is 1.3%, and for the northeast, it is 1.1%.

It is crucial to know that these estimates do not factor in potential weather changes, which increasingly influence travelers' choices due to climate change. **24% of entrepreneurs have reported an increased demand for air conditioning systems and an interest in offering vacation options not limited to specific seasons.** Additionally, there are requests for flexibility in bookings if guests need to cancel due to heat waves, flood risks, exceptional weather events, or fires. By acknowledging these potential challenges, stakeholders can better prepare for the upcoming summer.

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