



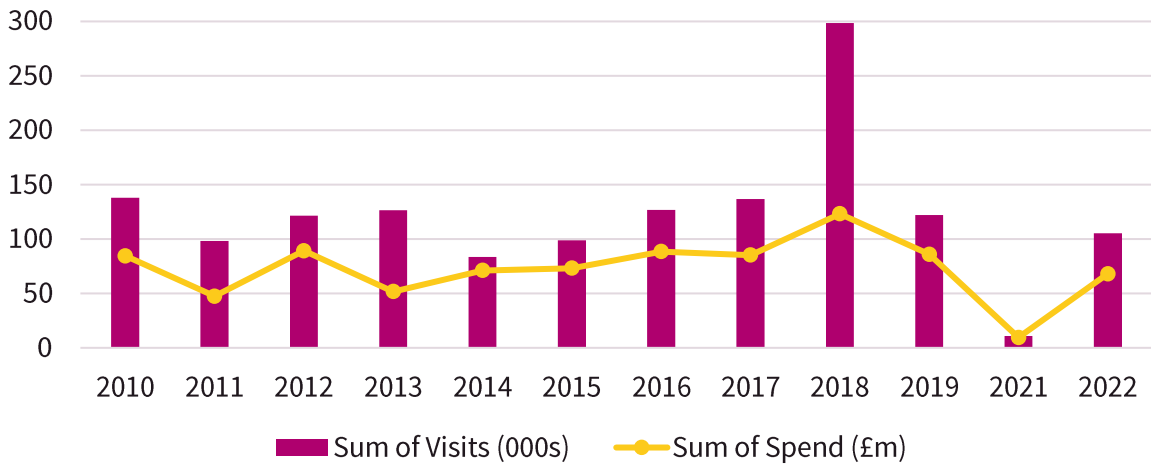
Insight Department:
Italy Factsheet | 2022

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INSIGHT DEPARTMENT: ITALY FACTSHEET 2022

In 2022, Italy was Scotland's ninth largest international source market by number of visits, ninth by expenditure and ninth by number of nights. Italian visitors accounted for 3% of all overseas visits and 2% of all overseas spend in Scotland. 2022 saw a lower return than previous years pre-pandemic for both visits and spend as many Italians favored more domestic tourism.

Visits and spend over time



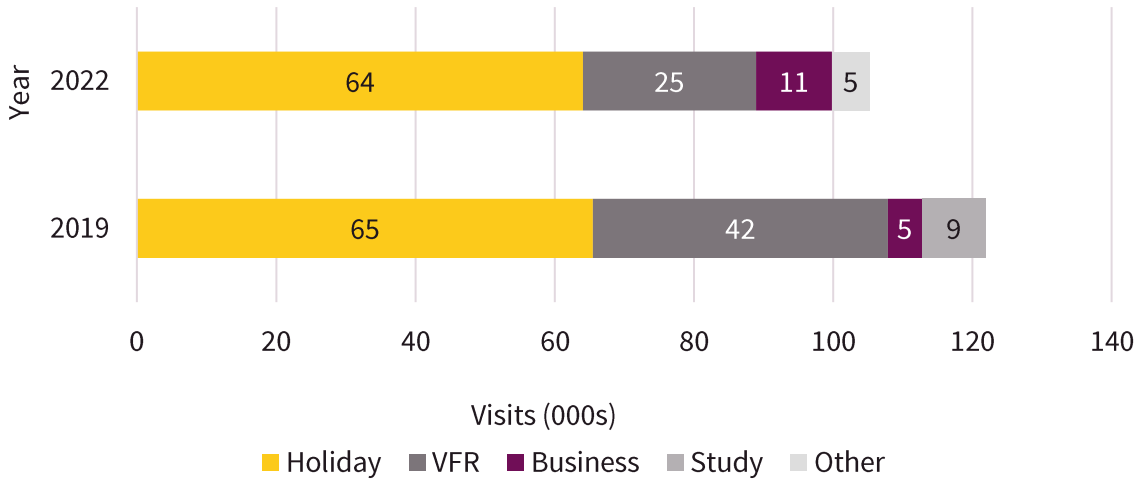
The total number of visits decreased by 14% from pre-pandemic levels whilst the total nights decreased by 31%. Total tourism expenditure decreased by 21%, a slightly atypical amount for the last decade.

Year	Visits	Nights	Spend (£m)
2019	122,000	1,072,000	86
2022	105,000	744,000	68
Change	-14%	-31%	-21%

Visitors from Italy spent on average £60 less during their visit compared to 2019. Although the average length of visit was 19% lower than pre-pandemic, dropping from 8.8 nights to 7.1, the average spend per night was 14% greater at £91. This is likely due to the decrease in visits to see friends or relatives, which tend to last longer than holidays visits. Most Italian visitors took a visit in 2022 that lasted between 8-14 days, whereas in 2019 the largest proportion of visits were 15+ days long.

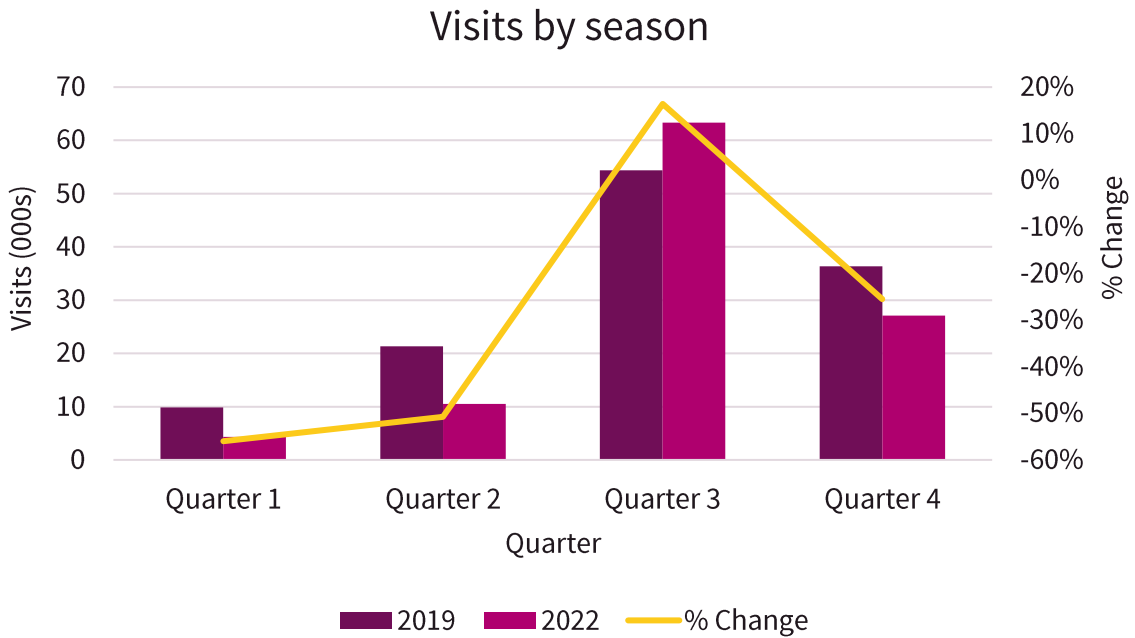
Year	Spend/visit	Nights/visit	Spend/night
2019	£705	8.8	£80
2022	£645	7.1	£91
Change	-9%	-19%	14%

Visits by purpose of visit



Nearly two-thirds of all visits were for the purpose of taking holidays, while one quarter were for visiting friends or relatives and 10% were for business. A shift was seen in visit intention compared to pre-pandemic times, where 35% of Italians were visiting friends or relatives, and more than half were holidaymakers. There was also a shift in those travelling for business, increasing from 4% in 2019 to 10% in 2022. 2022 also saw less Italian students and more travelling for other reasons such as medical tourism.

Purpose of visit	2019 visits (000s)	Visitor proportion (%)	2022 visits (000s)	Visitor proportion (%)
Business	5	4%	11	10%
Holiday	65	54%	64	61%
VFR	42	35%	25	24%
Study	9	8%	0	0%
Other	0	0%	5	5%



In 2022, the proportion of visits to Scotland by Italian visitors was highest in the third quarter of the year (July - September) increasing from 45% in 2019 to 60%. All other quarters saw a decrease in the number of visitors from Italy compared to pre-pandemic. Traditionally, most visitors were seen during the second half of the year, and this is once again the case in 2022. Visitors from Italy show a clear favour for travel to Scotland during the warmer summer months, which also coincide with the school summer holidays.

Season	2019 visits (000s)	Visitor proportion (%)	2022 visits (000s)	Visitor proportion (%)
Quarter 1	10	8%	4	4%
Quarter 2	21	18%	11	10%
Quarter 3	54	45%	63	60%
Quarter 4	36	30%	27	26%

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About this data

All data is sourced from the International Passenger Survey by the Office for National Statistics. Refer to the [ONS website](#) for more on IPS methodology.

Important Notice On Continued Impact of COVID in relation to IPS Data Collection

The International Passenger Survey (IPS) was suspended on 16 March 2020 due to the coronavirus (COVID-19) pandemic. Interviewing initially began at UK airports at the start of 2021, though the IPS remained suspended at some seaports and train stations during the year. To produce statistics for the periods impacted the Office for National Statistics (ONS) have applied the following processes to the data since March 2020:

- **March 2020** - With the data collected for most of March when the IPS was running the ONS had part of the data needed for the month. To produce estimates for the full month of March the ONS worked on the assumption that passenger characteristics in the second, unsampled, half of the month were represented by those sampled in the first half.
- **April – December 2020 (Q2, Q3, Q4 2020)** - The travel and tourism figures for this period are based entirely on administrative sources and modelling as no data was collected during this period.
- **2021** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) in Q4 2021 due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for this quarter. Data for those travelling via Dover was only collected from Q3 2021. In addition, no estimates are included for any travel across the Irish border. Please see [visitbritain.org](#) for more information.
- **January to June 2022** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) during this period due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for Q1-Q2 2022. The ONS restarted IPS interviews at all ports from July 2022. Please see [visitbritain.org](#) for more information.

Please refer to the [ONS website](#) for the official release and more information on IPS methodology and UK outbound travel and for Full Year 2022 details are on this [ONS page](#).

Appendix

International Passenger Survey 2022

USING AND INTERPRETING STATISTICAL DATA

Sources: Data is sourced from the Office for National Statistics' International Passenger Survey (IPS).

Information about the survey can be found on the VisitBritain website

www.visitbritain.org (Insights & Statistics section) or the Office for National Statistics website www.statistics.gov.uk/hub/index.html.

Sample Sizes: Some analysis within this report may be based on small sample sizes. Before using the data, it is important to recognise the limitations of using a small sample size. Further information, including methodology and sample sizes, can be found on the VisitBritain website www.visitbritain.org (Insights & Statistics section).

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