



Yearbook of Tourism data 2019



CITTA' DI
VENEZIA



Assessorato al Turismo

Yearbook of Tourism Data 2019

**City of Venice
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INTRODUCTION

The Tourism Yearbook of Venice City, since 2011, aims to satisfy the information needs of the citizens, the City Council and all the public and private subjects, offering a rich collection of data which documents in detail the most relevant tourism aspects of the area of Venice City and of the areas related or attributable to this, such as the use of the cultural offer or the services offered by the transport infrastructures..

The Yearbook of Tourism 2019, now in its 9th edition, is divided into seven parts, with the addition of tables and graphs to support the analysis of the data received.

The first part shows the data of the historical tourism trend in the City of Venice and an overview of tourism in the lagoon Area and in the Metropolitan City of Venice, comparing the data for 2019 and 2018.

The tourism demand in the 2015-2019 period is the subject of the second part where the data of the arrivals (number of people) and of the overnight stays (number of nights spent in the city) tourists are compared, with reference to both the origin (foreigners, Italians), and to the type of accommodation chosen for the stay (hotels other accommodation facilities¹).

The analysis of the tourist offer is deepened in the third part, where the data of the hotels and the other accommodation facilities are reported.

The fourth part is dedicated to illustrating, referring to the 2015-2019 five-year period, the passenger flows of the Venice port, the Venice and Treviso airports, the local public transport, the issue of the limited traffic area passes, both by Venice City and by Cavallino Treporti, as well as the transits recorded in Piazzale Roma (Municipal garage and Sant'Andrea parking).

The data of the VeneziaUnica tourist portal, which provides an overview of the trend of admissions and sales, are illustrated in the fifth part.

Follow the data, both aggregated and detailed, of the visitors to the Venetian museums and cultural institutions and the users of the city's main cultural initiatives (exhibitions and shows).

Finally, in the seventh and last part of the new edition of the Directory, the outcomes of the 2019 survey on the visitor profile are presented.

¹ See the methodological note on the following page.

Methodological note

Tourist flow

The movements of guests (arrivals/presences), for the purposes of statistical surveys, are provided by the Statistical Office of the Veneto Region, which collects the data directly from the operators of the accommodation facilities through the Regional tourist information system, in accordance with the provisions issued by the National Institute of Statistics (ISTAT) and by the regional statistical structure itself, pursuant to Art. 13, paragraph 5, of the current Regional Law no. 11/2013.

The data of the tourist flow of the territory of the Municipality of Venice are analysed, as well as in its unity, even in the three urban areas:

- Venice historic City;
- Lido;
- Mainland.

Those of the smaller islands (Murano, Burano, Torcello, etc.) are included in the statistics of the historic city area. The data of Malamocco, Alberoni and Pellestrina are included in the statistics of the Lido area.

The tourist flow of the territory of the Metropolitan City of Venice is analysed, in addition to its overall territorial extension, also in the following three areas:

- Seaside resort;
- Cities of art;
- Metropolitan Hinterland.

The seaside area of the Metropolitan City includes Caorle, Cavallino Treporti, Chioggia, Eraclea, Jesolo, San Michele al Tagliamento-Bibione and the Venice Lido area.

The Cities of Art area includes the City of Venice, with the exception of the Lido area, and Dolo, Fiesso d'Artico, Mira, Mirano, Stra and Vigo (Riviera del Brenta).

The metropolitan hinterland area includes Annone Veneto, Campagna Lupia, Campolongo Maggiore, Camponogara, Cavarzere, Ceggia, Cinto Caomaggiore, Cona, Concordia Sagittaria, Fossalta di Piave, Fossalta di Portogruaro, Fossò, Gruaro, Marcon, Martellago, Meolo, Musile di Piave, Noale, Noventa di Piave, Pianiga, Portogruaro, Pramaggiore, Quarto d'Altino, Salzano, San Donà di Piave, San Stino di Livenza, Santa Maria di Sala, Scorzè, Spinea, Teglio Veneto, Torre di Mosto.

Tourist offer

The accommodation facilities in the Veneto Region are divided into the following types: hotels, outdoor and other accommodation facilities.

The other accommodation facilities, identified by the art. 27 of the Regional Law N° 11 of 14th June 2013, are the following (previously the Regional Law identified thirteen accommodation facilities in the non-hotel type):

- a) tourist accommodations, composed of one to six rooms, each one with a maximum of four beds;
- b) holiday houses, composed of a living room and a dining room both in common use and rooms which for more than half have two or more beds;
- c) furnished residential units for tourist use, composed of one or more rooms, each one with one or more beds, as well as independent toilets and kitchen;
- d) bed & breakfast, composed of one to three rooms for tourists, each one with a maximum of four beds; the owner must live in the real estate unit where the bed & breakfast is located and must stay there, in a room reserved for him, during the opening period of the facility. The breakfast service is served to customers directly by the owner or his family.

Furthermore, the art. 27bis of Regional Law No 11 of 14th June 2013 also regulates the rooms given exclusively for tourist purposes without classification and brought back to the so-called tourist rental.

In this publication, the detailed explanation of the facilities relating to the other accommodation facilities offer, which also includes outdoor accommodation facilities, has been kept the same to the one of the previous editions, in order to make the data comparable.

Visitors to ecclesiastical museums and churches

The Venetian churches are usually open during worship time. The cultural and tourist use is also guaranteed at other times, through free or paid admission. The places here presented are equipped with an access tracking. Venice residents have free admission, as anyone who comes in to pray.

Visitors to temporary exhibitions

The exhibitions with separate tickets and not integrated in the museums were taken into consideration. The ranking was based on the total number of visitors. The number of visitors per day is highlighted in the last column.

The 58th International Art Exhibition, in 2019, had 90 National Participations in the historic Giardini, Arsenale Pavilions and in the Historic City of Venice, and 21 Collateral Events proposed by international bodies and institutions, which set up their exhibitions and their initiatives in Venice in conjunction with the 58th Exhibition.

The 16th International Architecture Exhibition, in 2018, had 63 National Participations and many Collateral Events officially recognized by the Biennale.

The 57th International Art Exhibition, in 2017, had 86 National Participations in the historic Giardini and Arsenale Pavilions and in the Historic City of Venice, and 23 Collateral Events proposed by international bodies and institutions, which set up their exhibitions and their initiatives in Venice in conjunction with the 57th Exhibition.

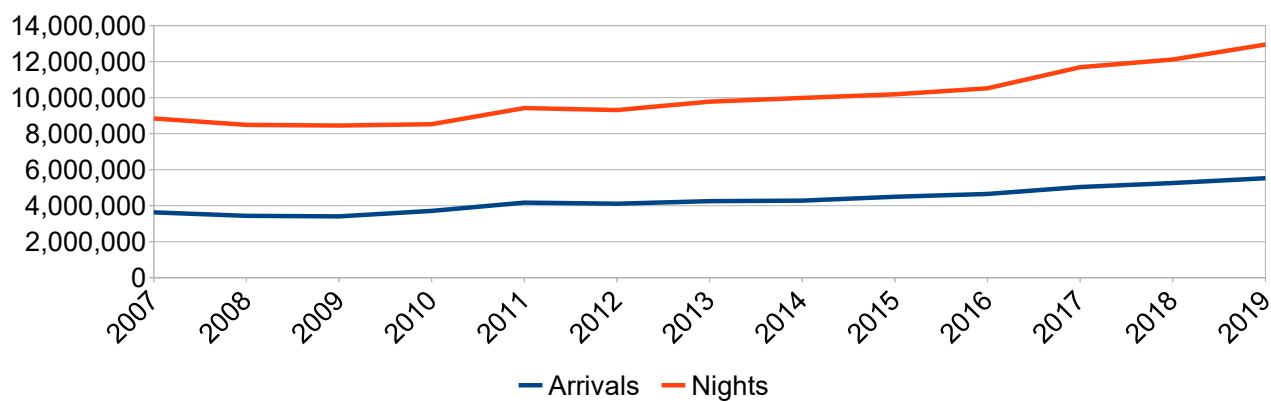
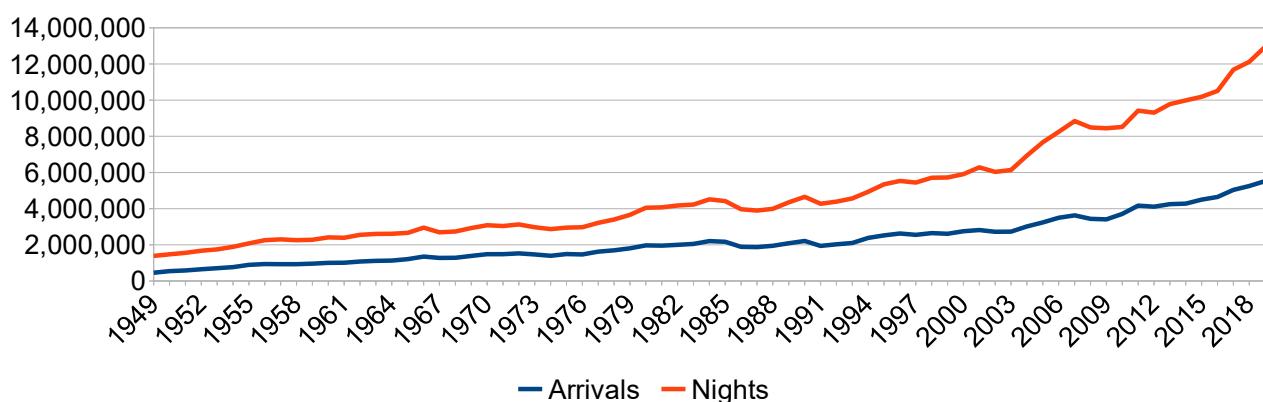
The 15th International Architecture Exhibition, in 2016, had 65 National Participations and 20 Collateral Events.

The 56th International Art Exhibition, in 2015, had 89 National Participations in the historic Giardini and Arsenale Pavilions and in the Historic City of Venice, besides 44 Collateral Events in many places of the city.

Tourism in the City of Venice: historical series 2007- 2019

Year	Arrivals	% change	Nights	% change	Average Stay
2007	3,626,853	3.7%	8,842,874	7.2%	2.44
2008	3,433,775	-5.3%	8,487,539	-4.0%	2.47
2009	3,405,115	-0.8%	8,445,911	-0.5%	2.48
2010	3,708,407	8.9%	8,521,247	0.9%	2.30
2011	4,167,171	12.4%	9,417,872	10.5%	2.26
2012	4,106,161	-1.5%	9,310,132	-1.1%	2.27
2013	4,251,798	3.5%	9,778,225	5.0%	2.30
2014	4,280,632	0.7%	9,983,416	2.1%	2.33
2015	4,495,857	5.0%	10,182,829	2.0%	2.26
2016	4,645,567	3.3%	10,511,788	3.2%	2.26
2017	5,034,882	8.4%	11,685,819	11.2%	2.32
2018	5,255,499	4.4%	12,118,298	3.7%	2.31
2019	5,523,283	5.1%	12,948,519	6.9%	2.34

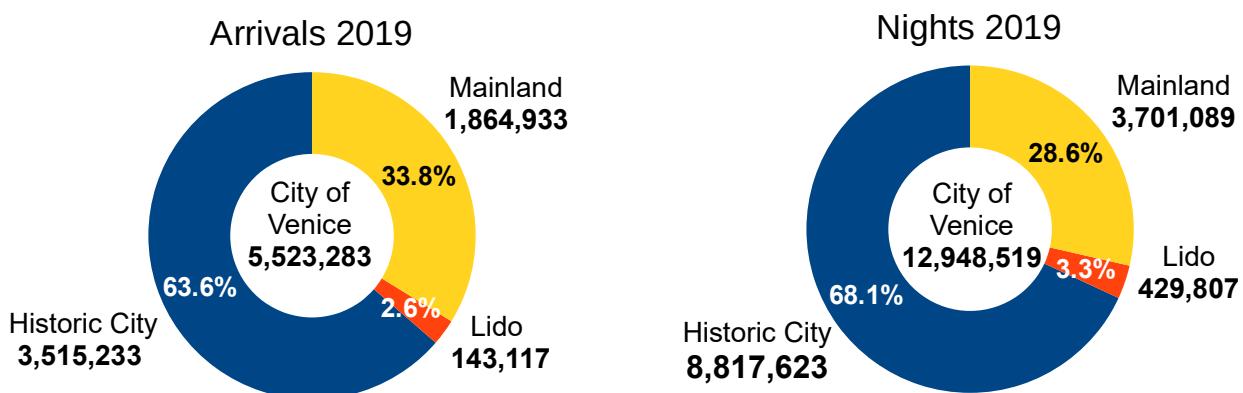
Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.



Tourism in the City of Venice year 2019

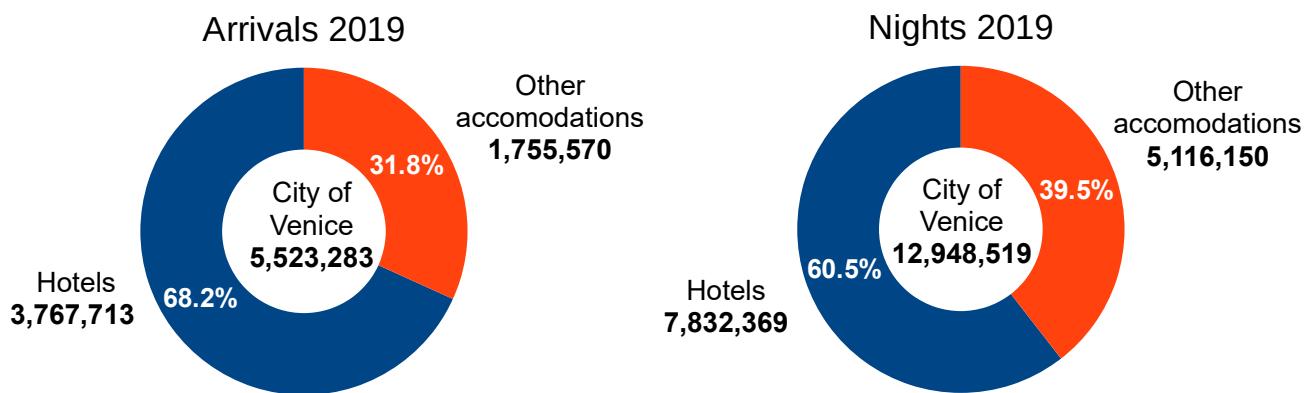
CITY OF VENICE	2019			% change 19/18		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Historic City	3,515,233	8,817,623	2.51	5.7%	7.4%	1.6%
Lido	143,117	429,807	3.00	-11.7%	-10.9%	1.0%
Mainland	1,864,933	3,701,089	1.98	5.5%	8.1%	2.5%
TOTAL	5,523,283	12,948,519	2.34	5.1%	6.9%	1.7%

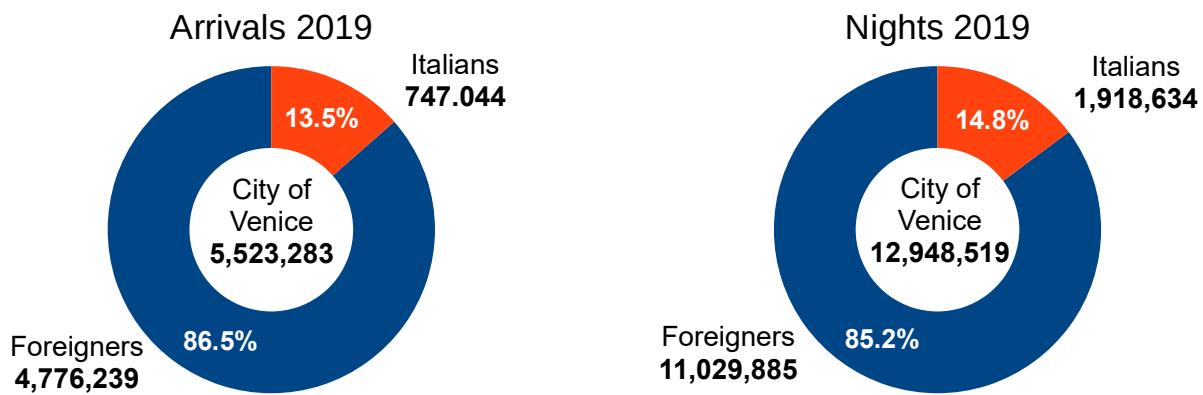
Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.



CITY OF VENICE	2019			% change 19/18		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Hotels	3,767,713	7,832,369	2.08	0.3%	-1.6%	-1.9%
Other accomod.	1,755,570	5,116,150	2.91	17.1%	23.1%	5.1%
TOTAL	5,523,283	12,948,519	2.34	5.1%	6.9%	1.7%
Foreigners	4,776,239	11,029,885	2.31	5.0%	5.9%	0.9%
Italians	747,044	1,918,634	2.57	5.7%	12.7%	6.6%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.





HISTORIC CITY	2019			% change 19/18		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Hotels	2,222,730	5,088,564	2.29	0.6%	-0.3%	-0.9%
Other accomod.	1,292,503	3,729,059	2.89	15.8%	19.9%	3.5%
TOTAL	3,515,233	8,817,623	2.51	5.7%	7.4%	1.6%
Foreigners	3,112,382	7,806,328	2.51	6.1%	7.3%	1.1%
Italians	402,851	1,011,295	2.51	2.7%	8.1%	5.3%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

LIDO	2019			% change 19/18		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Hotels	123,120	346,594	2.82	-12.3%	-12.5%	-0.3%
Other accomod.	19,997	83,213	4.16	-8.2%	-3.2%	5.5%
TOTAL	143,117	429,807	3.00	-11.7%	-10.9%	1.0%
Foreigners	111,250	338,024	3.04	-12.5%	-12.0%	0.6%
Italians	31,867	91,783	2.88	-9.1%	-6.6%	2.8%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

MAINLAND	2019			% change 19/18		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Hotels	1,421,863	2,397,211	1.69	1.1%	-2.6%	-3.7%
Other accomod.	443,070	1,303,878	2.94	22.4%	35.7%	10.8%
TOTAL	1,864,933	3,701,089	1.98	5.5%	8.1%	2.5%
Foreigners	1,552,607	2,885,533	1.86	4.3%	4.8%	0.5%
Italians	312,326	815,556	2.61	11.9%	22.0%	9.1%

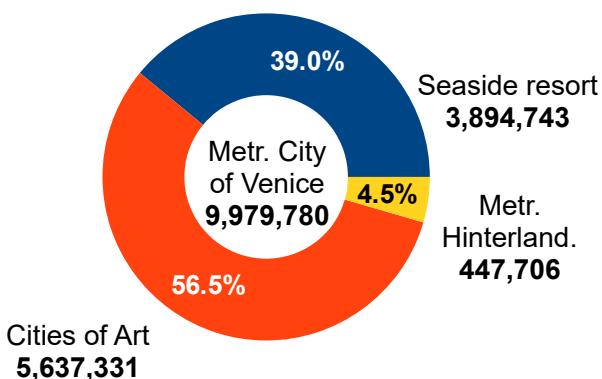
Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Tourism in the Metropolitan City of Venice year 2019

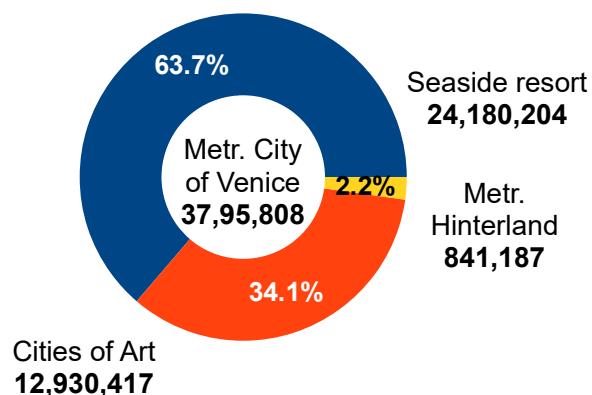
METROPOLITAN CITY OF VENICE	2019			% change 19/18		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Seaside resort	3,894,743	24,180,204	6.21	0.7%	1.9%	1.2%
Cities of Art	5,637,331	12,930,417	2.29	5.2%	7.2%	1.9%
Metr. Hinterland	447,706	841,187	1.88	-1.0%	1.1%	2.1%
TOTAL	9,979,780	37,951,808	3.80	3.1%	3.6%	0.5%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Arrivals 2019



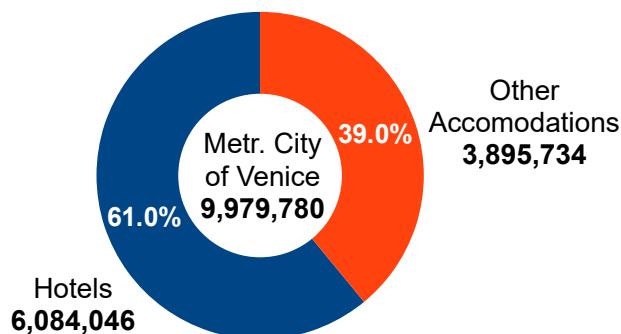
Nights 2019



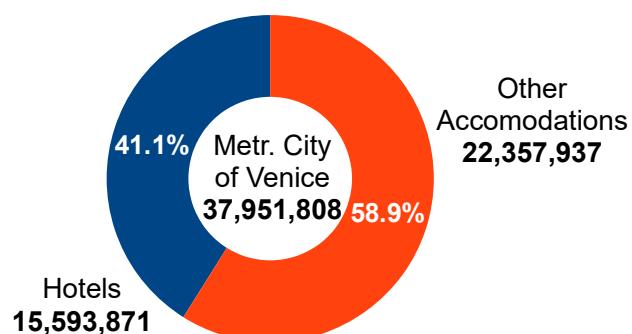
METROPOLITAN CITY OF VENICE	2019			% change 19/18		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Hotels	6,084,046	15,593,871	2.56	-0.7%	-1.6%	-0.9%
Other accomod.	3,895,734	22,357,937	5.74	9.7%	7.6%	-1.9%
TOTAL	9,979,780	37,951,808	3.80	3.1%	3.6%	0.5%
Foreigners	7,648,761	28,036,030	3.67	3.6%	3.5%	-0.1%
Italians	2,331,019	9,915,778	4.25	1.6%	3.9%	2.3%

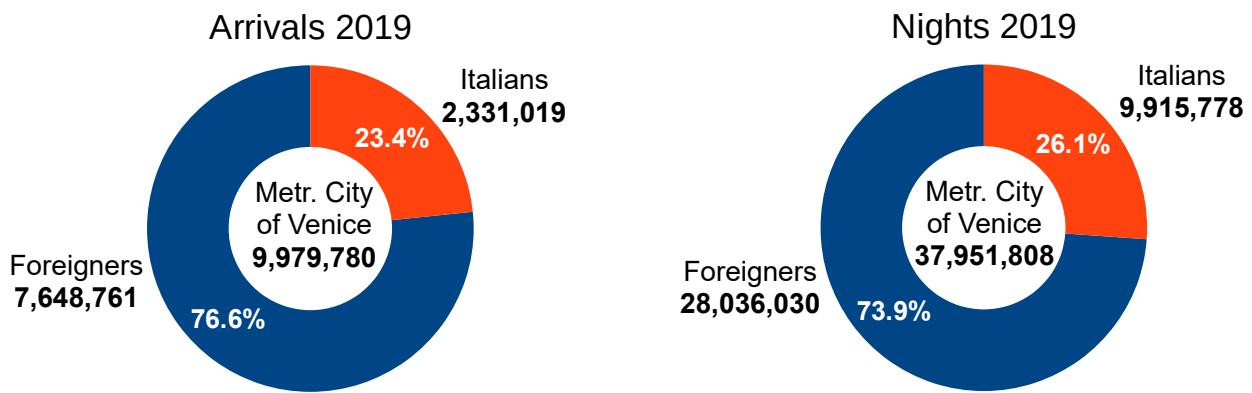
Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Arrivals 2019



Nights 2019





SEASIDE RESORT	2019			% change 19/18		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Hotels	1,794,156	7,116,827	3.97	-3.0%	-2.2%	0.8%
Other accomod.	2,100,587	17,063,377	8.12	4.1%	3.7%	-0.4%
TOTAL	3,894,743	24,180,204	6.21	0.7%	1.9%	1.2%
Foreigners	2,511,147	16,592,496	6.61	1.6%	1.8%	0.3%
Italians	1,383,596	7,587,708	5.48	-0.8%	2.0%	2.8%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

CITIES OF ART	2019			% change 19/18		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Hotels	3,878,792	7,815,693	2.01	0.5%	-1.2%	-1.7%
Other accomod.	1,758,539	5,114,724	2.91	17.4%	23.2%	5.0%
TOTAL	5,637,331	12,930,417	2.29	5.2%	7.2%	1.9%
Foreigners	4,833,262	10,948,108	2.27	5.1%	6.3%	1.1%
Italians	804,069	1,982,309	2.47	5.7%	12.4%	6.3%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

METROPOLITAN HINTERLAND	2019			% change 19/18		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Hotels	411,098	661,351	1.61	-1.4%	0.0%	1.3%
Other accomod.	36,608	179,836	4.91	3.8%	5.6%	1.8%
TOTAL	447,706	841,187	1.88	-1.0%	1.1%	2.1%
Foreigners	304,352	495,426	1.63	-3.3%	-0.2%	3.2%
Italians	143,354	345,761	2.41	4.4%	3.0%	-1.3%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

THE DEMAND

In the five-year period from 2015 to 2019, arrivals, which in 2015 were equal to about 4 million and 496 thousand units, in 2019 amount to 5 million 523 thousand units (+22.9% compared to 2015), while occupancies (overall number of overnight stays), which in 2015 amounted to about 10 million 183 thousand units, in 2019 reached about 12 million 949 thousand units (+27.2% compared to 2015)

Indicators are also growing in the 2018-2019 two-year period: in 2019, arrivals registered a 5.1% increase compared to 2018, equal to an absolute increase of about 268 thousand units, while occupancies increase by 6.9% compared to 2018, with an absolute increase equal to about 830 thousand units.

The average stay is equal to 2.34 days the longest in the five-year period.

In 2019 the hotel industry has registered, in the whole municipality, about 3 million 768 thousand arrivals (with an absolute growth of about 12 thousand units, equal to a 0.3% relative growth compared to 2018), which correspond to about 7 million 832 thousand occupancies (with an absolute decrease of 129 thousand units, equal to a 1.6% relative decrease compared to 2018) It comes from this that the average stay has decreased, which amounts to 2.08 days (2.12 in 2018), the lower value in this five-year period. Even in 2019, hotels prove they represent the main segment of the hospitality industry, since they accommodate the majority of the hosts, namely 68.2% of the arrivals (71.5% in 2018) and 60.5% of the overnight stays (65.7% in 2018).

The complementary sector, instead, reported about 1 million 756 thousand arrivals in the whole municipality (with an absolute increase of 256 thousand units, equal to a 17.1% growth compared to 2018), proving to be, even in 2019 and for the eighth consecutive year, the tourist hospitality segment with the higher growth, which remains however lower than the 2017 increase. The foregoing arrivals correspond to 5 million 116 thousand occupancies (with an absolute increase of about 959 thousand units, equal to a 23.1% relative growth compared to 2018). The average stay increases to 2.91 days (2.77 in 2017), proving itself as the stay formula that stands out for its longer duration. In 2019, the complementary sector accommodated 31.8% of the arrivals (28.5% in 2018) and 39.5% of the overnight stays (34.3% in 2018).

Foreign hosts represent 86.5% of the arrivals (no change compared to 2018) and 85.2% of the occupancies (88.6% in 2018) of the whole tourist market: in 2019, for the fifth consecutive year, arrivals continue to increase, reaching an amount of about 4 million 776 thousand units (with an absolute increase of about 277 thousand units, equal to a 5.0% relative growth compared to 2018), corresponding to about 11 million 30 thousand occupancies (with an absolute increase of about 613 thousand units, equal to a 5.9% relative growth compared to 2018).

The average stay of the increasing number of foreign tourists is confirmed at the 2017 value, equal to 2.31 days (2.29 in 2018), the highest in the five-year period.

The foreign market is the segment that contributes the most to the overall increase in both arrivals (+84.9%) and occupancies (+73.9%) registered in 2019.

As a consequence, the relative weight of the domestic market remains at the 2018 values as regards to arrivals (13.5%) and increases as regards to occupancies (14.8% in

2019 vs. 14.0% in 2018) continuing to grow for the seventh consecutive year: in 2019 arrivals reached more than 747 thousand units (with an absolute increase of about 41 thousand units, equal to a 5.7% relative growth compared to 2018) corresponding to about 1 million 919 thousand occupancies (with an absolute increase of 217 thousand units, equal to a 12.7% relative growth compared to 2018)

The average stay of Italian tourists shows an increase for the fifth consecutive year, reaching 2.57 days (2.41 in 2018).

With reference to the origin by structure type, foreign tourists represent 86.2% of the arrivals and 86.7% of the occupancies in the hotel sector as well as 87.1% of the arrivals and 82.8% of the occupancies in the complementary sector. Italians, as a consequence, represent 13.8% of the arrivals and 13.3% of the occupancies in the hotel sector as well as 12.9% of the arrivals and 17.2% of the occupancies in the complementary sector.

With reference to the structure type by place of origin of the hosts, 68.0% of all the foreign tourists arriving in Venice, corresponding to 61.6% of the occupancies, opts to stay at a hotel, while 32.0% of them prefers the complementary offer. 69.7% of all the Italians, corresponding to 54.1% of the occupancies, opts to stay at a hotel, while 30.3% of them, corresponding to 45.9% of the occupancies, turns to the complementary sector.

Even in 2019, like in 2018, most occupancies are registered in the third quarter, which is also the one showing the largest growth, slightly lower than 4 million 249 thousand units (with an absolute increase of about 375 thousand units, equal to a 9.7% relative growth compared to 2018). The second quarter also shows significant growth, with an 8.9% increase compared to the same period in 2018, corresponding to an absolute increase of more than 304 thousand units.

Considering the monthly occupancies, in 2019 the one-million-unit-mark has been exceeded from April to October, as in 2018.

August is the peak month as regards the absolute number of occupancies (about 1 million 447 thousand occupancies, +11.0% compared to 2018). In addition to August, the months showing double digit increases are April (+110 thousand units, equal to +10.4%), June, which also is the month with the largest absolute and relative increase (+157 thousand units, equal to +13.4%), September (+139 thousand units, equal to +11.1%) and October (+150 thousand units, equal to +12.1%).

The month with the smallest number of occupancies is December (about 610 thousand units), which is also the one showing the worst performance (-45 thousand units, equal to -6.8%): such decline is due to the cancellations caused by the flood occurred on November 12th 2019. In spite of this significant decline, the change in occupancies for the fourth quarter compared to the same period in 2018 remains positive (about 100 thousand units, equal to 1.5%).

Distinguishing tourists according to their nationality, even in 2019 it is possible to notice a significant difference between the seasonality of foreign and Italian tourism, which show almost opposed trends, except for their coexistence in the months of April and October. This entails a compensation of the flows, with a relative balance in the seasonality, which is conditioned, as a whole, by the greater weight of foreign tourism. Over the year, consequently, the composition of the tourists changes from month to month: while July registers the higher percentage - 90% - of foreign occupancies, in

January and December this figure drops to 78%. The occupancies by Italian tourists, on the other hand, change from 10% in July to 22% in January and December.

2019 registered the highest number of occupancies by foreign tourists in the third quarter, slightly higher than 3 million 738 thousand units (with an absolute increase of about 276 thousand units, equal to a 8.0% relative growth compared to 2018). The second quarter also shows significant growth, with a 7.7% increase compared to the same period in 2018, corresponding to an absolute increase of about 233 thousand units.

Considering the monthly occupancies by foreigners, in 2019 the one-million-unit figure has been exceeded from May to October.

August is the peak month as regards to the absolute number of foreign tourist occupancies (about 1 million 264 thousand occupancies, +8.4% compared to 2018). The months showing double digit increases are June, which also is the month with the largest absolute and relative increase (+133 thousand units, equal to +12.7%), September (+109 thousand units, equal to +10.0%) and October (+121 thousand units, equal to +11.5%).

The month with the smallest number of foreign tourist occupancies is December (about 447 thousand units), which is also the one showing the worst performance (-26 thousand units, equal to -5.3%): such decline is due, as already mentioned, to the cancellations caused by the flood occurred on November 12th 2019. In spite of this significant decline, the change in occupancies for the fourth quarter compared to the same period in 2018 remains positive (about +93 thousand units, equal to +4.3%).

In 2019, the highest number of Italian tourist occupancies is registered in the third quarter, which is also the one showing the largest growth, i.e. about 516 thousand units (with an absolute increase of about 99 thousand units, equal to a 24.1% relative growth compared to 2018). The second quarter also shows significant growth, with a 17.2% increase compared to the same period in 2018, corresponding to an absolute increase of about 72 thousand units.

Considering Italian tourist occupancies, in 2019 the 150 thousand-unit mark is exceeded in March, April, May, August, September, October and November.

April is the peak month by absolute number of Italian occupancies (about 189 thousand occupancies, +26 units, equal to +15.9% compared to 2018). Along with April, the months showing double digit increases are March (+38 thousand units, equal to +27.4%), May (+22 thousand units, equal to +16.9%), June (+24 thousand units, equal to +19.2%), July (+23 thousand unit, equal to +19.8%), August, which also is the month with the largest absolute and relative increase (+46 thousand units, equal to +33.2%), September (+30 thousand units, equal to +19.3%) and October (+25 thousand units, equal to +16.3%).

The month with the smallest number of Italian tourist occupancies is December (about 133 thousand units), which is also the one showing the worst performance (-18 thousand units, equal to -11.9%): such decline is due, as already mentioned, to the cancellations caused by the flood occurred on November 12th 2019. In spite of this significant decline, the change in occupancies for the fourth quarter compared to the same period in 2018 remains positive (about +7 thousand units, equal to +1.5%).

The historical city accommodated 63.6% of the arrivals (63.3% in 2018) and 68.1% of the occupancies (67.8% in 2018). In 2019, for the ninth consecutive year, arrivals

continue to increase, reaching an amount of about 3 million 515 thousand units (with an absolute increase of about 190 thousand units, equal to a 5.7% relative growth compared to 2018), corresponding to about 8 million 818 thousand occupancies (with an absolute increase of about 605 thousand units, equal to a 7.4% relative growth compared to 2018).

The average stay in the Historical city reached 2.51 days (2.47 in 2018), increasing in comparison with 2018.

In 2019 the hotel industry of the Historical city has registered about 2 million 223 thousand arrivals (with an absolute growth of about 14 thousand units, equal to a 0.6% relative growth compared to 2018), which correspond to about 5 million 89 thousand occupancies (with an absolute decrease of 14 thousand units, equal to a 0.9% relative decrease compared to 2018)

The average stay is 2.29 days (2.31 in 2018).

The hotel sector is the main segment of the hospitality industry in the historical city, accommodating 63.2% of the arrivals and 57.7% of the occupancies. The hotel structures of the Historical city, moreover, are also confirmed as the main sector of the hospitality industry within the municipal boundaries.

The growth of the complementary sector is also significant: in 2019 it has registered about 1 million 293 thousand arrivals (with an absolute growth of about 176 thousand units, equal to a 15.8% relative growth compared to 2018), which correspond to about 3 million 729 thousand occupancies (with an absolute increase exceeding 618 thousand units, equal to a 19.9% relative increase compared to 2018)

The average stay is growing and has reached 2.89 days (2.79 in 2018).

The arrivals of foreign tourists in the Historical city have reached about 3 million 112 thousand units (with an absolute increase of 179 thousand units, equal to a 6.1% relative growth compared to 2018, the highest among the three areas), which correspond to about 7 million 806 thousand occupancies (with an absolute increase of 529 thousand units, equal to a 7.3% relative growth compared to 2018, the highest among the three areas).

The foreign tourists that arrived and stayed overnight in the Historical city in 2019 represent the most significant share of the tourist market, at both the municipal (56.4% of the overall arrivals and 60.3% of the overall occupancies) and the city level (88.5% of the overall arrivals and 88.5% of the overall occupancies). Consequently, the number of foreign tourists that choose the Historical city for their stay represents the most sizable share of the totality of the foreign tourists staying in the whole municipal area (65.2% of the arrivals and 70.8% of the occupancies associated with foreign tourists).

In the Historical city, the average stay of foreign tourists has reached 2.51 days (2.48 in 2018).

In 2019, the arrivals of Italian tourists in the Historical city reached an amount of about 403 thousand units (with an absolute increase of about 11 thousand units, equal to a 2.7% relative growth compared to 2018), corresponding to about 1 million 11 thousand occupancies (with an absolute increase of about 76 thousand units, equal to a 8.1% relative growth compared to 2018).

The average stay of Italian tourists is growing and has reached 2.88 days (2.38 in 2018).

At Lido, where 2.6% of the tourists arrived and 3.3% stayed overnight, the arrival trend declines for the fourth consecutive year, while occupancies follow the negative trend of 2018. In 2019, in fact, this area registered about 143 thousand arrivals (with an absolute decrease of about 19 thousand units, equal to a 11.7% relative decrease compared to 2018) while occupancies reached about 430 thousand units (with an absolute decrease of about 52 thousand units, equal to a 10.9% relative decrease compared to 2018). The average stay has reached 3.00 days (2.97 days in 2018) and proves to be the longest among the three areas.

In 2019, the hotel sector of Lido registered about 123 thousand arrivals (with an absolute decrease of about 17 thousand units, equal to a 12.3% relative decrease compared to 2018) corresponding to about 347 thousand occupancies (with an absolute decrease of about 50 thousand units, equal to a 12.5% relative decrease compared to 2018).

The average stay is 2.82 days, as in 2018.

The hotel sector represents the main segment of the hospitality industry even in Lido: it accommodates, in fact, the majority of the hosts in this area (86.0% of the arrivals and 80.6% of the occupancies).

The complementary sector of Lido registered about 20 thousand arrivals (with an absolute decrease of about 1,800 thousand units, equal to an 8.2% relative decrease compared to 2018) corresponding to about 83 thousand occupancies (with an absolute decrease of about 2,800 thousand units, equal to a 3.2% relative decrease compared to 2018).

The average stay is growing and has reached 4.16 days (3.95 in 2018).

In 2019, the complementary sector of Lido accommodated 14.0% of the arrivals and 19.4% of the occupancies in the area.

The foreign tourists who in 2019 have arrived and have stayed overnight in Lido represent the majority of the hosts in this area (77.7% of the arrivals and 78.6% of the occupancies) as well as 2.3% of the arrivals and 3.1% of the occupancies, with reference to the overall number of foreign tourists staying within the whole municipal area.

The arrivals of this tourist segment reached about 111 thousand units (with an absolute decrease of about 16 thousand units, equal to a 12.5% relative decline compared to 2018), corresponding to about 338 thousand occupancies (with an absolute decrease of about 46 thousand units, equal to a 12.0% relative decrease compared to 2018).

In 2019, the Italian tourists reached about 32 thousand arrivals (with an absolute decrease of about 3,200 units, equal to a 9.1% relative decrease compared to 2018) corresponding to about 92 thousand occupancies (equal to a 6.6% relative decrease compared to 2018).

In Lido, the average stay of foreign tourists reaches 3.04 days (3.02 in 2018); the same figure for Italians is growing and reached 2.88 days (2.80 in 2018)

The Mainland, finally, is the destination of 33.8% of the arrivals and of 28.6% of the occupancies; both values are growing for the fifth consecutive year. In 2019, this area registered about 1 million 865 thousand arrivals (with an absolute increase of more than 97 thousand units, equal to a 5.5% relative increase compared to 2018) while occupancies reached slightly less than 3 million 701 thousand units (with an absolute increase of about 278 thousand units, equal to a 8.1% relative increase compared to 2018).

In this area, the average stay is the shortest one, at 1.98 days (1.94 in 2018)

In Mainland, in 2019, the hotel industry has registered about 1 million 422 thousand arrivals (with an absolute growth of about 15 thousand units, equal to a 1.1% relative growth compared to 2018), which correspond to more than 2 million 397 thousand occupancies (with an absolute decrease of 65 thousand units, equal to a 2.6% relative decrease compared to 2018)

The average stay in the hotel sector is decreasing, being equal to 1.69 days (1.75 in 2018) and is the shortest of the whole municipal area.

Like in the other areas, the hotel sector represents the main segment of the hospitality industry: it accommodates the majority of the hosts (76.2% of the arrivals and 64.8% of the occupancies).

The complementary sector of Mainland registered slightly more than 443 thousand arrivals (with an absolute increase of more than 81 thousand units, equal to a 22.4% relative increase compared to 2018, the highest of the three areas) corresponding to about 1 million 304 thousand units (with an absolute increase of about 343 thousand units, equal to a 35.7% relative increase compared to 2018).

The average stay in the strongly growing complementary sector is 2.94 days (2.66 in 2018).

The foreign tourists that in 2019 have arrived and stayed overnight in the structures of Mainland represent the majority of the hosts in this area (83.3% of the arrivals and 78.0% of the occupancies).

The arrivals of this tourist segment are about 1 million 553 thousand units (with an absolute increase of about 64 thousand units, equal to a 4.3% relative growth compared to 2018), corresponding to about 2 million 886 thousand occupancies (with an absolute increase of about 131 thousand units, equal to a 4.8% relative increase compared to 2018).

In 2019, Italian tourists registered a number of arrivals totalling more than 312 thousand units (with an absolute increase of 33 thousand units, equal to a 11.9% relative growth compared to 2018, the highest among the three areas), which correspond to about 816 thousand occupancies (with an absolute increase of more than 147 thousand units, equal to a 22.0% relative growth compared to 2018, the highest among the three areas).

In Mainland, the average stay of foreign tourists is equal to 1.86 days (same value as 2018); the same figure for Italians increases to 2.61 days (2.39 in 2018). On the average, Italians stay longer than foreign tourists (0.75 days more).

As regards to the continents of origin, Europe (Italy excluded) represents the largest share of tourist arrivals, equal to 39.3% (39.6% in 2018) and of occupancies, equal to 44.7% (45.0% in 2018), followed by: the Americas with 25.8% of the arrivals (25.5% in 2018) and 23.2% of the occupancies (23.5% in 2018), Asia with 14.6% of the arrivals (14.2% in 2018) and 10.6% of the occupancies (10.3% in 2018), Oceania with 2.9% of the arrivals (3.0% in 2018) and 3.0% of the occupancies (3.2% in 2018), Western Asia with 1.6% of the arrivals (come in 2018) and 1.7% of the occupancies (1.6% in 2018) and Africa with 1.0% of the arrivals (as in 2018) and 1.2% of the occupancies (1.1% in 2018).

In 2019, tourism from Italy is equal to 13.5% of the overall arrivals (13.4% in 2018) and to 14.8% of the overall occupancies (14.0% in 2018), while the group of the unspecified countries represents 1.3% of the arrivals (1.7% in 2018) and 0.9% of the occupancies (1.2% in 2018).

Referring to arrivals, the first 12 countries in 2019 are: USA, United Kingdom, France, Germany, China, Spain, Japan, South Korea, Brazil, Australia, Canada and Russia.

The United States are confirmed as the first foreign market, with about 844 thousand arrivals (+6.8% compared to 2018), equal to 15.3% of the overall figure (15.0% in 2018), and about 1 million 821 thousand occupancies (+4.5% compared to 2018), equal to 14.1% of the overall figure (14.4% in 2018). The average stay is decreasing: 2.16 days (2.20 in 2018).

The United Kingdom keeps the second place but reverses its trend, which becomes positive compared to 2018, with about 387 thousand arrivals (+2.9% compared to 2018), equal to 7.0% of the overall figure (7.2% in 2018), and about 1 million 69 thousand occupancies (+4.3% compared to 2018), equal to 8.3% of the overall figure (8.5% in 2018). The average stay is slightly growing: 2.76 days (2.72 in 2018).

France, always holding the third place, is characterised by the decrease of both arrivals, which amount to about 357 thousand units (-1.0% compared to 2018), equal to 6.5% of the overall figure (6.9% in 2018), and occupancies, equal to about 1 million 45 thousand units (-0.4% compared to 2018), amounting to 8.1% of the overall figure (8.7% in 2018), reversing the positive trend of the last three years. It keeps the record of the longest average stay, which slightly increases. 2.93 days (2.91 in 2018).

In the fourth place there is Germany, which grows again after the abrupt stop of 2018, both in arrivals, which amount to about 292 thousand units (+6.4% compared to 2018), equal to 5.3% of the overall figure (5.2% in 2018) and in occupancies, equal to about 842 thousand units (+10.0% compared to 2018), amounting to 6.5% of the overall figure (6.3% in 2018). The average stay is increasing: 2.88 days (2.78 in 2018).

China, in the fifth place, grows for the third consecutive year, both in arrivals, which amount to about 238 thousand units (+1.8% compared to 2018), equal to 4.3% of the overall figure (4.4% in 2018) and in occupancies, equal to about 411 thousand units (+4.6% compared to 2018), amounting to 3.2% of the overall figure (as in 2018). The average stay shows a clear increase, at 1.73 days (1.68 in 2018).

Spain, in the sixth place, continues its positive trend, with about 212 thousand arrivals (+2.7% compared to 2018), equal to 3.8% of the overall figure (3.9% in 2018), and about 488 thousand occupancies (+2.6% compared to 2018), equal to 3.8% of the overall figure (3.9% in 2018). The average stay remains steady for the third year at 2.30 days.

Japan regains a position in 2019 as well, at the expense of South Korea, achieving an excellent performance with about 169 thousand arrivals (+15.6% compared to 2018), equal to 3.1% of the overall figure (2.8% in 2018) and 272 thousand occupancies (+14.1 compared to 2018), equal to 2.1% of the overall figure (2.0% in 2018), with a slight decrease in the average stay: 1.61 days (1.63 in 2018), the shorter, along with the figure for South Korea, among the TOP12.

The positive trend of South Korea, which drops to the eighth place, continues, with an increase of both arrivals, about 162 thousand units (+3.8% compared to 2018), equal to 2.9% of the overall figure (3.0% in 2018), and of the occupancies, about 261 thousand units (+7.2% compared to 2018), equal to 2.0% of the overall figure (as in 2018). The average stay shows a clear increase, reaching 1.61 days (1.55 in 2018), even though it remains, along with the Japanese figure, the shortest among the TOP12.

Brazil rises to the ninth place, at the expense of Australia, growing, with a fair performance, for the third year as regards to both arrivals, about 144 thousand unit (+13.1% compared to 2018), equal to 2.6% of the overall figure (2.4% in 2018) and occupancies, with 300 thousand units (+12.8% compared to 2018), equal to 2.3% of the overall figure (2.2% in 2018). The average stay remains steady at 2.09 days for the third consecutive year.

Australia, surpassed by Brazil, holds the tenth place, reverses the negative trend and sees a slight growth of the arrivals, that amount to about 138 thousand units (+0.6% compared to 2018), equal to 2.5% of the overall figure (2.6% in 2018), and a more significant increase in the occupancies, equal to about 341 thousand units (+1.7 compared to 2018), equal to 2.6% of the overall figure (2.8% in 2018). The average stay is the slightly growing, increasing to 2.47 days (2.44 in 2018).

Canada, even with a fair performance compared to 2018, remains at the eleventh place, with about 133 thousand arrivals (+8.4% compared to 2018), equal to 2.4% of the overall figure (2.3% in 2018), and 311 thousand occupancies (+8.0% compared to 2018), equal to 2.4% of the overall figure (as in 2018), and steady average stay at 2.34 days (2.35 in 2018).

Russia enters this list in the twelfth and last place, at the expense of Argentina, confirming the double digit positive trend that persists from 2017 as regards to both arrivals and occupancies. Arrivals increase to about 114 thousand units (+17.5% compared to 2018), equal to 2.1% of the overall figure (1.8% in 2018) as well as occupancies, which amount to about 273 thousand units (+17.5% compared to 2018), equal to 2.1% of the overall figure (1.6% in 2018). The average stay is 2.39 days (as in 2018).

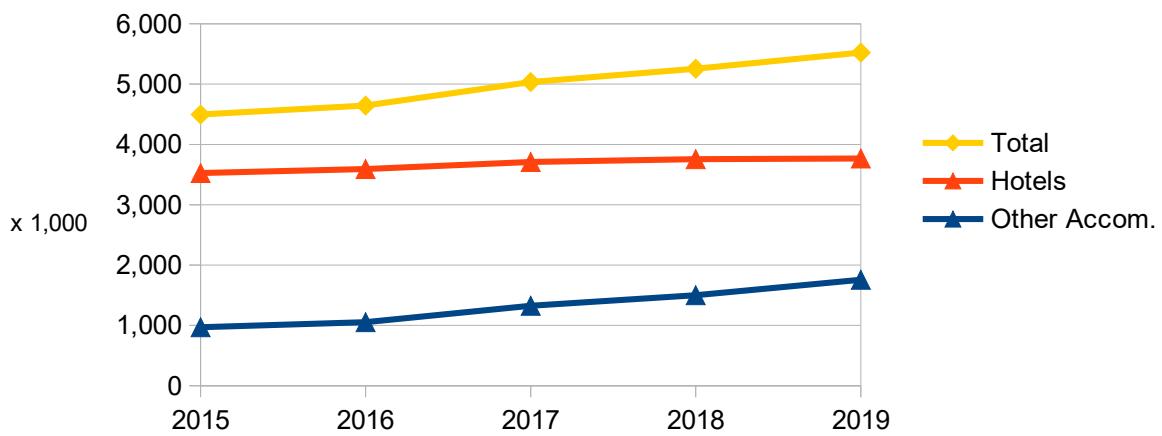
1. Arrivals and overnight stays

1 - Total arrivals and overnight stays: total and by accommodation

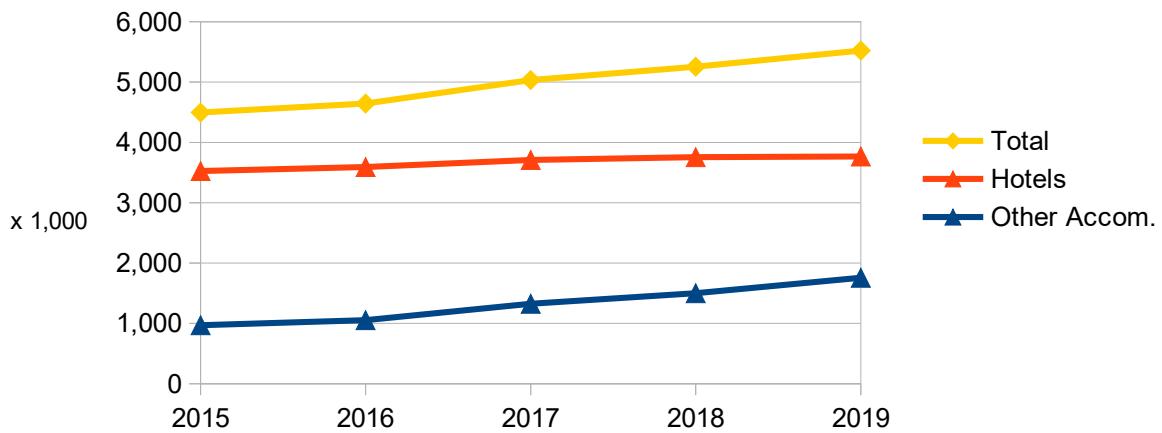
Year	Arrivals (x 1,000)	Change %	Night (x 1,000)	Change %	Average stay	Change %
Total accommodation facilities						
2015	4,496	-	10,183	-	2.26	-
2016	4,646	3.3%	10,512	3.2%	2.26	-0.1%
2017	5,035	8.4%	11,686	11.2%	2.32	2.6%
2018	5,255	4.4%	12,118	3.7%	2.31	-0.7%
2019	5,523	5.1%	12,949	6.9%	2.34	1.7%
Hotels						
2015	3,526	-	7,530	-	2.14	-
2016	3,591	1.9%	7,631	1.3%	2.12	-0.5%
2017	3,709	3.3%	7,946	4.1%	2.14	0.8%
2018	3,756	1.3%	7,961	0.2%	2.12	-1.1%
2019	3,768	0.3%	7,832	-1.6%	2.08	-1.9%
Other accommodations						
2015	970	-	2,653	-	2.73	-
2016	1,054	8.7%	2,881	8.6%	2.73	-0.1%
2017	1,326	25.8%	3,740	29.8%	2.82	3.2%
2018	1,500	13.1%	4,157	11.2%	2.77	-1.7%
2019	1,756	17.1%	5,116	23.1%	2.91	5.1%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

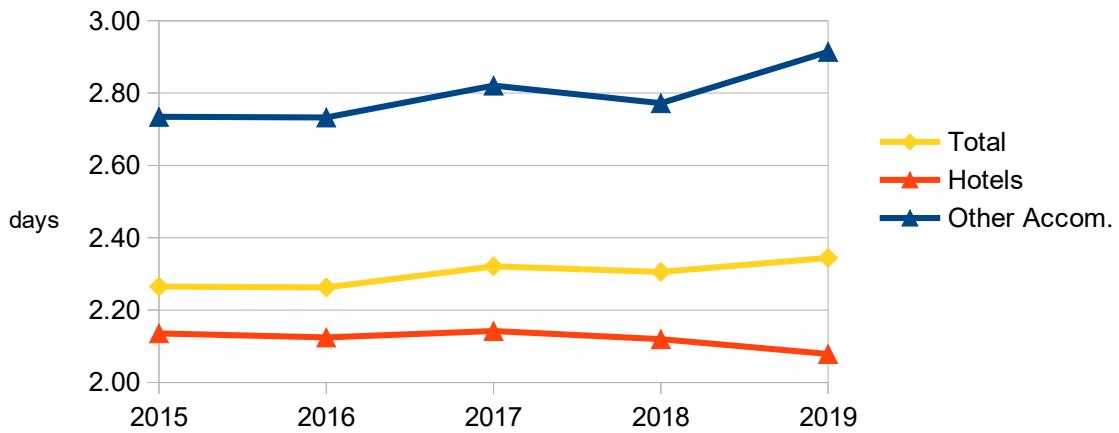
Arrivals Total and by accom. facility



Arrivals Total and by accom. facility



Average stay - Total and by accom. facility

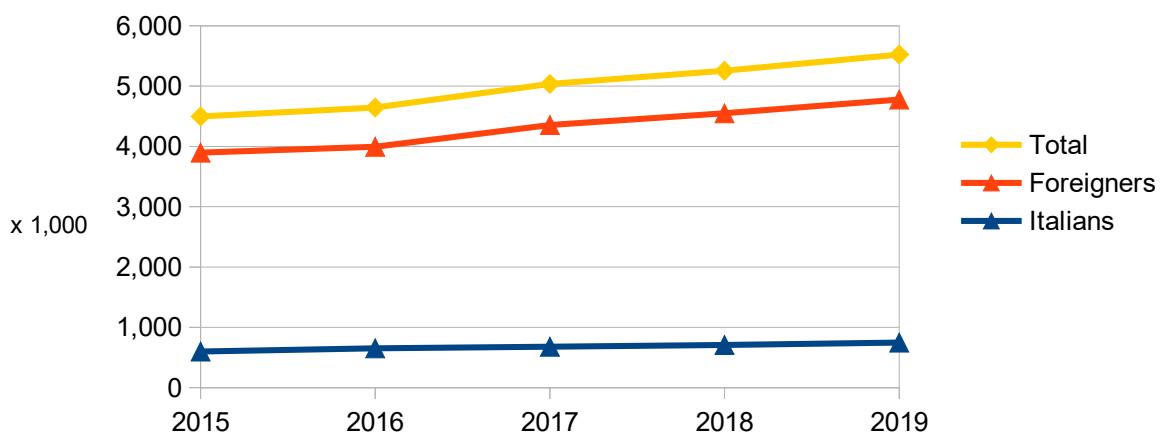


2 - Total arrivals and overnight stays: total and by origin

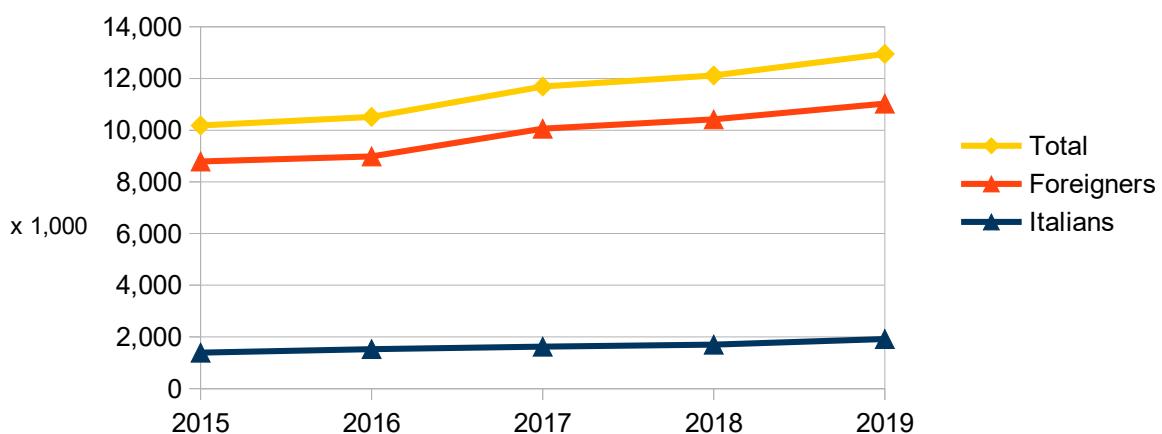
Year	Arrivals (x 1,000)	Change %	Night (x 1,000)	Change %	Average stay	Change %
Total						
2015	4,496	-	10,183	-	2.26	-
2016	4,646	3.3%	10,512	3.2%	2.26	-0.1%
2017	5,035	8.4%	11,686	11.2%	2.32	2.6%
2018	5,255	4.4%	12,118	3.7%	2.31	-0.7%
2019	5,523	5.1%	12,949	6.9%	2.34	1.7%
Foreigners						
2015	3,898	-	8,788	-	2.25	-
2016	3,995	2.5%	8,983	2.2%	2.25	-0.3%
2017	4,356	9.0%	10,062	12.0%	2.31	2.7%
2018	4,549	4.4%	10,416	3.5%	2.29	-0.9%
2019	4,776	5.0%	11,030	5.9%	2.31	0.9%
Italians						
2015	598	-	1,394	-	2.33	-
2016	651	8.8%	1,528	9.6%	2.35	0.7%
2017	679	4.4%	1,624	6.3%	2.39	1.8%
2018	706	4.0%	1,702	4.8%	2.41	0.7%
2019	747	5.7%	1,919	12.7%	2.57	6.6%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

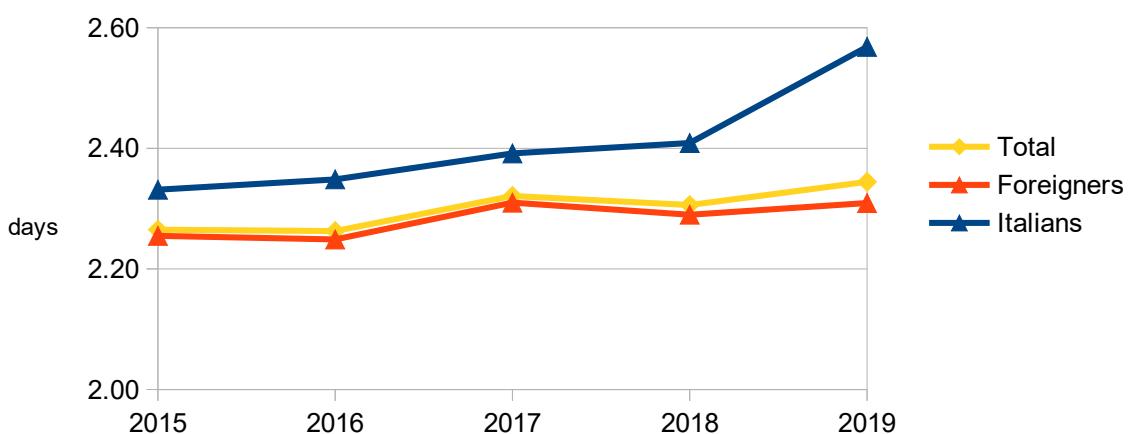
Arrivals - Total and by origin



Nights - Total and by origin



Average stay - Total and by origin



3 - Foreign market: total arrivals and overnight stays by accommodation facility

Year	Arrivals (x 1,000)	Change %	Night (x 1,000)	Change %	Average stay	Change %
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Foreign market: total accommodation facilities

2015	3,898	-	8,788	-	2.25	-
2016	3,995	2.5%	8,983	2.2%	2.25	-0.3%
2017	4,356	9.0%	10,061	12.0%	2.31	2.7%
2018	4,549	4.4%	10,416	3.5%	2.29	-0.9%
2019	4,776	5.0%	11,030	5.9%	2.31	0.9%

Foreign market: hotels

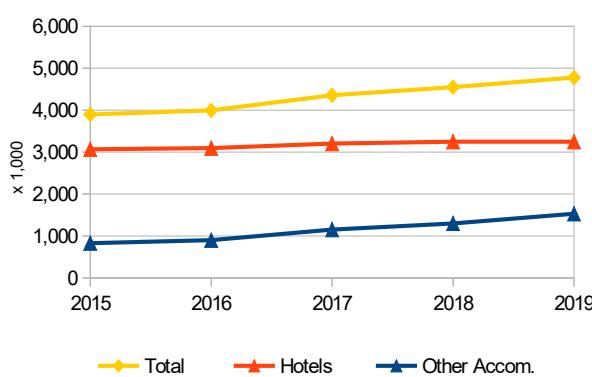
2015	3,068	-	6,596	-	2.15	-
2016	3,095	0.9%	6,626	0.5%	2.14	-0.4%
2017	3,203	3.5%	6,907	4.2%	2.16	0.7%
2018	3,249	1.4%	6,945	0.5%	2.14	-0.9%
2019	3,247	-0.1%	6,794	-2.2%	2.09	-2.1%

Foreign market: other accommodations

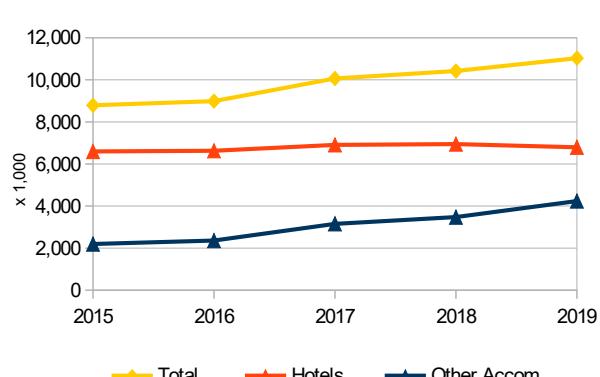
2015	830	-	2,193	-	2.64	-
2016	900	8.5%	2,357	7.5%	2.62	-0.9%
2017	1,153	28.1%	3,154	33.8%	2.74	4.4%
2018	1,300	12.8%	3,472	10.1%	2.67	-2.4%
2019	1,529	17.6%	4,236	22.0%	2.77	3.7%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Foreign market
Arrivals - Total and by accom. facility



Foreign market
Nights - Total and by accom. facility



4 - Italian market: total arrivals and overnight stays by accommodation facility

Year	Arrivals (x 1,000)	Change %	Night (x 1,000)	Change %	Average stay	Change %
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Italian market: total accommodation facilities

2015	598	-	1,394	-	2.33	-
2016	651	8.8%	1,528	9.6%	2.35	0.7%
2017	679	4.4%	1,624	6.3%	2.39	1.8%
2018	706	4.0%	1,702	4.8%	2.41	0.7%
2019	747	5.7%	1,919	12.7%	2.57	6.6%

Italian market: hotels

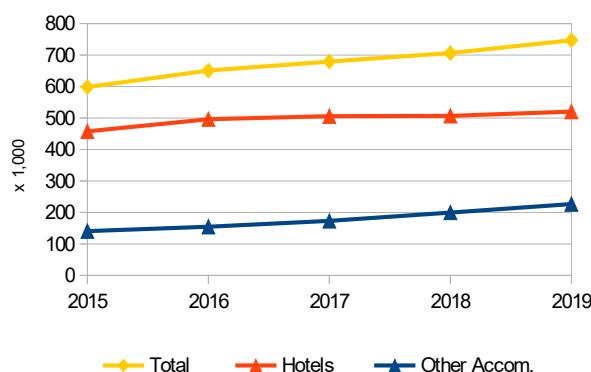
2015	458	-	934	-	2.04	-
2016	496	8.5%	1,005	7.5%	2.02	-0.9%
2017	506	1.9%	1,038	3.3%	2.05	1.4%
2018	507	0.2%	1,016	-2.1%	2.01	-2.3%
2019	520	2.7%	1,038	2.1%	1.99	-0.5%

Italian market: other accommodations

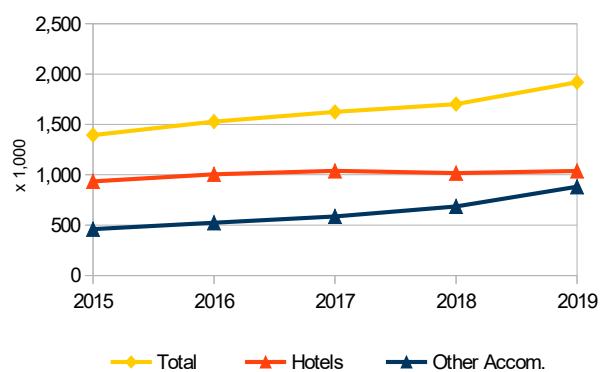
2015	141	-	460	-	3.27	-
2016	154	9.8%	524	13.8%	3.39	3.6%
2017	173	12.1%	586	11.9%	3.39	-0.2%
2018	200	15.3%	685	17.0%	3.43	1.4%
2019	227	13.5%	881	28.5%	3.89	13.2%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Italian market
Arrivals - Total and by accom. facility



Italian market
Nights - Total and by accom. facility

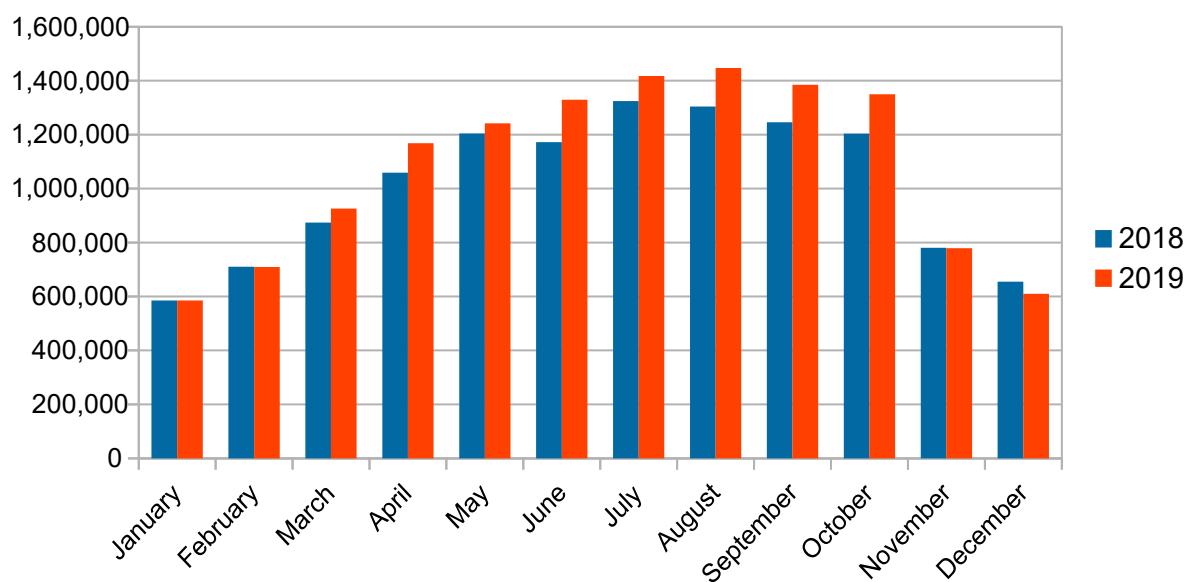


5 - Monthly tourism trend

City of Venice 2019		% change 19/18
	Nights	
January	585,168	0.0%
February	709,285	-0.1%
March	926,135	5.9%
1st Quarter	2,220,588	2.4%
April	1,168,451	10.4%
May	1,242,135	3.1%
June	1,329,515	13.4%
2nd Quarter	3,740,101	8.9%
July	1,417,224	7.0%
August	1,447,038	11.0%
September	1,384,529	11.1%
3rd Quarter	4,248,791	9.7%
October	1,349,695	12.1%
November	779,296	-0.2%
December	610,048	-6.8%
4th Quarter	2,739,039	3.8%
Total annual	12,948,519	6.9%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Total Nights 2018 - 2019

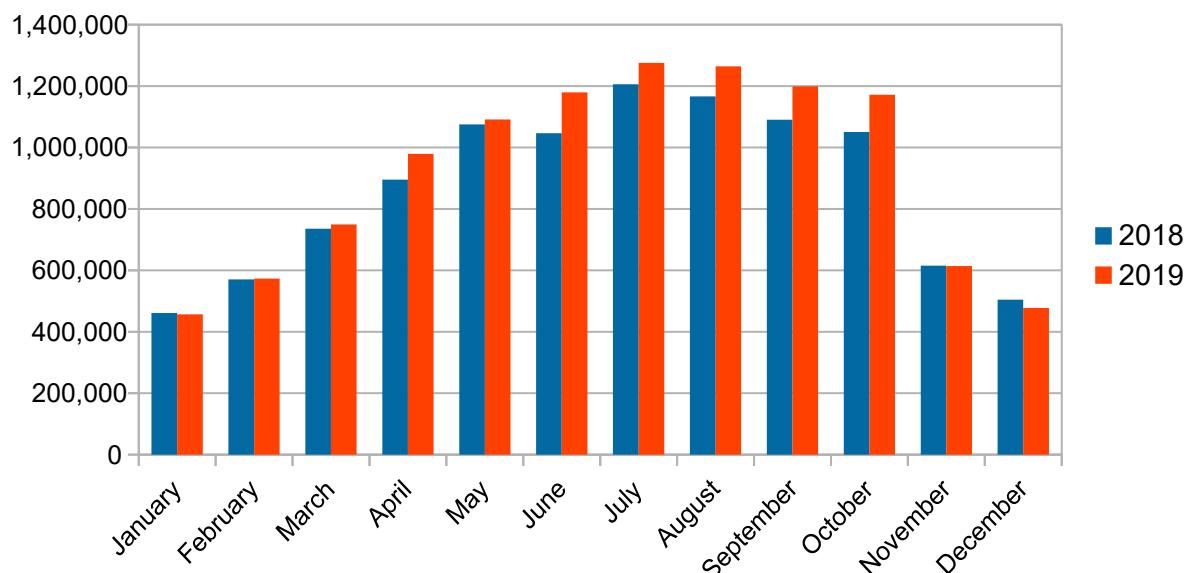


6 - Foreign market: monthly tourism trend

City of Venice 2019		% change 19/18
Nights		
January	456,457	-1.0%
February	573,082	0.5%
March	749,355	1.9%
1st Quarter	1,778,894	0.7%
April	979,075	9.3%
May	1,091,100	1.5%
June	1,179,615	12.7%
2nd Quarter	3,249,790	7.7%
July	1,275,129	5.8%
August	1,263,995	8.4%
September	1,199,152	10.0%
3rd Quarter	3,738,276	8.0%
October	1,171,629	11.5%
November	613,880	-0.2%
December	477,416	-5.3%
4th Quarter	2,262,925	4.3%
Total annual	11,029,885	5.9%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Foreign market 2018 - 2019: monthly tourism trend - Nights

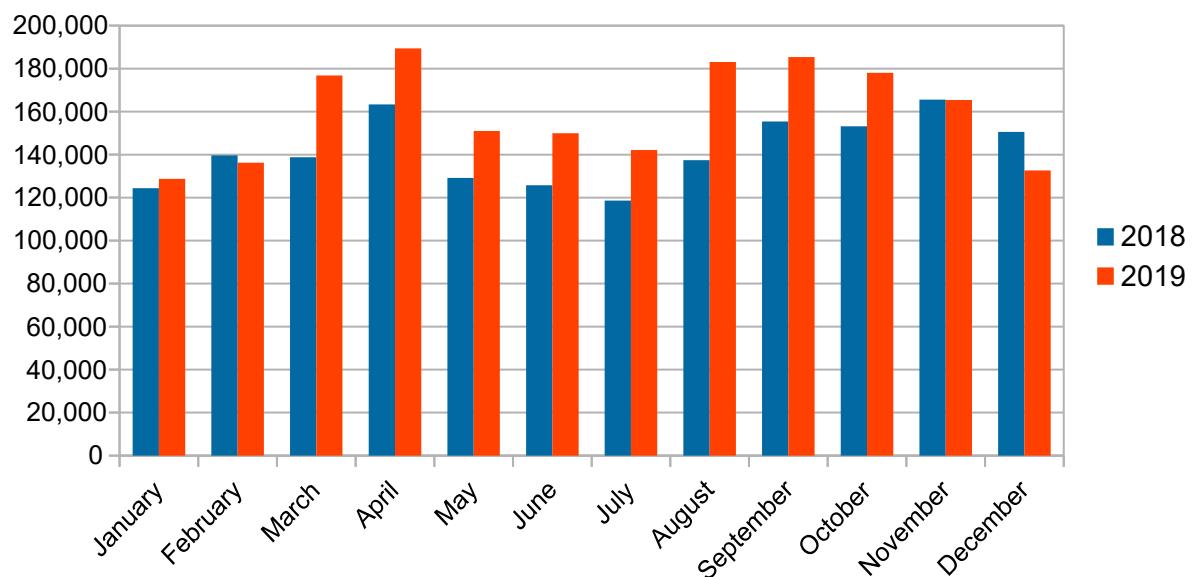


7 - Italian market: monthly tourism trend

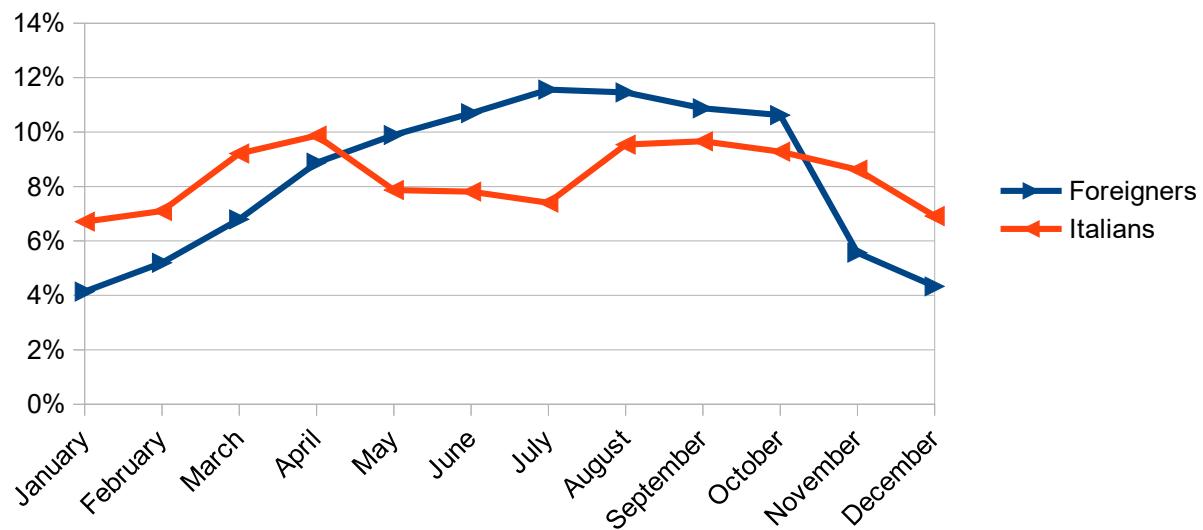
City of Venice 2019		% change 19/18
Nights		
January	128,711	3.5%
February	136,203	-2.5%
March	176,780	27.4%
1st Quarter	441,694	9.6%
April	189,376	15.9%
May	151,035	16.9%
June	149,900	19.2%
2nd Quarter	490,311	17.2%
July	142,095	19.8%
August	183,043	33.2%
September	185,377	19.3%
3rd Quarter	510,515	24.1%
October	178,066	16.3%
November	165,416	-0.1%
December	132,632	-11.9%
4th Quarter	476,114	1.5%
Total annual	1,918,634	12.7%

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

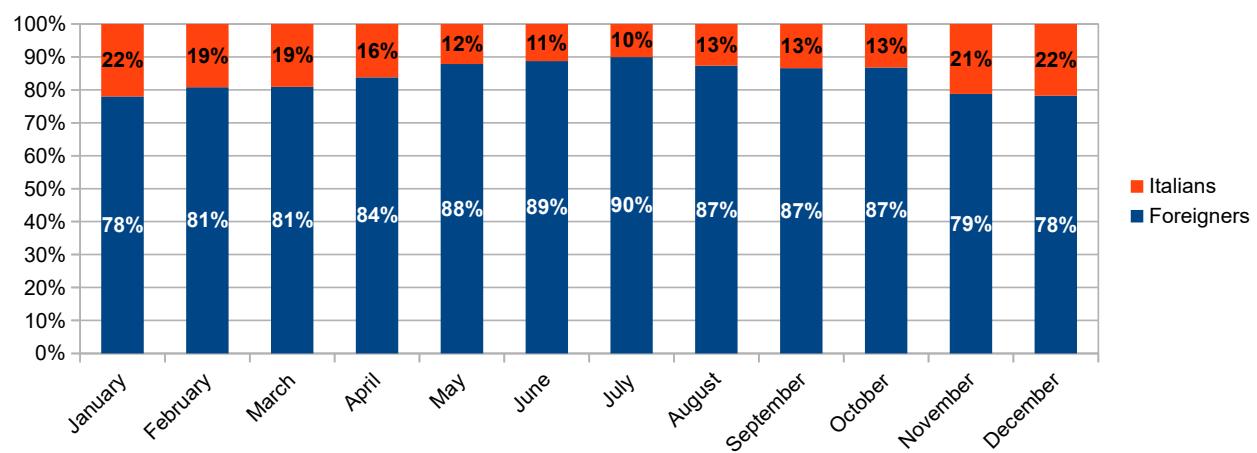
Italian market 2018 -2019: monthly tourism trend - Nights



Percentage of monthly overnight stays by origin on the total annual amount



Composition of monthly overnight stays by origin



8 - Arrivals and overnight stays: all origins by City of Venice and area

Year	Arrivals (x 1,000)	Night (x 1,000)	Average stay	Share of total	Share of total
City of Venice					
2015	4,496	10,183	2.26		
2016	4,646	10,512	2.26		
2017	5,035	11,686	2.32	100.0%	100.0%
2018	5,255	12,118	2.31		
2019	5,523	12,949	2.34		
Historic City					
2015	2,777	6,814	2.45	61.8%	66.9%
2016	2,896	7,046	2.43	62.3%	67.0%
2017	3,156	7,862	2.49	62.7%	67.3%
2018	3,325	8,213	2.47	63.3%	67.8%
2019	3,515	8,818	2.51	63.6%	68.1%
Lido					
2015	189	568	3.00	4.2%	5.6%
2016	186	539	2.90	4.0%	5.1%
2017	185	559	3.03	3.7%	4.8%
2018	162	482	2.97	3.1%	4.0%
2019	143	430	3.00	2.6%	3.3%
Mainland					
2015	1,530	2,801	1.83	34.0%	27.5%
2016	1,564	2,927	1.87	33.7%	27.8%
2017	1,695	3,265	1.93	33.7%	27.9%
2018	1,768	3,423	1.94	33.6%	28.2%
2019	1,865	3,701	1.98	33.8%	28.6%

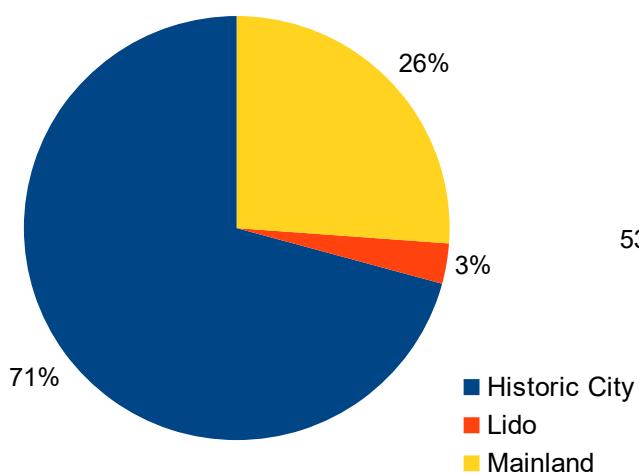
Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

9 - Arrivals and overnight stays: foreigners and Italians by areas

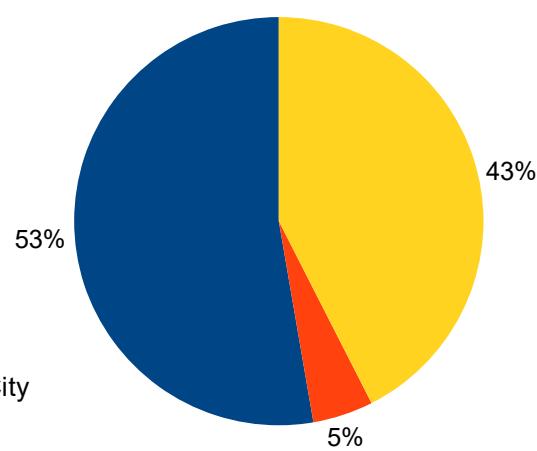
Year	Foreigners			Italians			Total	
	Arrivals (x 1,000)	Night (x 1,000)	Average stay	Arrivals (x 1,000)	Night (x 1,000)	Average stay	Arrivals (x 1,000)	Night (x 1,000)
Historic City								
2015	2,463	6,080	2.47	313	734	2.34	2,777	6,814
2016	2,550	6,226	2.44	346	820	2.37	2,896	7,046
2017	2,786	6,965	2.50	370	898	2.43	3,156	7,862
2018	2,933	7,278	2.48	392	935	2.38	3,325	8,213
2019	3,112	7,806	2.51	403	1,011	2.51	3,515	8,818
Lido								
2015	154	472	3.07	35	96	2.73	189	568
2016	148	445	3.01	38	94	2.48	186	539
2017	148	461	3.11	37	98	2.68	185	559
2018	127	384	3.02	35	98	2.80	162	482
2019	111	338	3.04	32	92	2.88	143	430
Mainland								
2015	1,281	2,237	1.75	249	564	2.26	1,530	2,801
2016	1,296	2,313	1.78	267	614	2.30	1,564	2,927
2017	1,422	2,636	1.85	273	628	2.30	1,695	3,265
2018	1,489	2,755	1.85	279	668	2.39	1,768	3,423
2019	1,553	2,886	1.86	312	816	2.61	1,865	3,701

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Overnight stays 2019: Foreigners
% composition per area



Overnight stays 2019: Italians
% composition per area



10 - Arrivals and overnight stays: accommodation facilities by areas

Year	Hotels			Other accomodation			Total	
	Arrivals (x 1,000)	Night (x 1,000)	Average stay	Arrivals (x 1,000)	Night (x 1,000)	Average stay	Arrivals (x 1,000)	Night (x 1,000)
Historic City								
2015	2,067	4,830	2.34	709	1,985	2.80	2,777	6,814
2016	2,121	4,931	2.33	775	2,115	2.73	2,896	7,046
2017	2,172	5,084	2.34	984	2,778	2.82	3,156	7,862
2018	2,209	5,103	2.31	1,116	3,111	2.79	3,325	8,213
2019	2,223	5,089	2.29	1,293	3,729	2.89	3,515	8,818
Lido								
2015	161	472	2.92	28	96	3.48	189	568
2016	159	446	2.80	27	94	3.49	186	539
2017	158	460	2.91	27	99	3.70	185	559
2018	140	396	2.82	22	86	3.95	162	482
2019	123	347	2.82	20	83	4.16	143	430
Mainland								
2015	1,297	2,229	1.72	233	572	2.45	1,530	2,801
2016	1,311	2,254	1.72	252	673	2.67	1,564	2,927
2017	1,379	2,402	1.74	315	862	2.73	1,695	3,265
2018	1,406	2,462	1.75	362	961	2.66	1,768	3,423
2019	1,422	2,397	1.69	443	1,304	2.94	1,865	3,701

Source: *City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.*

11 - Arrivals and overnight stays by countries: Europe

Countries of origin	Hotels		Other accommod.		Total facilities	
	Arrivals	Nights	Arrivals	Nights	Arrivals	Nights
U.K.	259,206	682,080	127,996	387,273	387,202	1,069,353
France	217,910	582,479	139,052	462,239	356,962	1,044,718
Germany	158,245	428,534	134,206	413,301	292,451	841,835
Spain	140,197	305,548	72,253	182,423	212,450	487,971
Russia	65,709	145,937	48,276	126,602	113,985	272,539
Austria	53,898	127,066	38,515	102,930	92,413	229,996
Switzerland-Liech.	48,151	122,016	26,556	86,678	74,707	208,694
Belgium	37,874	101,341	19,056	62,923	56,930	164,264
Poland	26,974	58,312	24,720	68,324	51,694	126,636
Netherlands	28,027	69,476	23,076	73,405	51,103	142,881
Ukraine	34,173	55,904	16,757	48,232	50,930	104,136
Romania	27,737	65,472	16,764	50,782	44,501	116,254
Portugal	29,456	63,014	12,453	37,572	41,909	100,586
Sweden	20,878	50,913	11,243	35,066	32,121	85,979
Turkey	19,336	37,180	11,283	28,519	30,619	65,699
Ireland	18,917	49,154	10,454	30,582	29,371	79,736
Greece	19,904	47,562	6,992	23,018	26,896	70,580
Hungary	13,812	29,877	11,206	32,447	25,018	62,324
Czech Republic	11,418	25,552	10,828	28,971	22,246	54,523
Denmark	11,571	30,807	8,009	28,170	19,580	58,977
Norway	13,039	33,436	6,281	18,836	19,320	52,272
Croatia	10,319	19,241	5,098	17,422	15,417	36,663
Finland	9,057	23,001	5,974	17,776	15,031	40,777
Bulgaria	7,342	17,852	5,648	16,471	12,990	34,323
Lithuania	6,054	14,563	5,458	16,085	11,512	30,648
Slovenia	7,300	12,962	3,831	9,929	11,131	22,891
Slovakia	4,298	8,170	2,433	7,087	6,731	15,257
Latvia	2,577	6,239	2,841	8,852	5,418	15,091
Estonia	2,266	5,587	1,942	5,946	4,208	11,533
Luxembourg	2,444	6,962	961	4,256	3,405	11,218
Malta	2,209	5,443	972	4,513	3,181	9,956
Cyprus	1,526	4,319	827	2,194	2,353	6,513
Iceland	1,208	2,714	707	3,028	1,915	5,742
Other Eur. Countries**	25,993	56,178	17,495	45,512	43,488	101,690
TOTAL EUROPE	1,339,025	3,294,891	830,163	2,487,364	2,169,188	5,782,255

* The detailed list is available on page 43.

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

12 - Arrivals and overnight stays by countries: Extra Europe

Countries of origin	Hotels		Other accommod.		Total facilities	
	Arrivals	Nights	Arrivals	Nights	Arrivals	Nights
U.S.A.	608,337	1,226,163	236,106	595,081	844,443	1,821,244
Brazil	106,083	210,195	37,573	89,353	143,656	299,548
Canada	82,326	174,056	50,787	136,929	133,113	310,985
Argentina	69,544	112,208	22,267	46,651	91,811	158,859
Mexico	52,550	99,378	21,841	54,703	74,391	154,081
Venezuela	2,287	5,820	1,231	2,957	3,518	8,777
Other American Countries*	92,962	151,923	41,557	93,896	134,519	245,819
TOTAL AMERICA	1,014,089	1,979,743	411,362	1,019,570	1,425,451	2,999,313
China	182,808	284,655	55,072	126,293	237,880	410,948
South Korea	151,056	230,356	18,150	41,798	169,206	272,154
Japan	124,940	175,783	37,507	85,000	162,447	260,783
India	44,864	84,878	24,227	54,772	69,091	139,650
Other Asian Countries*	134,911	214,519	30,400	71,504	165,311	286,023
TOTAL ASIA	638,579	990,191	165,356	379,367	803,935	1,369,558
Israel	25,081	57,268	12,314	35,544	37,395	92,812
Other Western Asia Countries*	35,003	76,768	18,484	47,697	53,487	124,465
TOTAL WESTERN ASIA	60,084	134,036	30,798	83,241	90,882	217,277
Egypt	4,133	8,924	1,932	7,690	6,065	16,614
Mediterranean Africa*	9,980	22,966	4,240	20,861	14,220	43,827
South Africa	12,610	28,580	6,204	17,394	18,814	45,974
Other African Countries*	11,998	28,922	5,589	17,992	17,587	46,914
TOTAL AFRICA	38,721	89,392	17,965	63,937	56,686	153,329
Australia	81,197	184,259	57,049	156,957	138,246	341,216
New Zealand	11,313	25,609	9,570	27,813	20,883	53,422
TOTAL OCEANIA	92,510	209,868	66,619	184,770	159,129	394,638
Other Countries* And Unspecified Countries	64,245	96,217	6,723	17,298	70,968	113,515
TOTAL FOREIGNERS (European and extra Eur.)	3,247,253	6,794,338	1,528,986	4,235,547	4,776,239	11,029,885
TOTAL ITALY	520,460	1,038,031	226,584	880,603	747,044	1,918,634
GRAND TOTAL	3,767,713	7,832,369	1,755,570	5,116,150	5,523,283	12,948,519

* The detailed list is available on the following page.

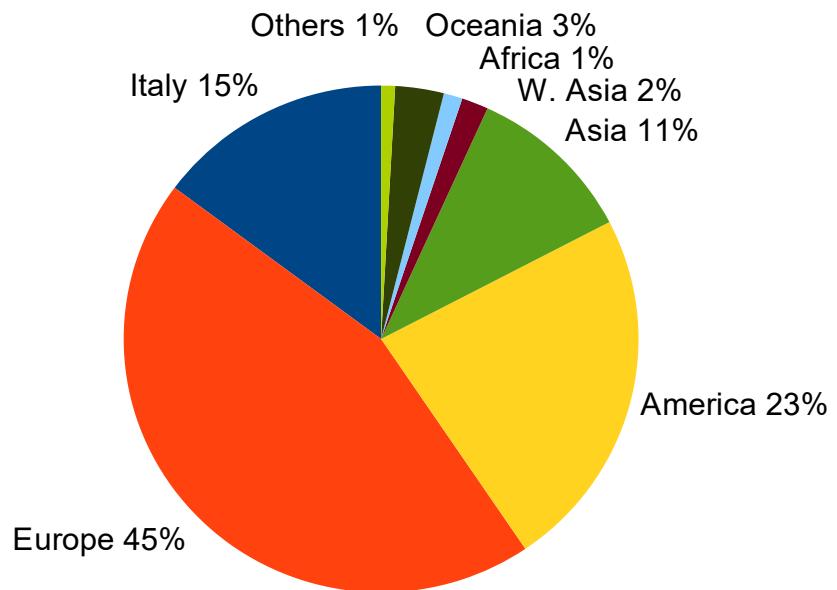
Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

13 - Arrivals and overnight stays by countries: list of other countries

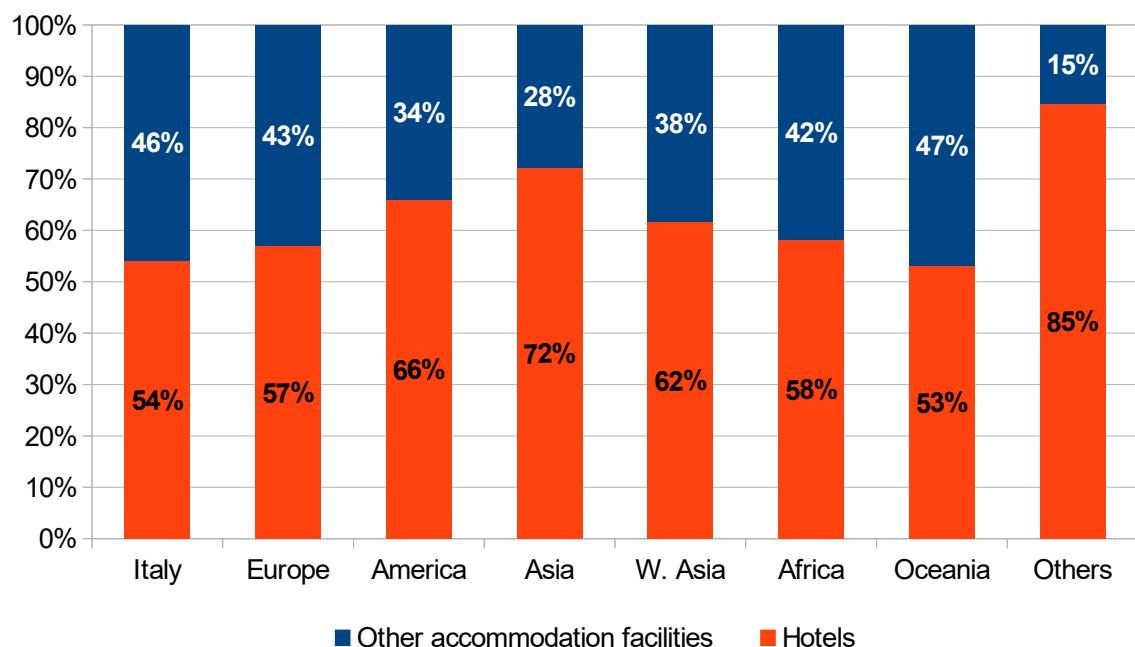
Other Countries of origin	Countries
Other European Countries	Albania, Andorra, Belarus, Bosnia Herzegovina, Faroe Islands (DK), Gibraltar (UK), Guernsey, Man Island, Jersey, Kosovo, Macedonia, Moldova, Monaco, Montenegro, San Marino, Serbia, Vatican City, Svalbard and Jan Mayen, Bonaire, Saint Eustatius and Saba (NL).
Other American Countries	Bermuda (UK), Greenland (DK), Saint Pierre and Miquelon (FR), Anguilla (UK), Aruba (NL), Bahamas, Barbados, Belize, Bolivia, British Virgin Islands (UK), Cayman Islands (UK), Chile, Clipperton (FR), Colombia, Costa Rica, Cuba, Curacao (NL), Dominica, Falkland Islands (UK), Dominican Republic, Ecuador, El Salvador, Jamaica, Grenada, Guatemala, Guyana, Haiti, Honduras, Monserrat (UK), Nicaragua, Panama, Paraguay, Peru, Puerto Rico (US), Saint Barthelemy (FR), Saint Kitts and Nevis, Saint Lucia, Saint Martin (FR), Saint Vincent and Grenadine, Saint Marteen (NL), Suriname, Trinidad and Tobago, Turks and Caicos Islands (UK), Uruguay, American Virgin Islands (US).
Other Asian Countries	Afghanistan, Bangladesh, Bhutan, Burma, British Indian Ocean Territory (UK), Brunei Darussalam, Cambodia, North Korea, Philippines, Indonesia, Kazakhstan, Kirghizistan, Laos, Malaysia, Maldives, Mongolia, Nepal, Pakistan, Singapore, Sri Lanka, Tagikistan, Taiwan, Thailand, Timor Est, Turkmenistan, Uzbekistan, Vietnam
Other Western Asia Countries (already other Middle East Countries)	Saudi Arabia, Armenia, Azerbaijan, Bahrein, United Arab Emirates, Georgia, Jordan, Iran, Iraq, Kuwait, Lebanon, Oman, Qatar, Syria, territories of Palestinian Autonomy, Yemen.
Mediterranean Africa	Libya, Tunisia, Algeria, Morocco.
Other African Countries	Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Chad, Comore, Congo, Ivory Coast, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Djibouti, Guinea, Guinea Bissau, Equatorial Guinea, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Nigeria, Central African Republic, Democratic Republic of Congo, Rwanda, Saint Elena (UK), São Tomé and Príncipe, Senegal, Seychelles, Sierra Leon, Somalia, Sudan, South Sudan, Swaziland, Tanzania, Togo, Uganda, Western Sahara, Zambia, Zimbabwe.
Other Countries	American Samoa (US), Christmas Islands (AU), Cocos Islands (AU), Cook Islands (NZ), Fiji, French Polynesia (FR), Guam (US), Heard and McDonald (AU), Kiribati, Marshall Islands, Federated States of Micronesia, New Caledonia (FR), Nauru, Niue (NZ), Norfolk Islands (AU), Northern Marianne (US), Palau, Papua New Guinea, Pitcaim Islands (UK), Solomon Islands, Samoa, Tokelau (NZ), Tonga, Tuvalu, Smaller Outer Islands of USA (US), Vanuatu, Wallis and Futuna (FR)

Source: ISTAT Circular of the protocol n. 0545168/19 of March 11 2019 "Movement of customers in the hospitality establishments", - IST – 0039 – Year 2019, attached n. 1.

Distribution overnight stays 2019 by nationality



Composition overnight stays 2019 by origin and acc. facilities



14 - TOP 12 Countries of origin

Countries	Arrivals	% on total	Nights	% on total	Average Stay
1. U.S.A.	844,443	15.3%	1,821,244	14.1%	2.16
2. U.K.	387,202	7.0%	1,069,353	8.3%	2.76
3. France	356,962	6.5%	1,044,718	8.1%	2.93
4. Germany	292,451	5.3%	841,835	6.5%	2.88
5. China	237,880	4.3%	410,948	3.2%	1.73
6. Spain	212,450	3.8%	487,971	3.8%	2.30
7. South Korea	169,206	3.1%	272,154	2.1%	1.61
8. Japan	162,447	2.9%	260,783	2.0%	1.61
9. Australia	143,656	2.6%	299,548	2.3%	2.09
10. Brazil	138,460	2.5%	341,216	2.6%	2.46
11. Canada	133,113	2.4%	310,985	2.4%	2.34
12. Argentina	113,985	2.1%	272,539	2.1%	2.39
Total TOP 12	3,192,255	57.8%	7,433,294	57.4%	2.33
Total other Countries	1,583,984	28.7%	3,596,591	27.8%	2.27
Total foreigners	4,776,239	86.5%	11,029,885	85.2%	2.31
Total italians	747,044	13.5%	1,918,634	14.8%	2.57
TOTAL	5,523,283	100.0%	12,948,519	100.0%	2.34

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

15 - TOP 12

Year	Arrivals (x 1,000)	Change %	Night (x 1,000)	Change %	Average stay
1° U.S.A. =					
2015	637		1,349		2.12
2016	638	0.0%	1,321	-2.1%	2.07
2017	714	12.0%	1,523	15.3%	2.13
2018	790	10.7%	1,742	14.4%	2.20
2019	844	6.8%	1,821	4.5%	2.16
2° U.K. =					
2015	346		944		2.73
2016	397	14.7%	1,062	12.5%	2.67
2017	394	-0.7%	1,077	1.4%	2.73
2018	376	-4.5%	1,025	-4.8%	2.72
2019	387	2.9%	1,069	4.3%	2.76
3° France =					
2015	304		901		2.96
2016	325	7.0%	940	4.3%	2.89
2017	348	7.1%	1,034	10.0%	2.97
2018	361	3.5%	1,048	1.4%	2.91
2019	357	-1.0%	1,045	-0.4%	2.93
4° Germany =					
2015	241		703		2.91
2016	258	7.0%	716	2.0%	2.77
2017	315	22.1%	901	25.7%	2.85
2018	275	-12.9%	765	-15.0%	2.78
2019	292	6.4%	842	10.0%	2.88

The symbol “=” indicates that there was no change in position compared to 2018.

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Year	Arrivals (x 1,000)	Change %	Night (x 1,000)	Change %	Average stay
5° China =					
2015	255		393		1.54
2016	195	-23.6%	316	-19.5%	1.62
2017	217	11.6%	365	15.6%	1.68
2018	234	7.5%	393	7.6%	1.68
2019	238	1.8%	411	4.6%	1.73
6° Spain =					
2015	148		343		2.31
2016	170	14.6%	396	15.2%	2.33
2017	180	6.1%	414	4.8%	2.30
2018	207	14.8%	476	14.7%	2.30
2019	212	2.7%	488	2.6%	2.30
7° Japan ↑					
2015	152		241		1.58
2016	124	-18.5%	204	-15.3%	1.64
2017	130	4.4%	221	8.7%	1.71
2018	146	12.8%	238	7.7%	1.63
2019	169	15.6%	272	14.1%	1.61
8° South Korea ↓					
2015	139		200		1.44
2016	156	12.6%	220	9.9%	1.41
2017	145	-6.8%	219	-0.3%	1.51
2018	157	7.6%	243	11.1%	1.55
2019	162	3.8%	261	7.2%	1.61

The symbol “=” indicates that there was no change in position compared to 2018.

The symbols “↑” indicate the increase of a position compared to 2018.

The symbols “↓” indicate the decrease of a position compared to 2018.

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Year	Arrivals (x 1,000)	Change %	Night (x 1,000)	Change %	Average stay
9° Brazil ↑					
2015	128		256		2,00
2016	104	-18,8%	208	-18,8%	2,00
2017	118	13,5%	247	18,8%	2,09
2018	127	7,6%	266	7,7%	2,09
2019	144	13,1%	300	12,8%	2,09
10° Australia ↓					
2015	142		330		2,32
2016	135	-4,8%	309	-6,3%	2,28
2017	139	3,1%	333	7,9%	2,39
2018	137	-1,4%	336	0,7%	2,44
2019	138	0,6%	341	1,7%	2,47
11° Canada =					
2015	107		242		2,27
2016	105	-1,4%	232	-3,8%	2,21
2017	111	5,7%	252	8,6%	2,27
2018	123	10,6%	288	14,1%	2,35
2019	133	8,4%	311	8,0%	2,34
12° Russia ↑					
2015	59		143		2,43
2016	60	1,7%	142	-0,7%	2,37
2017	83	38,3%	199	40,4%	2,41
2018	97	17,5%	232	16,6%	2,39
2019	114	17,5%	273	17,5%	2,39

The symbol “=” indicates that there was no change in position compared to 2018.

The symbols “↑” indicate the increase of a position compared to 2018.

The symbols “↓” indicate the decrease of a position compared to 2018.

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

THE OFFER

The total structure of the accommodation offer and its dynamics for the five-year period 2015-2019 are presented. The total number of beds increases by 11.1% when compared to 2018 and by 60.3% when compared to 2015.

In 2019 the number of hotels increased by 5 units; the slowly growing trend concerning the quantity of these structures characterising the whole five-year period, continues with a positive variations equal to 1.2% over 2018 and by 4,5% compared to 2015. The complementary facilities continue the positive trend also in 2019, as they register an increase of the financial years by 14.8% over 2018 and by 171.8% over 2015.

When compared to 2018, in 2019 the number of beds in hotels increased in the historical City (+3.9%) while it is evidencing a remarkable drop at Lido (-22.2%) and a strong increase in Mainland (+10.0%).

When compared to 2015, the total balance of the beds in the hotel sector increases by 8.4%. As for the individual areas, the variations when compared to the first year of the five-year period are equal to +9.7% in the historical City, -19.0% at Lido and +15.1% in Mainland.

In 2019, the average size of hotels slightly increases reaching 77.6 beds.

In the complementary facilities, the number of beds registers a total increase by 13.7% when compared to 2018.

In particular, the beds increase in the complementary facilities of the historical City (+17.6) and in Mainland (+18.4%) while those at Lido decrease (-5.7%)

When compared to 2015, in the complementary facilities the total balance of the beds registers an increase by 136.3%, matched by a rise by 168.3% in the historical City, a reduction by 20.2% at Lido and an increase by 70.8% in Mainland.

With reference to 2018, 2019 sees the complementary facilities strengthening their top position in the offer of beds (59.8%) when compared to hotels (40.2%) confirming the trend of the five-year period.

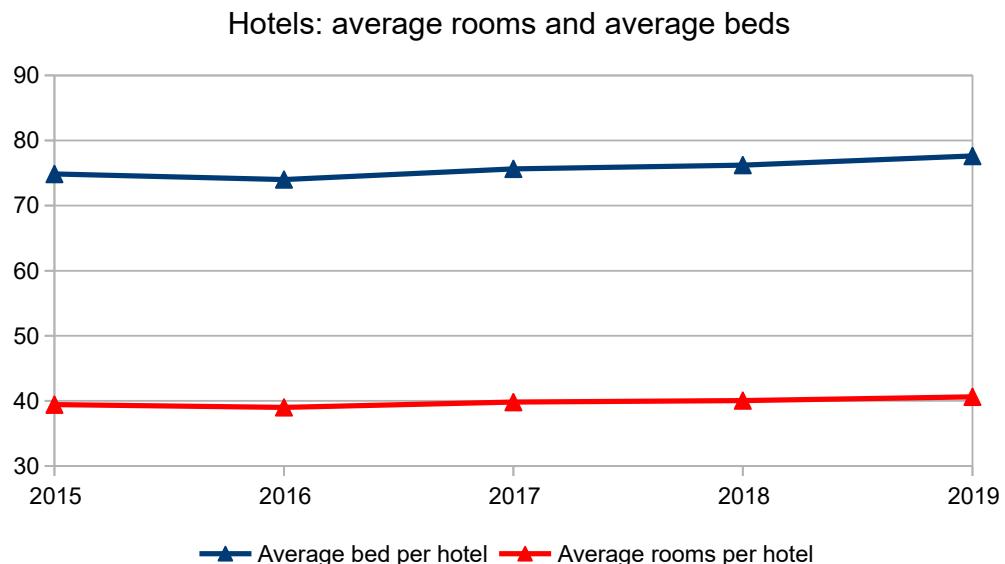
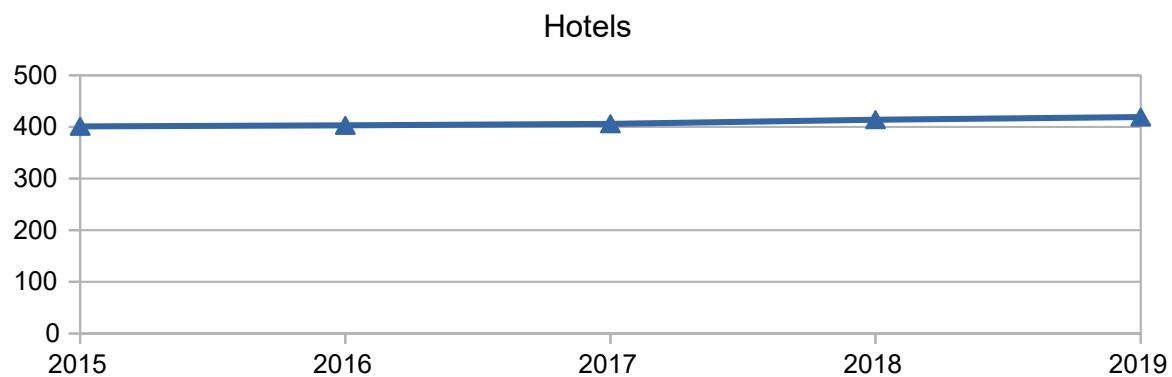
2. The accommodation

1 - Hotel offer

Year	Hotels	Beds	Rooms	Average rooms per hotel	Average bed per hotel
2015	401	30,015	15,808	39	75
2016	403	29,818	15,713	39	74
2017	406	30,715	16,164	40	76
2018	414	31,556	16,581	40	76
2019	419	32,523	17,023	41	78

Since 2016, the data indicated have been revised, also for the previous years, when they were provided by the ATP, based on ISTAT and Veneto Region (Statistical Office of Veneto Region) data. Consequently to this revision, there is a difference between the data indicated and those shown on the same table in the editions prior to 2016.

Source: *City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region*.



Year	Hotels	Beds	% ch. holes	% ch. beds	% ch. 19/15 hotels	% ch. 19/15 beds
2015	401	30,015				
2016	403	29,818	0.5%	-0.7%		
2017	406	30,715	0.7%	3.0%		
2018	414	31,556	2.0%	2.7%		
2019	419	32,523	1.2%	3.1%	4.5%	8.4%

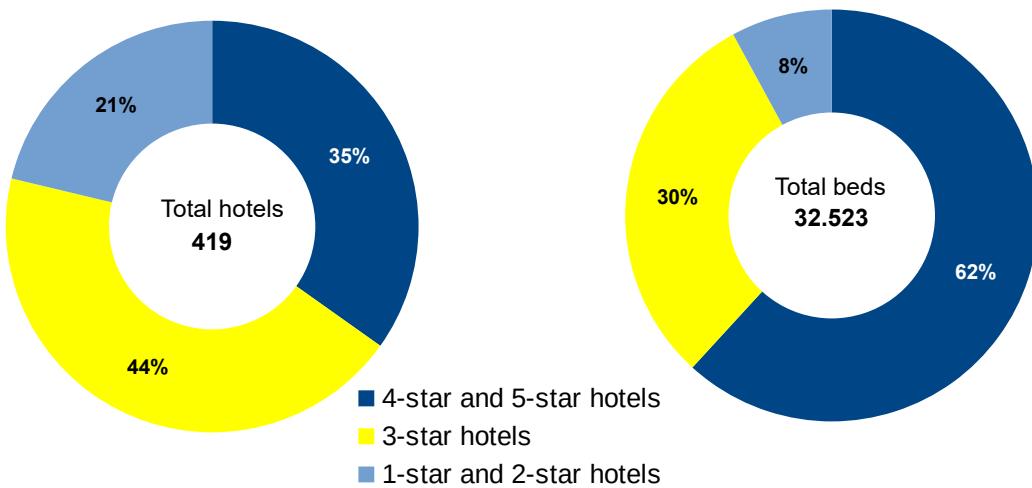
Since 2016, the data indicated have been revised, also for the previous years, when they were provided by the ATP, based on ISTAT and Veneto Region (Statistical Office of Veneto Region) data. Consequently to this revision, there is a difference between the data indicated and those shown on the same table in the editions prior to 2016.

Source: *City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region*.

2 - Hotel offer by type

Categories and type of facilities	Hotels	Share of total	Beds	Share of total	Rooms
4-star and 5-star hotels	146	34.8%	20,093	61.8%	10,238
3-star hotels	184	43.9%	9,857	30.3%	5,325
1-star and 2-star hotels	89	21.2%	2,573	7.9%	1,460
Total hotels	419	100.0%	32,523	100.0%	17,023

Source: *City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region*.

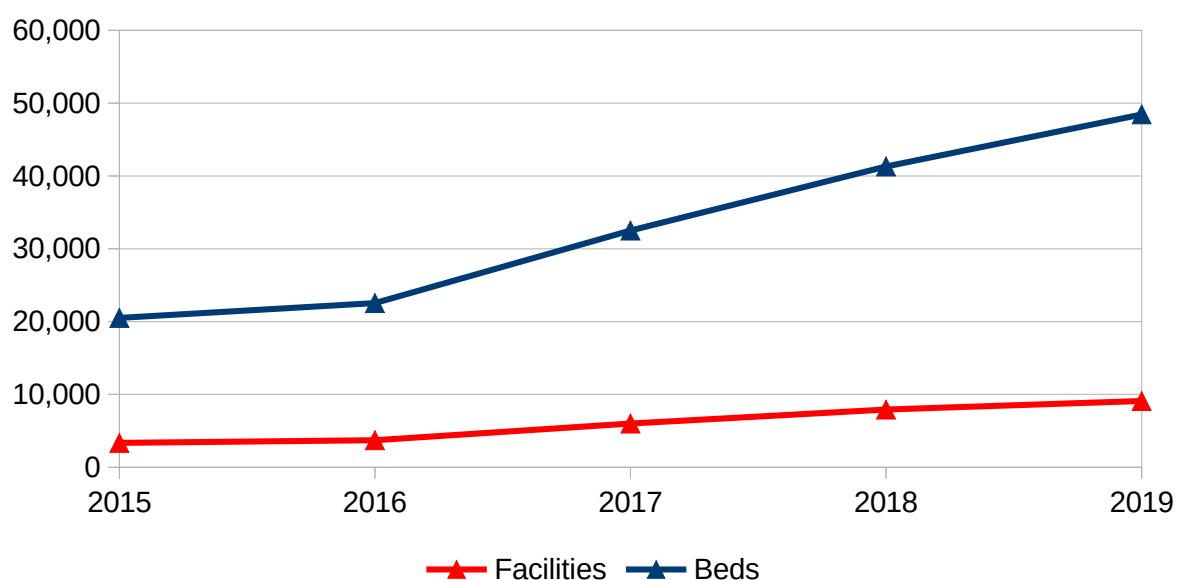


3 - Other accommodation offer

Year	Facilities	Beds
2015	3,342	20,498
2016	3,706	22,532
2017	6,005	32,502
2018	7,916	41,299
2019	9,085	48,441

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Other accommodation: facilities and beds number



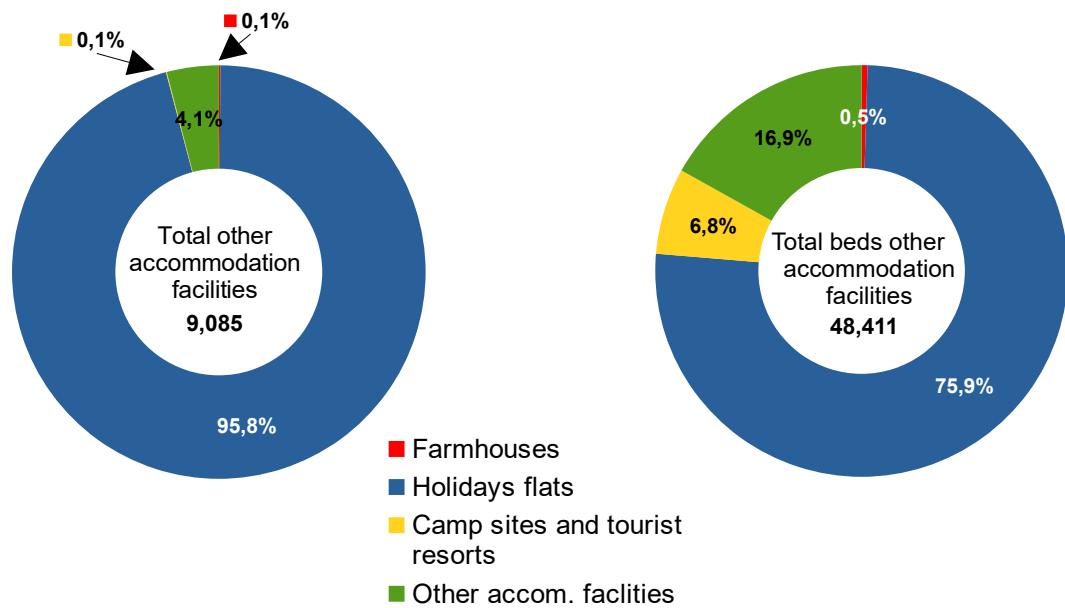
4 - Other accommodation offer by type

Type of facilities	Facilities	Share of total	Beds	Share of total
Farmhouses	11	0.1%	221	0.5%
Holidays flats*	8,700	95.8%	36,758	75.9%
<i>di cui classificate</i>	921	10.1%	4,772	9.9%
<i>di cui locazioni turistiche</i>	7,754	85.3%	31,735	65.5%
Camp sites and tourist resorts	6	0.1%	3,283	6.8%
Other accom. facilities**	368	4.1%	8,179	16.9%
Total other accommodation facilities	9,085	100.0%	48,441	100.0%

* Including Country houses.

** Hostels, Religious houses of hospitality, Study holiday accommodations, Holiday houses, B&B, Residences.

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

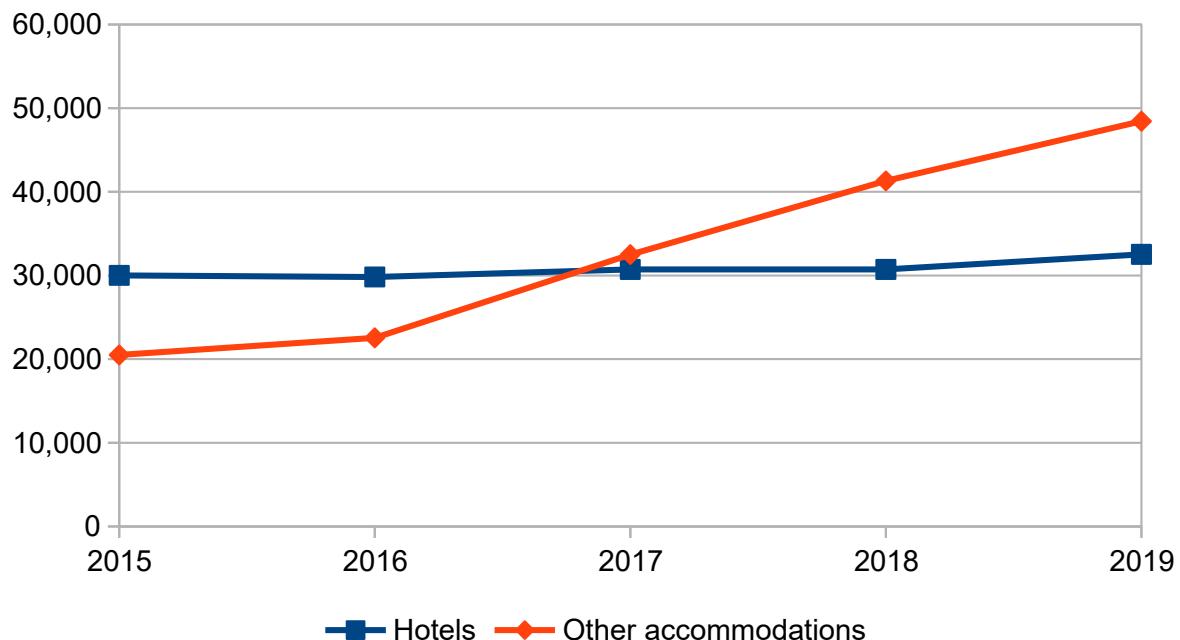


5 - Dynamics of the beds in accommodation facilities: City of Venice and the areas

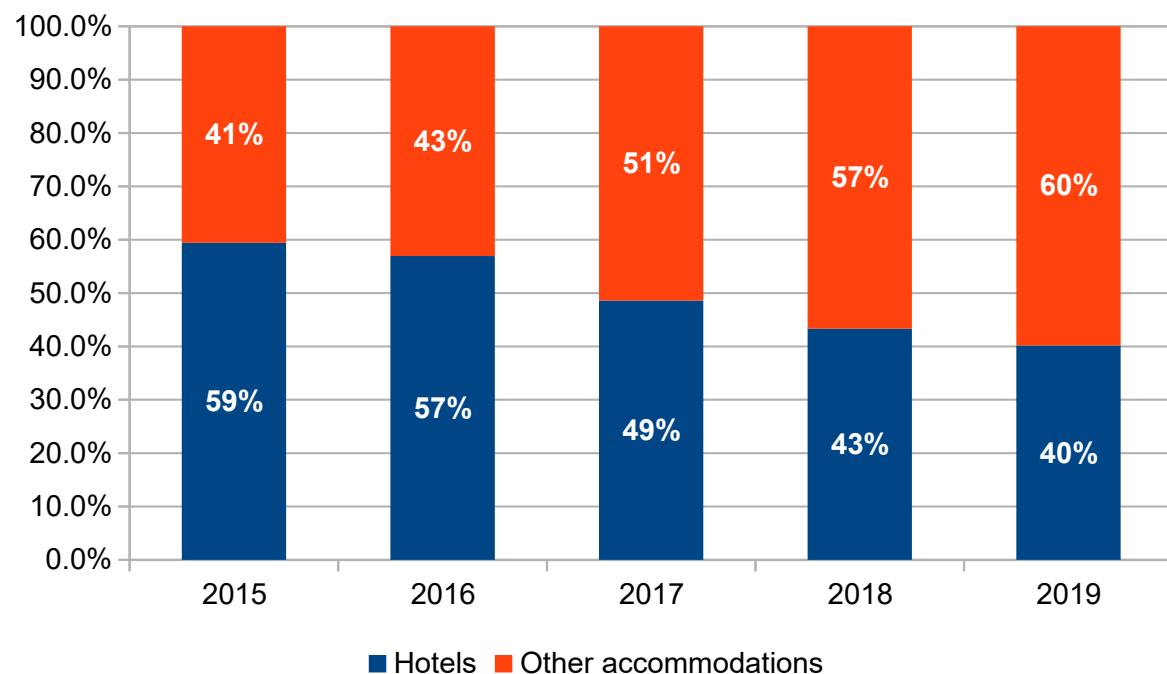
Year	Hotel facilities beds	% ch.	Other accom. facilities beds	% ch.	Total beds	% ch.
City of Venice						
2015	30,015		20,498		50,513	
2016	29,818	-0.7%	22,532	9.9%	52,350	3.6%
2017	30,715	3.0%	32,502	44.2%	63,217	20.8%
2018	31,556	0.0%	41,299	27.1%	72,855	15.2%
2019	32,523	5.9%	48,441	17.3%	80,964	11.1%
Historic City						
2015	18,213		14,683		32,896	
2016	18,029	-1.0%	16,077	9.5%	34,106	3.7%
2017	18,384	2.0%	25,301	57.4%	43,685	28.1%
2018	19,224	4.6%	33,496	32.4%	52,720	20.7%
2019	19,972	3.9%	39,401	17.6%	59,373	12.6%
Lido						
2015	3,031		979		4,010	
2016	3,078	1.6%	941	-3.9%	4,019	0.2%
2017	3,167	2.9%	865	-8.1%	4,032	0.3%
2018	3,155	-0.4%	828	-4.3%	3,983	-1.2%
2019	2,456	-22.2%	781	-5.7%	3,237	-18.7%
Mainland						
2015	8,771		4,836		13,607	
2016	8,711	-0.7%	5,514	14.0%	14,225	4.5%
2017	9,164	5.2%	6,336	14.9%	15,500	9.0%
2018	9,177	0.1%	6,975	10.1%	16,152	4.2%
2019	10,095	10.0%	8,259	18.4%	18,354	13.6%

Source: *City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.*

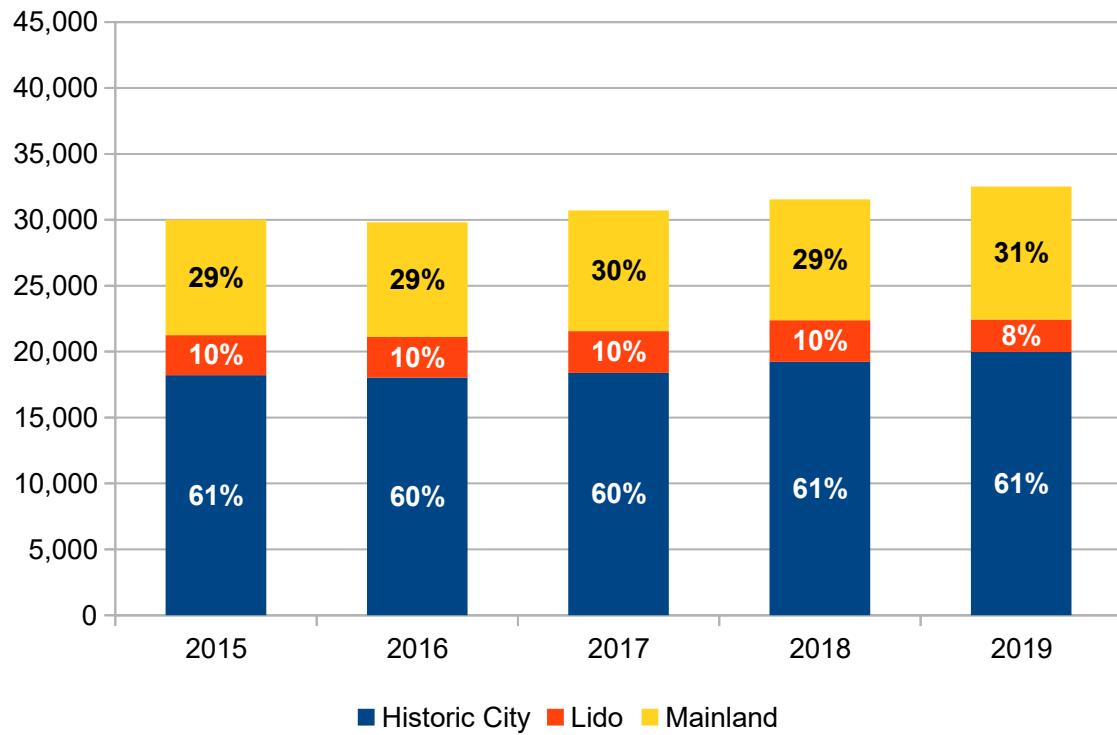
Beds number by facility type



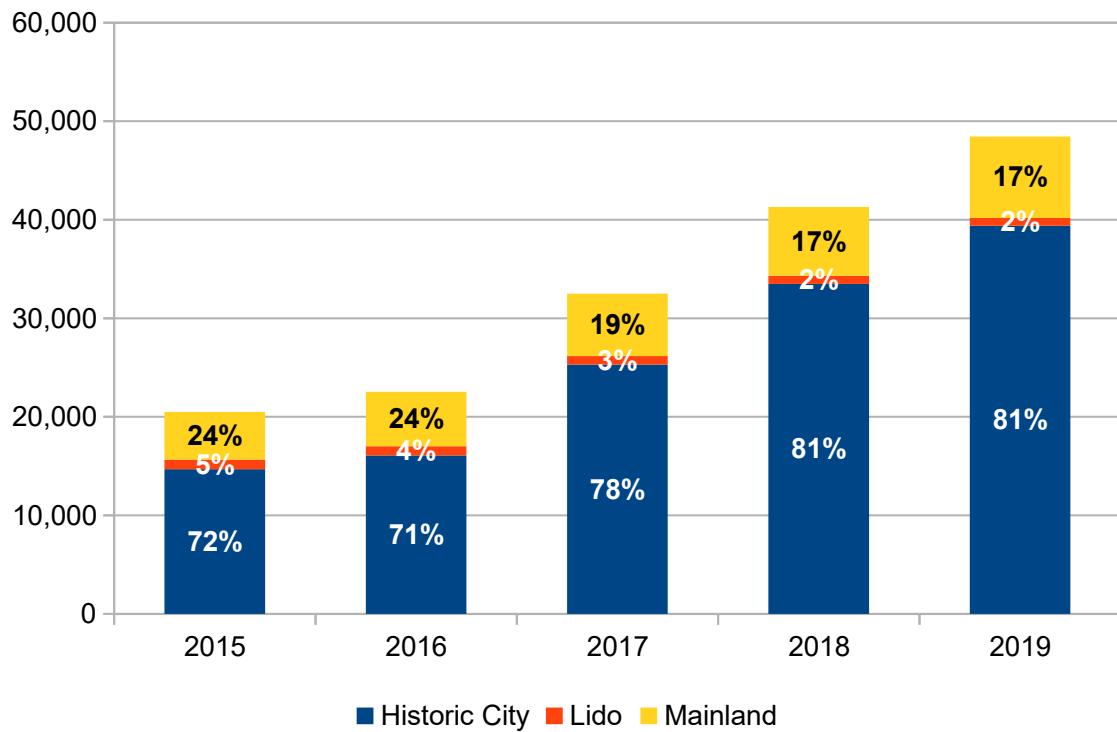
Beds composition by facility



Beds composition - Areas of the City Venice Hotel facilities



Beds composition - Areas of the City Venice Other accommodation facilities



6 - Hotel offer by type in City of Venice and in the three areas

Categories and type of facilities	Hotels	Beds	Rooms
Historic City			
4-star and 5-star hotels	105	12,286	6,165
3-star hotels	116	5,803	3,014
1-star and 2-star hotels	67	1,883	1,071
Total	288	19,972	10,250
Lido			
4-star and 5-star hotels	12	1,331	669
3-star hotels	17	923	477
1-star and 2-star hotels	5	202	103
Total	34	2,456	1,249
Mainland			
4-star and 5-star hotels	29	6476	3404
3-star hotels	51	3,131	1,834
1-star and 2-star hotels	17	488	286
Total	97	10,095	5,524

Source: *City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.*

7 - Other accommodation offer by type in City of Venice and in the three areas

Type of facilities	Facilities	Beds
Historic City		
Farmhouses	9	194
Holidays flats*	8,443	35,525
<i>classified</i>	788	4,153
<i>tourist rentals</i>	7,641	31,243
Camp sites and tourist resorts	0	0
Other accom. facilities**	230	3,682
Total	8,682	39,401
Lido		
Farmhouses	0	0
Holidays flats*	72	344
<i>classified</i>	45	212
<i>tourist rentals</i>	26	123
Camp sites and tourist resorts	1	185
Other accom. facilities**	20	252
Total	93	781
Mainland		
Farmhouses	2	27
Holidays flats*	185	889
<i>classified</i>	88	407
<i>tourist rentals</i>	87	369
Camp sites and tourist resorts	5	3,098
Other accom. facilities**	118	4,245
Total	310	8,259

* Including Country houses.

** Hostels, Religious houses of hospitality, Study holiday accommodations, Holiday houses, B&B, Residences.

Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

MAIN INFRASTRUCTURE AND SERVICES

The passenger traffic data from the Venice Port, SAVE System Airports (Venice and Treviso), Local Public Transport tickets (ACTV, Alilaguna, Terminal Fusina), ZTL bus passes issued by the Municipality of Venice and the Municipality of Cavallino Treporti, transits to the Municipal Garage and the S. Andrea Parking in Piazzale Roma (passes not included) are presented

Regarding the ACTV and Alilaguna tickets, the quantity of titles sold at the full rate is presented; online sales, sales to residents (IMOB / VeneziaUnica City Pass) and sales at reduced rates are excluded (for example: reduced rates for groups).

3. Port of Venice

1 - Passenger traffic

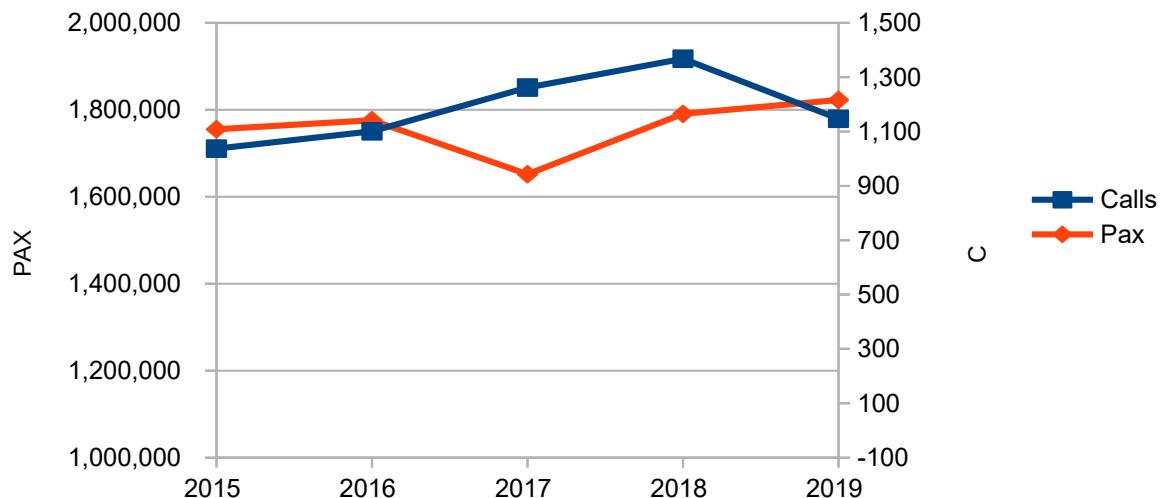
Year	Cruises		River cruises		Ferries		Hydrofoils		Total	
	C	Pax	C	Pax	C	Pax	C	Pax	C	Pax
2015	521	1,582,481	89	18,561	130	68,749	297	85,564	1,037	1,755,355
2016	529	1,605,660	96	18,670	137	58,263	339	93,501	1,101	1,776,094
2017	466	1,427,812	93	18,823	344	105,450	359	99,702	1,262	1,651,787
2018	502	1,560,579	100	20,227	375	110,051	391	99,793	1,368	1,790,650
2019	500	1,611,341	78	15,796	204	101,708	365	93,858	1,147	1,822,703
% ch. 19/18	-0.4%	3.3%	-22.0%	-21.9%	-45.6%	-7.6%	-6.6%	-5.9%	-16.2%	1.8%

C = Calls

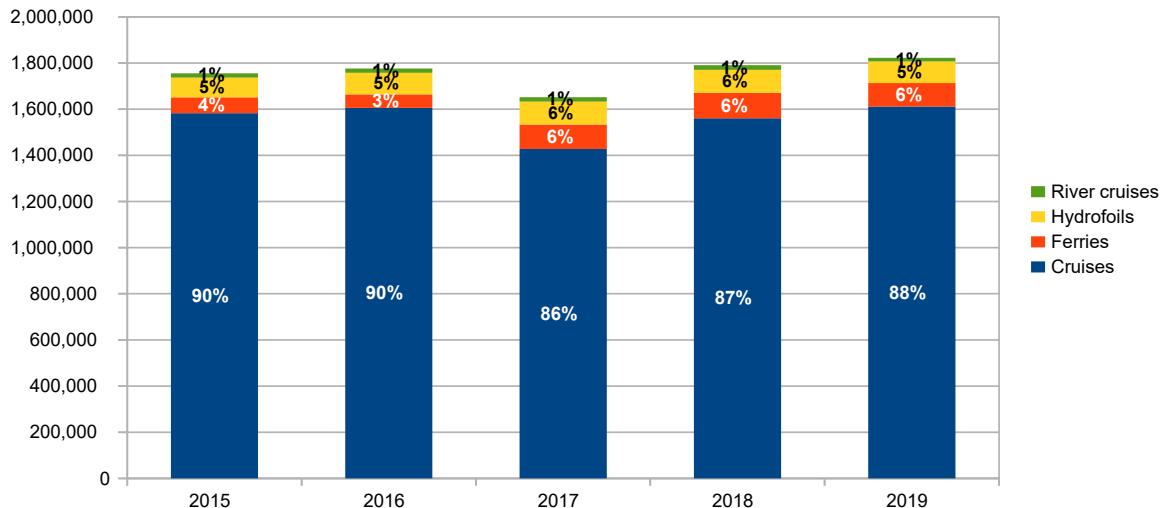
Pax = Passenger numbers

Source: North Adriatic Sea Port Authority, VTP

Total passengers and calls



Passengers composition



2 - Passenger traffic: absolute and percentage changes

	Absolute change				% CHANGE			
	2016 on 2015	2017 on 2016	2018 on 2017	2019 on 2018	2016 on 2015	2017 on 2016	2018 on 2017	2019 on 2018
Cruises	23,179	-177,848	132,767	50,762	1.5%	-11.1%	9.3%	3.3%
River cr.	109	153	1,404	-4,431	0.6%	0.8%	7.5%	-21.9%
Ferries	-10,486	47,187	4,601	-8,343	-15.3%	81.0%	4.4%	-7.6%
Hydrofoils	7,937	6,201	91	-5,935	9.3%	6.6%	0.1%	-5.9%
TOTAL	20,739	-124,307	138,863	32,053	1.2%	-7.0%	8.4%	1.8%

Source: North Adriatic Sea Port Authority, VTP

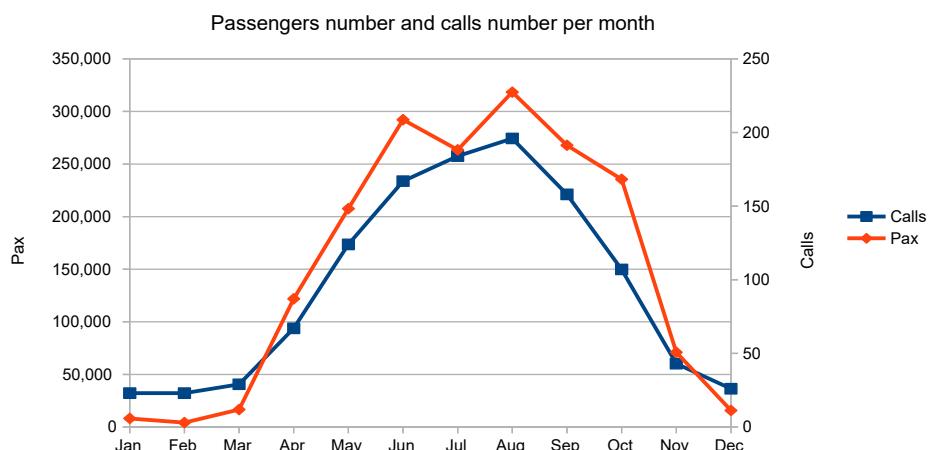
3 - Monthly passenger traffic

	Cruises		River cr.		Ferries		Hydrofoils		Total	
	C	Pax	C	Pax	C	Pax	C	Pax	C	Pax
Jan	4	3986	1	78	18	4,097	0	0	23	8,161
Feb	4	228	1	147	18	3,827	0	0	23	4,202
Mar	3	10,311	8	1,732	18	4,566	0	0	29	16,609
Apr	35	111,100	12	2,702	17	7,339	3	682	67	121,823
May	60	188,592	10	2,202	21	10,567	33	6,300	124	207,661
Jun	76	263,693	7	1,416	17	11,783	67	15,263	167	292,155
Jul	64	222,043	6	1,269	16	13,130	98	27,071	184	263,513
Aug	73	273,163	6	1,286	17	16,250	100	27,673	196	318,372
Sep	79	239,924	9	1,753	16	11,777	54	14,446	158	267,900
Oct	70	221,977	11	2,393	16	8,800	10	2,423	107	235,593
Nov	22	65,081	4	594	17	5,298	0	0	43	70,973
Dec	10	11,243	3	224	13	4,274	0	0	26	15,741
TOT	500	1,611,341	78	15,796	204	101,708	365	93,858	1,147	1,822,703

C = Calls

Pax = Passenger numbers

Source: North Adriatic Sea Port Authority, VTP



4. SAVE Venice Airport – Treviso Airport

1 - Passenger traffic: Venice airport

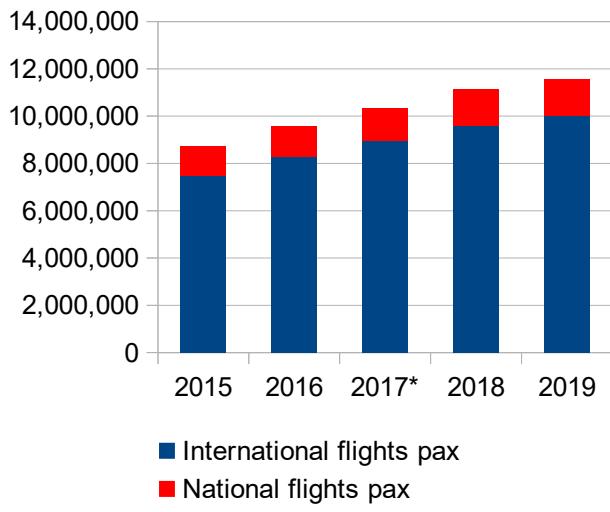
	National flights Inbound and outbound Pax	% ch.	International flights Inbound and outbound Pax	% ch.	UE Pax (including Switzerland)	Transit Pax	General Aviation	Total pax	% ch.
2015	1,245,299		7,484,054		5,908,475	6,523	15,152	8,751,028	
2016	1,311,487	5.3%	8,292,770	10.8%	6,661,133	6,913	13,578	9,624,748	10.0%
2017*	1,358,618	3.6%	8,988,759	8.4%	7,256,496	7,828	16,175	10,371,380	7.8%
2018	1,561,213	14.9%	9,602,550	6.8%	7,723,974	7,877	12,968	11,184,608	7.8%
2019	1,535,699	-1.6%	10,006,040	4.2%	8,066,820	8,424	11,431	11,561,594	3.4%

Pax = Passengers number

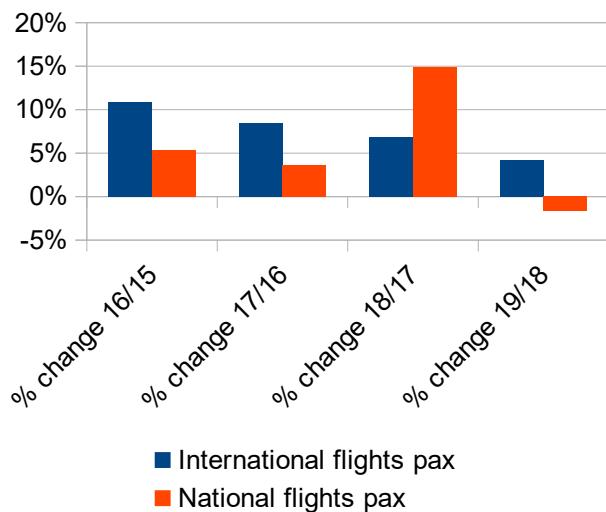
* The Treviso airport was closed from 4th to 18th October 2017, with consequent transfer to Venice of the operating units.

Source: Assaeroporti

Passengers by origin



Passengers (% change)



2 - Passenger traffic: Treviso Airport

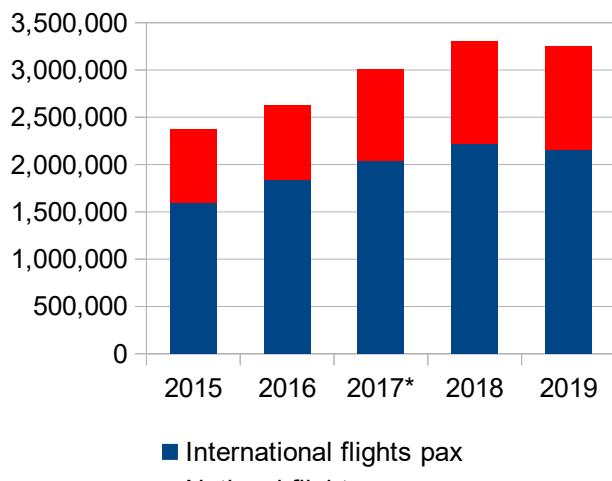
	National flights Inbound and outbound Pax	% ch.	International flights Inbound and outbound Pax	% ch.	UE Pax (including Switzerland)	Transit Pax	Genral Aviation	Total pax	% ch.
2015	775,524		1,602,829		1,502,916	523	4,431	2,383,307	
2016	789,035	1.7%	1,840,719	14.8%	1,749,722	558	4,085	2,634,397	10.5%
2017*	965,398	22.4%	2,045,240	11.1%	1,918,503	563	3,856	3,015,057	14.4%
2018	1,083,746	12.3%	2,220,746	8.6%	2,009,604	189	4,274	3,308,955	9.7%
2019	1,093,815	0.9%	2,153,706	-3.0%	1,908,563	1,359	5,851	3,254,731	-1.6%

Pax = Passengers number

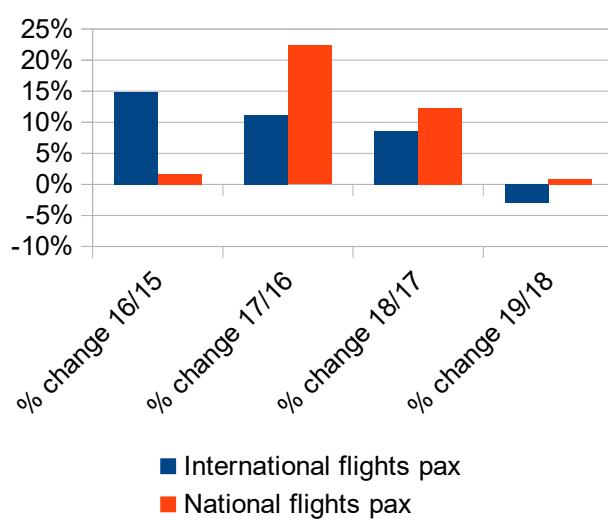
* The Treviso airport was closed from 4th to 18th October 2017, with consequent transfer to Venice of the operating units.

Source: Assaeroporti

Passengers by origin



Passengers (% change)



3 - Monthly passenger traffic: Venice Airport

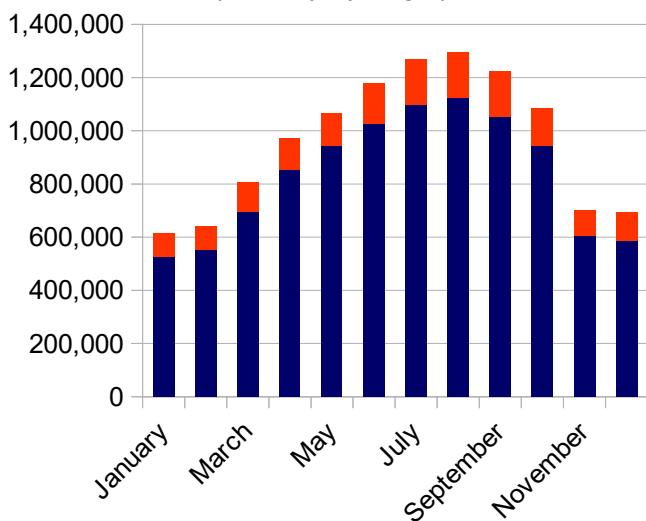
	National flights Inbound and outbound Pax	% ch. 19/18	International Flights Inbound and outbound Pax	% ch. 19/18	Transit Pax	General Aviation	Total pax	% ch. 19/18
January	88,271	21.5%	525,617	6.6%	1052	560	615,500	8.6%
February	89,564	24.7%	550,737	4.8%	541	508	641,350	7.2%
March	109,748	25.2%	696,898	7.2%	225	802	807,673	9.3%
April	117,710	1.8%	852,698	6.8%	236	850	971,494	6.2%
May	120,915	-9.0%	944,292	6.5%	623	1,289	1,067,119	4.5%
June	151,009	-6.3%	1,025,825	6.9%	753	1,162	1,178,749	4.9%
July	169,801	-3.9%	1,099,234	2.5%	885	1,435	1,271,355	1.5%
August	170,776	-9.6%	1,123,105	3.3%	1,176	1,114	1,296,171	1.4%
September	171,645	-11.6%	1,051,201	1.2%	1,068	1,559	1,225,473	-0.8%
October	142,615	-4.2%	944,519	2.5%	1,302	1,099	1,089,535	1.7%
November	97,255	-5.6%	604,829	0.9%	219	669	702,972	0.0%
December	106,390	-1.3%	587,085	2.7%	344	384	694,203	2.0%
TOTAL	1,535,699	-1.6%	10,006,040	4.2%	8,424	11,431	11,561,594	3.4%

Pax = Passengers number

Source: Assaeroporti

Passengers 2019

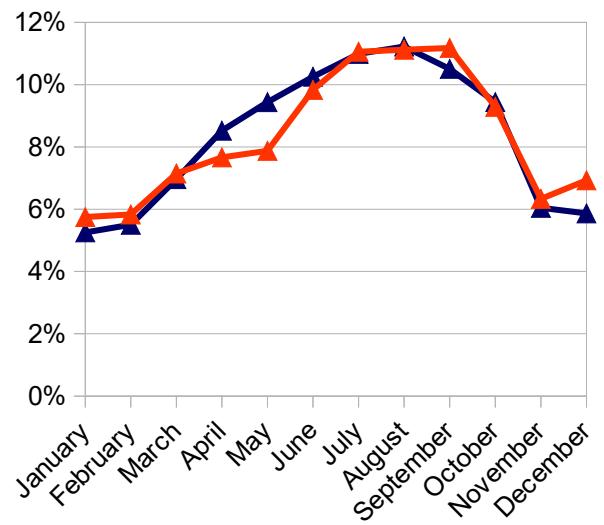
(Monthly by origin)



■ Internat. flights pax ■ National flights pax

Passengers 2019

(Monthly % of total by origin)



▲ Internat. flights pax ▲ National flights pax

4 - Monthly passenger traffic: Treviso Airport

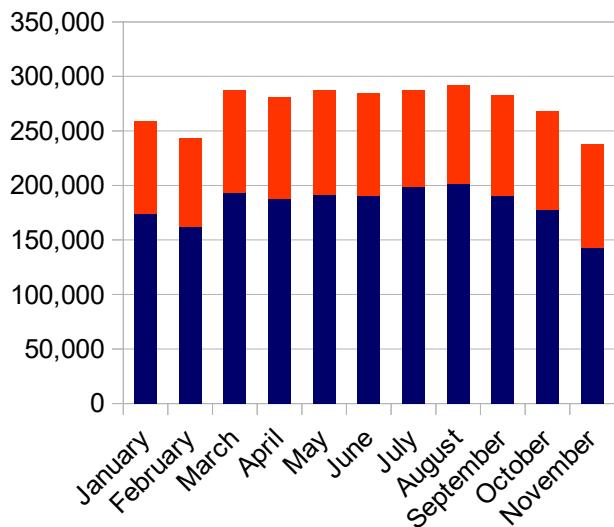
	National flights Inbound and outbound Pax	% ch. 19/18	International Flights Inbound and outbound Pax	% ch. 19/18	Transit Pax	General Aviation	Total pax	% ch. 19/18
January	85,285	-5.3%	173,891	10.0%	180	310	259,666	4.5%
February	81,111	-1.8%	162,427	6.2%	0	317	243,855	3.4%
March	93,789	5.7%	193,650	11.2%	0	285	287,724	9.3%
April	93,071	0.9%	187,686	-4.9%	153	365	281,275	-3.0%
May	95,631	6.6%	191,296	-2.1%	364	941	288,232	0.9%
June	93,741	5.4%	190,207	-2.5%	0	1,103	285,051	0.2%
July	88,918	-3.8%	198,431	-2.7%	0	594	287,943	-3.0%
August	90,694	-2.2%	201,610	-1.7%	326	390	293,020	-1.7%
September	91,824	0.4%	190,434	-1.3%	166	486	282,910	-0.7%
October	90,450	-3.6%	178,118	-6.3%	0	447	269,015	-5.4%
November	94,882	6.4%	143,176	-19.0%	0	292	238,350	-10.5%
December	94,419	2.9%	142,780	-20.1%	170	321	237,690	-12.2%
TOTAL	1,093,815	0.9%	2,153,706	-3.0%	1,359	5,851	3,254,731	-1.6%

Pax = Passengers number

Source: Assaeroporti

Passengers 2019

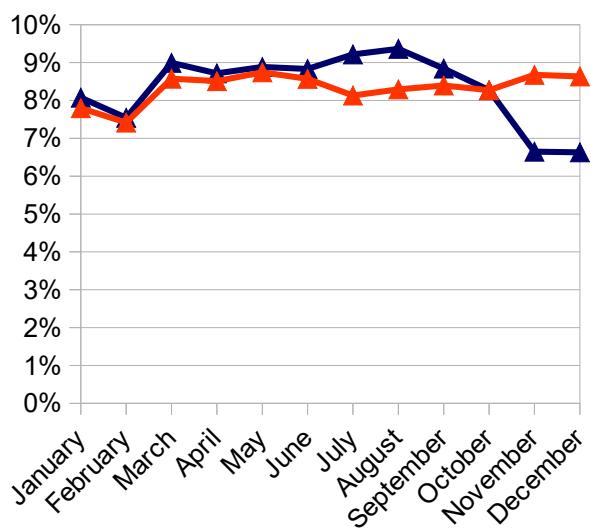
(Monthly by origin)



■ Internat. flights pax ■ National flights pax

Passengers 2019

(Monthly % of total by origin)



— National flights pax — Internat. flights pax

5 - Main Italian airports

	Passengers	% change 19/18
1 Rome Fiumicino	43,532,573	1.3%
2 Milan Malpensa	28,846,299	16.7%
3 Bergamo	13,857,257	7.1%
4 Venice	11,561,594	3.4%
5 Naples ↑	10,860,068	9.3%
6 Catania ↓	10,223,113	2.9%
7 Bologna ↑	9,405,920	10.6%
8 Palermo ↑	7,018,087	5.9%
9 Milan Linate* ↓↓	6,570,984	-28.8%
10 Rome Ciampino	5,879,496	0.7%
11 Bari ↑	5,545,588	10.2%
12 Pisa ↓	5,387,558	-1.4%
13 Cagliari	4,747,806	8.6%
14 Turin	3,952,158	-3.3%
15 Verona	3,638,088	5.2%
16 Treviso	3,254,731	-1.6%
17 Olbia	2,978,769	-0.7%
18 Lamezia Terme	2,978,110	8.1%
19 Florence	2,874,233	5.7%
20 Brindisi	2,697,749	8.8%
TOTAL ITALY	193,102,660	4.0%

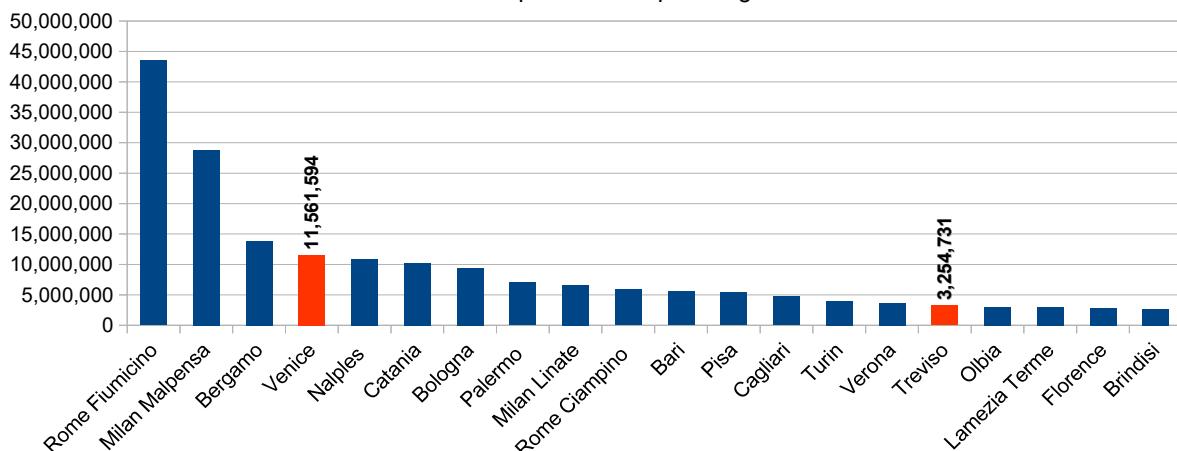
* The Milan Linate airport was closed from 27th July to 25th October, resulting in the transfer of its operational activities to Milan Malpensa.

The symbols “↑” and “↓” indicate, respectively, the increase or decrease of a position compared to 2018.

The absence of symbols indicates that there were no changes in position compared to 2018.

Source: Assaeroporti

Main Intalian airports - Total passengers 2019



5. Local public transport

1 - Main types of tourist tickets AVM / ACTV

Ticket type*	2015	2016	2017	2018	2019	% ch. 19/18
24 hours ticket of which Venezia Metropolitana 24**	1,490,483	1,645,306	1,768,890	1,775,787	1,758,613	-1.0%
			47,411	78,346	68,609	-12.4%
48 hours ticket	440,279	459,689	510,321	497,558	493,606	-0.8%
72 hours ticket including discounted ticket for Rolling Venice holders	511,936	501,299	541,360	486,995	490,755	0.8%
	177,873	188,248	188,948	174,372	166,493	-4.5%
7 days ticket	141,227	115,807	144,063	114,905	132,892	15.7%
Regular ticket***	5,765,616	5,709,791	5,923,191	5,740,593	5,666,637	-1.3%
TOTAL	8,349,541	8,431,892	8,887,825	8,615,838	8,542,503	-0.9%

* All the titles on sale were considered, including the integrated from and to Marco Polo Airport and with ATVO.

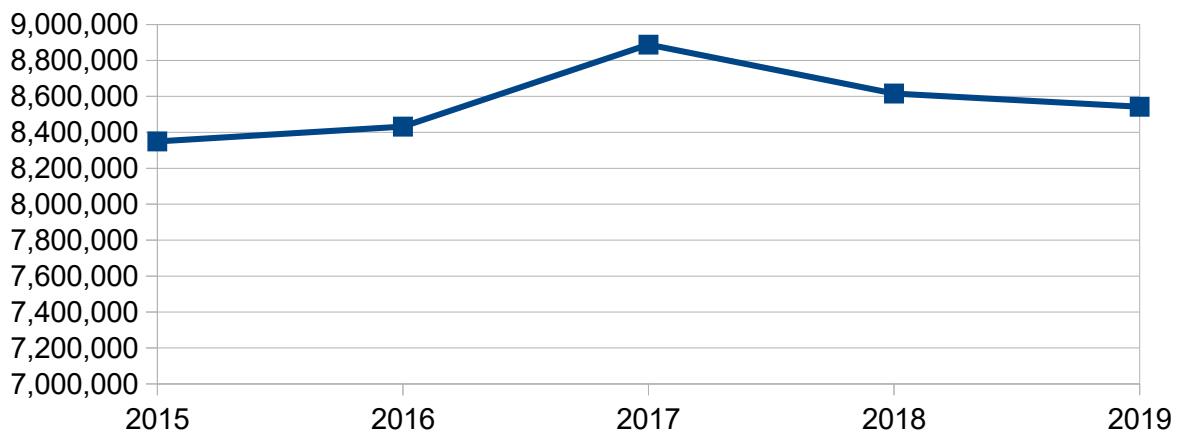
** Introduced from 21st June 2017.

*** Including ferry regular ticket and on board regular ticket.

The new aggregation changes the data, which therefore deviates from those reported in the same table in previous editions.

Source: AVM, City of Venice – Mobility and Transports Department

AVM/ACTV: Total sales of the main travel documents



Ticket type*	% change			
	16/15	17/16	18/17	19/18
24 hours ticket of which Venezia Metropolitana 24**	10.4%	7.5%	0.4%	-1.0%
			65.2%	-12.4%
48 hours ticket	4.4%	11.0%	-2.5%	-0.8%
72 hours ticket including discounted ticket for Rolling Venice holders	-2.1%	8.0%	-10.0%	0.8%
	5.8%	0.4%	-7.7%	-4.5%
7 days ticket	-18.0%	24.4%	-20.2%	15.7%
Regular ticket***	-1.0%	3.7%	-3.1%	-1.3%
TOTAL	1.0%	5.4%	-3.1%	-0.9%

* All the titles on sale were considered, including the integrated from and to Marco Polo Airport and with ATVO.

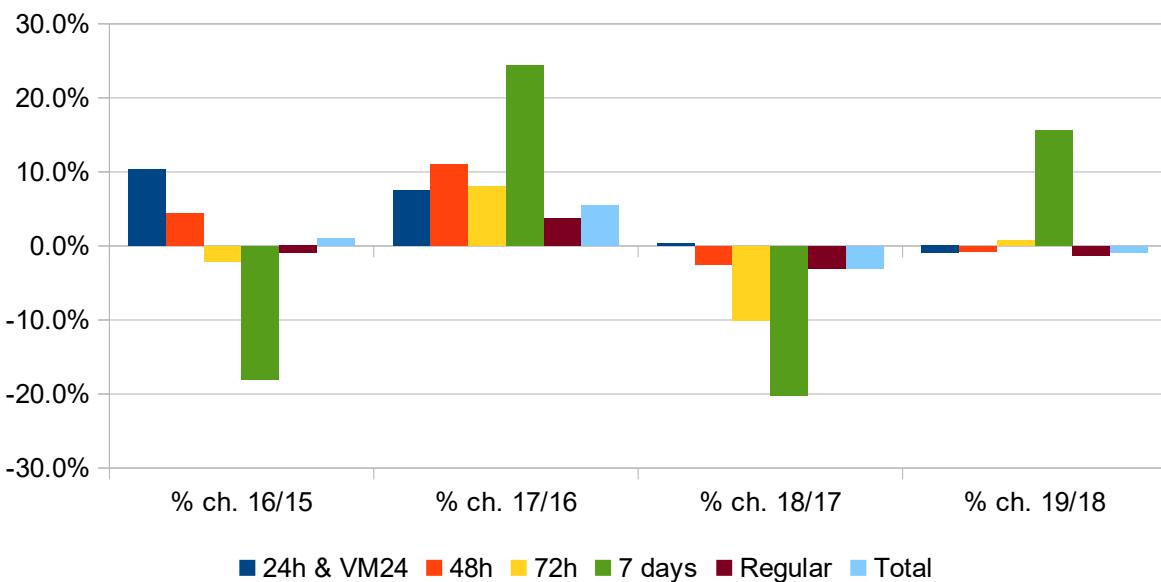
** Introduced from 21st June 2017.

*** Including ferry regular ticket and on board regular ticket.

The new aggregation changes the data, which therefore deviates from those reported in the same table in previous editions.

Source: AVM, City of Venice – Mobility and Transports Department

AVM/ACTV: % change of sales of the main travel documents



2 - Alilaguna: monthly sales

	2015	2016	2017	2017	2019	% ch. 19/15	% ch. 19/18
January	32,709	34,252	33,999	40,956	41,096	25.6%	0.3%
February	45,267	49,043	50,260	52,905	54,633	20.7%	3.3%
March	52,435	65,548	63,640	68,812	72,316	37.9%	5.1%
April	70,553	88,937	96,109	95,509	94,991	34.6%	-0.5%
May	92,150	110,953	112,001	113,474	114,341	24.1%	0.8%
June	89,784	105,666	116,263	108,665	118,806	32.3%	9.3%
July	102,964	119,653	125,035	117,640	120,432	17.0%	2.4%
August	100,069	113,168	115,190	115,564	114,082	14.0%	-1.3%
September	99,582	113,711	121,536	118,904	117,630	18.1%	-1.1%
October	97,550	109,432	129,097	116,133	119,968	23.0%	3.3%
November	53,210	57,084	66,614	59,649	53,036	-3.3%	-11.1%
December	38,618	44,736	48,523	44,696	39,312	1.8%	-12.0%
TOTAL	874,891	1,012,183	1,078,267	1,052,907	1,060,643	21.2%	0.7%

Source: Alilaguna

3 - Terminal Fusina: monthly sales

	2015	2016	2017	2017	2019	% ch. 19/15	% ch. 19/18
January	1,027	1,835	1,358	1,967	1,661	61.7%	-15.6%
February	1,986	2,035	2,736	3,155	2,965	49.3%	-6.0%
March	1,757	4,467	1,775	3,375	4,656	165.0%	38.0%
April	7,118	4,930	7,737	8,414	8,601	20.8%	2.2%
May	10,810	10,345	6,139	11,457	6,999	-35.3%	-38.9%
June	10,474	9,092	9,996	9,117	11,479	9.6%	25.9%
July	20,352	19,650	16,783	20,783	17,893	-12.1%	-13.9%
August	25,272	24,385	19,887	21,645	20,316	-19.6%	-6.1%
September	12,718	11,580	9,582	11,452	10,830	-14.8%	-5.4%
October	6,387	6,755	6,630	7,074	8,195	28.3%	15.8%
November	1,834	1,611	1,959	532	2,372	29.3%	345.9%
December	1,714	1,868	1,538	1,530	1,695	-1.1%	10.8%
TOTAL	101,449	98,553	86,120	100,501	97,662	-3.7%	-2.8%

November 2018: data deriving from previous month correction.

Source: City of Venice – Water Traffic, Mobility and Transports Department

6. Limited traffic area pass

1 - Monthly release: City of Venice

	2015	2016	2017	2017	2019	% ch. 19/15	% ch. 19/18
January	3,270	4,400	4,624	3,935	5,512	68.6%	40.1%
February	5,077	5,395	5,685	6,944	6,285	23.8%	-9.5%
March	6,032	6,946	7,316	8,183	8,218	36.2%	0.4%
April	8,138	8,998	10,157	10,362	10,001	22.9%	-3.5%
May	11,017	11,486	12,326	13,696	12,000	8.9%	-12.4%
June	10,777	11,299	13,413	12,577	11,775	9.3%	-6.4%
July	11,517	11,558	10,497	11,152	11,161	-3.1%	0.1%
August	10,829	11,061	12,494	10,729	12,284	13.4%	14.5%
September	10,172	10,273	9,471	11,403	8,736	-14.1%	-23.4%
October	9,640	9,781	11,291	10,864	10,786	11.9%	-0.7%
November	6,060	6,474	7,479	7,133	7,211	19.0%	1.1%
December	4,546	5,151	7,860	6,005	6,021	32.4%	0.3%
TOTAL	97,075	102,822	112,613	112,983	109,990	13.3%	-2.6%

2017 data changed from those published in the 2017 Yearbook after an update made by the sources.

Source: AVM, *City of Venice – Water Traffic, Mobility and Transports Department*

2 - Monthly release: Municipality of Cavallino Treporti

	2015	2016	2017	2017	2019	% ch. 19/15	% ch. 19/18
January	154	370	71	231	65	-57.8%	-71.9%
February	1,260	696	1,232	1,016	844	-33.0%	-16.9%
March	912	1,055	848	1,053	1,232	35.1%	17.0%
April	1,747	1,710	2,042	1,818	1,808	3.5%	-0.6%
May	1,976	1,743	2,121	1,866	1,907	-3.5%	2.2%
June	1,440	1,367	1,281	1,398	1,191	-17.3%	-14.8%
July	820	824	856	760	754	-8.0%	-0.8%
August	507	549	571	491	548	8.1%	11.6%
September	1,877	1,804	1,973	1,921	1,881	0.2%	-2.1%
October	1,203	1,055	1,152	1,156	1,175	-2.3%	1.6%
November	258	234	269	243	241	-6.6%	-0.8%
December	136	164	173	164	158	16.2%	-3.7%
TOTAL	12,290	11,571	12,589	12,117	11,804	-4.0%	-2.6%

Source: CT Servizi – Municipality of Cavallino Treporti

7. Piazzale Roma transits

1 - Monthly transits: Municipal Garage

	2015	2016	2017	2017	2019	% ch. 19/15	% ch. 19/18
January	12,968	14,265	14,599	15,535	14,515	11.9%	-6.6%
February	13,123	14,570	15,418	14,515	14,911	13.6%	2.7%
March	15,879	18,200	17,098	16,857	19,537	23.0%	15.9%
April	19,499	19,321	23,104	22,109	21,661	11.1%	-2.0%
May	21,873	23,006	21,788	23,374	20,609	-5.8%	-11.8%
June	23,152	23,447	24,959	23,685	24,908	7.6%	5.2%
July	31,173	32,021	33,367	33,121	30,401	-2.5%	-8.2%
August	35,507	35,666	36,070	35,032	35,510	0.0%	1.4%
September	26,936	25,754	27,396	26,697	25,955	-3.6%	-2.8%
October	21,180	19,903	23,775	21,976	22,415	5.8%	2.0%
November	15,614	14,720	17,024	14,786	13,340	-14.6%	-9.8%
December	16,051	16,541	16,966	17,212	15,134	-5.7%	-12.1%
TOTAL	252,955	257,414	271,564	264,899	258,896	2.3%	-2.3%

"Transits" means the only number of parking entrances (tickets), regardless of the number of the days spent inside the garage for each vehicle.

Please note: August and October 2018 data have been updated to indicate the source.

Source: AVM

2 - Monthly transits: St. Andrea Parking

	2015	2016	2017	2017	2019	% ch. 19/15	% ch. 19/18
January	9,511	9,457	9,218	9,524	14,515	52.6%	52.4%
February	9,492	9,506	9,146	8,816	14,911	57.1%	69.1%
March	10,437	10,180	10,287	9,704	19,537	87.2%	101.3%
April	10,148	10,394	9,938	9,949	21,661	113.5%	117.7%
May	11,034	10,723	10,624	10,750	20,609	86.8%	91.7%
June	10,990	10,868	10,735	10,568	24,908	126.6%	135.7%
July	11,956	11,478	11,390	11,512	30,401	154.3%	164.1%
August	10,668	10,325	10,464	10,529	35,510	232.9%	237.3%
September	11,240	10,808	10,546	10,769	25,955	130.9%	141.0%
October	11,035	10,291	10,428	10,324	22,415	103.1%	117.1%
November	9,907	9,834	9,363	9,245	13,340	34.7%	44.3%
December	10,151	10,084	9,867	9,910	15,134	49.1%	52.7%
TOTAL	126,569	123,948	122,006	121,600	258,896	104.5%	112.9%

"Transits" means the only number of parking entrances (tickets), regardless of the number of the days spent inside the garage for each vehicle.

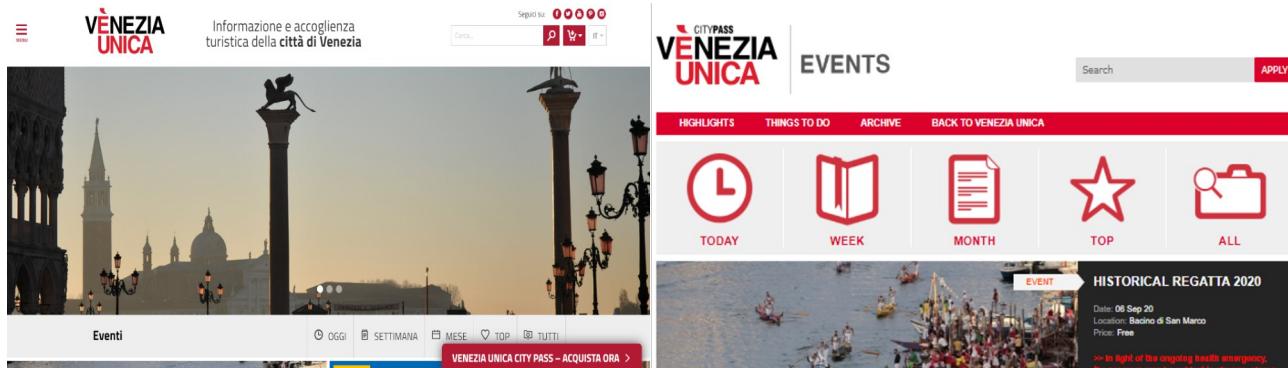
Source: AVM

VeneziaUnica

The data relating to the official tourist site of the City of Venice, www.veneziaunica.it, are presented: visitors, number of page views, number of pages viewed per visit, amount of receipts, number of orders, average cost per user, sales detail for each supplier.

8. VeneziaUnica/eventsVeneziaUnica

1 - Overview



3,080,347 visits (-9.1%)*

209,063 visits from tablet (-4.3%)*

**Average time in VeneziaUnica
00:04:49**

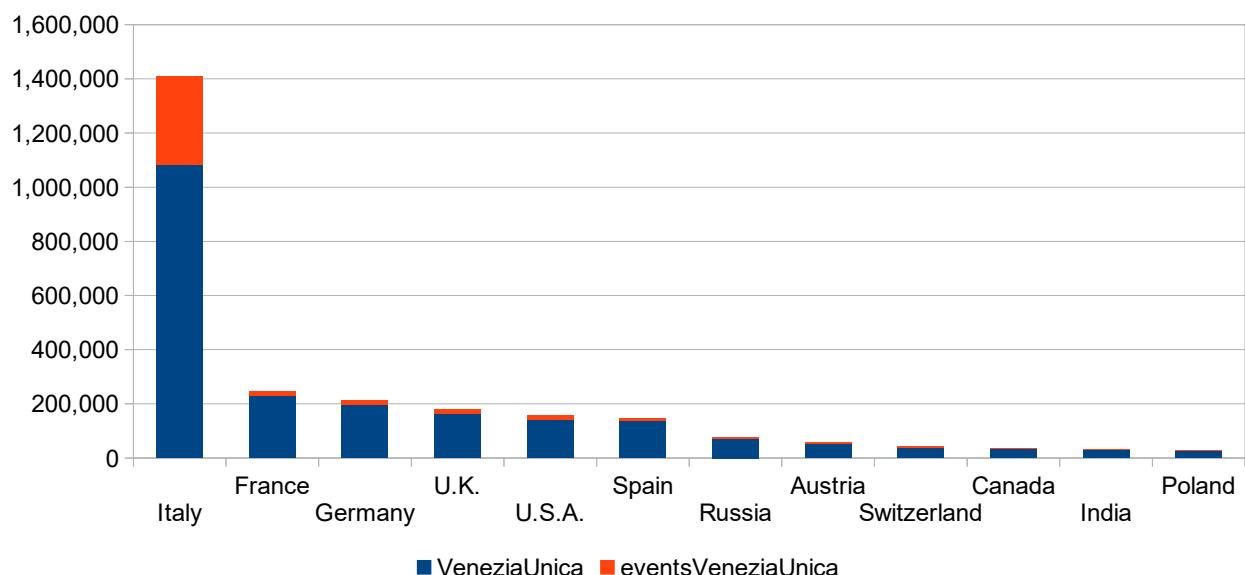
* VeneziaUnica and eventsVeneziaUnica

Source: VELA S.p.A

8,085,660 page views (-6.7%)*

1,563,834 visits from mobile (+29.4%)*

**Average time in eventsVeneziaUnica
00:01:74**



2 - Visitor trend VeneziaUnica and eventsVeneziaUnica

	Visits	Page views	Pg/V	% ch. visits	% ch. page	% ch. Pg/V
2015*	1,512,150	5,287,050	3.5			
2016*	1,809,499	6,222,321	3.4	19.7%	17.7%	-1.6%
2017	2,614,622	8,209,720	3.1	44.5%	31.9%	-8.7%
2018	3,389,441	8,664,271	2.6	29.6%	5.5%	-18.6%
2019	3,080,347	8,085,660	2.6	-9.1%	-6.7%	2.7%

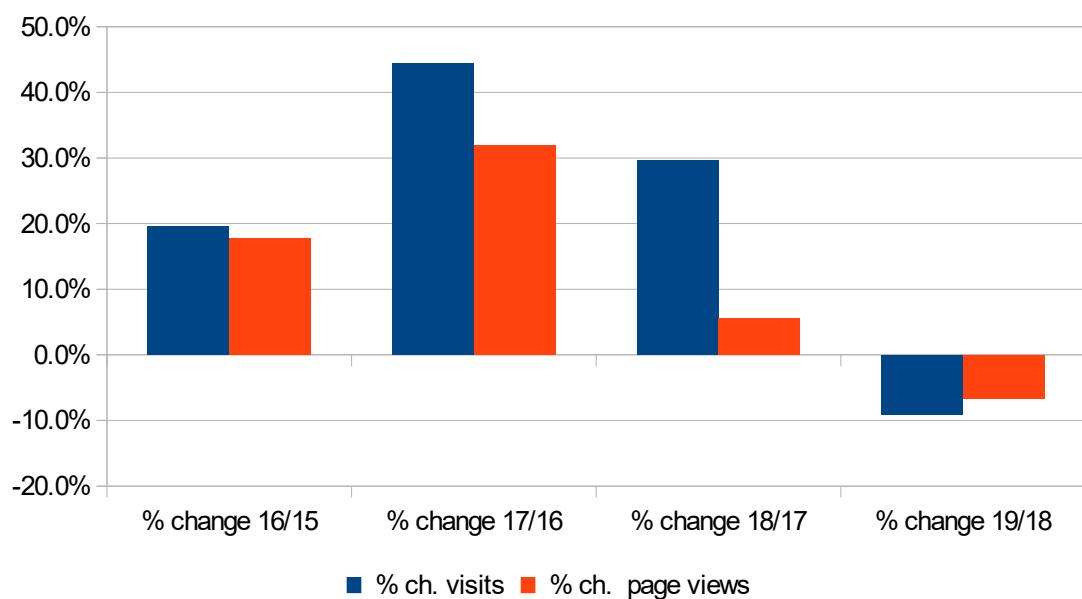
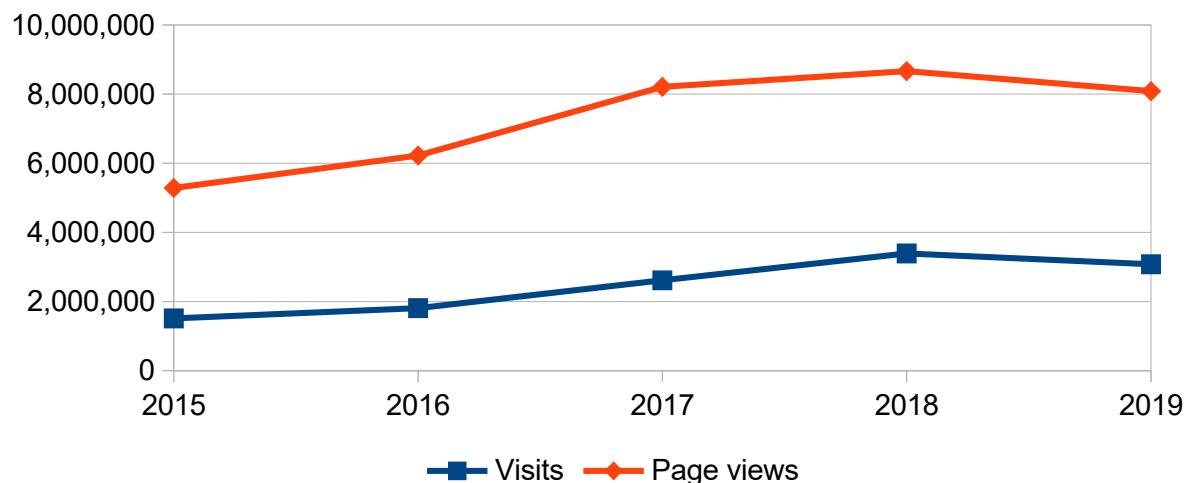
Pg = Page views

V = Visits

*Only VeneziaUnica

Source: VELA S.p.A

Visits and page views



3 - Visitors trend VeneziaUnica and eventsVeneziaUnica

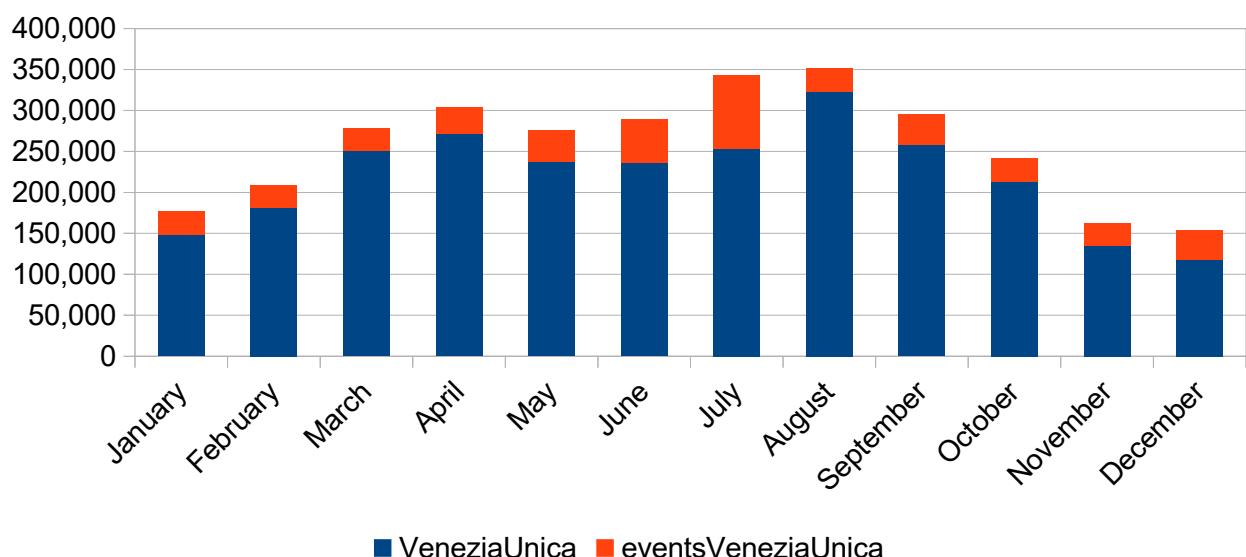
	2019			19/18 change		
	Visits	Page Views	Pg/V	% Visits	% page views	Pg/V
January	177,030	492,240	2.8	-3.7%	-12.4%	-9.0%
February	208,996	612,294	2.9	8.8%	4.0%	-4.4%
March	278,041	719,524	2.6	30.3%	1.6%	-22.1%
April	303,679	920,047	3.0	20.3%	9.7%	-8.8%
May	276,094	758,197	2.7	-21.0%	-12.5%	10.9%
June	289,279	744,016	2.6	-2.6%	3.6%	6.3%
July	342,650	824,143	2.4	-8.7%	-6.2%	2.8%
August	351,081	828,415	2.4	-4.7%	-8.0%	-3.4%
September	295,481	731,153	2.5	-13.8%	-11.7%	2.5%
October	242,264	677,865	2.8	-28.2%	-14.3%	19.4%
November	161,990	386,805	2.4	-33.2%	-21.5%	17.6%
December	153,762	390,961	2.5	-34.4%	-20.7%	20.8%
TOTAL	3,080,347	8,085,660	2.6	-9.1%	-6.7%	2.7%

Pg = Page views

V = Visits

Source: VELA S.p.A

Monthly views number

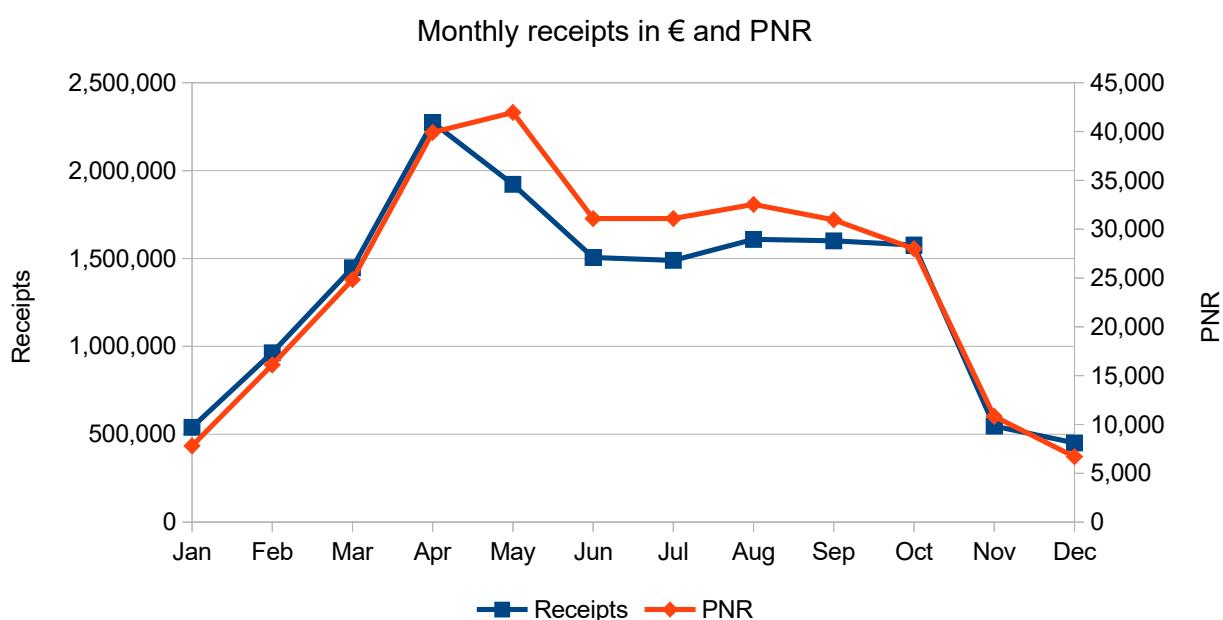


4 - Sales data

	Receipts In €	2019		19/18 change		
		PNR*	Av. exp. in €	% Receipts	% PNR	% Av. exp. in €
January	539,115	7,809	69.0	-13.3%	-31.9%	27.4%
February	963,243	16,101	59.8	7.1%	6.0%	1.0%
March	1,447,167	24,846	58.2	3.0%	18.4%	-13.0%
April	2,273,848	39,922	57.0	28.1%	48.5%	-13.7%
May	1,922,253	41,962	45.8	22.4%	53.0%	-20.0%
June	1,505,845	31,095	48.4	27.8%	29.1%	-1.0%
July	1,489,545	31,091	47.9	10.3%	9.6%	0.7%
August	1,609,086	32,542	49.4	9.6%	8.2%	1.4%
September	1,600,637	30,961	51.7	15.5%	24.9%	-7.5%
October	1,576,629	28,000	56.3	5.1%	12.3%	-6.4%
November	545,829	10,829	50.4	-11.0%	-17.2%	7.5%
December	450,290	6,693	67.3	-30.5%	-46.0%	28.8%
TOTAL	15,923,487	301,851	52.8	10.5%	16.2%	-4.9%

* Personal Number Reservation = Individual orders

Source: VELA S.p.A



5 - Detail of receipts and sales by provider

Providers	2019 Receipts in €	Products quantity	% change 19/18 Receipts
ACTV S.p.A.	7,599,274	272,289	10.0%
Fondazione Musei Civici	4,471,626	211,340	13.3%
Vela S.p.A. (Rolling Venice)	912,540	151,291	-10.0%
Chorus Circuit	438,740	74,012	-17.0%
AVM S.p.A.	634,059	26,826	21.0%
Querini Stampalia Foundation	301,168	61,856	-19.9%
La Fenice Opera House	367,645	36,241	13.0%
Alilaguna S.p.A.	406,346	19,978	52.4%
Jewish Museum of Venice	84,095	29,369	-31.3%
Vidali Group Consortium	96,570	10,417	13.2%
Naval Historic Museum*	17,378	1,932	-78.3%
Peggy Guggenheim Foundation	150,599	19,868	92.7%
City of Venice	20,732	12,648	-61.2%
Venezia Servizi Foundation	29,647	5,196	-8.6%
Venice Events S.A.S	13,898	385	36.6%
Venice Tours Srl	5,759	164	-41.8%
Giacomo Casanova S.R.L.	13,915	1,869	89.9%
EuropAssistance	391	61	-92.7%
Avanspettacolo Venezia	2,240	30	-49.4%
Ca' Foscari University	0	0	-100.0%
Antoniana Servizi	109	1	-92.8%
Andrich House Museum	1,075	73	-21.8%
Macacotour	600	6	-25.0%
Limosa AdV by Limosa Soc. Coop.	345	23	-42.5%
Emotional Experiences S.R.L.**	0	0	
Cycling Venice Lagoon**	0	0	
D'Uva Workshop S.R.L.****	8,520	1,269	
San Servolo Servizi Metropolitani di Venezia S.R.L.***	287	32	60.7%
Venice Casino	0	8	
Qui Group	0	0	
Gianmaria Buccellati Foundation	0	0	
Veritas S.p.A.***	11,720	2,099	
ATVO S.p.A.	356,637	31,211	
TOTAL	15,945,914	970,494	10.8%

The details of the products sold through the sites VeneziaUnica and eventsVeneziaUnica are shown in the table on the following page.

* Decrease mainly due to the change of ticketing system at the Naval Museum no longer managed through VeneziaUnica.

** Products not marketed IN 2019.

*** New Service Provider.

The data shown in the above tables show volumes and values that must not be considered fully compliant with the actual reporting carried out by the accounting administration.

Source: VELA S.p.A

6 - Providers

Providers	Product type
ACTV S.p.A.	Public transport tickets
Alilaguna S.p.A.	Tickets for Alilaguna lines, water transfer, Marco Polo Airport/Venice
Andrich House Museum	Andrich House Museum tour
Antoniana Servizi S.R.L	Tour
ATVO S.p.A.	Public transport tickets
Avanspettacolo Venezia	Events
AVM S.p.A.	Car parking
Ca' Foscari University	Ca' Foscari and Ca' Dolfin palaces tour
Chorus Circuit	Tickets for visiting Venice Churches
City of Venice	City Wi-fi connection
Cycling Venice Lagoon**	Bike tour at Venice Lido
D'Uva Workshop S.R.L ****	Videoguides: St. Mark's Cathedral, St. Mark's Square, Cini Foundation
Emotional Experiences S.R.L **	Viva Vivaldi exhibition
EuropAssistance	Insurance on online purchases
Fondazione Musei Civici	Musei Civici admission tickets
Giacomo Casanova S.R.L	Casanova Museum admission tickets
Gianmaria Buccellati Foundation	Exposure
Jewish Museum of Venice	Jewish Museum and Synagogues admission tickets
La Fenice Opera House	La Fenice Opera House tour
Limosa AdV by Limosa Soc. Coop.	Lagoon tour
Macacotour	Tour for children
Naval Historic Museum*	Museum/Ships pavilion admission tickets
Peggy Guggenheim Foundation	Peggy Guggenheim Collection admission tickets
Querini Stampalia Foundation	Foundation/Museum admission tickets
Qui Group	Exclusive offers promoted by approved operators and artisans
San Servolo Servizi Metropolitani di Venezia S.R.L ***	Promotion and sale of the Ville Card (discount card to visit the Riviera del Brenta)
Vela S.p.A. (Rolling Venice)	Rolling Venice discount card (young 6-29 years) and Ville Card (the discount card to visit the Riviera del Brenta)
Venice Casino	Events
Venezia Servizi Foundation	Scala del Bovolo admission tickets
Venice Events S.A.S	Tour
Venice Tours Srl	Tour proposals to discover Venice
Veritas S.p.A ***	Toilette card
Vidali Group Consortium	Lagoon tour

Source: VELA S.p.A

CULTURAL NUMBERS

The data relating to visitors of the Fondazione Musei Civici di Venezia, the State Museums, Ecclesiastical Museums and Churches, the Biennale di Venezia Foundation, the Peggy Guggenheim Collection, the Querini Stampalia Foundation, the Venezia Servizi alla Persona Foundation, the Jewish Museum, the Historical Naval Museum, the Provincial Museum of Torcello, the Monumental Rooms of the Marciana National Library, the Scuola Grande di San Rocco, the Dalmatian School, the Scuola Grande San Giovanni Evangelista, the Scuola Grande dei Carmini, the Scuola Grande della Misericordia di Venezia and of the Scuola Grande di San Marco,.

In this section are also included the visitors to the Architecture and Contemporary Art International Exhibitions of La Biennale di Venezia, because of the exceptional nature of these events which, due to widespread dislocation, periodically involve the entire urban territory every year.

The monthly and annual number of visitors is provided for each institution (for the temporary exhibitions also the one per diem), with the relative variations and trends.

The following chapters are dedicated to the visitors to the temporary exhibitions and to the spectators of the live show.

For the temporary exhibitions, is provided the ranking of the most visited exhibitions in the world, in Italy and in Venice (source: *Il Giornale dell'Arte*). Only exhibitions with tickets or non-integrated admission to the eventual hosting museum are considered, providing the ranking by total number of visitors.

Finally, the live show section contains the data of the spectators of the Cinema, Theatre, Music and Dance performances of La Biennale di Venezia, of the Fenice Opera House, of the Goldoni Theatre, of the theatres Toniolo and Momo, managed by the Tourism Department of the Municipality of Venice and by the Candiani Cultural Centre.

9. Visitors to the museums and the Venetian cultural institutions

	2015	2016	2017	2018	2019	% ch. 19/15	% ch. 19/18
Total Fondazione Musei Civici¹	2,229,928	2,309,992	2,491,658	2,458,108	2,286,611	2.5%	-7.0%
Total State Museums	759,590	834,879	852,855	787,606	758,606	-0.1%	-3.7%
Total ecclesiastical, museums, churchs, Chorus Circuit*	1,179,271	1,192,512	1,324,908	1,145,447	803,550	-31.9%	-29.8%
			2,067,573 ²	1,886,285 ²	3,608,984 ²	206.0%	91.3%
Total Foundations and Collections³	428,138	456,906	463,632	427,218	354,607	-17.2%	-17.0%
		506,905 ⁴	534,983 ⁴	515,307 ⁴	446,578 ⁴	4.3%	-13.3%
Total other museums⁵	564,049	580,903	581,036	554,421	565,330	0.2%	2.0%
	586662 ⁶	653166 ⁶	647201 ⁶	653600 ⁶	702012 ⁶	19.7%	7.4%
TOTAL	5,160,976	5,375,192	5,714,089	5,372,800	4,768,704	-7.6%	-11.2%
	5,183,589⁷	5,497,454⁷	6,594,270⁷	6,300,906⁷	7,802,791⁷	50.5%	23.8%

* 2016: the data concerning of the Church of Santo Stefano were not obtained.

2018: the data concerning of the Basilica dei Santi Giovanni e Paolo were not obtained.

2019: the data concerning the following churches were not obtained: Santi Giovanni e Paolo, Madonna dell'Orto, Santa Maria Assunta dei Frari and Santo Stefano.

1 Including the exhibitions at Doge's Palace, Correr Museum and Fortuny Palace (since 2017 also include the headquarters of the Candiani Cultural Centre and Marghera Fort).

2 Including St. Mark's Campanile (bell tower), St. Mark's Basilica and Treasure and Golden Altarpiece.

3 Guggenheim Collection and Querini Stampalia Museum.

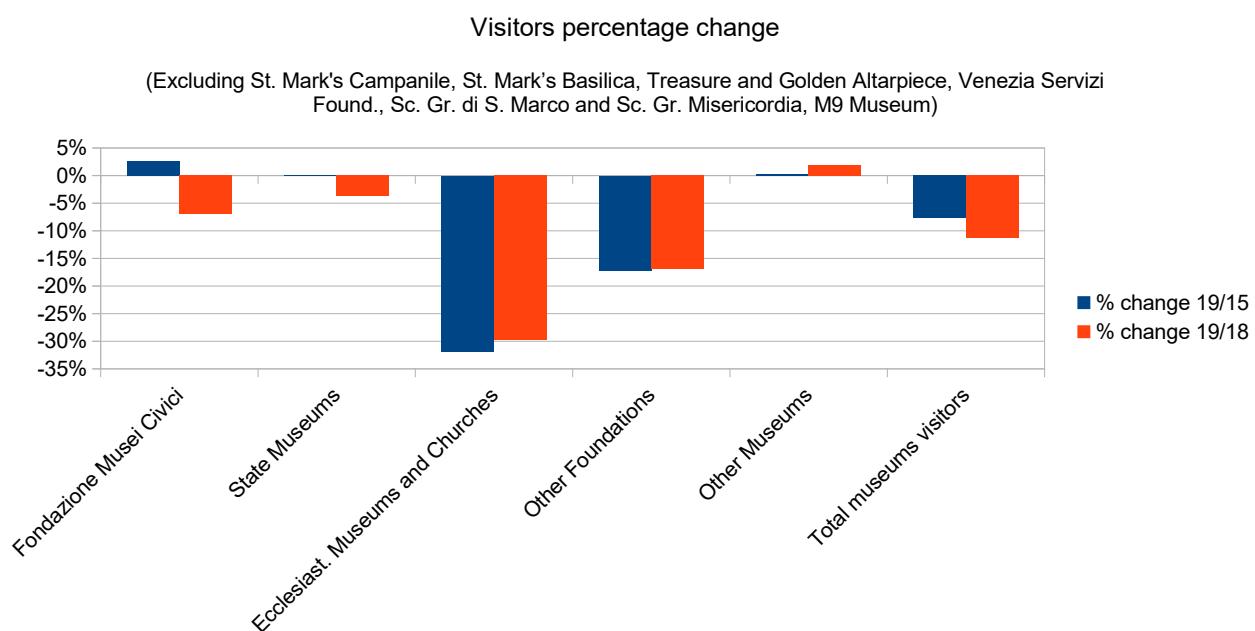
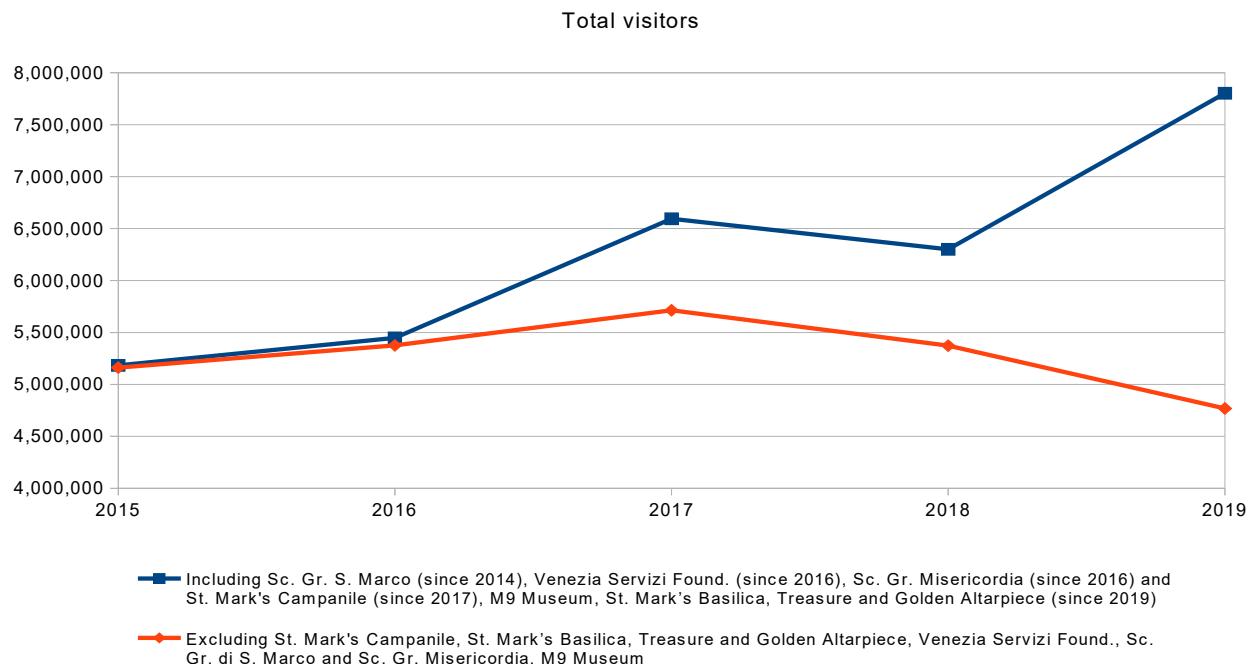
4 Including Fondazione Venezia Servizi alla Persona.

5 Jewish Museum, Naval Historic Museum, Provincial Museum of Torcello, Monumental Rooms of the Marciana National Library and Scuole Grandi.

6 Including the Scuola Grande di San Marco and since 2016 the Scuola Grande della Misericordia in Venezia.

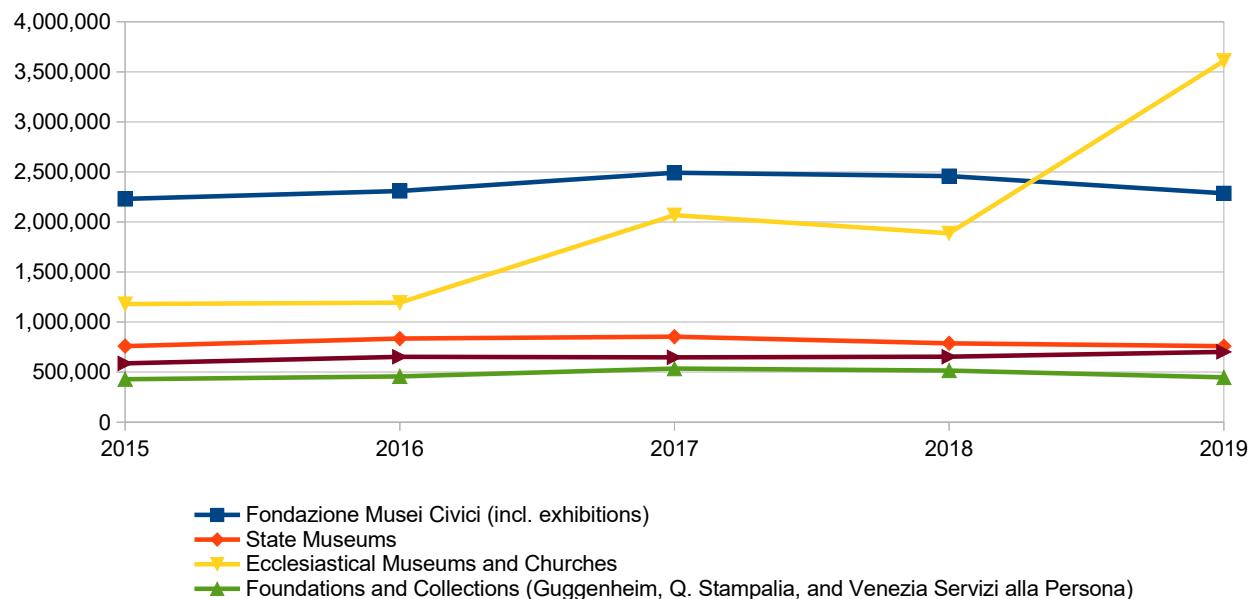
7 Since 2014 included the Scuola Grande di San Marco, since 2016 Fondazione Venezia Servizi alla Persona and Scuola Grande della Misericordia in Venezia, since 2017 included St. Mark's Campanile (bell tower), since 2019 also included the M9 - Museum, St. Mark's Basilica, Treasure and Golden Altarpiece.

Source: Fondazione Musei Civici, Ministry of Cultural Heritage and Activities - Museum Pole of Veneto, Procuratoria of Saint Mark's Basilica, Delegation in re administrativa for Torcello, Tourism Office of the Patriarchal Curia of Venice, Chorus - Association for the churches of the Patriarchate of Venice, Peggy Guggenheim Collection, Fondazione Querini Stampalia, Fondazione Venezia Servizi alla Persona, Jewish Museum, Naval Historic Museum, Provincial Museum of Torcello, M9 Museum Monumental Rooms of the Marciana National Library, Scuole Grandi.



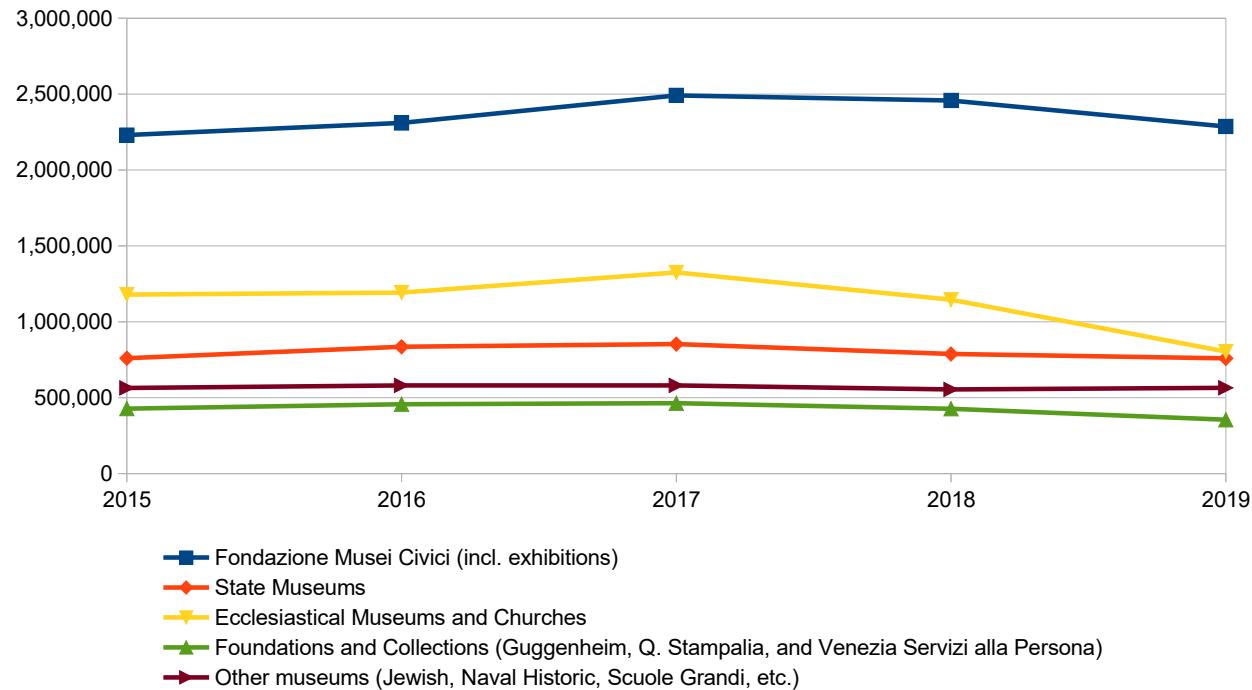
Visitors to the Venetian museums and the cultural institutions per year

(Including Sc. Gr. S. Marco (since 2014), Venezia Servizi Found. (since 2016), Sc. Gr. Misericordia (since 2016) and St. Mark's Campanile (since 2017), M9 Museum, St. Mark's Basilica, Treasure and Golden Altarpiece (since 2019))



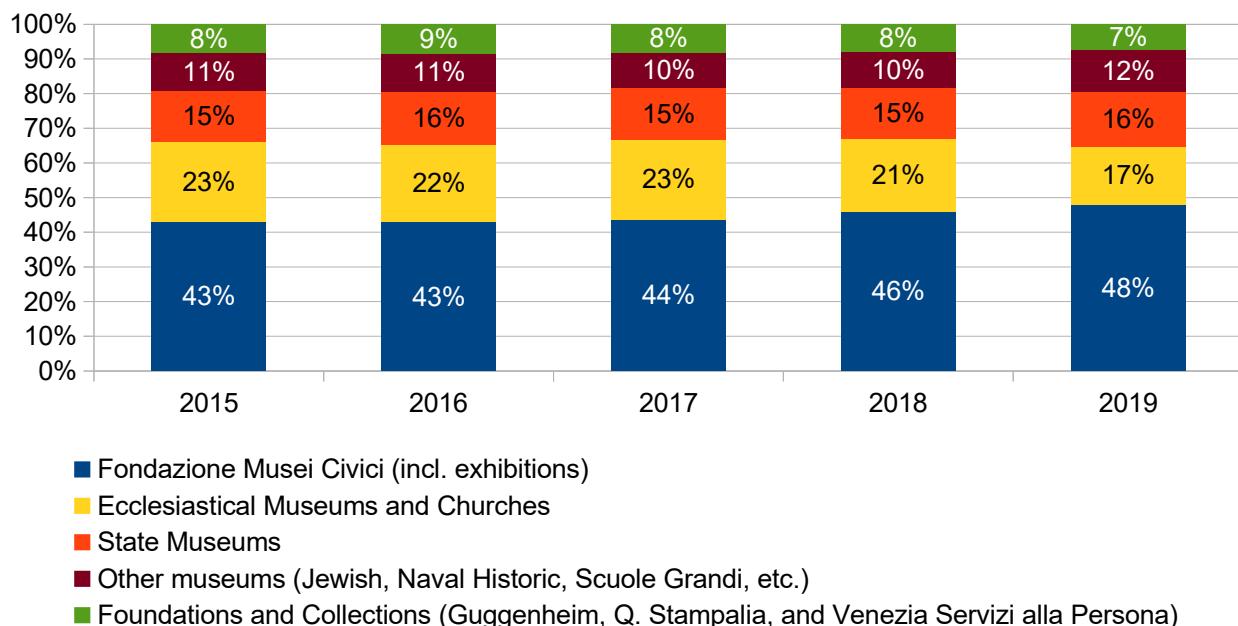
Visitors to the Venetian museums and the cultural institutions per year

(Excluding St. Mark's Campanile, St. Mark's Basilica, Treasure and Golden Altarpiece, Venezia Servizi Found., Sc. Gr. di S. Marco and Sc. Gr. Misericordia, M9 Museum)



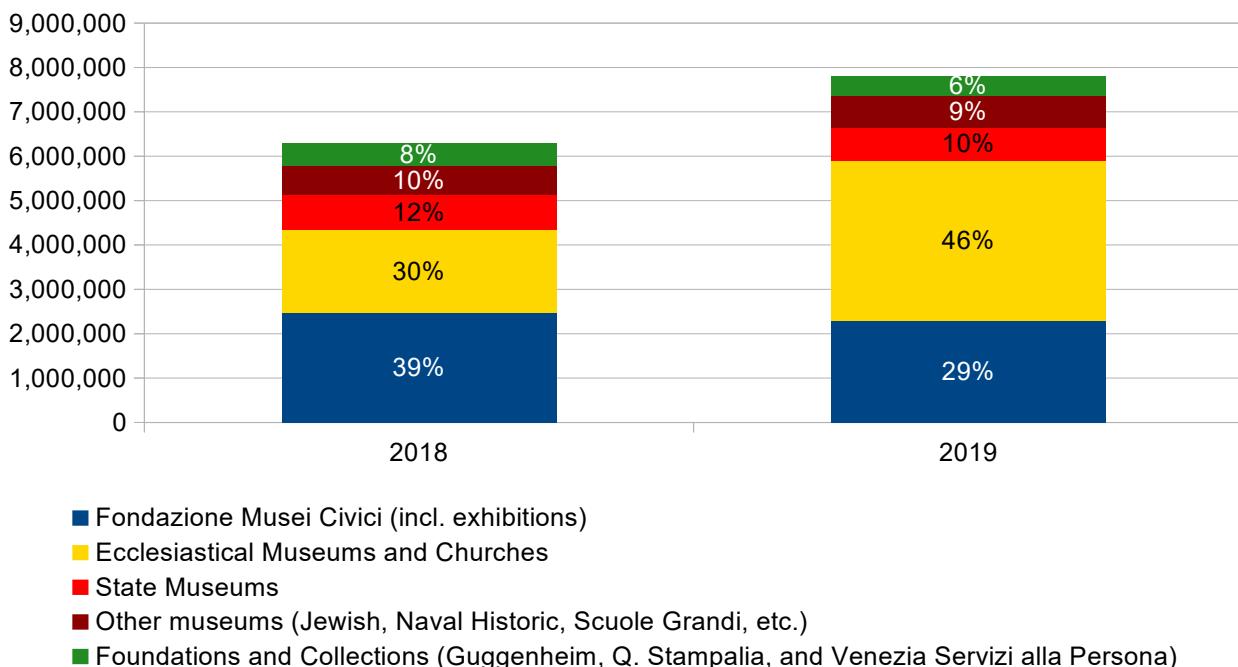
Visitors to the Venetian museums and the cultural institutions per year: composition

(Excluding St. Mark's Campanile, St. Mark's Basilica, Treasure and Golden Altarpiece,
Venezia Servizi Found., Sc. Gr. di S. Marco and Sc. Gr. Misericordia, M9 Museum)



Visitors to the Venetian museums and the cultural institutions per year: composition

(Including Sc. Gr. S. Marco (since 2014), Venezia Servizi Found. (since 2016), Sc. Gr. Misericordia (since 2016) and St. Mark's Campanile (since 2017), M9 Museum, St. Mark's Basilica, Treasure and Golden Altarpiece (since 2019))



	% ch. 16*/15	% ch. 17/16*	% ch. 18*/17	% ch. 19*/18*
Total Fondazione Musei Civici¹	3,6%	7,9%	-1,3%	-7,0%
Total State Museums	9,9%	2,2%	-7,7%	-3,7%
Total ecclesiastical museums, churches, Chorus Circuit²	1,1%	11,1%	-13,5%	-29,8%
		73,4% ²	-8,8% ²	91,3% ²
Total Foundations and Collections³	6,7%	1,5%	-7,9%	-17,0%
	18,4% ⁴	5,5% ⁴	-3,7% ⁴	-13,3% ⁴
Total other museums⁵	3,0%	0,0%	-4,6%	2,0%
	11,3% ⁶	-0,9% ⁶	-1,0% ⁶	7,4% ⁶
TOTAL	4,2%	6,3%	-6,0%	-11,2%
	6,1%⁷	20,0%⁷	-4,4%⁷	23,8%⁷

* 2016: the data concerning of the Church of Santo Stefano were not obtained.

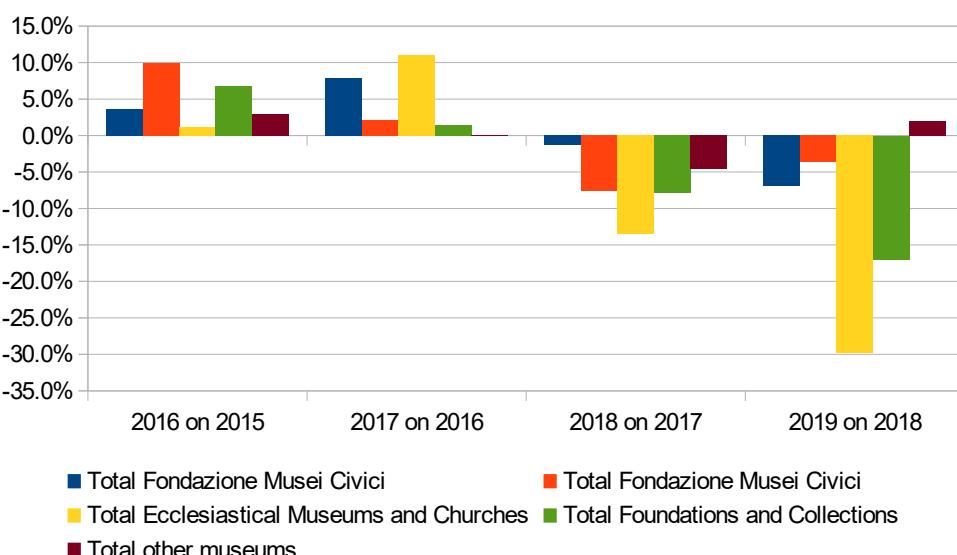
2018: the data concerning of the Basilica dei Santi Giovanni e Paolo were not obtained.

2019: the data concerning the following churches were not obtained: Santi Giovanni e Paolo, Madonna dell'Orto, Santa Maria Assunta dei Frari and Santo Stefano.

1, 2, 3, 4, 5, 6, 7 See the corresponding note on page 80.

Source: Fondazione Musei Civici, Ministry of Cultural Heritage and Activities - Museum Pole of Veneto, Procuratoria of Saint Mark's Basilica, Delegation in re administrativa for Torcello, Tourism Office of the Patriarchal Curia of Venice, Chorus - Association for the churches of the Patriarchate of Venice, Peggy Guggenheim Collection, Fondazione Querini Stampalia, Fondazione Venezia Servizi alla Persona, Jewish Museum, Naval Historic Museum, Provincial Museum of Torcello, M9 Museum Monumental Rooms of the Marciana National Library, Scuole Grandi.

Visitors percentage change on previous year



10. Visitors to the museums of Fondazione Musei Civici di Venezia

1 - Museums with more than 100 thousand visitors and museums with less than 100 thousand visitors

	2015	2016	2017	2018	2019
Museums with more than 100 thousand* visitors¹	1,805,037	1,935,963	2,016,657	1,986,721	1,903,749
Museums with less than 100 thousand* visitors²	252,261	287,993	300,072	285,293	241,773
Total museums visitors	2,057,298	2,223,956	2,316,729	2,272,014	2,145,522
Total exhibitions visitors**	172,630	86,036	174,929	177,994***	141,089
TOTAL VISITORS	2,229,928	2,309,992	2,491,658	2,450,008	2,286,611

* Average of five-year period.

** Temporary exhibitions are set up at Doge's Palace, Correr Museum, Fortuny Palace, Marghera Fort and Candiani Cultural Centre. Since 2017, including visitors to the exhibitions held at Marghera Fort and Candiani Cultural Centre.

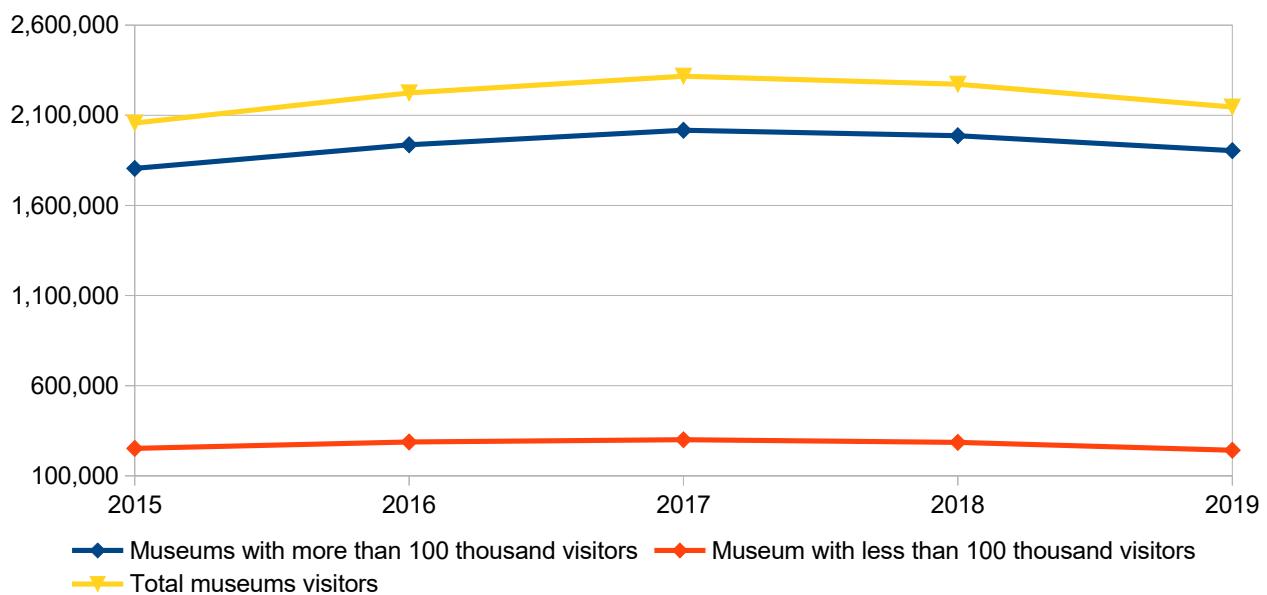
*** Data changed as a result of updating by the source.

1 Doge's Palace, Correr Museum, Glass Museum, Ca' Rezzonico.

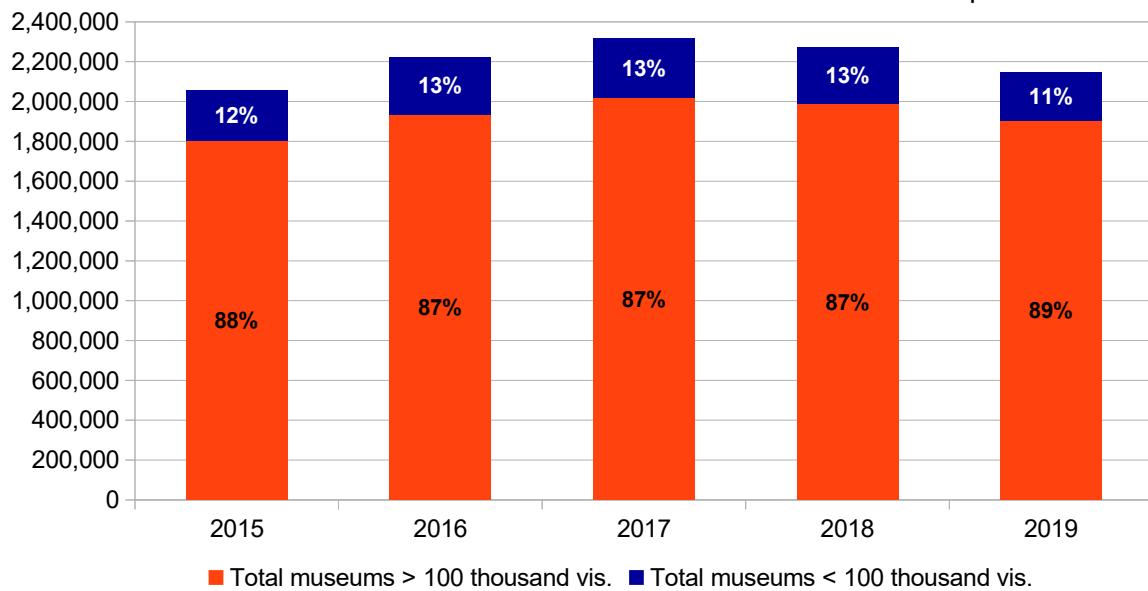
2 Ca' Pesaro, Natural History Museum, Mocenigo Palace, Lace Museum, Carlo Goldoni's house, Clock Tower.

Source: *Fondazione Musei Civici di Venezia*

Total visitors to the museums of Fondazione Musei Civici



Total visitors to the museums of Fondazione Musei Civici: composition



	% ch. 16/15	% ch. 17/16	% ch. 18/17	% ch. 19/18
Museums with more than 100 thousand* visitors¹	7.3%	4.2%	-1.5%	-4.2%
Museums with less than 100 thousand* visitors²	14.2%	4.2%	-4.9%	-15.3%
Total museums visitors	8.1%	4.2%	-1.9%	-5.6%
Total exhibitions visitors**	-50.2%	103.3%	1.8%	-20.7%
TOTAL VISITORS	3.6%	7.9%	-1.7%	-6.7%

* Average of five-year period.

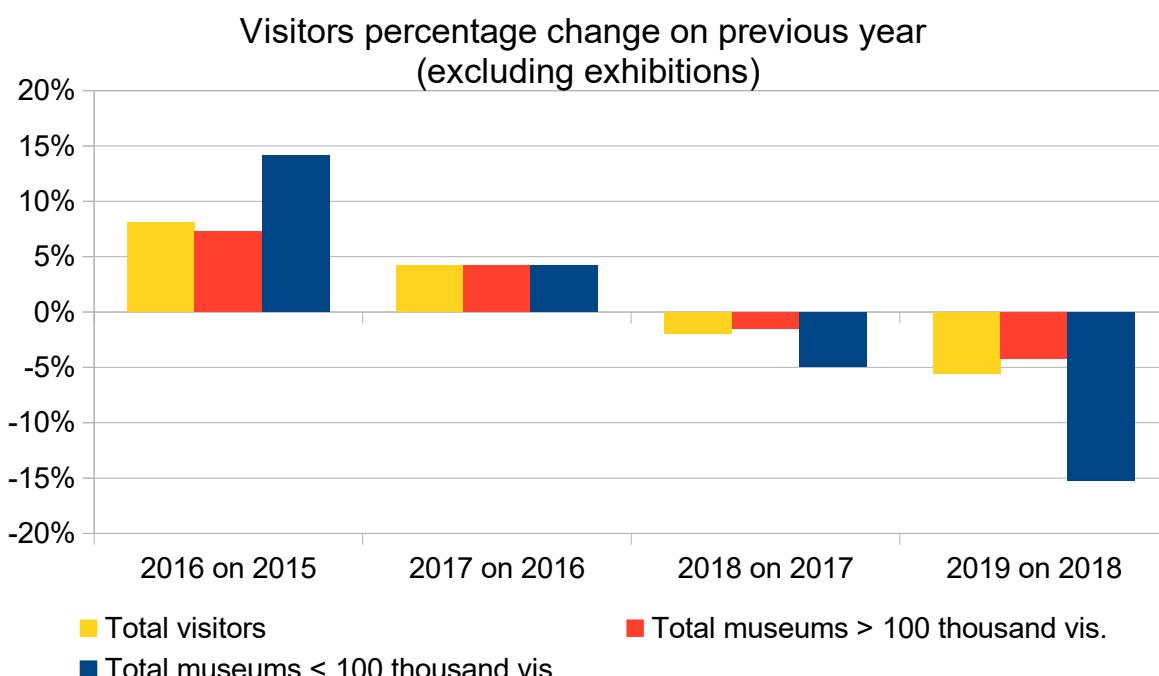
** Temporary exhibitions are set up at Doge's Palace, Correr Museum, Fortuny Palace, Marghera Fort and Candiani Cultural Centre. Since 2017, including visitors to the exhibitions held at Marghera Fort and Candiani Cultural Centre.

*** Data changed as a result of updating by the source.

1 Doge's Palace, Correr Museum, Glass Museum, Ca' Rezzonico.

2 Ca' Pesaro, Natural History Museum, Mocenigo Palace, Lace Museum, Carlo Goldoni's house, Clock Tower.

Source: Fondazione Musei Civici di Venezia



2 - Museums with more than 100 thousand visitors

Museums with more than 100 thousand visitors*	2015	2016	2017	2018	2019
Doge's Palace¹	1,276,127	1,333,559	1,405,439	1,371,536	1,351,656
Correr Museum²	286,454	337,648	334,820	328,205	310,458
Glass Museum³	142,855	161,977	174,758	186,873	161,887
Ca' Rezzonico⁴	99,601	102,779	101,640	100,107	79,748
TOTAL VISITORS	1,805,037	1,935,963	2,016,657	1,986,721	1,903,749

* Average of five-year period

The exceptional high water of 12th November 2019 led to some closings and reductions to the opening time of the seats, and the same is valid for the vents of 23rd and 24th December.

1 Including: the "Secret Itineraries" and, since 1st April 2015, the path "the Doge's treasures"; the extraordinary evening openings on weekends from August to October 2016, the opening on 25th December 2016, from 11 am to 7 pm; the opening on 1st January 2017, from 11 am to 7 pm; the evening openings, until 10 pm, from 23rd to 26th February 2017; the opening for institutional reasons on 25th April 2017, until 2 pm; the special openings from 19th May, every Friday and Saturday (except Saturday 15/7 and 9/9), until 11 pm; the opening on 25th December 2017, and the extraordinary closings on 4th, 9th and 22nd September 2017. Including in addition, for 2018, the opening on 1st January, the closing on 19th January and on 22nd June for an institutional event, the early closing on 14th July, the opening postponed to 2 pm on 3rd September for institutional event, the temporary closure, from 11 to 15, of 28th October, the extraordinary closure of 29th October due to adverse weather conditions, and the opening of 25th December.

Early closing for an institutional event on 13th April 2019, from 2 pm to 7:30 pm, 25th April, from 2 pm to 9 pm.

Change to the price starting from 25th May 2019.

2 Open on 1st January 2017, from 11 am to 7 pm and on 25th December 2017. Closed on 14th April 2017, from 10 am to 1 pm. Open on 1st January, 2nd and 25th April, 1st May and 25th December 2018. Extraordinary closing on 29th October due to adverse weather conditions. In addition, for institutional events, postponed opening on 9th January, from 1 pm to 5 pm, and closing, on 2nd September, from 11 am to 11.30 am, of the Ballroom and some rooms of the "Sissi itinerary".

Early closing on 29th May 2019 for a trade union meeting.

Change to the price starting from 25th May 2019.

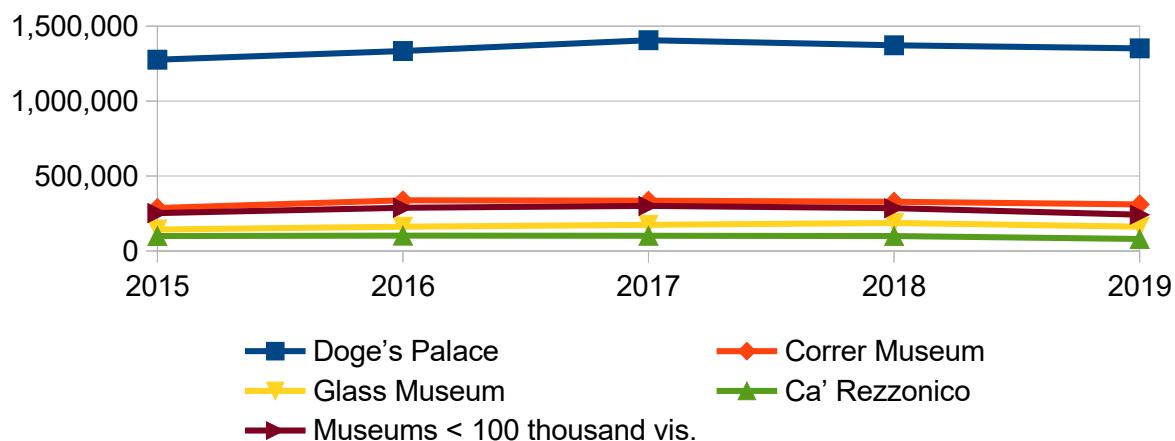
3 Closed for construction and renovation from 15th December 2014 to 8th February 2015. Open on 1st January 2017, from 11 am to 5 pm, and on 25th December 2017. Closed on 14th April 2017, from 10 am to 1 pm. Open on 1st January, 2nd and 25th April, 1st May 2018. Extraordinary closing on 29th October due to adverse weather conditions.

Early closing on 16th March 2019 and 18th April 2019 for a trade union meeting.

4 Open on 25th December 2017, on 1st May 2017 and on 25th and 26th December 2017. Early closing on 3rd September 2017, on the occasion of historical Regatta. Open on 1st January, 2nd and 25th April, 1st May and 25th December 2018. On 3rd January early closing at 3.30 pm. On 23rd June, from 8 pm to 10 pm, extraordinary opening of the museum for the Art Night event. Extraordinary closing on 29th October due to adverse weather conditions.

Source: Fondazione Musei Civici di Venezia

Visitors: total per year
Museums with more than 100 thousand visitors



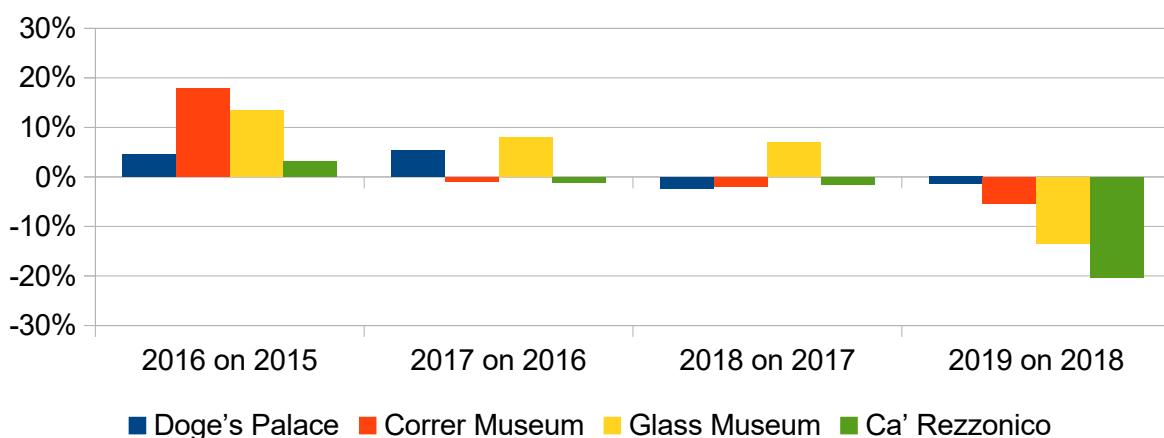
Museums with more than 100 thousand visitors*	% ch. 16/15	% ch. 17/16	% ch. 18/17	% ch. 19/18
Doge's Palace¹	4.5%	5.4%	-2.4%	-1.4%
Correr Museum²	17.9%	-0.8%	-2.0%	-5.4%
Glass Museum³	13.4%	7.9%	6.9%	-13.4%
Ca' Rezzonico⁴	3.2%	-1.1%	-1.5%	-20.3%
TOTAL VISITORS	7.3%	4.2%	-1.5%	-4.2%

* Average of five-year period

1, 2, 3, 4 See the corresponding note on the previous page.

Source: Fondazione Musei Civici di Venezia

Visitors percentage change on previous year
(excluding exhibitions)



3 - Museums with less than 100 thousand visitors

Museums with less than 100 thousand visitors*	2015	2016	2017	2018	2019
<i>Ca' Pesaro</i>¹	76,286	90,142	103,216	79,934	67,458
<i>Natural History Museum</i>²	70,639	78,945	74,772	79,870	70,660
<i>Mocenigo Palace</i>³	44,887	49,251	48,801	48,273	40,090
<i>Lace Museum</i>⁴	32,825	37,503	40,129	42,418	36,237
<i>Carlo Goldoni's House</i>⁵	17,592	20,180	21,522	23,109	16,086
<i>Clock Tower</i>⁶	10,032	11,972	11,632	11,689	11,242
TOTAL VISITORS	252,261	287,993	300,072	285,293	241,773

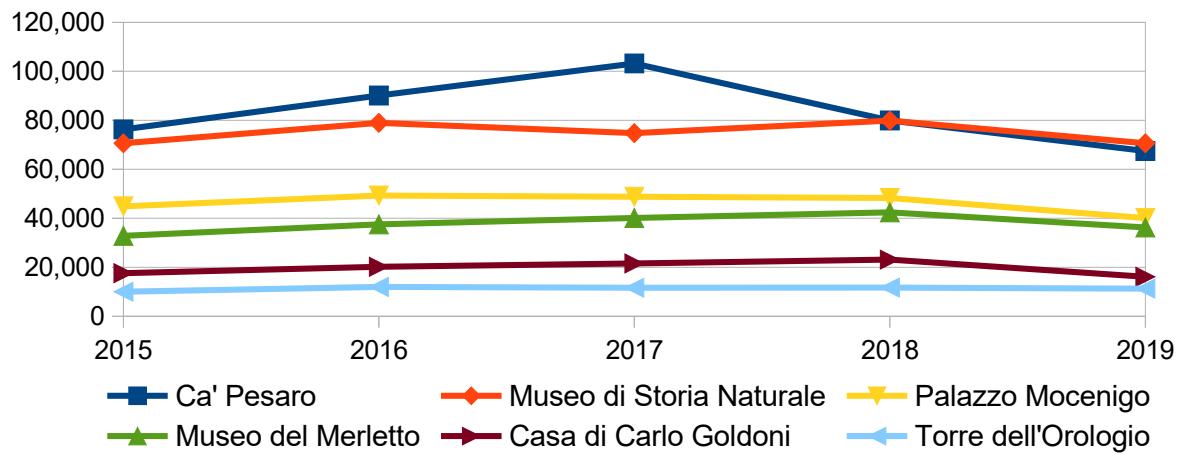
* Average of five-year period

The exceptional high water of 12th November 2019 led to some closings and reductions to the opening time of the seats, and the same is valid for the vents of 23rd and 24th December.

- 1 Closed for construction works from 2nd to 30th May 2013. Open on 1st January 2017, from 11 am to 7 pm, on 27th February 2017, from 10 am to 5 pm and on 14th October 2017, on the occasion of "The Contemporary Day" (1.007 free accesses). In 2018, open on 1st January, on 2nd and 25th April, on 1st May, on 24th, 25th and 31st December. On 23rd June, from 7 pm to 10 pm, extraordinary opening of the museum for the Art Night event, with free admission.
Early closing of 8-14 halls from 25th March to 2nd April 2019 and 2-5 and 14 halls from 8th to 18th April 2019 for rearrangement.
Early closing on 18th April 2019 and 29th May 219 for a trade union meeting.
- 2 Open on 17th and 24th April 2017. In 2018, open on 2nd and 25th April and on 23rd June, from 7 pm to 10 pm, extraordinary opening of the museum for the Art Night event, with free admission.
Early closing on 29th May 219 for a trade union meeting.
- 3 The museum was closed for restyling works from 15th January 2013 and it was open again on 1st November 2013, therefore the data reported for 2013 relate only to the opening months. In 2018, open on 25th April and on 23rd June, from 7 pm to 10 pm, with the extraordinary opening of the museum for the Art Night event, with free admission.
- 4 Open on 25th April 2018.
Closed from 11th to 25th March 2019 for rearrangement and 1st May 2019.
- 5 Closed for maintenance work from 16th to 27th November 2015. In July 2016 open from 10 am to 2 pm, in August 2016 from 10 am to 3 pm. Extraordinary closing on 29th October due to adverse weather conditions.
- 6 Extraordinary closing on 29th October due to adverse weather conditions.

Source: Fondazione Musei Civici di Venezia

Visitors: total per year
Museums with less than 100 thousand visitors



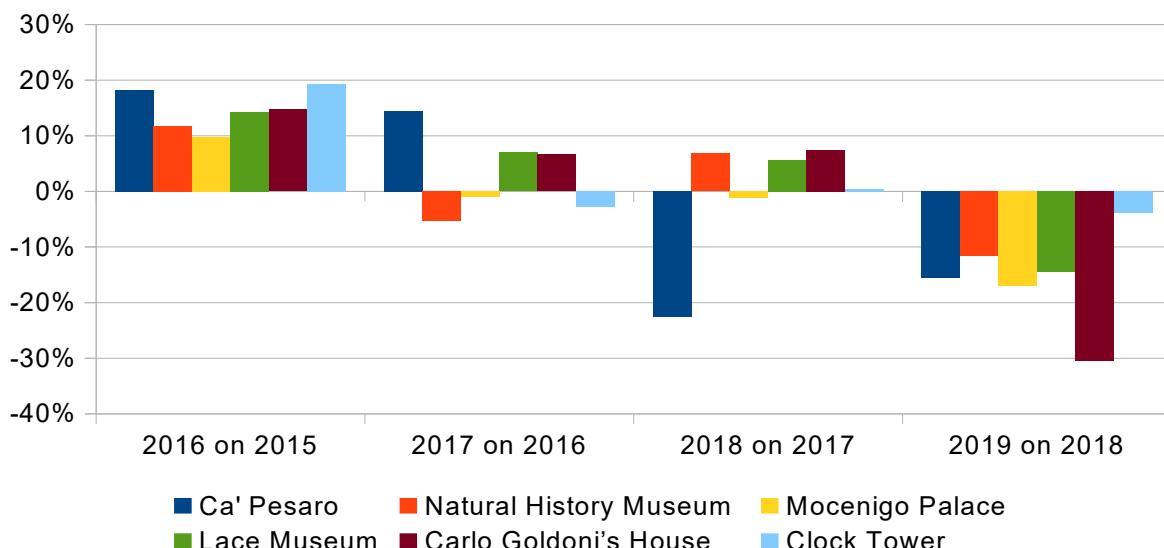
Museums with less than 100 thousand visitors*	% ch. 16/15	% ch. 17/16	% ch. 18/17	% ch. 19/18
Ca' Pesaro¹	18.2%	14.5%	-22.6%	-15.6%
Natural History Museum²	11.8%	-5.3%	6.8%	-11.5%
Mocenigo Palace³	9.7%	-0.9%	-1.1%	-17.0%
Lace Museum⁴	14.3%	7.0%	5.7%	-14.6%
Carlo Goldoni's House⁵	14.7%	6.7%	7.4%	-30.4%
Clock Tower⁶	19.3%	-2.8%	0.5%	-3.8%
TOTAL VISITORS	14.2%	4.2%	-4.9%	-15.3%

* Average of five-year period

1, 2, 3, 4, 5, 6 See the corresponding note on the previous page.

Source: Fondazione Musei Civici di Venezia

Visitors percentage change on previous year

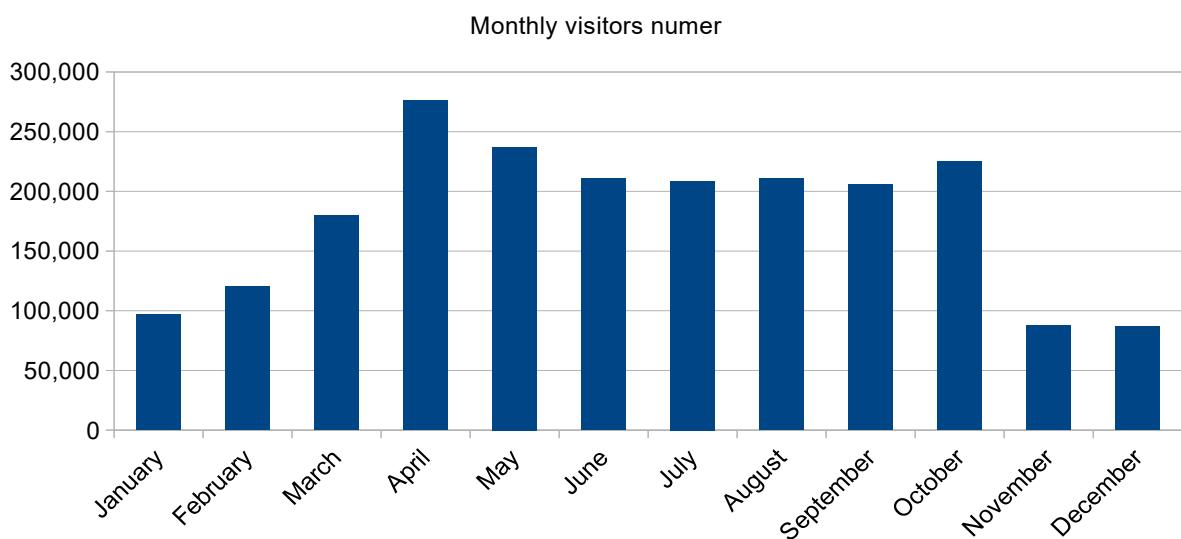


4 - Monthly distribution of visitors

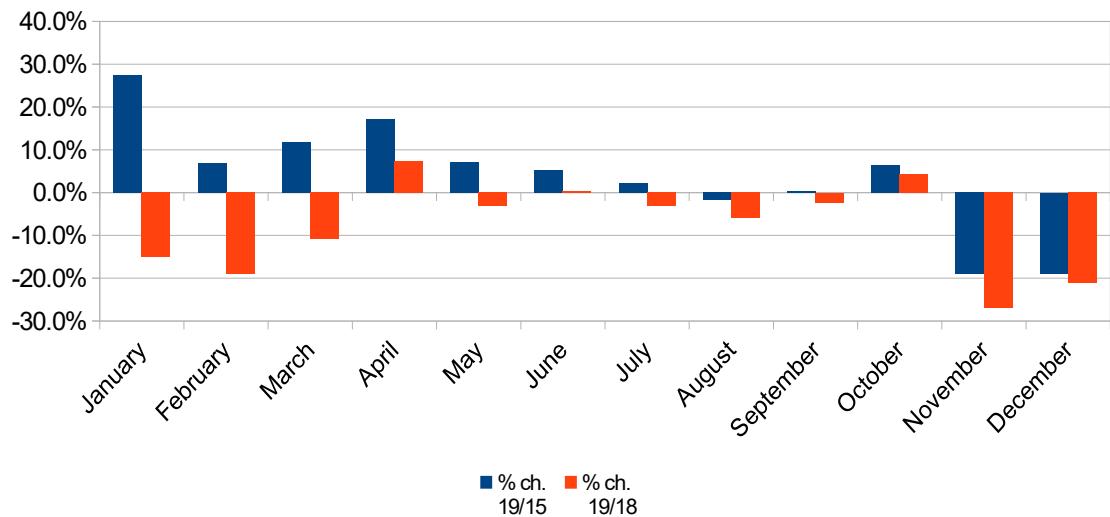
	2015	2016	2017	2018	2019	% ch. 19/15	% ch. 19/18
January	75,994	93,383	102,302	114,160	96,912	27.5%	-15.1%
February	112,745	128,039	129,935	148,699	120,477	6.9%	-19.0%
March	161,124	191,182	171,427	201,992	180,087	11.8%	-10.8%
April	235,474	246,632	278,286	257,059	275,852	17.1%	7.3%
May	221,742	228,944	225,341	244,758	237,252	7.0%	-3.1%
June	200,241	212,821	222,591	210,042	210,640	5.2%	0.3%
July	204,062	211,347	227,674	215,418	208,695	2.3%	-3.1%
August	214,730	221,853	229,087	224,074	210,910	-1.8%	-5.9%
September	204,898	209,525	223,575	210,355	205,533	0.3%	-2.3%
October	211,065	232,541	243,363	215,540	224,813	6.5%	4.3%
November	108,461	123,424	133,351	120,165	87,818	-19.0%	-26.9%
December	106,762	124,265	129,797	109,752	86,533	-18.9%	-21.2%
TOTAL VISITORS	2,057,298	2,223,956	2,316,729	2,272,014	2,145,522	4.3%	-5.6%

See the notes on page 88 and page 90.

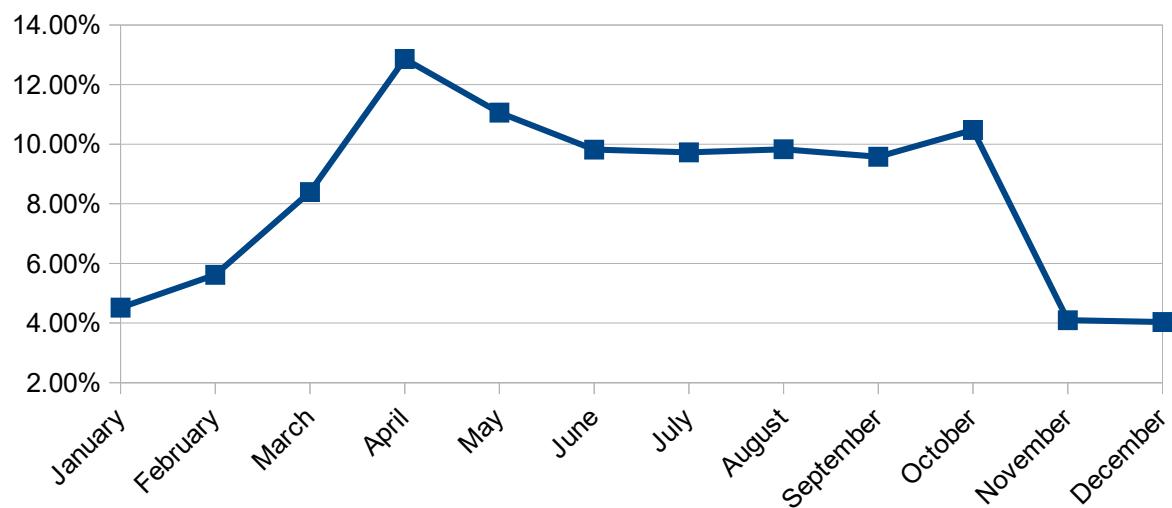
Source: Fondazione Musei Civici di Venezia



Visitors monthly percentage change

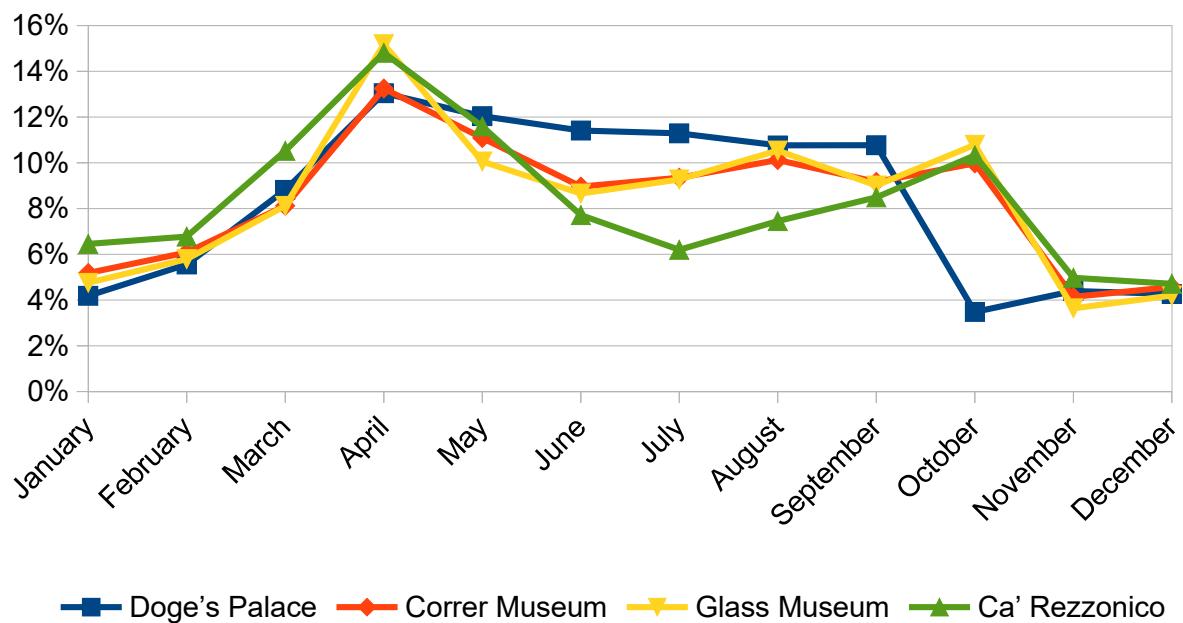


Total visitors
(monthly % of the total annual)



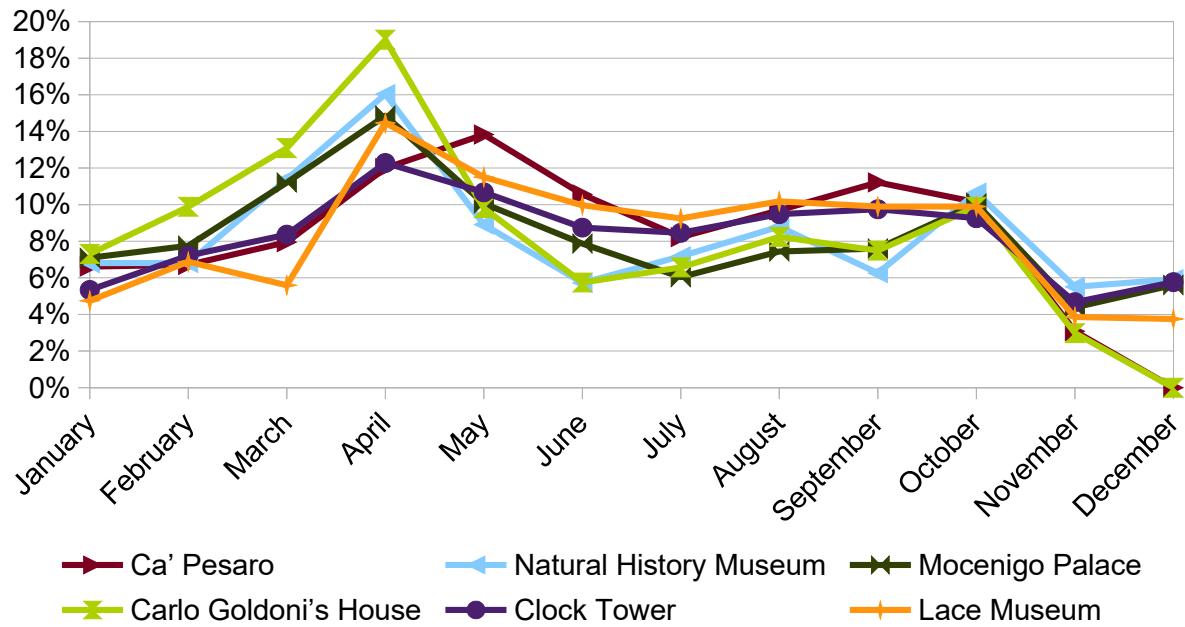
Museums visitors with > 100 thousand presences

(monthly % of the total of each museum)



Museums visitors with < 100 thousand presences

(monthly % of the total of each museum)



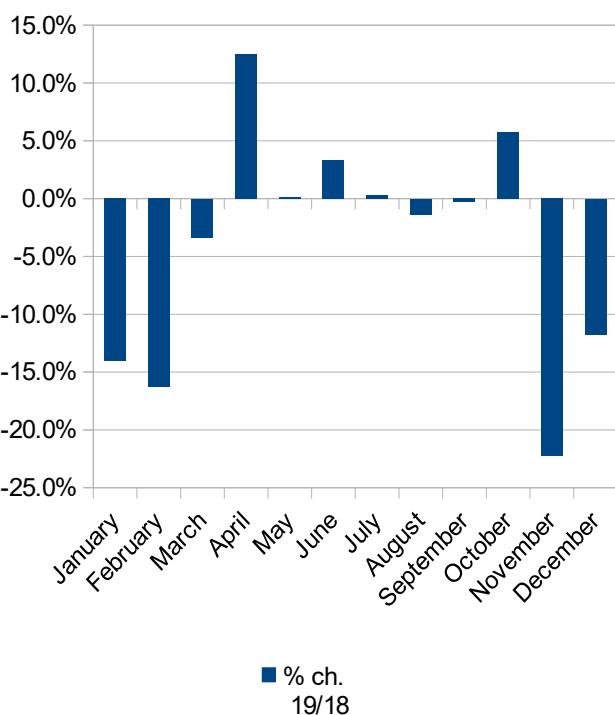
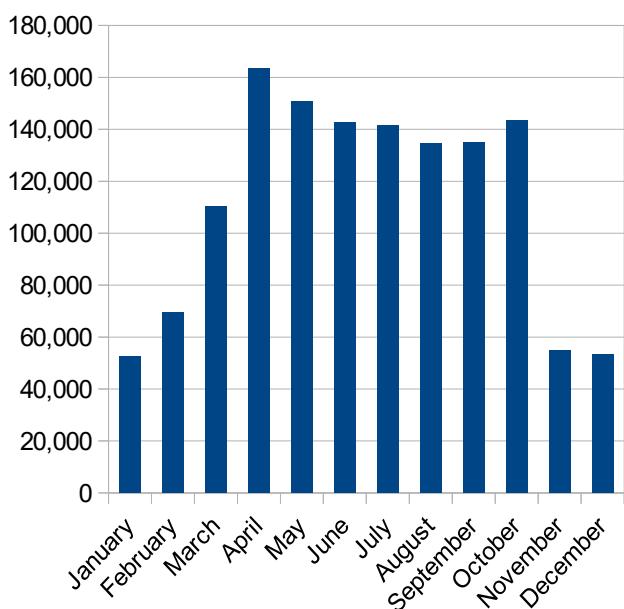
5 - Doge's Palace

	2015	2016	2017	2018	2019	% ch. 19/18
January	45,421	52,173	55,978	60,916	52,368	-14.0%
February	66,118	70,976	73,836	83,020	69,497	-16.3%
March	96,640	110,979	100,043	114,201	110,349	-3.4%
April	140,473	138,832	158,212	145,174	163,288	12.5%
May	140,132	143,107	142,664	150,472	150,705	0.2%
June	134,570	137,655	147,529	138,234	142,805	3.3%
July	134,535	138,908	149,630	140,858	141,325	0.3%
August	132,808	136,179	139,203	136,528	134,671	-1.4%
September	131,863	134,818	138,710	135,211	134,793	-0.3%
October	131,491	136,455	147,707	135,741	143,513	5.7%
November	63,682	68,420	78,975	70,722	54,984	-22.3%
December	58,394	65,057	72,952	60,459	53,358	-11.7%
TOTAL Museum	1,276,127	1,333,559	1,405,439	1,371,536	1,351,656	-1.4%
TOTAL Exhibitions	65,430	27,851	48,716	134,403	80,568	-40.1%
TOTAL VISITORS	1,341,557	1,361,410	1,454,155	1,505,939	1,432,224	-4.9%

See note 1 on page 88.

Source: Fondazione Musei Civici di Venezia

2019



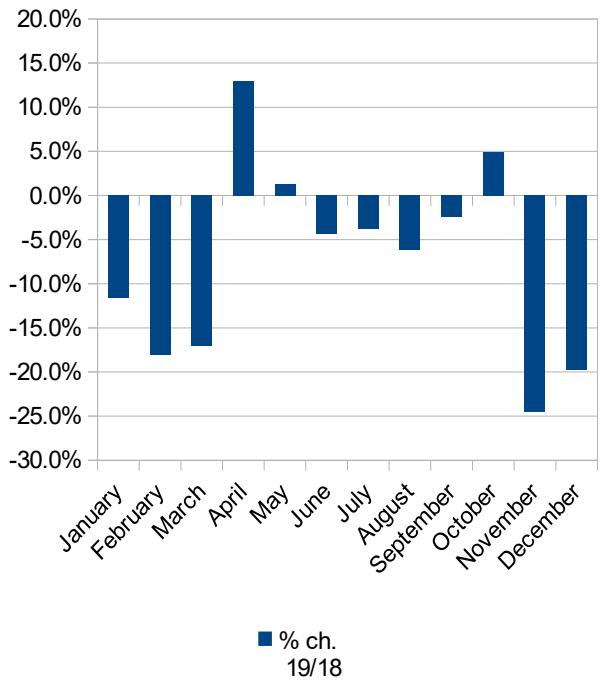
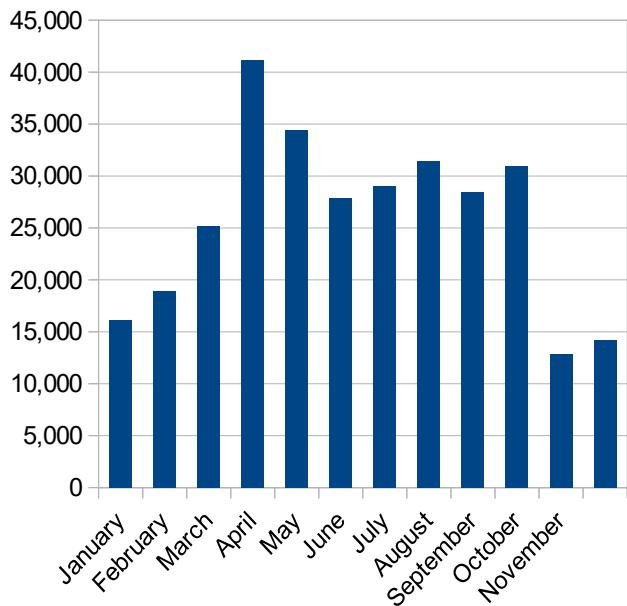
6 - Correr Museum

	2015	2016	2017	2018	2019	% ch. 19/18
January	12,325	14,499	16,493	18,202	16,093	-11.6%
February	15,362	19,941	19,030	23,047	18,871	-18.1%
March	22,502	29,228	24,455	30,428	25,222	-17.1%
April	32,334	37,811	41,703	36,410	41,123	12.9%
May	29,295	33,745	30,468	33,967	34,417	1.3%
June	25,397	32,764	30,820	29,082	27,824	-4.3%
July	27,256	31,694	31,755	30,164	29,018	-3.8%
August	30,129	36,239	34,635	33,486	31,418	-6.2%
September	28,673	30,076	32,084	29,187	28,464	-2.5%
October	29,016	33,959	33,348	29,540	30,981	4.9%
November	16,282	18,169	19,634	17,015	12,849	-24.5%
December	17,883	19,523	20,395	17,677	14,178	-19.8%
TOTAL Museum	286,454	337,648	334,820	328,205	310,458	-5.4%
TOTAL Exhibitions	31,254	29,924	8,432			-
TOTAL VISITORS	317,708	367,572	343,252	328,205	310,458	-5.4%

See note 2 on page 88.

Source: Fondazione Musei Civici di Venezia

2019



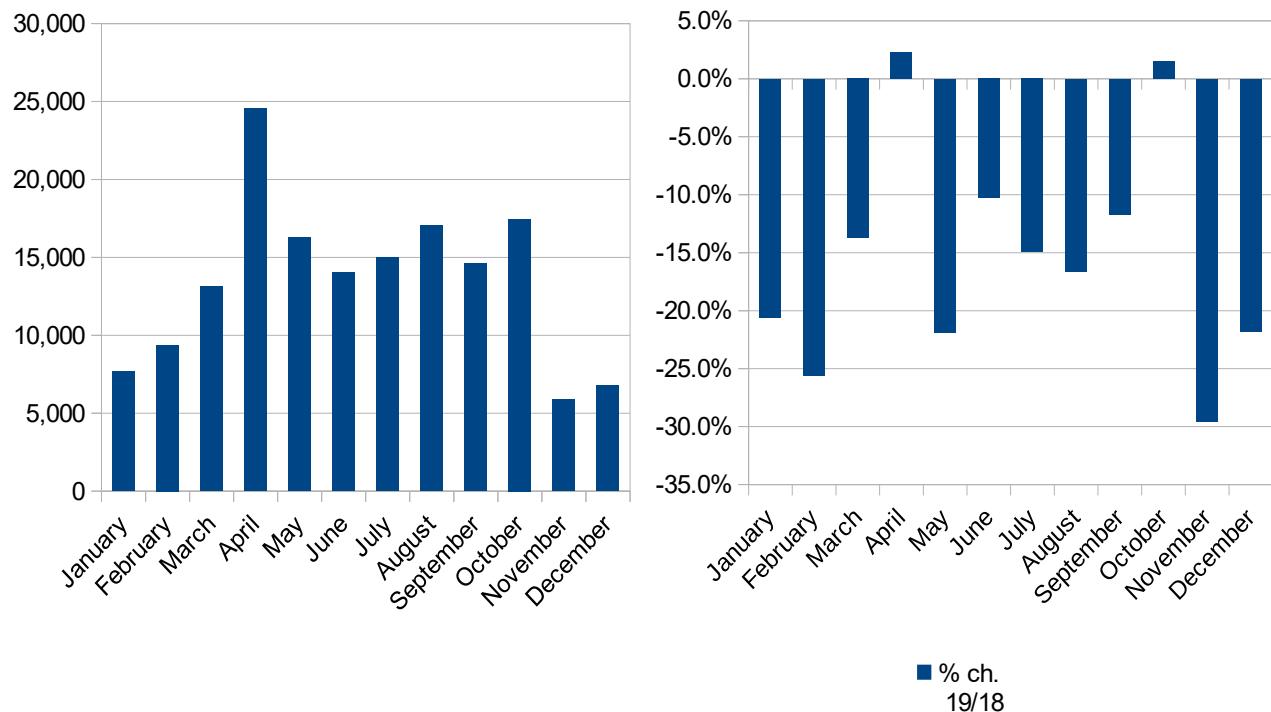
7 - Glass Museum

	2015	2016	2017	2018	2019	% ch. 19/18
January		6,591	7,327	9,687	7,694	-20.6%
February	7,592	9,809	10,362	12,589	9,369	-25.6%
March	11,040	13,923	12,151	15,236	13,144	-13.7%
April	19,265	19,541	23,892	24,024	24,576	2.3%
May	15,363	16,687	16,686	20,833	16,280	-21.9%
June	13,213	13,952	14,781	15,622	14,016	-10.3%
July	14,425	14,296	15,332	17,645	15,010	-14.9%
August	16,952	17,017	18,326	20,462	17,058	-16.6%
September	14,218	14,366	16,022	16,517	14,587	-11.7%
October	15,635	18,995	18,971	17,207	17,465	1.5%
November	7,282	8,200	9,767	8,362	5,892	-29.5%
December	7,870	8,600	11,141	8,689	6,796	-21.8%
TOTAL	142,855	161,977	174,758	186,873	161,887	-13.4%

See note 3 on page 88.

Source: Fondazione Musei Civici di Venezia

2019



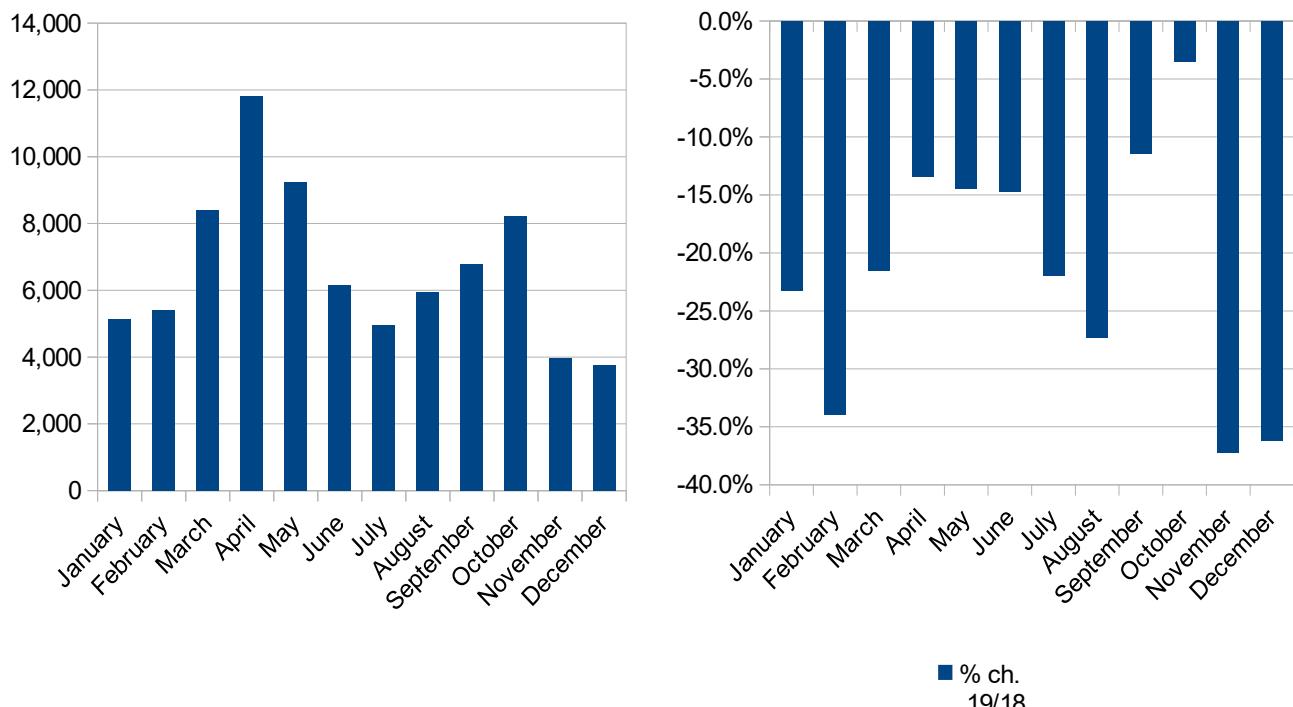
8 - Ca' Rezzonico

	2015	2016	2017	2018	2019	% ch. 19/18
January	4,469	5,134	4,944	6,705	5,146	-23.3%
February	6,636	7,278	6,703	8,180	5,401	-34.0%
March	8,929	9,492	8,538	10,691	8,392	-21.5%
April	13,085	13,755	13,973	13,637	11,806	-13.4%
May	9,851	10,310	9,272	10,805	9,242	-14.5%
June	7,257	8,273	8,348	7,209	6,152	-14.7%
July	7,417	6,972	7,346	6,335	4,943	-22.0%
August	8,914	8,260	7,993	8,174	5,941	-27.3%
September	8,985	8,825	8,965	7,643	6,771	-11.4%
October	11,380	11,403	11,138	8,531	8,234	-3.5%
November	6,481	6,295	7,394	6,310	3,964	-37.2%
December	6,197	6,782	7,026	5,887	3,756	-36.2%
TOTAL	99,601	102,779	101,640	100,107	79,748	-20.3%

See note 4 on page 88.

Source: Fondazione Musei Civici di Venezia

2019



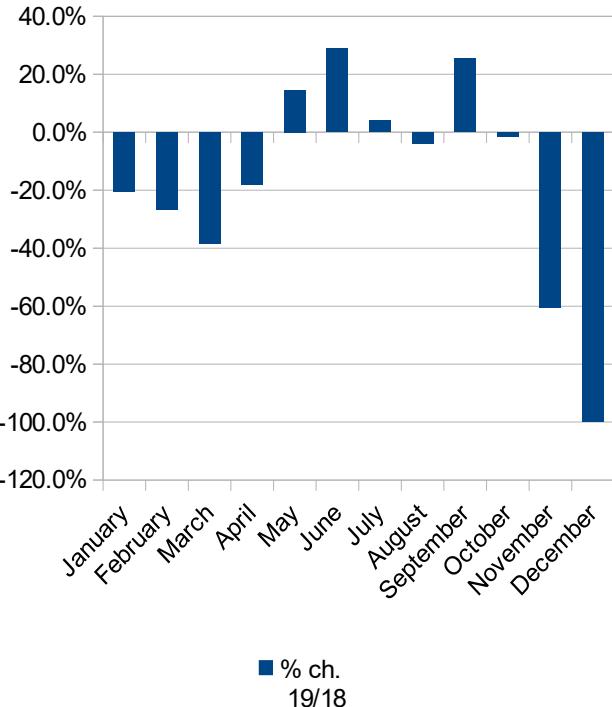
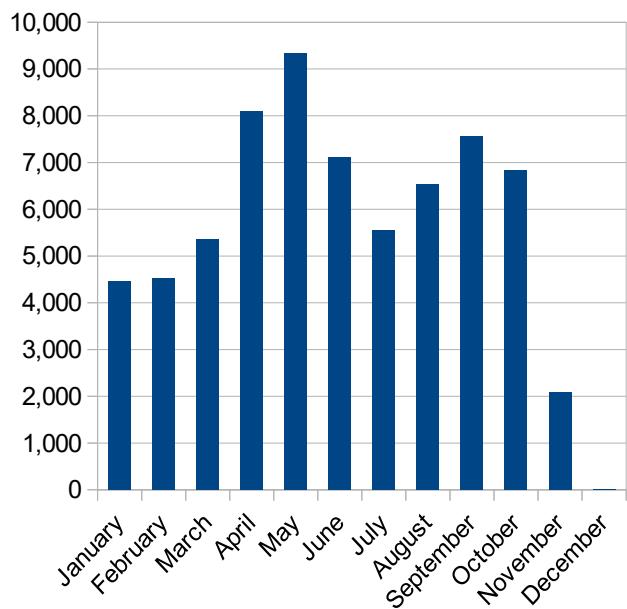
9 - Ca' Pesaro

	2015	2016	2017	2018	2019	% ch. 19/18
January	3,793	4,287	6,873	5,623	4,463	-20.6%
February	4,589	5,453	6,137	6,168	4,525	-26.6%
March	5,616	7,671	8,743	8,718	5,362	-38.5%
April	7,586	9,773	11,849	9,881	8,089	-18.1%
May	8,822	6,404	7,804	8,141	9,330	14.6%
June	6,615	5,465	6,245	5,524	7,122	28.9%
July	6,566	5,132	8,476	5,333	5,548	4.0%
August	8,099	6,185	10,521	6,818	6,542	-4.0%
September	7,312	7,465	12,207	6,031	7,565	25.4%
October	7,506	12,295	14,024	6,949	6,836	-1.6%
November	4,633	9,337	5,169	5,272	2,076	-60.6%
December	5,149	10,675	5,168	5,476	0	-100.0%
TOTAL	76,286	90,142	68,765	79,934	67,458	-15.6%

See note 1 on page 90.

Source: Fondazione Musei Civici di Venezia

2019



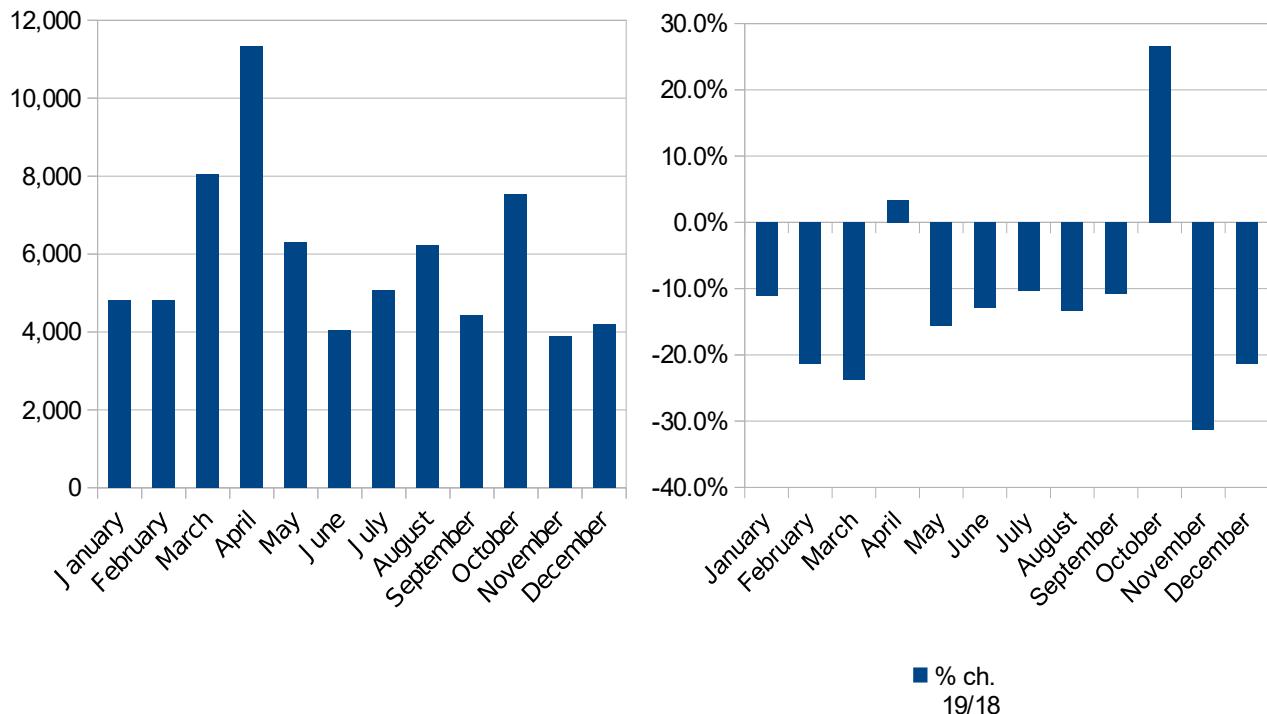
10 - Natural History Museum

	2015	2016	2017	2018	2019	% ch. 19/18
January	5,013	4,653	4,961	5,411	4,808	-11.1%
February	5,064	5,552	4,700	6,118	4,815	-21.3%
March	7,619	8,883	7,302	10,565	8,050	-23.8%
April	9,196	11,202	11,829	10,962	11,334	3.4%
May	7,585	6,868	6,380	7,467	6,296	-15.7%
June	4,424	5,399	4,884	4,646	4,045	-12.9%
July	5,210	5,448	5,288	5,656	5,070	-10.4%
August	7,123	7,301	6,894	7,166	6,215	-13.3%
September	4,391	4,122	4,707	4,955	4,421	-10.8%
October	5,696	7,060	6,740	5,944	7,529	26.7%
November	4,618	5,973	5,516	5,661	3,891	-31.3%
December	4,700	6,484	5,571	5,319	4,186	-21.3%
TOTAL	70,639	78,945	74,772	79,870	70,660	-11.5%

See note 2 on page 90.

Source: Fondazione Musei Civici di Venezia

2019



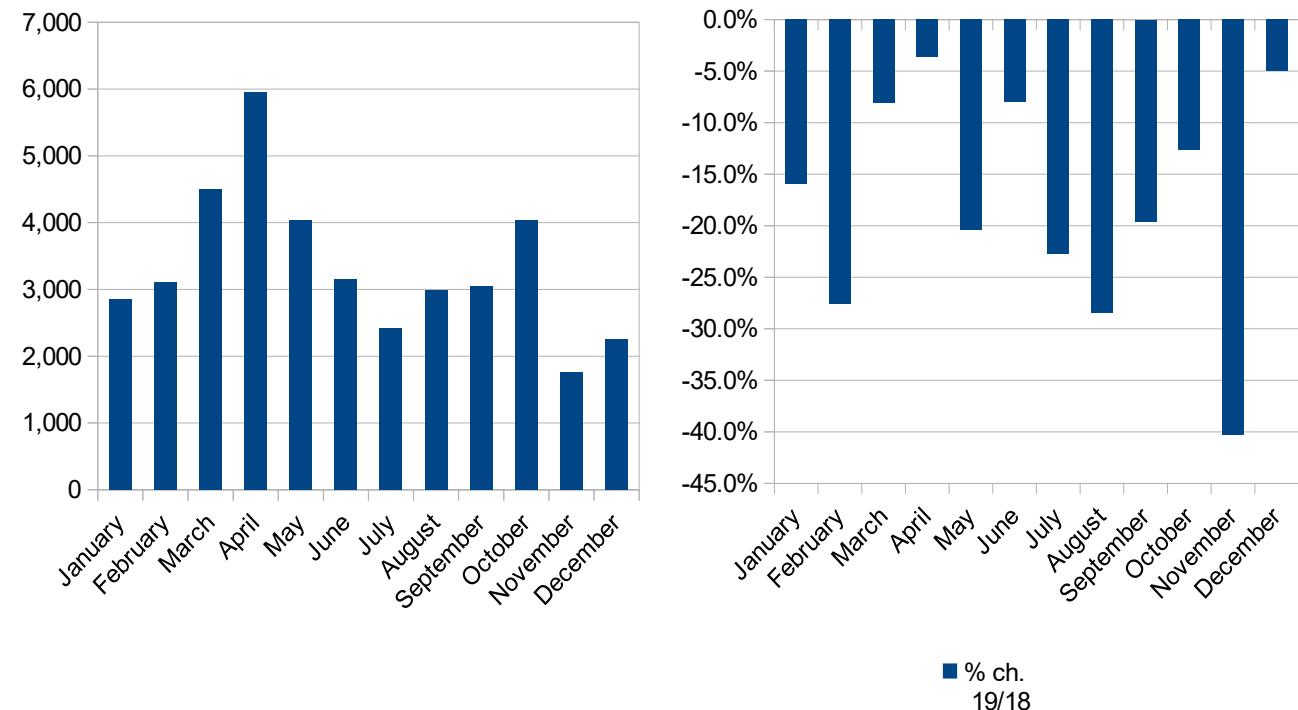
11 - Mocenigo Palace

	2015	2016	2017	2018	2019	% ch. 19/18
January	2,349	2,738	2,435	3,385	2,845	-16.0%
February	3,502	4,034	4,061	4,293	3,107	-27.6%
March	3,837	4,863	4,310	4,889	4,495	-8.1%
April	5,383	6,465	6,827	6,179	5,957	-3.6%
May	4,415	4,449	4,863	5,071	4,035	-20.4%
June	3,858	3,411	4,012	3,429	3,155	-8.0%
July	3,591	3,307	3,595	3,133	2,421	-22.7%
August	4,394	4,554	4,305	4,168	2,983	-28.4%
September	3,585	3,957	4,268	3,788	3,046	-19.6%
October	4,394	4,954	4,283	4,622	4,037	-12.7%
November	2,634	3,385	2,785	2,948	1,759	-40.3%
December	2,945	3,134	3,057	2,368	2,250	-5.0%
TOTAL	44,887	49,251	48,801	48,273	40,090	-17.0%

See note 3 on page 90.

Source: Fondazione Musei Civici di Venezia

2019



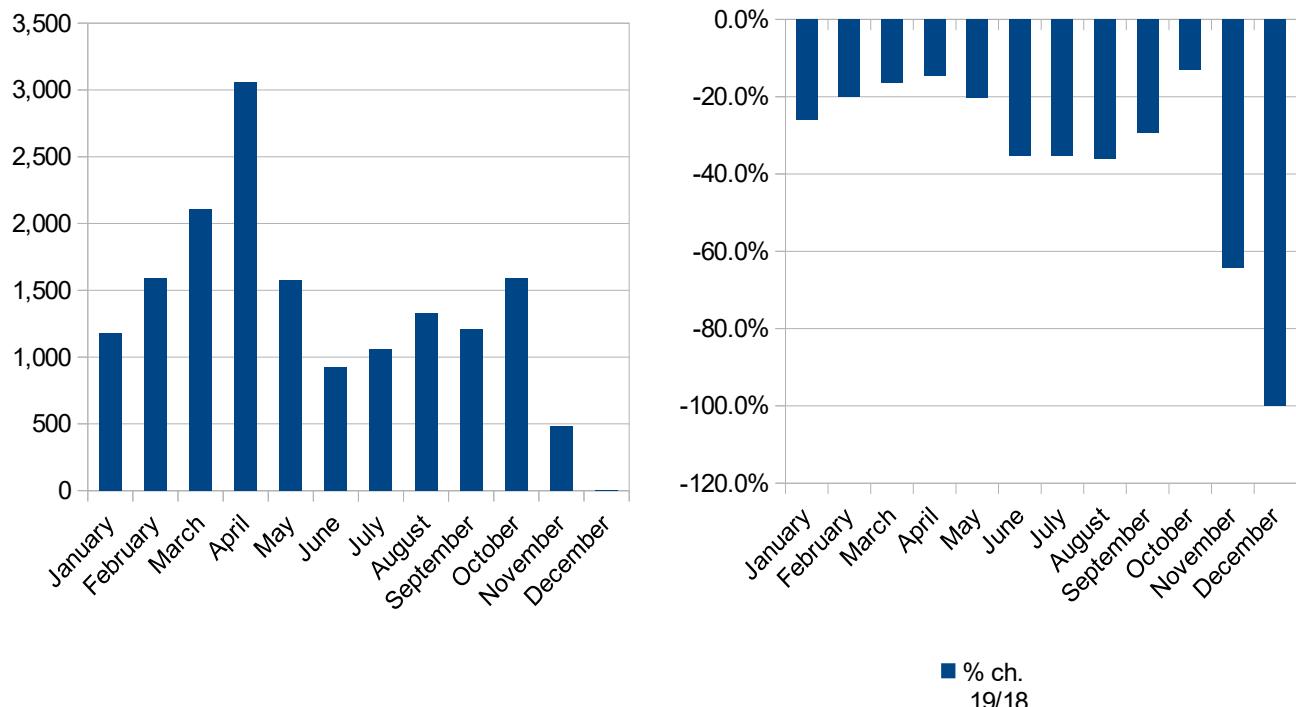
12 - Carlo Goldoni's House

	2015	2016	2017	2018	2019	% ch. 19/18
January	1,040	1,324	1,197	1,586	1,175	-25.9%
February	1,420	1,890	1,760	1,986	1,590	-19.9%
March	1,651	1,853	2,041	2,522	2,105	-16.5%
April	2,429	2,990	3,159	3,582	3,058	-14.6%
May	1,781	1,811	1,719	1,983	1,578	-20.4%
June	1,136	1,293	1,483	1,429	924	-35.3%
July	1,288	1,350	1,575	1,638	1,057	-35.5%
August	1,769	1,467	1,987	2,074	1,325	-36.1%
September	1,364	1,202	1,594	1,707	1,205	-29.4%
October	1,591	2,223	2,030	1,828	1,590	-13.0%
November	702	1,230	1,426	1,337	479	-64.2%
December	1,421	1,547	1,551	1,437	0	-100.0%
TOTAL	17,592	20,180	21,522	23,109	16,086	-30.4%

See note 4 on page 90 .

Source: Fondazione Musei Civici di Venezia

2019



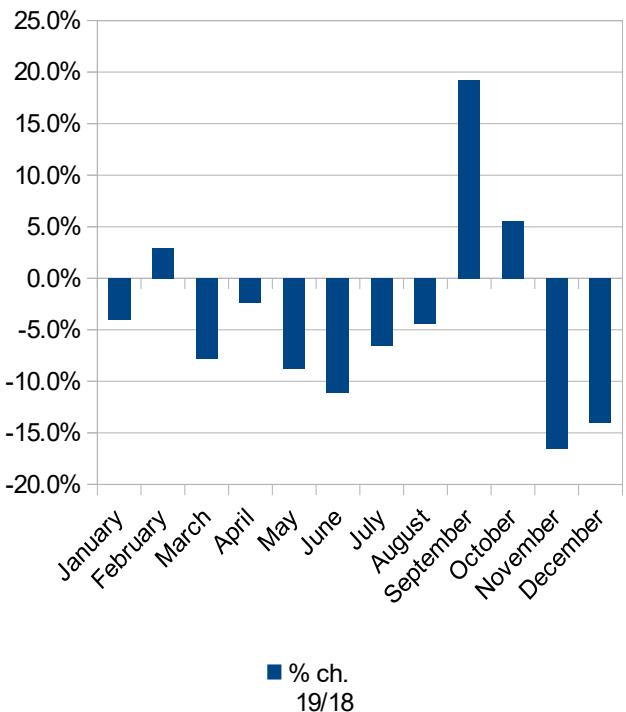
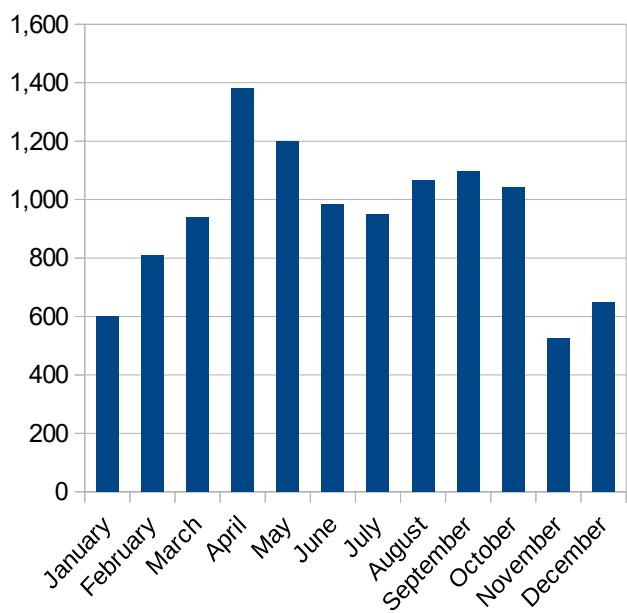
13 - Clock Tower

	2015	2016	2017	2018	2019	% ch. 19/18
January	417	502	610	625	600	-4.0%
February	672	694	780	788	811	2.9%
March	877	1,115	952	1,020	940	-7.8%
April	1,365	1,231	1,475	1,414	1,380	-2.4%
May	1,143	1,158	1,075	1,315	1,200	-8.7%
June	744	1,260	1,113	1,106	983	-11.1%
July	956	1,143	1,044	1,018	951	-6.6%
August	955	1,136	1,177	1,115	1,066	-4.4%
September	847	1,074	924	919	1,096	19.3%
October	843	1,200	1,050	986	1,041	5.6%
November	562	664	668	629	525	-16.5%
December	651	795	764	754	648	-14.1%
TOTAL	10,032	11,972	11,632	11,689	11,241	-3.8%

See note 5 on page 90.

Source: Fondazione Musei Civici di Venezia

2019



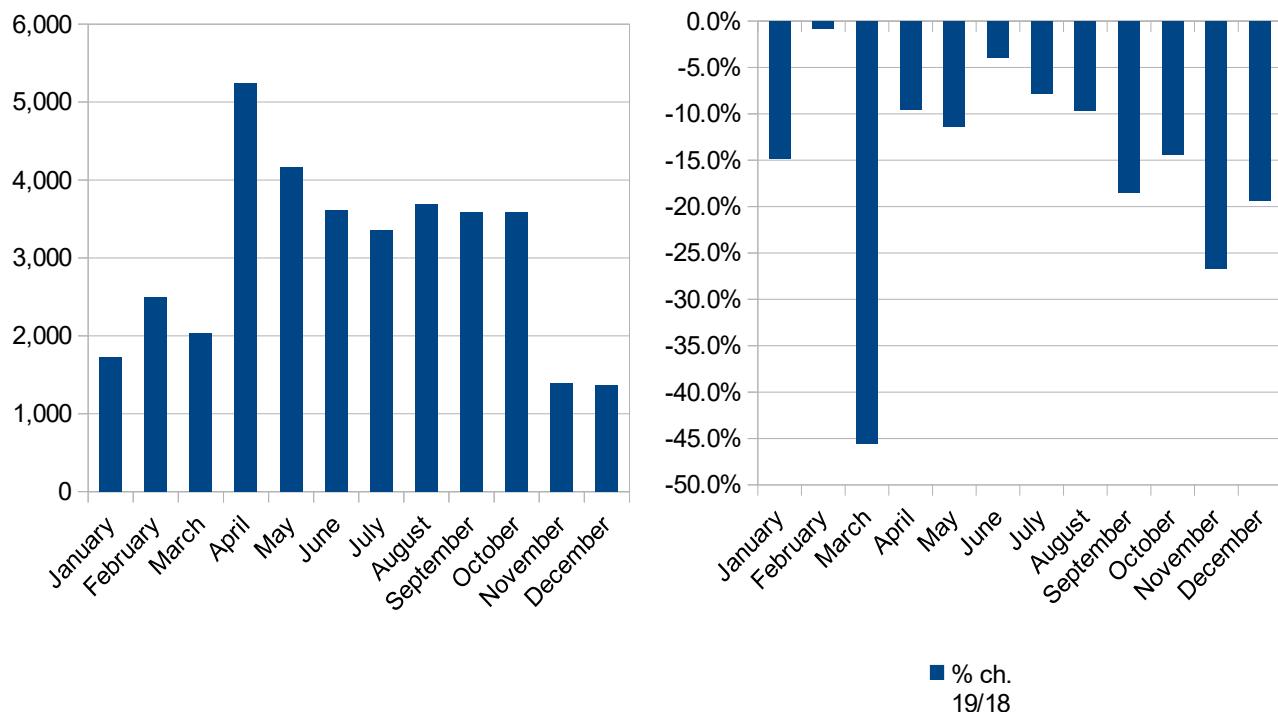
14 - Lace Museum

	2015	2016	2017	2018	2019	% ch. 19/18
January	1,167	1,482	1,484	2,020	1,720	-14.9%
February	1,790	2,412	2,566	2,510	2,491	-0.8%
March	2,413	3,175	2,892	3,722	2,028	-45.5%
April	4,358	5,032	5,367	5,796	5,241	-9.6%
May	3,355	4,405	4,410	4,704	4,169	-11.4%
June	3,027	3,349	3,376	3,761	3,614	-3.9%
July	2,818	3,097	3,633	3,638	3,352	-7.9%
August	3,587	3,515	4,046	4,083	3,691	-9.6%
September	3,660	3,620	4,094	4,397	3,585	-18.5%
October	3,513	3,997	4,072	4,192	3,587	-14.4%
November	1,585	1,751	2,017	1,909	1,399	-26.7%
December	1,552	1,668	2,172	1,686	1,360	-19.3%
TOTAL	32,825	37,503	40,129	42,418	36,237	-14.6%

See note 6 on page 90.

Source: Fondazione Musei Civici di Venezia

2019



11. State museums visitors

	2015	2016	2017	2018	2019	% ch. 19/18
Gallerie dell'Accademia¹	286,821	311,645	316,995	288,501	305,099	5.8%
Giorgio Franchetti Gallery at Ca' d'Oro	71,084	68,632	65,653	58,394	50,701	-13.2%
Grimani Palace	22,305	17,561	18,717	20,225	35,021	73.2%
Archaeological Museum	298,380	344,904	343,588	337,122	296,971	-11.9%
Oriental Art Museum	81,000	92,137	107,902	83,364	70,814	-15.1%
TOTAL	759,590	834,879	852,855	787,606	758,606	-3.7%

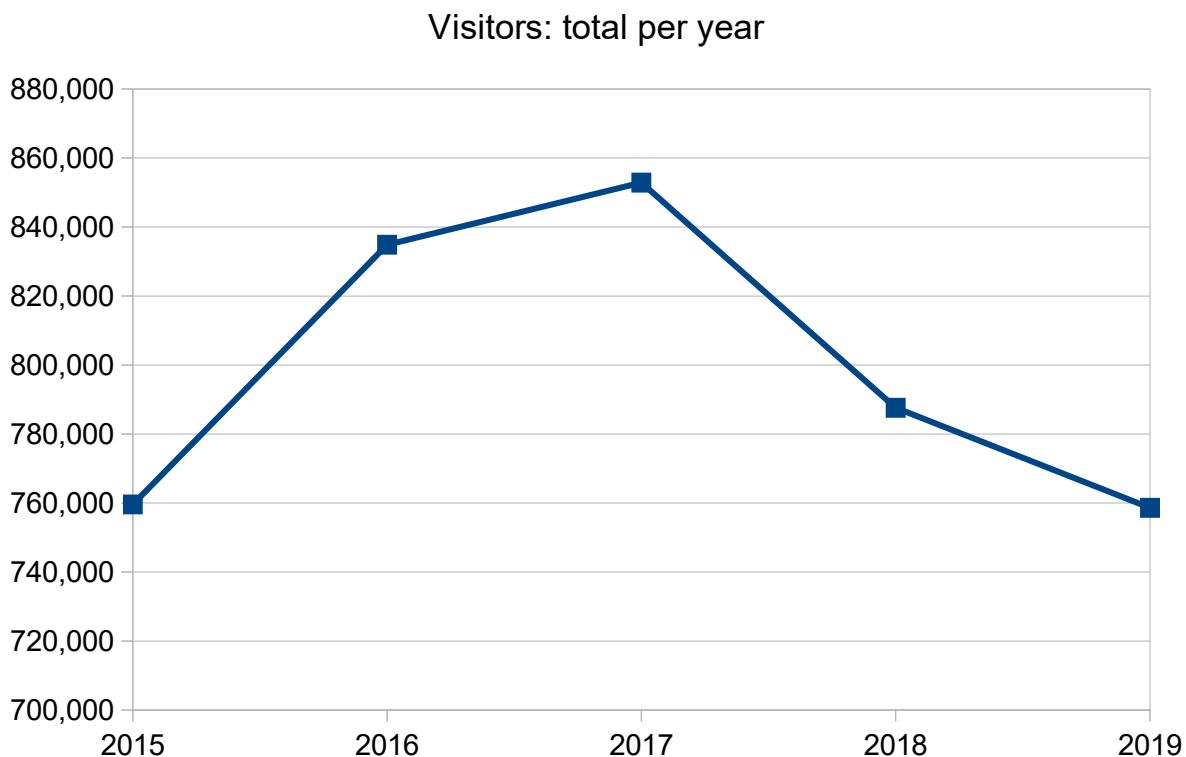
1 Including tickets integrated with Grimani Palace sold until 30th June 2016.

2 A part of an integrated itinerary with the Museums of St. Mark's.

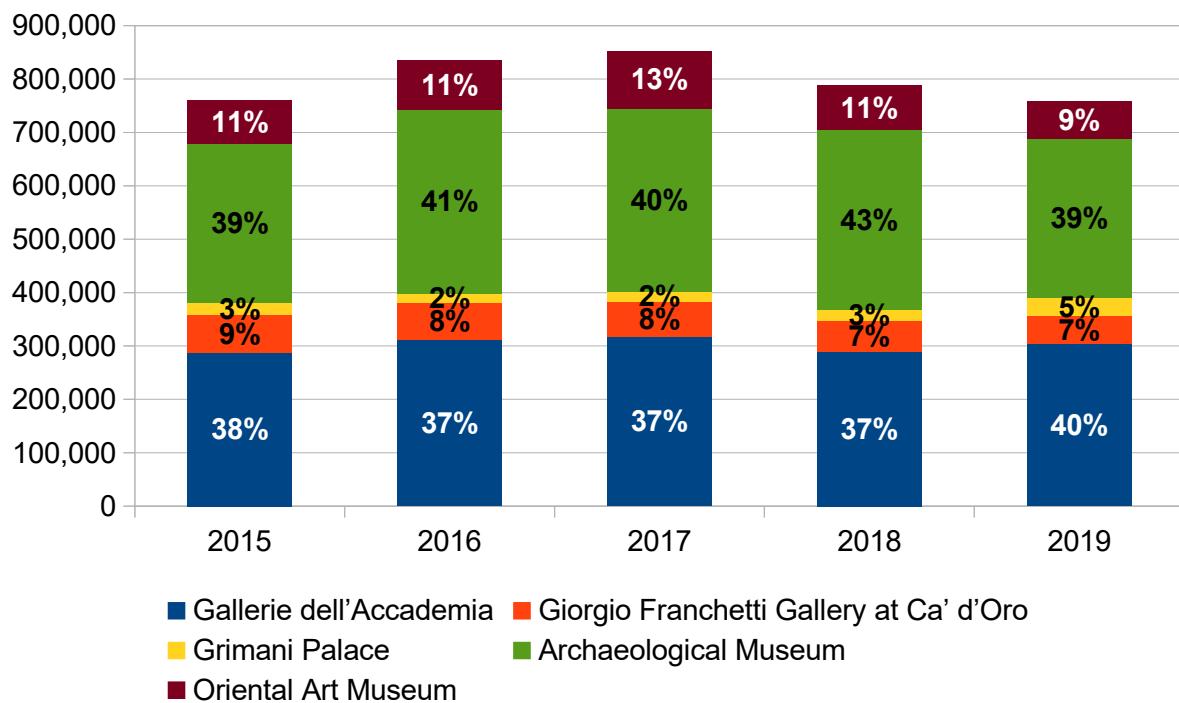
3 A part of an integrated itinerary with Ca' Pesaro.

Please note: The number of visitors in 2016 of the Gallerie dell'Accademia has been updated based on the consolidated data of the MIBACT.

Source: *Ministero dei Beni e delle Attività Culturali – Polo Museale del Veneto*



Visitors: composition per year



12. Ecclesiastical museums and churches visitors

1 - Total visitors

	2015	2016	2017	2018	2019	% ch. 19/15	% ch. 19/18
St. Mark's Museum	401,143	523,693	577,524	501,904	514,279	28.2%	2.5%
St. Mark's Campanile (bell tower)			742,665	740,838	677,922	-	-8.5%
Golden Altarpiece					457,821	-	-
St. Mark's Treasure					169,691	-	-
St. Mark's Basilica					1,500,000	-	-
Diocesan Museum¹	4,732	4,576	3,981			-	-
Free admission or ticket admission churches*	581,905	486,193	556,761	450,230	106,072	-81.8%	-76.4%
Churches of Chorus Circuit²	191,491	178,050	186,642	193,313	183,199	-4.3%	-5.2%
TOTAL	1,179,271	1,192,512	2,067,573	1,886,285	3,608,984	206.0%	91.3%

* 2016: the data of the Church of Santo Stefano have not been received.

2018: the data of the Basilica dei Santi Giovanni e Paolo have not been received.

2019: the data of the following churches have not been received: Santi Giovanni e Paolo, Madonna dell'Orto, Santa Maria Assunta dei Frari and Santo Stefano.

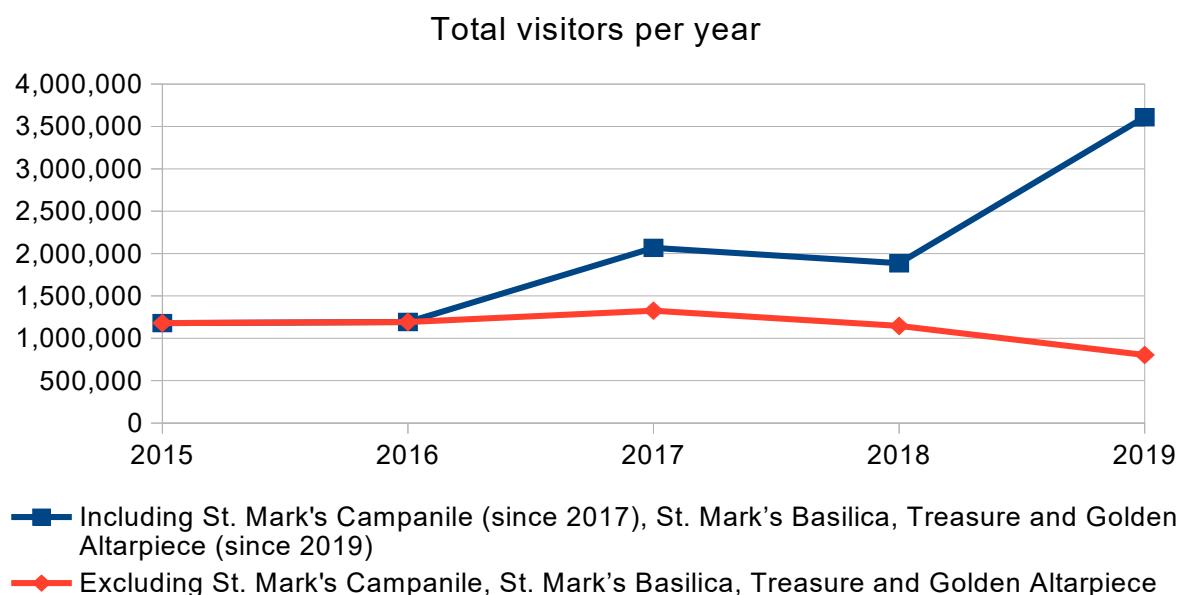
1 St. Mark's Basilica, estimated data.

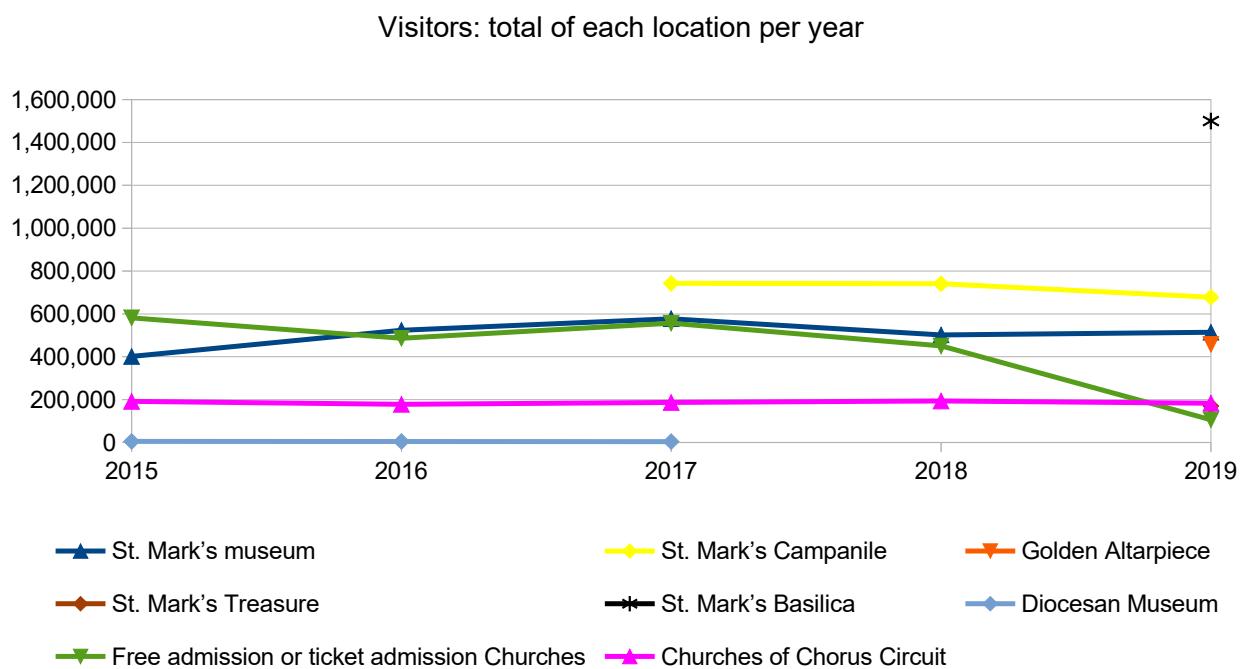
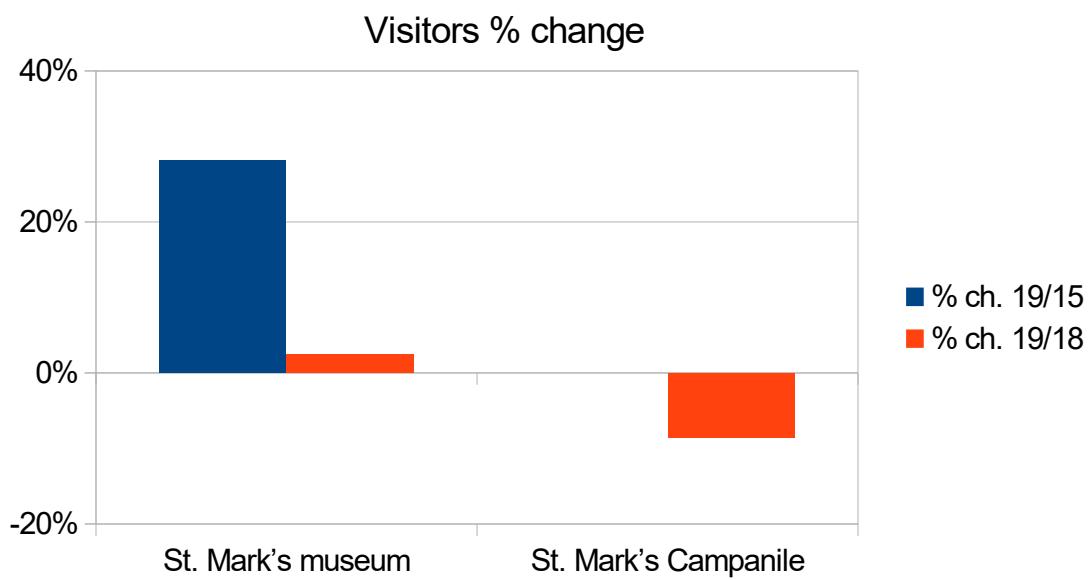
2 Diocesan Museum closed in 2018.

3 Since 1st January 2013 the church of the Madonna dell'Orto no longer adheres to the circuit.

Values including tickets and free admissions.

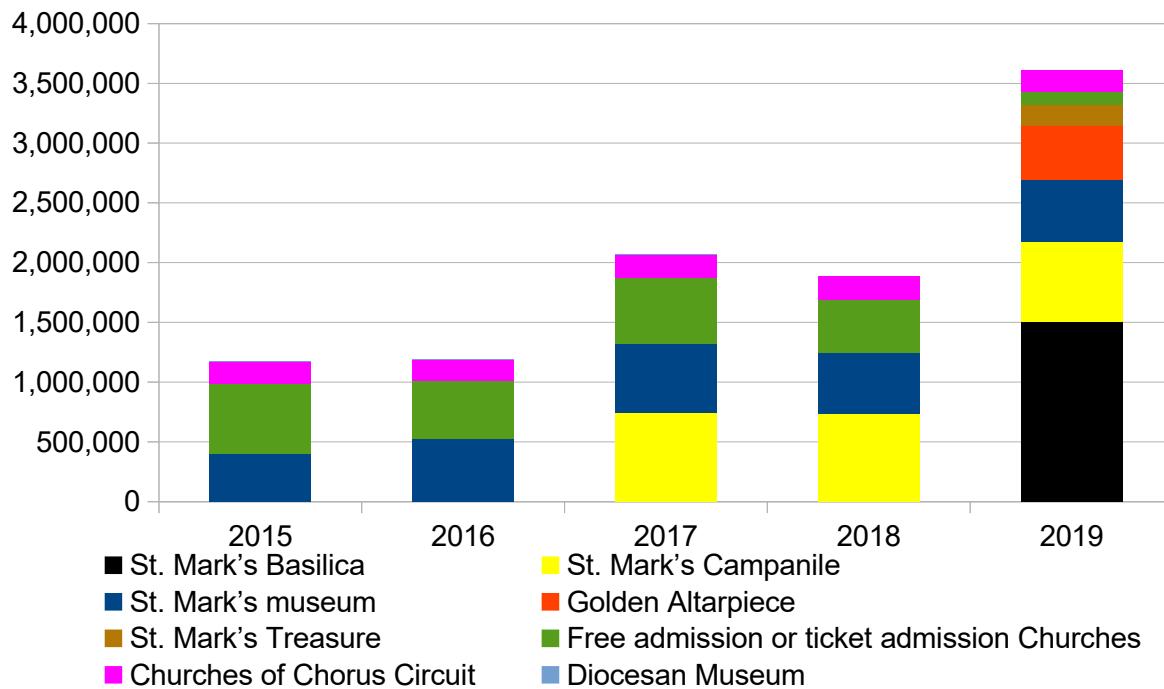
Source: Procuratoria of Saint Mark's Basilica, Delegation in re administrativa for Torcello, Tourist Office of the Patriarchal Curia of Venice, Chorus - Association for the churches of the Patriarchate of Venice





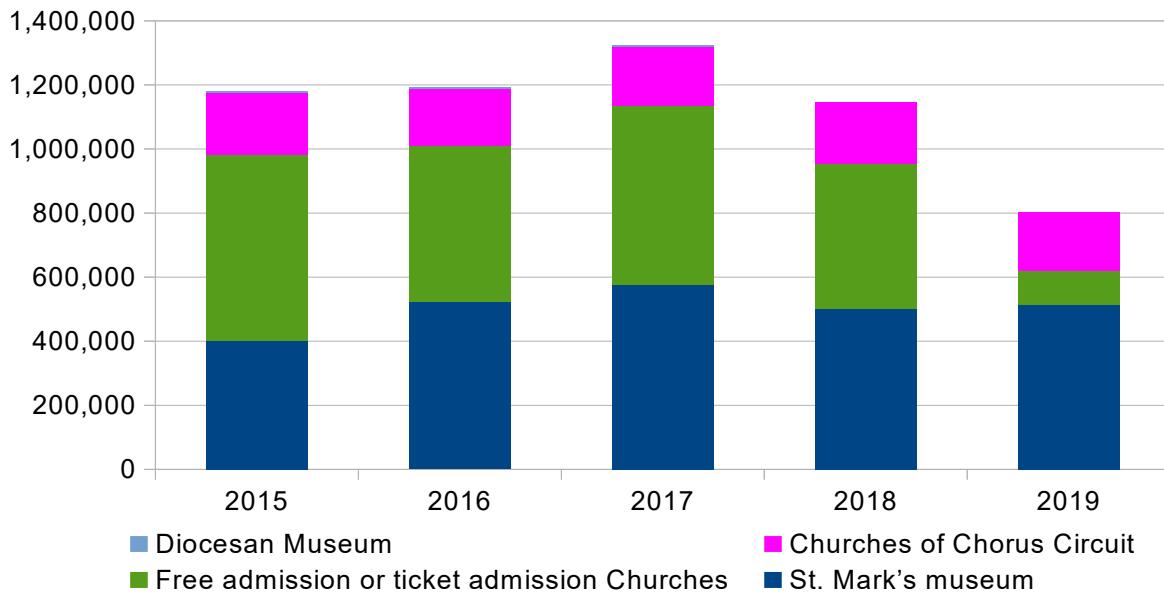
Visitors: % composition

Including St. Mark's Campanile (since 2017), St. Mark's Basilica, Treasure and Golden Altarpiece (since 2019)



Visitors: % composition

Excluding St. Mark's Campanile, St. Mark's Basilica, Treasure and Golden Altarpiece



	%ch. 16/15	%ch. 17/16	%ch. 18/17	%ch. 19/18
St. Mark's museum	30.6%	10.3%	-13.1%	2.5%
St. Mark's Campanile			-0.2%	-8.5%
Diocesan museum²	-3.3%	-13.0%	-100.0%	
Free admission or ticket admission churches*	-16.4%	14.5%	-19.1%	-76.4%
Churches of Chorus Circuit³	-7.0%	4.8%	3.6%	-5.2%
TOTAL**	1.1%	11,1	-13,5%	-29,8%

* 2016: the data of the Church of Santo Stefano have not been received.

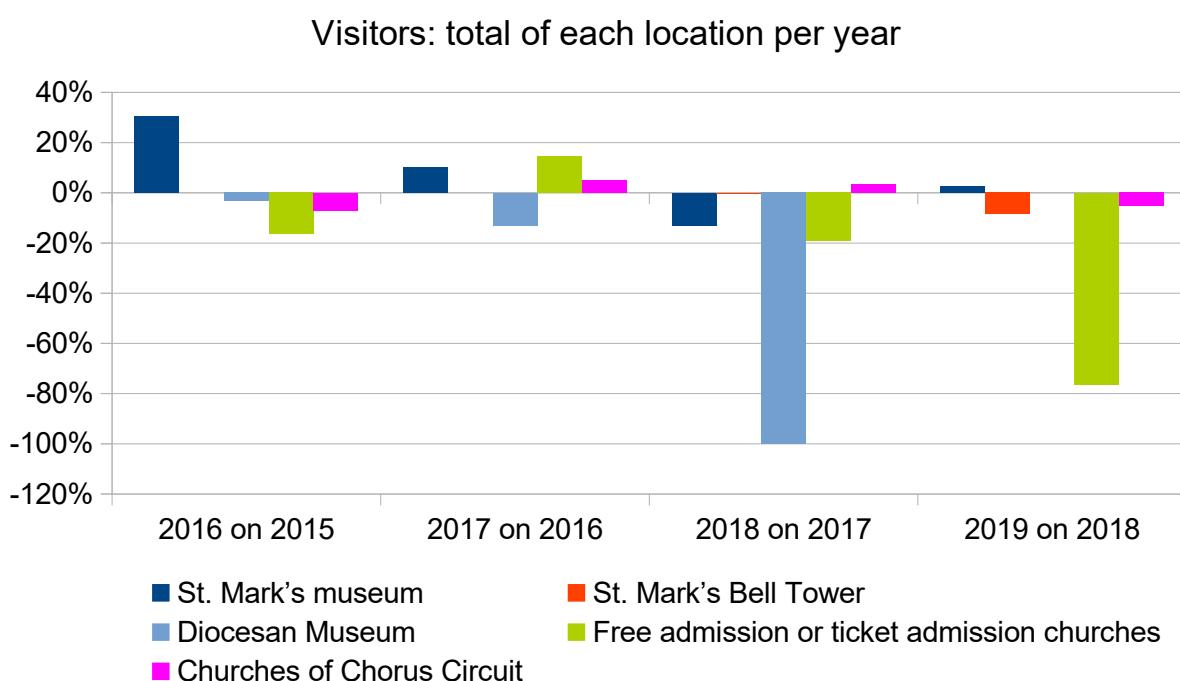
2018: the data of the Basilica dei Santi Giovanni e Paolo have not been received.

2019: the data of the following churches have not been received: Santi Giovanni e Paolo, Madonna dell'Orto, Santa Maria Assunta dei Frari and Santo Stefano.

** Excluding St. Mark's Basilica, Treasure and Golden Altarpiece

2 and 3: See the respective notes on page 107.

Source: Procuratoria of Saint Mark's Basilica, Delegation in re administrativa for Torcello, Tourist Office of the Patriarchal Curia of Venice, Chorus - Association for the churches of the Patriarchate of Venice



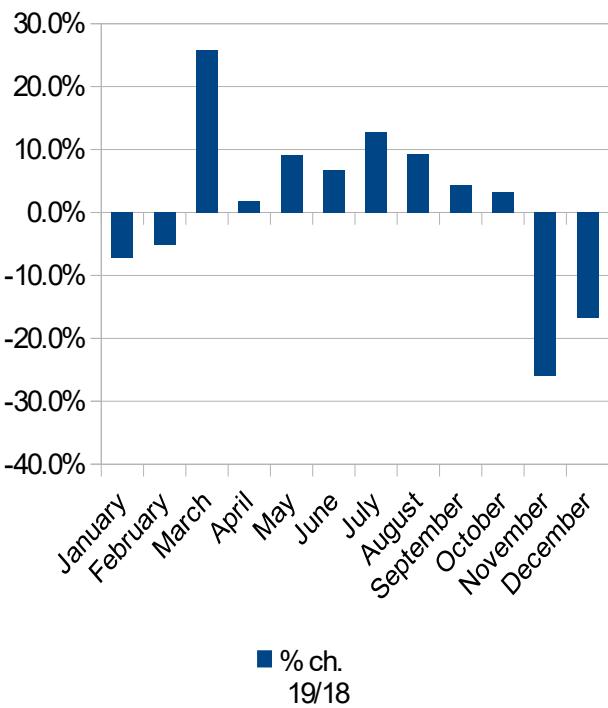
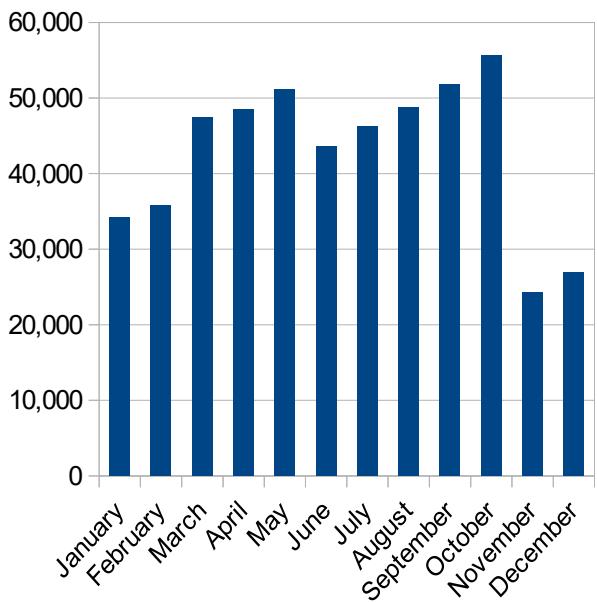
2 - St. Mark's Museum

	2015	2016	2017	2018	2019	% ch. 19/18
January	24,356	27,543	42,490	36,897	34,258	-7.2%
February	29,255	33,302	41,218	37,727	35,758	-5.2%
March	30,368	38,163	44,252	37,691	47,416	25.8%
April	40,061	50,681	61,047	47,685	48,518	1.7%
May	39,287	53,515	56,250	46,868	51,120	9.1%
June	34,036	45,236	46,984	40,804	43,554	6.7%
July	29,847	42,318	49,063	40,943	46,185	12.8%
August	37,058	47,940	51,098	44,556	48,720	9.3%
September	36,583	45,942	58,067	49,658	51,848	4.4%
October	43,689	56,135	61,614	53,907	55,679	3.3%
November	28,134	39,427	37,977	32,873	24,341	-26.0%
December	28,469	43,491	27,464	32,295	26,882	-16.8%
TOTAL	401,143	523,693	577,524	501,904	514,279	2.5%

Values including tickets and free admissions.

Source: *Procuratoria of Saint Mark's Basilica*

2019



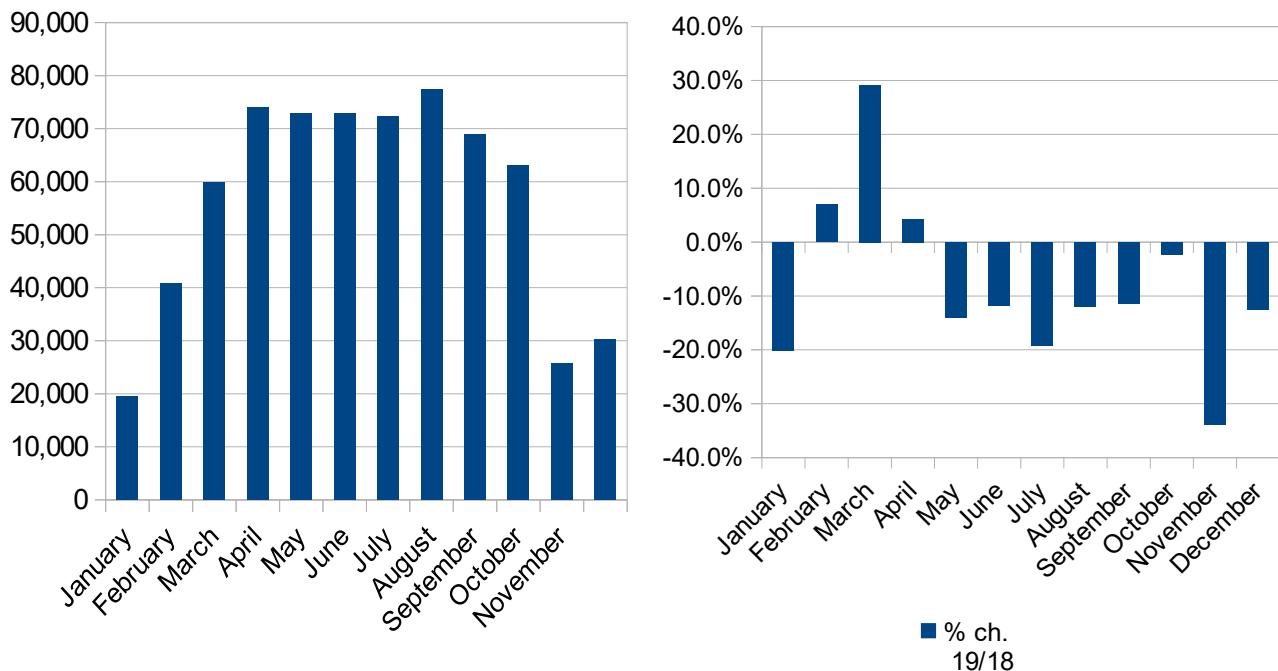
3 - St. Mark's Campanile

	2017	2018	2019	% ch. 19/18
January	18,181	24,388	19,462	-20.2%
February	35,730	38,079	40,731	7.0%
March	52,835	46,368	59,894	29.2%
April	67,979	71,076	74,119	4.3%
May	82,279	84,649	72,797	-14.0%
June	84,775	82,685	72,949	-11.8%
July	91,516	89,566	72,363	-19.2%
August	90,928	88,010	77,499	-11.9%
September	74,499	77,729	68,916	-11.3%
October	64,608	64,599	63,054	-2.4%
November	41,712	39,043	25,810	-33.9%
December	37,623	34,646	30,328	-12.5%
TOTAL	742,665	740,838	677,922	-8.5%

Values including tickets and free admissions.

Source: *Procuratoria of Saint Mark's Basilica*

2019



4 - Diocesan Museum

	2015	2016 ¹	2017 ²	2018 ³	2019*	% ch. 19/18
January	703	325	236			-
February	539	407	288			-
March	468	355	132			-
April	477	575	0			-
May	395	499	0			-
June	180	344	590			-
July	348	362	657			-
August	284	321	646			-
September	359	234	548			-
October	410	420	347			-
November	286	372	267			-
December	283	362	270			-
TOTAL	4,732	4,576	3,981	0	0	-

* The 2019 data have not been received.

1 The Cloister is not accessible from September 2016 due to the change in the exhibition itinerary.

2 Closed to the public for construction works from 13th March to 31st May 2017.

3 Closed for restoration.

Values including tickets and free admissions.

Source: *Tourist Office of the Patriarchal Curia of Venice*

5 - Free admission or ticket admission churches

	2015	2016	2017	2018	2019	% ch. 19/18
Torcello Basilica	115,965	122,193	124,532	113,880	106,072	-6.9%
Santa M. Assunta dei Frari	256,000	251,000	242,000	215,000		
Madonna dell'Orto¹ ***	26,040	26,300	31,600	26,350		
Basilica dei Santi Giovanni e Paolo ** ***	87,400	86,700	68,629			
Santo Stefano * ***	96,500		90,000	95,000		
TOTAL	581,905	486,193	556,761	450,230	106,072	

* The 2016 data have not been received.

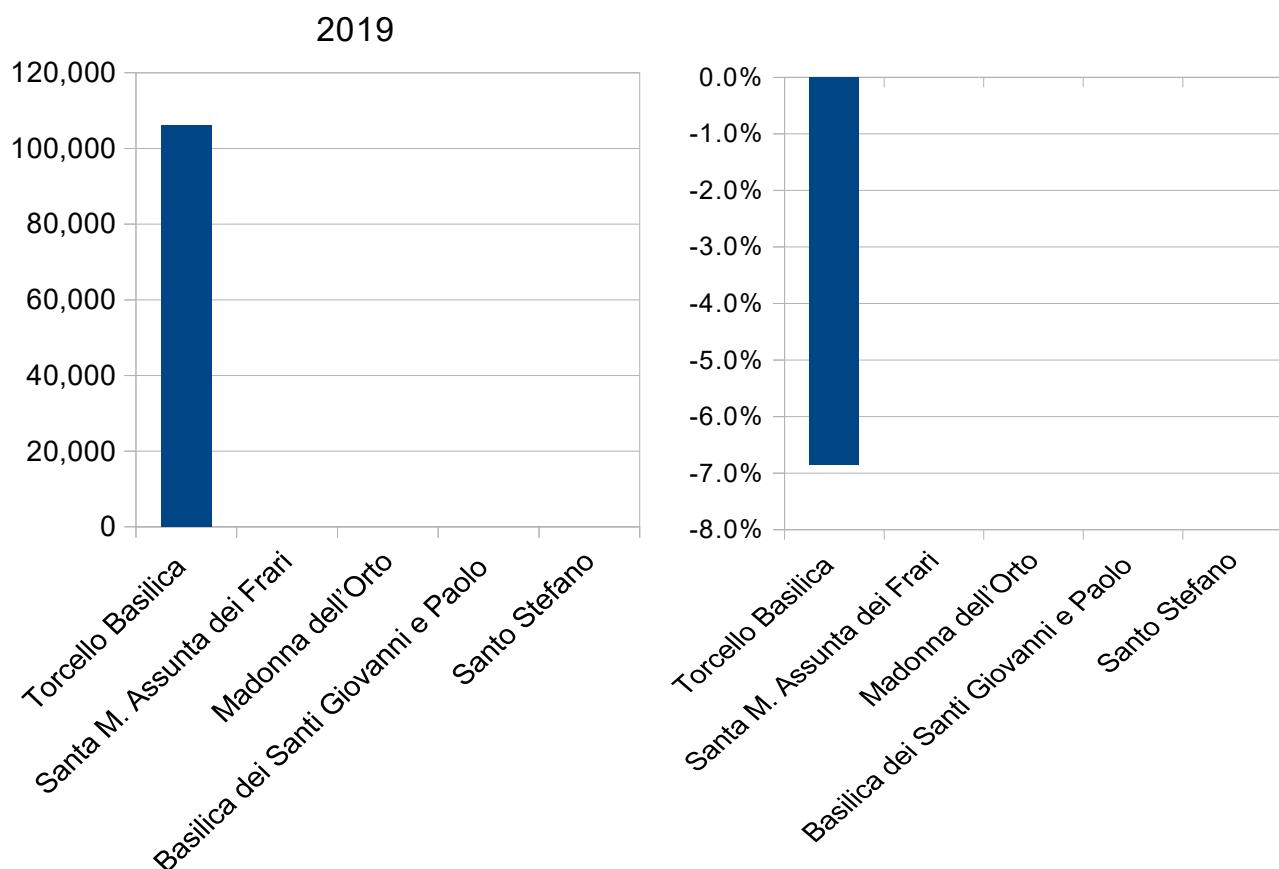
** The 2018 data have not been received.

*** The 2019 data have not been received.

1 Since 1st January 2013 the church of the Madonna dell'Orto no longer adheres to the circuit.

Values including tickets and free admissions.

Source: Delegation in re administrativa for Torcello, Tourist Office of the Patriarchal Curia of Venice



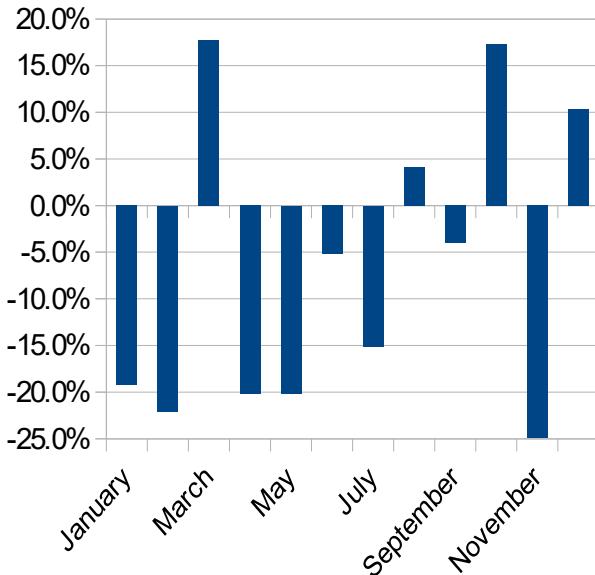
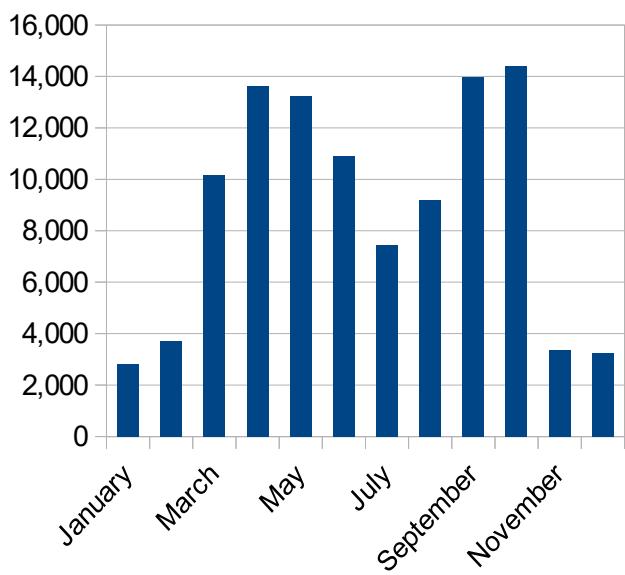
6 - Torcello Basilica

	2015	2016	2017	2018	2019	% ch. 19/18
January	2,842	2,824	3,548	3,477	2,809	-19.2%
February	4,075	4,579	4,502	4,749	3,700	-22.1%
March	9,086	10,451	9,607	8,647	10,177	17.7%
April	14,957	17,049	17,671	17,057	13,609	-20.2%
May	15,537	16,726	15,830	16,588	13,244	-20.2%
June	12,081	11,425	13,220	11,498	10,900	-5.2%
July	9,189	9,479	9,953	8,748	7,424	-15.1%
August	9,937	10,230	10,236	8,851	9,213	4.1%
September	14,935	13,977	14,349	14,549	13,967	-4.0%
October	13,676	14,776	14,784	12,281	14,407	17.3%
November	5,738	5,660	6,807	4,478	3,361	-24.9%
December	3,912	5,017	4,025	2,957	3,261	10.3%
TOTAL	115,965	122,193	124,532	113,880	106,072	-6.9%

Values including tickets and free admissions.

Source: Delegation in re administrativa for Torcello

2019



■ % ch.
19/18

7 - Churches with Chorus Circuit ticket

	2015	2016	2017	2018	2019	% ch 19/15	% ch 19/18
Santa Maria del Giglio	15,827	16,141	17,030	18,479	18,054	14.1%	-2.3%
S. Stefano	10,105	8,223	9,143	11,155	12,268	21.4%	10.0%
<i>Museum of Sacred art</i>							
Santa Maria Formosa	12,658	12,646	13,477	15,152	13,587	7.3%	-10.3%
Santa Maria dei Miracoli	31,482	29,450	34,465	31,685	29,353	-6.8%	-7.4%
San Giovanni Elemosinario	5,472	4,567	5,138	4,500	3,502	-36.0%	-22.2%
San Polo	20,768	20,406	22,686	21,453	18,648	-10.2%	-13.1%
San Giacomo dell'Orio	12,271	12,343	12,135	12,007	9,978	-18.7%	-16.9%
San Stae	7,951	5,758	5,579	5,515	4,530	-43.0%	-17.9%
Sant'Alvise	6,515	7,330	7,379	8,016	7,163	9.9%	-10.6%
San Pietro	8,887	8,656	10,394	9,332	9,005	1.3%	-3.5%
Ss. Redentore	15,177	15,261	15,062	15,327	13,966	-8.0%	-8.9%
Gesuati	16,665	15,707	14,924	16,543	15,402	-7.6%	-6.9%
San Sebastiano	19,308	16,234	13,823	17,204	18,424	-4.6%	7.1%
San Giobbe*				709	2,183		207.9%
TOTAL	183,086	172,722	181,235	187,077	176,063	-4.6%	-5.9%
Free admissions	6,843	5,328	5,407	6,236	7,136	4.3%	14.4%
TOTAL VISITS	189,929	178,050	186,642	193,313	183,199	-4.3%	-5.2%

* From 5th July 2014 to 24th September 2018 the church of San Giobbe was closed for renovations. It was opened for the artistic visit from September 24th to November 30th (from Monday to Saturday from 10.30 a.m. to 2.00 p.m.).

The entrances do not correspond to the admission ticket detached in every church, but to the visitors who visit more churches with a multiple admission ticket.

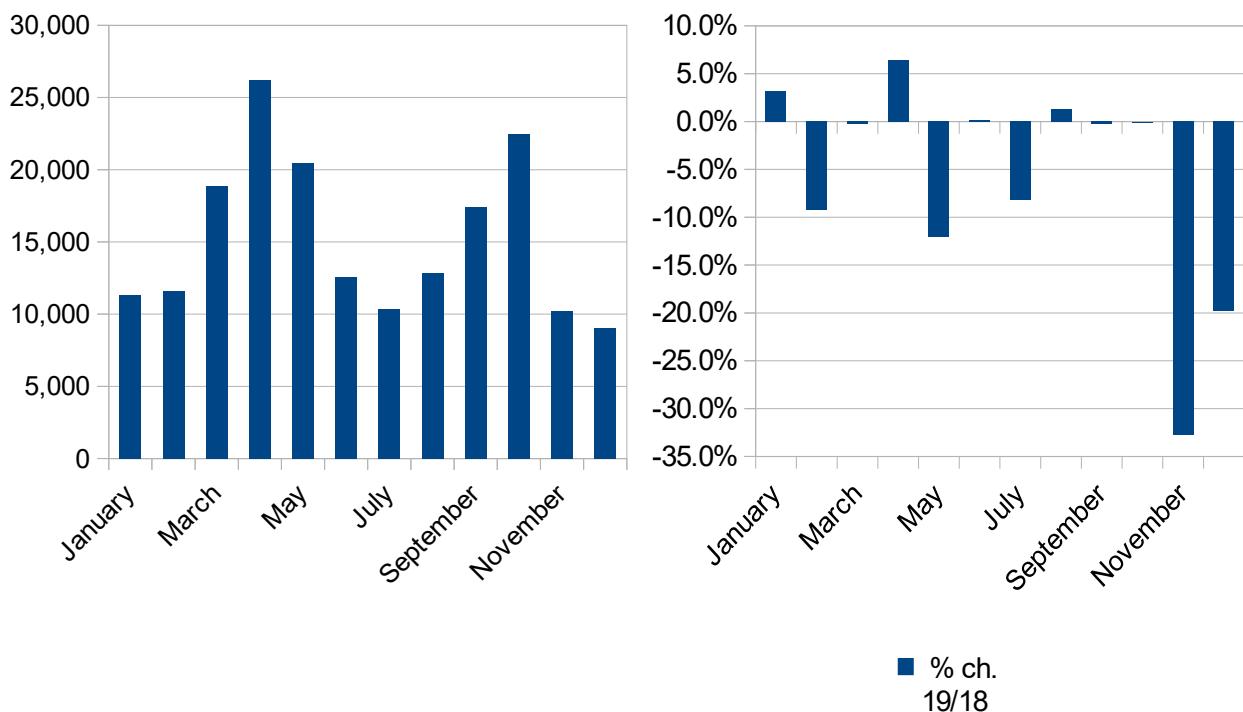
Source: Chorus – Associazione per le chiese del Patriarcato di Venezia

8 - Churches with Chorus Circuit ticket: monthly distribution

	2015	2016	2017	2018	2019	% ch. 19/18
January	8,476	8,709	8,069	10,936	11,289	3.2%
February	12,033	12,878	10,746	12,798	11,615	-9.2%
March	16,419	18,119	16,447	18,946	18,894	-0.3%
April	24,126	25,010	23,069	24,618	26,194	6.4%
May	20,778	21,635	20,677	23,243	20,433	-12.1%
June	15,159	12,365	13,939	12,515	12,531	0.1%
July	11,875	10,571	12,175	11,241	10,321	-8.2%
August	14,998	13,251	13,741	12,670	12,834	1.3%
September	19,319	15,146	18,901	17,423	17,381	-0.2%
October	24,009	18,829	23,623	22,477	22,456	-0.1%
November	13,509	11,340	14,507	15,146	10,186	-32.7%
December	10,790	10,197	10,748	11,300	9,065	-19.8%
TOTAL	191,491	178,050	186,642	193,313	183,199	-5.2%

Source: Chorus – Associazione per le chiese del Patriarcato di Venezia

2019

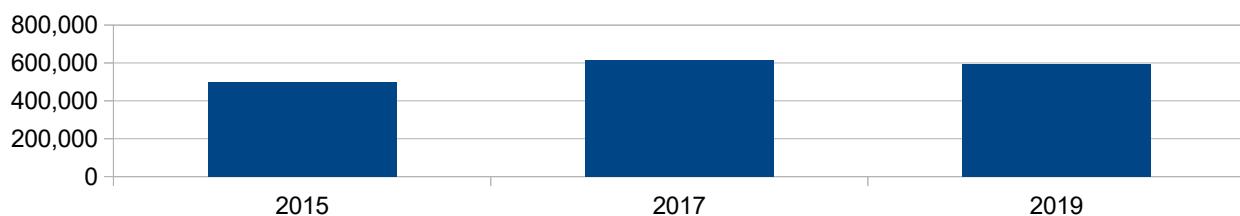


13. Visitors to La Biennale di Venezia

Year	Event	Period	Visitors
2015	56th International Art Exhibition	9th May – 22th November	501,502
2017	57th International Art Exhibition	13th May – 26th November	615,152
2019	58th International Art Exhibition	11th May – 24th November	593,616

Source: Fondazione La Biennale di Venezia

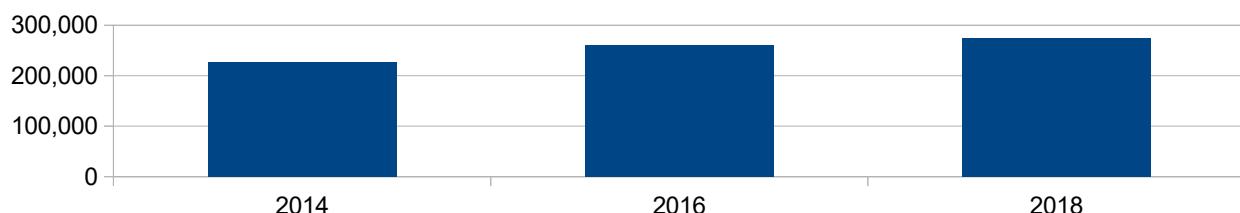
International Art Exhibition



Year	Event	Period	Visitors
2015	14th International Architecture Exhibition	7th June - 23rd November	227,818
2017	15th International Architecture Exhibition	28th May - 27th November	259,721
2019	16th International Architecture Exhibition	26th May - 25th November	275,003

Source: Fondazione La Biennale di Venezia

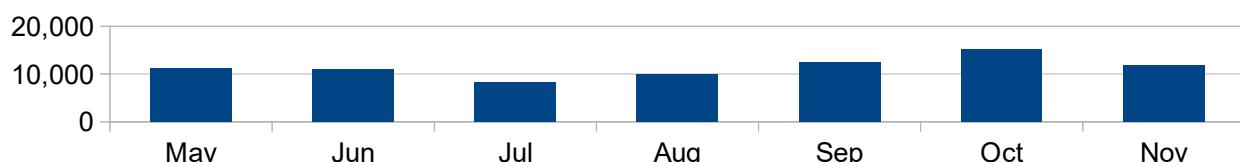
International Art Exhibition



Year	Event	Period	Visitors
2019	Venice Pavilion at 58th International Art Exhibition	11th May – 24th November	79.422

Source: Development, City Promotion and Tradition Protection Department

2019

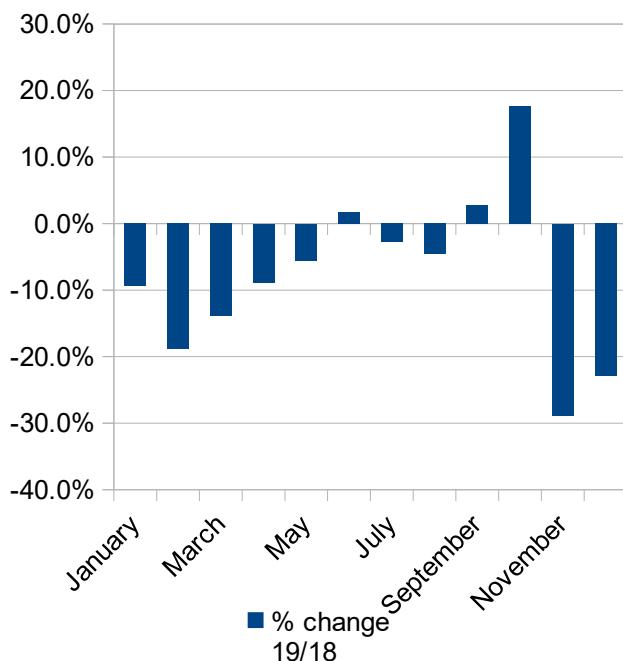
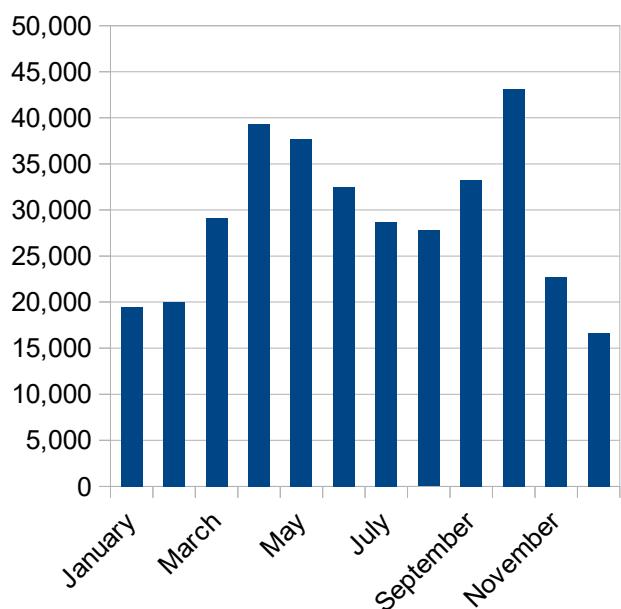


14. Visitors to the Peggy Guggenheim Collection

	2015	2016	2017	2018	2019	% change 19/18
January	16,979	19,140	21,975	21,435	19,425	-9.4%
February	19,800	24,493	23,322	24,613	19,966	-18.9%
March	29,343	33,721	32,962	33,870	29,185	-13.8%
April	43,207	45,037	48,825	43,169	39,339	-8.9%
May	42,809	44,518	40,044	39,948	37,730	-5.6%
June	37,354	37,522	38,374	31,939	32,486	1.7%
July	35,365	34,983	34,864	29,508	28,694	-2.8%
August	34,867	33,417	32,769	29,087	27,773	-4.5%
September	37,076	35,848	40,631	32,375	33,274	2.8%
October	43,990	45,115	46,471	36,656	43,158	17.7%
November	30,433	33,344	40,984	31,980	22,754	-28.8%
December	21,168	26,360	25,988	21,638	16,691	-22.9%
TOTAL	392,391	413,498	427,209	376,218	350,475	-6.8%

Source: Peggy Guggenheim Collection

2019

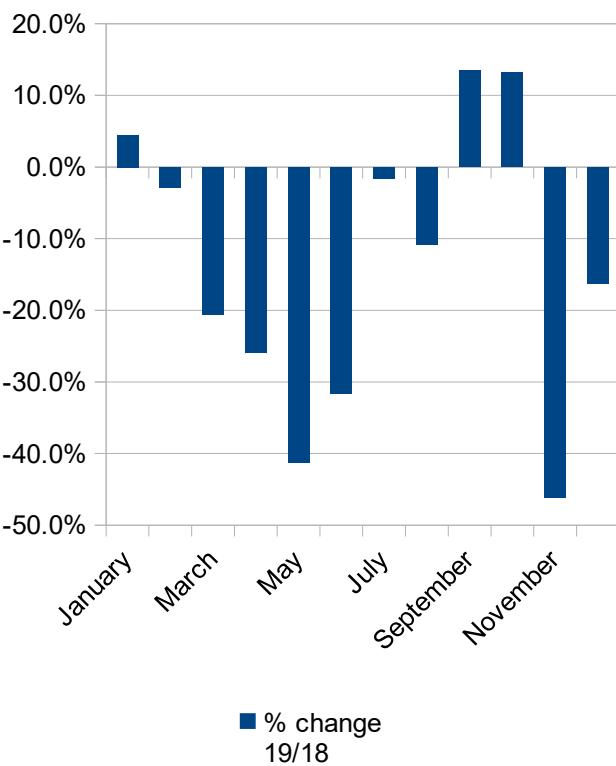
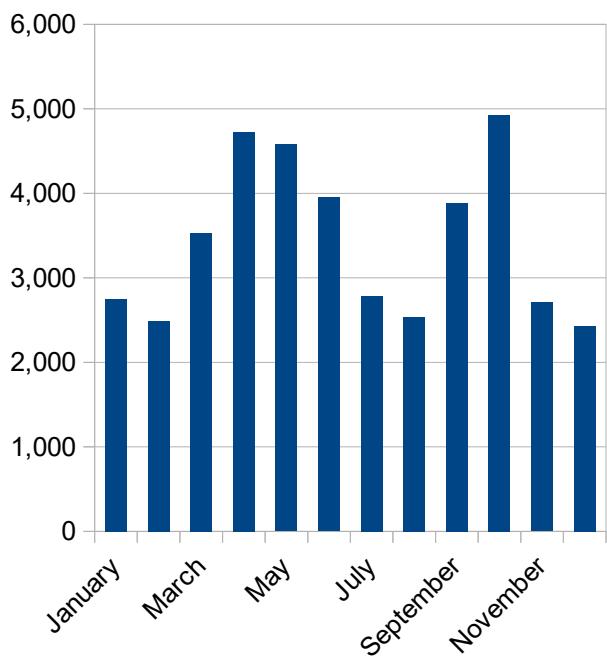


15. Visitors to the Querini Stampalia Museum

	2015	2016	2017	2018	2019	% change 19/18
January	2,124	2,395	2,009	2,635	2,753	4.5%
February	2,321	2,697	2,101	2,565	2,493	-2.8%
March	2,927	3,094	2,976	4,450	3,534	-20.6%
April	3,543	3,595	3,949	6,390	4,731	-26.0%
May	4,832	4,600	4,183	7,800	4,579	-41.3%
June	3,009	3,224	3,614	5,780	3,951	-31.6%
July	2,640	3,010	2,345	2,830	2,786	-1.6%
August	2,893	3,422	2,612	2,850	2,540	-10.9%
September	3,285	3,935	3,141	3,420	3,882	13.5%
October	3,324	5,826	3,414	4,350	4,925	13.2%
November	2,559	5,363	3,463	5,030	2,708	-46.2%
December	2,290	2,247	2,616	2,900	2,430	-16.2%
TOTAL	35,747	43,408	36,423	51,000	41,312	-19.0%

Source: Querini Stampalia Foundation

2019



16. Venezia Servizi Foundation

1 - Hidden Jewels of Venice project

	2015	2016	2017	2018	2019	Var. % 19/18
Scala Contarini del Bovolo		47.878	68.574	82.127	86.795	5,7%
Oratorio dei Crociferi*		2.088	1.648	4.147	2.852	-31,2%
Complesso dell'Ospedaletto**		33	920	1.815	588	-67,6%
Zitelle's Church**		0	3.305	0	29	
Penitenti's Church**		0	800	0	0	
Cumulative tickets		0	0	0	1.707	
TOTALE	49.999	75.247	88.089	91.971	4,4%	

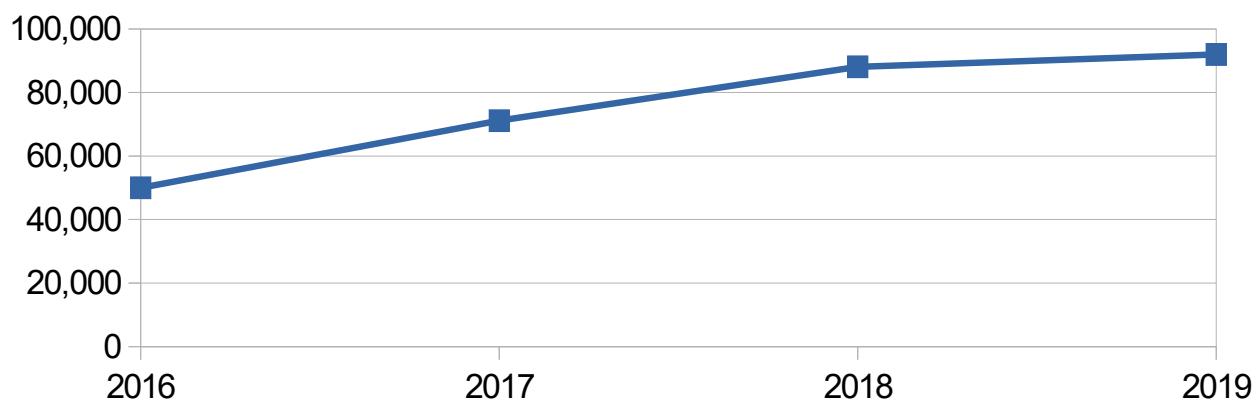
* On reservation from 1st to 31st August and from 4th November to 31st December 2019.

** On reservation.

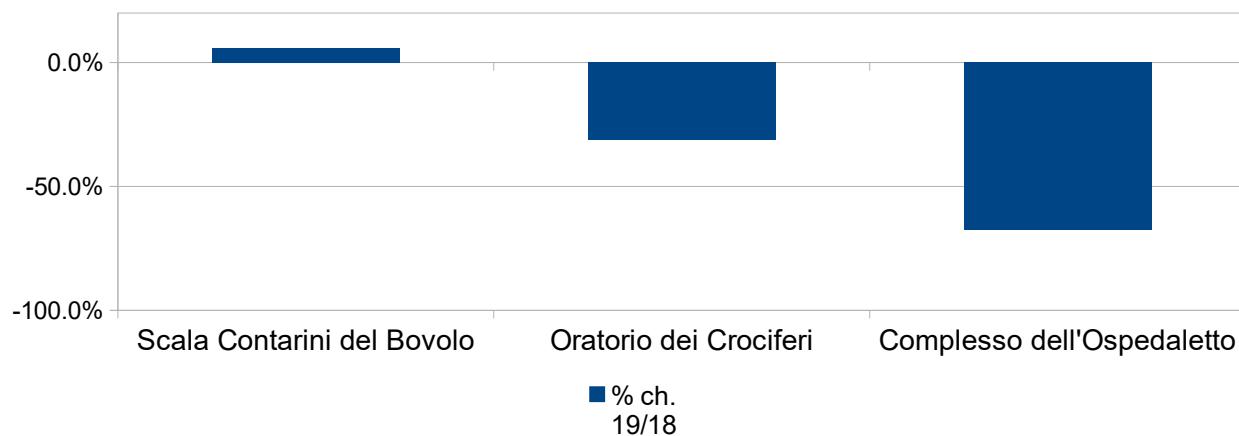
Free entrances for the Architecture Biennale 2018 and the Art Biennale 2019 are not reported.

Source: Venezia Servizi Foundation

Total visitors per year



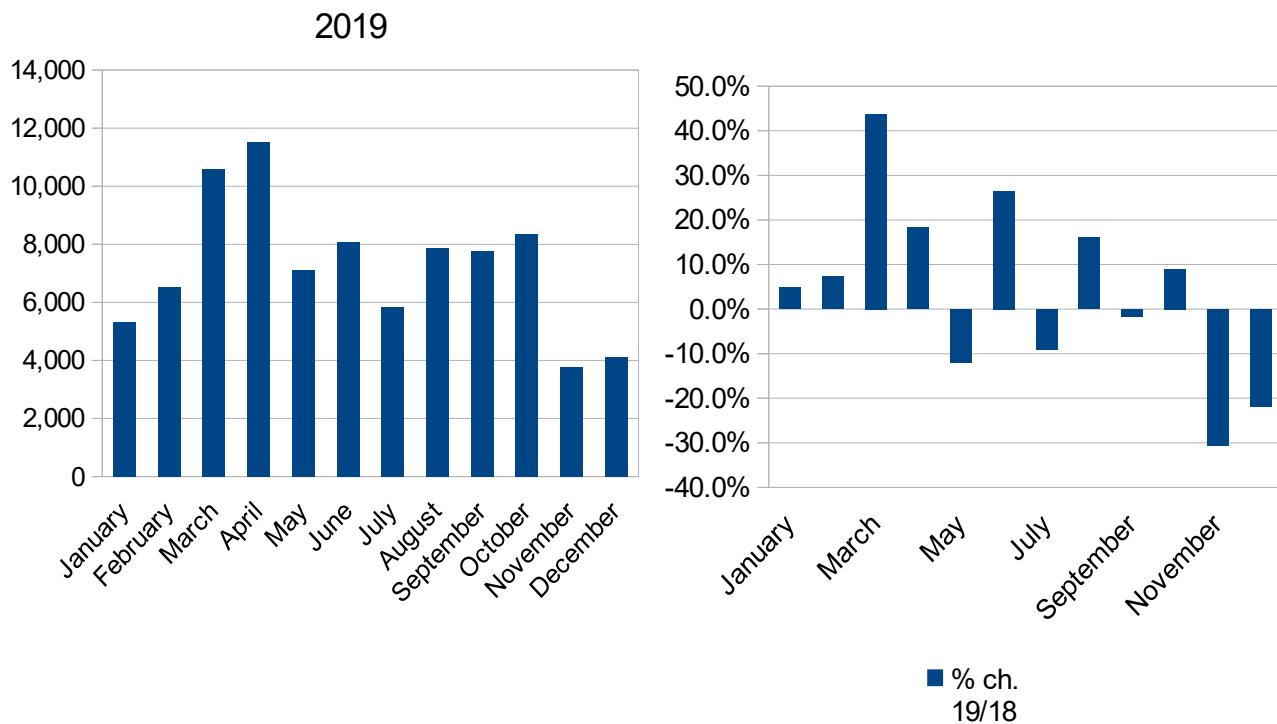
Percentage change for visitors



2 - Scala Contarini del Bovolo

	2016	2017	2018	2019	% ch. 19/18
January	0	4,087	5,056	5,304	4.9%
February	4,124	4,736	6,061	6,507	7.4%
March	5,748	5,907	7,357	10,576	43.8%
April	4,891	7,917	9,730	11,509	18.3%
May	4,313	6,627	8,094	7,127	-11.9%
June	3,899	5,252	6,378	8,068	26.5%
July	4,806	5,293	6,429	5,852	-9.0%
August	4,700	5,311	6,762	7,854	16.1%
September	4,292	5,937	7,904	7,776	-1.6%
October	5,053	7,608	7,648	8,335	9.0%
November	3,000	5,269	5,445	3,774	-30.7%
December	3,052	4,630	5,263	4,113	-21.9%
TOTAL	47,878	68,574	82,127	86,795	5.7%

Source: Venezia Servizi Foundation



3 - Other cultural heritage of the project *Hidden Jewels of Venice*

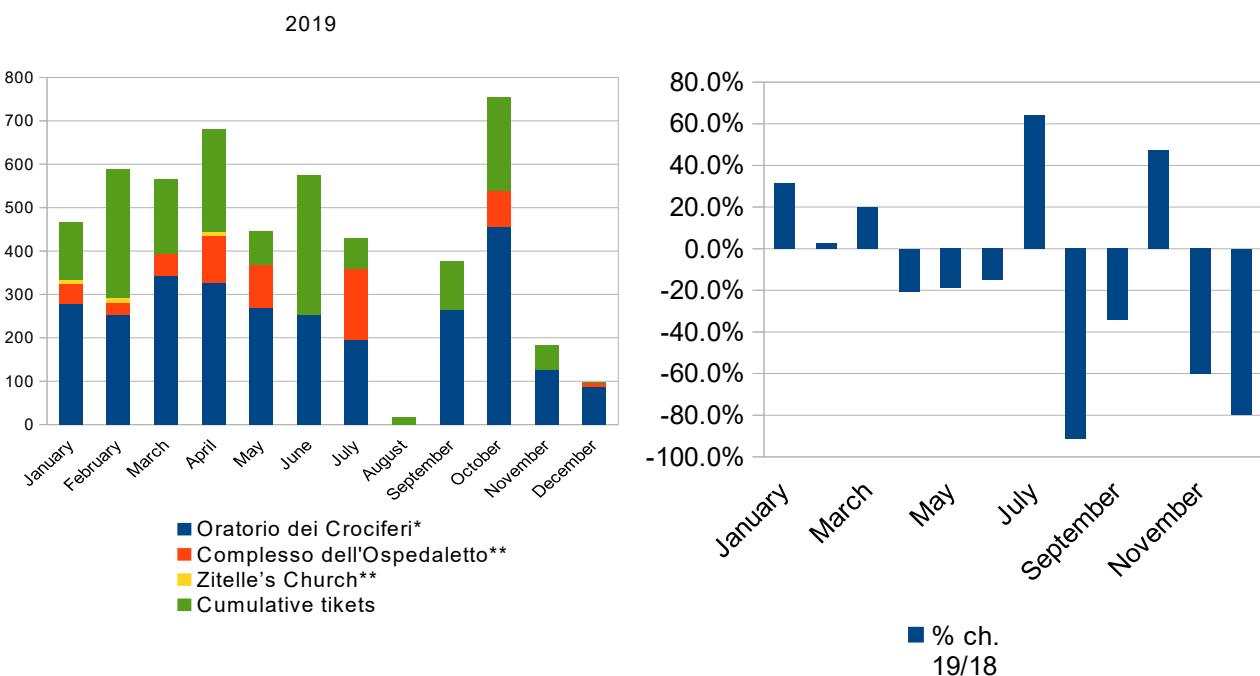
	Oratorio dei Crociferi* dell'Ospedaletto**	Complesso dell'Ospedaletto**	Zitelle's Church**	Penitenti's Church**	Cumulative tikets	Total 2019	% ch. 19/18	Total 2018
January	279	46	10	0	132	467	31.5%	355
February	253	28	11	0	297	589	2.8%	573
March	344	51	0	0	171	566	19.9%	472
April	327	109	8	0	235	679	-20.7%	856
May	270	98	0	0	77	445	-18.9%	549
June	252	0	0	0	322	574	-15.0%	675
July	195	164	0	0	69	428	64.0%	261
August	0	0	0	0	17	17	-91.4%	197
September	264	0	0	0	113	377	-34.3%	574
October	455	85	0	0	215	755	47.5%	512
November	125	0	0	0	57	182	-60.3%	458
December	88	7	0	0	2	97	-79.8%	480
TOTAL	2,852	588	29	0	1,707	5,176	-13.2%	5,962

* On reservation from 1st to 31st August and from 4th November to 31st December 2019.

** On reservation.

Free entrances for the Architecture Biennale 2018 and the Art Biennale 2019 are not reported.

Source: Venezia Servizi Foundation



17. Visitors to other museums

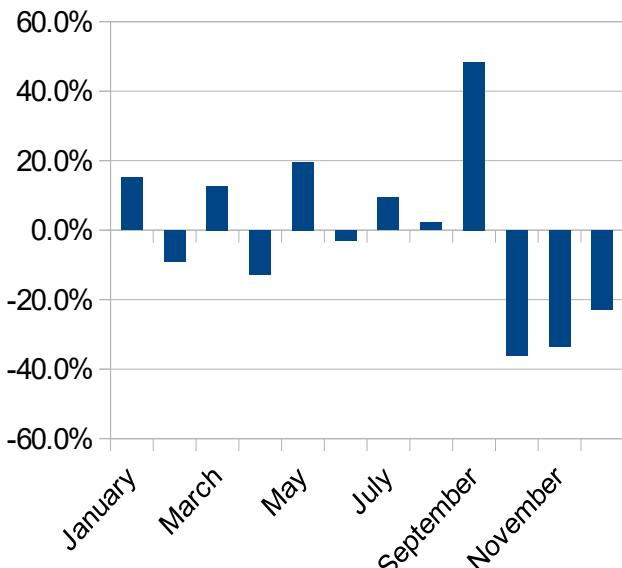
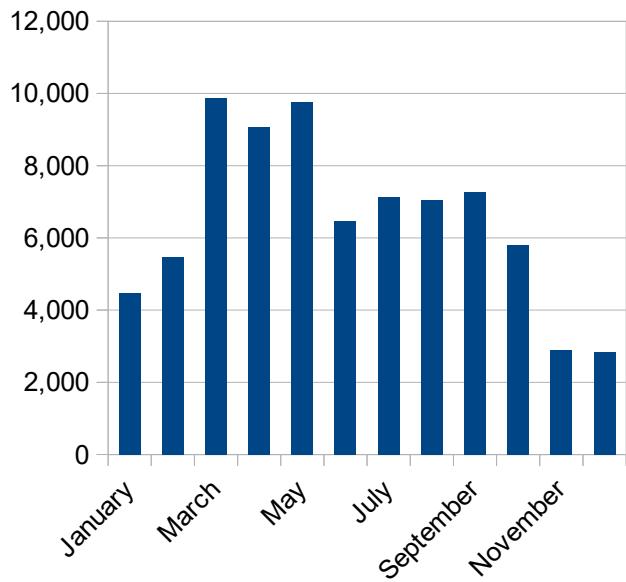
1 - Jewish Museum

	2015	2016	2017	2018	2019	% change 19/18
January	2,710	3,239	4,149	3,882	4,474	15.2%
February	3,494	4,375	5,515	6,016	5,477	-9.0%
March	7,486	7,280	8,445	8,758	9,871	12.7%
April	8,230	8,090	8,440	10,423	9,073	-13.0%
May	7,111	9,535	7,683	8,166	9,773	19.7%
June	5,559	7,341	6,334	6,675	6,478	-3.0%
July	6,884	8,743	6,812	6,514	7,125	9.4%
August	6,627	8,624	7,375	6,899	7,053	2.2%
September	4,477	7,794	4,755	4,903	7,277	48.4%
October	5,247	7,306	6,210	9,117	5,810	-36.3%
November	3,933	5,463	4,628	4,355	2,895	-33.5%
December	3,129	3,768	3,538	3,683	2,836	-23.0%
TOTAL	64,887	81,558	73,884	79,391	78,142	-1.6%
Free Admissions	5,916	6,344	5,236	7,180	5,796	
TOTAL	70,803	87,902	79,120	86,571	83,938	-3.0%

In 2019 17,700 students took part to education visits.

Source: Venice Jewish Community

2019



■ % ch.
19/18

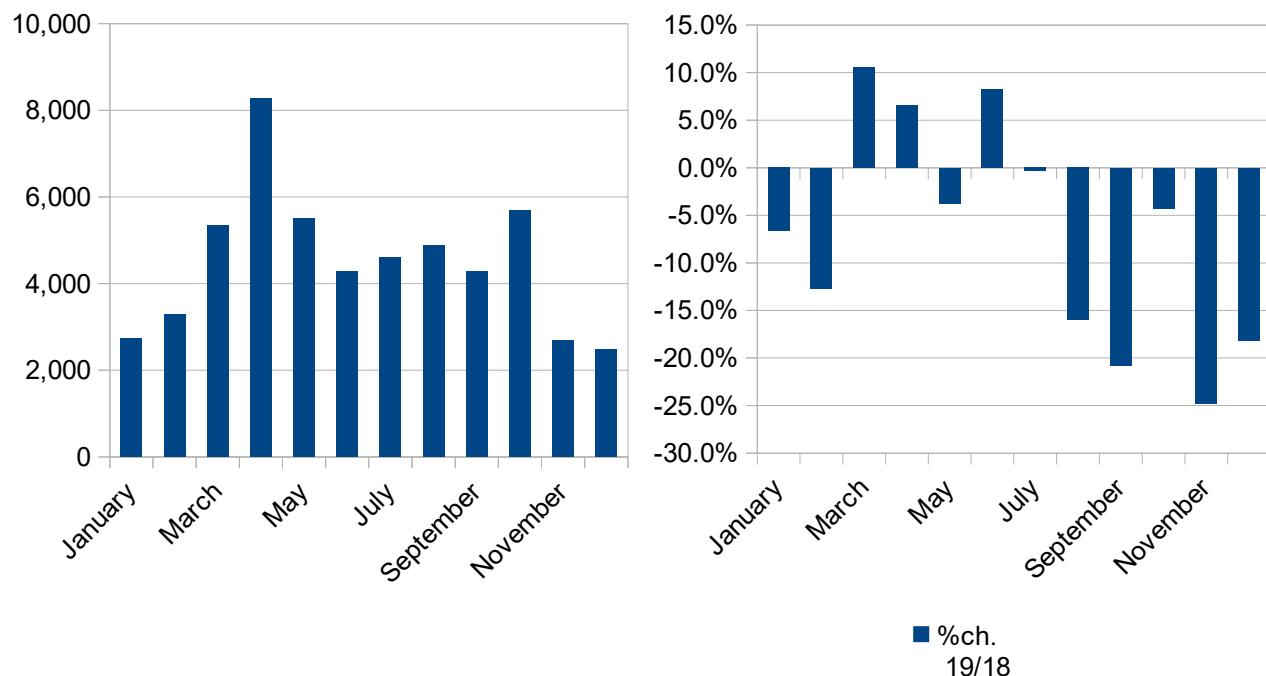
2 - Historical Naval Museum

	2015	2016	2017*	2018	2019	%ch. 19/18
January	3,756	2,512	3,687	2,932	2,737	-6.7%
February	4,146	3,449	4,192	3,778	3,300	-12.7%
March	5,736	3,558	0	4,840	5,350	10.5%
April	10,090	7,753	9,719	7,777	8,284	6.5%
May	6,926	6,317	5,768	5,717	5,503	-3.7%
June	4,953	6,739	5,304	3,954	4,280	8.2%
July	5,238	5,409	5,016	4,613	4,597	-0.3%
August	6,717	7,536	5,979	5,806	4,878	-16.0%
September	5,656	6,083	4,860	5,416	4,291	-20.8%
October	3,139	7,870	6,103	5,955	5,698	-4.3%
November	3,366	4,135	3,816	3,575	2,688	-24.8%
December	3,511	4,448	3,433	3,042	2,490	-18.1%
TOTAL	63,234	65,809	57,877	57,405	54,096	-5.8%

* Closed in March due to structural works.

Source: *Historical Naval Museum*

2019

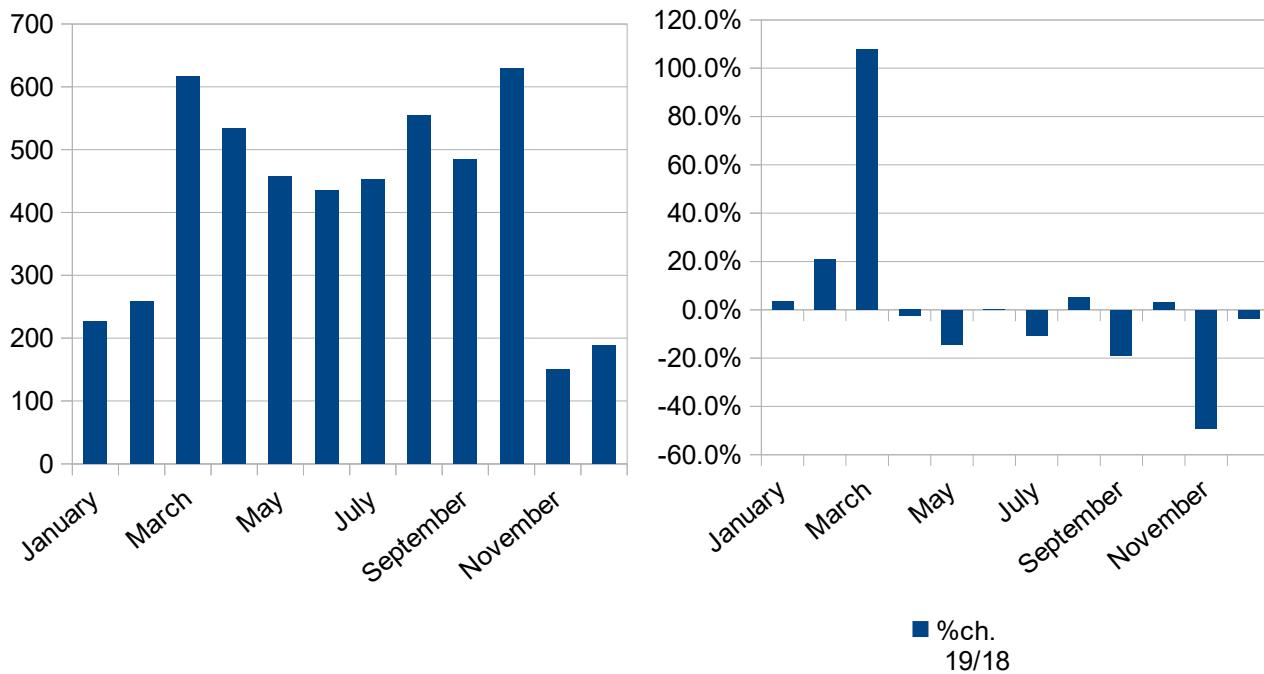


3 - Provincial Museum of Torcello

	2015	2016	2017	2018	2019	%ch. 19/18
January	184	173	189	218	226	3.7%
February	188	256	254	214	259	21.0%
March	451	465	525	297	617	107.7%
April	612	726	696	548	534	-2.6%
May	728	687	617	535	458	-14.4%
June	555	528	553	435	435	0.0%
July	612	599	667	505	452	-10.5%
August	756	625	576	527	554	5.1%
September	824	702	598	599	485	-19.0%
October	730	637	618	610	629	3.1%
November	344	250	309	296	150	-49.3%
December	213	232	274	196	189	-3.6%
TOTAL	6,197	5,880	5,876	4,980	4,988	0.2%
Online			166	68	94	38.2%
TOTAL	6,197	5,880	6,042	5,048	5,082	0.7%
Free Admissions	8,190	7,242	8,275	7,180	8,935	24.4%
TOTAL	14,387	13,122	14,317	12,228	14,017	14.6%

Source: Metropolitan City of Venice

2019



4 - Monumental Rooms of the Marciana National Library

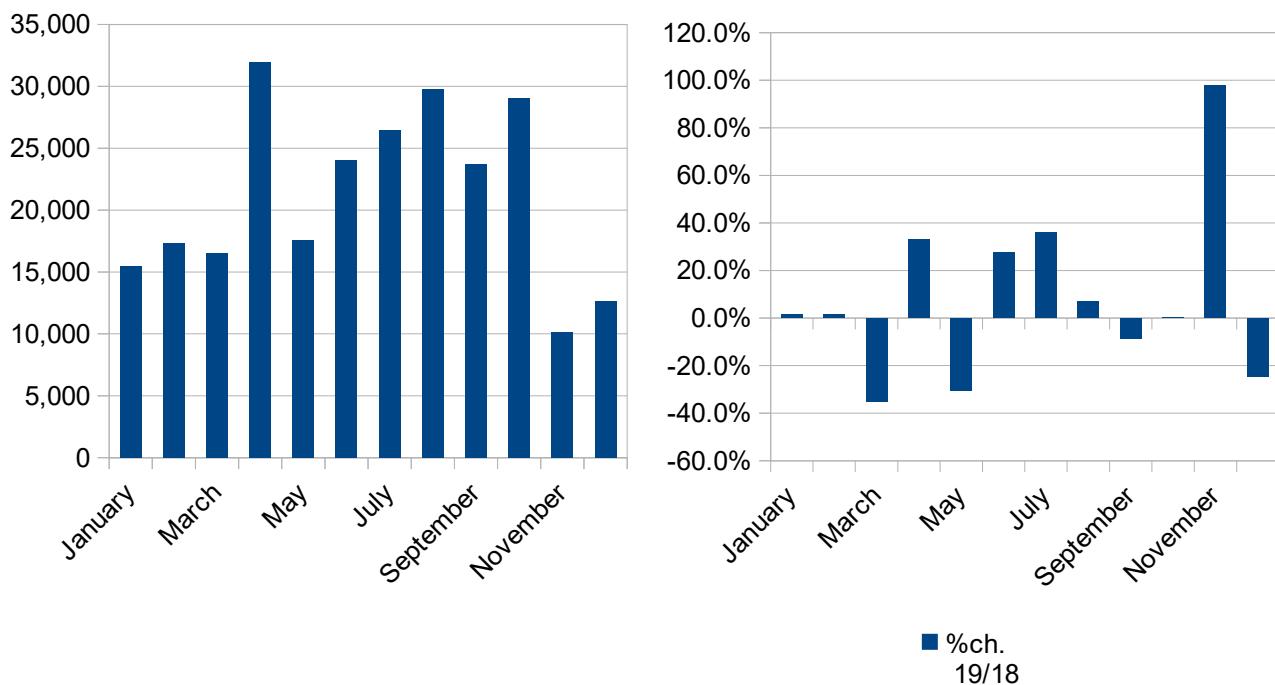
	2015	2016	2017	2018*	2019	%ch. 19/18
January	11,912	12,244	14,126	15,220	15,458	1.6%
February	14,000	16,082	16,565	17,054	17,299	1.4%
March	18,607	20,393	19,885	25,382	16,494	-35.0%
April	17,108	28,469	30,799	24,000	31,972	33.2%
May	23,136	21,189	14,029	25,408	17,616	-30.7%
June	26,670	23,989	23,580	18,840	24,044	27.6%
July	27,058	21,856	26,794	19,459	26,471	36.0%
August	27,843	26,975	28,056	27,833	29,754	6.9%
September	27,232	20,257	24,900	25,932	23,681	-8.7%
October	27,442	22,030	26,242	23,668	29,028	0.1%
November	14,200	14,639	12,753	5,135	10,165	98.0%
December	9,792	14,547	17,770	16,722	12,635	-24.4%
TOTAL	245,000	242,670	255,499	244,653	254,617	4.1%

Part of an integrated itinerary with the St. Mark's square Museums.

* Rooms closed from 4th to 25th November.

Source: Marciana National Library

2019

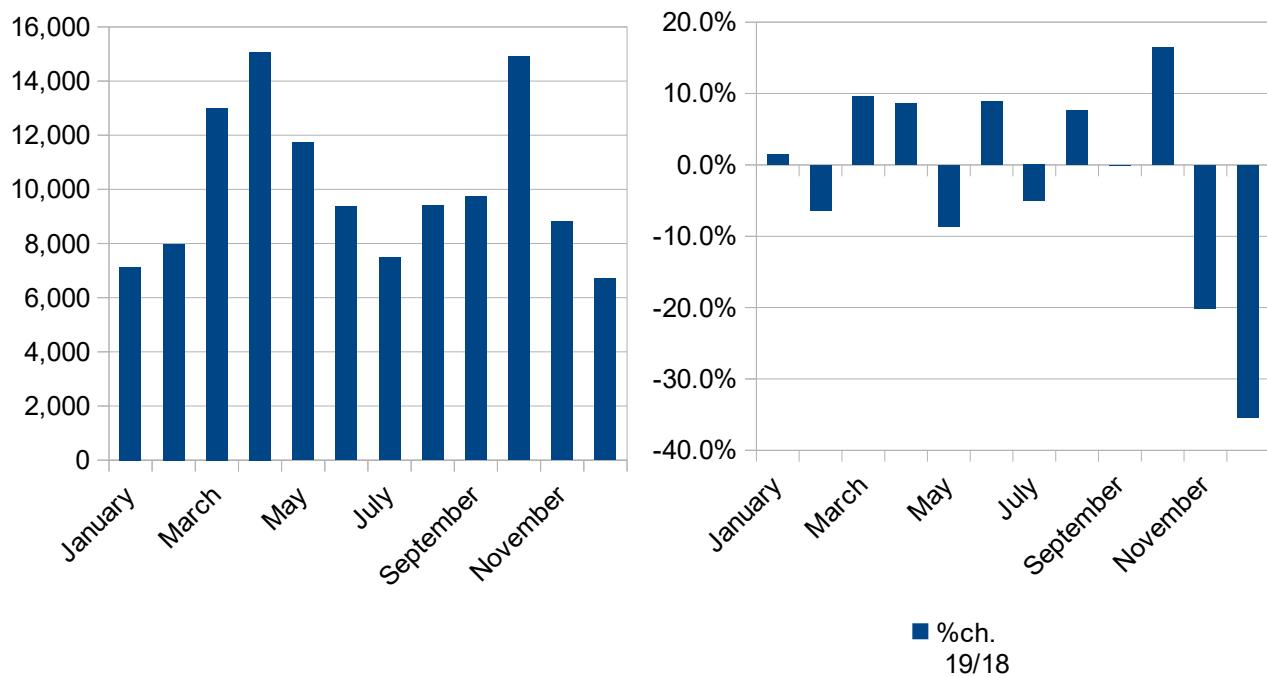


5 - Scuola Grande di San Rocco

	2015	2016	2017	2018	2019	%ch. 19/18
January	6,196	6,170	6,346	7,021	7,127	1.5%
February	7,369	8,235	7,254	8,534	7,988	-6.4%
March	12,588	12,732	11,338	11,862	13,005	9.6%
April	14,880	15,687	15,412	13,880	15,072	8.6%
May	14,727	13,186	12,016	12,834	11,725	-8.6%
June	10,550	9,895	10,931	8,587	9,352	8.9%
July	8,981	8,017	9,704	7,873	7,475	-5.1%
August	9,548	10,443	10,838	8,728	9,394	7.6%
September	10,516	11,148	11,241	9,742	9,732	-0.1%
October	12,024	14,643	14,523	12,805	14,915	16.5%
November	8,797	8,541	11,271	11,047	8,822	-20.1%
December	7,713	8,329	8,268	10,381	6,703	-35.4%
TOTAL	123,889	127,026	129,142	123,294	121,310	-1.6%

Source: Scuola Grande di San Rocco

2019

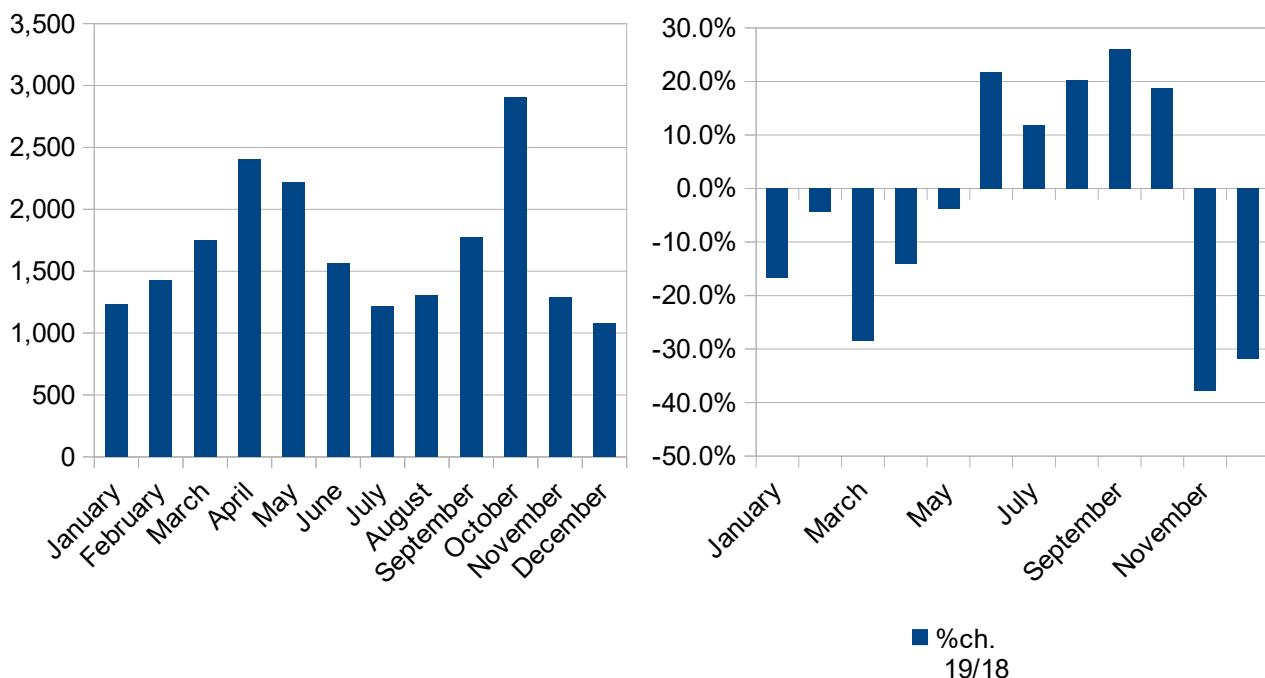


6 - Scuola Dalmata dei Santi Giorgio e Trifone

	2015	2016	2017	2018	2019	%ch. 19/18
January	1,377	1,211	1,432	1,474	1,228	-16.7%
February	1,770	1,825	1,539	1,487	1,423	-4.3%
March	2,702	2,853	2,477	2,449	1,751	-28.5%
April	3,226	3,660	3,298	2,798	2,403	-14.1%
May	2,912	2,751	2,199	2,307	2,219	-3.8%
June	1,991	1,517	1,557	1,283	1,563	21.8%
July	1,587	1,365	1,162	1,085	1,214	11.9%
August	1,795	1,391	1,443	1,084	1,303	20.2%
September	2,882	2,141	2,413	1,408	1,775	26.1%
October	4,234	3,368	3,423	2,446	2,906	18.8%
November	2,259	1,655	2,402	2,072	1,288	-37.8%
December	1,631	1,802	1,627	1,580	1,077	-31.8%
TOTAL	28,366	25,539	24,972	21,473	20,150	-6.2%

Source: Scuola Dalmata dei Santi Giorgio e Trifone

2019

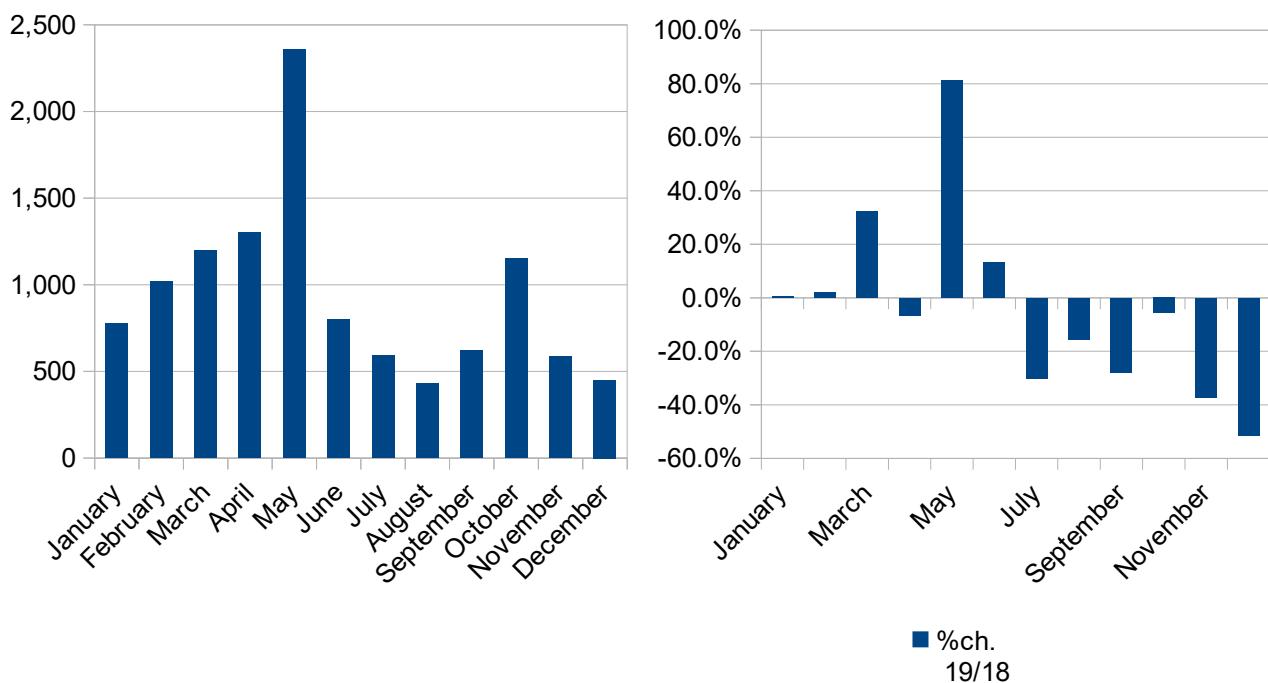


7 - Scuola Grande dei Carmini

	2015	2016	2017	2018	2019	%ch. 19/18
January	563	869	1,053	770	774	0.5%
February	702	912	1,343	999	1,020	2.1%
March	790	1,130	1,281	906	1,199	32.3%
April	987	2,049	1,482	1,394	1,301	-6.7%
May	871	1,620	1,291	1,301	2,357	81.2%
June	623	1,023	1,126	708	801	13.1%
July	534	803	883	851	593	-30.3%
August	648	781	940	509	430	-15.5%
September	889	1,120	1,278	863	622	-27.9%
October	1,153	1,857	1,753	1,219	1,150	-5.7%
November	761	903	1,065	936	587	-37.3%
December	570	513	881	931	451	-51.6%
TOTAL	9,091	13,580	14,376	11,387	11,285	-0.9%

Source: Scuola Grande dei Carmini

2019



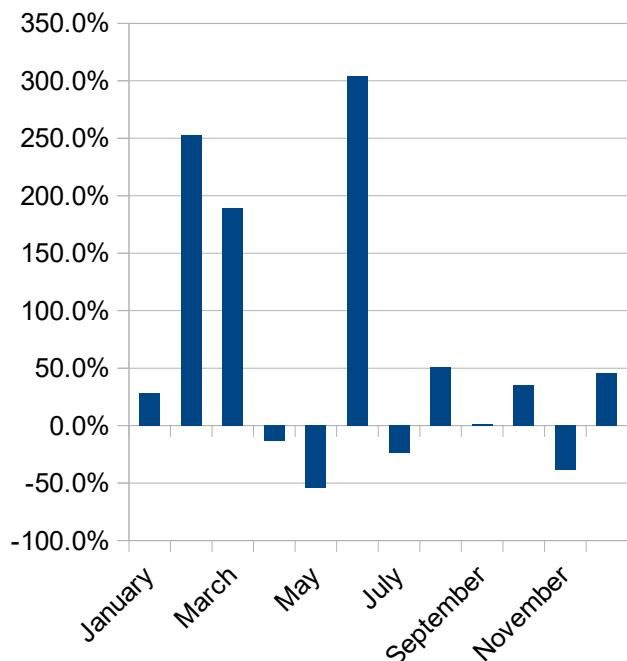
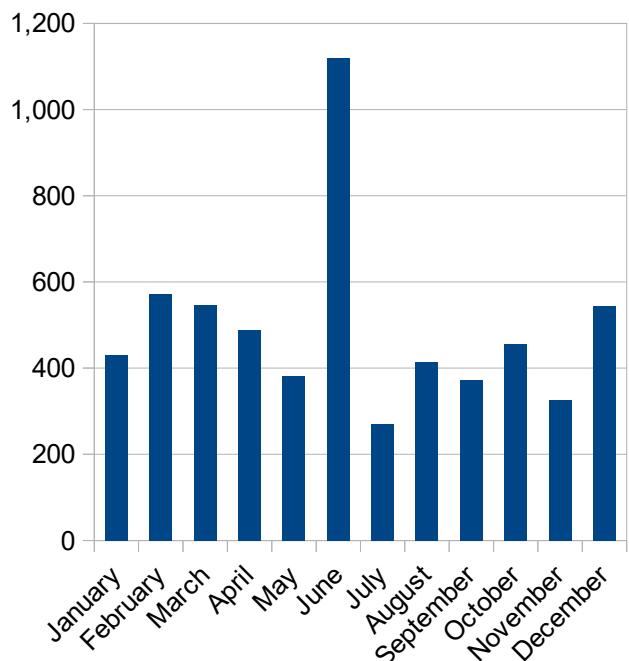
8 - Scuola Grande San Giovanni Evangelista

	2015	2016	2017	2018	2019	% ch. 19/18
Opening days	186	134	156	154	182	18.2%
Visitors	9,279	5,255	5,733	4,590	5,917	28.9%

Source: Scuola Grande San Giovanni Evangelista

	2017	2018	2019	% ch. 19/18
January	522	335	430	28.4%
February	331	162	571	252.5%
March	403	189	547	189.4%
April	353	562	488	-13.2%
May	427	829	381	-54.0%
June	385	277	1,120	304.3%
July	357	354	270	-23.7%
August	306	274	413	50.7%
September	1,406	368	372	1.1%
October	340	336	455	35.4%
November	441	531	326	-38.6%
December	462	373	544	45.8%
TOTAL	5,733	4,590	5,917	28.9%

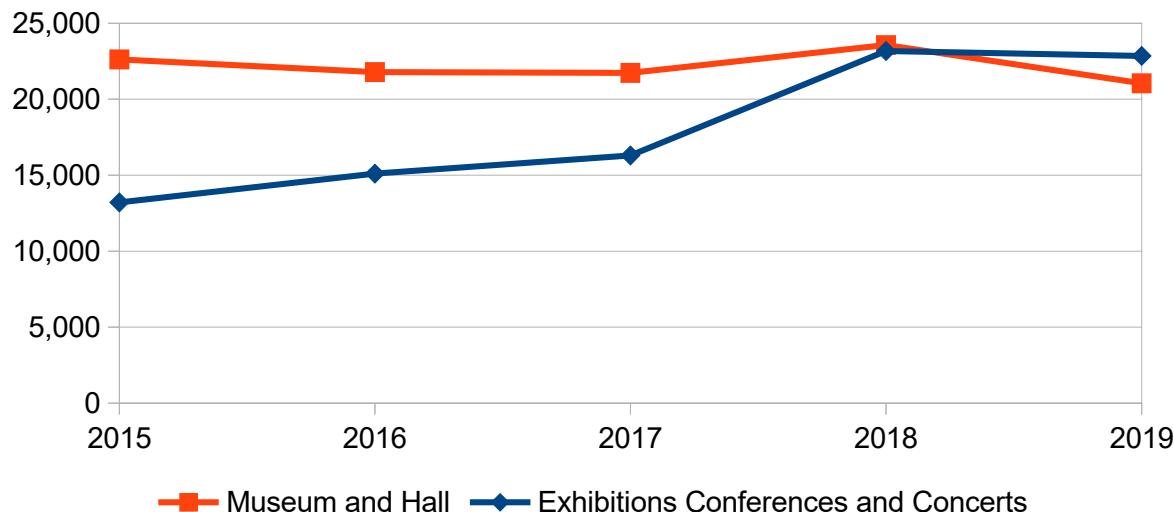
Source: Scuola Grande San Giovanni Evangelista



9 - Scuola Grande di San Marco

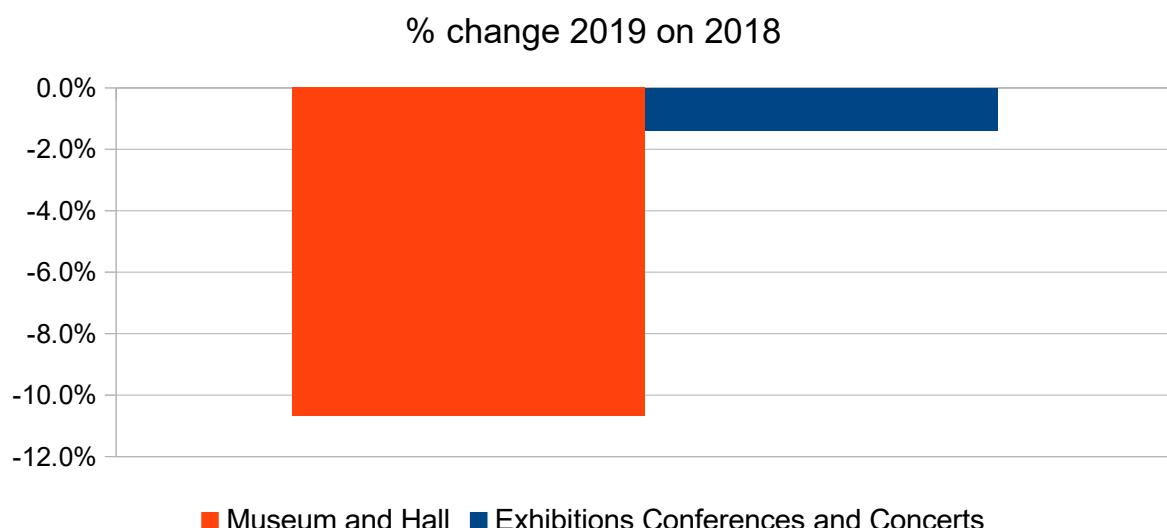
	2015	2016	2017	2018	2019	% ch. 19/15	% ch. 19/18
Museum and Hall	22,613	21,783	21,730	23,561	21,045	-6.9%	-10.7%
TOTAL	22,613	21,783	21,730	23,561	21,045	-6.9%	-10.7%

Source: Scuola Grande di San Marco



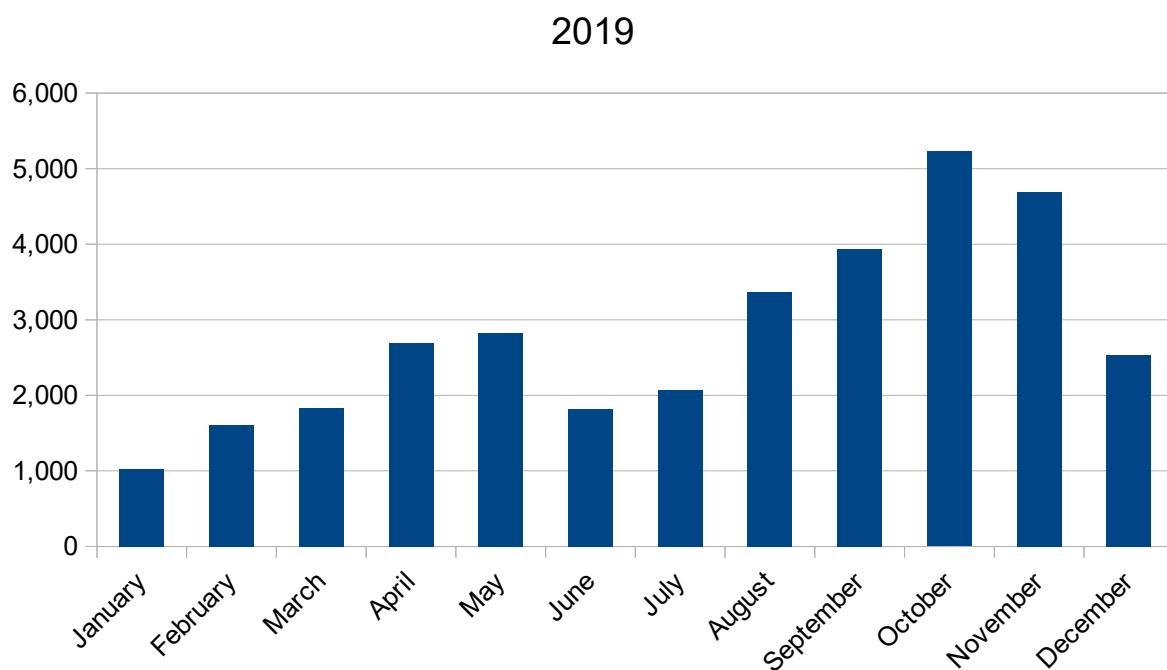
	2015	2016	2017	2018	2019	% ch. 19/15	% ch. 19/18
Exhibitions	11,300	12,500	13,500	20,000	20,000	77.0%	0.0%
Conferences and Concerts	1,910	2,600	2,800	3,170	2,850	49.2%	-10.1%
TOTAL	13,210	15,100	16,300	23,170	22,850	73.0%	-1.4%

Source: Scuola Grande di San Marco



	Museum and Hall	Church of San Lazzaro	Total	% ch. 19/18
January	1,025	0	1,025	-9.2%
February	1,611	0	1,611	35.7%
March	1,830	0	1,830	9.8%
April	2,692	0	2,692	6.5%
May	2,164	664	2,828	45.2%
June	957	860	1,817	18.3%
July	897	1,170	2,067	69.0%
August	1,079	2,294	3,373	608.6%
September	1,975	1,966	3,941	32.9%
October	3,239	1,988	5,227	48.0%
November	2,596	2,099	4,695	70.9%
December	980	1,551	2,531	-3.5%
TOTAL	21,045	12,592	33,637	42.8%

Source: Scuola Grande di San Marco



10 - Scuola Grande della Misericordia di Venezia

Event	2019
Exhibitions¹	33,637
Conferences²	428
TOTAL	33,637

- 1 4,596 visitors benefitted from the free entrance for the contemporary art and design objects exhibition “D Box – Two Years Project 2019 - 2020”, held from 8th to 15th May 2019.
- From 7th May to 2nd June 2019 the monographic exhibition of contemporary art Alberto Biasi. Materia della visione 1959 – 2019” was held with free entrance, visited by 13,287 people.
- 15,754 visitors participated to the free-entrance exhibition “La Grande Impresa. 1919 - 2029 “, organized by Ligabue S.p.A. to celebrate its hundredth anniversary, held from 24th September to 3rd November 2019.
- 2 428 people attended the workshop congress event organized by the newspaper “Il Foglio”, held on 22nd June 2019.

Source: *Scuola della Misericordia di Venezia S.p.A.*

11 - M9 - The Museum of the 20th Century

Event	2019
Visitators	60,000
Events (conferences, screenings, workshops, shows)	22,000
TOTAL	82,000

The values are approximate.

Source: *M9 - The Museum of the 20th Century*

18. Temporary exhibitions visitors

1 - The most visited temporary exhibitions in the world

Visitors	Title of the exhibition	Location	City	Period	Visitors per day
1,677,000	Diane Arbus: A Box of ten photographs*	Smithsonian American Art Museum	Washington	06/04/18 27/01/19	6,188
1,423,170	Tutankhamon Treasures of the Golden Pharaoh	La Villette	Parigi	23/03/19 22/09/19	7,735
1,132,800	Trevor Paglen: Sites Unseen*	Smithsonian American Art Museum	Washington	21/06/18 06/01/19	5,839
1,126,309	Mike Nelson: The Asset Strippers*	Tate Britain	London	18/03/19 06/10/19	5,548
1,022,153	Northern artisanship and design*	Manchester Art Gallery	Manchester	06/07/18 10/11/19	2,112
968,200	Tiffany Chung: Vietnam, Past is Prologue*	Smithsonian American Art Museum	Washington	15/03/19 02/09/19	5,629
960,500	Between two worlds: The Art of Bill Traylor*	Smithsonian American Art Museum	Washington	28/09/18 07/04/19	5,857
913,650	American art and the Vietnam war 1965-75*	Smithsonian American Art Museum	Washington	15/03/19 18/08/19	5,819
811,152	1900-1960 Modern Art from the MMCA Collection*	National Museum of Modern and Contemporary Art	Gwacheon	11/07/18 23/06/19	2,727
804,271	Choi Jeong Hwa: Blooming Matrix	National Museum of Modern and Contemporary Art	Seul	05/09/18 18/03/19	4,518

* Free admission

Source: *Il Giornale dell'Arte* n. 407 April 2020

2 - The most visited temporary exhibition in Italy

Visitors	Title of the exhibition	Location	City	Period	Visitors per day
593,616	Biennale di Venezia: May You Live In Interesting Times	Giardini e Biennale	Venice	11/05/19 24/11/19	3,431
270,000	Dream: art can meet dreams	Chiostro del Bramante	Rome	29/09/18 25/08/19	816
241,697	The art of Banksy. A visual protest	Mudec	Milan	21/11/18 14/04/19	1,667
232,734	Andy Warhol	Complesso del Vittoriano	Rome	03/10/18 05/05/19	1,082
180,569	Pollock and the New York School	Complesso del Vittoriano	Rome	10/10/18 05/05/19	868
152,211	Bird Cage: A temporary shelter	Galleria Borghese	Rome	09/04/19 07/07/19	1,951
141,513	Verrocchio, Leonardo's master	Palazzo Strozzi	Florence	09/03/19 14/07/19	1,106
133,014	The Castelletto of Miramare: New restoration and reuse scenarios*	Castello di Miramare park	Trieste	24/07/19 11/09/19	2,715
103,352	Rubens, Van Dyck, Ribera. A prince's collection	Gallerie d'Italia - Palazzo Zevallos Stigliano	Naples	05/12/18 07/04/19	948
102,948	Twentieth anniversary of Q, a revolutionary book between history of printing and Reformation*	Biblioteca dell'Archiginnasio	Bologna	04/06/19 03/11/19	817

* Free admission

Source: *Il Giornale dell'Arte* n. 407 April 2020

3 - The most visited temporary exhibition in Venice

Visitors	Title of the exhibition	Location	Period	Visitors per day
593,616	Biennale di Venezia: May You Live In Interesting Times	Giardini e Biennale	11/05/19 24/11/19	3,431
67,219	Burri: La pittura, irriducibile presenza	Fondaz. Giorgio Cini	10/05/19 28/07/19	974
31,766	Maurice Marinot: The Glass, 1911-34*	Le Stanze del Vetro	25/03/19 28/07/19	294
17,133	Emilio Isgrò	Fond. Giorgio Cini	13/09/19 24/11/19	290

* Free admission

Source: *Il Giornale dell'Arte* n. 407 April 2020

19. Live performances

1 - La Biennale di Venezia

Event	2019		% change 19/18 Audience
	Edition	Audience	
<i>Venice International Film Festival</i>	76	92,622	13.4%
<i>International Festival of Contemporary Music</i>	63	4,166	14.5%
<i>International Theatre Festival</i>	47	9,006	9.9%
<i>International Festival of Contemporary Dance</i>	13	506	-87.1%
TOTAL		106,300	9.1%

Source: *La Biennale di Venezia Foundation*

2 - La Fenice Opera House

Event	2019		% change 19/18 Audience
		Audience	
<i>Symphonic season</i>		21,829	-4.1%
<i>Opera season</i>		107,527	1.1%
<i>Ballet</i>			
Total		129,356	-2.9%
<i>Others</i>		15,093	21.9%
TOTAL		144,449	-0.8%
<i>Visits</i>		164,813	-14.3%

Source: *La Fenice Opera House Foundation*

3 - The Goldoni Theatre

Event	2019		% change 19/18	
	Edition	Audience	Edition	Audience
<i>Prose season</i>	46	22,707	-4.2%	-3.5%
<i>Dance season</i>	8	3,322	33.3%	-7.2%
<i>Summer season</i>	68	4,049	-11.7%	-20.7%
<i>Shows for children, families, schools</i>	12	2,028	33.3%	22.9%
<i>Special events</i>	17	9,921	-32.0%	-12.2%
<i>Let's have fun in the theater</i>	2	812		
Total	153	42,839	-7.3%	-5.2%
Others	39	21,605	2.6%	15.3%
TOTAL	192	64,444	-5.4%	0.8%

Source: *The Goldoni Theatre*

4 - City of Venice – Culture Department - Theatres

	2019		% change 19/18	
	Edition	Audience	Edition	Audience
<i>Toniolo Theatre</i>	144	81,725	-0.7%	2.0%
<i>Momo Theatre</i>	63	10,533	-10.0%	-0.7%
TOTAL	207	92,258	-3.7%	1.6%

Source: *City of Venice – Culture Department*

5 - City of Venice – Culture Department – Candiani Cultural Centre

Event	2019	% change 19/18
<i>Exhibitions</i>	17,318	-43.4%
<i>Screenings</i>	6,305	-3.4%
<i>Didactics</i>	6,604	-20.6%
<i>Live performance</i>	12,571	4.5%
TOTAL	42,798	-25.5%

Source: *City of Venice – Culture Department – Candiani Cultural Centre*

SURVEY ON THE VISITOR'S PROFILE

Regarding the distribution and collection of tourist data, the Territorial Tourism Governance Service has taken steps to collect data for the Tourists profiling by distributing an online questionnaire.

The survey was carried out through a random sample which was given a questionnaire to collect the information needed to outline the visitor's typical profile which from 1st November 2018 to 31st October 2019 chose Venice as a tourist destination: for the purpose of a more precise profiling of the tourist, it was chosen to intercept both overnight tourists and daily tourists as both the reference sample populations constitute what is called "tourist". In order to reach the highest comprehension of the questions reported in the questionnaire as well as highest diffusion at international level, it was decided to distribute the text in two languages: Italian and English.

The massive dissemination of the online questionnaire was carried out with the contribution of VELA SpA, replicating the methodology used the previous year in consideration of the greater success achieved through the online distribution with respect to the distribution and collection of paper questionnaires at the accommodation facilities. Furthermore, VELA SpA is the subject that intercepts the two sample populations of interest: overnight tourists and daily tourists.

The Service has developed and drafted a questionnaire which takes into account the purpose of the objective and which contains questions aimed at the visitor's profiling. The questionnaire consists of 42 questions of different kinds: the heterogeneity of the questions contributes to the segmentation of the visitors, to know their behaviours in order to obtain a detailed profiling.

Below are the categories of questions given to tourists:

- personal data (gender, age, residence, educational qualification, job etc.);
- means of transport and arrival infrastructures;
- travel arrangements;
- visit period;
- type of visit;
- means of transport used during the visit/stay;
- expense incurred during the visit;
- evaluation of the visit.

After 31st October, date in the time frame of interest for the survey, the questionnaire was sent to all users who registered on the VeneziaUnica website from 1st November 2018 to 31st October 2019 with an invitation to reply online.

20. SURVEY 2019

The survey was carried out by interviewing a random sample that was given a multilingual questionnaire to collect the information necessary to outline the standard profile of the visitor who in the period 1st November 2018 – 31st October 2019 chose Venice as his tourist destination.

1 - Data concerning the survey

Date of realization of the survey

From 11.2019 to 28.11.2019

Detection method

Computer Assisted Web Interviewing (C.A.W.I.) - Sending by email the survey questionnaire to the sample.

Reference population

Users of the Venezia Unica Website

Number of questionnaires sent: 73,942

Number of questionnaires delivered: 73.016 (99.35%)

Number of undeliverable questionnaires: 476 (0.65%)

Number of questionnaires received: 4,843

Please note: The difference of 1 unit between total and sum of residents in Italy and residents abroad is due to the fact that 1 of the respondents did not indicate the country of residence. This difference is therefore found in all elaborations.

2 - Final considerations

The choice to use the VeneziaUnica database for online surveying has proved to be adequate for the purpose since 2017, making it possible to quickly contact those who have visited the city and have used for the daily visit and/or stay the purchase platform managed by VELA SpA

The users' response was approximately 6.55%, a consistent (indeed higher) figure for the average response rate for similar searches.

The results of the online survey show that 39% of visitors are between the ages of 46 and 60 and 80% have a University degree.

82% of those interviewed reside in a foreign country and the remaining 18% reside in Italy: on this last figure, 23.1% live in Lombardy and 17.4% in Veneto.

Non-Italian visitors come mainly from the following countries:

- 15.6% from the United Kingdom;
- 15.6% from France;

- 15.2% from Germany;
- 10,9% from U.S.A.

The most common means of transport used for arriving in Venice is the plane in 53% of cases, following the train in 27% of cases.

Visitors travel mainly with family, 78% of cases, and 44% of the sample use web search engines as a source of information for travelling.

As in 2018, responding to the motivations which drive visitors to visit Venice, the interviewees attributed greater importance to the cultural offer of the city. From the data collected it is noted that the experience of visiting and/or staying does not coincide with particular holidays: in fact, most travellers respond that they have made a visit/stay in Venice on dates other than those coinciding with scheduled events or festivity.

94% of those interviewed made a stay: of these, 51% stayed in the hotel and 28% stayed in an apartment, choosing the Historic City as the location of the accommodation.

75% of those who choose to stay stay for a period ranging from 2 to 5 days. In the event of a stay, the majority declares that it is not the first experience, specifying that they have already carried out 2 to 5 stays.

Daily visitors are also "recidivists": they have already had more daily visits, in particular they visited the city 2 to 5 times.

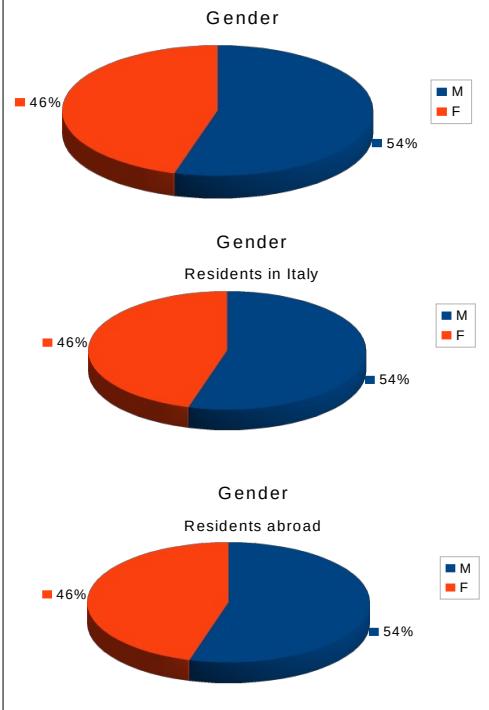
The tourist mainly spends over 50 € per day (including accommodation and transport) and up to 200 €.

Finally, 94% of the sample interviewed expressed their intention to return to Venice, evaluating the visit experience very positively.

1 - Socio-demographic data

Gender

Gender	N. cases	% valid	% cases
M	2,629	54%	54%
F	2,197	46%	45%
Tot. valid	4,826	100%	100%
No answer	17		0%
Tot. cases	4,843		100%

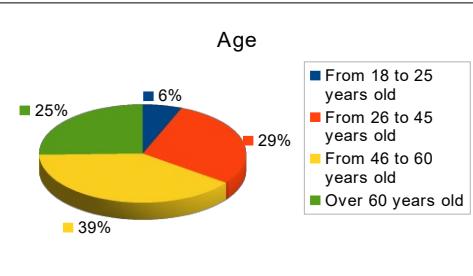


Gender	N. cases	% valid	% cases
Residents in Italy			
M	473	54%	54%
F	395	46%	45%
Tot. valid	868	100%	100%
No answer	2		0%
Tot. cases	870		100%

Gender	N. cases	% valid	% cases
Residents abroad			
M	2,155	54%	54%
F	1,802	46%	45%
Tot. valid	3,957	100%	100%
No answer	15		0%
Tot. cases	3,972		100%

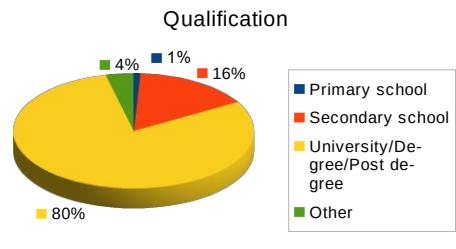
Age

Age	N. cases	% valid	% cases
From 18 to 25 years old	273	6%	6%
From 26 to 45 years old	1,286	29%	27%
From 46 to 60 years old	1,751	39%	36%
Over 60 years old	1,131	25%	23%
Tot. valid	4,441	100%	92%
No answer	402		8%
Tot. cases	4,843		100%



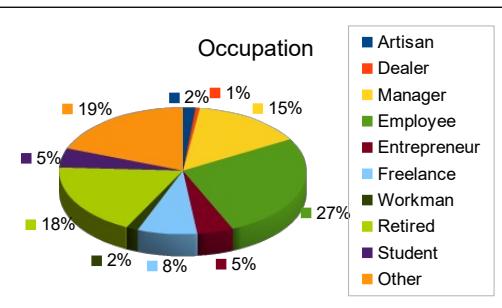
Qualification

Qualification	N. cases	% valid	% cases
Primary school	42	1%	1%
Secondary school	761	16%	16%
University/Degree/Post degree	3,836	80%	79%
Other	180	4%	4%
Tot. valid	4,819	100%	100%
No answer	24	0%	
Tot. cases	4,843	100%	



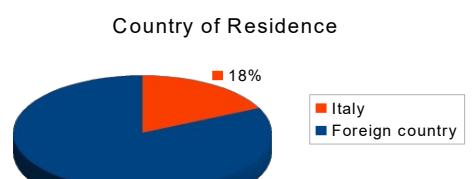
Occupation

Occupation	N. cases	% valid	% cases
Artisan	78	2%	2%
Dealer	27	1%	1%
Manager	703	15%	15%
Employee	1287	27%	27%
Entrepreneur	228	5%	5%
Freelance	378	8%	8%
Workman	75	2%	2%
Retired	883	18%	18%
Student	237	5%	5%
Other	931	19%	19%
Tot. valid	4,827	100%	100%
No answer	16	0%	
Tot. cases	4,843	100%	



Country of Residence

Country of Residence	N. cases	% valid	% cases
Italy	870	18%	18%
Foreign country	3,972	82%	82%
Tot. valid	4,842	100%	100%
No answer	1	0%	
Tot. cases	4,843	100%	

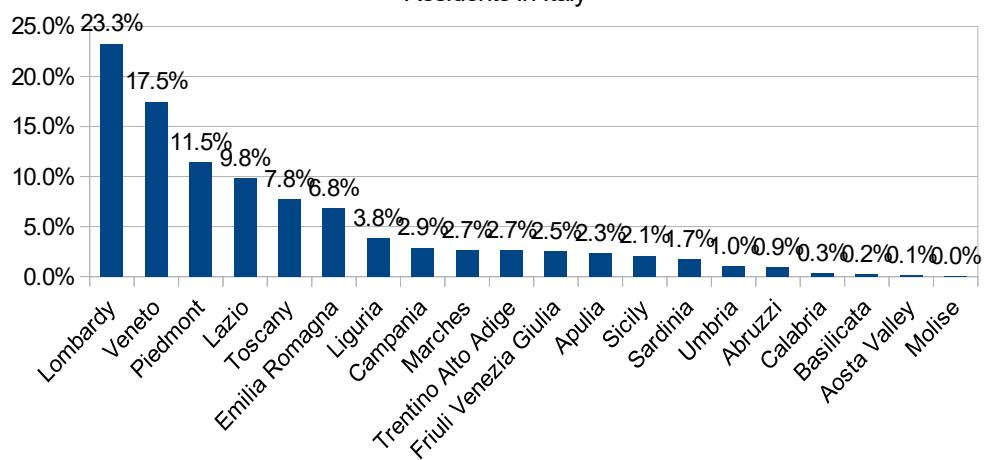


Region of residence

Region of residence	N. cases	% valid	% cases
Lombardy	201	23.3%	23.1%
Veneto	151	17.5%	17.4%
Piedmont	99	11.5%	11.4%
Lazio	85	9.8%	9.8%
Toscany	67	7.8%	7.7%
Emilia Romagna	59	6.8%	6.8%
Liguria	33	3.8%	3.8%
Campania	25	2.9%	2.9%
Marches	23	2.7%	2.6%
Trentino Alto Adige	23	2.7%	2.6%
Friuli Venezia Giulia	22	2.5%	2.5%
Apulia	20	2.3%	2.3%
Sicily	18	2.1%	2.1%
Sardinia	15	1.7%	1.7%
Umbria	9	1.0%	1.0%
Abruzzi	8	0.9%	0.9%
Calabria	3	0.3%	0.3%
Basilicata	2	0.2%	0.2%
Aosta Valley	1	0.1%	0.1%
Molise	0	0.0%	0.0%
Tot. valid	864	100%	99%
No answer	6		1%
Tot. cases	870	100%	

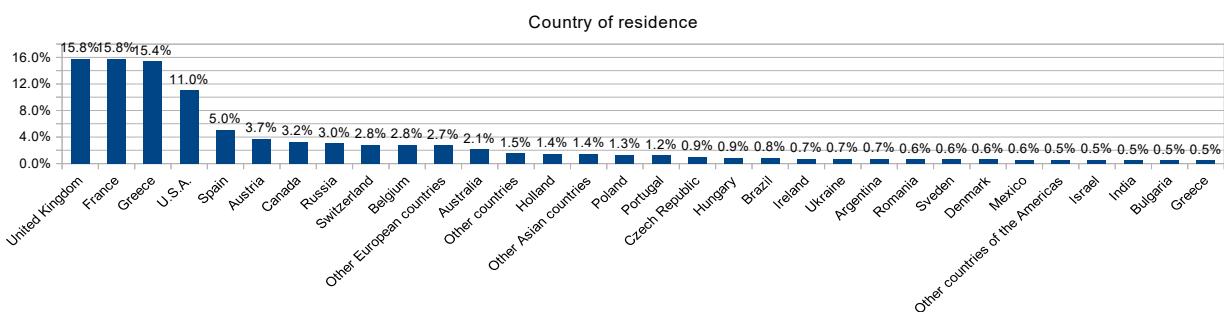
Region of residence

Residents in Italy



Country of Residence

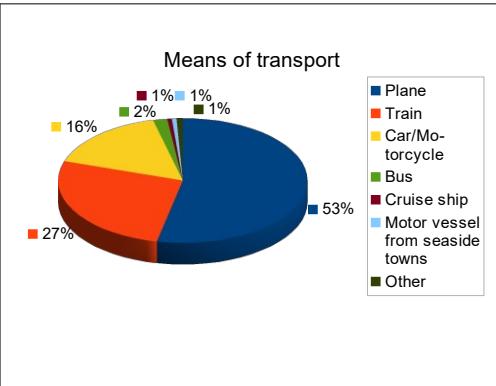
State of residence	N. cases	% valid	% cases
United Kingdom	619	15.8%	15.6%
France	618	15.8%	15.6%
Greece	602	15.4%	15.2%
U.S.A.	431	11.0%	10.9%
Spain	196	5.0%	4.9%
Austria	145	3.7%	3.7%
Canada	126	3.2%	3.2%
Russia	118	3.0%	3.0%
Switzerland	111	2.8%	2.8%
Belgium	108	2.8%	2.7%
Other European countries	107	2.7%	2.7%
Australia	84	2.1%	2.1%
Other countries	59	1.5%	1.5%
Holland	55	1.4%	1.4%
Other Asian countries	55	1.4%	1.4%
Poland	50	1.3%	1.3%
Portugal	48	1.2%	1.2%
Czech Republic	37	0.9%	0.9%
Hungary	34	0.9%	0.9%
Brazil	33	0.8%	0.8%
Ireland	29	0.7%	0.7%
Ukraine	29	0.7%	0.7%
Argentina	28	0.7%	0.7%
Romania	25	0.6%	0.6%
Sveden	25	0.6%	0.6%
Denmark	24	0.6%	0.6%
Mexico	23	0.6%	0.6%
Other countries of the Americas	21	0.5%	0.5%
Israel	21	0.5%	0.5%
India	19	0.5%	0.5%
Bulgaria	18	0.5%	0.5%
Greece	18	0.5%	0.5%
Tot. valid	3,916	98.6%	98.6%
No answer	56		1.4%
Tot. cases	3,972		100.0%



2 - Modes of transport and infrastructures used to arrive

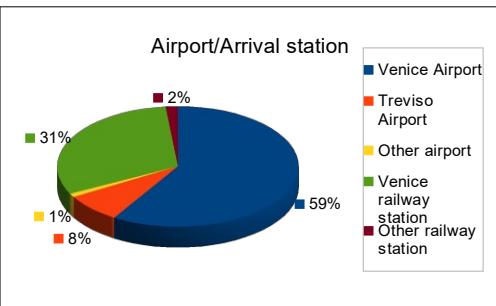
Modes of transport

Means of arrival	N. cases	% valid	% cases
Plane	2,581	53%	53%
Train	1292	27%	27%
Car/Motorcycle	780	16%	16%
Bus	89	2%	2%
Cruise ship	29	1%	1%
Motor vessel from seaside towns	29	1%	1%
Other	39	1%	1%
Tot. valid	4839	100%	1.00
No answer	4		0%
Tot. cases	4,843		100%

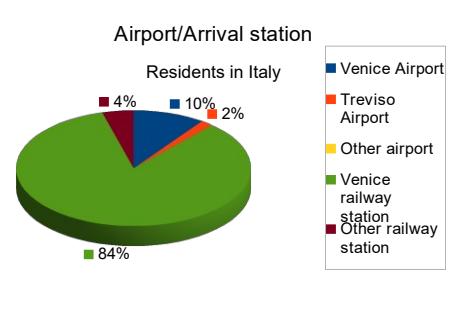


Airport/Arrival station

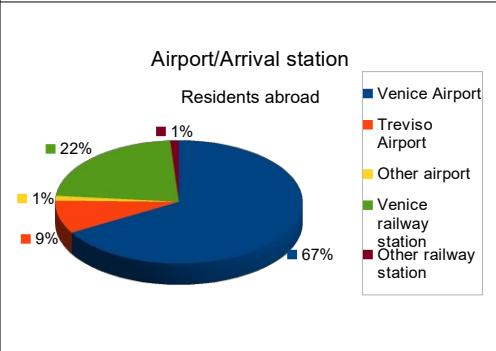
Airport/Arrival station	N. cases	% valid	% cases
Venice Airport	2,275	59%	47%
Treviso Airport	298	8%	6%
Other airport	38	1%	1%
Venice railway station	1,192	31%	25%
Other railway station	63	2%	1%
Tot. valid	3,866	100%	80%
No answer	977		20%
Tot. cases	4,843		100%



Airport/Arrival station Residents in Italy	N. cases	% valid	% cases
Venice Airport	53	10%	6%
Treviso Airport	9	2%	1%
Other airport	0	0%	0%
Venice railway station	449	84%	52%
Other railway station	23	4%	3%
Tot. valid	534	100%	61%
No answer	336		39%
Tot. cases	870		100%

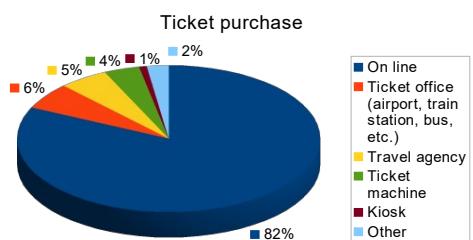


Airport/Arrival station Residents abroad	N. cases	% valid	% cases
Venice Airport	2,221	67%	56%
Treviso Airport	289	9%	7%
Other airport	40	1%	1%
Venice railway station	743	22%	19%
Other railway station	38	1%	1%
Tot. valid	3,331	100%	84%
No answer	641		16%
Tot. cases	3,972		100%



Ticket purchase

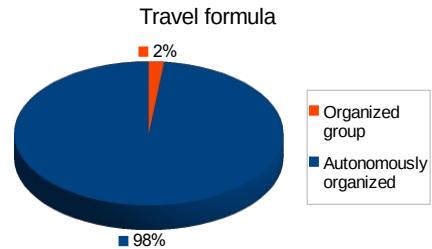
Ticket purchase	N. cases	% valid	% cases
On line	3,811	82%	79%
Ticket office (airport, train station, bus, etc.)	271	6%	6%
Travel agency	243	5%	5%
Ticket machine	177	4%	4%
Kiosk	38	1%	1%
Other	108	2%	2%
Tot. Valid	4,648	100%	96%
No answer	195		4%
Tot. Cases	4,843		100%



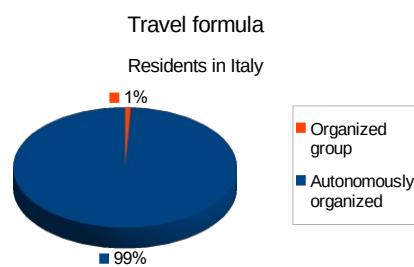
3 - Travel organization plans

Travel formula

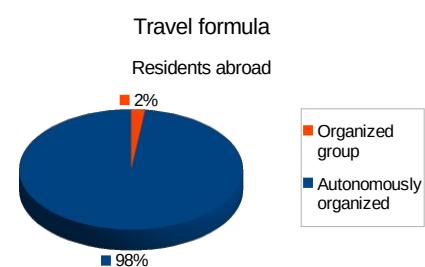
Travel formula	N. cases	% valid	% cases
Organized group	87	2%	2%
Autonomously organized	4,700	98%	97%
Tot. valid	4,787	100%	99%
No answer	56		1%
Tot. cases	4,843		100%



Travel formula Residents in Italy	N. cases	% valid	% cases
Organized group	7	1%	1%
Autonomously organized	846	99%	97%
Tot. valid	853	100%	98%
No answer	17		2%
Tot. cases	870		100%

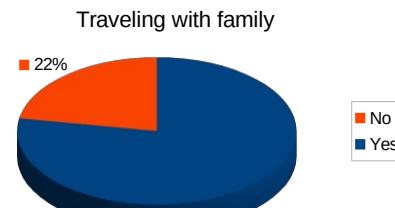


Travel formula Residents abroad	N. cases	% valid	% cases
Organized group	79	2%	2%
Autonomously organized	3,854	98%	97%
Tot. valid	3,933	100%	99%
No answer	39		1%
Tot. cases	3,972		100%

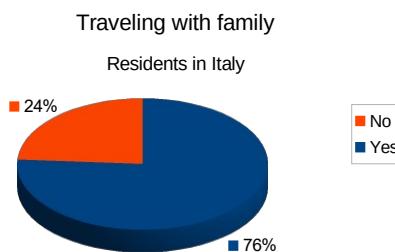


Travel with family

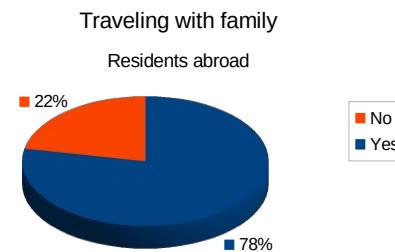
Traveling with family	N. cases	% valid	% cases
No	1,074	22%	22%
Yes	3,758	78%	78%
Tot. valid	4,832	100%	100%
No answer	11		0%
Tot. cases	4,843		100%



Traveling with family Residents in Italy	N. cases	% valid	% cases
No	207	24%	24%
Yes	660	76%	76%
Tot. valid	867	100%	100%
No answer	3		0%
Tot. cases	870		100%

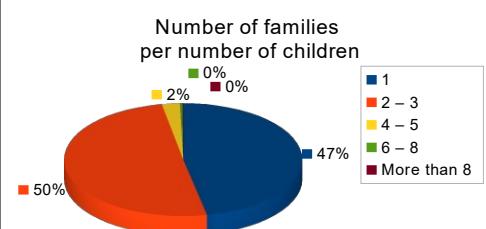


Traveling with family Residents abroad	N. cases	% valid	% cases
No	867	22%	22%
Yes	3,097	78%	78%
Tot. valid	3,964	100%	100%
No answer	8		0%
Tot. cases	3,972		100%

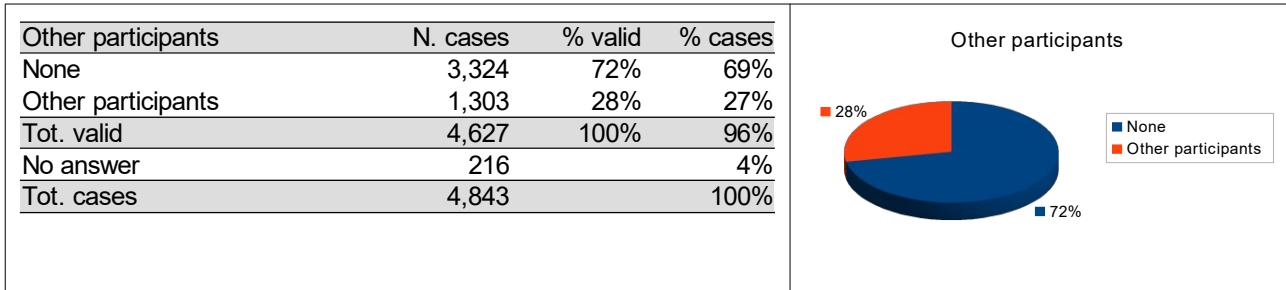


Number of families per number of children

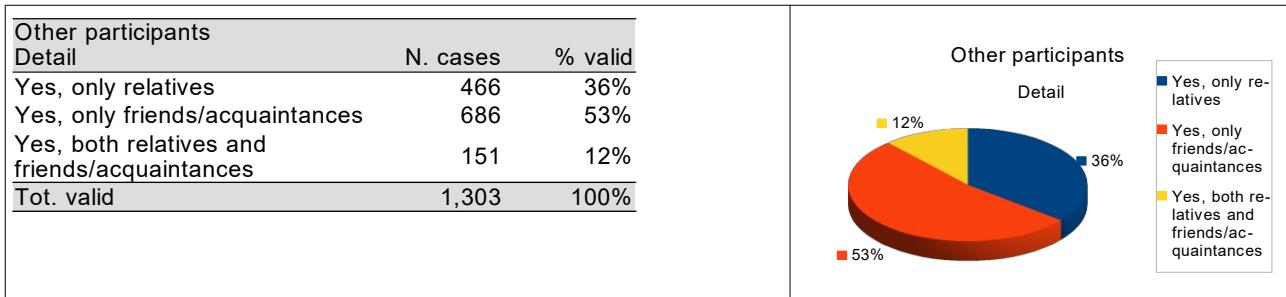
Number of families per number of children	N. cases	% valid	% cases
1	519	47%	45%
2 – 3	558	50%	48%
4 – 5	27	2%	2%
6 – 8	4	0%	0%
More than 8	1	0%	0%
Tot. valid	1,109	100%	96%
No answer	49		4%
Tot. cases	1,158		100%



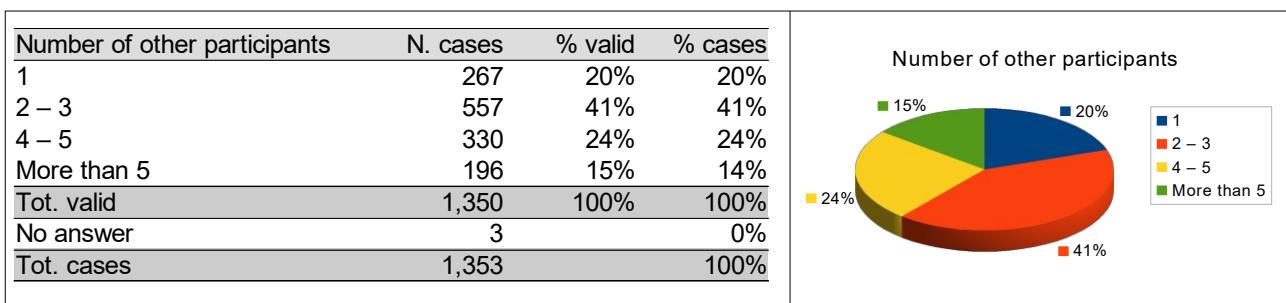
Other participants



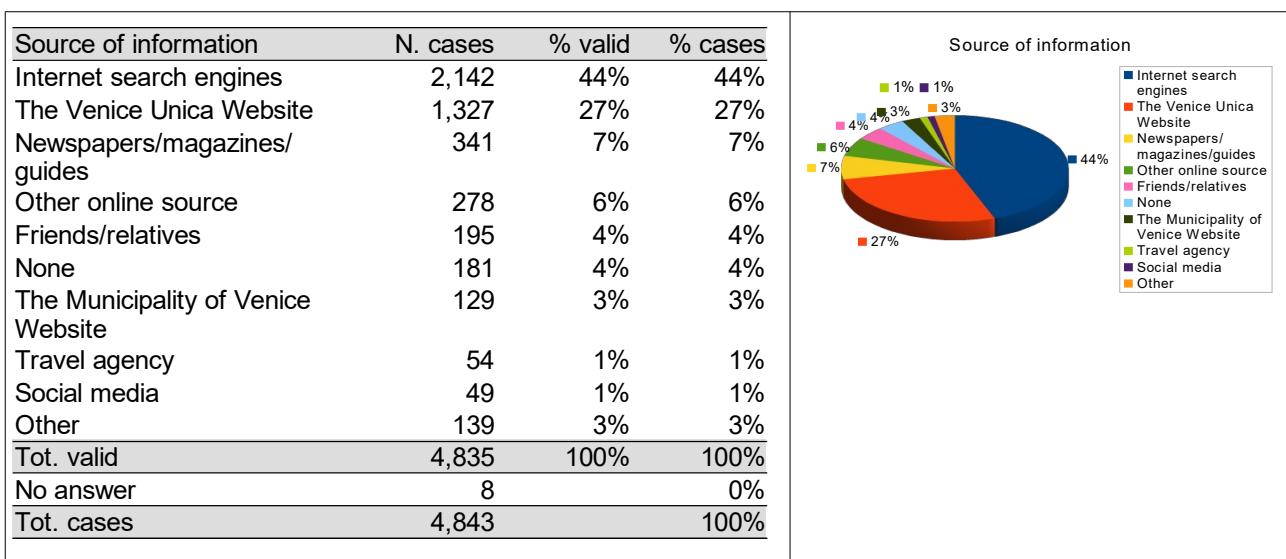
Other participants - Detail



Number of other participants

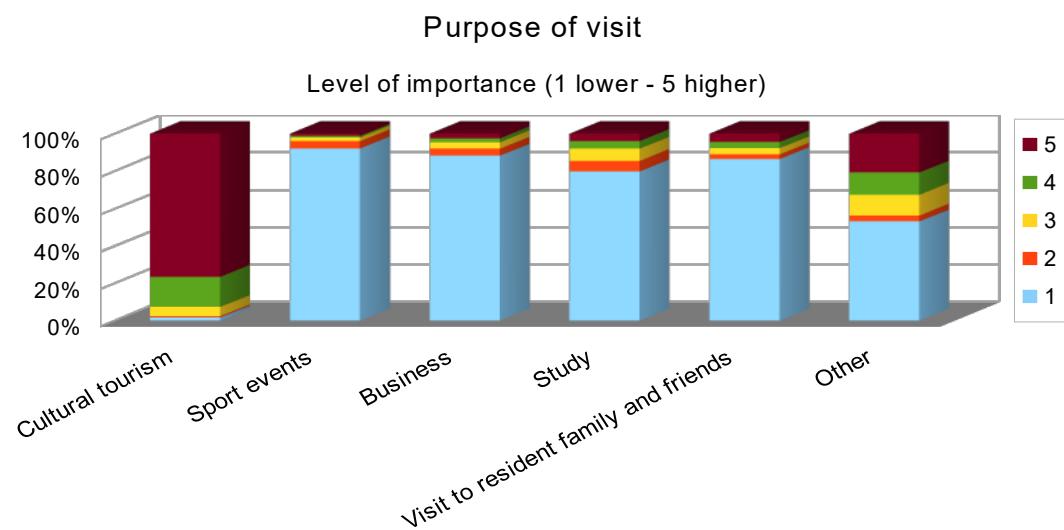


Source of information



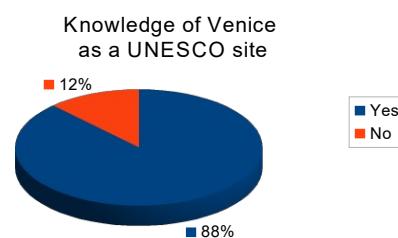
Purpose of visit

Purpose of visit	Level of importance (1 lower – 5 higher)				
	1	2	3	4	5
Cultural tourism	1%	1%	5%	16%	77%
Sport events	92%	4%	2%	1%	1%
Business	88%	4%	3%	2%	3%
Study	80%	6%	7%	4%	4%
Visit to resident family and friends	86%	2%	3%	3%	5%
Other	53%	3%	11%	12%	21%

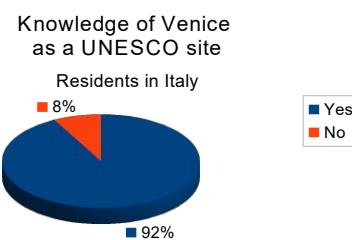


Knowledge of Venice as a UNESCO site

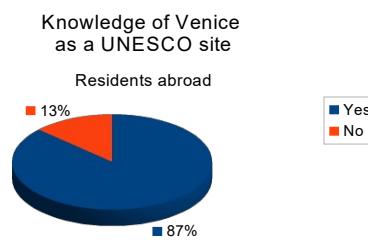
Knowledge of Venice as a UNESCO site	N. cases	% valid	% cases
Yes	4,247	88%	88%
No	588	12%	12%
Tot. valid	4,835	100%	100%
No answer	8	0%	
Tot. cases	4,843	100%	



Knowledge of Venice as a UNESCO site	N. cases	% valid	% cases
Residents in Italy			
Yes	798	92%	92%
No	68	8%	8%
Tot. valid	866	100%	100%
No answer	4	0%	
Tot. cases	870	100%	



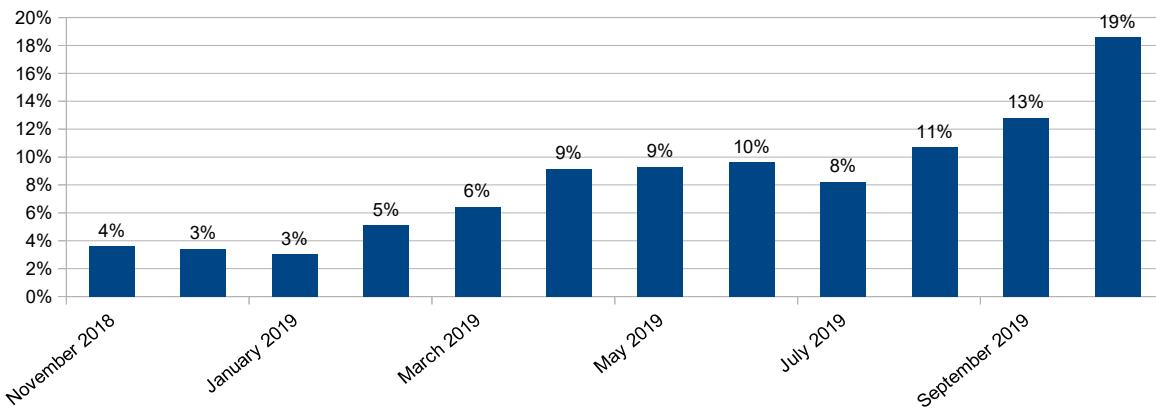
Knowledge of Venice as a UNESCO site	N. cases	% valid	% cases
Residents abroad			
Yes	3,448	87%	87%
No	520	13%	13%
Tot. valid	3,968	100%	100%
No answer	4	0%	
Tot. cases	3,972	100%	



The period of the visit

The prevailing month in which the visit took place	N. cases	% valid	% cases
November 2018	174	4%	4%
December 2018	164	3%	3%
January 2019	145	3%	3%
February 2019	245	5%	5%
March 2019	309	6%	6%
April 2019	441	9%	9%
May 2019	447	9%	9%
June 2019	462	10%	10%
July 2019	396	8%	8%
August 2019	514	11%	11%
September 2019	616	13%	13%
October 2019	894	19%	18%
Tot. valid	4,807	100%	99%
No answer	36		1%
Tot. cases	4,843		100%

The prevailing month in which the visit took place

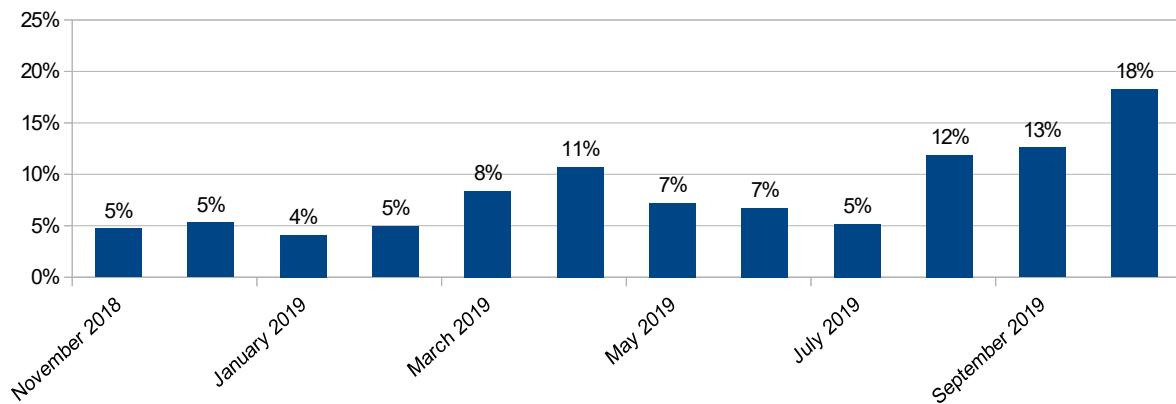


The period of the visit - Residents in Italy

Residents in Italy	N. cases	% valid	% cases
November 2018	40	5%	5%
December 2018	45	5%	5%
January 2019	35	4%	4%
February 2019	42	5%	5%
March 2019	71	8%	8%
April 2019	91	11%	10%
May 2019	61	7%	7%
June 2019	57	7%	7%
July 2019	44	5%	5%
August 2019	101	12%	12%
September 2019	107	13%	12%
October 2019	155	18%	18%
Tot. valid	849	100%	98%
No answer	21		2%
Tot. cases	870		100%

The prevailing month in which the visit took place

Residents in Italy

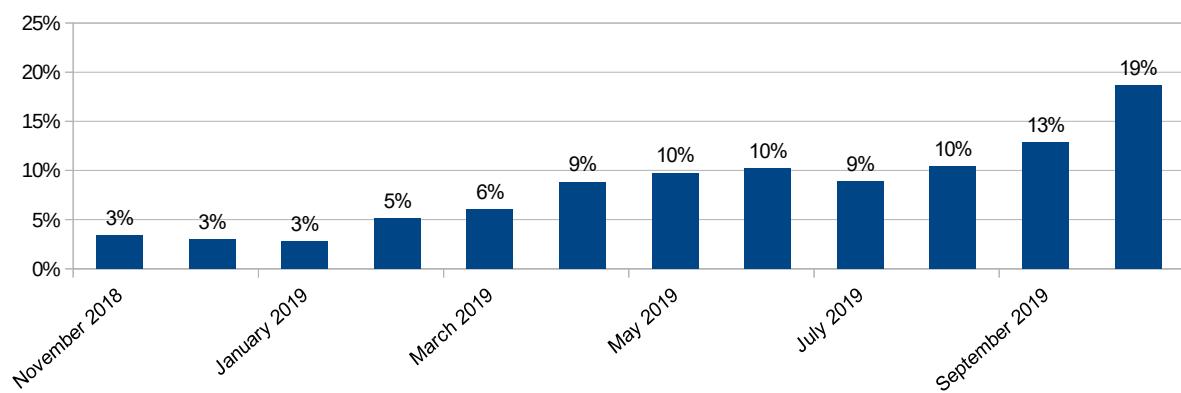


The period of the visit - Residents abroad

The prevailing month in which the visit took place Residents abroad	N. cases	% valid	% cases
November 2018	134	3%	3%
December 2018	119	3%	3%
January 2019	110	3%	3%
February 2019	203	5%	5%
March 2019	238	6%	6%
April 2019	350	9%	9%
May 2019	386	10%	10%
June 2019	405	10%	10%
July 2019	352	9%	9%
August 2019	413	10%	10%
September 2019	509	13%	13%
October 2019	739	19%	19%
Tot. valid	3,958	100%	100%
No answer	14		0%
Tot. cases	3,972		100%

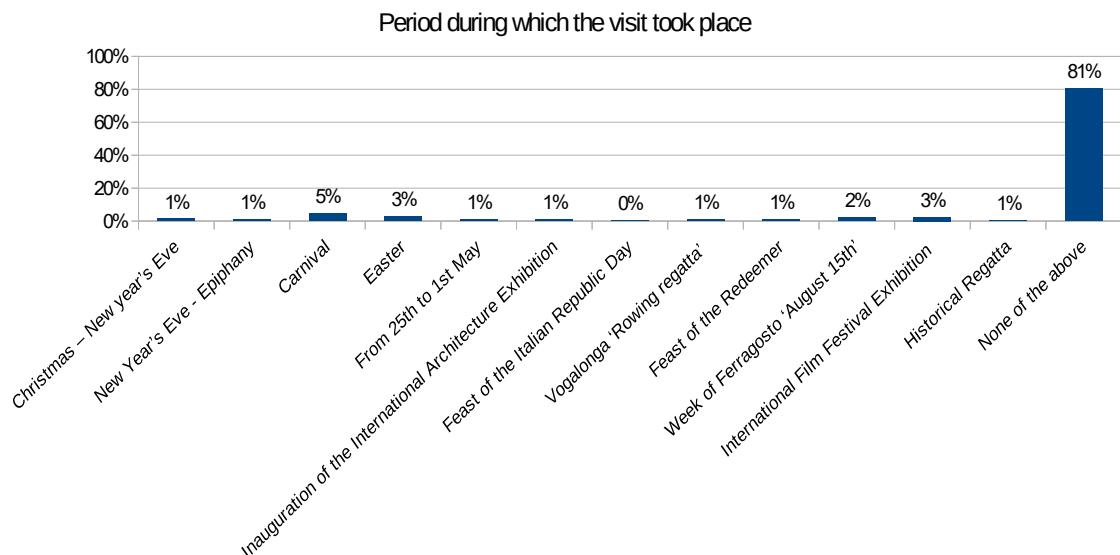
The prevailing month in which the visit took place

Residents abroad



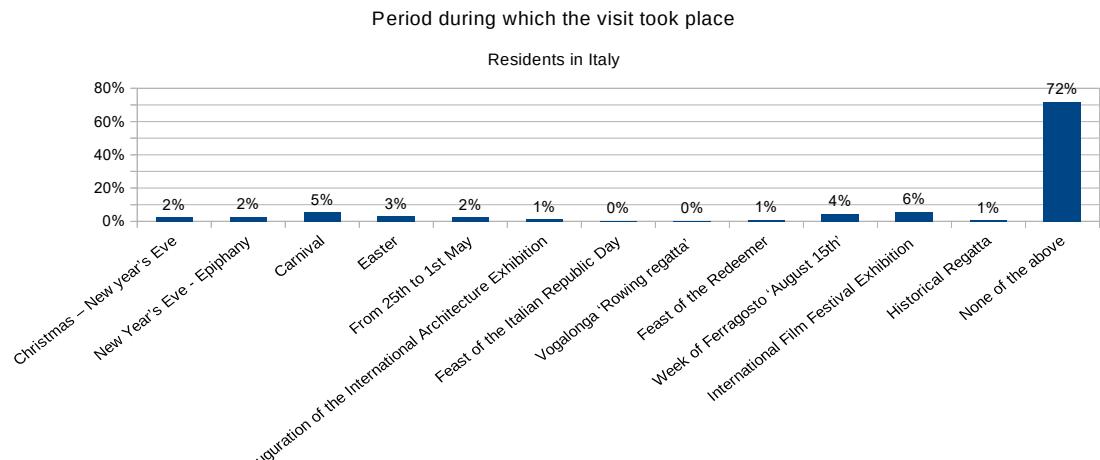
The period of the visit

Period during which the visit took place	N. cases	% valid	% cases
Christmas – New year's Eve	65	1%	1%
New Year's Eve - Epiphany	54	1%	1%
Carnival	214	5%	4%
Easter	134	3%	3%
From 25th to 1st May	48	1%	1%
Inauguration of the International Architecture Exhibition	46	1%	1%
Feast of the Italian Republic Day	20	0%	0%
Vogalonga 'Rowing regatta'	40	1%	1%
Feast of the Redeemer	53	1%	1%
Week of Ferragosto 'August 15th'	97	2%	2%
International Film Festival Exhibition	119	3%	2%
Historical Regatta	25	1%	1%
None of the above	3,802	81%	79%
Tot. valid	4,717	100%	97%
No answer	126		3%
Tot. cases	4,843		100%



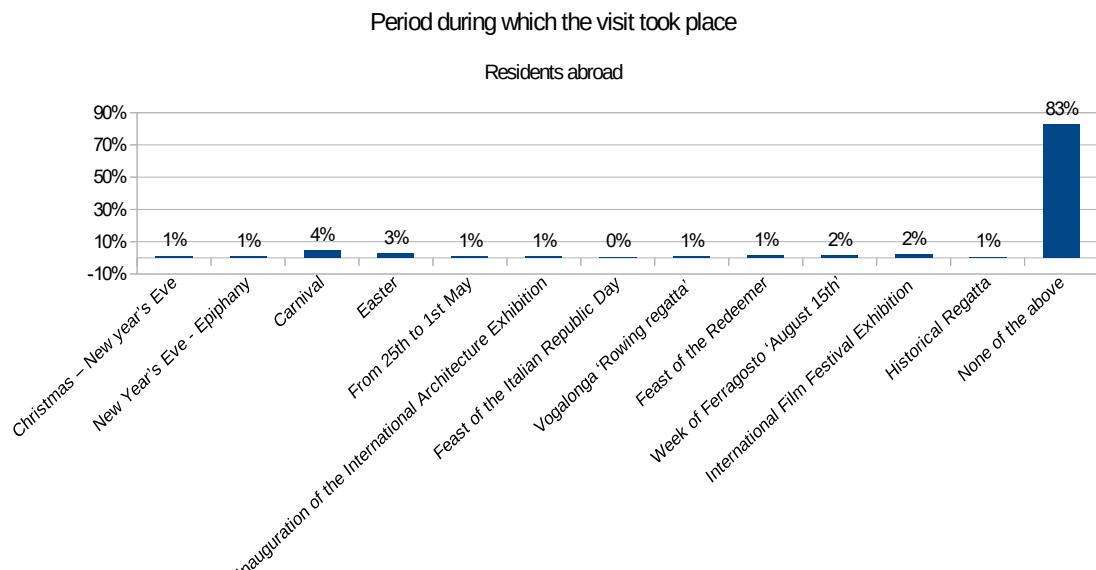
The period of the visit - Residents in Italy

Period during which the visit took place	N. cases	% valid	% cases
Residents in Italy			
Christmas – New year's Eve	20	2%	2%
New Year's Eve - Epiphany	21	2%	2%
Carnival	46	5%	5%
Easter	26	3%	3%
From 25th to 1st May	20	2%	2%
Inauguration of the International Architecture Exhibition	11	1%	1%
Feast of the Italian Republic Day	1	0%	0%
Vogalonga 'Rowing regatta'	2	0%	0%
Feast of the Redeemer	6	1%	1%
Week of Ferragosto 'August 15th'	36	4%	4%
International Film Festival Exhibition	47	6%	5%
Historical Regatta	5	1%	1%
None of the above	608	72%	70%
Tot. valid	849	100%	98%
No answer	21		2%
Tot. cases	870		100%



The period of the visit – Residents abroad

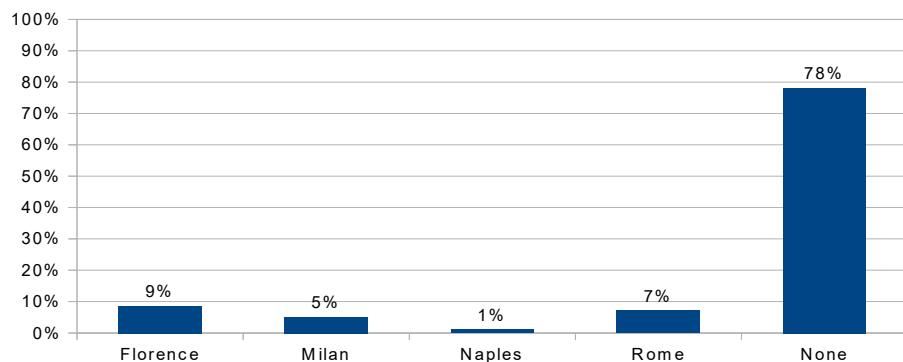
Residents abroad	N. cases	% valid	% cases
Christmas – New year's Eve	45	1%	1%
New Year's Eve - Epiphany	33	1%	1%
Carnival	168	4%	4%
Easter	108	3%	3%
From 25th to 1st May	28	1%	1%
Inauguration of the International Architecture Exhibition	35	1%	1%
Feast of the Italian Republic Day	19	0%	0%
Vogalonga 'Rowing regatta'	38	1%	1%
Feast of the Redeemer	47	1%	1%
Week of Ferragosto 'August 15th'	61	2%	2%
International Film Festival Exhibition	72	2%	2%
Historical Regatta	20	1%	1%
None of the above	3,194	83%	80%
Tot. valid	3,868	100%	97%
No answer	104		3%
Tot. cases	3,972		100%



Any other Art Cities visited during the trip

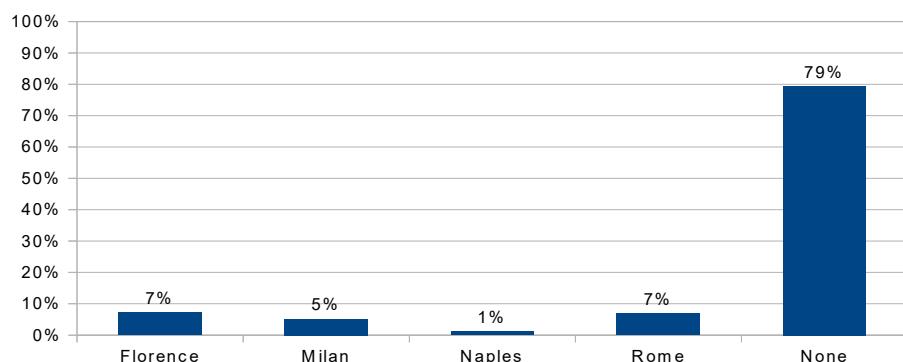
Cities of Art visited before arriving Venice	N. cases	% valid	% cases
Florence	416	9%	9%
Milan	245	5%	5%
Naples	54	1%	1%
Rome	339	7%	7%
None	3,764	78%	78%
Tot. valid	4,818	100%	99%
No answer	35		1%
Tot. cases	4,853		100%

Cities of Art visited before arriving Venice



Cities of Art visited after departure from Venice	N. cases	% valid	% cases
Florence	347	7%	7%
Milan	246	5%	5%
Naples	56	1%	1%
Rome	331	7%	7%
None	3,778	79%	78%
Tot. valid	4,758	100%	98%
No answer	90		2%
Tot. cases	4,848		100%

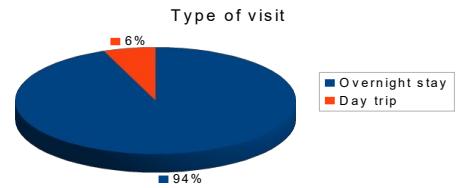
Cities of Art visited after departure from Venice



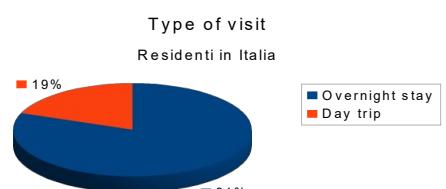
4 - Features of the visit

Type of Visit to Venice

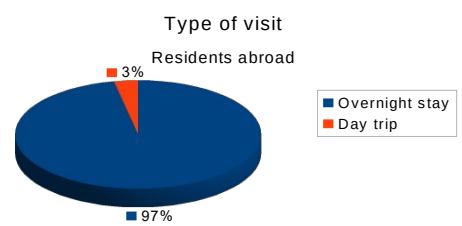
Type of visit	N. cases	% valid	% cases
Overnight stay	4,550	94%	94%
Day trip	291	6%	6%
Tot. valid	4,841	100%	100%
No answer	2	0%	
Tot. cases	4,843		100%



Type of visit	N. cases	% valid	% cases
Residents in Italy			
Overnight stay	702	81%	81%
Day trip	166	19%	19%
Tot. valid	868	100%	100%
No answer	2	0%	
Tot. cases	870		100%

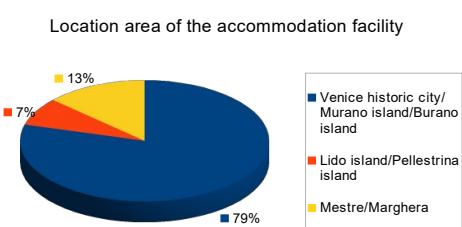


Type of visit	N. cases	% valid	% cases
Residents abroad			
Overnight stay	3,847	97%	97%
Day trip	125	3%	3%
Tot. valid	3,972	100%	100%
No answer	0	0%	
Tot. cases	3,972		100%



Overnight stay - Location area of the accommodation facility

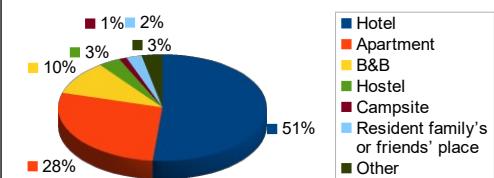
Overnight stay	Location area of the accommodation facility	N. cases	% valid	% cases
Venice historic city/Murano island/Burano island				
Lido island/Pellestrina island				
Mestre/Marghera				
Tot. valid		4,514	100%	99%
No answer		36		1%
Tot. cases		4,550		100%



Overnight stay - Type of accommodation facility

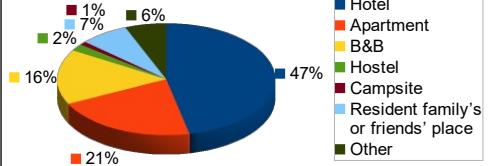
Overnight stay Type of accommodation facility	N. cases	% valid	% cases
Hotel	2,340	51%	51%
Apartment	1,272	28%	28%
B&B	468	10%	10%
Hostel	156	3%	3%
Campsite	54	1%	1%
Resident family's or friends' place	108	2%	2%
Other	147	3%	3%
Tot. valid	4,545	100%	100%
No answer	5		0%
Tot. cases	4,550		100%

Overnight stay
Type of accommodation facility



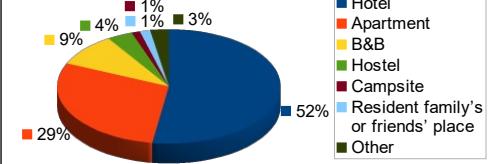
Overnight stay Type of accommodation facility	N. cases	% valid	% cases
Residents in Italy			
Hotel	327	47%	47%
Apartment	148	21%	21%
B&B	112	16%	16%
Hostel	14	2%	2%
Campsite	7	1%	1%
Resident family's or friends' place	51	7%	7%
Other	43	6%	6%
Tot. valid	702	100%	100%
No answer	0		0%
Tot. cases	702		100%

Overnight stay
Type of accommodation facility
Residents in Italy



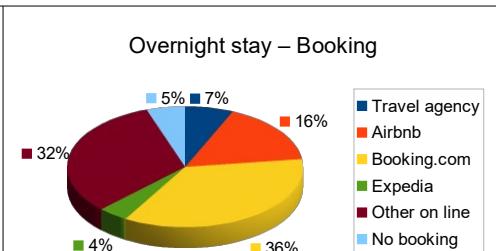
Overnight stay Type of accommodation facility	N. cases	% valid	% cases
Residents abroad			
Hotel	2,012	52%	52%
Apartment	1,124	29%	29%
B&B	356	9%	9%
Hostel	142	4%	4%
Campsite	47	1%	1%
Resident family's or friends' place	57	1%	1%
Other	104	3%	3%
Tot. valid	3,842	100%	100%
No answer	5		0%
Tot. cases	3,847		100%

Overnight stay
Type of accommodation facility
Residents abroad

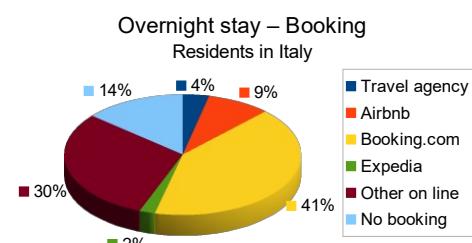


Overnight stay – Booking

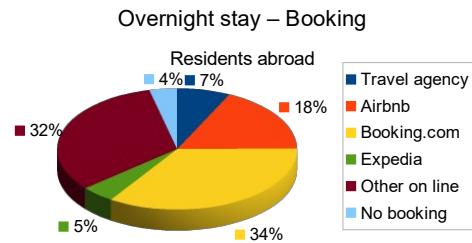
Overnight stay Booking	N. cases	% valid	% cases
Travel agency	300	7%	7%
Airbnb	739	16%	16%
Booking.com	1,610	36%	35%
Expedia	188	4%	4%
Other on line	1,455	32%	32%
No booking	240	5%	5%
Tot. valid	4,532	100%	100%
No answer	18		0%
Tot. cases	4,550		100%



Overnight stay – Booking Residents in Italy	N. cases	% valid	% cases
Travel agency	25	4%	4%
Airbnb	61	9%	9%
Booking.com	290	41%	41%
Expedia	15	2%	2%
Other on line	211	30%	30%
No booking	97	14%	14%
Tot. valid	699	100%	99%
No answer	4		1%
Tot. cases	703		100%

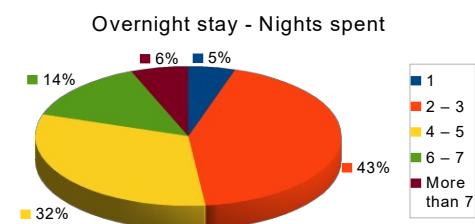


Overnight stay – Booking Residents abroad	N. cases	% valid	% cases
Travel agency	275	7%	7%
Airbnb	678	18%	18%
Booking.com	1,320	34%	34%
Expedia	173	5%	4%
Other on line	1,244	32%	32%
No booking	143	4%	4%
Tot. valid	3,833	100%	100%
No answer	14		0%
Tot. cases	3,847		100%

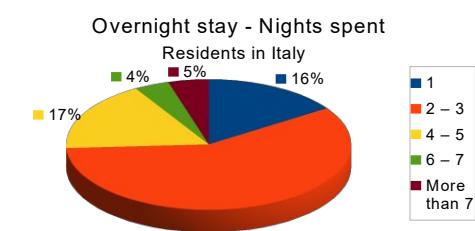


Overnight stay – Nights spent

Overnight stay Nights spent	N. cases	% valid	% cases
1	224	5%	5%
2 – 3	1,961	43%	43%
4 – 5	1,443	32%	32%
6 – 7	630	14%	14%
More than 7	276	6%	6%
Tot. valid	4,534	100%	100%
No answer	16		0%
Tot. cases	4,550		100%



Nights spent Overnight stay Residents in Italy	N. cases	% valid	% cases
1	109	16%	16%
2 – 3	409	59%	58%
4 – 5	121	17%	17%
6 – 7	28	4%	4%
More than 7	32	5%	5%
Tot. valid	699	100%	100%
No answer	3		0%
Tot. cases	702		100%

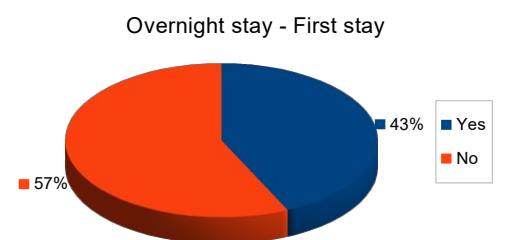


Nights spent Overnight stay Residents abroad	N. cases	% valid	% cases
1	115	3%	3%
2 – 3	1,552	40%	40%
4 – 5	1,321	34%	34%
6 – 7	602	16%	16%
More than 7	244	6%	6%
Tot. valid	3,834	100%	100%
No answer	13		0%
Tot. cases	3,847		100%

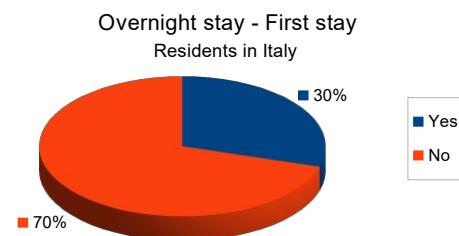


Overnight stay – First stay

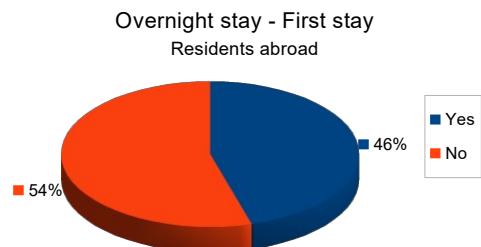
Overnight stay First stay	N. cases	% valid	% cases
Yes	1,948	43%	43%
No	2,577	57%	57%
Tot. valid	4,525	100%	99%
No answer	25		1%
Tot. cases	4,550		100%



Overnight stay First stay Residents in Italy	N. cases	% valid	% cases
Yes	207	30%	29%
No	491	70%	70%
Tot. valid	698	100%	99%
No answer	4		1%
Tot. cases	702		100%

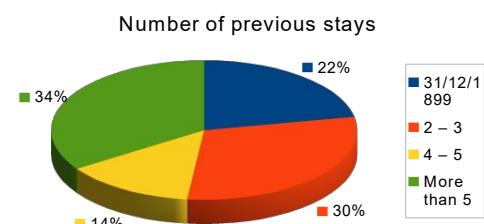


Overnight stay First stay Residents abroad	N. cases	% valid	% cases
Yes	1,741	46%	45%
No	2,085	54%	54%
Tot. valid	3,826	100%	99%
No answer	21		1%
Tot. cases	3,847		100%

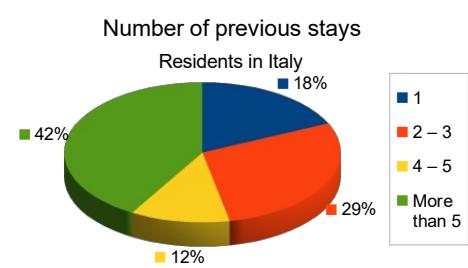


Overnight stay – Number of previous stays

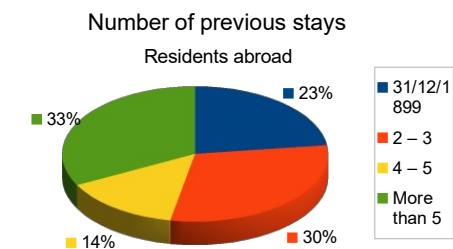
Overnight stay Number of previous stays	N. cases	% valid	% cases
1	558	22%	22%
2 – 3	757	30%	29%
4 – 5	352	14%	14%
More than 5	873	34%	34%
Tot. valid	2,540	100%	99%
No answer	37		1%
Tot. cases	2,577		100%



Overnight stay Number of previous stays Residents in Italy	N. cases	% valid	% cases
1	89	18%	18%
2 – 3	140	29%	29%
4 – 5	57	12%	12%
More than 5	203	42%	41%
Tot. valid	489	100%	100%
No answer	2		0%
Tot. cases	491		100%



Overnight stay Number of previous stays Residents abroad	N. cases	% valid	% cases
1	469	23%	22%
2 – 3	617	30%	30%
4 – 5	295	14%	14%
More than 5	669	33%	32%
Tot. valid	2,050	100%	98%
No answer	35		2%
Tot. cases	2,085		100%

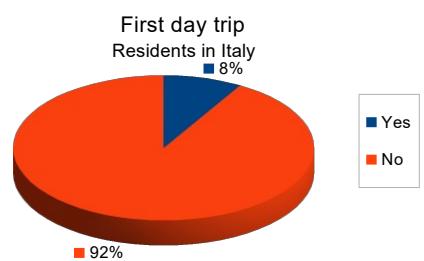


First day trip

Day trip First visit	N. cases	% valid	% cases
Yes	81	29%	28%
No	202	71%	69%
Tot. valid	283	100%	97%
No answer	8		3%
Tot. cases	291		100%



Day trip First visit Residents in Italy	N. cases	% valid	% cases
Yes	14	8%	8%
No	151	92%	91%
Tot. valid	165	100%	99%
No answer	1		1%
Tot. cases	166		100%



Day trip First visit Residents abroad	N. cases	% valid	% cases
Yes	67	57%	54%
No	51	43%	41%
Tot. valid	118	100%	94%
No answer	7		6%
Tot. cases	125		100%



First day trip

Day trip		
Place of departure	N. cases	% valid
Place of residence	240	82%
Place of stay	51	18%
Tot. valid	291	100%



Day trip		
Place of departure	N. cases	% valid
Residents in Italy		
Place of residence	140	84%
Place of stay	26	16%
Tot. valid	166	100%

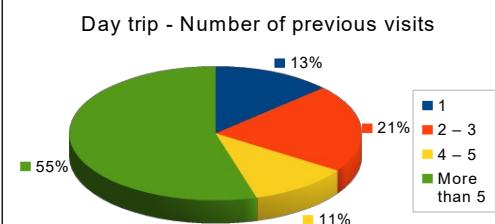


Day trip		
Place of departure	N. cases	% valid
Residents abroad		
Place of residence	100	80%
Place of stay	25	20%
Tot. valid	125	100%

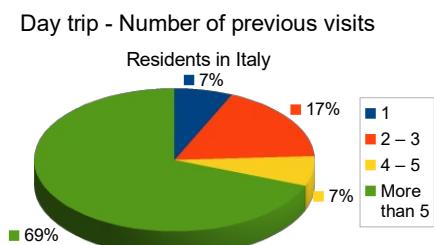


First day trip – Number of previous visits

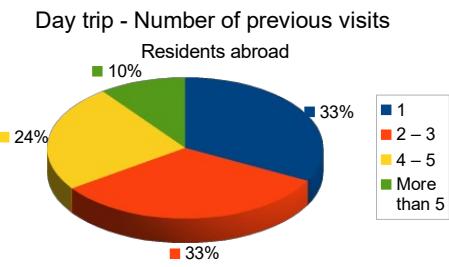
Day trip Number of previous visits	N. cases	% valid	% cases
1	26	13%	13%
2 – 3	42	21%	21%
4 – 5	22	11%	11%
More than 5	108	55%	53%
Tot. valid	198	100%	98%
No answer	4		2%
Tot. cases	202		100%



Day trip Number of previous visits Residents in Italy	N. cases	% valid	% cases
1	10	7%	7%
2 – 3	26	17%	17%
4 – 5	10	7%	7%
More than 5	103	69%	68%
Tot. valid	149	100%	99%
No answer	2		1%
Tot. cases	151		100%

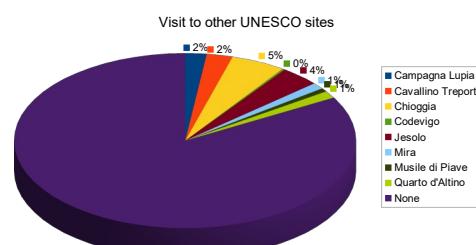


Day trip Number of previous visits Residents abroad	N. cases	% valid	% cases
1	16	33%	31%
2 – 3	16	33%	31%
4 – 5	12	24%	24%
More than 5	5	10%	10%
Tot. valid	49	100%	96%
No answer	2		4%
Tot. cases	51		100%



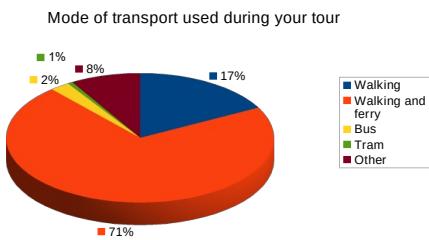
Visit to other UNESCO sites

Visit to other UNESCO sites	N. cases	% valid	% cases
Campagna Lupia	91	2%	2%
Cavallino Treporti	111	2%	2%
Chioggia	233	5%	5%
Codevigo	11	0%	0%
Jesolo	168	4%	3%
Mira	53	1%	1%
Musile di Piave	30	1%	1%
Quarto d'Altino	59	1%	1%
None	3,749	83%	77%
Tot. valid	4,505	100%	93%
No answer	338		7%
Tot. cases	4,843		100%

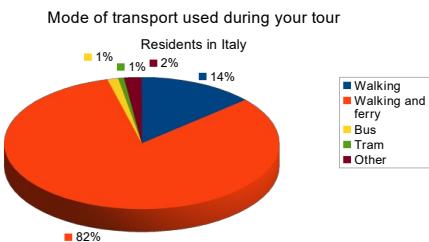


Mode of transport used during your tour

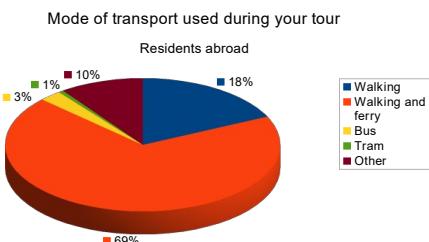
Mode of transport used during your tour	N. cases	% valid	% cases
Walking	833	17%	17%
Walking and ferry	3,443	71%	71%
Bus	115	2%	2%
Tram	30	1%	1%
Other	408	8%	8%
Tot. valid	4,829	100%	100%
No answer	14		0%
Tot. cases	4,843		100%



Mode of transport used during your tour	N. cases	% valid	% cases
Residents in Italy			
Walking	118	14%	14%
Walking and ferry	716	82%	82%
Bus	11	1%	1%
Tram	6	1%	1%
Other	18	2%	2%
Tot. valid	869	100%	100%
No answer	1		0%
Tot. cases	870		100%



Mode of transport used during your tour	N. cases	% valid	% cases
Residents abroad			
Walking	715	18%	18%
Walking and ferry	2726	69%	69%
Bus	104	3%	3%
Tram	24	1%	1%
Other	390	10%	10%
Tot. valid	3,959	100%	100%
No answer	13		0%
Tot. cases	3,972		100%

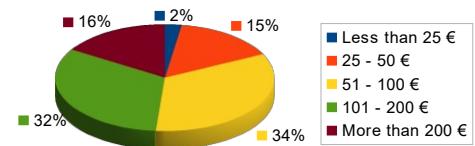


5 - Expenses during the visit

Average expenditure per person per day - Overnight stay

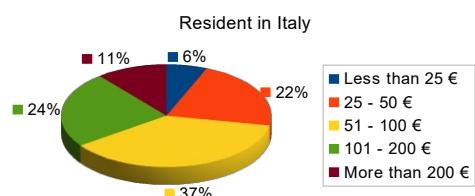
Average expenditure per person per day	N. cases	% valid	% cases
Less than 25 €	118	2%	2%
25 - 50 €	733	15%	15%
51 - 100 €	1,616	34%	33%
101 - 200 €	1,562	32%	32%
More than 200 €	778	16%	16%
Tot. valid	4,807	100%	99%
No answer	36		1%
Tot. cases	4,843		100%

Average expend. per person per day



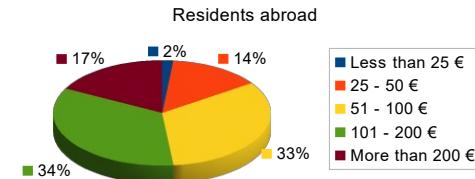
Average expenditure per person per day	N. cases	% valid	% cases
Residents in Italy			
Less than 25 €	54	6%	6%
25 - 50 €	188	22%	22%
51 - 100 €	319	37%	37%
101 - 200 €	206	24%	24%
More than 200 €	94	11%	11%
Tot. valid	861	100%	99%
No answer	9		1%
Tot. cases	870		100%

Average expend. per person per day



Average expenditure per person per day	N. cases	% valid	% cases
Residents abroad			
Less than 25 €	64	2%	2%
25 - 50 €	545	14%	14%
51 - 100 €	1,297	33%	33%
101 - 200 €	1,356	34%	34%
More than 200 €	683	17%	17%
Tot. valid	3,945	100%	99%
No answer	27		1%
Tot. cases	3,972		100%

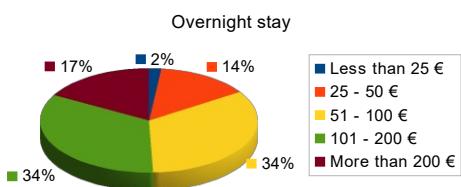
Average expend. per person per day



Average expenditure per person per day - Overnight stay

Average expenditure per person per day Overnight stay		N. cases	% valid	% cases
Less than 25 €		81	2%	2%
25 - 50 €		633	14%	14%
51 - 100 €		1,519	34%	33%
101 - 200 €		1,522	34%	33%
More than 200 €		766	17%	17%
Tot. valid		4,521	100%	99%
No answer		29		1%
Tot. cases		4,550		100%

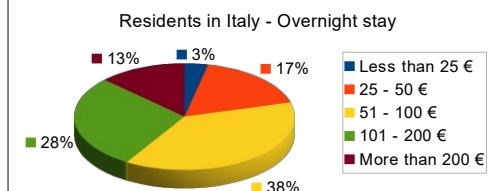
Average expend. per person per day



Average expenditure per person per day – Residents in Italy

Overnight stay	N. cases	% valid	% cases
Less than 25 €	24	3%	3%
25 - 50 €	120	17%	17%
51 - 100 €	266	38%	38%
101 - 200 €	198	28%	28%
More than 200 €	90	13%	13%
Tot. valid	698	100%	99%
No answer	4		1%
Tot. cases	702		100%

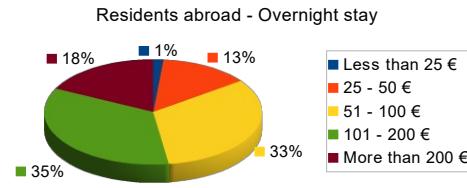
Average expend. per person per day



Average expenditure per person per day – Residents abroad

Overnight stay	N. cases	% valid	% cases
Less than 25 €	57	1%	1%
25 - 50 €	513	13%	13%
51 - 100 €	1,253	33%	33%
101 - 200 €	1,324	35%	34%
More than 200 €	675	18%	18%
Tot. valid	3,822	100%	99%
No answer	25		1%
Tot. cases	3,847		100%

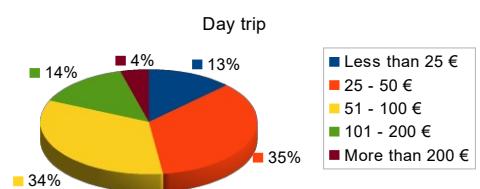
Average expend. per person per day



Average expenditure per person per day - Day trip

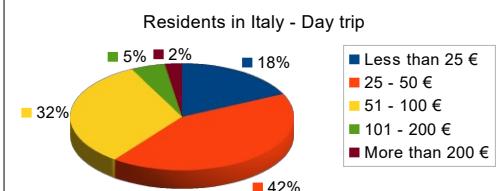
Average expenditure per person per day		N. cases	% valid	% cases
Day trip				
Less than 25 €		36	13%	12%
25 - 50 €		100	35%	34%
51 - 100 €		96	34%	33%
101 - 200 €		40	14%	14%
More than 200 €		12	4%	4%
Tot. valid		284	100%	98%
No answer		7		2%
Tot. cases		291		100%

Average expend. per person per day



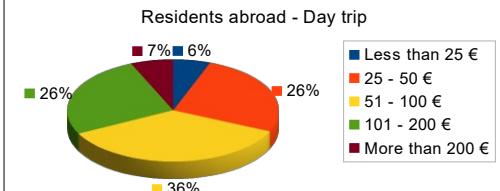
Average expenditure per person per day – Residents in Italy		N. cases	% valid	% cases
Day trip				
Less than 25 €		29	18%	17%
25 - 50 €		68	42%	41%
51 - 100 €		52	32%	31%
101 - 200 €		8	5%	5%
More than 200 €		4	2%	2%
Tot. valid		161	100%	97%
No answer		5		3%
Tot. cases		166		100%

Average expend. per person per day



Average expenditure per person per day – Residents abroad		N. cases	% valid	% cases
Day trip				
Less than 25 €		7	6%	6%
25 - 50 €		32	26%	26%
51 - 100 €		44	36%	35%
101 - 200 €		32	26%	26%
More than 200 €		8	7%	6%
Tot. valid		123	100%	98%
No answer		2		2%
Tot. cases		125		100%

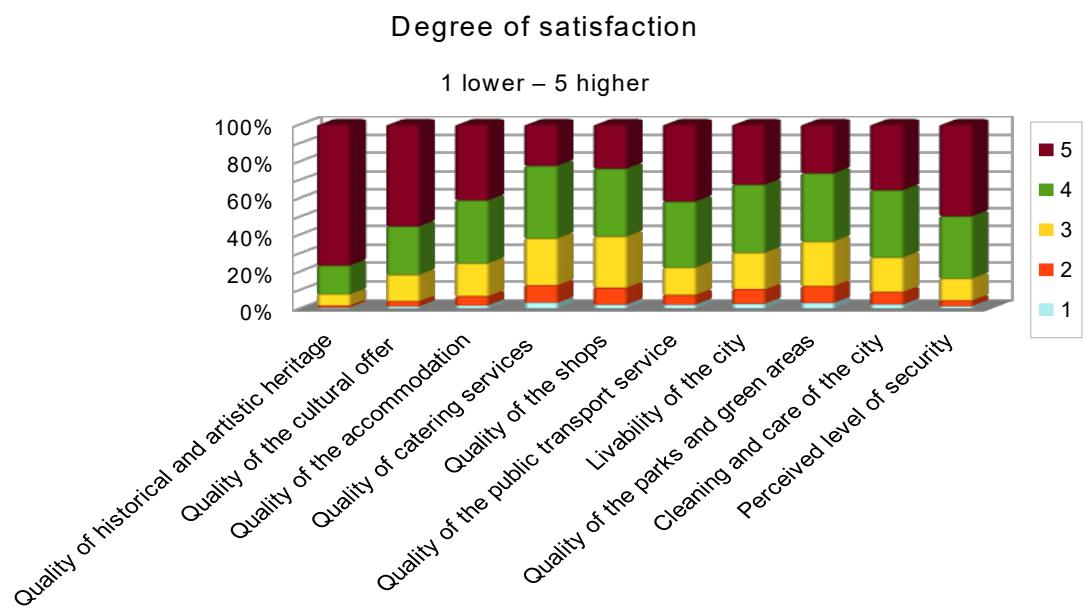
Average expend. per person per day



6 - Evaluation of the visit and intend to return

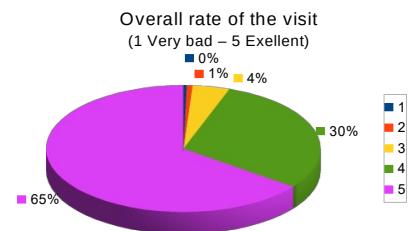
Degree of satisfaction

Evaluation of the visit	Degree of satisfaction (1 lower – 5 higher)				
	1	2	3	4	5
Quality of historical and artistic heritage	0%	1%	6%	16%	77%
Quality of the cultural offer	1%	3%	14%	26%	55%
Quality of the accommodation	2%	5%	18%	34%	41%
Quality of catering services	3%	10%	25%	40%	27%
Quality of the shops	2%	9%	28%	37%	24%
Quality of the public transport service	2%	5%	15%	36%	42%
Livability of the city	2%	8%	20%	37%	33%
Quality of the parks and green areas	3%	9%	24%	37%	27%
Cleaning and care of the city	2%	7%	19%	37%	36%
Perceived level of security	1%	3%	12%	34%	50%

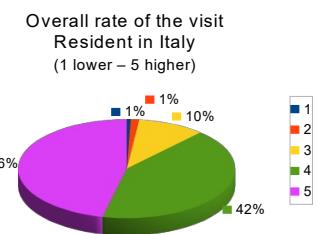


Overall rate of the visit

Overall rate of the visit (1 Very bad – 5 Excellent)	N casi	% valid	% cases
1	18	0%	0%
2	33	1%	1%
3	213	4%	4%
4	1,436	30%	30%
5	3,126	65%	65%
Tot. valid	4,826	100%	100%
No answer	17		0%
Tot. cases	4,843		100%



Overall rate of the visit (1 Very bad – 5 Excellent) Residents in Italy	N casi	% valid	% cases
1	5	1%	1%
2	11	1%	1%
3	87	10%	10%
4	362	42%	42%
5	403	46%	46%
Tot. valid	868	100%	100%
No answer	2		0%
Tot. cases	870		100%

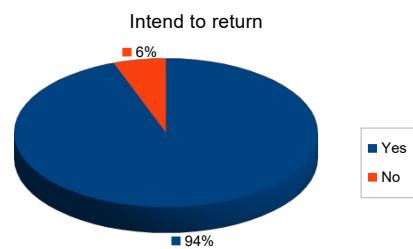


Overall rate of the visit (1 Very bad – 5 Excellent) Residents abroad	N casi	% valid	% cases
1	13	0%	0%
2	22	1%	1%
3	126	3%	3%
4	1,074	27%	27%
5	2,722	69%	69%
Tot. valid	3,957	100%	100%
No answer	15		0%
Tot. cases	3,972		100%

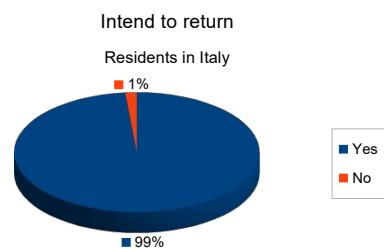


Intend to return

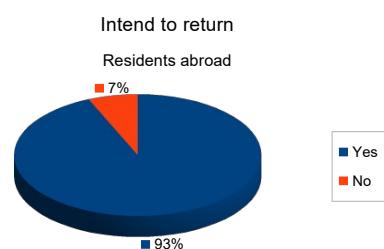
Intend to return	N. cases	% valid	% cases
Yes	4,561	94%	94%
No	271	6%	6%
Tot. valid	4,832	100%	100%
No answer	11		0%
Tot. cases	4,843		100%



Intend to return Residents in Italy	N. cases	% valid	% cases
Yes	854	99%	98%
No	13	1%	1%
Tot. valid	867	100%	100%
No answer	3		0%
Tot. cases	870		100%



Intend to return Residents abroad	N. cases	% valid	% cases
Yes	3,706	93%	93%
No	258	7%	6%
Tot. valid	3,964	100%	100%
No answer	8		0%
Tot. cases	3,972		100%



Credits

For tourism movement data
U.O. Statistics System – Veneto Region

For infrastructure and tourism services data
Alilaguna
North Adriatic Sea Port Authority
AVM
CT Services – Municipality of Cavallino Treporti
City of Venice – Water Traffic, Mobility and Transports Department
VTP

For the site VeneziaUnica data
VELA

For the museums, exhibitions and live show data
Fondazione Musei Civici Venezia
Ministero dei Beni e delle Attività Culturali – Polo Museale del Veneto
Procuratoria of St. Mark's Basilica
Delegation in re administrativa for Torcello
Tourism Office of the Patriarchal Curia of Venice
Chorus - Association for the churches
La Biennale di Venezia Foundation
Peggy Guggenheim Collection
Querini Stampalia Foundation
Venezia Servizi Foundation
Jewish Venice Community
Naval Historic Museum
Museum of Torcello – Metropolitan City of Venice
M9 - The Museum of the 20th Century
Marciana National Library
Scuola Grande di San Marco
Scuola Grande di San Rocco
Scuola Dalmata dei Santi Giorgio e Trifone
Scuola Grande San Giovanni Evangelista
Scuola Grande dei Carmini
Scuola Grande della Misericordia di Venezia
La Fenice Opera House Foundation
Teatro Stabile del Veneto – Teatro Goldoni
Cultural Department – Municipality of Venice

