

Tourism in Piedmont – Focus on the US Market

Turin, June 18, 2024

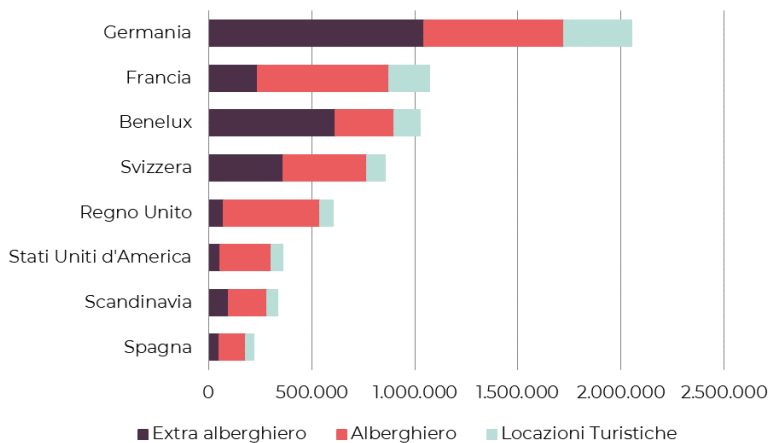
Tourism in Piemonte in 2023¹

2023 concluded with over **6 million arrivals** and **16 million overnight stays**, marking an increase of **9.3% in arrivals** and **8.6% in overnight stays** compared to **2022**.

The strong push towards the **internationalization** of tourists in Piedmont is also evident from the **monitoring** of on-site **spending** through foreign credit cards: overall **spending volumes** recorded an **increase of over 22%** compared to the previous year, amounting to **approximately 810 million euros** for the monitored portion alone.

Compared to **2022**, **inbound flows** from abroad **increased** by **15.3% in arrivals** and **nearly 15% in overnight stays**. The share of the **foreign market** in overnight stays rose **from 49% in 2022 to 52%**, **surpassing** the **domestic share** of **48%**.

Pernottamenti 2023 - Mercati di Provenienza



Germany remains the top foreign market for arrivals and overnight stays:

German tourists choosing Piedmont **increased** by **10.2% in arrivals** and **7.8% in overnight stays** compared to **2022**. Following Germany are **France**, with a growth of **17%**, **Benelux**, and **Switzerland**, all **exceeding** the previous year's **values**. In fifth position is the **United Kingdom**, which, despite a decline in arrivals,

saw an **8.8% increase** in **overnight stays**.

The **United States** is noted in **sixth position**, registering an **increase in overnight stays** of nearly **35%** compared to **2022**.

Finally, **Scandinavia** and **Spain** show an **increase in overnight stays** compared to **2022: +13.9%** and **+24.2%**, respectively.

¹ Source: Data elaborated by the Tourism Observatory of the Piedmont Region based on Piemonte Dati Turismo (Ross 1000).

Tourist Movements in Piedmont – FOCUS USA last 10 years²

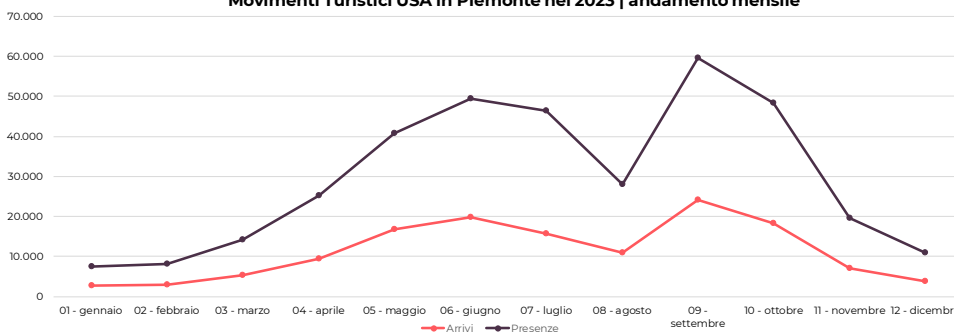
The **growth of tourist movements from across the ocean to Piedmont over the last 10 years** has been significant: by the end of 2023, there were **over 136,000 arrivals** and **nearly 359,000 overnight stays**, marking an increase of **over 70%** compared to 2014.

According to the most recent data, the **preferred destinations in Piedmont for Americans** are **Turin** and its surrounding areas, the **lakes**, and the **hills**, which collectively account for approximately **33%** (Turin and lakes) and **25%** of the **total regional overnight stays**, respectively.

Movimenti Turistici USA (strutture ricettive e locazioni turistiche - a partire da ottobre 2019) - Ultimi 10 anni (2014-2023) - AREE PRODOTTO												
Anno	2014		2022		2023		2023 vs 2014		2023 vs 2022		2023 distribuzione	
	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze
Collina	15.421	41.635	24.822	69.727	29.444	88.169	90,9%	111,8%	18,6%	26,4%	21,6%	24,6%
Lacuale	34.483	81.135	33.803	82.204	48.556	117.065	40,8%	44,3%	43,6%	42,4%	35,6%	32,6%
Montagna	2.370	8.886	3.959	11.372	5.427	16.172	129,0%	82,0%	37,1%	42,2%	4,0%	4,5%
Pianura	5.780	13.288	5.905	14.713	8.266	20.109	43,0%	51,3%	40,0%	36,7%	6,1%	5,6%
Torino e prima cintura	21.504	55.045	34.323	87.808	44.780	117.166	108,2%	112,9%	30,5%	33,4%	32,8%	32,7%
Totale Regione Piemonte	79.558	199.989	102.812	265.824	136.473	358.681	71,5%	79,4%	32,7%	34,9%	100,0%	100,0%

Movimenti Turistici USA (strutture ricettive e locazioni turistiche - a partire da ottobre 2019) - Ultimi 10 anni (2014-2023) - ATL												
Anno	2014		2022		2023		2023 vs 2014		2023 vs 2022		2023 distribuzione	
	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze
1001 - ATL Turismo Torino e Provincia	23.642	63.202	37.248	96.811	48.666	129.429	105,8%	104,8%	30,7%	33,7%	35,7%	36,1%
1006 - ATL del Distretto Turistico dei Laghi	34.918	82.366	35.037	85.485	50.187	121.248	43,7%	47,2%	43,2%	41,8%	36,8%	33,8%
1009 - ATL di Cuneo	1.922	4.823	2.148	5.970	2.441	6.737	27,0%	39,7%	13,6%	12,8%	1,8%	1,9%
1010 - ATL di Alessandria	2.900	7.495	3.601	10.884	4.495	13.748	55,0%	83,4%	24,8%	26,3%	3,3%	3,8%
1012 - ATL Langhe Monferrato Roero	12.521	34.140	21.221	58.843	24.949	74.421	99,3%	118,0%	17,6%	26,5%	18,3%	20,7%
1014 - ATL Terre dell'Alto Piemonte	3.655	7.963	3.557	7.831	5.735	13.098	56,9%	64,5%	61,2%	67,3%	4,2%	3,7%
Totale Regione Piemonte	79.558	199.989	102.812	265.824	136.473	358.681	71,5%	79,4%	32,7%	34,9%	100,0%	100,0%

Movimenti Turistici USA in Piemonte nel 2023 | andamento mensile



Tourist activity throughout the year **peaks in September**, with higher attendance during late spring and early summer months: **May, June, and July.**

² Source: Data elaborated by the Tourism Observatory of the Piedmont Region based on Piemonte Dati Turismo (Ross 1000) | **Final data for the years from 2014 to 2023.**

Movimenti Turistici USA in Piemonte 2023 - Settore Ricettivo

Settore	Alberghiero		Extra alberghiero		Locazioni Turistiche		Totale	
	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze
Regione Piemonte	104.789	251.612	19.140	55.284	12.544	51.785	136.473	358.681

American tourists prefer staying in **hotels: 77% of arrivals** and **70% of overnight stays in 2023** were recorded in the **hotel sector**. Among these, **over 80% of movements** were in **higher-category accommodations** (4-star, 5-star, and luxury 5-star hotels).

Movimenti Turistici USA in Piemonte - Anno 2023 - FOCUS settore alberghiero			
Qualifica	Categoria	Arrivi	Presenze
Albergo	1 Stella	464	1.083
	2 Stelle	832	1.538
	3 Stelle	16.568	37.287
	4 Stelle	68.317	161.625
	5 Stelle	7.160	17.846
	5 Stelle Lusso	8.905	23.542
Albergo diffuso	1 Stella	13	43
	2 Stelle	25	42
	3 Stelle	28	76
Residenza Turistico Alberghiera (R.T.A.)	2 Stelle	309	2.623
	3 Stelle	1.309	2.870
	4 Stelle	859	3.037
Totale settore alberghiero		104.789	251.612