Tourism Report – Emilia-Romagna Region
Year: 2025

1. Overview

Tourism in Emilia-Romagna continues its upward trend, surpassing a new milestone in 2025. The region records **44.17 million overnight stays** and **13.23 million arrivals**, marking an annual increase of **+3.9%** and **+7.8%** respectively compared to 2024.

2. Domestic and International Tourism Trends

International Tourism

International tourism is the primary driver of growth:

- **International arrivals:** 4.17 million (**+10%**)
- **International overnight stays:** 14.1 million (**+7.9%**)

Domestic Tourism

Domestic tourism remains significant:

- **Italian arrivals:** over 9 million (**+6.75%**)
- **Italian overnight stays:** over 30 million (**+2.13%**)

These results reinforce Emilia-Romagna's positioning as an increasingly attractive destination for international markets.

3. Top Foreign Markets and Tourist Spending

In 2025, key foreign markets by spending share are:

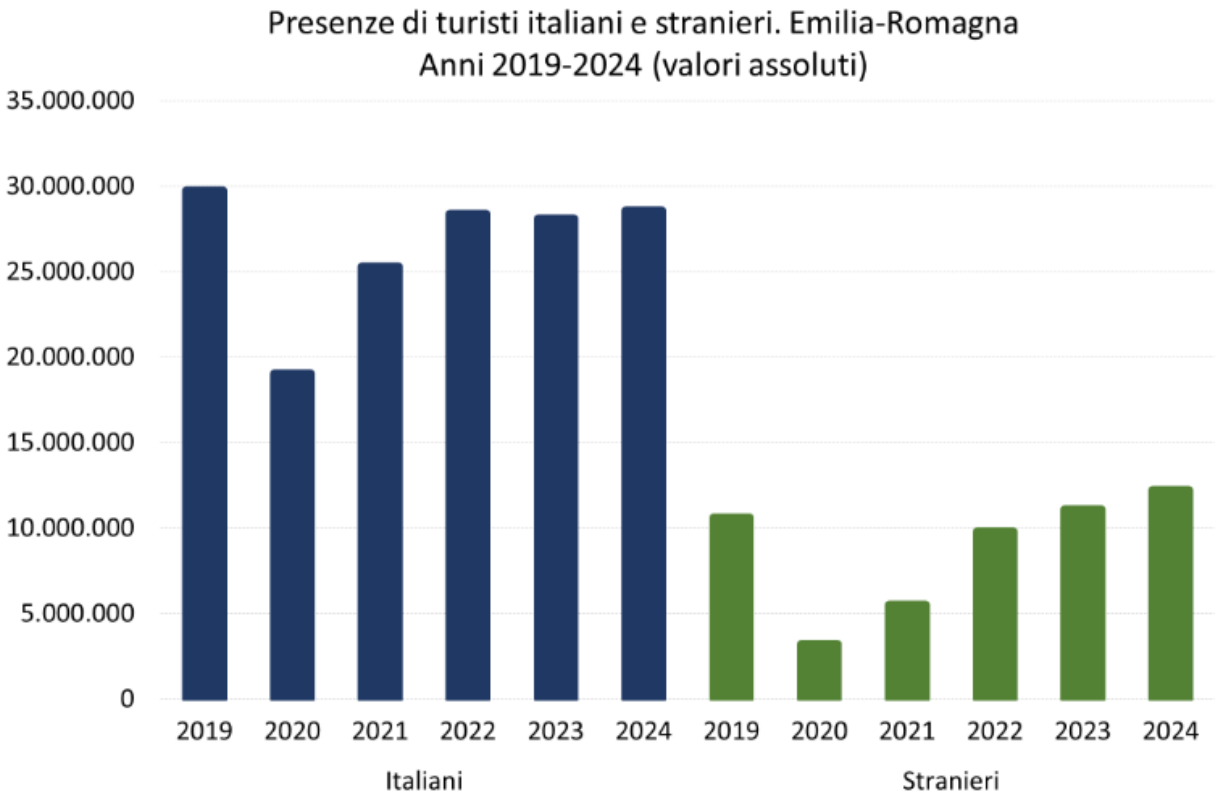
- **Germany:** 17.7%
- **Switzerland:** 10.5%
- **Netherlands:** 7%
- **United Kingdom:** 6.7%

Average tourist expenditure (ticket medio)

- **Switzerland:** €57
- **Germany:** €46.8
- **United States:** €41.4
- **Austria:** €41.2

Switzerland confirms the highest average expenditure among the leading markets.

Source: Regione Emilia-Romagna / ISTAT (Consolidated Data)



Fonte: elaborazioni Regione Emilia-Romagna su dati Istat (Movimento negli esercizi ricettivi)

Tourism in the Province of Forlì-Cesena – 2025

1. Arrivals

- **Italians:** 1,023,056 (**+2.23%**)
- **Foreigners:** 209,221 (**+5.46%**)
- **Total:** 1,232,277 (**+2.77%**)

2. Overnight Stays

- **Italians:** 4,645,807 (**–2.17%**)
- **Foreigners:** 1,158,140 (**+4.31%**)
- **Total:** 5,803,947 (**–0.94%**)

Source: Emilia-Romagna Region