

WHERE ITALIA
LEADER IN VISITOR PUBLICATIONS

THE NUMBERS OF TOURISM IN FLORENCE

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NOTE TO THIS DOCUMENTS

- Definition of arrivals (visitors): the number of customers, foreign and Italian, hosted in the accommodation facilities (hotels or complementary facilities) in the considered period.
- Definition of presence: the number of nights spent by customers in the accommodation facilities (hotels or complementary facilities).

THE REGIONAL CONTEXT

**12,9
Million**

the number of visitors
in the region of
Tuscany in 2016.

**5,8
Million**

the number of Italian visitors in
the region of Tuscany in 2016.

**7,1
Million**

the number of foreign
visitors in the region of
Tuscany in 2016.

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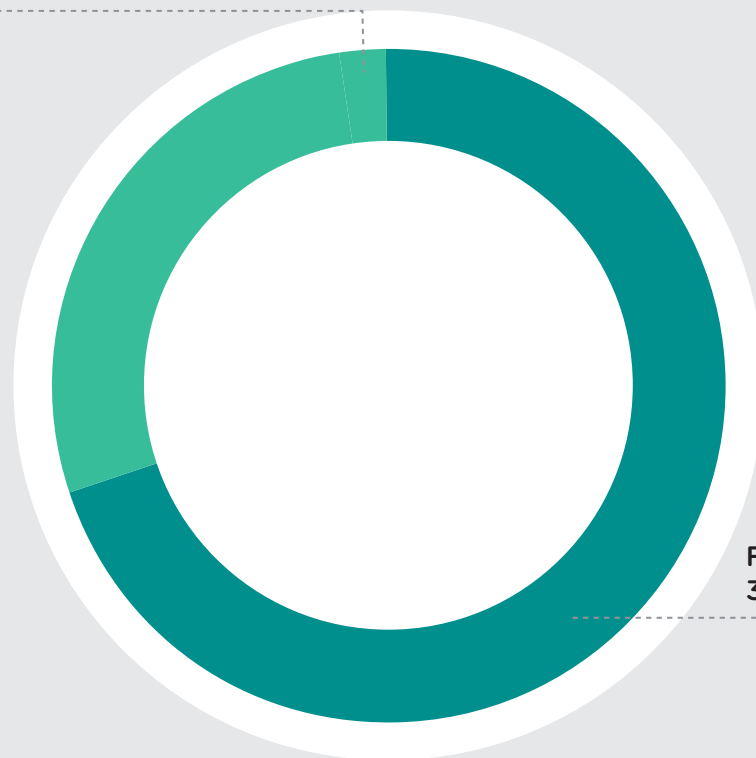
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SOURCE:
Elaborations by the Region of Tuscany -
Regional Statistic system Section on Istat data -

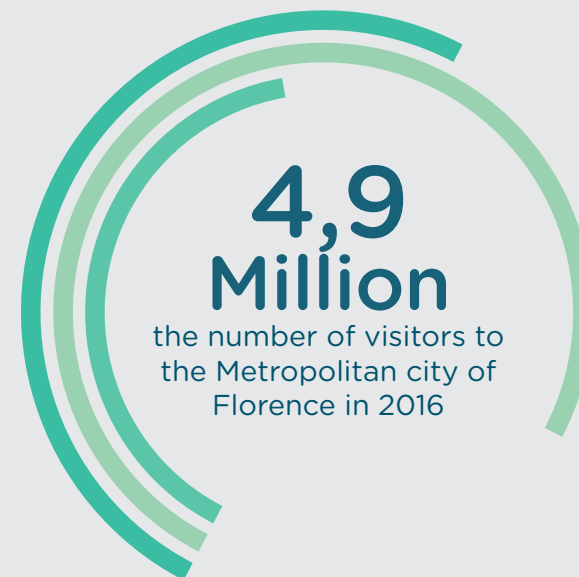
THE METROPOLITAN CITY

DISTRIBUTION OF PRESENCES
to the Metropolitan city

Hinterland,
1.300.000



Florence
3.600.000



**4,9
Million**
the number of visitors to
the Metropolitan city of
Florence in 2016

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THE METROPOLITAN CITY

Income from tourism

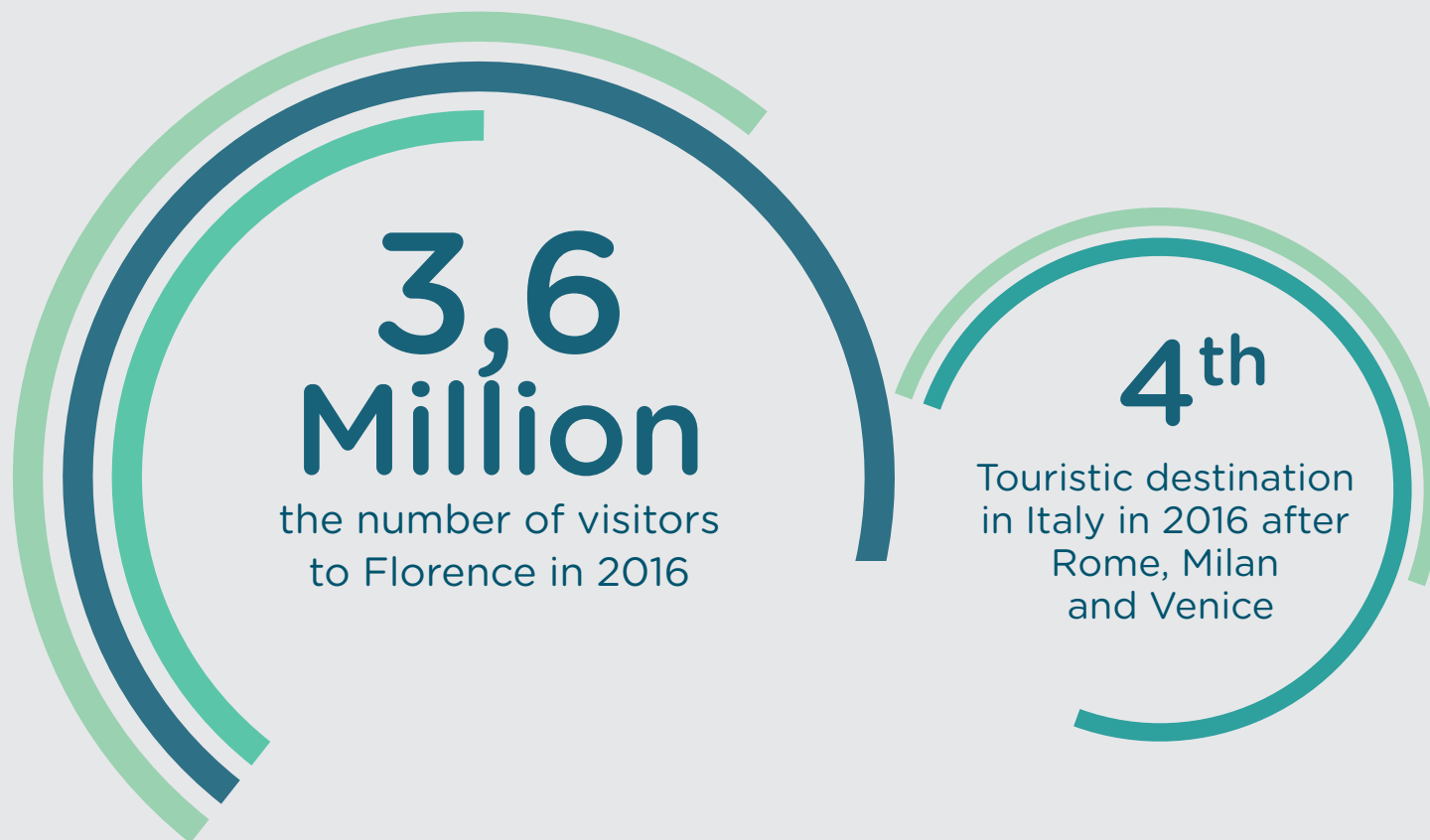


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THE CITY



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THE CITY

2.61
Days

the average stay
of visitors in Florence

7
Million

the number of
presences of visitors
in the city in 2016
+ 0,9% with regards
to 2015

2,4
Million

the number of presences
of visitors in Florence
in 2016
+4,8% with regards
to 2015

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THE CITY

The distribution of tourists in the accommodation facilities



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THE CITY

International visitors: the first twelve on the ranking (Gen - Sept 2017)

Nationality	Arrivals
1. U.S.A.	449,424
2. China	143,557
3. United Kingdom	139,399
4. Spain	126,981
5. France	123,025
6. Germany	96,750
7. Japan	96,624
8. Brazil	83,040
9. Australia	75,464
10. Argentina	72,149
11. South Korea	71,041
12. Russia	64,318

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THE CITY

Hotel facilities in Florence's Municipality



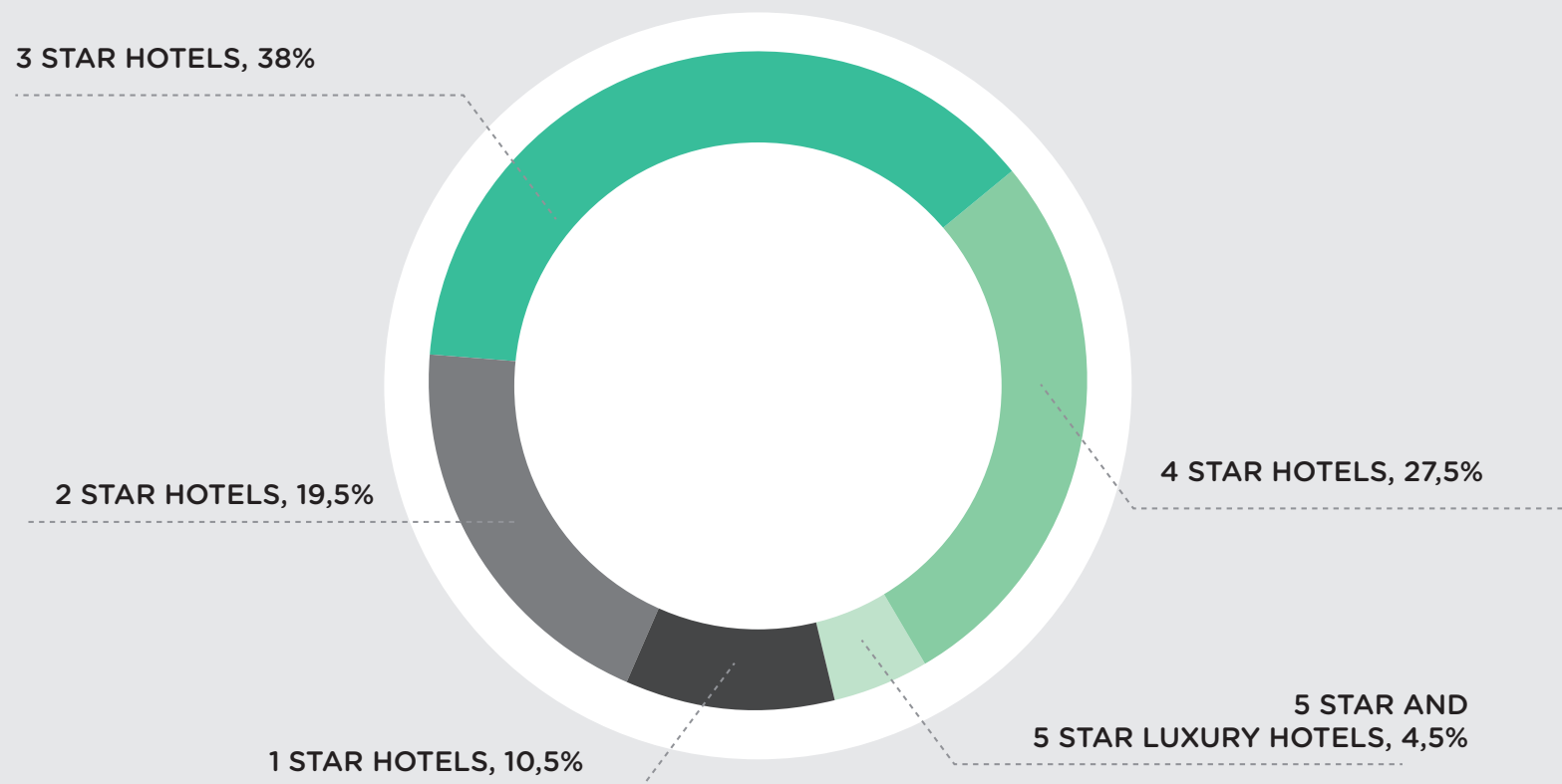
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