

CITTA' DI
VENEZIA



Assessorato
al Turismo

Yearbook of Tourism data 2018



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Yearbook of Tourism Data 2018

City of Venice
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PRESENTATION

The Yearbook of Tourism of Venice City, now in its eighth edition, reports the processing of data relating to tourism in the City and in its Metropolitan Area for the year 2018. Statistical data are a methodologically “correct” starting point to be able to detect the dynamics occurring in a context that has been in place for almost a decade.

This tool was also useful, in a wider articulation, in the declination of the Regional Strategic Plan, to which the City actively participates both in the working tables and in the Control Room.

The City of Venice is actively involved in achieving the goals of the 2017-2022 Strategic Tourism Plan, adopted in 2017 by the MIBACT. This plan proposes the strengthening of Italy as a country of art and culture, through the governance of the development of sustainable and quality tourism, as an instrument of economic and social welfare for the whole community.

Right in this direction, in 2017 the City Council has adopted "The project of territorial governance of tourism in Venice" which provides for specific actions implementing four general objectives: governing the tourist resource and the cultural offer, protecting the residence, balancing the extra costs to promote the enhancement and development of the City, innovate information to educate to responsible and sustainable tourism. The planned actions in this *governance* project are forty-seven, to which, in 2018, a further five have been added, for a total of fifty-two actions, of which twenty have already been concluded and thirty-two in progress. This is accompanied by the #EnjoyRespectVenezia campaign, which indicates those respectful and responsible behaviours that everyone, citizens and guests, should maintain in the city. The campaign was further implemented with the approval of the new Urban Police Regulations. Venice, therefore, stands out as a leader in identifying solutions for respecting the decorum and the pressure of tourist flows.

The Tourism Yearbook is useful to institutions, economic operators and citizens as a cognitive tool, based on objective values, as a result of a precise work of collecting, processing and organizing the data relating to the tourist and the cultural offer of our City. This tool was also very well received when it was presented to colleagues from the Italian Città d'Arte (Art Cities), to the councillors of foreign cities who came to visit and to the national and international press.

For this choral work, a special thanks goes to all the institutions involved which wanted to provide us the data and to all the staff members of the Tourism Department.

Paola Mar
Tourism Department Councillor

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 2018, now in its 8th edition, is divided into seven parts, with the addition of tables and graphs to support the analysis of the data received.

The first part shows the data of the historical tourism trend in the City of Venice and an overview of tourism in the lagoon Area and in the Metropolitan City of Venice, comparing the data for 2018 and 2017.

The tourism demand in the 2014-2018 period is the subject of the second part, where the data of the arrivals (number of people) and of the overnight stays (number of nights spent in the city) tourists are compared, with reference to both the origin (foreigners, Italians), and to the type of accommodation chosen for the stay (hotels, other accommodation facilities¹).

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

The fourth part is dedicated to illustrating, referring to the 2014-2018 five-year period, the passenger flows of the Venice port, the Venice and Treviso airports, the local public transport, the issue of the limited traffic area passes, both by Venice City and by Cavallino Treporti, as well as the transits recorded in Piazzale Roma (Municipal garage and Sant'Andrea parking).

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

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

Finally, the results of the 2018 survey on the visitor's profile are presented in the seventh and last part of the new Yearbook edition.

1 See the methodological note on the following page.

Methodological note

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, Fiesse 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.

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

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

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

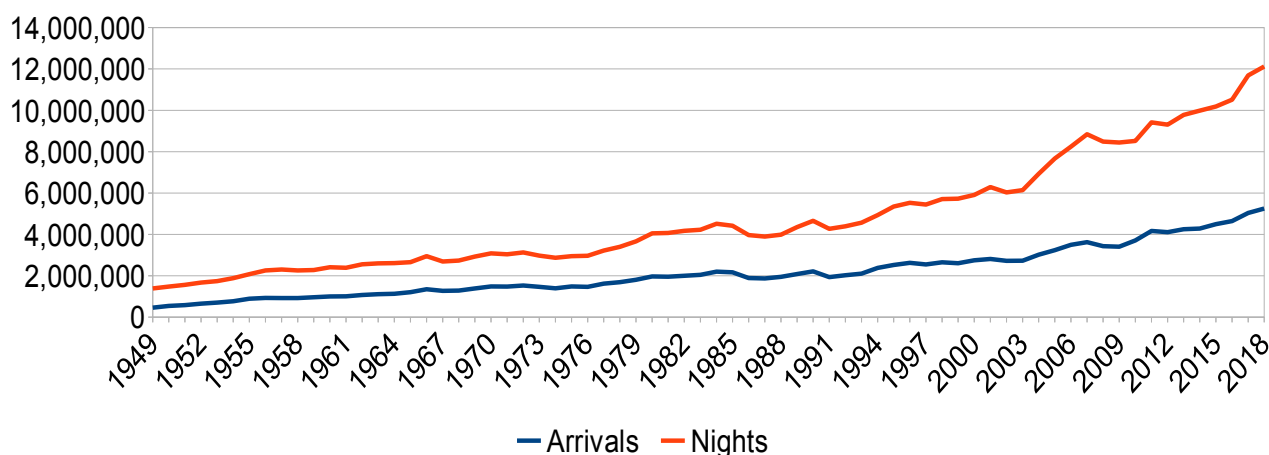
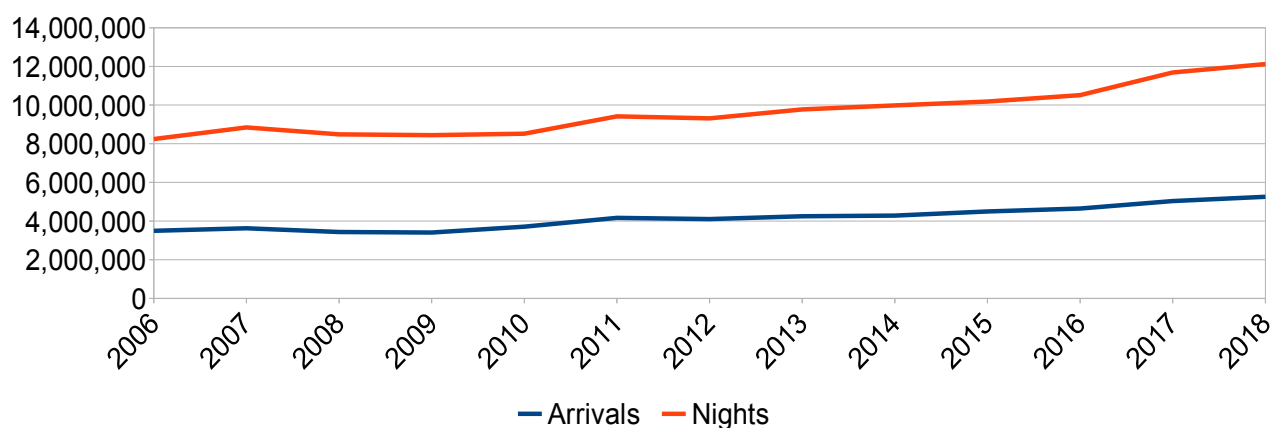
Furthermore, the art. 27bis of Regional Law N° 11 of 14th June 2013 also regulates the rooms given exclusively for tourist purposes without classification and brought back to the so-called tourist rental.

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.

Tourism in the City of Venice: historical series 2006-2018

Year	Arrivals	% change	Nights	% change	Average Stay
2006	3,496,160	8.0%	8,245,154	7.5%	2.36
2007	3,626,853	3.7%	8,842,874	7.2%	2.44
2008	3,433,775	-5.3%	8,487,539	-4.0%	2.47
2009	3,405,115	-0.8%	8,445,911	-0.5%	2.48
2010	3,708,407	8.9%	8,521,247	0.9%	2.30
2011	4,167,171	12.4%	9,417,872	10.5%	2.26
2012	4,106,161	-1.5%	9,310,132	-1.1%	2.27
2013	4,251,798	3.5%	9,778,225	5.0%	2.30
2014	4,280,632	0.7%	9,983,416	2.1%	2.33
2015	4,495,857	5.0%	10,182,829	2.0%	2.26
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

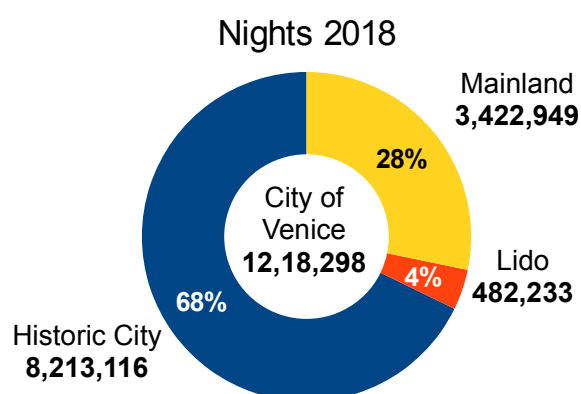
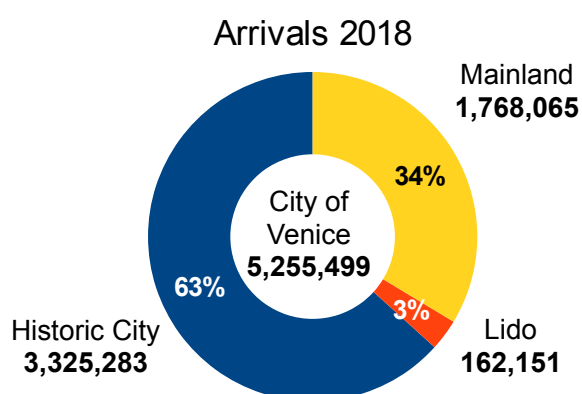
Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.



Tourism in the City of Venice year 2018

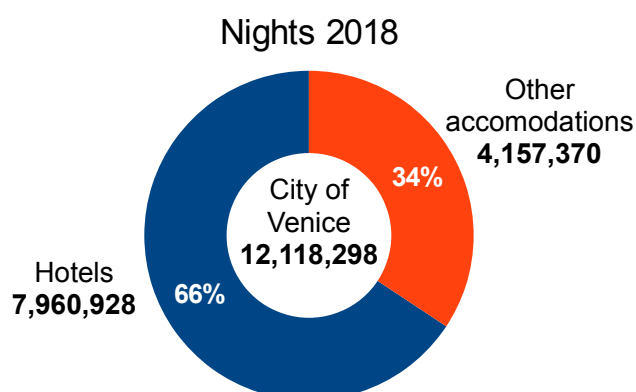
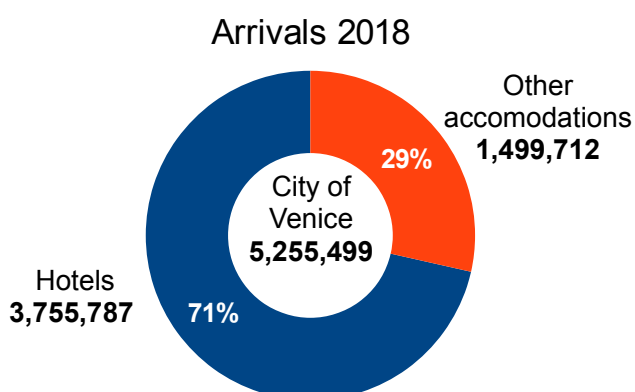
CITY OF VENICE	2018			% change 18/17		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Historic City	3,325,283	8,213,116	2.47	5.4%	4.5%	-0.9%
Lido	162,151	482,233	2.97	-12.2%	-13.7%	-1.7%
Mainland	1,768,065	3,422,949	1.94	4.3%	4.9%	0.5%
TOTAL	5,255,499	12,118,298	2.31	4.4%	3.7%	-0.7%

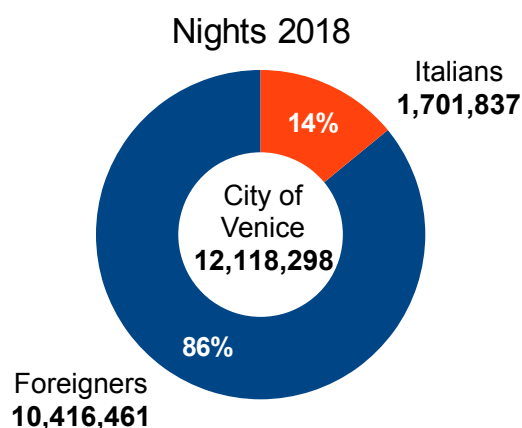
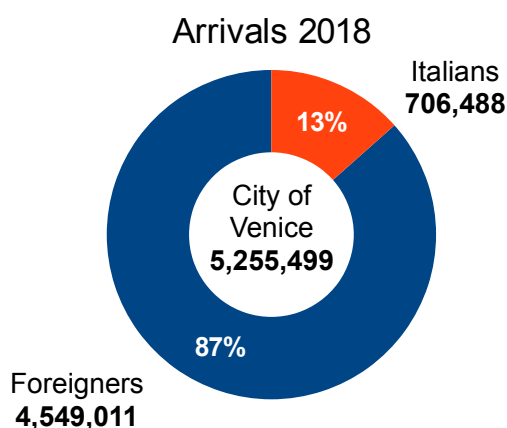
Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.



CITY OF VENICE	2018			% change 18/17		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Hotels	3,755,787	7,960,928	2.12	1.3%	0.2%	-1.1%
Other accomod.	1,499,712	4,157,370	2.77	13.1%	11.2%	-1.7%
TOTAL	5,255,499	12,118,298	2.31	4.4%	3.7%	-0.7%
Foreigners	4,549,011	10,416,461	2.29	4.4%	3.5%	-0.9%
Italians	706,488	1,701,837	2.41	4.0%	4.8%	0.7%

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





HISTORIC CITY	2018			% change 18/17		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
<i>Hotels</i>	2,209,219	5,102,539	2.31	1.7%	0.4%	-1.3%
<i>Other accomod.</i>	1,116,064	3.110.577	2.79	13.5%	12.0%	-1.3%
TOTAL	3,325,283	8,213,116	2.47	5.4%	4.5%	-0.9%
<i>Foreigners</i>	2,932,939	7,277,780	2.48	5.3%	4.5%	-0.7%
<i>Italians</i>	392,344	935,336	2.38	6.1%	4.2%	-1.8%

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

LIDO	2018			% change 18/17		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
<i>Hotels</i>	140,369	396,277	2.82	-11.2%	-13.8%	-3.0%
<i>Other accomod.</i>	21,782	85,956	3.95	-18.6%	-13.2%	6.6%
TOTAL	162,151	482,233	2.97	-12.2%	-13.7%	-1.7%
<i>Foreigners</i>	127,105	384,001	3.02	-14.2%	-16.6%	-2.9%
<i>Italians</i>	35,046	98,232	2.80	-4.4%	-0.2%	4.4%

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

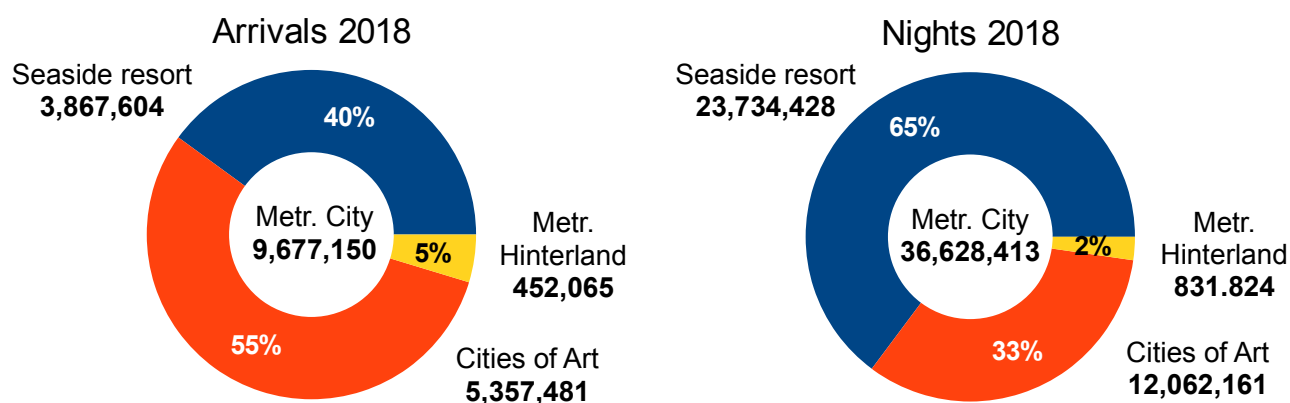
MAINLAND	2018			% change 18/17		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
<i>Hotels</i>	1,406,199	2,462,112	1.75	2.0%	2.5%	0.5%
<i>Other accomod.</i>	361,866	960,837	2.66	14.7%	11,4%	-2.8%
TOTAL	1,768,065	3,422,949	1.94	4.3%	4.9%	0.5%
<i>Foreigners</i>	1,488,967	2,754,680	1.85	4.7%	4.5%	-0.2%
<i>Italians</i>	279,098	668,269	2.39	2.3%	6.4%	4.0%

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

Tourism in the Metropolitan City of Venice year 2018

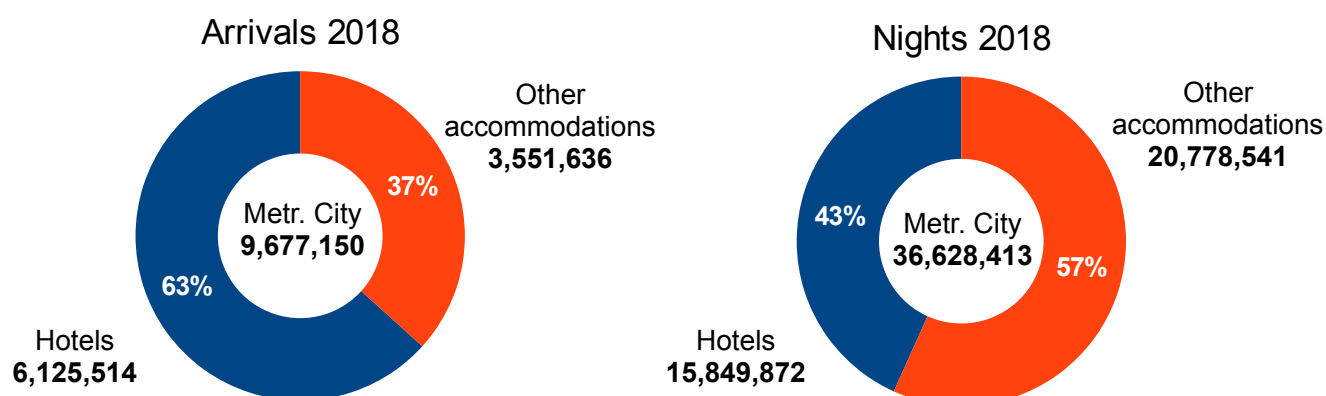
METROPOLITAN CITY OF VENICE	2018			% change 18/17		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Seaside resort	3,867,604	23,734,428	6.14	-1.7%	-3.9%	-2.2%
Cities of Art	5,357,481	12,062,161	2.25	4.8%	4.5%	-0.3%
Metr. Hinterland	452,065	831,824	1.84	-0.5%	3.2%	3.8%
TOTAL	9,677,150	36,628,413	3.79	1.9%	-1.1%	-2.9%

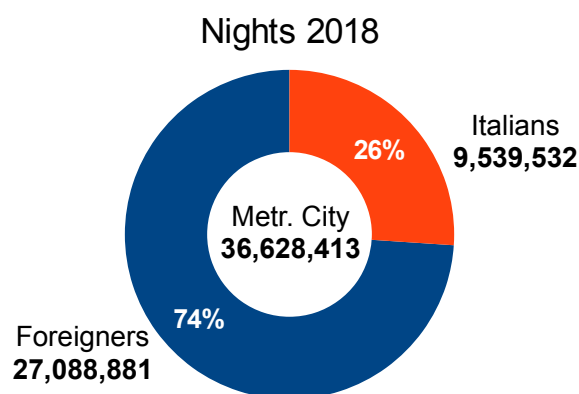
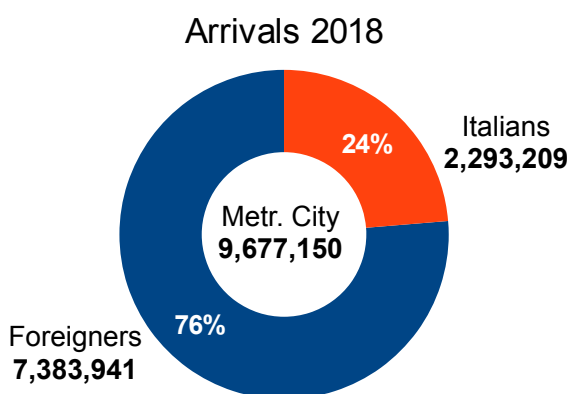
Source: City of Venice Tourism Department Processing – Tourism Observatory based on data from the Statistical Office of Veneto Region.



METROPOLITAN CITY OF VENICE	2018			% change 18/17		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
Hotels	6,125,514	15,849,872	2.59	1.2%	-0.8%	-2.0%
Other accommod.	3,551,636	20,778,541	5.85	2.9%	-1.4%	-4.2%
TOTAL	9,677,150	36,628,413	3.79	1.9%	-1.1%	-2.9%
Foreigners	7,383,941	27,088,881	3.67	1.7%	-1.4%	-3.1%
Italians	2,293,209	9,539,532	4.16	2.2%	-0.3%	-2.5%

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





SEASIDE RESORT	2018			% change 18/17		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
<i>Hotels</i>	1,849,727	7,276,006	3.93	1.0%	-2.5%	-3.5%
<i>Other accommod.</i>	2,017,877	16,458,422	8.16	-4.0%	-4.4%	-0.5%
TOTAL	3,867,604	23,734,428	6.14	-1.7%	-3.9%	-2.2%
<i>Foreigners</i>	2,472,569	16,294,613	6.59	-3.5%	-4.8%	-1.3%
<i>Italians</i>	1,395,035	7,439,815	5.33	1.8%	-1.8%	-3.5%

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

CITIES OF ART	2018			% change 18/17		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
<i>Hotels</i>	3,858,983	7,912,266	2.05	1.6%	0.9%	-0.7%
<i>Other accommod.</i>	1,498,498	4,149,895	2.77	13.9%	12.0%	-1.7%
TOTAL	5,357,481	12,062,161	2.25	4.8%	4.5%	-0.3%
<i>Foreigners</i>	4,596,683	10,298,080	2.24	5.0%	4.4%	-0.5%
<i>Italians</i>	760,798	1,764,081	2.32	3.7%	4.8%	1.1%

Source: Elaborazioni Comune di Venezia, Settore Turismo - Osservatorio del Turismo su dati dell'Ufficio di Statistica della Regione del Veneto.

METROPOLITAN HINTERLAND	2018			% change 18/17		
	Arrivals	Nights	Av. Stay	Arrivals	Nights	Av. Stay
<i>Hotels</i>	416,804	661,600	1.59	-1.1%	-1.0%	0.1%
<i>Other accommod.</i>	35,261	170,224	4.83	7.4%	24.1%	15.6%
TOTAL	452,065	831,824	1.84	-0.5%	3.2%	3.8%
<i>Foreigners</i>	314,689	496,188	1.58	-0.1%	0.1%	0.2%
<i>Italians</i>	137,376	335,636	2.44	-1.5%	8.3%	10.0%

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

THE DEMAND

Over the 2014-2018 period, the arrivals, that is the number of non-residents who arrive in the territory of the City of Venice and stay at least one night, rise from around 4 million and 281 thousand units to around 5 million and 255 thousand units (+22.8% on 2014), while the total number of overnight stays, which in 2014 recorded around 9 million and 983 thousand units, in 2018 they amounted to just under 12 million and 119 thousand units (+21.4% compared to 2014).

Also in the 2017-2018 two-year period the indicators are growing strongly: the arrivals in 2018 amounted to around 5 million and 255 thousand units (+4.4% compared to 2017), equal to an absolute increase of about 221 thousand units, while the overnight stays amounted to around 12 million and 118 units (+3.7% compared to 2017), with an absolute increase of about 432 thousand units.

The average stay amounted to 2.31 days, in line with that one of 2017, which was 2.32 days.

In 2018, the hotel industry recorded, in the whole City, around 3 million and 756 thousand arrivals (with an absolute growth of around 47 thousand units, equal to a relative growth of 1.3% compared to 2017), to which correspond around 7 million and 961 thousand overnight stays (with an absolute increase of about 15 thousand units, equal to a relative growth of 0.2% compared to 2017). This growth, which is more consistent in arrivals, corresponds to the decrease in the average stay, which stands at 2.12 days (2.14 in 2017). Also in 2018, the hotel industry is confirmed as the main industry in the hospitality, as it welcomes the majority of guests, about 71.5% of the arrivals and about 65.7% of the overnight stays.

The other accommodation industry, on the contrary, in the entire City counted around 1 million and 500 thousand arrivals (with an absolute increase of 174 thousand units, equal to a relative growth of 13.1% compared to 2017), confirming itself also in 2018, therefore for the seventh consecutive year, as the industry of tourist accommodation with the highest growth however, halved over 2017, which corresponds to almost 4 million and 157 thousand overnight stays (with an absolute increase of around 418 units, equal to a relative growth of 11.2% compared to 2017). The average stay drops to 2.77 days (2.82 in 2017), confirming itself, therefore, as the formula of stay which stands out for its longer life. In 2018, the other accommodation is the industry that most contributes to the overall increase in the arrivals (+78.9%) and in the overnight stays (+96.6%).

Foreigners account for 86.6% of arrivals and 86.0% (stable figure compared to 2017) of overnight stays of the whole tourist market: in 2018, for the fourth year in a row, arrivals keep to grow, reaching around 4 million and 549 thousand units (with an absolute increase of around 193 thousand units, equal to a relative growth of 4.4% compared to 2017), corresponding to more than 10 million and 416 thousand overnight stays (with an absolute increase of around 355 thousand units, equal to a relative growth of 3.5% compared to 2017).

The average stay of foreign tourists, substantially stable, stands at 2.29 days (2.31 in 2017).

Consequently, the relative weight of the domestic market remains at the 2017 values (13.4% for arrivals and 14.0% for overnight stays), but it keeps to grow for the sixth consecutive year: in the 2018 the arrivals amount to just over 706 thousand units (with an absolute increase of over 27 thousand units, equal to a relative growth of 4.0% compared to 2017), corresponding to around 1 million and 702 thousand overnight stays (with an absolute increase of around 78 thousand units, equal to a relative growth of 4.8% compared to 2017).

The average stay of the Italian tourists records an increase for the fourth consecutive year, reaching 2.41 days (2.39 in 2017).

The foreign market is the part that most contributes to the overall increase in both arrivals (+87.6%) and overnight stays (+82.1%) recorded in 2018.

Also in 2018, as in 2017, there was the highest number of overnight stays in the third quarter, slightly more than 3 million and 874 thousand units (with an absolute increase of around 113 thousand units, equal to a relative growth of 3.0% compared to 2017). The quarter with the highest growth in overnight stays is the first, which increases by 9.5% compared to the same period of 2017, in the face of an absolute increase of more than 188 thousand units.

Considering the monthly overnight stays, in 2018 they exceed one million units from April to October.

July is confirmed as the *clou* month for the absolute number of overnight stays (around 1 million and 324 thousand overnight stays, +3.7%), but the double-digit growth months are March (+91 thousand units, equal to +11.6%) and May, which is also the month with the greatest absolute increase (+121 thousand units, equal to +11.1%)

The month with the fewest number of overnight stays is, instead, January (around 585 thousand units), while the one with the worst performance is November (-13 thousand units, equal to -1.6%).

Distinguishing tourists on the basis of nationality, we also note in 2018 there is a significant difference between the seasonality of foreign and Italian tourism, with almost opposite trends, except for a simultaneous presence in April and October. This involves a compensation of the flows, with a relative balance of the seasonality, which is overall conditioned by the greater weight of foreign tourism. Consequently, during the year, the composition of tourists changes from month to month: if July, with 91%, records the highest percentage of foreign presences, December sees the weight of these presences reduced to 77%. Conversely, the presence of Italian tourists goes from 9% in July to 23% in December.

The Historic City receives 63.3% of arrivals (62.7% in 2017) and 67.8% of overnight stays (67.3% in 2017). In 2018, for the eighth consecutive year, the growth in arrivals continues, reaching around 3 million and 325 thousand units (with an absolute increase of around 170 thousand units, equal to a relative growth of 5.4% compared to 2017), corresponding to more than 8 million and 213 thousand overnight stays (with an absolute increase of around 351 thousand units, equal to a relative growth of 4.5% compared to 2017).

The average stay in the Historic City is 2.47 days (2.49 in 2017), basically confirming the growth over 2016.

In 2018, the hotel industry of the Historic City recorded just over 2 million and 209 thousand arrivals (with an absolute growth of more than 37 thousand units, equal to a relative growth of 1.7% compared to 2017), to which correspond around 5 million and 103 thousand overnight stays (with an absolute increase of around 19 thousand units, equal to a relative growth of 0.4% compared to 2017).

The average stay stands at 2.31 days (2.34 in 2017).

Accepting 66.4% of arrivals and 62.1% of overnight stays, the hotel accommodation is the main hospitality industry in the Historic City. Moreover, the hotel accommodation of the Historic City, with 42.0% of arrivals and 42.1% of overnight stays, is the main hospitality industry also in the Municipality area.

The growth of the other accommodation industry is also significant, with over 1 million and 116 thousand arrivals in the Historic City (with an absolute growth of more than 132 thousand units, equal to a relative growth of 13.5% compared 2017, but it halved over the 2016-2017 trend), corresponding to around 3 million and 111 thousand overnight stays (with an absolute increase of more than 332 thousand units, equal to a relative growth of 12.0% compared to 2017, the highest in the three areas).

The average stay, substantially stable, stands at 2.79 days (2.82 in 2017).

The increase of arrivals and overnight stays in the other accommodation industry contributes for 78.1% and 94.7% to the growth in total arrivals and overnight stays in the Historic City.

The arrivals of foreigners in the Historic City amount to around 2 million and 933 thousand units (with an absolute increase of around 147 thousand units, equal to a relative growth of 5.3% compared to 2017), corresponding to around 7 million and 278 thousand overnight stays (with an absolute increase of 313 thousand units, equal to a relative growth of 4.5% compared to 2017).

The foreigners who arrived and stayed overnight in the Historic City in 2018 represent the largest part of the tourist market, both at the municipal level (55.8% of total arrivals and 60.1% of total overnight stays) and at the city level (88.2% of total arrivals and 88.6% of total overnight stays). Consequently, the number of foreigners who choose the Historic City for their stay is the most significant part of the complex of foreigners staying in the whole municipal territory (64.5% of foreigners arrivals and 69.9% of foreigners overnight stays).

In the Historic City, the average stay of foreign tourists stands at 2.48 days (2.50 in 2017).

In 2018, the Italian tourists arrivals in the Historic City amounted to around 392 thousand units (with an absolute increase of around 23 thousand units, equal to a relative growth of 6.1% compared to 2017, the highest of the three areas), to which correspond more than 935 thousand overnight stays (with an absolute increase of around 38 thousand units, equal to a relative growth of 4.2% compared to 2017).

In the Historic City, the average stay of the Italian tourists is 2.38 days (2.43 in 2017).

At Lido, where 3.1% of the tourists arrived and 4.0% stayed there, the arrival trend decreases for the third consecutive year, while the overnight stays, after the increase in 2017, return to decrease. In fact, in 2018 there were around 162 thousand arrivals (with an absolute decrease of around 23 thousand units, equal to a relative decrease of 12.2% compared to 2017), while the overnight stays amounted to around 482 thousand units (with an absolute decrease of around 77 thousand units, equal to a relative decrease of 13.7% compared to 2017). The average stay stands at 2.97 days (3.03 days in 2017), and is confirmed as the longest of the three areas.

In 2018, the hotel industry of Lido recorded around 140 thousand arrivals (with an absolute decrease of around 18 thousand units, equal to a relative bending of 11.2% compared to 2017), corresponding to around 86 thousand overnight stays (with an absolute decrease of around 13 thousand units, equal to a relative decrease of 13.2% compared to 2017).

The average stay stands at 2.82 days (2.91 in 2017).

Also for the Lido the hotel accommodation is the main hospitality industry: in fact it welcomes the majority of guests of the area (86.6% of arrivals and 82.2% of overnight stays). Furthermore, the hotel industry contributes to the downturn for 78.0% in arrivals and for 82.9% in overnight stays in the area.

The other accommodation industry of Lido records nearly 22 thousand arrivals (with an absolute decrease of around 5 thousand units, equal to a relative bending of 18.6% compared to 2017), to which correspond around 86 thousand overnight stays (with an absolute decrease of around 13 thousand units, equal to a relative decrease of 13.2% compared to 2017).

The average stay, always growing, stands at 3.95 days (3.70 in 2017).

In 2018, the other accommodation industry of Lido receives 13.4% of arrivals and 17.8% of overnight stays in the area.

Foreigners who arrived and stayed at Lido in 2018 represent the majority of guests in the area (78.4% of arrivals and 79.6% of overnight stays), and 2.8% of arrivals and 3.7% of the total number of foreigners staying in the whole municipal area.

The arrivals of this tourist sector amount to around 127 thousand units (with an absolute decrease of around 21 thousand units, equal to a relative bending of 14.2% compared to 2017), corresponding to 384 thousand overnight stays (with an absolute decrease of over 76 thousand units, equal to a relative bending of 16.6% compared to 2017).

Foreigners contribute to 92.8% of arrivals bending and to 99.7% of overnight stays bending.

In 2018, Italian tourists stand at around 35 thousand units (with an absolute decrease of one thousand and 600 units, equal to a relative decrease of 4.4%

compared to 2017), to which correspond more than 98 thousand overnight stays (stable figure compared to 2017).

At Lido, the average stay of foreign tourists stands at 3.02 days (3.11 in 2017), while the Italians one stands at 2.80 days (2.68 in 2017).

Finally, the Mainland is confirmed as the destination with 33.6% of arrivals and 28.2% of overall overnight stays, both growing for the fourth consecutive year. In 2018 there were more than 1 million and 768 thousand arrivals (with an absolute increase of more than 73 thousand units, equal to a relative growth of 4.3% compared to 2017), while the overnight stays amounted to just under 3 million and 423 thousand units (with an absolute increase of more than 158 thousand units, equal to a relative growth of 4.9% in 2017).

In this area the average stay is the lowest, with 1.94 days (1.93 in 2017)

In the Mainland, in 2018, the hotel industry recorded approximately 1 million and 406 thousand arrivals (with an absolute increase of around 27 thousand units, equal to a relative growth of 2.0% compared to 2017), to which correspond more than 2 million and 462 thousand overnight stays (with an absolute increase of around 60 thousand units, equal to a relative growth of 2.5% compared to 2017).

The average stay in the hotel industry stands at 1.75 days (1.74 in 2017), and is the lowest of the whole municipal area.

As in other areas, even in the Mainland the main hospitality industry is represented by the hotel industry, which receives most of the guests (79.5% of arrivals and 71.9% of overnight stays). In addition, compared to 2017, it contributes for 36.9% to the increase in arrivals and for 37.7% to the increase in overnight stays of the area.

The other accommodation industry of the Mainland records around 362 thousand arrivals (with an absolute increase of more than 46 thousand units, equal to a relative growth of 14.7% compared to 2017, the highest of the three areas), corresponding to around 961 thousand overnight stays (with an absolute increase of more than around 99 thousand units, equal to a relative growth of 11.4% compared to 2017).

The average stay in the other accommodation industry is 2.66 days (2.73 in 2017).

In the Mainland, compared to 2017, the other accommodation industry contributes 63.1% to the total arrivals increase and 62.3% to the total overnight stays in the area.

Foreigners who arrived in 2018 and stayed in the Mainland accommodation structures represent the majority of guests in the area (84.2% of arrivals and 80.5% of overnight stays).

The arrivals of this tourist sector are around 1 million and 489 thousand units (with an absolute increase of more than 67 thousand units, equal to a relative growth of 4.7% compared to 2017), which correspond to around 2 million and 755 thousand overnight stays (with an absolute increase of more than 118 thousand units, equal to a relative growth of 4.5% compared to 2017).

Foreigners contribute 91.5% of the increase in arrivals and 74.8% in overnight stays.

In 2018, Italian tourists record a number of arrivals of around 279 thousand units (with an absolute increase of around 6 thousand and 200 units, equal to a relative growth of 2.3% compared to 2017), to which correspond more than 668 thousand overnight stays (with an absolute increase of around 40 thousand units, equal to a relative growth of 6.4% compared to 2017, the highest in the three areas).

In the Mainland, the average stay of tourists is 1.85 days (as in 2017), while the Italians one rises to 2.39 days (2.30 in 2017). Italians stay longer on average than foreigners (0.54 more days).

Regarding the origin, the highest share of tourist presences goes to Europe (excluding Italy), with 45%, followed by: the Americas (23%), Asia (10%), Oceania (3%), Western Asia (2%) and Africa (1%).

Italy represents 14% of the presences, while the unspecified Countries 1%.

Regarding the arrivals, in 2018, the top 12 countries of origin are: USA, United Kingdom, France, Germany, China, Spain, South Korea, Japan, Australia, Brazil, Canada and Argentina.

The United States confirmed its position as the leader of the foreign market, with around 790 thousand arrivals (+10.7% compared to 2017), equal to 15.0% of the total, and around 1 million and 742 thousand overnight stays (+14.4% compared to 2017), equal to 14.4% of the total. The average stay slightly increased: 2.20 days (2.13 in 2017).

The United Kingdom maintained its second position with around 376 thousand units (-4.5% compared to 2017), equal to 7.2% of the total, and around 1 million and 25 thousand overnight stays (-4.8% compared to 2017), equal to 8.5% of the total. Stable average stay: 2.72 days (2.73 in 2017).

France, still in third place, marks a further growth both in arrivals, which amount to about 361 thousand units (+3.5% compared to 2017), equal to 6.9% of the total, and in the overnight stays, equal to 1 million and 48 thousand units (+1.4% compared to 2017), equal to 8.7% of the total. Although with a slight decline, it maintains the record of the highest average stay: 2.91 days (2.97 in 2017).

Fourth, Germany, whose positive trend is reversed abruptly, both in arrivals, which stand at around 275 thousand units (-12.9% compared to 2017), equal to 5.2% of the total, and in the overnight stays, equal to around 765 thousand units (-15.0% compared to 2017), equal to 6.3% of the total. Average stay decreased: 2.78 days (2.85 in 2017).

China, in fifth position, marks a further growth both in arrivals, which amount to about 234 thousand units (+7.5% compared to 2017), equal to 4.4% of the total, and in the overnight stays, which are around 393 thousand units (+7.6% compared to 2017), equal to 3.2% of the total. The average stay is 1.68 days (as in 2017).

Sixth Spain, which record a good performance, with around 207 thousand arrivals (+14.8% compared to 2017), equal to 3.9% of the total, and around 476 thousand

overnight stays (+14.7% compared to 2017), equal to 3.9% of the total. The average stay is 2.30 days (as in 2017).

Is reversed the trend of South Korea, which remains in seventh place, with a further growth both in arrivals, around 157 thousand units (+7.6% compared to 2017), equal to 3.0% of the total, and in the overnight stays, with around 243 thousand units (+11.1% compared to 2017), equal to 2.0% of the total. The average stay was slightly up, 1.55 days (1.51 in 2017), which however remains the lowest among the TOP 12.

Japan recovers a position, finishing eighth instead of Australia, with around 146 thousand arrivals (+12.8% compared to 2017), equal to 2.8% of the total, and around 238 thousand overnight stays (+7.7% compared to 2017), equal to 2.0% of the total. While the average stay fell to 1.63 days (1.71 in 2017).

Ninth Australia, which reverses the positive trend and sees a decrease in arrivals, which stand at around 137 thousand units (-1.4% compared to 2017), equal to 2.6% of the total and a further growth of overnight stays, equal to 336 thousand units (+0.7% compared to 2017), equal to 2.8% of the total. Increasing average stay, which rises to 2.44 days (2.39 in 2017).

Brazil is stable in tenth position, with a growth both in arrivals, around 127 thousand units (+7.7% compared to 2017), equal to 2.4% of the total, and in overnight stays, with around 266 thousand units (+7.7% compared to 2017), equal to 2.2% of the total. The average stay is 2.09 days (as in 2017).

Canada, despite an excellent performance in 2017, stays in eleventh position, with around 123 thousand arrivals (+10.6% compared to 2017), equal to 2.3% of the total, and around 288 thousand overnight stays (+14.1% compared to 2017), equal to 2.4% of the total, and an average stay of 2.35 days (2.27 in 2017).

Argentina remains in twelfth and final position, but the positive double-digit trend which, since 2015, has persisted both in arrivals and in overnight stays is interrupted. Both arrivals, which fall to around 99 thousand units (-8.5% compared to 2017), equal to 1.9% of the total, and overnight stays, equal to around 192 thousand units (-5.5% compared to 2017), equal to 1.6% of the total, are down. The average grows to 1.94 days (1.88 in 2017).

Methodological note

The flows of the guests (arrivals/overnight stays), for the purposes of statistical surveys, are provided by the Statistics Office of the Veneto Region, which collects data directly from the accommodation operators through the regional tourism information system, according to the provisions issued by the National Statistics Institute (ISTAT) and by the same regional statistics structure, pursuant to art. 13, paragraph 5, of the current Regional Law N° 11/2013.

1. Arrivals and overnight stays

1 – Total arrivals and overnight stays in City of Venice by accommodation facilities

Year	Arrivals (x 1,000)	% change	Nights (x 1,000)	% change	Average Stay	% change
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Total accommodation facilities

2014	4,281		9,983		2.33	
2015	4,496	5.0%	10,183	2.0%	2.26	-2.9%
2016	4,646	3.3%	10,512	3.2%	2.26	-0.1%
2017	5,035	8.4%	11,686	11.2%	2.32	2.6%
2018	5,255	4.4%	12,118	3.7%	2.31	-0.7%

Hotels

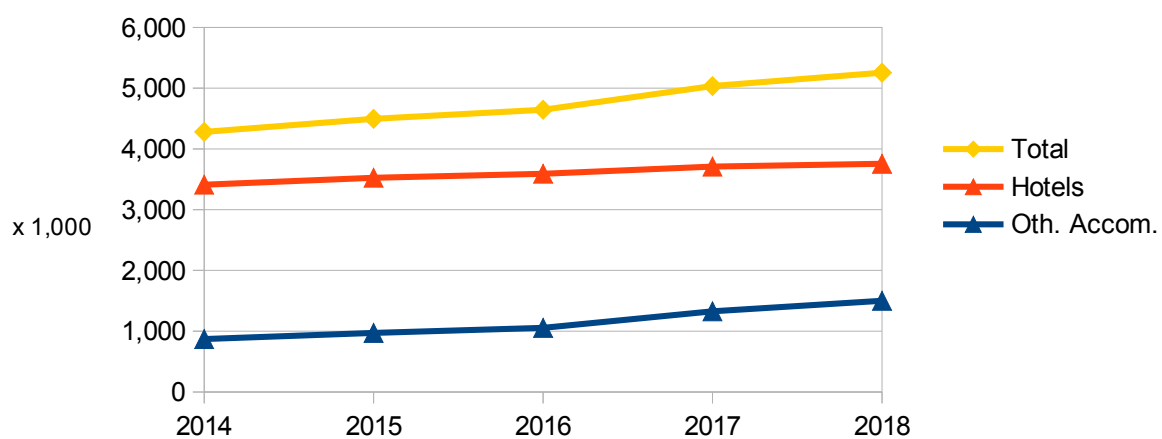
2014	3,411		7,546		2.21	
2015	3,526	3.3%	7,530	-0.2%	2.14	-3.4%
2016	3,591	1.9%	7,631	1.3%	2.12	-0.5%
2017	3,709	3.3%	7,946	4.1%	2.14	0.8%
2018	3,756	1.3%	7,961	0.2%	2.12	-1.1%

Other accommodations

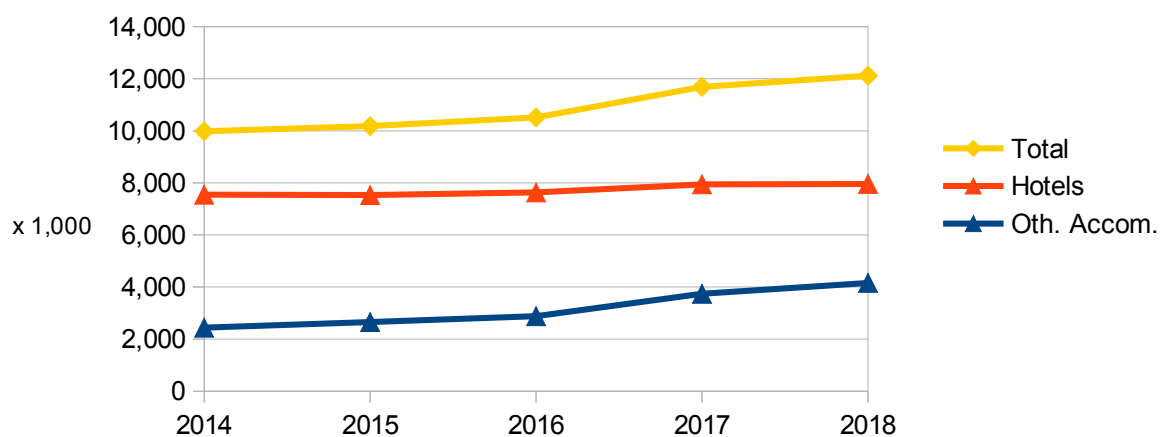
2014	869		2,438		2.80	
2015	970	11.6%	2,653	8.8%	2.73	-2.5%
2016	1,054	8.7%	2,881	8.6%	2.73	-0.1%
2017	1,326	25.8%	3,740	29.8%	2.82	3.2%
2018	1,500	13.1%	4,157	11.2%	2.77	-1.7%

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

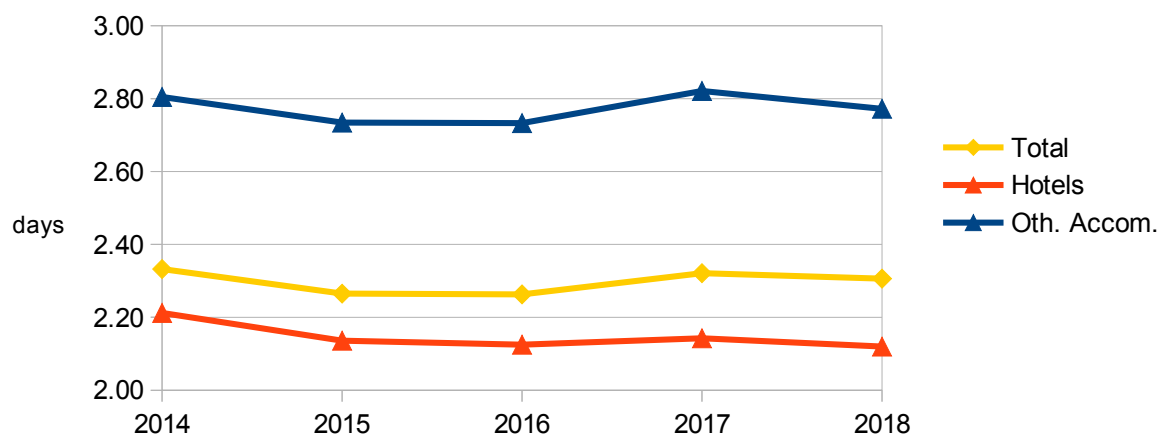
Arrivals - Total and by accomodation facility



Nights - Total and by accomodation facility



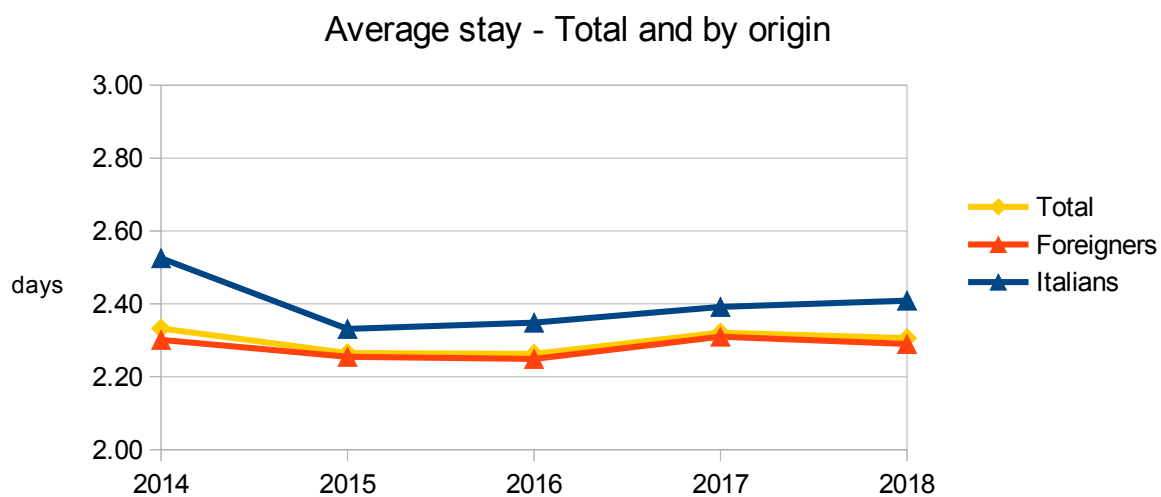
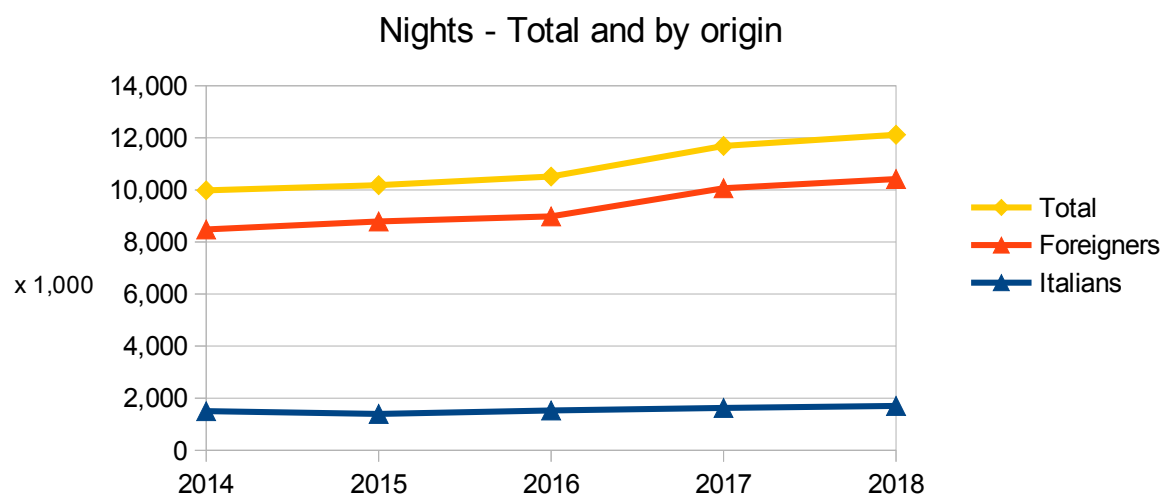
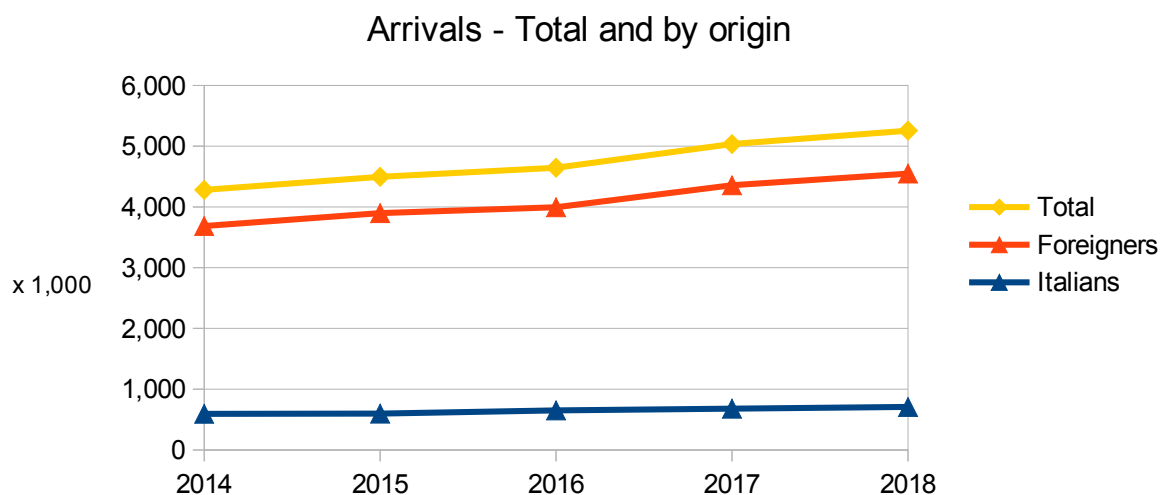
Average stay - Total and by accomodation facility



2 – Total arrivals and overnight stays in City of Venice by origin

Year	Arrivals (x 1,000)	% change	Nights (x 1,000)	% change	Average Stay	% change
Total						
2014	4,281		9,983		2.33	
2015	4,496	5.0%	10,183	2.0%	2.26	-2.9%
2016	4,646	3.3%	10,512	3.2%	2.26	-0.1%
2017	5,035	8.4%	11,686	11.2%	2.32	2.6%
2018	5,255	4.4%	12,118	3.7%	2.31	-0.7%
Foreigners						
2014	3,686		8,482		2.30	
2015	3,898	5.7%	8,788	3.6%	2.25	-2.0%
2016	3,995	2.5%	8,983	2.2%	2.25	-0.3%
2017	4,356	9.0%	10,062	12.0%	2.31	2.7%
2018	4,549	4.4%	10,416	3.5%	2.29	-0.9%
Italians						
2014	595		1,501		2.53	
2015	598	0.6%	1,394	-7.1%	2.33	-7.7%
2016	651	8.8%	1,528	9.6%	2.35	0.7%
2017	679	4.4%	1,624	6.3%	2.39	1.8%
2018	706	4.0%	1,702	4.8%	2.41	0.7%

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



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

Year	Arrivals (x 1,000)	% change	Nights (x 1,000)	% change	Average Stay	% change
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Foreign market: total accommodation facilities

2014	3,686		8,482		2.30	
2015	3,898	5.7%	8,788	3.6%	2.25	-2.0%
2016	3,995	2.5%	8,983	2.2%	2.25	-0.3%
2017	4,356	9.0%	10,061	12.0%	2.31	2.7%
2018	4,549	4.4%	10,416	3.5%	2.29	-0.9%

Foreign market: hotels

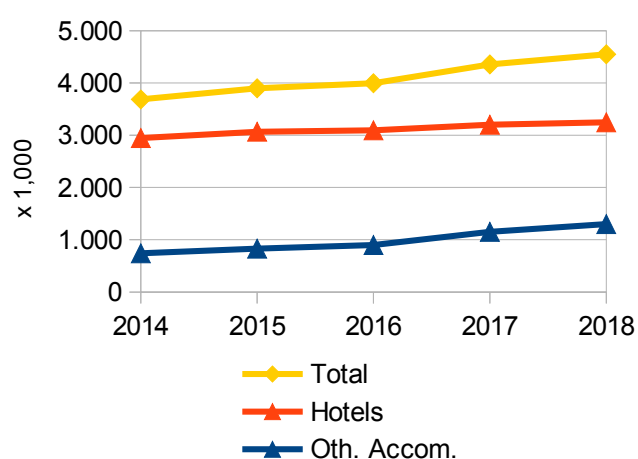
2014	2,947		6,482		2.20	
2015	3,068	4.1%	6,596	1.7%	2.15	-2.3%
2016	3,095	0.9%	6,626	0.5%	2.14	-0.4%
2017	3,203	3.5%	6,907	4.2%	2.16	0.7%
2018	3,249	1.4%	6,945	0.5%	2.14	-0.9%

Foreign market: other accommodations

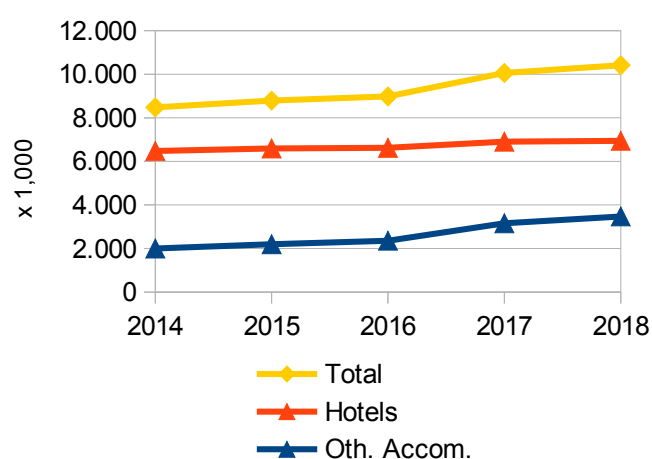
2014	740		1,999		2.70	
2015	830	12.2%	2,193	9.7%	2.64	-2.2%
2016	900	8.5%	2,357	7.5%	2.62	-0.9%
2017	1,153	28.1%	3,154	33.8%	2.74	4.4%
2018	1,300	12.8%	3,472	10.1%	2.67	-2.4%

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

Foreign market
Arrivals - Total and by accom. facility



Foreign market
Nights - Total and by accom. facility



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

Year	Arrivals (x 1,000)	% change	Nights (x 1,000)	% change	Average Stay	% change
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Italian market: total accommodation facilities

2014	595		1,501		2.53	
2015	598	0.6%	1,394	-7.1%	2.33	-7.7%
2016	651	8.8%	1,528	9.6%	2.35	0.7%
2017	679	4.4%	1,624	6.3%	2.39	1.8%
2018	706	4.0%	1,702	4.8%	2.41	0.7%

Italian market: hotels

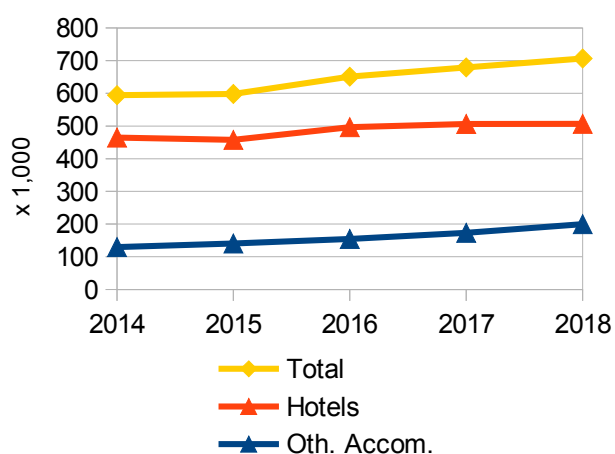
2014	465		1,063		2.29	
2015	458	-1.6%	934	-12.1%	2.04	-10.7%
2016	496	8.5%	1,005	7.5%	2.02	-0.9%
2017	506	1.9%	1,038	3.3%	2.05	1.4%
2018	507	0.2%	1,016	-2.1%	2.01	-2.3%

Italian market: other accommodations

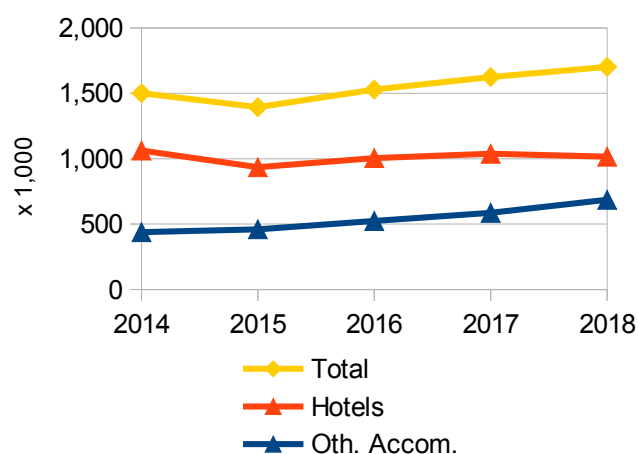
2014	130		438		3.38	
2015	141	8.4%	460	4.9%	3.27	-3.2%
2016	154	9.8%	524	13.8%	3.39	3.6%
2017	173	12.1%	586	11.9%	3.39	-0.2%
2018	200	15.3%	685	17.0%	3.43	1.4%

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

Italian market
Arrivals - Total and by accom. facility



Italian market
Nights - Total and by accom. facility

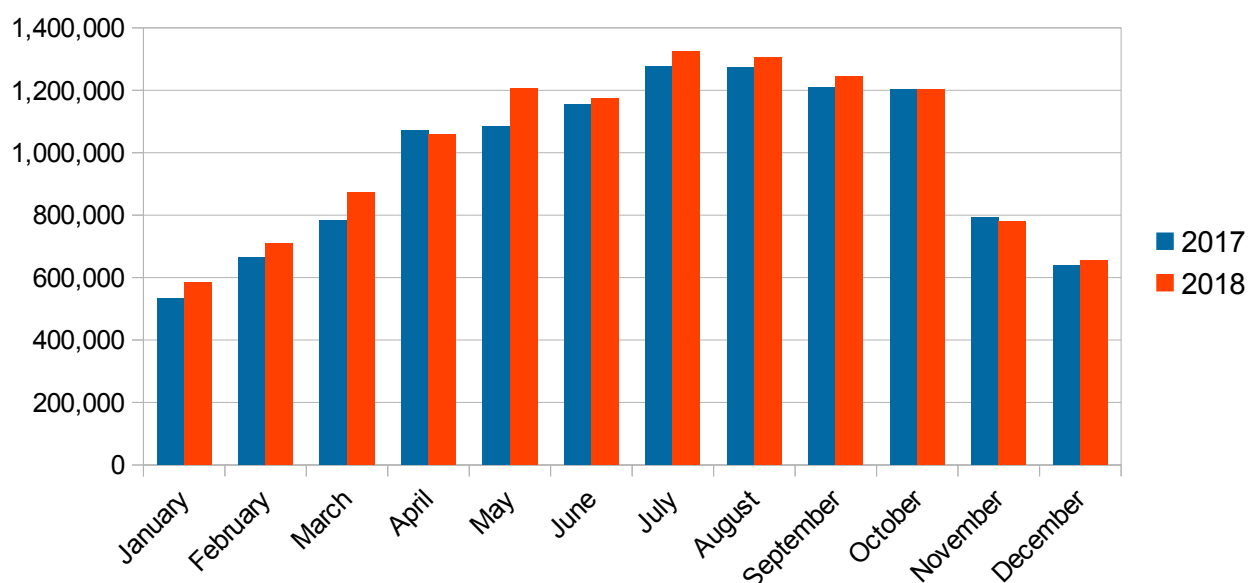


5 – Monthly tourism trend

City of Venice 2018		% change 18/17
Nights		
January	585,251	9.8%
February	709,954	6.8%
March	874,276	11.6%
1 st Quarter	2,169,481	9.5%
April	1,058,818	-1.3%
May	1,204,491	11.1%
June	1,172,219	1.6%
2 nd Quarter	3,435,528	3.8%
July	1,324,299	3.7%
August	1,303,925	2.4%
September	1,245,917	2.9%
3 rd Quarter	3,874,141	3.0%
October	1,203,782	0.2%
November	780,639	-1.6%
December	654,727	2.4%
4 th Quarter	2,639,148	0.2%
Total annual	12,118,298	3.7%

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

Monthly tourism trend: Total Nights

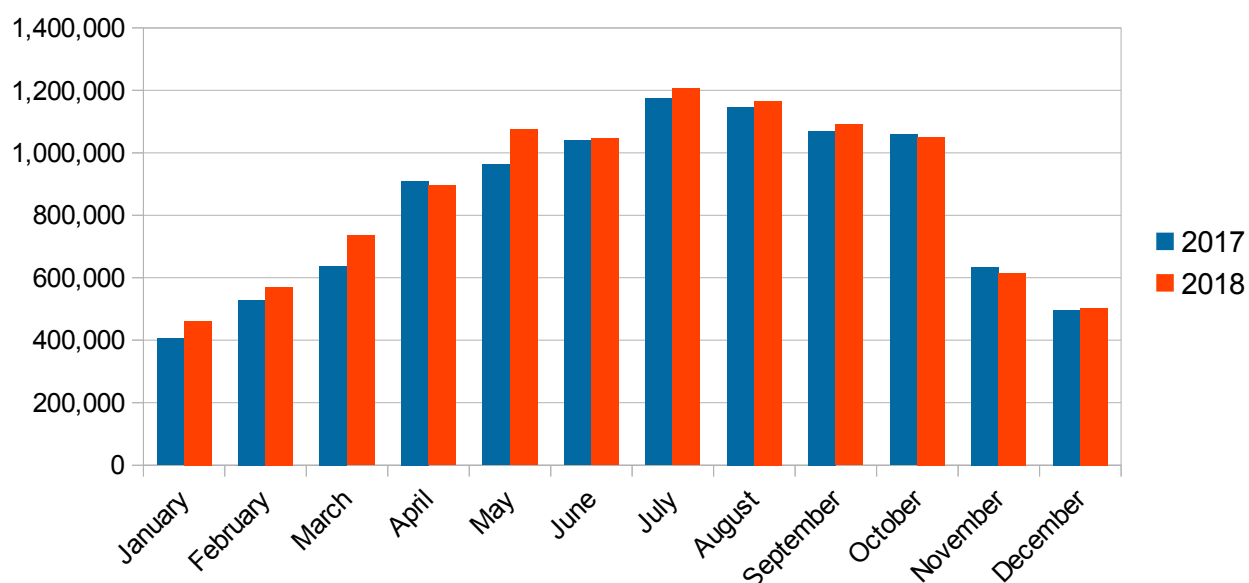


6 – Foreign market: monthly tourism trend

City of Venice 2018		% change 18/17
Nights		
January	460,845	13.7%
February	570,272	7.9%
March	735,483	15.3%
1 st Quarter	1,766,600	12.4%
April	895,483	-1.6%
May	1,075,302	11.7%
June	1,046,465	0.8%
2 nd Quarter	3,017,250	3.7%
July	1,205,691	2.7%
August	1,166,499	1.7%
September	1,090,519	1.9%
3 rd Quarter	3,462,709	2.1%
October	1,050,612	-0.8%
November	615,097	-2.9%
December	504,193	1.6%
4 th Quarter	2,169,902	-0.9%
Total annual	10,416,461	3.5%

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

Foreign market: monthly tourism trend - Nights

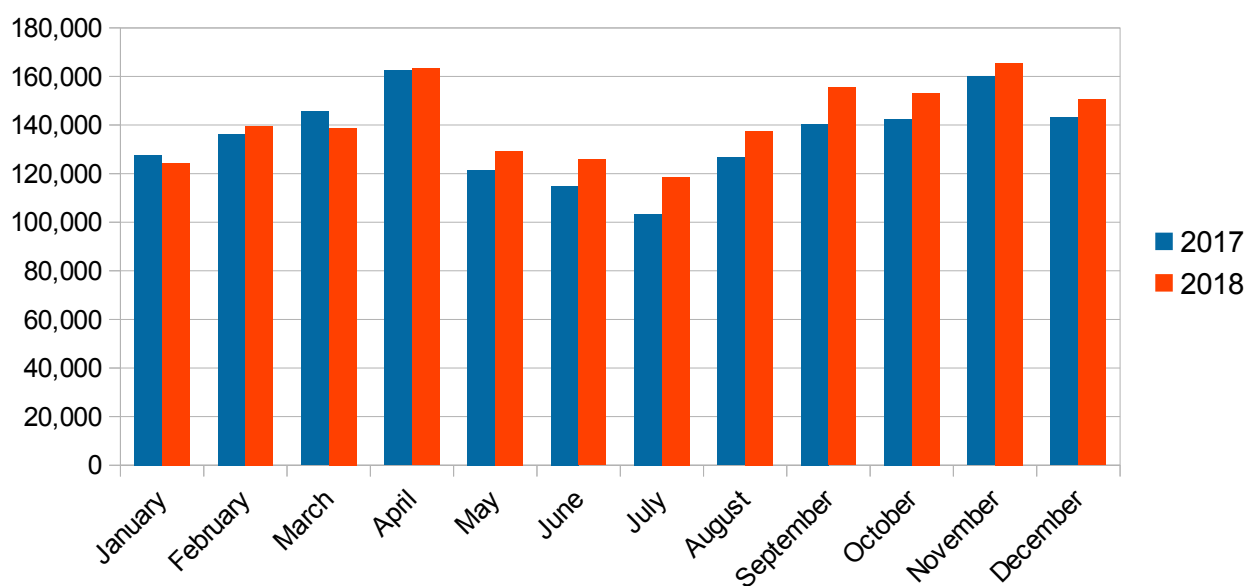


7 – Italian market: monthly tourism trend

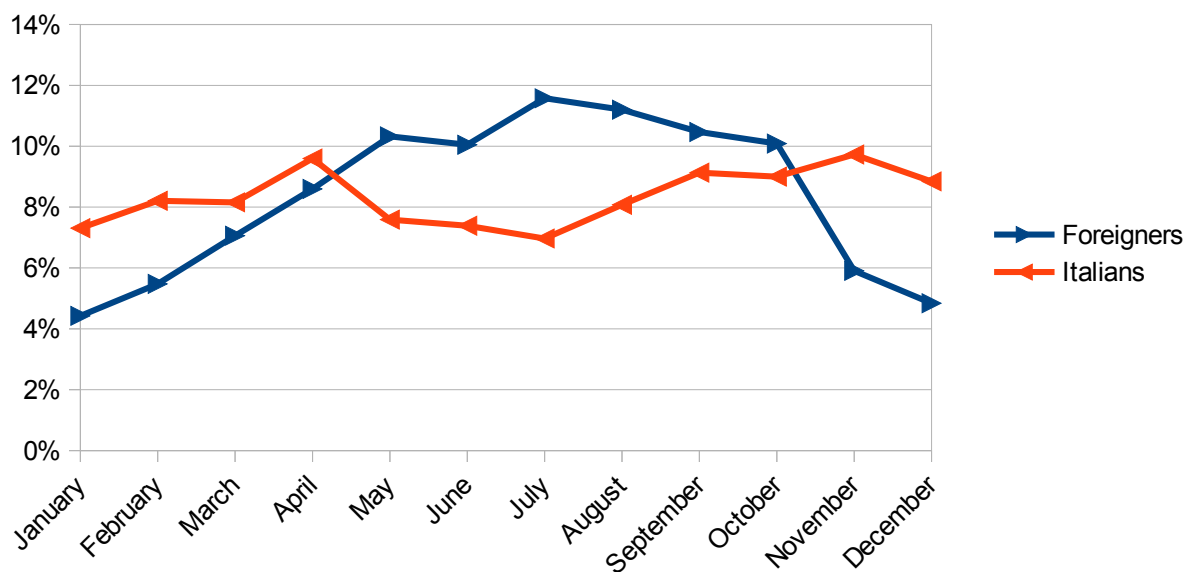
City of Venice 2018		% change 18/17
Nights		
January	124,406	-2.6%
February	139,682	2.5%
March	138,793	-4.7%
1 st Quarter	402,881	-1.6%
April	163,335	0.6%
May	129,189	6.3%
June	125,754	9.5%
2 nd Quarter	418,278	4.9%
July	118,608	14.6%
August	137,426	8.6%
September	155,398	10.7%
3 rd Quarter	411,432	11.1%
October	153,170	7.4%
November	165,542	3.5%
December	150,534	5.2%
4 th Quarter	469,246	5.3%
Total annual	1,701,837	4.8%

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

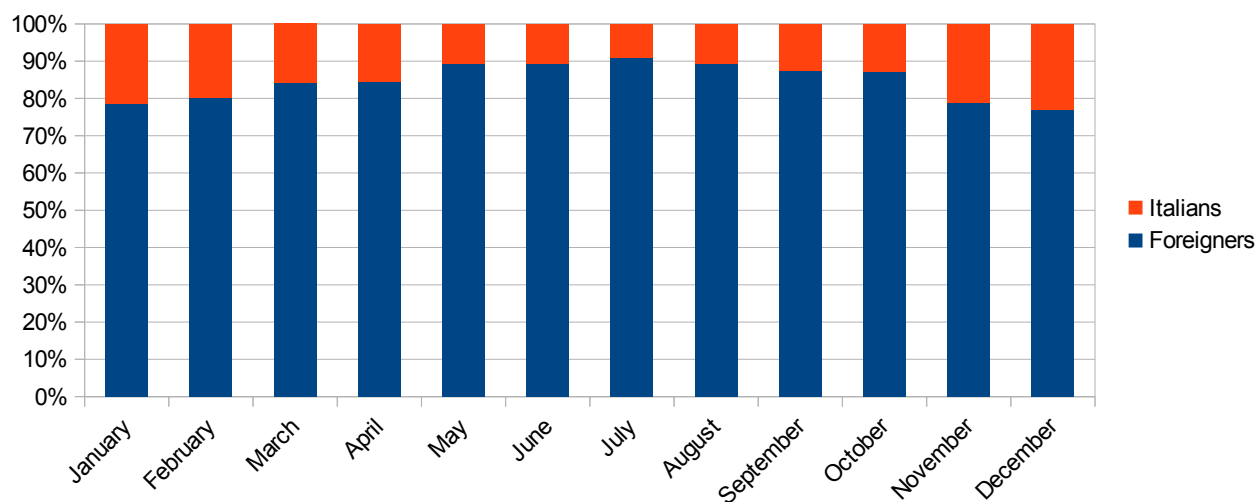
Italian market: monthly tourism trend - Nights



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



Composition of monthly overnight stays by origin



8 – Arrivals and overnight stays in City of Venice and in the three areas (Historic City, Lido and Mainland)

Year	Arrivials (x 1,000)	Nights (x 1,000)	Average stay	Share of total arrivals	Share of total nights
City of Venice					
2014	4,281	9,983	2.33	100.0%	100.0%
2015	4,496	10,183	2.26		
2016	4,646	10,512	2.26		
2017	5,035	11,686	2.32		
2018	5,255	12,118	2.31		
Historic City					
2014	2,599	6,425	2.47	60.7%	64.4%
2015	2,777	6,814	2.45	61.8%	66.9%
2016	2,896	7,046	2.43	62.3%	67.0%
2017	3,156	7,862	2.49	62.7%	67.3%
2018	3,325	8,213	2.47	63.3%	67.8%
Lido					
2014	184	538	2.92	4.3%	5.4%
2015	189	568	3.00	4.2%	5.6%
2016	186	539	2.90	4.0%	5.1%
2017	185	559	3.03	3.7%	4.8%
2018	162	482	2.97	3.1%	4.0%
Mainland					
2014	1,498	3,020	2.02	35.0%	30.3%
2015	1,530	2,801	1.83	34.0%	27.5%
2016	1,564	2,927	1.87	33.7%	27.8%
2017	1,695	3,265	1.93	33.7%	27.9%
2018	1,768	3,423	1.94	33.6%	28.2%

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

9 – Arrivals and overnight stays by origin in the three areas of the City of Venice

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

2014	2,295	5,683	2.48	304	742	2.44	2,599	6,425
2015	2,463	6,080	2.47	313	734	2.34	2,777	6,814
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

Lido

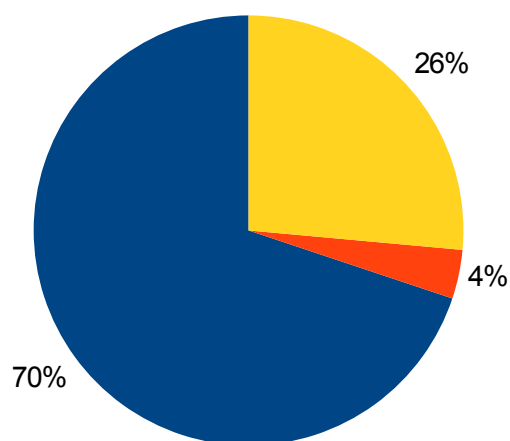
2014	148	447	3.01	36	91	2.55	184	538
2015	154	472	3.07	35	96	2.73	189	568
2016	148	445	3.01	38	94	2.48	186	539
2017	148	461	3.11	37	98	2.68	185	559
2018	127	384	3.02	35	98	2.80	162	482

Mainland

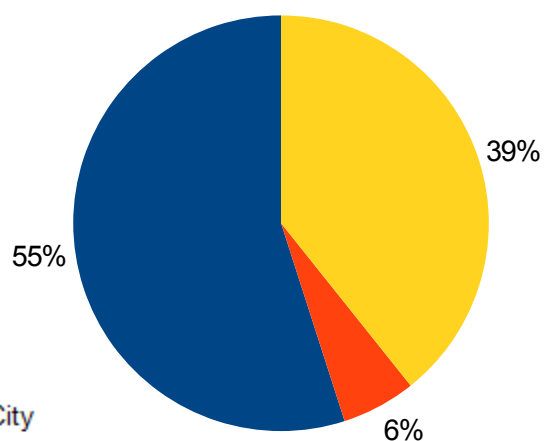
2014	1,243	2,352	1.89	255	668	2.63	1,498	3,020
2015	1,281	2,237	1.75	249	564	2.26	1,530	2,801
2016	1,296	2,313	1.78	267	614	2.30	1,564	2,927
2017	1,422	2,636	1.85	273	628	2.30	1,695	3,265
2018	1,489	2,755	1.85	279	668	2.39	1,768	3,423

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

Overnight stays 2018: Foreigners
% composition per area



Overnight stays 2018: italians
% composition per area



■ Historic City
■ Lido
■ Mainland

10 – Arrivals and overnight stays by accommodation in the three areas of the City of Venice

Year	Hotels			Other accommodation			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								
2014	1,955	4,579	2.34	644	1,847	2.87	2,599	6,425
2015	2,067	4,830	2.34	709	1,985	2.80	2,777	6,814
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
Lido								
2014	165	465	2.83	19	73	3.75	184	538
2015	161	472	2.92	28	96	3.48	189	568
2016	159	446	2.80	27	94	3.49	186	539
2017	158	460	2.91	27	99	3.70	185	559
2018	140	396	2.82	22	86	3.95	162	482
Mainland								
2014	1,291	2,502	1.94	206	518	2.51	1,498	3,020
2015	1,297	2,229	1.72	233	572	2.45	1,530	2,801
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

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

2. Countries of origin

1 – Arrivals and overnight stays by countries year: Europe

Countries of origin	Hotels		Other accommod.		Total facilities	
	Arrivals	Nights	Arrivals	Nights	Arrivals	Nights
U.K.	264,296	700,045	112,046	325,135	376,342	1,025,180
France	228,505	618,123	132,188	430,371	360,693	1,048,494
Germany	161,070	435,626	113,824	329,503	274,894	765,129
Spain	144,954	320,880	62,011	154,735	206,965	475,615
Russia	61,475	143,523	35,674	88,437	97,149	231,960
Austria	59,322	136,709	26,889	69,810	86,211	206,519
Switzerland*	51,753	130,156	25,028	78,751	76,781	208,907
Belgium	41,644	109,875	17,809	53,955	59,453	163,830
Netherlands	33,135	82,942	21,066	63,525	54,201	146,467
Poland	26,132	58,690	22,214	58,051	48,346	116,741
Portugal	30,411	63,878	10,098	26,389	40,509	90,267
Romania	27,178	67,987	13,085	40,441	40,263	108,428
Ukraine	26,738	47,738	12,392	28,920	39,130	76,658
Sweden	22,179	58,558	10,057	28,319	32,236	86,877
Ireland	18,182	47,955	11,623	31,443	29,805	79,398
Turkey	18,335	36,015	9,691	23,044	28,026	59,059
Greece	18,871	46,427	6,301	20,014	25,172	66,441
Hungary	14,730	32,360	9,959	26,234	24,689	58,594
Norway	15,143	37,961	6,494	18,732	21,637	56,693
Denmark	12,628	35,060	7,262	23,769	19,890	58,829
Czech Republic	10,441	23,176	8,480	21,564	18,921	44,740
Finland	9,802	25,617	5,235	16,003	15,037	41,620
Croatia	9,067	16,249	3,664	9,009	12,731	25,258
Bulgaria	7,649	17,126	4,752	13,559	12,401	30,685
Slovenia	6,771	13,132	3,136	6,525	9,907	19,657
Lithuania	4,163	9,921	3,084	8,025	7,247	17,946
Slovakia	4,232	8,511	2,692	6,685	6,924	15,196
Latvia	2,670	6,337	2,473	6,829	5,143	13,166
Estonia	2,005	4,784	2,267	5,588	4,272	10,372
Luxembourg	2,525	7,411	1,028	3,544	3,553	10,955
Malta	2,411	6,225	1,015	2,688	3,426	8,913
Cyprus	1,669	4,179	767	1,681	2,436	5,860
Iceland	1,018	2,345	459	1,722	1,477	4,067
Other European Countries**	24,295	56,695	8,621	22,671	32,916	79,366
Total Europe	1,365,399	3,412,216	713,384	2,045,671	2,078,783	5,457,887

* Including Liechtenstein.

** The detailed list is available on page 44.

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

2 – Arrivals and overnight stays by countries year: Extra Europe

Countries of origin	Hotels		Other accommod.		Total facilities	
	Arrivals	Nights	Arrivals	Nights	Arrivals	Nights
U.S.A.	588,210	1,239,207	202,140	502,867	790,350	1,742,074
Brazil	98,972	202,463	28,449	63,932	127,421	266,395
Canada	80,783	175,555	41,959	112,364	122,742	287,919
Argentina	75,420	139,747	23,468	52,019	98,888	191,766
Mexico	57,507	93,353	16,581	35,426	74,088	128,779
Venezuela	2,465	5,017	878	2,978	3,343	7,995
Other American Countries*	90,168	150,749	32,670	68,695	122,838	219,444
TOTAL AMERICA	993,525	2,006,091	346,145	838,281	1,339,670	2,844,372
China	188,592	288,126	45,165	104,720	233,757	392,846
South Korea	126,955	177,338	29,551	65,861	156,506	243,199
Japan	132,629	208,879	13,698	29,544	146,327	238,423
India	48,076	87,932	19,969	44,155	68,045	132,087
Other Asian Countries*	113,253	187,039	26,269	59,375	139,522	246,414
TOTAL ASIA	609,505	949,314	134,652	303,655	744,157	1,252,969
Israel	26,052	59,660	11,247	30,542	37,299	90,202
Other Western Asia Countries*	35,134	75,140	12,285	28,524	47,419	103,664
TOTAL WESTERN ASIA	61,186	134,800	23,532	59,066	84,718	193,866
Egypt	3,977	11,272	1,780	5,966	5,757	17,238
Mediterranean Africa*	11,958	28,651	4,698	13,779	16,656	42,430
South Africa	13,922	31,962	5,291	12,961	19,213	44,923
Other African Countries*	8,724	19,819	3,731	13,237	12,455	33,056
TOTAL AFRICA	38,581	91,704	15,500	45,943	54,081	137,647
Australia	85,243	196,940	52,162	138,561	137,405	335,501
New Zeland	12,027	26,478	8,563	23,124	20,590	49,602
TOTAL OCEANIA	97,270	223,418	60,725	161,685	157,995	385,103
Other Countries* and Unspecified Countries	83,447	127,029	6,160	17,588	89,607	144,617
TOTAL FOREIGNERS	3,248,913	6,944,572	1,300,098	3,471,889	4,549,011	10,416,461
TOTAL ITALY	506,874	1,016,356	199,614	685,481	706,488	1,701,837
GRAND TOTAL	3,755,787	7,960,928	1,499,712	4,157,370	5,255,499	12,118,298

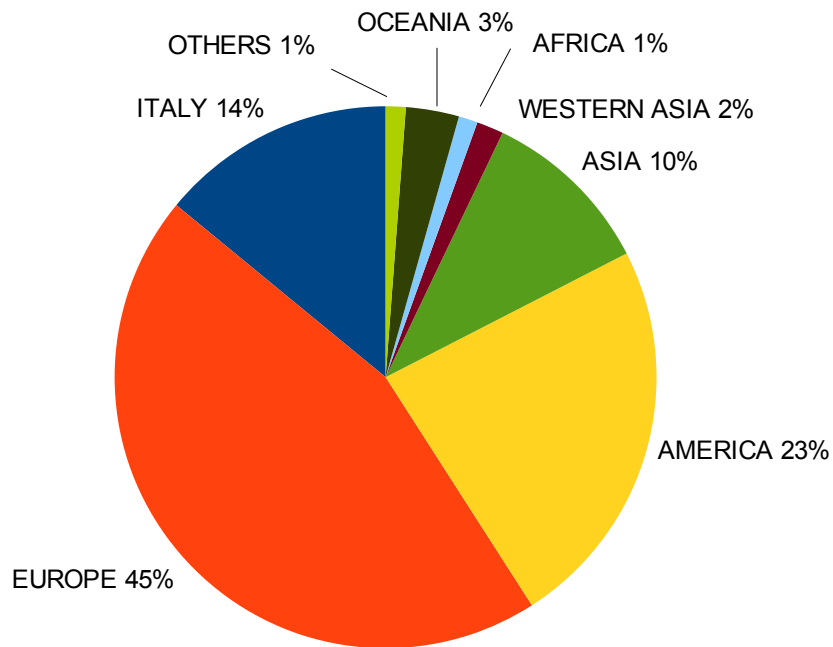
* The detailed list is available on the following page.

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

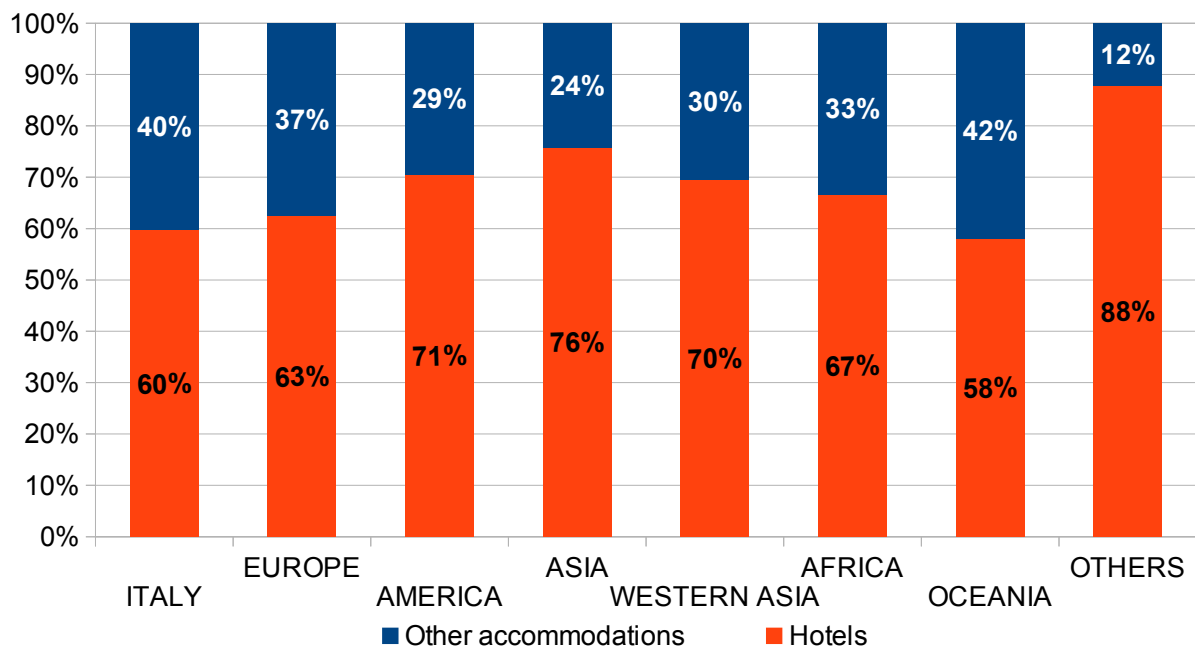
Other Countries of origin	Countries
Other European Countries	Albania, Andorra, Belarus, Bosnia Herzegovina, Faroe Islands (DK), Gibraltar (UK), Guernsey, Man Island, Jersey, Kosovo, Macedonia, Moldova, Monaco, Montenegro, San Marino, Serbia, Vatican City, Svalbard and Jan Mayen, Bonaire, Saint Eustatius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

* ISTAT Circular of the protocol n.0436662/18 of March 6 2018 “Movement of customers in the hospitality establishments”, - IST – 0039 – Year 2018, attached n. 1.

Distribution overnight stays 2018 by nationality



Composition of the overnight stays in 2018 by origin and accommodation facility



3 – TOP 12 Countries of origin

Countries	Arrivals (x 1,000)	% on total	Nights (x 1,000)	% on total	Average Stay
1. U.S.A.	790	15.0%	1,742	14.4%	2.20
2. U.K.	376	7.2%	1,025	8.5%	2.72
3. France	361	6.9%	1,048	8.7%	2.91
4. Germany	275	5.2%	765	6.3%	2.78
5. China	234	4.4%	393	3.2%	1.68
6. Spain	207	3.9%	476	3.9%	2.30
7. South Korea	157	3.0%	243	2.0%	1.55
8. Japan	146	2.8%	238	2.0%	1.63
9. Australia	137	2.6%	336	2.8%	2.44
10. Brazil	127	2.4%	266	2.2%	2.09
11. Canada	123	2.3%	288	2.4%	2.35
12. Argentina	99	1.9%	192	1.6%	1.94
Total TOP 12	3,032	57.7%	7,013	57.9%	2.31
Total other Countries	1,517	28.9%	3,404	28.1%	2.24
Total foreigners	4,549	86.6%	10,416	86.0%	2.29
Total italians	706	13.4%	1,702	14.0%	2.41
TOTAL	5,255	100.0%	12,118	100.0%	2.31

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

4 – TOP 12 Countries years

Year	Arrivals (x 1,000)	% change	Nights (x 1,000)	% change	Average Stays
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1° U.S.A. =

2014	576		1,199		2.08
2015	637	10.6%	1,349	12.5%	2.12
2016	638	0.0%	1,321	-2.1%	2.07
2017	714	12.0%	1,523	15.3%	2.13
2018	790	10.7%	1,742	14.4%	2.20

2° U.K. =

2014	303		825		2.72
2015	346	14.3%	944	14.5%	2.73
2016	397	14.7%	1,062	12.5%	2.67
2017	394	-0.7%	1,077	1.4%	2.73
2018	376	-4.5%	1,025	-4.8%	2.72

3° France =

2014	321		964		3.01
2015	304	-5.2%	901	-6.5%	2.96
2016	325	7.0%	940	4.3%	2.89
2017	348	7.1%	1,034	10.0%	2.97
2018	361	3.5%	1,048	1.4%	2.91

4° Germany =

2014	231		657		2.85
2015	241	4.7%	703	7.0%	2.91
2016	258	7.0%	716	2.0%	2.77
2017	315	22.1%	901	25.7%	2.85
2018	275	-12.9%	765	-15.0%	2.78

The symbol “=” indicates that there was no change in position compared to 2017.

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

Year	Arrivals (x 1,000)	% change	Nights (x 1,000)	% change	Average Stays
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5° China =

2014	206		339		1.65
2015	255	24.1%	393	15.9%	1.54
2016	195	-23.6%	316	-19.5%	1.62
2017	217	11.6%	365	15.6%	1.68
2018	234	7.5%	393	7.6%	1.68

6° Spain =

2014	138		335		2.43
2015	148	7.6%	343	2.4%	2.31
2016	170	14.6%	396	15.2%	2.33
2017	180	6.1%	414	4.8%	2.30
2018	207	14.8%	476	14.7%	2.30

7° South Korea =

2014	108		159		1.47
2015	139	27.8%	200	25.5%	1.44
2016	156	12.6%	220	9.9%	1.41
2017	145	-6.8%	219	-0.3%	1.51
2018	157	7.6%	243	11.1%	1.55

8° Japan ↑

2014	181		287		1.58
2015	152	-16.0%	241	-16.2%	1.58
2016	124	-18.5%	204	-15.3%	1.64
2017	130	4.4%	221	8.7%	1.71
2018	146	12.8%	238	7.7%	1.63

The symbol “=” indicates that there was no change in position compared to 2017.

The symbols “↑” indicate the increase of a position compared to 2017.

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

Year	Arrivals (x 1,000)	% change	Nights (x 1,000)	% change	Average Stays
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9° Australia ↓

2014	143		338		2.36
2015	142	-0.7%	330	-2.4%	2.32
2016	135	-4.8%	309	-6.3%	2.28
2017	139	3.1%	333	7.9%	2.39
2018	137	-1.4%	336	0.7%	2.44

10° Brazil =

2014	130		261		2.01
2015	128	-1.6%	256	-1.9%	2.01
2016	104	-18.7%	208	-18.8%	2.00
2017	118	14.0%	247	19.0%	2.09
2018	127	7.7%	266	7.7%	2.09

11° Canada =

2014	106		238		2.26
2015	107	0.9%	242	1.4%	2.27
2016	105	-1.4%	232	-3.8%	2.21
2017	111	5.7%	252	8.6%	2.27
2018	123	10.6%	288	14.1%	2.35

12° Argentina =

2014	64		125		1.96
2015	82	29.5%	155	23.9%	1.88
2016	97	18.1%	181	16.8%	1.86
2017	108	11.1%	203	12.4%	1.88
2018	99	-8.5%	192	-5.5%	1.94

The symbol “↓” indicate the decrease of a position compared to 2017.

The symbol “=” indicates that there was no change in position compared to 2017.

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

THE SUPPLY

The overall structure of the accommodation offer and its dynamics in the 2014-2018 period is presented. The total number of beds has increased by 15.2% compared to 2017 and by 50.6% compared to 2014.

In 2018 the number of hotels increased by eight units; the trend of slight growth in the quantity of these structures, which characterizes the entire five-year period, continues, with a positive change of 2.0% in 2017 and 4.0% in 2014. The other accommodation structures continue the positive trend also in 2018, marking an increase of 31.8% in 2017 and of 170.8% in 2014.

Compared to 2017, in 2018 the number of hotel beds is growing in the Historic City area (+4.6%), substantially stable in the Lido (-0.4%) and in the Mainland (+0.1%) areas. The increase of 841 beds in the hotel industry exclusively concerns the Historic City (+840). The Lido marks a slight reduction (-12), while the Mainland shows a slight increase (+13).

Compared to 2014, the total budget of bed accommodations in the hotel industry has increased by 6.9%. In terms of individual areas, the increases compared to the first year of the five-year period are 10.4% in the Historic City, 4.1% in the Lido and 1.1% in the Mainland.

In 2018 the average size of the hotel facilities grew slightly and stood at 76.2.

In the other accommodation industry the number of beds marks an overall increase of 27.1% in 2017.

In particular, the beds increase in the other accommodation facilities of the Historic City (+32.4%) and in the Mainland (+10.1%), while those in the Lido decrease (-4.3%).

Compared to 2014, in the other accommodation industry the total budget of beds shows a growth of 119.0%, with a higher growth rate of 151.8% in the Historic City, a decrease of 12.8% in the Lido and an increase of 51.4% in the Mainland.

With reference to 2017, 2018 sees the other accommodation industry strengthen its first place in the supply of beds (56.7%), compared to the hotel industry (43.3%), which confirms the trend of the five-year period.

Methodological note

See the methodological note on page 14.

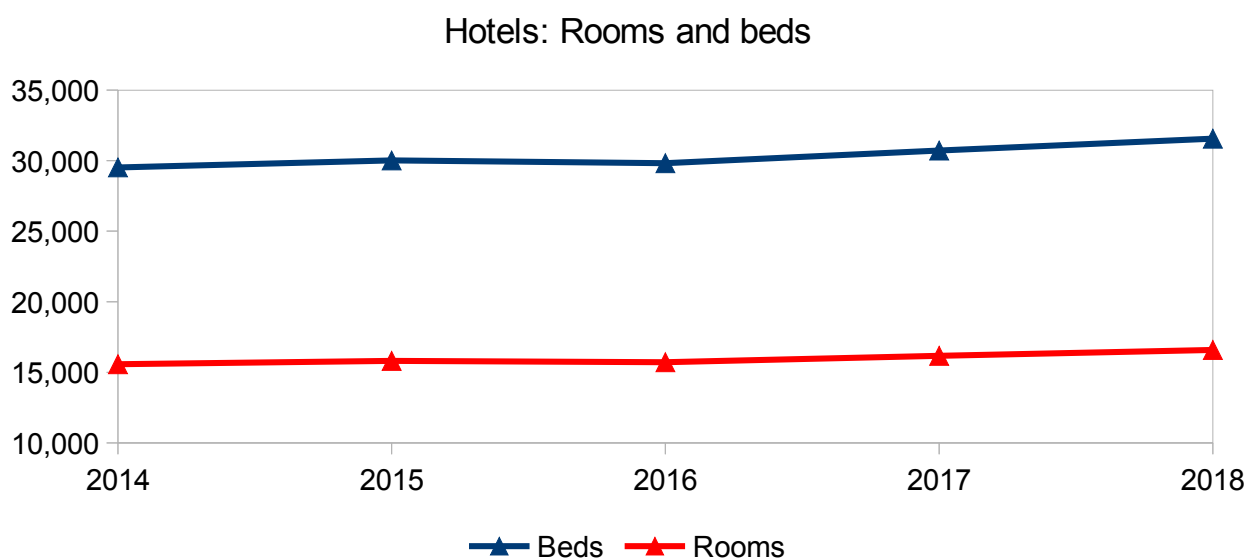
3. The accommodation

1 – Hotel offer years

Year	Hotels	Beds	Rooms	Average room per hotel
2014	398	29,522	15,573	39
2015	401	30,015	15,808	39
2016	403	29,818	15,713	39
2017	406	30,715	16,164	40
2018	414	31,556	16,581	40

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

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



Year	Hotels	Beds	% change hotels	% change beds	% ch. 18/14 hotels	% ch. 18/14 beds
2014	398	29,522				
2015	401	30,015	0.8%	1.7%		
2016	403	29,818	0.5%	-0.7%		
2017	406	30,715	0.7%	3.0%		
2018	414	31,556	2.0%	2.7%	4.0%	6.9%

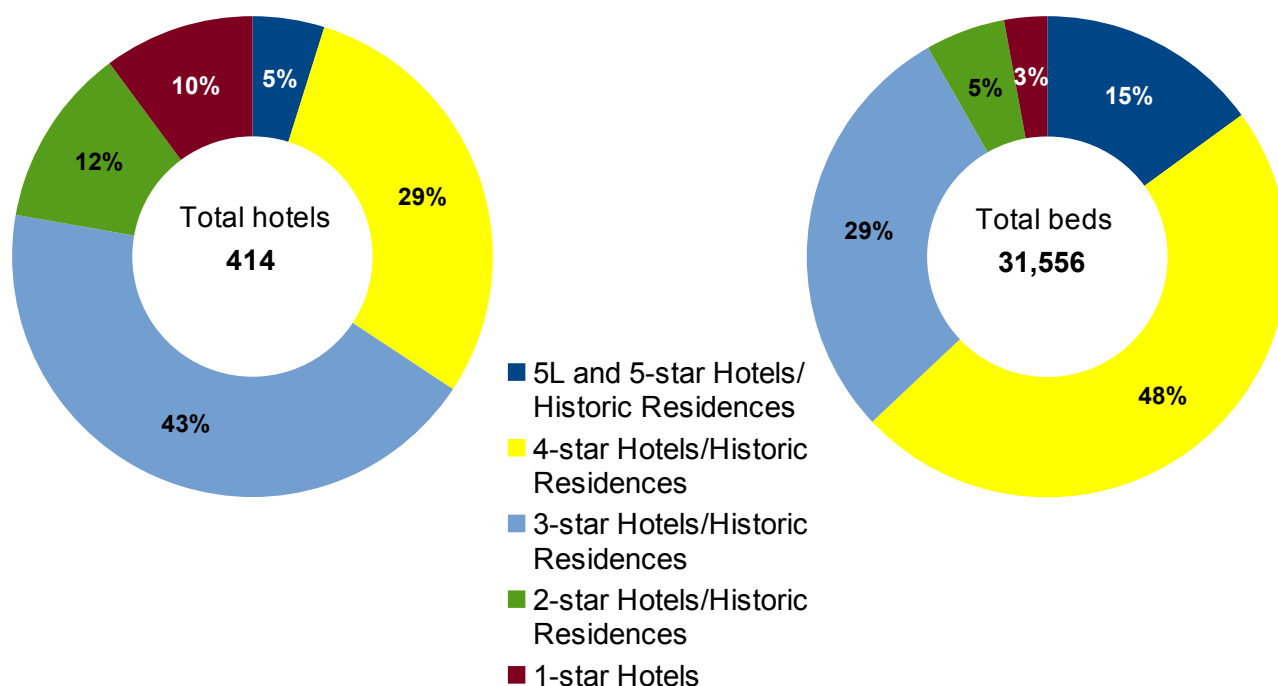
Since 2016, the data indicated have been revised, also for the previous years, when they were provided by the ATP, based on ISTAT and Veneto Region (Statistical Office of Veneto Region) data. Consequently to this revision, there is a difference between the data indicated and those shown on the same table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

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

2 – Hotel offer by type

Categories and type of facilities	Hotels	Share of total	Beds	Share of total	Rooms
5L and 5-star Hotels/Historic Reside	20	4.8%	4,726	15.0%	2,376
4-star Hotels/Historic Residences	122	29.5%	15,143	48.0%	7,771
3-star Hotels/Historic Residences	180	43.5%	9,081	28.8%	4,957
2-star Hotels/Historic Residences	50	12.1%	1,696	5.4%	971
1-star Hotels	42	10.1%	910	2.9%	506
Total hotels	414	100.0%	31,556	100.0%	16,581

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

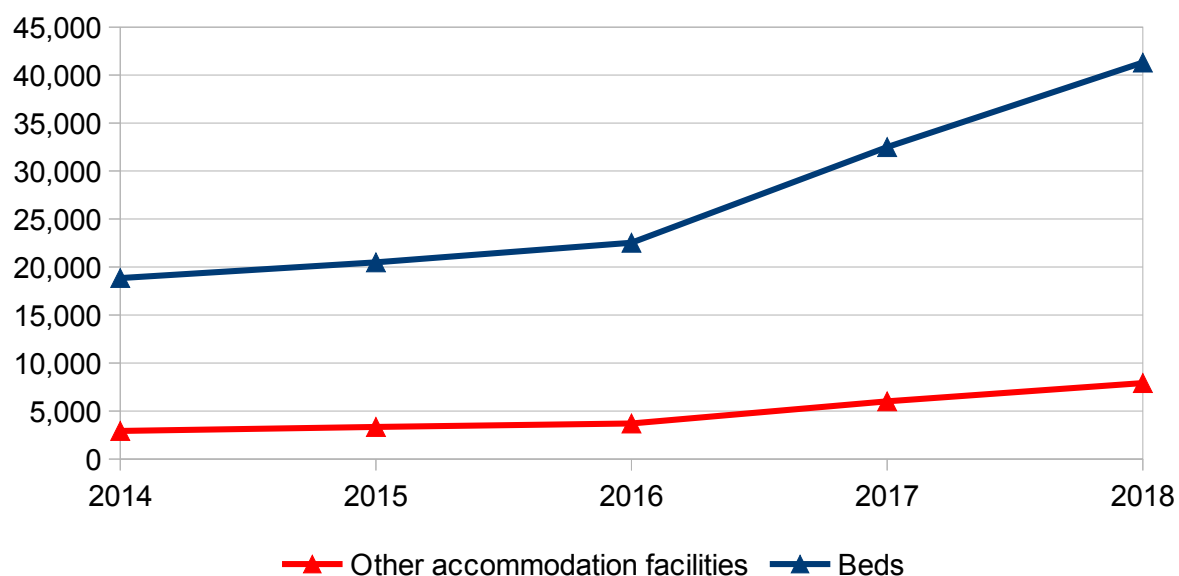


3 – Other accommodation offer

Year	Facilities	Beds
2014	2,923	18,860
2015	3,342	20,498
2016	3,706	22,532
2017	6,005	32,502
2018	7,916	41,299

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

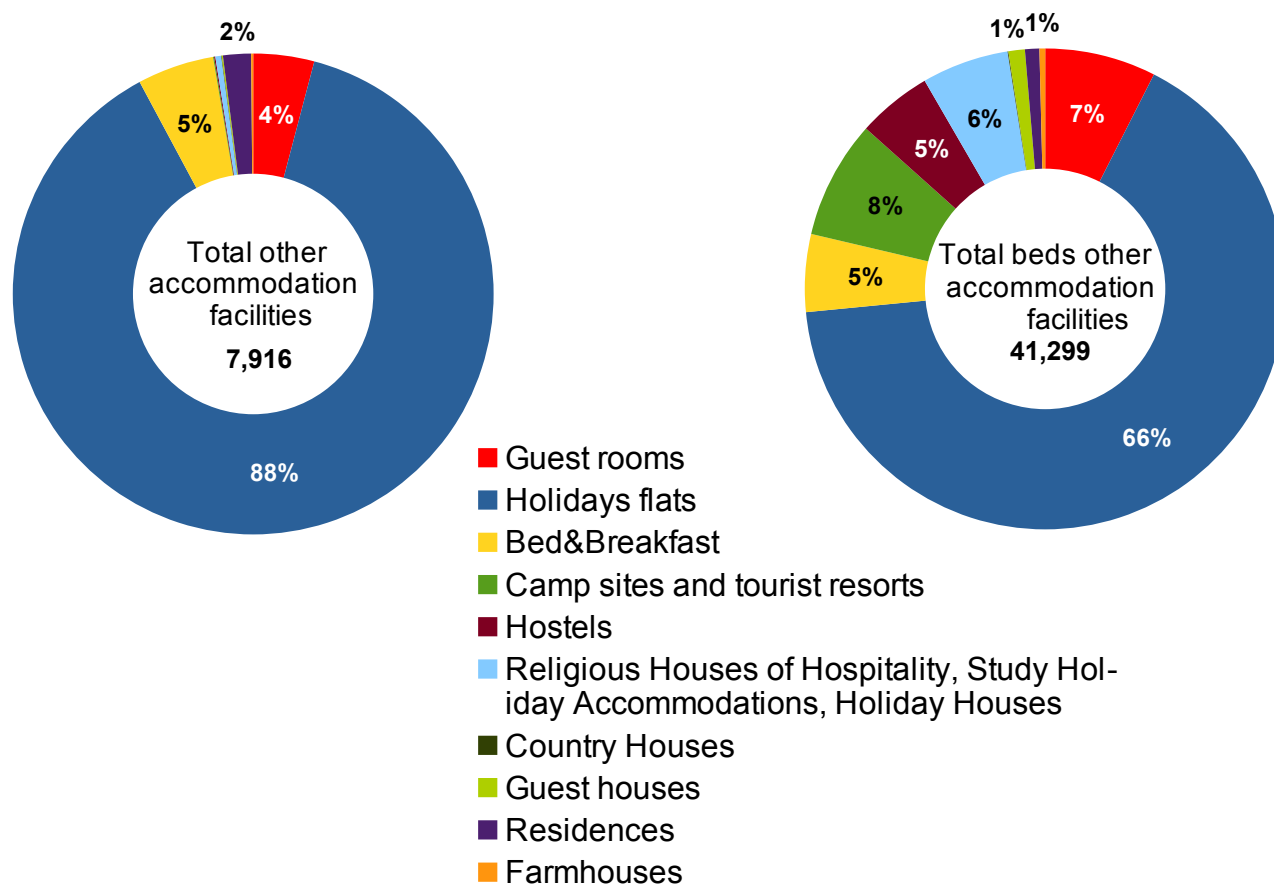
Other accommodation: facilities and beds numbers



4 – Other accommodation offer by type

Type of facilities	Facilities	Share of total	Beds	Share of total
Guest rooms	324	4.1%	3,089	7.5%
Holidays flats	6,972	88.1%	27,246	66.0%
<i>classified</i>	547	6.9%	1,750	4.2%
<i>tourist rentals</i>	6,425	81.2%	25,496	61.7%
Bed&Breakfast	408	5.2%	2,154	5.2%
Camp sites and tourist resorts	6	0.1%	3,283	7.9%
Hostels	6	0.1%	2,078	5.0%
Religious Houses of Hospitality, Study Holiday Accommodations, Holiday Houses	31	0.4%	2,415	5.8%
Country Houses	3	0.0%	20	0.0%
Guest houses	7	0.1%	458	1.1%
Residences	148	1.9%	396	1.0%
Farmhouses	11	0.1%	160	0.4%
Total other accommodation facilities	7,916	100.0%	41,299	100.0%

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

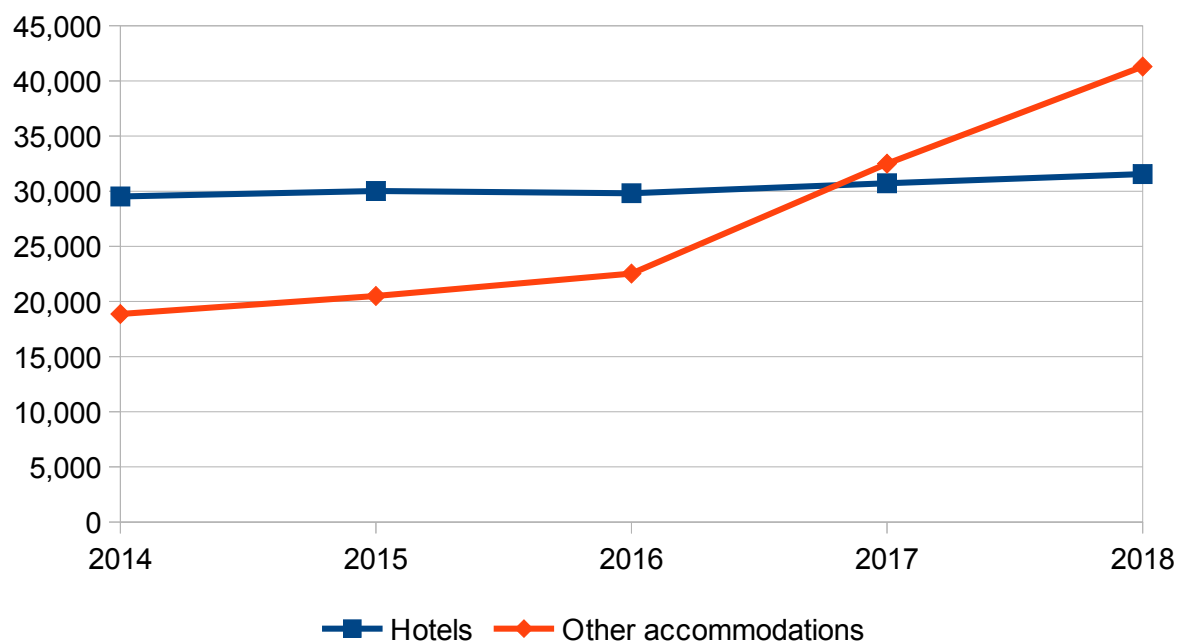


5 – Occupancy dynamics of the beds in the hotel and other accommodations facilities in City of Venice and in the three areas (Historical City, Lido and Mainland)

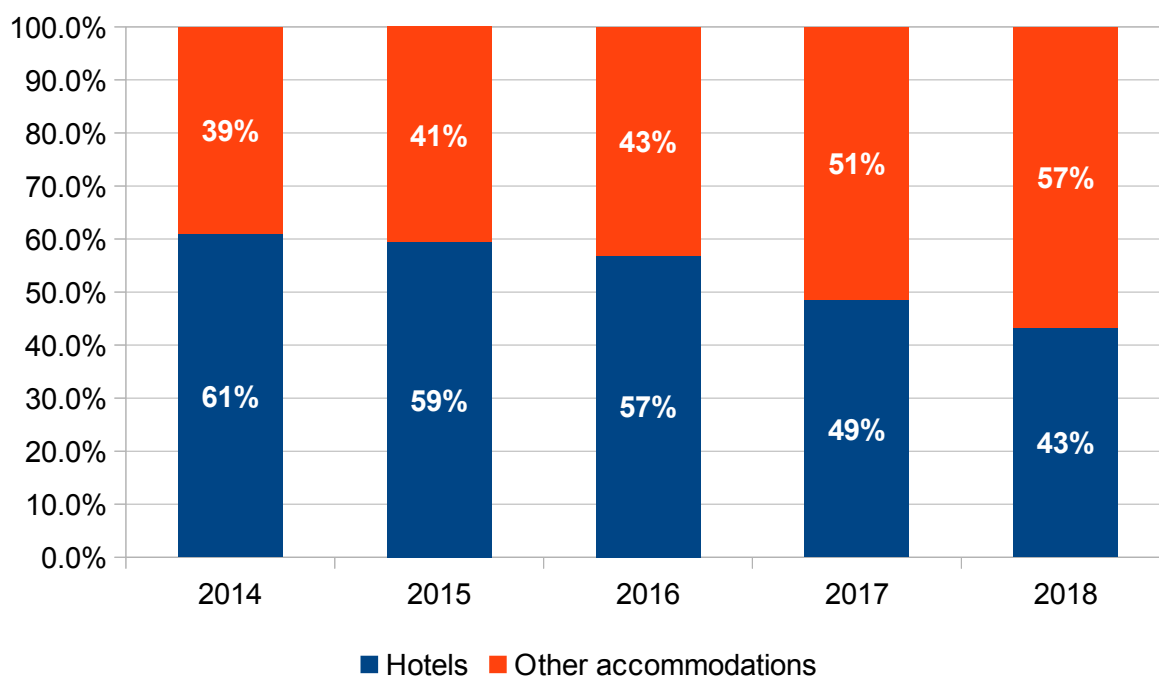
Year	Hotel Facilities beds	% change	Other accom. facilities beds	% change	Total beds	% change
City of Venice						
2014	29,522		18,860		48,382	
2015	30,015	1.7%	20,498	8.7%	50,513	4.4%
2016	29,818	-0.7%	22,532	9.9%	52,350	3.6%
2017	30,715	3.0%	32,502	44.2%	63,217	20.8%
2018	31,556	2.7%	41,299	27.1%	72,855	15.2%
Historic City						
2014	17,411		13,302		30,713	
2015	18,213	4.6%	14,683	10.4%	32,896	7.1%
2016	18,029	-1.0%	16,077	9.5%	34,106	3.7%
2017	18,384	2.0%	25,301	57.4%	43,685	28.1%
2018	19,224	4.6%	33,496	32.4%	52,720	20.7%
Lido						
2014	3,030		950		3,980	
2015	3,031	0.0%	979	3.1%	4,010	0.8%
2016	3,078	1.6%	941	-3.9%	4,019	0.2%
2017	3,167	2.9%	865	-8.1%	4,032	0.3%
2018	3,155	-0.4%	828	-4.3%	3,983	-1.2%
Mainland						
2014	9,081		4,608		13,689	
2015	8,771	-3.4%	4,836	4.9%	13,607	-0.6%
2016	8,711	-0.7%	5,514	14.0%	14,225	4.5%
2017	9,164	5.2%	6,336	14.9%	15,500	9.0%
2018	9,177	0.1%	6,975	10.1%	16,152	4.2%

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

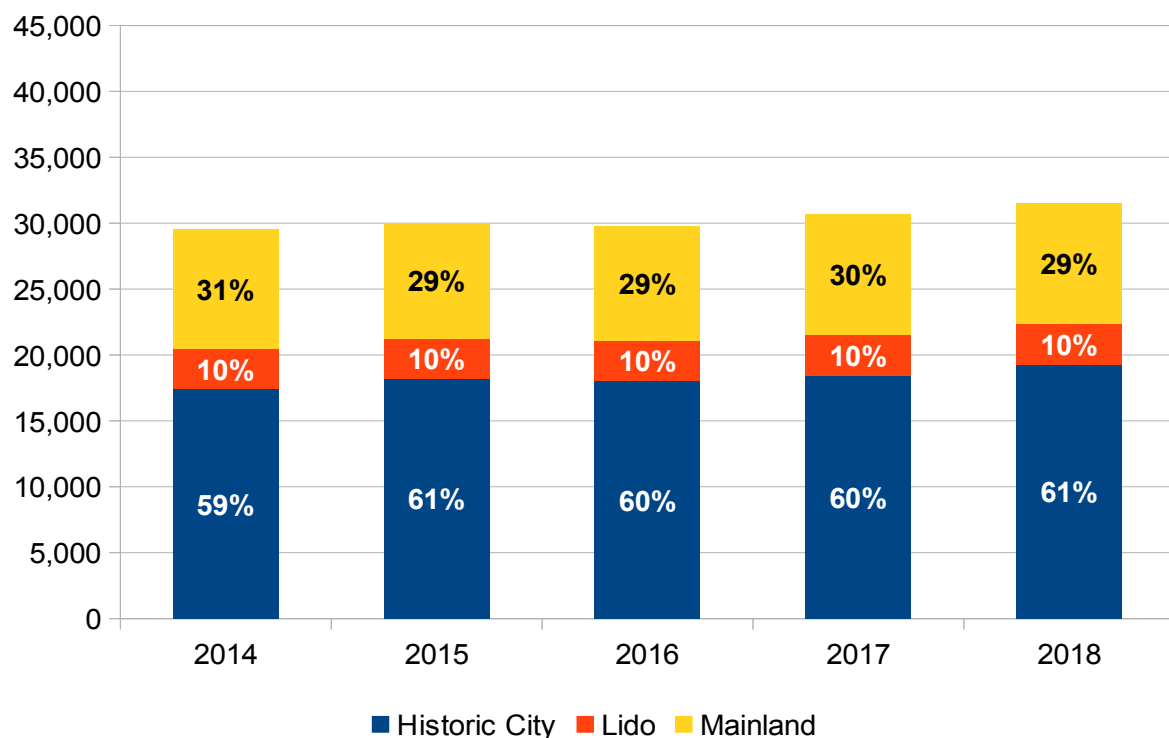
Beds number by facility type



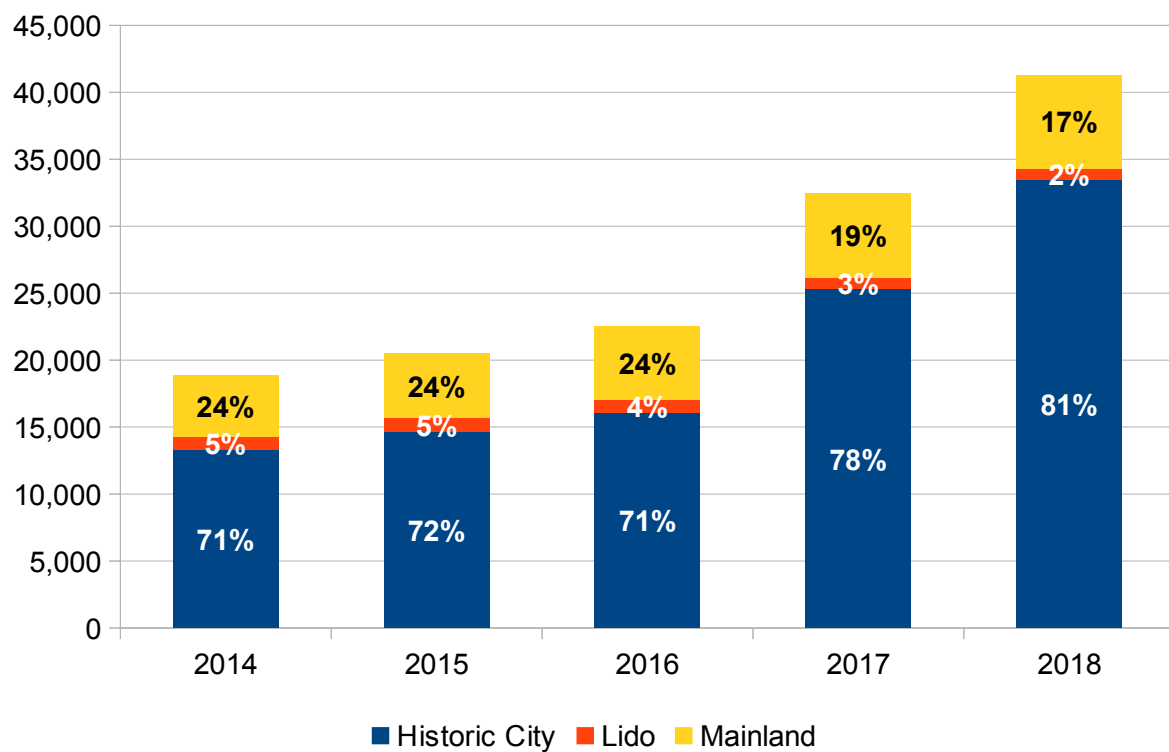
Beds composition by facility



Beds composition in the three areas of the City Venice
Hotel facilities



Beds composition in the three areas of the City Venice
Other accommodation facilities



6 – Hotel offer by type in City of Venice and in the three areas (Historic City, Lido and Mainland)

Categories and type of facilities	Hotels	Beds	Rooms
Historic City			
5L-star and 5-star Hotels	17	4,278	2,152
5-star Historical Residences	1	48	24
4-star Hotels	74	7,293	3,656
4-star Historical Residences	8	416	209
4-star Hotel Tourist Residences	1	51	27
3-star Hotels	111	5,210	2,793
3-star Historical Residences	1	23	11
3-star Hotel Tourist Residences			
2-star Hotels	34	1,171	681
2-star Historical Residences	1	25	14
2-star Hotel Tourist Residences			
1-star Hotels	34	709	386
Total hotels	282	19,224	9,953
Lido			
5L-star and 5-star Hotels	1	378	189
5-star Historical Residences			
4-star Hotels	10	1,158	592
4-star Historical Residences	2	284	142
4-star Hotel Tourist Residences			
3-star Hotels	17	928	481
3-star Historical Residences			
3-star Hotel Tourist Residences	1	205	46
2-star Hotels	5	202	103
2-star Historical Residences			
2-star Hotel Tourist Residences			
1-star Hotels			
Total hotels	36	3,155	1,553

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

Categories and type of facilities	Hotels	Beds	Rooms
Mainland			
5L-star and 5-star Hotels	1	22	11
5-star Historical Residences			
4-star Hotels	27	5,941	3,145
4-star Historical Residences			
4-star Hotel Tourist Residences			
3-star Hotels	50	2,715	1,626
3-star Historical Residences			
3-star Hotel Tourist Residences			
2-star Hotels	10	298	173
2-star Historical Residences			
2-star Hotel Tourist Residences			
1-star Hotels	8	201	120
Total hotels	96	9,177	5,075

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

7 – Other accommodation offer by type in City of Venice and in the three areas (Historic City, Lido and Mainland)

Type of facilities	Facilities	Beds
Historic City		
Guest rooms	284	2,705
Holidays flats	6,752	26,417
<i>classified</i>	506	1,608
<i>tourist rentals</i>	6,246	24,809
Bed&Breakfast	254	1,378
Camp sites and tourist resorts	0	0
Hostels	4	292
Religious Houses of Hospitality, Study Holiday Accommodations, Holiday Houses	23	1,904
Country Houses	0	0
Guest houses	7	458
Residences	85	209
Farmhouses	9	133
Total other accommodation facilities	7,418	33,496
Lido		
Guest rooms	9	98
Holidays flats	42	188
<i>classified</i>	11	45
<i>tourist rentals</i>	31	143
Bed&Breakfast	22	111
Camp sites and tourist resorts	1	185
Hostels	0	0
Religious Houses of Hospitality, Study Holiday Accommodations, Holiday Houses	1	158
Country Houses	1	9
Guest houses	0	0
Residences	26	79
Farmhouses	0	0
Total other accommodation facilities	102	828

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

Type of facilities	Facilities	Beds
Mainland		
Guest rooms	31	286
Holidays flats	178	641
<i>classified</i>	30	97
<i>tourist rentals</i>	148	544
Bed&Breakfast	132	665
Camp sites and tourist resorts	5	3,098
Hostels	2	1,786
Religious Houses of Hospitality, Study Holiday Accommodations, Holiday Houses	7	353
Country Houses	2	11
Guest houses	0	0
Residences	37	108
Farmhouses	2	27
Total other accommodation facilities	396	6,975

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

MAIN INFRASTRUCTURE AND SERVICES

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

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

4. Port of Venice

1 – Passenger traffic

Year	Cruises		River cruises		Ferries*		Hydrofoils		Total	
	C	Pax	C	Pax	C	Pax	C	Pax	C	Pax
2014	488	1,733,839	88	16,702	159	81,217	328	91,125	1,063	1,922,883
2015	521	1,582,481	89	18,561	130**	68,749	297	85,564	1,037	1,755,355
2016	529	1,605,660	96	18,670	137***	58,263	339	93,501	1,101	1,776,094
2017	466	1,427,812	93	18,823	344	105,450	359	99,702	1,262	1,651,787
2018	502	1,560,579	100	20,227	375	110,051	391	99,793	1,368	1,790,650
% ch. 18/17	7.7%	9.3%	7.5%	7.5%	9.0%	4.4%	8.9%	0.1%	8.4%	8.4%

C = Calls

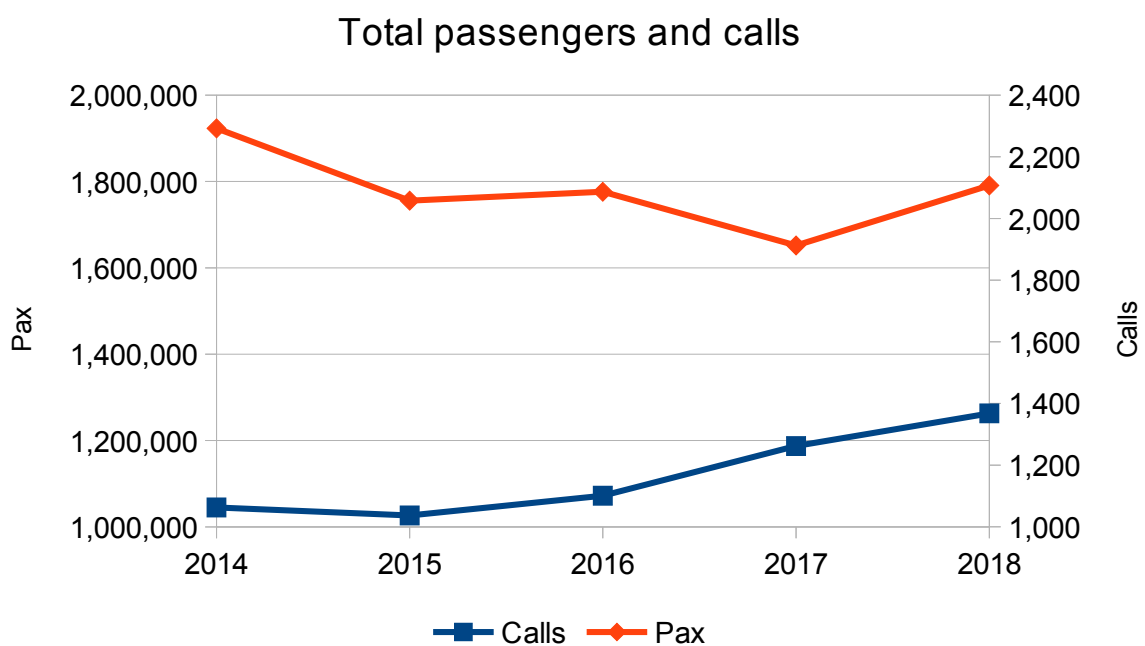
Pax = Passenger numbers

* 2015 data changed compared to 2014, published in the 2015 Yearbook, after the update by the North Adriatic Sea Port Authority.

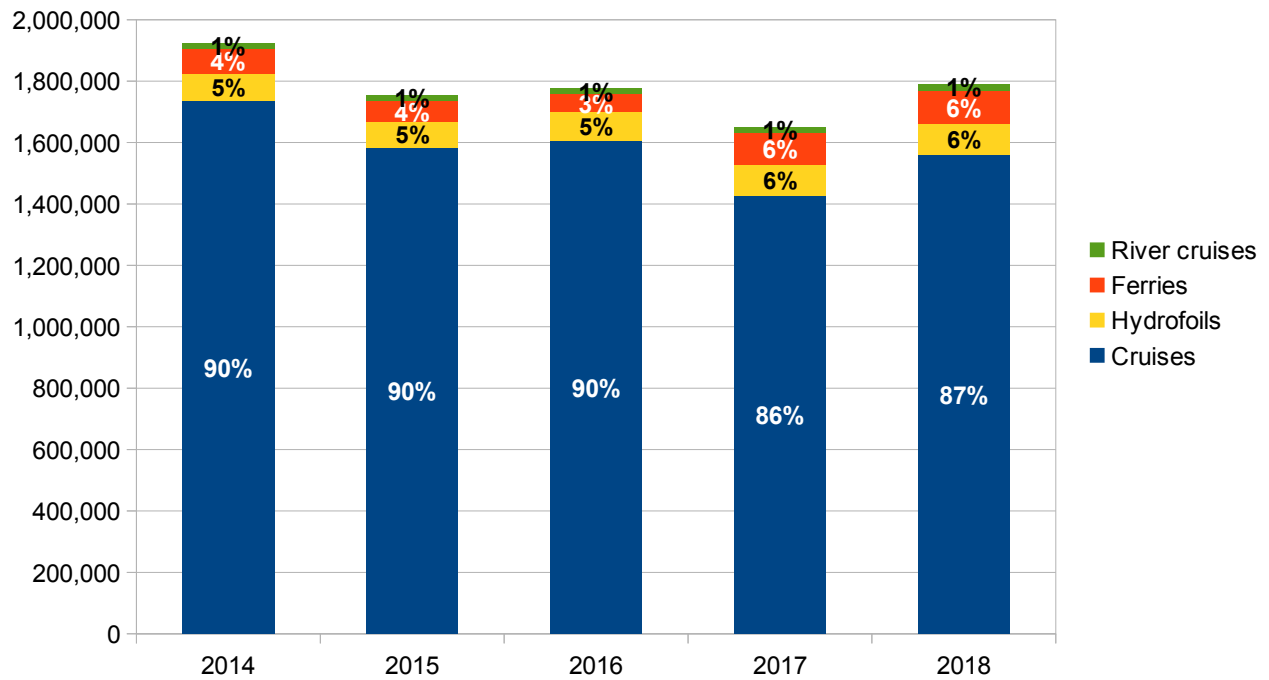
** Only ANEK Lines. Grimaldi, active since July 2015, transported only goods.

*** Anek and Grimaldi.

Source: North Adriatic Sea Port Authority, VTP



Passengers composition



2 – Passenger traffic: absolute and percentage changes

	Absolute change				% change			
	15/14	16/15	17/16	18/17	15/14	16/15	17/16	18/17
Cruises	-151,358	23,179	-177,848	132,767	-8.7%	1.5%	-11.1%	9.3%
River cr.	1,859	109	153	1,404	11.1%	0.6%	0.8%	7.5%
Ferries*	-12,468	-10,486	47,187	4,601	-15.4%	-15.3%	81.0%	4.4%
Hydrofoils	-5,561	7,937	6,201	91	-6.1%	9.3%	6.6%	0.1%
Total	-167,528	20,739	-124,307	138,863	-8.7%	1.2%	-7.0%	8.4%

Source: North Adriatic Sea Port Authority, VTP

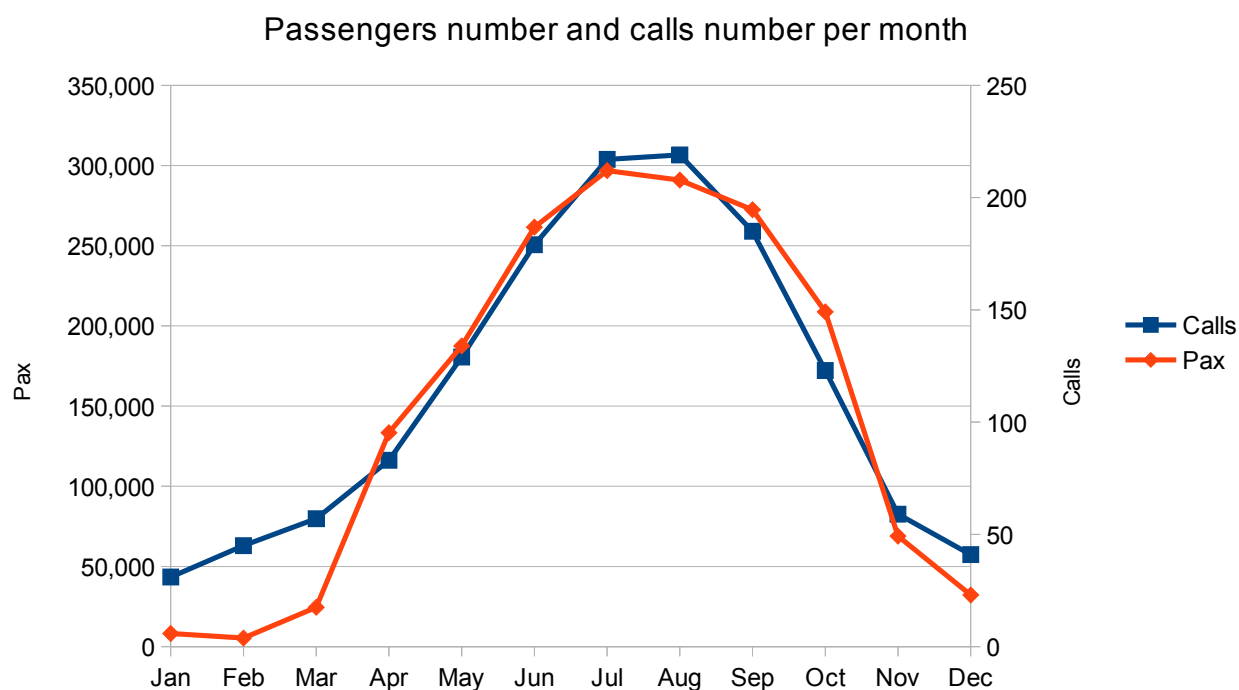
3 – Monthly passenger traffic

	Cruises		River cr.		Ferries		Hydrofoils		Total	
	C	Pax	TC	Pax	C*	Pax	C	Pax	C	Pax
Jan	2	4210	1	139	28	3,871	0	0	31	8,220
Feb	3	228	6	1,284	36	3,868	0	0	45	5,380
Mar	8	16,626	8	1,861	41	6,059	0	0	57	24,546
Apr	33	120,722	11	2,334	34	8,845	5	1,494	83	133,395
May	55	169,045	11	2,413	32	9,216	31	6,844	129	187,518
Jun	75	232,907	11	2,243	26	10,663	67	15,738	179	261,551
Jul	69	251,125	12	2,045	30	14,647	106	29,029	217	296,846
Aug	77	244,515	9	1,845	27	16,731	106	27,824	219	290,915
Sep	79	238,545	10	2,204	30	15,116	66	16,541	185	272,406
Oct	67	192,339	13	2,769	33	11,322	10	2,323	123	208,753
Nov	23	62,931	5	798	31	5,154	0	0	59	68,883
Dec	11	27,386	3	292	27	4,559	0	0	41	32,237
TOT	502	1,560,579	100	20,227	375	110,051	391	99,793	1,368	1,790,650

C = Calls

Pax = Passenger numbers

Source: North Adriatic Sea Port Authority, VTP



5. SAVE Venice Airport – Treviso Airport

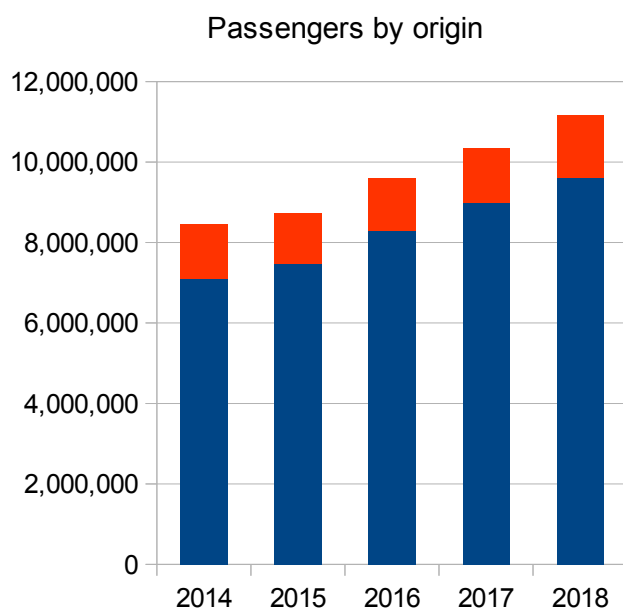
1 – Passenger traffic: Venice airport

	National flights Inbound and outbound Pax	% ch.	International flights Inbound and outbound Pax	% ch.	UE Pax (including Switzerland)	Transit Pax	Genral Aviation	Total Pax	% ch.
2014	1,353,417		7,099,596		5,334,548	8,636	13,539	8,475,188	
2015	1,245,299	-8.0%	7,484,054	5.4%	5,908,475	6,523	15,152	8,751,028	3.3%
2016	1,311,487	5.3%	8,292,770	10.8%	6,661,133	6,913	13,578	9,624,748	10.0%
2017*	1,358,618	3.6%	8,988,759	8.4%	7,256,496	7,828	16,175	10,371,380	7.8%
2018	1,561,213	14.9%	9,602,550	6.8%	7,723,974	7,877	12,968	11,184,608	7.8%

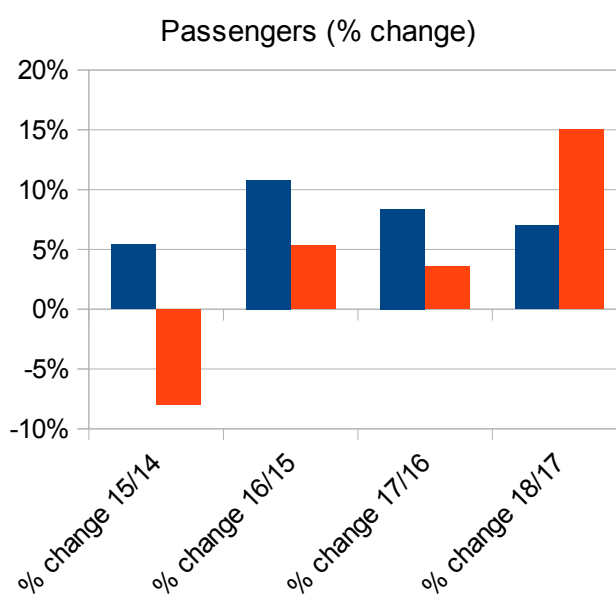
Pax = Passengers number

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

Source: Assaeroporti



■ International flights pax ■ National flights pax



■ International flights pax ■ National flights pax

2 – Passenger traffic: Treviso Airport

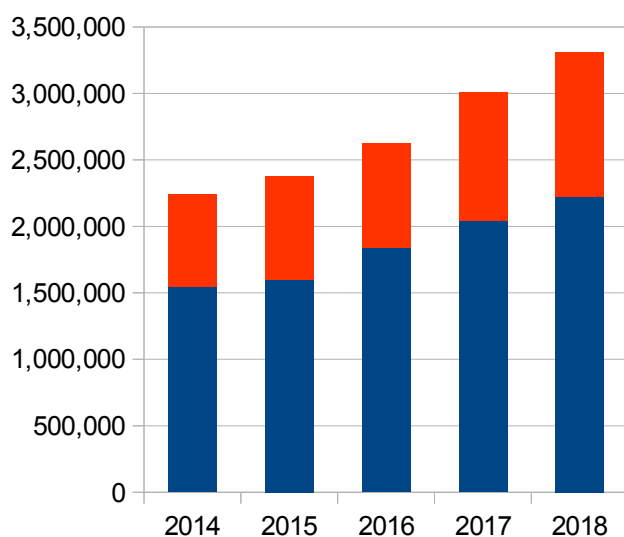
	National flights Inbound and outbound Pax	% ch.	International flights Inbound and outbound Pax	% ch.	UE Pax (including Switzerland)	Transit Pax	Genral Aviation	Total Pax	% ch.
2014	694,829		1,548,533		1,364,814	231	4,661	2,248,254	
2015	775,524	11.6%	1,602,829	3.5%	1,502,916	523	4,431	2,383,307	6.0%
2016	789,035	1.7%	1,840,719	14.8%	1,749,722	558	4,085	2,634,397	10.5%
2017*	965,398	22.4%	2,045,240	11.1%	1,918,503	563	3,856	3,015,057	14.4%
2018	1,083,746	12.3%	2,220,746	8.6%	2,009,604	189	4,274	3,308,955	9.7%

Pax = Passengers number

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

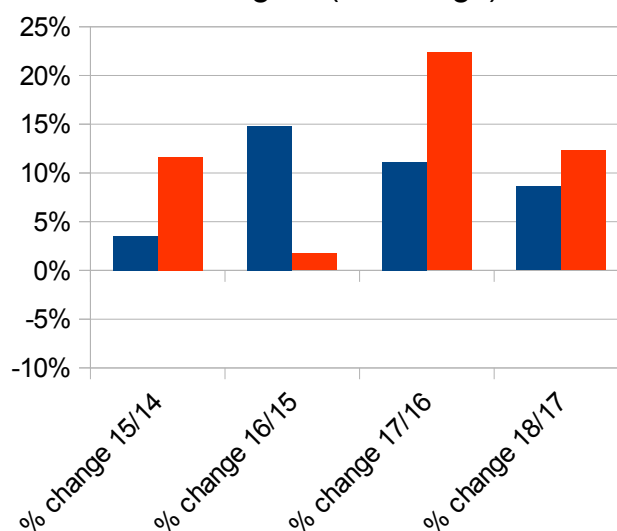
Source: Assaeroporti

Passengers by origin



■ International flights pax ■ National flights pax

Passengers (% change)



■ International flights pax ■ National flights pax

3 – Monthly passenger traffic: Venice Airport

	National flights Inbound and outbound Pax	% ch. 18/17	International flights Inbound and outbound Pax	% ch. 18/17	Transit Pax	General Aviation	Total Pax	% ch. 18/17
January	72,638	2.9%	492,953	6.5%	483	614	566,688	6.0%
February	71,830	-0.7%	525,549	6.9%	317	732	598,428	5.9%
March	87,667	4.5%	649,947	8.8%	433	577	738,624	8.3%
April	115,614	10.1%	798,349	7.3%	279	855	915,097	7.6%
May	132,843	12.4%	886,318	7.7%	549	1,655	1,021,365	8.2%
June	161,173	13.5%	959,696	6.7%	897	1,581	1,123,347	7.6%
July	176,683	15.1%	1,072,375	6.4%	1,798	1,785	1,252,641	7.6%
August	188,875	31.5%	1,086,902	9.7%	1,485	1,354	1,278,616	12.5%
September	194,174	35.2%	1,038,366	9.7%	744	1,467	1,234,751	12.9%
October	148,870	-5.9%	921,120	-1.6%	244	1,118	1,071,352	-2.3%
November	103,036	26.3%	599,326	7.0%	297	635	703,294	9.4%
December	107,810	25.4%	571,649	7.8%	351	595	680,405	10.3%
TOTAL	1,561,213	14.9%	9,602,550	6.8%	7,877	12,968	11,184,608	7.8%

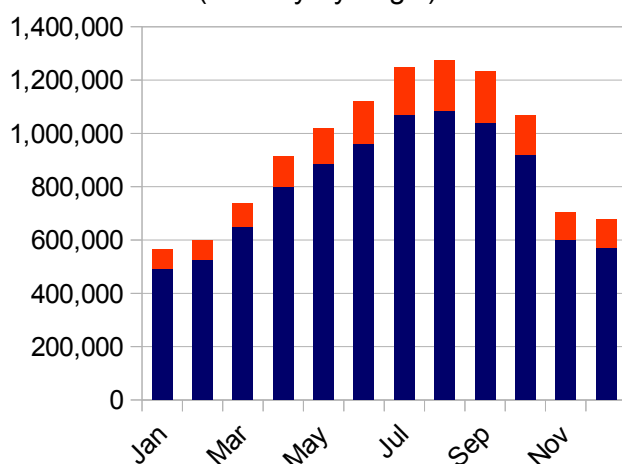
Pax = Passengers number

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

Source: Assaeroporti

Passengers 2018

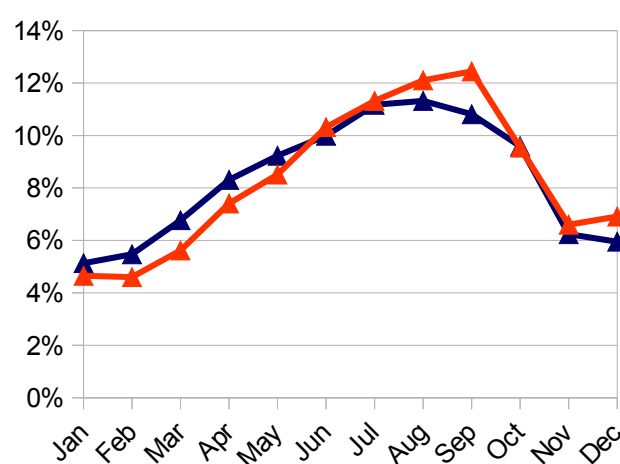
(Monthly by origin)



■ International flights pax ■ National flights pax

Passengers 2018

(Monthly % of total by origin)



— International flights pax — National flights pax

4 – Monthly passenger traffic: Treviso Airport

	National flights Inbound and outbound Pax	% ch. 18/17	International flights Inbound and outbound Pax	% ch. 18/17	Transit Pax	General Aviation	Total Pax	% ch. 18/17
January	90,068	58.1%	158,132	13.0%	0	297	248,497	26.0%
February	82,619	52.8%	152,980	16.7%	0	252	235,851	27.2%
March	88,743	43.0%	174,153	12.0%	0	346	263,242	20.8%
April	92,206	2.8%	197,444	4.1%	0	276	289,926	3.7%
May	89,743	-4.1%	195,433	3.2%	0	482	285,658	0.8%
June	88,937	-3.9%	195,032	0.3%	0	413	284,382	-1.0%
July	92,465	-6.0%	203,890	-4.6%	0	478	296,833	-5.1%
August	92,723	-4.8%	205,149	-4.7%	0	280	298,152	-4.8%
September	91,464	-2.6%	192,912	-4.2%	0	552	284,928	-3.7%
October	93,832	89.0%	190,144	89.1%	139	318	284,433	89.2%
November	89,198	-1.0%	176,720	11.5%	0	297	266,215	6.9%
December	91,748	5.3%	178,757	14.8%	50	283	270,838	11.4%
TOTAL	1,083,746	12.3%	2,220,746	8.6%	189	4,274	3,308,955	9.7%

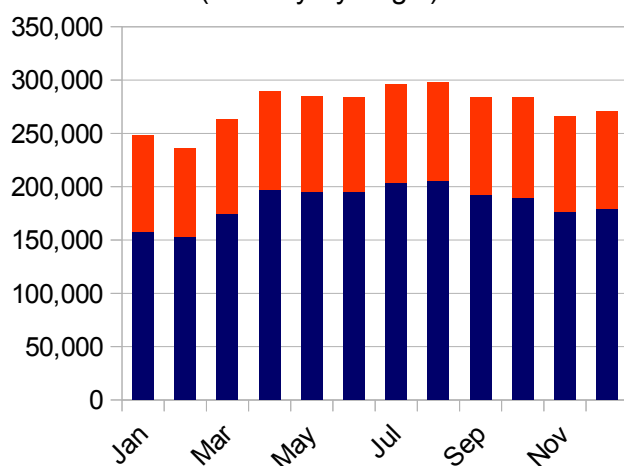
Pax = Passengers number

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

Source: Assaeroporti

Passengers 2018

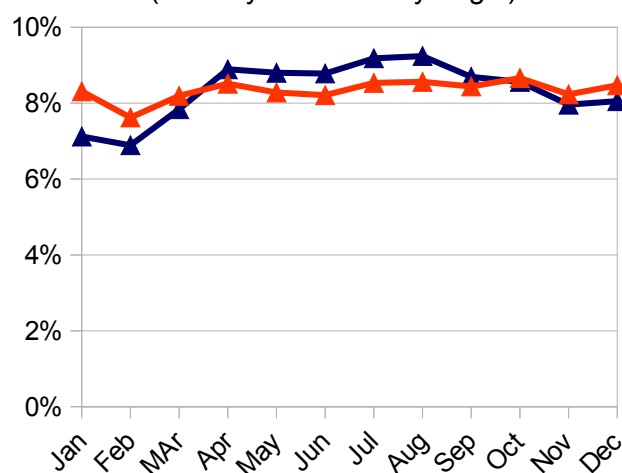
(Monthly by origin)



■ International flights pax ■ National flights pax

Passengers 2018

(Monthly % of total by origin)



▲ International flights pax ▲ National flights pax

5 – Main Italian airports

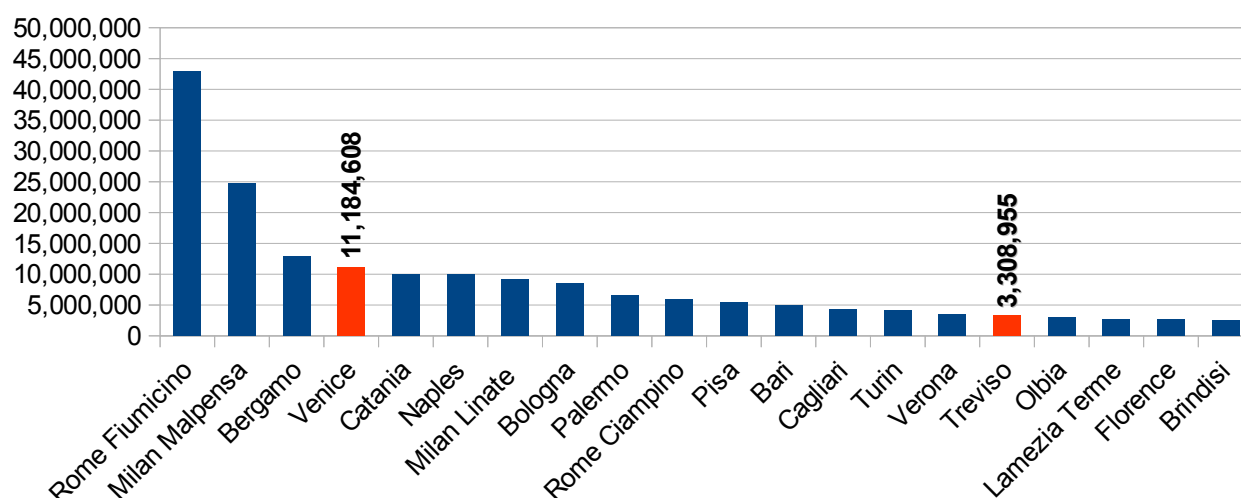
	Passengers	% change 18/17
1 Rome Fiumicino	42,995,119	4.9%
2 Milan Malpensa	24,725,490	11.5%
3 Bergamo	12,938,572	4.9%
4 Venice	11,184,608	7.8%
5 Catania ↑	9,933,318	8.9%
6 Naples ↓	9,932,029	15.8%
7 Milan Linate ↓	9,233,475	-3.3%
8 Bologna	8,506,658	3.8%
9 Palermo ↑	6,628,558	14.8%
10 Rome Ciampino ↓	5,839,737	-0.8%
11 Pisa	5,463,090	4.4%
12 Bari	5,030,760	7.4%
13 Cagliari ↑	4,370,014	5.1%
14 Turin ↓	4,084,923	-2.2%
15 Verona	3,459,807	11.6%
16 Treviso	3,308,955	9.7%
17 Olbia	2,999,253	6.7%
18 Lamezia Terme ↑	2,756,211	8.2%
19 Florence ↓	2,719,081	2.3%
20 Brindisi	2,478,856	6.8%
TOTAL ITALY	185,681,351	5.9%

The symbols “↑” and “↓” indicate, respectively, the increase or decrease of a position compared to 2017.

The absence of symbols indicates that there were no changes in position compared to 2017.

Source: Assaeroporti

Main Italian airports - Total passengers 2018



6. Local public transport

1 – Main types of tourist tickets AVM / ACTV

Ticket type****	2014	2015	2016	2017	2018	% ch. 18/17
12 hours ticket*	599,268					
24 hours ticket	781,725	1,490,483	1,645,306	1,768,890	1,775,787	0.4%
of which Venezia Metropolitana 24**				47,411	78,346	65.2%
36 hours ticket*	140,503					
48 hours ticket	286,247	440,279	459,689	510,321	497,558	-2.5%
72 hours ticket	451,024	511,936	501,299	541,360	486,995	-10.0%
including discounted ticket for Rolling Venice holders	124,827	177,873	188,248	188,948	174,372	-7.7%
72 hours ticket	134,853	141,227	115,807	144,063	114,905	-20.2%
Regular ticket***	5,386,574	5,765,616	5,709,791	5,923,191	5,740,593	-3.1%
TOTAL	7,780,194	8,349,541	8,431,892	8,887,825	8,615,838	-3.1%

* No longer issued from August 2014.

** Introduced from 21st June 2017.

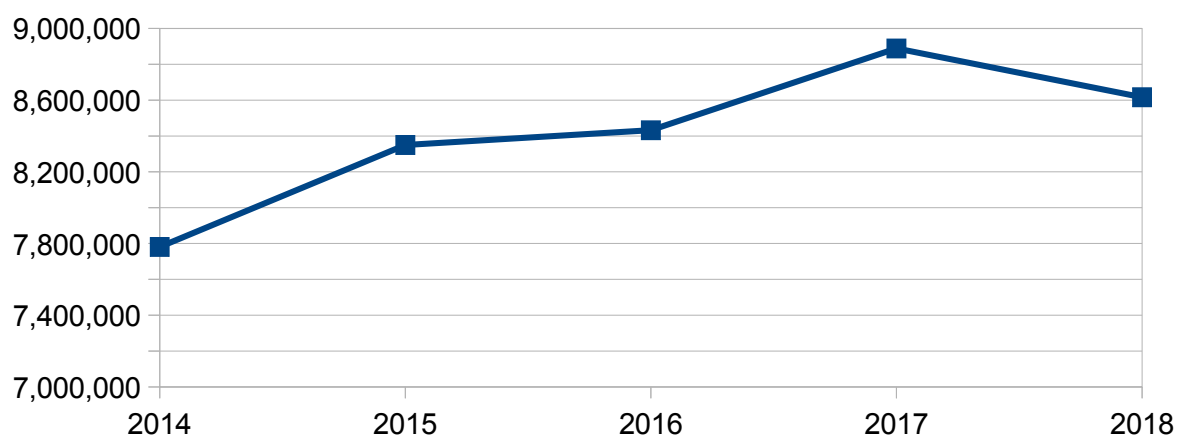
*** Including ferry regular ticket and on board regular ticket.

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

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

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

AVM/ACTV: Total sales of the main travel documents



Ticket type***	% change 15/14	% change 16/15	% change 17/16	% change 18/17
24 hours ticket of which Venezia Metropolitana 24*	90.7%	10.4%	7.5%	0.4%
48 hours ticket	53.8%	4.4%	11.0%	-2.5%
72 hours ticket including discounted ticket for Rolling Venice holders	13.5%	-2.1%	8.0%	-10.0%
7 days ticket	42.5%	5.8%	0.4%	-7.7%
Regular ticket**	4.7%	-18.0%	24.4%	-20.2%
Regular ticket**	7.0%	-1.0%	3.7%	-3.1%
TOTAL	7.3%	1.0%	5.4%	-3.1%

* Introduced from 21st June 2017.

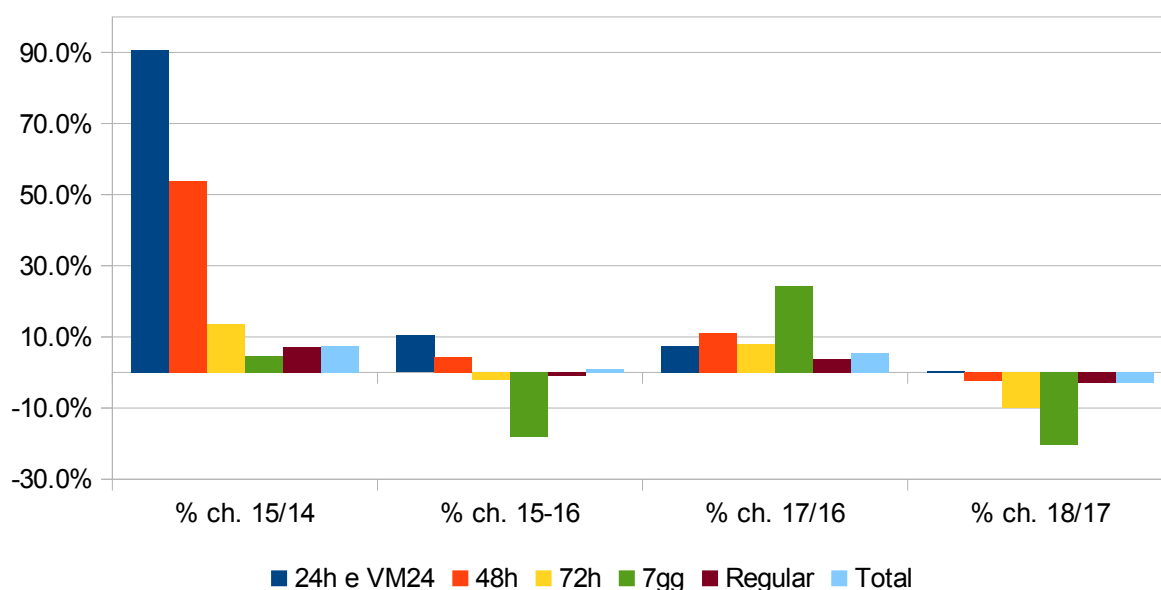
** Including ferry regular ticket and on board regular ticket.

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

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

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

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



2 – Alilaguna: monthly sales

	2014	2015	2016	2017	2018	% ch. 18/14	% ch. 18/17
January	24,677	32,709	34,252	33,999	40,956	66.0%	20.5%
February	35,165	45,267	49,043	50,260	52,905	50.4%	5.3%
March	48,564	52,435	65,548	63,640	68,812	41.7%	8.1%
April	72,508	70,553	88,937	96,109	95,509	31.7%	-0.6%
May	87,203	92,150	110,953	112,001	113,474	30.1%	1.3%
June	89,040	89,784	105,666	116,263	108,665	22.0%	-6.5%
July	92,086	102,964	119,653	125,035	117,640	27.8%	-5.9%
August	94,197	100,069	113,168	115,190	115,564	22.7%	0.3%
September	91,794	99,582	113,711	121,536	118,904	29.5%	-2.2%
October	88,964	97,550	109,432	129,097	116,133	30.5%	-10.0%
November	44,618	53,210	57,084	66,614	59,649	33.7%	-10.5%
December	30,073	38,618	44,736	48,523	44,696	48.6%	-7.9%
TOTAL	798,889	874,891	1,012,183	1,078,267	1,052,907	31.8%	-2.4%

Source: Alilaguna

3 – Terminal Fusina: monthly sales

	2014	2015	2016	2017	2018	% ch. 18/14	% ch. 18/17
January	1,078	1,027	1,835	1,358	1,967	82.5%	44.8%
February	2,068	1,986	2,035	2,736	3,155	52.6%	15.3%
March	2,990	1,757	4,467	1,775	3,375	12.9%	90.1%
April	7,020	7,118	4,930	7,737	8,414	19.9%	8.8%
May	6,162	10,810	10,345	6,139	11,457	85.9%	86.6%
June	11,877	10,474	9,092	9,996	9,117	-23.2%	-8.8%
July	20,755	20,352	19,650	16,783	20,783	0.1%	23.8%
August	27,596	25,272	24,385	19,887	21,645	-21.6%	8.8%
September	11,987	12,718	11,580	9,582	11,452	-4.5%	19.5%
October	5,406	6,387	6,755	6,630	7,074	30.9%	6.7%
November	1,616	1,834	1,611	1,959	532	-67.1%	-72.8%
December	1,220	1,714	1,868	1,538	1,530	25.4%	-0.5%
TOTAL	99,775	101,449	98,553	86,120	100,501	0.7%	16.7%

November 2018: data deriving from previous month correction.

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

7. Limited traffic area pass

1 – Monthly release: City of Venice

	2014	2015	2016	2017*	2018	% ch. 18/14	% ch. 18/17
January	3,015	3,270	4,400	4,624	3,935	30.5%	-14.9%
February	4,076	5,077	5,395	5,685	6,944	70.4%	22.1%
March	5,714	6,032	6,946	7,316	8,183	43.2%	11.9%
April	8,683	8,138	8,998	10,157	10,362	19.3%	2.0%
May	10,833	11,017	11,486	12,326	13,696	26.4%	11.1%
June	10,203	10,777	11,299	13,413	12,577	23.3%	-6.2%
July	10,786	11,517	11,558	10,497	11,152	3.4%	6.2%
August	9,885	10,829	11,061	12,494	10,729	8.5%	-14.1%
September	10,005	10,172	10,273	9,471	11,403	14.0%	20.4%
October	8,743	9,640	9,781	11,291	10,864	24.3%	-3.8%
November	4,784	6,060	6,474	7,479	7,133	49.1%	-4.6%
December	3,900	4,546	5,151	7,860	6,005	54.0%	-23.6%
TOTAL	90,627	97,075	102,822	112,613	112,983	24.7%	0.3%

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

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

2 – Monthly release: Municipality of Cavallino Treporti

	2014	2015	2016	2017	2018	% ch. 18/14	%ch. 18/17
January	83	154	370	71	231	178.3%	225.4%
February	1,072	1,260	696	1,232	1,016	-5.2%	-17.5%
March	1,166	912	1,055	848	1,053	-9.7%	24.2%
April	1,978	1,747	1,710	2,042	1,818	-8.1%	-11.0%
May	2,039	1,976	1,743	2,121	1,866	-8.5%	-12.0%
June	1,442	1,440	1,367	1,281	1,398	-3.1%	9.1%
July	823	820	824	856	760	-7.7%	-11.2%
August	502	507	549	571	491	-2.2%	-14.0%
September	1,759	1,877	1,804	1,973	1,921	9.2%	-2.6%
October	958	1,203	1,055	1,152	1,156	20.7%	0.3%
November	212	258	234	269	243	14.6%	-9.7%
December	151	136	164	173	164	8.6%	-5.2%
TOTAL	12,185	12,290	11,571	12,589	12,117	-0.6%	-3.7%

Source: CT Servizi – Municipality of Cavallino Treporti

8. Piazzale Roma transits

1 – Monthly transits: Municipal Garage

	2014	2015	2016	2017	2018	% ch. 18/14	% ch. 18/17
January	12,067	12,968	14,265	14,599	15,535	28.7%	6.4%
February	11,877	13,123	14,570	15,418	14,515	22.2%	-5.9%
March	15,905	15,879	18,200	17,098	16,857	6.0%	-1.4%
April	18,612	19,499	19,321	23,104	22,109	18.8%	-4.3%
May	18,938	21,873	23,006	21,788	23,374	23.4%	7.3%
June	20,236	23,152	23,447	24,959	23,685	17.0%	-5.1%
July	18,304	31,173	32,021	33,367	33,121	80.9%	-0.7%
August	32,954	35,507	35,666	36,070	35,068	6.4%	-2.8%
September	24,199	26,936	25,754	27,396	26,697	10.3%	-2.6%
October	20,593	21,180	19,903	23,775	21,982	6.7%	-7.5%
November	13,231	15,614	14,720	17,024	14,786	11.8%	-13.1%
December	13,834	16,051	16,541	16,966	17,212	24.4%	1.4%
TOTAL	220,750	252,955	257,414	271,564	264,941	20.0%	-2.4%

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

Source: AVM

2 – Monthly transits: St. Andrea Parking

	2014	2015	2016	2017	2018	% ch. 18/14	% ch. 18/17
January	9,587	9,511	9,457	9,218	9,524	-0.7%	3.3%
February	9,700	9,492	9,506	9,146	8,816	-9.1%	-3.6%
March	11,308	10,437	10,180	10,287	9,704	-14.2%	-5.7%
April	10,861	10,148	10,394	9,938	9,949	-8.4%	0.1%
May	11,697	11,034	10,723	10,624	10,750	-8.1%	1.2%
June	11,308	10,990	10,868	10,735	10,568	-6.5%	-1.6%
July	11,673	11,956	11,478	11,390	11,512	-1.4%	1.1%
August	11,102	10,668	10,325	10,464	10,529	-5.2%	0.6%
September	11,087	11,240	10,808	10,546	10,769	-2.9%	2.1%
October	11,174	11,035	10,291	10,428	10,324	-7.6%	-1.0%
November	9,625	9,907	9,834	9,363	9,245	-3.9%	-1.3%
December	10,258	10,151	10,084	9,867	9,910	-3.4%	0.4%
TOTAL	129,380	126,569	123,948	122,006	121,600	-6.0%	-0.3%

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

Source: AVM

VENEZIAUNICA

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

9. VeneziaUnica/eventsVeneziaUnica

1 – Overview



3,389,441 visits (+29.6%)

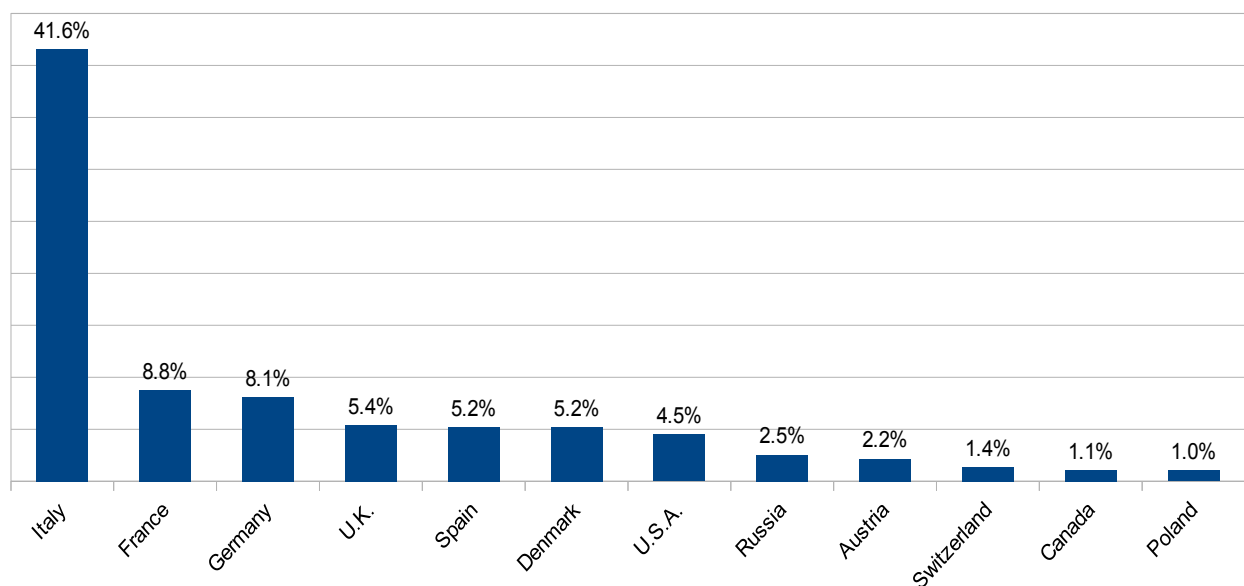
8,664,271 page views (+5.4%)

218,551 visits from tablets (-20.9%)

1,208,639 visits from mobile (+20.3%)

**Average time in VeneziaUnica
00:04:19**

**Average time in eventsVeneziaUnica
00:00:42**



2 – Visitor trend VeneziaUnica and eventsVeneziaUnica

	Visits	Page views	Pg/V	% change Visits	% change Page views	% change Pg/V
2014*	1.220.676	5.427.907	4,4			
2015*	1.512.150	5.287.050	3,5	23,9%	-2,6%	-21,4%
2016*	1.809.499	6.222.321	3,4	19,7%	17,7%	-1,6%
2017	2.614.622	8.209.720	3,1	44,5%	31,9%	-8,7%
2018	3.389.441	8.664.271	2,6	29,6%	5,5%	-18,6%

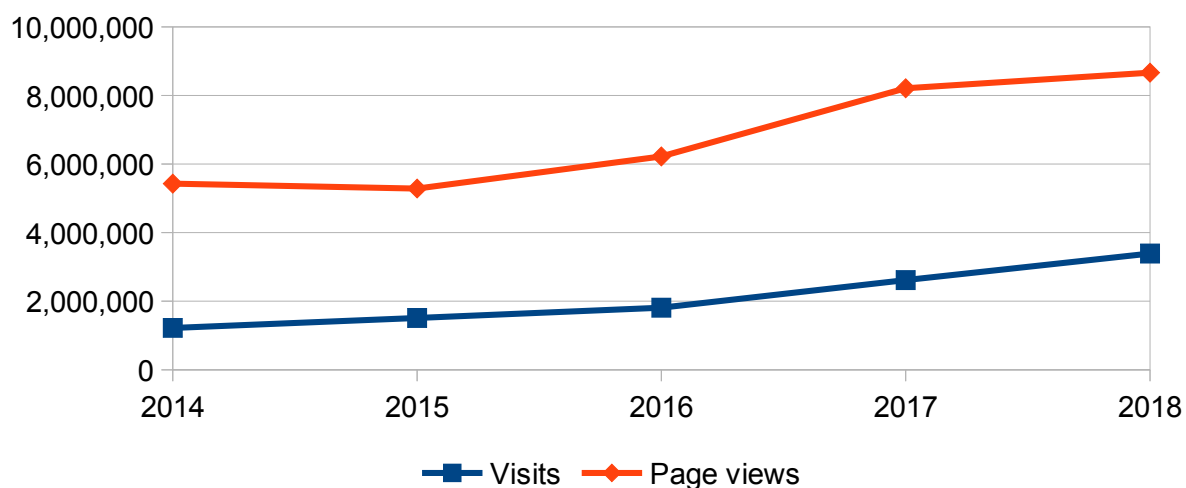
Pg = Page views

V = Visits

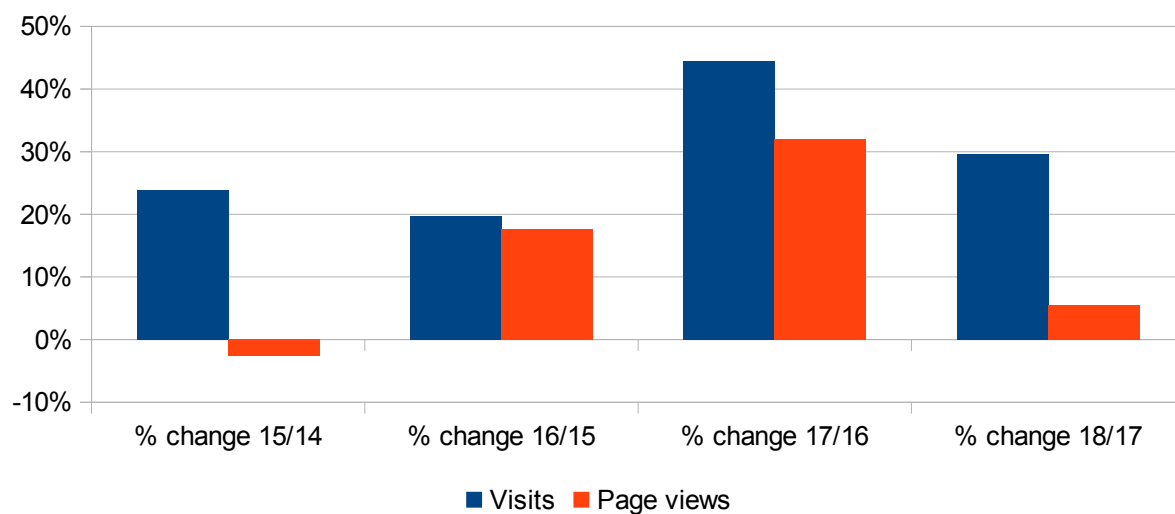
*Only VeneziaUnica

Source: VELA S.p.A

Visits and page views



Views number and page views percentage change



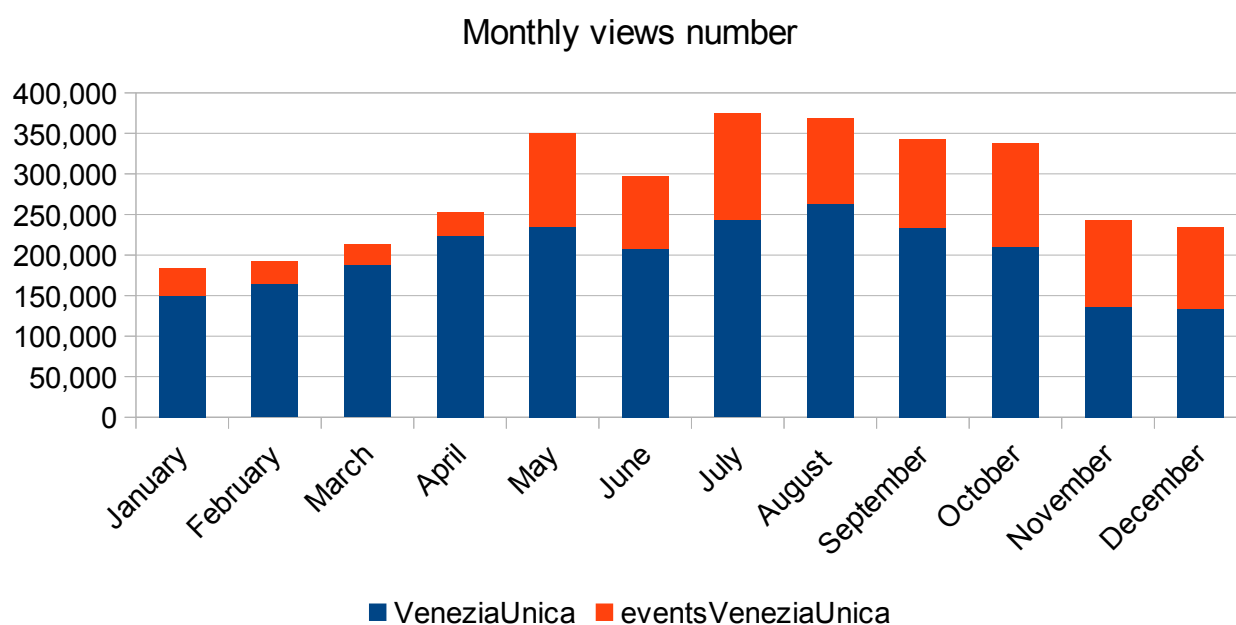
3 – Visitors trend VeneziaUnica and eventsVeneziaUnica

	2018			Change 18/17		
	Visits	Page Views	Pg/V	% visits	% page Views	Pg/V
<i>Jan</i>	183,863	561,654	3.1	19.4%	16.9%	-0.1
<i>Feb</i>	192,148	588,613	3.1	-3.3%	-9.6%	-0.2
<i>Mar</i>	213,355	708,394	3.3	6.0%	2.3%	-0.1
<i>Apr</i>	252,456	838,568	3.3	-0.8%	-4.1%	-0.1
<i>May</i>	349,691	866,020	2.5	44.9%	11.0%	-0.8
<i>Jun</i>	297,012	718,422	2.4	19.6%	-2.7%	-0.6
<i>Jul</i>	375,405	878,282	2.3	20.9%	0.7%	-0.5
<i>Aug</i>	368,348	900,138	2.4	30.8%	1.5%	-0.7
<i>Sep</i>	342,734	827,790	2.4	46.5%	10.9%	-0.8
<i>Oct</i>	337,483	790,669	2.3	65.8%	21.6%	-0.9
<i>Nov</i>	242,611	492,513	2.0	69.9%	17.6%	-0.9
<i>Dec</i>	234,335	493,208	2.1	62.3%	17.8%	-0.8
TOT	3,389,441	8,664,271	2.6	29.6%	5.5%	-0.6

Pg = Page views

V = Visits

Source: VELA S.p.A

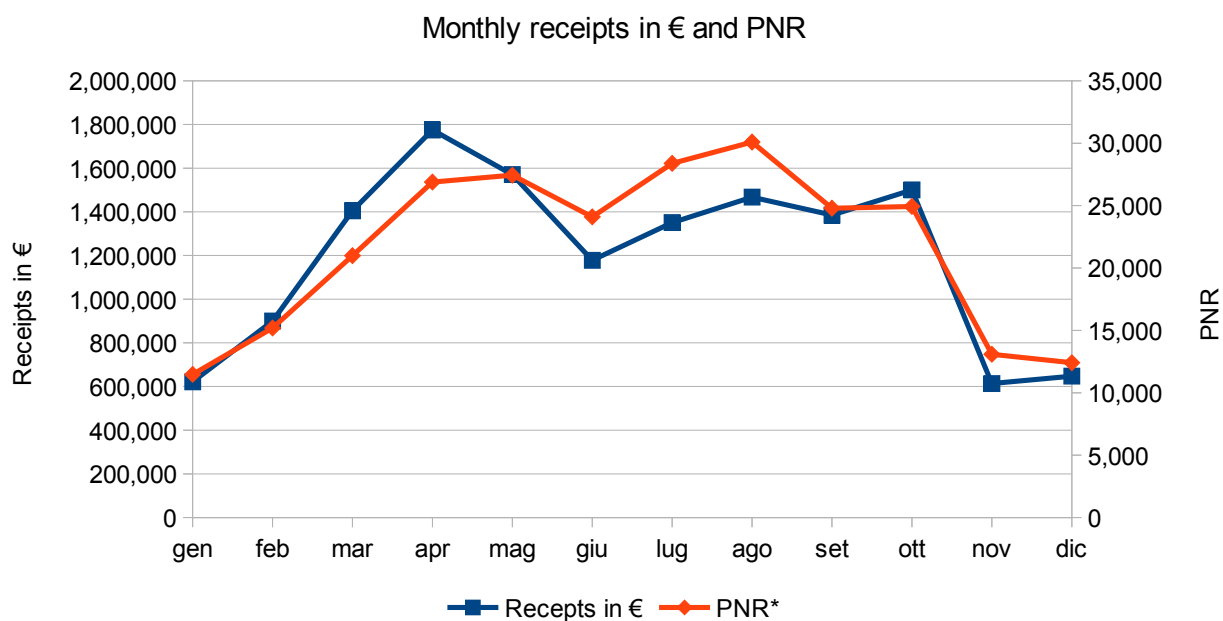


4 – Sales data

	2018			Var. 18/17		
	Receipts in €	PNR*	Av. exp. In €	% Receipts	% PNR*	Av. exp. In €
<i>Jan</i>	621,461	11,470	54.2	66.2%	36.4%	21.9%
<i>Feb</i>	899,764	15,190	59.2	34.2%	16.8%	15.0%
<i>Mar</i>	1,404,734	20,987	66.9	48.5%	28.5%	15.5%
<i>Apr</i>	1,774,995	26,888	66.0	26.6%	15.6%	9.4%
<i>May</i>	1,570,434	27,432	57.2	28.8%	24.4%	3.5%
<i>Jun</i>	1,178,302	24,095	48.9	23.9%	25.4%	-1.2%
<i>Jul</i>	1,350,620	28,380	47.6	26.3%	13.7%	11.1%
<i>Aug</i>	1,467,582	30,087	48.8	28.1%	21.7%	5.2%
<i>Sep</i>	1,385,427	24,788	55.9	16.4%	8.0%	7.8%
<i>Oct</i>	1,500,297	24,932	60.2	23.0%	19.2%	3.2%
<i>Nov</i>	613,397	13,085	46.9	10.8%	5.3%	5.2%
<i>Dec</i>	647,701	12,404	52.2	9.8%	9.4%	0.4%
TOT	14,414,713	259,738	55.5	27.2%	18.3%	7.5%

* Personal Number Reservation = Individual orders

Source: VELA S.p.A



* Personal Number Reservation = Individual orders

5 – Detail of receipts and sales by provider

Providers	2018		% change 18/17 Receipts
	Receipts In €	Products quantity*	
ACTV S.p.A.	6,908,935	229,837	25.2%
Fondazione Musei Civici	3,947,404	202,326	37.9%
Vela S.p.A.	1,013,984	169,379	-7.4%
Chorus Circuit	528,733	84,008	17.5%
AVM S.p.A.	523,832	22,134	40.5%
Querini Stampalia Foundation	376,196	77,427	29.6%
La Fenice Opera House Foundation	325,461	33,776	54.5%
Alilaguna S.p.A.	266,709	12,766	32.3%
Jewish Museum of Venice	122,374	43,463	2.7%
Vidali Group Consortium	85,272	9,733	41.9%
Naval Historic Museum	80,028	15,693	398.4%
Peggy Guggenheim Collection	78,134	10,351	- **
City of Venice	53,422	42,030	-0.7%
Venezia Servizi alla Persona Foundation	32,448	5,815	-10.2%
Venice Events S.A.S	10,173	283	247.6%
Venice Tours S.R.L.	9,899	275	- **
Giacomo Casanova S.R.L.	7,327	963	- **
EuropAssistance	5,334	758	21.1%
Avanspettacolo Venezia	4,430	53	29.2%
Ca' Foscari University	1,847	280	-20.1%
Antoniana Servizi S.R.L.	1,507	17	-49.8%
Andrich House Museum	1,375	93	70.8%
Macacotour	800	10	14.3%
Limosa AdV by Limosa soc. Coop.	600	40	-59.3%
Emotional Experiences S.R.L.	435	35	-97.1%
Cycling Venice Lagoon	351	9	- **
D'Uva Workshop S.R.L.	219	18	- **
San Servolo Servizi Metropolitani Di Venezia S.R.L.	178	22	- **
Venice Casinò	0	26,750	-100.0%
Gianmaria Buccellati Foundation	0	0	-100.0%
Qui Group	0	0	-100.0%
Veritas S.p.A.	0	0	-100.0%
TOTAL	14,387,405	988,344	27.0%

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

** This cannot be calculated.

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

Source: VELA S.p.A

6 – Providers

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

Source: VELA S.p.A

CULTURAL NUMBERS

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

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

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

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

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

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

Methodological note

Visitors to ecclesiastical museums and churches

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

Visitors to temporary exhibitions

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

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

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

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

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

The 14th International Architecture Exhibition, in 2014, had 65 National Participations and 22 Collateral Events officially recognized by the Biennale.

10. Visitors to the museums and the Venetian cultural institutions

	2014	2015	2016	2017	2018
Total Fondazione Musei Civici¹	2,144,983	2,229,928	2,309,992	2,491,658	2,458,108
Total State Museums	713,395	759,590	834,879	852,855	787,606
Total ecclesiastical museums, churches, Chorus Circuit	1,107,936	1,179,271	1,192,512	1,324,908	1,145,447
				2,067,573 ²	1,886,285 ²
Total Foundations and Collections³	422,130	428,138	456,906	463,632	427,218
			506,905 ⁴	534,963 ⁴	515,307 ⁴
Total other museums	529,805	564,049	580,903	581,036	554,421
	540,432 ⁶	586,662 ⁶	653,166 ⁶	647,201 ⁶	653,600 ⁶
TOTAL	4,918,249	5,160,976	5,375,192	5,714,089	5,372,800
	4,928,876⁷	5,183,589⁷	5,497,454⁷	6,594,270⁷	6,300,906⁷

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

2 Including St. Mark's Bell Tower.

3 Guggenheim Collection and Querini Stampalia Foundation.

4 Including Venezia Servizi alla Persona Foundation.

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

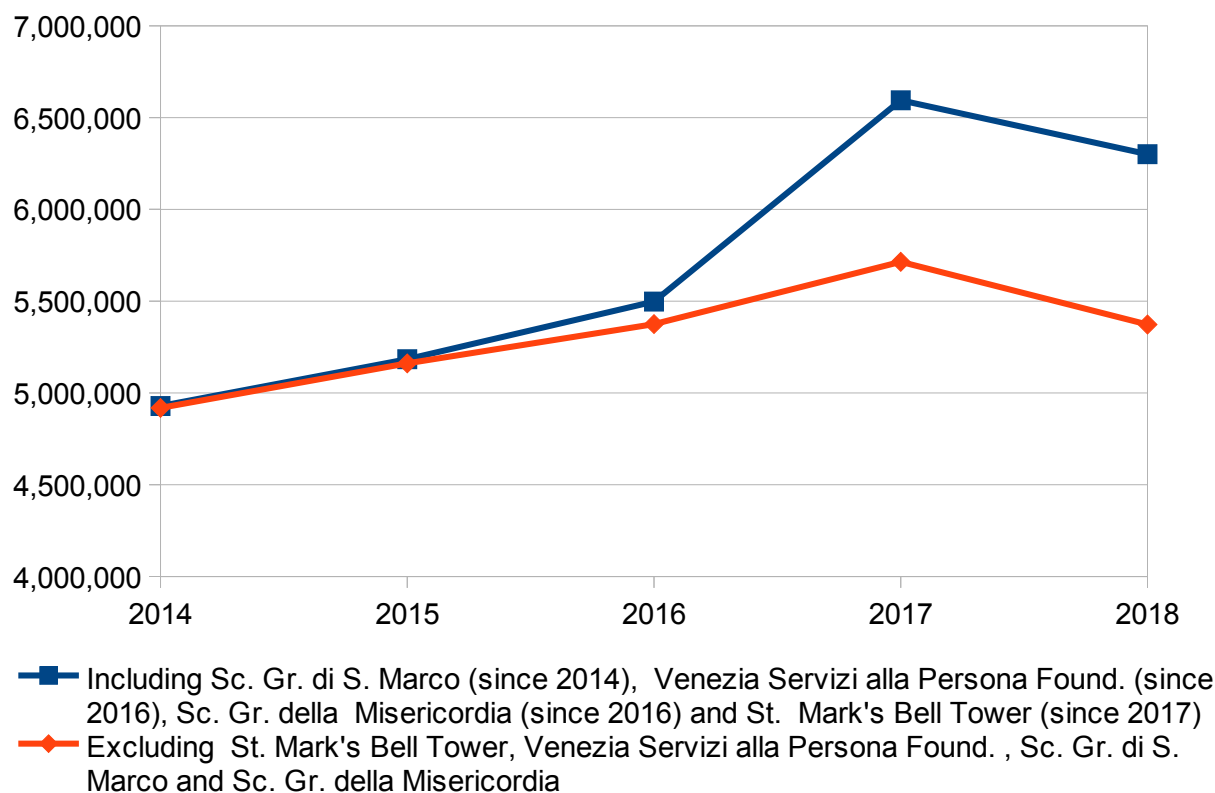
6 Including the Scuola Grande di San Marco and since 2016 included the Scuola Grande della Misericordia di Venezia.

7 Since 2014 included the Scuola Grande di San Marco, since 2016 included the Venezia Servizi alla Persona Foundation and the Scuola Grande della Misericordia di Venezia, since 2017 also included the St. Mark's Bell Tower.

* The 2018 data of the Cathedral of San Paolo and San Giovanni have not been received.

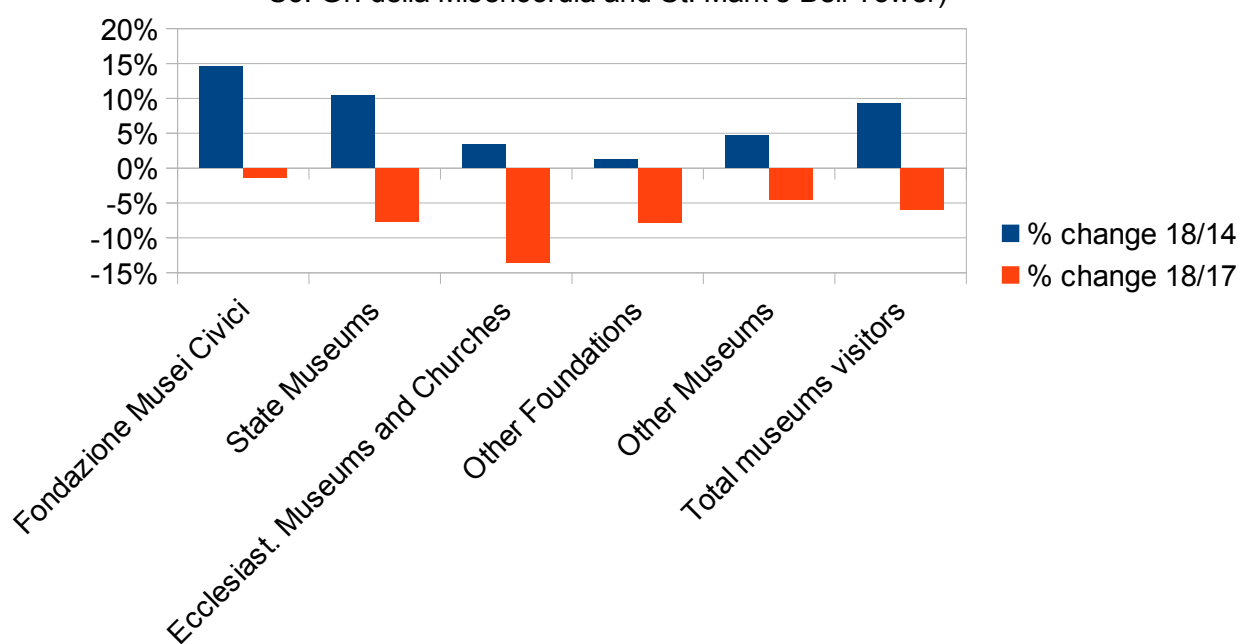
Source: Fondazione Musei Civici, Ministry of Cultural Heritage and Activities - Museum Pole of Veneto, Procuratoria of Saint Mark's Basilica, Delegation in re amministrativa for Torcello, Tourism Office of the Patriarchal Curia of Venice, Chorus - Association for the churches of the Patriarchate of Venice,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

Total visitors



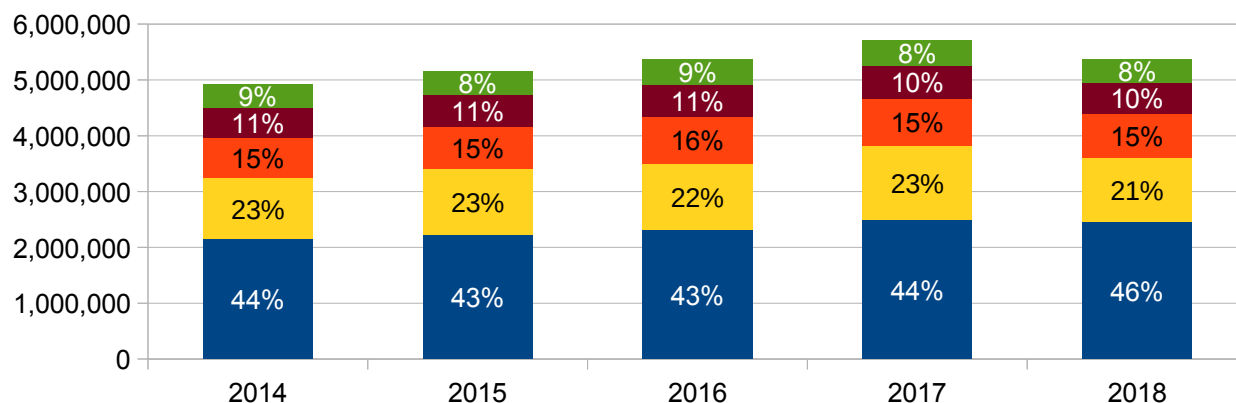
Visitors percentage change

(Excluding Venezia Servizi Foundation, Sc. Gr. di S. Marco, Sc. Gr. della Misericordia and St. Mark's Bell Tower)



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

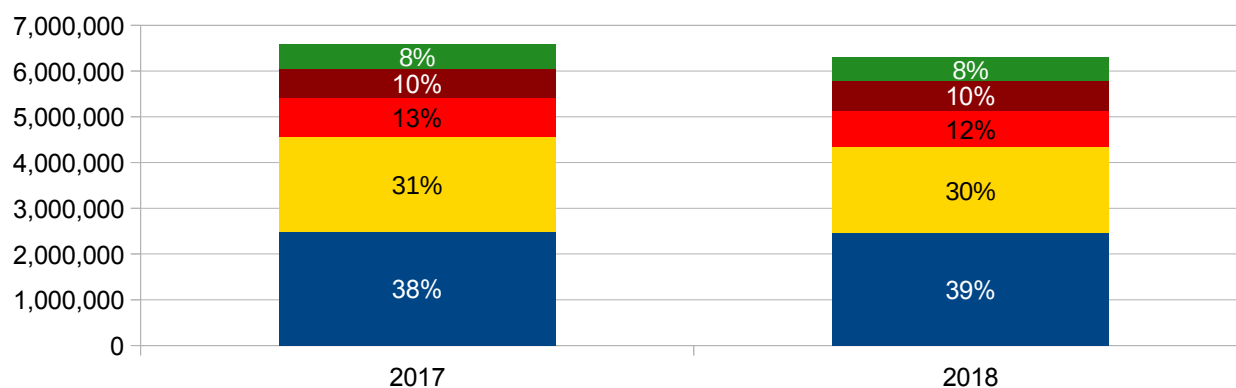
(Excluding Venezia Servizi alla Persona Found., Sc. Gr. di S. Marco,
Sc. Gr. della Misericordia and St. Mark's Bell Tower)



- Fondazione Musei Civici (incl. exhibitions)
- Ecclesiastical Museums and Churches (incl. Chorus Circ., excl. St. Mark's Bell Tower)
- State Museums
- Other museums (Jewish, Naval Historic, etc., excl. Sc. Gr. di S. Marco and Sc. Gr. della Misericordia)
- Foundations and Collections (Guggenheim, Q. Stampalia, excl. Venezia Servizi alla Persona)

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

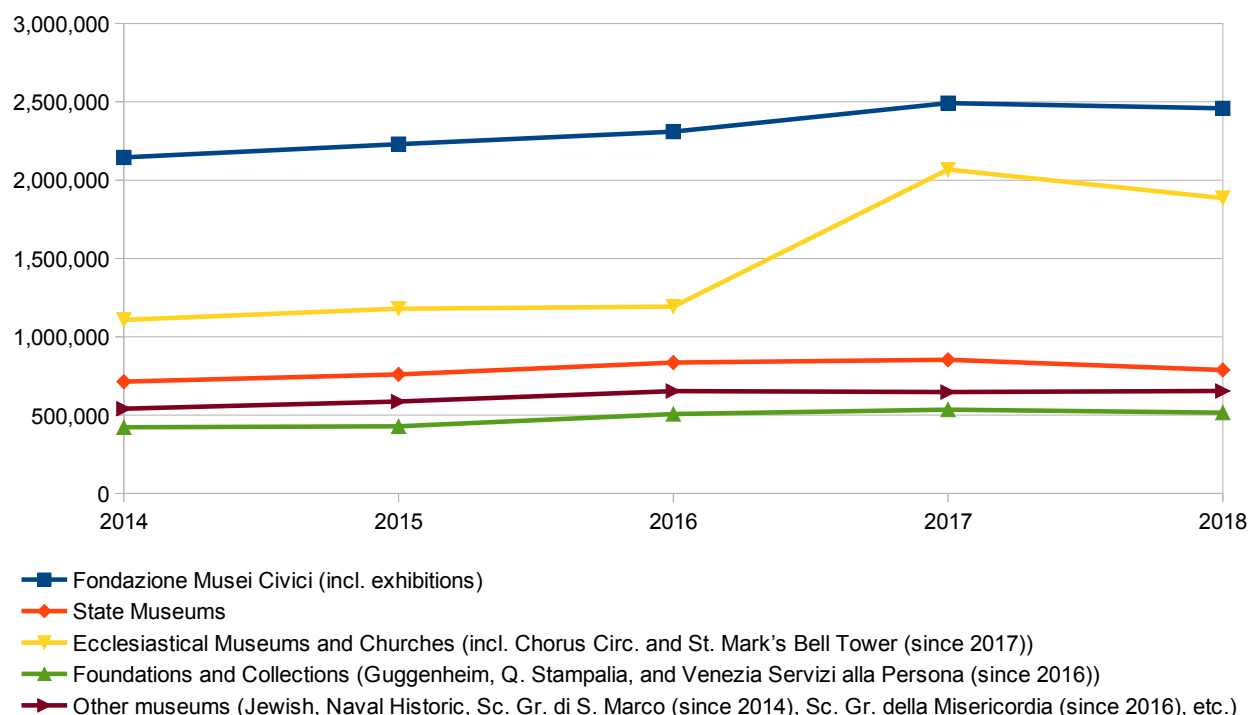
(Including Venezia Servizi alla Persona Found., Sc. Gr. di S. Marco,
Sc. Gr. della Misericordia and St. Mark's Bell Tower)



- Fondazione Musei Civici (incl. exhibitions)
- Ecclesiastical Museums and Churches (incl. Chorus Circ. and St. Mark's Bell Tower (since 2017))
- State Museums
- Other museums (Jewish, Naval Historic, Sc. Gr. di S. Marco (since 2014), Sc. Gr. della Misericordia (since 2016), etc.)
- Foundations and Collections (Guggenheim, Q. Stampalia, and Venezia Servizi alla Persona (since 2016))

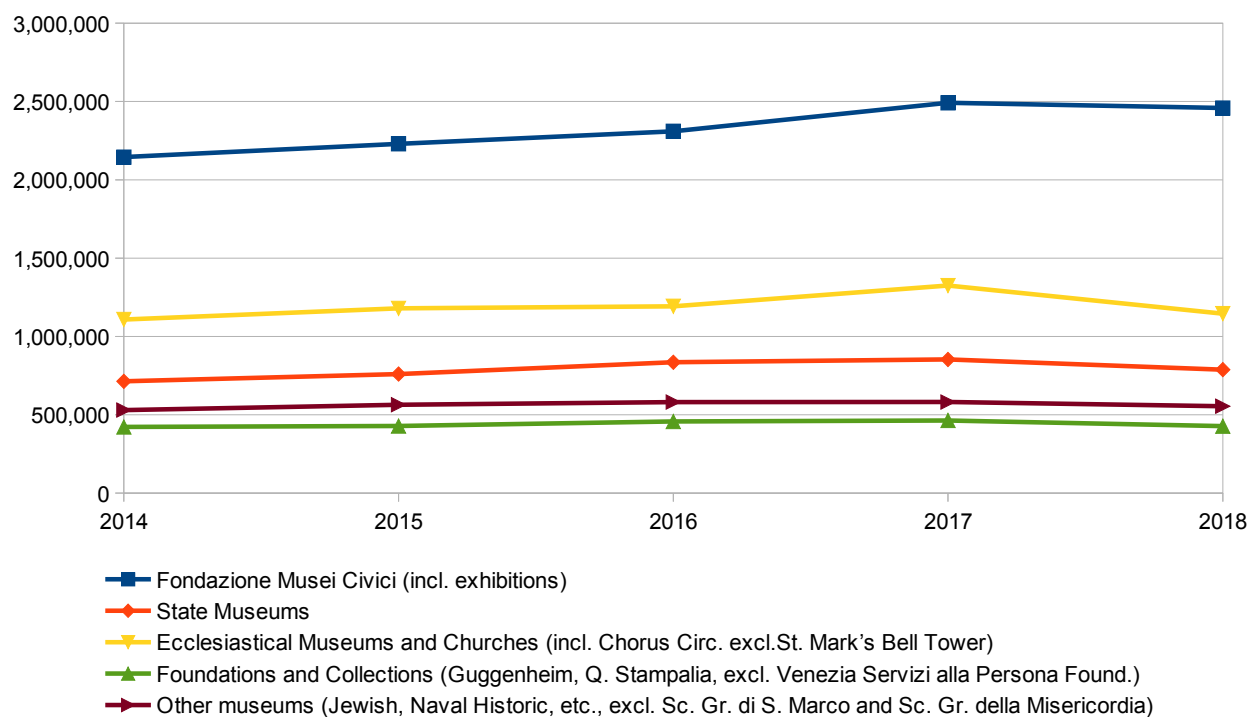
Visitors to the Venetian museums and the cultural institutions per year

Including Venezia Servizi alla Persona Found., Sc. Gr. della Misericordia (since 2016) e St. Mark's Bell Tower (since 2017)



Visitors to the Venetian museums and the cultural institutions per year

Excluding Venezia Servizi alla Persona Found., Sc. Gr. di S. Marco, Sc. Gr. della Misericordia and St. Mark's Bell Tower



	% change 15/14	% change 16/15	% change 17/16	% change 18/17
Total Fondazione Musei Civici¹	4.0%	3.6%	7.9%	-1.3%
Total State Museums	6.5%	9.9%	2.2%	-7.7%
Total ecclesiastical museums, churches, Chorus Circuit	6.4%	1.1%	11.1%	-13.5%
			73.4% ²	-8.8% ²
Total Foundations and Collections³	1.4%	6.7%	1.5%	-7.9%
		18.4% ⁴	5.5% ⁴	-3.7% ⁴
Total other museums	6.5%	3.0%	0.0%	-4.6%
	8.6% ⁶	11.3% ⁶	-0.9% ⁶	-1.0% ⁶
TOTAL	4.9%	4.2%	6.3%	-6.0%
	5.2%⁷	6.1%⁷	20.0%⁷	-4.4%⁷

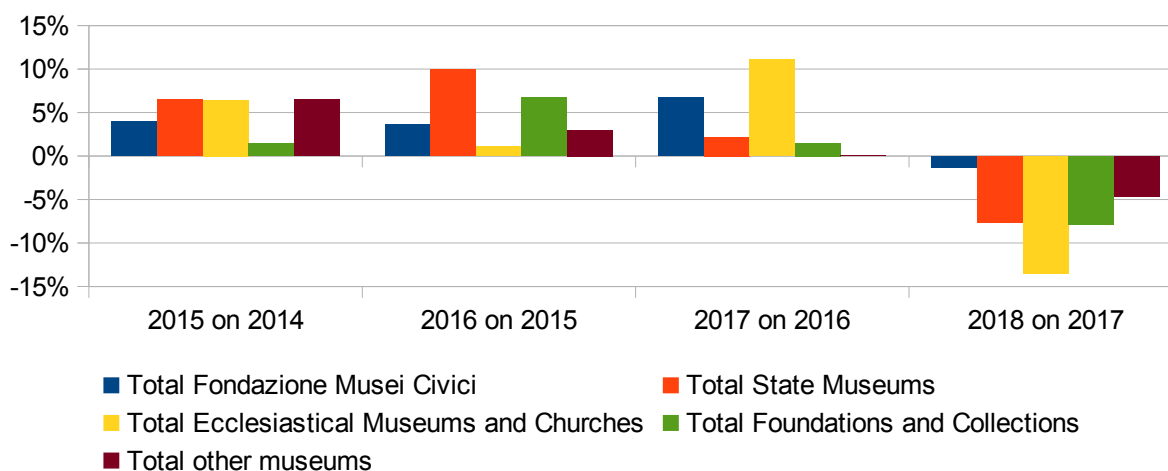
1, 2, 3, 4, 5, 6, 7 See the corresponding note on page 86.

* The 2018 data of the Cathedral of San Paolo and San Giovanni have not been received.

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

Visitors percentage change on previous year

(Excluding Venezia Servizi alla Persona Found., Sc. Gr. di San Marco, Sc. Gr. della Misericordia and St. Mark's Bell Tower)



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

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

	2014	2015	2016	2017	2018
<i>Museums with more than 100 thousand* visitors¹</i>	1,846,095	1,805,037	1,935,963	2,016,657	1,986,721
<i>Museums with less than 100 thousand* visitors²</i>	249,455	252,261	287,993	300,072	285,293
<i>Total museums visitors</i>	2,095,550	2,057,298	2,223,956	2,316,729	2,272,014
<i>Total exhibitions visitors**</i>	49,433	172,630	86,036	174,929	186,094
<i>TOTAL VISITORS</i>	2,144,983	2,229,928	2,309,992	2,491,658	2,458,108

* Average of five-year period.

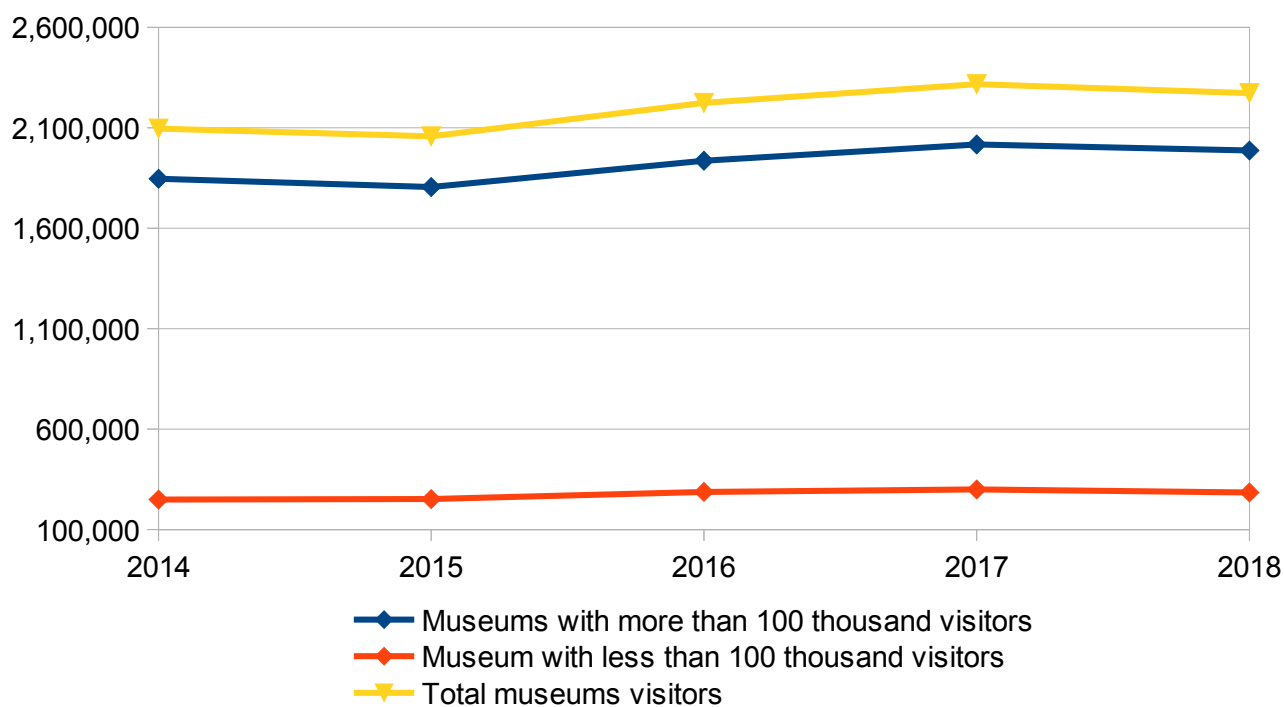
** Temporary exhibitions are set up at Doge's Palace, Correr Museum, Fortuny Palace, Marghera Fort and Candiani Cultural Centre. Since 2017, including visitors to the exhibitions held at Marghera Fort and Candiani Cultural Centre.

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

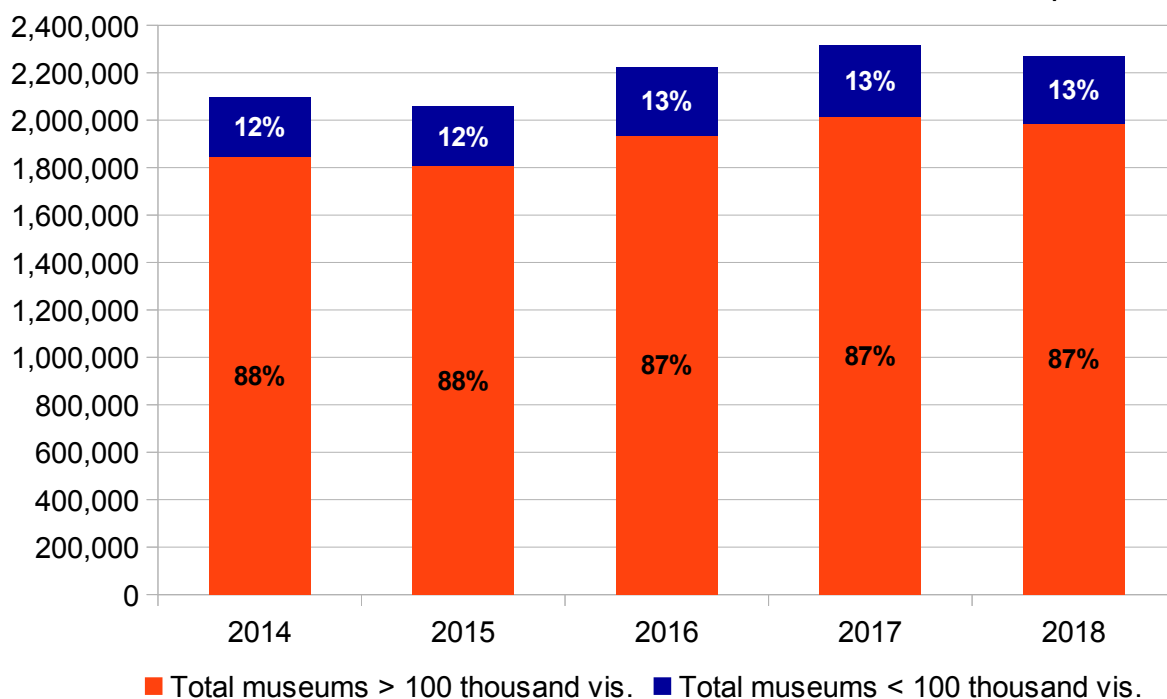
2 Ca' Pesaro, Natural History Museum, Mocenigo Palace, Lace Museum, Carlo Goldoni's house, Clock Tower.

Source: Fondazione Musei Civici di Venezia

Total visitors to the museums of Fondazione Musei Civici



Total visitors to the museums of Fondazione Musei Civici: composition



	% change 15/14	% change 16/15	% change 17/16	% change 18/17
Museums with more than 100 thousand* visitors¹	-2.2%	7.3%	4.2%	-1.5%
Museums with less than 100 thousand* visitor²	1.1%	14.2%	4.2%	-4.9%
Total museums visitors	-1.8%	8.1%	4.2%	-1.9%
Total exhibitions visitors**	249.2%	-50.2%	103.3%	6.4%
TOTAL VISITORS	4.0%	3.6%	7.9%	-1.3%

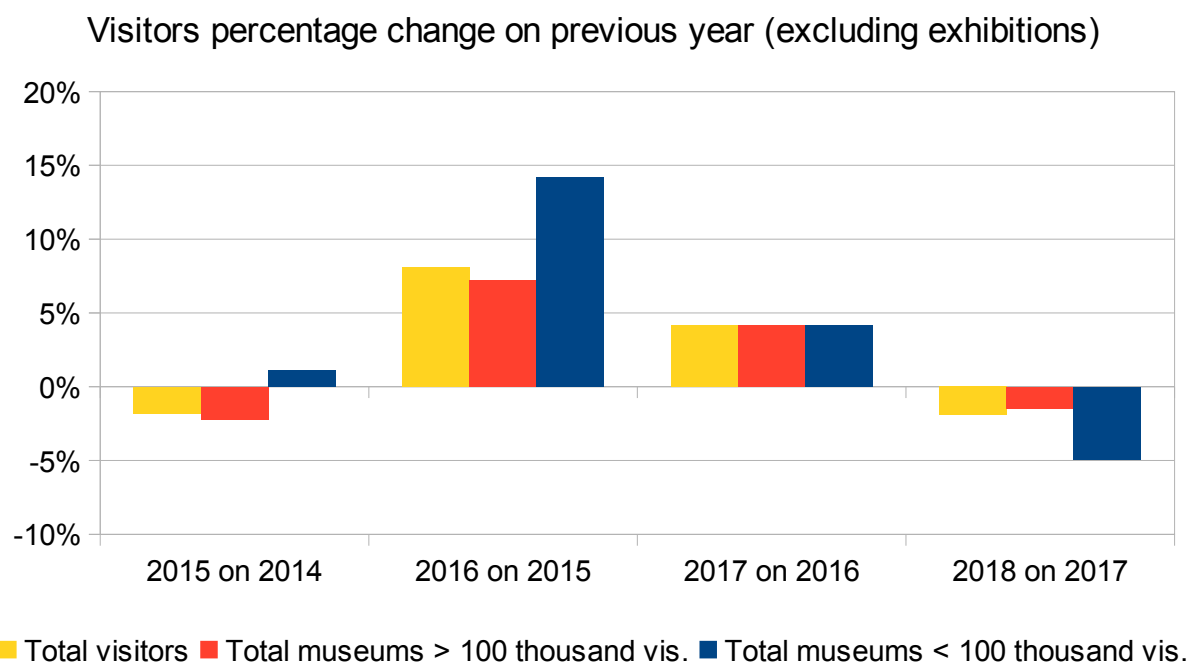
* Average of five-year period.

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

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

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

Source: Fondazione Musei Civici di Venezia



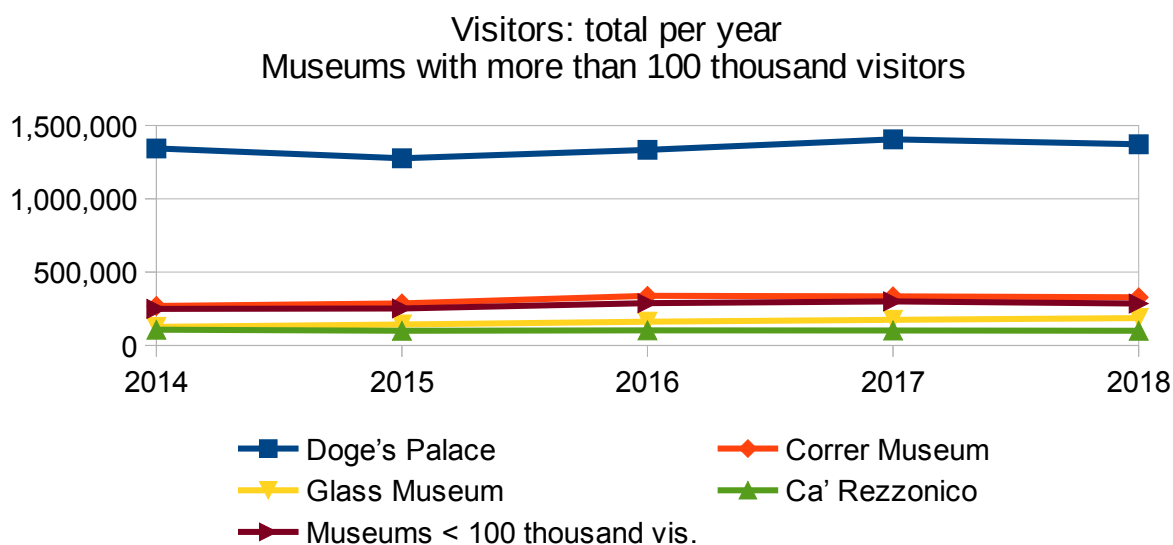
2 – Museums with more than 100 thousand visitors

Museums with more than 100 thousand visitors*	2014	2015	2016	2017	2018
Doge's Palace¹	1,343,123	1,276,127	1,333,559	1,405,439	1,371,536
Correr Museum²	269,509	286,454	337,648	334,820	328,205
Glass Museum³	126,467	142,855	161,977	174,758	186,873
Ca' Rezzonico⁴	106,996	99,601	102,779	101,640	100,107
TOTAL VISITORS	1,846,095	1,805,037	1,935,963	2,016,657	1,986,721

* Average of five-year period.

- 1 Including: the "Secret Itineraries" and, since 1st April 2015, the path "the Doge's treasures"; the extraordinary evening openings on weekends from August to October 2016, the opening on 25th December 2016, from 11 am to 7 pm; the opening on 1st January 2017, from 11 am to 7 pm; the evening openings, until 10 pm, from 23rd to 26th February 2017; the opening for institutional reasons on 25th April 2017, until 2 pm; the special openings from 19th May, every Friday and Saturday (except Saturday 15/7 and 9/9), until 11 pm; the opening on 25th December 2017, and the extraordinary closings on 4th, 9th and 22nd September 2017. Including in addition, for 2018, the opening on 1st January, the closing on 19th January and on 22nd June for an institutional event, the early closing on 14th.
- 2 Open on 1st January 2017, from 11 am to 7 pm and on 25th December 2017. Closed on 14th April 2017, from 10 am to 1 pm. Open on 1st January, 2nd and 25th April, 1st May and 25th December 2018. Extraordinary closing on 29th October due to adverse weather conditions. In addition, for institutional events, postponed opening on 9th January, from 1 p.m. to 5 p.m., and closing, on 2nd September, from 11 a.m. to 11.30 a.m., of the Ballroom and some rooms of the Sissi itinerary.
- 3 Closed for construction and renovation from 15th December 2014 to 8th February 2015. Open on 1st January 2017, from 11 am to 5 pm, and on 25th December 2017. Closed on 14th April 2017, from 10 am to 1 pm. Open on 1st January, 2nd and 25th April, 1st May 2018. Extraordinary closing on 29th October due to adverse weather conditions.
- 4 Open on 25th December 2017, on 1st May 2017 and on 25th and 26th December 2017. Early closing on 3rd September 2017, on the occasion of historical Regatta. Open on 1st January, 2nd and 25th April, 1st May and 25th December 2018. On 3rd January early closing at 3.30 p.m. On 23rd June, from 8 p.m. to 10 p.m., extraordinary opening of the museum for the Art Night event. Extraordinary closing on 29th October due to adverse weather conditions.

Source: Fondazione Musei Civici di Venezia

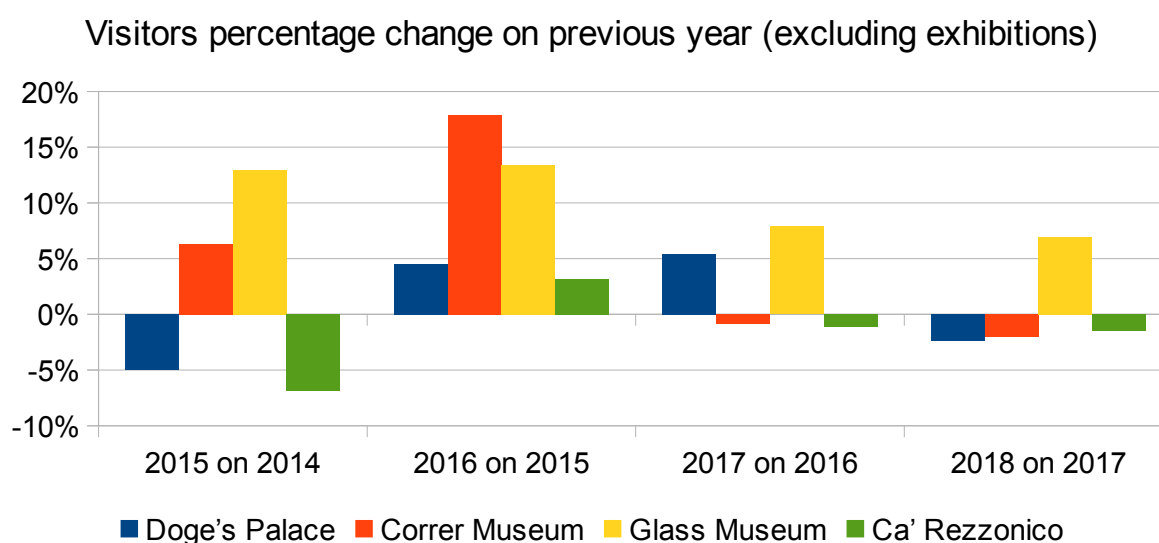


Museums with more than 100 thousand visitors*	% change 15/14	% change 16/15	% change 17/16	% change 18/17
<i>Doge's Palace</i> ¹	-5.0%	4.5%	5.4%	-2.4%
<i>Correr Museum</i> ²	6.3%	17.9%	-0.8%	-2.0%
<i>Glass Museum</i> ³	13.0%	13.4%	7.9%	6.9%
<i>Ca' Rezzonico</i> ⁴	-6.9%	3.2%	-1.1%	-1.5%
TOTAL VISITORS	-2.2%	7.3%	4.2%	-1.5%

* Average of five-year period

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

Source: Fondazione Musei Civici di Venezia

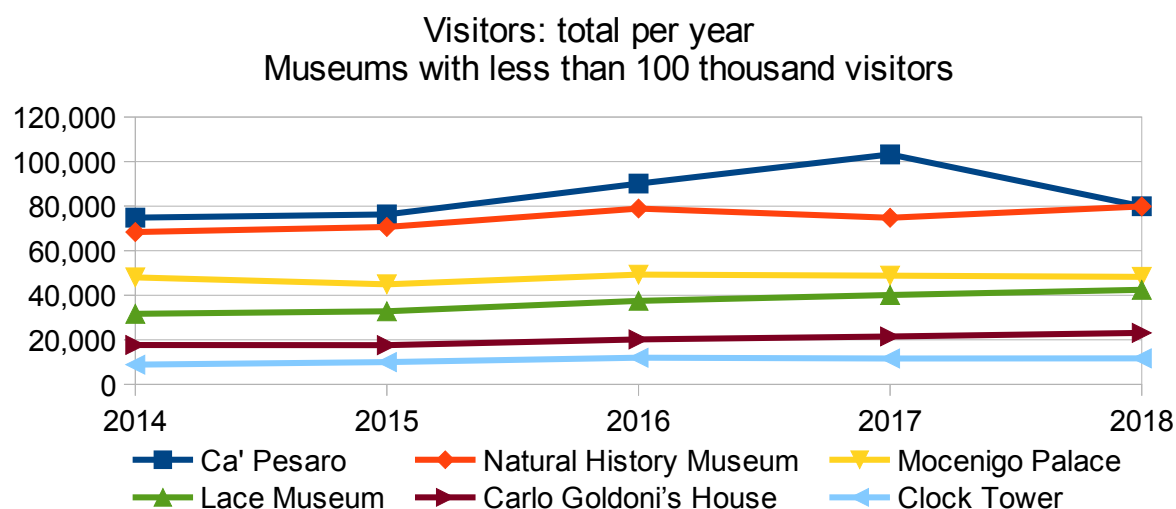


Museums with less than 100 thousand visitors*	2014	2015	2016	2017	2018
Ca' Pesaro¹	74,832	76,286	90,142	103,216	79,934
Natural History Museum²	68,388	70,639	78,945	74,772	79,870
Mocenigo Palace³	48,026	44,887	49,251	48,801	48,273
Lace Museum⁴	31,683	32,825	37,503	40,129	42,418
Carlo Goldoni's House⁵	17,682	17,592	20,180	21,522	23,109
Clock Tower⁶	8,844	10,032	11,972	11,632	11,689
TOTAL VISITORS	249,455	252,261	287,993	300,072	285,293

* Average of five-year period.

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

Source: Fondazione Musei Civici di Venezia

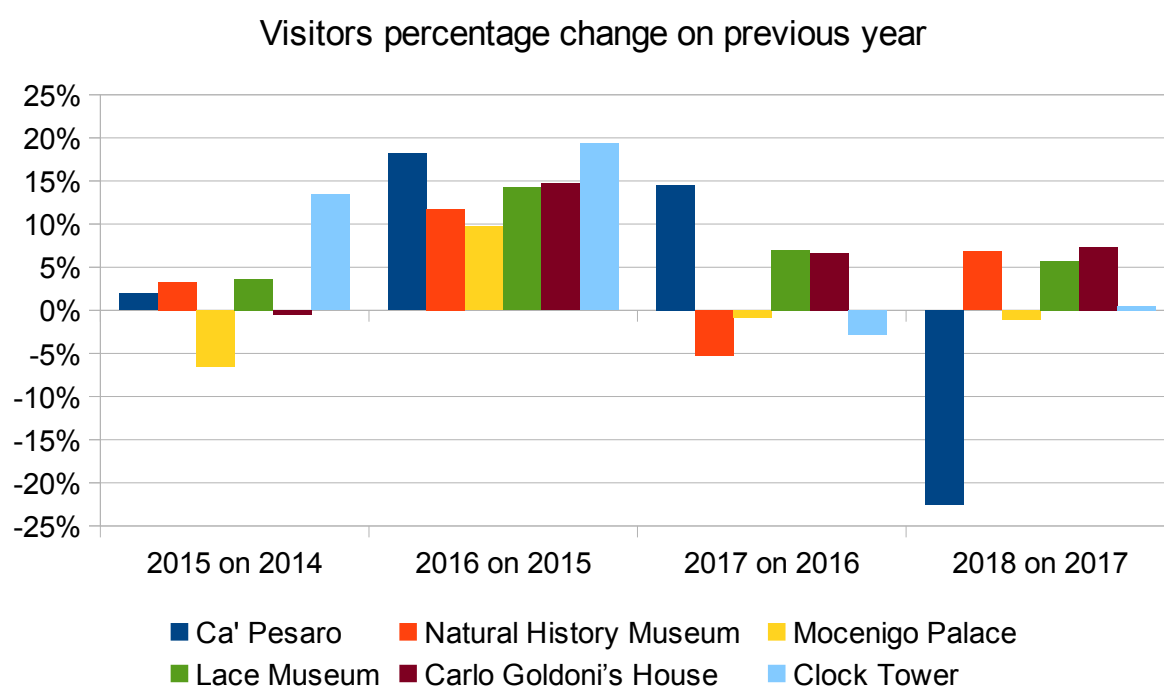


Museums with less than 100 thousand visitors*	% change 15/14	% change 16/15	% change 17/16	% change 18/17
Ca' Pesaro¹	1.9%	18.2%	14.5%	-22.6%
Natural History Museum²	3.3%	11.8%	-5.3%	6.8%
Mocenigo Palace³	-6.5%	9.7%	-0.9%	-1.1%
Lace Museum⁴	3.6%	14.3%	7.0%	5.7%
Carlo Goldoni's House⁵	-0.5%	14.7%	6.7%	7.4%
Clock Tower⁶	13.4%	19.3%	-2.8%	0.5%
TOTAL VISITORS	1.1%	14.2%	4.2%	-4.9%

* Average of five-year period.

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

Source: Fondazione Musei Civici di Venezia

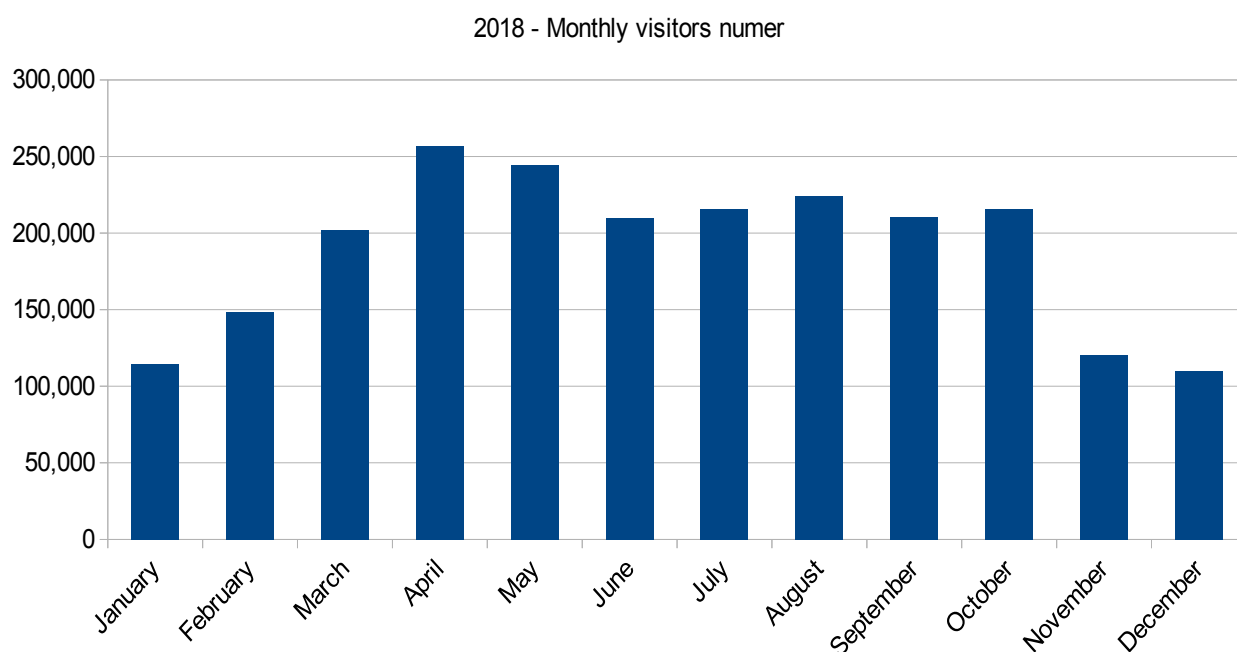


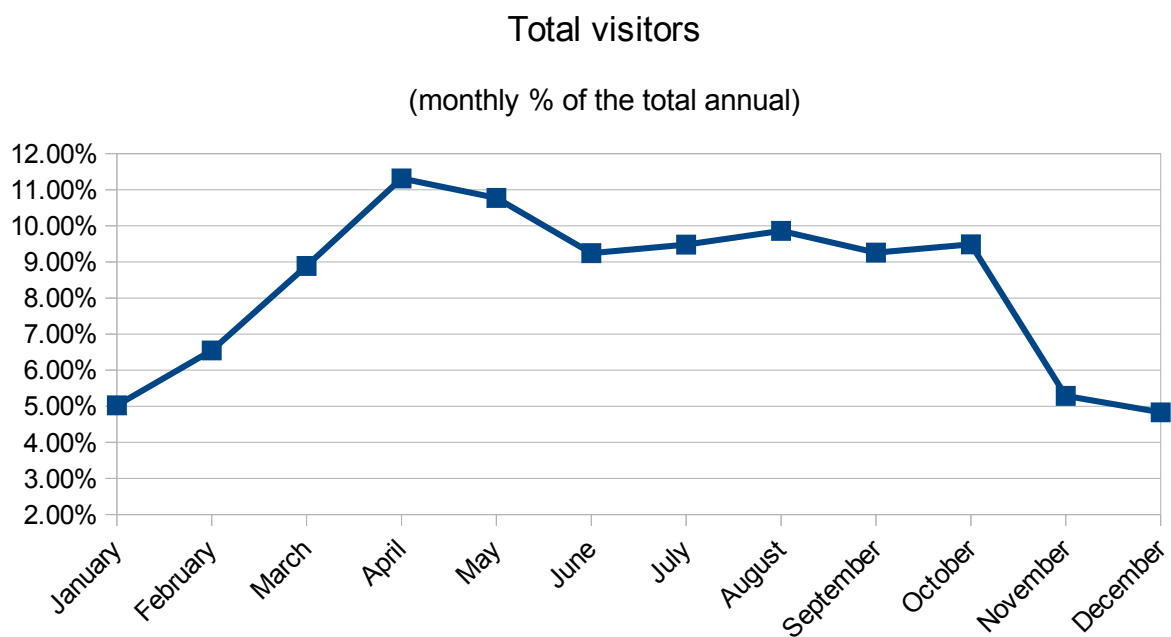
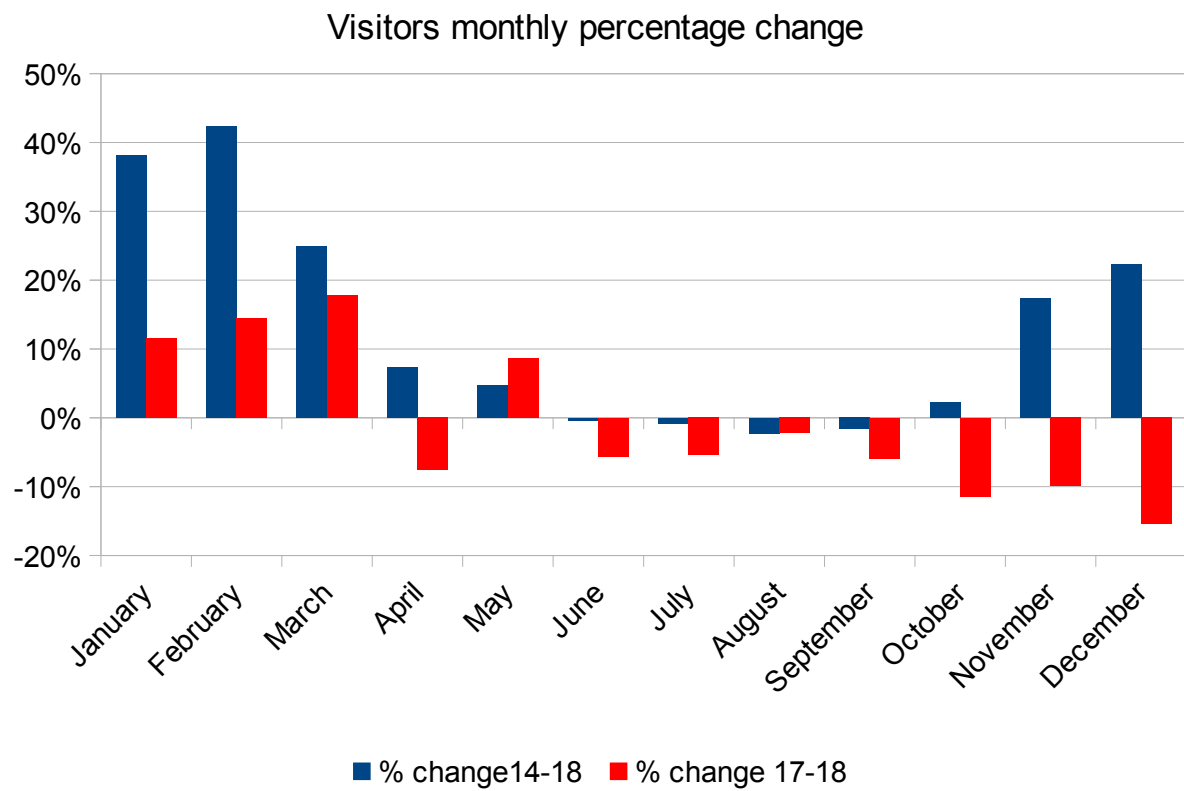
4 – Monthly distribution of visitors

	2014	2015	2016	2017	2018	% ch. 18/14	% ch. 18/17
January	82,689	75,994	93,383	102,302	114,160	38.1%	11.6%
February	104,496	112,745	128,039	129,935	148,699	42.3%	14.4%
March	161,712	161,124	191,182	171,427	201,992	24.9%	17.8%
April	239,273	235,474	246,632	278,286	257,059	7.4%	-7.6%
May	233,629	221,742	228,944	225,341	244,758	4.8%	8.6%
June	210,784	200,241	212,821	222,591	210,042	-0.4%	-5.6%
July	217,139	204,062	211,347	227,674	215,418	-0.8%	-5.4%
August	229,259	214,730	221,853	229,087	224,074	-2.3%	-2.2%
September	213,693	204,898	209,525	223,575	210,355	-1.6%	-5.9%
October	210,797	211,065	232,541	243,363	215,540	2.3%	-11.4%
November	102,322	108,461	123,424	133,351	120,165	17.4%	-9.9%
December	89,757	106,762	124,265	129,797	109,752	22.3%	-15.4%
TOTAL VISITORS	2,095,550	2,057,298	2,223,956	2,316,729	2,272,014	8.4%	-1.9%

N.B. 1st, 2nd and 3rd January, 19th and 28th March, 2nd and 25th April, 1st May, 22nd June, 14th July, 2nd and 3rd September, 28th and 29th October, 25th and 31st December 2018: extraordinary opening or closing of some locations (see the notes on page 94 and page 96).

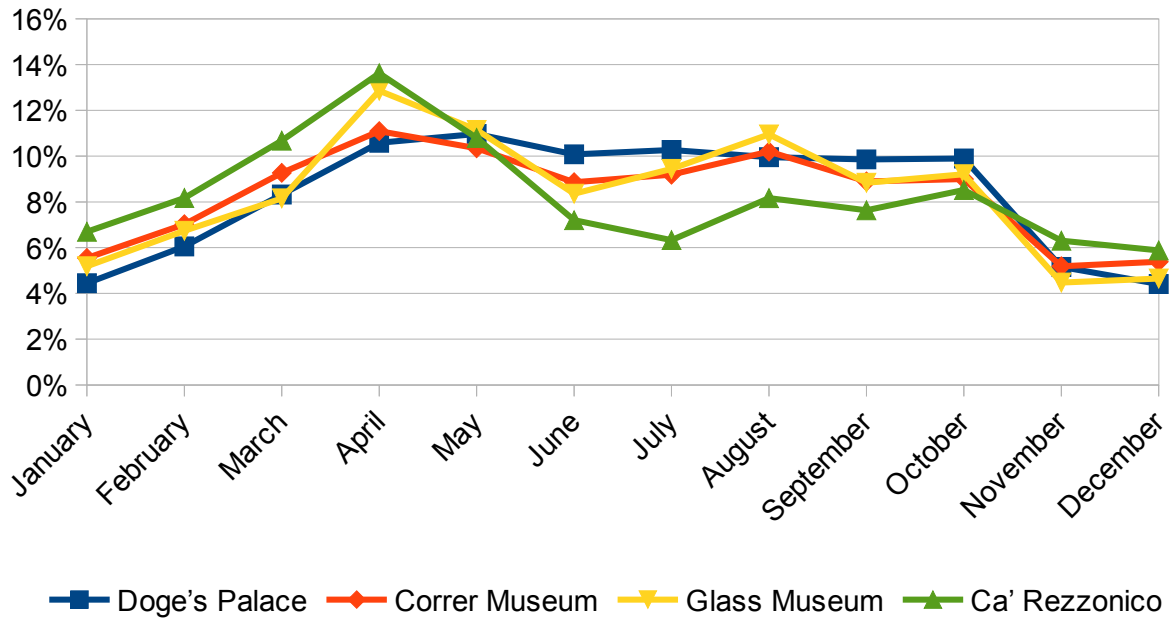
Source: Fondazione Musei Civici di Venezia





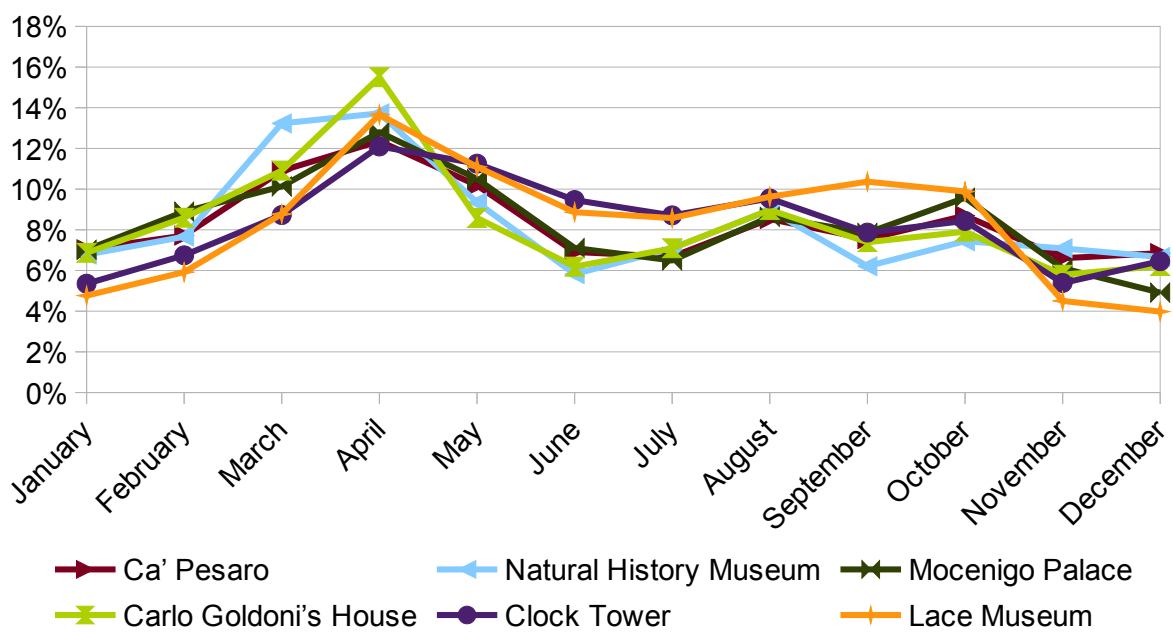
Museums visitors with > 100 thousand presences

(monthly % of the total of each museum)



Museums visitors with < 100 thousand presences

(monthly % of the total of each museum)

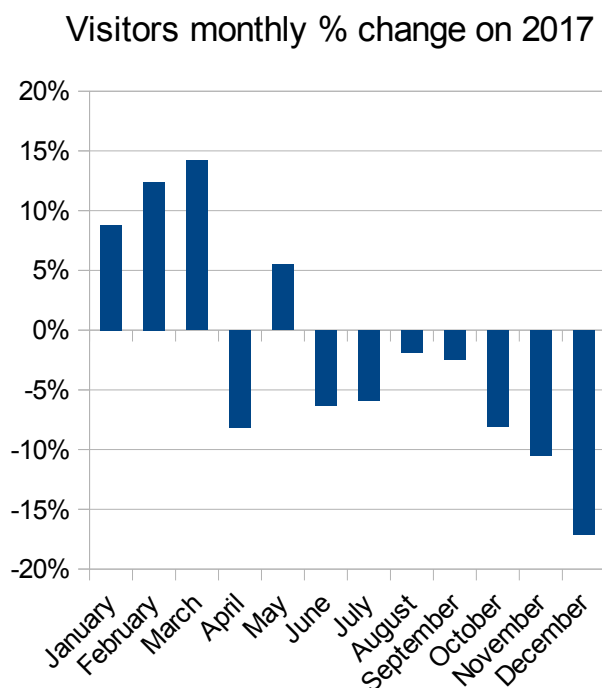
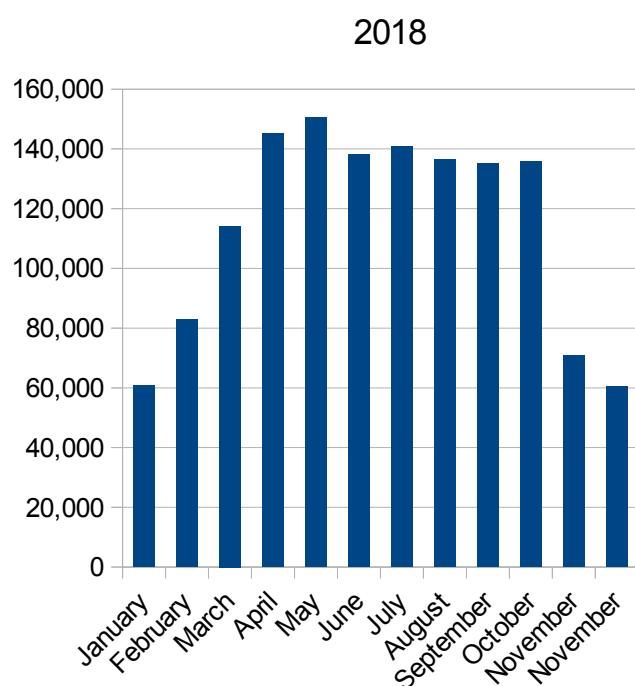


5 – Doge's Palace

	2014	2015	2016	2017	2018	% change 18/17
January	45,556	45,421	52,173	55,978	60,916	8.8%
February	61,673	66,118	70,976	73,836	83,020	12.4%
March	99,284	96,640	110,979	100,043	114,201	14.2%
April	150,744	140,473	138,832	158,212	145,174	-8.2%
May	154,591	140,132	143,107	142,664	150,472	5.5%
June	144,452	134,570	137,655	147,529	138,234	-6.3%
July	145,987	134,535	138,908	149,630	140,858	-5.9%
August	144,572	132,808	136,179	139,203	136,528	-1.9%
September	143,588	131,863	134,818	138,710	135,211	-2.5%
October	134,540	131,491	136,455	147,707	135,741	-8.1%
November	62,452	63,682	68,420	78,975	70,722	-10.5%
December	55,684	58,394	65,057	72,952	60,459	-17.1%
TOTAL museum	1,343,123	1,276,127	1,333,559	1,405,439	1,371,536	-2.4%
TOTAL exhibitions		65,430	27,851	48,716	142,503	74.9%
TOTAL visitors	1,343,123	1,341,557	1,361,410	1,454,155	1,514,039	4.1%

See note 1 on page 94.

Source: Fondazione Musei Civici di Venezia

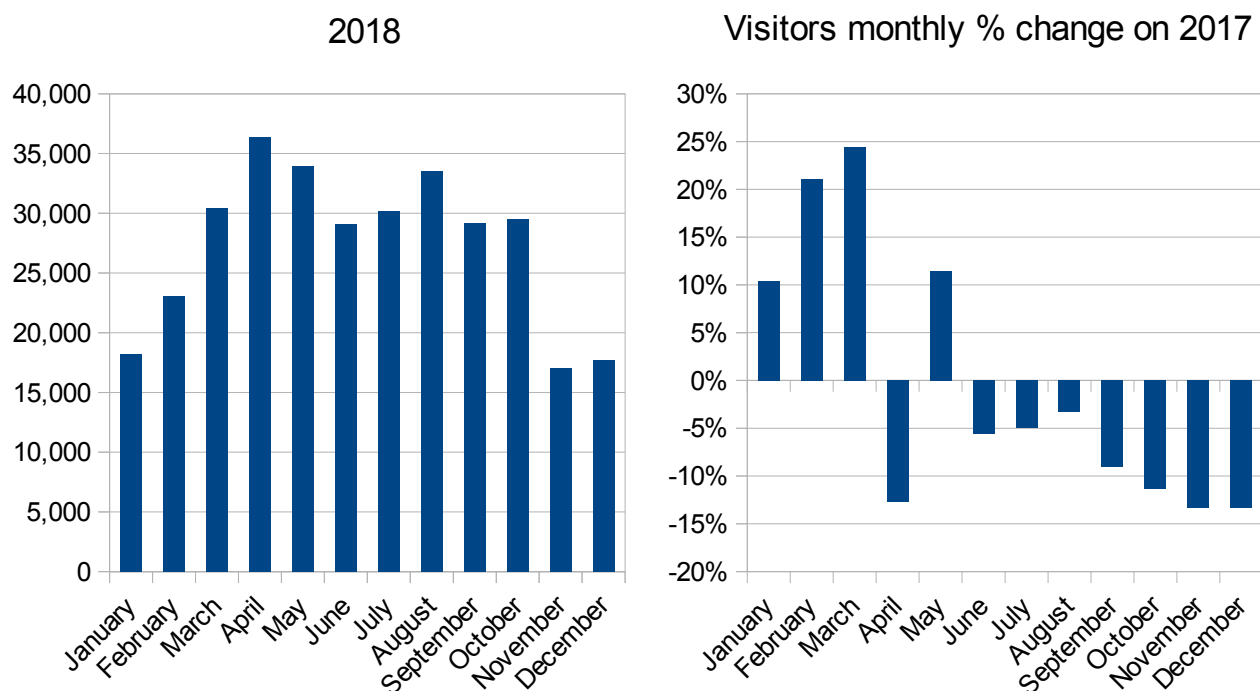


6 – Correr Museum

	2014	2015	2016	2017	2018	% change 18/17
January	11,659	12,325	14,499	16,493	18,202	10.4%
February	12,527	15,362	19,941	19,030	23,047	21.1%
March	18,896	22,502	29,228	24,455	30,428	24.4%
April	27,103	32,334	37,811	41,703	36,410	-12.7%
May	27,391	29,295	33,745	30,468	33,967	11.5%
June	27,194	25,397	32,764	30,820	29,082	-5.6%
July	29,583	27,256	31,694	31,755	30,164	-5.0%
August	32,033	30,129	36,239	34,635	33,486	-3.3%
September	27,828	28,673	30,076	32,084	29,187	-9.0%
October	27,543	29,016	33,959	33,348	29,540	-11.4%
November	13,635	16,282	18,169	19,634	17,015	-13.3%
December	14,117	17,883	19,523	20,395	17,677	-13.3%
TOTAL museum	269,509	286,454	337,648	334,820	328,205	-2.0%
TOTAL exhibitions	21,692	31,254	29,924	8,432		
TOTAL visitors	291,201	317,708	367,572	343,252	328,205	-4.4%

See note 1 on page 94.

Source: Fondazione Musei Civici di Venezia

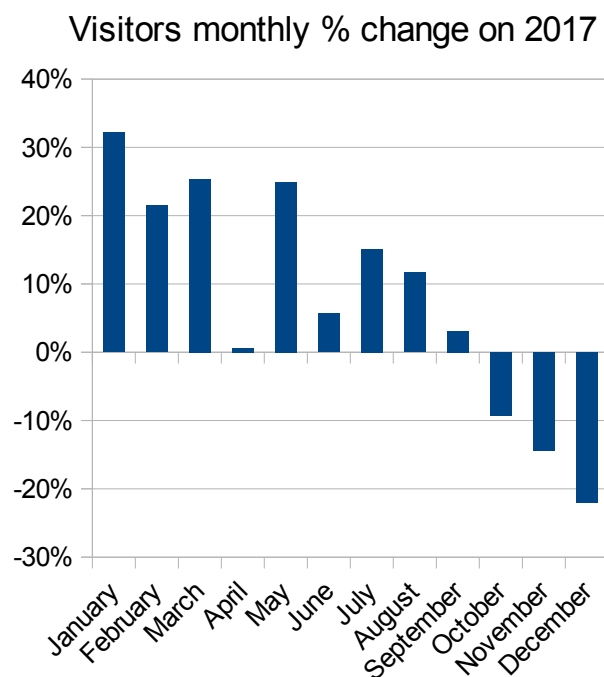
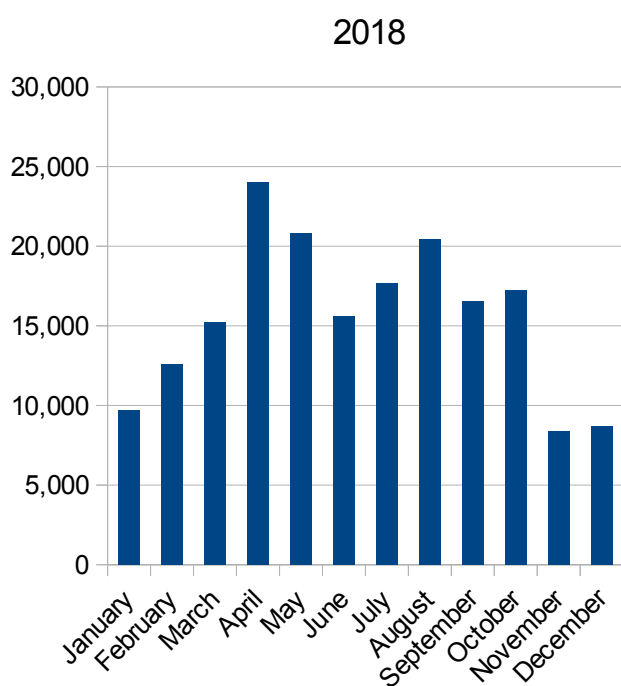


7 – Glass Museum

	2014	2015	2016	2017	2018	% change 18/17
January	4,903		6,591	7,327	9,687	32.2%
February	7,324	7,592	9,809	10,362	12,589	21.5%
March	10,077	11,040	13,923	12,151	15,236	25.4%
April	15,971	19,265	19,541	23,892	24,024	0.6%
May	14,302	15,363	16,687	16,686	20,833	24.9%
June	11,124	13,213	13,952	14,781	15,622	5.7%
July	13,487	14,425	14,296	15,332	17,645	15.1%
August	15,675	16,952	17,017	18,326	20,462	11.7%
September	12,761	14,218	14,366	16,022	16,517	3.1%
October	13,864	15,635	18,995	18,971	17,207	-9.3%
November	5,432	7,282	8,200	9,767	8,362	-14.4%
December	1,547	7,870	8,600	11,141	8,689	-22.0%
TOTAL	126,467	142,855	161,977	174,758	186,873	6.9%

See note 3 on page 94.

Source: Fondazione Musei Civici di Venezia

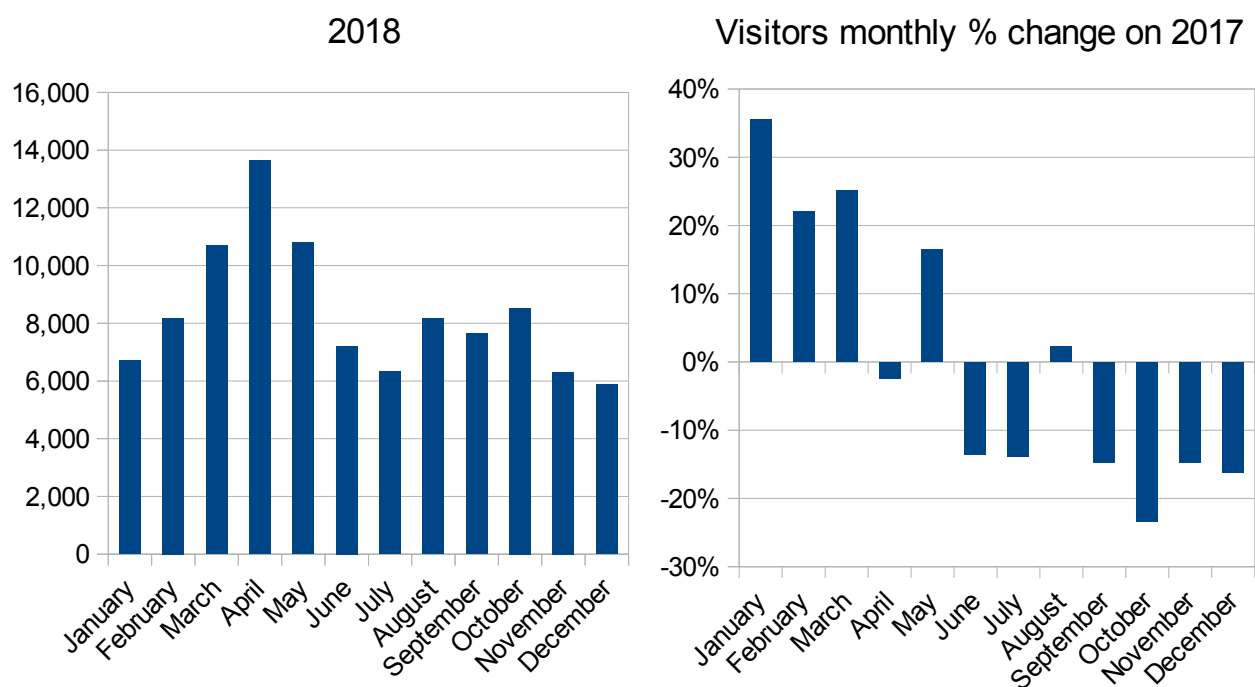


8 – Ca' Rezzonico

	2014	2015	2016	2017	2018	% change 18/17
January	6,324	4,469	5,134	4,944	6,705	35.6%
February	6,510	6,636	7,278	6,703	8,180	22.0%
March	10,273	8,929	9,492	8,538	10,691	25.2%
April	14,625	13,085	13,755	13,973	13,637	-2.4%
May	11,504	9,851	10,310	9,272	10,805	16.5%
June	8,925	7,257	8,273	8,348	7,209	-13.6%
July	7,813	7,417	6,972	7,346	6,335	-13.8%
August	9,466	8,914	8,260	7,993	8,174	2.3%
September	8,936	8,985	8,825	8,965	7,643	-14.7%
October	11,258	11,380	11,403	11,138	8,531	-23.4%
November	6,205	6,481	6,295	7,394	6,310	-14.7%
December	5,157	6,197	6,782	7,026	5,887	-16.2%
TOTAL	106,996	99,601	102,779	101,640	100,107	-1.5%

See note 4 on page 94.

Source: Fondazione Musei Civici di Venezia

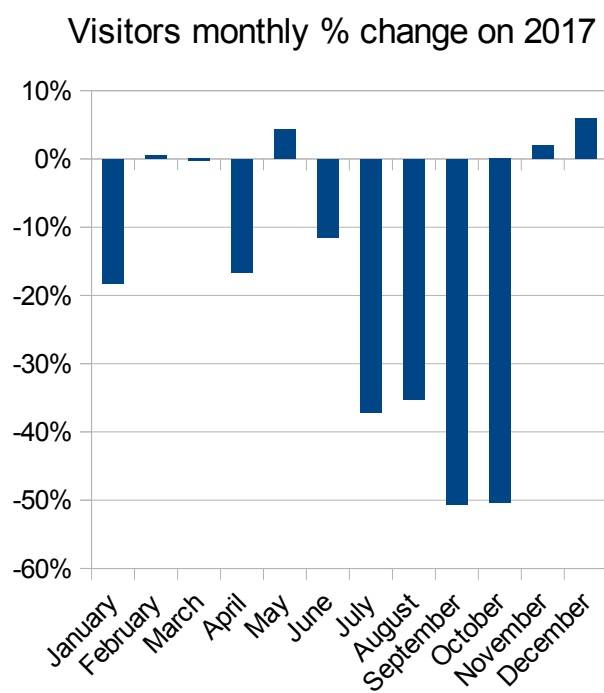
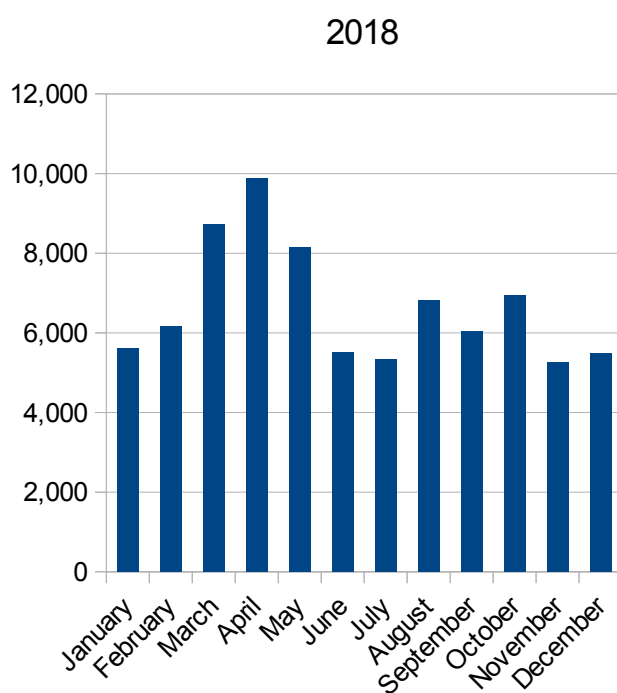


9 – Ca' Pesaro

	2014	2015	2016	2017	2018	% change 18/17
January	3,900	3,793	4,287	6,873	5,623	-18.2%
February	4,930	4,589	5,453	6,137	6,168	0.5%
March	6,307	5,616	7,671	8,743	8,718	-0.3%
April	8,581	7,586	9,773	11,849	9,881	-16.6%
May	7,065	8,822	6,404	7,804	8,141	4.3%
June	6,130	6,615	5,465	6,245	5,524	-11.5%
July	5,975	6,566	5,132	8,476	5,333	-37.1%
August	8,204	8,099	6,185	10,521	6,818	-35.2%
September	6,267	7,312	7,465	12,207	6,031	-50.6%
October	7,922	7,506	12,295	14,024	6,949	-50.4%
November	5,109	4,633	9,337	5,169	5,272	2.0%
December	4,442	5,149	10,675	5,168	5,476	6.0%
TOTAL	74,832	76,286	68,765	103,216	79,934	-22.6%

See note 1 on page 96.

Source: Fondazione Musei Civici di Venezia

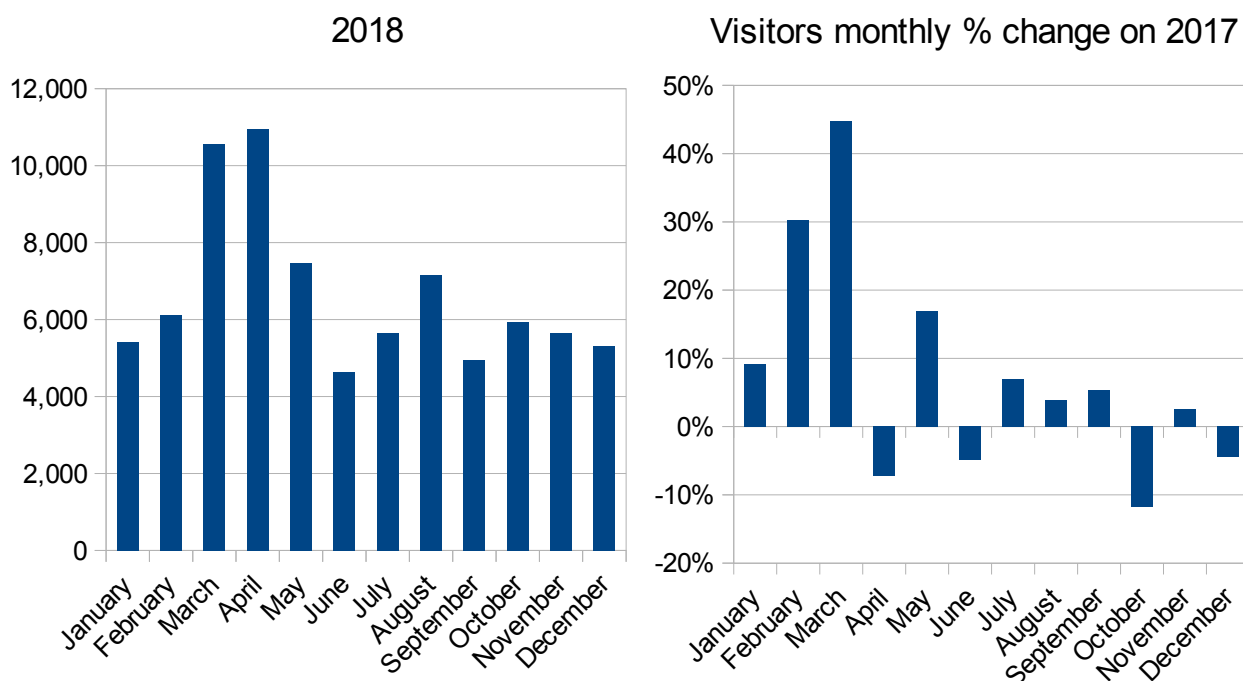


10 – Natural History Museum

	2014	2015	2016	2017	2018	% change 18/17
January	4,755	5,013	4,653	4,961	5,411	9.1%
February	4,221	5,064	5,552	4,700	6,118	30.2%
March	6,829	7,619	8,883	7,302	10,565	44.7%
April	8,679	9,196	11,202	11,829	10,962	-7.3%
May	6,654	7,585	6,868	6,380	7,467	17.0%
June	4,698	4,424	5,399	4,884	4,646	-4.9%
July	5,637	5,210	5,448	5,288	5,656	7.0%
August	8,248	7,123	7,301	6,894	7,166	3.9%
September	4,664	4,391	4,122	4,707	4,955	5.3%
October	5,548	5,696	7,060	6,740	5,944	-11.8%
November	4,372	4,618	5,973	5,516	5,661	2.6%
December	4,083	4,700	6,484	5,571	5,319	-4.5%
TOTAL	68,388	70,639	78,945	74,772	79,870	6.8%

See note 2 on page 96.

Soure: Fondazione Musei Civici di Venezia

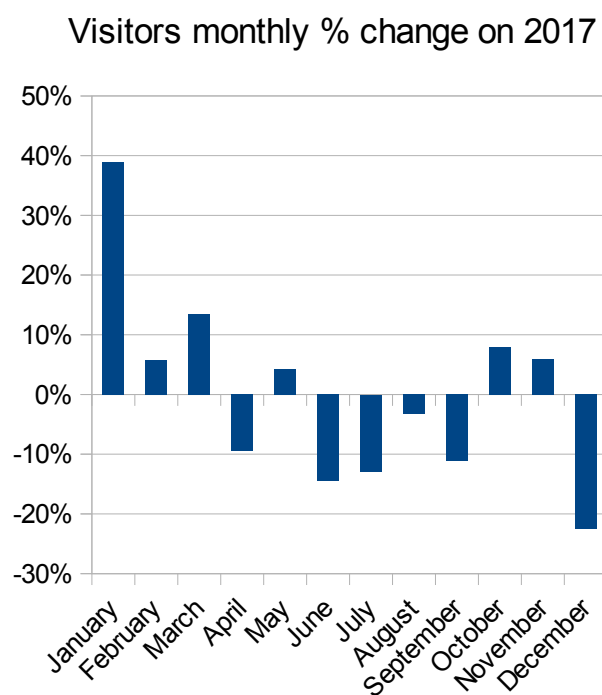
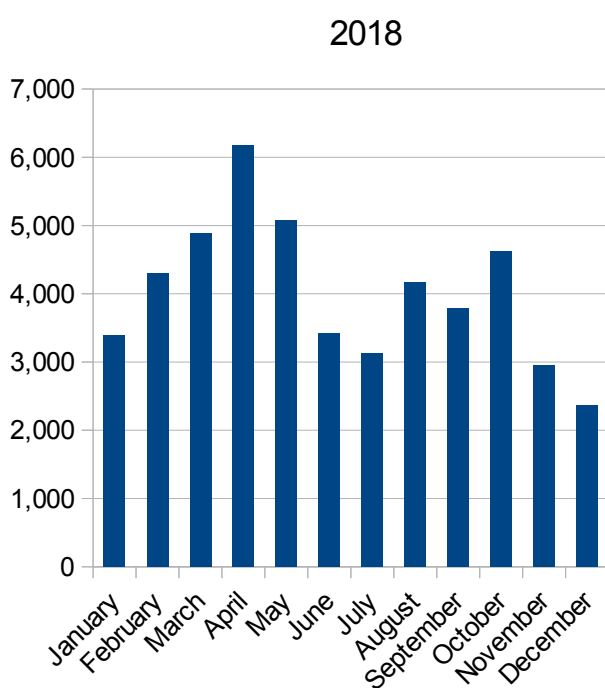


11 – Mocenigo Palace

	2014	2015	2016	2017	2018	% change 18/17
January	3,248	2,349	2,738	2,435	3,385	39.0%
February	4,192	3,502	4,034	4,061	4,293	5.7%
March	4,937	3,837	4,863	4,310	4,889	13.4%
April	6,024	5,383	6,465	6,827	6,179	-9.5%
May	4,966	4,415	4,449	4,863	5,071	4.3%
June	3,002	3,858	3,411	4,012	3,429	-14.5%
July	3,592	3,591	3,307	3,595	3,133	-12.9%
August	4,440	4,394	4,554	4,305	4,168	-3.2%
September	4,035	3,585	3,957	4,268	3,788	-11.2%
October	4,550	4,394	4,954	4,283	4,622	7.9%
November	2,768	2,634	3,385	2,785	2,948	5.9%
December	2,272	2,945	3,134	3,057	2,368	-22.5%
TOTAL	48,026	44,887	49,251	48,801	48,273	-1.1%

See note 3 on page 96.

Source: Fondazione Musei Civici di Venezia

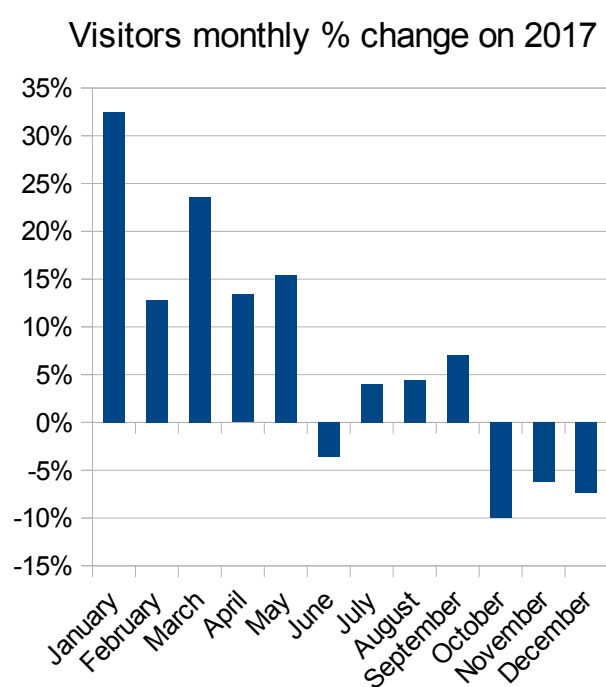
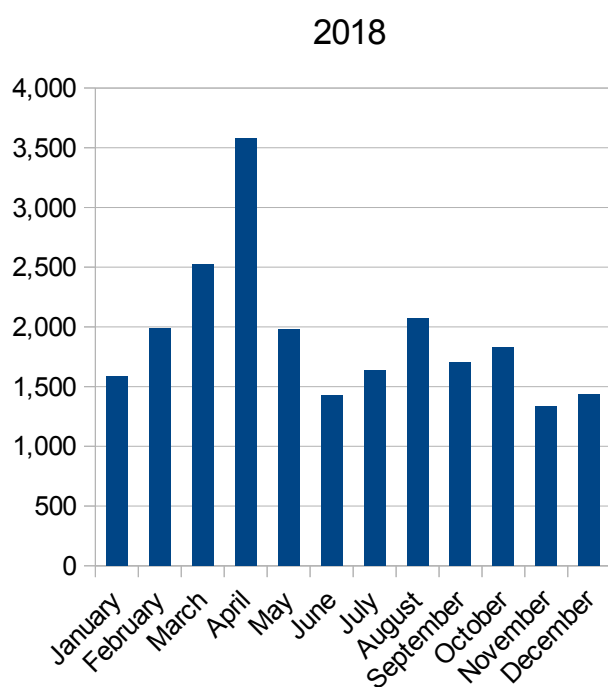


12 – Carlo Goldoni's House

	2014	2015	2016	2017	2018	% change 18/17
January	938	1,040	1,324	1,197	1,586	32.5%
February	1,160	1,420	1,890	1,760	1,986	12.8%
March	1,753	1,651	1,853	2,041	2,522	23.6%
April	2,330	2,429	2,990	3,159	3,582	13.4%
May	1,833	1,781	1,811	1,719	1,983	15.4%
June	1,355	1,136	1,293	1,483	1,429	-3.6%
July	1,231	1,288	1,350	1,575	1,638	4.0%
August	1,993	1,769	1,467	1,987	2,074	4.4%
September	1,396	1,364	1,202	1,594	1,707	7.1%
October	1,782	1,591	2,223	2,030	1,828	-10.0%
November	885	702	1,230	1,426	1,337	-6.2%
December	1,026	1,421	1,547	1,551	1,437	-7.4%
TOTAL	17,682	17,592	20,180	21,522	23,109	7.4%

See note 4 on page 96.

Source: Fondazione Musei Civici di Venezia

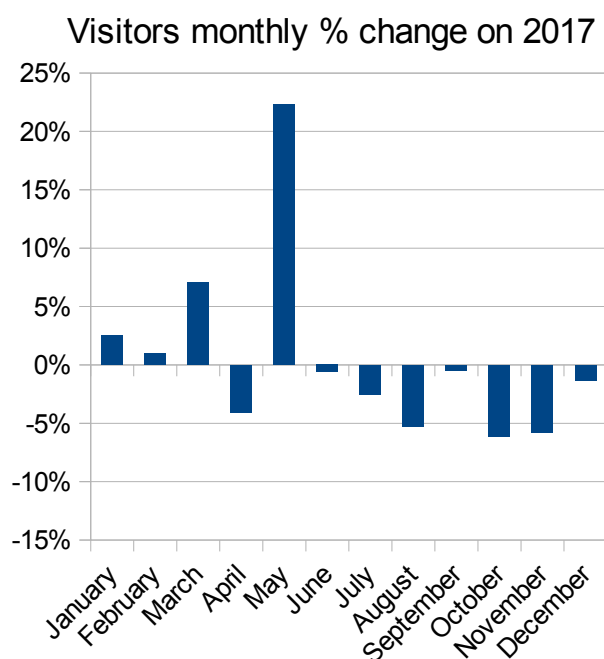
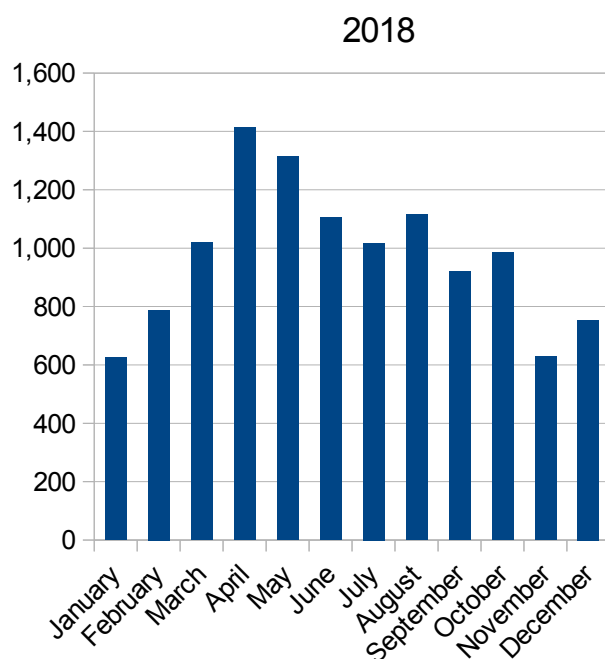


13 – Clock Tower

	2014	2015	2016	2017	2018	% change 18/17
January	424	417	502	610	625	2.5%
February	431	672	694	780	788	1.0%
March	691	877	1,115	952	1,020	7.1%
April	1,111	1,365	1,231	1,475	1,414	-4.1%
May	1,094	1,143	1,158	1,075	1,315	22.3%
June	959	744	1,260	1,113	1,106	-0.6%
July	927	956	1,143	1,044	1,018	-2.5%
August	1,046	955	1,136	1,177	1,115	-5.3%
September	796	847	1,074	924	919	-0.5%
October	676	843	1,200	1,050	986	-6.1%
November	244	562	664	668	629	-5.8%
December	445	651	795	764	754	-1.3%
TOTAL	8,844	10,032	11,972	11,632	11,689	0.5%

See note 5 on page 96.

Source: Fondazione Musei Civici di Venezia

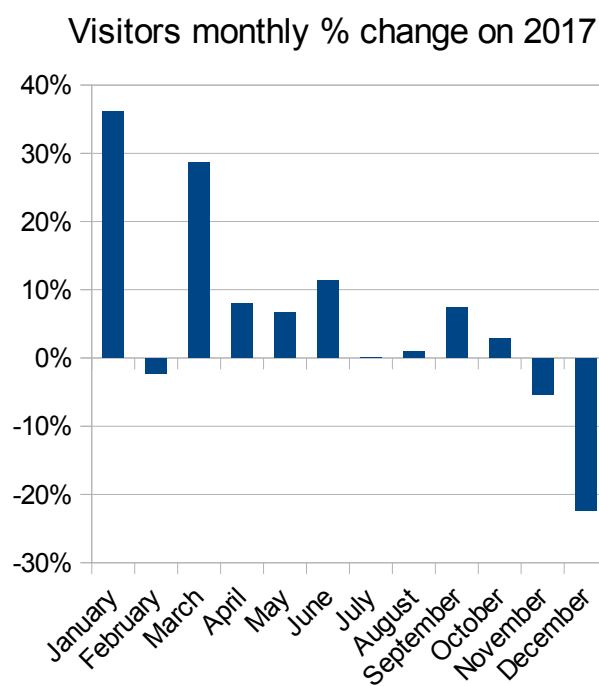
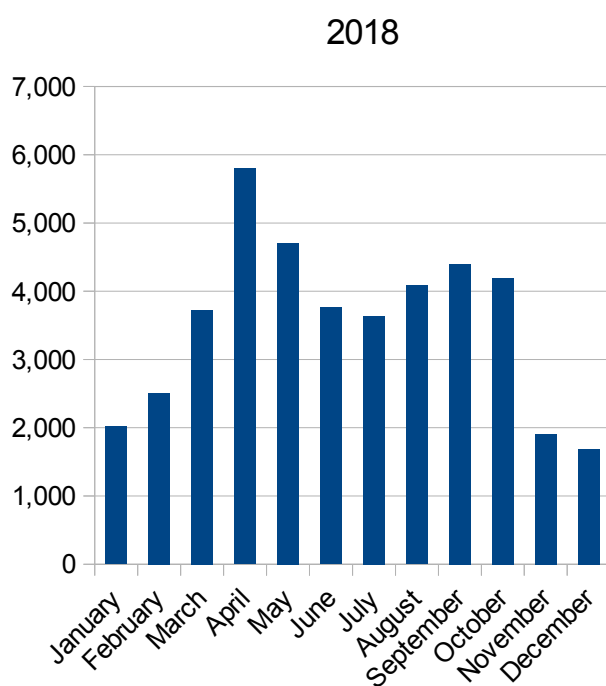


14 – Lace Museum

	2014	2015	2016	2017	2018	% change 18/17
January	982	1,167	1,482	1,484	2,020	36.1%
February	1,528	1,790	2,412	2,566	2,510	-2.2%
March	2,665	2,413	3,175	2,892	3,722	28.7%
April	4,105	4,358	5,032	5,367	5,796	8.0%
May	4,229	3,355	4,405	4,410	4,704	6.7%
June	2,945	3,027	3,349	3,376	3,761	11.4%
July	2,907	2,818	3,097	3,633	3,638	0.1%
August	3,582	3,587	3,515	4,046	4,083	0.9%
September	3,422	3,660	3,620	4,094	4,397	7.4%
October	3,114	3,513	3,997	4,072	4,192	2.9%
November	1,220	1,585	1,751	2,017	1,909	-5.4%
December	984	1,552	1,668	2,172	1,686	-22.4%
TOTAL	31,683	32,825	37,503	40,129	42,418	5.7%

See note 6 on page 96.

Source: Fondazione Musei Civici di Venezia



12. State museums visitors

	2014	2015	2016	2017	2018	% ch. 18/17
Gallerie dell'Accademia¹	272,052	286,821	311,645	316,995	288,501	-9.0%
Giorgio Franchetti Gallery at Ca' d'Oro	69,510	71,084	68,632	65,653	58,394	-11.1%
Grimani Palace	24,533	22,305	17,561	18,717	20,225	8.1%
Archaeological Museum²	271,542	298,380	344,904	343,588	337,122	-1.9%
Oriental Art Museum³	75,758	81,000	92,137	107,902	83,364	-22.7%
TOTAL	713,395	759,590	834,879	852,855	787,606	-7.7%

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

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

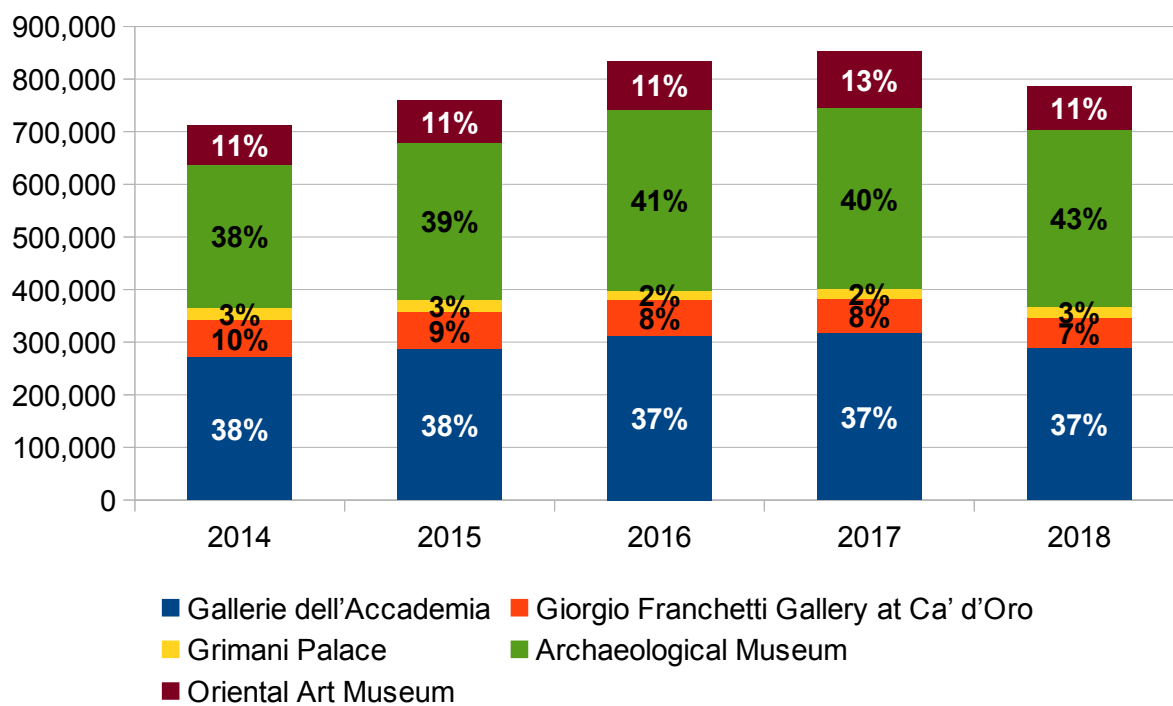
3 A part of an integrated itinerary with Ca' Pesaro.

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

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



Visitors: composition per year



13. Ecclesiastical museums and churches visitors

1 – Total visitors

	2014	2015	2016	2017	2018	% ch. 18/14	% ch. 18/17
St. Mark's Museum	361,197	401,143	523,693	577,524	501,904	39.0%	-13.1%
St. Mark's Bell Tower				742,665	740,838		-0.2%
Diocesan Museum¹	3,575	4,732	4,576	3,981			
Free admission or ticket admission churches*	545,434	581,905	486,193	556,761	450,230	-17.5%	-19.1%
Churches of Chorus Circuit²	197,730	191,491	178,050	186,642	193,313	-2.2%	3.6%
TOTAL	1,107,936	1,179,271	1,192,512	2,067,573³	1,886,285	3.4%	-8.7%
				1,324,908³	1,145,447		-13.5%

1 Diocesan Museum closed in 2018.

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

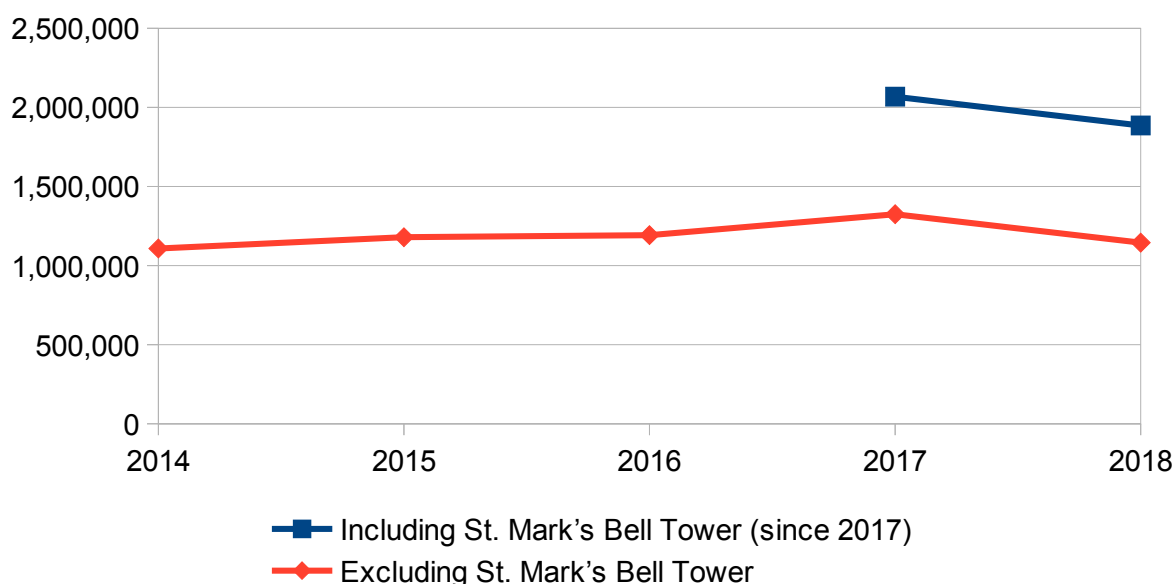
3 Excluding St. Mark's Bell Tower.

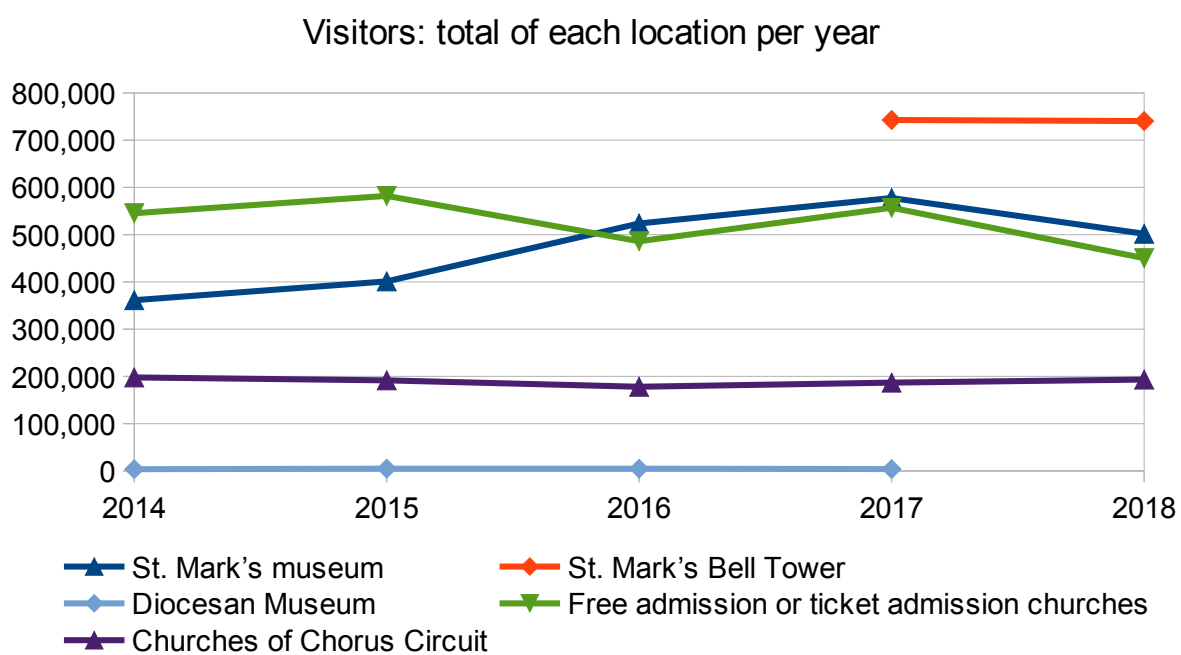
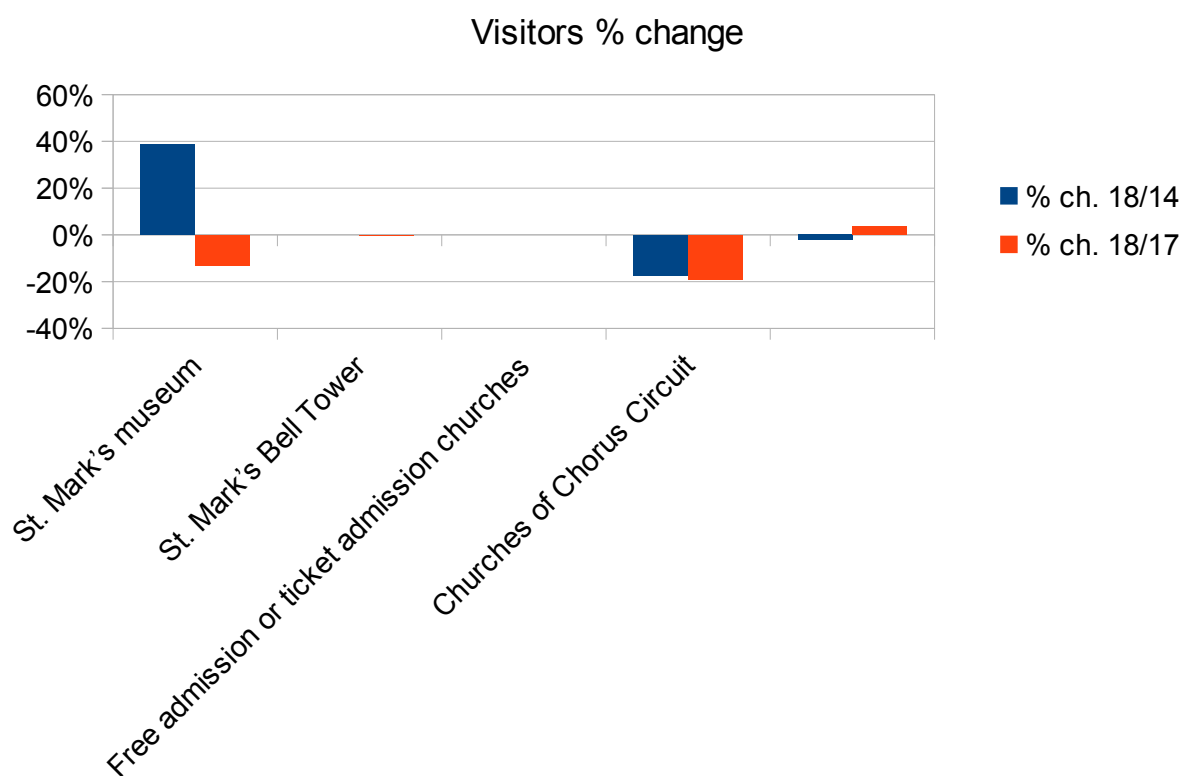
Values including tickets and free admissions.

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

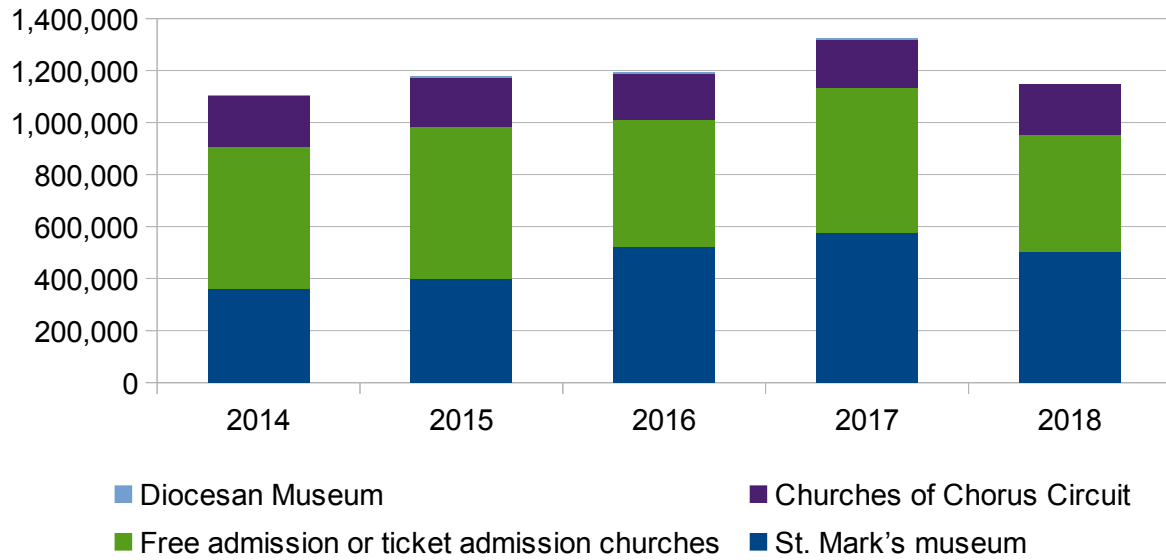
Source: Procuratoria of Saint Mark's Basilica, Delegation in re administrativa for Torcello, Tourist Office of the Patriarchal Curia of Venice, Chorus - Association for the churches of the Patriarchate of Venice

Total visitors per year

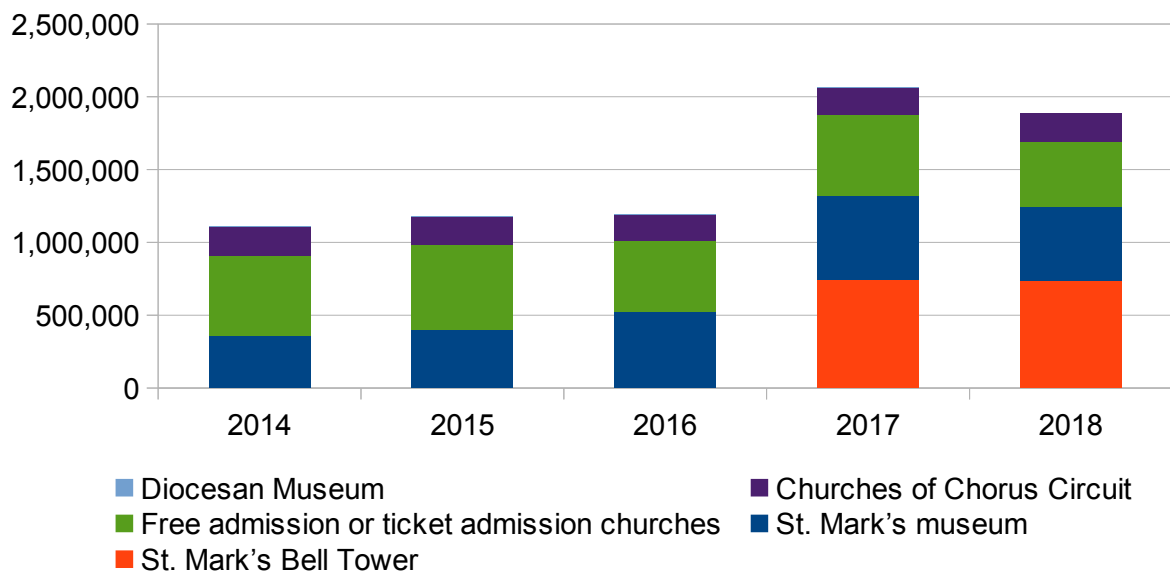




Visitors: % composition



Visitors: % composition

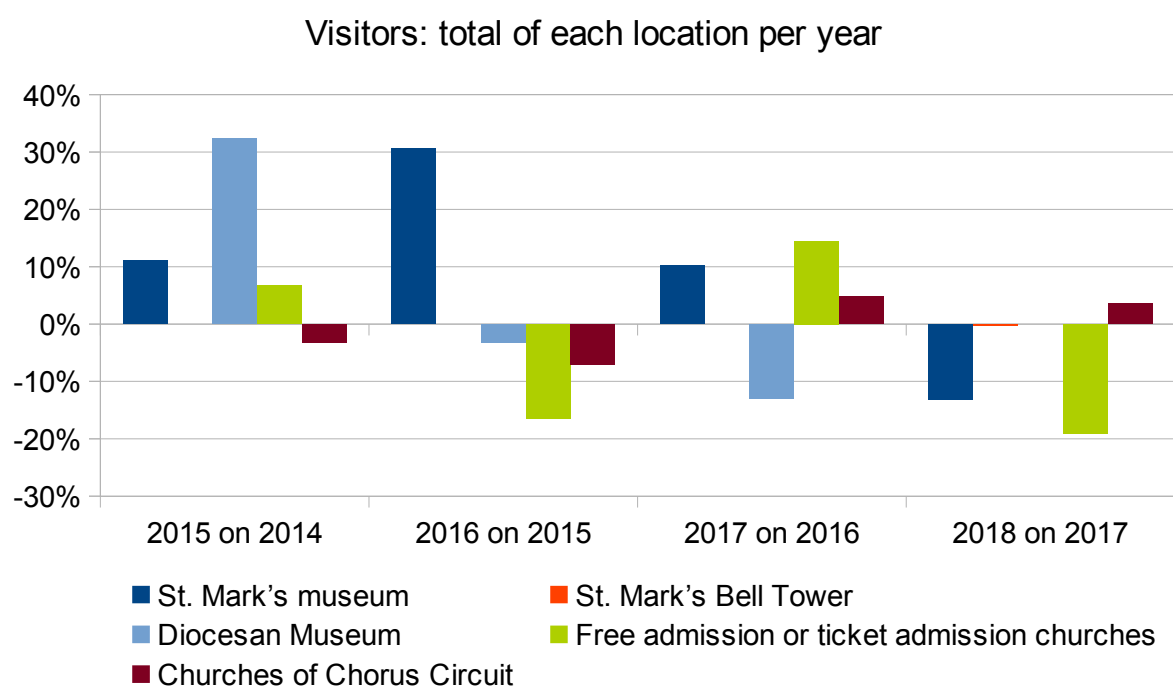


	% change 15/14	% change 16/15	% change 17/16	% change 18/17
St. Mark's Museum	11.1%	30.6%	10.3%	-13.1%
St. Mark's Bell Tower				-0.2%
Diocesan Museum¹	32.4%	-3.3%	-13.0%	
Free admission or ticket Admission Churches*	6.7%	-16.4%	14.5%	-19.1%
Churches of Chorus Circuit²	-3.2%	-7.0%	4.8%	3.6%
TOTALE	6.4%	1.1%	11.1%	-8,7% ³ -13.5%

1,2,3 See the respective notes on page 114.

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

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

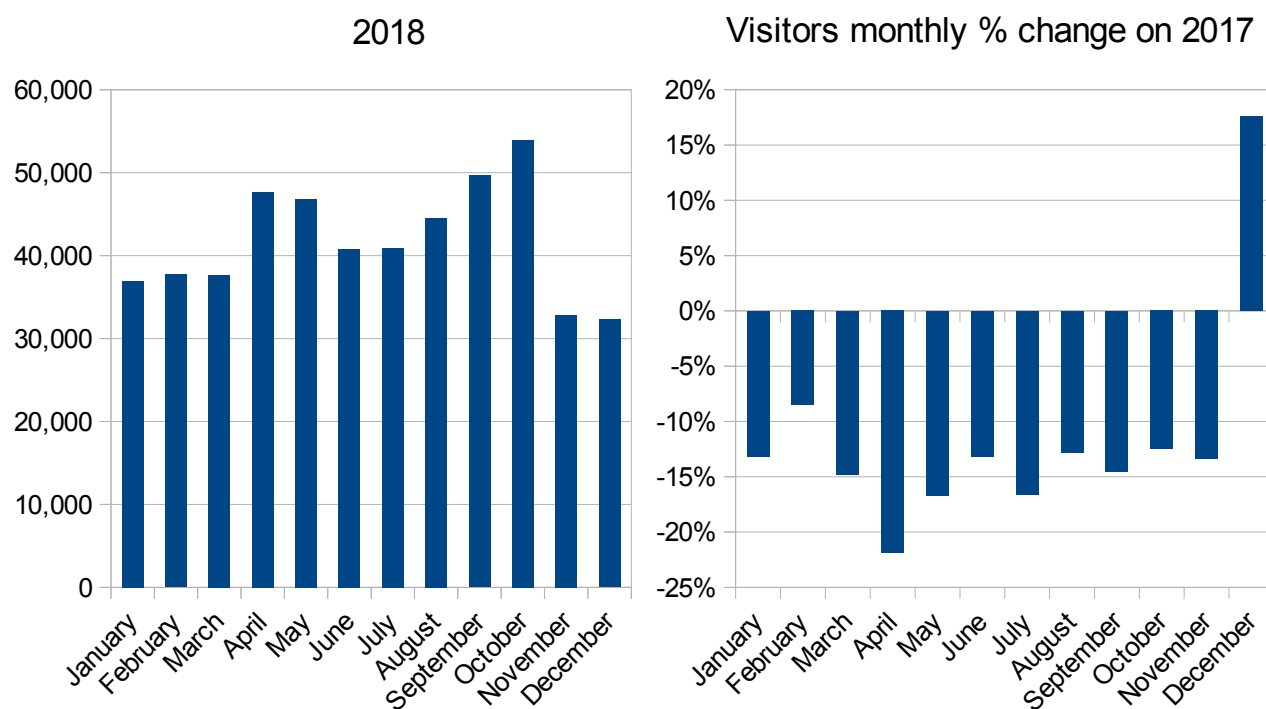


2 – St. Mark's Museum

	2014	2015	2016	2017	2018	% change 18/17
January	17,400	24,356	27,543	42,490	36,897	-13.2%
February	18,100	29,255	33,302	41,218	37,727	-8.5%
March	27,600	30,368	38,163	44,252	37,691	-14.8%
April	37,600	40,061	50,681	61,047	47,685	-21.9%
May	39,200	39,287	53,515	56,250	46,868	-16.7%
June	31,600	34,036	45,236	46,984	40,804	-13.2%
July	33,900	29,847	42,318	49,063	40,943	-16.6%
August	42,000	37,058	47,940	51,098	44,556	-12.8%
September	37,100	36,583	45,942	58,067	49,658	-14.5%
October	36,500	43,689	56,135	61,614	53,907	-12.5%
November	20,000	28,134	39,427	37,977	32,873	-13.4%
December	20,197	28,469	43,491	27,464	32,295	17.6%
TOTAL	361,197	401,143	523,693	577,524	501,904	-13.1%

Values including tickets and free admissions.

Source: Procuratoria of Saint Mark's Basilica

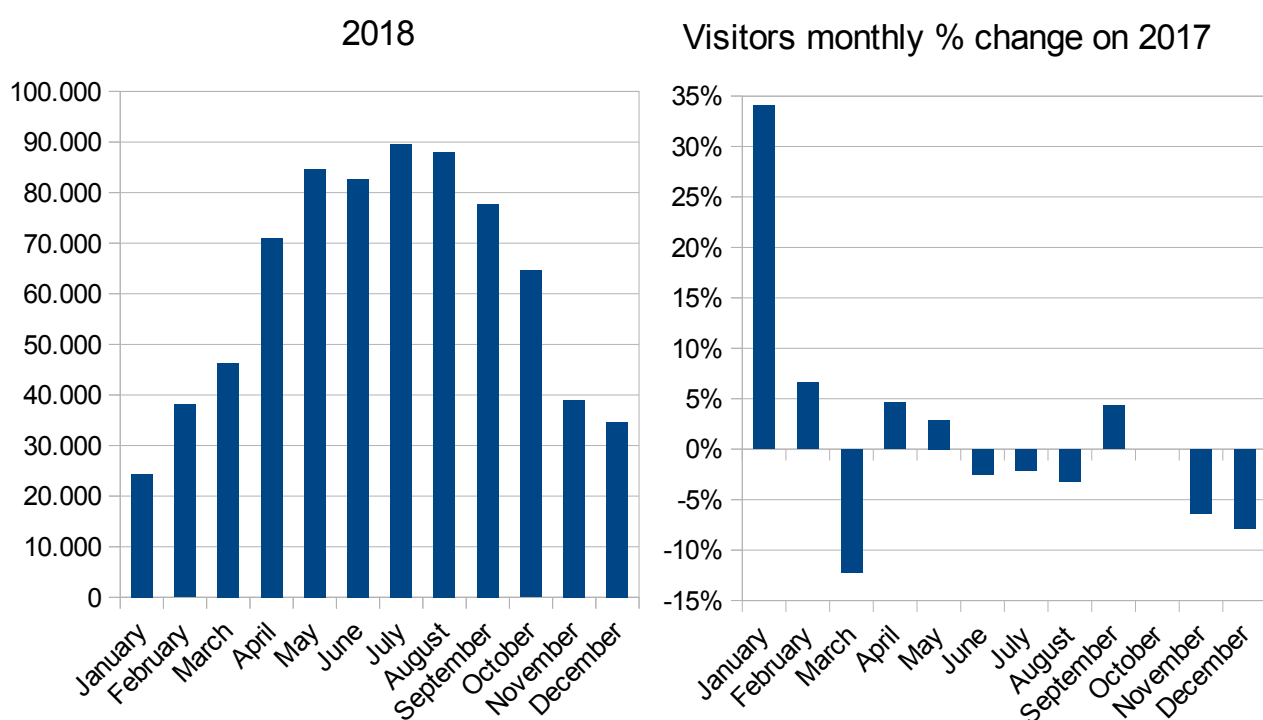


3 – St. Mark's Bell Tower

	2017	2018	% change 18/17
January	18,181	24,388	34.1%
February	35,730	38,079	6.6%
March	52,835	46,368	-12.2%
April	67,979	71,076	4.6%
May	82,279	84,649	2.9%
June	84,775	82,685	-2.5%
July	91,516	89,566	-2.1%
August	90,928	88,010	-3.2%
September	74,499	77,729	4.3%
October	64,608	64,599	0.0%
November	41,712	39,043	-6.4%
December	37,623	34,646	-7.9%
TOTAL	742,665	740,838	-0.2%

Values including tickets and free admissions.

Source: Procuratoria of Saint Mark's Basilica



4 – Diocesan Museum

	2014	2015	2016*	2017**	2018***
January	279	703	325	236	
February	652	539	407	288	
March	535	468	355	132	
April	265	477	575		
May	377	395	499		
June	146	180	344	590	
July	167	348	362	657	
August	174	284	321	646	
September	255	359	234	548	
October	273	410	420	347	
November	140	286	372	267	
December	312	283	362	270	
TOTAL	3,575	4,732	4,576	3,981	0

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

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

*** Closed for restoration.

Values including tickets and free admissions.

Source: Tourist Office of the Patriarchal Curia of Venice

5 – Free admission or ticket admission churches

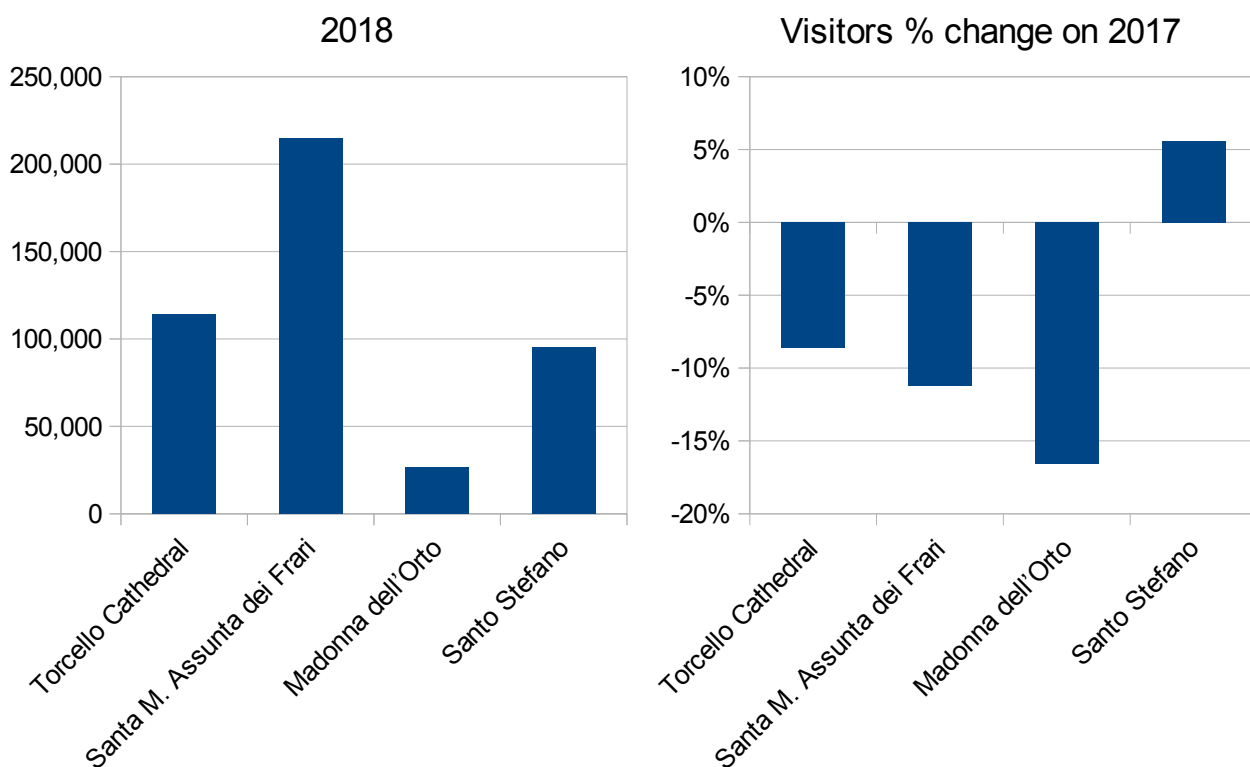
	2014	2015	2016	2017	2018	% ch. 18/17
<i>Torcello Cathedral</i>	107,364	115,965	122,193	124,532	113,880	-8.6%
<i>Santa M. Assunta dei Frari</i>	242,000	256,000	251,000	242,000	215,000	-11.2%
<i>Madonna dell'Orto*</i>	19,740	26,040	26,300	31,600	26,350	-16.6%
<i>Basilica dei Santi Giovanni e Paolo**</i>	81,330	87,400	86,700	68,629	n.d.	
<i>Santo Stefano</i>	95,000	96,500	n.d.	90,000	95,000	5.6%
<i>TOTAL</i>	545,434	581,905	486,193	556,761	450,230	-19.1%

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

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

Values including tickets and free admissions.

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

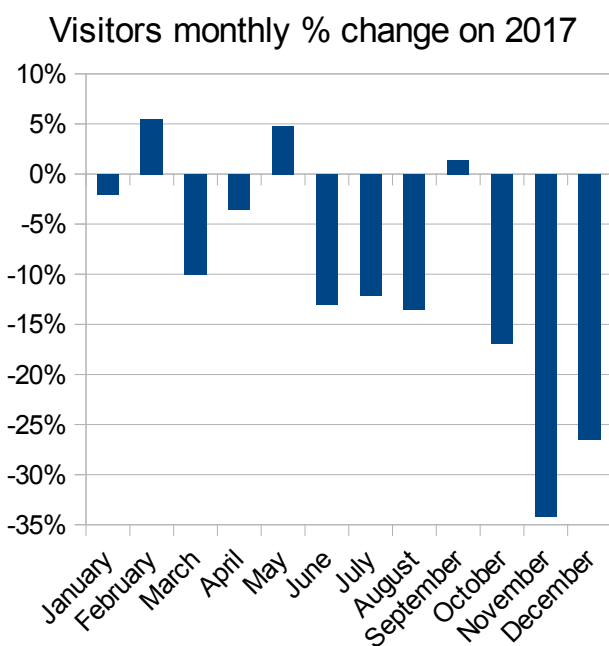
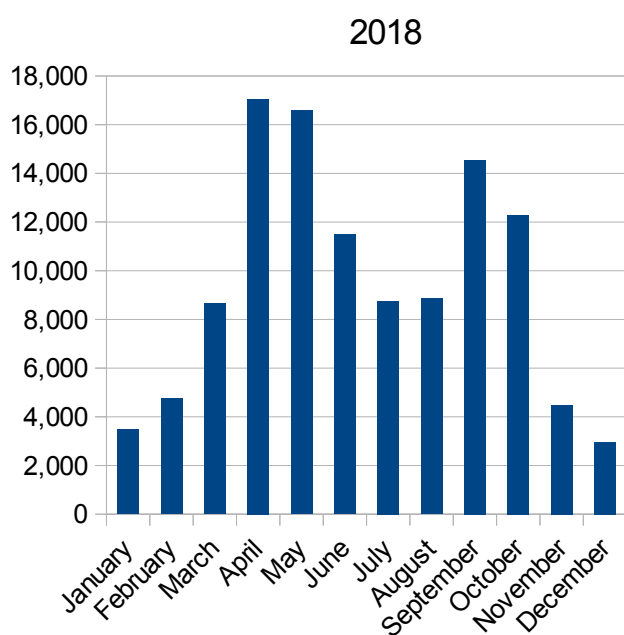


6 – Torcello Cathedral

	2014	2015	2016	2017	2018	% change 18/17
January	1,934	2,842	2,824	3,548	3,477	-2.0%
February	3,188	4,075	4,579	4,502	4,749	5.5%
March	8,019	9,086	10,451	9,607	8,647	-10.0%
April	13,725	14,957	17,049	17,671	17,057	-3.5%
May	15,554	15,537	16,726	15,830	16,588	4.8%
June	11,508	12,081	11,425	13,220	11,498	-13.0%
July	7,282	9,189	9,479	9,953	8,748	-12.1%
August	9,695	9,937	10,230	10,236	8,851	-13.5%
September	14,038	14,935	13,977	14,349	14,549	1.4%
October	13,778	13,676	14,776	14,784	12,281	-16.9%
November	5,411	5,738	5,660	6,807	4,478	-34.2%
December	3,232	3,912	5,017	4,025	2,957	-26.5%
TOTAL	107,364	115,965	122,193	124,532	113,880	-8.6%

Values including tickets and free admissions.

Source: Delegation in re administrativa for Torcello



7 – Churches with Chorus Circuit ticket

	2014	2015	2016	2017	2018	% ch. 18/14	% ch. 18/17
<i>Santa Maria del Giglio</i>	15,398	15,827	16,141	17,030	18,479	20.0%	8.5%
<i>S. Stefano</i>							
<i>Museum of Sacred art</i>	9,571	10,105	8,223	9,143	11,155	16.5%	22.0%
<i>Santa Maria Formosa</i>	12,348	12,658	12,646	13,477	15,152	22.7%	12.4%
<i>Santa Maria dei Miracoli</i>	31,128	31,482	29,450	34,465	31,685	1.8%	-8.1%
<i>San Giovanni Elemosinario</i>	5,667	5,472	4,567	5,138	4,500	-20.6%	-12.4%
<i>San Polo</i>	22,614	20,768	20,406	22,686	21,453	-5.1%	-5.4%
<i>San Giacomo dell'Orio</i>	12,737	12,271	12,343	12,135	12,007	-5.7%	-1.1%
<i>San Stae</i>	8,186	7,951	5,758	5,579	5,515	-32.6%	-1.1%
<i>Sant'Alvise</i>	6,768	6,515	7,330	7,379	8,016	18.4%	8.6%
<i>San Pietro</i>	10,122	8,887	8,656	10,394	9,332	-7.8%	-10.2%
<i>Ss. Redentore</i>	16,113	15,177	15,261	15,062	15,327	-4.9%	1.8%
<i>Gesuati</i>	18,174	16,665	15,707	14,924	16,543	-9.0%	10.8%
<i>San Sebastiano</i>	17,772	19,308	16,234	13,823	17,204	-3.2%	24.5%
<i>San Giobbe*</i>	1,109				709		
<i>San Giuseppe di Castello**</i>	1,218	1,562					
<i>TOTAL</i>	188,925	184,648	172,722	181,235	187,077	-1.0%	3.2%
<i>Free admissions</i>	8,805	6,843	5,328	5,407	6,236	-29.2%	15.3%
<i>TOTAL VISITS</i>	197,730	191,491	178,050	186,642	193,313	-2.2%	3.6%

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

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

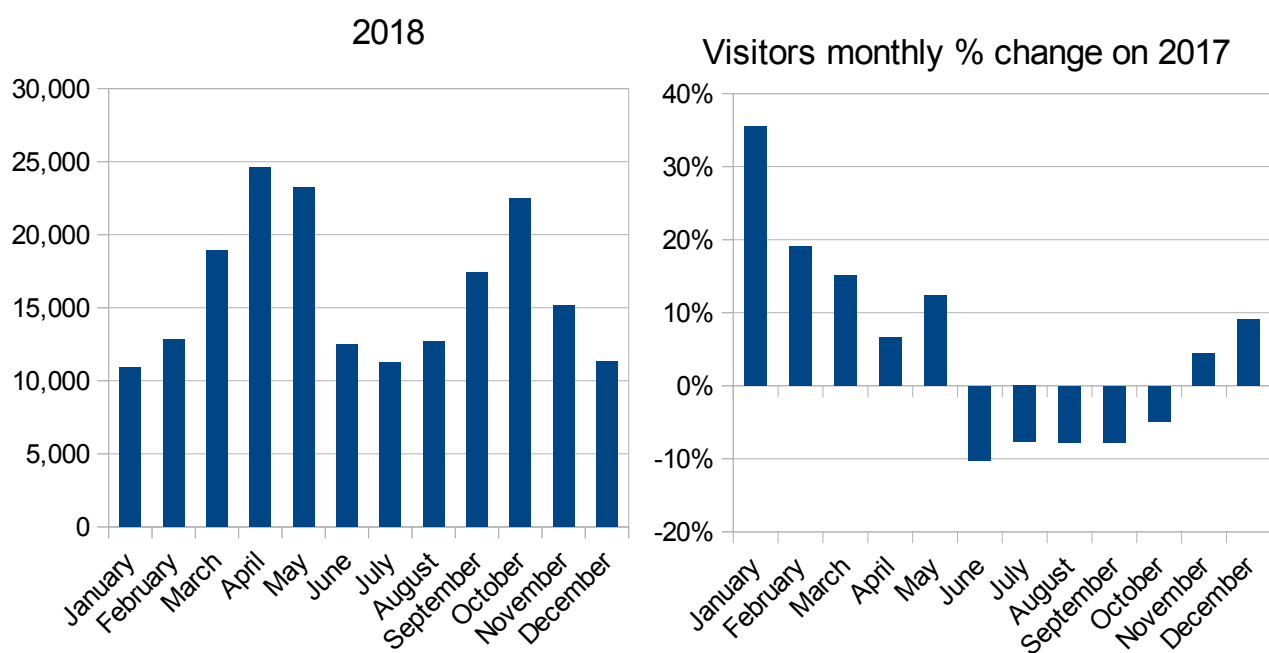
The entrances do not correspond to the admission ticket detached in every church, but to the visitors who visit more churches with a multiple admission ticket.

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

8 – Churches with Chorus Circuit ticket: monthly distribution

	2014	2015	2016	2017	2018	% change 18/17
January	8,843	8,476	8,709	8,069	10,936	35.5%
February	11,573	12,033	12,878	10,746	12,798	19.1%
March	18,479	16,419	18,119	16,447	18,946	15.2%
April	25,620	24,126	25,010	23,069	24,618	6.7%
May	25,537	20,778	21,635	20,677	23,243	12.4%
June	14,429	15,159	12,365	13,939	12,515	-10.2%
July	12,875	11,875	10,571	12,175	11,241	-7.7%
August	16,016	14,998	13,251	13,741	12,670	-7.8%
September	19,424	19,319	15,146	18,901	17,423	-7.8%
October	23,616	24,009	18,829	23,623	22,477	-4.9%
November	12,073	13,509	11,340	14,507	15,146	4.4%
December	9,245	10,790	10,197	10,748	11,300	5.1%
TOTAL	197,730	191,491	178,050	186,642	193,313	3.6%

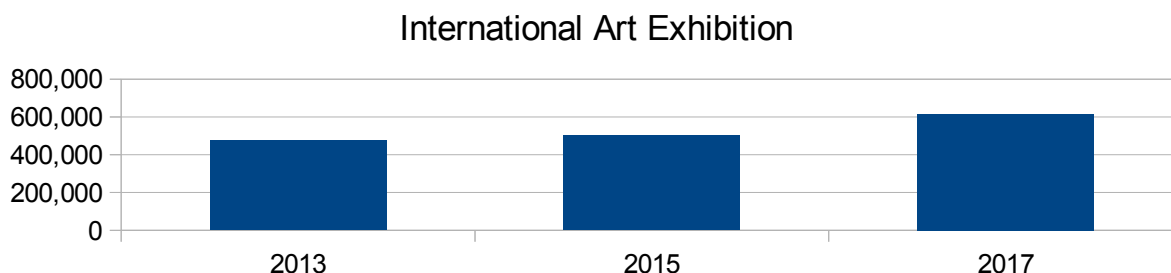
Source: Chorus – Associazione per le chiese del Patriarcato di Venezia



14. Visitors to La Biennale di Venezia

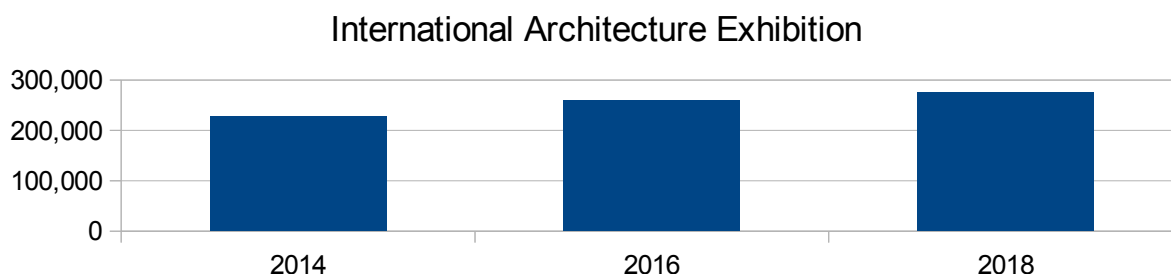
Year	Event	Period	Visitors
2013	55th International Art Exhibition	1 st June – 24 th November	474,784
2015	56th International Art Exhibition	9 th May - 22 nd November	501,502
2017	57th International Art Exhibition	13 th May - 26 th November	615,152

Source: Fondazione La Biennale di Venezia



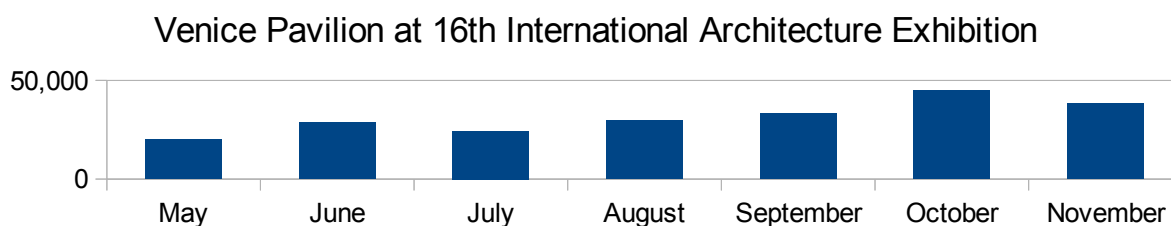
Year	Event	Period	Visitors
2014	14th International Architecture Exhibition	7 th June - 23 rd November	227,818
2016	15th International Architecture Exhibition	28 th May - 27 th November	259,721
2018	16th International Architecture Exhibition	26 th May - 25 th November	275,003

Source: Fondazione La Biennale di Venezia



Year	Event	Period	Visitors
2018	Venice Pavilion at 16th International Architecture Exhibition	26 th May - 25 th November	78,380

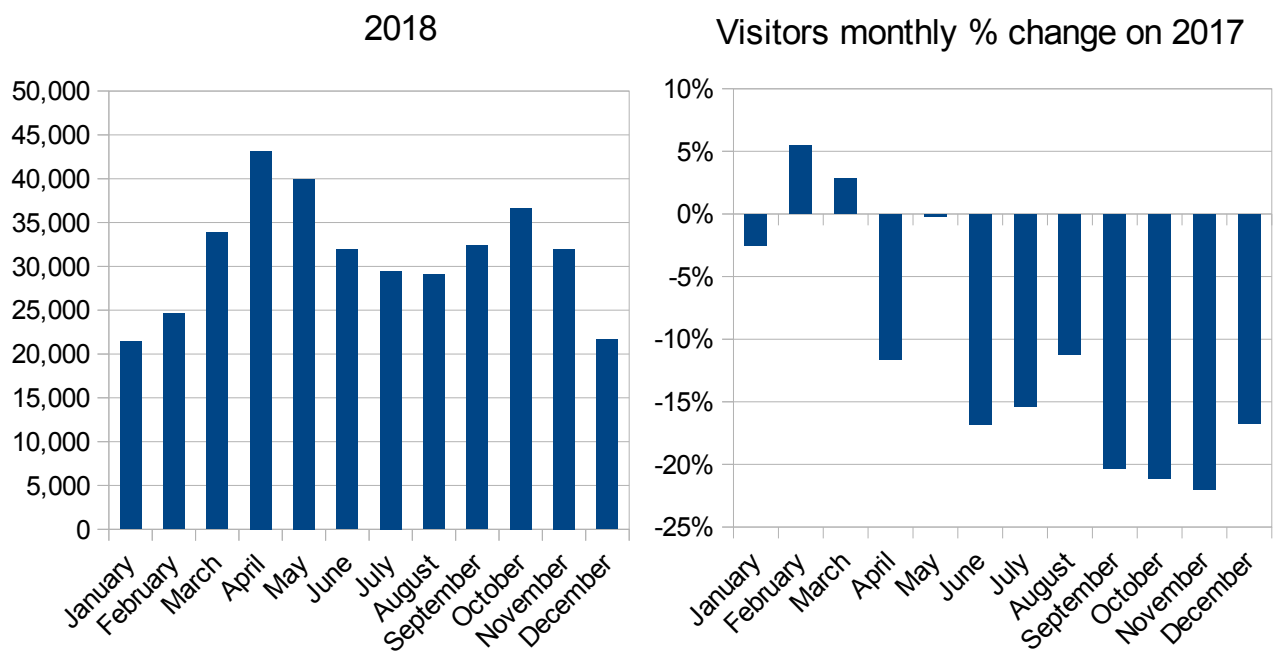
Source: Development, City Promotion and Tradition Protection Department



15. Visitors to the Peggy Guggenheim Collection

	2014	2015	2016	2017	2018	% change 18/17
January	16,845	16,979	19,140	21,975	21,435	-2.5%
February	17,686	19,800	24,493	23,322	24,613	5.5%
March	28,041	29,343	33,721	32,962	33,870	2.8%
April	52,949	43,207	45,037	48,825	43,169	-11.6%
May	52,527	42,809	44,518	40,044	39,948	-0.2%
June	35,112	37,354	37,522	38,374	31,939	-16.8%
July	32,031	35,365	34,983	34,864	29,508	-15.4%
August	33,547	34,867	33,417	32,769	29,087	-11.2%
September	31,291	37,076	35,848	40,631	32,375	-20.3%
October	38,671	43,990	45,115	46,471	36,656	-21.1%
November	28,642	30,433	33,344	40,984	31,980	-22.0%
December	18,423	21,168	26,360	25,988	21,638	-16.7%
TOTAL	385,765	392,391	413,498	427,209	376,218	-11.9%

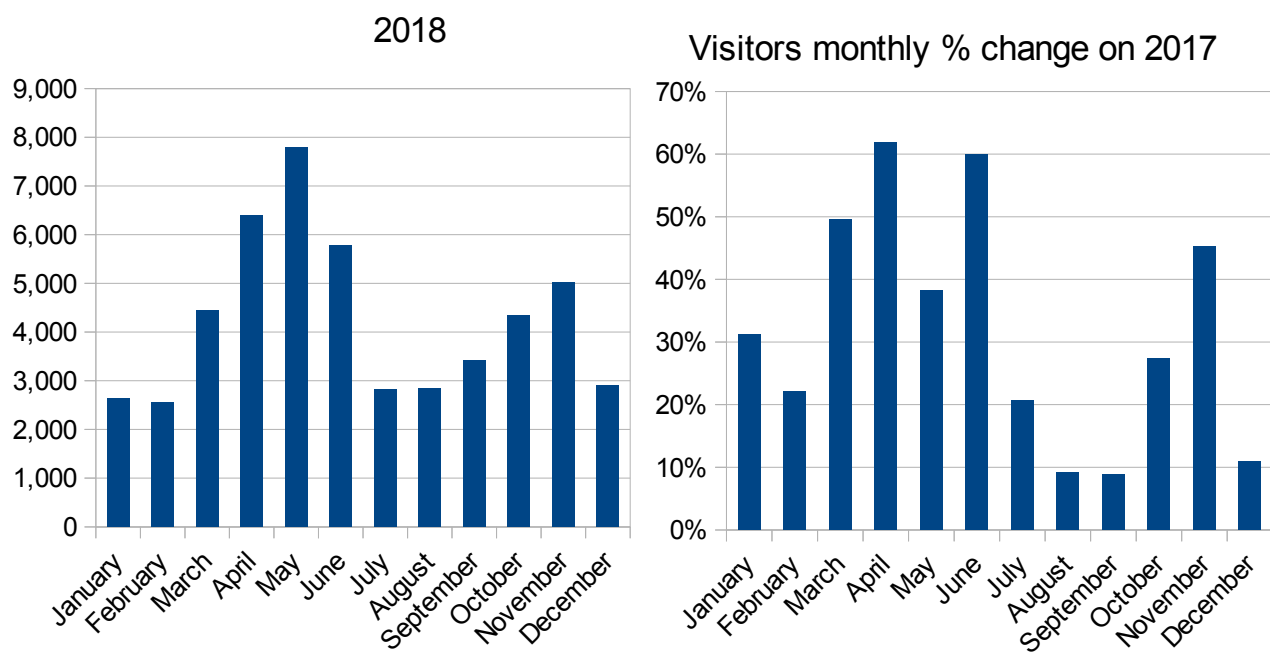
Source: Peggy Guggenheim Collection



16. Visitors to the Querini Stampalia Foundation

	2014	2015	2016	2017	2018	% change 18/17
January	1,493	2,124	2,395	2,009	2,635	31.2%
February	1,583	2,321	2,697	2,101	2,565	22.1%
March	3,180	2,927	3,094	2,976	4,450	49.5%
April	2,710	3,543	3,595	3,949	6,390	61.8%
May	2,461	4,832	4,600	4,183	7,800	86.5%
June	2,978	3,009	3,224	3,614	5,780	59.9%
July	1,974	2,640	3,010	2,345	2,830	20.7%
August	2,473	2,893	3,422	2,612	2,850	9.1%
September	3,504	3,285	3,935	3,141	3,420	8.9%
October	5,822	3,324	5,826	3,414	4,350	27.4%
November	5,734	2,559	5,363	3,463	5,030	45.2%
December	2,453	2,290	2,247	2,616	2,900	10.9%
TOTAL	36,365	35,747	43,408	36,423	51,000	40.0%

Source: Fondazione Querini Stampalia



17. Venezia Servizi Foundation

1 – Hidden Jewels of Venice project*

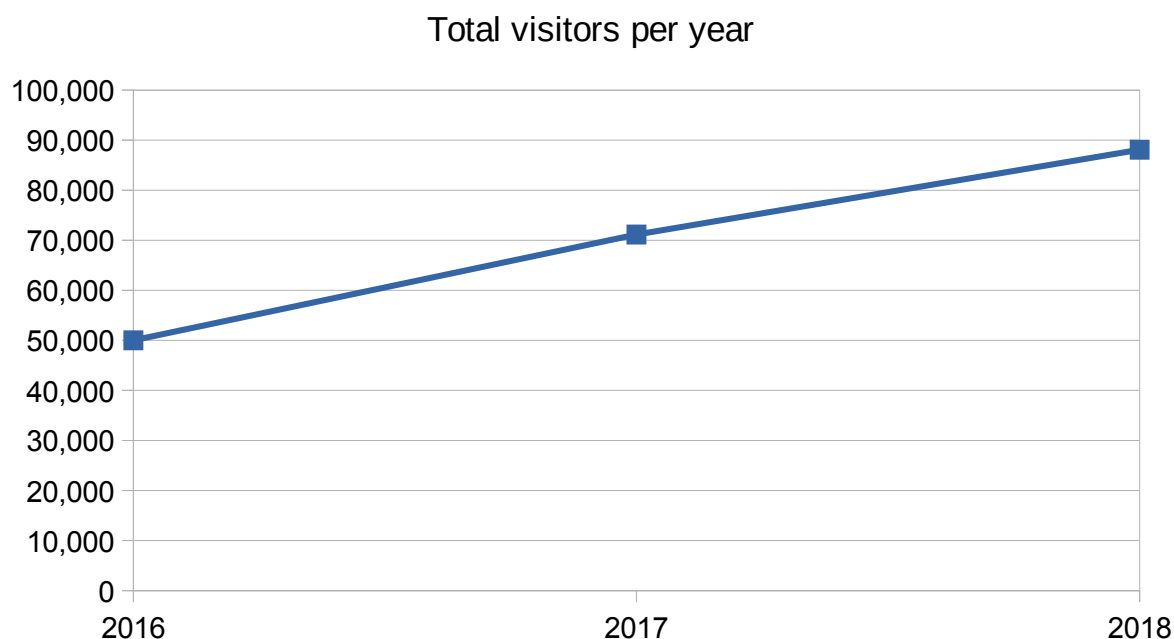
	2014	2015	2016	2017	2018	% ch. 18/17
Scala Contarini del Bovolo			47,878	68,574	82,127	19.8%
Oratorio dei Crociferi**			2,088	1,648	4,147	151.6%
Complesso dell'Ospedaletto***			33	920	1,815	97.3%
TOTAL			49,999	71,142	88,089	23.8%

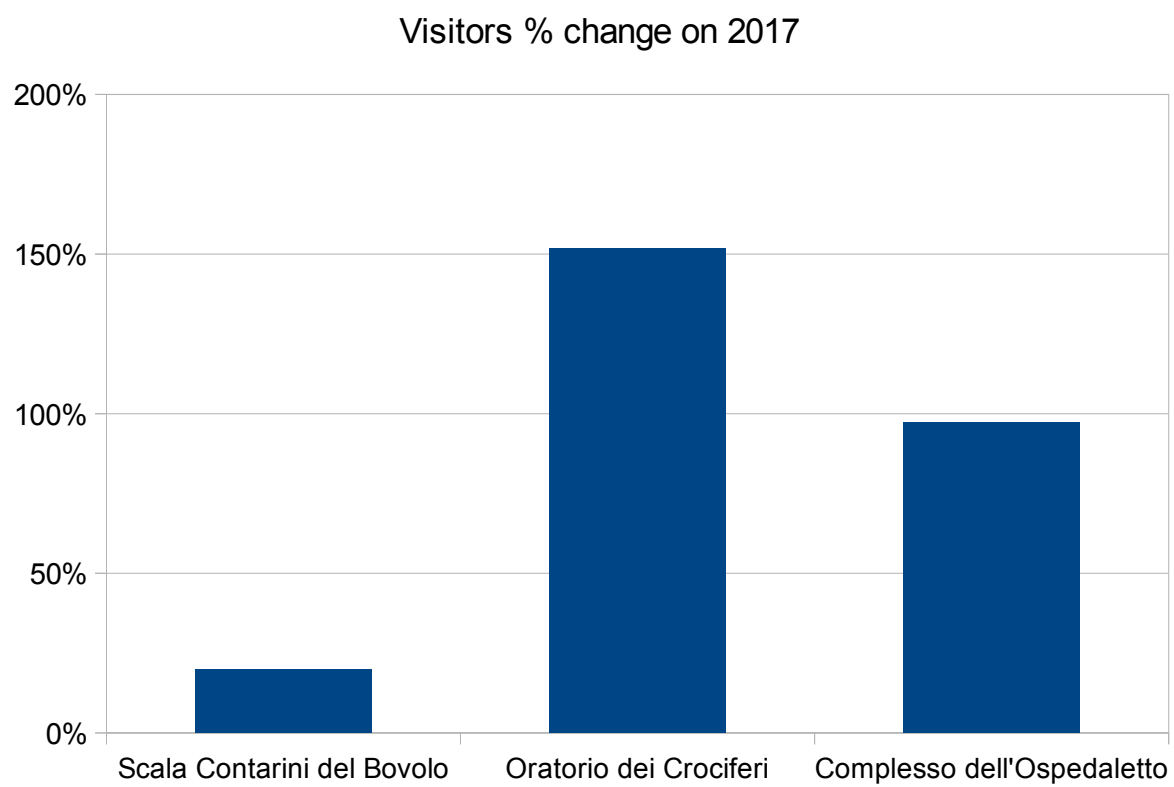
* The "Hidden Jewels of Venice" project was started in 2016 with the Scala Contarini del Bovolo, the Oratorio dei Crociferi and the Complesso dell'Ospedaletto. In the summer of 2017 the Zitelle's Church and the Penitenti's Church were included in the project.

** Open on Friday and Saturday. Closed for maintenance work from March to May 2017. Free admissions are not indicated on the occasion of the 2018 Architecture Biennale.

*** On reservation. The Complesso dell'Ospedaletto consists of the Santa Maria dei Derelitti's Church, the Scala dei Sardi, the Courtyard of the Four Seasons and the Music Room.

Source: Fondazione Venezia Servizi

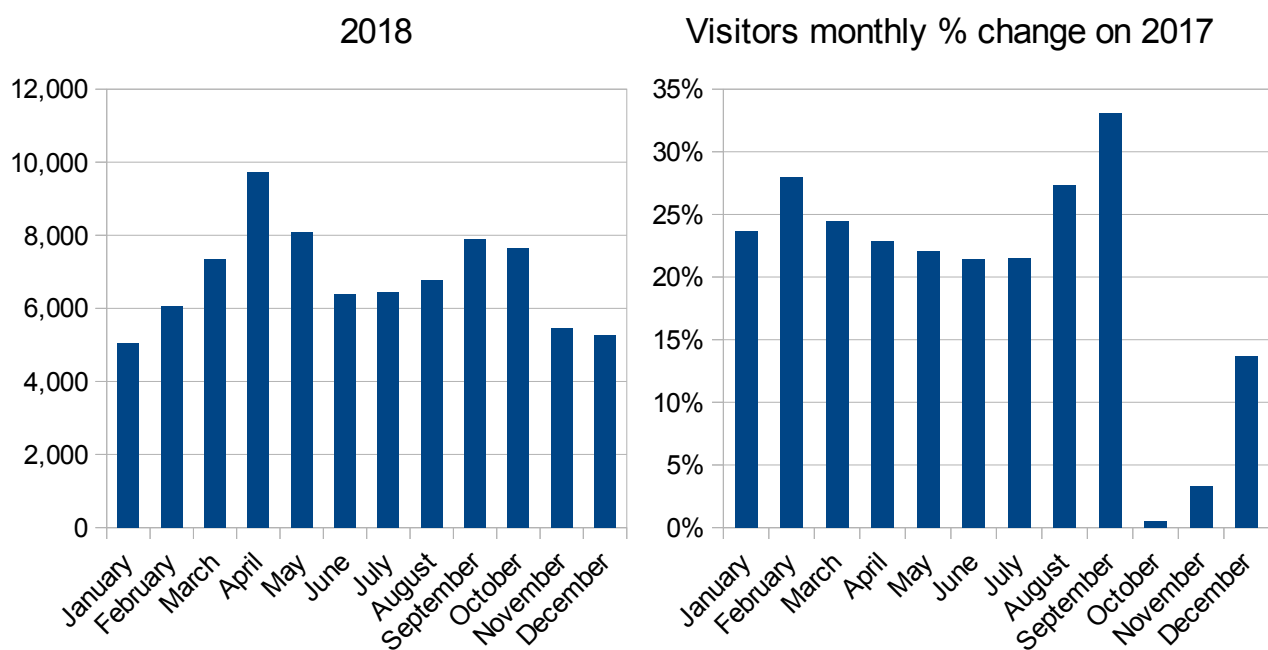




2 – Scala Contarini del Bovolo

	2016	2017	2018	% change 18/17
January	0	4,087	5,056	23.7%
February	4,124	4,736	6,061	28.0%
March	5,748	5,907	7,357	24.5%
April	4,891	7,917	9,730	22.9%
May	4,313	6,627	8,094	22.1%
June	3,899	5,252	6,378	21.4%
July	4,806	5,293	6,429	21.5%
August	4,700	5,311	6,762	27.3%
September	4,292	5,937	7,904	33.1%
October	5,053	7,608	7,648	0.5%
November	3,000	5,269	5,445	3.3%
December	3,052	4,630	5,263	13.7%
TOTAL	47,878	68,574	82,127	19.8%

Source: Fondazione Venezia Servizi



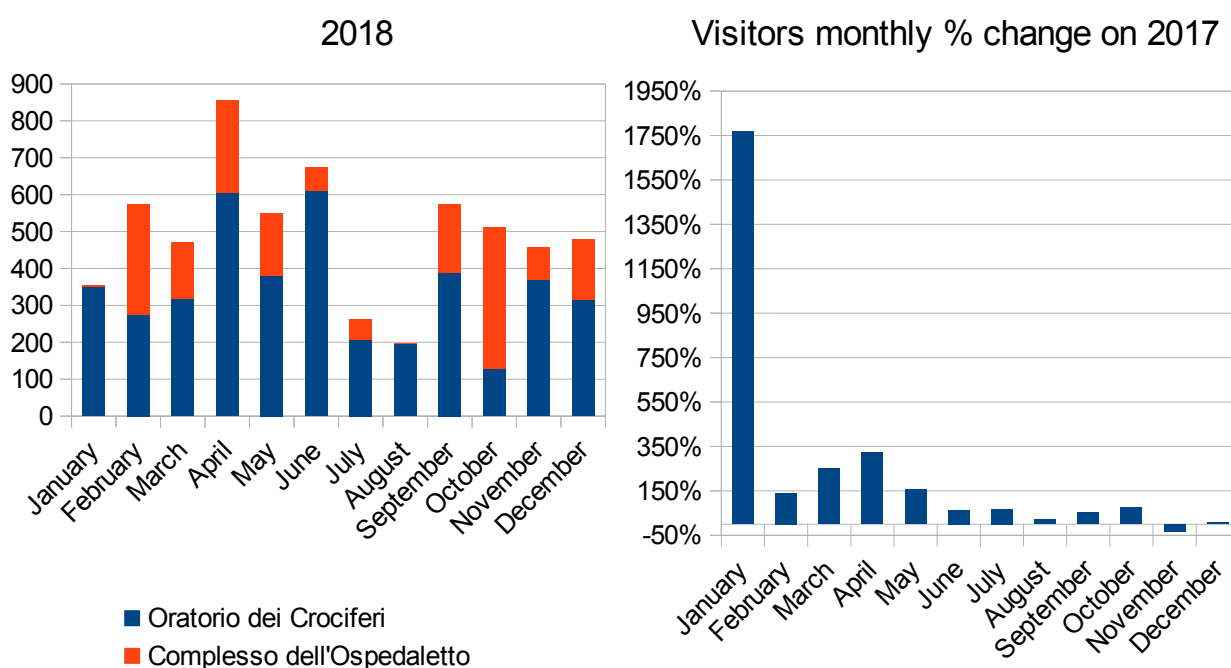
3 – Other cultural heritage of the project *Hidden Jewels of Venice*: Oratorio dei Crociferi and Complesso dell'Ospedaletto

	Oratorio dei Crociferi*	Complesso dell'Ospedaletto**	Monthly total	% change 18/17
January	352	3	355	1,768.4%
February	274	299	573	139.7%
March	318	154	472	249.6%
April	606	250	856	323.8%
May	380	169	549	155.3%
June	611	64	675	63.4%
July	206	55	261	68.4%
August	196	1	197	20.1%
September	388	186	574	52.7%
October	129	383	512	75.3%
November	370	88	458	-32.7%
December	317	163	480	7.4%
TOTAL	4,147	1,815	5,962	78.6%

* Open on Friday and Saturday. Closed for maintenance work from March to May 2017.

** On reservation. The Complesso dell'Ospedaletto consists of the Santa Maria dei Derelitti's Church, the Scala dei Sardi, the Courtyard of the Four Seasons and the Music Room.

Source: Fondazione Venezia Servizi



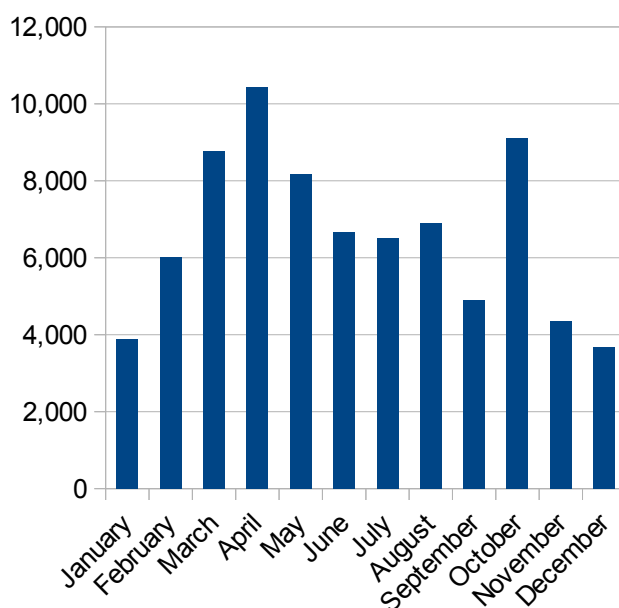
18. Visitors to other museums

1 – Jewish Museum

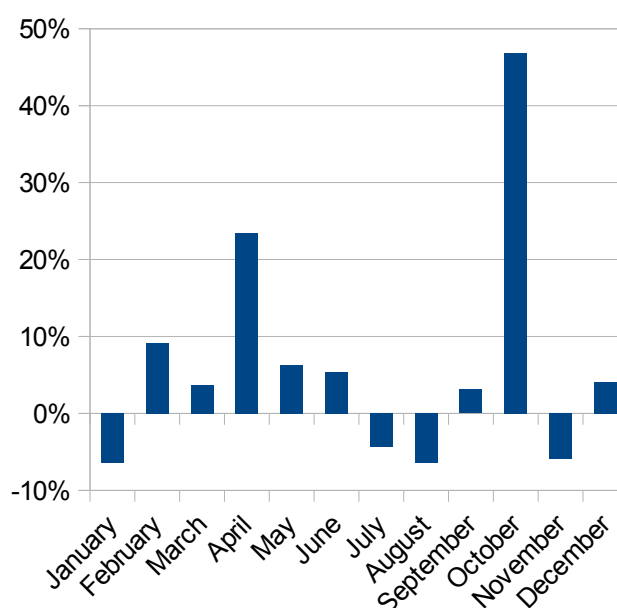
	2014	2015	2016	2017	2018	% change 18/17
January	3,017	2,710	3,239	4,149	3,882	-6.4%
February	3,999	3,494	4,375	5,515	6,016	9.1%
March	6,308	7,486	7,280	8,445	8,758	3.7%
April	7,157	8,230	8,090	8,440	10,423	23.5%
May	7,720	7,111	9,535	7,683	8,166	6.3%
June	5,825	5,559	7,341	6,334	6,675	5.4%
July	6,438	6,884	8,743	6,812	6,514	-4.4%
August	6,678	6,627	8,624	7,375	6,899	-6.5%
September	4,240	4,477	7,794	4,755	4,903	3.1%
October	6,014	5,247	7,306	6,210	9,117	46.8%
November	3,508	3,933	5,463	4,628	4,355	-5.9%
December	2,314	3,129	3,768	3,538	3,683	4.1%
TOTAL	63,218	64,887	81,558	73,884	79,391	7.5%
Free Admissions	5,767	5,916	6,344	5,236	n.d.	-
TOTAL	63,218	64,887	81,558	73,884	79,391	7.5%

Source: Venice Jewish Community

2018



Visitors % change on 2017

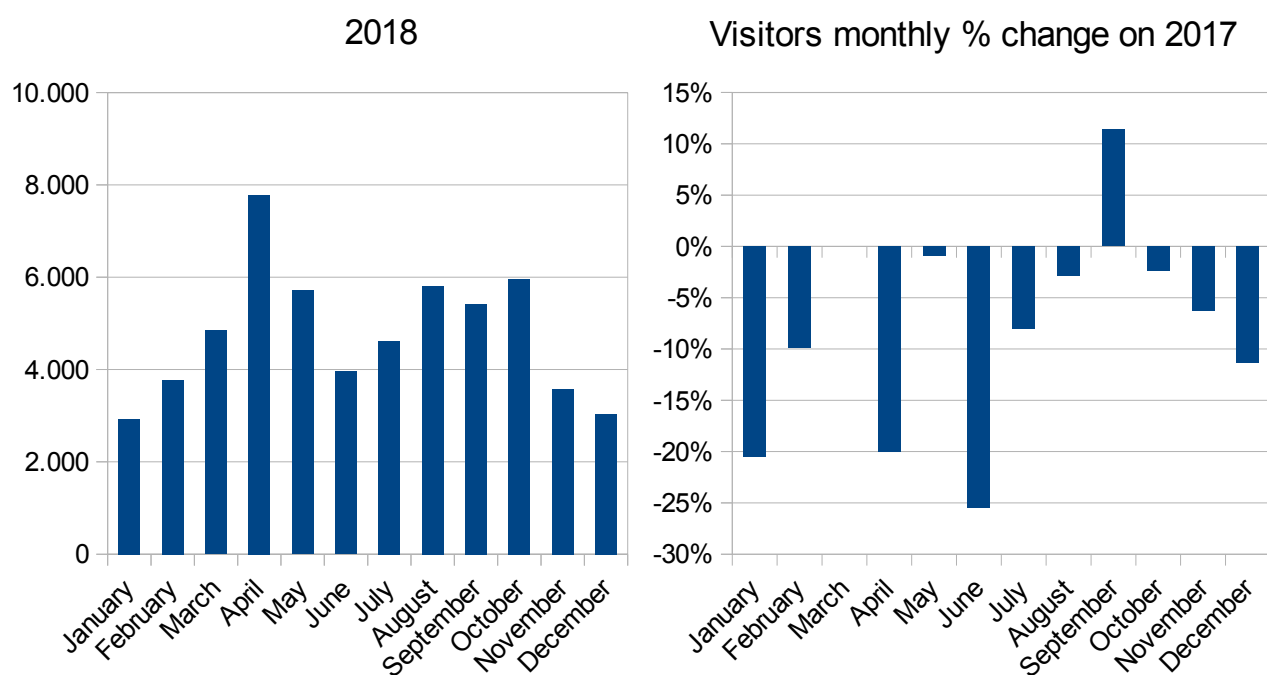


2 – Historical Naval Museum

	2014	2015	2016	2017*	2018	% change 18/17
January	2,183	3,756	2,512	3,687	2,932	-20.5%
February	2,729	4,146	3,449	4,192	3,778	-9.9%
March	4,362	5,736	3,558	0	4,840	
April	6,314	10,090	7,753	9,719	7,777	-20.0%
May	6,855	6,926	6,317	5,768	5,717	-0.9%
June	3,947	4,953	6,739	5,304	3,954	-25.5%
July	5,009	5,238	5,409	5,016	4,613	-8.0%
August	6,855	6,717	7,536	5,979	5,806	-2.9%
September	5,891	5,656	6,083	4,860	5,416	11.4%
October	6,990	3,139	7,870	6,103	5,955	-2.4%
November	3,791	3,366	4,135	3,816	3,575	-6.3%
December	3,566	3,511	4,448	3,433	3,042	-11.4%
TOTAL	58,492	63,234	65,809	57,877	57,405	-0.8%

* Closed in March due to structural works.

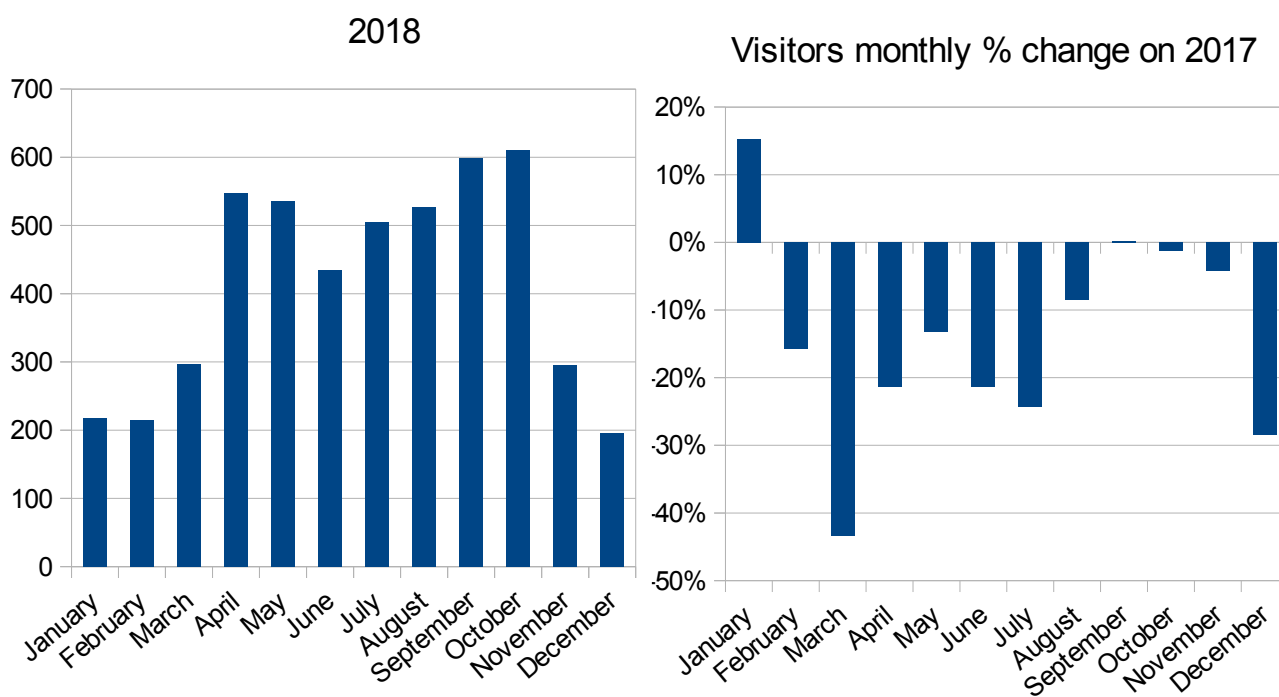
Source: Historical Naval Museum



3 – Provincial Museum of Torcello

	2014	2015	2016	2017	2018	% change 18/17
January	143	184	173	189	218	15.3%
February	153	188	256	254	214	-15.7%
March	440	451	465	525	297	-43.4%
April	616	612	726	696	548	-21.3%
May	631	728	687	617	535	-13.3%
June	575	555	528	553	435	-21.3%
July	437	612	599	667	505	-24.3%
August	663	756	625	576	527	-8.5%
September	551	824	702	598	599	0.2%
October	493	730	637	618	610	-1.3%
November	235	344	250	309	296	-4.2%
December	172	213	232	274	196	-28.5%
TOTAL	5,109	6,197	5,880	5,876	4,980	-15.2%
On line				166	68	-59.0%
TOTAL	5,109	6,197	5,880	6,042	5,048	-16.5%
Free Admissions	6,592	8,190	7,242	8,275	7,180	-13.2%
TOTAL	11,701	14,387	13,122	14,317	12,228	-14.6%

Source: Metropolitan City of Venice



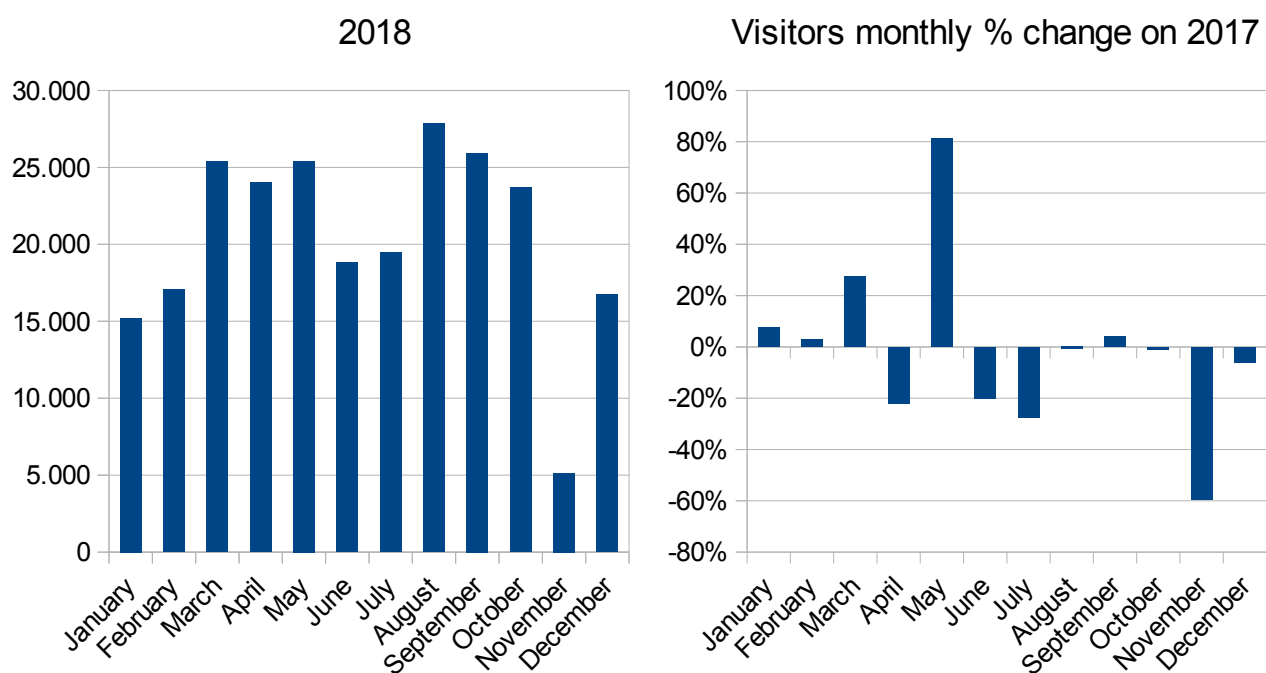
4 – Monumental Rooms of the Marciana National Library*

	2014	2015	2016	2017	2018**	% change 18/17
January	9,752	11,912	12,244	14,126	15,220	7.7%
February	10,990	14,000	16,082	16,565	17,054	3.0%
March	14,054	18,607	20,393	19,885	25,382	27.6%
April	22,692	17,108	28,469	30,799	24,000	-22.1%
May	23,939	23,136	21,189	14,029	25,408	81.1%
June	22,757	26,670	23,989	23,580	18,840	-20.1%
July	25,591	27,058	21,856	26,794	19,459	-27.4%
August	26,791	27,843	26,975	28,056	27,833	-0.8%
September	19,576	27,232	20,257	24,900	25,932	4.1%
October	21,522	27,442	22,030	26,242	23,668	-1.2%
November	11,916	14,200	14,639	12,753	5,135	-59.7%
December	11,950	9,792	14,547	17,770	16,722	-5.9%
TOTAL	221,530	245,000	242,670	255,499	244,653	-4.2%

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

** Rooms closed from 4th to 25th November.

Source: Marciana National Library

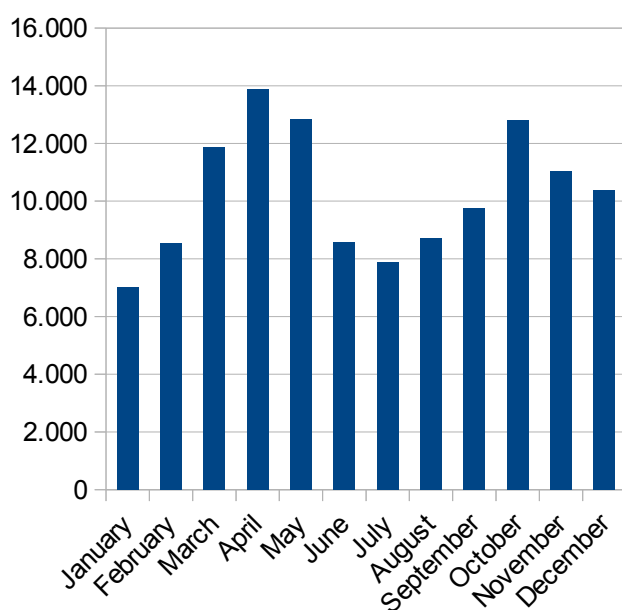


5 – Scuola Grande di San Rocco

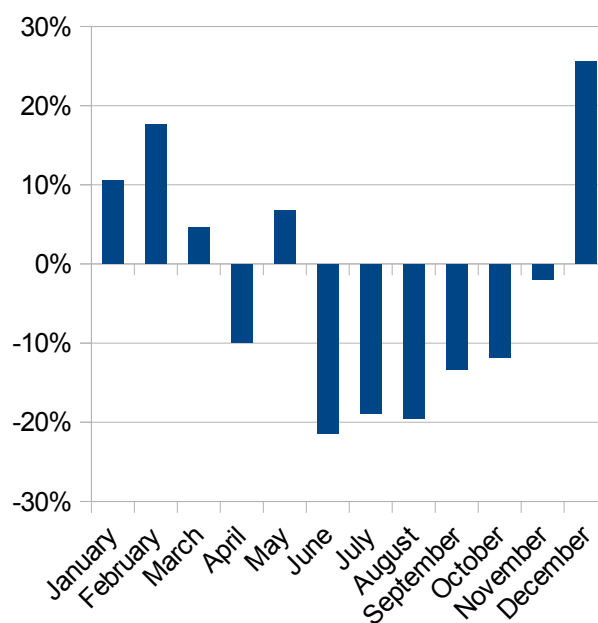
	2014	2015	2016	2017	2018	% change 18/17
January	4,958	6,196	6,170	6,346	7,021	10.6%
February	6,587	7,369	8,235	7,254	8,534	17.6%
March	12,358	12,588	12,732	11,338	11,862	4.6%
April	15,565	14,880	15,687	15,412	13,880	-9.9%
May	13,435	14,727	13,186	12,016	12,834	6.8%
June	10,806	10,550	9,895	10,931	8,587	-21.4%
July	9,232	8,981	8,017	9,704	7,873	-18.9%
August	9,797	9,548	10,443	10,838	8,728	-19.5%
September	11,354	10,516	11,148	11,241	9,742	-13.3%
October	14,509	12,024	14,643	14,523	12,805	-11.8%
November	8,748	8,797	8,541	11,271	11,047	-2.0%
December	7,532	7,713	8,329	8,268	10,381	25.6%
TOTAL	124,881	123,889	127,026	129,142	123,294	-4.5%

Source: Scuola Grande di San Rocco

2018



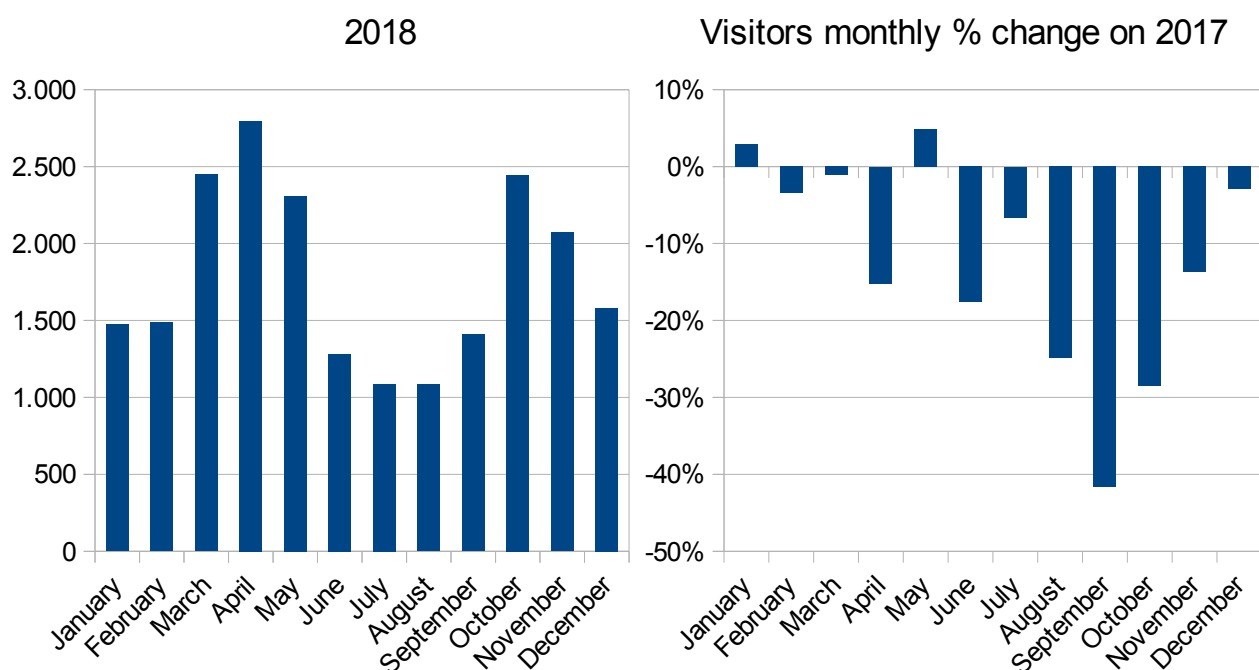
Visitors monthly % change on 2017



6 – Scuola Dalmata dei Santi Giorgio e Trifone

	2014	2015	2016	2017	2018	% change 18/17
January	1,226	1,377	1,211	1,432	1,474	2.9%
February	1,517	1,770	1,825	1,539	1,487	-3.4%
March	2,470	2,702	2,853	2,477	2,449	-1.1%
April	3,404	3,226	3,660	3,298	2,798	-15.2%
May	3,027	2,912	2,751	2,199	2,307	4.9%
June	1,895	1,991	1,517	1,557	1,283	-17.6%
July	1,330	1,587	1,365	1,162	1,085	-6.6%
August	1,363	1,795	1,391	1,443	1,084	-24.9%
September	2,413	2,882	2,141	2,413	1,408	-41.6%
October	3,498	4,234	3,368	3,423	2,446	-28.5%
November	2,019	2,259	1,655	2,402	2,072	-13.7%
December	1,496	1,631	1,802	1,627	1,580	-2.9%
TOTAL	25,658	28,366	25,539	24,972	21,473	-14.0%

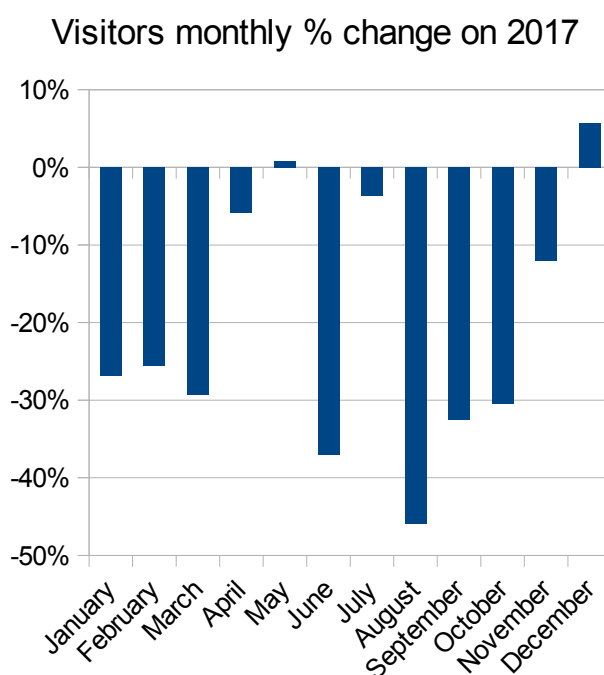
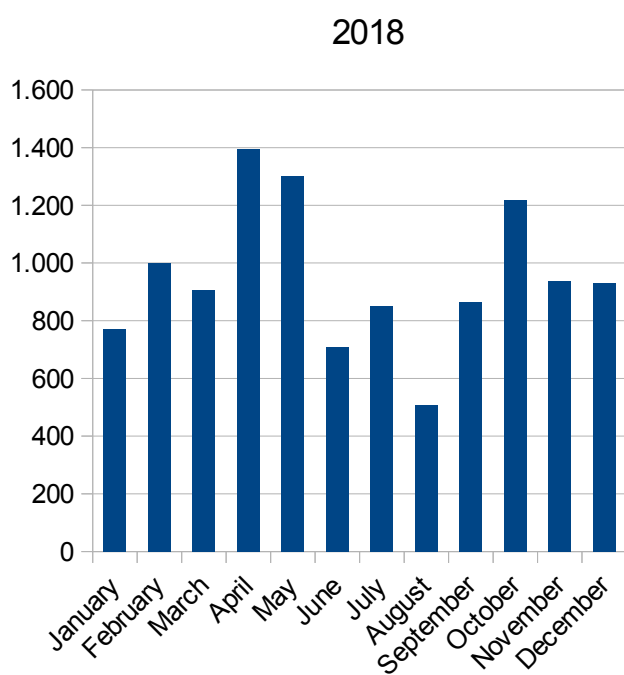
Source: Scuola Dalmata dei Santi Giorgio e Trifone



7 – Scuola Grande dei Carmini

	2014	2015	2016	2017	2018	% change 18/17
January	459	563	869	1,053	770	-26.9%
February	518	702	912	1,343	999	-25.6%
March	721	790	1,130	1,281	906	-29.3%
April	965	987	2,049	1,482	1,394	-5.9%
May	1,044	871	1,620	1,291	1,301	0.8%
June	784	623	1,023	1,126	708	-37.1%
July	726	534	803	883	851	-3.6%
August	595	648	781	940	509	-45.9%
September	963	889	1,120	1,278	863	-32.5%
October	1,685	1,153	1,857	1,753	1,219	-30.5%
November	643	761	903	1,065	936	-12.1%
December	533	570	513	881	931	5.7%
TOTAL	9,636	9,091	13,580	14,376	11,387	-20.8%

Source: Scuola Grande dei Carmini



8 – Scuola Grande San Giovanni Evangelista

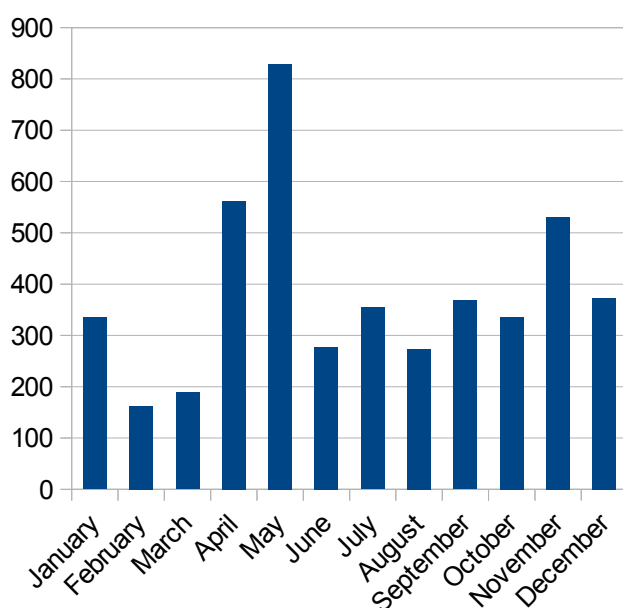
	2014	2015	2016	2017	2018	% change 18/17
Opening days	185	186	134	156	154	-1.3%
Visitors	8,922	9,279	5,255	5,733	4,590	-19.9%

Source: Scuola Grande San Giovanni Evangelista

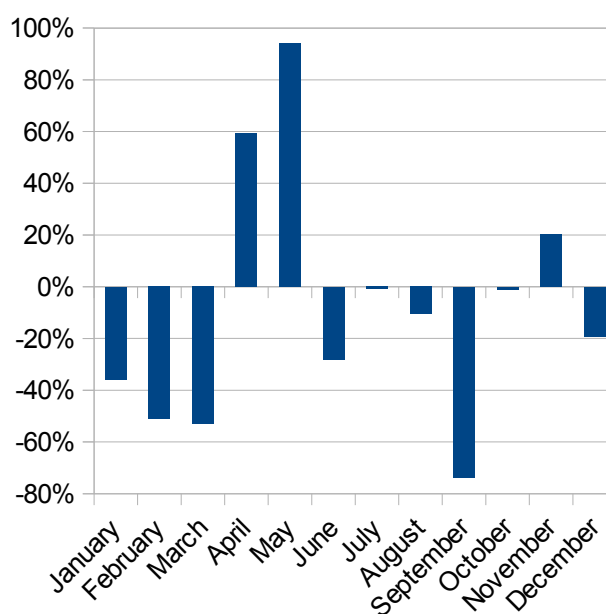
	2017	2018	% change 18/17
January	522	335	-35.8%
February	331	162	-51.1%
March	403	189	-53.1%
April	353	562	59.2%
May	427	829	94.1%
June	385	277	-28.1%
July	357	354	-0.8%
August	306	274	-10.5%
September	1,406	368	-73.8%
October	340	336	-1.2%
November	441	531	20.4%
December	462	373	-19.3%
TOTAL	5,733	4,590	-19.9%

Source: Scuola Grande San Giovanni Evangelista

2018



Visitors monthly % change on 2017

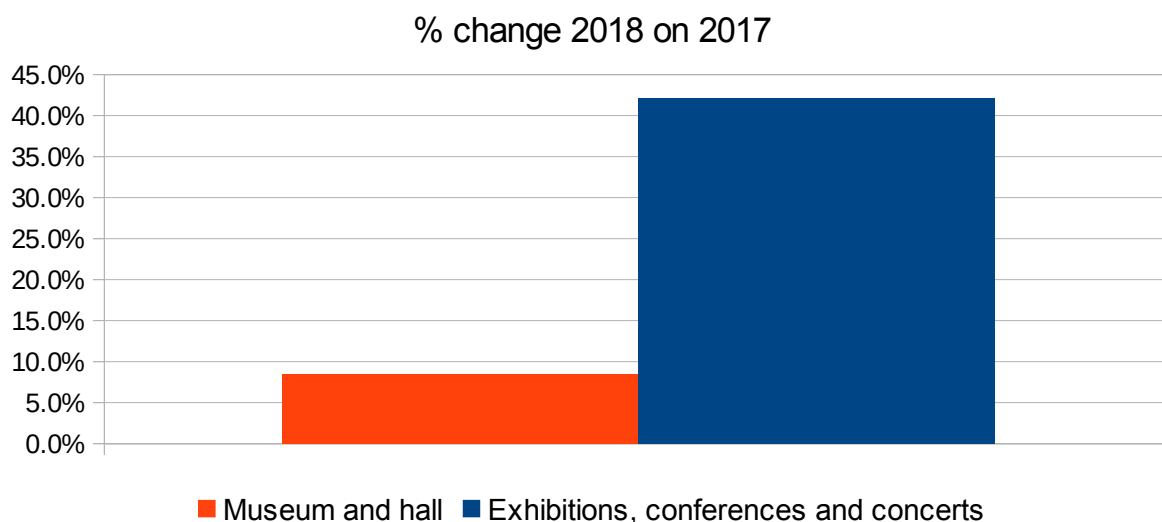


9 – Scuola Grande di San Marco

	2014*	2015	2016	2017	2018	% ch. 18/14	% ch. 18/17
Museum and Hall	10,627	22,613	21,783	21,730	23,561	121.7%	8.4%
TOTAL	10,627	22,613	21,783	21,730	23,561	121.7%	8.4%

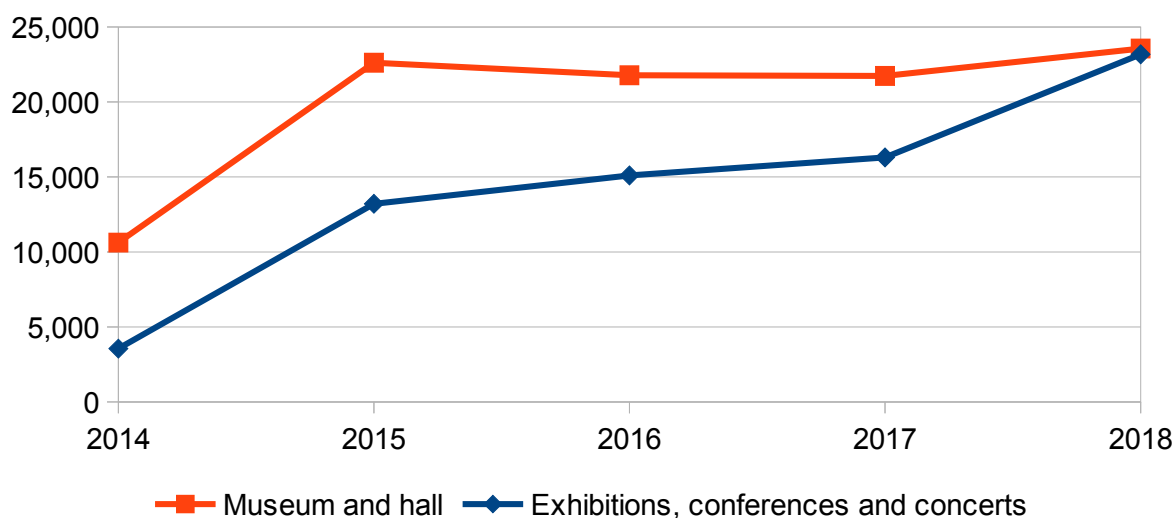
* From 17th June to 30th December 2014.

Source: Scuola Grande di San Marco



	2014	2015	2016	2017	2018	% ch. 18/14	% ch. 18/17
Exhibitions	2,100	11,300	12,500	13,500	20,000	852.4%	48.1%
Conferences and Concerts	1,450	1,910	2,600	2,800	3,170	118.6%	13.2%
TOTAL	3,550	13,210	15,100	16,300	23,170	552.7%	42.1%

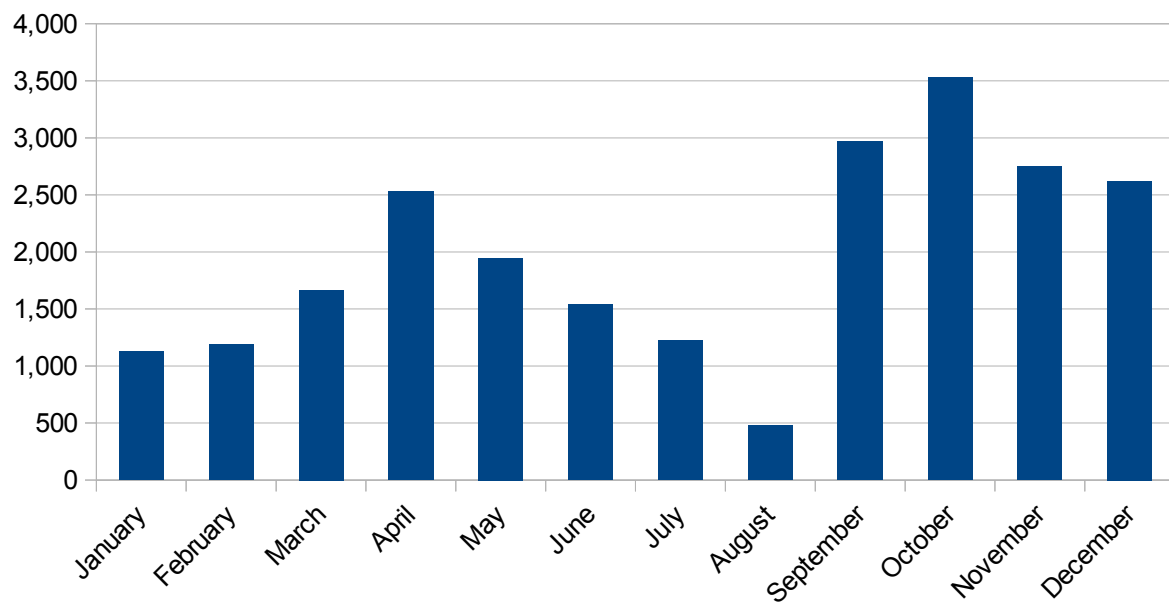
Source: Scuola Grande di San Marco



	Museum and Hall	Church of San Lazzaro	Total
January	1,069	60	1,129
February	1,107	80	1,187
March	1,546	120	1,666
April	2,368	160	2,528
May	1,788	160	1,948
June	1,376	160	1,536
July	983	240	1,223
August	76	400	476
September	2,046	920	2,966
October	2,792	740	3,532
November	2,328	420	2,748
December	2,262	360	2,622
TOTAL	19,741	3,820	23,561

Source: Scuola Grande di San Marco

2018



10 – Scuola Grande della Misericordia di Venezia

Event	2018
Exhibitions	74,868 ¹
Conferences	750 ²
TOTAL	75,618

The values are approximate.

- 1 About 3,350 visitors received free admission on the occasion of the "Venice Artexpo Exhibition of Nation" cultural event, which was held from 16th to 19th March 2018.
From 25th to 28th April 2018 the personal anthological exhibition of the contemporary designer and architect Marcello Morandini was held, with free admission for residents or those born in the Venetian territory, and it was visited by approximately 6,466 people.
The visitors of the free admission exhibitions, entitled "Guardians" and "From glass to design", held from 6th to 28th May 2018, were around 12,995.
From 16th June to 22nd November 2018 the artistic event "Magister Canova" took place, with paid admission and, for Venetian citizens, free admission on the first Tuesday of each month, which registered 52,117 visitors.
- 2 Participants at the conference "Il Foglio Tech Festival - The Guided Innovation of Ideas", held on 28th April 2018..

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

19. Temporary exhibitions visitors

1 – The most visited temporary exhibitions in the world

Visitors	Title of the exhibition	Location	City	Period	Visitors per day
2,659,562	The Hyundai Commission: Superflex *	Tate Modern	London	10/03/17 04/02/18	14,858
1,585,321	The magnificence of the forgery	National Palace Museum	Taipei	40/01/18 09/25/18	8,906
1,231,742	NGV Triennial *	NGV International	Melbourne	12/15/17 04/15/18	10,096
1,123,000	Do Ho Suh: Almost Home *	SAAM	Washington	03/16/18 08/05/18	7,853
800,000	Christo and Jeanne-Claude: the London Mastaba *	Serpentine Galleries	London	06/18/18 09/23/18	8,163
755,000	Be modern: the MoMa in Paris	Fondation Louis Vuitton	Paris	10/11/17 03/05/18	5,171
743,032	Animated painting: Along the river during the Qingming festival	National Palace Museum	Taipei	04/03/18 06/25/18	8,541
736,209	Selections from the history of Chinese calligraphy	National Palace Museum	Taipei	04/01/18 06/25/18	8,561
736,182	33th Biennale of San Paolo: Affective Affinities *	Ciccillo Matarazzo Pavillon	São Paulo	09/07/18 12/09/18	9,121
702,516	Michelangelo: Divine designer and draftsman*	Metropolitan Museum	New York	11/13/17 02/12/18	7,893

* Free admission

Source: *Il Giornale dell'Arte* n. 396 April 2019

2 – The most visited temporary exhibition in Italy

Visitors	Title of the exhibition	Location	City	Period	Visitors per day
468,479	Monet. Masterpieces from Musée Marmottan Monet	Complesso del Vittoriano	Rome	10/19/17 06/03/18	2,063
446,218	Van Gogh. Between the wheat and the sky	Basilica Palladiana	Vicenza	10/07/17 04/08/18	2,438
404,599	Inside Caravaggio	Royal Palace	Milan	09/29/17 02/04/18	3,344
364,371	Jan Fabre. Ecstasy & Oracles	Valley of the Temples	Agrigento	07/07/18 11/04/18	120
360,029	Frida Kahlo. Beyond the myth	Mudec	Milan	02/01/18 05/03/18	2,927
275,003	16 th International Architecture Exhibition	La Biennale di Venezia	Venice	05/26/18 11/25/18	1,503
250,000	Lucio Fontana. Enviroments *	Pirelli Hangar Bicocca	Milan	09/21/17 02/25/18	2,756
213,797	Picasso. Between Cubism and Classicism: 1915 – 1925	Scuderie del Quirinale	Rome	09/22/17 01/21/18	1,752
179,002	The grandchildren of the King of Spain	Pitti Palace	Florence	09/19/17 01/07/18	1,879
178,934	Marina Abramovic. The Cleaner	Strozzi Palace	Florence	09/21/18 01/20/19	1,467

* Free admission

Source: *Il Giornale dell'Arte* n. 396 April 2019, Fondazione la Biennale di Venezia

3 – The most visited temporary exhibition in Venice

Visitors	Title of the exhibition	Location	Period	Visitors per day
275,003	16 th International Architecture Exhibition	La Biennale di Venezia	05/26/18 11/25/18	1,503
35,314	The Glass Rooms. Vittorio Zecchin. The transparent glasses *	Fondazione Cini	09/11/17 01/07/18	346

* Free admission

Source: *Il Giornale dell'Arte* n. 396 April 2019, Fondazione la Biennale di Venezia

20. Live performances

1 – La Biennale di Venezia

Event	2018		Change 18/17	
	Edition	Audience	Edition	Audience %
<i>Venice International Film Festival</i>	75°	81,674	7,156	9.6%
<i>International Festival of Contemporary Music</i>	62°	3,640	-351	-8.8%
<i>International Theatre Festival</i>	46°	8,193	2,262	38.1%
<i>International Festival of Contemporary Dance</i>	12°	3,918	-923	-19.1%
TOTAL		97,425	8,144	9.1%

Source: Fondazione La Biennale di Venezia

2 – La Fenice Opera House

Event	2018		Change 18/17	
	Edition	Audience	Edition	Audience %
<i>Symphonic season</i>	38	22,770	-7	17.1%
<i>Opera season</i>	155	106,366	-19	-3.2%
<i>Ballet</i>	16	4,063	3	11.2%
Total*	209	133,199	-23	0.2%
<i>Others</i>	302	12,381	29	8.8%
TOTAL	511	145,580	6	0.8%
Visits		192,376		2.2%

* Including members.

Source: La Fenice Opera House

3 – The Teatro Stabile del Veneto – Teatro Goldoni

Event	2018		Change 18/17	
	Edition	Audience	Edition	Audience %
<i>Prose season</i>	48	23,535	-10	-19.2%
<i>Dance season</i>	6	3,578	2	116.6%
<i>Summer season</i>	77	5,108	17	42.7%
<i>Shows for children, families, schools</i>	9	1,650	-9	-59.4%
<i>Special events</i>	25	11,302	5	18.5%
Total	165	45,173	5	-5.8%
<i>Others</i>	38	18,734	28	4,895.7%
TOTAL	203	63,907	33	32.3%

Source: Teatro Stabile del Veneto - Teatro Goldoni

4 – City of Venice – Culture Department - Theatres

Event	2018		Change 18/17	
	Edition	Audience	Edition	Audience %
<i>Toniolo Theatre</i>	145	80,160	8	15.3%
<i>Momo Theatre</i>	70	10,611	7	-.4%
TOTAL	215	90,771	15	13.2%

Source: City of Venice – Culture Department

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

Event	2018	Change 18/17
<i>Exhibitions</i>	30,589	-33.0%
<i>Screenings</i>	6,529	-16.5%
<i>Didactics</i>	8,314	-10.2%
<i>Live performance</i>	12,028	54.8%
TOTAL	57,460	-18.5%

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

SURVEY ON THE VISITOR'S PROFILE

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

The survey was carried out through a random sample which was given a questionnaire to collect the information needed to outline the visitor's typical profile which from 1st November 2017 to 31st October 2018 chose Venice as a tourist destination: for the purpose of a more precise profiling of the tourist, it was chosen to intercept both overnight tourists and daily tourists as both the reference sample populations constitute what is called "tourist". In order to reach the highest comprehension of the questions reported in the questionnaire as well as highest diffusion at international level, it was decided to distribute the text in two languages: Italian and English.

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

The Service has developed and drafted a questionnaire which takes into account the purpose of the objective and which contains questions aimed at the visitor's profiling. The questionnaire consists of 31 questions of different kinds: the heterogeneity of the questions contributes to the segmentation of the visitors, to know their behaviours in order to obtain a detailed profiling.

Below are the categories of questions given to tourists:

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

After 31st October, date in the time frame of interest for the survey, the questionnaire was sent to all users who registered on the VeneziaUnica website from 1st November 2017 to 31st October 2018 with an invitation to reply online.

21. SURVEY 2018

1 – Data concerning the survey

Date of realization of the survey

From 11.7.2018 to 11.18.2018

Detection method

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

Reference population

Users of the Venezia Unica Website

Consistency of the sample of interviewees

Number of questionnaires sent: 72,426

Number of questionnaires delivered: 71,731 (99.04%).

Number of undeliverable questionnaires: 695 (0.96%)

Number of questionnaires received: 5,120

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 7.14%, a consistent (indeed higher) figure for the average response rate for similar searches.

The results of the online survey show that 38% of visitors are over 46, and 73% have a University degree.

82% of those interviewed reside in a foreign country and the remaining 18% reside in Italy: on this last figure, 26% live in Lombardy and 13.9% in Piedmont.

Non-Italian visitors come mainly from the following countries:

- 15.9% from France;
- 14.4% from U.S.A.;
- 14.0% from the United Kingdom;
- 13.7% from Germany.

The most common means of transport used for arriving in Venice is the plane in 55% of cases, following the train in 27% of cases.

Visitors travel mainly with family, 64% of cases, and 48% of the sample use web search engines as a source of information for travelling.

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 travelers respond that they have made a visit/stay in Venice on dates other than those coinciding with scheduled events or festivity.

71% of those interviewed made a stay: of these, 54% stayed in the hotel and 42% stayed in an apartment, choosing the Historic City as the location of the accommodation.

78% of those who choose to stay stay for a period ranging from 2 to 5 days. In the event of a stay, the majority declares that it is not the first experience, specifying that they have already carried out 2 to 5 stays.

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

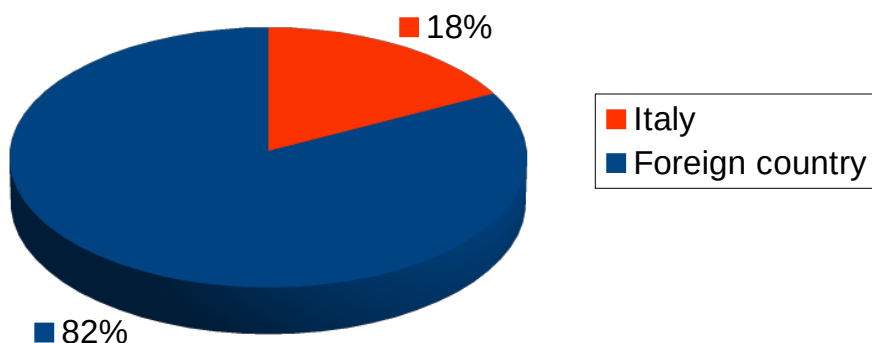
The tourist mainly spends over 50 € per day (including accommodation and transport) and up to 200 €.

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

3 – Charts

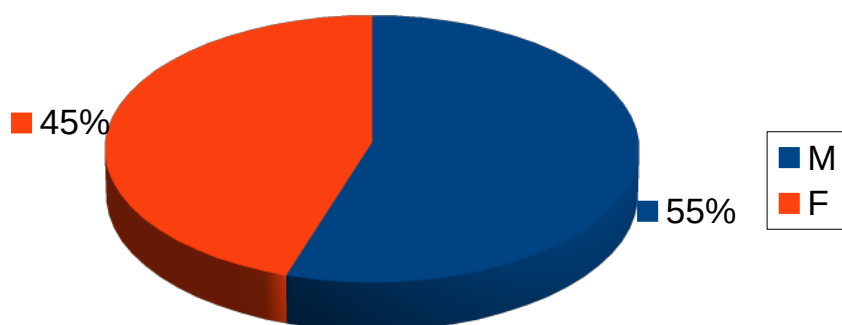
Place of residence	N. cases	% valid	% cases
Italy	891	17%	17%
Foreign country	4,197	82%	82%
Tot. valid	5,088	100%	99%
No answer	32		1%
Tot. cases	5,120		100%

Place of residence



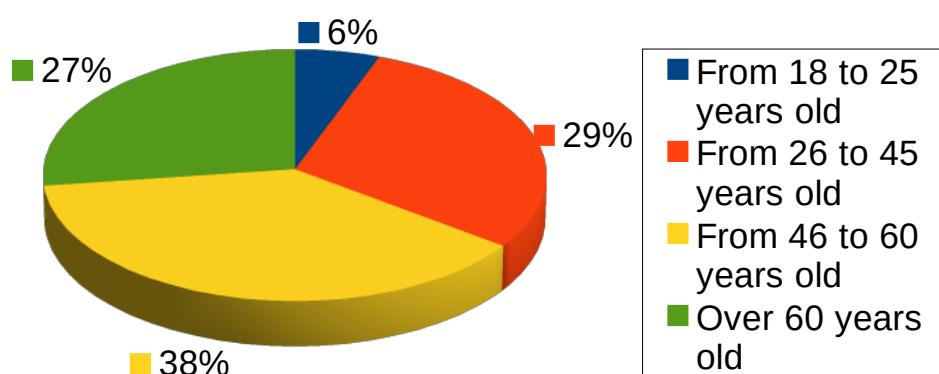
Gender	N. cases	% valid	% cases
M	2,797	55%	55%
F	2,292	45%	45%
Tot. valid	5,089	100%	99%
No answer	31		1%
Tot. cases	5,120		100%

Visitors composition by gender



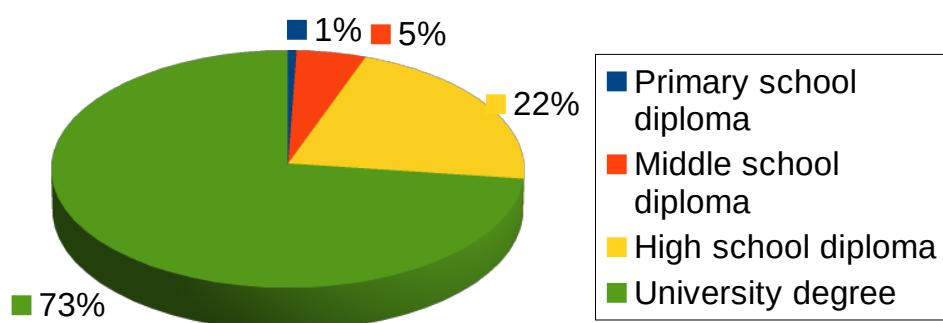
Age	N. cases	% valid	% cases
From 18 to 25 years old	291	6%	6%
From 26 to 45 years old	1,503	29%	29%
From 46 to 60 years old	1,927	38%	38%
Over 60 years old	1,384	27%	27%
Tot. valid	5,105	100%	100%
No answer	15		0%
Tot. cases	5,120		100%

Age



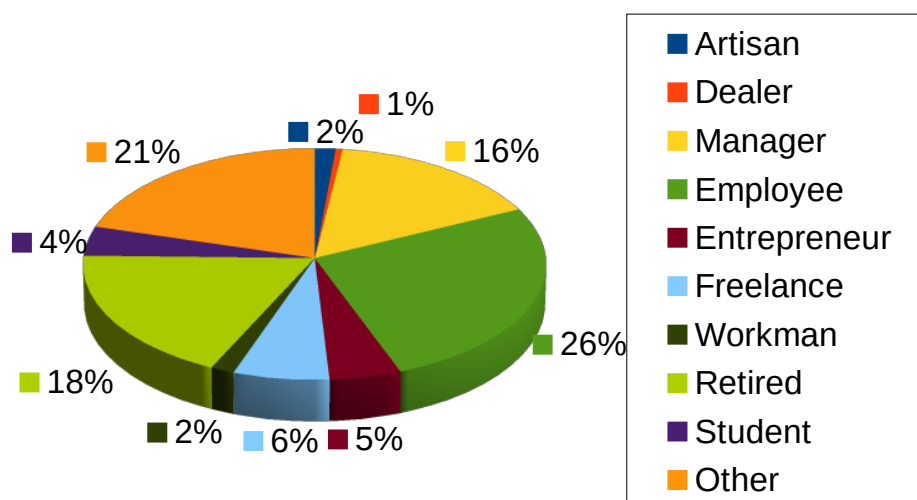
Qualification	N. cases	% valid	% cases
Primary school diploma	31	1%	1%
Middle school diploma	253	5%	5%
High school diploma	1,094	22%	21%
University degree	3,707	73%	72%
Tot. valid	5,085	100%	99%
No answer	35		1%
Tot. cases	5,120		100%

Qualification



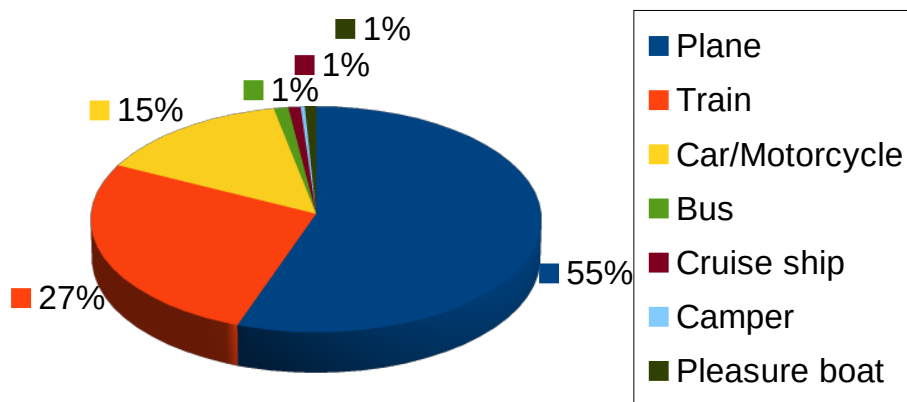
Occupation	N. cases	% valid	% cases
Artisan	77	2%	2%
Dealer	26	1%	1%
Manager	809	16%	16%
Employee	1,345	26%	26%
Entrepreneur	244	5%	5%
Freelance	327	6%	6%
Workman	80	2%	2%
Retired	936	18%	18%
Student	211	4%	4%
Other	1,047	21%	20%
Tot. valid	5,102	100%	100%
No answer	18		0%
Tot. cases	5,120		100%

Occupation



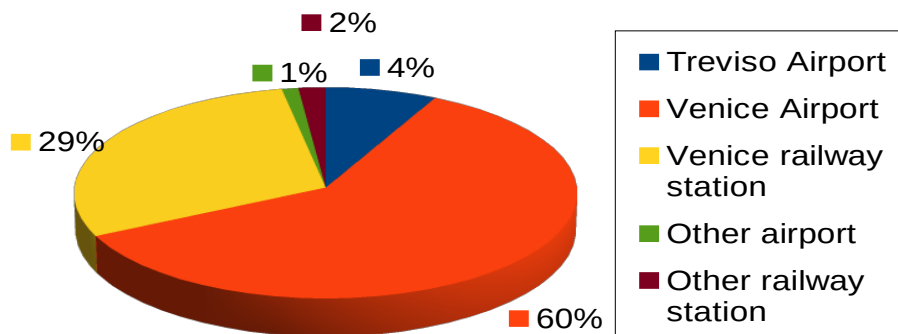
Means of arrival	N. cases	% valid	% cases
Plane	2,828	55%	55%
Train	1,369	27%	27%
Car/Motorcycle	746	15%	15%
Bus	56	1%	1%
Cruise ship	47	1%	1%
Camper	16	0%	0%
Pleasure boat	43	1%	1%
Tot. valid	5,105	100%	100%
No answer	15		0%
Tot. cases	5,120		100%

Arrival means of transport

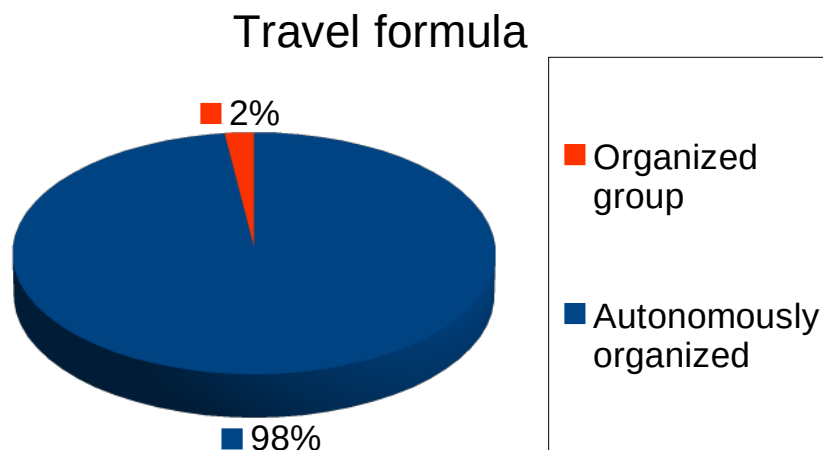


Airport/Arrival station	N. cases	% valid	% cases
Treviso Airport	317	8%	6%
Venice Airport	2,536	60%	50%
Venice railway station	1,243	29%	24%
Other airport	47	1%	1%
Other railway station	77	2%	2%
Tot. valid	4,220	100%	82%
No answer	900		18%
Tot. cases	5,120		100%

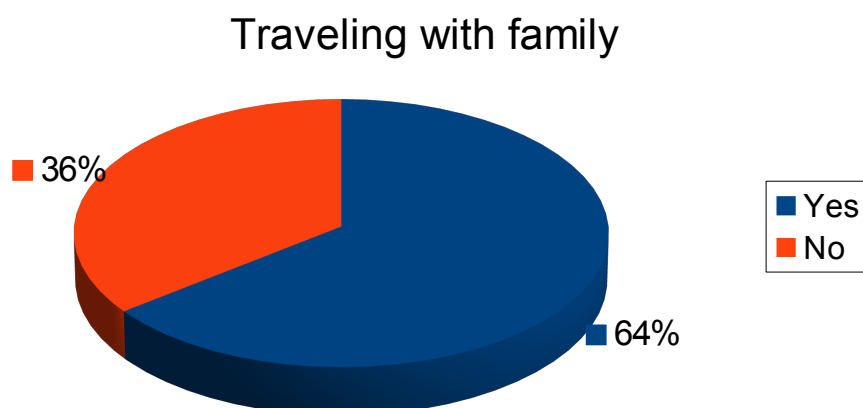
Airport/Arrival station



Travel formula	N. cases	% valid	% cases
Organized group	104	2%	2%
Autonomously organized	4,985	98%	97%
Tot. valid	5,089	100%	99%
No answer	31		1%
Tot. cases	5,120		100%

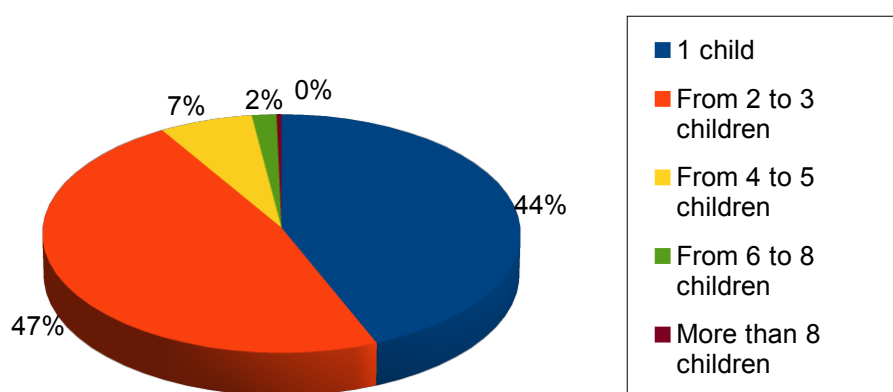


Traveling with family	N. cases	% valid	% cases
Yes	3,284	64%	64%
No	1,811	36%	35%
Tot. valid	5,095	100%	100%
No answer	25		0%
Tot. cases	5,120		100%



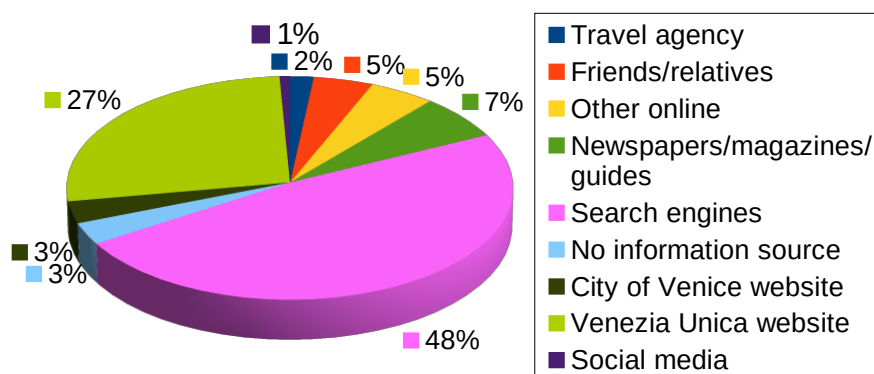
Number of families per number of children	N. cases	% valid	% cases
1 child	627	44%	44%
from 2 to 3 children	680	47%	47%
from 4 to 5 children	95	7%	7%
from 6 to 8 children	25	2%	2%
more than 8 children	5	0%	0%
Tot. valid	1,432	100%	100%
No answer	3		0%
Tot. cases	1,435		100%

Families composition per number of children



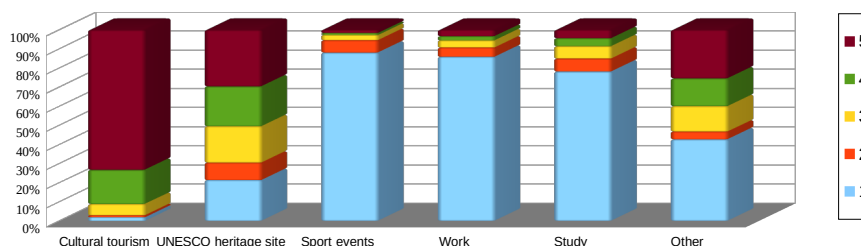
Information sources	N. cases	% valid	% cases
Travel agency	91	2%	2%
Friends/relatives	232	5%	5%
Other online	253	5%	5%
Newspapers/magazines/ guides	335	7%	7%
Search engines	2,454	48%	48%
No information source	161	3%	3%
City of Venice website	162	3%	3%
Venezia Unica website	1,371	27%	27%
Social media	40	1%	1%
Tot. valid	5,099	100%	100%
No answer	21		0%
Tot. cases	5,120		100%

Information sources



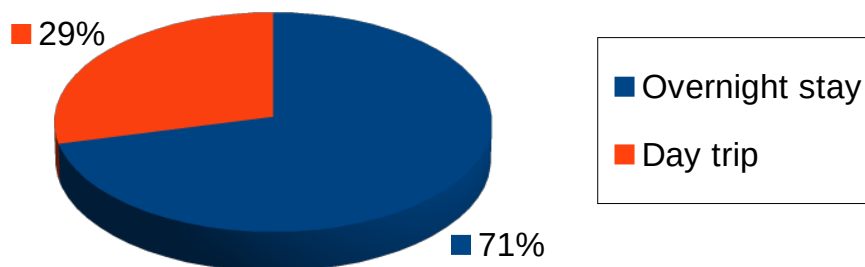
Reason	Level of importance (1 min – 5 max)				
	1	2	3	4	5
Cultural tourism	2%	1%	6%	18%	73%
UNESCO heritage site	21%	9%	19%	21%	30%
Sport events	88%	6%	3%	1%	2%
Work	86%	5%	4%	2%	3%
Study	78%	7%	7%	4%	4%
Other	43%	4%	13%	15%	25%

Visit reason level of importance
1 min - 5 max



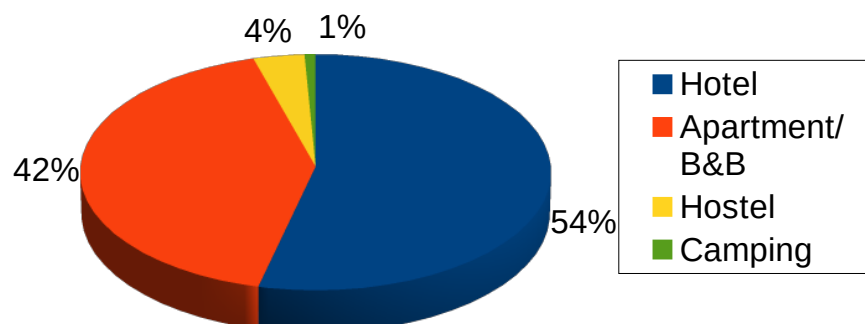
Type of visit	N. cases	% valid	% cases
Overnight stay	3,547	71%	69%
Day trip	1,447	29%	28%
Tot. valid	4,994	100%	98%
No answer	126		2%
Tot. cases	5,120		100%

Type of visit



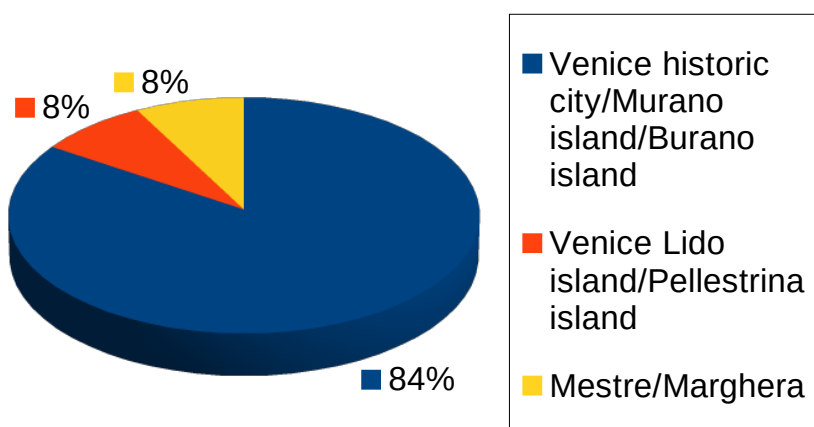
Overnight stay			
Type of accommodation facility	N. cases	% valid	% cases
Hotel	1,895	54%	53%
Apartment/B&B	1,474	42%	42%
Hostel	130	4%	4%
Camping	28	1%	1%
Tot. valid	3,527	100%	99%
No answer	20		1%
Tot. cases	3,547		100%

Overnight stay - Type of accommodation facility



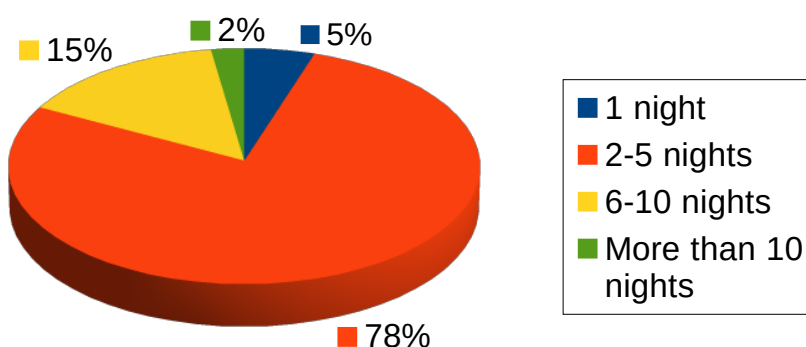
Location area of the accommodation facility	N. cases	% valid	% cases
Venice historic city/Murano island/Burano island	2,950	84%	83%
Venice Lido island/Pellestrina island	278	8%	8%
Mestre / Marghera	275	8%	8%
Tot. valid	3,503	100%	99%
No answer	44		1%
Tot. cases	3,547		100%

Location area of the accommodation facility



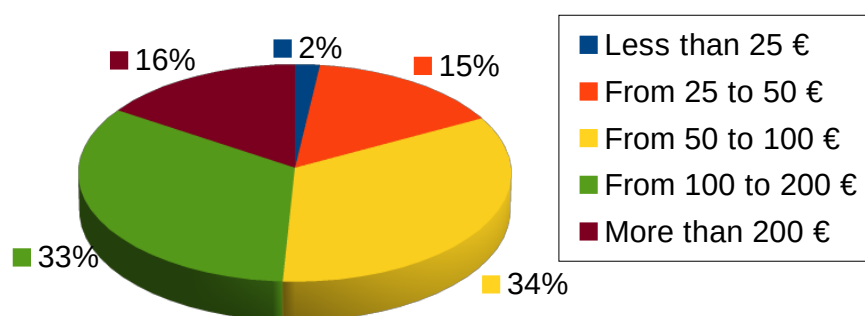
Overnight stay Nights number	N. cases	% valid	% cases
1 night	179	5%	5%
2-5 nights	2,752	78%	78%
6-10 nights	531	15%	15%
More than 10 nights	84	2%	2%
Tot. valid	3,546	100%	100%
No answer	1		0%
Tot. cases	3,547		100%

Nights number overnight stay



Expense class per person per day	N. cases	% valid	% cases
Less than 25 €	98	2%	1.9%
From 25 € to 50 €	776	15%	15.2%
From 50 € to 100 €	1,701	34%	33.2%
From 100 € to 200 €	1,686	33%	32.9%
More than 200 €	802	16%	15.7%
Tot. valid	5,063	100%	98.9%
No answer	57		1.1%
Tot. cases	5,120		100.0%

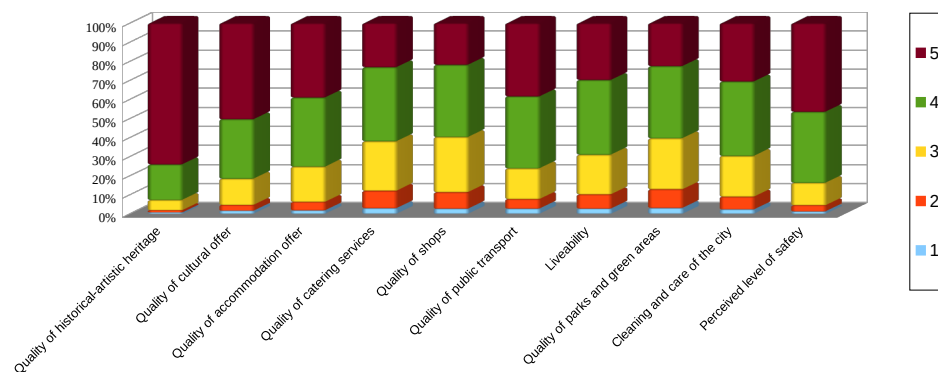
Expense class per person per day



Tourist offer	1	2	3	4	5
Quality of historical-artistic heritage	1%	1%	5%	19%	74%
Quality of cultural offer	2%	3%	14%	31%	51%
Quality of accommodation offer	2%	4%	18%	36%	39%
Quality of catering services	3%	9%	26%	39%	23%
Quality of shops	3%	9%	29%	38%	22%
Quality of public transport	3%	5%	16%	38%	38%
Liveability	3%	7%	21%	39%	30%
Quality of parks and green areas	3%	10%	27%	38%	23%
Cleaning and care of the city	2%	7%	21%	39%	31%
Perceived level of safety	1%	3%	12%	37%	47%

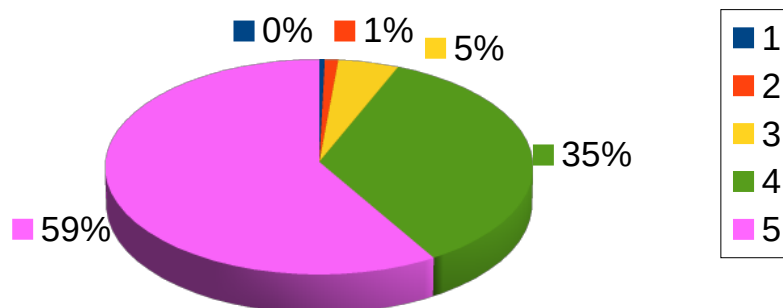
Tourist offer level of satisfaction

1 min - 5 max



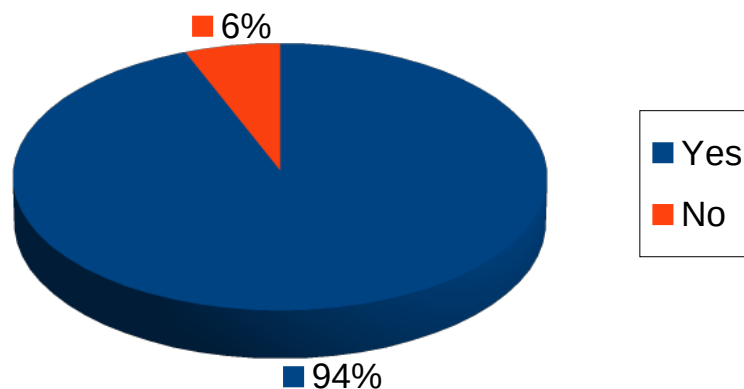
Overall rating of the stay	N. cases	% valid	% cases
1	22	0%	0%
2	54	1%	1%
3	245	5%	5%
4	1,787	35%	35%
5	2,980	59%	58%
Tot. valid	5,088	100%	99%
No answer	32		1%
Tot. cases	5,120		100%

Overall rating of the stay
1 very bad - 5 excellent



Intend to return	N. cases	% valid	% cases
Yes	4,780	94%	93%
No	308	6%	6%
Tot. valid	5,088	100%	99%
No answer	32		1%
Tot. cases	5,120		100%

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 the site VeneziaUnica data

VELA

For the museums, exhibitions and live show data

Fondazione Musei Civici Venezia

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

Procuratoria of St. Mark's Basilica

Delegation in re amministrativa for Torcello

Tourism Office of the Patriarchal Curia of Venice

Chorus - Association for the churches

Fondazione La Biennale di Venezia

Peggy Guggenheim Collection

Fondazione Querini Stampalia

Fondazione Venezia Servizi

Jewish Venice Community

Naval Historic Museum

Museum of Torcello – Metropolitan City of Venice

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

