

# Roots tourism

***Maria Elena Rossi***

***ENIT Marketing and Promotion Director***

***By the***

***Research Department***

***ENIT - ITALIAN NATIONAL TOURIST BOARD***

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# Flows and international spending on visiting friends and relatives in Italy

- In 2021, more than 6 million international travellers went to Italy to visit friends and relatives (+4.9% on 2020; -40.4% on 2019). They made 61 million overnight stays (+19.5%; -8.5%) and spent €4.2 billion (+24.6%; -14.3%).
- Of all the types of accommodation, staying with family and friends had the smallest decrease compared to 2019 (-10.9%). The increase compared to 2020 was 15.7%.
- Despite an overall drop in flows, there was an increase in the share of overnight stays in the homes of friends or relatives, which went from approximately 18.0% in 2019 to 30.7% in 2021.
- In 2019, a total of 10.4 million international tourists came to Italy to visit friends and relatives (+4.1% on 2018). They were behind 66.7 million overnight stays (+5.0%) and spent nearly €5 billion (+20.7%).
- The average length of their stays was 6.4 nights, with an outlay of €70 per night.

# Flows and international spending on visiting friends and relatives in Italy

<i>Travellers, overnight stays and spending on visiting friends and relatives in Italy</i>					
<i>Indicators/Years</i>	2019	2020	2021	Var. % 21/20	Var. % 21/19
<i>Spending in millions of Euro</i>	4,946	3,402	4,239	24.6	-14.3
<i>Travellers at the border in thousands</i>	10,403	5,909	6,196	4.9	-40.4
<i>Nights in thousands</i>	66,702	51,084	61,029	19.5	-8.5

Source: ENIT Research Department using Bank of Italy data

# Overnight stays visiting friends and relatives in Italy

Classification of overnight stays by type of accommodation (referring only to travellers staying overnight)									
Type of accommodation	Number of nights in millions			% share 2019	% share 2020	% share 2021	Var. % 20/19	Var. % 21/20	Var. % 21/19
	2019	2020	2021						
Hotels, holiday villages, B&Bs, Agritourism establishments	199.5	56.6	54.2	49.6	30.9	26.7	-71.6	-1.6	-72.1
<b>Staying with friends and relatives</b>	<b>71.9</b>	<b>55.4</b>	<b>64.1</b>	<b>17.9</b>	<b>30.2</b>	<b>30.7</b>	<b>-23.0</b>	<b>15.7</b>	<b>-10.9</b>
Rented houses	65.6	33.5	43.2	16.3	18.3	21.9	-49.0	36.6	-30.3
Other	65.1	37.8	42.1	16.2	20.6	20.6	-41.9	13.7	-33.9
<b>Total</b>	<b>402.1</b>	<b>183.3</b>	<b>203.7</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>-54.4</b>	<b>13.8</b>	<b>-48.1</b>

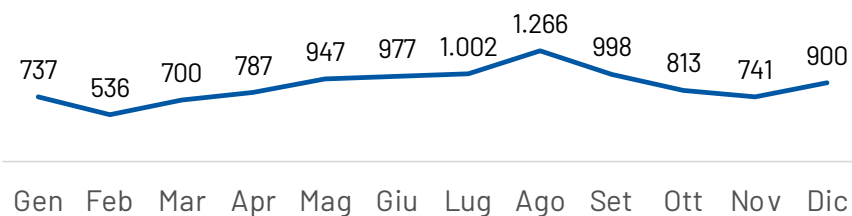
Source: ENIT Research Department using Bank of Italy data

# Flows and international spending on visiting friends and relatives in Italy

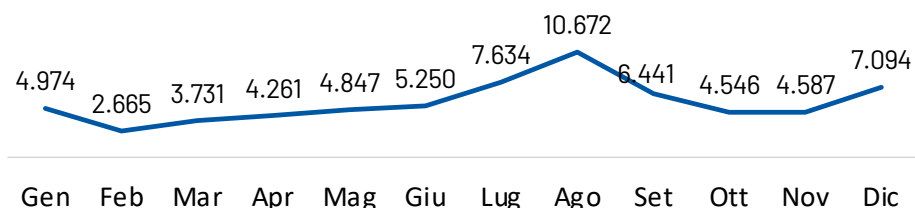
- In the year before the outbreak of the COVID-19 pandemic, the monthly distribution of indicators for travel to Italy to see family and friends revealed a peak in August (12.2% for travellers, 16.0% for nights and 16.6% for spending) and the lowest concentration in February (5.1% for travellers, 4.0% for nights and 3.7% for spending).
- In the other months, the distribution of flows and receipts was fairly uniform, with higher levels in July, September and December.

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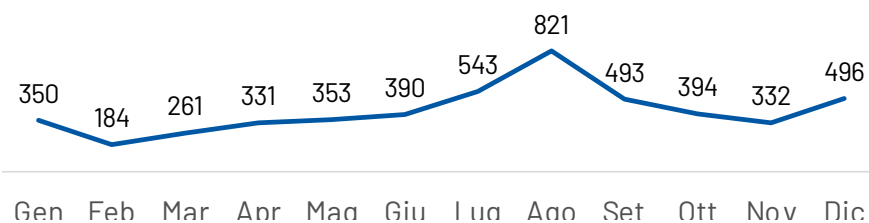
Travellers in Italy visiting family and relatives  
(in thousands)



Nights in Italy visiting family and relatives  
(in thousands)



Spending in Italy visiting family and relatives  
(in millions of Euro)



Source: ENIT Research Department using Bank of Italy data

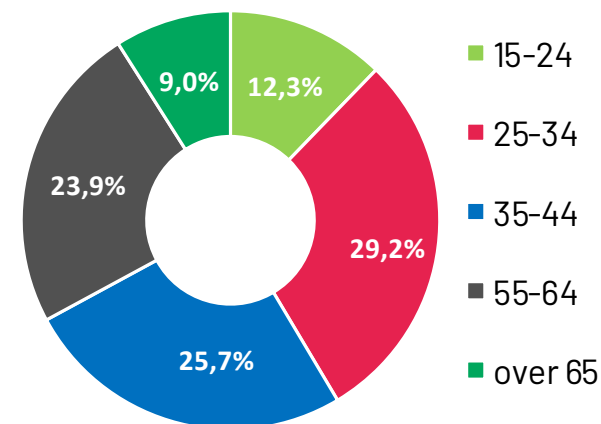
# Flows and international spending on visiting friends and relatives in Italy

- The international travellers who are most interested in visiting friends and relatives in Italy are between 25 and 34 years old: there are 3 million tourists in this age bracket and they make up approximately 30.0% of the total, with an average stay of 6.3 nights and average spending of approximately €74.
- They are followed by the 35-44 and 55-64 age groups, which make up 25.7% and 24.0% of all travellers respectively.
- More than half of all foreigners travelling to Italy to visit friends and relatives do so by plane. Approximately 66.0% travel alone and 34.1% with other people.
- 42.0% of travellers who come to Italy (just) to visit friends and family come from France, Germany and the United Kingdom.

# Flows and international spending on visiting friends and relatives in Italy

<b>Travellers, overnight stays, spending and average length of stay</b>					
<b>Visiting friends and relatives by age group</b>					
<b>Age group</b>	<b>Travellers in thousands</b>	<b>Nights in thousands</b>	<b>Spending in millions of Euro</b>	<b>Average length of stay</b>	<b>Average spending per night (Euro)</b>
<b>15-24</b>	1,274	10,314	604	8.1	58.5
<b>25-34</b>	3,037	19,065	1,404	6.3	73.7
<b>35-44</b>	2,670	15,060	1,215	5.6	80.7
<b>55-64</b>	2,483	16,335	1,288	6.6	78.9
<b>Over 65</b>	938	5,929	435	6.3	73.3
<b>Total</b>	<b>10,403</b>	<b>66,702</b>	<b>4,946</b>	<b>6.4</b>	<b>74.2</b>

Travellers in thousands, by age group  
% share of the total in 2019



Source: ENIT Research Department using Bank of Italy data



# International travellers visiting friends and relatives in Italy

How are you travelling to visit friends and relatives in Italy?

Means of transport	Travellers in thousands in 2019	% share of the total
Plane	6,010	57.8
Road	3,930	37.8
Train	347	3.3
Ship	116	1.1
<b>Overall total</b>	<b>10,403</b>	<b>100.0</b>

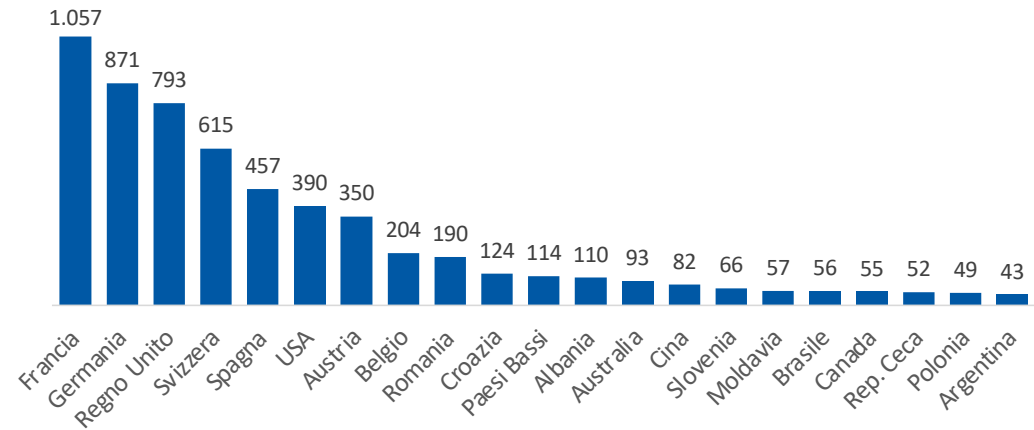
With whom are you travelling to visit friends and relatives in Italy?

Travelling	Travellers in thousands in 2019	% share of the total
Alone	6,853	65.9
With other people	3,551	34.1
<b>Overall total</b>	<b>10,403</b>	<b>100.0</b>

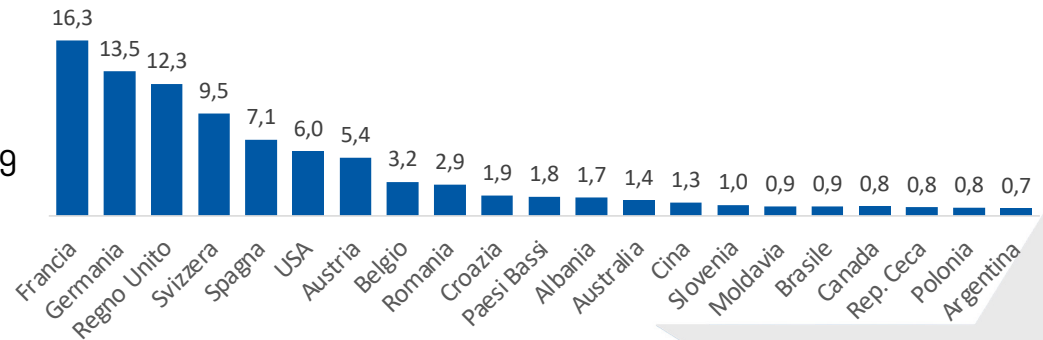
Source: ENIT Research Department using Bank of Italy data

# International travellers visiting relatives

Travellers in Italy visiting family and relatives  
Top 20 countries of origin (in thousands)



Travellers in Italy visiting family and relatives  
Top 20 countries of origin: % share of the total in 2019



Source: ENIT Research Department using Bank of Italy data



ENIT - Italian National Tourist Board