

intro

- Liguria is a traditionally tourist region
- Genoa is a newcomer in the tourist industry:
 - the 80s: a structural crisis (iron and steel, shipbuilders, public port)
 - the 90s: the recovery of the Old Port area, the “Christopher Columbus” international expo, the Aquarium
 - the 2000s: the G8 summit in 2001, Genoa European Capital for Culture in 2004...
- Tourism, with port related activities and industry, is now a stronghold of Genoese economy
- But official statistics don't tell us a lot: only hotel arrivals/nights spent (20% of total stays?) are monitored, we don't know why people come to Genoa and whether they like it or not
- We need to know MORE and BETTER in order to set up public policies and private initiatives



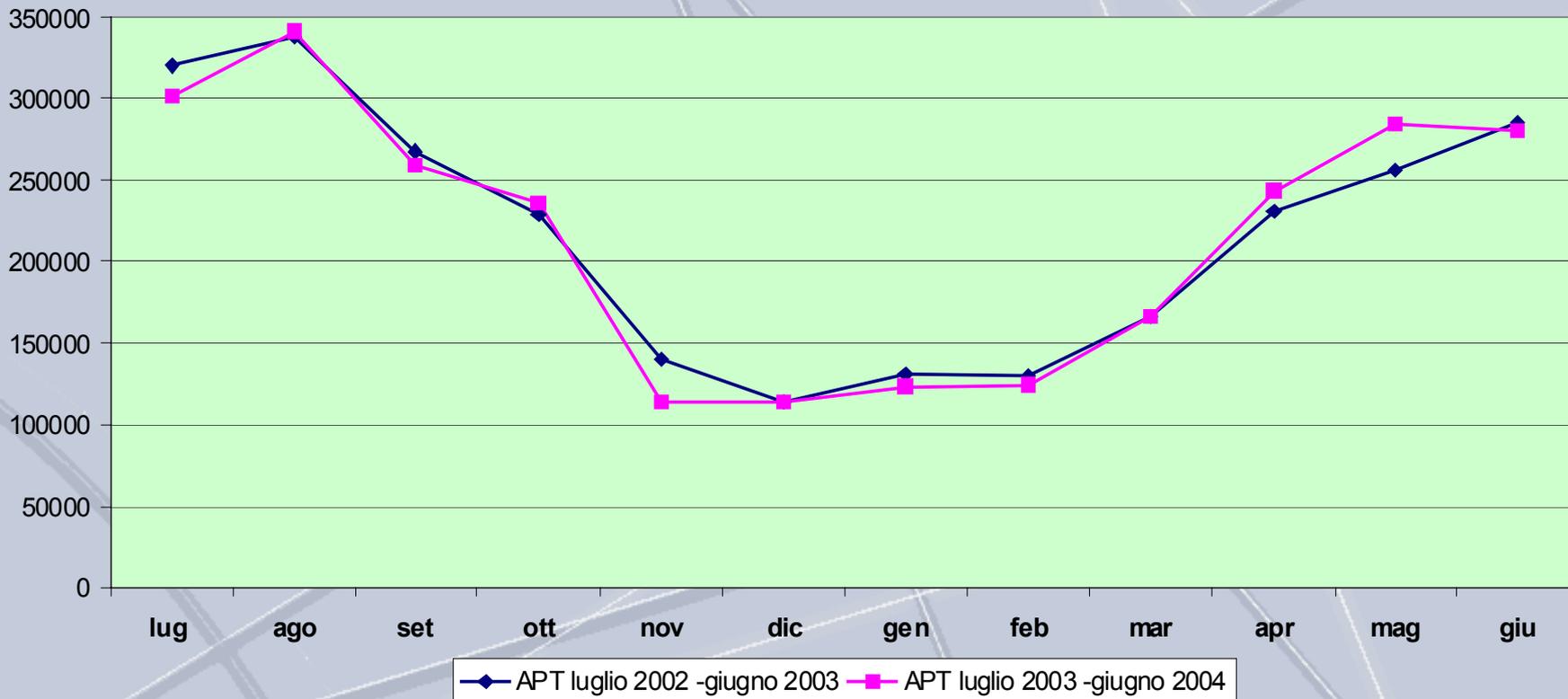
TOURISM OBSERVATORY IN THE PROVINCE OF GENOA

1° RAPPORTO: 2° semestre 2003 - 1° semestre 2004

Dicembre 2004

**Assindustria Genova, Istituto Internazionale delle Comunicazioni,
Federalberghi, Federturismo e Assoturismo**

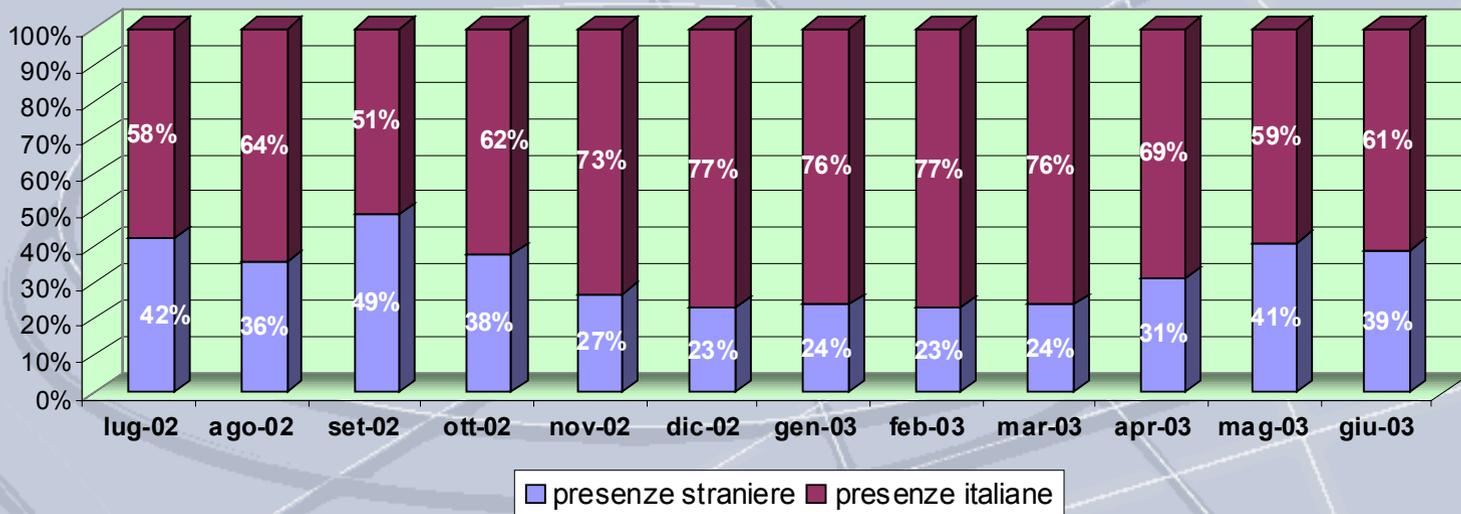
Number of hotel structures in the province of Genoa



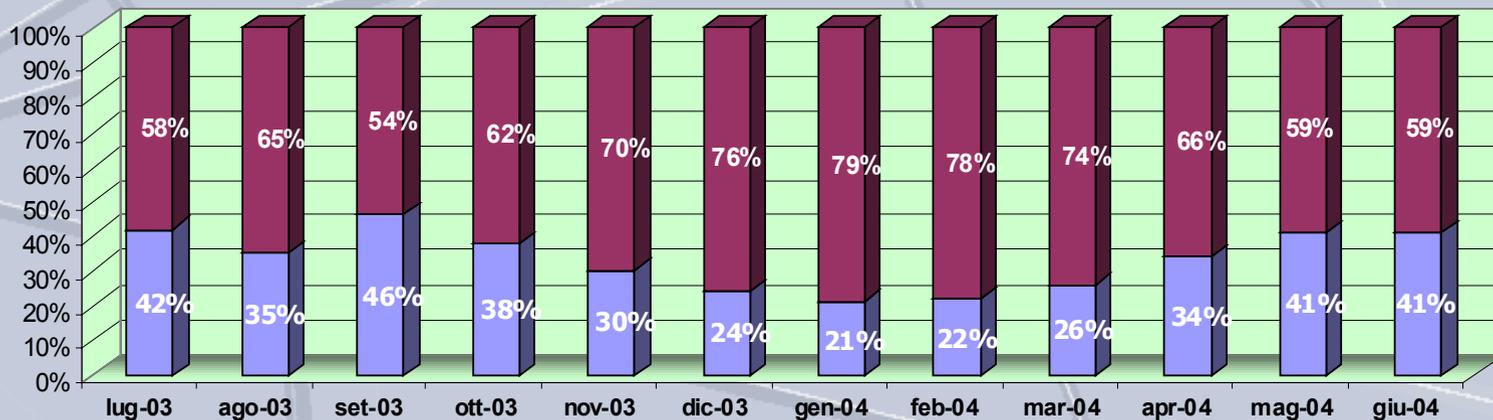
	APT 2002 - 2003	APT 2003 - 2004	Variazione %		APT 2002 - 2003	APT 2003 - 2004	Variazione %
luglio	320.293	301.861	- 5,75	gennaio	130.283	123.690	- 5,06
agosto	338.794	342.093	0,97	febbraio	129.891	124.449	- 4,19
settembre	268.108	259.153	- 3,34	marzo	166.052	166.227	0,11
ottobre	228.413	236.107	3,37	aprile	231.023	243.206	5,27
novembre	140.520	114.019	- 18,86	maggio	255.920	284.272	11,08
dicembre	113.381	113.724	0,30	giugno	285.501	280.06	- 1,78

Type of visitors (Italian and Foreigners)

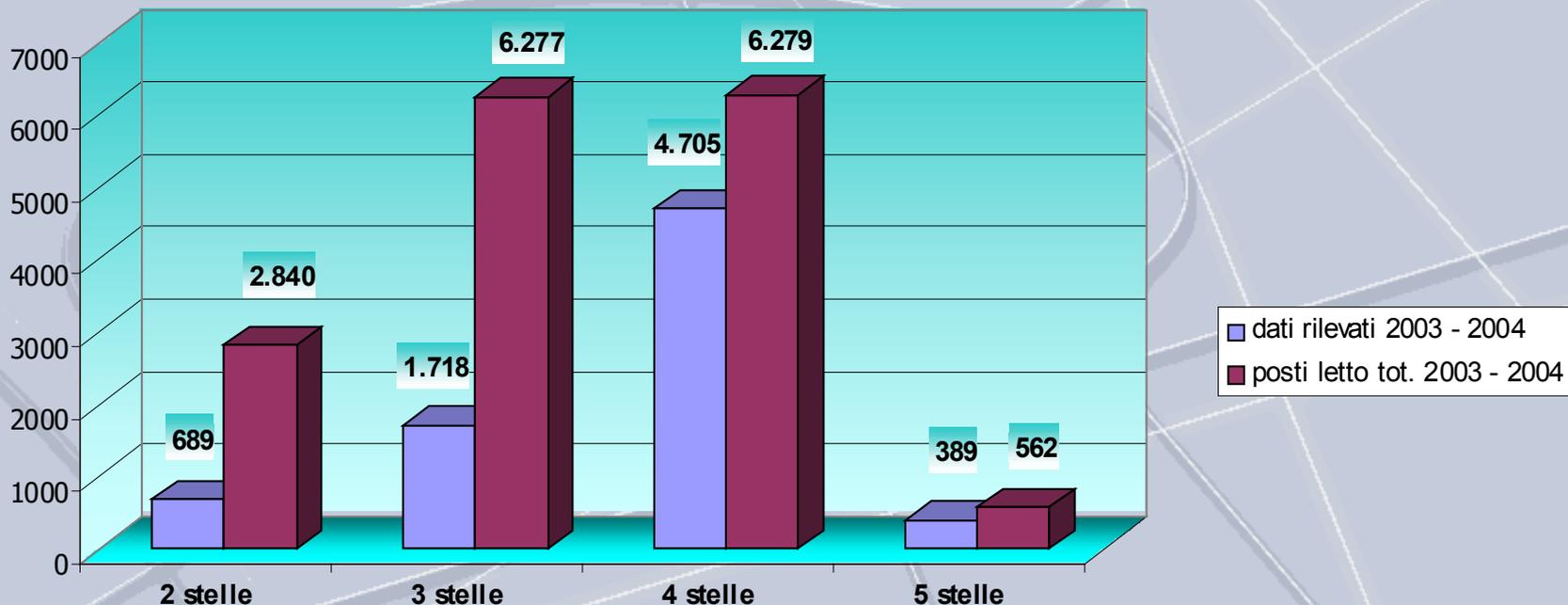
Provincia di Genova luglio 2002 - giugno 2003



Provincia di Genova luglio 2003 - giugno 2004



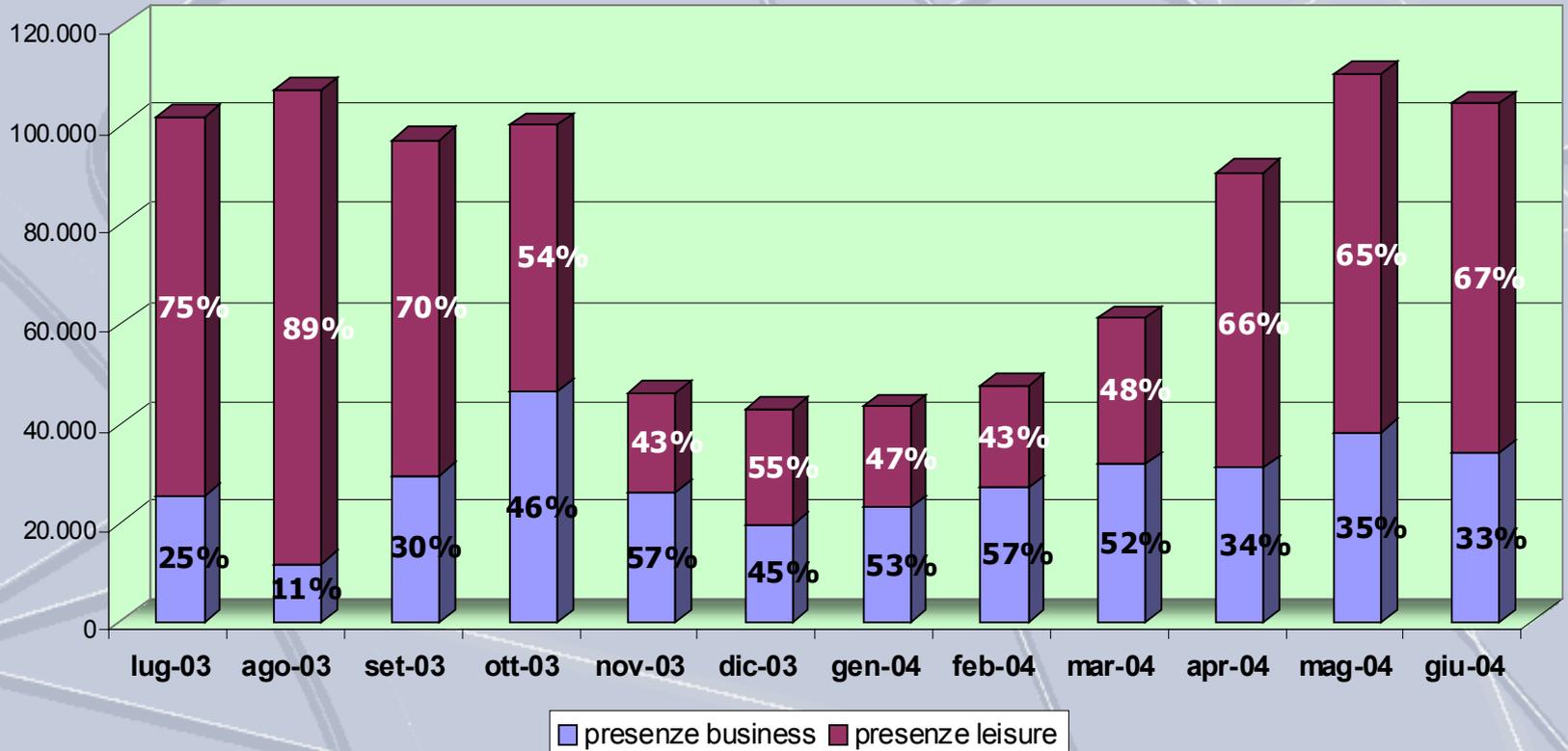
The sample – structures and beds



Stelle	Totale Strutture	Strutture rilevate	Totali Posti letto	Posti letto rilevati
2	96	18 (18,7% del tot. 2 stelle)	2.840	689 (24,3% del tot. 2 stelle)
3	117	33 (28,2% del tot. 3 stelle)	6.277	1.718 (27,4% del tot. 3 stelle)
4	44	31 (70,4% del tot. 4 stelle)	6.279	4.705 (74,7% del tot. 4 stelle)
5	3	2 (66,7% del tot. 5 stelle)	562	389 (69,2% del tot. 5 stelle)
Totale	260	84	15.958	7.501

Type of hotel structures of 5,4,and 3 stars seen*

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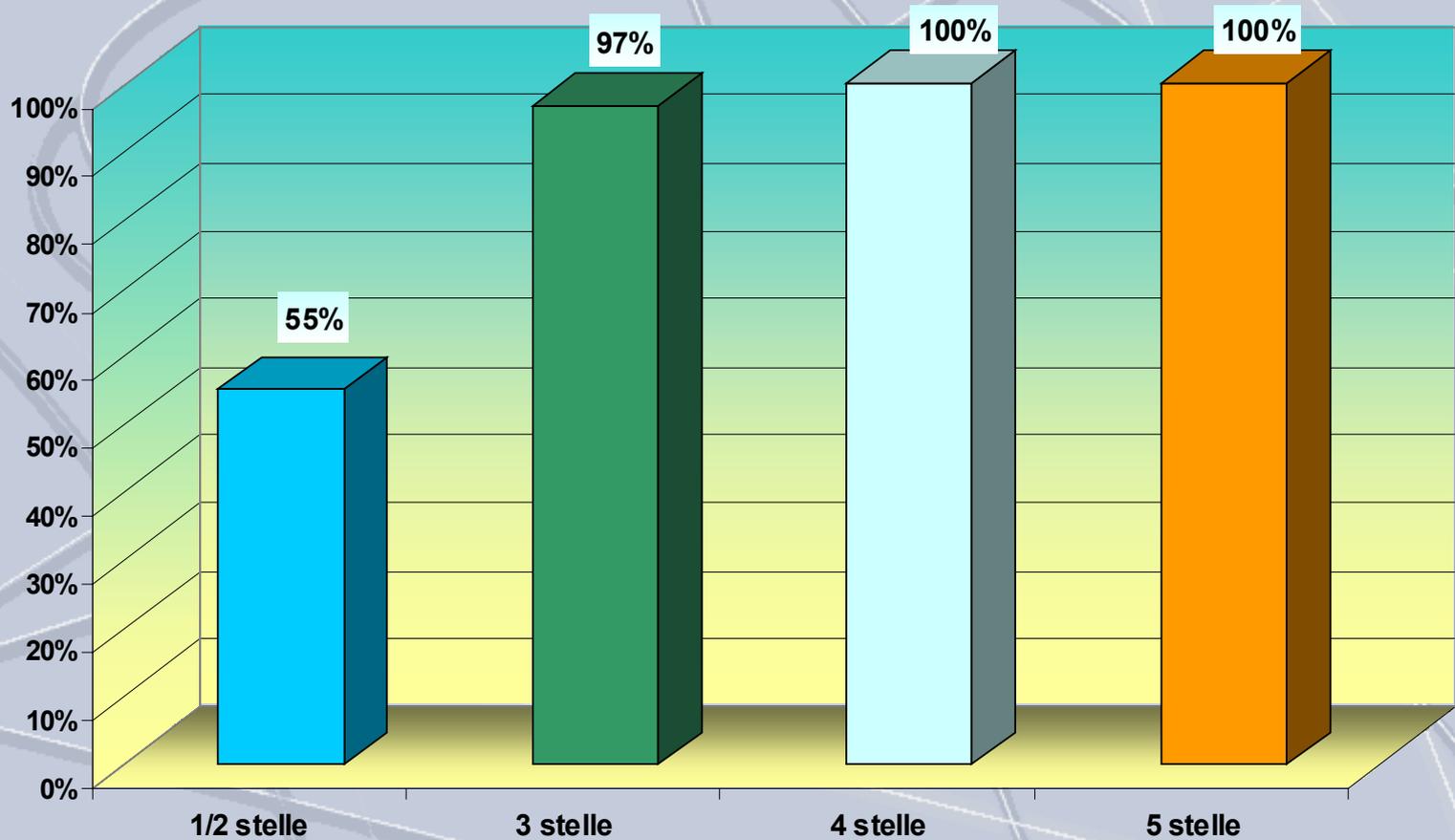


Fonte: IIC, 2004

* out of the total of place in the sample

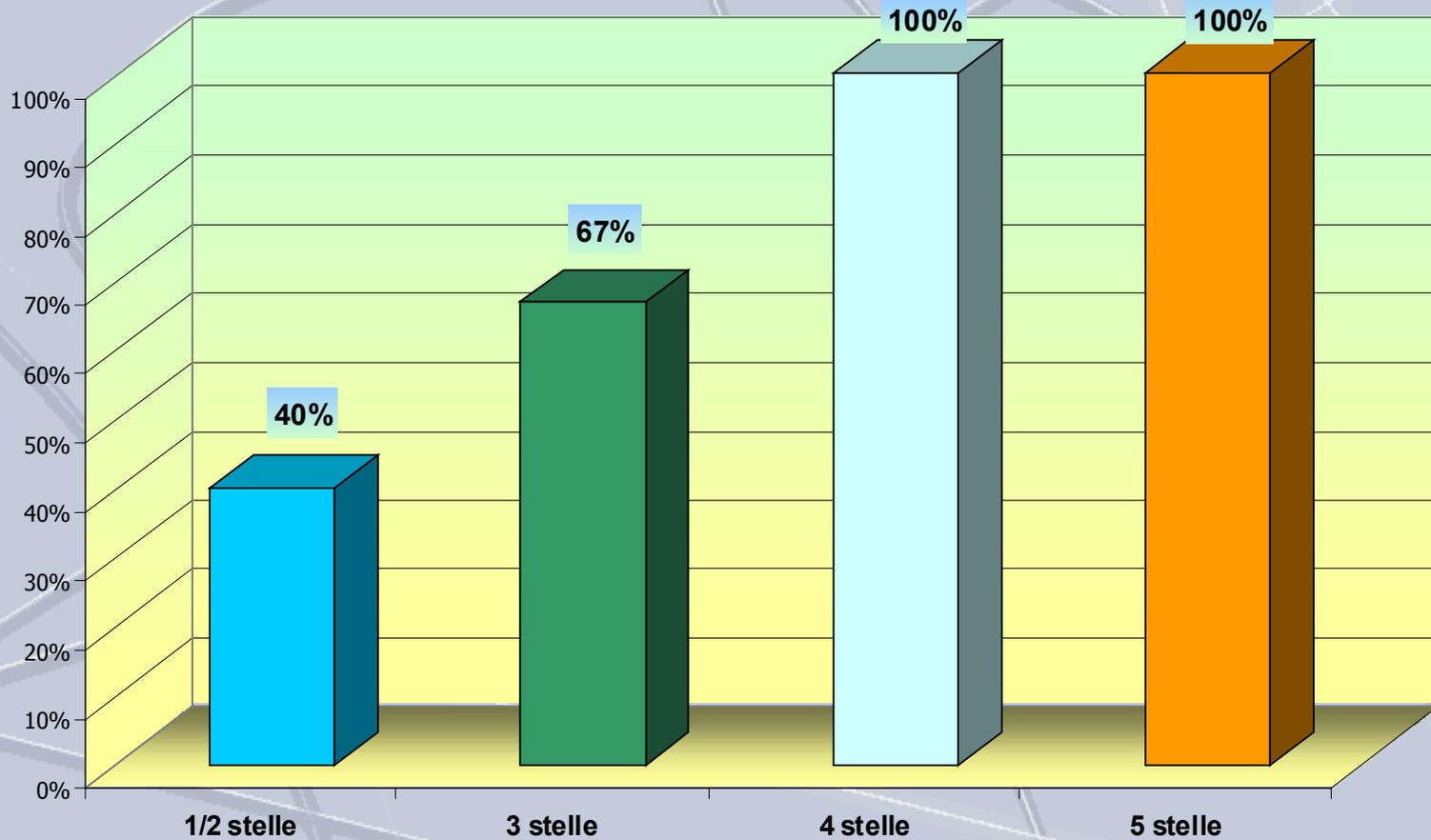
Informatic services (1/2)

Presence of an internet web site

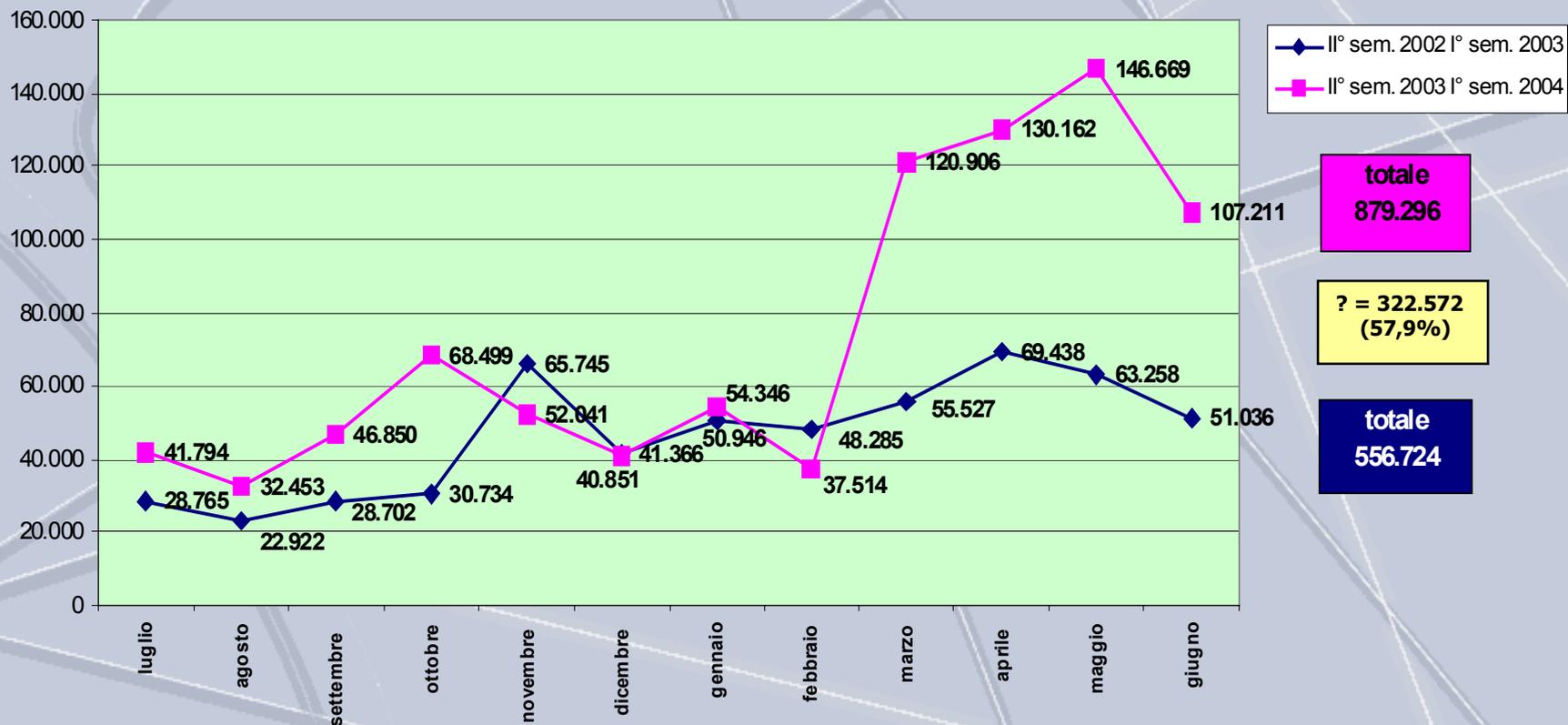


Informatic services (2/2)

On-line booking service

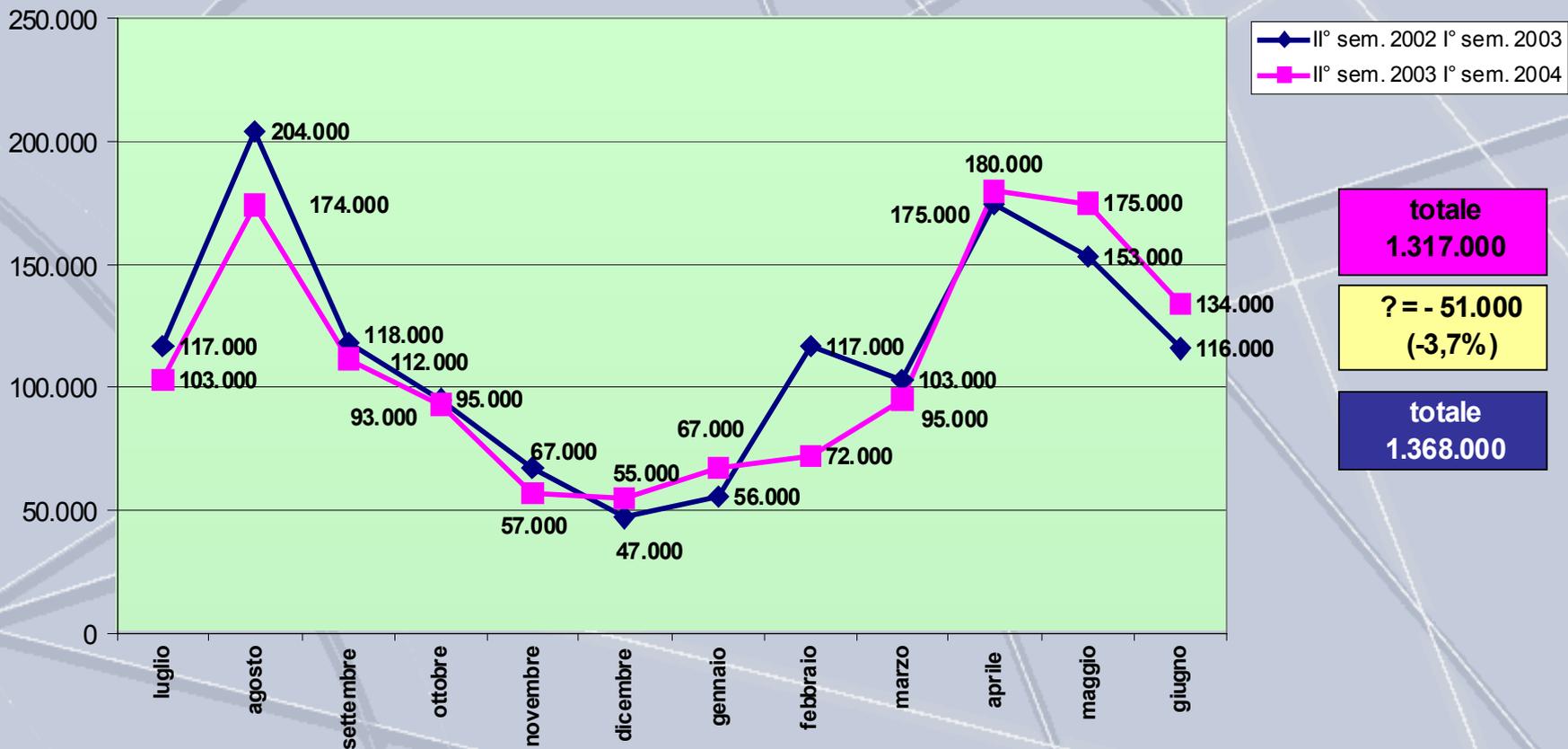


Visits to Genovese Museums and exhibitions at the Ducal Palace.



Fonte: Assindustria su dati Comune di Genova e Palazzo Ducale

Visits to the Genoa aquarium



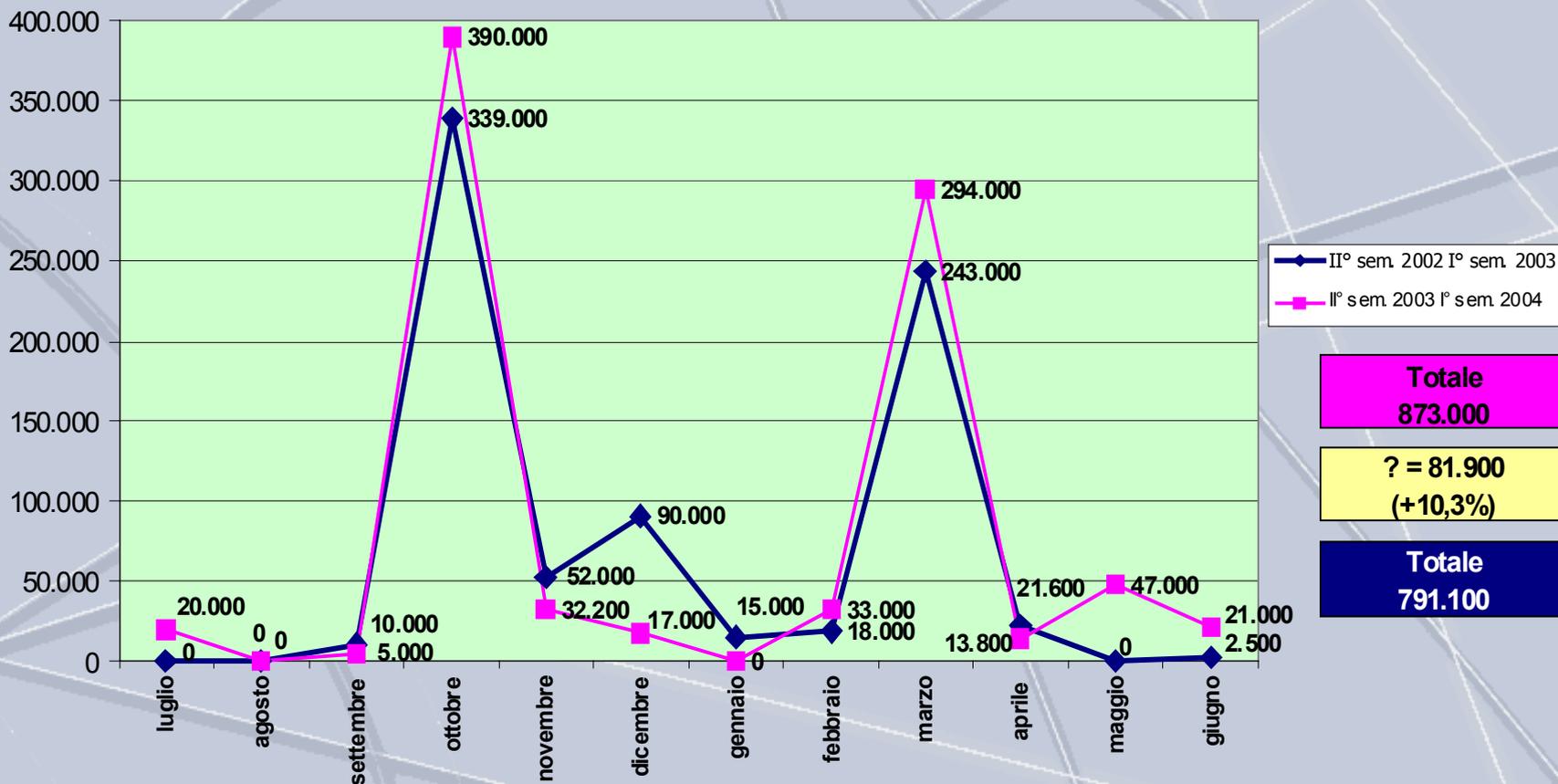
totale
1.317.000

? = - 51.000
(-3,7%)

totale
1.368.000

Fonte: Assindustria su dati Acquario di Genova

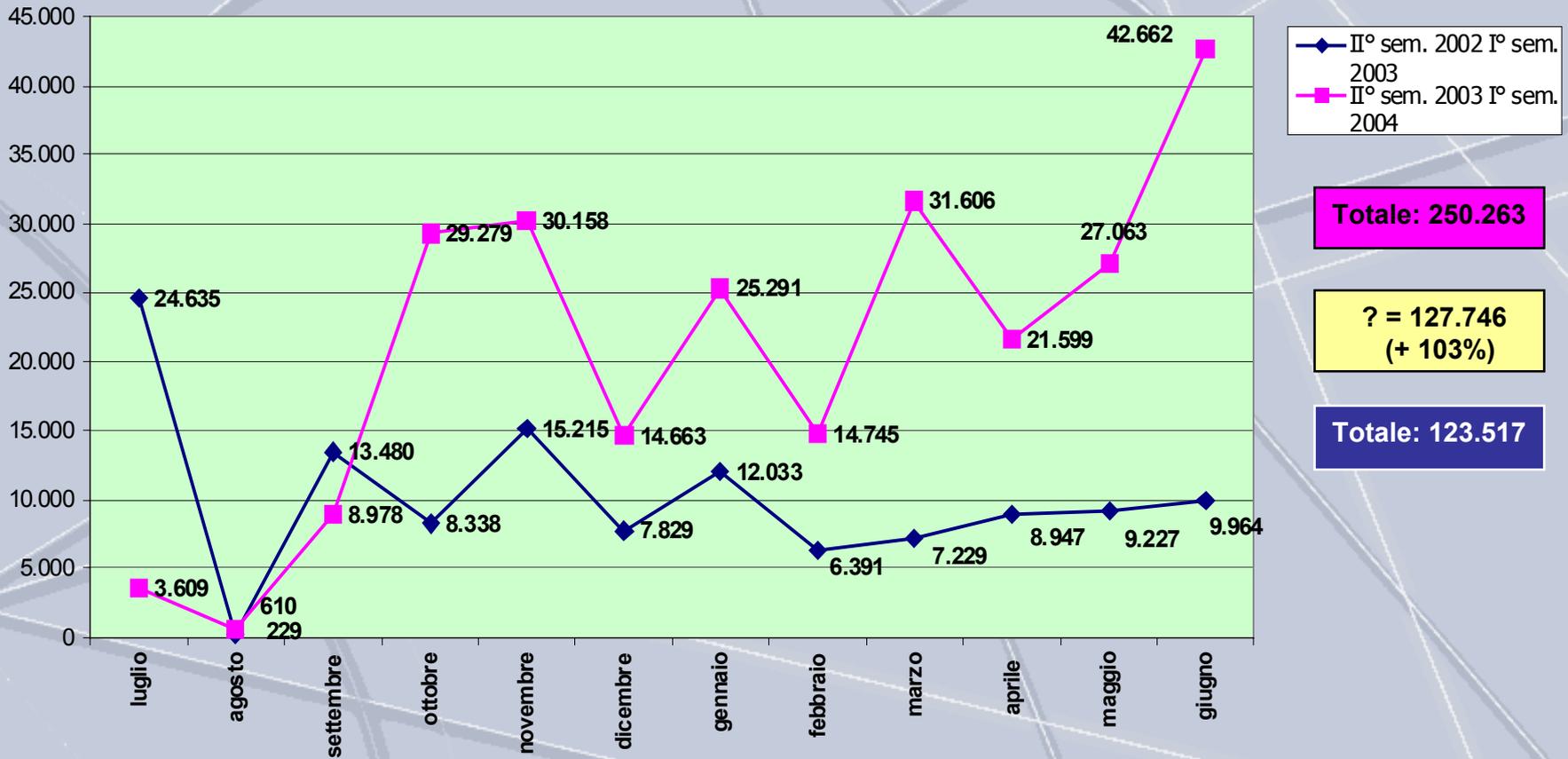
Trade Fairs and shows Genova exhibition centre



Fonte: Assindustria su dati Fiera di Genova

Congresses (1/3)

Monthly trend of daily visitors



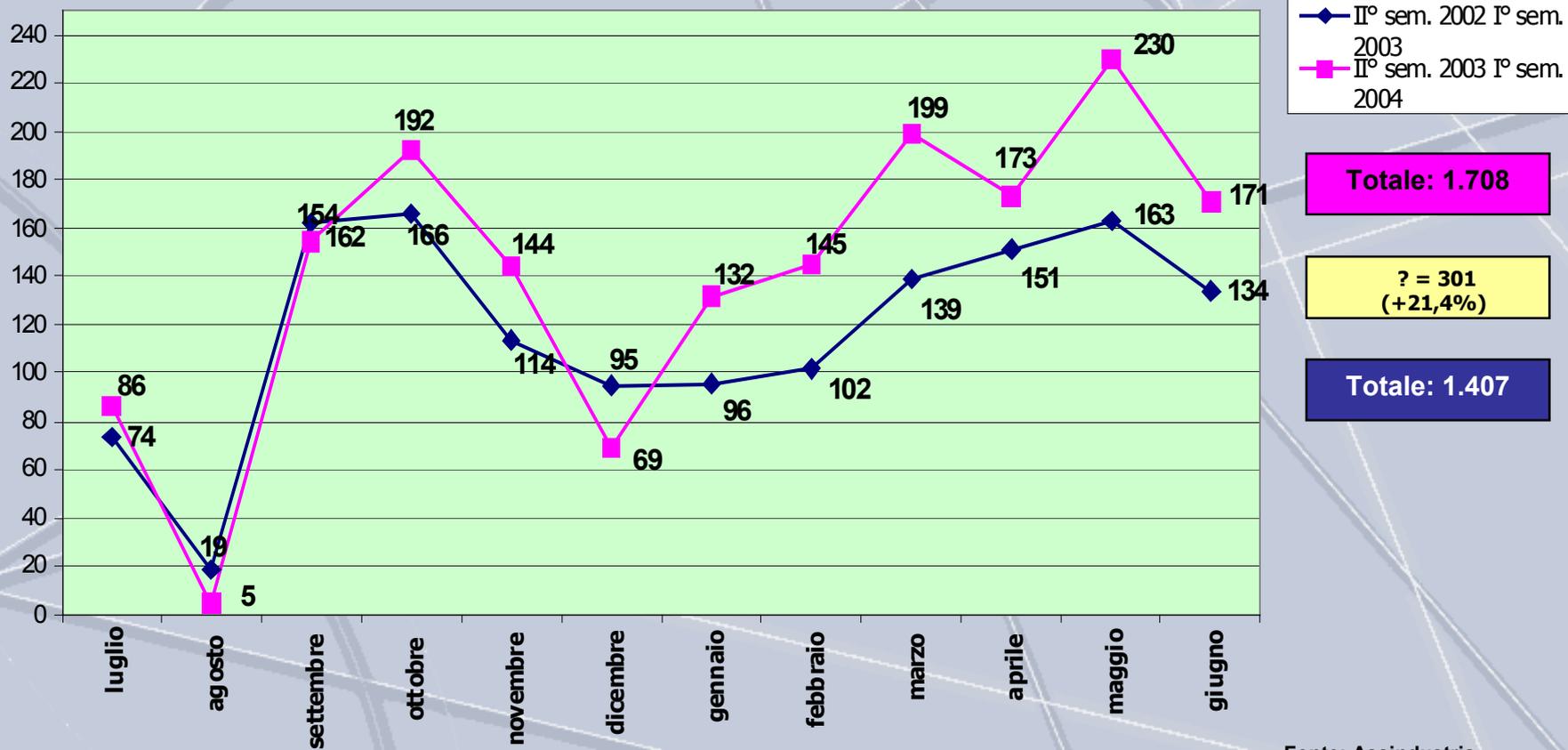
Totale: 250.263

? = 127.746 (+ 103%)

Totale: 123.517

Congresses (2/3)

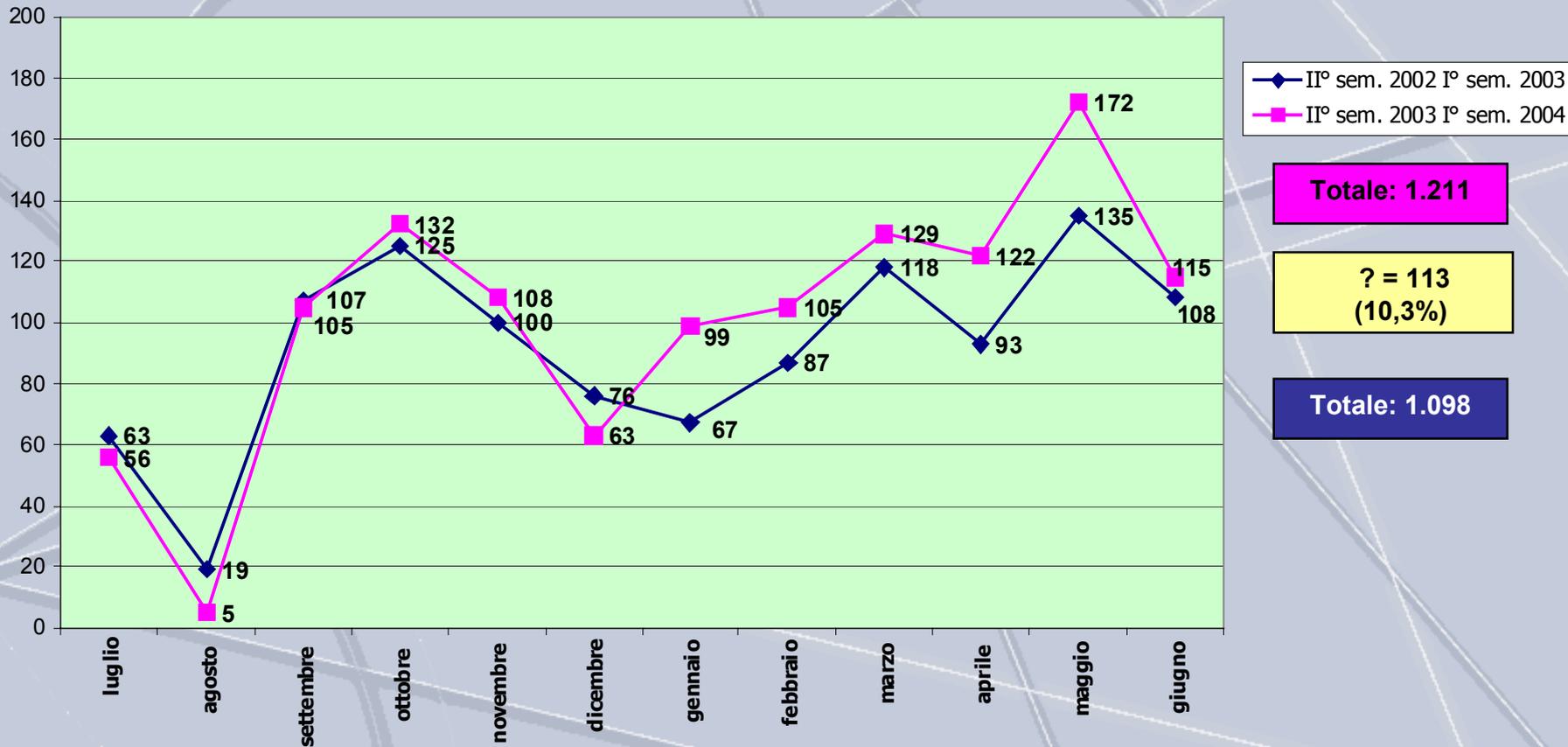
Monthly trend of working congress days



Fonte: Assindustria

Congresses (3/3)

Monthly trend of number of events

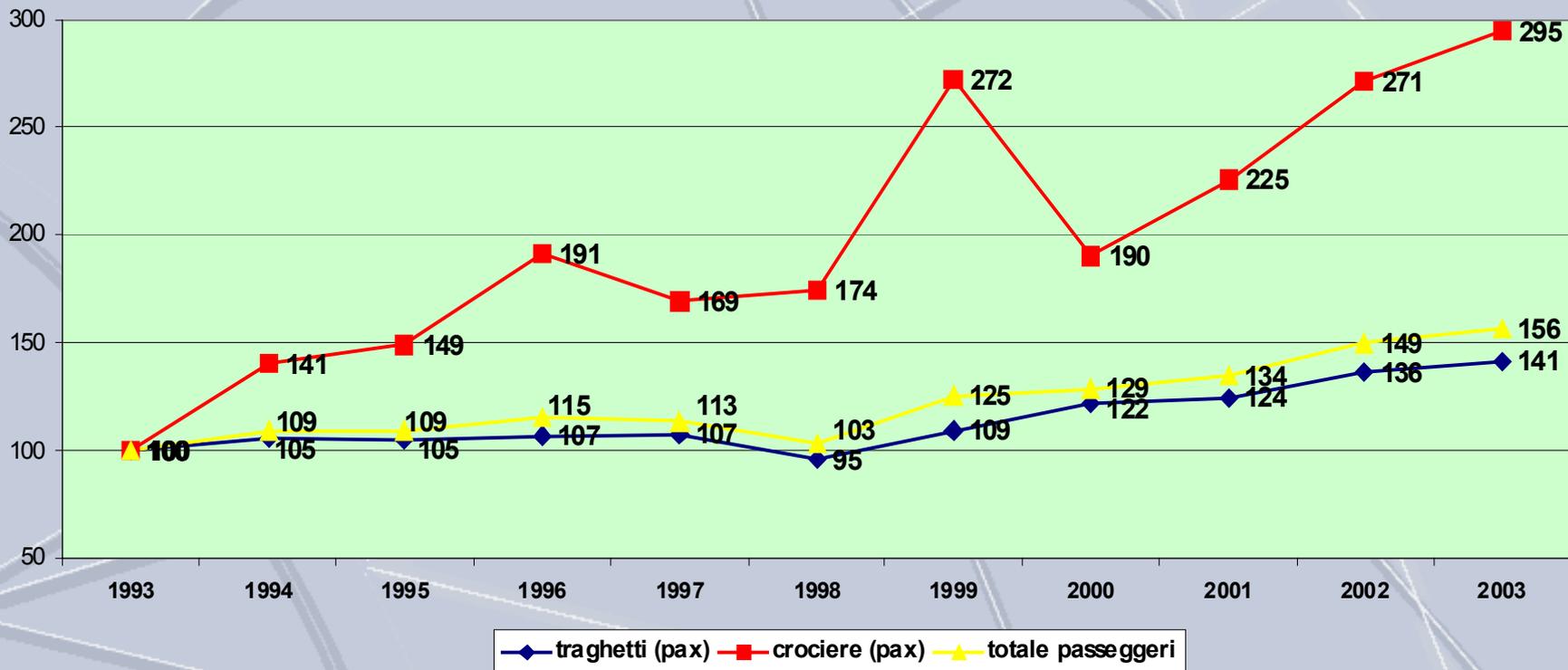


Totale: 1.211

**? = 113
(10,3%)**

Totale: 1.098

Trend of passenger flux – Port of Genoa (anni 1993 – 2003)

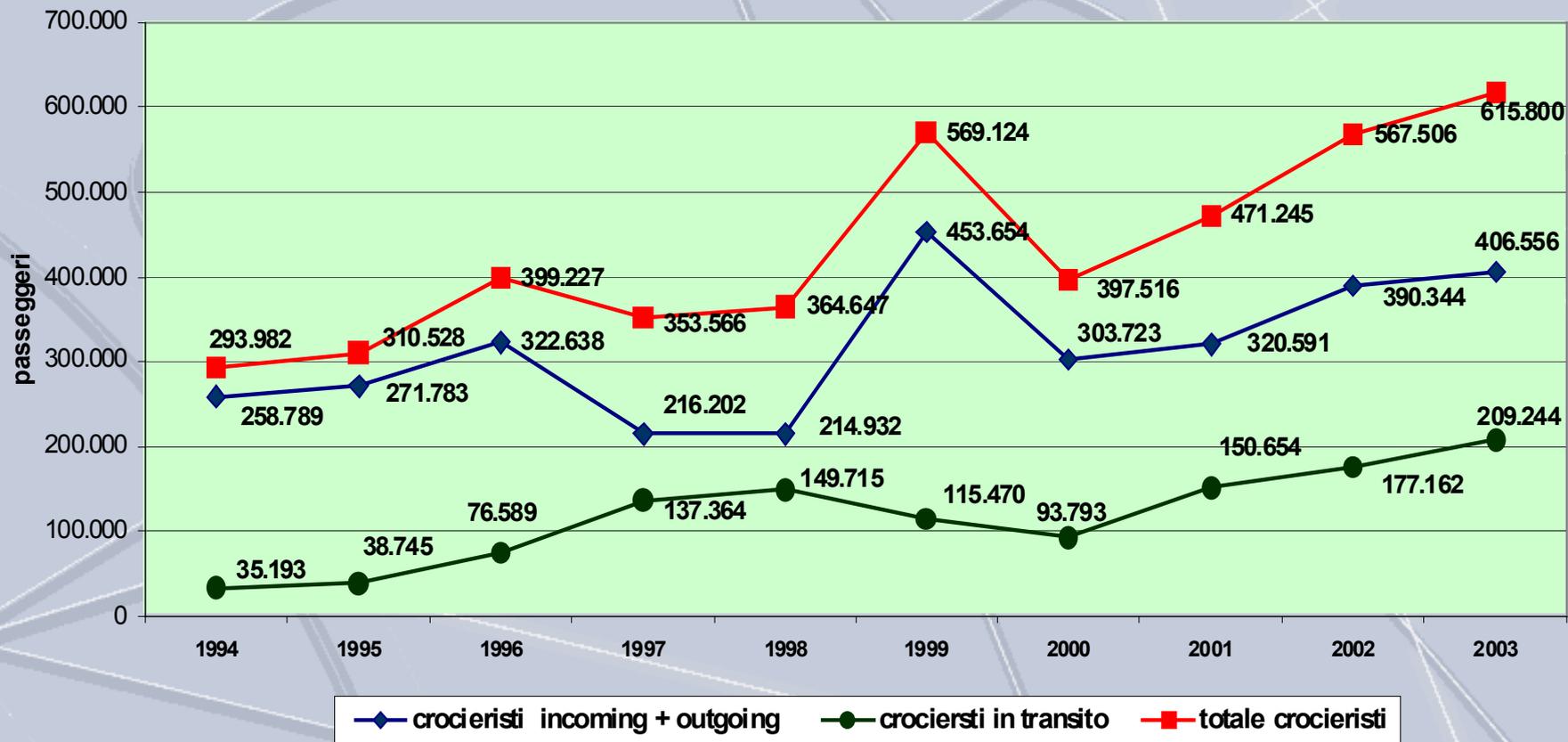


Fonte: elaborazioni IIC, Autorità portuale, 2004

- Il 1993 is taken as a reference year with a total of 2.147.220 passengers, of which 1.938.168 (ferry passengers) e 209.052 (cruises).

Trend of cruise passengers - Port di Genova

(anni 1994 - 2003)



Trend of of Cruise Ship traffic - Porto di Genova

