

TOURISM IN ITALY IS EXPECTED TO DECLINE IN 2024



Tourism in Italy is facing a challenging year due to rising prices. The Demoskopika survey reveals a decline in travel in the country, especially among Italians, but foreign visitors are increasing. The high cost of holidays is a concern, as it is estimated to impact the economy by approximately 5.9 billion euros in the current year.

In 2024, it is estimated that there will be 130.3 million arrivals and 445.3 million overnight stays in Italy, representing a 2.5% decrease in arrivals and a 0.4% decrease in overnight stays **compared to the previous year when there were 133.6 million arrivals and 447.2 million overnight stays.**

The decrease is attributed to a drop in domestic arrivals in Italy, which is consistent with recent trends. Domestic arrivals are expected to total 63 million, reflecting a 4.5% decrease from 2023, with 208 million overnight stays, a 2.5% decrease from the previous year.

On the other hand, international arrivals are projected to experience a slight decline of 0.6% (67.55 million) but an increase of 1.4% in overnight stays, reaching 267.6 million compared to 2023.

Inbound tourism in Italy is expected to generate a total tourist spending of 127 billion euros in 2024, with a growth rate of 3.8% compared to 2023. This upward trend may be influenced by tourist inflation, estimated at 4.9% in August, potentially resulting in an additional 5.9 billion euros spent by holidaymakers.

Implementing more thoughtful and strategic planning is important to adjust the tourism offer to match changing tourist preferences. This includes effectively addressing the continuous rise in prices. Tourism is undergoing rapid changes due to new trends, such as sustainable tourism, personalized experiences, and growing interest in alternative, less expensive destinations compared to the well-known ones.

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