

ENTRANCE TAX FAILS TO SLOW DOWN THE ARRIVALS TO VENICE



The aim was to reduce the tourist flow, but the entrance fee to Venice has not led to a decrease in daily visitors. During the trial phase, which ended on May 5, over 195 thousand tickets were sold, generating revenue of 975 thousand euros, much more than the city expected.

However, experts are not convinced of the effectiveness of the entrance tax. They point out that hit-and-run tourists have not decreased; on the contrary, **the recent Sunday saw an influx of 70 thousand visitors, about 5,000 more than the same period of the previous year.** The measure, initially active only on weekends between 8:30 and 16 until mid-July, was greeted with skepticism by some local associations. Some experts criticized the initiative, calling it a complete failure, emphasizing that the tax is nothing more than an artfully orchestrated marketing campaign with no real intent to reduce the number of visitors.

Those against the entrance tax argue that residents face inconveniences such as showing their ID cards and providing their guests' personal information to be exempt from the tax. They see these requirements as further burdens for living in Venice permanently. The impact of mass tourism is not limited to the city's infrastructure but also affects the well-being of its inhabitants. Residents are unhappy about the rising cost of living, decreased quality of services, and the shift in focus of commercial activities towards tourists at the expense of residents. For instance, the cost of groceries and other daily necessities has increased due to the demand from tourists, and the noise and litter from tourist activities have made the city less pleasant.

Venice still needs to improve with the impact of mass tourism, with around 80 thousand tourists arriving each day compared to the 49 thousand residents. However, there is hope. Experts suggest that advanced technologies, such as online booking systems and big data, that analyze tourist trends are essential for monitoring and managing tourist flows. Additionally, it would be beneficial to promote more sustainable and responsible forms of tourism that celebrate the city's cultural heritage without overwhelming it.

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