

CITTA' DI
VENEZIA



Assessorato
al Turismo

Yearbook of Tourism data 2020

Yearbook of tourism data 2020

City of Venice

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Introduction

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

The Yearbook of Tourism 2020, now in its 10th edition, **is divided into six parts**, with the addition of tables and graphs to support the analysis of the data received.

The first part shows the data of the historical tourism trend in the City of Venice and an overview of tourism in the lagoon Area and in the Metropolitan City of Venice, comparing the data for 2020 and 2019.

Furthermore the data of the arrivals (number of people) and of the overnight stays (number of nights spent in the city) tourists are compared, with reference to both the origin (foreigners, Italians), and to the type of accommodation chosen for the stay (hotels other accommodation facilities)¹.

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

The **third** part is dedicated to illustrating, referring to the 2016-2020 five-year period, the passenger flows of the Venice port, the Venice and Treviso airports, the local public transport, the issue of the limited traffic area passes, both by Venice City and by Cavallino-Treporti, as well as the transits recorded in Piazzale Roma (Municipal garage and Sant'Andrea parking).

The data of the Venezia Unica tourist portal, which provides an overview of the trend of admissions and sales, are illustrated in the **fourth part**.

In the **fifth part** follow the data, both aggregated and detailed, of the visitors to the Venetian museums and cultural institutions and the users of the city's main cultural initiatives – exhibitions and shows.

Finally, in the sixth and last part of the new edition of the Yearbook, the outcomes of the 2020 survey on the visitor profile are presented.

¹See the methodological note on page 13.

Methodological note

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

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

- Venice historic City;
- Lido;
- Mainland.

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

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

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

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

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

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

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

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

- tourist accommodations, composed of one to six rooms, each one with a maximum of four beds;
- holiday houses, composed of a living room and a dining room both in common use and rooms which for more than half have two or more beds;
- furnished residential units for tourist use, composed of one or more rooms, each one with one or more beds, as well as independent toilets and kitchen;

- bed & breakfast, composed of one to three rooms for tourists, each one with a maximum of four beds; the owner must live in the real estate unit where the bed & breakfast is located and must stay there, in a room reserved for him, during the opening period of the facility. The breakfast service is served to customers directly by the owner or his family.

Furthermore, the art. 27 bis of Regional Law N° 11 of 14th June 2013 also regulates the rooms given exclusively for tourist purposes without classification and brought back to the so-called tourist rental.

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

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

Visitors to temporary exhibitions The exhibitions with separate tickets and not integrated in the museums were taken into consideration. The ranking was based on the total number of visitors. The 17th International Architecture Exhibition, formerly scheduled from 29th August to 29th November 2020, was postponed until 2021 due to the pandemic. In order to strengthen the cultural offering, the Fondazione Biennale set up an exhibition at the Central Pavilion, collectively curated by all the Artistic Directors of the various sectors, on particularly significant episodes in the history of the Biennale.

The Giardini and Arsenale hosted activities, live shows and performances by young artists from the Biennale College studying dance, music and theatre, as well as an arena for film screenings. From 29th August to the end of October 2020, meetings/conversations planned as part of the 'Aperture Straordinarie' (Special Openings) project took place in the Venice Pavilion, with illustrious guests from the world of cinema, theatre, music, art and journalism. From 5th November 2020, in compliance with the Prime Ministerial Decree of 4/11/2020, the Fondazione Biennale di Venezia ordered the early closure of exhibitions and events that were still scheduled.

Part I

The demand

In the five-year period 2016–2020, arrivals, which amounted to approximately 4.645 million units in 2016, numbered approximately 1.337 million units in 2020 (-75.8% compared to 2016), while **overnight stays** (total number of overnight stays), which in 2016 had recorded approximately 10.511 million units, stood at approximately 3.557 million units in 2020 (-66.2% compared to 2016).

The indicators were also drastically down for the **two-year period 2019–2020**. In 2020, arrivals recorded a drop of -75.8% on 2019, equal to an absolute decrease of approximately 4.186 million units, while overnight stays decreased by -72.5% on 2019, with an absolute decrease of approximately 9.391 million units. The average stay was 2.66 days, the highest in five years.

In 2020, the **hotel sector** for the entire municipality recorded approximately 886,000 arrivals (with an absolute decrease of approximately 2.881 million units, equal to a relative decrease of -76.5% on 2019), corresponding to approximately 1.975 million overnight stays (with an absolute decrease of approximately 5.858 million units, equal to a relative decrease of -74.8% on 2019). This resulted in an average hotel stay of 2.23 days (compared to 2.10 in 2019), the highest in the five-year period. Even in 2020, although the figures were down drastically compared to previous years, the hotel sector was still the leading hospitality segment, welcoming the majority of guests: 66.3% of arrivals (68.2% in 2019) and 55.5% of overnight stays (60.5% in 2019).

The **complementary sector**, on the other hand, counted approximately 451,000 arrivals across the entire municipality (with an absolute decrease of approximately 1.304 million units, equal to a relative decrease of -74.3% on 2019), reversing the growth trend recorded for eight consecutive years. These arrivals were matched by 1.583 million overnight stays (an absolute decrease of approximately 3.533 million units, representing a relative decrease of 69.1% on 2019). The average stay rose to 3.51 days (2.91 in 2019), confirming its position as the accommodation option with the longest duration. In 2020, the complementary sector received 33.7% of arrivals (31.8% in 2019) and 44.5% of overnight stays (39.5% in 2019).

International visitors accounted for 68.9% of arrivals (86.5% in 2019) and 67.9% of overnight stays (85.2% in 2019) across the entire tourist market. In 2020, the decrease in arrivals of international visitors, numbering approximately 922,000 units, corresponded to an absolute decrease of approximately 3.855 million, equal to a relative decrease of -80.7% on 2019. There were approximately 2.414 million overnight stays, with an absolute decrease of 8.616 million, representing a relative decrease of -78.1% on 2019.

The average stay of international tourists stood at 2.62 days (highest figure for the five-year period), up on 2019 when it was 2.31 days.

The international market was still the segment that made the biggest contribution to the overall number of both arrivals (68.9%) and overnight stays (67.9%) recorded in 2020. The international market also accounted for 92.1% of the overall drop in arrivals and 91.7% of the overall drop in overnight stays.

Consequently, the relative weight of the domestic market was 31.1% for arrivals and 32.1% for overnight stays. The Italian market accounted for 8.6% of the overall drop in arrivals and 8.3% of the overall drop in overnight stays.

Italian overnight stays in 2020 fell by -40.4% compared to 2019, while arrivals fell by -44.3%. In 2020, arrivals of Italian visitors amounted to approximately 416,000 units (with an absolute decrease of approximately 331,000 units compared to 2019), corresponding to approximately 1.143 million overnight stays (with an absolute decrease of approximately 775,000 units compared to 2019). The average stay of Italian tourists increased for the sixth consecutive year to 2.75 days (2.57 in 2019).

In terms of **place of origin by type of accommodation**, international visitors accounted for

68.3% of arrivals and 71.2% of overnight stays in the hotel sector and 70% of arrivals and 63.7% of overnight stays in the complementary sector. Consequently, Italians accounted for 31.7% of arrivals and 28.8% of overnight stays in the hotel sector and 30% of arrivals and 36.3% of overnight stays in the complementary sector. With reference to the type of accommodation by the guests' place of origin, out of all international visitors arriving in Venice, 65.7% chose to stay in a hotel, accounting for 58.3% of overnight stays, while 34.3% preferred the complementary sector. Out of all Italian visitors, 67.5% chose to stay in hotels, accounting for 49.7% of overnight stays, while 32.5% chose the complementary sector, accounting for 50.3% of overnight stays.

If we distinguish between tourists on the basis of **nationality**, in 2020 there were no significant differences between the seasonality of international and Italian tourism, with almost coinciding trends, except for a clear difference in the number of international overnight stays during the months of January and February. January and February were the months with the highest percentage of overnight stays (both international and Italian visitors): international visitors accounted for 19% in January and 22% in February, while Italians accounted for 12% in January and 13% in February. From June to August, overnight stays began to rise, before gradually falling again between September and December. November and December (excluding the **lockdown** months) were the months that recorded the lowest total overnight stays, respectively: 95,202 in total in November and 67,451 in total in December.

In 2020, the months of January and February saw the highest number of overnight stays by international tourists at just over 980,000 units, making up 40.73% of total international overnight stays. While January 2020 recorded a -0.62% drop in international overnight stays compared to January 2019, February 2020 recorded a -7.60% drop in overnight stays compared to February 2019.

During the second half of 2020, the highest number of international overnight stays was recorded in August and September with 791,000 units that make up 32.79% of the total; the data recorded in August 2020 corresponds to -65.43% compared to the same month in 2019, while the data recorded in September corresponds to -80.51% compared to September of the previous year.

The month that recorded the highest number of international overnight stays was February, with 529,000 units, the month that marked the beginning of the coronavirus crisis, followed by August with 436,000 units, a month of slight recovery following the lockdown months.

The year 2020 closed with a -78.12% reduction in international overnight stays compared to the previous year (11.029 million units in 2019, compared to 2.414 thousand units in 2020).

In 2020, the third quarter recorded the highest number of arrivals: 588,000 arrivals and 1.502 million overnight stays. The fallout from the lockdown, and in general from the restrictive measures taken to contain the spread of the pandemic in Italy, can be seen in the second quarter of 2020, when arrivals and overnight stays fell to the absolute lowest values of the year: arrivals at approximately 57,000, overnight at 192,000. Compared to the second quarter of 2019, these values decreased by -96.4% and -94.9% respectively; in absolute terms, however, the arrivals recorded in the second quarter of 2020 compared to the same period in 2019, decreased by 1.536 million units and overnight stays by 3.548 million units.

Considering monthly overnight stays, in 2020 the highest figure was recorded in February with 675,000 units. The **lockdown** months (March, April and May 2020) totalled 140,847 overnight stays or -95.8% compared to the same period in 2019, representing the months with the biggest drop in overnight stays recorded in 2020.

In 2020, the highest number of **overnight stays by Italian tourists** was recorded in the third quarter with 474,000 units; this data corresponds to the lowest decrease in Italian overnight stays with -37,000 units compared to the same quarter in 2019.

Considering the Italian monthly overnight stays, in 2020 the lowest values were recorded in April with 18,000 units and the highest values in August with 192,000 units. Overnight stays by Italian tourists on rose in January (+6.1% compared to January 2019, which in absolute terms corre-

sponds to +8,000 units) and February (+6.9% compared to February 2019, which in absolute terms corresponds to +9,000 units).

The historic city centre received 69% of arrivals (63.6% in 2019) and 71.2% of overnight stays (68.1% in 2019). In 2020, arrivals in the historic city centre amounted to 923,000 units (a decrease of -73% compared to 2019, i.e. -2.6 million arrivals), while overnight stays amounted to 2.534 million (a decrease of -71% compared to 2019, i.e. -6.3 million overnight stays).

The average stay in the historic city centre stood at 2.7 days (2.51 in 2019), up from 2019. In 2019, the hotel sector in the historic city centre recorded approximately 595,000 arrivals (with an absolute decrease of approximately -1.6 million units, equal to a relative decrease of -73% on 2019), corresponding to approximately 1.372 million overnight stays (with an absolute decrease of approximately 3.7 million units, equal to a relative decrease of 73% on 2019). The average stay was 2.31 days (2.29 in 2019).

Accommodating 64.5% of arrivals and 54.1% of overnight stays, hotels are the main hospitality segment in the historic city centre. Furthermore, with 44.5% of all overnight stays, the hotels in the historic city centre proved to be the biggest hospitality sector in the municipal area. The complementary sector in the historic city centre recorded approximately 328,000 arrivals (a fall of 74.6% and an absolute delta of -964,000 units compared to 2019), corresponding to approximately 1.162 million overnight stays (a fall of 68.8% and an absolute delta of -2.567 million units compared to 2019).

The average stay, which is on the rise, stood at 3.54 days (2.789 in 2019).

International arrivals in the historic city stood at approximately 657,000 units (with an absolute decrease of approximately -2.455 million units, equal to a relative decrease of -78.9% on 2019), corresponding to approximately 1.826 million overnight stays (with an absolute decrease of -5.980 million units, equal to a relative decrease of -76.6% on 2019).

Out of the total number of people who chose to stay overnight in the historic city centre, 72% were international visitors and 28% were Italians. The prevalence of international visitors on the total number of overnight stays was also confirmed at a municipal level: 68% of overnight stays were by international visitors, with the remaining 32% by Italian visitors.

International tourists stayed an average of 2.78 days in the historic city centre (2.51 in 2019). In 2020, Italian arrivals in the historic city centre amounted to approximately 266,000 units (with an absolute decrease of approximately -137,000 units, equal to a relative decrease of -34% on 2019), corresponding to approximately 708,000 overnight stays (with an absolute decrease of approximately -303,000 units, equal to a relative decrease of 30% on 2019).

The number of days stayed in the historic city centre by Italian tourists, which is on the rise, stood at 2.66 days (2.88 in 2018).

In 2020, 3.31% of tourists arrived at the Lido di Venezia (compared to 2.6% in 2019) and 4.24% stayed overnight (compared to 3.3% in 2019). In 2020, approximately 44,000 arrivals were recorded (with an absolute decrease of approximately -99,000 units, equal to a relative decrease of -69.1% on 2019), while the number of overnight stays was approximately 151,000 units (with an absolute decrease of approximately -279,000 units, equal to a relative decrease of -64.9% on 2019). The average stay stood at 3.40 days (3.00 days in 2019) and was the longest of the three zones.

In 2020, the Lido's hotel sector recorded approximately 37,000 arrivals (with an absolute decrease of approximately -86,000 units, equal to a relative decrease of -70.2% on 2019), corresponding to approximately 120,000 overnight stays (with an absolute decrease of approximately -227,000 units, equal to a relative decrease of 65.4% on 2019).

The average stay was 3.27 days, compared to 2.82 in 2019.

For the Lido too, the main hospitality segment was represented by the hotel sector, which in fact welcomed the majority of guests to the area (83% of arrivals and 79% of overnight stays). The Lido's complementary sector recorded almost 8,000 arrivals (with an absolute decrease of approximately -12 units, equal to a relative decrease of -62.1% on 2019), corresponding to approximately 31,000 overnight stays (with an absolute decrease of approximately -52,000 units, equal to a rel-

ative decrease of -62.8% on 2019). The average stay stood at 4.09 days, compared to 4.16 days in 2019.

In 2020, the Lido's complementary sector received 17% of arrivals and 21% of overnight stays in the area.

International visitors who arrived and stayed overnight on the Lido in 2020 represented the majority of guests in the area (54% of arrivals and 57% of overnight stays) and 2.6% of arrivals and 3.5% of overnight stays by all international visitors staying in the municipality as a whole.

Arrivals in this tourist segment amounted to approximately 24,000 units (with an absolute decrease of approximately -87,000 units, equal to a relative decrease of -78.6% on 2019), corresponding to approximately 85,000 overnight stays (with an absolute decrease of approximately -253,000 units, equal to a relative decrease of -74.8% on 2019). International tourists stayed an average of 3.58 days on the Lido (3.04 in 2019).

In 2020, Italian tourists arriving on the Lido amounted to approximately 20,000 units (with an absolute decrease of approximately -11 units, equal to a relative reduction of -35.9% on 2019), corresponding to approximately 66,000 overnight stays (with an absolute decrease of approximately -26 units, equal to a relative reduction of -28.6% on 2019). Italian tourist stayed an average of 3.21 days on the Lido (2.88 in 2019).

Lastly, the **mainland** accounted for 27.7% of arrivals and 24.5% of total stays, recording a downward turn after five consecutive years of growth. In 2020, approximately 370,000 arrivals were recorded (with an absolute decrease of 1.5 million units, corresponding to a relative decrease of -80.2% compared to 2019), while overnight stays were just under 872,000 units (with an absolute decrease of approximately 2.8 million units, corresponding to a relative decrease of -82.6% compared to 2019).

The average stay in this area was 2.35 days (1.98 in 2019).

On the mainland, in 2019, the hotel sector recorded approximately 254,000 arrivals (with an absolute decrease of approximately 1.167 million units, equal to a relative decrease of -82.1% on 2019), corresponding to 482,000 overnight stays (with an absolute decrease of almost 2 million units, equal to a relative decrease of -79.9% on 2019).

The average stay in the hotel sector was 1.9 days (1.69 in 2019).

As in the other areas, the main hospitality segment on the mainland was represented by the hotel sector, which received the majority of guests (69% of arrivals and 55% of overnight stays). The complementary mainland sector recorded approximately 116,000 arrivals (with an absolute decrease of more than -327,000 units, equal to a relative decrease of 73.9% on 2019), corresponding to approximately 390,000 overnight stays (with an absolute decrease of approximately -914,000 units, equal to a relative decrease of -70.1% on 2019).

The average stay in the complementary sector, which recorded strong growth, was 3.4 days (2.94 in 2019).

International visitors who arrived and stayed overnight in mainland accommodation in 2020 represented the majority of guests in the area (65% of arrivals and 58% of overnight stays). Arrivals in this tourist segment amounted to approximately 240,000 units (with an absolute decrease of approximately 1.312 million units, representing a relative decrease of -84.5% on 2019), corresponding to approximately 502,000 overnight stays (with an absolute decrease of approximately 2.383 million units, representing a relative decrease of -82.6% on 2019).

In 2020, Italian arrivals numbered approximately 130,000 units (with an absolute decrease of 183,000 units, equal to a relative decrease of 58.5% on 2019), corresponding to approximately 370,000 overnight stays (with an absolute decrease of approximately 446,000 units, equal to a relative decrease of 54.7% on 2019).

International visitors stayed an average of 2.09 days on the mainland (compared to 1.86 in 2019), while the number of days stayed by Italians rose to 2.85 days (2.61 in 2019).

In terms of **place origin**, Europe (excluding Italy) accounted for the highest share of arrivals, at 50.2% (39.3% in 2019), and of tourist overnight stays, at 52% (44.7% in 2019), followed by: Asia with 8.1% of arrivals (14.6% in 2019) and 5.7% of overnight stays (10.6% in 2019), the Americas

with 7.5% of arrivals (25.8% in 2019) and 6.8% of overnight stays (23.2% in 2019), Oceania with 0.93% of arrivals (2.9% in 2019) and 1.03% of overnight stays (3.0% in 2019), West Asia with 0.8% of arrivals (1.6% in 2019) and 0.8% of overnight stays (1.7% in 2019), Africa with 0.7% of arrivals (1.0% in 2019) and 1.0% of overnight stays (1.2% in 2019).

In 2020, tourism from Italy accounted for 31.11% of total arrivals (13.5% in 2019) and 32.15% of total stays (14.8% in 2019). As far as tourism from Europe is concerned, in 2020 it accounted for 50.16% of total arrivals and 52% of total overnight stays, making it the market with the greatest impact on Venice.

In terms of arrivals, in 2020, the **top twelve countries** of origin were: **Germany, France, United Kingdom, Austria, Switzerland-Liechtenstein, USA, Spain, Japan, South Korea, Netherlands, China, Brazil**. Seven out of twelve countries were European. This figure shows that in 2020 Venice hosted "proximity" tourists, a factor related to the coronavirus crisis and the restrictive measures implemented by the various countries in order to contain the pandemic.

Germany was the leading international market in 2020 with 184,000 arrivals (13.8% of the total); arrivals of German nationals compared to 2019 show a decrease of -37%. Germany thus gained three positions compared to 2019: the country recorded 491,000 overnight stays in Venice, equal to 14% of the total, with a decrease of -42% compared to 2019. The average stay also fell by -7.7%.

In second place was France, moving up one place compared to 2019, with 99,665 arrivals (down by -72% compared to 2019), and 308,000 overnight stays (down by -70.5). France accounted for 7.5% of the total international arrivals market and 8.7% of overnight stays with an average stay of 3.09 days, which was the highest ever.

Next came the United Kingdom, which dropped one place compared to 2019, with approximately 78,000 arrivals (5.8% of the total) corresponding to 235,000 stays (6.6% of the total). Compared to its performance in 2019, the UK market saw a -80% drop in arrivals and a -78% drop in overnight stays.

In fourth position was the Austrian market, entering the TOP 12 of the international market, with approximately 57,000 arrivals (equal to 4.3% of the total), 139,000 overnight stays (equal to 3.9% of the total) and an average stay of 2.45 days. Compared to its performance in 2019, Austria recorded a -38.4% drop in arrivals and a -39.5% drop in overnight stays.

In fifth place was Switzerland-Liechtenstein, another new entry in the TOP 12, with 50,000 arrivals (equal to 3.8% of the total, a drop of -33% compared to 2019) and 136,000 overnight stays (equal to 3.8% of the total, a drop of -35% compared to 2019) and an average stay of 2.71 days.

At sixth place in the ranking was the United States of America, down five positions compared to 2019: 2020 arrivals of 43,000 (down -95% on 2019) and overnight stays of 114,000 (down -94% on 2019). The average overnight stay recorded in 2020 was 2.64 days compared to 2.16 in 2019. The US market accounted for 3.2% of the total.

Spain was in seventh place, dropping one position in the ranking compared to 2019. There were 35,000 registered arrivals (down -84% on 2019) and just under 90,000 overnight stays (down -82% on 2019). The average overnight stay was 2.58 days compared to 2.30 in 2019. The Spanish market represented 2.6% of the total.

Japan followed at eighth place in the ranking, dropping one position compared to 2019. The number of arrivals recorded was 31,000 (down -82% on 2019) and the number of overnight stays just over 51,000 (down -81% on 2019). The average overnight stay for the Japanese market was

1.64 days, compared to 1.61 in 2019. The Japanese market accounted for 2.3% of total arrivals and 1.4% of overnight stays.

South Korea dropped to ninth position: arrivals 28,000 (down -83% on 2019) and overnight stays almost 47,000 (down -82% on 2019). The average number of days spent in Venice was 1.67 compared to 1.61 in 2019. The Korean market accounted for 2.1% of total arrivals and 1.3% of overnight stays.

In tenth place was the Netherlands, with approximately 26,000 arrivals (down -50%) and almost 60,000 overnight stays (down -58%); these figures represent 1.9% of total arrivals and 1.4% of overnight stays. The average stay was 2.32 days.

It was followed in eleventh position by China, which fell six positions compared to the 2019 ranking: arrivals 25,000 (dropping by -89 percentage points compared to 2019), overnight stays just under 49,000 (dropping by -88 percentage points compared to 2019). Arrivals recorded by the Chinese market represented 1.9% of the total and overnight stays 1.4% of the total. The average stay was 1.93 days compared to 1.73 days in 2019.

Finally, in twelfth position, we find Brazil, which, compared to 2019, fell three positions in the ranking: arrivals 19,000 (with a drop of 86.5% compared to 2019), overnight stays 43,000 (with a drop of 85.57% compared to 2019). The average number of days stayed in Venice was 2.24, compared to 2.09 in 2019. The Brazilian market accounted for 1.4% of total arrivals and 1.2% of total stays.

Chapter 1

Arrivals and overnight stays

1.1 Tourism in the City of Venice: historical series 2008-2020

Year	Arrivals	% Change	Nights	% Change	Average stay
2008	3,433,775	-5.3%	8,487,539	-4.0%	2.47
2009	3,405,115	-0.8%	8,445,911	-0.5%	2.48
2010	3,708,407	8.9%	8,521,247	0.9%	2.30
2011	4,167,171	12.4%	9,417,872	10.5%	2.26
2012	4,106,161	-1.5%	9,310,132	-1.1%	2.27
2013	4,251,798	3.5%	9,778,225	5.0%	2.30
2014	4,280,632	0.7%	9,983,416	2.1%	2.33
2015	4,495,857	5.0%	10,182,829	2.0%	2.26
2016	4,645,567	3.3%	10,511,788	3.2%	2.26
2017	5,034,882	8.4%	11,685,819	11.2%	2.32
2018	5,255,499	4.4%	12,118,298	3.7%	2.31
2019	5,523,283	5.1%	12,948,519	6.9%	2.34
2020	1,337,626	-75.8%	3,557,036	-72.5%	2.66

Table 1.1: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

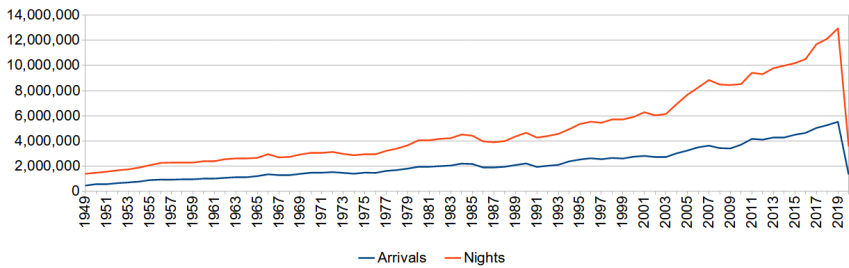


Figure 1.1: Venice, Arrivals and overnight stays historical series from 1949 to 2020.

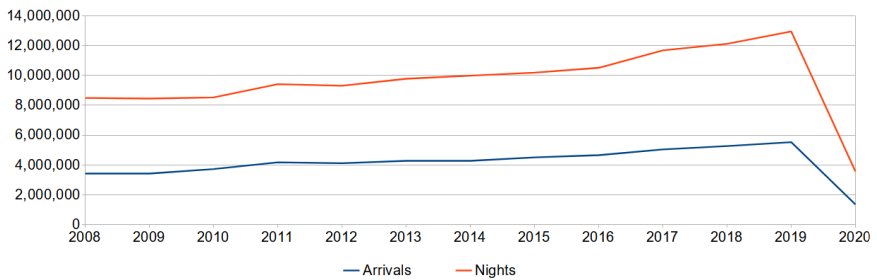


Figure 1.2: Venice, Arrivals and overnight stays historical series from 2009 to 2020.

1.2 Tourism in the City of Venice year 2020

City of Venice	Arrivals	2020 Nights	Av. stay	% Change 20/19		
				Arrivals	Nights	Av. stay
Historic city	923,304	2,534,368	2.74	-73.7%	-71.3%	9.4%
Lido	44,258	150,820	3.41	-69.1%	-64.9%	13.5%
Mainland	370,064	871,848	2.36	-80.2%	-76.4%	18.7%
TOTAL	1,337,626	3,557,036	2.66	-75.8%	-72.5%	13.4%

Table 1.2: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

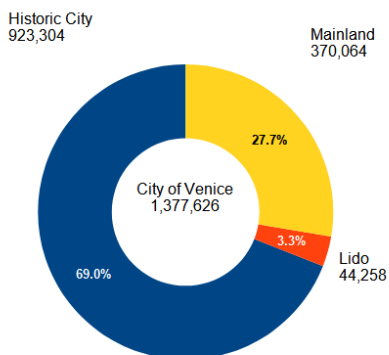


Figure 1.3: 2020 Arrivals by areas.

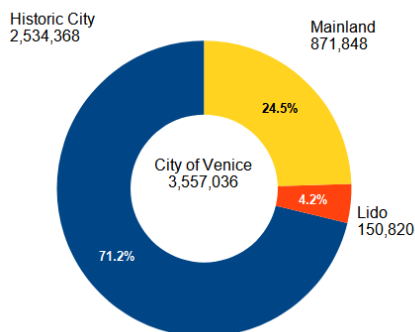


Figure 1.4: 2020 Overnight stays by areas.

City of Venice	2020			% Change 20/19		
	Hotels	Other accommod.	Av. stay	Arrivals	Nights	Av. stay
Hotels	886,226	1,974,505	2.23	-76.5%	-74.8%	7.2%
Other accommod.	451,400	1,582,531	3.51	-74.3%	-69.1%	20.3%
TOTAL	1,337,626	3,557,036	2.66	-75.8%	-72.5%	13.4%
Foreigners	921,540	2,413,567	2.62	-80.7%	-78.1%	13.4%
Italians	416,086	1,143,469	2.75	-44.3%	-40.4%	7.0%

Table 1.3: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

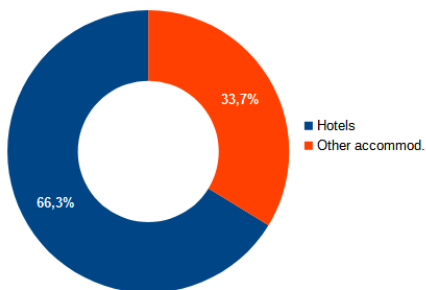


Figure 1.5: 2020 Arrivals by accommodation.

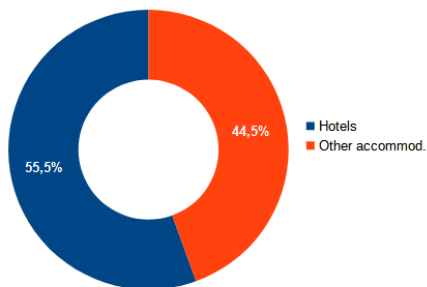


Figure 1.6: 2020 Overnight stays by accommodation.

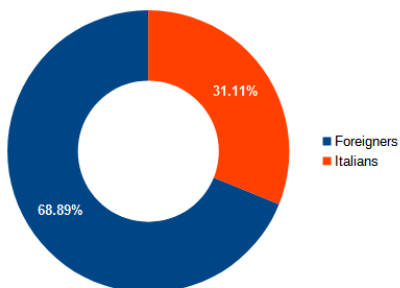


Figure 1.7: 2020 Arrivals by origin.

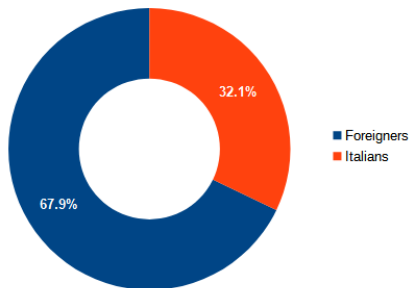


Figure 1.8: 2020 Overnight stays by origin.

Historic city	2020			% Change 20/19		
	Arrivals	Nights	Av. stay	Arrivals	Nights	Av. stay
Hotels	595,159	1,372,336	2.31	-73.2%	-73.0%	0.7%
Other accommod.	328,145	1,162,032	3.54	-74.6%	-68.8%	22.7%
TOTAL	923,304	2,534,368	2.74	-73.7%	-71.3%	9.4%
Foreigners	657,322	1,826,122	2.78	-78.9%	-76.6%	10.8%
Italians	265,982	708,246	2.66	-34.0%	-30.0%	6.1%

Table 1.4: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Lido	2020			% Change 20/19		
	Arrivals	Nights	Av. stay	Arrivals	Nights	Av. stay
Hotels	36,681	119,826	3.27	-70.2%	-65.4%	16.0%
Other accommod.	7,577	30,994	4.09	-62.1%	-62.8%	-1.7%
TOTAL	44,258	150,820	3.41	-69.1%	-64.9%	13.5%
Foreigners	23,832	85,283	3.58	-78.6%	-74.8%	17.8%
Italians	20,426	65,537	3.21	-35.9%	-28.6%	11.4%

Table 1.5: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Mainland	2020			% Change 20/19		
	Arrivals	Nights	Av. stay	Arrivals	Nights	Av. stay
Hotels	254,386	482,343	1.90	-82.1%	-79.9%	12.5%
Other accommod.	115,678	389,505	3.37	-73.9%	-70.1%	14.4%
TOTAL	370,064	871,848	2.36	-80.2%	-76.4%	18.7%
Foreigners	240,386	502,162	2.09	-84.5%	-82.6%	12.4%
Italians	129,678	369,686	2.85	-58.5%	-54.7%	9.2%

Table 1.6: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

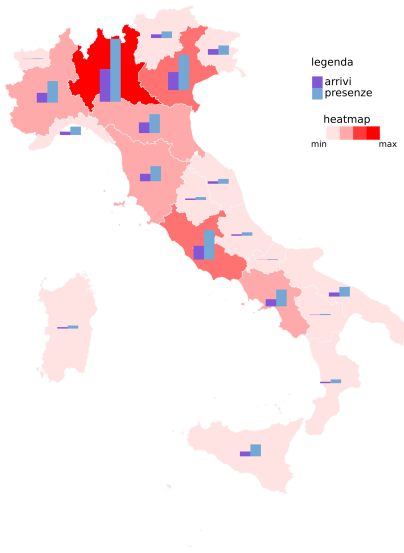


Figure 1.9: Arrivi= arrivals.
Presenze= overnight stays.
Hotel arrivals and overnight stays by italian region origin.

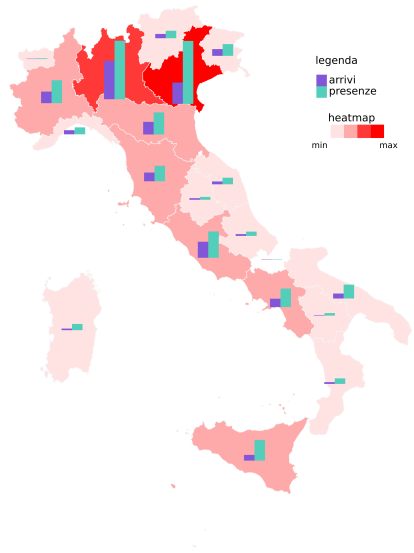


Figure 1.10: Arrivi= arrivals.
Presenze= overnight stays.
Other accommodations arrivals and overnight stays by italian region origin.

1.3 Tourism in the Metropolitan City of Venice year 2020

Metropolitan City of Venice	Arrivals	2020 Nights	Av. stay	% Change 20/19		
				Arrivals	Nights	Av. stay
Seaside resort	2,221,084	12,989,323	5.85	-43.0%	-46.3%	-5.8%
Cities of art	1,360,146	3,545,997	2.61	-75.9%	-72.6%	13.7%
Metr. hinterland	118,034	331,232	2.81	-73.6%	-60.6%	49.4%
TOTAL	3,699,264	16,866,552	4.56	-62.9%	-55.6%	19.9%

Table 1.7: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

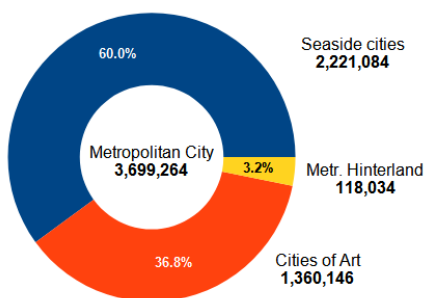


Figure 1.11: Metropolitan City of Venice: 2020 Arrivals by area.

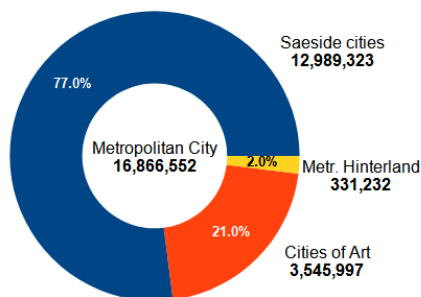


Figure 1.12: Metropolitan City of Venice: 2020 Nights by area.

Metropolitan City of Venice	2020			% Change 20/19		
	Arrivals	Nights	Av. stay	Arrivals	Nights	Av. stay
Hotels	2,011,172	5,961,494	2.96	-66.9%	-61.8%	15.6%
Other accomod.	1,688,092	10,905,058	6.46	-56.7%	-51.2%	12.6%
TOTAL	3,699,264	16,866,552	4.56	-62.9%	-55.6%	19.9%
Foreigners	1,864,584	8,568,434	4.60	-75.6%	-69.4%	25.4%
Italians	1,834,680	8,298,118	4.52	-21.3%	-16.3%	6.3%

Table 1.8: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

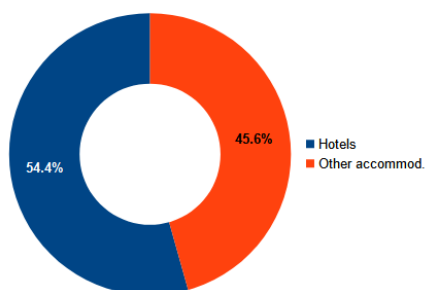


Figure 1.13: Metropolitan City of Venice: 2020 arrivals by accommodation.

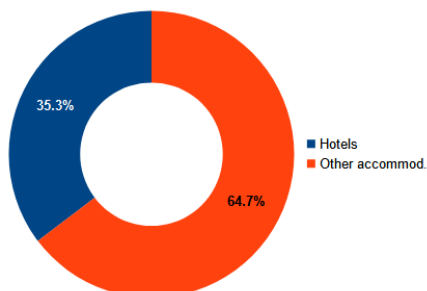


Figure 1.14: Metropolitan City of Venice: 2020 nights by accommodation.

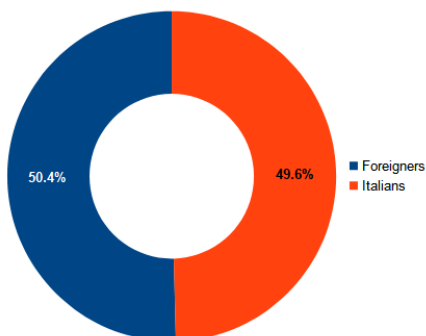


Figure 1.15: Metropolitan City of Venice: 2020 arrivals by origin.

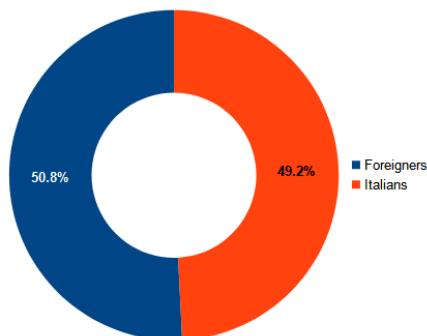


Figure 1.16: Metropolitan City of Venice: 2020 Nights by origin.

Seaside resort	2020			% Change 20/19		
	Arrivals	Nights	Av. stay	Arrivals	Nights	Av. stay
Hotels	999,543	3,810,364	3.81	-44.3%	-46.5%	-3.9%
Other accommod.	1,221,541	9,178,959	7.51	-41.8%	-46.2%	-7.5%
TOTAL	2,221,084	12,989,323	5.85	-43.0%	-46.3%	-5.8%
Foreigners	899,105	6,087,752	6.77	-64.2%	-63.3%	2.5%
Italians	1,321,979	6,901,571	5.22	-4.5%	-9.0%	-4.8%

Table 1.9: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Cities of art	2020			% Change 20/19		
	Arrivals	Nights	Av. stay	Arrivals	Nights	Av. stay
Hotels	908,933	1,951,564	2.15	-76.6%	-75.0%	6.6%
Other accommod.	451,213	1,594,433	3.53	-74.3%	-68.8%	21.5%
TOTAL	1,360,146	3,545,997	2.61	-75.9%	-72.6%	13.7%
Foreigners	920,183	2,380,562	2.59	-81.0%	-78.3%	14.2%
Italians	439,963	1,165,435	2.65	-45.3%	-41.2%	7.4%

Table 1.10: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Metr. hinterland	2020			% Change 20/19		
	Arrivals	Nights	Av. stay	Arrivals	Nights	Av. stay
Hotels	102,696	199,566	1.94	-75.0%	-69.8%	20.8%
Other accommod.	15,338	131,666	8.58	-58.1%	-26.8%	74.7%
TOTAL	118,034	331,232	2.81	-73.6%	-60.6%	49.4%
Foreigners	45,296	100,120	2.21	-85.1%	-79.8%	35.8%
Italians	72,738	231,112	3.18	-49.3%	-33.2%	31.7%

Table 1.11: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

1.4 Total arrivals and overnight stays: total and by accommodation

Year	Arrivals (x 1,000)	% Change	Nights (x 1,000)	% Change	Average stay	% Change
TOTAL accommodation facilities						
2016	4,646	—	10,512	—	2.26	—
2017	5,035	8.4%	11,686	11.2%	2.32	2.6%
2018	5,255	4.4%	12,118	3.7%	2.31	-0.7%
2019	5,523	5.1%	12,949	6.9%	2.34	1.7%
2020	1,337	-75.8%	3,556	-72.5%	2.66	13.5%
Hotels						
2016	3,591	—	7,631	—	2.12	—
2017	3,709	3.3%	7,946	4.1%	2.14	0.8%
2018	3,756	1.3%	7,961	0.2%	2.12	-1.1%
2019	3,768	0.3%	7,832	-1.6%	2.08	-1.9%
2020	886	-76.5%	1,974	-74.8%	2.23	7.3%
Other accommodations						
2016	1,054	—	2,881	—	2.73	—
2017	1,326	25.8%	3,740	29.8%	2.82	3.2%
2018	1,500	13.1%	4,157	11.2%	2.77	-1.7%
2019	1,756	17.1%	5,116	23.1%	2.91	5.1%
2020	451	-74.3%	1,582	-69.1%	3.51	20.4%

Table 1.12: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

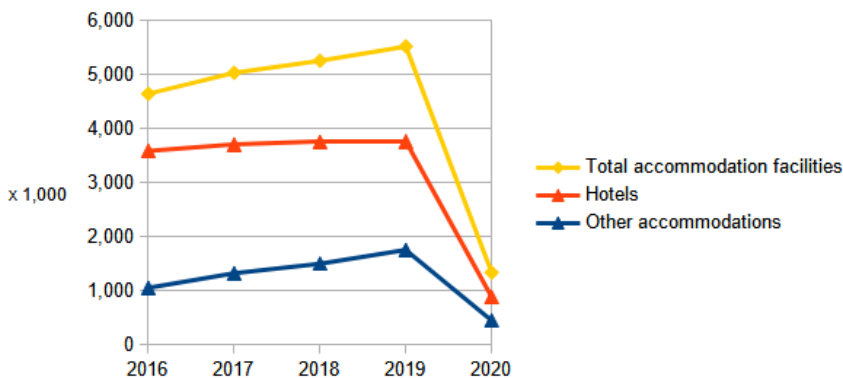


Figure 1.17: Arrivals total and by accomm. facility.

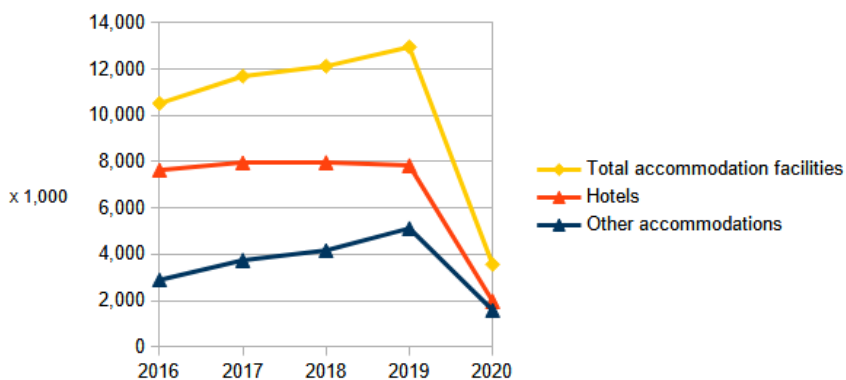


Figure 1.18: Nights: total and by accomm. facility.

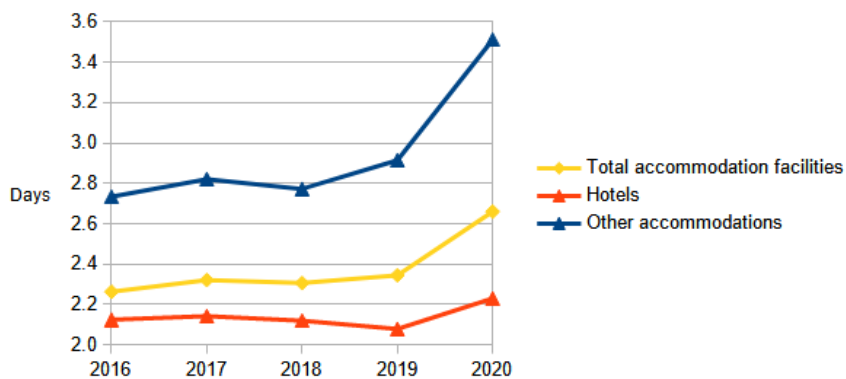


Figure 1.19: Average stay: total and by accomm. facility.

1.5 Total arrivals and overnight stays: total and by origin

Year	Arrivals (x 1.000)	% Change	Nights (x 1.000)	% Change	Av. stay	% Change
TOTAL						
2016	4,646	—	10,512	—	2.26	—
2017	5,035	8.4%	11,686	11.2%	2.32	2.6%
2018	5,255	4.4%	12,118	3.7%	2.31	-0.7%
2019	5,523	5.1%	12,949	6.9%	2.34	1.7%
2020	1,337	-75.8%	3,556	-72.5%	2.66	13.5%
Foreigners						
2016	3,995	—	8,983	—	2.25	—
2017	4,356	9.0%	10,062	12.0%	2.31	2.7%
2018	4,549	4.4%	10,416	3.5%	2.29	-0.9%
2019	4,776	5.0%	11,030	5.9%	2.31	0.9%
2020	921	-80.7%	2,413	-78.1%	2.62	13.5%
Italians						
2016	651	—	1,528	—	2.35	—
2017	679	4.4%	1,624	6.3%	2.39	1.8%
2018	706	4.0%	1,702	4.8%	2.41	0.7%
2019	747	5.7%	1,919	12.7%	2.57	6.6%
2020	416	-44.3%	1,143	-40.4%	2.75	7.1%

Table 1.13: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

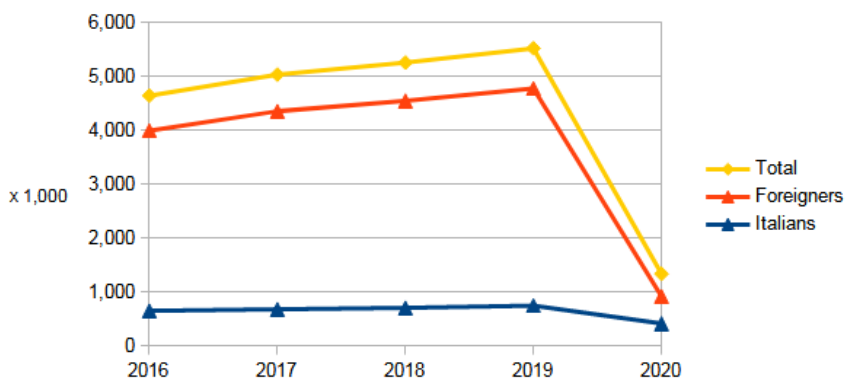


Figure 1.20: Arrivals - Total and by origin.

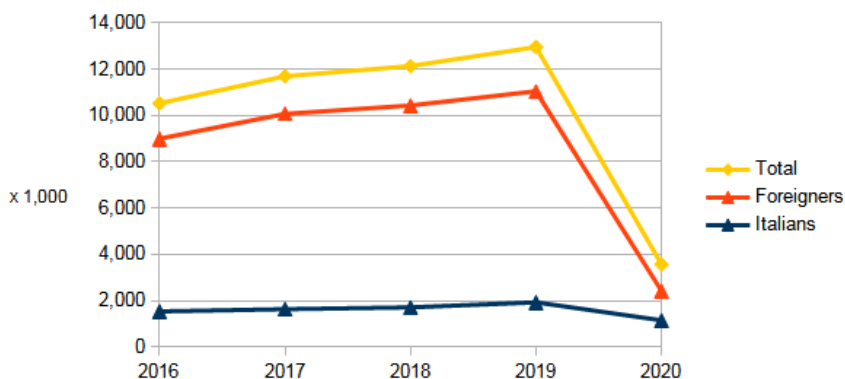


Figure 1.21: Nights - Total and by origin.

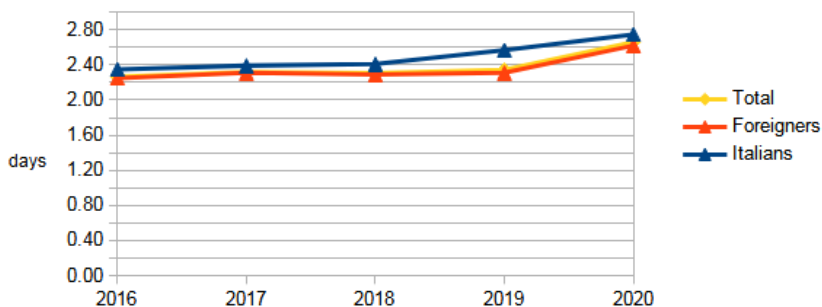


Figure 1.22: Average stay - Total and by origin.

1.6 Foreign market: total arrivals and overnight stays by accommodation facility.

Year	Arrivals (x 1,000)	% Change	Nights (x 1,000)	% Change	Average stay	% Change
Foreign market – Total accommodation facilities						
2016	3,995	—	8,983	—	2.25	—
2017	4,356	9.0%	10,061	12.0%	2.31	2.7%
2018	4,549	4.4%	10,416	3.5%	2.29	-0.9%
2019	4,776	5.0%	11,030	5.9%	2.31	0.9%
2020	921	-80.7%	2,413	-78.1%	2.62	13.5%
Foreign market – Hotels						
2016	3,095	—	6,626	—	2.14	—
2017	3,203	3.5%	6,907	4.2%	2.16	0.7%
2018	3,249	1.4%	6,945	0.5%	2.14	-0.9%
2019	3,247	-0.1%	6,794	-2.2%	2.09	-2.1%
2020	605	-81.4%	1,406	-79.3%	2.32	11.1%
Foreign market – Other accommodations						
2016	900	—	2,357	—	2.62	—
2017	1,153	28.1%	3,154	33.8%	2.74	4.4%
2018	1,300	12.8%	3,472	10.1%	2.67	-2.4%
2019	1,529	17.6%	4,236	22.0%	2.77	3.7%
2020	316	-79.3%	1,007	-76.2%	3.19	15.0%

Table 1.14: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

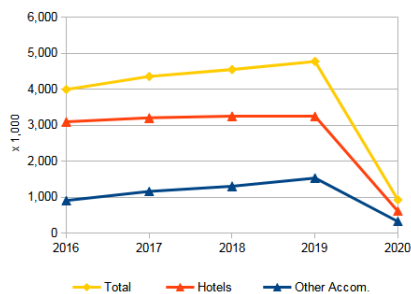


Figure 1.23: Foreign market: Arrivals - Total and by accomm. facility.

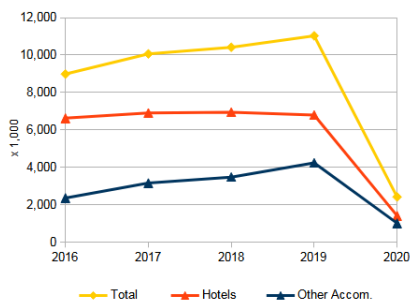


Figure 1.24: Foreign market: Nights - Total and by accomm. facility.

1.7 Italian market: total arrivals and overnight stays by accommodation facility

Year	Arrivals (x 1,000)	% ch.	Nights (x 1,000)	% ch.	Average stay	% ch.
Italian market – total accommodation facilities						
2016	651	—	1,528	—	2.35	—
2017	679	4.4%	1,624	6.3%	2.39	1.8%
2018	706	4.0%	1,702	4.8%	2.41	0.7%
2019	747	5.7%	1,919	12.7%	2.57	6.6%
2020	415	-44.4%	1,143	-40.4%	2.75	7.2%
Italian market – Hotels						
2016	496	—	1,005	—	2.02	—
2017	506	1.9%	1,038	3.3%	2.05	1.4%
2018	507	0.2%	1,016	-2.1%	2.01	-2.3%
2019	520	2.7%	1,038	2.1%	1.99	-0.5%
2020	280	-46.2%	568	-45.3%	2.03	1.7%
Italian market – Other accommodations						
2016	154	—	524	—	3.39	—
2017	173	12.1%	586	11.9%	3.39	-0.2%
2018	200	15.3%	685	17.0%	3.43	1.4%
2019	227	13.5%	881	28.5%	3.89	13.2%
2020	135	-40.4%	575	-34.7%	4.26	9.6%

Table 1.15: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

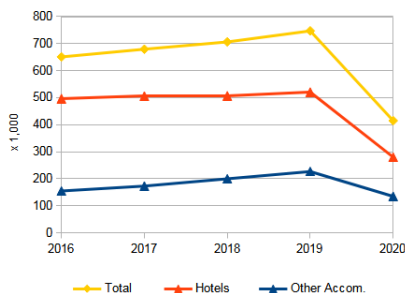


Figure 1.25: Italian market: Arrivals - Total and by accomm. facility.

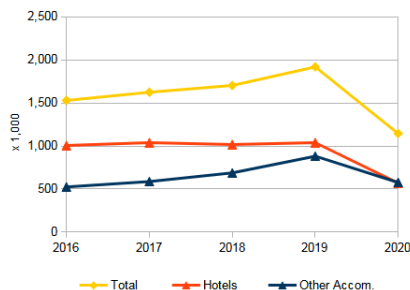


Figure 1.26: Italian market: Overnight stays - Total and by accomm. facility.

1.8 Monthly tourism trend

	Arrivals	20/19 % ch.
january	246,135	2.3%
february	272,002	-12.2%
march	15,334	-96.2%
1st quarter	533,471	-43.9%
april	667	-99.9%
may	4,152	-99.2%
june	52,016	-91.1%
2nd quarter	56,835	-96.4%
july	144,527	-77.2%
august	243,062	-61.0%
september	200,590	-65.0%
3rd quarter	588,179	-67.9%
october	127,303	-77.5%
november	18,234	-94.3%
december	13,604	-94.8%
4th quarter	159,141	-86.2%
Total	1,337,626	-75.78%

Table 1.16: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

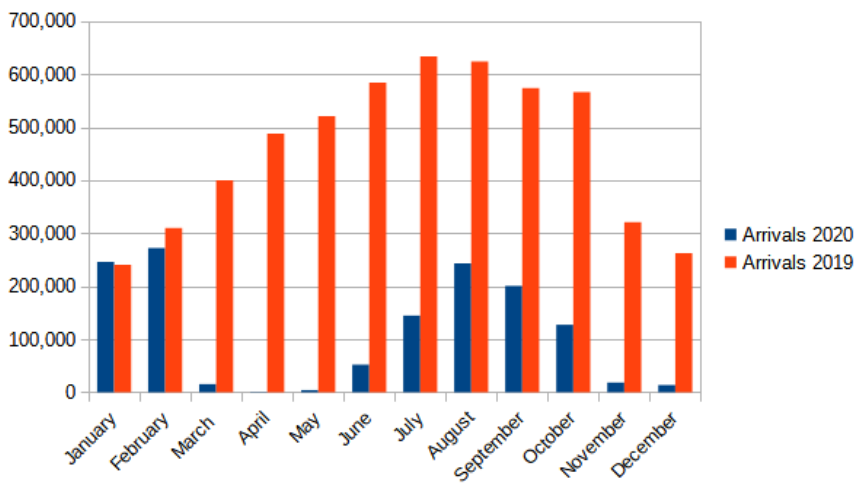


Figure 1.27: 2019-2020 monthly total arrivals.

1.9 Foreign market: monthly tourism trend

	Arrivals	% Change 20/19
january	195,193	1.7%
february	213,398	-15.2%
march	9,500	-97.0%
1st quarter	418,091	-45.4%
april	97	-100.0%
may	461	-99.9%
june	21,825	-95.9%
2nd quarter	22,383	-98.4%
july	95,085	-83.7%
august	166,872	-70.0%
september	133,094	-73.8%
3rd quarter	395,051	-76.0%
october	76,784	-84.4%
november	5,931	-97.7%
december	3,300	-98.4%
4th quarter	86,015	-91.0%
Total	921,540	-80.7%

Table 1.17: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

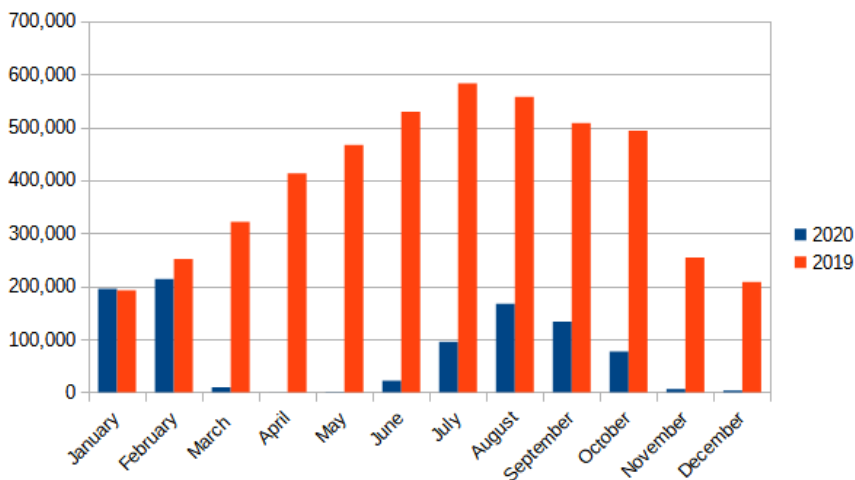


Figure 1.28: Foreign market: 2019-2020 monthly arrivals.

1.10 Italian market: monthly tourism trend

	Arrivals	% Change 20/19
january	50,942	-73.5%
february	58,604	-76.7%
march	5,834	-98.2%
1st quarter	115,380	-84.9%
april	570	-99.9%
may	3,691	-99.2%
june	30,191	-94.3%
2nd quarter	34,452	-97.6%
july	49,442	-91.5%
august	76,190	-86.3%
september	67,496	-86.7%
3rd quarter	193,128	-88.3%
october	50,519	-89.8%
november	12,303	-95.2%
december	10,304	-95.0%
4th quarter	73,126	-92.3%
Total	416,086	-91.3%

Table 1.18: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

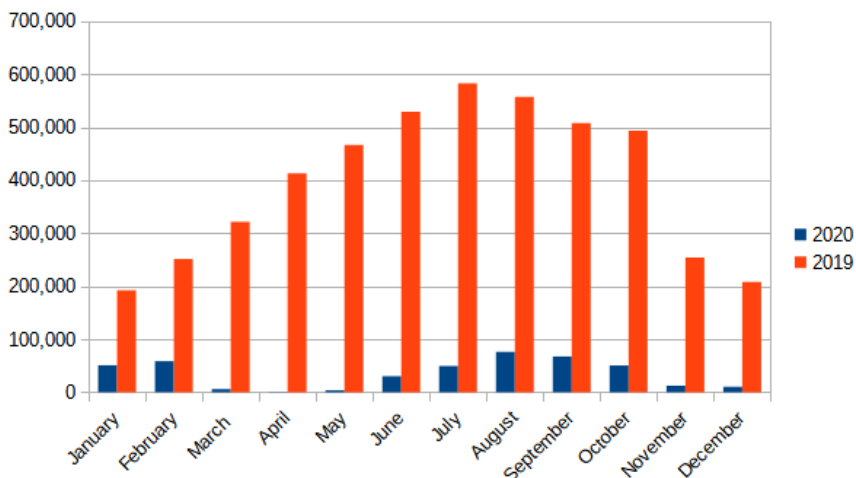


Figure 1.29: Italian market: 2019-2020 monthly arrivals.

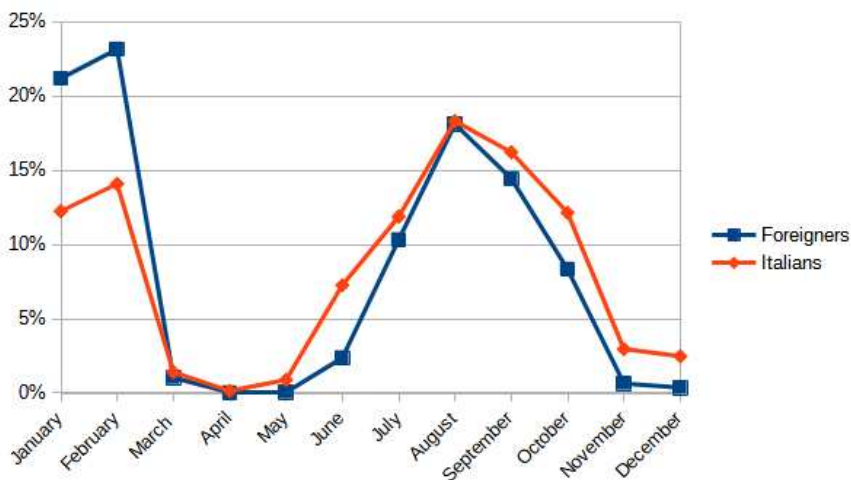


Figure 1.30: Percentage of monthly arrivals by origin on the total annual amount.

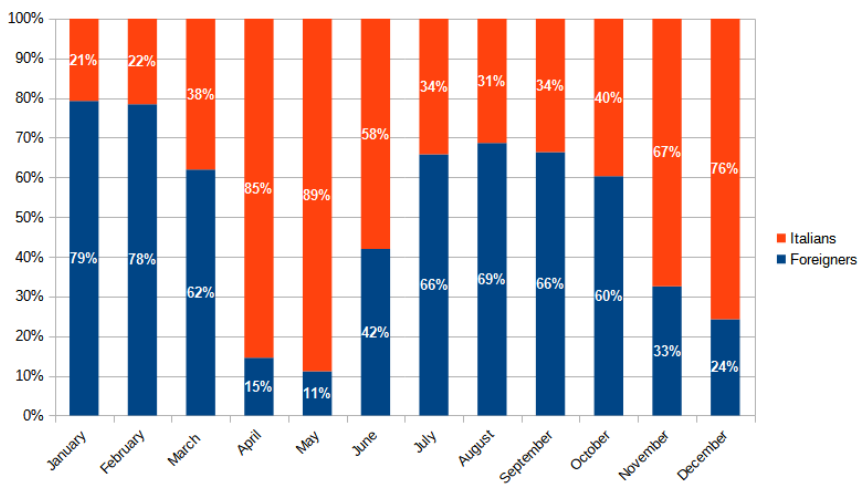


Figure 1.31: Composition of monthly overnight stays by origin.

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

Year	Arrivals (x 1,000)	Nights (x 1,000)	Average stay	Share of total Arrivals	Share of total Nights
City of Venice					
2016	4,646	10,512	2.26	100.0%	100.0%
2017	5,035	11,686	2.32		
2018	5,255	12,118	2.31		
2019	5,523	12,949	2.34		
2020	1,338	3,557	2.66		
Historic city					
2016	2,896	7,046	2.43	62.3%	67.0%
2017	3,156	7,862	2.49	62.7%	67.3%
2018	3,325	8,213	2.47	63.3%	67.8%
2019	3,515	8,818	2.51	63.6%	68.1%
2020	923	2,534	2.74	69.0%	71.2%
Lido					
2016	186	539	2.90	4.0%	5.1%
2017	185	559	3.03	3.7%	4.8%
2018	162	482	2.97	3.1%	4.0%
2019	143	430	3.00	2.6%	3.3%
2020	44	151	3.41	3.3%	4.2%
Mainland					
2016	1,564	2,927	1.87	33.7%	27.8%
2017	1,695	3,265	1.93	33.7%	27.9%
2018	1,768	3,423	1.94	33.6%	28.2%
2019	1,865	3,701	1.98	33.8%	28.6%
2020	370	872	2.36	27.7%	24.5%

Table 1.19: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

1.12 Arrivals and overnight stays: foreigners and Italians by areas

Year	Foreigners			Italians			Total	
	Arrivals (x 1,000)	Nights (x 1,000)	Average stay	Arrivals (x 1,000)	Nights (x 1,000)	Average stay	Arrivals (x 1,000)	Nights (x 1,000)
Historic city								
2016	2,550	6,226	2.44	346	820	2.37	2,896	7,046
2017	2,786	6,965	2.50	370	898	2.43	3,156	7,862
2018	2,933	7,278	2.48	392	935	2.38	3,325	8,213
2019	3,112	7,806	2.51	403	1,011	2.51	3,515	8,818
2020	657	1,826	2.78	266	708	2.66	923	2,534
Lido								
2016	148	445	3.01	38	94	2.48	186	539
2017	148	461	3.11	37	98	2.68	185	559
2018	127	384	3.02	35	98	2.80	162	482
2019	111	338	3.04	32	92	2.88	143	430
2020	24	85	3.58	20	66	3.21	44	151
Mainland								
2016	1,296	2,313	1.78	267	614	2.30	1,564	2,927
2017	1,422	2,636	1.85	273	628	2.30	1,695	3,265
2018	1,489	2,755	1.85	279	668	2.39	1,768	3,423
2019	1,553	2,886	1.86	312	816	2.61	1,865	3,701
2020	240	502	2.09	130	370	2.85	370	872

Table 1.20: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

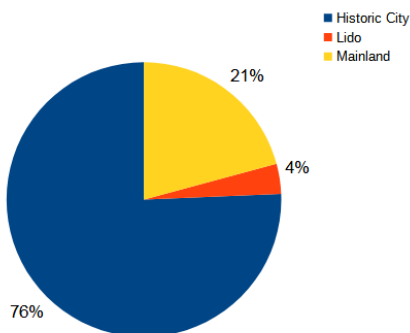


Figure 1.32: Overnight stays 2020: Foreigners % composition per area.

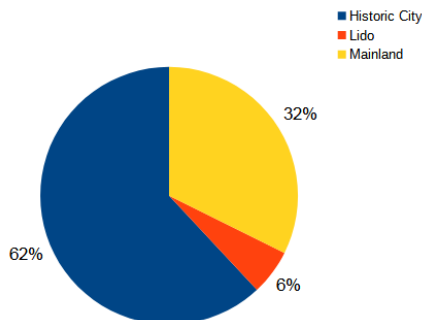


Figure 1.33: Overnight stays 2020: Italians % composition per area.

1.13 Arrivals and overnight stays: accommodation facilities by areas.

Year	Hotels			Other accomod.			Total	
	Arrivals (x 1,000)	Nights (x 1,000)	Average stay	Arrivals (x 1,000)	Nights (x 1,000)	Average stay	Arrivals (x 1,000)	Nights (x 1,000)
Historic city								
2016	2,121	4,931	2.33	775	2,115	2.73	2,896	7,046
2017	2,172	5,084	2.34	984	2,778	2.82	3,156	7,862
2018	2,209	5,103	2.31	1,116	3,111	2.79	3,325	8,213
2019	2,223	5,089	2.29	1,293	3,729	2.89	3,515	8,818
2020	595	1,372	2.31	328	1,162	3.54	923	2,534
Lido								
2016	159	446	2.80	27	94	3.49	186	539
2017	158	460	2.91	27	99	3.70	185	559
2018	140	396	2.82	22	86	3.95	162	482
2019	123	347	2.82	20	83	4.16	143	430
2020	37	120	3.27	8	31	4.09	44	151
Mainland								
2016	1,311	2,254	1.72	252	673	2.67	1,564	2,927
2017	1,379	2,402	1.74	315	862	2.73	1,695	3,265
2018	1,406	2,462	1.75	362	961	2.66	1,768	3,423
2019	1,422	2,397	1.69	443	1,304	2.94	1,865	3,701
2020	254	482	1.90	116	390	3.37	370	872

Table 1.21: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

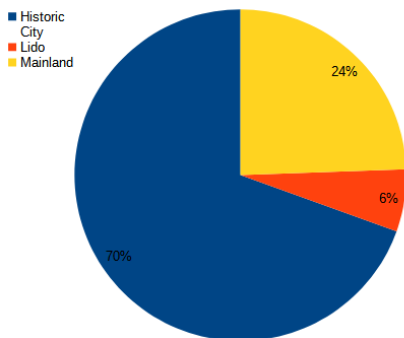


Figure 1.34: Hotel overnight stays 2020: % composition per area.

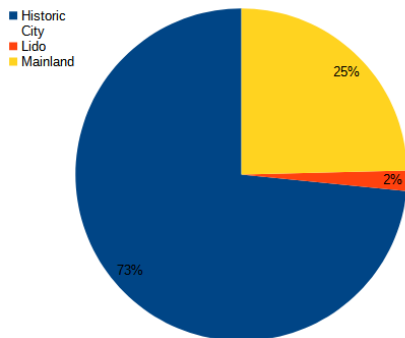


Figure 1.35: Other accom. overnight stays 2020: % composition per area.

1.14 Arrivals and overnight stays by countries: Europe

Countries of origin	Hotels		Other accommod.		Total facilities	
	Arrivals	Nights	Arrivals	Nights	Arrivals	Nights
Germany	104,828	257,333	79,487	233,333	184,315	490,666
France	61,896	169,017	37,769	139,037	99,665	308,054
U.K.	53,874	153,413	23,748	81,137	77,622	234,550
Austria	37,969	86,760	18,916	52,381	56,885	139,141
Switzerland-Liech.	33,027	82,109	17,191	54,165	50,218	136,274
Spain	22,863	54,706	11,924	34,929	34,787	89,635
Netherlands	14,498	30,700	11,292	29,140	25,790	59,840
Belgium	11,053	28,198	6,384	19,109	17,437	47,307
Russia	10,525	22,956	6,262	21,050	16,787	44,006
Poland	9,038	19,385	6,518	16,959	15,556	36,344
Romania	6,471	18,556	3,785	17,014	10,256	35,570
Czech Republic	4,128	8,771	3,426	8,888	7,554	17,659
Ukraine	4,659	9,346	2,035	9,305	6,694	18,651
Portugal	4,464	11,491	2,001	8,086	6,465	19,577
Turkey	3,081	6,302	2,351	7,200	5,432	13,502
Ireland	3,355	9,494	1,904	7,405	5,259	16,899
Hungary	3,256	7,125	1,931	6,307	5,187	13,432
Slovenia	3,139	4,750	1,613	5,011	4,752	9,761
Denmark	2,858	7,370	1,433	4,237	4,291	11,607
Greece	2,955	7,288	1,185	4,288	4,140	11,576
Sweden	2,983	6,754	1,069	3,392	4,052	10,146
Croatia	2,490	5,143	926	3,604	3,416	8,747
Bulgaria	1,518	4,551	922	3,447	2,440	7,998
Lithuania	1,332	3,254	867	2,899	2,199	6,153
Slovakia	1,044	2,363	447	2,207	1,491	4,570
Finland	1,023	5,214	439	2,336	1,462	7,550
Luxembourg	1,019	2,710	412	1,515	1,431	4,225
Norway	953	2,855	378	1,544	1,331	4,399
Estonia	675	1,582	375	1,258	1,050	2,840
Latvia	577	1,331	367	1,801	944	3,132
Malta	400	1,102	192	639	592	1,741
Cyprus	254	596	76	357	330	953
Iceland	93	460	49	219	142	679
Other Eur. Countries ¹	6,814	15,024	4,177	15,685	10,991	30,709
TOTAL EUROPE	419,112	1,048,009	251,851	799,884	670,963	1,847,893

Table 1.22: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

¹The detailed list is available on page 47.

1.15 Arrivals and overnight stays by countries: extraEurope

Countries of origin	Hotels		Other accommod.		Total facilities	
	Arrivals	Nights	Arrivals	Nights	Arrivals	Nights
U.S.A.	28,789	66,334	14,501	47,811	43,290	114,145
Brazil	14,311	29,805	5,021	13,405	19,332	43,210
Argentina	5,590	11,484	2,740	7,208	8,330	18,692
Mexico	4,692	8,221	2,156	5,435	6,848	13,656
Canada	2,801	6,928	1,783	7,646	4,584	14,574
Venezuela	477	1,086	224	739	701	1,825
Other american countries ¹	11,522	20,426	5,366	16,274	16,888	36,700
TOTAL AMERICA	68,182	144,284	31,791	98,518	99,973	242,802
Japan	28,677	44,910	2,603	6,321	31,280	51,231
South Korea	20,964	31,277	7,206	15,639	28,170	46,916
China	19,732	32,189	5,432	16,447	25,164	48,636
India	3,251	7,343	1,629	4,340	4,880	11,683
Other asian countries ¹	16,391	32,929	2,897	10,676	19,288	43,605
TOTAL ASIA	89,015	148,648	19,767	53,423	108,782	202,071
Israel	2,836	7,499	1,137	3,539	3,973	11,038
Other western asian countries ¹	4,546	9,976	2,053	8,737	6,599	18,713
TOTAL WESTERN ASIA	7,382	17,475	3,190	12,276	10,572	29,751
Mediterranean Africa ¹	2,559	7,023	1,508	6,298	4,067	13,321
South Africa	793	2,273	357	3,609	1,150	5,882
Egypt	666	1,547	364	2,180	1,030	3,727
Other African countries ¹	2,434	5,673	899	7,437	3,333	13,110
TOTAL AFRICA	6,452	16,516	3,128	19,524	9,580	36,040
Australia	6,379	16,173	4,435	15,243	10,814	31,416
New Zealand	946	2,348	700	2,919	1,646	5,267
TOTAL OCEANIA	7,325	18,521	5,135	18,162	12,460	36,683
Other countries ¹ and unspecified countries	7,878	12,589	1,332	5,738	9,210	18,327
TOTAL Foreigners	605,346	1,406,042	316,194	1,007,525	921,540	2,413,567
TOTAL ITALY	280,880	568,463	135,206	575,006	416,086	1,143,469
TOTAL GENERAL	886,226	1,974,505	451,400	1,582,531	1,337,626	3,557,036

Table 1.23: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

¹The detailed list is available on paragraph 1.16 on the facing page.

1.16 Arrivals and overnight stays by countries: list of other countries

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

Table 1.24: Source: ISTAT. ISTAT - Circular of prot. n 0583733/20 of 03rd march 2020 "Movement of customers in the hospitality establishments" - IST-00139 – year 2020.

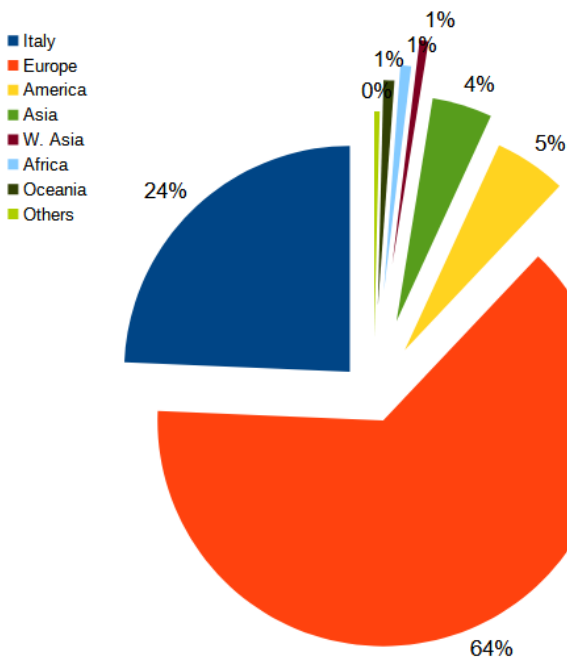


Figure 1.36: 2020 Overnight stays distribution by origin.

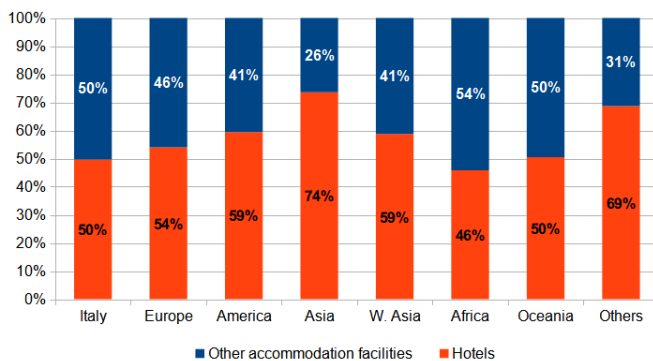


Figure 1.37: 2020 overnight stays composition by origin and acc. facilities.

1.17 TOP 12 Countries of origin

Countries	Arrivals	% on tot.	Nights	% on tot.	Aver. stay
Germany	184,315	13.8%	490,666	13.8%	2.66
France	99,665	7.5%	308,054	8.7%	3.09
United Kingdom	77,622	5.8%	234,550	6.6%	3.02
Austria	56,885	4.3%	139,141	3.9%	2.45
Switzerland-Liecht.	50,218	3.8%	136,274	3.8%	2.71
U.S.A.	43,290	3.2%	114,145	3.2%	2.64
Spain	34,787	2.6%	89,635	2.5%	2.58
Japan	31,280	2.3%	51,231	1.4%	1.64
South Korea	28,170	2.1%	46,916	1.3%	1.67
Netherlands	25,790	1.9%	59,840	1.7%	2.32
China	25,164	1.9%	48,636	1.4%	1.93
Brazil	19,332	1.4%	43,210	1.2%	2.24
Total TOP 12	676,518	50.6%	1,762,298	49.5%	2.60
Total other Countries	245,022	18.3%	651,269	18.3%	2.66
Total foreigners	921,540	68.9%	2,413,567	67.9%	2.62
Total italians	416,086	31.1%	1,143,469	32.1%	2.75
TOTAL	1,337,626	100.0%	3,557,036	100.0%	2.66

Table 1.25: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

1.18 TOP 12 countries

Year	Arrivals (x 1,000)	% ch.	Nights (x 1,000)	% ch.	Aver. stay
1st Germany ↑					
2016	258		716		2.77
2017	315	22.1%	901	25.7%	2.85
2018	275	-12.9%	765	-15.0%	2.78
2019	292	6.4%	842	10.0%	2.88
2020	184	-37.0%	491	-41.7%	2.66
2nd France ↑					
2016	325		940		2.89
2017	348	7.1%	1,034	10.0%	2.97
2018	361	3.5%	1,048	1.4%	2.91
2019	357	-1.0%	1,045	-0.4%	2.93
2020	100	-72.1%	308	-70.5%	3.09
3rd U.K. ↓					
2016	397		1,062		2.67
2017	394	-0.7%	1,077	1.4%	2.73
2018	376	-4.5%	1,025	-4.8%	2.72
2019	387	2.9%	1,069	4.3%	2.76
2020	78	-80.0%	235	-78.1%	3.02
4th Austria ↓					
2016	75		180		2.40
2017	87	15.5%	215	19.2%	2.47
2018	86	-0.6%	207	-3.8%	2.40
2019	92	7.2%	230	11.4%	2.49
2020	57	-38.4%	139	-39.5%	2.45
5th Switzerland-Liechtenstein ↑					
2016	78		207		0.00
2017	80	-99.9%	221	6.5%	2.74
2018	77	-4.6%	209	-5.3%	2.72
2019	75	-2.7%	209	-0.1%	2.79
2020	50	-32.8%	136	-34.7%	2.71
6th U.S.A. ↓					
2016	638		1,321		2.07
2017	714	12.0%	1,523	15.3%	2.13
2018	790	10.7%	1,742	14.4%	2.20
2019	844	6.8%	1,821	4.5%	2.16
2020	43	-94.9%	114	-93.7%	2.64
7th Spain ↓					
2016	170		396		1.58
2017	180	6.1%	414	4.8%	1.64
2018	207	14.8%	476	14.7%	1.71
2019	212	2.7%	488	2.6%	1.63
2020	35	-83.6%	90	-81.6%	2.58

Table 1.26 follows to next page

Table 1.26 follows from previous page

Year	Arrivals (x 1,000)	% ch.	Nights (x 1,000)	% ch.	Aver. stay
8th Japan ↓					
2016	124		204		1.44
2017	130	4.4%	221	8.7%	1.41
2018	146	12.8%	238	7.7%	1.51
2019	169	15.6%	272	14.1%	1.55
2020	31	-81.5%	51	-81.2%	1.64
9th South Korea ↓					
2016	156		220		1.41
2017	145	-6.8%	219	-0.3%	1.51
2018	157	7.6%	243	11.1%	1.55
2019	162	3.8%	261	7.2%	1.61
2020	28	-82.7%	47	-82.0%	1.67
10th Netherlands ↓					
2016	57		154		2.69
2017	62	8.1%	173	12.6%	2.80
2018	54	-12.4%	146	-15.4%	2.70
2019	51	-5.7%	143	-2.4%	2.80
2020	26	-49.5%	60	-58.1%	2.32
11th China ↓					
2016	195		316		1.62
2017	217	11.6%	365	15.6%	1.68
2018	234	7.5%	393	7.6%	1.68
2019	238	1.8%	411	4.6%	1.73
2020	25	-89.4%	49	-88.2%	1.93
12th Brazil ↓					
2016	104		208		2.00
2017	118	13.5%	247	18.8%	2.09
2018	127	7.6%	266	7.7%	2.09
2019	144	13.1%	300	12.8%	2.09
2020	19	-86.5%	43	-85.6%	2.24

Table 1.26: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

Part II

The offer

The next section presents the **overall structure of the accommodation offer** and its dynamics over the five-year period 2016–2020. The total number of hotel beds was stable compared to 2019 (+0.1%), while the number of beds in complementary accommodation was up by +1.7%.

The number of **hotels** did not increase in 2020 and was the same as the previous year with 419 establishments; the growth trend over the five-year period showed a positive change of 4% (% change 2020/2016). Compared to 2019, the number of hotel beds recorded an insignificant decrease in the historic city centre in 2020 (-0.4%), a decrease on the Lido (-3.5%) and an increase on the mainland (+1.9%).

Compared to 2016, the overall bed balance in the hotel sector increased by 9.2%. In terms of the individual areas, the variations in the number of beds compared to the first year of the five-year period were +10.4% in the historic city centre, -22.9% on the Lido and +18.1% on the mainland. In 2020, the average hotel had 78 beds.

Complementary establishments continued their positive trend in 2020, with an increase of 3.2% compared to 2019 and 153.1% compared to 2016. In the complementary sector, the number of beds recorded an overall increase of 1.7% compared to 2019. In particular, in 2020 compared to 2019, the number of beds in complementary establishments in the historic city centre increased (+2.7%), while they decreased on the mainland (-3%) and on the Lido, albeit slightly (-0.6%).

Compared to 2016, the total number of beds in the complementary sector increased by 118.7%, corresponding to an increase of 151.9% in the historic city centre, a decrease of -17.5% on the Lido and an increase of 45.5% on the mainland.

In reference to 2019, the complementary sector strengthened its leadership in terms of bed numbers in 2020 (60.2%) compared to the hotel sector (39.8%), confirming the trend of the last five years.

Chapter 2

The offer

2.1 The accommodation

Year	Hotels	Beds	Rooms	Av. rooms per hotel	Av. beds per hotel
2016	403	29,818	15,713	39	74
2017	406	30,715	16,164	40	76
2018	414	31,556	16,581	40	76
2019	419	32,523	17,023	41	78
2020	419	32,562	16,964	40	78

Table 2.1: Since 2016, the data indicated have been reprocessed, also for previous years, when they were provided by the APT, based on ISTAT data and the Veneto Region - Statistics Office of the Veneto region. As a result of this revision, there is a difference between the data indicated above and those reported by the same table in the editions prior to 2016.

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

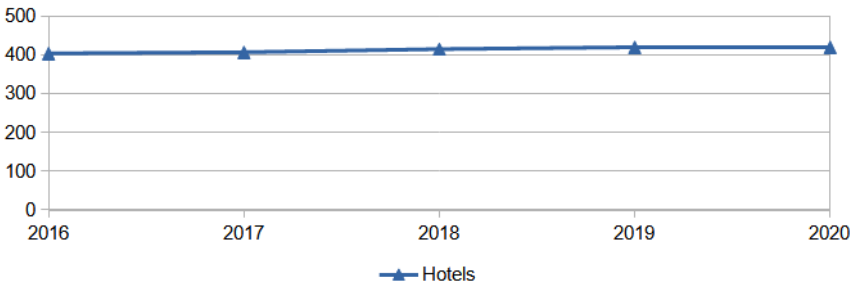


Figure 2.1: Hotel number.

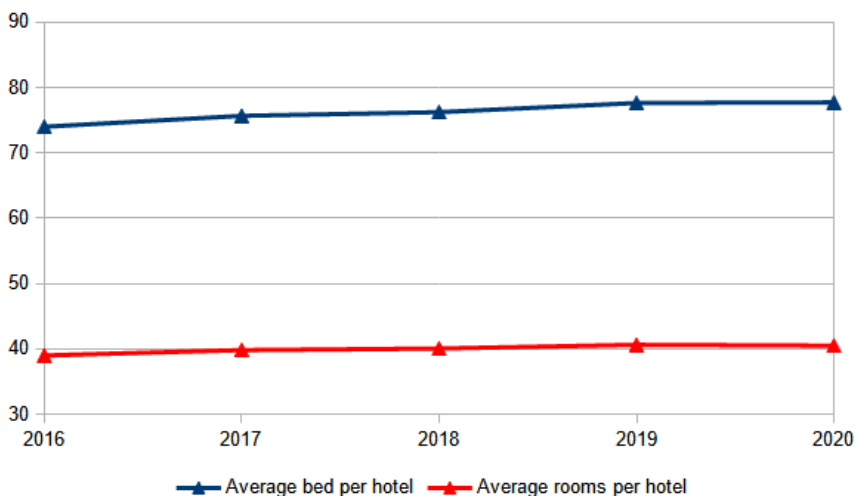


Figure 2.2: Hotels: average rooms and average beds.

Year	Hotel no.	Beds	Hotel % ch.	Beds% ch.	20/16 Hotel % ch.	20/16 beds % ch.
2016	403	29,818	-	-	-	-
2017	406	30,715	0.7%	3.0%	-	-
2018	414	31,556	2.0%	2.7%	-	-
2019	419	32,523	1.2%	3.1%	-	-
2020	419	32,562	0.0%	0.1%	4.0%	9.2%

Table 2.2: Since 2016, the data indicated have been reprocessed, also for previous years, when they were provided by the APT, based on ISTAT data and the Veneto Region - Statistics Office of the Veneto region. As a result of this revision, there is a difference between the data indicated above and those reported by the same table in the editions prior to 2016.

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

2.2 Hotel offer

Categories and type of facilities	Hotels	Share of total	Beds	Share of total	Rooms
4-star and 5-star hotels	147	35.1%	20,265	62.2%	10,235
3-star hotels	183	43.7%	9,751	29.9%	5,288
1-star and 2-star hotels	89	21.2%	2,546	7.8%	1,441
Total Hotels	419	100%	32,562	100%	16,964

Table 2.3: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

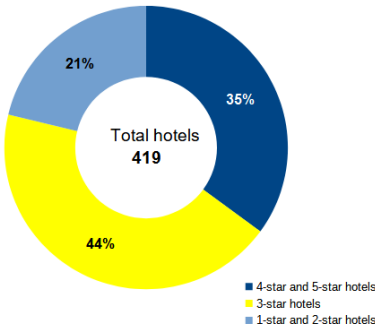


Figure 2.3: Hotel offer composition on the total of hotel facilities.

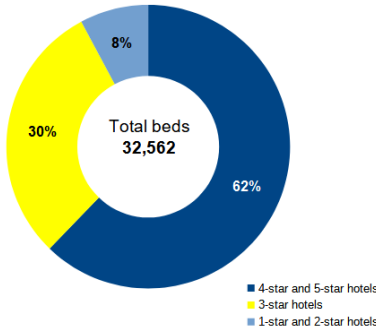


Figure 2.4: Hotel offer composition on the total number of hotel beds.

2.3 Other accommodation offer

Year	Facilities	Beds
2016	3,706	22,532
2017	6,005	32,502
2018	7,916	41,299
2019	9,085	48,441
2020	9,380	49,287

Table 2.4: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

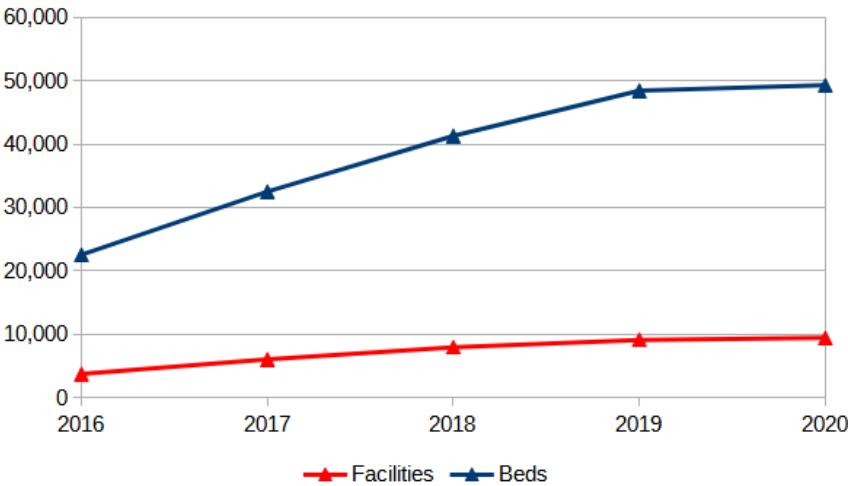


Figure 2.5: Other accommodation: facilities and beds number.

2.4 Other accommodation offer by type

Type of facilities	Facilities	Share of total	Beds	Share of total
Farmhouses	13	0.1%	237	0.5%
Holidays flats ^I	9,021	96.2%	38,163	77.4%
<i>classified</i>	934	10.0%	4,995	10.1%
<i>tourist rentals</i>	8,087	86.2%	33,168	67.3%
Camp sites and tourist resorts	6	0.1%	3,283	6.7%
Other accom. facilities ^{II}	340	3.6%	7,604	15.4%
Total other accommodation facilities	9,380	100.0%	49,287	100.0%

Table 2.5: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

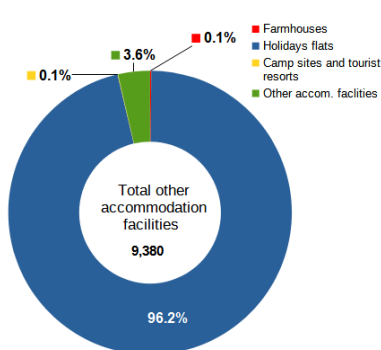


Figure 2.6: Composition of the offer on the total.

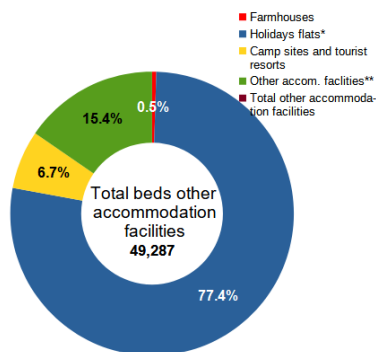


Figure 2.7: Composition of bed offer on the total.

^ICountry-house included.

^{II}Hostels, Religious houses of hospitality, Study holiday accommodations, Holiday houses, B&B, Residences.

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

Year	Hotel facilities beds	% ch.	Other accom. facilities beds	% ch.	Total beds	% ch.
City of Venice						
2016	29,818		22,532		52,350	
2017	30,715	3.0%	32,502	44.2%	63,217	20.8%
2018	31,556	2.7%	41,299	27.1%	72,855	15.2%
2019	32,523	3.1%	48,441	17.3%	80,964	11.1%
2020	32,562	0.1%	49,287	1.7%	81,849	1.1%
Historic City						
2016	18,029		16,077		34,106	
2017	18,384	2.0%	25,301	57.4%	43,685	28.1%
2018	19,224	4.6%	33,496	32.4%	52,720	20.7%
2019	19,972	3.9%	39,401	17.6%	59,373	12.6%
2020	19,898	-0.4%	40,491	2.8%	60,389	1.7%
Lido						
2016	3,078		941		4,019	
2017	3,167	2.9%	865	-8.1%	4,032	0.3%
2018	3,155	-0.4%	828	-4.3%	3,983	-1.2%
2019	2,456	-22.2%	781	-5.7%	3,237	-18.7%
2020	2,374	-3.3%	776	-0.6%	3,150	-2.7%
Mainland						
2016	8,711		5,514		14,225	
2017	9,164	5.2%	6,336	14.9%	15,500	9.0%
2018	9,177	0.1%	6,975	10.1%	16,152	4.2%
2019	10,095	10.0%	8,259	18.4%	18,354	13.6%
2020	10,290	1.9%	8,020	-2.9%	18,310	-0.2%

Table 2.6: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

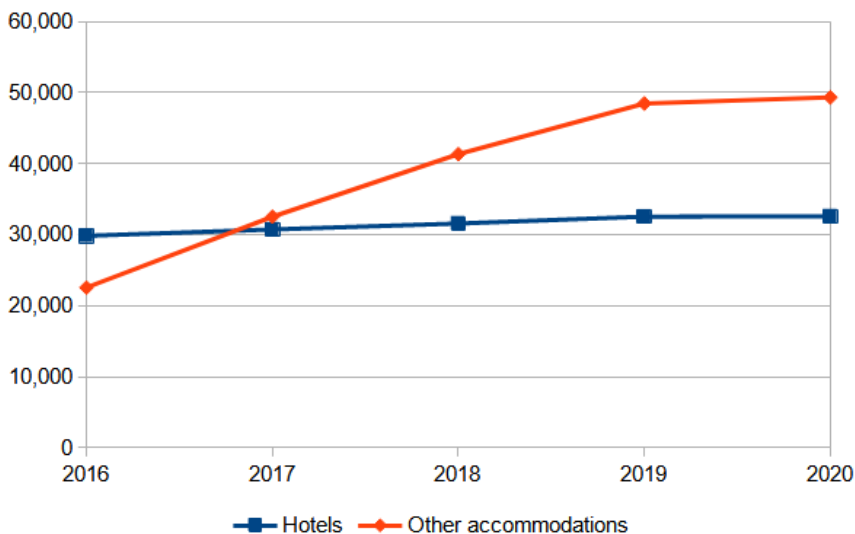


Figure 2.8: Beds number by facility type.

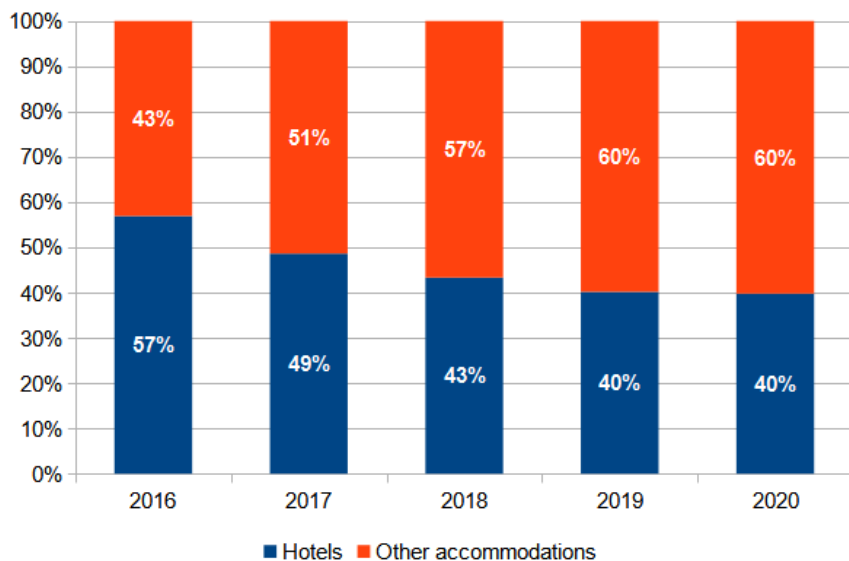


Figure 2.9: Beds number composition by facility.

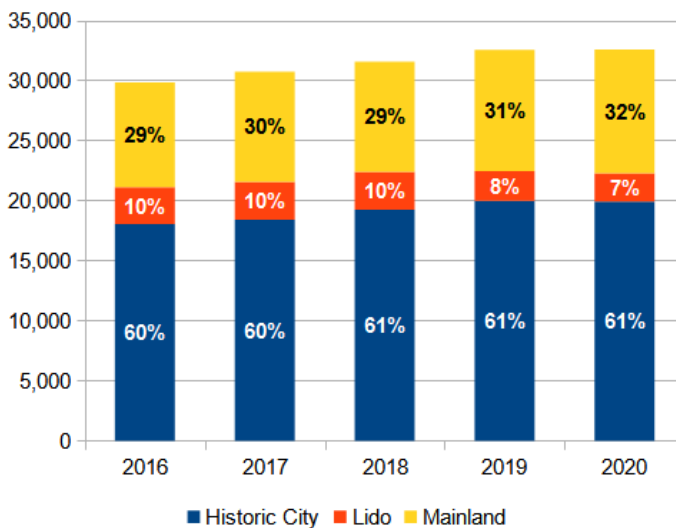


Figure 2.10: Beds number composition divided by the three areas: hotel facilities.

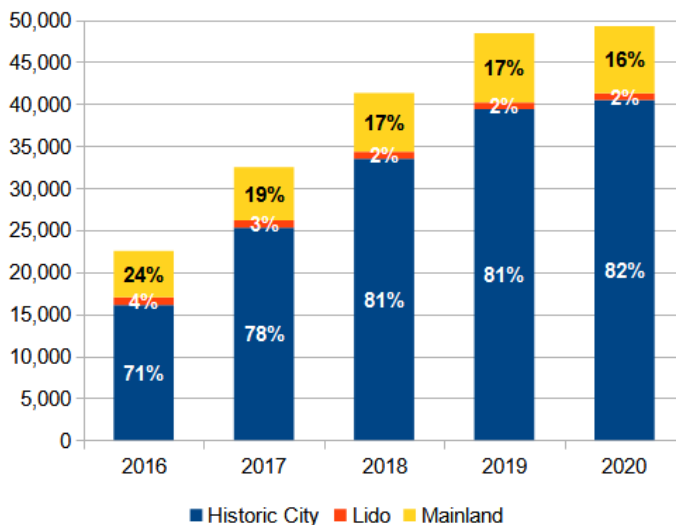


Figure 2.11: Beds number composition divided by the three areas: other accommodation facilities.

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

Categories and type of facilities	Hotels	Beds	Rooms
Historic City			
4-star and 5-star hotels	105	12,280	6,149
3-star hotels	115	5,762	2,991
1-star and 2-star hotels	67	1,856	1,052
Total	287	19,898	10,192
Lido			
4-star and 5-star hotels	13	1,336	672
3-star hotels	16	836	454
1-star and 2-star hotels	5	202	103
Total	34	2,374	1,229
Mainland			
4-star and 5-star hotels	29	6,649	3,414
3-star hotels	52	3,153	1,843
1-star and 2-star hotels	17	488	286
Total	98	10,290	5,543
City of Venice			
4-star and 5-star hotels	147	20,265	10,235
3-star hotels	183	9,751	5,288
1-star and 2-star hotels	89	2,546	1,441
Total	419	32,562	16,964

Table 2.7: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

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

Type of facilities	Facilities	Beds	Rooms
Historic City			
Farmhouses	11	210	90
Holidays flats ^I	8,784	37,015	17,445
<i>classified</i>	791	4,251	2,165
<i>tourist rentals</i>	7,993	32,764	15,280
Camp sites and tourist resorts	0	0	0
Other accom. facilities ^{II}	218	3,266	1,535
Total	9,013	40,491	19,070
Lido			
Farmhouses	0	0	0
Holidays flats ^I	69	333	185
<i>classified</i>	46	221	128
<i>tourist rentals</i>	23	112	57
Camp sites and tourist resorts	1	185	46
Other accom. facilities ^{II}	21	258	131
Total	91	776	362
Mainland			
Farmhouses	2	27	16
Holidays flats ^I	168	815	406
<i>classified</i>	97	523	266
<i>tourist rentals</i>	71	292	140
Camp sites and tourist resorts	5	3,098	935
Other accom. facilities ^{II}	101	4,080	1,244
Total	276	8,020	2,601
City of Venice			
Farmhouses	13	237	106
Holidays flats ^I	9,021	38,163	18,036
<i>classified</i>	934	4,995	2,559
<i>tourist rentals</i>	8,087	33,168	15,477
Camp sites and tourist resorts	6	3,283	981
Other accom. facilities ^{II}	340	7,604	2,910
Total	9,380	49,287	22,033

Table 2.8: Source: City of Venice Tourism Department processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.

^ICountry-house included.

^{II}Hostels, Religious houses of hospitality, Study holiday accommodations, Holiday houses, B&B, Residences.

Part III

Main infrastructure and services

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

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

Chapter 3

Port of Venice

3.1 Passenger traffic

Year	Cruises		River cruises		Ferries		Hydrofoils		Total	
	C	Pax	C	Pax	C	Pax	C	Pax	C	Pax
2016	529	1,605,660	96	18,670	137	58,263	339	93,501	1,101	1,776,094
2017	466	1,427,812	93	18,823	344	105,450	359	99,702	1,262	1,651,787
2018	502	1,560,579	100	20,227	375	110,051	391	99,793	1,368	1,790,650
2019	500	1,611,341	78	15,796	204	101,708	365	93,858	1,147	1,822,703
2020	6	5,237	5	512	0	0	0	0	11	5,749
% ch. 20/19	-98.8%	-99.6%	-93.6%	-96.8%	-100.0%	-100.0%	-100.0%	-100.0%	-99.0%	-99.7%

Table 3.1: Source: North Adriatic Sea Port Authority, VTP.

C: calls

Pax: passenger number.

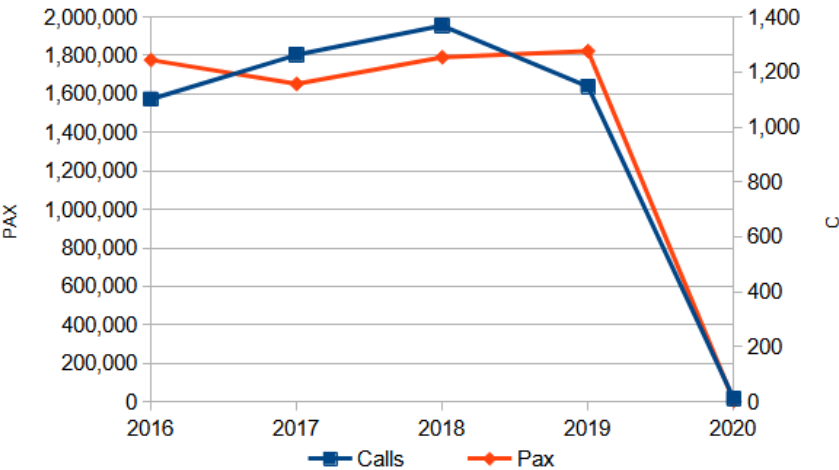


Figure 3.1: Total passengers and calls.

3.2 Passenger traffic: absolute and percentage changes

	Absolute change				% Change			
	2017 on 2016	2018 on 2017	2019 on 2018	2020 on 2019	2017 on 2016	2018 on 2017	2019 on 2018	2020 on 2019
Cruises	-177,848	132,767	50,762	-1,606,104	-11.1%	9.3%	3.3%	-99.7%
River cr.	153	1,404	-4,431	-15,284	0.8%	7.5%	-21.9%	-96.8%
Ferries	47,187	4,601	-8,343	-101,708	81.0%	4.4%	-7.6%	-100.0%
Hydrofoils	6,201	91	-5,935	-93,858	6.6%	0.1%	-5.9%	-100.0%
TOTAL	-124,307	138,863	32,053	-1,816,954	-7.0%	8.4%	1.8%	-99.7%

Table 3.2: Source: North Adriatic Sea Port Authority, VTP.

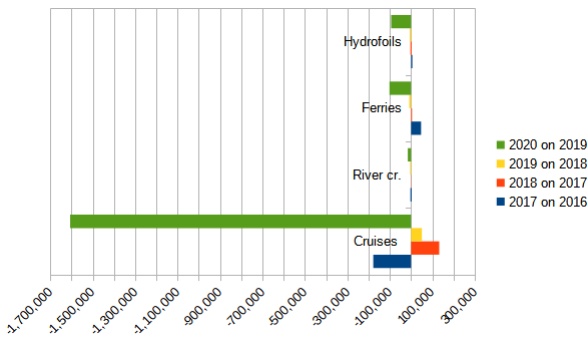


Figure 3.2: Passengers absolute variation on previous year: 2016-2020.

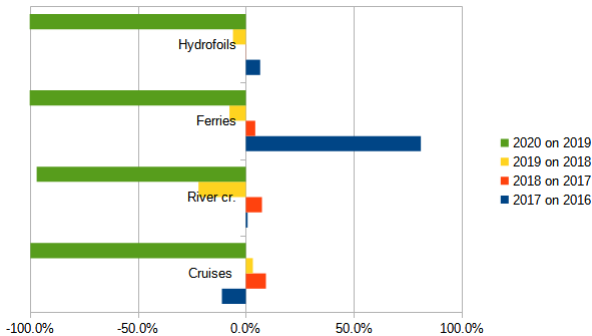


Figure 3.3: Passengers percentage variation on previous year: 2016-2020.

3.3 Monthly passenger traffic

	Cruises		River cr.		Ferries		Hydrofoils		Total	
	C	Pax	C	Pax	C	Pax	C	Pax	C	Pax
jan	3	4146	1	96	0	0	0	0	4	4,242
feb	3	1,091	4	416	0	0	0	0	7	1,507
mar	0	0	0	0	0	0	0	0	0	0
apr	0	0	0	0	0	0	0	0	0	0
may	0	0	0	0	0	0	0	0	0	0
jun	0	0	0	0	0	0	0	0	0	0
jul	0	0	0	0	0	0	0	0	0	0
ago	0	0	0	0	0	0	0	0	0	0
sept	0	0	0	0	0	0	0	0	0	0
oct	0	0	0	0	0	0	0	0	0	0
nov	0	0	0	0	0	0	0	0	0	0
dec	0	0	0	0	0	0	0	0	0	0
TOT	6	5,237	5	512	0	0	0	0	11	5,749

Table 3.3: Source: North Adriatic Sea Port Authority, VTP.

C: calls

Pax: passenger number.

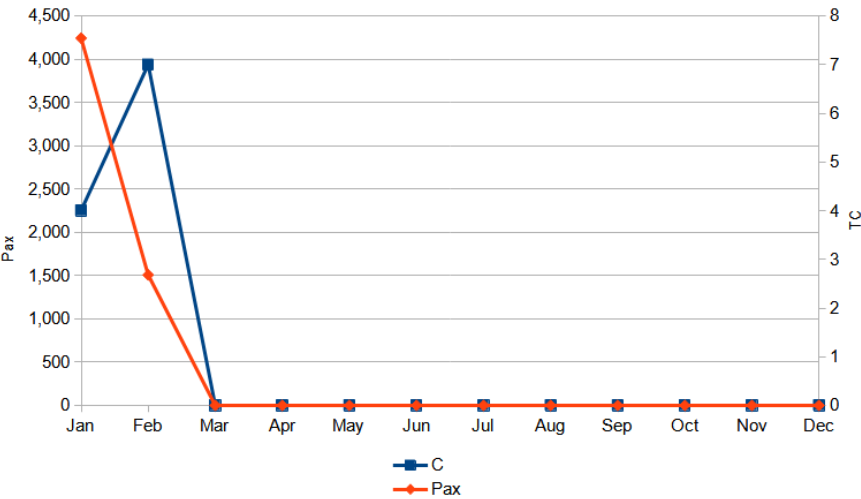


Figure 3.4: Passengers and calls number per month.

Chapter 4

Venice Airport – Treviso Airport

4.1 Passenger traffic: Venice airport

	National flights Inbound and outbound Pax	% ch.	International flights Inbound and outbound Pax	% ch.	UE Pax (including Switzerland and U.K.)	Transit Pax	Genral Aviation	Total pax	% ch.
2016	1,311,487		8,292,770		6,661,133	6,913	13,578	9,624,748	
2017 ¹	1,358,618	3.6%	8,988,759	8.4%	7,256,496	7,828	16,175	10,371,380	7.8%
2018	1,561,213	14.9%	9,602,550	6.8%	7,723,974	7,877	12,968	11,184,608	7.8%
2019	1,535,699	-1.6%	10,006,040	4.2%	8,066,820	8,424	11,431	11,561,594	3.4%
2020	866,496	-43.6%	1,922,869	-80.8%	1,653,506	1,776	8,547	2,799,688	-75.8%

Table 4.1: Source: Assaeroporti.
Pax: passengers number.

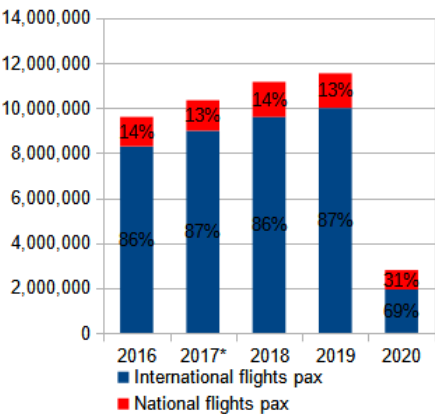


Figure 4.1: Passengers by origin.

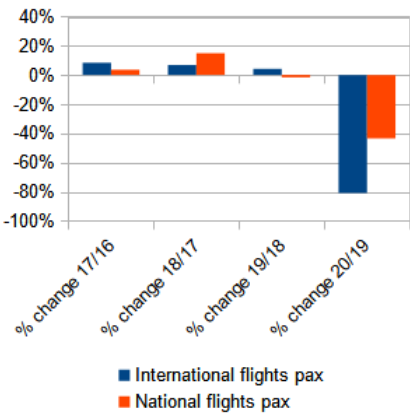


Figure 4.2: Passengers % change.

¹Treviso airport was closed from 4th to 18th October 2017, with consequent transfer of the operating units to Venice.

4.2 Passenger traffic: Treviso Airport

	National flights Inbound and outbound Pax	% ch.	International flights Inbound and outbound Pax	% ch.	UE Pax (including Switzerland and U.K.)	Transit Pax	Genral Aviation	Total pax	% ch.
2016	789,035		1,840,719		1,749,722	558	4,085	2,634,397	
2017 ¹	965,398	22.4%	2,045,240	11.1%	1,918,503	563	3,856	3,015,057	14.4%
2018	1,083,746	12.3%	2,220,746	8.6%	2,009,604	189	4,274	3,308,955	9.7%
2019	1,093,815	0.9%	2,153,706	-3.0%	1,908,563	1,359	5,851	3,254,731	-1.6%
2020	184,421	-83.1%	278,388	-87.1%	237,178	157	713	463,679	-85.8%

Table 4.2: Source: Assaeroporti.

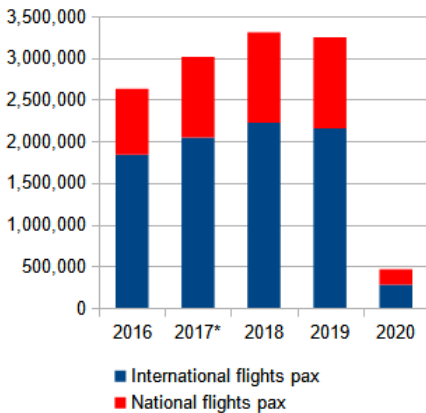


Figure 4.3: Passengers by origin.

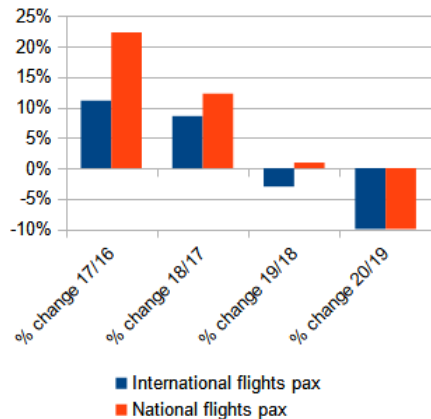


Figure 4.4: Passengers % change.

¹Treviso airport was closed from 4th to 18th October 2017, with consequent transfer of the operating units to Venice.

4.3 Monthly passenger traffic: Venice Airport

	National flights		International Flights		Transit Pax	General Aviation	Total pax	
	Inbound and outbound Pax	% ch. 20/19	Inbound and outbound Pax	% ch. 20/19				% ch. 20/19
January	87,402	-1.0%	551,248	4.9%	179	478	639,307	3.9%
February	81,660	-8.8%	529,351	-3.9%	52	613	611,676	-4.6%
March	15,067	-86.3%	64,193	-90.8%	250	97	79,607	-90.1%
April	2,383	-98.0%	717	-99.9%	0	41	3,141	-99.7%
May	2,873	-97.6%	285	-100.0%	0	121	3,279	-99.7%
June	17,288	-88.6%	19,236	-98.1%	133	879	37,536	-96.8%
July	133,334	-21.5%	143,938	-86.9%	236	1,535	279,043	-78.1%
August	203,752	19.3%	240,300	-78.6%	347	1,226	445,625	-65.6%
September	148,593	-13.4%	176,040	-83.3%	324	1,444	326,401	-73.4%
October	103,172	-27.7%	118,511	-87.5%	59	1,217	222,959	-79.5%
November	33,925	-65.1%	35,332	-94.2%	112	501	69,870	-90.1%
December	37,047	-65.2%	43,718	-92.6%	84	395	81,244	-88.3%
TOTAL	866,496	-43.6%	1,922,869	-80.8%	1,776	8,547	2,799,688	-75.8%

Table 4.3: Source: Assaeroporti.

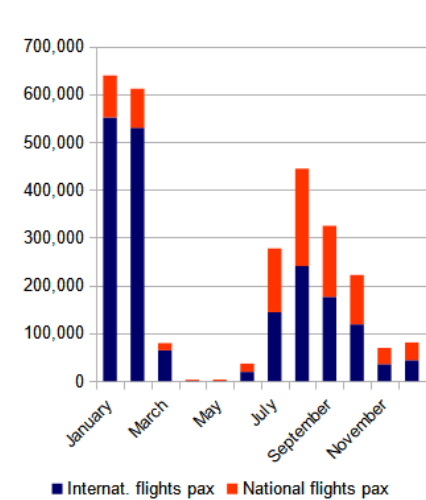


Figure 4.5: Passengers 2020: monthly by origin.

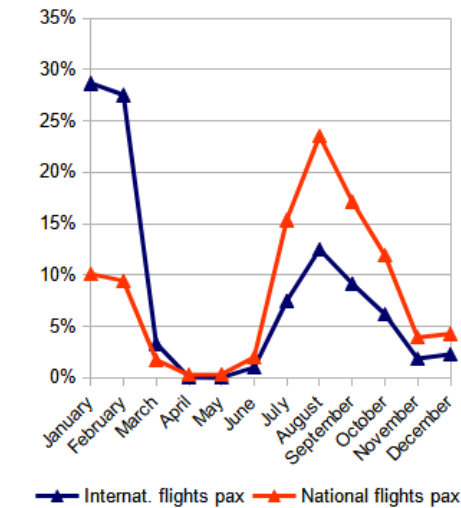


Figure 4.6: Passengers 2020: monthly % by origin.

4.4 Monthly passenger traffic: Treviso Airport

	National flights Inbound and outbound Pax	% ch. 20/19	International Flights Inbound and outbound Pax	% ch. 20/19	Transit Pax	General Aviation	Total pax	% ch. 20/19
January	89,701	5.2%	137,802	-20.8%	157	322	227,982	-12.2%
February	81,767	0.8%	126,640	-22.0%	0	321	208,728	-14.4%
March	12,953	-86.2%	13,946	-92.8%	0	50	26,949	-90.6%
April	0	-100.0%	0	-100.0%	0	0	0	-100.0%
May	0	-100.0%	0	-100.0%	0	0	0	-100.0%
June	0	-100.0%	0	-100.0%	0	0	0	-100.0%
July	0	-100.0%	0	-100.0%	0	0	0	-100.0%
August	0	-100.0%	0	-100.0%	0	0	0	-100.0%
September	0	-100.0%	0	-100.0%	0	0	0	-100.0%
October	0	-100.0%	0	-100.0%	0	0	0	-100.0%
November	0	-100.0%	0	-100.0%	0	0	0	-100.0%
December	0	-100.0%	0	-100.0%	0	20	20	-100.0%
TOTAL	184,421	-83.1%	278,388	-87.1%	157	713	463,679	-85.8%

Table 4.4: Source: Assaeroporti.

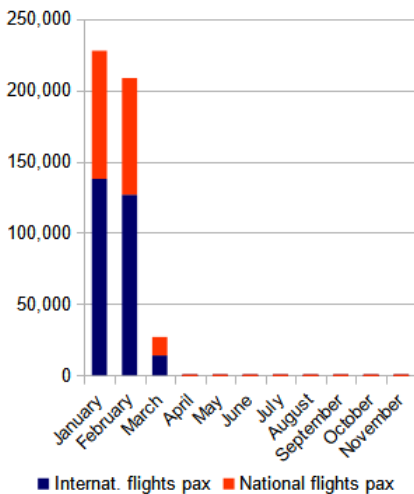


Figure 4.7: Passengers 2020: monthly by origin.

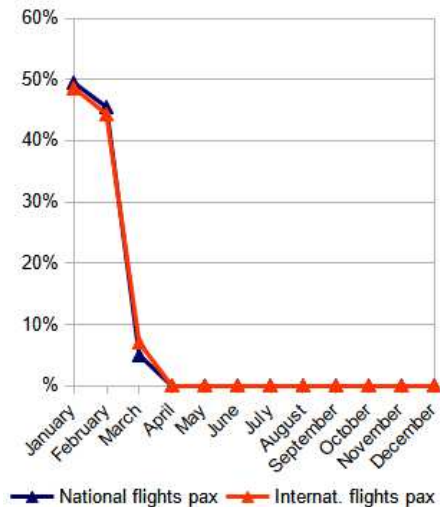


Figure 4.8: Passengers 2020: monthly % by origin.

4.5 Main Italian airports

Airport	Passengers	% ch. on 2019
Roma Fiumicino	9,830,957	-77.4%
Milano Malpensa	7,241,766	-74.9%
Bergamo	3,833,063	-72.3%
Catania ↑↑	3,654,457	-64.3%
Venezia ↓	2,799,688	-75.8%
Napoli ↓	2,779,946	-74.4%
Palermo ↑	2,701,519	-61.5%
Bologna ↓	2,506,258	-73.4%
Milano Linate	2,274,202	-65.4%
Cagliari ↑↑↑	1,767,890	-62.8%
Bari	1,703,130	-69.3%
Roma Ciampino ↓↓	1,621,159	-72.4%
Torino ↑	1,407,375	-64.4%
Pisa ↓↓	1,315,066	-75.6%
Verona	1,040,555	-71.4%
Olbia	1,023,964	-65.6%
Brindisi ↑↑	1,016,571	-62.3%
Lamezia Terme ↓	961,718	-67.7%
Firenze ↓	669,487	-76.7%
Alghero	536,716	-61.4%
TOTAL ITALY	50,685,487	-72.4%

Table 4.5: The symbols ↑ and ↓ indicate, respectively, the increase or decrease of a position compared to 2019. The absence of symbols indicates that there were no changes in position compared to 2019.
Source: Assaeroporti.

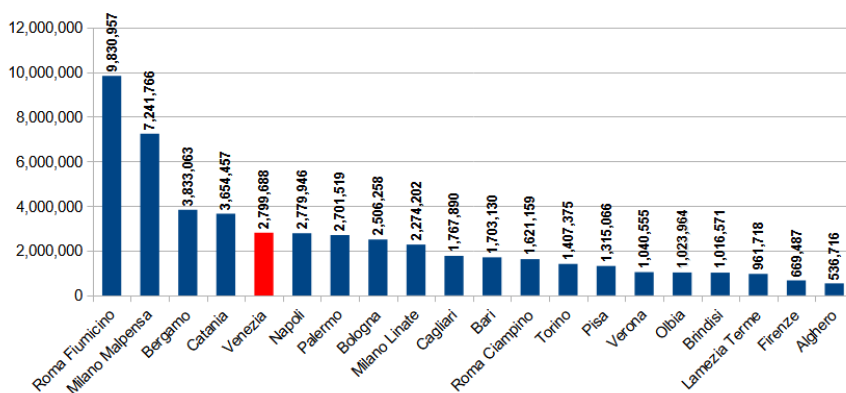


Figure 4.9: Main Italian airports - Total 2020 passengers.

Chapter 5

Local public transport

5.1 Main types of tourist tickets AVM / ACTV

Ticket type ^I	2016	2017	2018	2019	2020	ch. % 19/18
24 hours ticket	1,645,306	1,768,890	1,775,787	1,758,613	502,560	-71.4%
<i>of which Venezia Metropolitana 24^{II}</i>		47,411	78,346	68,609	25,387	-63.0%
48 hours ticket	459,689	510,321	497,558	493,606	125,215	-74.6%
72 hours ticket	501,299	541,360	486,995	490,755	138,344	-71.8%
<i>including discounted ticket for Rolling Venice holders</i>	188,248	188,948	174,372	166,493	48,129	-71.1%
7 days ticket	115,807	144,063	114,905	132,892	38,118	-71.3%
Regular ticket^{III}	5,709,791	5,923,191	5,740,593	5,666,637	1,808,524	-68.1%
TOTAL^I	8,431,892	8,887,825	8,615,838	8,542,503	2,612,761	-69.4%

Table 5.1: From 2018, the new aggregation changes the data, which therefore deviates 2016 and 2017 figures from those reported in the same table in previous editions.

AVM, City of Venice – Water Traffic, Mobility and Transports Department.

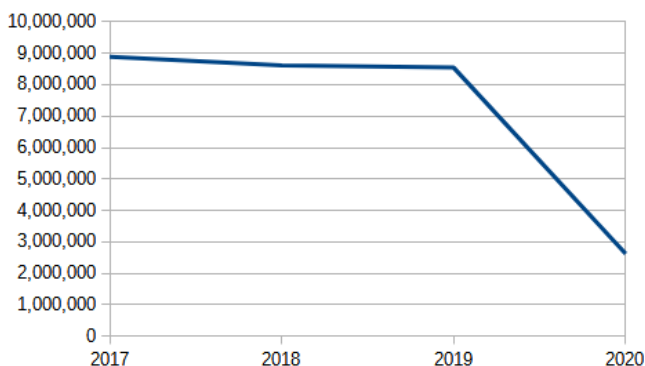


Figure 5.1: AVM/ACTV: Total sales of the main travel documents.

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

^{II} Introduced from 21st June 2017.

^{III} Including ferry regular ticket and on board regular ticket.

Ticket type ^I	ch. %			
	17/16	18/17	19/18	20/19
24 hours ticket	7.5%	0.4%	-1.0%	-71.4%
<i>of which Venezia Metropolitana 24^{II}</i>		65.2%	-12.4%	-63.0%
48 hours ticket	11.0%	-2.5%	-0.8%	-74.6%
72 hours ticket	8.0%	-10.0%	0.8%	-71.8%
<i>including discounted ticket for Rolling Venice holders</i>	0.4%	-7.7%	-4.5%	-71.1%
7 days ticket	24.4%	-20.2%	15.7%	-71.3%
Regular ticket^{III}	3.7%	-3.1%	-1.3%	-68.1%
TOTAL^I	5.4%	-3.1%	-0.9%	-69.4%

Table 5.2: From 2018, the new aggregation changes the data, which therefore deviates 2016 and 2017 figures from those reported in the same table in previous editions.

AVM, City of Venice – Water Traffic, Mobility and Transports Department.

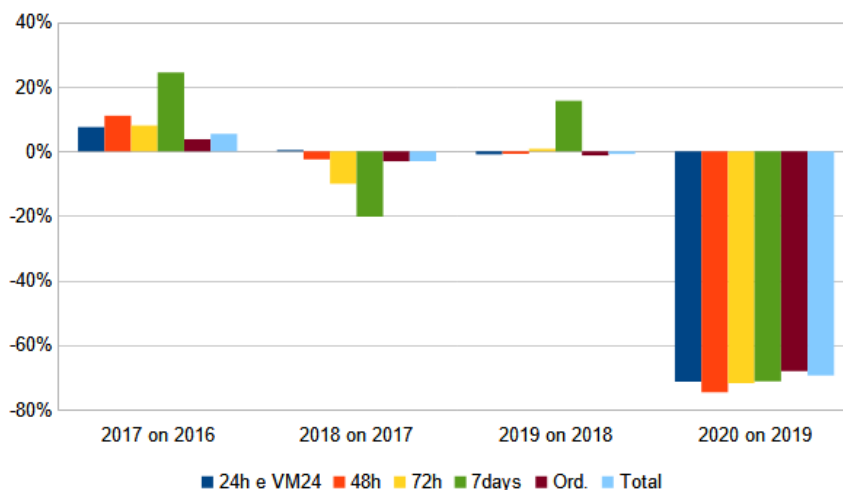


Figure 5.2: AVM/ACTV: % change of sales of the main travel documents.

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

^{II} Introduced from 21st June 2017.

^{III} Including ferry regular ticket and on board regular ticket.

5.2 Alilaguna: monthly sales

	2016	2017	2018	2019	2020	% ch. 20/16	% ch. 20/19
january	34,252	33,999	40,956	41,096	37,852	10.5%	-7.9%
february	49,043	50,260	52,905	54,633	44,790	-8.7%	-18.0%
march	65,548	63,640	68,812	72,316	2,021	-96.9%	-97.2%
april	88,937	96,109	95,509	94,991	2	-100.0%	-100.0%
may	110,953	112,001	113,474	114,341	7	-100.0%	-100.0%
june	105,666	116,263	108,665	118,806	402	-99.6%	-99.7%
july	119,653	125,035	117,640	120,432	8,121	-93.2%	-93.3%
august	113,168	115,190	115,564	114,082	19,725	-82.6%	-82.7%
september	113,711	121,536	118,904	117,630	18,278	-83.9%	-84.5%
october	109,432	129,097	116,133	119,968	10,760	-90.2%	-91.0%
november	57,084	66,614	59,649	53,036	413	-99.3%	-99.2%
december	44,736	48,523	44,696	39,312	235	-99.5%	-99.4%
TOTAL	1,012,183	1,078,267	1,052,907	1,060,643	142,606	-85.9%	-86.6%

Table 5.3: Source: Alilaguna SpA.

5.3 Terminal Fusina: monthly sales

	2016 ^I	2017 ^I	2018	2019 ^{II}	2020	% ch. 20/16	% ch. 20/19
january	2,844	2,326	1,967	1,661	1,538	-45.9%	-7.4%
february	3,033	4,368	3,155	2,965	2,747	-9.4%	-7.4%
march	5,954	2,953	3,375	4,656	161	-97.3%	-96.5%
april	6,572	10,663	8,414	8,601	15	-99.8%	-99.8%
may	12,418	8,285	11,457	6,999	461	-96.3%	-93.4%
june	10,947	13,270	9,117	11,479	2,879	-73.7%	-74.9%
july	24,609	23,331	20,783	17,893	7,284	-70.4%	-59.3%
august	30,509	26,536	21,645	20,316	13,709	-55.1%	-32.5%
september	13,496	12,473	11,452	10,830	10,733	-20.5%	-0.9%
october	8,633	9,242	7,074	8,195	4,977	-42.3%	-39.3%
november	2,697	3,227	2,206	2,372	664	-75.4%	-72.0%
december	2,782	2,542	2,493	1,695	194	-93.0%	-88.6%
TOTALE	124,494	119,216	103,138	97,662	45,362	-63.6%	-53.6%

Table 5.4: Source: City of Venice – Water Traffic, Mobility and Transports Department.

^IFigures referred to 216 and 2017 have been aligned to following years monthly figures: displayed figures are to be considered as monthly number of all kind of tickets sold for Fusina-Zattere route.

^{II}November 2019: data deriving from previous month correction.

Chapter 6

Limited traffic area pass

6.1 Monthly release: City of Venice

	2016	2017 ¹	2018	2019	2020	% ch. 20/16	% ch. 20/19
january	4,400	4,624	3,935	5,512	5,434	23.5%	-1.4%
february	5,395	5,685	6,944	6,285	4,899	-9.2%	-22.1%
march	6,946	7,316	8,183	8,218	339	-95.1%	-95.9%
april	8,998	10,157	10,362	10,001	118	-98.7%	-98.8%
may	11,486	12,326	13,696	12,000	149	-98.7%	-98.8%
june	11,299	13,413	12,577	11,775	496	-95.6%	-95.8%
july	11,558	10,497	11,152	11,161	398	-96.6%	-96.4%
august	11,061	12,494	10,729	12,284	1,718	-84.5%	-86.0%
september	10,273	9,471	11,403	8,736	1,555	-84.9%	-82.2%
october	9,781	11,291	10,864	10,786	1,158	-88.2%	-89.3%
november	6,474	7,479	7,133	7,211	235	-96.4%	-96.7%
december	5,151	7,860	6,005	6,021	199	-96.1%	-96.7%
TOTAL	102,822	112,613	112,983	109,990	16,698	-83.8%	-84.8%

Table 6.1: AVM, City of Venice – Water Traffic, Mobility and Transports Department.

6.2 Monthly release: Municipality of Cavallino-Treporti

	2016	2017	2018	2019	2020	% ch. 20/16	% ch. 20/19
january	370	71	231	65	50	-86.5%	-23.1%
february	696	1,232	1,016	844	739	6.2%	-12.4%
march	1,055	848	1,053	1,232	0	-100.0%	-100.0%
april	1,710	2,042	1,818	1,808	0	-100.0%	-100.0%
may	1,743	2,121	1,866	1,907	0	-100.0%	-100.0%
june	1,367	1,281	1,398	1,191	3	-99.8%	-99.7%
july	824	856	760	754	28	-96.6%	-96.3%
august	549	571	491	548	43	-92.2%	-92.2%
september	1,804	1,973	1,921	1,881	70	-96.1%	-96.3%
october	1,055	1,152	1,156	1,175	34	-96.8%	-97.1%
november	234	269	243	241	3	-98.7%	-98.8%
december	164	173	164	158	0	-100.0%	-100.0%
TOTAL	11,571	12,589	12,117	11,804	970	-91.6%	-91.8%

Table 6.2: Source: CT Servizi SRL – Municipality of Cavallino-Treporti

¹2017 data changed from those published in the 2017 Yearbook after an update made by the sources.

Chapter 7

Piazzale Roma transits

7.1 Monthly transits: Municipal Garage

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

	2016	2017	2018	2019	2020	% Change 20/16	% Change 20/19
january	14,265	14,599	15,535	14,515	14,869	4.2%	2.4%
february	14,570	15,418	14,515	14,911	14,700	0.9%	-1.4%
march	18,200	17,098	16,857	19,537	3,420	-81.2%	-82.5%
april	19,321	23,104	22,109	21,661	2,087	-89.2%	-90.4%
may	23,006	21,788	23,374	20,609	11,301	-50.9%	-45.2%
june	23,447	24,959	23,685	24,908	21,239	-9.4%	-14.7%
july	32,021	33,367	33,121	30,401	28,430	-11.2%	-6.5%
august	35,666	36,070	35,032 ¹	35,510	33,455	-6.2%	-5.8%
september	25,754	27,396	26,697	25,955	25,544	-0.8%	-1.6%
october	19,903	23,775	21,976 ¹	22,415	17,803	-10.6%	-20.6%
november	14,720	17,024	14,786	13,340	8,443	-42.6%	-36.7%
december	16,541	16,966	17,212	15,134	6,642	-59.8%	-56.1%
TOTAL	257,414	271,564	264,899	258,896	187,933	-27.0%	-27.4%

Table 7.1: Source: AVM SpA.

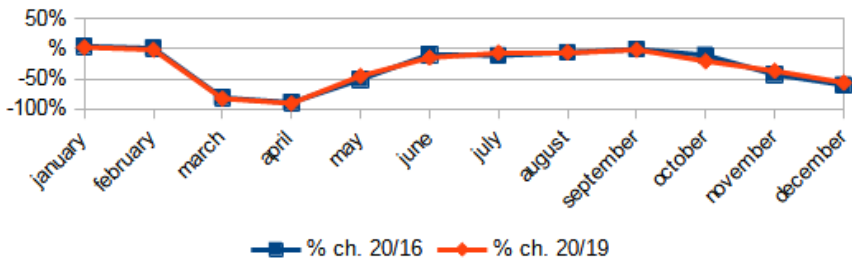


Figure 7.1: Transits monthly variation: 2020 on 2016 % change and 2020 on 2019 % change.

¹August and October 2018 data have been updated to indicate the source.

7.2 Monthly transits: St. Andrea Parking

	2016	2017	2018	2019	2020	% ch. 20/16	% ch. 20/19
january	9,457	9,218	9,524	9,200	8,991	-4.9%	-2.3%
february	9,506	9,146	8,816	8,920	8,931	-6.0%	0.1%
march	10,180	10,287	9,704	10,507	2,854	-72.0%	-72.8%
april	10,394	9,938	9,949	9,675	1,051	-89.9%	-89.1%
may	10,723	10,624	10,750	10,331	5,558	-48.2%	-46.2%
june	10,868	10,735	10,568	10,628	8,021	-26.2%	-24.5%
july	11,478	11,390	11,512	10,962	9,988	-13.0%	-8.9%
august	10,325	10,464	10,529	10,684	9,784	-5.2%	-8.4%
september	10,808	10,546	10,769	10,585	10,243	-5.2%	-3.2%
october	10,291	10,428	10,324	10,776	9,154	-11.0%	-15.1%
november	9,834	9,363	9,245	8,740	7,146	-27.3%	-18.2%
december	10,084	9,867	9,910	9,634	6,121	-39.3%	-36.5%
TOTAL	123,948	122,006	121,600	120,642	87,842	-29.1%	-27.2%

Table 7.2: Source: AVM SpA.

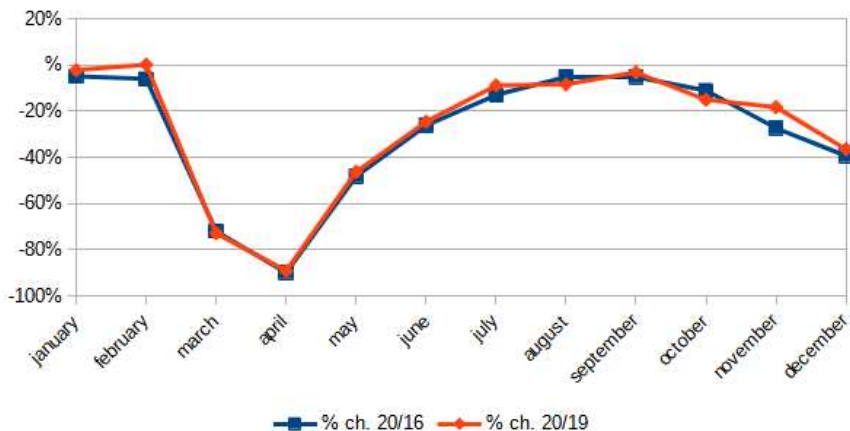


Figure 7.2: Transits monthly variation: 2020 on 2016 % change and 2020 on 2019 % change.

Part IV

The official tourist website

The data relating to the official tourist site of the City of Venice, www.veneziaunica.it, are presented:

- visitors,
- number of page views,
- number of pages viewed per visit,
- amount of receipts,
- number of orders,
- average cost per user,
- sales detail for each supplier.

Chapter 8

Venezia Unica / Events Venezia Unica

8.1 Overview

All data in this chapter are provided by Ve.La. SpA.



Figure 8.1: Figures of Venezia Unica:
921,814 visits (-46,1)% ↓
3,204,566 page views ↑
Av. time in VeneziaUnica: 2:49 minutes ↓

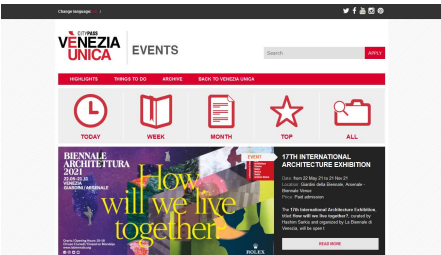


Figure 8.2: Figures of Events Venezia Unica:
286,638 visits -96.5% ↓
Av. time in Events Venezia Unica 1:07 minutes ↓

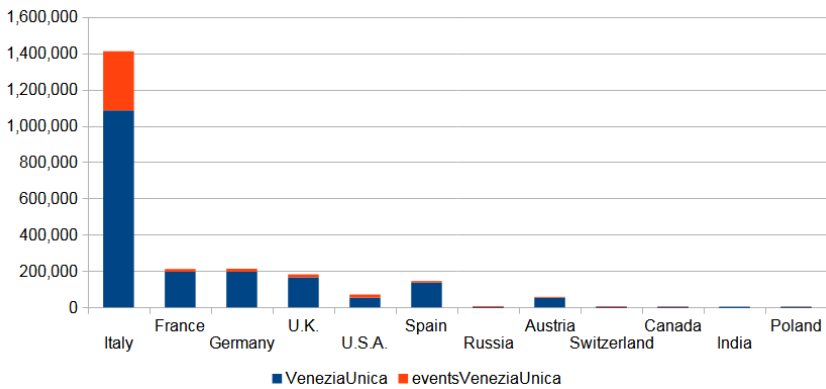


Figure 8.3: Venezia Unica ed Events visitors composition by origin.

8.2 Visitor trend VeneziaUnica and Events Venezia Unica

	Visits	Page views	Pg/V	% ch. Visits	% ch. Page views	% ch. Pg/V
2016 ¹	1,809,499	6,222,321	3.4			
2017	2,614,622	8,209,720	3.1	44.5%	31.9%	-8.7%
2018	3,389,441	8,664,271	2.6	29.6%	5.5%	-18.6%
2019	3,080,347	8,085,660	2.6	-9.1%	-6.7%	2.7%
2020	1,204,452	3,703,345	3.1	-60.9%	-54.2%	17.1%

Table 8.1: Pg = page views - V = visits

Source: *Ve.La. SpA*.

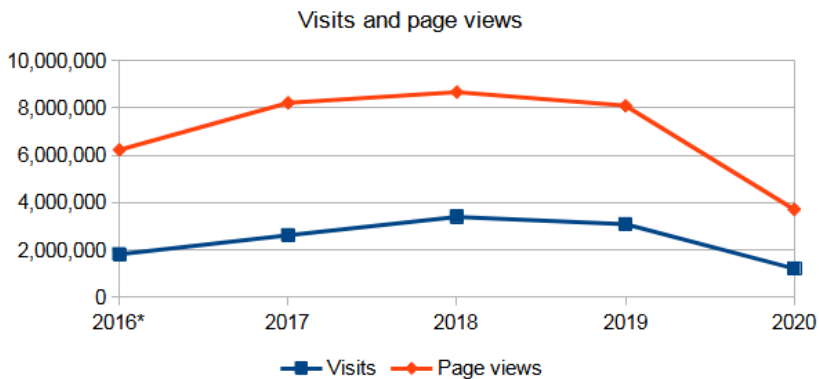


Figure 8.4: Number of visits and of page views.

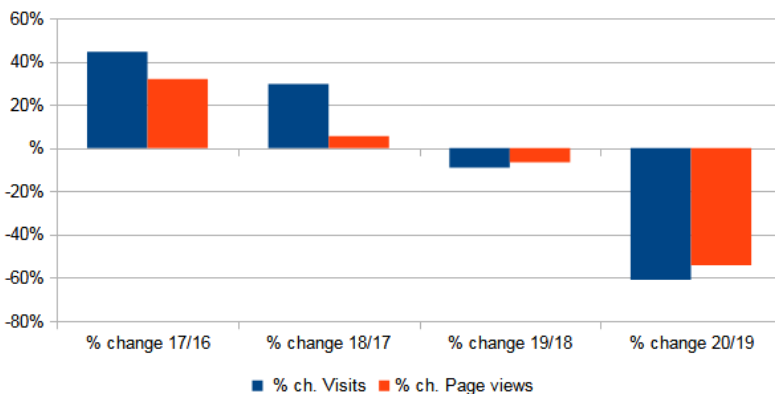


Figure 8.5: Comparison of % variation of visits and page views.

¹Data referred only to Venezia Unica, see *Yearbook of Tourism data 2019*.

8.3 Visitors trend VeneziaUnica and eventsVeneziaUnica

	2020			ch. 20/19		
	Visits	Page Views	Pg/V	% Visits	% Page Views	Pg/V
january	117,083	443,185	3.8	-33.9%	-10.0%	36.1%
february	120,049	475,898	4.0	-42.6%	-22.3%	35.3%
march	29,516	67,892	2.3	-89.4%	-90.6%	-11.1%
april	23,041	43,402	1.9	-92.4%	-95.3%	-37.8%
may	52,466	150,776	2.9	-81.0%	-80.1%	4.6%
june	106,437	340,859	3.2	-63.2%	-54.2%	24.5%
july	178,739	531,543	3.0	-47.8%	-35.5%	23.6%
august	185,635	628,717	3.4	-47.1%	-24.1%	43.5%
september	165,815	521,329	3.1	-43.9%	-28.7%	27.1%
october	144,942	327,043	2.3	-40.2%	-51.8%	-19.4%
november	43,269	91,389	2.1	-73.3%	-76.4%	-11.5%
december	37,460	81,312	2.2	-75.6%	-79.2%	-14.6%
TOTAL	1,204,452	3,703,345	3.1	-60.9%	-54.2%	17.1%

Table 8.2: Source: Ve.La. SpA.

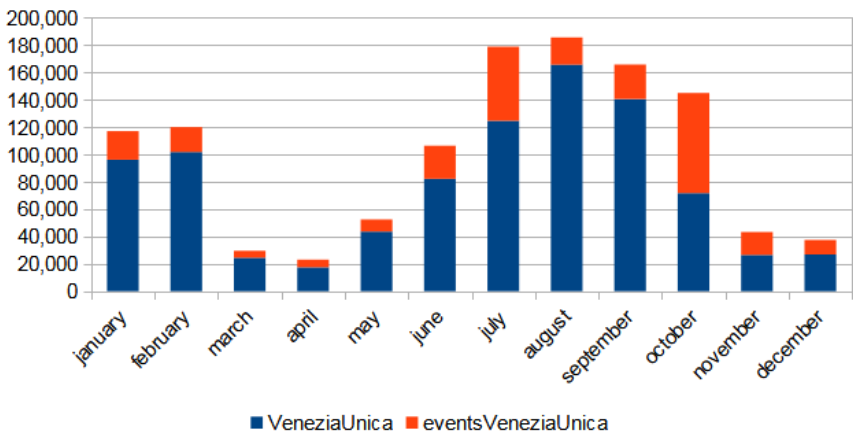


Figure 8.6: Monthly views number.

8.4 Sales data

	2020			20/19 change		
	Receipts In €	PNR ¹	Av. exp. in €	% Receipts	% PNR	% Av. exp. in €
January	571,927	13,326	42.9	6.1%	70.6%	-37.8%
February	757,395	13,739	55.1	-21.4%	-14.7%	-7.9%
March	11,783	234	50.4	-99.2%	-99.1%	-13.5%
April	1,630	58	28.1	-99.9%	-99.9%	-50.7%
May	17,308	826	21.0	-99.1%	-98.0%	-54.3%
June	175,555	4,207	41.7	-88.3%	-86.5%	-13.8%
July	463,953	10,078	46.0	-68.9%	-67.6%	-3.9%
August	1,002,121	19,045	52.6	-37.7%	-41.5%	6.4%
September	807,425	15,459	52.2	-49.6%	-50.1%	1.0%
October	428,549	8,180	52.4	-72.8%	-70.8%	-7.0%
November	59,427	622	95.5	-89.1%	-94.3%	89.6%
December	14,505	653	22.2	-96.8%	-90.2%	-67.0%
TOTAL	4,311,578	86,427	49.9	-72.9%	-71.4%	-5.4%

Table 8.3: Source: Ve.La. SpA.

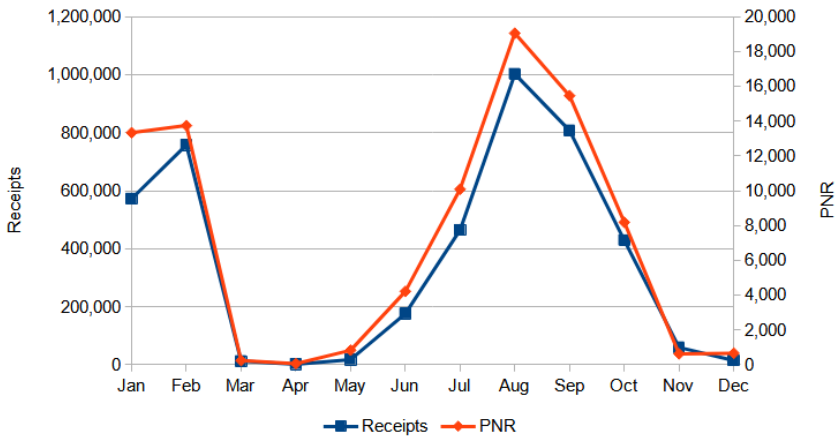


Figure 8.7: 2020 monthly receipts and PNR.

¹Personal Number Reservation = Individual orders.

8.5 Detail of receipts and sales by provider

Providers	2020		% ch. 20/19 Receipts
	Receipts in €	Products quantity	
ACTV s.p.a.,	1,955,528.50	66,779	-74.3%
Musei Civici Foundation	1,058,327.50	52,363	-76.3%
Vela s.p.a. (Rolling Venice)	277,326.00	46,060	-69.6%
Chorus Circuit	111,329.90	21,851	-74.6%
AVM s.p.a.	522,789.65	22,741	-17.5%
Querini Stampalia Foundation	84,613.00	16,831	-71.9%
Teatro La Fenice Foundation – Fest s.r.l.	100,220.00	9,570	-72.7%
Alilaguna s.p.a.	58,615.00	2,674	-85.6%
Jewish Museum of Venice	14,713.00	3,746	-82.5%
Naval Historic Museum	1,792.15	204	-89.7%
Peggy Guggenheim Foundation	33,831.50	4,518	-77.5%
Municipality of Venice	3,673.00	1,301	-82.3%
Venezia Servizi alla Persona Foundation	10,237.00	1,608	-65.5%
Giacomo Casanova s.r.l.	1,634.00	141	-88.3%
Andrich House Museum	90.00	6	-91.6%
D'Uva Workshop s.r.l.	3,351.00	250	-60.7%
San Servolo Servizi Metropolitani di Venezia s.r.l.	72.00	8	-74.9%
Veritas s.p.a.	11,121.00	2,041	-5.1%
ATVO s.p.a.	62,096.10	6,007	-82.6%
TOTAL	4,311,360.30	258,699	-98.4%

Table 8.4: The details of the products sold through the sites VeneziaUnica and eventsVeneziaUnica are shown in the table on the following page. The data shown in the above tables show volumes and values that must not be considered fully compliant with the actual reporting carried out by the accounting administration.

Source: *Ve.La. SpA*.

8.6 Providers

Providers	Product type
ACTV S.p.A.	Public transport tickets
Alilaguna S.p.A.	Tickets for Alilaguna lines, water transfer, Marco Polo Airport/Venice
ATVO S.p.A.	Public transport tickets
AVM S.p.A.	Car parking
Andrich House Museum	Andrich House Museum tour
Chorus Circuit	BTickets for visiting Venice Churches
Municipality of Venice	City Wi-fi connection
D'Uva Workshop S.R.L.	Cini Foundation admission tickets
Musei Civici Foundation	Musei Civici admission tickets
Peggy Guggenheim Foundation	Peggy Guggenheim Collection admission tickets
Querini Stampalia Foundation	Foundation/Museum admission tickets
Teatro La Fenice Foundation	La Fenice Opera House tour
Venezia Servizi alla Persona Foundation	Scala del Bovolo admission tickets
Giacomo Casanova Srl	Casanova Museum admission tickets
Jewish Museum of Venice	Jewish Museum admission tickets
Naval Historic Museum	Museum admission tickets
San Servolo - Servizi Metropolitani di Venezia S.R.L.	Promotion and sale of the Ville Card to visit the Riviera del Brenta
Vela S.p.A.	Rolling Venice discount card (young 6-29 years)
Veritas S.p.A.	Toilette card

Table 8.5: *Source: Ve.La. SpA.*

Part V

Cultural Numbers

The **data relating to visitors** of:

- the Fondazione Musei Civici di Venezia,
- the State Museums,
- the Chorus circuit,
- the Biennale di Venezia Foundation,
- the Peggy Guggenheim Collection,
- the Querini Stampalia Foundation,
- the Venezia Servizi alla Persona Foundation,
- the Jewish Museum,
- the Historical Naval Museum,
- the Provincial Museum of Torcello,
- the Monumental Rooms of the Marciana National Library,
- the Scuola Grande di San Rocco,
- the Dalmatian School,
- the Scuola Grande San Giovanni Evangelista,
- the Scuola Grande dei Carmini,
- the Scuola Grande della Misericordia di Venezia,
- the Scuola Grande di San Marco
- La Biennale di Venezia 2021

are presented here.

The monthly and annual number of visitors is provided for each institution, with the relative variations and trends. The following chapters are dedicated to the **visitors to the temporary exhibitions** and to the **spectators of the live show**.

Finally, the **live show section** contains the data of the spectators of the Cinema, Theatre, Music and Dance performances of La Biennale di Venezia, of the Fenice Opera House, of the Goldoni Theatre, of the theatres Toniolo, Momo, del Parco e Teatrino Groggia managed by the Tourism Culture Department of the Municipality of Venice and by the Candiani Cultural Centre, as well as open-air cultural events organized by the Culture Department of the Municipality of Venice.

With regard to the usual focus on the **number of visitors to the world's most visited temporary exhibitions, in Italy and in Venice**, it should be noted that the *Giornale dell'Arte* did not publish the data for 2020 because, due to the pandemic, many exhibitions were suspended or interrupted and the data are not comparable with those of previous years.

Chapter 9

Visitors to the museums and the Venetian cultural institutions

As a result of an update by the source on 21/06/2021, some values reported in this chapter may differ from the corresponding data reported in previous editions of the yearbook.

	2016	2017	2018	2019	2020	% ch. 20/16	% ch. 20/19
Musei Civici Foundation^I	2,309,992	2,491,658	2,458,108	2,145,522	494,048	-78.6%	-77.0%
State museums^{II}	834,879	852,855	787,606	758,606	111,907	-86.6%	-85.2%
Ecclesiastical museums and Chorus Circuit^{III,IV}	1,192,512	2,067,573	1,886,285	3,608,984	87,910	-92.6%	-97.6%
Foundations and Collections^V	506,905	534,983	515,307	446,578	137,087	-73.0%	-69.3%
Other museums^{VI}	653,166	647,201	653,600	702,012	138,805	-78.7%	-80.2%
TOTAL	5,497,454	6,594,270	6,300,906	7,661,702	969,757	-82.4%	-87.3%

Table 9.1: Source: *Fondazione Musei civici di Venezia, Ministry of Cultural Heritage and Activities - Museum Pole of Veneto, Procuratoria of Saint Mark's Basilica, Tourism Office of the Patriarchal Curia of Venice, Chorus - Association for the churches of the Patriarchate of Venice, Peggy Guggenheim Collection, Querini Stampalia Foundation, Venezia Servizi alla Persona Foundation, Jewish Museum, Naval Historic Museum, Provincial Museum of Torcello, M9 Museum, Monumental Rooms of the Marciana National Library, Scuole Grandi.*

^IIncluding the exhibitions at Doge's Palace, Correr Museum and Fortuny Palace – since 2017 also include the headquarters of the Candiani Cultural Centre and Marghera Fort.

^{II}Galleria Giorgio Franchetti, Palazzo Grimani, Museo Archeologico Nazionale di Venezia, Museo d'Arte orientale.

^{III}Since 2017 including St. Mark's Campanile (bell tower).

^{IV}Detailed notes on individual years follow:

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

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

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

2020: only the data of Chorus Circuit churches were obtained.

^VGuggenheim Collection and Querini Stampalia Museum and Venezia Servizi foundation.

^{VI}Jewish Museum, Naval Historic Museum, Provincial Museum of Torcello, Monumental Rooms of the Marciana National Library and Scuole Grandi – since 2019 since 2019 also included the M9 - Museum.

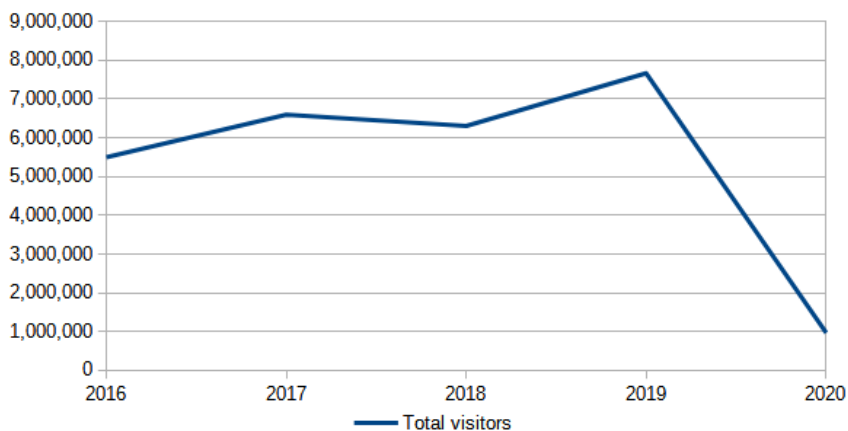


Figure 9.1: Total visitors of Venetian Museums and cultural Institutions.

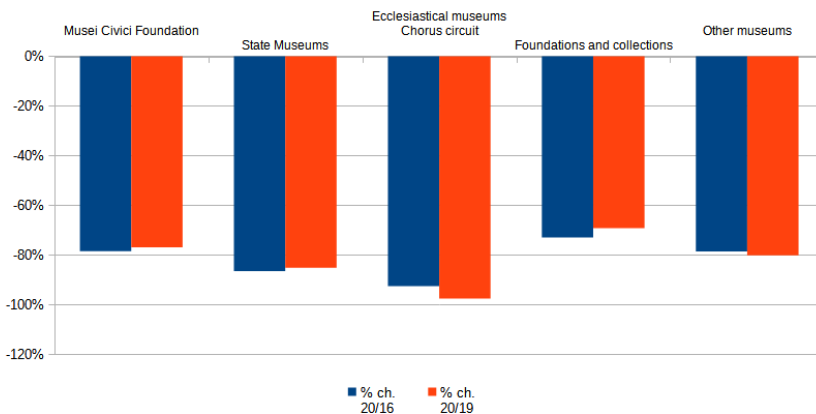


Figure 9.2: Visitors percentage change - see notes on page 106 for more details.

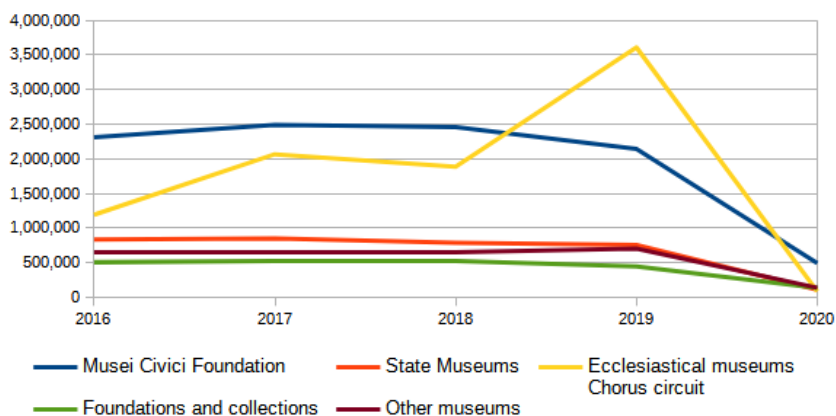


Figure 9.3: Visitors to the Venetian museums and the cultural institutions per year - see notes on page 106 for more details.

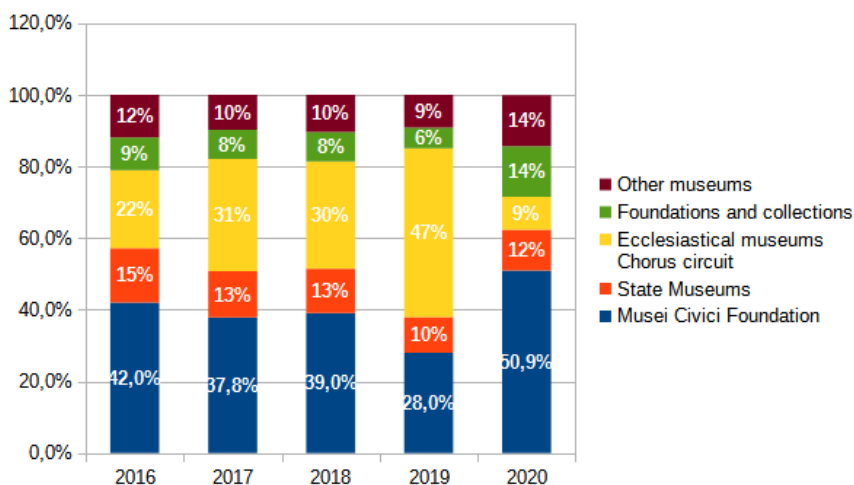


Figure 9.4: Visitors to the Venetian museums and the cultural institutions per year: composition - see notes on page 106 for more details.

	2016	2017	2018	2019	2020	% ch. 20/16	% ch. 20/19
Musei Civici Foundation	2,309,992	2,491,658	2,458,108	2,145,522	494,048	-78.6%	-77.0%
State museums	834,879	852,855	787,606	758,606	111,907	-86.6%	-85.2%
Ecclesiastical museums and Chorus Circuit	1,192,512	2,067,573	1,886,285	3,608,984	87,910	-92.6%	-97.6%
Foundations and Collections	506,905	534,983	515,307	446,578	137,087	-73.0%	-69.3%
Other museums	653,166	647,201	653,600	702,012	138,805	-78.7%	-80.2%
TOTAL	5,497,454	6,594,270	6,300,906	7,661,702	969,757	-82.4%	-87.3%

Table 9.2: Source: *Fondazione Musei civici di Venezia, Ministry of Cultural Heritage and Activities - Museum Pole of Veneto, Procuratoria of Saint Mark's Basilica, Tourism Office of the Patriarchal Curia of Venice, Chorus - Association for the churches of the Patriarchate of Venice, Peggy Guggenheim Collection, Querini Stampalia Foundation, Venezia Servizi alla Persona Foundation, Jewish Museum, Naval Historic Museum, Provincial Museum of Torcello, M9 Museum, Monumental Rooms of the Marciana National Library, Scuole Grandi.*

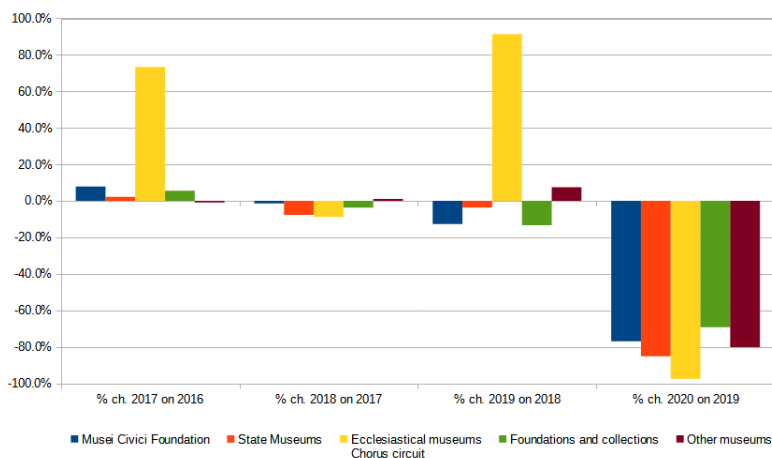


Figure 9.5: Visitors percentage change on previous year.

9.1 Visitors to the museums of Fondazione Musei Civici di Venezia

9.1.1 Museums with more than 100 thousand visitors and museums with less than 100 thousand visitors

	2016	2017	2018	2019	2020
Museums with more than 100 thousand visitors^I	1,935,963	1,935,963	2,016,657	1,986,721	450,458
Museums with less than 100 thousand visitors^{II}	252,261	287,993	300,072	285,293	43,590
Total museums visitors	2,188,224	2,223,956	2,316,729	2,272,014	494,048
Total exhibitions visitors ^{III}	86,036	174,929	^{IV} 177,994	141,089	520
TOTAL VISITORS	2,274,260	2,398,885	2,494,723	2,413,103	494,568

Table 9.3: Source: Fondazione Musei Civici di Venezia.

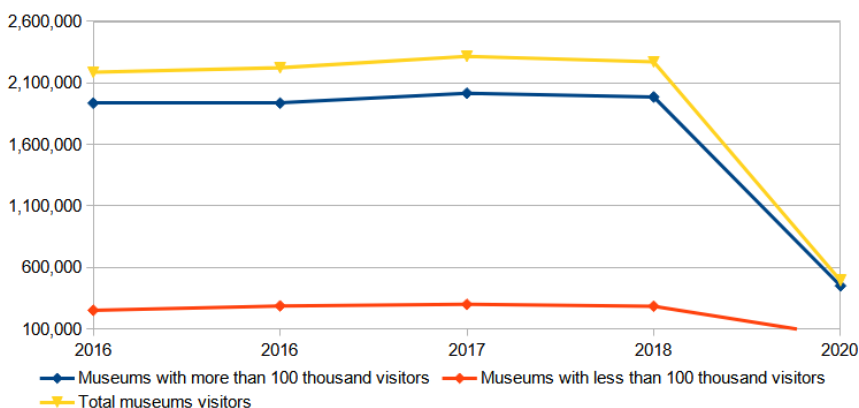


Figure 9.6: Total visitors to the museums of Fondazione Musei Civici.

^IPalazzo Ducale, Museo Correr, Museo del Vetro, Ca' Rezzonico. Average of five-year period.

^{II}Ca' Pesaro, Natural History Museum, Mocenigo Palace, Lace Museum, Carlo Goldoni's house, Clock Tower. Average of five-year period.

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

^{IV}Data changed as a result of updating by the source.

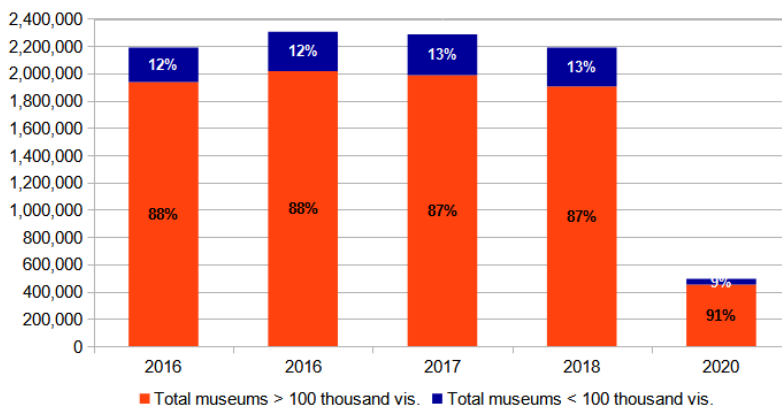


Figure 9.7: Total visitors to the museums of Fondazione Musei Civici: composition.

	% ch. 17/16	% ch. 18/17	% ch. 19/18	% ch. 20/19	% ch. 20/16
Museums with more than 100 thousand visitors ^I	0.00%	4.17%	-1.48%	-77.33%	-76.73%
Museums with less than 100 thousand visitors ^I	14.16%	4.19%	-4.93%	-84.72%	-82.72%
Total museums visitors	1.63%	4.17%	-1.93%	-78.26%	-77.42%
Total exhibitions visitors ^{II}	103.32%	^{III} 1.75%	-20.73%	-99.63%	-99.40%
TOTAL VISITORS	5.48%	4.00%	-3.27%	-79.50%	-78.25%

Table 9.4: Source: Fondazione Musei Civici di Venezia.

^IAverage of five-year period.

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

^{III}Data changed as a result of updating by the source.

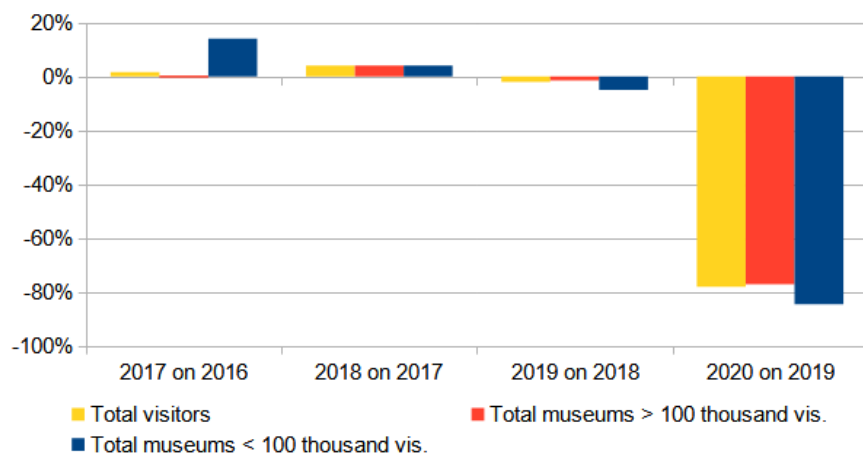


Figure 9.8: Visitors percentage change on previous year (excluding exhibitions).

9.1.2 Museums with more than 100 thousand visitors

Museums with more than 100 thousand visitors^I	2016	2017	2018	2019	2020
Doge's Palace	1,333,559	1,405,439	1,371,536	1,351,656	318,104
Correr Museum	337,648	334,820	328,205	310,458	77,009
Glass Museum	161,977	174,758	186,873	161,887	36,375
Ca' Rezzonico	102,779	101,640	100,107	79,748	18,970
Total visitors	1,935,963	2,016,657	1,986,721	1,903,749	450,458

Table 9.5: Source: *Fondazione Musei Civici di Venezia*.

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

^I Average of five-year period.

^{II} Included: the "Secret Itineraries" and the itinerary "The Doge's treasures; the extraordinary evening openings on the weekends from August to October 2016, the opening on 25th December 2016, from 11th to 19th"; the opening of 1st January 2017, from 11th to 19th, the evening openings, until 22nd, from 23rd to 26th February 2017; opening for institutional reasons on 25th April 2017, until 2 pm, special openings from 19th May, every Friday and Saturday (except Saturday 15/7 and 9/9), until 11 pm, opening on 25th December 2017 and the extraordinary closures of 4, 9 and 22 September 2017. Also included for 2018 are the opening of 1st January, the closures of 19th January for an institutional event and of 22nd June, the early closure of 14th July, the postponed opening to 2pm on 3rd September due to an institutional event, the temporary closure, from 11am to 3pm, on 28th October, the extraordinary closure on 29th October due to adverse weather conditions, and the opening on 25th December. Early closure for institutional event on 13th April 2019, from 2 to 7.30 pm, and on 25th April, from 2 to 9 pm. Price change effective May 25th, 2019.

^{III} Open January 1st, 11am-7pm and December 25th, 2017. Closed, April 14th, 2017, 10am-1pm. Open January 1st, April 2nd, April 25th, May 1st, and December 25th, 2018 Extraordinary closure on 29th October 2018 due to adverse weather conditions. Furthermore, for institutional events, postponed opening on 19th January, from 1 to 5 pm, and closing, on 2nd September, from 11 to 11.30, of the Ballroom and some rooms of the "Sissi Path". Early closing 29 May 2019 for union meeting. Price change effective May 25th, 2019, 11am-7pm and December 25th, 2017. Closed, April 14th, 2017, 10am-1pm. Open January 1st, April 2nd, April 25th, May 1st, and December 25th, 2018 Extraordinary closure on 29th October 2018 due to adverse weather conditions. Furthermore, for institutional events, postponed opening on 19th January, from 1 to 5 pm, and closing, on 2nd September, from 11 to 11.30, of the Ballroom and some rooms of the "Sissi Path". Early closing 29th May 2019 for union meeting. Price change effective May 25th, 2019.

^{IV} Closed from 15th December 2014 to 8th February 2015 for refurbishment and restoration. Open January 1st, 2017, 11 to 17 and December 25th, 2017. Closed April 14th, 2017, 10 to 13. Open January 1st, April 2nd and 25th, May 1st, 2018. October 29th, 2018 extraordinary closure due to adverse weather conditions. Early closure on 16th March and 18th April 2019 for the union meeting.

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

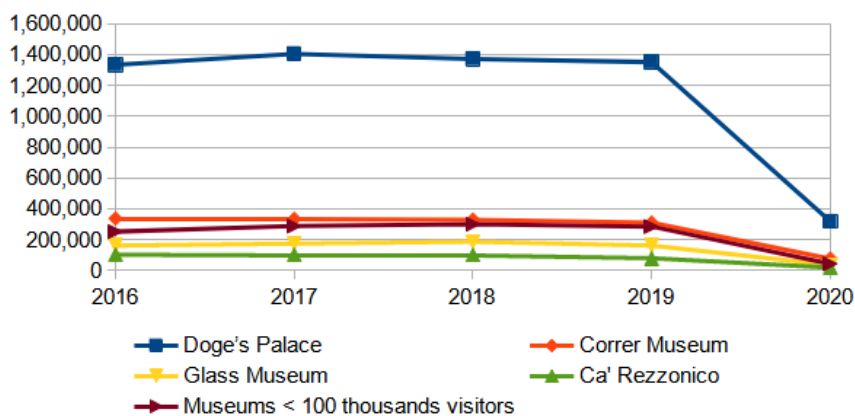


Figure 9.9: Visitors: total per year. Museums with more than 100 thousand visitors.

Museums >100 thousand visitors ^I	% ch. 17/16	% ch. 18/17	% ch. 19/18	% ch. 20/19	% ch. 20/16
Doge's Palace ^{II}	5.4%	-2.4%	-1.4%	-76.5%	-76.1%
Correr Museum ^{III}	-0.8%	-2.0%	-5.4%	-75.2%	-77.2%
Glass Museum ^{IV}	7.9%	6.9%	-13.4%	-77.5%	-77.5%
Ca' Rezzonico ^V	-1.1%	-1.5%	-20.3%	-76.2%	-81.5%
Total visitors ^{VI}	4.2%	-1.5%	-4.2%	-76.3%	-76.7%

Table 9.6: Source: Fondazione Musei Civici di Venezia.

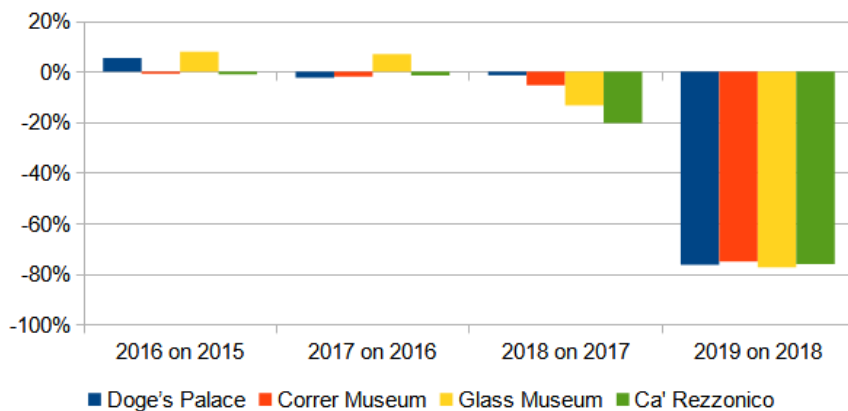


Figure 9.10: Visitors percentage change on previous year (excluding exhibitions).

^I Average of five-year period.

^{II} See the corresponding note on page 110.

^{III} Ibidem.

^{IV} Ibidem.

^V Ibidem.

^{VI} Ibidem.

9.1.3 Museums with less than 100 thousand visitors

Museums ^I <100 thousand vis. ^{II}	2016	2017	2018	2019	2020
Ca' Pesaro ^{III}	76,286	90,142	103,216	79,934	4,886
Natural History Museum ^{IV}	70,639	78,945	74,772	79,870	16,592
Mocenigo Palace ^V	44,887	49,251	48,801	48,273	8,985
Lace Museum ^{VI}	32,825	37,503	40,129	42,418	9,177
Goldoni's house ^{VII}	17,592	20,180	21,522	23,109	2,663
Clock tower ^{VIII}	10,032	11,972	11,632	11,689	1,287
TOTAL VISITORS	252,261	287,993	300,072	285,293	43,590

Table 9.7: Source: Fondazione Musei Civici di Venezia.

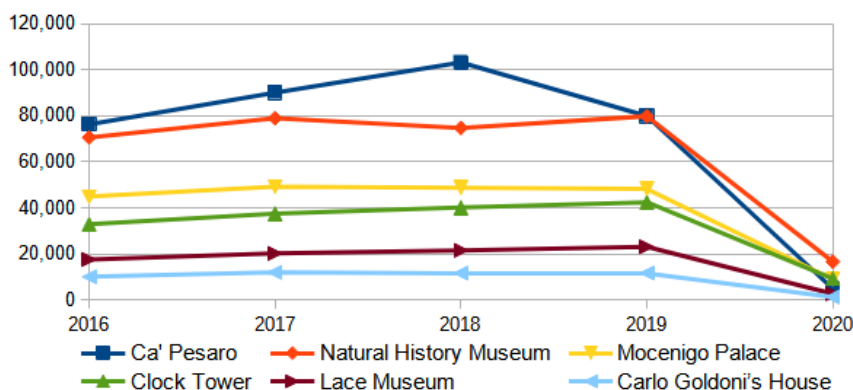


Figure 9.11: Visitors: total per year. Museums with less than 100 thousand visitors.

^I Average of five-year period.

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

^{III} Closed for setup works from 2nd to 30th May 2013. Open on 1st January 2017, from 11 to 19, on 27th February 2017, from 10 to 17 and on 14th October 2017, on the occasion of the "Giornata del Contemporaneo" (1,007 free admissions). In 2018, open on January 1st, April 2nd and 25th, May 1st, December 24th, 25th and 31st. On June 23rd extraordinary opening of the museum for the Art Night event, from 7 to 10 pm, with free admission. Closed rooms no. 8-14 from 25th March to 2nd April 2019 and rooms no. 2-5 and 14 from 8th to 18th April 2019 for rearrangement. Early closing on April 18th 2019 and May 29th 2019 due to union meeting.

^{IV} Open on 17th and 24th April 2017. In 2018, open on 2nd and 25th April, on 23rd June, with extraordinary opening of the museum for the Art Night event, from 7 to 10 pm, with free admission. Early closing 29th May 2019 for union meeting.

^V In 2018, opened on April 25th, June 23rd, with extraordinary opening of the museum for the Art Night event, from 7 to 10 pm, (with free admission).

^{VI} Opened April 25th, 2018. Closed from 11th to 25th March 2019 for refurbishment and 1st May 2019.

^{VII} In July 2016, open from 10 to 14, and in August 2016, from 10 to 15. On 29th October 2018 extraordinary closure due to adverse weather conditions.

^{VIII} Extraordinary closure on 29th October 2018 due to adverse weather conditions.

Museum <100 thousand vis.	% ch. 17/16	% ch. 18/17	% ch. 19/18	% ch. 20/19	% ch. 20/16
Ca' Pesaro	18.2%	14.5%	-22.6%	-93.9%	-93.6%
Natural History Museum	11.8%	-5.3%	6.8%	-79.2%	-76.5%
Mocenigo Palace	9.7%	-0.9%	-1.1%	-81.4%	-80.0%
Lace Museum	14.3%	7.0%	5.7%	-78.4%	-72.0%
Goldoni's house	14.7%	6.7%	7.4%	-88.5%	-84.9%
Clock tower	19.3%	-2.8%	0.5%	-89.0%	-87.2%
TOTAL VISITORS	14.2%	4.2%	-4.9%	-84.7%	-82.7%

Table 9.8: Source: Fondazione Musei Civici di Venezia.

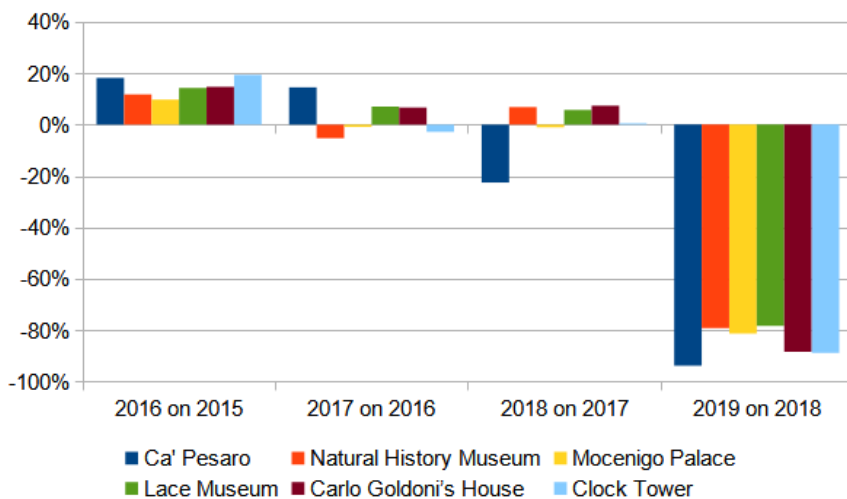


Figure 9.12: Visitors percentage change on previous year (excluding exhibitions).

9.1.4 Monthly distribution of visitors

	2016	2017	2018	2019 ¹	2020	% ch. 20/16	%ch. 20/19
january	93,383	102,302	114,160	96,912	87,454	-6.3%	-9.8%
february	128,039	129,935	148,699	120,477	90,461	-29.3%	-24.9%
march	191,182	171,427	201,992	180,087	5,789	-97.0%	-96.8%
april	246,632	278,286	257,059	275,852	0	-100.0%	-100.0%
may	228,944	225,341	244,758	236,937	0	-100.0%	-100.0%
june	212,821	222,591	210,042	210,640	14,784	-93.1%	-93.0%
july	211,347	227,674	215,418	208,695	41,482	-80.4%	-80.1%
august	221,853	229,087	224,074	210,910	108,735	-51.0%	-48.4%
september	209,525	223,575	210,355	205,533	80,582	-61.5%	-60.8%
october	232,541	243,363	215,540	224,813	62,753	-73.0%	-72.1%
november	123,424	133,351	120,165	87,818	2,008	-98.4%	-97.7%
december	124,265	129,797	109,752	86,529	0	-100.0%	-100.0%
TOTAL VISITORS	2,223,956	2,316,729	2,272,014	2,145,203	494,048	-77.8%	-77.0%

Table 9.9: Source: Fondazione Musei Civici di Venezia.

See notes on pages 110 and 113.

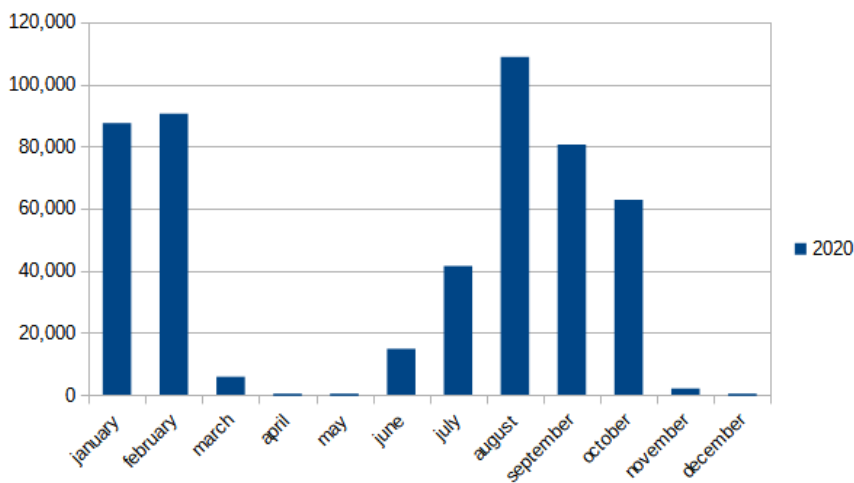


Figure 9.13: 2020: monthly visitors number.

¹Data changed as a result of updating by the source.

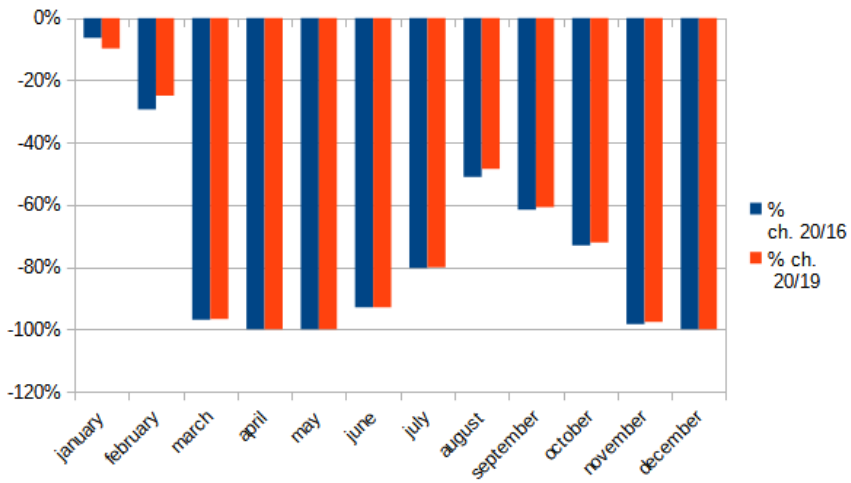


Figure 9.14: Visitors monthly percentage change.

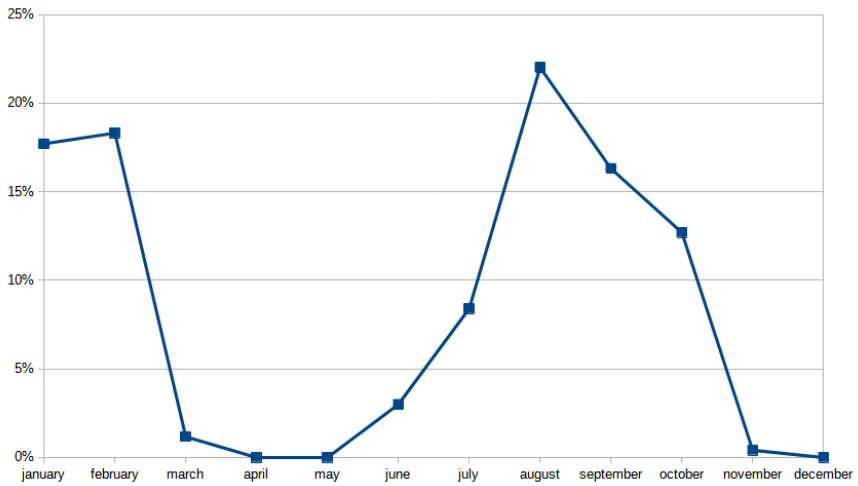


Figure 9.15: Total visitors (monthly % of the total annual)

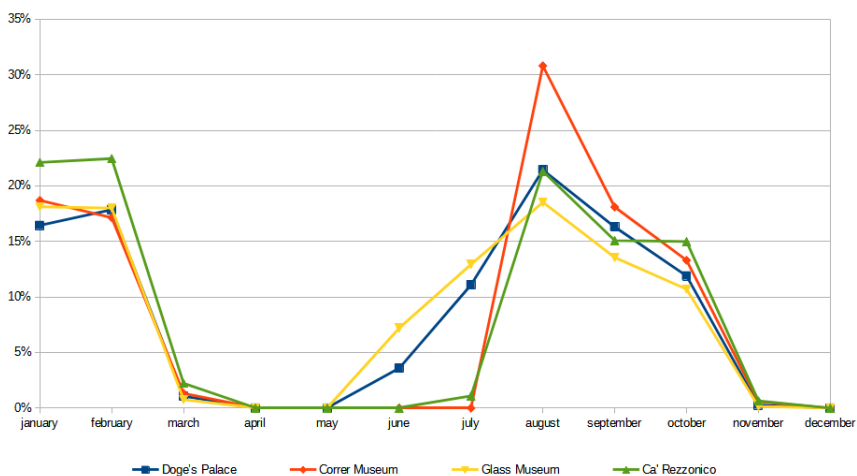


Figure 9.16: Museums with > 100 thousand visitors: monthly % of the total of each museum.

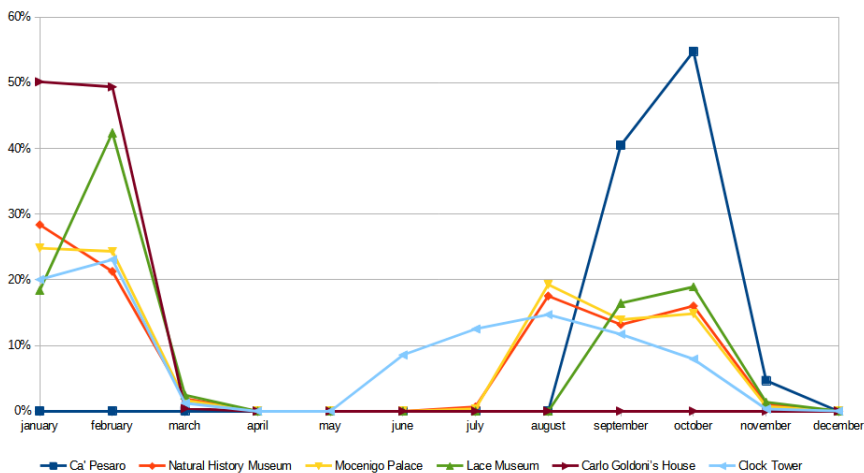


Figure 9.17: Museums with < 100 thousand visitors: monthly % of the total of each museum

9.1.5 Doge's Palace

	2016	2017	2018	2019 ¹	2020	% ch. 20/19
january	52,173	55,978	60,916	52,368	52,333	-0.1%
february	70,976	73,836	83,020	69,497	56,831	-18.2%
march	110,979	100,043	114,201	110,349	3,432	-96.9%
april	138,832	158,212	145,174	163,288	0	-100.0%
may	143,107	142,664	150,472	150,705	0	-100.0%
june	137,655	147,529	138,234	142,805	11,382	-92.0%
july	138,908	149,630	140,858	141,325	35,280	-75.0%
august	136,179	139,203	136,528	134,671	68,217	-49.3%
september	134,818	138,710	135,211	134,793	51,906	-61.5%
october	136,455	147,707	135,741	143,513	37,857	-73.6%
november	68,420	78,975	70,722	54,984	866	-98.4%
december	65,057	72,952	60,459	53,354	0	-100.0%
TOTAL museum	1,333,559	1,405,439	1,371,536	1,351,652	318,104	-76.5%
TOTAL exhibitions	27,851	48,716	134,403	80,568	0	-100.0%
TOTAL visitors	1,361,410	1,454,155	1,505,939	1,432,220	318,104	-77.8%

Table 9.10: Source: Fondazione Musei Civici di Venezia.

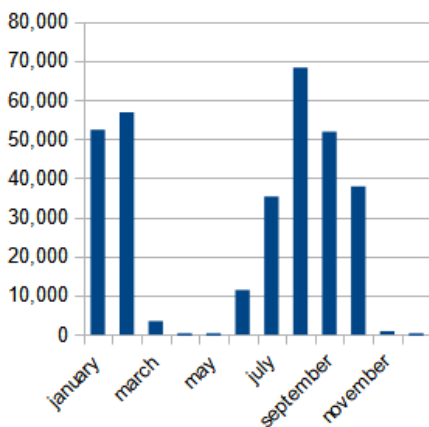


Figure 9.18: Year 2020.

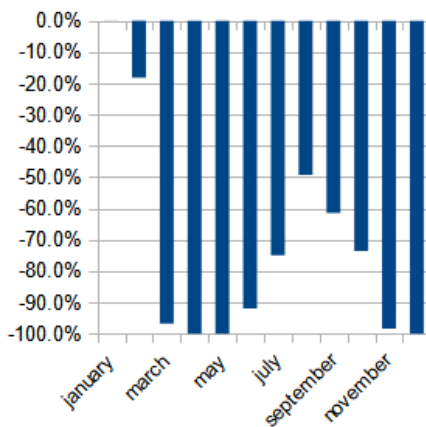


Figure 9.19: 2020/2019 % change.

¹Data changed as a result of updating by the source.

9.1.6 Correr Museum

	2016	2017	2018	2019 ¹	2020	% ch. 20/19
january	14,499	16,493	18,202	16,093	14,410	-10.5%
february	19,941	19,030	23,047	18,871	13,209	-30.0%
march	29,228	24,455	30,428	25,222	1,018	-96.0%
april	37,811	41,703	36,410	41,123	0	-100.0%
may	33,745	30,468	33,967	34,417	0	-100.0%
june	32,764	30,820	29,082	27,824	0	-100.0%
july	31,694	31,755	30,164	29,018	0	-100.0%
august	36,239	34,635	33,486	31,418	23,740	-24.4%
september	30,076	32,084	29,187	28,464	13,946	-51.0%
october	33,959	33,348	29,540	30,981	10,251	-66.9%
november	18,169	19,634	17,015	12,849	435	-96.6%
december	19,523	20,395	17,677	14,178	0	-100.0%
TOTAL museum	337,648	334,820	328,205	310,458	77,009	-75.2%
TOTAL exhibitions	29,924	8,432	0	0	0	-
TOTAL visitors	367,572	343,252	328,205	310,458	77,009	-75.2%

Table 9.11: Source: Fondazione Musei Civici di Venezia.

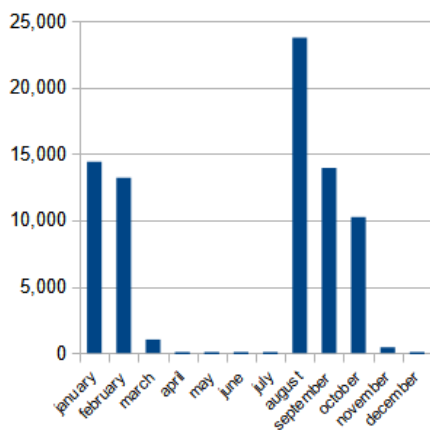


Figure 9.20: Year 2020.

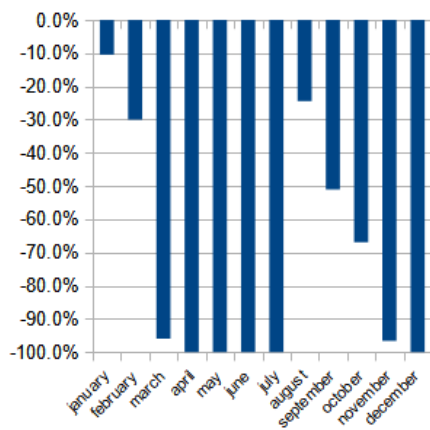


Figure 9.21: 2020/2019 % change.

¹Data changed as a result of updating by the source.

9.1.7 Glass Museum

	2016	2017	2018	2019 ¹	2020	% ch. 20/19
january	6,591	7,327	9,687	7,694	6,595	-14.3%
february	9,809	10,362	12,589	9,369	6,553	-30.1%
march	13,923	12,151	15,236	13,144	275	-97.9%
april	19,541	23,892	24,024	24,576	0	-100.0%
may	16,687	16,686	20,833	16,280	0	-100.0%
june	13,952	14,781	15,622	14,016	2,618	-81.3%
july	14,296	15,332	17,645	15,010	4,706	-68.6%
august	17,017	18,326	20,462	17,058	6,742	-60.5%
september	14,366	16,022	16,517	14,587	4,933	-66.2%
october	18,995	18,971	17,207	17,465	3,898	-77.7%
november	8,200	9,767	8,362	5,892	55	-99.1%
december	8,600	11,141	8,689	6,796	0	-100.0%
TOTAL	161,977	174,758	186,873	161,887	36,375	-77.5%

Table 9.12: Source: Fondazione Musei Civici di Venezia.

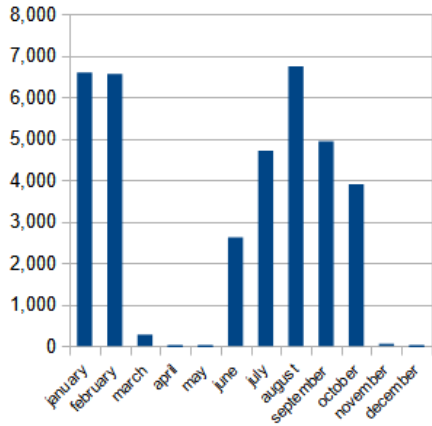


Figure 9.22: Year 2020.

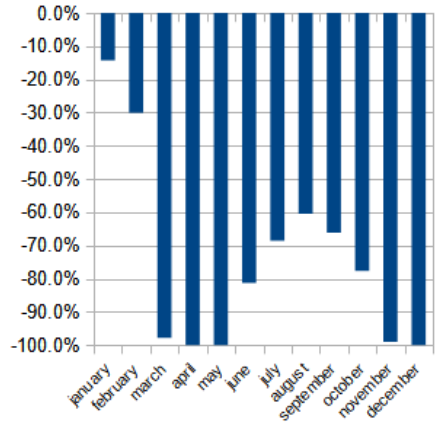


Figure 9.23: 2020/2019 % change.

¹Data changed as a result of updating by the source.

9.1.8 Ca' Rezzonico

	2016	2017	2018	2019 ¹	2020	% ch. 20/19
january	5,134	4,944	6,705	5,146	4,197	-18.4%
february	7,278	6,703	8,180	5,401	4,263	-21.1%
march	9,492	8,538	10,691	8,392	422	-95.0%
april	13,755	13,973	13,637	11,806	0	-100.0%
may	10,310	9,272	10,805	9,242	0	-100.0%
june	8,273	8,348	7,209	6,152	0	-100.0%
july	6,972	7,346	6,335	4,943	207	-95.8%
august	8,260	7,993	8,174	5,941	4,046	-31.9%
september	8,825	8,965	7,643	6,771	2,865	-57.7%
october	11,403	11,138	8,531	8,234	2,847	-65.4%
november	6,295	7,394	6,310	3,964	123	-96.9%
december	6,782	7,026	5,887	3,756	0	-100.0%
TOTAL	102,779	101,640	100,107	79,748	18,970	-76.2%

Table 9.13: Source: Fondazione Musei Civici di Venezia.

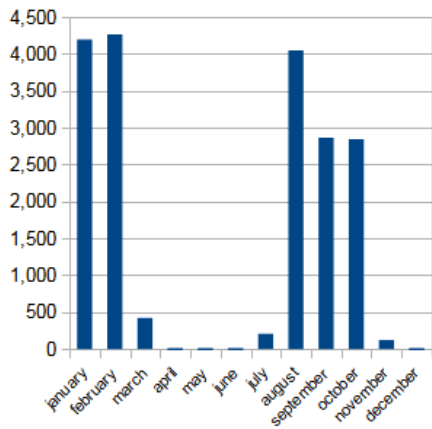


Figure 9.24: Year 2020.

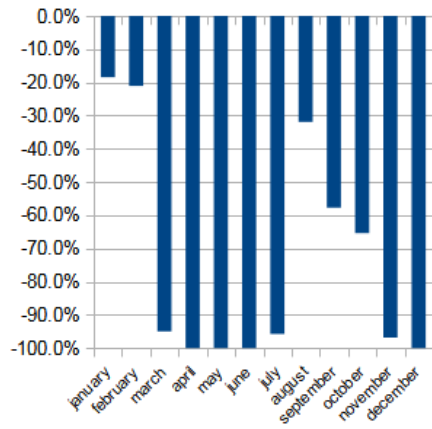


Figure 9.25: 2020/2019 % change.

¹Data changed as a result of updating by the source.

9.1.9 Ca' Pesaro

	2016	2017	2018	2019 ¹	2020	% ch. 20/19
january	4,287	6,873	5,623	4,463	0	-100.0%
february	5,453	6,137	6,168	4,525	0	-100.0%
march	7,671	8,743	8,718	5,362	0	-100.0%
april	9,773	11,849	9,881	8,089	0	-100.0%
may	6,404	7,804	8,141	9,330	0	-100.0%
june	5,465	6,245	5,524	7,122	0	-100.0%
july	5,132	8,476	5,333	5,548	0	-100.0%
august	6,185	10,521	6,818	6,542	0	-100.0%
september	7,465	12,207	6,031	7,565	1,980	-73.8%
october	12,295	14,024	6,949	6,836	2,679	-60.8%
november	9,337	5,169	5,272	2,076	227	-89.1%
december	10,675	5,168	5,476	0	0	0.0%
TOTAL	90,142	68,765	79,934	67,458	4,886	-92.8%

Table 9.14: Source: *Fondazione Musei Civici di Venezia*.

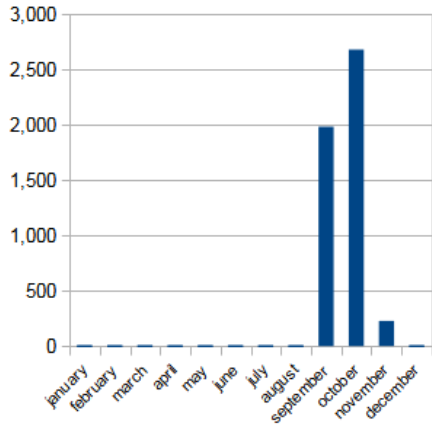


Figure 9.26: Year 2020.

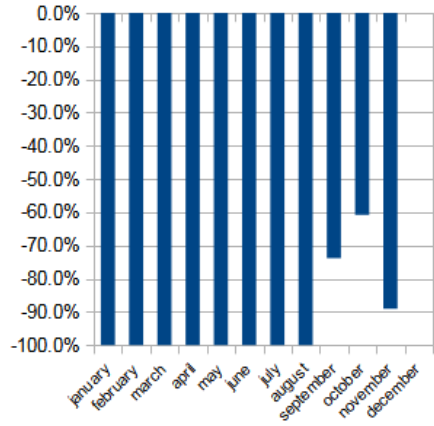


Figure 9.27: 2020/2019 % change.

¹Data changed as a result of updating by the source.

9.1.10 Natural History Museum

	2016	2017	2018	2019 ¹	2020	% ch. 20/19
january	4,653	4,961	5,411	4,808	4,712	-2.0%
february	5,552	4,700	6,118	4,815	3,532	-26.6%
march	8,883	7,302	10,565	8,050	313	-96.1%
april	11,202	11,829	10,962	11,334	0	-100.0%
may	6,868	6,380	7,467	6,195	0	-100.0%
june	5,399	4,884	4,646	4,045	0	-100.0%
july	5,448	5,288	5,656	5,070	108	-97.9%
august	7,301	6,894	7,166	6,215	2,909	-53.2%
september	4,122	4,707	4,955	4,421	2,187	-50.5%
october	7,060	6,740	5,944	7,529	2,657	-64.7%
november	5,973	5,516	5,661	3,891	174	-95.5%
december	6,484	5,571	5,319	4,186	0	-100.0%
TOTAL	78,945	74,772	79,870	70,559	16,592	-76.5%

Table 9.15: Source: Fondazione Musei Civici di Venezia.

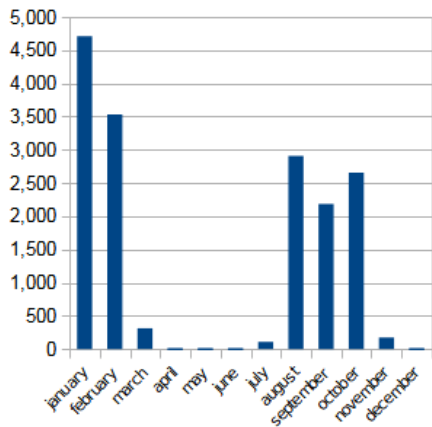


Figure 9.28: Year 2020.

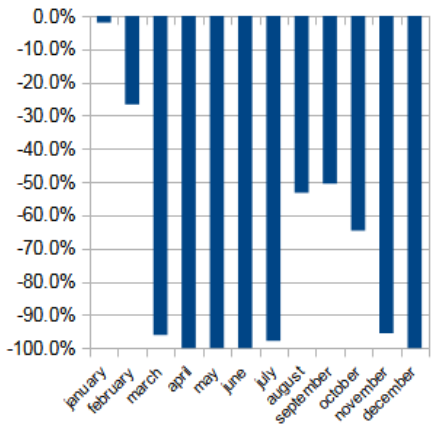


Figure 9.29: 2020/2019 % change.

¹Data changed as a result of updating by the source.

9.1.11 Mocenigo Palace

	2016	2017	2018	2019 ¹	2020	% ch. 20/19
january	2,738	2,435	3,385	2,845	2,232	-21.5%
february	4,034	4,061	4,293	3,107	2,188	-29.6%
march	4,863	4,310	4,889	4,495	149	-96.7%
april	6,465	6,827	6,179	5,957	0	-100.0%
may	4,449	4,863	5,071	3,821	0	-100.0%
june	3,411	4,012	3,429	3,155	0	-100.0%
july	3,307	3,595	3,133	2,421	33	-98.6%
august	4,554	4,305	4,168	2,983	1,733	-41.9%
september	3,957	4,268	3,788	3,046	1,252	-58.9%
october	4,954	4,283	4,622	4,037	1,334	-67.0%
november	3,385	2,785	2,948	1,759	64	-96.4%
december	3,134	3,057	2,368	2,250	0	-100.0%
TOTAL	49,251	48,801	48,273	39,876	8,985	-77.5%

Table 9.16: Source: Fondazione Musei Civici di Venezia.

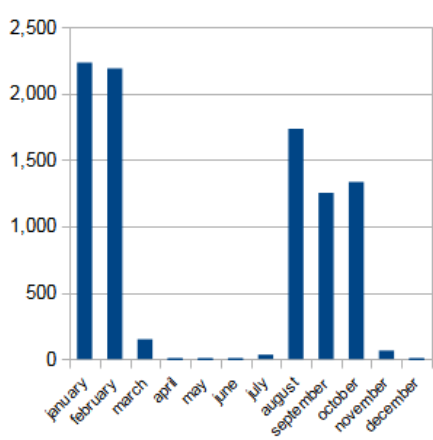


Figure 9.30: Year 2020.

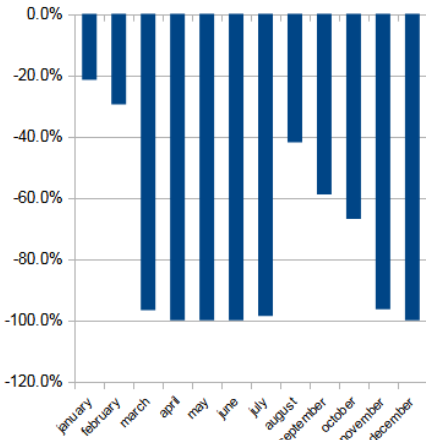


Figure 9.31: 2020/2019 % change.

¹Data changed as a result of updating by the source.

9.1.12 Carlo Goldoni’s House

	2016	2017	2018	2019 ¹	2020	% ch. 20/19
january	1,324	1,197	1,586	1,175	490	-58.3%
february	1,890	1,760	1,986	1,590	1,130	-28.9%
march	1,853	2,041	2,522	2,105	65	-96.9%
april	2,990	3,159	3,582	3,058	0	-100.0%
may	1,811	1,719	1,983	1,578	0	-100.0%
june	1,293	1,483	1,429	924	0	-100.0%
july	1,350	1,575	1,638	1,057	0	-100.0%
august	1,467	1,987	2,074	1,325	0	-100.0%
september	1,202	1,594	1,707	1,205	438	-63.7%
october	2,223	2,030	1,828	1,590	504	-68.3%
november	1,230	1,426	1,337	479	36	-92.5%
december	1,547	1,551	1,437	0	0	
TOTAL	20,180	21,522	23,109	16,086	2,663	-83.4%

Table 9.17: Source: Fondazione Musei Civici di Venezia.

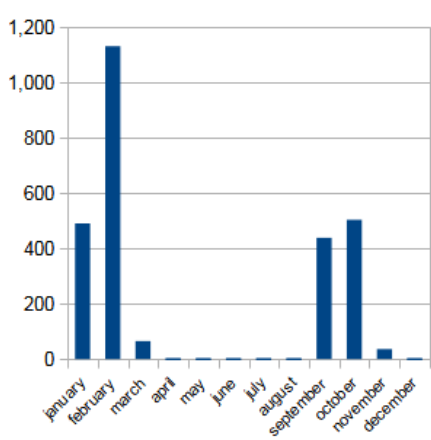


Figure 9.32: Year 2020.

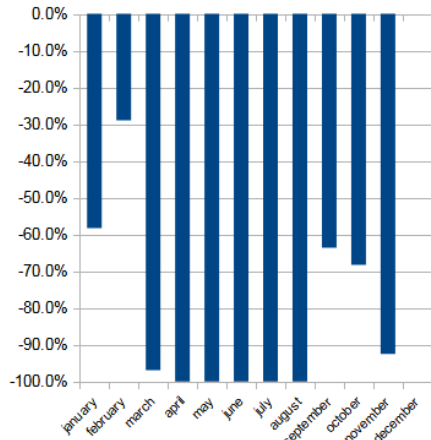


Figure 9.33: 2020/2019 % change.

¹Data changed as a result of updating by the source.

9.1.13 Clock Tower

	2016	2017	2018	2019 ¹	2020	% ch. 20/19
january	502	610	625	600	646	7.7%
february	694	780	788	811	636	-21.6%
march	1,115	952	1,020	940	5	-99.5%
april	1,231	1,475	1,414	1,380	0	-100.0%
may	1,158	1,075	1,315	1,200	0	-100.0%
june	1,260	1,113	1,106	983	0	-100.0%
july	1,143	1,044	1,018	951	0	-100.0%
august	1,136	1,177	1,115	1,066	0	-100.0%
september	1,074	924	919	1,096	0	-100.0%
october	1,200	1,050	986	1,041	0	-100.0%
november	664	668	629	525	0	-100.0%
december	795	764	754	649	0	-100.0%
TOTAL	11,972	11,632	11,689	11,242	1,287	-88.6%

Table 9.18: Source: *Fondazione Musei Civici di Venezia*.

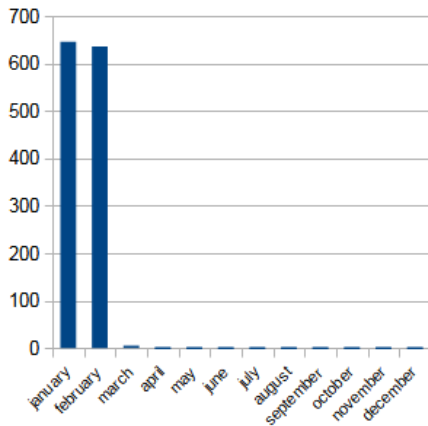


Figure 9.34: Year 2020.

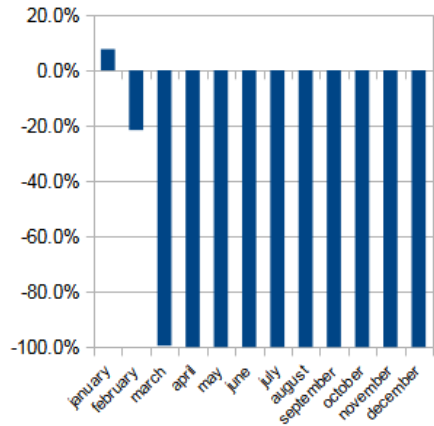


Figure 9.35: 2020/2019 % change.

¹Data changed as a result of updating by the source.

9.1.14 Lace Museum

	2016	2017	2018	2019 ¹	2020	% ch. 20/19
january	1,482	1,484	2,020	1,720	1,839	6.9%
february	2,412	2,566	2,510	2,491	2,119	-14.9%
march	3,175	2,892	3,722	2,028	110	-94.6%
april	5,032	5,367	5,796	5,241	0	-100.0%
may	4,405	4,410	4,704	4,169	0	-100.0%
june	3,349	3,376	3,761	3,614	784	-78.3%
july	3,097	3,633	3,638	3,352	1,148	-65.8%
august	3,515	4,046	4,083	3,691	1,348	-63.5%
september	3,620	4,094	4,397	3,585	1,075	-70.0%
october	3,997	4,072	4,192	3,587	726	-79.8%
november	1,751	2,017	1,909	1,399	28	-98.0%
december	1,668	2,172	1,686	1,360	0	-100.0%
TOTAL	37,503	40,129	42,418	36,237	9,177	-74.7%

Table 9.19: Source: Fondazione Musei Civici di Venezia.

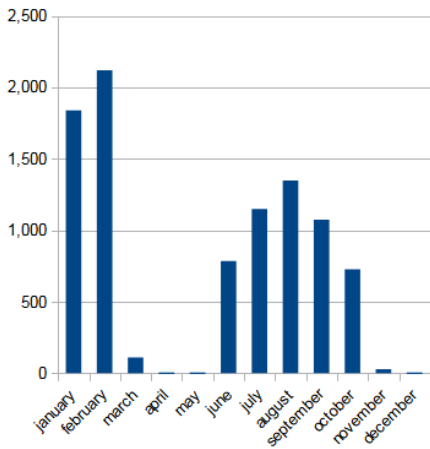


Figure 9.36: Year 2020.

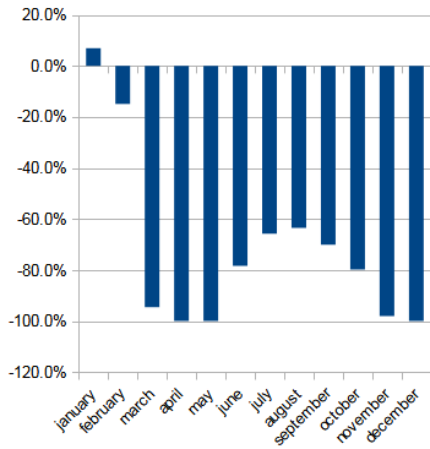


Figure 9.37: 2020/2019 % change.

¹Data changed as a result of updating by the source.

9.2 State museums visitors

	2016	2017	2018	2019	2020	% ch. 20/19
Gallerie dell'Accademia	311,645	316,995	288,501	305,099	97,756	-68,0%
Giorgio Franchetti Gallery at Ca' d'Oro	68,632	65,653	58,394	50,701	16,999	-66,5%
Grimani Palace	17,561	18,717	20,225	35,021	11,260	-67,8%
Archaeological Museum^I	344,904	343,588	337,122	296,971	78,741	-73,5%
Oriental Art Museum^{II}	92,137	107,902	83,364	70,814	4,907	-93,1%
TOTAL	834,879	852,855	787,606	758,606	209,663	-72,4%

Table 9.20: Source: Ministry of Cultural Heritage and Activities - Museum Pole of Veneto.

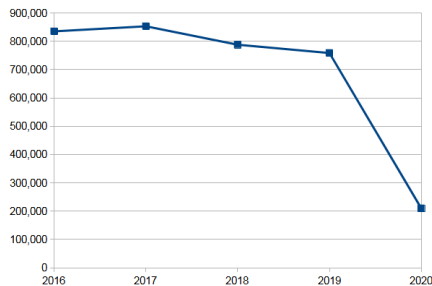


Figure 9.38: Visitors: total per year.

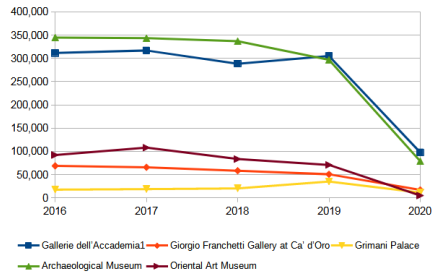


Figure 9.39: Visitors: total per museum.

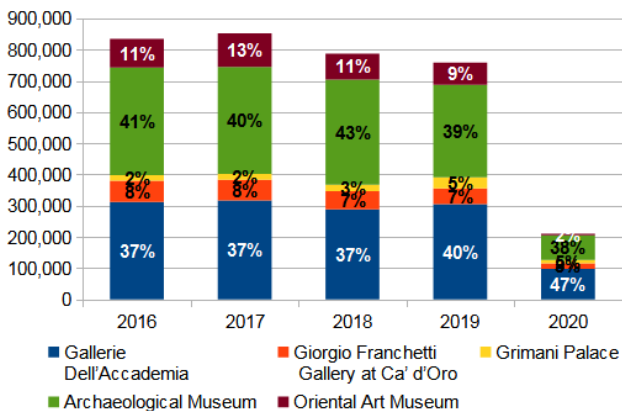


Figure 9.40: State museums visitors: % composition per year.

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

^{II} A part of an integrated itinerary with Ca' Pesaro.

9.3 Visitors to the Chorus circuit churches

9.3.1 Churches with Chorus Circuit ticket

	2016	2017	2018	2019	2020	% ch. 20/16	% ch. 20/19
Santa Maria del Giglio	16,141	17,030	18,479	18,054	6,842	-57.6%	-62.1%
S. Stefano	8,223	9,143	11,155	12,268	4,294	-47.8%	-65.0%
Museum of sacred art							
Santa Maria Formosa	12,646	13,477	15,152	13,587	6,937	-45.1%	-48.9%
Santa Maria dei Miracoli	29,450	34,465	31,685	29,353	15,455	-47.5%	-47.3%
San Giovanni Elemosinario	4,567	5,138	4,500	3,502	1,946	-57.4%	-44.4%
San Polo	20,406	22,686	21,453	18,648	10,216	-49.9%	-45.2%
San Giacomo dell'Orio	12,343	12,135	12,007	9,978	4,932	-60.0%	-50.6%
San Stae	5,758	5,579	5,515	4,530	1,723	-70.1%	-62.0%
Sant'Alvise	7,330	7,379	8,016	7,163	3,132	-57.3%	-56.3%
San Pietro	8,656	10,394	9,332	9,005	5,012	-42.1%	-44.3%
Ss. Redentore	15,261	15,062	15,327	13,966	8,519	-44.2%	-39.0%
Gesuati	15,707	14,924	16,543	15,402	6,305	-59.9%	-59.1%
San Sebastiano	16,234	13,823	17,204	18,424	9,220	-43.2%	-50.0%
San Giobbe^l			709	2,183	507		-76.8%
San Giuseppe di Castello							
TOTAL	172,722	181,235	187,077	176,063	85,040	-50.8%	-5.9%
Free admissions	5,328	5,407	6,236	7,136	2,870	-46.1%	14.4%
TOTAL VISITS	178,050	186,642	193,313	183,199	87,910	-52.0%	-5.2%

Table 9.21: Source: Chorus - Association for the churches of the Patriarchate of Venice.

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

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

9.3.2 Churches with Chorus Circuit ticket: monthly distribution

	2016	2017	2018	2019	2020	% ch. 20/19
january	8,709	8,069	10,936	11,289	10,672	-5.5%
february	12,878	10,746	12,798	11,615	8,999	-22.5%
march	18,119	16,447	18,946	18,894	495	-97.4%
april	25,010	23,069	24,618	26,194	0	-100.0%
may	21,635	20,677	23,243	20,433	0	-100.0%
june	12,365	13,939	12,515	12,531	6,225	-50.3%
july	10,571	12,175	11,241	10,321	12,554	21.6%
august	13,251	13,741	12,670	12,834	19,327	50.6%
september	15,146	18,901	17,423	17,381	16,302	-6.2%
october	18,829	23,623	22,477	22,456	12,909	-42.5%
november	11,340	14,507	15,146	10,186	427	-95.8%
december	10,197	10,748	11,300	9,065	0	-100.0%
TOTAL	178,050	186,642	193,313	183,199	87,910	-52.0%

Table 9.22: Source: Chorus - Association for the churches of the Patriarchate of Venice.

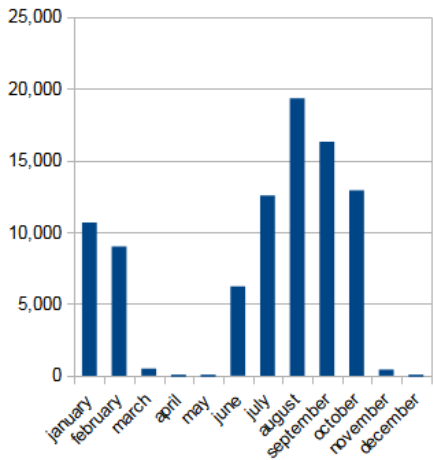


Figure 9.41: 2020: Visitors with Chorus circuit ticket monthly distribution.

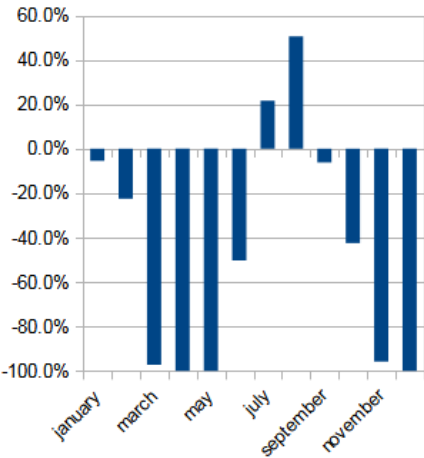


Figure 9.42: Visitors % change on previous year.

9.4 Visitors to La Biennale di Venezia

Year	Event	Period	Visitors	% ch. on previous edition
2015	56 th International Art Exhibition	9 th may – 22 nd november	501,502	5.6%
2017	57 th International Art Exhibition	13 th may – 26 th november	615,152	22.7%
2019	58 th International Art Exhibition	11 th may – 24 th november	593,616	-3.5%

Table 9.23: Source: *Fondazione La Biennale di Venezia*.

Year	Event	Period	Visitors	% ch. on previous edition
2016	15 th International Architecture Exhibition	28 th may – 27 th november	259,721	5.6%
2018	16 th International Architecture Exhibition	26 th may – 25 th novembre	275,003	22.7%
2020	17 th International Architecture Exhibition ¹	29 th august – 31 st december	–	–

Table 9.24: Source: *Fondazione La Biennale di Venezia*.

Year	Event	Period	Visitors	% ch. on previous edition
2020	Venice Pavilion at 58 th International Art Exhibition	29 th august – 31 st december	1,558	-98%

Table 9.25: Source: *Development, City Promotion and Tradition Protection Department*.

¹Due to Sars-COV2 pandemic restrictions, the event was replaced by the exhibition “*The disquieted muses. When La Biennale di Venezia meets History*”. See Methodological note at page 14.

9.5 Visitors to the Peggy Guggenheim Collection

	2016	2017	2018	2019	2020	% change 20/19
January	19,140	21,975	21,435	19,425	19,497	0.4%
February	24,493	23,322	24,613	19,966	15,248 ^I	-23.6%
March	33,721	32,962	33,870	29,185	777 ^{II}	-97.3%
April	45,037	48,825	43,169	39,339	0	-100.0%
May	44,518	40,044	39,948	37,730	0	-100.0%
June	37,522	38,374	31,939	32,486	5,466 ^{III}	-83.2%
July	34,983	34,864	29,508	28,694	8,861 ^{IV}	-69.1%
August	33,417	32,769	29,087	27,773	12,696 ^V	-54.3%
September	35,848	40,631	32,375	33,274	15,584	-53.2%
October	45,115	46,471	36,656	43,158	14,160	-67.2%
November	33,344	40,984	31,980	22,754	633 ^{VI}	-97.2%
December	26,360	25,988	21,638	16,691	0	-100.0%
TOTAL	413,498	427,209	376,218	350,475	92,922	-73.5%

Table 9.26: Source: Peggy Guggenheim Collection.

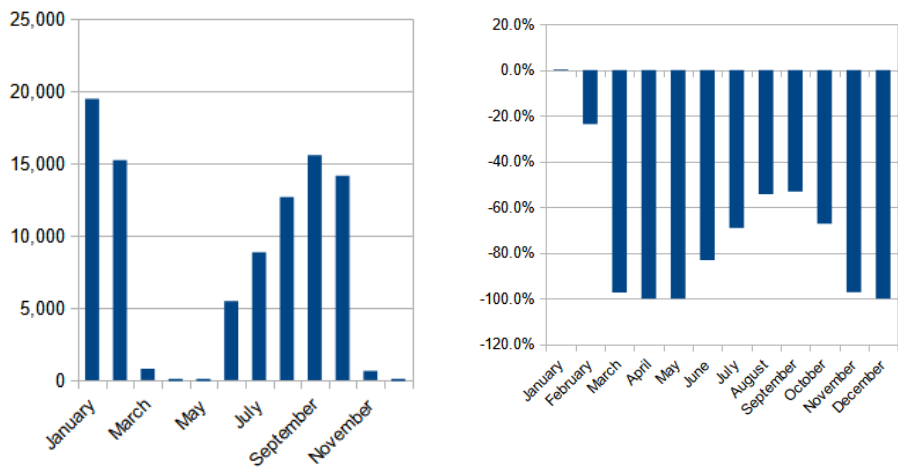


Figure 9.44: Visitors % change 2020/2019.

Figure 9.43: 2020 Total visitors.

^IFebruary: closed from 24th to 29th.

^{II}March: open for 5 days.

^{III}June: open only on Saturdays and Sundays.

^{IV}July: open only from Friday to Sunday.

^VAugust: open only from Friday to Monday.

^{VI}November: open for 3 days.

9.6 Visitors to the Querini Stampalia Museum

	2016	2017	2018	2019	2020 ¹	% change 20/19
January	2.395	2.009	2.635	2.753	2.844	3.3%
February	2.697	2.101	2.565	2.493	2.600	4.3%
March	3,094	2,976	4,450	3,534	0	-100.0%
April	3,595	3,949	6,390	4,731	0	-100.0%
May	4,600	4,183	7,800	4,579	433	-90.5%
June	3,224	3,614	5,780	3,951	595	-84.9%
July	3,010	2,345	2,830	2,786	1,233	-55.7%
August	3,422	2,612	2,850	2,540	3,407	34.1%
September	3,935	3,141	3,420	3,882	2,615	-32.6%
October	5,826	3,414	4,350	4,925	1,943	-60.5%
November	5,363	3,463	5,030	2,708	128	-95.3%
December	2,247	2,616	2,900	2,430	0	-100.0%
TOTAL	43,408	36,423	51,000	41,312	15,798	-61.8%

Table 9.27: Source: Fondazione Querini Stampalia.

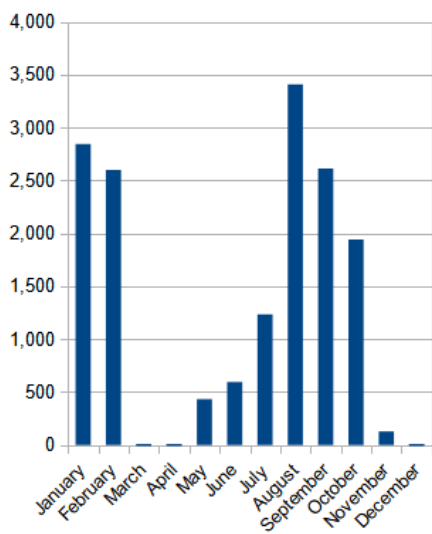


Figure 9.45: 2020 total visitors.

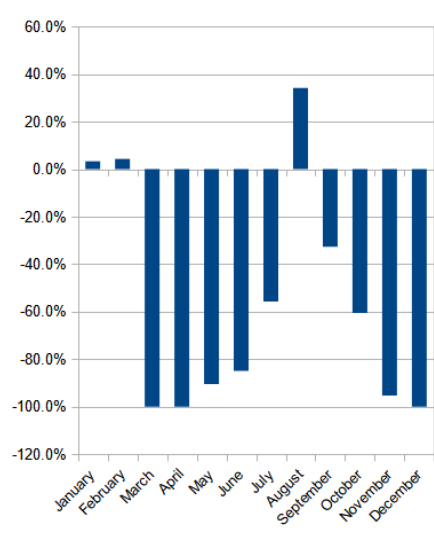


Figure 9.46: Visitors % change 2020/2019.

¹Closed from february 24th to may 24th, from that date to july 13th open only for the weekend. From july 14th open from tuesday to sunday.
Closed from november 5th to december 31st.

9.7 Venezia Servizi Foundation

9.7.1 Hidden Jewels of Venice project

	2016	2017	2018	2019	2020	% ch. 20/19
Scala Contarini del Bovolo	47,878	68,574	82,127	86,795	27,684	-68.1%
Oratorio dei Crociferi ^I	2,088	1,648	4,147	2,852	143	-95.0%
Complesso dell'Ospedaletto ^{II}	33	920	1,815	^{III} 588	403	-31.5%
Zitelle's Church	0	3,305	0	^{III} 29	0	-100.0%
Penitenti's Church	0	800	0	^{III} 0	1	
Cumulative tickets	0	0	0	1,707	136	-92.0%
TOTAL	49,999	75,247	88,089	91,971	28,367	-69.2%

Table 9.28: Source: Fondazione Venezia Servizi.

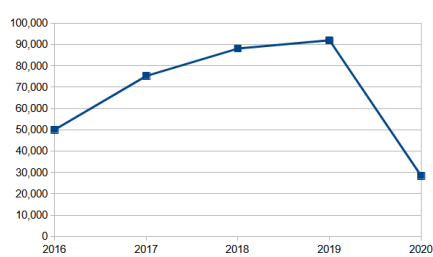


Figure 9.47: 2016-2020 total visitors.

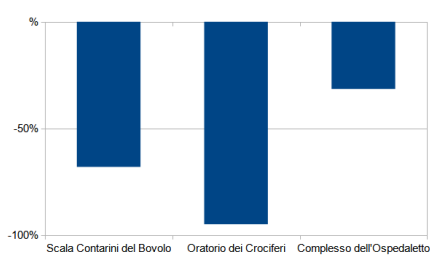


Figure 9.48: Visitors % change on 2019.

^IOn reservation from august 1st to 31st and november 4th to december 31st2019.

^{II}Free entrances for the Architecture Biennale 2016 and 2018 are not reported.

^{III}Free entrances for the Art Biennale 2019 are not reported.

9.7.2 Scala Contarini *del Bovo*lo

	2016	2017	2018	2019	2020	% ch. 20/19
January	0	4,087	5,056	5,304	5,129	-3.3%
February	4,124	4,736	6,061	6,507	5,228	-19.7%
March	5,748	5,907	7,357	10,576	391	-96.3%
April	4,891	7,917	9,730	11,509	0	
May	4,313	6,627	8,094	7,127	225	-96.8%
June	3,899	5,252	6,378	8,068	2,303	-71.5%
July	4,806	5,293	6,429	5,852	3,645	-37.7%
August	4,700	5,311	6,762	7,854	4,119	-47.6%
September	4,292	5,937	7,904	7,776	4,019	-48.3%
October	5,053	7,608	7,648	8,335	3,052	-63.4%
November	3,000	5,269	5,445	3,774	256	-93.2%
December	3,052	4,630	5,263	4,113	0	
TOTAL	47,878	68,574	82,127	86,795	28,367	-67.3%

Table 9.29: Source: Fondazione Venezia Servizi.

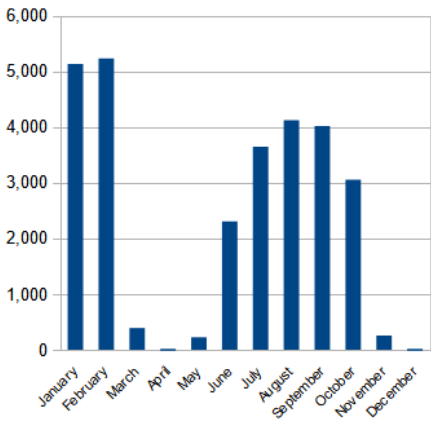


Figure 9.49: 2020 total visitors.

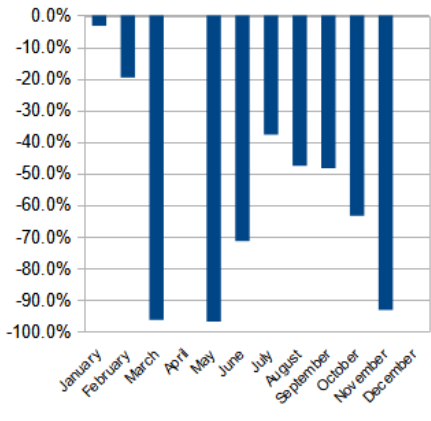


Figure 9.50: Visitors % change on 2019.

9.7.3 Other cultural heritage of the project *Hidden Jewels of Venice*

	Oratorio dei Crociferi	Complesso dell'Ospedaletto	Zitelle's Church	Penitenti's Church	Cumulative tikets	Monthly total	% ch. 20/19	Total 2019
January	15	17	0	0	15	47	-89.9%	467
February	17	52	0	1	14	84	-85.7%	589
March	0	0	0	0	0	0	-100.0%	566
April	0	0	0	0	0	0	-100.0%	679
May	0	0	0	0	11	11	-97.5%	445
June	2	10	0	0	8	20	-96.5%	574
July	5	0	0	0	13	18	-95.8%	428
August	0	0	0	0	0	0	-100.0%	17
September	80	242	0	0	7	329	-12.7%	377
October	24	82	0	0	68	174	-77.0%	755
November	0	0	0	0	0	0	-100.0%	182
December	0	0	0	0	0	0	-100.0%	97
TOTAL	143	403	0	1	136	683	-86.8%	5,176

Table 9.30: Source: Fondazione Venezia Servizi.

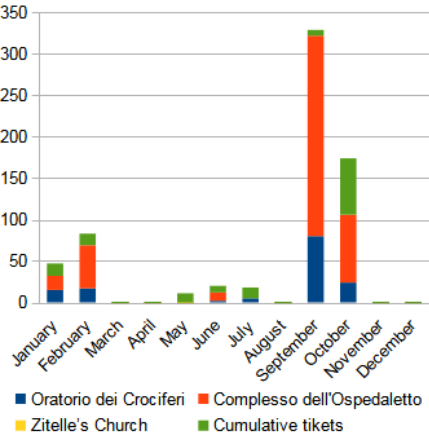


Figure 9.51: 2020 total visitors.

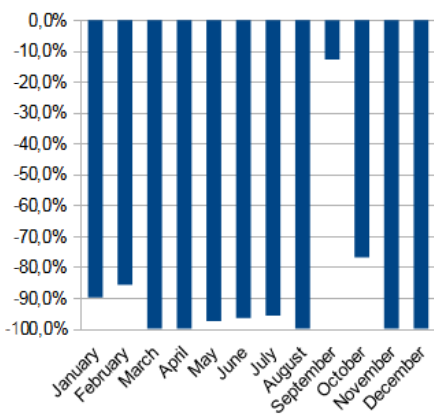


Figure 9.52: Visitors % change on 2019.

9.8 Visitors to other museums

9.8.1 Jewish Museum

	2016	2017	2018	2019 ^I	2020 ^{II}	% ch. 20/19
january	3,239	4,149	3,882	4,474	3,510	-21.5%
february	4,375	5,515	6,016	5,477	3,215	-41.3%
march	7,280	8,445	8,758	9,871	228	-97.7%
april	8,090	8,440	10,423	9,073	0	-100.0%
may	9,535	7,683	8,166	9,773	515	-94.7%
june	7,341	6,334	6,675	6,478	1,316	-79.7%
july	8,743	6,812	6,514	7,125	2,527	-64.5%
august	8,624	7,375	6,899	7,053	3,274	-53.6%
september	7,794	4,755	4,903	7,277	1,324	-81.8%
october	7,306	6,210	9,117	5,810	1,071	-81.6%
november	5,463	4,628	4,355	2,895	0	-100.0%
december	3,768	3,538	3,683	2,836	0	-100.0%
TOTAL	81,558	73,884	79,391	78,142	16,980	-78.3%
Free admissions	6,344	5,236	7,180	5,796	—	—
TOTAL	87,902	79,120	86,571	83,938	16,980	-79.8%

Table 9.31: Source: Venice Jewish Community.

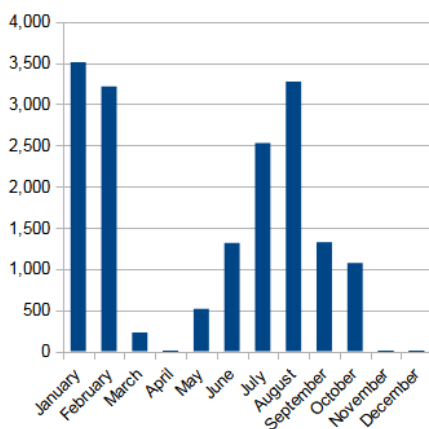


Figure 9.53: 2020 total visitors.

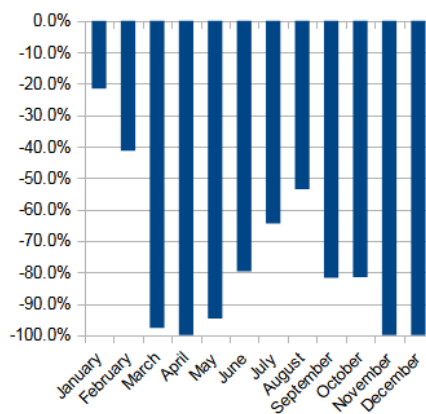


Figure 9.54: Visitors % change on 2019.

^IIn 2019 17,700 students took part to education visits.

^{II}In 2020 only few hundreds students took part to education visits.

9.8.2 Naval History Museum

	2016	2017 ¹	2018	2019	2020	% ch. 20/19
january	2,512	3,687	2,932	2,737	0	-100.0%
february	3,449	4,192	3,778	3,300	0	-100.0%
march	3,558	0	4,840	5,350	0	-100.0%
april	7,753	9,719	7,777	8,284	0	-100.0%
may	6,317	5,768	5,717	5,503	0	-100.0%
june	6,739	5,304	3,954	4,280	1	-100.0%
july	5,409	5,016	4,613	4,597	0	-100.0%
august	7,536	5,979	5,806	4,878	0	-100.0%
september	6,083	4,860	5,416	4,291	0	-100.0%
october	7,870	6,103	5,955	5,698	0	-100.0%
november	4,135	3,816	3,575	2,688	0	-100.0%
december	4,448	3,433	3,042	2,490	0	-100.0%
TOTAL	65,809	57,877	57,405	54,096	1	-100.0%

Table 9.32: *Source: Naval History Museum.*

The visitor flow for the year 2020 is one visitor in June. This information comes—as it did for the 2019 data—from the ticketing system managed by Ve.La. SpA. The graphs in this section have been omitted.

¹Closed in March due to structural works.

9.8.3 Provincial Museum of Torcello

	2016	2017	2018	2019	2020	% ch. 20/19
January	173	189	218	226	199	-11.9%
February	256	254	214	259	185	-28.6%
March	465	525	297	617	0	-100.0%
April	726	696	548	534	0	-100.0%
May	687	617	535	458	0	-100.0%
June	528	553	435	435	0	-100.0%
July	599	667	505	452	44	-90.3%
August	625	576	527	554	595	7.4%
September	702	598	599	485	388	-20.0%
October	637	618	610	629	277	-56.0%
November	250	309	296	150	0	-100.0%
December	232	274	196	189	0	-100.0%
TOTAL	5,880	5,876	4,980	4,988	1,688	-66.2%
Total online		166	68	94	25	-73.4%
TOTAL	5,880	6,042	5,048	5,082	1,713	-66.3%
Free admissions	7,242	8,275	7,180	8,935	7,504	-16.0%
TOTAL	13,122	14,317	12,228	14,017	9,217	-34.2%

Table 9.33: Source: Metropolitan City of Venice.

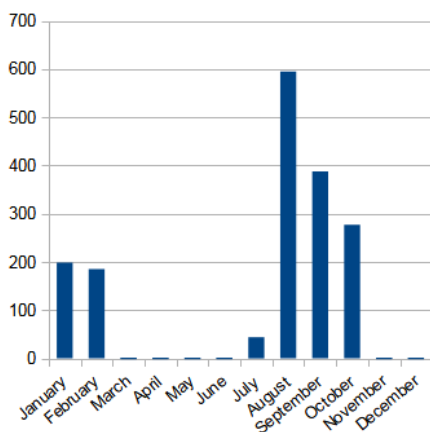


Figure 9.55: 2020 total visitors.

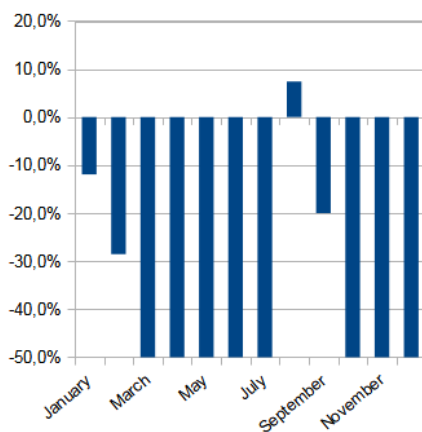


Figure 9.56: Visitors % change on 2019.

¹ Due to SARS-Cov2 epidemiological emergency, the Museum of Torcello was closed from february 25th to june 12th 2020; from november 4th to december 31st 2020. From june 13th to july 26th an experimental reopening of the Museum of Torcello to the public was launched, with free admissions on saturdays and sundays only. From july 30th to november 3rd, the Museum was open on thursday, friday, saturday and sunday with paid admissions.

9.8.4 Monumental Rooms of the Marciana National Library

	2016	2017	2018 ^I	2019	2020 ^{II}	% ch. 20/19
january	12,244	14,126	15,220	15,458	13,768	-10.9%
february	16,082	16,565	17,054	17,299	0	-100.00%
march	20,393	19,885	25,382	16,494	0	-100.00%
april	28,469	30,799	24,000	31,972	0	-100.00%
may	21,189	14,029	25,408	17,616	0	-100.00%
june	23,989	23,580	18,840	24,044	0	-100.00%
july	21,856	26,794	19,459	26,471	0	-100.00%
august	26,975	28,056	27,833	29,754	0	-100.00%
september	20,257	24,900	25,932	23,681	0	-100.00%
october	22,030	26,242	23,668	29,028	0	-100.00%
november	14,639	12,753	5,135	10,165	0	-100.00%
december	14,547	17,770	16,722	12,635	0	-100.00%
TOTAL	242,670	255,499	244,653	254,617	13,768	-94.6%

Table 9.34: Source: Marciana National Library.

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

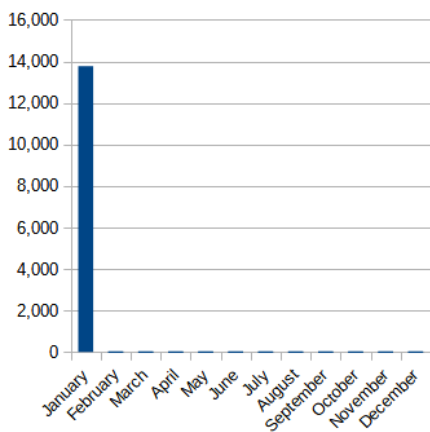


Figure 9.57: 2020 total visitors.

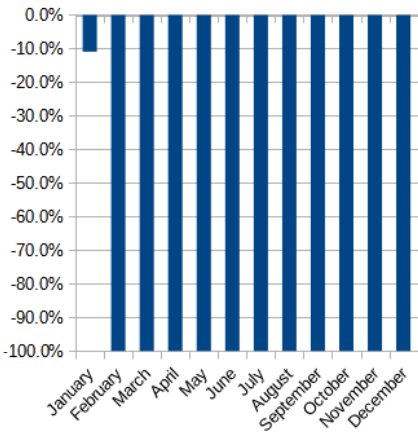


Figure 9.58: Visitors % change on 2019.

^IRooms closed from 4th to 25th November.
^{II}Rooms closed due to Covid-19 health emergency.

9.8.5 Scuola Grande di San Rocco

	2016	2017	2018	2019	2020	% ch. 20/19
january	6,170	6,346	7,021	7,127	6,868	-3.6%
february	8,235	7,254	8,534	7,988	6,486	-18.8%
march	12,732	11,338	11,862	13,005	461	-96.5%
april	15,687	15,412	13,880	15,072	0	-100.0%
may	13,186	12,016	12,834	11,725	0	-100.0%
june	9,895	10,931	8,587	9,352	6,280	-32.8%
july	8,017	9,704	7,873	7,475	11,060	48.0%
august	10,443	10,838	8,728	9,394	15,686	67.0%
september	11,148	11,241	9,742	9,732	11,191	15.0%
october	14,643	14,523	12,805	14,915	8,385	-43.8%
november	8,541	11,271	11,047	8,822	451	-94.9%
december	8,329	8,268	10,381	6,703	0	-100.0%
TOTAL	127,026	129,142	123,294	121,310	66,868	-44.9%

Table 9.35: Source: Scuola Grande di San Rocco.

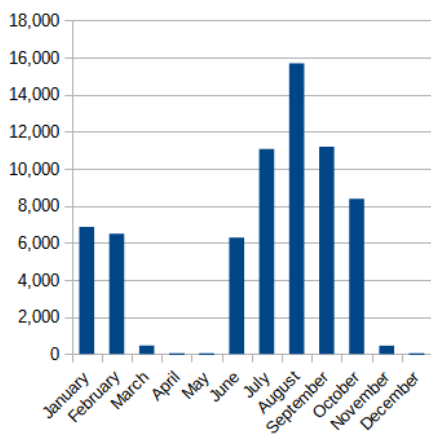


Figure 9.59: 2020 total visitors.

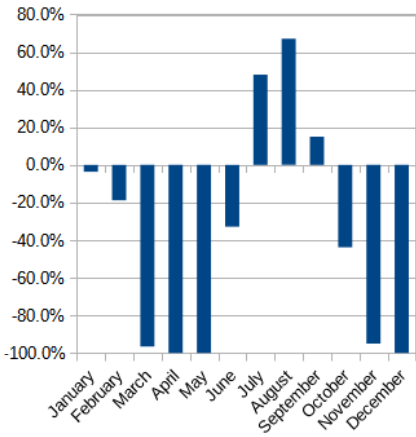


Figure 9.60: Visitors % change on 2019.

9.8.6 Scuola Dalmata dei santi Giorgio e Trifone

	2016	2017	2018	2019	2020 ¹	% ch. 20/19
january	1,211	1,432	1,474	1,228	1,442	17.4%
february	1,825	1,539	1,487	1,423	1,017	-28.5%
march	2,853	2,477	2,449	1,751	0	-100.0%
april	3,660	3,298	2,798	2,403	0	-100.0%
may	2,751	2,199	2,307	2,219	0	-100.0%
june	1,517	1,557	1,283	1,563	0	-100.0%
july	1,365	1,162	1,085	1,214	569	-53.1%
august	1,391	1,443	1,084	1,303	1,341	2.9%
september	2,141	2,413	1,408	1,775	1,153	-35.0%
october	3,368	3,423	2,446	2,906	1,030	-64.6%
november	1,655	2,402	2,072	1,288	43	-96.7%
december	1,802	1,627	1,580	1,077	0	-100.0%
TOTAL	25,539	24,972	21,473	20,150	6,595	-67.3%

Table 9.36: Source: Scuola Dalmata dei Santi Giorgio e Trifone.

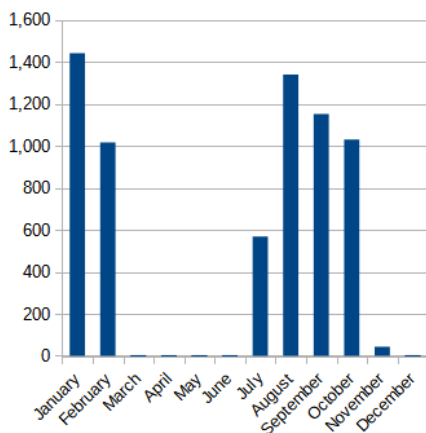


Figure 9.61: 2020 total visitors.

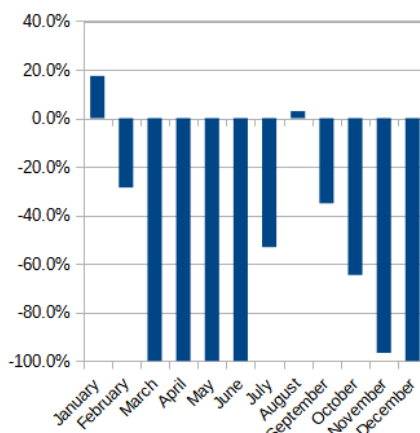


Figure 9.62: Visitors % change on 2019.

¹The Scuola Dalmata was closed in march, april, may, june, from november 5th to december 2020 due to national Covid-19 health provisions.

9.8.7 Scuola Grande dei Carmini

	2016	2017	2018	2019	2020 ¹	Var. % 20/19
january	869	1,053	770	774	415	-46.4%
february	912	1,343	999	1,020	419	-58.9%
march	1,130	1,281	906	1,199	27	-97.7%
april	2,049	1,482	1,394	1,301	0	-100.0%
may	1,620	1,291	1,301	2,357	0	-100.0%
june	1,023	1,126	708	801	0	-100.0%
july	803	883	851	593	356	-40.0%
august	781	940	509	430	285	-33.7%
september	1,120	1,278	863	622	658	5.8%
october	1,857	1,753	1,219	1,150	563	-51.0%
november	903	1,065	936	587	30	-94.9%
december	513	881	931	451	0	-100.0%
TOTAL	13,580	14,376	11,387	11,285	2,753	-75.6%

Table 9.37: *Source: Scuola Grande dei Carmini.*

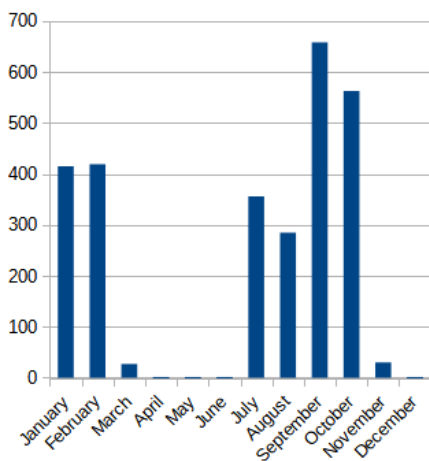


Figure 9.63: 2020 total visitors.

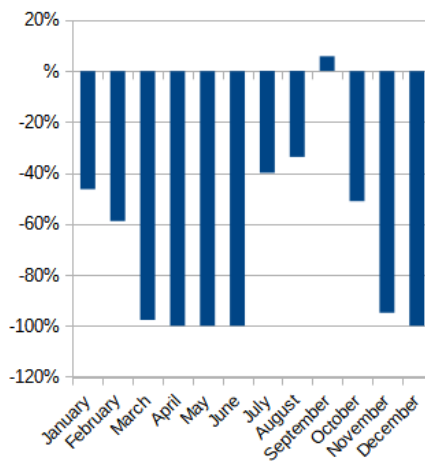


Figure 9.64: Visitors % change on 2019.

¹Scuola Grande dei Carmini was closed from november 2019 to june 2020, it was open in july and august 2020, then partially open during weekends and daily opening in september/october. The institution was closed from november 5th, 2020 to december 31st, 2020.

9.8.8 Scuola Grande di San Giovanni Evangelista

	2016	2017	2018	2019	2020	% ch. 20/19
Opening days	134	156	154	182	49	-73.1%
Visitors	5,255	5,733	4,590	5,917	1,168	-80.3%

Table 9.38: Source: Scuola Grande San Giovanni Evangelista.

	2017	2018	2019	2020	% ch. 20/19
january	522	335	430	473	10.0%
february	331	162	571	407	-28.7%
march	403	189	547	38	-93.1%
april	353	562	488	0	-100.0%
may	427	829	381	0	-100.0%
june	385	277	1,120	0	-100.0%
july	357	354	270	0	-100.0%
august	306	274	413	0	-100.0%
september	1,406	368	372	0	-100.0%
october	340	336	455	239	-47.5%
november	441	531	326	¹ 97	-70.2%
december	462	373	544	0	-100.0%
TOTAL	5,733	4,590	5,917	3,274	-44.7%

Table 9.39: Source: Scuola Grande San Giovanni Evangelista.

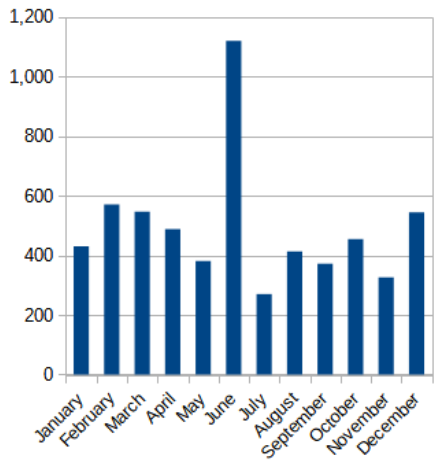


Figure 9.65: 2020 total visitors.

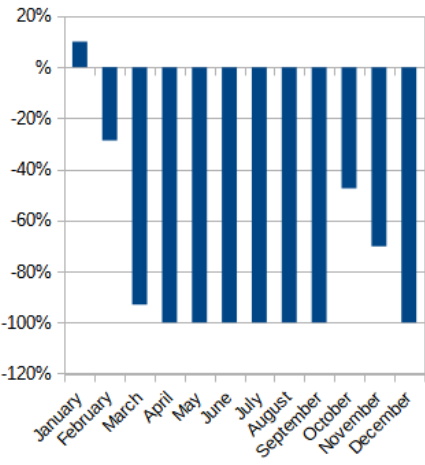


Figure 9.66: Visitors % change on 2019.

¹November includes 86 visitors of the virtual museum.

9.8.9 Scuola Grande di San Marco

	2016	2017	2018	2019	2020	% ch. 20/16	% ch. 20/19
Museum and hall	21,783	21,730	23,561	21,045	10,855	-50.2%	-48.4%

Table 9.40: Source: Scuola Grande di San Marco.

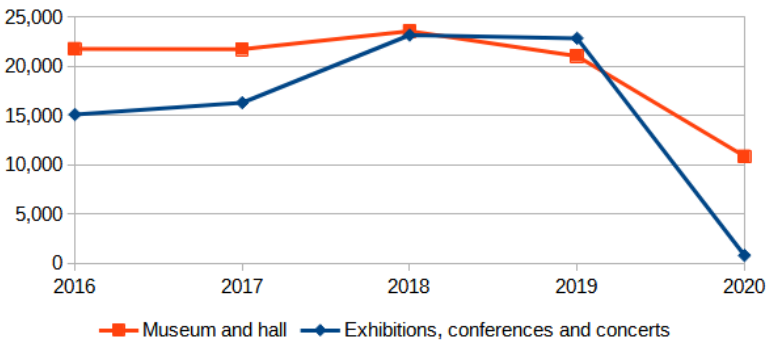


Figure 9.67: Visitors monthly % change.

	2016	2017	2018	2019	2020	% ch. 20/16	% ch. 20/19
Exhibitions	12,500	13,500	20,000	20,000	0	-100.0%	-100.0%
Conferences and concerts	2,600	2,800	3,170	2,850	791	-69.6%	-72.2%
TOTAL	15,100	16,300	23,170	22,850	0	-100.0%	-100.0%

Table 9.41: Source: Scuola Grande di San Marco.

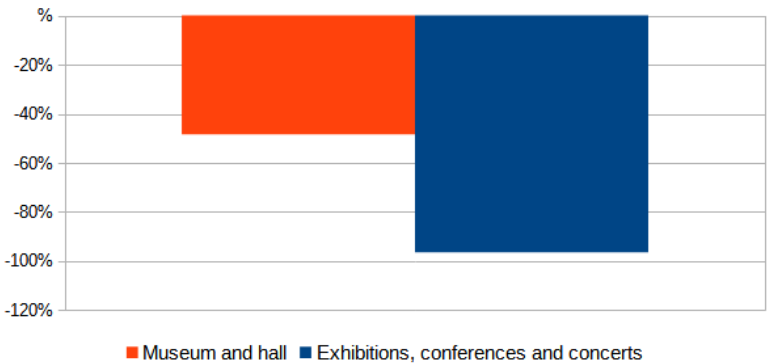


Figure 9.68: Visitors monthly % change.

	Museum and hall	Church of San Lazzaro	Total	% ch. 20/19
january	1,427	1,551	2,978	190.5%
february	1,008	1,320	2,328	44.5%
march	94	108	202	-89.0%
april	0	273	273	-89.9%
may	486	276	762	-73.1%
june	1,597	1,129	2,726	50.0%
july	1,606	1,105	2,711	31.2%
august	1,929	1,414	3,343	-0.9%
september	1,503	1,175	2,678	-32.0%
october	1,118	1,008	2,126	-59.3%
november	87	570	657	-86.0%
december	0	38	38	-98.5%
TOTAL	10,855	9,967	20,822	-38.1%

Table 9.42: Source: Scuola Grande di San Marco.

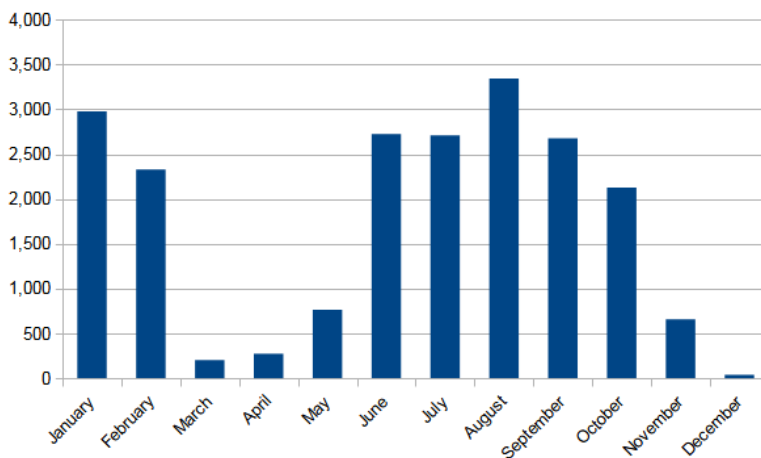


Figure 9.69: Visitors monthly % change.

9.8.10 Scuola Grande della Misericordia

Event	2020
Exhibitions	0
Conferences	600
TOTAL	600

Table 9.43: *Source: Scuola della Misericordia di Venezia SpA.*

9.8.11 M9 - The Museum of the 20th Century

Event	2020
Visitors	10,000
Events (conferences, screenings, workshops, shows)	0
TOTAL	10,000

Table 9.44: *Source: M9 – The museum of the 20th century.*

The Museum of the 20th century was closed for almost the whole year. It was open to the public during the months of January and February and for ten days, between 2nd and 12th September 2020, to host the *Venice VR Expanded* initiative on the third floor, the *Virtual Reality* section of the 77th Venice International Film Festival of the Venice Biennale.

9.9 Temporary exhibitions visitors

With regard to the usual focus on the **number of visitors to the world's most visited temporary exhibitions, in Italy and in Venice**, it should be noted that the *Giornale dell'Arte* did not publish the data for 2020 because, due to the pandemic, many exhibitions were suspended or interrupted and the data are not comparable with those of previous years.

9.10 Live performances

9.10.1 La Biennale di Venezia

	Edition	Audience	% ch. 20/19
International film festival	77 ^o	100,577	8.6%
International festival of contemporary music	64 th	1,739	-58.3%
International theater festival	48 th	5,243	-41.8%
International festival of contemporary dance	14 th	2,334	361.3%
First permanent festival of Restored Cinema	1 st	1,484	–
The disquieted muses. When La Biennale di Venezia meets History	one-time	8,494	–
TOTAL		119,871	12.8%

Table 9.45: Source: Fondazione La Biennale di Venezia.

9.10.2 La Fenice Opera House

Event	2020 audience	audience 20/19 % ch.
Symphonic season	4,506	-79.4%
Opera season	26,432	-75.4%
Ballett	n.c.	-
Total	30,938	-76.1%
Others	3,153	-79.1%
TOTAL	34,091	-76.4%
Visits	61,095	-62.9%

Table 9.46: Source: Fondazione Teatro La Fenice.

9.10.3 Teatro Stabile del Veneto - The Goldoni Theatre

Event	2020		% ch. 20/19	
	Shows	Audience	Shows	Audience
Prose season	16	5,773	-65.2%	-74.6%
Dance season	1	282	-87.5%	-91.5%
Summer season	14	1,170	-79.4%	-71.1%
Shows for children, families, Schools	2	1,324	-83.3%	-34.7%
Special events	4	1,368	-76.5%	-86.2%
Let's have fun in the theater	5	1,638	-	-
Total	42	11,555	-72.5%	-73.0%
Others	10	2,600	-74.4%	-88.0%
TOTAL	52	14,155	-72.9%	-78.0%

Table 9.47: Source: Teatro Stabile del Veneto – Goldoni theatre

9.10.4 City of Venice – Culture Department - Theatres

	2020		2019 % ch.	
	Plays	Audience	Plays	Audience
Toniolo theater	30	16,146	-79.2%	-80.2%
Momo theater	18	2,762	-71.4%	-73.8%
Teatro del Parco	12	1,560		
Teatrino Groggia	9	721		
Marghera Summer ¹	11	3,026		
I am theater, among people ¹	18	1,970		
Openair festival ¹	4	403		
TOTAL	102	26,588	-50.7%	-71.2%

Table 9.48: Source: Cultural Department – Municipality of Venice.

9.10.5 City of Venice – Culture Department – Candiani Cultural Centre

Event	2020	Var. % 20/19
Exhibitions	3,767	-78.2%
Screenings	1,503	-76.2%
Didactics	2,143	-67.5%
Events	6,833	-45.6%
TOTAL	14,246	-66.7%

Table 9.49: Source: Cultural Department – Municipality of Venice.

¹Summer 2020 open air shows abided by Sars-Cov2 containment healthy provisions.

Part VI

Survey on the visitor's profile

Chapter 10

Survey 2020

Premise Regarding the distribution and collection of tourist data, the Territorial Tourism Governance Service has taken steps to collect data for the Tourists profiling by distributing an online questionnaire. The survey was carried out through a random sample which was given a questionnaire to collect the information needed to outline the visitor's typical profile which from 1st november 2019 to 31st october 2020 chose Venice as a tourist destination: for the purpose of a more precise profiling of the tourist, it was chosen to intercept both overnight tourists and daily tourists as both the reference sample populations constitute what is called "tourist". In order to reach the highest comprehension of the questions reported in the questionnaire as well as highest diffusion at international level, it was decided to distribute the text in two languages: Italian and English. The massive dissemination of the online questionnaire was carried out with the contribution of VELA SpA, because it is the subject that intercepts the two sample populations of interest: overnight tourists and daily tourists. The massive dissemination of the online questionnaire was carried out with the contribution of VELA SpA, because it is the subject that intercepts the two sample populations of interest: overnight tourists and daily tourists.

The Service has developed and drafted a questionnaire that takes the aim of the objective into account and contains questions aimed at visitor profiling, including as regards the coronavirus crisis that characterised 2020. As regards this latter aspect, a question was added to the questionnaire aimed at detecting the incidence of the pandemic on decisions not to visit Venice during the period in question.

The questionnaire consists of 42 questions of different kinds: the heterogeneity of the questions contributes to the segmentation of the visitors, to know their behaviours in order to obtain a detailed profiling. Below are the categories of questions given to tourists:

- personal data (gender, age, residence, educational qualification, job etc.);
- causes of withdrawal of the visit to Venice with possible correlation to the health crisis;
- means of transport and arrival infrastructures; - travel arrangements;
- visit period;
- type of visit;
- means of transport used during the visit/stay;
- expense incurred during the visit;
- evaluation of the visit.

After 31st October, date in the time frame of interest for the survey, the questionnaire was sent to all users who registered on the VeneziaUnica website from 1st November 2019 to 31st October 2020 with an invitation to reply online.

RESULTS OF 2020 SURVEY The survey was carried out by administering a questionnaire in Italian and English to a sample of VELA SpA users, divided by origin into Italian users and users from other countries. The questionnaire aims to collect the information necessary to outline the standard profile of the visitor who in the period 1st November 2019 to 31st October 2020 chose Venice as his tourist destination.

10.1 Data concerning the survey

Date of realization of the survey 25.11.2020 – 9.12.2020

Detection method *Computer Assisted Web Interviewing (C.A.W.I.)* which involves emailing the survey questionnaire to the sample and collecting the responses via the 'Google Forms' platform.

Reference population Users of the Venezia Unica Website

Quantities of questionnaires

- Number of questionnaires sent: 29,735 (with a reduction of -59.79% on questionnaires sent in 2019);
- Number of questionnaires delivered: 29,575, corresponding to 99.46% of the total (-59.50% on 2019)
- Number of undeliverable questionnaires: 160, corresponding to 0.54% of the total:
- Number of questionnaires received: 2,102 (-56.60% on 2019) corresponding to 7.11% of the total.

As all the questions in the questionnaire required a mandatory response, the questionnaires were all complete and useful for processing the results.

10.2 Final considerations

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

The users' response was approximately 7.11%, a higher figure for the average response rate for similar searches. The results of the online survey show that 29% of visitors are between the ages of 46 and 55 and 71% have a University degree.

In contrast to the results obtained through previous questionnaires, the respondents who declared residence in Italy were more numerous than those residing abroad, but the result is fairly balanced between the two categories: residents in Italy 51%, residents abroad 49%. Indeed, over the last two years prior to 2019, respondents not resident in Italy stood at approximately 82%.

Focusing on the details of the origin of Italians, the results show that proximity or so-called domestic tourism took place in Venice in 2020:

- 35% of Italian visitors reside in Lombardy;
- 19.6% in Veneto;
- 10.5% in Piedmont;
- 10.4% in Emilia Romagna.

Non-Italian visitors come mainly from the following countries:

- 31% from Germany;
- 15.6% from France;
- 15.9% from the UK;
- 8.8% from Austria;
- 7.9% from Switzerland;
- 3.9% from the U.S.A.

Even with regard to visitors not resident in Italy, it can be seen that, during the year of the pandemic, most of the tourism came from European countries bordering Italy, unlike in the years prior to 2020, when Americans resident in the USA accounted for 11% of international visitors in 2019 and 14% in 2018. It is interesting to note that 3% of respondents stated that they did not visit Venice during the period 1/11/2019–31/10/2020, with 68% of them stating that they decided not to visit due to the pandemic.

The most used means of transport for arriving in Venice is the car/motorcycle in 42% of the cases, followed by the train in 30% of the cases and finally the plane in 24% of the cases. The data is consistent with the origins of visitors, mostly residing in the Italian regions bordering Veneto. Visitors travel mainly with families, 78% of the cases, accompanied in 55% of the cases by 2 or 3 children. 38% of the sample uses web search engines as a source of information for travelling.

Taking into account that during the months of the lockdown (March, April and May 2020) there were no significant numbers of visits, the visit period of the sample interviewed was concentrated mainly from June to October.

Responding to the motivations which drive visitors to visit Venice, the interviewees attributed greater importance to the cultural offer of the city. From the data collected it is noted that the

experience of visiting and/or staying does not coincide with particular holidays: in fact, most travellers respond that they have made a visit/stay in Venice on dates other than those coinciding with scheduled events or festivity.

83% of those interviewed made a stay: of these, 59% stayed in hotel and 22% stayed in apartment. 46% of those who choose to overnight stay for a period ranging from 2 to 3 days, follows a 29% which stays from 4 to 5 days. 91% of who stayed said they had used accommodation facilities located in the historic center of Venice, 6% at the Lido/Pellestrina, 3% on the mainland.

In the event of a stay, the majority declares that it is not the first experience, specifying that they have already carried more than 5 stays. Daily visitors are also "recidivists": in particular, the 85% of these have already had more daily visits, in particular they visited the city more than 5 times. 78% of those interviewed stated that they moved around the area using waterbuses and on foot, 17% only on foot.

The tourist mainly spends over 50 € per day (including accommodation and transport) and up to 200 €. 34% of the sample said they spend between €51 and €100 per day (including accommodation and transport), and 33% spend between €101 and €200 per day. 71% of the subjects who stay spend from 51 to 200 € per day; while 69% of visitors spend between €25 and €100 a day.

Finally, 98% of the sample interviewed expressed their intention to return to Venice, evaluating the visit experience very positively.

10.3 Socio-demographic data

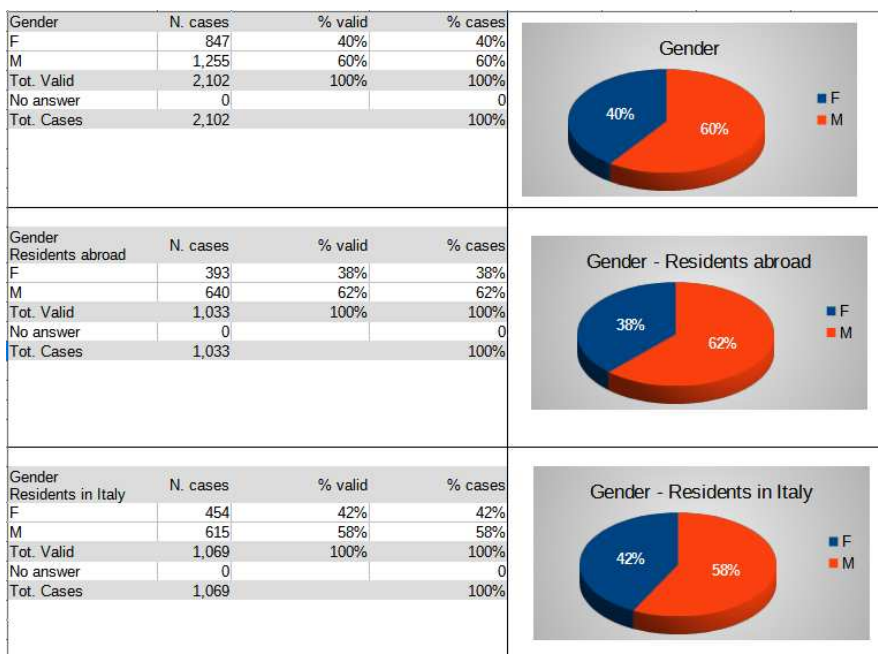
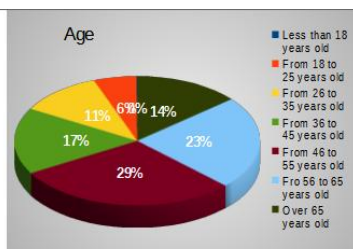
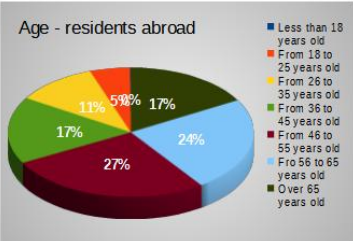


Figure 10.1: Gender.

Age	N. cases	% valid	% cases
Less than 18 years old	2	0%	0%
From 18 to 25 years old	119	6%	6%
From 26 to 35 years old	231	11%	11%
From 36 to 45 years old	349	17%	17%
From 46 to 55 years old	618	29%	29%
From 56 to 65 years old	490	23%	23%
Over 65 years old	293	14%	14%
Tot. Valid	2,102	100%	100%
No answer	0		0
Tot. Cases	2,102		100%



Age residents abroad	N. cases	% valid	% cases
Less than 18 years old	1	0%	0%
From 18 to 25 years old	55	5%	5%
From 26 to 35 years old	111	11%	11%
From 36 to 45 years old	173	17%	17%
From 46 to 55 years old	277	27%	27%
From 56 to 65 years old	243	24%	24%
Over 65 years old	173	17%	17%
Tot. Valid	1,033	100%	100%
No answer	0		0
Tot. Cases	1,033		100%



Age residents in Italy	N. cases	% valid	% cases
Less than 18 years old	1	0%	0%
From 18 to 25 years old	64	6%	6%
From 26 to 35 years old	120	11%	11%
From 36 to 45 years old	176	16%	16%
From 46 to 55 years old	341	32%	32%
From 56 to 65 years old	247	23%	23%
Over 65 years old	120	11%	11%
Tot. Valid	1,069	100%	100%
No answer	0		0
Tot. Cases	1,069		100%

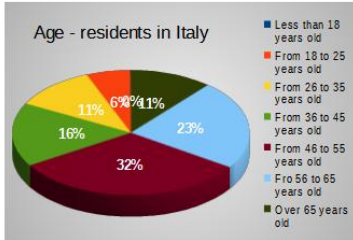
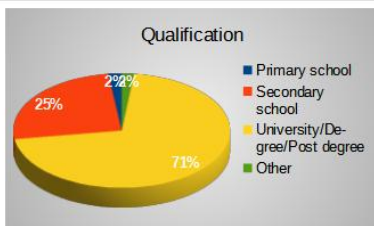
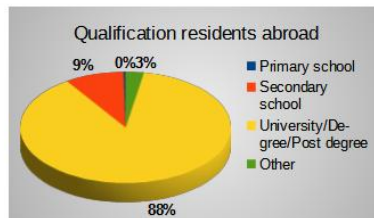


Figure 10.2: Age.

Qualification	N. cases	% valid	% cases
Primary school	42	2%	2%
Secondary school	533	25%	25%
University/Degree/Post degree	1,489	71%	71%
Other	38	2%	2%
Tot. Valid	2,102	100%	100%
No answer	0		0
Tot. Cases	2,102		100%



Qualification residents abroad	N. cases	% valid	% cases
Primary school	3	0%	0%
Secondary school	94	9%	9%
University/Degree/Post degree	907	88%	88%
Other	29	3%	3%
Tot. Valid	1,033	100%	100%
No answer	0		0
Tot. Cases	1,033		100%



Qualification residents in Italy	N. cases	% valid	% cases
Primary school	39	4%	4%
Secondary school	439	41%	41%
University/Degree/Post degree	582	54%	54%
Other	9	1%	1%
Tot. Valid	1,069	100%	100%
No answer	0		0
Tot. Cases	1,069		100%

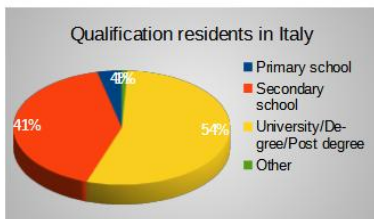
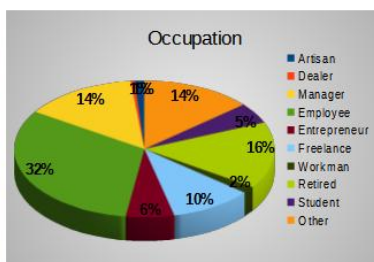
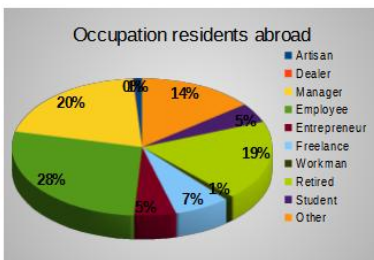


Figure 10.3: Qualification.

Occupation	N. cases	% valid	% cases
Artisan	25	1%	1%
Dealer	11	1%	1%
Manager	296	14%	14%
Employee	670	32%	32%
Entrepreneur	127	6%	6%
Freelance	216	10%	10%
Workman	34	2%	2%
Retired	331	16%	16%
Student	102	5%	5%
Other	290	14%	14%
Tot. Valid	2,102	100%	100%
No answer	0		0
Tot. Cases	2,102		100%



Occupation residents abroad	N. cases	% valid	% cases
Artisan	11	1%	1%
Dealer	1	0%	0%
Manager	209	20%	20%
Employee	285	28%	28%
Entrepreneur	54	5%	5%
Freelance	72	7%	7%
Workman	10	1%	1%
Retired	195	19%	19%
Student	47	5%	5%
Other	149	14%	14%
Tot. Valid	1,033	100%	100%
No answer	0		0
Tot. Cases	1,033		100%



Occupation residents in Italy	N. cases	% valid	% cases
Artisan	14	1%	1%
Dealer	10	1%	1%
Manager	87	8%	8%
Employee	385	36%	36%
Entrepreneur	73	7%	7%
Freelance	144	13%	13%
Workman	24	2%	2%
Retired	136	13%	13%
Student	55	5%	5%
Other	141	13%	13%
Tot. Valid	1,069	100%	100%
No answer	0		0
Tot. Cases	1,069		100%

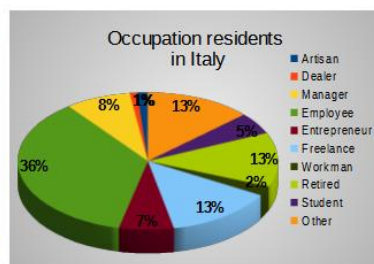


Figure 10.4: Occupation.

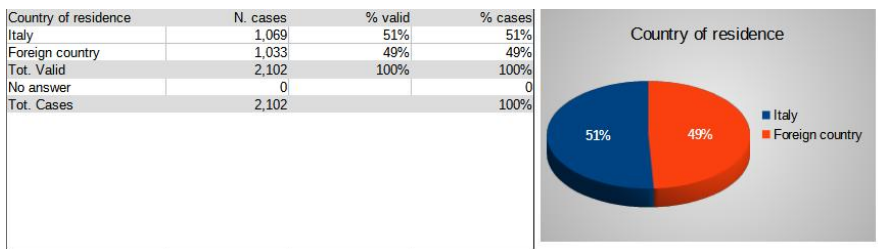


Figure 10.5: Country of residence.

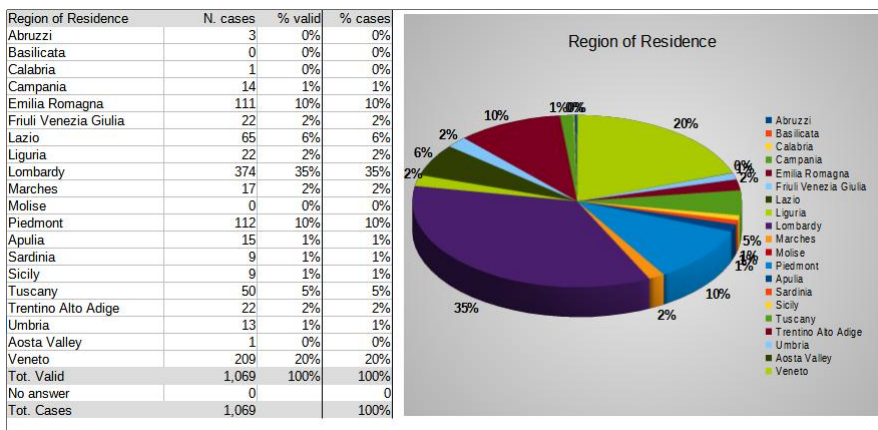


Figure 10.6: Region of residence.

Country of Residence	N. cases	% valid	% cases
Germany	320	31.0%	31.0%
France	161	15.6%	15.6%
United Kingdom	154	14.9%	14.9%
Austria	91	8.8%	8.8%
Swiss	82	7.9%	7.9%
USE	40	3.9%	3.9%
Belgium	27	2.6%	2.6%
Spain	23	2.2%	2.2%
Netherlands	19	1.8%	1.8%
Russia	14	1.4%	1.4%
Portugal	8	0.8%	0.8%
Czech republic	8	0.8%	0.8%
Canada	7	0.7%	0.7%
Ireland	6	0.6%	0.6%
Sweden	5	0.5%	0.5%
Hungary	5	0.5%	0.5%
Other countries	4	0.4%	0.4%
Other Western Asia Countries	4	0.4%	0.4%
Australia	4	0.4%	0.4%
Denmark	4	0.4%	0.4%
Greece	4	0.4%	0.4%
Israel	4	0.4%	0.4%
Ukraine	4	0.4%	0.4%
Luxembourg	3	0.3%	0.3%
Poland	3	0.3%	0.3%
Slovenia	3	0.3%	0.3%
South Africa	3	0.3%	0.3%
Other countries in Europe	2	0.2%	0.2%
Argentina	2	0.2%	0.2%
Finland	2	0.2%	0.2%
Japan	2	0.2%	0.2%
Lithuania	2	0.2%	0.2%
Romans	2	0.2%	0.2%
Other Americas Countries	1	0.1%	0.1%
Other Western Asia Countries	1	0.1%	0.1%
Brazil	1	0.1%	0.1%
Bulgaria	1	0.1%	0.1%
South Korea	1	0.1%	0.1%
Estonia	1	0.1%	0.1%
Liechtenstein	1	0.1%	0.1%
Malta	1	0.1%	0.1%
Mexico	1	0.1%	0.1%
Slovakia	1	0.1%	0.1%
Turkey	1	0.1%	0.1%
Tot. Valid	1.033	100.0%	100.0%
No answer	0		0.0%
Tot. Cases	1.033		100.0%

Figure 10.7: Country of residence.

10.4 Visit to Venice from 1/11/2019 to 31/10/2020 and reasons of any withdrawal.

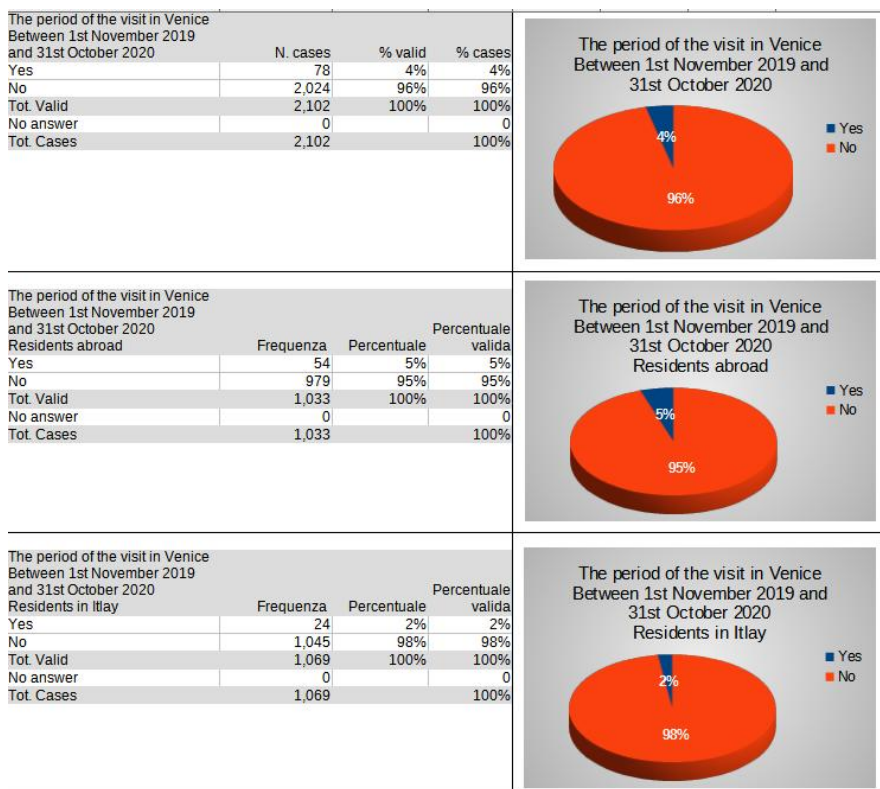


Figure 10.8: Visit to Venice from 1/11/2019 to 31/10/2020

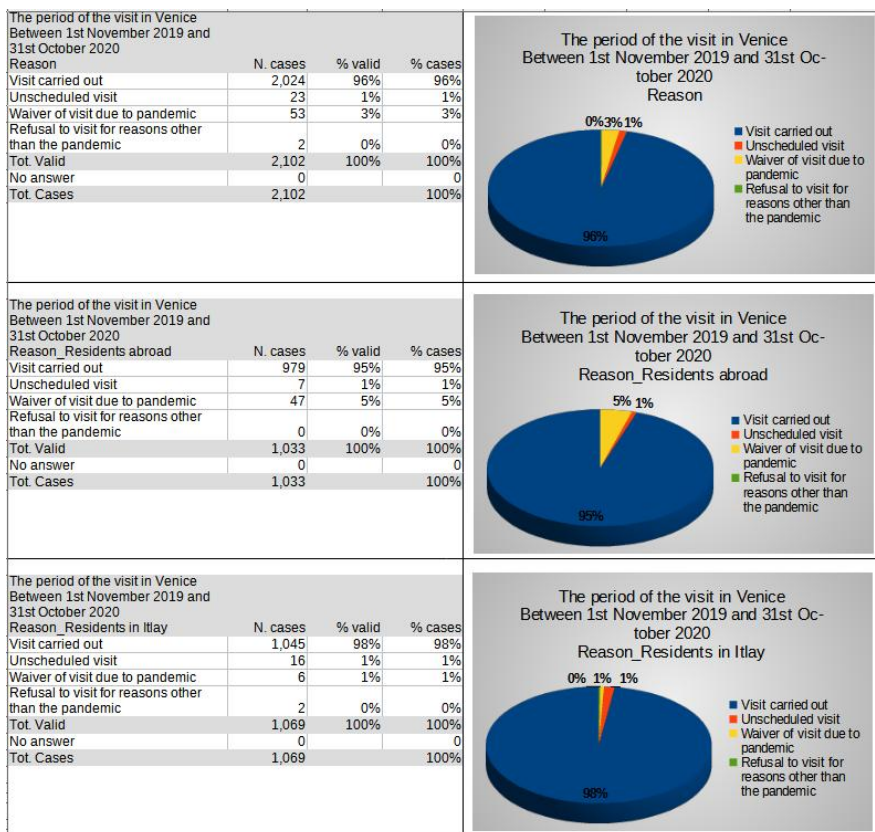
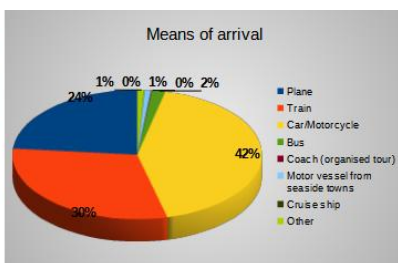


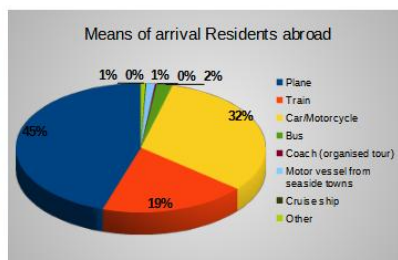
Figure 10.9: Visit to Venice from 1/11/2019 to 31/10/2020 - Reasons.

10.5 Means of transport and infrastructures used to arrive/Ticket purchase

Means of arrival	N. cases	% valid	% cases
Plane	476	24%	24%
Train	615	30%	30%
Car/Motorcycle	860	42%	42%
Bus	35	2%	2%
Coach (organised tour)	2	0%	0%
Motor vessel from seaside towns	17	1%	1%
Cruise ship	1	0%	0%
Other	18	1%	1%
Tot. Valid	2,024	100%	100%
No answer	0		0
Tot. Cases	2,024		100%



Means of arrival Residents abroad	N. cases	% valid	% cases
Plane	441	45%	45%
Train	186	19%	19%
Car/Motorcycle	312	32%	32%
Bus	20	2%	2%
Coach (organised tour)	2	0%	0%
Motor vessel from seaside towns	11	1%	1%
Cruise ship	1	0%	0%
Other	6	1%	1%
Tot. Valid	979	100%	100%
No answer	0		0
Tot. Cases	979		100%



Means of arrival Residents in Italy	N. cases	% valid	% cases
Plane	35	3%	3%
Train	429	41%	41%
Car/Motorcycle	548	52%	52%
Bus	15	1%	1%
Coach (organised tour)	0	0%	0%
Motor vessel from seaside towns	6	1%	1%
Cruise ship	0	0%	0%
Other	12	1%	1%
Tot. Valid	1,045	100%	100%
No answer	0		0
Tot. Cases	1,045		100%

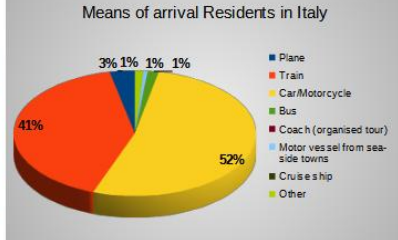
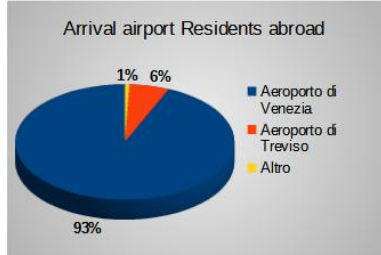


Figure 10.10: Means of arrival.

Arrival airport	N. cases	% valid	% cases
Aeroporto di Venezia	443	93%	93%
Aeroporto di Treviso	29	6%	6%
Altro	4	1%	1%
Tot. Valid	476	100%	100%
No answer	0		0
Tot. Cases	476		100%



Arrival airport Residents abroad	N. cases	% valid	% cases
Aeroporto di Venezia	412	93%	93%
Aeroporto di Treviso	26	6%	6%
Altro	3	1%	1%
Tot. Valid	441	100%	100%
No answer	0		0
Tot. Cases	441		100%



Arrival airport Residents in Italy	N. cases	% valid	% cases
Aeroporto di Venezia	31	89%	89%
Aeroporto di Treviso	3	9%	9%
Altro	1	3%	3%
Tot. Valid	35	100%	100%
No answer	0		0
Tot. Cases	35		100%

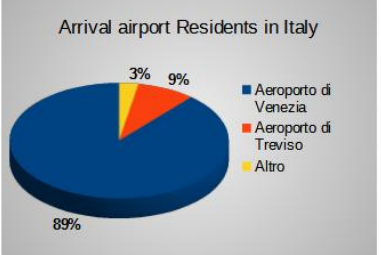


Figure 10.11: Airport of arrival.

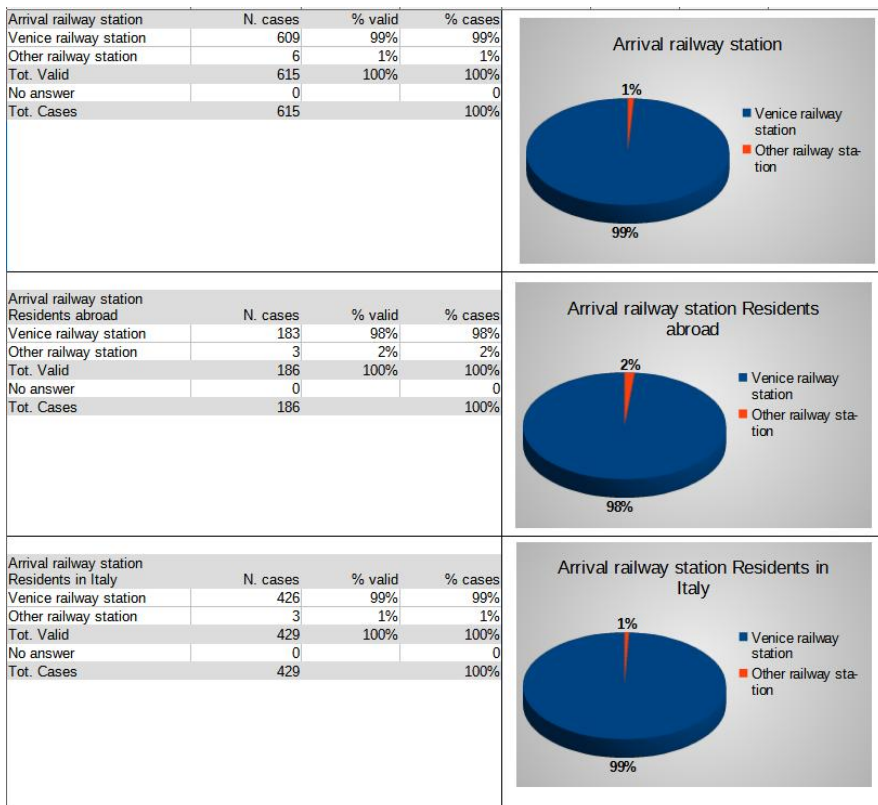
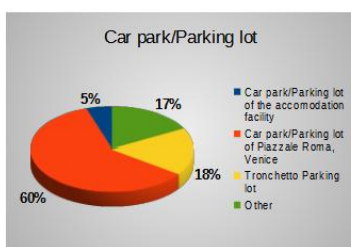
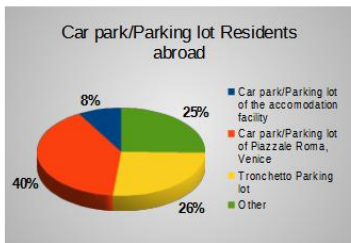


Figure 10.12: Railway station of arrival.

Car park/Parking lot	N. cases	% valid	% cases
Car park/Parking lot of the accommodation facility	44	5%	5%
Car park/Parking lot of Piazzale Roma, Venice	516	60%	60%
Tronchetto Parking lot	152	18%	18%
Other	148	17%	17%
Tot. Valid	860	100%	100%
No answer	0		0
Tot. Cases	860		100%



Car park/Parking lot Residents abroad	N. cases	% valid	% cases
Car park/Parking lot of the accommodation facility	26	8%	8%
Car park/Parking lot of Piazzale Roma, Venice	125	40%	40%
Tronchetto Parking lot	82	26%	26%
Other	79	25%	25%
Tot. Valid	312	100%	100%
No answer	0		0
Tot. Cases	312		100%



Car park/Parking lot Residents in Italy	N. cases	% valid	% cases
Car park/Parking lot of the accommodation facility	18	3%	3%
Car park/Parking lot of Piazzale Roma, Venice	391	71%	71%
Tronchetto Parking lot	70	13%	13%
Other	69	13%	13%
Tot. Valid	548	100%	100%
No answer	0		0
Tot. Cases	548		100%

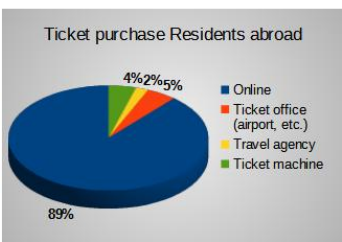


Figure 10.13: Car parking / Parking lot.

Ticket purchase		N. cases	% valid	% cases
Online		1,660	82%	82%
Ticket office (airport, etc.)		102	5%	5%
Travel agency		30	1%	1%
Ticket machine		96	5%	5%
Kiosk		22	1%	1%
Other		114	6%	6%
Tot. Valid		2,024	100%	100%
No answer		0		0
Tot. Cases		2,024		100%



Ticket purchase Residents abroad		N. cases	% valid	% cases
Online		831	85%	85%
Ticket office (airport, etc.)		46	5%	5%
Travel agency		19	2%	2%
Ticket machine		42	4%	4%
Kiosk		11	1%	1%
Other		30	3%	3%
Tot. Valid		979	100%	100%
No answer		0		0
Tot. Cases		979		100%

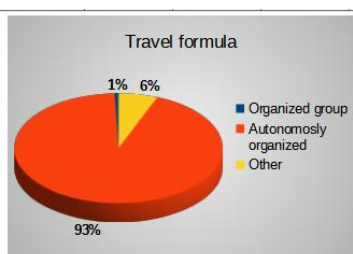


Ticket purchase Residents in Italy		N. cases	% valid	% cases
Online		829	79%	79%
Ticket office (airport, etc.)		56	5%	5%
Travel agency		11	1%	1%
Ticket machine		54	5%	5%
Kiosk		11	1%	1%
Other		84	8%	8%
Tot. Valid		1,045	100%	100%
No answer		0		0
Tot. Cases		1,045		100%

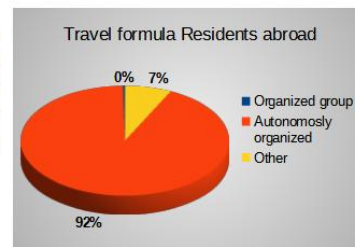


Figure 10.14: Ticket purchase.

Travel formula	N. cases	% valid	% cases
Organized group	12	1%	1%
Autonomously organized	1,888	93%	93%
Other	124	6%	6%
Tot. Valid	2,024	100%	100%
No answer	0		0
Tot. Cases	2,024		100%



Travel formula Residents abroad	N. cases	% valid	% cases
Organized group	3	0%	0%
Autonomously organized	905	92%	92%
Other	71	7%	7%
Tot. Valid	979	100%	100%
No answer	0		0
Tot. Cases	979		100%



Travel formula Residents in Italy	N. cases	% valid	% cases
Organized group	9	1%	1%
Autonomously organized	983	94%	94%
Other	53	5%	5%
Tot. Valid	1,045	100%	100%
No answer	0		0
Tot. Cases	1,045		100%

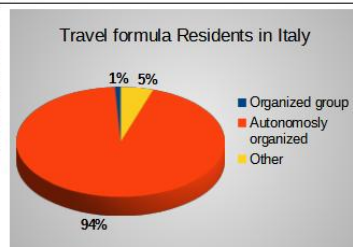
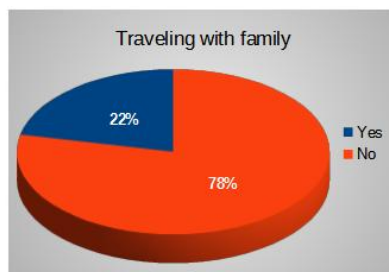
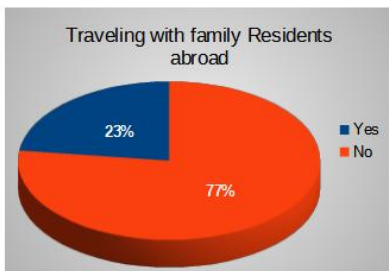


Figure 10.15: Travel formula.

Traveling with family	N. cases	% valid	% cases
Yes	438	22%	22%
No	1,586	78%	78%
Tot. Valid	2,024	100%	100%
No answer	0		0
Tot. Cases	2,024		100%



Traveling with family Residents abroad	N. cases	% valid	% cases
Yes	225	23%	23%
No	754	77%	77%
Tot. Valid	979	100%	100%
No answer	0		0
Tot. Cases	979		100%



Traveling with family residents in Italy	N. cases	% valid	% cases
Yes	213	20%	20%
No	832	80%	80%
Tot. Valid	1,045	100%	100%
No answer	0		0
Tot. Cases	1,045		100%

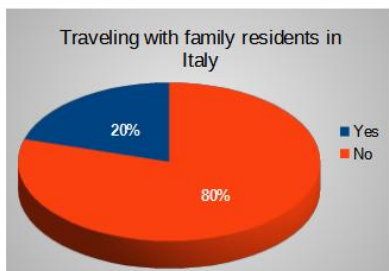
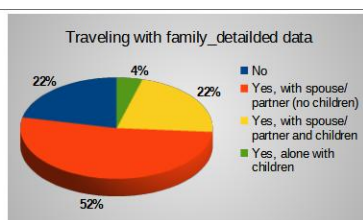
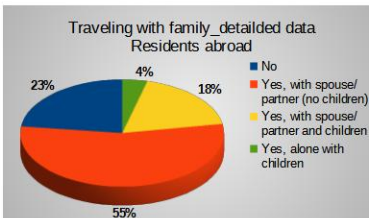


Figure 10.16: Traveling with family.

Traveling with family_detailed data	N. cases	% valid	% cases
No	438	22%	22%
Yes, with spouse/partner (no children)	1,055	52%	52%
Yes, with spouse/partner and children	443	22%	22%
Yes, alone with children	88	4%	4%
Tot. Valid	2,024	100%	100%
No answer	0		0
Tot. Cases	2,024		100%



Traveling with family_detailed data Residents abroad	N. cases	% valid	% cases
No	225	23%	23%
Yes, with spouse/partner (no children)	536	55%	55%
Yes, with spouse/partner and children	179	18%	18%
Yes, alone with children	39	4%	4%
Tot. Valid	979	100%	100%
No answer	0		0
Tot. Cases	979		100%



Traveling with family_detailed data Residents in Italy	N. cases	% valid	% cases
No	213	20%	20%
Yes, with spouse/partner (no children)	519	50%	50%
Yes, with spouse/partner and children	264	25%	25%
Yes, alone with children	49	5%	5%
Tot. Valid	1,045	100%	100%
No answer	0		0
Tot. Cases	1,045		100%

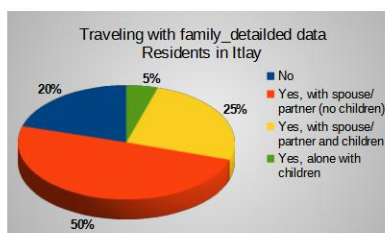
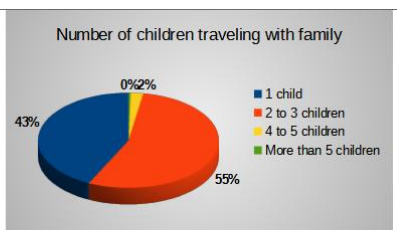
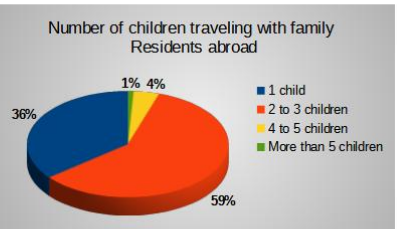


Figure 10.17: Traveling with family - detail.

Number of children traveling with family	N. cases	% valid	% cases
1 child	227	43%	43%
2 to 3 children	290	55%	55%
4 to 5 children	12	2%	2%
More than 5 children	2	0%	0%
Tot. Valid	531	100%	100%
No answer	0		0
Tot. Cases	531		100%



Number of children traveling with family Residents abroad	N. cases	% valid	% cases
1 child	78	36%	36%
2 to 3 children	129	59%	59%
4 to 5 children	9	4%	4%
More than 5 children	2	1%	1%
Tot. Valid	218	100%	100%
No answer	0		0
Tot. Cases	218		100%



Number of children traveling with family Residents in Italy	N. cases	% valid	% cases
1 child	149	48%	48%
2 to 3 children	161	51%	51%
4 to 5 children	3	1%	1%
More than 5 children	0	0%	0%
Tot. Valid	313	100%	100%
No answer	0		0
Tot. Cases	313		100%

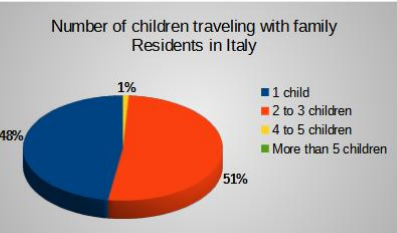


Figure 10.18: Number of children traveling with family.

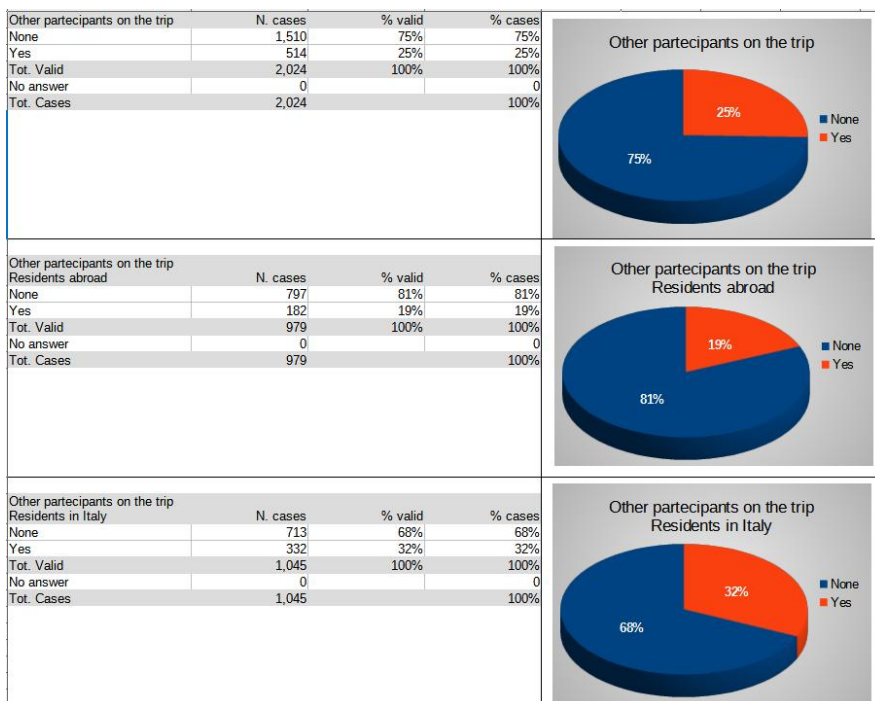


Figure 10.19: Other participants on the trip.

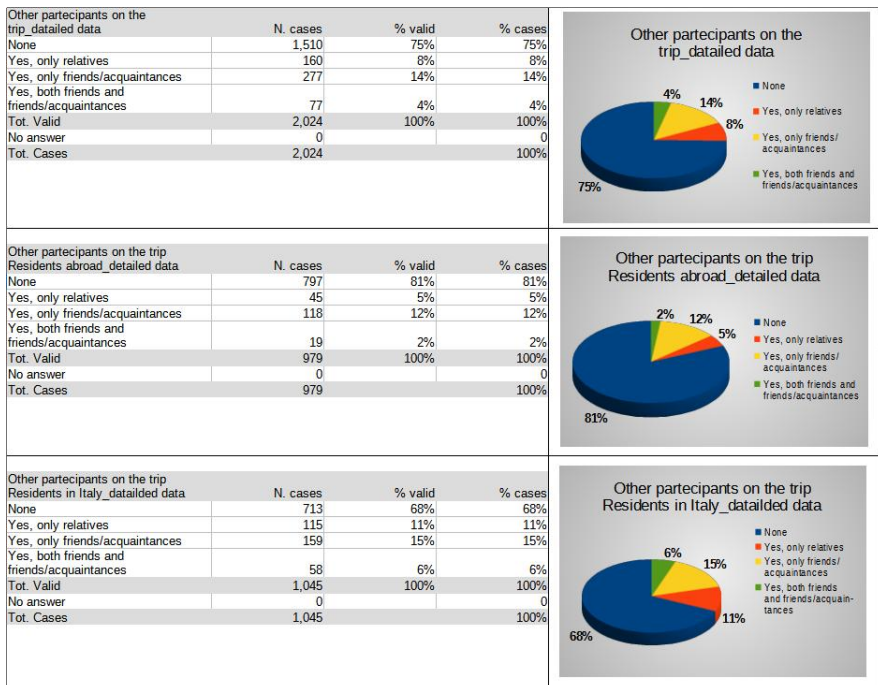


Figure 10.20: Other participants on the trip - detail.

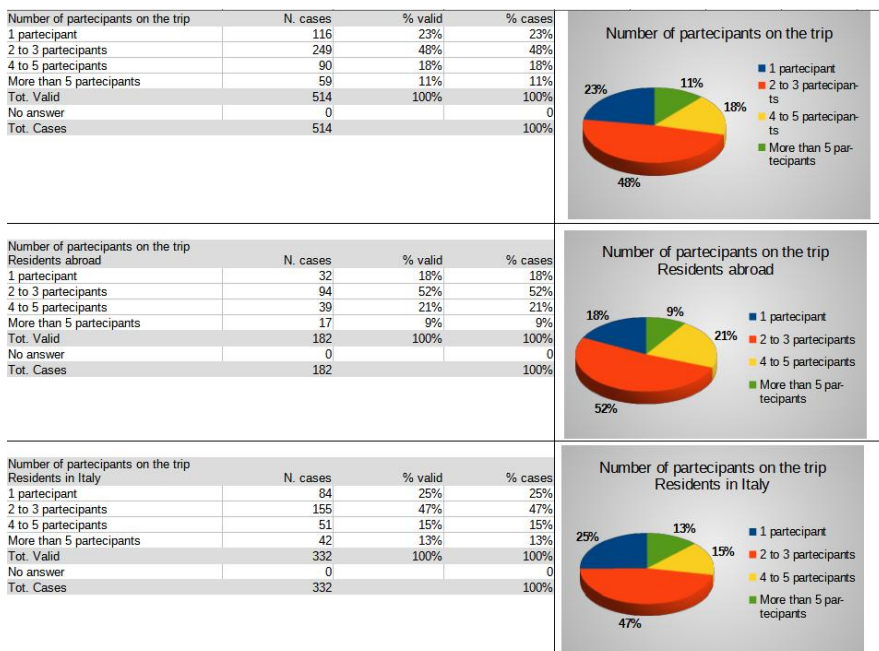
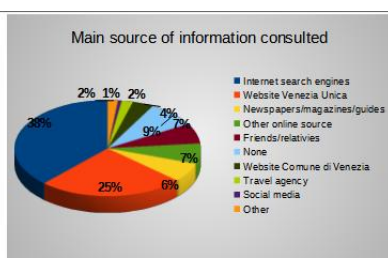
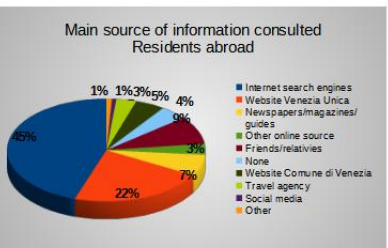


Figure 10.21: Number of participants on the trip.

Main source of information consulted	N. cases	% valid	% cases
Internet search engines	770	38%	38%
Website Venezia Unica	511	25%	25%
Newspapers/magazines/guides	130	6%	6%
Other online source	140	7%	7%
Friends/relatives	136	7%	7%
None	174	9%	9%
Website Comune di Venezia	74	4%	4%
Travel agency	40	2%	2%
Social media	13	1%	1%
Other	36	2%	2%
Tot. Valid	2,024	100%	100%
No answer	0		0
Tot. Cases	2,024		100%



Main source of information consulted	N. cases	% valid	% cases
Residents abroad			
Internet search engines	439	45%	45%
Website Venezia Unica	216	22%	22%
Newspapers/magazines/guides	65	7%	7%
Other online source	34	3%	3%
Friends/relatives	86	9%	9%
None	44	4%	4%
Website Comune di Venezia	47	5%	5%
Travel agency	32	3%	3%
Social media	7	1%	1%
Other	9	1%	1%
Tot. Valid	979	100%	100%
No answer	0		0
Tot. Cases	979		100%



Main source of information consulted	N. cases	% valid	% cases
Residents in Italy			
Internet search engines	331	32%	32%
Website Venezia Unica	295	28%	28%
Newspapers/magazines/guides	65	6%	6%
Other online source	106	10%	10%
Friends/relatives	50	5%	5%
None	130	12%	12%
Website Comune di Venezia	27	3%	3%
Travel agency	8	1%	1%
Social media	6	1%	1%
Other	27	3%	3%
Tot. Valid	1,045	100%	100%
No answer	0		0
Tot. Cases	1,045		100%

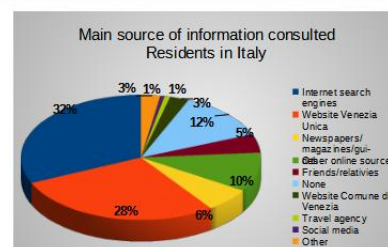


Figure 10.22: Sources of information.

Purpose of visit	Degree of importance (min 1 – max 5)				
	1	2	3	4	5
Cultural tourism	1%	1%	4%	20%	73%
Sport events	95%	2%	1%	1%	1%
Business	90%	3%	3%	2%	2%
Study	82%	6%	6%	4%	3%
Visit to resident					
Family and friends	87%	2%	3%	3%	4%
Other	59%	3%	10%	11%	17%

Table 10.1: Purpose of visit - total sample.

Purpose of visit	Degree of importance (min 1 – max 5)				
	1	2	3	4	5
Residents abroad					
Cultural tourism	1%	%	2%	16%	80%
Sport events	95%	2%	1%	1%	1%
Business	92%	3%	2%	1%	2%
Study	82%	7%	6%	3%	2%
Visit to resident family and friends	90%	2%	2%	2%	4%
Other	61%	3%	10%	10%	16%

Table 10.2: Purpose of visit - resident abroad.

Purpose of visit	Degree of importance (min 1 – max 5)				
	1	2	3	4	5
Residents in Italy					
Cultural tourism	2%	1%	6%	24%	67%
Sport events	95%	3%	1%	1%	1%
Business	88%	3%	4%	3%	3%
Study	83%	5%	5%	4%	3%
Visit to resident family and friends	84%	2%	4%	5%	4%
Other	57%	3%	10%	12%	18%

Table 10.3: Purpose of visit - resident in Italy.

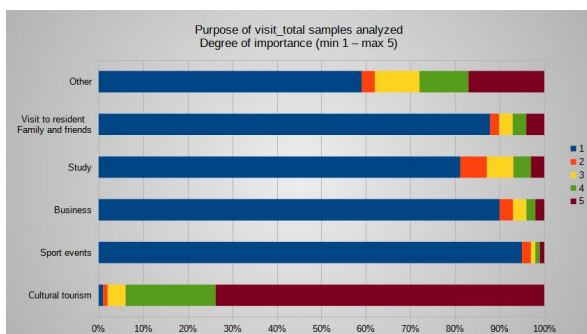


Figure 10.23: Purpose of visit - total sample.

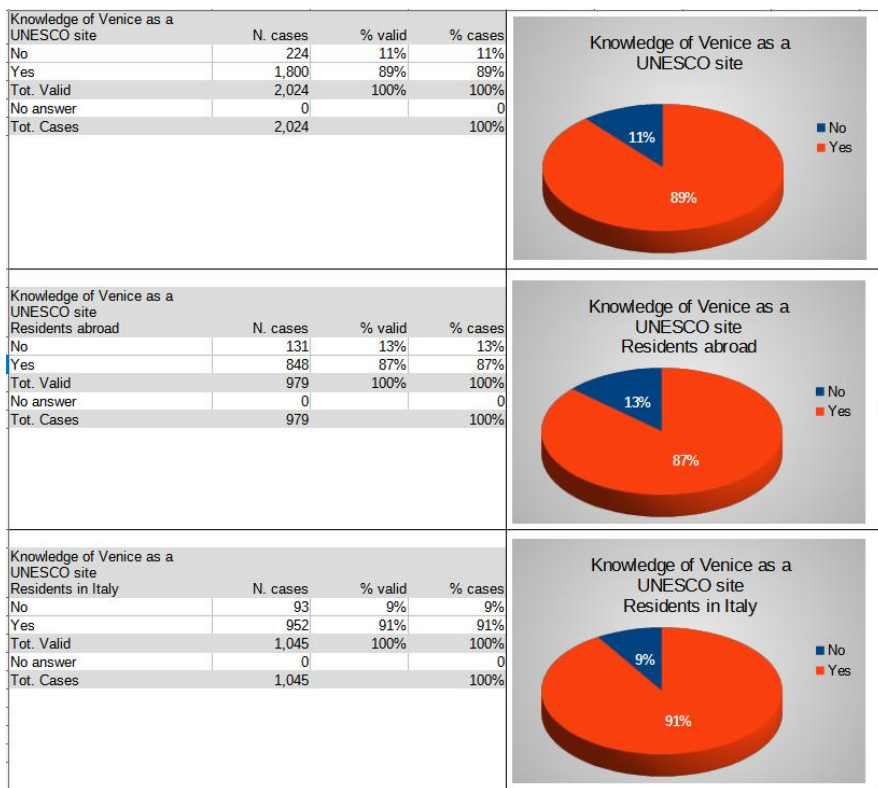


Figure 10.24: Knowledge of Venice as UNESCO site.

The period of the visit	N. cases	% valid	% cases
November 2019	115	6%	6%
December 2019	105	5%	5%
January 2020	100	5%	5%
February 2020	177	9%	9%
March 2020	26	1%	1%
April 2020	8	0%	0%
May 2020	25	1%	1%
June 2020	152	8%	8%
July 2020	248	12%	12%
August 2020	389	19%	19%
September 2020	393	19%	19%
October 2020	286	14%	14%
Tot. Valid	2,024	100%	100%
No answer	0		0%
Tot. Cases	2,024		100%

Table 10.4: Prevailing month in which the visit took place - total sample.

The period of the visit Residents abroad	N. cases	% valid	% cases
November 2019	62	6%	6%
December 2019	61	6%	6%
January 2020	64	7%	7%
February 2020	123	13%	13%
March 2020	12	1%	1%
April 2020	3	0%	0%
May 2020	4	0%	0%
June 2020	27	3%	3%
July 2020	101	10%	10%
August 2020	182	19%	19%
September 2020	205	21%	21%
October 2020	135	14%	14%
Tot. Valid	979	100%	100%
No answer	0		0%
Tot. Cases	979		100%

Table 10.5: Prevailing month in which the visit took place - residents abroad.

The period of the visit Residents in Italy	N. cases	% valid	% cases
November 2019	53	5%	5%
December 2019	44	4%	4%
January 2020	36	3%	3%
February 2020	54	5%	5%
March 2020	14	1%	1%
April 2020	5	0%	0%
May 2020	21	2%	2%
June 2020	125	12%	12%
July 2020	147	14%	14%
August 2020	207	20%	20%
September 2020	188	18%	18%
October 2020	151	14%	14%
Tot. Valid	1,045	100%	100%
No answer	0		0%
Tot. Cases	1,045		100%

Table 10.6: Prevailing month in which the visit took place - residents in Italy.

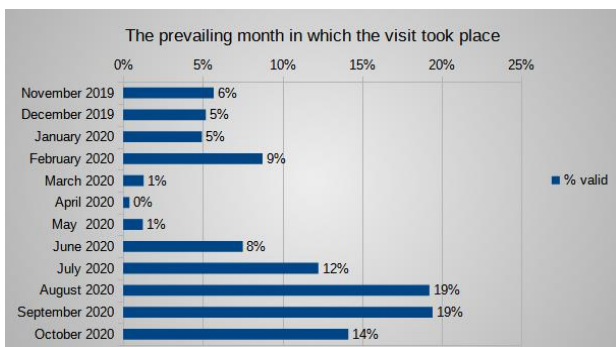


Figure 10.25: Prevailing month in which the visit took place - total sample.

Cities of Art visited before arriving in Venice		N. cases	% valid	% cases
Florence		111	5%	5%
Milan		72	4%	4%
Naples		22	1%	1%
Rome		67	3%	3%
None		1,752	87%	87%
Tot. Valid		2,024	100%	100%
No answer		0		0
Tot. Cases		2,024		100%

Table 10.7: Cities of Art visited before arriving in Venice - total sample.

Cities of Art visited before arriving in Venice		N. cases	% valid	% cases
Residents abroad				
Florence		48	5%	5%
Milan		31	3%	3%
Naples		6	1%	1%
Rome		21	2%	2%
None		873	89%	89%
Tot. Valid		979	100%	100%
No answer		0		0
Tot. Cases		979		100%

Table 10.8: Cities of Art visited before arriving in Venice - residents abroad.

Cities of Art visited before arriving in Venice		N. cases	% valid	% cases
Residents in Italy				
Florence		63	6%	6%
Milan		41	4%	4%
Naples		16	2%	2%
Rome		46	4%	4%
None		879	84%	84%
Tot. Valid		1,045	100%	100%
No answer		0		0
Tot. Cases		1,045		100%

Table 10.9: Cities of Art visited before arriving in Venice - residents in Italy.

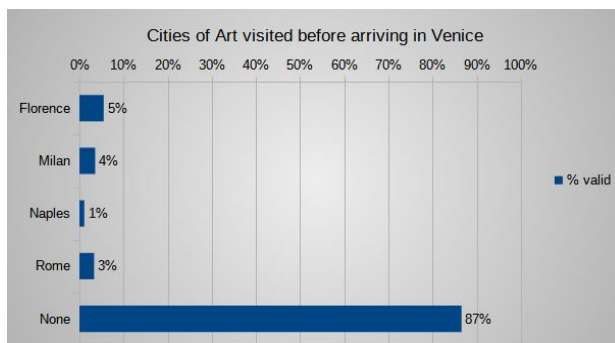


Figure 10.26: Cities of Art visited before arriving in Venice - total sample.

Cities of art visited after visiting Venice			
	N. cases	% valid	% cases
Florence	74	4%	4%
Milan	67	3%	3%
Naples	15	1%	1%
Rome	60	3%	3%
None	1,808	89%	89%
Tot. Valid	2,024	100%	100%
No answer	0		0
Tot. Cases	2,024		100%

Table 10.10: Cities of art visited after visiting Venice - total sample.

cities of art visited after visiting Venice			
Residents abroad			
	N. cases	% valid	% cases
Florence	39	4%	4%
Milan	31	3%	3%
Naples	4	0%	0%
Rome	31	3%	3%
None	874	89%	89%
Tot. Valid	979	100%	100%
No answer	0		0
Tot. Cases	979		100%

Table 10.11: Cities of art visited after visiting Venice - residents abroad.

cities of art visited after visiting Venice			
Residents in Italy			
	N. cases	% valid	% cases
Florence	39	4%	4%
Milan	31	3%	3%
Naples	4	0%	0%
Rome	31	3%	3%
None	874	89%	89%
Tot. Valid	979	100%	100%
No answer	0		0
Tot. Cases	979		100%

Table 10.12: Cities of art visited after visiting Venice - residents in Italy.

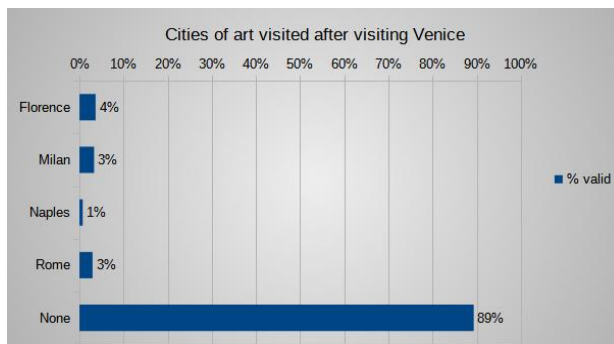
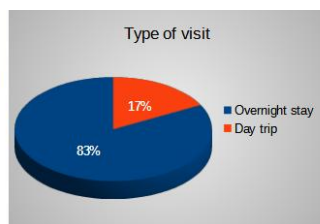


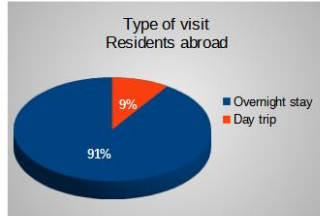
Figure 10.27: Cities of art visited after visiting Venice - total sample.

10.6 Features of the visit

Type of visit	N. cases	% valid	% cases
Overnight stay	1,674	83%	83%
Day trip	350	17%	17%
Tot. Valid	2,024	100%	100%
No answer	0		0
Tot. Cases	2,024		100%



Type of visit	N. cases	% valid	% cases
Residents abroad			
Overnight stay	887	91%	91%
Day trip	92	9%	9%
Tot. Valid	979	100%	100%
No answer	0		0
Tot. Cases	979		100%



Type of visit	N. cases	% valid	% cases
Residents in Italy			
Overnight stay	767	75%	75%
Day trip	258	25%	25%
Tot. Valid	1,045	100%	100%
No answer	0		0
Tot. Cases	1,045		100%

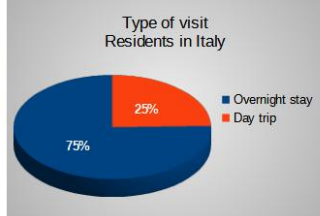


Figure 10.28: Type of visit.

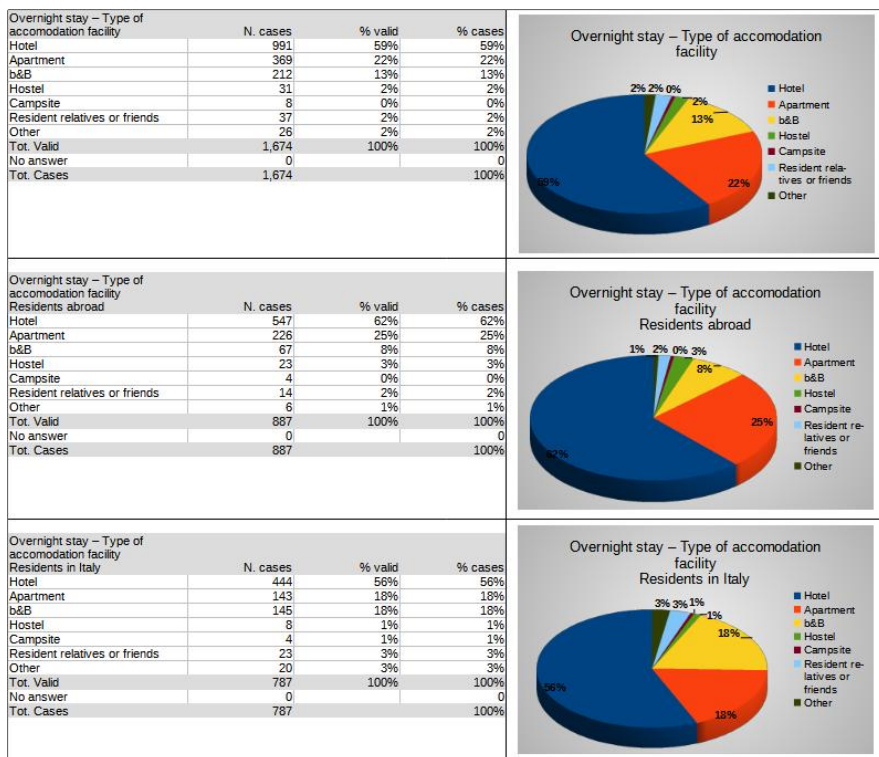


Figure 10.29: Overnight stay – Type of accommodation facility.

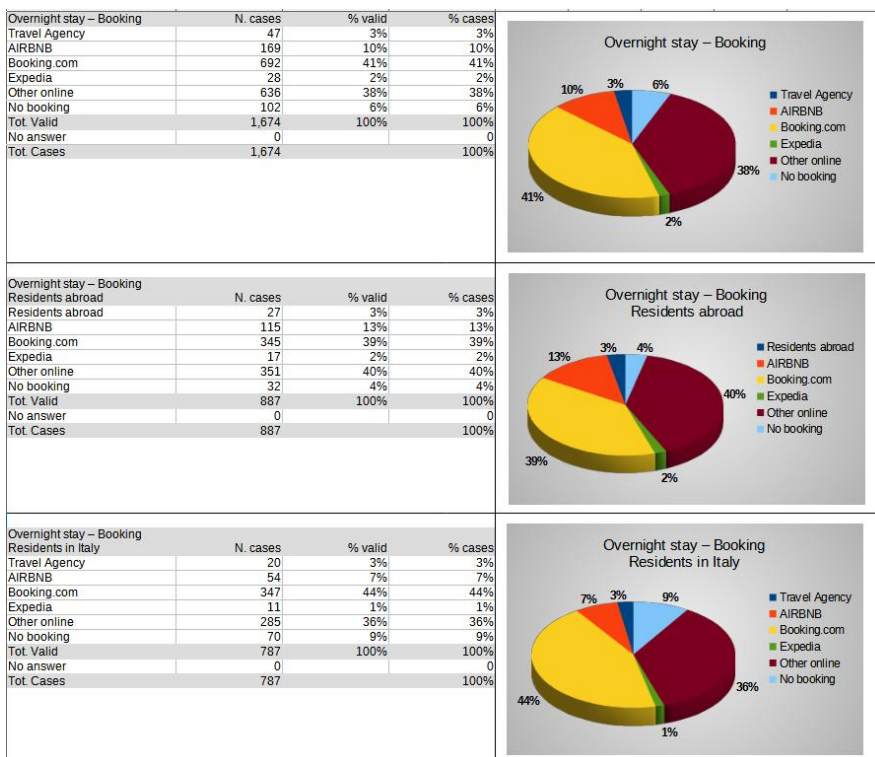


Figure 10.30: Overnight stay – Booking.

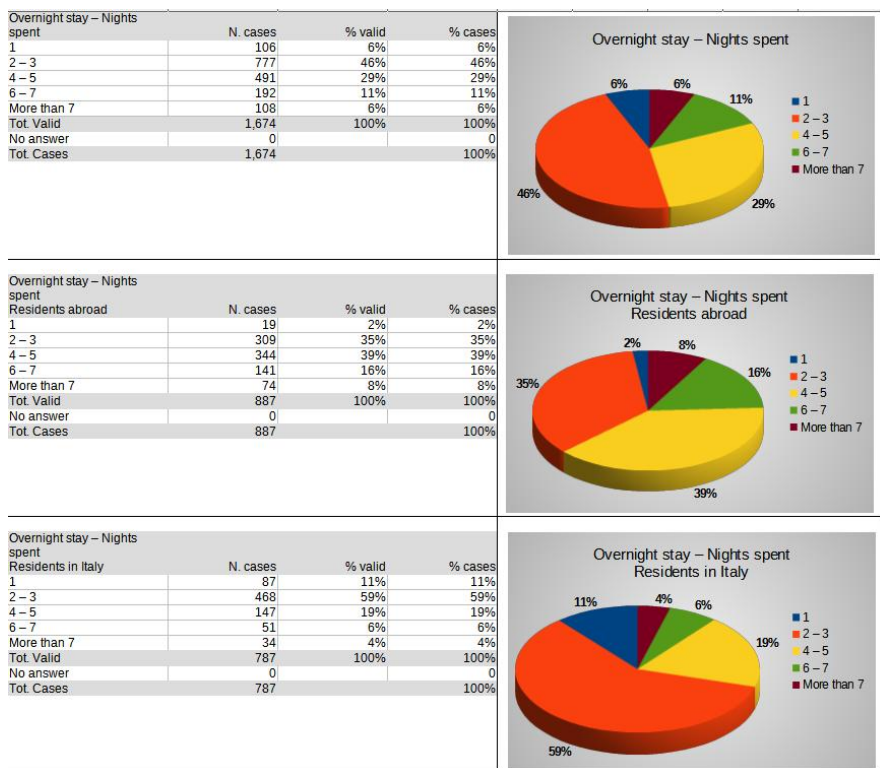
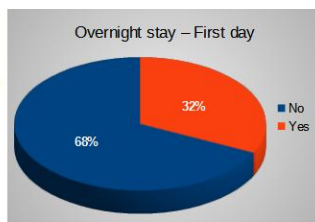
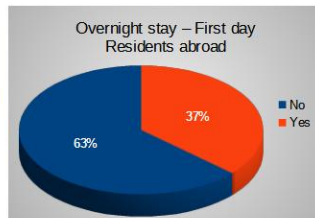


Figure 10.31: Overnight stay – Nights spent.

Overnight stay – First day		N. cases	% valid	% cases
No		1,136	68%	68%
Yes		538	32%	32%
Tot. Valid		1,674	100%	100%
No answer		0		0
Tot. Cases		1,674		100%



Overnight stay – First day Residents abroad		N. cases	% valid	% cases
No		562	63%	63%
Yes		325	37%	37%
Tot. Valid		887	100%	100%
No answer		0		0
Tot. Cases		887		100%



Overnight stay – First day Residents in Italy		N. cases	% valid	% cases
No		574	73%	73%
Yes		213	27%	27%
Tot. Valid		787	100%	100%
No answer		0		0
Tot. Cases		787		100%

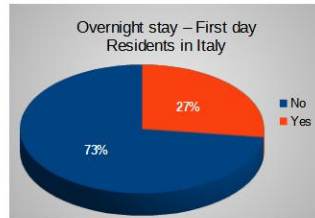


Figure 10.32: Overnight stay - first day.

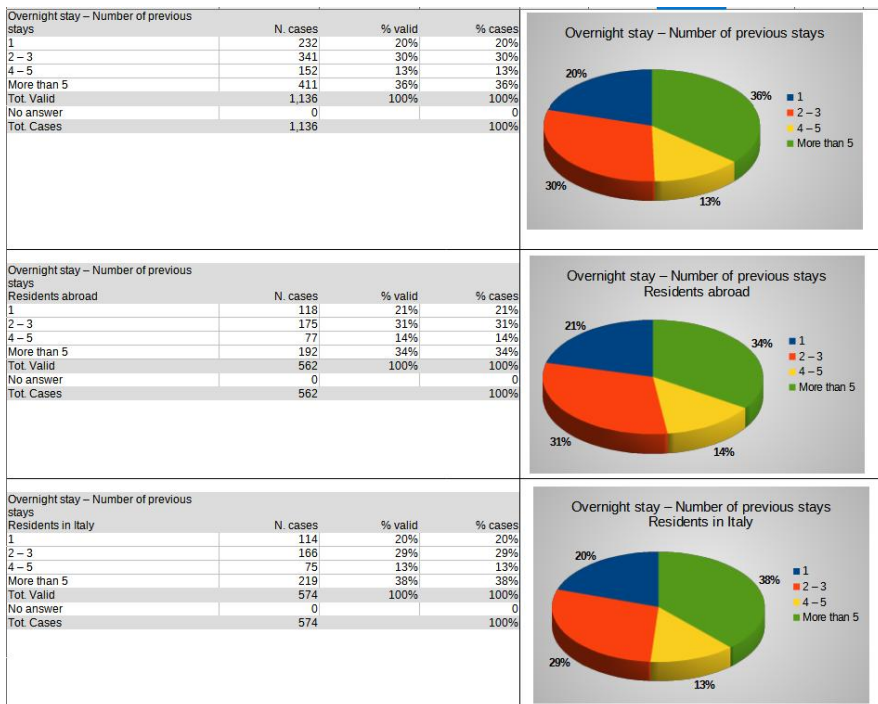


Figure 10.33: Number of previous stays.

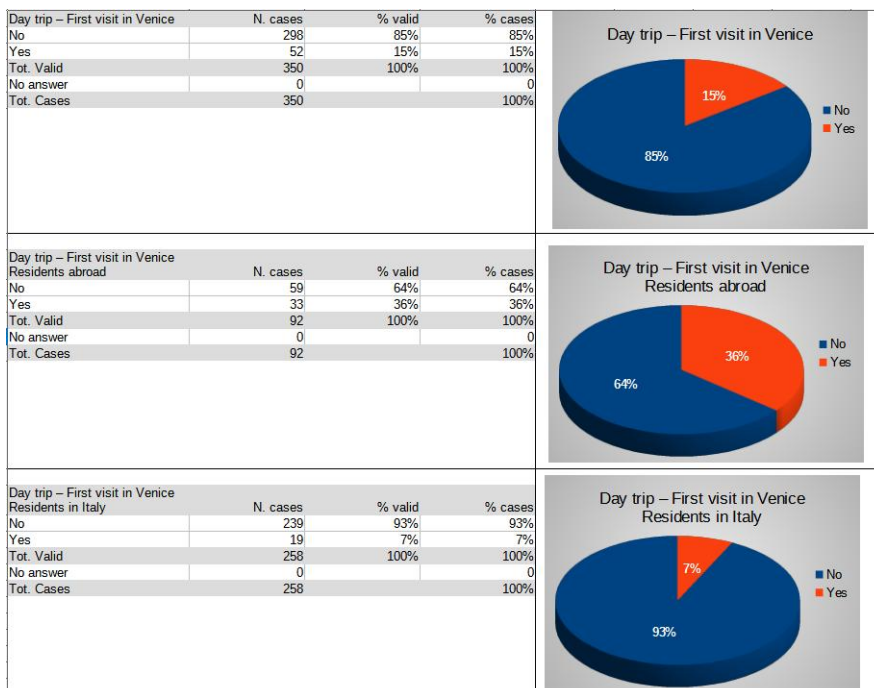
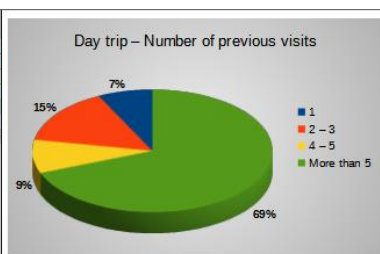
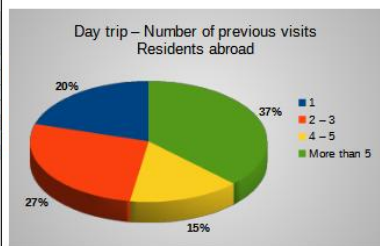


Figure 10.34: Day trip - First visit in Venice.

Day trip – Number of previous visits	N. cases	% valid	% cases
1	22	7%	7%
2 – 3	44	15%	15%
4 – 5	26	9%	9%
More than 5	206	69%	69%
Tot. Valid	298	100%	100%
No answer	0		0
Tot. Cases	298		100%



Day trip – Number of previous visits Residents abroad	N. cases	% valid	% cases
1	12	20%	20%
2 – 3	16	27%	27%
4 – 5	9	15%	15%
More than 5	22	37%	37%
Tot. Valid	59	100%	100%
No answer	0		0
Tot. Cases	59		100%



Day trip – Number of previous visits Residents in Italy	N. cases	% valid	% cases
1	10	4%	4%
2 – 3	28	12%	12%
4 – 5	17	7%	7%
More than 5	184	77%	77%
Tot. Valid	239	100%	100%
No answer	0		0
Tot. Cases	239		100%

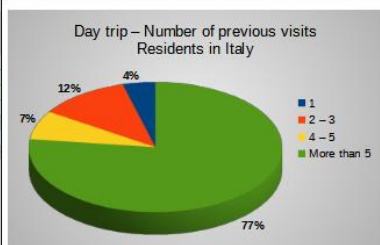


Figure 10.35: Day trip - Number of previous visits.

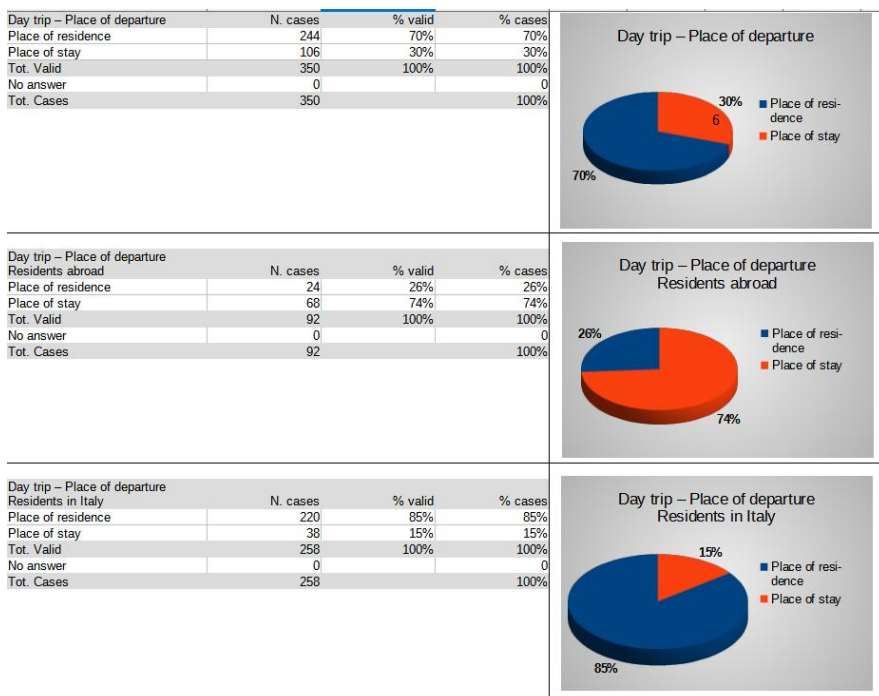
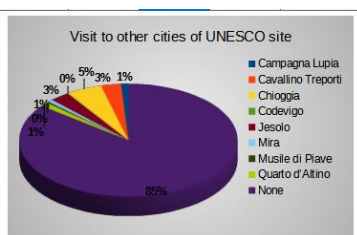
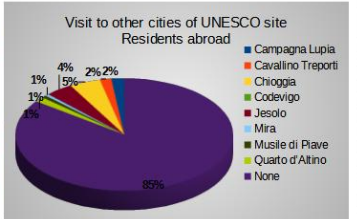


Figure 10.36: Day trip - place of departure.

Visit to other cities of UNESCO site	N. cases	% valid	% cases
Campagna Lupia	18	1%	1%
Cavallino Treporti	50	3%	3%
Chioggia	88	5%	5%
Codevigo	2	0%	0%
Jesolo	49	3%	3%
Mira	12	1%	1%
Musile di Piave	6	0%	0%
Quarto d'Altino	19	1%	1%
None	1,430	85%	85%
Tot. Valid	1,674	100%	100%
No answer	0		0
Tot. Cases	1,674		100%



Visit to other cities of UNESCO site	N. cases	% valid	% cases
Residents abroad			
Campagna Lupia	17	2%	2%
Cavallino Treporti	15	2%	2%
Chioggia	41	5%	5%
Codevigo	0	0%	0%
Jesolo	36	4%	4%
Mira	5	1%	1%
Musile di Piave	6	1%	1%
Quarto d'Altino	13	1%	1%
None	754	85%	85%
Tot. Valid	887	100%	100%
No answer	0		0
Tot. Cases	887		100%



Visit to other cities of UNESCO site	N. cases	% valid	% cases
Residents in Italy			
Campagna Lupia	1	0%	0%
Cavallino Treporti	35	4%	4%
Chioggia	47	6%	6%
Codevigo	2	0%	0%
Jesolo	13	2%	2%
Mira	7	1%	1%
Musile di Piave	0	0%	0%
Quarto d'Altino	6	1%	1%
None	676	86%	86%
Tot. Valid	787	100%	100%
No answer	0		0
Tot. Cases	787		100%

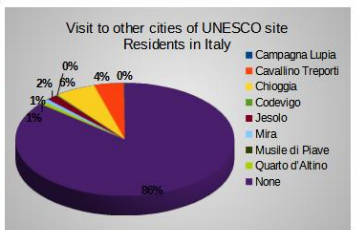
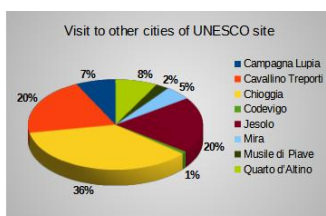
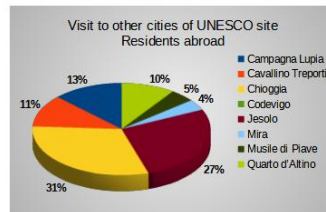


Figure 10.37: Visit to other cities of UNESCO site.

Visit to other cities of UNESCO site	N. cases	% valid	% cases
Campagna Lupia	18	7%	7%
Cavallino Treporti	50	20%	20%
Chioggia	88	36%	36%
Codevigo	2	1%	1%
Jesolo	49	20%	20%
Mira	12	5%	5%
Musile di Piave	6	2%	2%
Quarto d'Altino	19	8%	8%
Tot. Valid	244	100%	100%
No answer	0		0
Tot. Cases	244		100%



Visit to other cities of UNESCO site	N. cases	% valid	% cases
Residents abroad			
Campagna Lupia	17	13%	13%
Cavallino Treporti	15	11%	11%
Chioggia	41	31%	31%
Codevigo	0	0%	0%
Jesolo	36	27%	27%
Mira	5	4%	4%
Musile di Piave	6	5%	5%
Quarto d'Altino	13	10%	10%
Tot. Valid	133	100%	100%
No answer	0		0
Tot. Cases	133		100%



Visit to other cities of UNESCO site	N. cases	% valid	% cases
Residents in Italy			
Campagna Lupia	1	1%	1%
Cavallino Treporti	35	32%	32%
Chioggia	47	42%	42%
Codevigo	2	2%	2%
Jesolo	13	12%	12%
Mira	7	6%	6%
Musile di Piave	0	0%	0%
Quarto d'Altino	6	5%	5%
Tot. Valid	111	100%	100%
No answer	0		0
Tot. Cases	111		100%

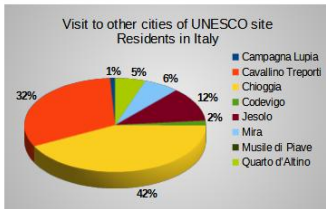
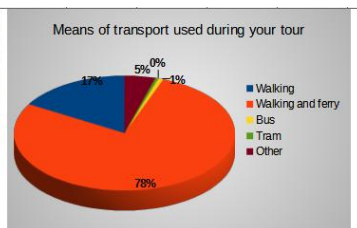
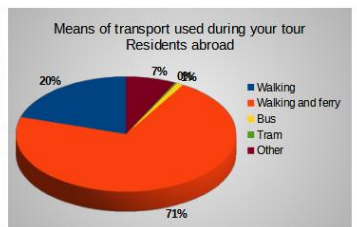


Figure 10.38: Visit to other cities of UNESCO site - detail.

Means of transport used during your tour	N. cases	% valid	% cases
Walking	336	17%	17%
Walking and ferry	1,572	78%	78%
Bus	15	1%	1%
Tram	9	0%	0%
Other	92	5%	5%
Tot. Valid	2,024	100%	100%
No answer	0		0
Tot. Cases	2,024		100%



Means of transport used during your tour Residents abroad	N. cases	% valid	% cases
Walking	198	20%	20%
Walking and ferry	696	71%	71%
Bus	10	1%	1%
Tram	3	0%	0%
Other	72	7%	7%
Tot. Valid	979	100%	100%
No answer	0		0
Tot. Cases	979		100%



Means of transport used during your tour Residents in Italy	N. cases	% valid	% cases
Walking	138	13%	13%
Walking and ferry	876	84%	84%
Bus	5	0%	0%
Tram	6	1%	1%
Other	20	2%	2%
Tot. Valid	1,045	100%	100%
No answer	0		0
Tot. Cases	1,045		100%

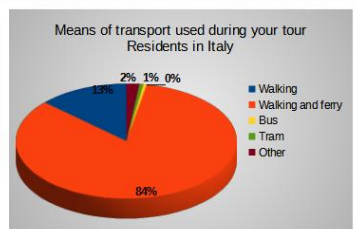
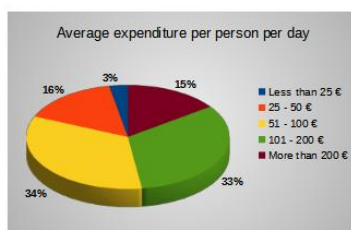


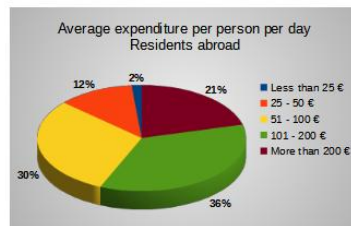
Figure 10.39: Means of transport used during the tour.

10.7 Expenses during the visit

Average expenditure per person per day			
	N. cases	% valid	% cases
Less than 25 €	60	3%	3%
25 - 50 €	315	16%	16%
51 - 100 €	682	34%	34%
101 - 200 €	662	33%	33%
More than 200 €	305	15%	15%
Tot. Valid	2,024	100%	100%
No answer	0		0
Tot. Cases	2,024		100%



Average expenditure per person per day Residents abroad			
	N. cases	% valid	% cases
Less than 25 €	15	2%	2%
25 - 50 €	116	12%	12%
51 - 100 €	295	30%	30%
101 - 200 €	348	36%	36%
More than 200 €	205	21%	21%
Tot. Valid	979	100%	100%
No answer	0		0
Tot. Cases	979		100%



Average expenditure per person per day Residents in Italy			
	N. cases	% valid	% cases
Less than 25 €	45	4%	4%
25 - 50 €	199	19%	19%
51 - 100 €	387	37%	37%
101 - 200 €	314	30%	30%
More than 200 €	100	10%	10%
Tot. Valid	1,045	100%	100%
No answer	0		0
Tot. Cases	1,045		100%

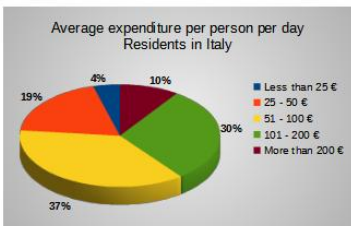


Figure 10.40: Average expenditure per person per day.

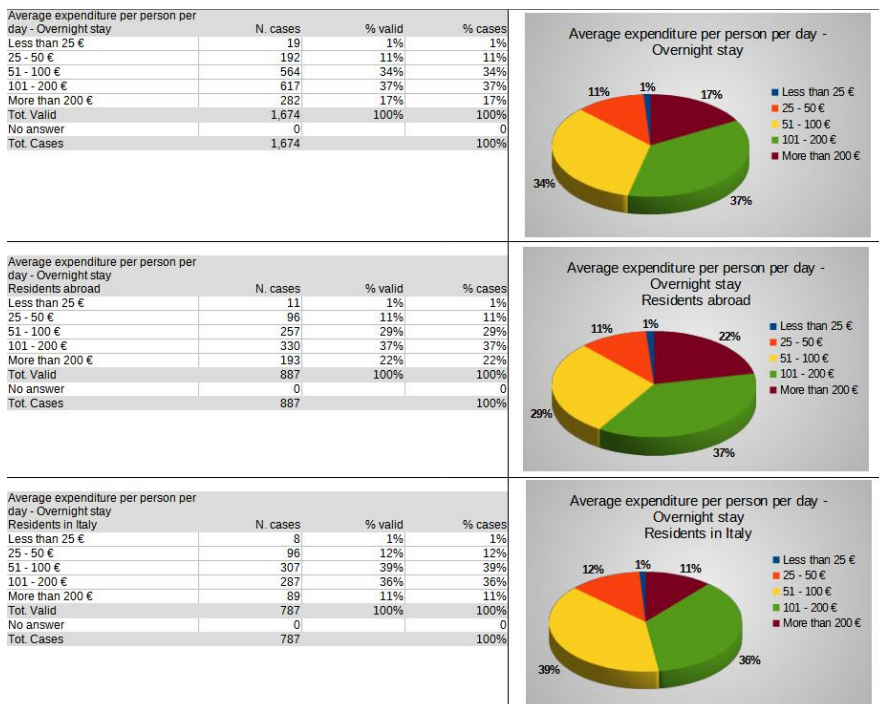


Figure 10.41: Average expenditure per person per day - Overnight stay.

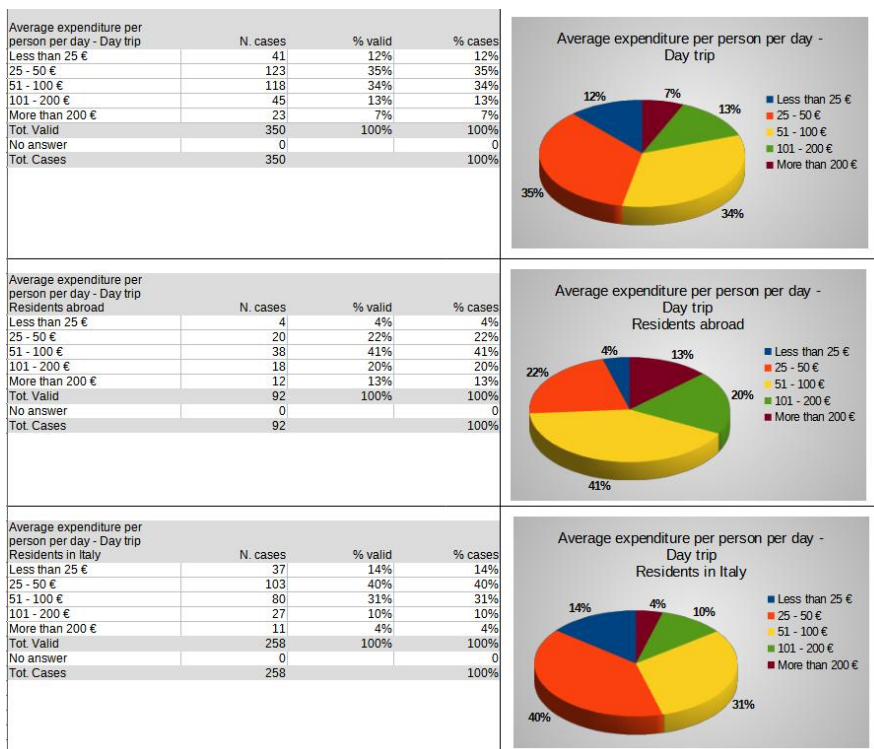


Figure 10.42: Average expenditure per person per day - Day trip.

10.8 Evaluation of the visit and intend to return

Evaluation of the visit	Degree of satisfaction (1 lower – 5 higher)				
	1	2	3	4	5
Quality of historical and artistic heritage	0%	1%	8%	13%	77%
Quality of the cultural offer	4%	6%	19%	28%	42%
Quality of the accommodation	4%	6%	19%	31%	40%
Quality of catering services	3%	9%	24%	37%	28%
Quality of the shops	3%	10%	29%	36%	23%
Quality of the public transport Service	2%	7%	19%	37%	36%
Livability of the city	2%	6%	20%	36%	36%
Quality of the parks and green areas	3%	8%	26%	37%	26%
Cleaning and care of the city	2%	7%	19%	38%	35%
Perceived level of security	1%	3%	12%	28%	55%

Table 10.13: Degree of satisfaction of the offer - total sample.

Evaluation of the visit	Degree of satisfaction (1 lower – 5 higher)				
	1	2	3	4	5
Residents abroad					
Quality of historical and artistic heritage	1%	1%	6%	17%	76%
Quality of the cultural offer	5%	5%	20%	28%	42%
Quality of the accommodation	1%	4%	16%	33%	46%
Quality of catering services	2%	5%	22%	38%	32%
Quality of the shops	2%	7%	29%	36%	26%
Quality of the public transport Service	1%	4%	12%	37%	46%
Livability of the city	1%	4%	17%	37%	42%
Quality of the parks and green areas	2%	7%	23%	38%	30%
Cleaning and care of the city	1%	4%	14%	38%	43%
Perceived level of security	1%	1%	9%	26%	63%

Table 10.14: Degree of satisfaction of the offer - residents abroad.

Evaluation of the visit	Degree of satisfaction (1 lower – 5 higher)				
	1	2	3	4	5
Residents in Italy					
Quality of historical and artistic heritage	0%	1%	10%	10%	78%
Quality of the cultural offer	3%	7%	19%	27%	43%
Quality of the accommodation	7%	7%	22%	29%	34%
Quality of catering services	3%	12%	25%	36%	24%
Quality of the shops	3%	12%	30%	36%	20%
Quality of the public transport Service	3%	9%	25%	36%	27%
Livability of the city	2%	9%	23%	35%	31%
Quality of the parks and green areas	4%	9%	29%	36%	21%
Cleaning and care of the city	2%	9%	23%	37%	28%
Perceived level of security	1%	4%	16%	30%	49%

Table 10.15: Degree of satisfaction of the offer - residents in Italy.

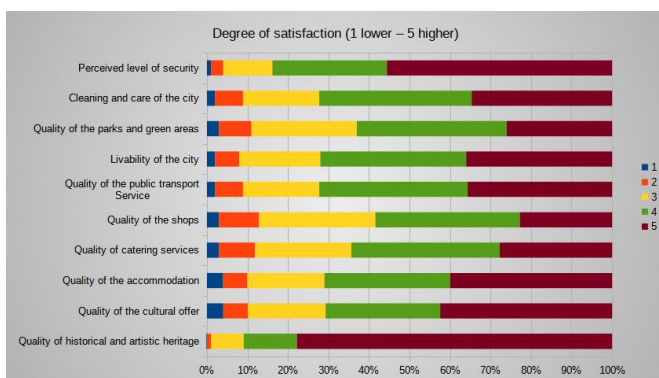


Figure 10.43: Degree of satisfaction of the offer - total sample.

Overall rate of the visit (1 lower – 5 higher)	N. cases	% valid	% cases
1	4	0%	0%
2	6	0%	0%
3	42	2%	2%
4	631	31%	31%
5	1,341	66%	66%
Tot. Valid	2,024	100%	100%
No answer	0		0%
Tot. Cases	2,024		100%

Table 10.16: Overall rate of the visit - total sample.

Overall rate of the visit Residents abroad	N. cases	% valid	% cases
1	3	0%	0%
2	2	0%	0%
3	12	1%	1%
4	229	23%	23%
5	733	75%	75%
Tot. Valid	979	100%	100%
No answer	0		0%
Tot. Cases	979		100%

Table 10.17: Overall rate of the visit - residents abroad.

Overall rate of the visit Residents in Italy	N. cases	% valid	% cases
1	1	0%	0%
2	4	0%	0%
3	30	3%	3%
4	402	38%	38%
5	608	58%	58%
Tot. Valid	1,045	100%	100%
No answer	0		0%
Tot. Cases	1,045		100%

Table 10.18: Overall rate of the visit - residents in Italy.

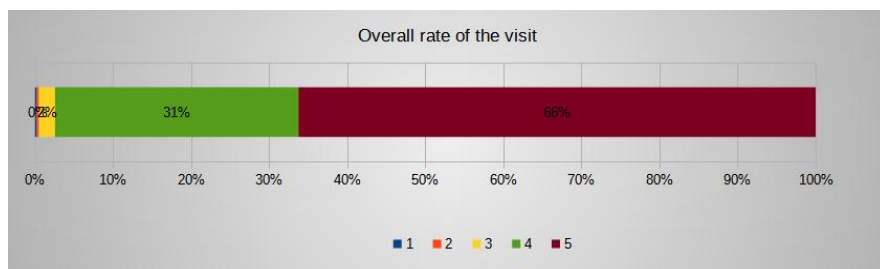


Figure 10.44: Overall rate of the visit - total sample.

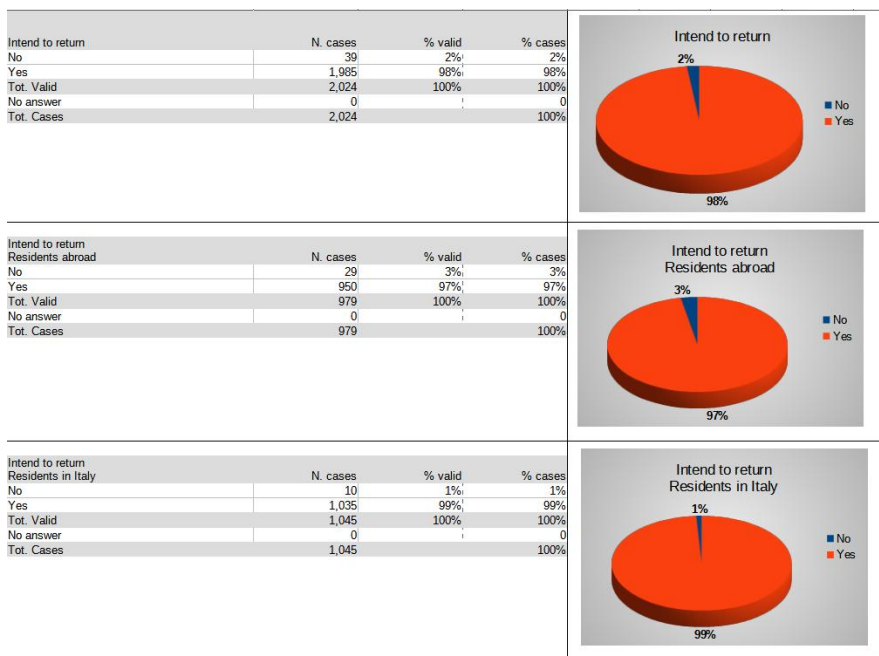


Figure 10.45: Intend to return.

Credits

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

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

For VeneziaUnica website data:
Ve.La. S.p.A.

For the museums, exhibitions and live show data:
Fondazione Musei Civici Venezia
Ministry of Culture - Veneto Museums regional department - POLO MUSEALE
Procuratoria of St. Mark's Basilica
Tourism Office of the Patriarchal Curia of Venice
Chorus - Association for the churches of the Patriarchate of Venice
La Biennale di Venezia Foundation
Peggy Guggenheim Collection
Querini Stampalia Foundation
Venezia Servizi alla Persona Foundation
Venice Jewish Community - Jewish Museum
Naval History Museum
Museum of Torcello – Metropolitan City of Venice
M9 - The Museum of the 20th Century
Marciana National Library
Scuola Grande di San Marco
Scuola Grande di San Rocco
Scuola Dalmata dei Santi Giorgio e Trifone
Scuola Grande San Giovanni Evangelista
Scuola Grande dei Carmini
Scuola Grande della Misericordia di Venezia
La Fenice Opera House Foundation
Teatro Stabile del Veneto – Teatro Goldoni
Cultural Department – Municipality of Venice

