

ITALY: BEACH RESORT PRICES SIGNIFICANTLY INCREASED



If you plan to spend your holidays in Italy, be prepared to pay more. According to a study by Italian consumer protection agencies, the cost of holidays in Italy has increased by 15 to 20 percent when you factor in transportation, accommodation, and food. Due to affordability issues, the increased beach resort prices have led many locals to seek holidays in other countries.

Beach resort prices are a prime example of the increased cost of vacationing. This summer, visitors pay an average of four percent more for a complete set of beach amenities (parasol, deck chair, and cabin) than last year.

Experts note that the cost of a week at a beach resort varies based on several factors, including the time of the month. Prices are lower until mid-July, after which they rise significantly until August. Additionally, the exclusivity and offerings of the beach resort affect the overall cost.

Experts recently calculated the beach resort prices along the Italian coast from August 4th to 10th, during the high season.

Of the eleven selected seaside resorts, Alassio, north of Genoa, has the most expensive beach resorts. The average price for a week in this Ligurian holiday destination is 340 euros. For a front-row view of the sea, you would need to pay 392 euros. In contrast, Senigallia in central Italy offers the cheapest beach days. Although the price here has increased by six percent compared to last year, it averages 145 euros for a week and 155 euros for a front-row seat.

It's not just the days at the beach that are expensive; food is also putting a more significant strain on holidaymakers' wallets. For example, a small ice cream in an ice cream parlor with a view of the Trevi Fountain in Rome will not cost less than five euros. **A visit to a pizzeria is also more expensive than it once was.** You can only get a pizza Margherita for less than ten euros in less touristy places.

Due to increased prices, the Italian tourism industry isn't concerned about decreasing local vacations. This is because there's been a positive trend in foreign visitors. A booking platform predicts an eleven percent rise in foreign travelers this summer compared to last year.

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