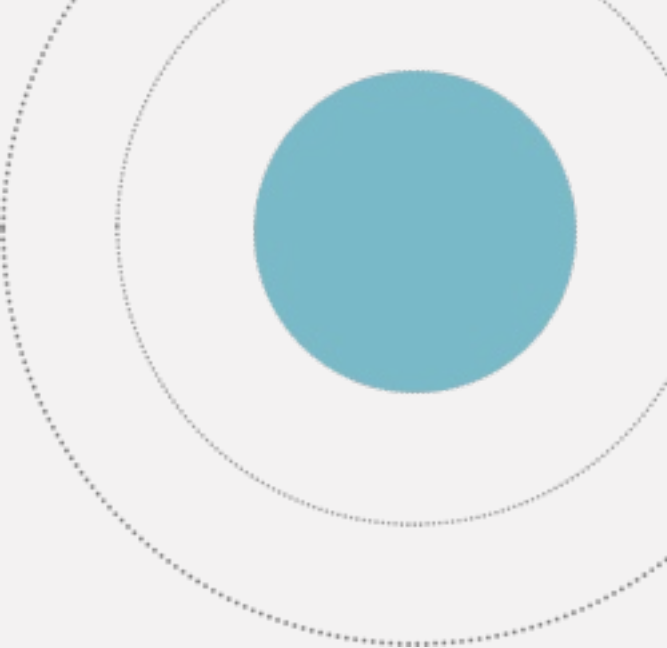

Seminar

How to design press and fam trips more sustainably





Welcome and introduction

Antonella Rossi, Head of ENIT Germany

Tourist flows in Italy 2019-2023 – TOP 10 countries of origin

Year	2023		Ch. % 2023/2022		Ch. % 2023/2019	
	Arrivals	Overnights	Arrivals	Overnights	Arrivals	Overnights
Total	133.636.709	447.170.049	12,8	8,5	1,7	2,4
Italy	65.758.654	212.987.794	3,7	1	-0,9	-1,4
Foreign countries	67.878.055	234.182.255	23,2	16,5	4,4	6,1
Germany	13.534.624	63.136.885	6,3	2,9	9,3	7,6
USA	7.553.297	21.384.623	39,9	39,8	24	31,2
France	5.070.455	13.821.849	10,2	7,8	6,9	-0,1
UK	3.588.655	13.021.981	14,9	12,9	-2,9	-4,8
Switzerland	3.432.264	11.900.741	5,4	1,2	13,4	10,1
Netherland	2.377.835	10.789.894	2,6	-0,2	11,2	4,5
Austria	2.954.193	10.332.143	6,8	3,5	11,6	8,5
Poland	2.115.376	7.816.075	40,3	36,3	32,7	26
Spain	2.349.955	6.338.995	25,8	25,3	4,7	9,5
Belgium	1.327.329	4.792.435	3,1	-2,1	5,4	0,9

Overall, tourist flows in Italian hospitality establishments in 2023 increased compared to 2022, and also compared to pre-pandemic levels: 133.6 million arrivals, +12.8% on the previous year and +1.7% on 2019 , for 447.2 million overnight stays, +8.5% compared to 2022 and +2.4% compared to 2019.

On the total for the period, the incidence of international customers exceeds the Italian one, both in terms of arrivals (50.8% against 49.5%) and presences (52.4% against 50.5%).

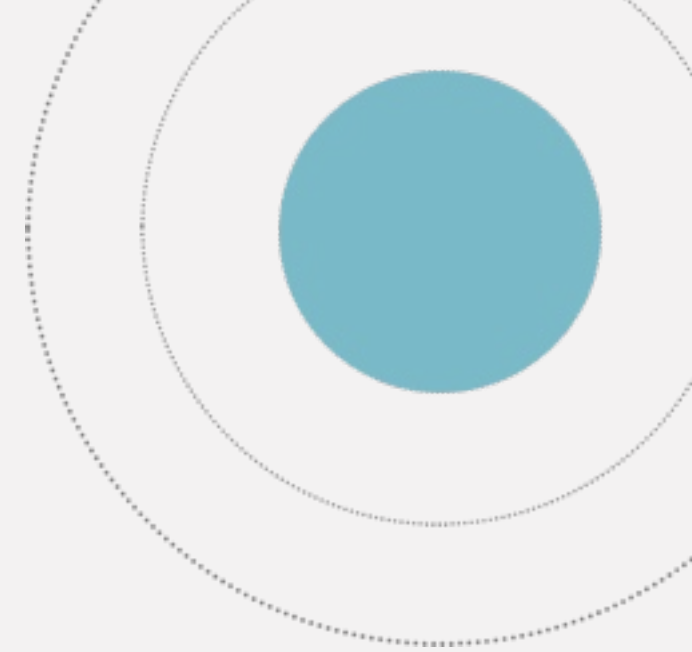
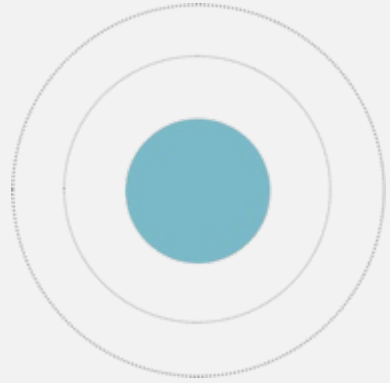
In terms of arrivals, foreigners increase by +23.2% compared to 2022 and by 4.4% compared to 2019, Italians increase on an annual basis by +3.7% but decrease by 0.9% compared to 2019.

Regarding presences, increases for foreigners of +16.5% on 2022 and +6.1% on 2019, while for Italians the result is +1% on 2022 but -1.4% on the pre-pandemic year .

Tourist flows from Germany by destination region, 2023-2022

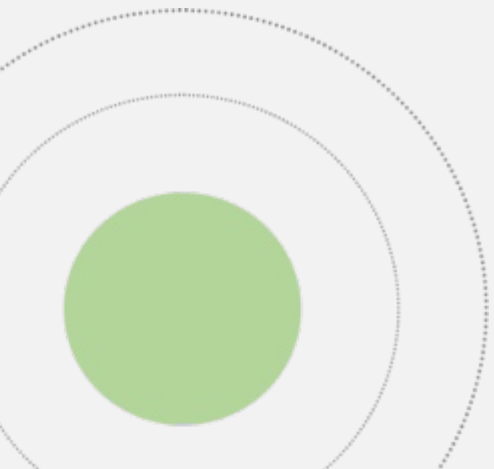
	2022		2023		Ch.% 2023/2022	
	Arrivals	Overnights	Arrivals	Overnights	Arrivals	Overnights
Italy	12.736.289	61.332.898	13.534.624	63.136.885	6,3	2,9
Trentino Alto Adige	4.131.216	19.406.485	4.352.174	20.255.386	5,3	4,4
Veneto	3.000.139	17.447.650	3.164.121	17.943.332	5,5	2,8
Lombardia	1.406.614	5.807.276	1.515.602	5.579.560	7,7	-3,9
Toscana	970.415	4.697.114	999.845	4.697.402	3,0	0,0
Emilia-Romagna	503.820	2.286.349	553.042	2.416.973	9,8	5,7
Sardegna	411.695	1.960.483	402.479	1.835.266	-2,2	-6,4
Piemonte	415.444	1.646.682	445.191	1.721.631	7,2	4,6
Liguria	365.064	1.415.823	398.642	1.498.640	9,2	5,8
Friuli-Venezia Giulia	306.941	1.368.374	323.616	1.405.123	5,4	2,7
Lazio	322.511	1.276.663	349.114	1.359.393	8,2	6,5
Campania	191.375	962.787	229.195	1.121.799	19,8	16,5
Sicilia	255.286	936.304	302.744	1.070.954	18,6	14,4
Puglia	165.502	813.135	180.131	841.375	8,8	3,5
Calabria	63.773	439.452	72.037	464.890	13,0	5,8
Marche	77.679	323.637	82.010	342.106	5,6	5,7
Umbria	68.199	253.578	72.116	260.417	5,7	2,7
Abruzzo	37.801	190.342	40.390	202.037	6,8	6,1
Valle d'Aosta / Vallée d'Aoste	28.078	65.335	33.228	76.843	18,3	17,6
Basilicata	13.792	32.709	17.477	39.060	26,7	19,4
Molise	945	2.720	1.470	4.698	55,6	72,7

Source: ENIT Statistics Department on ISTAT - 2023



Futouris – the sustainability initiative

Tatjana Peters, project manager



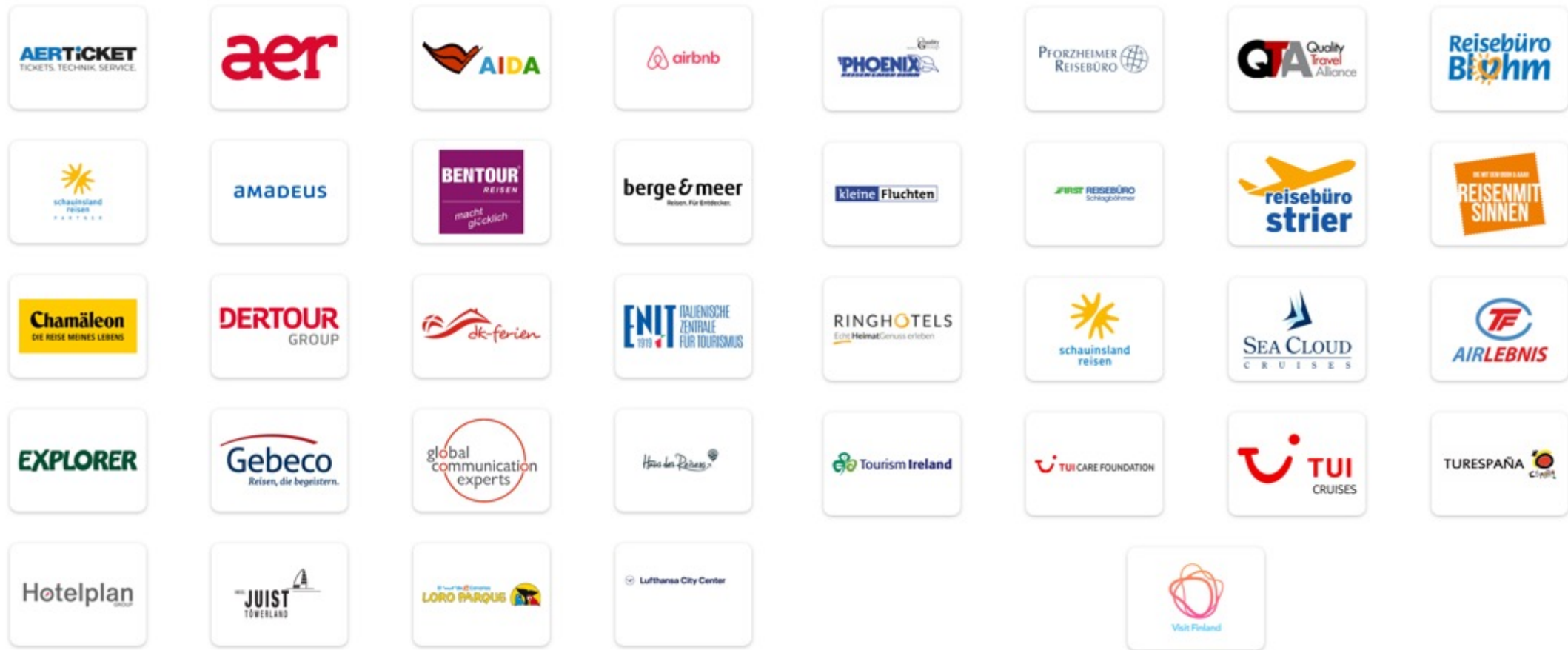


Futouris is...

- ... is the sustainability initiative of the German-speaking tourism industry.
- ... is a large network of experts from economic and scientific backgrounds working to solve sustainability challenges in tourism.
- ... jointly work towards shaping tourism in a sustainable way.
- ... develops and tests sustainable innovations to promote them for industry-wide application.



38 Futouris members





How do we ensure our project quality?

— — .

Prof. Dr. Christian Baumgartner University of Applied Sciences Graubünden		Prof. Dr. Dagmar Lund-Durlacher Eberswalde University for Sustainable Development		Prof. Dr. Julia E. Peters University of Applied Sciences Kempten
	Prof. Dr. Harald Zeiss Harz University of Applied Sciences, Wernigerode		Prof. Dr. Jürgen Schmude Emeritus Ludwig-Maximilians-University Munich	
Prof. Dr. Wolfgang Strasdas Eberswalde University for Sustainable Development		Prof. Dr. Jürg Stettler Lucerne University of Applied Sciences and Arts		Scientific Advisory Council



Futouris Focus Topics





Our worldwide projects are divers...



Sustainable wine-growing,
Lanzarote and Crete



Khwe Cultural Village,
Namibia



Traveling climate-consciously

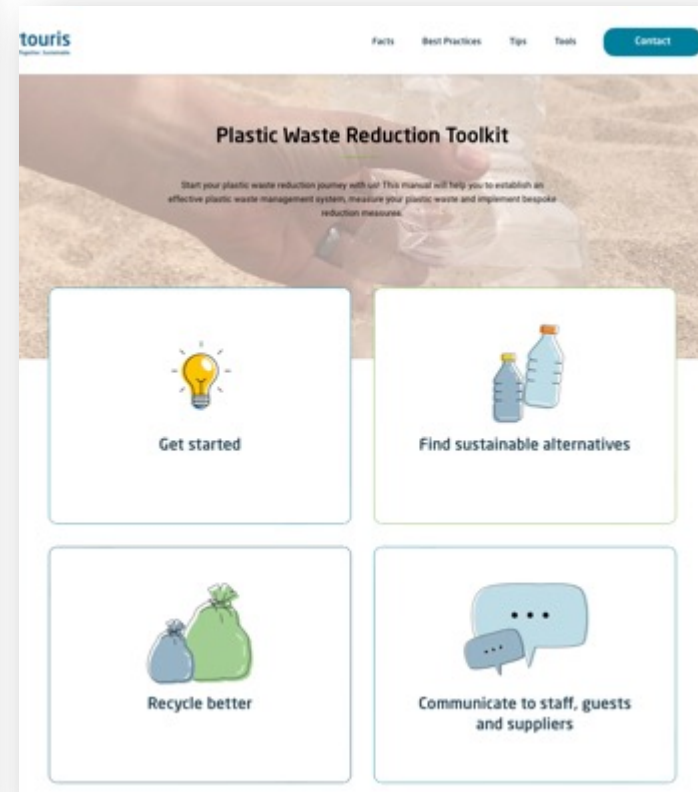
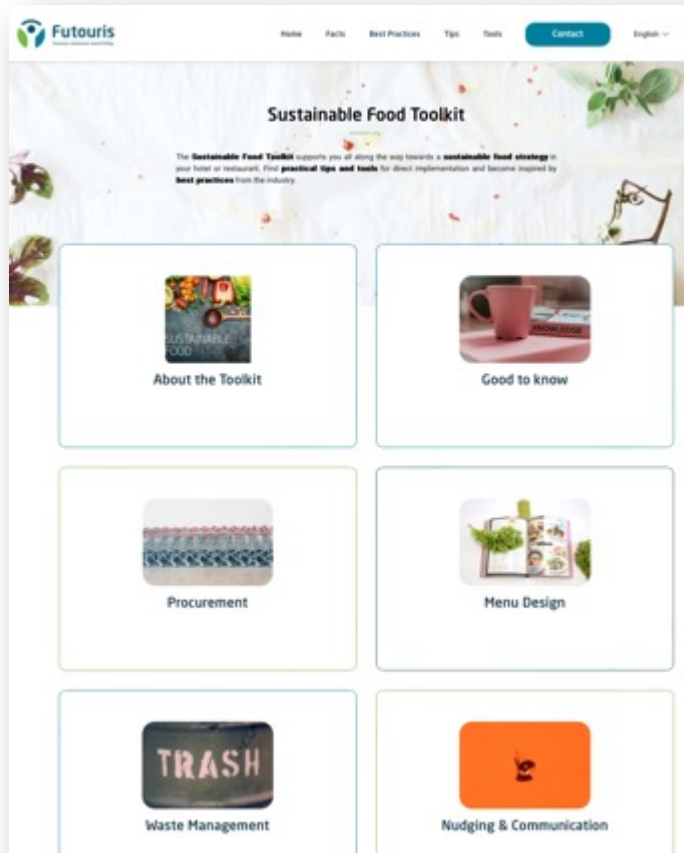


Sustainable food,
Mediterranean



Plastic-free holidays,
Balearic Islands

Practical toolkits, guidances developed within Futouris projects



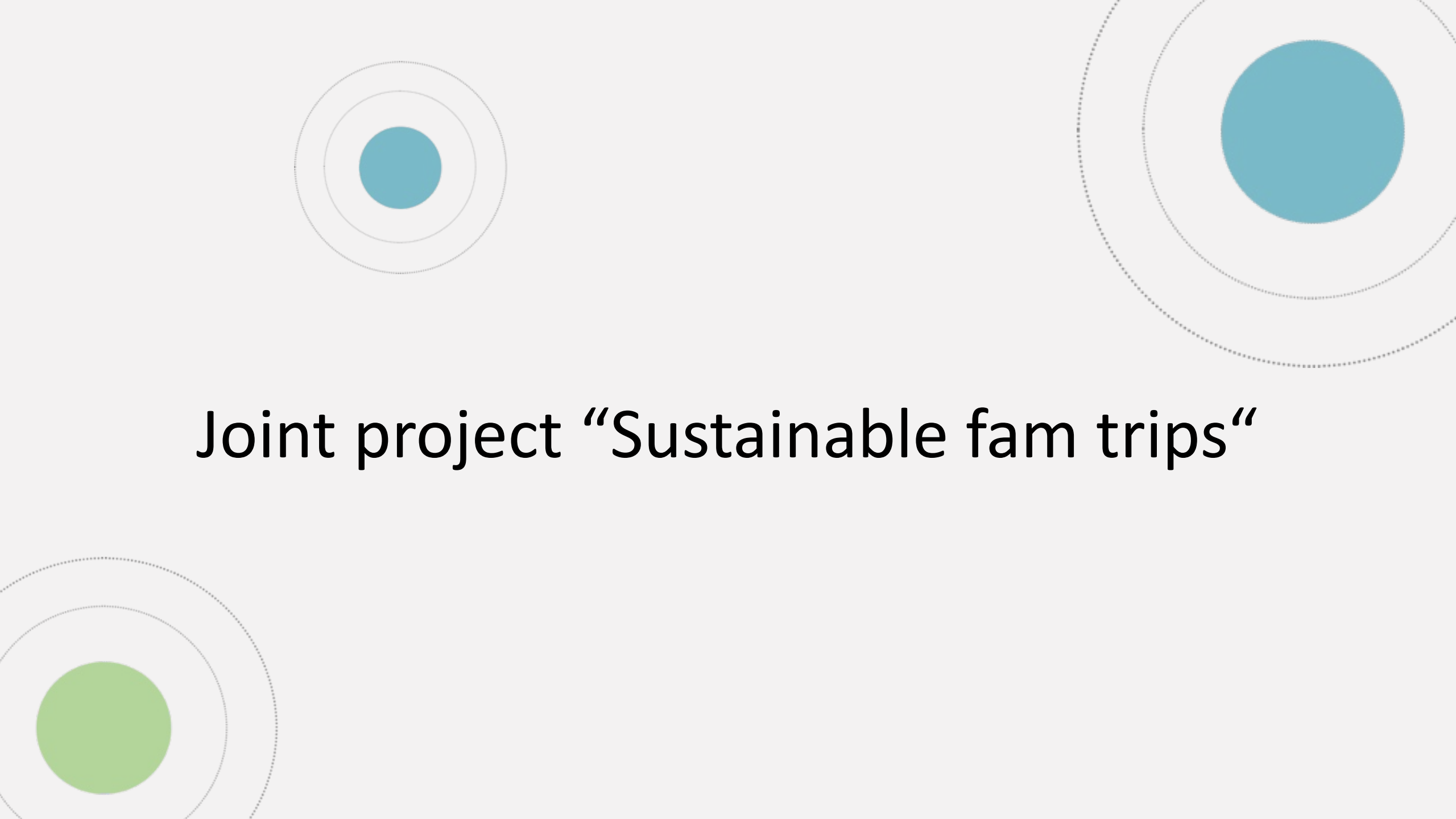
Futouris Knowledge Hub



GUIDELINES FOR SUSTAINABLE TOURISM COMMUNICATION



in the frame of the joint project
„Communicating sustainable travel offers successfully”
by Futouris and Global Communication Experts.



Joint project “Sustainable fam trips”



Our joint cooperation with ENIT

- **Project goal:** Making information trips more sustainable by meeting certain sustainability aspects
- **Target group:** Italian destinations
- **Project partner:** Prof. Dr. Christian Baumgartner, response & ability
- **Activities:**
 - Translation of criteria checklist in Italian
 - Workshop on how to design more sustainable fam and press trips for Italian destinations
 - Organisation and implementation of press trips by considering these criteria
 - Collection of feedback from participants via online survey after press trip



Futouris e.V.

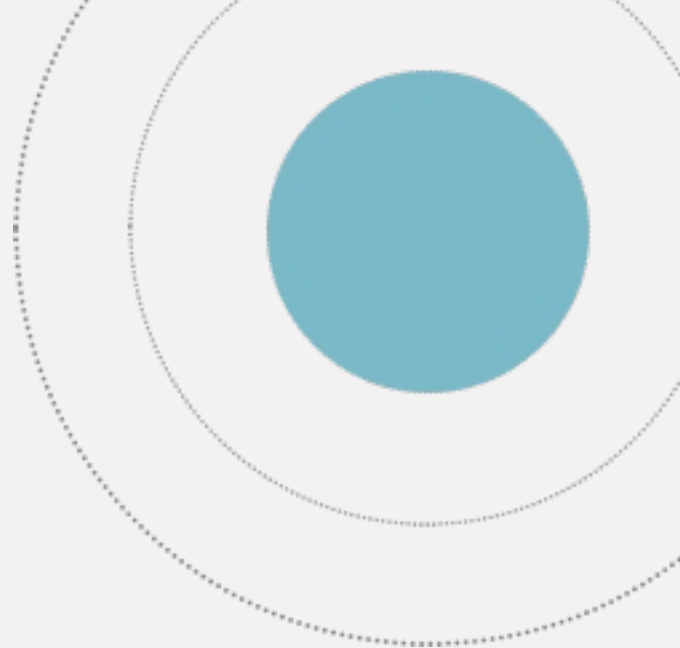
— — .
Grazie!

Contact: Tatjana Peters

Project manager

tatjana.peters@futouris.org





Sustainable criteria for press trips

Prof. Dr. Christian Baumgartner