

CITTA' DI
VENEZIA



Assessorato
al Turismo

An aerial view of a colorful residential neighborhood, likely in Venice, showing a dense cluster of buildings with terracotta roofs and walls painted in various colors like red, blue, yellow, and green. In the background, a wide lagoon or body of water is visible under a clear sky.

**YEARBOOK
OF TOURISM
DATA 2015**

YEARBOOK OF TOURISM 2015
CITY OF VENICE

City of Venice
Tourism

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Preface

Our date with the Tourism Yearbook, now in its fifth edition, is again being renewed this year.

The resource, comprised of reliable, accurately quantifiable data regarding the main touristic and cultural indicators of the City of Venice and its Metropolitan Area, collected in line with reasoned principles, now constitutes a fundamental part of the work performed by the offices of the Councillorship for Tourism of the City of Venice.

As in previous years, its objective is to provide a tool that is useful for ensuring a better understanding and, above all, management of a sector like the tourist industry, an essential economic resource for our territory, which today calls upon everyone, public institutions, private entities and the community of the city alike, to pull together in implementing positive policies and actions that guarantee its sustainability.

The data provided here can only be a small part of the range of information on tourism available. However, they are certainly a reliable part of the larger resource, and can further increased by adding further information shared by other sources (e.g.: big data, private databases) or the analyses carried out by institutions, research centres, foundations and companies.

The desire to travel in, learn about, get to know and discover our city and our territory fails to be thwarted by crises or other setbacks; not even in the face of the most difficult, dramatic international events. This can only be seen positively, also as a response to those who, these days, by sowing terror and death, hope to pull a sad veil of fear and anxiety down over our everyday lives, making us change our lifestyles and habits and perhaps to give up our will to travel, and so discover and experience contexts other than our own.

Obviously this does not mean turning a blind eye to the contradictions and issues that mass tourism generates all over the world, but which, in a unique, fragile and precious environment like Venice, explode in a much clearer fashion.

So if the challenge then is sustainability, starting out with reliable, quantifiable data can help contribute to an objective, peaceful analysis of the phenomenon, and in turn this can be used as a basis for implementing real, practical and effective actions.

There are two facets to this objective: on one hand it is an attempt to obtain maximum benefit for our entire community and on the other, it strives to improve the

experience of our guests, introducing them to the more authentic and true Venice, with full respect for a wonderful, unique environment.

As in the past editions, the focus is on the data and indicators identified for the year which has just ended, comparing these with those registered in relation to the previous 5-year period.

From the Demand (number of incoming tourists, number of overnight stays, division of the tourists in the three areas of the Municipality and the Metropolitan City Area, focus on the various nationalities) it passes to the Supply (number and characteristics of the various accommodation facilities); it then continues by analysing the passengers who come to the Port, and to the airports in Venice and Treviso, the LTZ BUS passes issued by the both by Venice and Cavallino Treporti Municipalities, the data on the traffic which passes through Piazzale Roma. There is then an analysis of the visitors to the city's official tourism website, Venezia Unica, followed by a section dedicated to e-commerce.

The second part analyses the visitors to the city's main Cultural Institutions, visitors to the temporary exhibitions and those attending live shows. This year to provide a wider picture of this section, we have added the official SIAE (Italian Society of Authors and Publishers) data, both for the City of Venice and the Metropolitan Area.

I would like to take this opportunity to acknowledge the work and commitment of all those who have promptly communicated the visitors flows directed to our city, enabled the data to be collected and helped to manage these information flows.

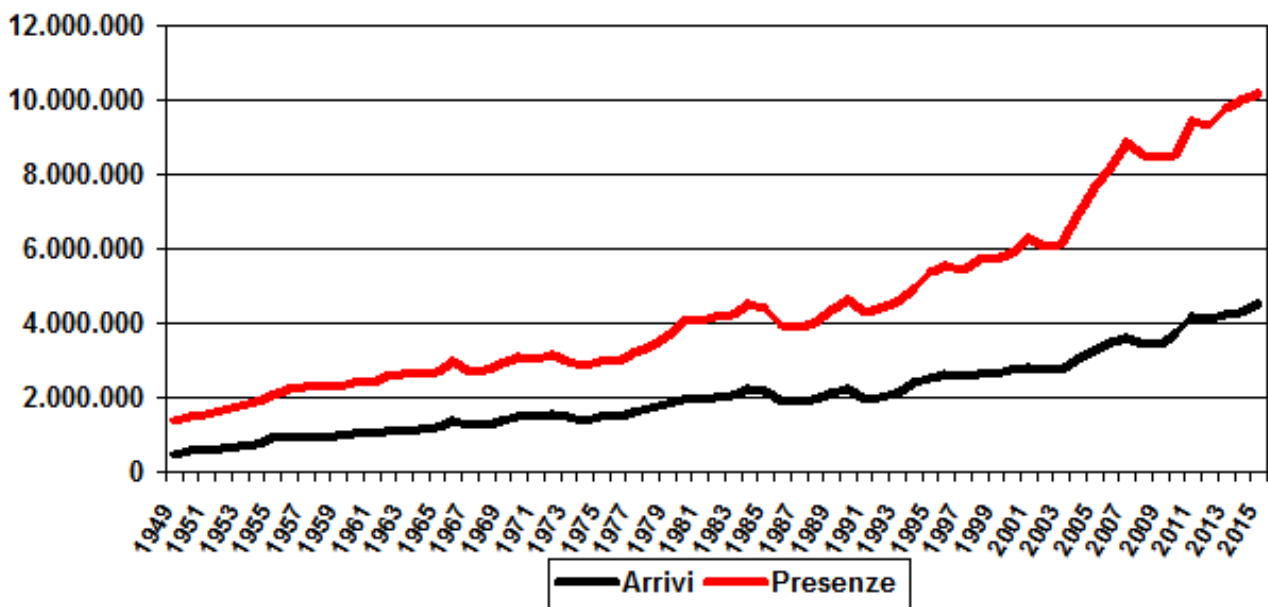
Paola Mar

Councillor for Tourism

Tourism in the City of Venice 2002-2015

Years	Arrivals	Var %	Overnight stays	Var %	Average stay
2002	2.748.733		6.212.412		2,26
2004	3.018.609	9,8%	6.930.073	11,6%	2,30
2005	3.237.623	7,3%	7.670.433	10,7%	2,37
2006	3.496.160	8,0%	8.245.154	7,5%	2,36
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

Source: City of Venice - Tourism Department processing of APT data



Tourism in the City of Venice 2015

COMUNE DI VENEZIA	2014		2015		Var% 14-15	
	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrivals	Overnight stays
<i>Historic City</i>	2.599.126	6.425.269	2.776.668	6.814.317	6,8%	6,1%
<i>Lido</i>	183.967	537.943	189.022	567.700	2,7%	5,5%
<i>Mainland</i>	1.497.539	3.020.204	1.530.167	2.800.812	2,2%	-7,3%
Tot. Mun. of Venice	4.280.632	9.983.416	4.495.857	10.182.829	5,0%	2,0%

Source: City of Venice - Tourism Department processing of APT data

CITY OF VENICE	2014		2015		Var% '14-'15	
	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrivals	Overnight stays
<i>Alberghiero</i>	3.411.413	7.545.696	3.525.686	7.530.042	3,3%	-0,2%
<i>Extralberghiero</i>	869.219	2.437.720	970.171	2.652.787	11,6%	8,8%
TOTALE	4.280.632	9.983.416	4.495.857	10.182.829	5,0%	2,0%
<i>Stranieri</i>	3.686.059	8.481.935	3.897.684	8.788.380	5,7%	3,6%
<i>Italiani</i>	594.573	1.501.481	598.173	1.394.449	0,6%	-7,1%

Source: City of Venice - Tourism Department processing of APT data

HISTORIC CITY	2014		2015		Var% 14-15	
	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrivals	Overnight stays
<i>Hotels</i>	1.955.487	4.578.714	2.067.315	4.829.652	5,7%	5,5%
<i>Other accommodati</i>	643.639	1.846.555	709.353	1.984.665	10,2%	7,5%
TOTAL	2.599.126	6.425.269	2.776.668	6.814.317	6,8%	6,1%
<i>Foreigner</i>	2.294.693	5.682.895	2.463.180	6.080.194	7,3%	7,0%
<i>Italians</i>	304.433	742.374	313.488	734.123	3,0%	-1,1%

Source: City of Venice - Tourism Department processing of APT data

LIDO	2014		2015		Var% 14-15	
	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrivals	Overnight stays
<i>Hotels</i>	164.566	465.264	161.496	471.777	-1,9%	1,4%
<i>Other accommod</i>	19.401	72.679	27.526	95.923	41,9%	32,0%
TOTAL	183.967	537.943	189.022	567.700	2,7%	5,5%
<i>Foreigner</i>	148.445	447.224	153.786	471.582	3,6%	5,4%
<i>Italians</i>	35.522	90.719	35.236	96.118	-0,8%	6,0%

Source: City of Venice - Tourism Department processing of APT data

MAINLAND	2014		2015		Var% 14-15	
	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrivals	Over-night stays
<i>Hotels</i>	1.291.360	2.501.718	1.296.875	2.228.613	0,4%	-10,9%
<i>Other accommod</i>	206.179	518.486	233.292	572.199	13,2%	10,4%
TOTAL	1.497.539	3.020.204	1.530.167	2.800.812	2,2%	-7,3%
<i>Foreigner</i>	1.242.921	2.351.816	1.280.718	2.236.604	3,0%	-4,9%
<i>Italians</i>	254.618	668.388	249.449	564.208	-2,0%	-15,6%

Source: City of Venice - Tourism Department processing of APT data

Il turismo nella Città Metropolitana di Venezia anno 2015

	2014		2015		Var% 14-15	
	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrivals	Over-night stays
Seaside resort	3.613.171	23.549.456	3.719.711	23.520.784	2,9%	-0,1%
Cities of art	4.306.880	9.804.633	4.526.779	9.969.455	5,1%	1,7%
Mainland	403.008	697.345	405.705	696.305	0,7%	-0,1%
Total Metropolitan area of Venice	8.323.059	34.051.434	8.652.195	34.186.544	4,0%	0,4%

Source: City of Venice - Tourism Department processing of APT data

Seaside resort: Municipalities of Cavallino Treporti, Chioggia, Jesolo, Eraclea, Caorle, San Michele al Tagliamento-Bibione and Lido area.

Cities of art: City of Venice (except the Lido area) and Riviera del Brenta (Municipalities of Dolo, Fiesso d'Artico, Mira, Stra, Vigonovo e Mirano).

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

VENICE METROPOLITAN AREA	2014		2015		Var% 14-15	
	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrivals	Over-night stays
<i>Hotels</i>	5.469.397	14.767.554	5.700.215	14.988.580	4,2%	1,5%
<i>Other accommodation</i>	2.853.662	19.283.880	2.951.980	19.197.964	3,4%	-0,4%
TOTAL	8.323.059	34.051.434	8.652.195	34.186.544	4,0%	0,4%
<i>Foreigners</i>	6.300.931	24.656.845	6.530.838	24.781.454	3,6%	0,5%
<i>Italians</i>	2.022.128	9.394.589	2.121.357	9.405.090	4,9%	0,1%

Source: City of Venice - Tourism Department processing of APT data

SEASIDE RE-SORT	2014		2015		Var% 14-15	
	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrivals	Over-night stays
<i>Hotels</i>	1.635.717	6.759.530	1.742.035	7.027.867	6,5%	4,0%
<i>Other accommod</i>	1.977.454	16.789.926	1.977.676	16.492.917	0,0%	-1,8%
TOTAL	3.613.171	23.549.456	3.719.711	23.520.784	2,9%	-0,1%
<i>Foreigner</i>	2.345.976	15.957.057	2.355.996	15.789.312	0,4%	-1,1%
<i>Italians</i>	1.267.195	7.592.399	1.363.715	7.731.472	7,6%	1,8%

Source: City of Venice - Tourism Department processing of APT data

Source: City of Venice - Tourism Department processing of APT data

MAINLAND	2014		2015		Var% 14-15	
	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrivals	Over-night stays
<i>Hotels</i>	387.946	622.945	385.054	602.575	-0,7%	-3,3%
<i>Other accommod</i>	15.062	74.400	20.651	93.730	37,1%	26,0%
TOTAL	403.008	697.345	405.705	696.305	0,7%	-0,1%
<i>Foreigner</i>	290.306	450.772	294.100	457.633	1,3%	1,5%
<i>Italians</i>	112.702	246.573	111.605	238.672	-1,0%	-3,2%

Source: City of Venice - Tourism Department processing of APT data

The demand

Over the 2011-2015 period, arrivals (physical number of non-residents who arrived in the territory of the Municipality of Venice and stayed at least one night) rise from just over four million, one hundred thousand to nearly four million, five hundred thousand, while the number of overnight stays (total number of overnight stays) rises from just over 9 and a half million to over 10 million.

Even though the trend in 2014 is practically constant compared with the previous year, in 2015 the indicators again begin to rise.

The average period of stay, after four years during which it increased slightly, settles on the value of 2.26 days, the same as it was in 2011.

The hotel sector still welcomes the majority of guests, while the non-hotel sector is distinguished by a longer period of stay. This is attributable to the camping sites on the mainland with a significant number of beds where tourists stay for longer periods.

Foreigners account for more than 85 per cent of the entire tourist market and in 2015 their numbers continue to rise as they did throughout the last 5-year period, even if in the last year a drop in the average length of stay was registered.

The internal market fell from 14 to 13 percent. In 2015, the positive trend of the number of arrivals continues, whereas a slight drop in the overnight stays is noted compared with 2014.

The third quarter of the year (July, August and September) shows the highest number of overnight stays: like in 2014, July is the peak month of the 2015 season.

Venice alone welcomes around 60 percent of arrivals and over 65 percent of overnight stays with an average period of stay of 2.5 days. At the Lido, where slightly more than 4% of tourists stay overnight, after the slight decrease registered in 2014, in 2015 the trend picks up again, both for arrivals and overnight stays. The average stay here is the longest of the three areas; 3 days, thanks to the seaside tourism.

Finally, the mainland confirms itself as destination for 30 percent of the total tourists; the average stay here is the shortest, just over 1.8 days - a reflection of the tourism business and the fact that this is a prestigious area for short stopovers for organized tours that stay only for one night in the city.

Among the continents of origin, Europe is certainly the most consistent catchment area, followed by the Americas, Asia, Oceania, the Middle East and Africa.

The first 12 Countries in 2015 are, in descending order: USA, the UK overtaking France, China overtaking Germany, Japan, Spain overtaking Australia, South Korea overtaking Brazil, Canada, which remains stable, and Argentina, appearing for the first time in the top 12. Instead, for the first time ever, Russia fails to appear in the top 12.

The Americans confirm their title as the top foreign market: on the up since 2013, in 2015 they achieve an excellent performance with increases reaching double figures.

In 2015, the United Kingdom bypasses France, climbing into second position. The British, who have been increasing in number since 2011, also end 2015 with a net increment in both arrivals and overnight stays.

French tourists - despite their third position and downward trend, continue to represent a particularly interesting market for the city: they stay in Venice for on average almost three days, making theirs the longest average visit of all nationalities.

Thanks to an excellent trend, China overtakes Germany and confirms its role as one of the top emerging markets.

After losing ground in 2014, Germany inverts the trend, increasing both its arrivals and its overnight stays.

After Japan which, despite a sharp fall, retains its position in sixth place, we find the Spaniards, who consolidate the signals of recovery manifested in 2014, continuing to increase considerably in 2015.

The performance of South Korea is again notable, as it rises to ninth position, whereas the progress made by Brazil and Canada remains stable. And last but not least, Argentina, appearing for the first time in the *top 12*.

Nota metodologica

I movimenti degli ospiti (arrivi/presenze), ai fini delle rilevazioni statistiche, sono forniti dall'Azienda di Promozione turistica della Provincia di Venezia che li raccoglie direttamente dagli operatori delle strutture ricettive, secondo le disposizioni emanate dall'Istituto Nazionale di Statistica (ISTAT) e dalla struttura regionale di statistica e ai sensi dell'art. 13 comma 5 della vigente Legge regionale n. 11/2013 (che sostituisce il precedente abrogato art. 39 della L.Reg. n. 33/2002).

1. Arrivals and overnight stays

1 – Arrivals and overnight stays per accommodation facilities

Year	Arrivals (x 1.000)	Var %	Overnight Stays (x 1.000)	Var %	Average Stay
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Total accommodation facilities

2011	4.167	-	9.418	-	2,26
2012	4.106	-1,5%	9.310	-1,1%	2,27
2013	4.252	3,5%	9.778	5,0%	2,30
2014	4.281	0,7%	9.983	2,1%	2,33
2015	4.496	5,0%	10.183	2,0%	2,26

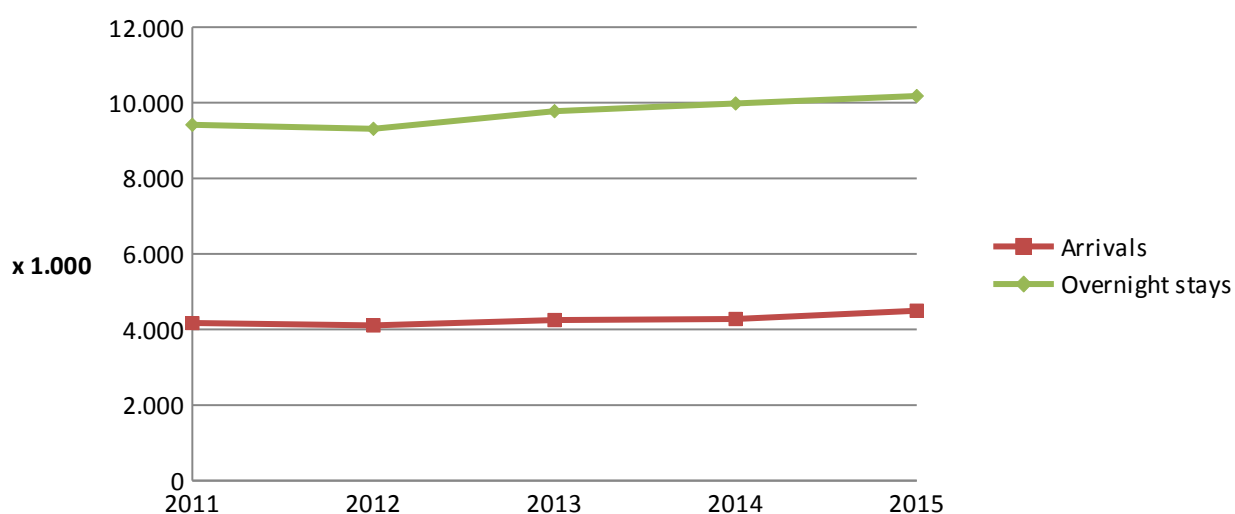
Hotels

2011	3.393	-	7.246	-	2,14
2012	3.336	-1,7%	7.031	-3,0%	2,11
2013	3.444	3,2%	7.246	3,1%	2,10
2014	3.411	-0,9%	7.546	4,1%	2,21
2015	3.526	3,3%	7.530	-0,2%	2,14

Other accommodations

2011	774	-	2.172	-	2,81
2012	770	-0,5%	2.280	4,9%	2,96
2013	808	4,9%	2.532	11,1%	3,13
2014	869	7,6%	2.438	-3,7%	2,80
2015	970	11,6%	2.653	8,8%	2,73

Source: City of Venice - Tourism Department processing of APT data



2 – Foreign market: arrivals and overnight stays per accommodation facilities

Year	Arrivals (x 1.000)	Var %	Overnight stays (x 1.000)	Share of totals Overnight stays	Average stay
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Domestic market: total accommodation facilities

2011	3.545	85,1%	7.971	84,6%	2,25
2012	3.544	86,3%	7.999	85,9%	2,26
2013	3.686	86,7%	8.421	86,1%	2,28
2014	3.686	86,1%	8.482	85,0%	2,30
2015	3.898	86,7%	8.788	86,3%	2,25

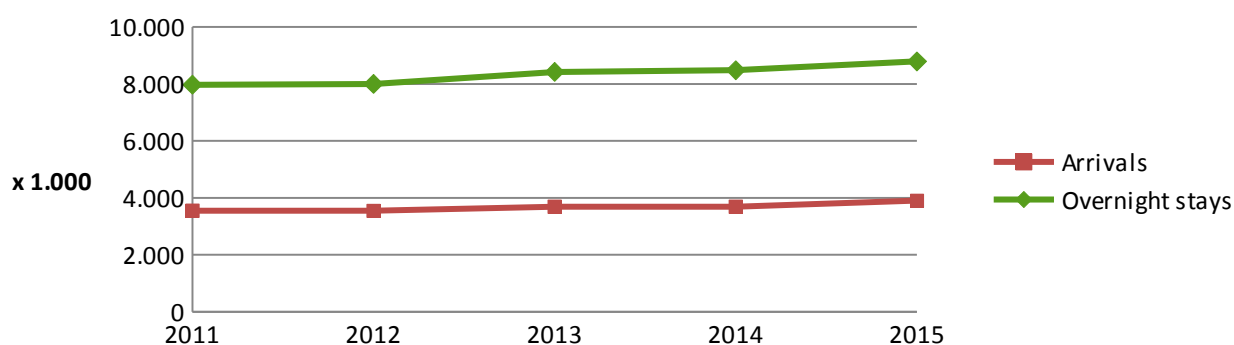
Domestic market: hotels

2011	2.903	69,7%	6.247	66,3%	2,15
2012	2.896	70,5%	6.160	66,2%	2,13
2013	3.000	70,6%	6.357	65,0%	2,12
2014	2.947	68,8%	6.482	64,9%	2,20
2015	3.068	68,2%	6.596	64,8%	2,15

Domestic market: other accommodations

2011	643	15,4%	1.724	18,3%	2,68
2012	649	15,8%	1.838	19,7%	2,83
2013	686	16,1%	2.064	21,1%	3,01
2014	740	17,3%	1.999	20,0%	2,70
2015	830	18,5%	2.193	21,5%	2,64

Source: City of Venice - Tourism Department processing of APT data



3 – Domestic market: arrivals and overnight stays per accommodation facilities

Year	Arrivals (x 1.000)	Var %	Overnight stays (x 1.000)	Share of totals Overnight stays	Average stay
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Domestic market: total accommodation facilities

2011	622	14,9%	1.446	18,3%	2,33
2012	562	13,7%	1.311	14,1%	2,33
2013	566	13,3%	1.357	13,9%	2,40
2014	595	13,9%	1.501	15,0%	2,53
2015	598	13,3%	1.394	13,7%	2,33

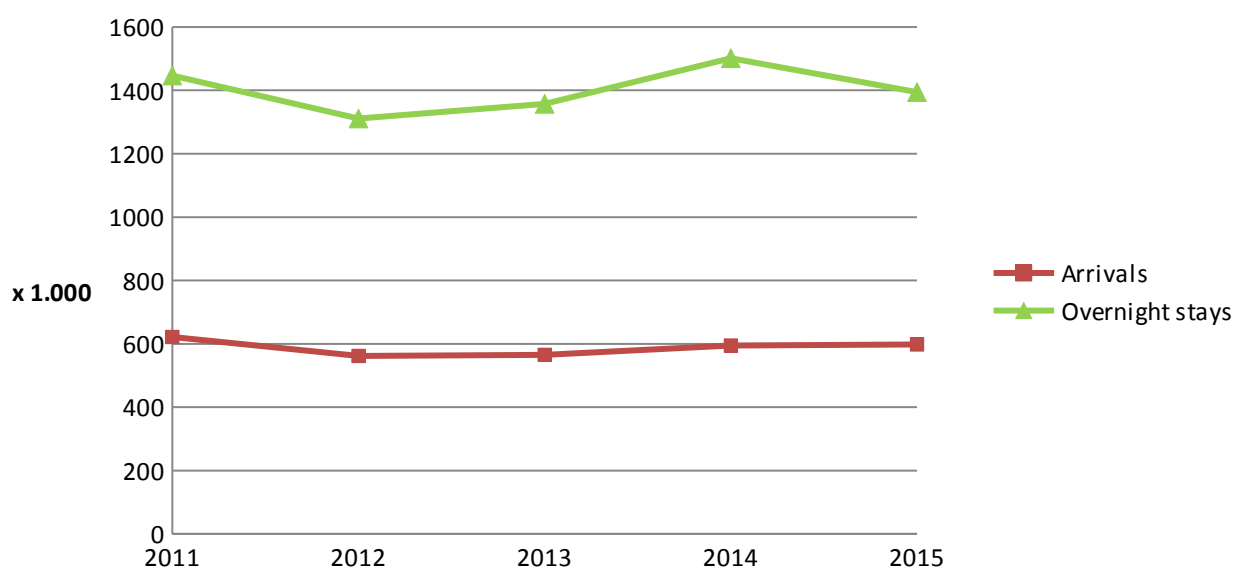
Domestic market: hotels

2011	490	11,8%	998	10,6%	2,04
2012	441	10,7%	870	9,3%	1,97
2013	444	10,4%	889	9,1%	2,00
2014	465	10,9%	1.063	10,6%	2,29
2015	458	10,2%	934	9,2%	2,04

Domestic market: other accommodations

2011	131	3,2%	448	4,8%	3,41
2012	121	3,0%	441	4,7%	3,64
2013	122	2,9%	468	4,8%	3,85
2014	130	3,0%	438	4,4%	3,38
2015	141	3,1%	460	4,5%	3,27

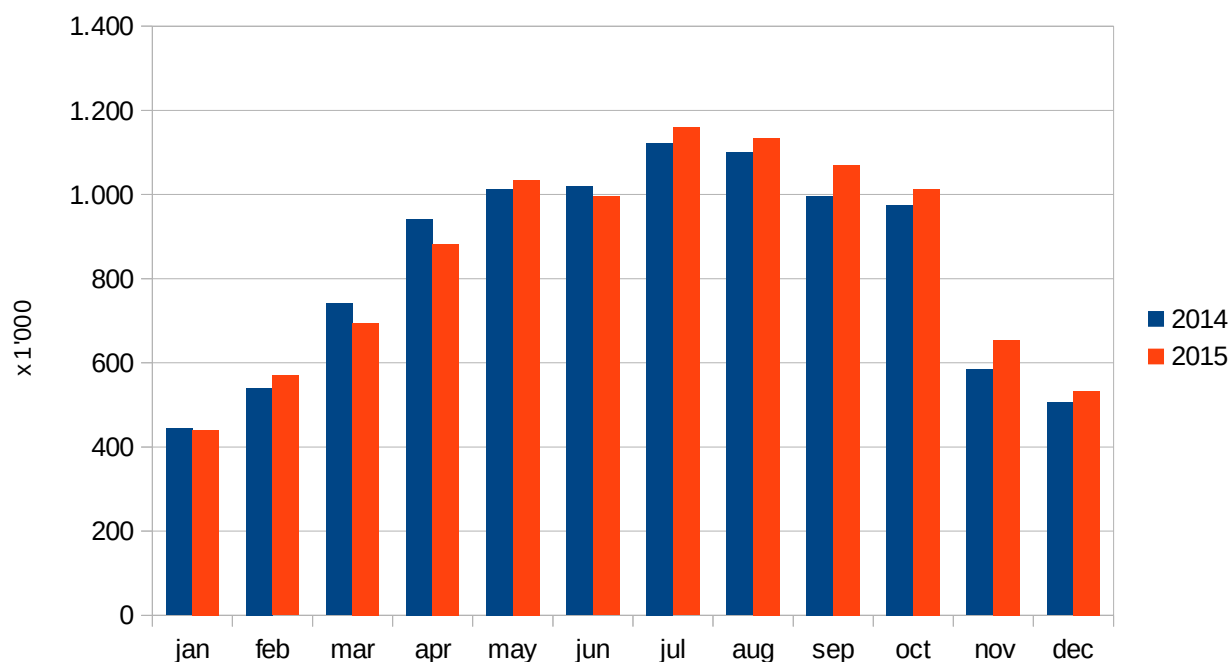
Source: City of Venice – Tourism Department processing of APT data



4 – Monthly tourism trend

City of Venice 2013		City of Venice 2014		Var %
Overnight stays Foreign Tourists(x1.000)		Overnight stays Foreign Tourists(x1.000)		
January	444	January	440	-0,9%
February	540	February	570	5,6%
March	741	March	695	-6,1%
1st Quarter	1.724	1st Quarter	1.705	-1,1%
April	942	April	883	-6,3%
May	1.013	May	1.035	2,2%
June	1.019	June	995	-2,4%
2nd Quarter	2.974	2nd Quarter	2.913	-2,1%
July	1.122	July	1.159	3,3%
August	1.100	August	1.135	3,2%
September	997	September	1.070	7,4%
3rd Quarter	3.219	3rd Quarter	3.364	4,5%
October	976	October	1.014	3,9%
November	585	November	654	11,9%
December	506	December	533	5,4%
4th Quarter	2.066	4th Quarter	2.201	6,6%
Total	9.983	Total	10.183	2,0%

Source: City of Venice – Tourism Department processing of APT data



5 – Foreign market: monthly tourism trend

City of Venice 2014		City of Venice 2015		Var %
Overnight stays (x1.000)		Overnight stays (x1.000)		
January	337	January	337	-0,1%
February	422	February	459	8,7%
March	580	March	566	-2,4%
1st Quarter	1.340	1st Quarter	1.362	1,7%
April	784	April	748	-4,5%
May	884	May	913	3,4%
June	905	June	903	-0,3%
2nd Quarter	2.573	2nd Quarter	2.564	-0,3%
July	1.022	July	1.065	4,2%
August	975	August	1.030	5,6%
September	877	September	943	7,5%
3rd Quarter	2.874	3rd Quarter	3.038	5,7%
October	844	October	895	6,0%
November	466	November	528	13,4%
December	386	December	401	3,9%
4th Quarter	1.695	4th Quarter	1.824	7,6%
Total	8.482	Total	8.788	3,6%

Source: City of Venice - Tourism Department processing of APT data

6 – Domestic market: monthly tourism trend

City of Venice 2013		City of Venice 2014		Var %
Overnight stays Italian Tourists (x1.000)		Overnight stays Italian Tourists(x1.000)		
January	107	January	103	-3,7%
February	118	February	111	-5,8%
March	160	March	129	-19,6%
1st Quarter	385	1st Quarter	343	-11,0%
April	158	April	134	-14,9%
May	129	May	121	-6,1%
June	114	June	92	-19,2%
2nd Quarter	402	2nd Quarter	348	-13,3%
July	101	July	94	-6,3%
August	124	August	104	-15,9%
September	120	September	127	6,2%
3rd Quarter	345	3rd Quarter	326	-5,4%
October	131	October	119	-9,5%
November	119	November	126	6,1%
December	120	December	132	10,3%
4th Quarter	370	4th Quarter	378	1,9%
Total	1.501	Total	1.394	-7,1%

Source: City of Venice - Tourism Department processing of APT data

7 – Arrivals and overnight stays in the three areas of the City of Venice

Year	Arrivals (x 1.000)	Overnight stays (x 1.000)	Average stay	Share of to- tals Arrivals	Share of totals Overnight stays
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City of Venice

2011	4.167	9.418	2,26		
2012	4.106	9.310	2,27		
2013	4.252	9.778	2,30		
2014	4.281	9.983	2,33		
2015	4.496	10.183	2,26		

Historic city

2011	2.501	6.227	2,49	60,0%	66,1%
2012	2.485	6.222	2,50	60,5%	66,8%
2013	2.533	6.402	2,53	59,6%	65,5%
2014	2.599	6.425	2,47	60,7%	64,4%
2015	2.777	6.814	2,45	61,8%	66,9%

Lido

2011	195	584	3,00	4,7%	6,2%
2012	170	516	3,03	4,1%	5,5%
2013	187	554	2,96	4,4%	5,7%
2014	184	538	2,92	4,3%	5,4%
2015	189	568	3,00	4,2%	5,6%

Mainland

2011	1.472	2.607	1,77	35,3%	27,7%
2012	1.451	2.572	1,77	35,3%	27,6%
2013	1.532	2.822	1,84	36,0%	28,9%
2014	1.498	3.020	2,02	35,0%	30,3%

Source: City of Venice - Tourism Department processing of APT data

8 – Foreign and Italian tourists in the three areas of the City of Venice

Year	Foreigner			Italians			Total	
	Arrivals (x 1.000)	Over- night stays (x 1.000)	Average stay	Arrivals (x 1.000)	Over- night stays (x 1.000)	Average stay	Arrivals (x 1.000)	Over- night stays (x 1.000)

Historic city

2011	2.197	5.483	2,50	304	744	2,45	2.501	6.227
2012	2.201	5.507	2,50	284	714	2,51	2.485	6.222
2013	2.241	5.652	2,52	292	749	2,56	2.533	6.402
2014	2.295	5.683	2,48	304	742	2,44	2.599	6.425
2015	2.463	6.080	2,47	313	734	2,34	2.777	6.814

Lido

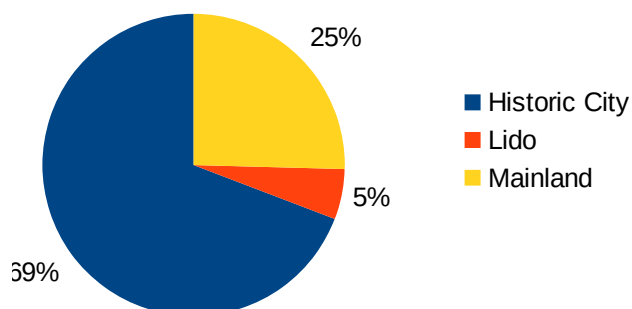
2011	159	480	3,01	35	104	2,97	195	584
2012	140	431	3,08	31	86	2,81	170	516
2013	156	473	3,03	31	81	2,61	187	554
2014	148	447	3,01	36	91	2,55	184	538
2015	154	472	3,07	35	96	2,73	189	568

Mainland

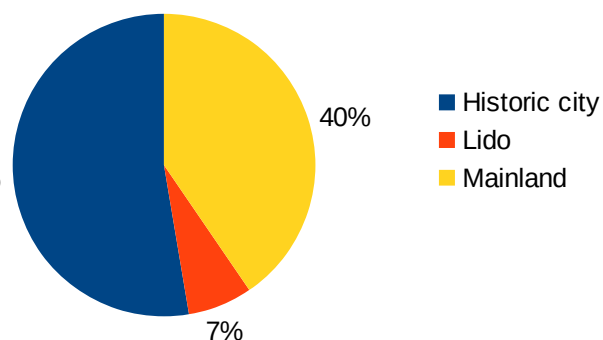
2011	1.189	2.009	1,69	283	598	2,12	1.472	2.607
2012	1.204	2.061	1,71	247	511	2,07	1.451	2.572
2013	1.289	2.295	1,78	242	527	2,18	1.532	2.822
2014	1.243	2.352	1,89	255	668	2,63	1.498	3.020
2015	1.281	2.237	1,75	249	564	2,26	1.530	2.801

Source: City of Venice - Tourism Department processing of APT data

Overnight stays 2015 foreign



Overnight stays 2015 italians



9 – Hotel and accommodation industry in the three areas of the City of Venice

Year	Hotels			Other accommodations			Total	
	Arrivals (x 1.000)	Over-night stays (x 1.000)	Average stay	Arrivals (x 1.000)	Overnight stays (x 1.000)	Average stay	Arrivals (x 1.000)	Over-night stays (x 1.000)

Historic city

2011	1.947	4.595	2,36	554	1.632	2,95	2.501	6.227
2012	1.904	4.452	2,34	581	1.770	3,05	2.485	6.222
2013	1.942	4.520	2,33	591	1.882	3,19	2.533	6.402
2014	1.955	4.579	2,34	644	1.847	2,87	2.599	6.425
2015	2.067	4.830	2,34	709	1.985	2,80	2.777	6.814

Lido

2011	168	492	2,93	27	92	3,44	195	584
2012	146	429	2,93	24	88	3,62	170	516
2013	168	483	2,87	19	71	3,81	187	554
2014	165	465	2,83	19	73	3,75	184	538
2015	161	472	2,92	28	96	3,48	189	568

Mainland

2011	1.278	2.159	1,69	194	448	2,31	1.472	2.607
2012	1.286	2.150	1,67	165	422	2,56	1.451	2.572
2013	1.333	2.243	1,68	198	579	2,92	1.532	2.822
2014	1.291	2.502	1,94	206	518	2,51	1.498	3.020
2015	1.297	2.229	1,72	233	572	2,45	1.530	2.801

Fonte: Elaborazioni Comune di Venezia Settore Turismo su dati APT

2. The different nationalities

1 – Arrivals and overnight stay of the various nationalities 2015

Nationalities	Hotels		Other accommodations		Total	
	Arrivals	Over Night stays	Arrivals	Over Night stays	Arrivals	Over Night stays
Austria	53.732	130.957	17.667	45.100	71.399	176.057
Belgium	41.667	118.343	14.995	45.127	56.662	163.470
Croatia	6.694	13.212	1.378	2.720	8.072	15.932
Denmark	12.688	35.561	5.588	17.665	18.276	53.226
Finland	9.596	26.560	3.794	10.234	13.390	36.794
France	214.508	604.332	89.510	296.735	304.018	901.067
Germany	166.033	464.880	75.365	237.764	241.398	702.644
Grece	12.108	29.602	2.347	6.408	14.455	36.010
Ireland	14.372	38.773	5.728	16.122	20.100	54.895
Iceland	827	1.900	282	740	1.109	2.640
Luxemburg	2.216	6.972	566	1.863	2.782	8.835
Norway	17.376	47.039	5.243	14.458	22.619	61.497
Netherlands	35.969	96.047	21.970	69.616	57.939	165.663
Poland	18.088	37.495	12.133	28.006	30.221	65.501
Portugal	24.156	54.861	5.699	13.428	29.855	68.289
Un. Kingdom	275.045	733.201	71.009	211.161	346.054	944.362
Czech Rep.	8.306	19.439	4.817	10.616	13.123	30.055
Russia	43.781	104.972	14.920	37.689	58.701	142.661
Slovakia	2.991	7.569	1.134	3.940	4.125	11.509
Slovenia	4.877	9.383	1.967	3.537	6.844	12.920
Spain	114.461	259.075	33.869	84.277	148.330	343.352
Sweden	22.296	57.252	7.438	20.218	29.734	77.470
Swiss-Liecht.	58.981	154.409	20.569	59.949	79.550	214.358
Turkey	24.459	51.559	7.572	14.523	32.031	66.082
Hungary	11.226	24.832	6.152	14.463	17.378	39.295
Rest Of Europe	74.300	172.031	22.676	59.807	96.976	231.838
TOT EUROPE	1.270.753	3.300.256	454.388	1.326.166	1.725.141	4.626.422

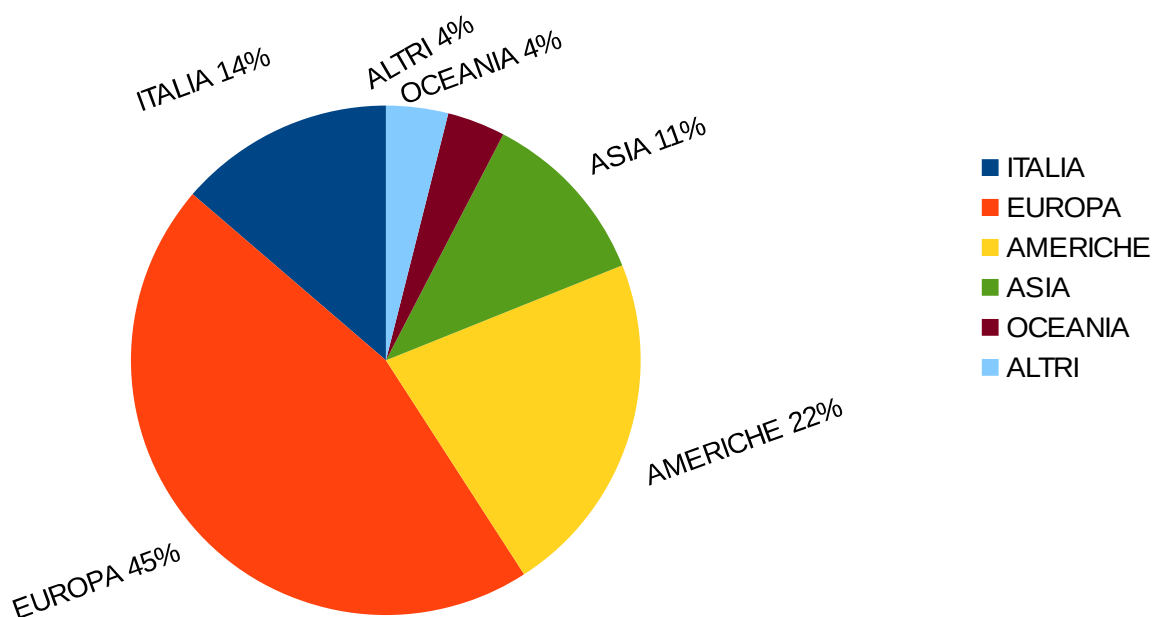
Fonte: Elaborazioni Comune di Venezia Settore Turismo su dati APT

Segue

Nationalities	Hotels		Other accommodations		Total	
	Arrivals	Overnight Stays	Arrivals	Overnight Stays	Arrivals	Overnight Stays
Canada	78.658	172.429	27.852	69.243	106.510	241.672
U.S.A.	520.814	1.059.824	116.675	289.407	637.489	1.349.231
Mexico	49.906	78.434	8.827	16.157	58.733	94.591
Venezuela	3.185	7.392	733	1.812	3.918	9.204
Brazil	107.560	212.568	19.969	43.508	127.529	256.076
Argentina	69.062	127.354	13.266	27.265	82.328	154.619
Rest of Lat. America	55.052	102.572	13.817	28.349	68.869	130.921
TOT AMERICA	884.237	1.760.573	201.139	475.741	1.085.376	2.236.314
China	216.141	314.380	39.032	78.277	255.173	392.657
India	37.006	73.792	9.714	20.610	46.720	94.402
Japan	140.972	214.620	11.448	26.024	152.420	240.644
South Korea	116.878	159.329	21.705	40.558	138.583	199.887
Rest of Asia	106.923	178.812	20.098	42.440	127.021	221.252
TOT ASIA	617.920	940.933	101.997	207.909	719.917	1.148.842
Israel	20.992	46.210	6.252	14.893	27.244	61.103
Rest of Mid East	36.425	72.544	6.401	15.648	42.826	88.192
TOT M. EAST	57.417	118.754	12.653	30.541	70.070	149.295
Egypt	4.031	9.221	1.037	2.383	5.068	11.604
Africa Mediter.	9.133	21.928	1.944	5.186	11.077	27.114
South Africa	15.113	31.201	4.579	10.139	19.692	41.340
Rest of Africa	8.242	20.622	1.799	6.186	10.041	26.808
TOT AFRICA	36.519	82.972	9.359	23.894	45.878	106.866
Australia	100.491	222.092	41.503	107.557	141.994	329.649
New Zealand	12.826	30.111	6.250	15.433	19.076	45.544
TOT OCEANIA	113.317	252.203	47.753	122.990	161.070	375.193
Other Countries	87.921	139.852	2.311	5.596	90.232	145.448
TOT FOREIGN	3.068.084	6.595.543	829.600	2.192.837	3.897.684	8.788.380
TOT ITALIAN	457.602	934.499	140.571	459.950	598.173	1.394.449
TOT GENERAL	3.525.686	7.530.042	970.171	2.652.787	4.495.857	10.182.829

Source: City of Venice - Tourism Department processing of APT data

Presenze



2 – 2015 countries – TOP 12

Country	Arrivals (x 1.000)	% On total	Overnight stays (x 1.000)	% On total	Average stay
1. U.S.A.	637	14,2%	1.349	12,0%	2,12
2. U.K	346	7,7%	944	9,7%	2,73
3. France	304	6,8%	901	8,3%	2,96
4. China	255	5,7%	393	6,6%	1,54
5. Germany	241	5,4%	703	3,4%	2,91
6. Japan	152	3,4%	241	2,9%	1,58
7. Spain	148	3,3%	343	3,4%	2,31
8. Australia	142	3,2%	330	3,4%	2,32
9. South Korea	139	3,1%	200	2,6%	1,44
10. Brasil	128	2,8%	256	1,6%	2,01
11. Canada	107	2,4%	242	2,4%	2,27
12. Argentina	82	1,8%	155	2,2%	1,88
Total top 12	2.682	59,7%	6.056	59,5%	2,26
Total other countries	1.216	27,0%	2.733	26,8%	2,25
Total foreigners	3.898	86,7%	8.788	86,3%	2,25
Total Italians	598	13,3%	1.394	15,0%	2,33
TOTAL	4.496		10.183		2,26

Source: City of Venice - Tourism Department processing of APT data

3 – 2015 countries –TOP 12 years 2011-2015

Year	Arrivals (x 1.000)	Var %	Overnight stays (x 1.000)	Var %	Average stay
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U.S.A.

2011	549		1.151		2,10
2012	536	-2,3%	1.142	-0,8%	2,13
2013	550	2,7%	1.160	1,6%	2,11
2014	576	4,8%	1.199	3,4%	2,08
2015	637	10,6%	1.349	12,5%	2,12

United Kingdom

2011	243		652		2,68
2012	273	12,2%	738	13,3%	2,71
2013	287	5,4%	785	6,2%	2,73
2014	303	5,3%	825	5,1%	2,72
2015	346	14,3%	944	14,5%	2,73

France

2011	371		1.041		2,81
2012	360	-3,1%	1.053	1,1%	2,93
2013	363	0,9%	1.068	1,4%	2,94
2014	321	-11,6%	964	-9,7%	3,01
2015	304	-5,2%	901	-6,5%	2,96

China

2011	162		233		1,44
2012	187	15,4%	272	16,8%	1,46
2013	201	7,3%	308	13,2%	1,54
2014	206	2,5%	339	9,9%	1,65
2015	255	24,1%	393	15,9%	1,54

Source: City of Venice - Tourism Department processing of APT data

Year	Arrivals (x 1.000)	Var %	Overnight stays (x 1.000)	Var %	Average stay
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Germany

2011	230		646		2,80
2012	220	-4,5%	621	-3,8%	2,82
2013	240	8,9%	693	11,5%	2,89
2014	231	-3,8%	657	-5,2%	2,85
2015	241	4,7%	703	7,0%	2,91

Japan

2011	196		294		1,50
2012	206	5,6%	312	6,0%	1,51
2013	201	-2,5%	300	-3,6%	1,49
2014	181	-9,8%	287	-4,4%	1,58
2015	152	-16,0%	241	-16,2%	1,58

Spain

2011	222		497		2,24
2012	175	-21,2%	404	-18,9%	2,31
2013	132	-24,5%	310	-23,2%	2,35
2014	138	4,5%	335	8,2%	2,43
2015	148	7,6%	343	2,4%	2,31

Australia

2011	132		311		2,36
2012	132	0,7%	309	-0,6%	2,33
2013	144	8,8%	365	18,1%	2,53
2014	143	-0,8%	338	-7,4%	2,36
2015	142	-0,7%	330	-2,4%	2,32

Source: City of Venice - Tourism Department processing of APT data

Year	Arrivals (x 1.000)	Var %	Overnight stays (x 1.000)	Var %	Average stay
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South Korea

2011	76		102		1,35
2012	75	-0,6%	103	1,4%	1,38
2013	94	25,9%	130	26,3%	1,38
2014	108	14,8%	159	22,0%	1,47
2015	139	27,8%	200	25,5%	1,44

Brazil

2011	143		267		1,87
2012	136	-4,4%	259	-3,0%	1,90
2013	134	-2,0%	259	0,0%	1,94
2014	130	-3,0%	261	0,8%	2,01
2015	128	-1,6%	256	-1,9%	2,01

Canada

2011	104		238		2,28
2012	105	1,0%	242	1,6%	2,29
2013	105	-0,1%	246	1,7%	2,34
2014	106	0,2%	238	-3,0%	2,26
2015	107	0,9%	242	1,4%	2,27

Argentina

2011	54		108		1,99
2012	66	21,5%	127	17,0%	1,92
2013	74	12,7%	144	13,7%	1,94
2014	64	-14,5%	125	-13,3%	1,96
2015	82	29,5%	155	23,9%	1,88

Source: City of Venice - Tourism Department processing of APT data

The supply

The analysis presents the overall accommodation supply and its development trends over the five-year period 2011-2015. The numbers of hotels and non-hotel accommodations steadily increase, as does the number of beds. In 2015 there is only a slight reduction in the numbers of beds on the Mainland in comparison with 2014.

Procedural note

The number and type of accommodation facilities for the entire 5-year period were provided by the Veneto Regional Authority – Regional statistic system section, whom we thank for their kind assistance..

3. Accommodation

1 – Hotel offer 2011-2015

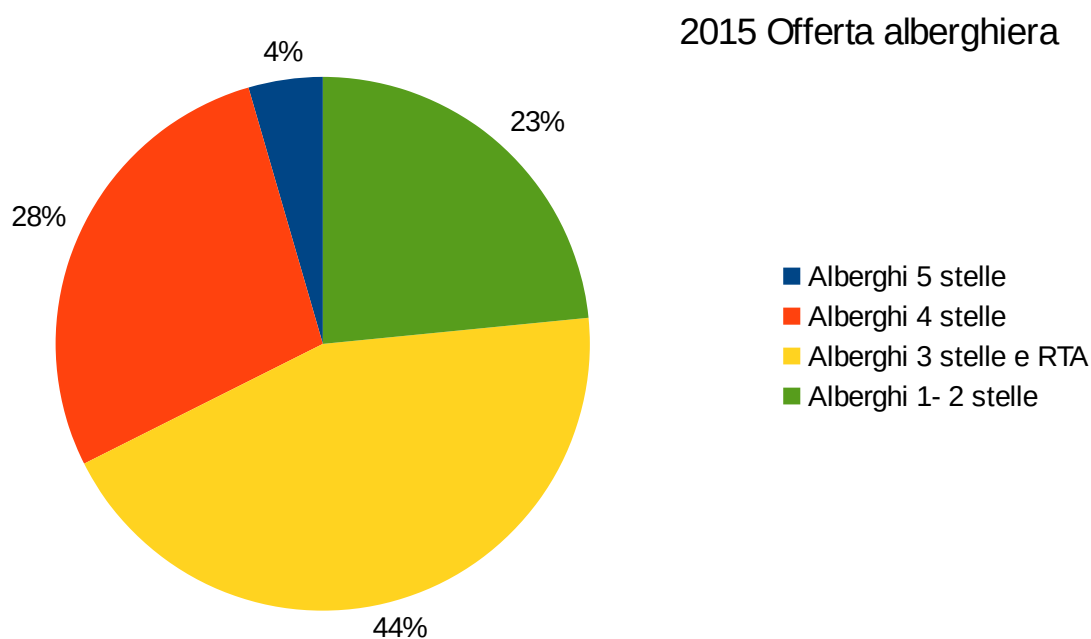
Year	Hotels	Beds	Rooms	Average room per hotel
2011	387	28.277	15.032	38,8
2012	393	29.373	15.658	39,8
2013	395	28.962	15.322	38,8
2014	398	29.522	15.573	39,1
2015	401	30.015	15.808	39,4

Source: City of Venice - Tourism Department processing of Istat-Regione del Veneto data

2 – Hotel offer per type 2015

Categories and Type of structures	Hotels	Share Of total	Beds	Share Of total	Rooms
5 stars & 5 star luxury hotels	18	4,5%	4.788	16,0%	2.412
4 stars hotels	112	27,9%	13.886	46,3%	7.115
3 stars hotels	177	44,1%	8.563	28,5%	4.720
1-2 stars hotels	94	23,4%	2.778	9,3%	1.561
Total hotels	401		30.015		15.808

Source: City of Venice - Tourism Department processing of Istat-Regione del Veneto data



3 – Other accommodation offer 2011-2015

Year	Structures	Beds	Rooms *
2011	2.392	17.551	8.366
2012	2.640	18.307	8.798
2013	2.814	18.657	9.112
2014	2.923	18.860	9.309
2015	3.342	20.498	10.176

Source: City of Venice - Tourism Department processing of Istat-Regione del Veneto data

* except camp sites and farm

4 – Other accommodation offer per type 2015

Type of structure	Structure	Share On total	Beds	Share On total
Guest rooms	316	9,5%	3.049	14,9%
Holidays flats*	2.457	73,5%	8.067	39,4%
Bed&Breakfast	480	14,4%	2.476	12,1%
Camp sites and tourist resorts	6	0,2%	2.927	14,3%
Hostels, houses of hospitality, student holiday accommodation, holiday homes	37	1,1%	2.543	12,4%
Country House	3	0,1%	20	0,1%
Guest house	8	0,2%	713	3,5%
Apartment hotels	22	0,7%	519	2,5%
Farms	13	0,4%	184	0,9%
Total accommodation facilities	3.342		20.498	

Source: City of Venice - Tourism Department processing of Istat-Regione del Veneto data

* classified, not classified, managed by real estate companies

5 – 1.5 – Occupancy dynamics in hotels and other accommodation facilities in the three areas of the City of Venice

Year	Beds In hotels	Var %	Beds in other accommodations	Var%	Total beds	Var%
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City of Venice

2011	28.277		17.551		45.828	
2012	29.373	3,9%	18.307	4,3%	47.680	4,0%
2013	28.962	-1,4%	18.657	1,9%	47.619	-0,1%
2014	29.522	1,9%	18.860	1,1%	48.382	1,6%
2015	30.015	1,7%	20.498	8,7%	50.513	4,4%

Historic city

2011	16.350		11.863		28.213	
2012	16.884	3,3%	12.589	6,1%	29.473	4,5%
2013	16.860	-0,1%	13.433	6,7%	30.293	2,8%
2014	17.411	3,3%	13.302	-1,0%	30.713	1,4%
2015	18.213	4,6%	14.683	10,4%	32.896	7,1%

Lido

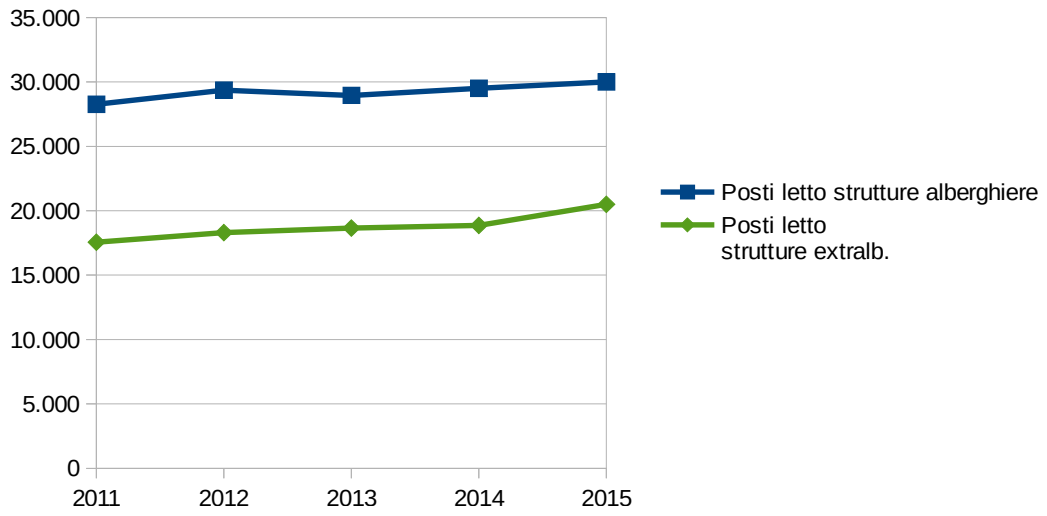
2011	2.997		788		3.785	
2012	3.008	0,4%	816	3,6%	3.824	1,0%
2013	3.019	0,4%	759	-7,0%	3.778	-1,2%
2014	3.030	0,4%	950	25,2%	3.980	5,3%
2015	3.031	0,0%	979	3,1%	4.010	0,8%

Mainland

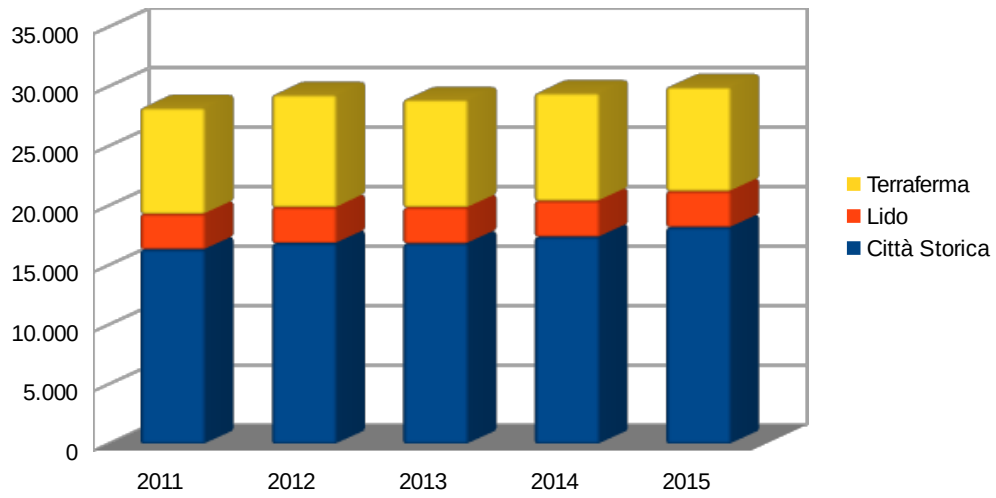
2011	8.930		4.900		13.830	
2012	9.481	6,2%	4.902	0,0%	14.383	4,0%
2013	9.083	-4,2%	4.465	-8,9%	13.548	-5,8%
2014	9.081	0,0%	4.608	3,2%	13.689	1,0%
2015	8.771	-3,4%	4.836	4,9%	13.607	-0,6%

Source: City of Venice - Tourism Department processing of Istat-Regione del Veneto data

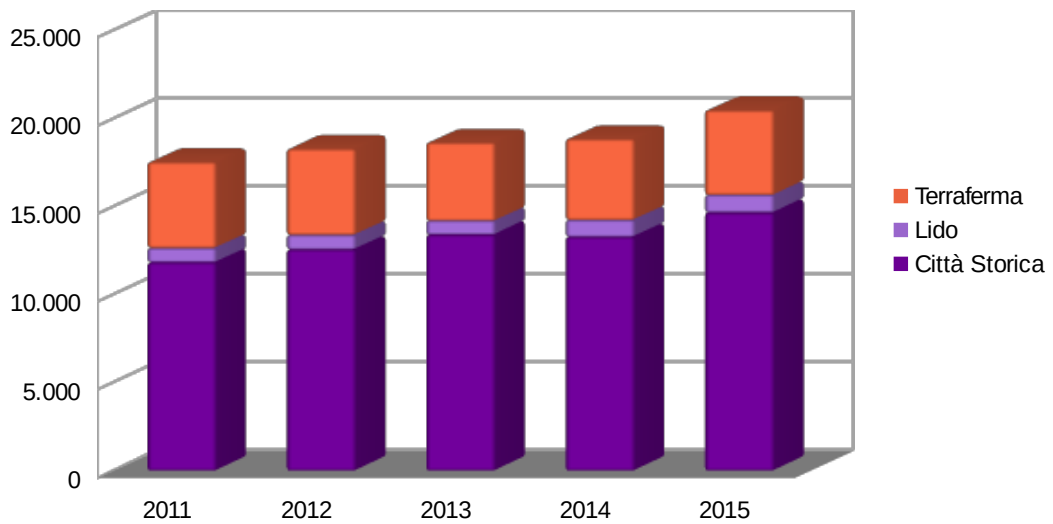
Posti letto - Comune di Venezia



Posti letto strutture alberghiere



Posti letto strutture extralberghiere



6 – Hotel offer per type in the three areas of the City of Venice in 2015

Categories e type of structures	Hotels	Beds	Rooms
Città Storica			
5 stars hotels	16	4.388	2.212
4 stars hotels	74	6.944	3.495
3 stars e 3 stars superior hotels	110	4.849	2.643
1 & 2 stars hotels	70	2.032	1.145
Total hotels	270	18.213	9.495
Lido			
5 stars hotels	1	378	189
4 stars hotels	12	1.333	686
3 stars e 3 stars superior hotels	17	1.067	503
1 & 2 stars hotels	6	253	130
Total hotels	36	3.031	1.508
Terraferma			
5 stars hotels	1	22	11
4 stars hotels	26	5.609	2.934
3 stars e 3 stars superior hotels	50	2.647	1.574
1 & 2 stars hotels	18	493	286
Total hotels	95	8.771	4.805

Source: City of Venice - Tourism Department processing of Istat-Regione del Veneto data

7 – Accommodation offer per type in the three areas of the City of Venice in 2015

Type of structures	Structure	Beds
Historic city		
Guest rooms	278	2.698
Holiday flats *	2.224	7.196
Bed&Breakfast	326	1.721
Camp Sites and Tourist Resorts	0	0
Hostels, Houses of Hospitality, Student Holiday Accomodation; Holiday Homes	27	1.951
Country House	0	0
Guest Houses	8	713
Apartment hotels	16	257
Farms	10	147
Total accomodation facilities	2.889	14.683

* *classified, not classified, managed by real estate companies*

Lido

Guest rooms	10	110
Holiday flats *	55	231
Bed&Breakfast	25	114
Camp Sites and Tourist Resorts	1	169
Hostels, Houses of Hospitality, Student Holiday Accomodation; Holiday Homes	2	182
Country House	1	9
Guest Houses	0	0
Apartment hotels	2	154
Farms	1	10
Total accomodation facilities	97	979

* *classified, not classified, managed by real estate companies*

Source: City of Venice - Tourism Department processing of Istat-Regione del Veneto data

Type of structures	Structures	Beds
Mainland		
Guest rooms	28	241
Holiday flats *	178	640
Bed&Breakfast	129	641
Camp Sites and Tourist Resorts	5	2.758
Hostels, Houses of Hospitality, Student Holiday Accomodation; Holiday Homes	8	410
Country House	2	11
Guest Houses	0	0
Apartment hotels	4	108
Farms	2	27
Total accommodation facilities	356	4.836

**classified, not classified, managed by real estate companies*

Source: City of Venice - Tourism Department processing of Istat-Regione del Veneto data

Main infrastructures and services

Data presented below relate to passenger movement in the Port, Sistema SAVE Airports (Venice and Treviso), ticketing for local public transport (ACTV, Alilaguna, Terminal Fusina), the Limited Traffic Zone bus passes issued by Venice and Cavallino-Treporti Municipalities, and vehicle transits in the municipal car park and S. Andrea park in Piazzale Roma (excluding season tickets).

As for ACTV and Alilaguna ticketing, the analysis reports the number of travel documents sold at full price: online sales, sales to residents (IMOB / CartaVenezia) and sales at special rates (for example: reduced rates for groups) are excluded.

4. Port of Venice

1 – Passenger traffic 2011-2015

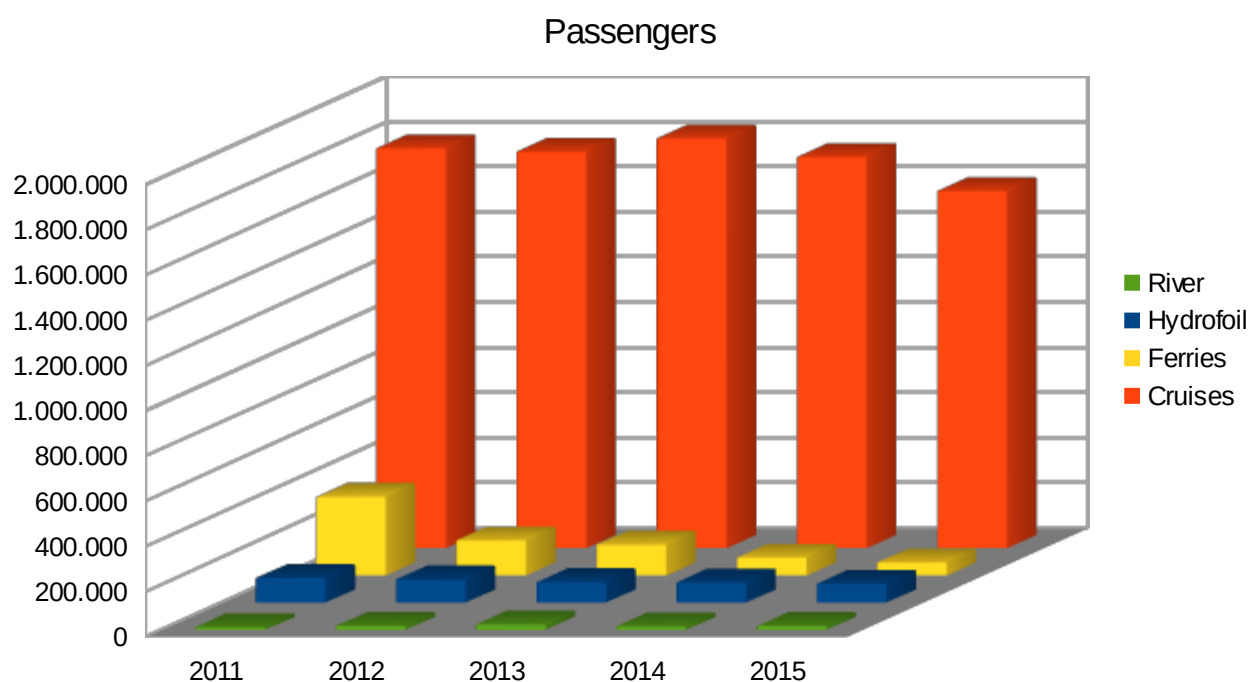
Year	Cruises		River		Ferries		Hydrofoil		Total	
	TC	Pax	TC	Pax	TC	Pax	TC	Pax	TC	Pax
2011	591	1.772.167	63	14.249	341	350.596	403	111.441	1.398	2.248.453
2012	569	1.757.297	92	18.647	223	157.785	396	105.395	1.280	2.039.124
2013	548	1.815.823	130	26.498	213	138.648	334	92.984	1.225	2.073.953
2014	488	1.733.839	88	16.702	159	81.217	328	91.125	1.063	1.922.883
2015	521	1.582.481	89	18.561	117	58.912	297	85.564	1.024	1.745.518
Var% 14/15	6,8%	-8,7%	1,1%	11,1%	-26,4%	-27,5%	-9,5%	-6,1%	-3,7%	-9,2%

Source: VTP – Venice Ro-Port Mos S.C.p.A.

TC= Ships docked

PAX=Number of passengers boarded, disembarked, in transit

*only *Anek. Grimaldi* commercial trade company, is on from July 2015 and has made 53 touch.

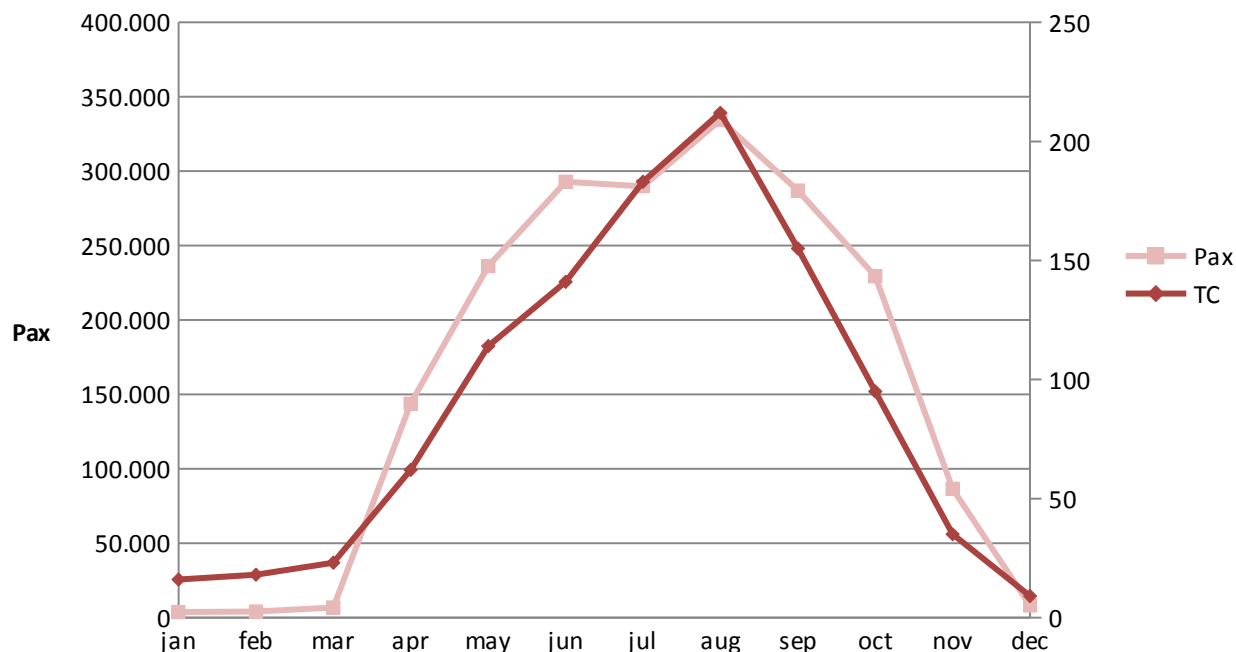


2 – Monthly passenger traffic 2014

	Cruises		River		Ferries		Hydrofoil		Total	
	TC	Pax	TC	Pax	TC	Pax	TC	Pax	TC	Pax
jan	0	0	1	139	15	3.649	0	0	16	3.788
feb	0	0	2	408	16	3.633	0	0	18	4.041
mar	0	0	6	1.078	17	5.687	0	0	23	6.765
apr	33	133.073	11	2.278	16	8.186	2	297	62	143.834
may	68	221.730	10	1.719	16	8.161	20	4.610	114	236.220
june	75	271.142	9	1.604	13	8.254	44	11.833	141	292.833
july	68	251.550	11	1.627	13	9.967	91	26.735	183	289.879
aug	73	287.837	11	2.141	13	12.387	115	32.005	212	334.370
sep	82	261.346	11	2.487	12	8.906	50	14.179	155	286.918
oct	67	219.653	10	1.968	12	6.376	6	1.466	95	229.463
nov	20	81.537	4	983	11	4.024	0	0	35	86.544
dec	2	5.971	2	270	5	1.987	0	0	9	8.228
TOT	488	1.733.839	88	16.702	159	81.217	328	91.125	1.063	1.922.883

Source: VTP - Venice Ro-Port Mos S.C.p.A

2014

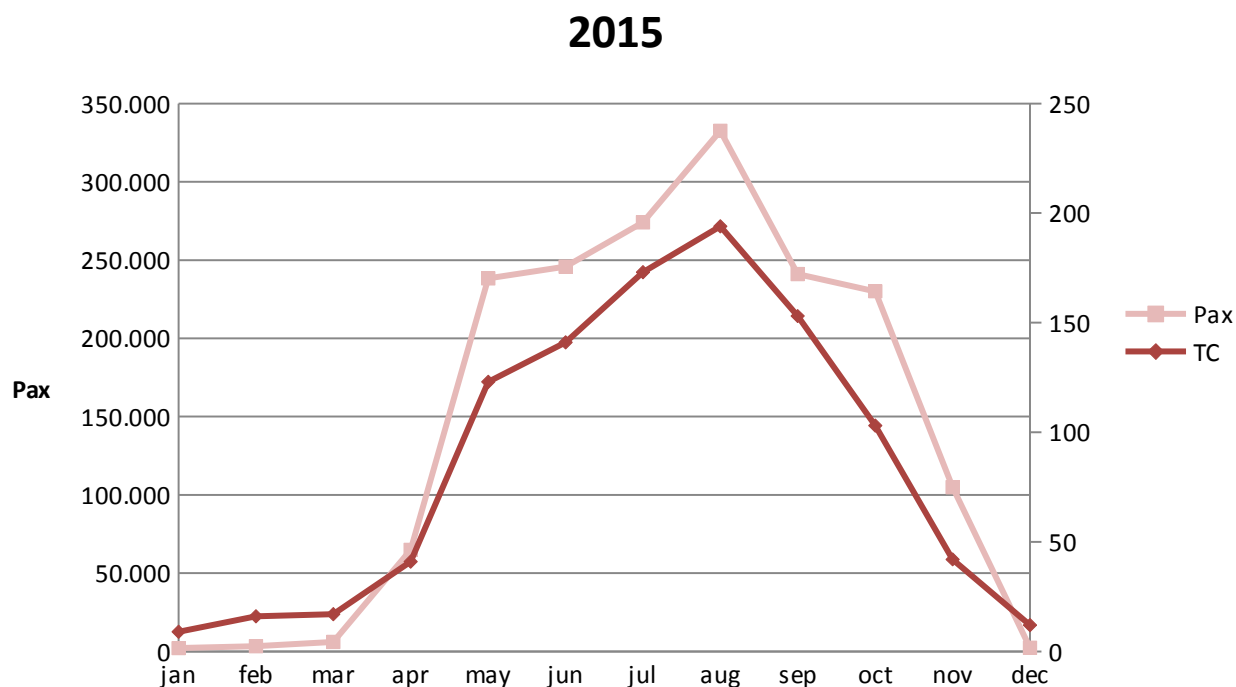


3 – Monthly passenger traffic 2015

	Cruises		River		Ferries		Hydrofoil		Total	
	TC	Pax	TC	Pax	TC	Pax	TC	Pax	TC	Pax
jan	0	0	1	112	8	1.933	0	0	9	2.045
feb	1	336	6	1.237	9	1.791	0	0	16	3.364
mar	3	1.739	4	1.279	10	3.068	0	0	17	6.086
apr	23	59.472	10	2.351	7	2.949	1	71	41	64.843
may	79	224.631	10	2.221	10	5.696	24	5.790	123	238.338
june	77	226.234	11	2.152	9	5.424	44	12.020	141	245.830
july	68	238.929	11	1.966	9	7.675	85	25.498	173	274.068
aug	83	293.630	10	1.859	9	10.209	92	26.916	194	332.614
sep	84	216.152	11	2.115	12	8.789	46	14.024	153	241.080
oct	74	220.364	11	2.461	13	5.990	5	1.245	103	230.060
nov	28	100.760	2	467	12	3.610	0	0	42	104.837
dec	1	234	2	341	9	1.778	0	0	12	2.353
TOT	521	1.582.481	89	18.561	117	58.912	297	85.564	1.024	1.745.518

Source: VTP - Venice Ro-Port Mos S.C.p.

*only Anek. Grimaldi commercial trade company, is on from July 2015 and has made 53 touch.



5. SAVE Venice airport – Treviso airport

1 – Passenger traffic 2010-2014 Venice airport

	Domestic flights – inbound and Outbound Pax	Var %	International flights - inbound and out-bound Pax	Var %	Transit Passengers	General Aviation	Passengers Total	Var %
2011	2.089.690		6.463.949		9.635	21.377	8.584.651	
2012	1.814.065	-13,2%	6.344.617	-1,8%	16.807	12.966	8.188.455	-4,6%
2013	1.683.900	-7,2%	6.691.965	5,5%	12.610	15.315	8.403.790	2,6%
2014	1.353.417	-19,6%	7.099.596	6,1%	8.636	13.539	8.475.188	0,8%
2015	1.245.299	-8,0%	7.484.054	5,4%	6.523	15.152	8.751.028	3,3%

Source: Assaeroporti

*Venice data from 1st June to 4th December 2011 included numbers transferred from Treviso

2 – Passenger traffic 2011-2015 Treviso airport

	Voli naz. pax in arrivo e in partenza	Var %	Voli internaz. pax in arrivo e in partenza	Var %	Pax in transito	Aviazione Generale	Totale pax	Var %
2011	212.419		862.138		75	2.873	1.077.505	
2012	485.816	128,7%	1.839.311	113,3%	2.939	5.692	2.333.758	116,6%
2013	478.250	-1,6%	1.690.613	-8,1%	1.024	5.509	2.175.396	-6,8%
2014	694.829	45,3%	1.548.533	-8,4%	231	4.661	2.248.254	3,3%
2015	775.524	11,6%	1.602.829	3,5%	523	4.431	2.383.307	6,0%

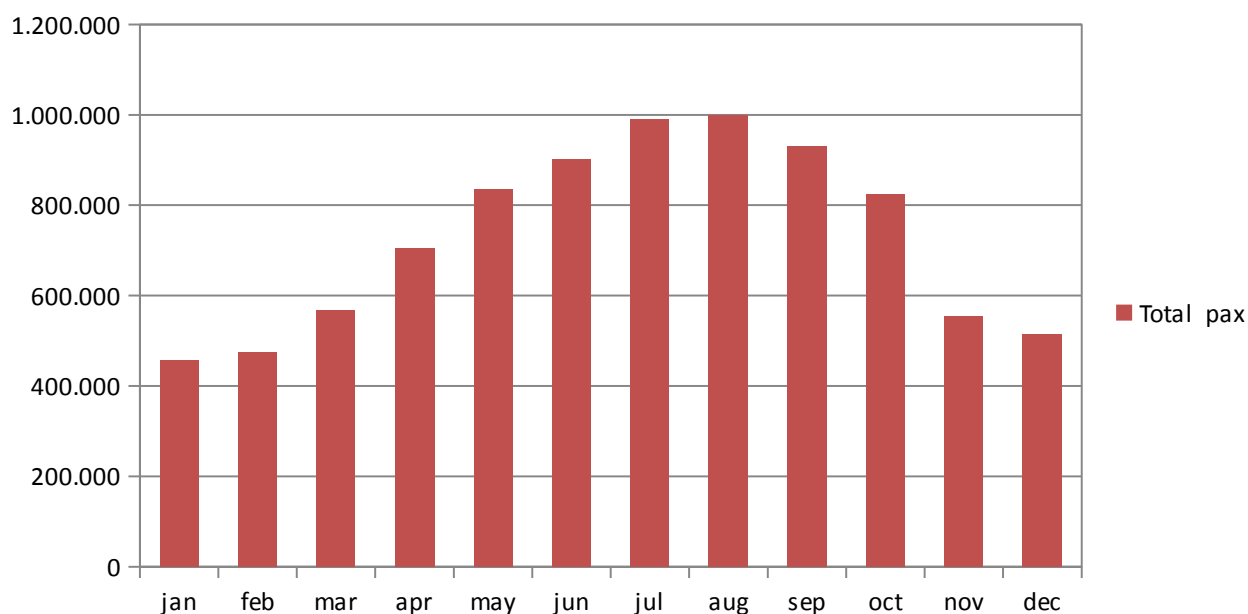
Source: Assaeroporti

*Venice data from 1st June to 4th December 2011 included numbers transferred from Treviso

3 – Monthly passenger traffic 2014 Venice airport

	Domestic Flights – inbound And out- bound pax	Var % to 2013	Internatio- nal flights - inbound and out- bound pax	Var % to 2013	Transit Passen- gers	General Aviation	Passen- gers Total	Var % to 2013
Jan	73.637	-17,6	382.456	1,9	772	577	457.442	-1,7
Feb	72.212	-8,0	401.507	6,6	275	660	474.654	4,1
Mar	87.811	-4,5	478.929	2,5	390	752	567.882	1,3
Apr	95.724	-11,0	608.106	1,8	0	1.124	704.954	-0,2
May	103.874	-9,2	727.921	5,7	371	2.266	834.432	3,6
Jun	130.235	-13,9	768.146	3,6	1.227	2.059	901.667	0,7
Jul	135.544	-12,3	851.247	6,7	435	1.771	988.997	3,6
Aug	129.141	-14,1	867.953	4,7	816	1.400	999.310	1,8
Sep	134.040	-8,5	793.786	7,8	654	1.921	930.401	5,1
Oct	106.715	1,6	714.590	9,7	476	1.354	823.135	8,5
Nov	85.664	7,7	466.299	6,3	815	689	553.467	6,6
Dec	90.702	7,5	423.114	5,7	292	579	514.687	5,9

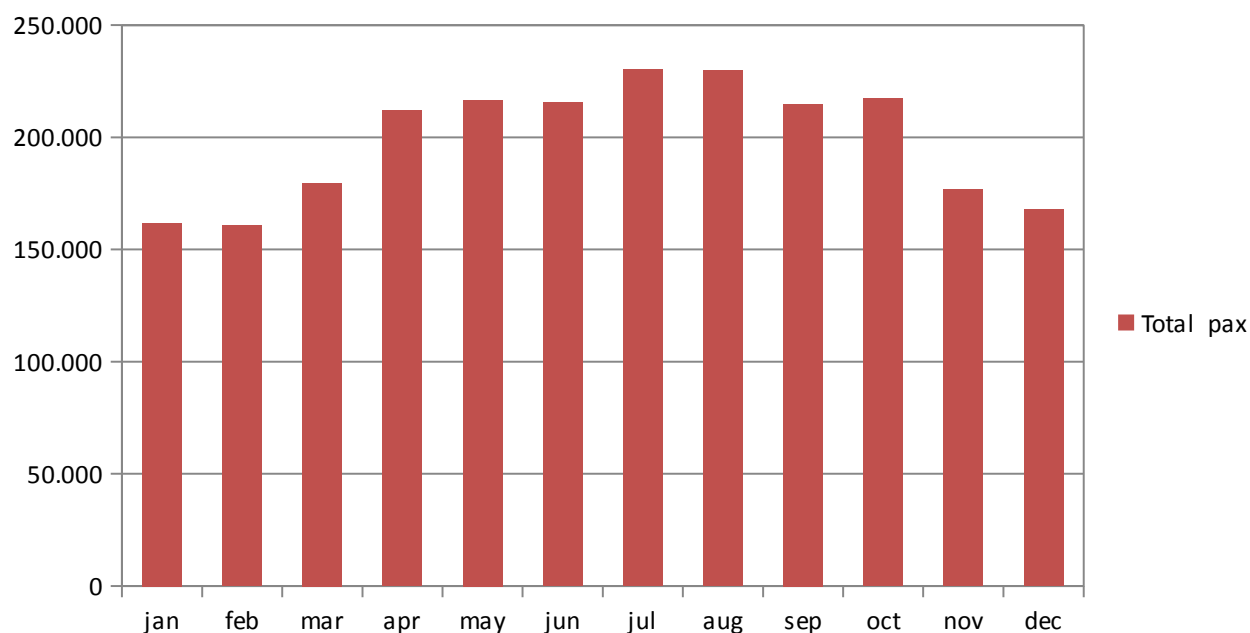
Soruce: Assaeroporti



4 – Monthly passenger traffic 2014 Treviso airport

	Domestic Flights – inbound And out- bound pax	Var % to 2013	Internatio- nal flights - inbound and out- bound pax	Var % to 2013	Transit Passen- gers	General Aviation	Passen- gers Total	Var % to 2013
Jan	57.246	25,0	103.990	23,0	193	353	161.782	23,7
Feb	57.065	19,5	103.355	15,4	0	322	160.742	16,8
Mar	61.913	10,0	117.426	17,8	15	341	179.695	15,0
Apr	64.795	15,8	146.916	4,3	0	292	212.003	7,6
May	68.419	14,9	147.788	-0,2	0	455	216.662	4,1
Jun	68.966	14,9	145.894	-2,5	30	559	215.449	2,5
Jul	69.662	12,6	160.362	-3,3	0	454	230.478	1,0
Aug	68.247	6,5	161.205	-3,3	0	366	229.818	-0,6
Sep	66.605	12,5	147.533	-0,2	123	582	214.843	3,6
Oct	68.214	8,2	148.740	3,3	0	254	217.208	4,6
Nov	61.622	-1,2	114.921	3,4	0	184	176.727	1,7
Dec	62.770	6,6	104.699	4,0	162	269	167.900	5,0
TOT	775.524	11,6	1.602.829	3,5	523	4.431	2.383.307	6,0

Source: Assaeroporti



5 – Main Italian airports 2015

	Passeggeri (x 1.000)	Var % su 2014
1 <i>Roma Fiumicino (*)</i>	40.463	4,8
2 <i>Milano Malpensa (**)</i>	18.582	-1,4
3 <i>Bergamo</i>	10.405	18,6
4 <i>Milano Linate</i>	9.690	7,4
5 <i>Venezia</i>	8.751	3,3
6 <i>Catania</i>	7.105	-2,7
7 <i>Bologna</i>	6.890	4,7
8 <i>Napoli</i>	6.163	3,4
9 <i>Roma Ciampino (**)</i>	5.834	16,1
10 <i>Palermo</i>	4.911	7,4
11 <i>Pisa</i>	4.805	2,6
12 <i>Bari</i>	3.972	8,0
13 <i>Cagliari</i>	3.719	2,2
14 <i>Torino</i>	3.666	6,8
15 <i>Verona</i>	2.591	-6,6
16 <i>Firenze</i>	2.420	7,5
17 <i>Treviso</i>	2.383	6,0
18 <i>Lamezia Terme</i>	2.342	-2,8
<i>Totale Italia</i>	157.200	4,5

Source: Assaeroporti

(*) In the period from May to June 2015, part of the Fiumicino traffic was transferred to Ciampino for operational reasons.

(**) In 2014, between 12 May and 2 June, Bergamo airport was closed due to work in progress. The traffic (476,884 passengers) was transferred to Milan Malpensa airport.

6. Local public transport

1 – Volumes of main ACTV tourist tickets sold

Type	2011	2012	2013	2014	2015	Var% 14/15
12 hours Tourist travel card * (+Transfer Airport A/R-CS)	944.819	885.710	879.454	561.703		
24 hours Tourist travel card (+Transfer Airport A/R-CS)	386.058	336.396	340.039	762.117	1.430.782	87,7%
36 hours Tourist travel card * (+Transfer Airport A/R-CS)	206.556	202.962	208.211	136.340		
48 hours Tourist travel card (+Transfer Airport A/R-CS)	197.643	183.024	184.020	276.494	423.230	53,1%
72 hours Tourist travel card (+Transfer Airport A/R-CS)	333.907	298.179	319.922	303.642	304.660	0,3%

Source: City of Venice - Tourism Department processing of City of Venice - Mobility and transports

* not issued from August 2014

2 – Monthly sales Alilaguna 2011-2015

	2011	2012	2013	2014	2015	Var % 11/15	Var % 14/15
Jan	21.958	22.172	27.324	24.677	32.709	49,0%	32,5%
Feb	34.708	31.998	39.148	35.165	45.267	30,4%	28,7%
Mar	48.576	42.878	53.150	48.564	52.435	7,9%	8,0%
Apr	66.455	68.656	70.682	72.508	70.553	6,2%	-2,7%
May	73.930	79.234	92.725	87.203	92.150	24,6%	5,7%
Jun	83.181	80.391	91.962	89.040	89.784	7,9%	,8%
Jul	92.254	95.923	104.818	92.086	102.964	11,6%	11,8%
Aug	87.168	97.188	100.137	94.197	100.069	14,8%	6,2%
Sep	81.100	92.245	97.208	91.794	99.582	22,8%	8,5%
Oct	85.981	89.695	90.826	88.964	97.550	13,5%	9,7%
Nov	42.685	46.153	49.863	44.618	53.210	24,7%	19,3%
Dec	25.808	29.256	30.557	30.073	38.618	49,6%	28,4%
TOT	743.804	775.789	848.400	798.889	874.891	17,6%	9,5%

Source: Alilaguna

3 – Monthly sales Terminal Fusina 2011-2015

	2011	2012	2013	2014	2015	Var % 11/15	Var % 14/15
Jan	1.356	1.609	955	1.078	1.027	-24,3%	-4,7%
Feb	2.664	2.600	2.940	2.068	1.986	-25,5%	-4,0%
Mar	5.469	2.750	2.473	2.990	1.757	-67,9%	-41,2%
Apr	10.632	8.971	5.254	7.020	7.118	-33,1%	1,4%
May	7.810	8.901	10.513	6.162	10.810	38,4%	75,4%
Jun	15.998	8.717	9.242	11.877	10.474	-34,5%	-11,8%
Jul	26.357	21.225	21.387	20.755	20.352	-22,8%	-1,9%
Aug	27.472	22.291	23.340	27.596	25.272	-8,0%	-8,4%
Sep	13.781	11.536	12.558	11.987	12.718	-7,7%	6,1%
Oct	8.892	5.472	6.084	5.406	6.387	-28,2%	18,1%
Nov	2.060	1.992	2.161	1.616	1.834	-11,0%	13,5%
Dec	1.901	711	1.308	1.220	1.714	-9,8%	40,5%
TOT	124.392	96.775	98.215	99.775	101.449	-18,4%	1,7%

Source: Comune di Venezia – Direzione Mobilità e Trasporti

7. Limited traffic area passes

1 – Monthly limited traffic area passes 2010-2014 – City of Venice

	2011	2012	2013	2014	2015	Var % 11/15	Var % 14/15
Jan	2.806	3.333	2.792	3.015	3.270	16,5%	8,5%
Feb	3.613	3.762	4.204	4.076	5.077	40,5%	24,6%
Mar	5.129	4.929	4.922	5.714	6.032	17,6%	5,6%
Apr	7.024	7.307	7.332	8.683	8.138	15,9%	-6,3%
May	10.234	10.046	9.842	10.833	11.017	7,7%	1,7%
Jun	9.149	8.834	9.257	10.203	10.777	17,8%	5,6%
Jul	9.331	8.964	9.739	10.786	11.517	23,4%	6,8%
Aug	7.962	8.115	8.960	9.885	10.829	36,0%	9,5%
Sep	9.407	8.925	9.293	10.005	10.172	8,1%	1,7%
Oct	8.393	8.723	8.586	8.743	9.640	14,9%	10,3%
Nov	4.553	4.508	4.450	4.784	6.060	33,1%	26,7%
Dec	3.127	3.321	3.407	3.900	4.546	45,4%	16,6%
TOT	80.728	80.767	82.784	90.627	97.075	20,2%	7,1%

Source: AVM

2 – Monthly limited traffic area passes 2010-2014 – Cavallino Treporti

	2011	2012	2013	2014	2015	Var % 11/15	Var % 14/15
Jan	85	102	138	83	154	81,2%	85,5%
Feb	917	1.584	1.211	1.072	1.260	37,4%	17,5%
Mar	1.748	948	1.001	1.166	912	-47,8%	-21,8%
Apr	2.278	2.099	1.887	1.978	1.747	-23,3%	-11,7%
May	2.242	2.394	2.139	2.039	1.976	-11,9%	-3,1%
Jun	1.333	1.307	1.458	1.442	1.440	8,0%	-0,1%
Jul	806	798	884	823	820	1,7%	-0,4%
Aug	556	580	589	502	507	-8,8%	1,0%
Sep	1.807	1.927	1.849	1.759	1.877	3,9%	6,7%
Oct	1.262	1.095	1.168	958	1.203	-4,7%	25,6%
Nov	239	220	227	212	258	7,9%	21,7%
Dec	143	116	136	151	136	-4,9%	-9,9%
TOT	13.416	13.170	12.687	12.185	12.290	-8,4%	0,9%

Source: CT Servizi S.r.l. – Socio Unico il Comune di Cavallino Treporti

8. Municipal garage

1 – Monthly transits 2010-2014

	2011	2012	2013	2014	2015	Var % 11/15	Var % 14/15
<i>Jan</i>	13.795	14.381	12.330	12.067	12.968	-6,0%	7,5%
<i>Feb</i>	15.746	13.355	12.931	11.877	13.123	-16,7%	10,5%
<i>Mar</i>	19.737	16.266	15.736	15.905	15.879	-19,5%	-0,2%
<i>Apr</i>	22.611	19.173	17.527	18.612	19.499	-13,8%	4,8%
<i>May</i>	21.285	19.099	21.352	18.938	21.873	2,8%	15,5%
<i>Jun</i>	24.954	19.823	21.212	20.236	23.152	-7,2%	14,4%
<i>Jul</i>	32.289	28.854	27.558	18.304	31.173	-3,5%	70,3%
<i>Aug</i>	32.310	32.775	31.294	32.954	35.507	9,9%	7,7%
<i>Sep</i>	24.983	24.961	23.682	24.199	26.936	7,8%	11,3%
<i>Oct</i>	22.151	20.119	19.729	20.593	21.180	-4,4%	2,9%
<i>Nov</i>	15.085	13.328	13.438	13.231	15.614	3,5%	18,0%
<i>Dec</i>	15.715	13.369	12.979	13.834	16.051	2,1%	16,0%
TOT	260.661	235.503	229.768	220.750	252.955	-3,0%	14,6%

Source: AVM

2 – Monthly transits 2010-2014 – St. Andrea Parking

	2011	2012	2013	2014	2015	Var % 11/15	Var % 14/15
<i>Jan</i>		9.993	9.592	9.587	9.511		-0,8%
<i>Feb</i>		10.054	9.463	9.700	9.492		-2,1%
<i>Mar</i>		11.193	10.463	11.308	10.437		-7,7%
<i>Apr</i>	9.066	10.628	10.534	10.861	10.148	11,9%	-6,6%
<i>May</i>	12.831	11.581	11.762	11.697	11.034	-14,0%	-5,7%
<i>Jun</i>	12.758	10.964	11.371	11.308	10.990	-13,9%	-2,8%
<i>Jul</i>	12.940	11.425	12.230	11.673	11.956	-7,6%	2,4%
<i>Aug</i>	12.296	11.140	11.649	11.102	10.668	-13,2%	-3,9%
<i>Sep</i>	11.567	11.328	11.521	11.087	11.240	-2,8%	1,4%
<i>Oct</i>	11.485	11.219	11.471	11.174	11.035	-3,9%	-1,2%
<i>Nov</i>	10.678	9.966	10.091	9.625	9.907	-7,2%	2,9%
<i>Dec</i>	11.217	10.166	10.388	10.258	10.151	-9,5%	-1,0%
TOT	104.838	129.657	130.535	129.380	126.569	20,7%	-2,2%

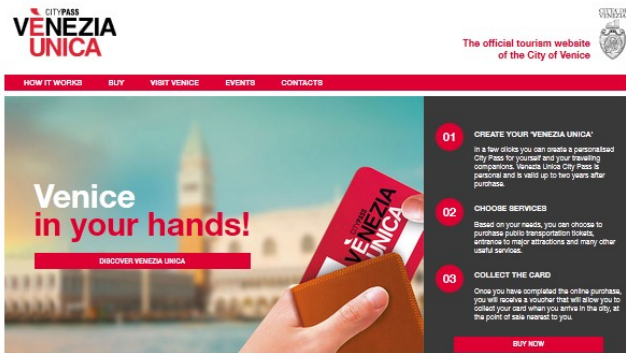
Source: AVM

Veneziaunica

This report provides figures regarding the city's official tourist portal www.veneziaunica.it: visitors, number of pageviews, number of pages viewed per visit, total receipts, number of orders, average spend per user, breakdown of sales for each supplier.

9. Veneziaunica

1 – Overview 2015



1.512.150 visits

5.287.050 pages viewed

Do not miss...

GOLDONI EXPERIENCE

Goldoni Experience
The Teatro Stabile del Veneto has done homage to the great playwright, who has also dedicated its Venetian theater.

Date: from 18/08/2016 to 02/10/2016
Where: Teatro Carlo Goldoni - Venezia

[READ MORE](#)

Ca' Foscari TOUR

Ca' Foscari Tour
A special guided tour of the most beautiful rooms of Ca' Foscari and Ca' Corio, the two islands, designed by architect Carlo Scarpa and the Great Hall (Sala Terza), decorated with XVII century frescoes.

Date: from June 2016
Where: Venezia

[READ MORE](#)

NAVAL HISTORICAL MUSEUM

Visit the Ships Pavilion!
Open daily

Marina Militare
Vela

Naval Historical Museum
Come and discover a piece of history of Venice, admiring ancient and modern boats with a new instructions and new tour.

Date: - -
Where: Riva S. Biagio Castello 2148, 50152 Venezia

[READ MORE](#)

TOUR
Museums of the Islands

Museums of the Islands tour
With this excursion among the Venetian Lagoon Islands, you will leave the town center and sail in the quiet atmosphere of Murano and Burano.

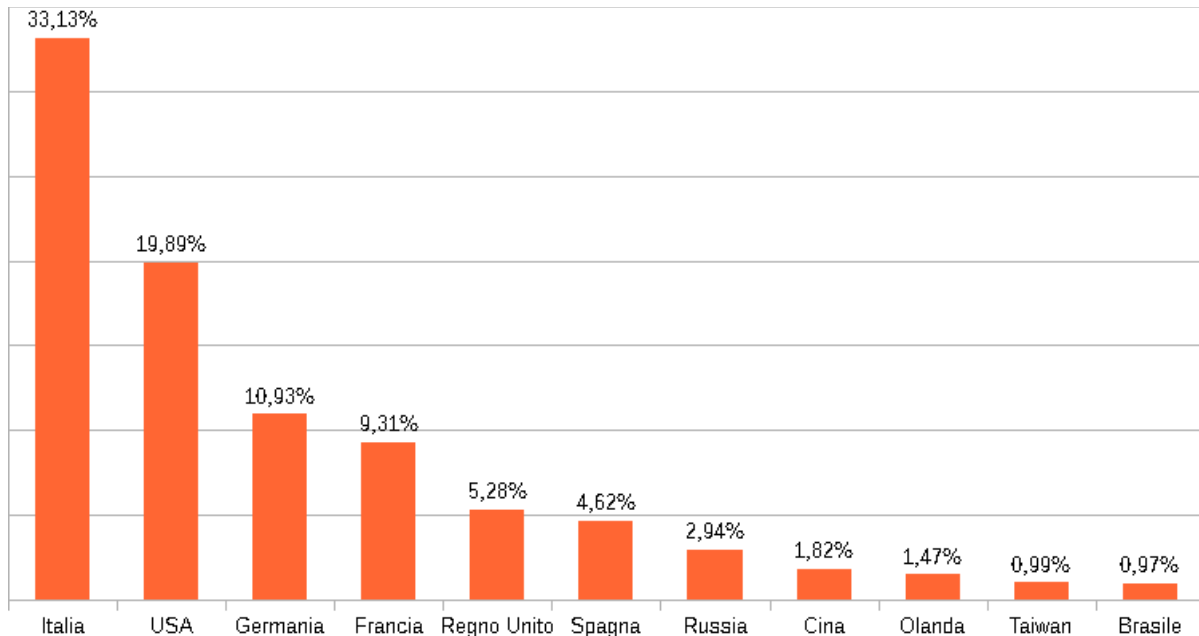
Date: - -
Where: Murano - Burano

[READ MORE](#)

4,32 average minutes per visit

204.175 tablet visits

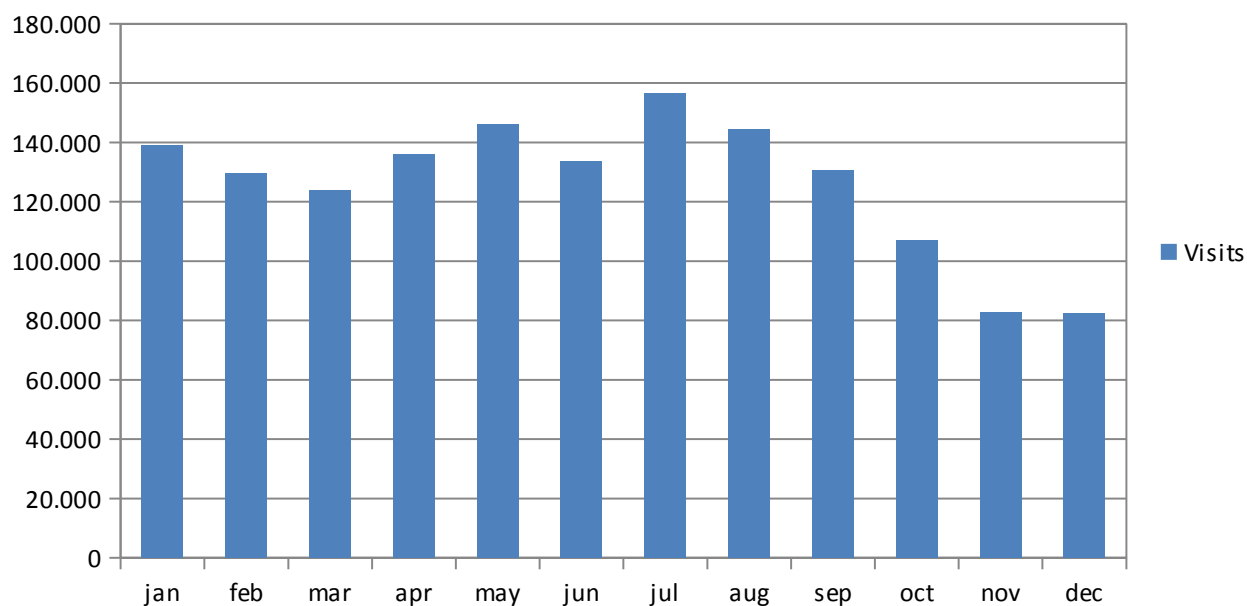
328.331 mobile visits



2 – Visitor trend

	2014			2015			Var % 14-15		
	Visite	Visualiz. di pag.	Pag. / Vis.	Visite	Visualiz. di pag.	Pag. / Vis.	Visite	Vis. di pag.	Pag. / Vis.
<i>jan</i>	49.023	278.368	5,7	138.964	415.225	3,0	183,5	49,2	-2,7
<i>feb</i>	63.297	357.061	5,6	129.793	448.158	3,5	105,1	25,5	-2,2
<i>mar</i>	87.492	449.906	5,1	123.696	479.332	3,9	41,4	6,5	-1,3
<i>apr</i>	113.408	563.981	5,0	135.892	519.515	3,8	19,8	-7,9	-1,2
<i>may</i>	115.035	532.259	4,6	145.984	532.696	3,6	26,9	0,1	-1,0
<i>jun</i>	117.777	502.050	4,3	133.793	454.189	3,4	13,6	-9,5	-0,9
<i>jul</i>	158.911	606.447	3,8	156.442	495.949	3,2	-1,6	-18,2	-0,6
<i>aug</i>	132.291	589.931	4,5	144.329	512.750	3,6	9,1	-13,1	-0,9
<i>sep</i>	114.796	497.107	4,3	130.568	471.628	3,6	13,7	-5,1	-0,7
<i>oct</i>	103.921	443.263	4,3	107.202	386.821	3,6	3,2	-12,7	-0,7
<i>nov</i>	75.952	285.598	3,8	82.932	280.927	3,4	9,2	-1,6	-0,4
<i>dec</i>	88.773	321.936	3,6	82.555	289.860	3,5	-7,0	-10,0	-0,1
TOT	1.220.676	5.427.907	4,4	1.512.150	5.287.050	3,5	23,9	-2,6	-1,0

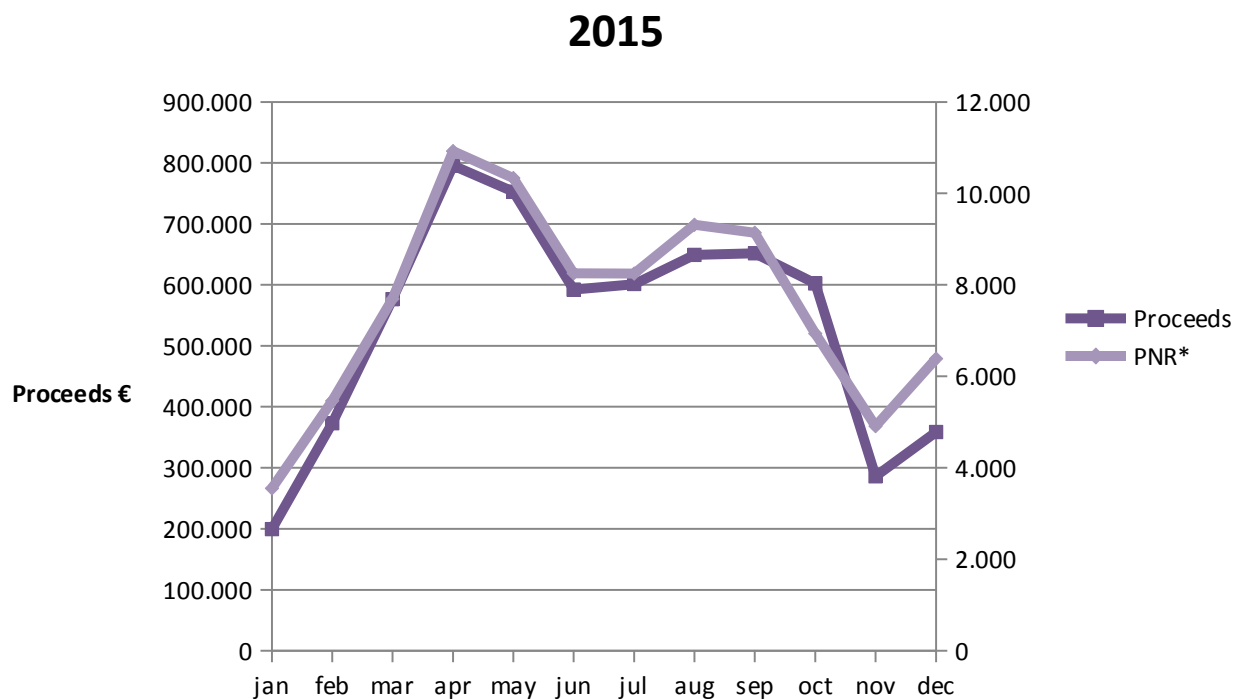
2015



3 – E-commerce overview

	2014			2015			Var % 14-15		
	Proceeds	PNR*	Average user expense	Proceeds	PNR*	Average user expense	Proceeds	PNR*	Average user expense
Jan	109.608	1.159	94,6	199.402	3.554	56,1	81,9	206,6	-38,5
Feb	220.603	2.183	101,1	373.022	5.464	68,3	69,1	150,3	-32,8
Mar	309.973	2.905	106,7	576.579	7.692	75,0	86,0	164,8	-31,7
Apr	584.272	5.673	103,0	795.821	10.923	72,9	36,2	92,5	-30,1
May	502.239	5.308	94,6	752.969	10.336	72,8	49,9	94,7	-21,8
Jun	372.734	5.823	64,0	592.358	8.253	71,8	58,9	41,7	7,8
Jul	421.204	6.556	64,2	601.249	8.247	72,9	42,7	25,8	8,7
Aug	454.257	7.793	58,3	648.925	9.314	69,7	42,9	19,5	11,4
Sep	431.326	6.869	62,8	651.727	9.137	71,3	51,1	33,0	8,5
Oct	436.573	6.755	64,6	602.352	6.934	86,9	38,0	2,6	22,2
Nov	176.212	3.490	50,5	285.998	4.911	58,2	62,3	40,7	7,7
Dec	207.569	3.619	57,4	358.473	6.388	56,1	72,7	76,5	-1,2
TOT	4.226.570	58.133	72,7	6.438.874	91.153	70,6	52,3	56,8	-2,1

*Personal Number Reservation



4 – Suppliers details

Suppliers	2014		2015		Var % 14-15 Pro- ceeds
	Proceeds	Quantity	Proceeds	Quantity	
ACTV S.p.A.	2.216.313,0	61.792	3.543.392,7	104.430	
Alilaguna S.p.A.	151.834,0	6.627	175.251,0	7.210	
AVM S.p.A.	229.658,4	9.462	229.169,4	9.514	
City of Venice	54.955,0	4.956	50.759,0	4.626	
Musei Civici Foundation	89.416,0	4.831	1.334.821,0	24.642	
Terminal Fusina Srl	156,0	12			
Veritas	54.858,0	7.781	47.688,0	6.810	
Vela S.p.A. [Venezia Unica City Pass] ex Venice Card+Pack*	1.241.907,4	36.726			
Querini Stampalia Foundation	144,0	15	243.558,0	8.176	
Jewish Museum	526,0	69	91.466,0	5.947	
Naval History Museum	149.981,3	36.198	265.023,4	63.262	
Teatro La Fenice Foundation	7.765,5	855	71.100,5	3.416	
Choruscircuit	10.156,0	801	340.547,5	10.720	
Belem ship	1.368,0	228			
Ca'Foscari			1.695,0	323	
EuropAssistance			5.092,9	1.051	
Andrich House museum			130,0	12	
Other			39.180,0	6.480	
TOT on line + on site*	4.209.038,6		6.438.874,3		
TOT on site*	844.413,2		1.378.418,6		
TOT on line	3.364.625,4 ***		5.060.455,8		50,40%

** Sales by operator

*** The difference of the proceed total with chart 9.3 was due to cancellations

Cultural Numbers

The report presents the number of visitors to: permanent exhibitions of the Fondazione Musei Civici Venezia; state museums; church-run museums and churches; Fondazione La Biennale di Venezia; Peggy Guggenheim Collection; Fondazione Querini Stampalia; the Jewish Museum; the Naval History Museum; Torcello island (the Provincial Museum); Sale Monumentali Biblioteca Nazionale Marciana; Scuola Grande di San Rocco; Scuola Dalmata; Scuola Grande San Giovanni Evangelista; and the Scuola Grande dei Carmini.

This section also includes visitors to the International Exhibitions of Architecture and Contemporary Art of La Biennale di Venezia, because of the exceptional nature of such events which fully involve the city regularly, every year.

The monthly and annual numbers of visitors are provided for each institution (also per day, for temporary exhibitions), with their changes and trends. Of particular interest is the comparison with the data of the seasonality of arrivals and overnight stays: the peak numbers for users of cultural Venice do not coincide with the peaks in tourist numbers. The peak months are May, September and October.

There follow sections dedicated to visitors to temporary exhibitions and spectators of live performances.

For temporary exhibitions, the most visited exhibitions in the world, in Italy, and in Venice are ranked (*source: Il Giornale dell'Arte*). Only exhibitions with ticketing or entry which is not integrated with that of the host museum were considered, thus providing a classification of the total number of visitors.

Finally, the section for live entertainment provides data regarding the spectators of: Cinema, Theatre, Music and Dance at the Fondazione La Biennale di Venezia; Fondazione Teatro La Fenice; Teatro Goldoni (which became National Theatre in 2015), theatres from Settore Produzioni Culturali e dello Spettacolo of the City of Venice (Teatro Toniolo, Teatro Momo, Teatro della Murata; at the end of 2014, the partnership with Teatro Aurora and Teatro Fondamenta Nuove was interrupted); Centro Culturale Candiani; Teatrino Groggia.

This section ends with the data provided by the SIAE (years 2013-2014) for the City of Venice and the Metropolitan City of Venice.

Procedural note

Visitors to church-run museums and churches

- Venetian places of worship are normally open during hours of worship. Cultural and tourist

access to these places is guaranteed at other times, via free or paid entry. Below are the places that use people counting for tracking visitor traffic. Venice residents have free access, as has anyone who comes to pray.

- The St. Mark's Basilica has not been included as it does not actively monitor the number of its visitors.

Visitors to temporary exhibitions

- Taken into consideration here are exhibitions with separate ticketing, not integrated with the museums. The table was compiled based upon the total number of visitors. The final column shows the number of visitors per day..
- The 56th International Art Exhibition in 2015 featured 89 exhibitors in the historic Pavilions of Giardini, at the Arsenale and across Venice city centre, in addition to 44 related events throughout the city.
- The 14th International Architecture Exhibition in 2014 featured 65 exhibitors: 55 located in the exhibition areas of the Giardini and Arsenale and 10 located in the city's urban area, in addition to 22 related events officially recognized by La Biennale.
The 55th International Art Exhibition of La Biennale di Venezia in 2013 featured 88 exhibitors in the areas of Giardini and Arsenale and across the entire city, in addition to 47 related events officially recognized by La Biennale.

It should also be noted that:

- The 13th International Architecture Exhibition in 2012 featured 55 exhibitors and 18 related events.
- The 54th International Art Exhibition in 2011 featured 89 exhibitors and 37 related events.

10. Visitatori della Fondazione Musei Civici Venezia

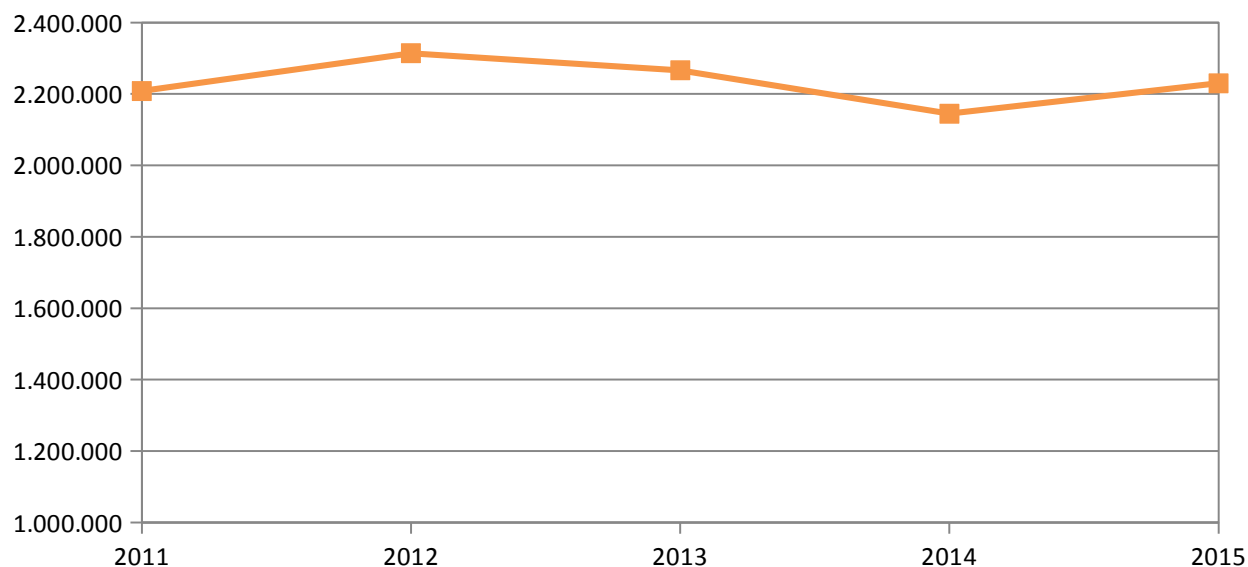
1 – Visitatori dei musei anni 2011- 2015

Palazzo Ducale¹	1.403.524	1.319.527	1.307.230	1.343.123	1.276.127
Museo Correr	230.435	249.122	246.691	269.509	286.454
Museo del Vetro²	152.099	157.372	149.740	126.467	142.855
Ca' Rezzonico	112.519	111.867	112.282	106.996	99.601
Ca' Pesaro³	78.209	75.881	68.765	74.832	76.286
Natural History museum	59.675	70.922	70.588	68.388	70.639
Palazzo Mocenigo⁴	35.945	41.982	9.213	48.026	44.887
Casa di Carlo Goldoni⁵	18.869	21.654	19.520	17.682	17.592
Torre dell'Orologio	8.936	8.746	9.136	8.844	10.029
Museo del Merletto⁶	14.815	30.362	29.157	31.683	32.825
Totale visitatori musei	2.115.026	2.087.435	2.022.322	2.095.550	2.057.295
Total exhibitions visitors*	93.294	226.613	243.934	49.433	172.630
TOTAL VISITORS	2.208.320	2.314.048	2.266.256	2.144.983	2.229.925

Source: Musei Civici di Venezia Foundation

* The temporary exhibitions are hosted by Palazzo Ducale, the Correr Museum and Palazzo Fortuny

Total visitors



	Var % 11/15	Var % 14/15
<i>Doge's Palace</i> ¹	-9,1%	-5,0%
<i>Correr Museum</i>	24,3%	6,3%
<i>Glass Museum</i> ²	-6,1%	13,0%
<i>Ca'Rezzonico</i>	-11,5%	-6,9%
<i>Ca'Pesaro</i> ³	-2,5%	1,9%
<i>Natural History Museum</i>	18,4%	3,3%
<i>Mocenigo Palace</i> ⁴	24,9%	-6,5%
<i>Carlo Goldoni's House</i> ⁵	-6,8%	-0,5%
<i>Clock Tower</i>	12,2%	13,4%
<i>Lace Museum</i> ⁶	-	3,6%
<i>Total Musei Civici di Venezia Foundation</i>	-2,7%	-1,8%

Source: *Fondazione Musei Civici di Venezia*

¹ including the visitors to the Secret Itineraries (*Itinerari Segreti*) and, since 1 April 2015, also those attending the itinerary "The treasures of the Doge" (*I tesori del Doge*).

² closed from 15 December 2014 to 8 February 2015 for layout renewal and restoration.

³ closed for layout renewal from 2 to 30 May 2013.

⁴ The museum was closed for restyling works from 15 January 2013 and reopened on 1 November 2013. The information reported for 2013 is only related to the months during which it was open.

⁵ closed for maintenance works from 16 to 27 November 2015.

⁶ closed for restoration from 6 February 2008 to 25 June 2011.

2 – Monthly visits 2011-2015

	2011	2012	2013	2014	2015
<i>January</i>	81.149	85.353	77.070	82.689	75.994
<i>February</i>	106.152	118.332	110.083	104.496	112.745
<i>March</i>	175.922	163.094	181.991	161.712	161.124
<i>April</i>	241.775	256.170	224.819	239.273	235.474
<i>May</i>	218.585	226.068	224.305	233.629	221.742
<i>June</i>	207.586	196.040	188.210	210.784	200.241
<i>July</i>	221.140	208.814	200.332	217.139	204.062
<i>August</i>	227.037	221.953	208.157	229.259	214.730
<i>September</i>	210.193	208.329	201.437	213.693	204.898
<i>October</i>	221.108	202.529	206.085	210.797	211.065
<i>November</i>	107.405	116.186	110.627	102.322	108.458
<i>December</i>	96.974	84.567	89.206	89.757	106.762
TOTAL	2.115.026	2.087.435	2.022.322	2.095.550	2.057.295
<i>Total exhibitions</i>	93.294	226.613	243.934	49.433	172.630
TOT VISITORS	2.208.320	2.314.048	2.266.256	2.144.983	2.229.925

Source: Musei Civici di Venezia Foundation

	Var % 11/15	Var % 14/15
<i>January</i>	-6,4%	-8,1%
<i>February</i>	6,2%	7,9%
<i>March</i>	-8,4%	-0,4%
<i>April</i>	-2,6%	-1,6%
<i>May</i>	1,4%	-5,1%
<i>June</i>	-3,5%	-5,0%
<i>July</i>	-7,7%	-6,0%
<i>August</i>	-5,4%	-6,3%
<i>September</i>	-2,5%	-4,1%
<i>October</i>	-4,5%	0,1%
<i>November</i>	1,0%	6,0%
<i>December</i>	10,1%	18,9%
<i>Total museums visitors</i>	-2,7%	-1,8%
<i>TOTAL VISITORS (museum and exhibitions)</i>	1,0%	4,0%

Source: Musei Civici di Venezia Foundation

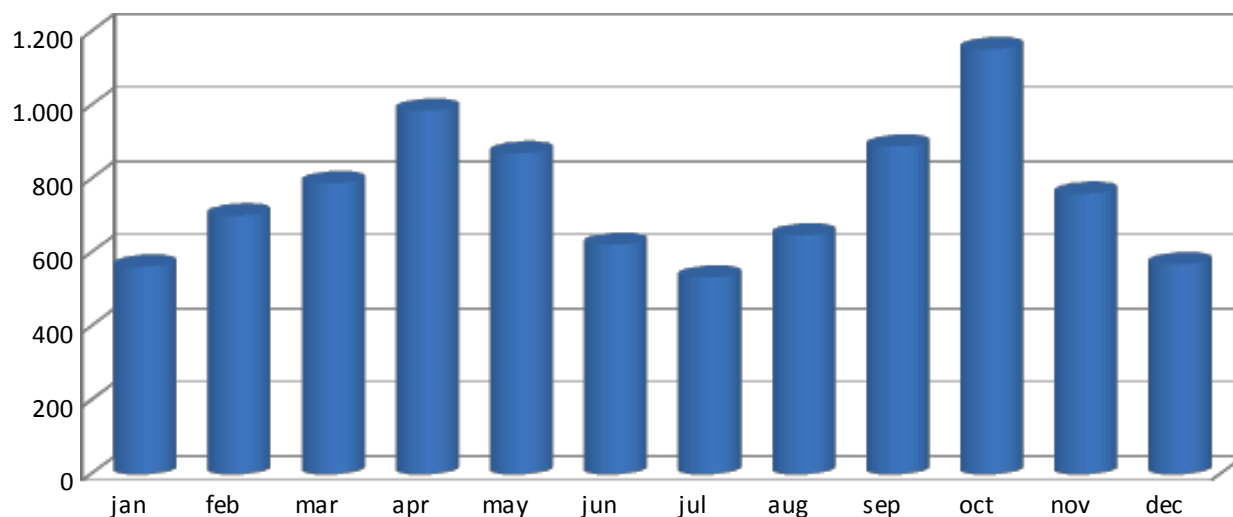
3 – Palazzo Ducale

	2011	2012	2013	2014	2015	Var % 14/15
January	49.071	47.970	44.554	45.556	45.421	-0,3%
February	67.877	69.827	67.170	61.673	66.118	7,2%
March	116.512	97.218	111.817	99.284	96.640	-2,7%
April	158.096	154.073	138.184	150.744	140.473	-6,8%
May	151.479	148.136	149.810	154.591	140.132	-9,4%
June	145.528	134.775	129.604	144.452	134.570	-6,8%
July	155.826	139.619	140.268	145.987	134.535	-7,8%
August	149.663	138.581	136.877	144.572	132.808	-8,1%
September	145.932	136.718	138.078	143.588	131.863	-8,2%
October	142.189	134.050	134.494	134.540	131.491	-2,3%
November	66.623	69.397	66.634	62.452	63.682	2,0%
December	54.728	49.163	49.740	55.684	58.394	4,9%
TOT museum	1.403.524	1.319.527	1.307.230	1.343.123	1.276.127	-5,0%
TOT exhibitions	7.310	3.981	180.236		65.430	
TOT visitors	1.410.834	1.323.508	1.487.466	1.343.123	1.341.557	-0,1%

Fonte: Fondazione Musei Civici di Venezia

including the visitors to the Secret Itineraries (Itinerari Segreti) and, since 1 April 2015, also those attending the itinerary “The treasures of the Doge” (I tesori del Doge).

2015

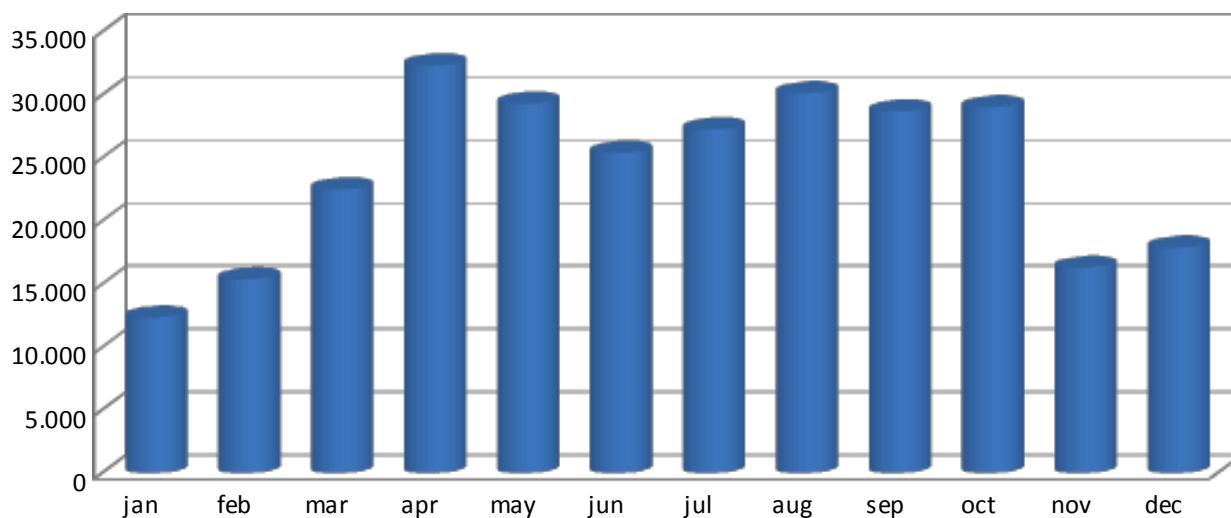


4 – Museo Correr

	2011	2012	2013	2014	2015	Var % 14/15
January	10.208	12.609	10.514	11.659	12.325	5,7%
February	11.227	16.154	15.399	12.527	15.362	22,6%
March	20.311	21.939	25.417	18.896	22.502	19,1%
April	27.477	31.252	30.860	27.103	32.334	19,3%
May	24.187	25.352	28.697	27.391	29.295	7,0%
June	20.213	19.970	20.184	27.194	25.397	-6,6%
July	21.553	23.579	21.766	29.583	27.256	-7,9%
August	25.961	27.419	23.927	32.033	30.129	-5,9%
September	22.013	24.674	21.616	27.828	28.673	3,0%
October	22.880	21.495	23.447	27.543	29.016	5,3%
November	11.125	13.833	12.871	13.635	16.282	19,4%
December	13.280	10.846	11.993	14.117	17.883	26,7%
TOT museum	230.435	249.122	246.691	269.509	286.454	6,3%
TOT exhibitions	32.565	198.253	19.248	21.692	31.254	
TOT visitors	263.000	447.375	265.939	291.201	317.708	9,1%

Fonte: Fondazione Musei Civici di Venezia

2015



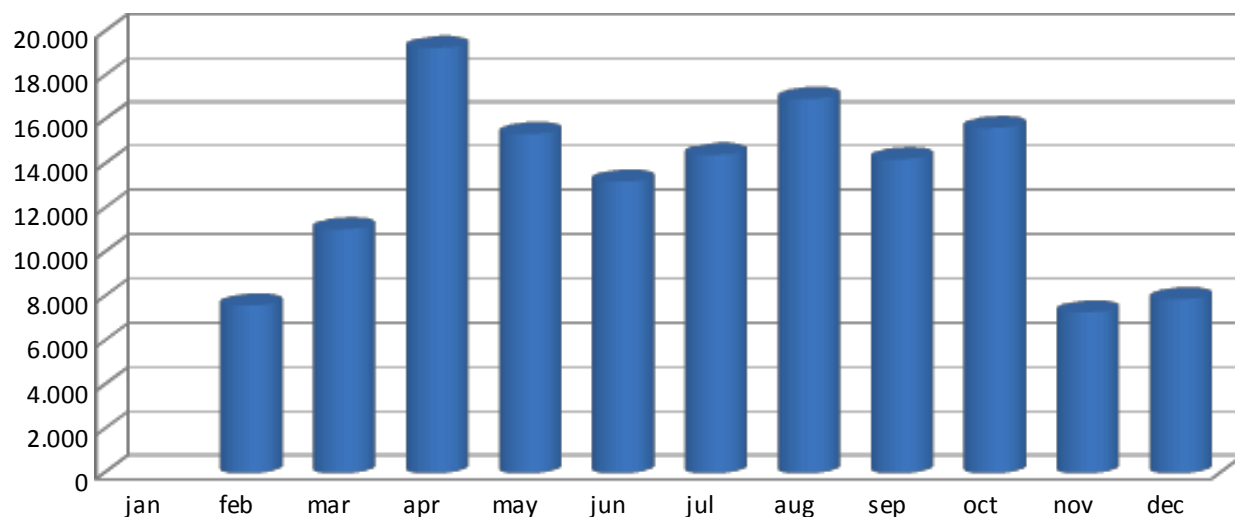
5 – Museo del Vetro

	2011	2012	2013	2014	2015	Var % 14/15
January	5.324	5.796	5.790	4.903		
February	7.938	8.949	8.702	7.324	7.592	3,7%
March	12.698	11.858	13.483	10.077	11.040	9,6%
April	19.235	22.062	17.816	15.971	19.265	20,6%
May	15.571	16.807	18.132	14.302	15.363	7,4%
June	14.216	12.488	13.235	11.124	13.213	18,8%
July	14.391	15.801	14.799	13.487	14.425	7,0%
August	17.073	18.346	16.521	15.675	16.952	8,1%
September	13.637	14.663	13.938	12.761	14.218	11,4%
October	17.207	15.273	14.647	13.864	15.635	12,8%
November	7.583	8.837	6.126	5.432	7.282	34,1%
December	7.226	6.492	6.551	1.547	7.870	408,7%
TOT	152.099	157.372	149.740	126.467	142.855	13,0%

Source: *Fondazione Musei Civici di Venezia*

closed from 15 December 2014 to 8 February 2015 for layout renewal and restoration

2015



6 – Ca' Rezzonico

	2011	2012	2013	2014	2015	Var % 14/15
<i>January</i>	4.660	5.079	4.577	6.324	4.469	-29,3%
<i>February</i>	6.641	7.369	6.314	6.510	6.636	1,9%
<i>March</i>	10.153	10.023	11.466	10.273	8.929	-13,1%
<i>April</i>	14.689	15.404	13.005	14.625	13.085	-10,5%
<i>May</i>	10.993	11.808	13.712	11.504	9.851	-14,4%
<i>June</i>	9.513	8.594	8.987	8.925	7.257	-18,7%
<i>July</i>	8.894	8.927	8.378	7.813	7.417	-5,1%
<i>August</i>	10.382	11.198	9.812	9.466	8.914	-5,8%
<i>September</i>	9.945	10.214	10.257	8.936	8.985	0,5%
<i>October</i>	13.659	10.594	12.158	11.258	11.380	1,1%
<i>November</i>	6.751	7.340	7.156	6.205	6.481	4,4%
<i>December</i>	6.239	5.317	6.460	5.157	6.197	20,2%
TOT	112.519	111.867	112.282	106.996	99.601	-6,9%

Source: *Fondazione Musei Civici di Venezia*

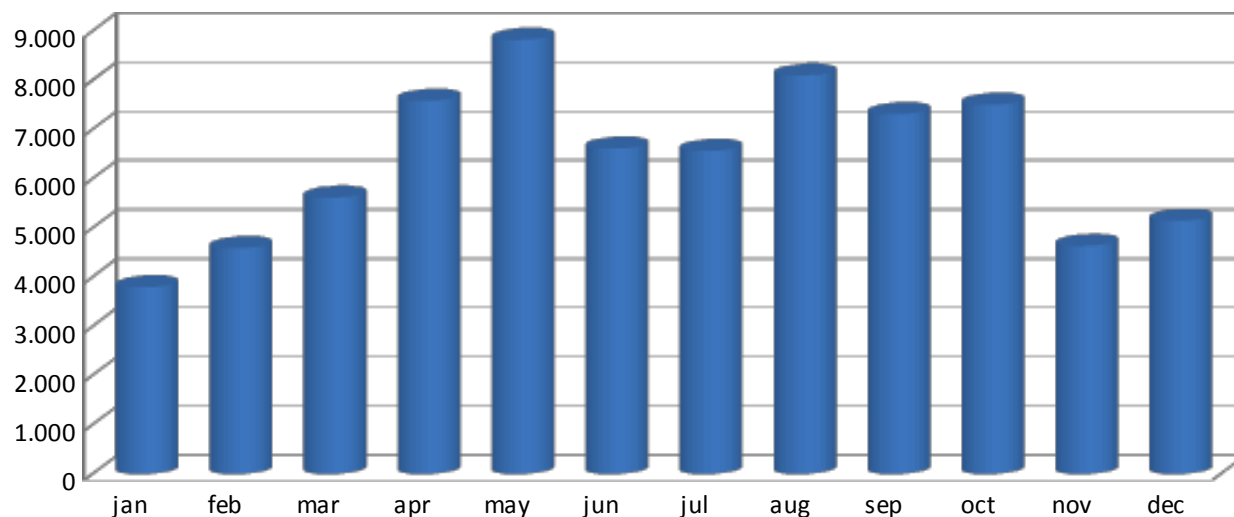
7 – Ca' Pesaro

	2011	2012	2013	2014	2015	Var % 14/15
January	4.079	3.995	3.821	3.900	3.793	-2,7%
February	4.794	5.079	4.396	4.930	4.589	-6,9%
March	6.529	6.963	7.296	6.307	5.616	-11,0%
April	9.244	10.073	8.151	8.581	7.586	-11,6%
May	6.623	7.166	*361	7.065	8.822	24,9%
June	7.318	6.455	5.645	6.130	6.615	7,9%
July	6.578	6.473	5.553	5.975	6.566	9,9%
August	8.078	8.089	7.239	8.204	8.099	-1,3%
September	6.615	6.403	6.888	6.267	7.312	16,7%
October	8.920	6.789	9.905	7.922	7.506	-5,3%
November	4.841	4.818	5.547	5.109	4.633	-9,3%
December	4.590	3.578	3.963	4.442	5.149	15,9%
TOT	78.209	75.881	68.765	74.832	76.286	1,9%

Fonte: Fondazione Musei Civici di Venezia

closed for layout renewal from 2 to 30 May 2013

2015

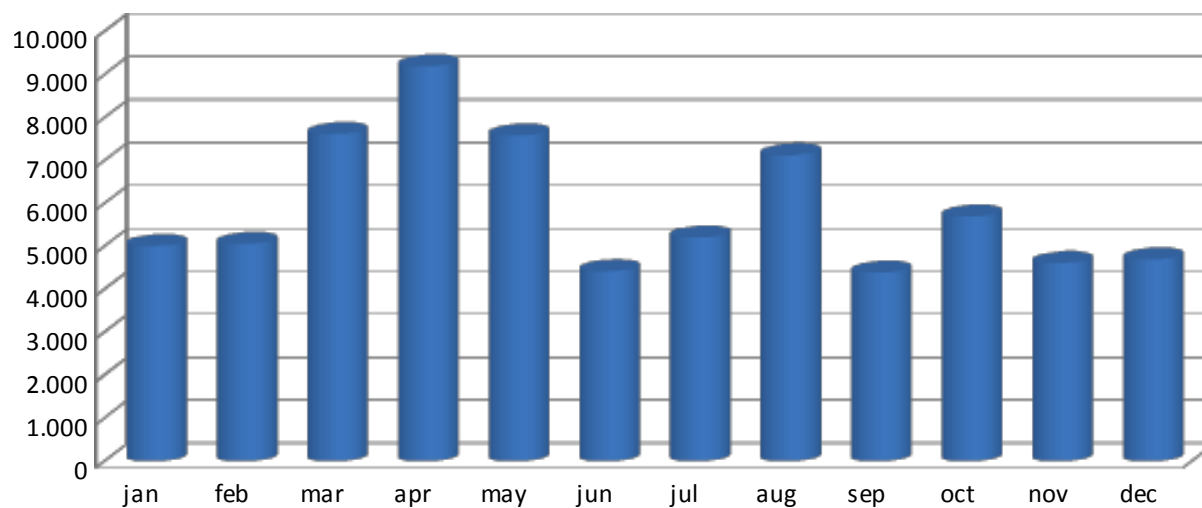


8 – Natural History Museum *

	2011	2012	2013	2014	2015	Var % 14/15
January	4.715	5.171	4.161	4.755	5.013	5,4%
February	3.613	4.266	4.455	4.221	5.064	20,0%
March	3.560	6.688	7.142	6.829	7.619	11,6%
April	4.887	10.543	9.283	8.679	9.196	6,0%
May	4.142	6.520	7.083	6.654	7.585	14,0%
June	6.211	4.921	5.590	4.698	4.424	-5,8%
July	5.967	5.562	4.653	5.637	5.210	-7,6%
August	6.150	7.285	7.562	8.248	7.123	-13,6%
September	4.219	5.391	5.231	4.664	4.391	-5,9%
October	6.011	5.002	6.046	5.548	5.696	2,7%
November	4.696	5.349	4.987	4.372	4.618	5,6%
December	5.504	4.224	4.395	4.083	4.700	15,1%
TOT	59.675	70.922	70.588	68.388	70.639	3,3%

Fonte: Fondazione Musei Civici di Venezia

2015



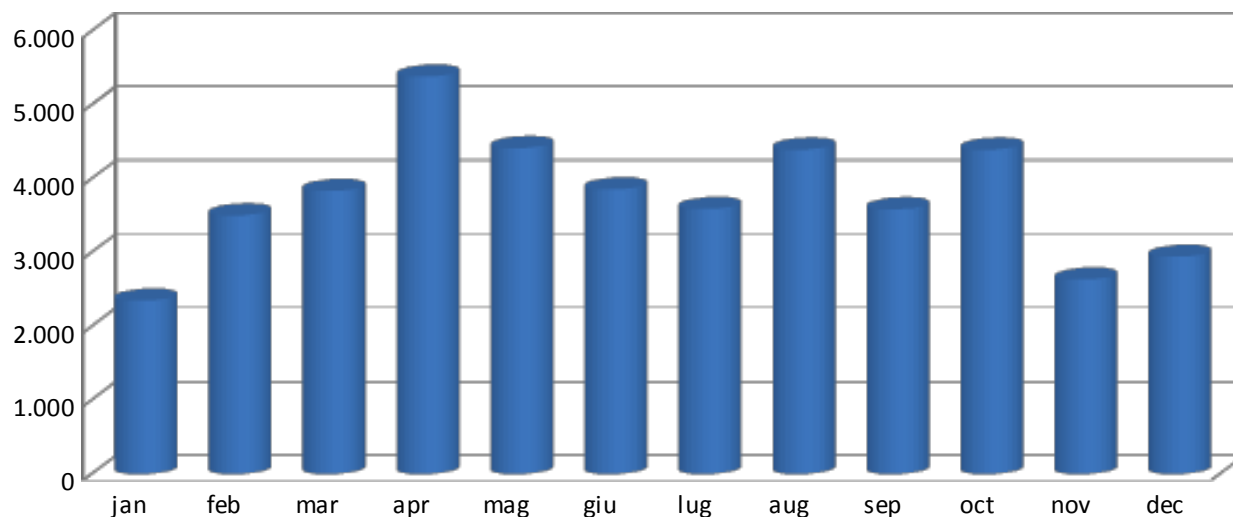
9 – Mocenigo Palace *

	2011	2012	2013	2014	2015	Var % 14/15
January	1.641	2.275	1.404	3.248	2.349	-27,7%
February	2.146	3.001		4.192	3.502	-16,5%
March	3.349	3.261		4.937	3.837	-22,3%
April	4.497	4.990		6.024	5.383	-10,6%
May	3.167	3.579		4.966	4.415	-11,1%
June	2.268	3.095		3.002	3.858	28,5%
July	2.824	3.451		3.592	3.591	0,0%
August	3.354	4.203		4.440	4.394	-1,0%
September	2.970	4.417		4.035	3.585	-11,2%
October	4.273	4.176		4.550	4.394	-3,4%
November	2.883	3.085	4.440	2.768	2.634	-4,8%
December	2.573	2.449	3.369	2.272	2.945	29,6%
TOT	35.945	41.982	9.213	48.026	44.887	-6,5%

Source: *Fondazione Musei Civici di Venezia*

the museum was closed for restyling works from 15 January 2013 and reopened on 1 November 2013.

2015



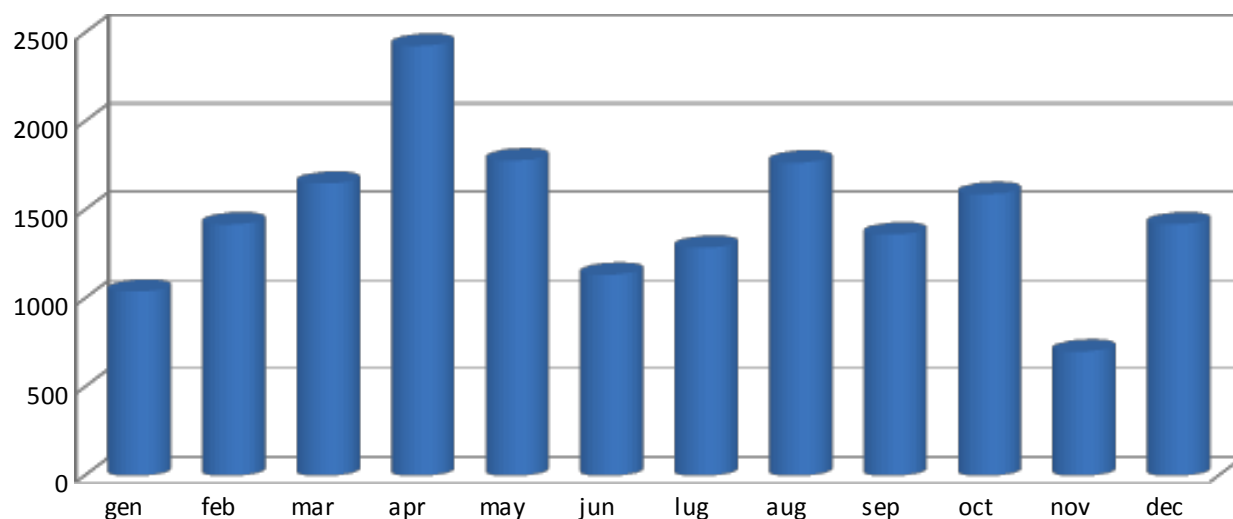
10 – Carlo Goldoni's House

	2011	2012	2013	2014	2015	Var % 14/15
January	1.053	1.063	871	938	1.040	10,9%
February	1.381	1.692	1.555	1.160	1.420	22,4%
March	2.013	1.945	2.138	1.753	1.651	-5,8%
April	2.463	2.973	2.659	2.330	2.429	4,2%
May	1.607	2.028	2.098	1.833	1.781	-2,8%
June	1.163	1.941	1.409	1.355	1.136	-16,2%
July	1.573	1.845	1.339	1.231	1.288	4,6%
August	2.034	2.342	2.097	1.993	1.769	-11,2%
September	1.338	1.650	1.455	1.396	1.364	-2,3%
October	1.961	1.644	1.739	1.782	1.591	-10,7%
November	1.141	1.398	1.006	885	702	-20,7%
December	1.142	1.133	1.154	1.026	1.421	38,5%
TOT	18.869	21.654	19.520	17.682	17.592	-0,5%

Source: *Fondazione Musei Civici di Venezia*

closed for maintenance works from 16 to 27 November 2015.

2015

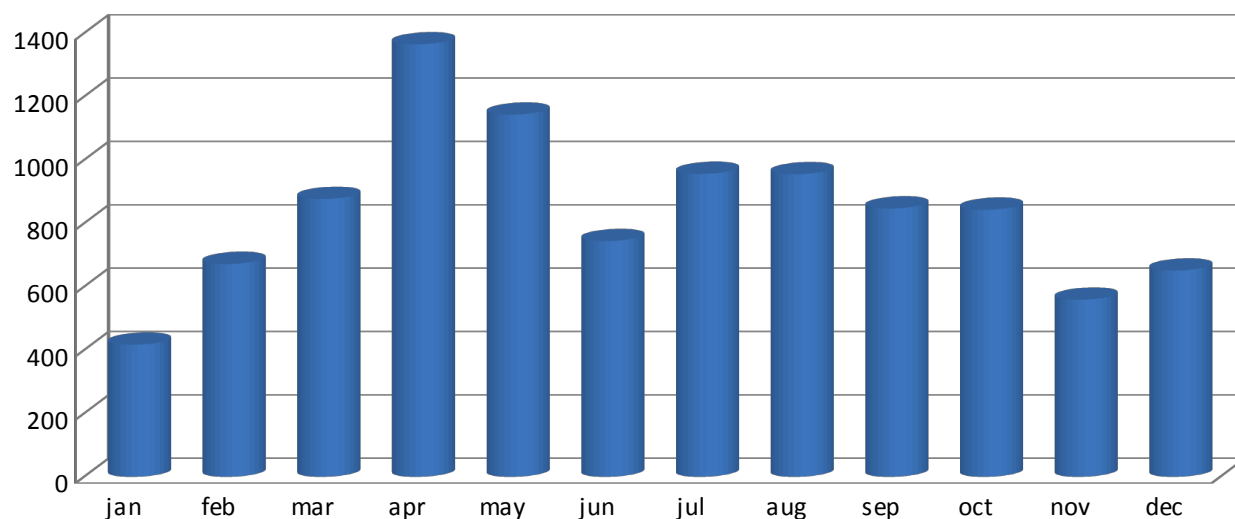


11 – Clock Tower

	2011	2012	2013	2014	2015	Var % 14/15
January	398	465	323	424	417	-1,7%
February	535	451	539	431	672	55,9%
March	797	667	850	691	877	26,9%
April	1.187	1.126	1.235	1.111	1.365	22,9%
May	816	1.010	1.005	1.094	1.143	4,5%
June	785	783	771	959	744	-22,4%
July	842	922	854	927	956	3,1%
August	946	841	977	1.046	955	-8,7%
September	736	851	753	796	847	6,4%
October	920	677	795	676	843	24,7%
November	478	555	512	244	559	129,1%
December	496	398	522	445	651	46,3%
TOT	8.936	8.746	9.136	8.844	10.029	13,4%

Source: Fondazione Musei Civici di Venezia

2015



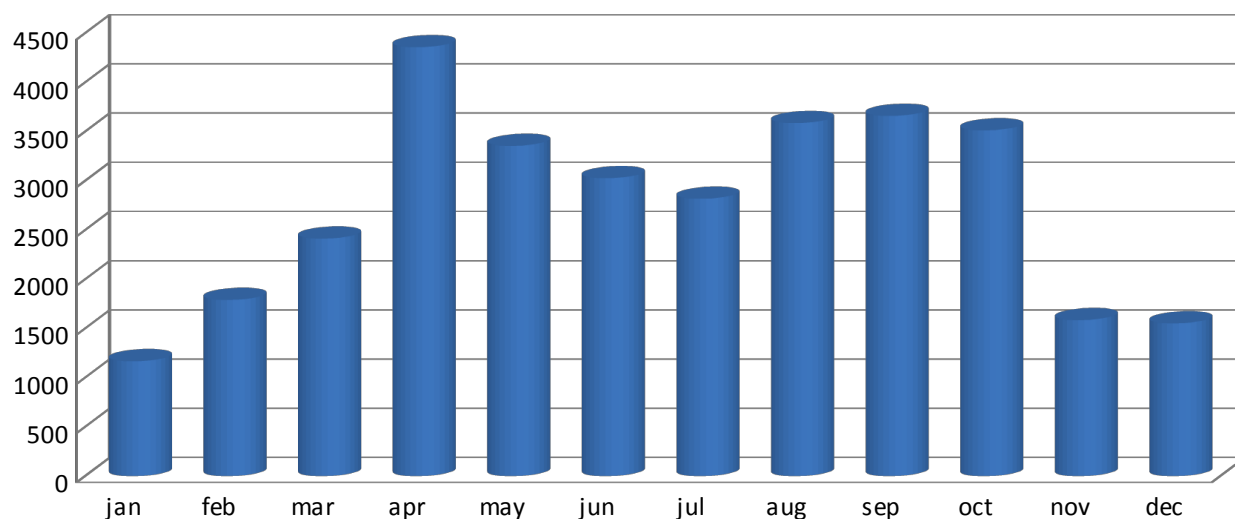
12 – Lace Museum *

	2011	2012	2013	2014	2015	Var % 14/15
January		930	1.055	982	1.167	18,8%
February		1.544	1.553	1.528	1.790	17,1%
March		2.532	2.382	2.665	2.413	-9,5%
April		3.674	3.626	4.105	4.358	6,2%
May		3.662	3.407	4.229	3.355	-20,7%
June	371	3.018	2.785	2.945	3.027	2,8%
July	2.692	2.635	2.722	2.907	2.818	-3,1%
August	3.396	3.649	3.145	3.582	3.587	0,1%
September	2.788	3.348	3.221	3.422	3.660	7,0%
October	3.088	2.829	2.854	3.114	3.513	12,8%
November	1.284	1.574	1.348	1.220	1.585	29,9%
December	1.196	967	1.059	984	1.552	57,7%
TOT	14.815	30.362	29.157	31.683	32.825	3,6%

Source: *Fondazione Musei Civici di Venezia*

closed for restoration from 6 February 2008 to 25 June 2011.

2015



11.State Museums Visitors

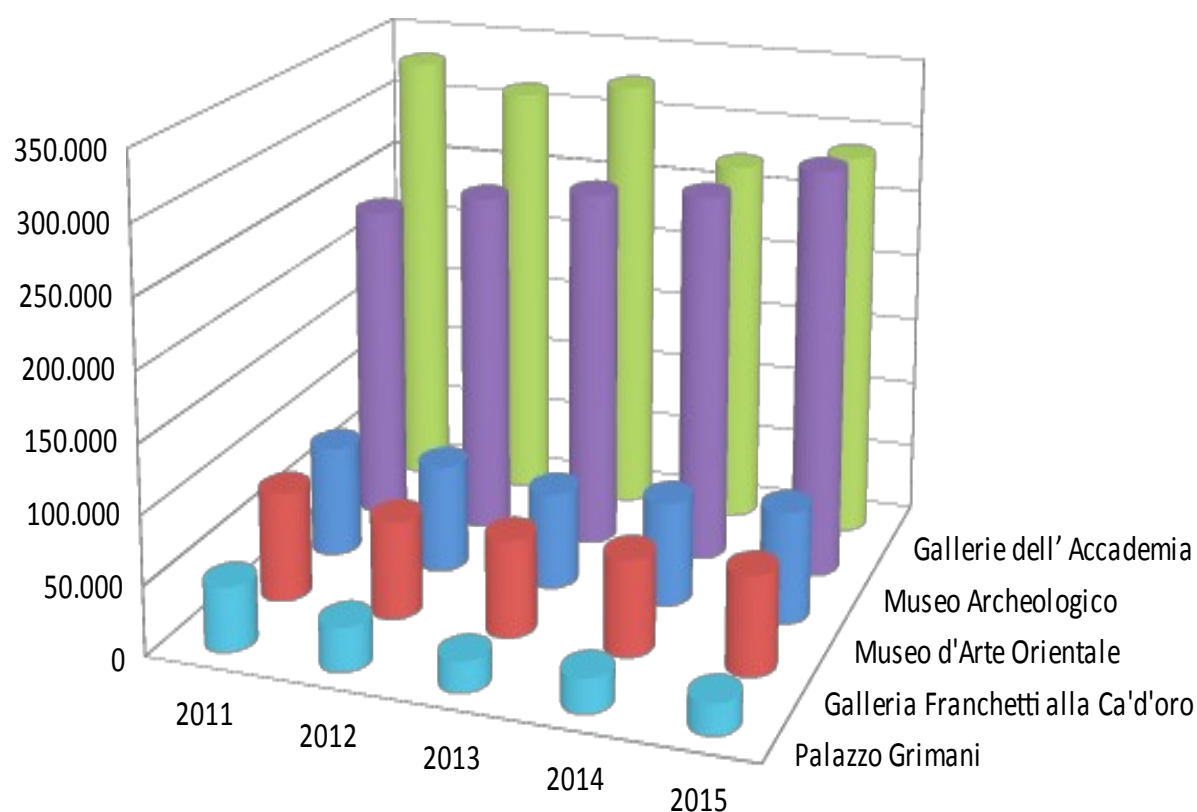
	2011	2012	2013	2014	2015	Var % 14/15
Gallerie dell' Accademia¹	329.822	312.787	325.026	272.052	286.821	5,4%
Galleria Franchetti Alla Ca' d'Oro	79.588	71.036	70.255	69.510	71.084	2,3%
Palazzo Grimani	46.803	31.783	22.112	24.533	22.305	-9,1%
Museo Archeologico²	234.830	253.615	265.034	271.542	298.380	9,9%
Museo d'Arte Orientale³	80.941	78.564	70.255	75.758	81.000	6,9%
Totale Musei Statali	771.984	747.785	752.682	713.395	759.590	6,5%

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

¹ including cumulative tickets sold in Palazzo Grimani.

² a part of an integrated itinerary with St. Mark's museums.

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



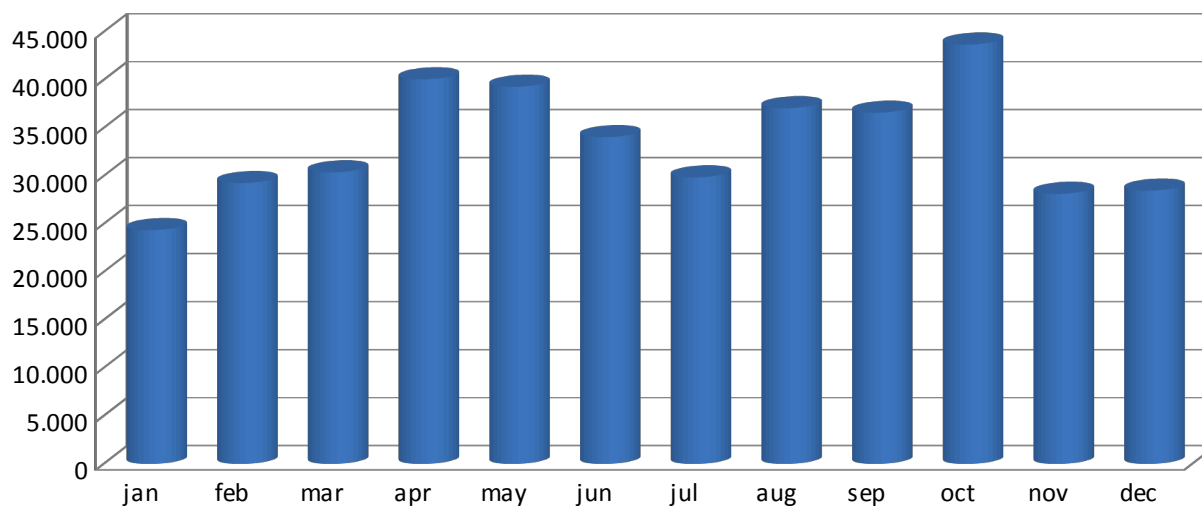
12. Ecclesiastical Museums and Churches Visitors

1 – Saint Mark's Museum

	2011	2012	2013	2014	2015	Var % 14/15
January	24.500	18.500	15.900	17.400	24.356	40,0%
February	28.100	19.500	20.800	18.100	29.255	61,6%
March	40.400	24.800	28.900	27.600	30.368	10,0%
April	50.100	38.100	35.600	37.600	40.061	6,5%
May	44.000	37.300	44.900	39.200	39.287	0,2%
June	41.300	31.500	36.200	31.600	34.036	7,7%
July	42.900	35.200	34.700	33.900	29.847	-12,0%
August	38.600	36.400	35.500	42.000	37.058	-11,8%
September	34.100	41.500	37.900	37.100	36.583	-1,4%
October	36.500	36.900	33.400	36.500	43.689	19,7%
November	19.600	22.800	19.000	20.000	28.134	40,7%
December	17.200	15.900	15.200	20.197	28.469	41,0%
TOT	417.300	358.400	358.000	361.197	401.143	11,1%

Source: Tourist office of the Patriarchal Curia of Venice

2015

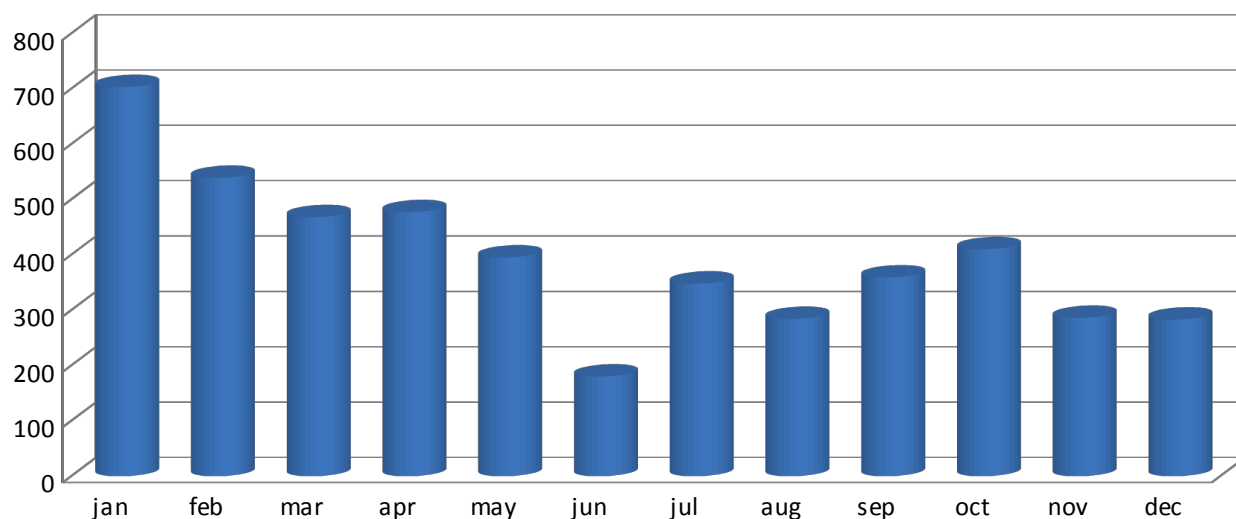


2 – Museo diocesano

	2011	2012	2013	2014	2015	Var % 14/15
January	306	226	176	279	703	152,0%
February	342	228	231	652	539	-17,3%
March	404	405	283	535	468	-12,5%
April	444	413	390	265	477	80,0%
May	465	358	446	377	395	4,8%
June	247	258	291	146	180	23,3%
July	364	281	307	167	348	108,4%
August	356	329	431	174	284	63,2%
September	380	458	520	255	359	40,8%
October	522	450	506	273	410	50,2%
November	304	324	412	140	286	104,3%
December	242	268	406	312	283	-9,3%
TOT	4.376	3.998	4.399	3.575	4.732	32,4%

Source: Tourist office of the Patriarchal Curia of Venice

2015



3 – Free admission and ticket admission churches

	2011	2012	2013	2014	2015	Var % 14/15
Basilica di Torcello	126.109	109.178	103.292*	107.364*	115.965*	1,3%
Santa M. Assunta dei Frari	n.d.	n.d.	250.000*	242.000*	256.000*	5,8%
Madonna dell'Orto**	-	-	21.000*	19.740*	26.040*	31,9%
Basilica dei Ss Giov. e Paolo	87.000	78.000	69.000*	81.330*	87.400*	7,5%
Santo Stefano	n.d.	n.d.	100.000*	95.000*	96.500*	1,6%

Source: Tourist office of the Patriarchal Curia of Venice

* Valori approssimati per difetto (comprensivi di biglietti e ingressi liberi).

** Fino al 2012 aderiva al circuito Chorus.

Torcello's Basilica

	2011	2012	2013	2014	2015	Var % 14/15
January	2.422	2.567	2.154	1.934	2.842	46,9%
February	3.769	3.850	3.499	3.188	4.075	27,8%
March	9.921	9.274	7.630	8.019	9.086	13,3%
April	17.194	15.403	13.675	13.725	14.957	9,0%
May	19.793	15.806	15.592	15.554	15.537	-0,1%
June	13.542	10.433	11.133	11.508	12.081	5,0%
July	9.019	8.347	7.924	7.282	9.189	26,2%
August	9.569	8.807	7.779	9.695	9.937	2,5%
September	15.675	14.485	13.656	14.038	14.935	6,4%
October	16.153	12.291	12.562	13.778	13.676	-0,7%
November	5.290	5.088	4.876	5.411	5.738	6,0%
December	3.762	2.827	2.812	3.232	3.912	21,0%
TOT	126.109	109.178	103.292*	107.364*	115.965*	8,0%

Fonte: Ufficio Turismo della Curia Patriarcale di Venezia

* Valori approssimati per difetto (comprensivi di biglietti e ingressi liberi).

4 – Chorus-circuit churches

	2011	2012	2013	2014	2015
<i>Santa Maria del Giglio</i>	20.293	20.666	18.289	15.398	15.827
<i>S. Stefano (Sagrestia e chio- stro)</i>	13.045	12.936	10.861	9.571	10.105
<i>Santa Maria Formosa</i>	22.065	23.101	15.440	12.348	12.658
<i>Santa Maria dei Miracoli</i>	33.810	34.853	33.024	31.128	31.482
<i>San Giovanni Elemosinario</i>	8.794	8.211	7.290	5.667	5.472
<i>San Polo</i>	27.732	26.965	26.364	22.614	20.768
<i>San Giacomo dell'Orio</i>	15.060	14.476	14.630	12.737	12.271
<i>San Stae</i>	6.326	4.620	10.505	8.186	7.951
<i>Sant'Alvise</i>	8.566	9.774	7.731	6.768	6.515
<i>Madonna dell'Orto*</i>	35.447	39.367			
<i>San Pietro</i>	11.775	10.341	8.906	10.122	8.887
<i>SS Redentore</i>	17.557	17.440	15.063	16.113	15.177
<i>Gesuati</i>	23.603	23.406	19.177	18.174	16.665
<i>San Sebastiano</i>	19.045	20.400	19.246	17.772	19.308
<i>San Giobbe**</i>	3.041	2.901	2.884	1.109	
<i>San Giuseppe di Castello***</i>				1.218	1.562
TOTALE	266.159	269.457	209.410	188.925	184.648
<i>Ingressi gratuiti</i>	8.724	10.316	10.220	8.805	6.843
TOT VISITE	274.883	279.773	219.630	197.730	191.491

Source: Chorus - Association for the churches

* The church of Madonna dell'Orto is no longer part of the circuit as of 1st January 2013.

** Since 5th July 2014 San Giobbe has been closed for restoration works.

*** From 5 th May to 1st November 2014 the church of San Giuseppe di Castello has been opened to the public.

	Var % 11/15	Var % 14/15
<i>Santa Maria del Giglio</i>	-22,0%	2,8%
<i>S. Stefano (Sagrestia e chiostro)</i>	-22,5%	5,6%
<i>Santa Maria Formosa</i>	-42,6%	2,5%
<i>Santa Maria dei Miracoli</i>	-6,9%	1,1%
<i>San Giovanni Elemosinario</i>	-37,8%	-3,4%
<i>San Polo</i>	-25,1%	-8,2%
<i>San Giacomo dell'Orio</i>	-18,5%	-3,7%
<i>San Stae</i>	25,7%	-2,9%
<i>Sant'Alvise</i>	-23,9%	-3,7%
<i>Madonna dell'Orto*</i>		
<i>San Pietro</i>	-24,5%	-12,2%
<i>SS Redentore</i>	-13,6%	-5,8%
<i>Gesuati</i>	-29,4%	-8,3%
<i>San Sebastiano</i>	1,4%	8,6%
<i>San Giobbe**</i>		
<i>San Giuseppe di Castello***</i>		28,2%
<i>TOTALE</i>	-30,6%	-2,3%
<i>Ingressi gratuiti</i>	-21,6%	-22,3%
TOT VISITE	-30,3%	-3,2%

Source: Chorus - Association for the churches

* The church of Madonna dell'Orto is no longer part of the circuit as of 1st January 2013.

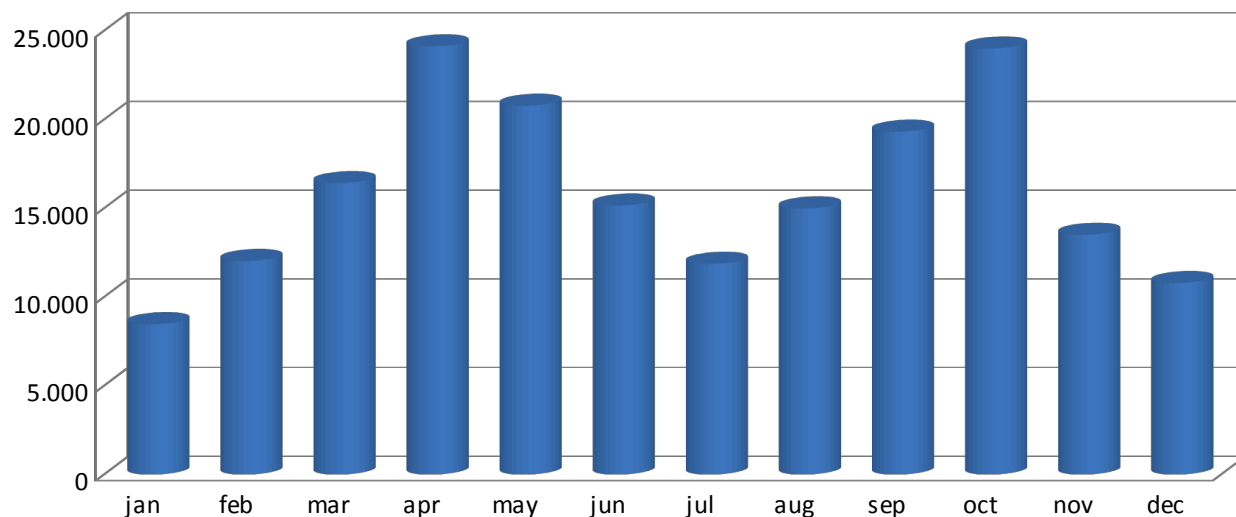
** Since 5th July 2014 San Giobbe has been closed for restoration works.

*** From 5 th May to 1st November 2014 the church of San Giuseppe di Castello has been opened to the public.

	2011	2012	2013	2014	2015	Var % 14/15
January	9.332	13.549	10.552	8.843	8.476	-4,2%
February	16.042	16.280	11.623	11.573	12.033	4,0%
March	28.223	26.719	22.869	18.479	16.419	-11,1%
April	34.221	39.376	25.711	25.620	24.126	-5,8%
May	27.779	33.802	27.750	25.537	20.778	-18,6%
June	22.137	22.347	16.097	14.429	15.159	5,1%
July	19.377	18.326	15.340	12.875	11.875	-7,8%
August	24.110	22.349	17.941	16.016	14.998	-6,4%
September	26.115	26.027	21.229	19.424	19.319	-0,5%
October	33.178	30.104	25.824	23.616	24.009	1,7%
November	18.937	20.253	15.071	12.073	13.509	11,9%
December	15.432	10.641	9.623	9.245	10.790	16,7%
TOT	274.883	279.773	219.630	197.730	191.491	-3,2%

Source: Chorus - Association for the churches

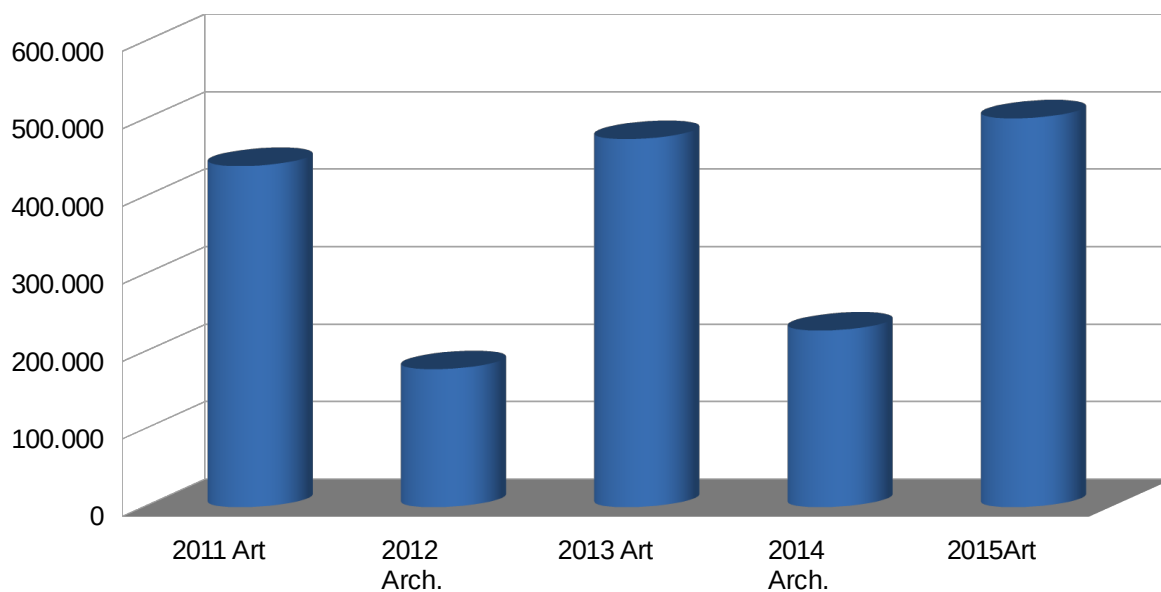
2015



13. La Biennale di Venezia Foundation Visitors

Anno	Evento	Periodo	Visitatori
2011	54° Esposizione Internazionale d'Arte	4 giugno - 27 novembre	440.000
2012	13° Mostra Internazionale di Architettura	29 agosto - 25 novembre	178.000
2013	55° Esposizione Internazionale d'Arte	1 giugno - 24 novembre	474.784
2014	14° Mostra Internazionale di Architettura	7 giugno - 23 novembre	227.818
2015	56° Esposizione Internazionale d'Arte	9 maggio - 22 novembre	501.502

Source: La Biennale di Venezia Foundation

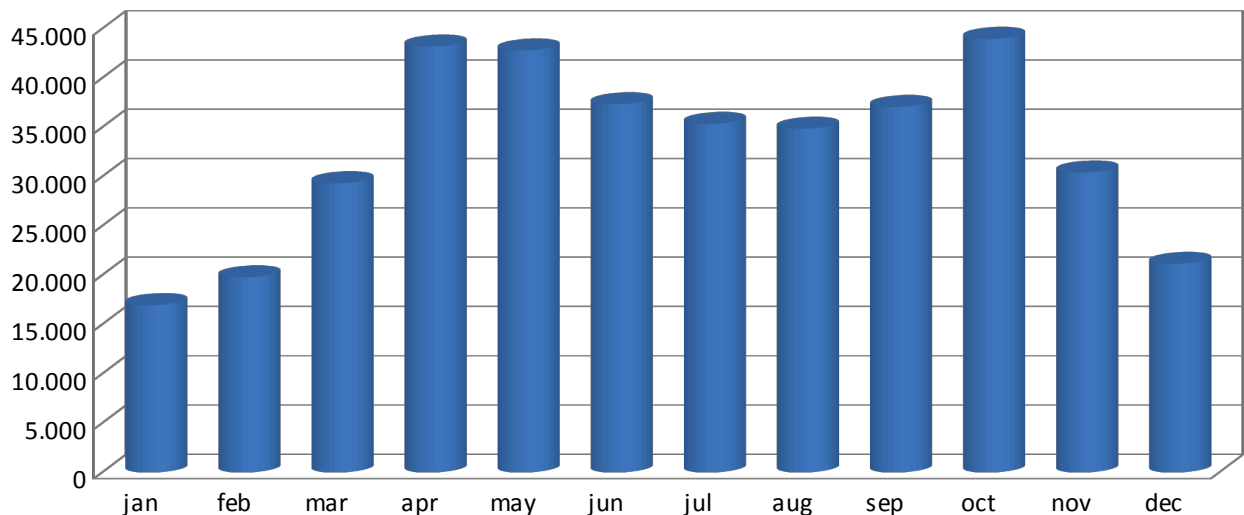


14. Peggy Guggenheim Collection Visitors

	2011	2012	2013	2014	2015	Var % 14/15
January	15.488	13.936	15.904	16.845	16.979	0,8%
February	19.654	18.276	18.510	17.686	19.800	12,0%
March	30.547	26.489	30.345	28.041	29.343	4,6%
April	45.565	44.455	41.384	52.949	43.207	-18,4%
May	39.481	40.024	42.941	52.527	42.809	-18,5%
June	39.112	31.067	34.393	35.112	37.354	6,4%
July	34.117	31.362	32.042	32.031	35.365	10,4%
August	33.070	32.600	31.251	33.547	34.867	3,9%
September	34.533	31.781	34.935	31.291	37.076	18,5%
October	42.798	38.773	42.486	38.671	43.990	13,8%
November	26.921	30.947	32.651	28.642	30.433	6,3%
December	17.082	17.233	19.565	18.423	21.168	14,9%
TOT	378.368	356.943	376.407	385.765	392.391	1,7%

Source: Peggy Guggenheim Collection

2015



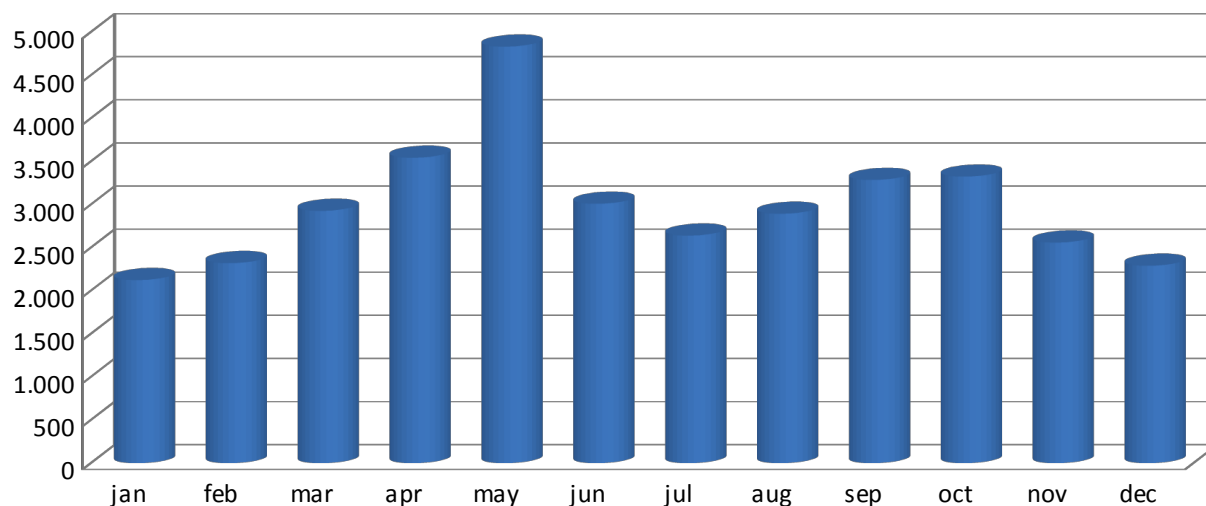
15. Querini Stampalia Foundation Visitors

	2011*	2012	2013	2014	2015	Var% 14/15
January	1.272	1.190	1.426	1.493	2.124	42,3%
February	1.384	1.697	1.695	1.583	2.321	46,6%
March	2.418	2.312	3.121	3.180	2.927	-8,0%
April	2.309	3.055	3.061	2.710	3.543	30,7%
May	1.865	2.396	2.307	2.461	4.832	96,3%
June	3.107	1.846	3.369	2.978	3.009	1,0%
July	1.946	1.559	2.468	1.974	2.640	33,7%
August	2.031	3.063	3.021	2.473	2.893	17,0%
September	2.319	4.038	3.234	3.504	3.285	-6,3%
October	2.459	5.078	4.095	5.822	3.324	-42,9%
November	1.690	3.861	2.601	5.734	2.559	-55,4%
December	1.308	1.202	1.672	2.453	2.290	-6,6%
TOT	24.108	31.297	32.070	36.365	35.747	-1,7%

Source: Querini Stampalia Foundation

** Reduced opening time

2015



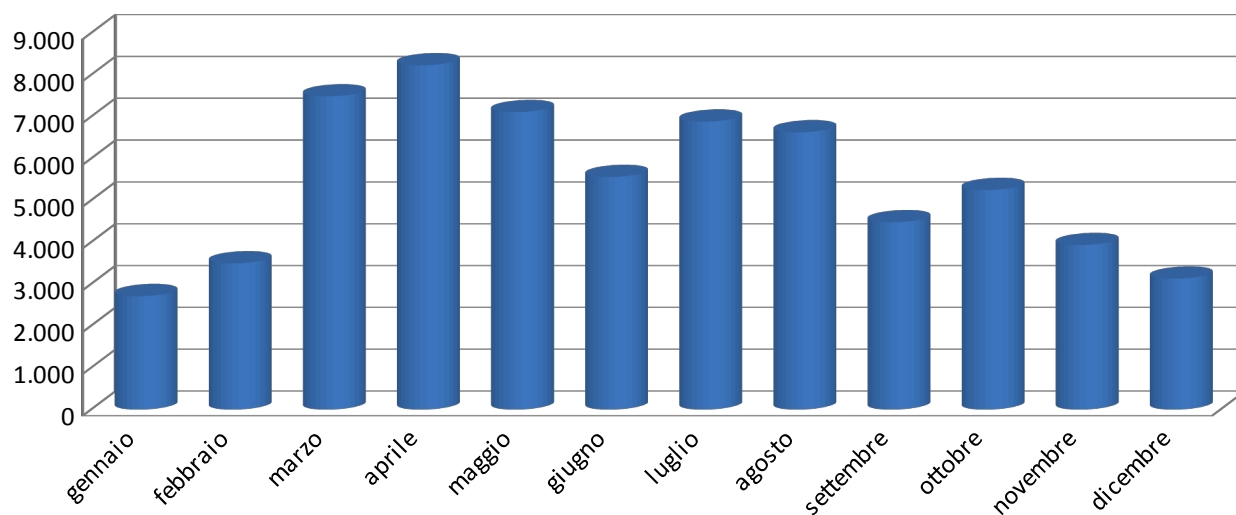
16. Other museums Visitors

1 – Jewish Museum

	2011	2012	2013	2014	2015	Var % 14/15
January	3.116	3.063	2.741	3.017	2.710	-10,2%
February	4.103	3.911	3.741	3.999	3.494	-12,6%
March	7.965	7.619	6.410	6.308	7.486	18,7%
April	8.386	10.010	7.296	7.157	8.230	15,0%
May	8.418	7.880	7.593	7.720	7.111	-7,9%
June	5.837	5.530	5.887	5.825	5.559	-4,6%
July	7.194	7.211	7.171	6.438	6.884	6,9%
August	7.314	7.346	6.336	6.678	6.627	-0,8%
September	5.166	4.071	3.736	4.240	4.477	5,6%
October	5.410	6.079	5.988	6.014	5.247	-12,8%
November	2.856	3.285	3.745	3.508	3.933	12,1%
December	2.727	2.167	2.532	2.314	3.129	35,2%
TOT	68.492	68.172	63.176	63.218	64.887	2,6%
Ingressi Gratuiti	4.936	5.172	4.174	5.767	5.916	2,6%
TOT	73.428	73.344	67.350	68.985	70.803	2,6%

Source: Jewish Community of Venice

2015

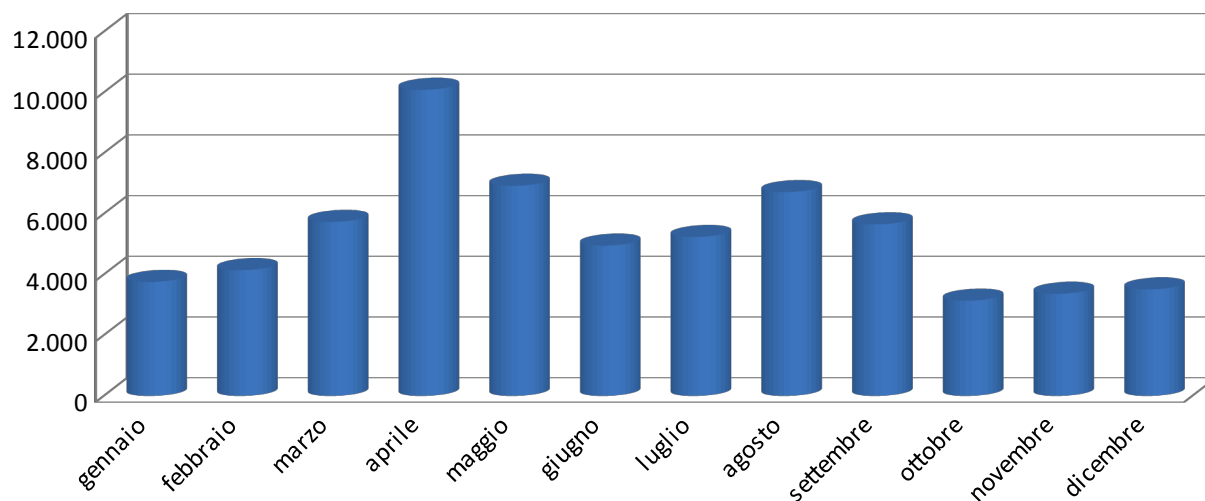


2 – Naval Historical Museum

	2011	2012	2013	2014	2015	Var % 14/15
January	1.673	2.198	1.900	2.183	3.756	72,1%
February	2.462	2.369	2.279	2.729	4.146	51,9%
March	4.565	3.833	5.052	4.362	5.736	31,5%
April	6.751	6.618	6.826	6.314	10.090	59,8%
May	5.209	5.470	6.797	6.855	6.926	1,0%
June	4.049	11.194	3.565	3.947	4.953	25,5%
July	3.700	3.576	3.561	5.009	5.238	4,6%
August	4.264	3.991	4.778	6.855	6.717	-2,0%
September	3.693	4.227	3.924	5.891	5.656	-4,0%
October	4.656	4.320	4.671	6.990	3.139	-55,1%
November	2.475	2.845	2.617	3.791	3.366	-11,2%
December	2.259	1.522	2.147	3.566	3.511	-1,5%
TOT	45.756	52.163	48.117	58.492	63.234	8,1%

Source: Naval History Museum

2015

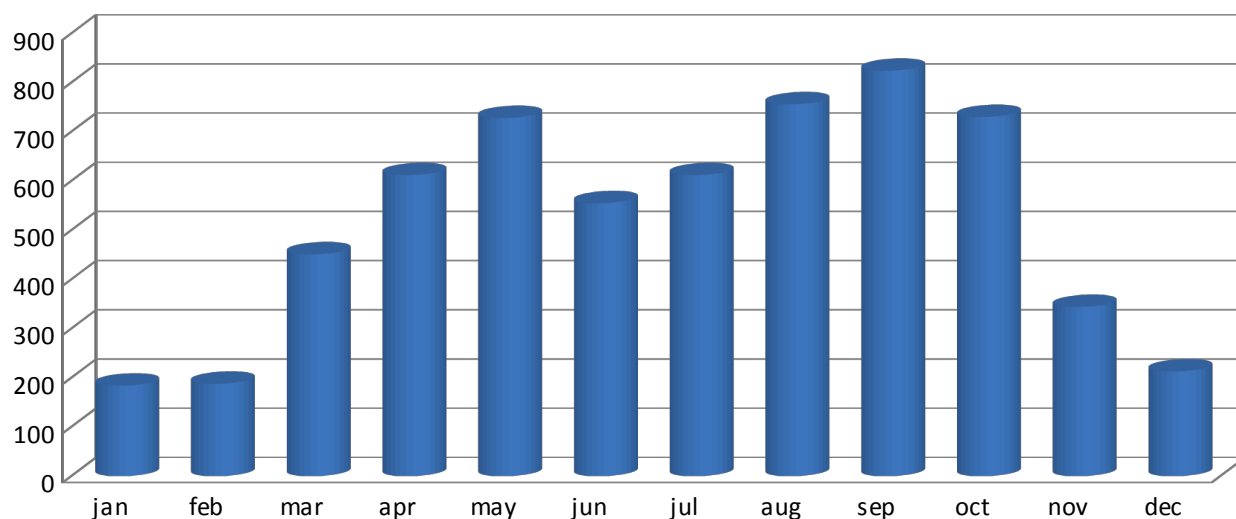


3 – Torcello Island (Provincial Museum)

	2011	2012	2013	2014	2015	Var % 14/15
January	203	190	179	143	184	28,7%
February	242	193	165	153	188	22,9%
March	467	402	395	440	451	2,5%
April	476	372	455	616	612	-0,6%
May	455	467	540	631	728	15,4%
June	343	390	588	575	555	-3,5%
July	394	460	510	437	612	40,0%
August	550	492	479	663	756	14,0%
September	447	475	588	551	824	49,5%
October	558	395	640	493	730	48,1%
November	267	192	305	235	344	46,4%
December	271	175	191	172	213	23,8%
TOT	4.673	4.203	5.035	5.109	6.197	21,3%
Ingresso gratuito	9.440	8.939	7.366	6.592	8.190	24,2%
TOT	14.113	13.142	12.401	11.701	14.387	23,0%

Source: Province of Venice

2015



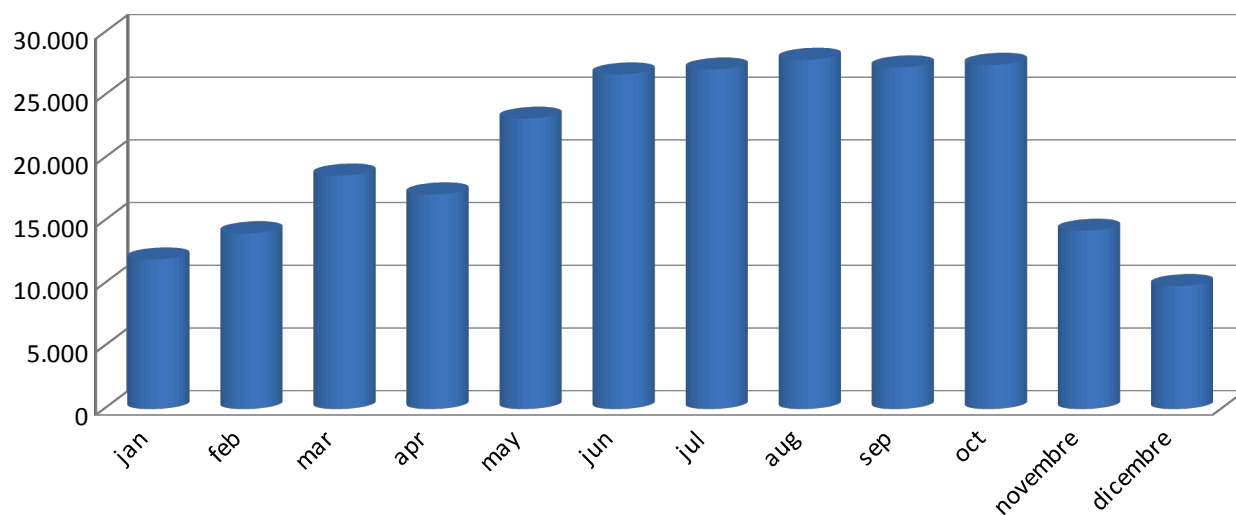
4 – Monumental Rooms of the Marciana Library

	2011	2012	2013	2014	2015	Var % 14/15
January	7.681	8.508	8.405	9.752	11.912	22,1%
February	9.358	12.231	11.558	10.990	14.000	27,4%
March	17.570	16.263	18.488	14.054	18.607	32,4%
April	23.259	22.022	20.385	22.692	17.108	-24,6%
May	18.328	18.254	32.978	23.939	23.136	-3,4%
June	16.207	18.136	16.902	22.757	26.670	17,2%
July	18.241	20.066	18.947	25.591	27.058	5,7%
August	21.848	22.127	20.855	26.791	27.843	3,9%
September	18.475	12.764	18.305	19.576	27.232	39,1%
October	19.398	15.530	17.801	21.522	27.442	27,5%
November	8.395	9.547	10.828	11.916	14.200	19,2%
December	6.561	7.921	9.347	11.950	9.792	-18,1%
TOT	185.321	183.369	204.799	221.530	245.000	10,6%

Source: Marciana Library

* Part of an integrated tour with the St. Mark's Square Museums.

2015

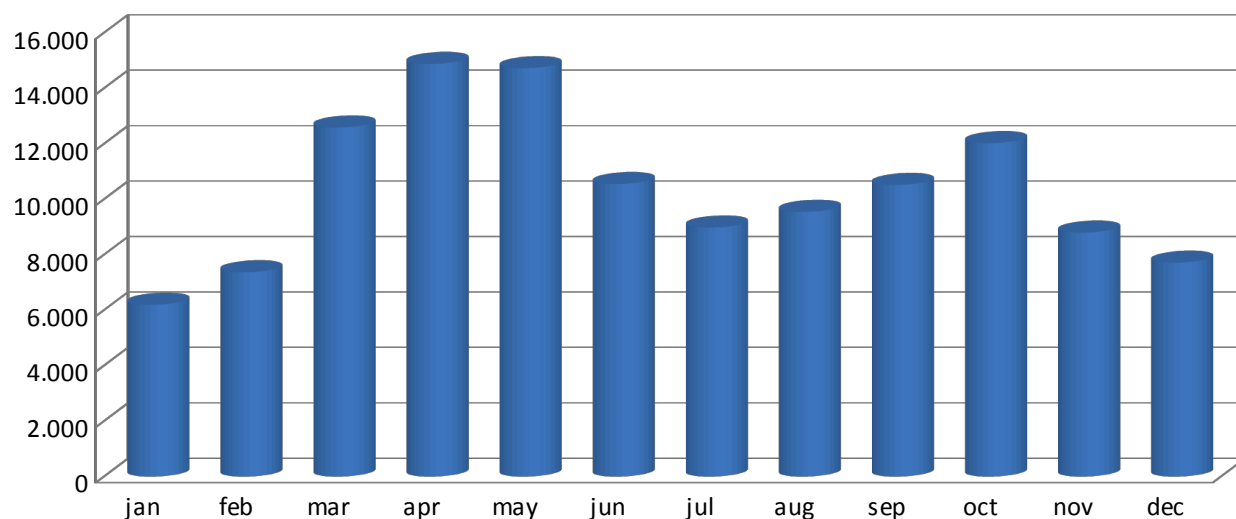


5 – Scuola Grande di San Rocco

	2011	2012	2013	2014	2015	Var % 14/15
January	5.105	5.490	5.345	4.958	6.196	25,0%
February	6.549	7.084	7.736	6.587	7.369	11,9%
March	12.625	12.913	12.297	12.358	12.588	1,9%
April	14.039	18.211	15.253	15.565	14.880	-4,4%
May	13.652	15.022	14.749	13.435	14.727	9,6%
June	11.123	11.585	11.055	10.806	10.550	-2,4%
July	8.673	10.604	9.514	9.232	8.981	-2,7%
August	9.262	11.007	9.868	9.797	9.548	-2,5%
September	11.494	13.438	12.350	11.354	10.516	-7,4%
October	16.088	13.407	15.443	14.509	12.024	-17,1%
November	9.584	9.456	10.019	8.748	8.797	0,6%
December	6.725	6.649	6.093	7.532	7.713	2,4%
TOT	124.919	134.866	129.722	124.881	123.889	-0,8%

Source: Scuola Grande di San Rocco

2015

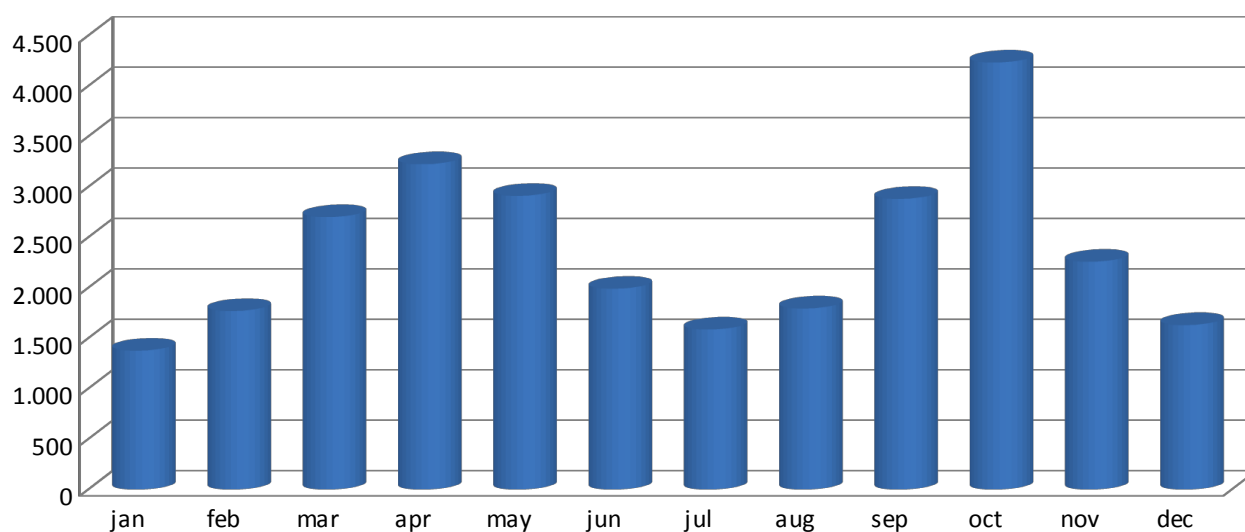


6 – Scuola Dalmata dei Santi Giorgio e Trifone

	2011	2012	2013	2014	2015	Var % 14/15
January	1.140	1.459	1.409	1.226	1.377	12,3%
February	2.028	1.962	1.588	1.517	1.770	16,7%
March	3.231	3.173	2.968	2.470	2.702	9,4%
April	4.361	3.884	3.544	3.404	3.226	-5,2%
May	3.088	3.544	3.799	3.027	2.912	-3,8%
June	2.291	1.926	2.451	1.895	1.991	5,1%
July	1.774	1.765	1.868	1.330	1.587	19,3%
August	1.904	2.193	2.196	1.363	1.795	31,7%
September	3.231	2.870	2.847	2.413	2.882	19,4%
October	4.511	3.086	4.682	3.498	4.234	21,0%
November	2.140	1.519	2.099	2.019	2.259	11,9%
December	1.880	957	1.588	1.496	1.631	9,0%
TOT	31.579	28.338	31.039	25.658	28.366	10,6%

Source: Scuola Dalmata dei Santi Giorgio e Trifone

2015



7 – Scuola Grande San Giovanni Evangelista

	2011	2012	2013	2014	2015
giorni di apertura	38	151	203	185	186
visitatori	1.944	8.990	9.054	8.922	9.279

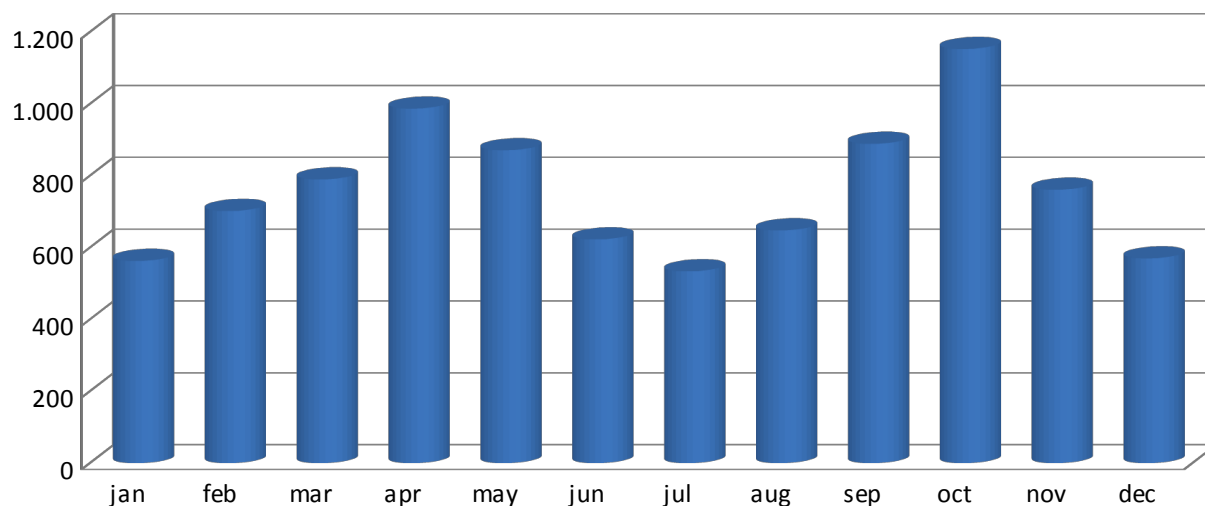
Source: Scuola Grande San Giovanni Evangelista

8 – Scuola Grande dei Carmini

	2011	2012	2013	2014	2015	Var % 14/15
January	607	527	492	459	563	22,7%
February	866	554	716	518	702	35,5%
March	1.279	914	1.005	721	790	9,6%
April	1.610	1.009	954	965	987	2,3%
May	1.468	1.137	1.292	1.044	871	-16,6%
June	1.078	964	1.295	784	623	-20,5%
July	930	562	698	726	534	-26,4%
August	980	788	625	595	648	8,9%
September	962	1.084	1.084	963	889	-7,7%
October	1.247	1.194	1.460	1.685	1.153	-31,6%
November	1.358	824	723	643	761	18,4%
December	664	568	489	533	570	6,9%
TOT	13.049	10.125	10.833	9.636	9.091	-5,7%

Source: Scuola Grande dei Carmini

2015



17. Temporary exhibition Visitors

1 – The most visited exhibitions in the world

Visitors	Title of exhibition	Exhibition site	City	Period	Visitor per day
5.376.824	L'incantevole splendore dei vasi e delle fioriere	National Palace Museum	Taipei	12/11/14-22/12/15	13.243
2.437.113	Il dao della tutela dei libri: la rilegatura dei libri cinesi	National Palace Museum	Taipei	27/12/14-28/6/15	13.245
1.607.736	Un talento nascosto: Chen Cheng-po	National Palace Museum	Taipei	5/12/14-30/3/15	13.860
1.170.443	Il vino Tusu: la prima bevanda dell'imperatore nel nuovo anno	National Palace Museum	Taipei	31/12/14-25/3/15	13.770
1.153.399	La pesca nell'anno dell'abbondanza: di pinti con pesci	National Palace Museum	Taipei	1/1/15-25/3/15	13.731
1.097.340	Patrimonio culturale: Fan Kuan e la sua influenza	National Palace Museum	Taipei	1/7/15-29/9/15	12.059
1.087.298	Una ricerca minuziosa dei voli e delle fragranze: uccelli e fiori	National Palace Museum	Taipei	1/4/15-25/6/15	12.643
1.087.298	Immagini eleganti: dipinti di donne	National Palace Museum	Taipei	1/4/15-25/6/15	12.643
1.019.639	Lo splendore dei costumi etnici Guizhou	National Palace Museum	Taipei	12/6/15-1/9/15	12.435
781.963	Pangaea II *	Saatchi Gallery	Londra	11/3/15-17/9/15	4.094

Source: *Il Giornale dell'Arte* n. 363 April 2016

* free admission

2 – The most visited exhibitions in Italy

Visitors	Title of exhibition	Exhibition site	City	Period	Visitor per day
525.567	Esposizione internazionale d'arte All the World's Futures La Biennale di Venezia	sedi varie	Venezia	9-5/15-22-11/15	3.073
355.292	Van Gogh. L'uomo e la terra	Palazzo Reale	Milano	18/10/14-15/3/15	2.384
301.855	Tutankhamon Caravaggio Van Gogh. La sera e i notturni dagli Egizi al Novecento	Basilica Palladiana	Vicenza	24/12/14-2/6/15	1.863
251.714	Escher	Chiostro del Bramante	Roma	20/9/14-22/2/15	1.613
229.407	Leonardo. Il disegno del mondo	Palazzo Reale	Milano	16/4/15-19/7/15	2.390
228.848	Sea e Ma*Ga per l'arte. Gottardo Ortelli *	Ma*Ga Aeroporto di Milano Malpensa	Milano	30/1/15-16/12/15	712
216.475	Matisse Arabesque	Scuderie del Quirinale	Roma	5/3/15-21/6/15	1.986
190.000	Giotto, l'Italia	Palazzo Reale	Milano	2/9/15-10/1/16	1.400
175.223	Escher	Palazzo Albergati	Bologna	13/3/15-19/7/15	1.347
170.000	Bellezza Divina tra Van Gogh, Chagall e Fontana	Palazzo Strozzi	Firenze	24/9/15-24/1/16	1.388

Source: *Il Giornale dell'Arte* n. 363 April 2016

* free admission

3 – The most visited exhibitions in Venice

Visitors	Title of exhibition	Exhibition site	City	Period
525.567	Esposizione Internazionale d'Arte All The World's Futures La Biennale di Venezia	Sedi Varie	9-5/15-22-11/15	3.073
156.728	Mario Merz. Città irreale Gallerie dell'Accademia	Venezia	8/5/15-22/11/15	792
110.000	Slip of the Tongue	Punta della Dogana	12/4/15-10/1/16	482
76.000	Martyal Raysse	Palazzo Grassi	12/4/15-30/11/15	379
68.701	Henri Rousseau. Il candore arcaico	Palazzo Ducale	6/3/15-6/9/15	374
64.407	Proportio	Palazzo Fortuny	9/5/15-22/11/15	379
45.000	João Louro. I will be your mirror. Poems and Problems *	Palazzo Loredan	9/5/15-22/11/15	227
42.000	Sean Scully, Land Sea Fondazione Volume! *	Palazzo Falier	6/5/15-22/11/15	214
32.186	La Divina Marchesa. Arte e vita di Luisa Casati dalla Belle Epoque agli Anni Folli	Palazzo Fortuny	4/10/14-8/3/15	242
27.000	A occhi spalancati. Capolavori dal Museo dell'impressionismo russo di Mosca *	Palazzo Franchetti	11/2/15-12/4/15	540
25.000	Sguardo di donna. Da Diane Arbus a Letizia Battaglia. La passione e il coraggio	Casa dei Tre Oci	10/9/15-10/1/16	235
23.413	Nuova Oggettività. Arte in Germania al tempo della Repubblica di Weimer 1919-1933	Museo Correr	1/5/15-30/8/15	183
19.529	Sebastião Salgado Profumo di Sogno. Viaggio nel mondo del Caffè *	Istituzione Bevilacqua La Masa Piazza S. Marco	6/5/15-27/9/15	186

Source: *Il Giornale dell'Arte* n. 352 April 2015

* free admission

continues

Visitors	Title of exhibition	Exhibition site	City	Period
9.371	L'arte della cronaca. 1946-1982. Immagini dell'Agenzia fotogiornalistica Cameraphoto *	Centro Culturale Candiani	20/11/15-31/1/2016	195
8.814	Fluxbooks. From the Sixties to the Future *	Istituzione Bevilacqua La Masa	4/3/15-26/4/15	220
4.500	Matite in viaggio Camets disegni parole *	Centro Culturale Candiani	25/9/15-27/9/15	1.500
3.545	Offshore Immagini di confine. Le fotografie di Giovanni Nardi per Rfiki pediatri per l'Africa *	Centro Culturale Candiani	19/12/15-17/1/16	187

Source: *Il Giornale dell'Arte* n. 352 april 2015

* free admission

18. Live performances

1 – La Biennale di Venezia Foundation

Event	2014		2015	
	edition	viewers	edition	viewers
<i>Mostra Internazionale d'Arte Cinematografica</i>	71°	55.206	72°	58.384
<i>Festival Internazionale di Musica Contemporanea</i>	58°	3.529	59°	3.821
<i>Festival Internazionale del Teatro</i>			43°	6.756
<i>Festival Internazionale di Danza Contemporanea</i>	9°	7.123		
<i>Biennale College Danza</i>				3.619

Source: La Biennale di Venezia Foundation

2 – Teatro La Fenice Foundation

Event	2014		2015		Var % 14/15	
	show	viewers	show	viewers	show	viewers
<i>Symphonic season</i>	42	n.d.	38	n.d.	-4	n.d.
<i>Lyrical season</i>	140	n.d.	139	n.d.	-1	n.d.
<i>Ballet</i>	6	n.d.	5	n.d.	-1	n.d.
Total*	188	136.536	182	140.921	-6	3,21%
<i>Altri**</i>	213	73.000	232	75.000	19	2,74%
TOT	401	209.536	414	215.921	13	3,05%
Visite		149.000		161.543		8,42%

Source: Teatro La Fenice Foundation

* including members

** estimate.

3 – Teatro Stabile del Veneto – Goldoni Theatre

Evento	2014		2015		Var % 14/15	
	recite	spettatori	recite	spettatori	recite	spettato
stagione prosa 1/1 – 31/12 e “Teatro off”	101	36.788	72	28.712		
Teatro ragazzi + domeniche	11	4.092	14	4.791		
progetto scuole	6	1.258				
carnevale dei bambi	5	387	5	387		
danza			7	1.152		
stagione estiva			41	5.237		
eventi speciali			71	8.302		
Totale	123	42.525	210	48.581	32	15,1%
Altri	30	16.862	36	17.855	-13	-11,7%

Source: Teatro Stabile del Veneto - Teatro Nazionale

4 – City of Venice – Cultural and Performing Arts department

Evento	2014		2015		Var % 14/15	
	recite	spettatori	recite	spettatori	recite	spettatori
Teatro Toniolo	127	68.910	142	72.837	15	5,7%
Teatro Momo	91	12.232	66	9.615	-25	-21,4%
Teatro Aurora	4	589	0	0		
Teatro della Murata	29	1.692	12	620	-17	-63,4%
Teatro Fondamenta Nuove	26	1.707	0	0		
Totale	277	85.130	220	83.072	-57	-2,4%
Altri		15.230		20.776		36,4%
Totale		100.360		103.848		3,5%

Source: City of Venice – Cultural and Performing Arts Production Department

*alla fine del 2014 si è interrotta la collaborazione con il teatro Aurora e con teatro Fondamenta Nuove

5 – City of Venice – Candiani cultural centre

Evento	2014	2015	Var % 14/15
<i>mostre</i>	25.565	31.844	24,6%
<i>Incontri – conferenze (convegni)</i>	33.992	35.441	4,3%
<i>proiezioni</i>	5.724	6.361	11,1%
<i>didattica</i>	8.953	9.432	5,4%
<i>spettacolo dal vivo</i>	8.336	8.131	-2,5%
Totale	82.570	91.209	10,5%

Source: City of Venice – Candiani Cultural Centre

6 – Venice Murano Burano Municipality – Groggia Theatre

Evento	2014		2015	
	recite	spettatori	recite	spettatori
“Mpgcultura”	27	2.250	25	2.000

Source: Venice Murano Burano Municipality - Culture and Sport Department

theatrical

theatrical

7 – Theatrical and musical activities in the metropolitan area of Venice: performances, entrance, expense at box office 2013, 2014

Metropolitana area of Venice	2013			2014		
	perform ance	entrance	Expense at box office (x 1.000)	perfor mance	entrance	Expense at box office (x 1.000)
Prose	1.404	211.161	2.897	1.336	205.712	2.315
Dialect prose	5	854	15			
Recital	24	2.163	14	8	1.135	7
Teatro lirico	193	101.405	8.304	200	101.662	8.331
Operetta	5	1.044	30	5	1.397	21
Musical play	5	1.132	13	15	4.821	68
Classi and modern ballet	95	23.678	356	117	20.095	291
Concert fo ballett	43	6.659	56	30	7.404	82
Puppet and marionette	17	825	4	24	1.558	6
Various	270	9.525	164	422	9.619	229
Circus	178	14.890	120	220	21.757	206
Concerto Classico	1.294	183.453	4.197	1.322	171.393	3.729
Band	1					0
Chorus concert				5	214	1
Pop music	102	52.045	1.248	109	72.495	1.299
Jazz concert	54	5.504	103	52	7.956	218
TOT	3.690	614.338	17.521	3.865	627.218	16.802

Fonte: SIAE

**8 – 7 – Theatrical and musical activities in the municipality of Venice:
performances, entrance, expense at box office 2013, 2014**

<i>Municipality of Venice</i>	2013			2014		
	perform mance	entrance	Expense at box office (x 1.000)	perform ance	entrance	Expense at box office (x 1.000)
<i>Prose</i>	1.013	139.543	2.249	952	136.959	1.787
<i>Dialect prose</i>	4	579	13	7	1.007	6
<i>Recital</i>	18	1.060	6	186	99.619	8.321
<i>Opera</i>	186	101.116	8.301	4	1.239	10
<i>Operetta</i>			0	8	2.345	42
<i>Musical play</i>	4	1.030	13	98	17.211	268
<i>Classic and modern ballett</i>	68	18.637	315	21	5.372	69
<i>Concert for ballet</i>	27	4.512	39	19	1.138	5
<i>Puppet and Marionette</i>	5	86	0	143	3.442	85
<i>Various</i>	87	7.413	96	39	4.726	43
<i>Circus</i>	23	2.714	14	1.277	163.312	3.669
<i>Classico concert</i>	1.255	175.433	4.147	5	214	1
<i>Pop music</i>	63	24.898	554	52	17.952	347
<i>Jazz concert</i>	25	3.769	85	39	5.606	179
TOT	2.778	480.790	15.831	2.850	460.142	14.832

Fonte: SIAE

Thanks to:

Alilaguna

AVM

Biblioteca Nazionale Marciana

Chorus - Associazione per le chiese

Comune di Cavallino Treporti

Comune di Venezia – Centro Culturale Candiani

Comune di Venezia – Direzione Mobilità e Trasporti

Comune di Venezia – Settore Produzioni Culturali e dello Spettacolo

Comunità Ebraica Venezia

Fondazione La Biennale di Venezia

Fondazione Musei Civici Venezia

Fondazione Querini Stampalia

Fondazione Teatro La Fenice

Municipalità Venezia Murano Burano - Servizio Cultura e Sport

Museo Storico Navale

Peggy Guggenheim Collection

Provincia di Venezia

Regione del Veneto – Sezione sistema statistico regionale

SIAE

Scuola Dalmata dei Santi Giorgio e Trifone

Scuola Grande dei Carmini

Scuola Grande di San Rocco

Scuola Grande San Giovanni Evangelista

Ministero dei Beni e delle Attività Culturali e del Turismo – Polo Museale del Veneto

Teatro Stabile del Veneto

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VELA

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