

TOURISM AND CULTURE

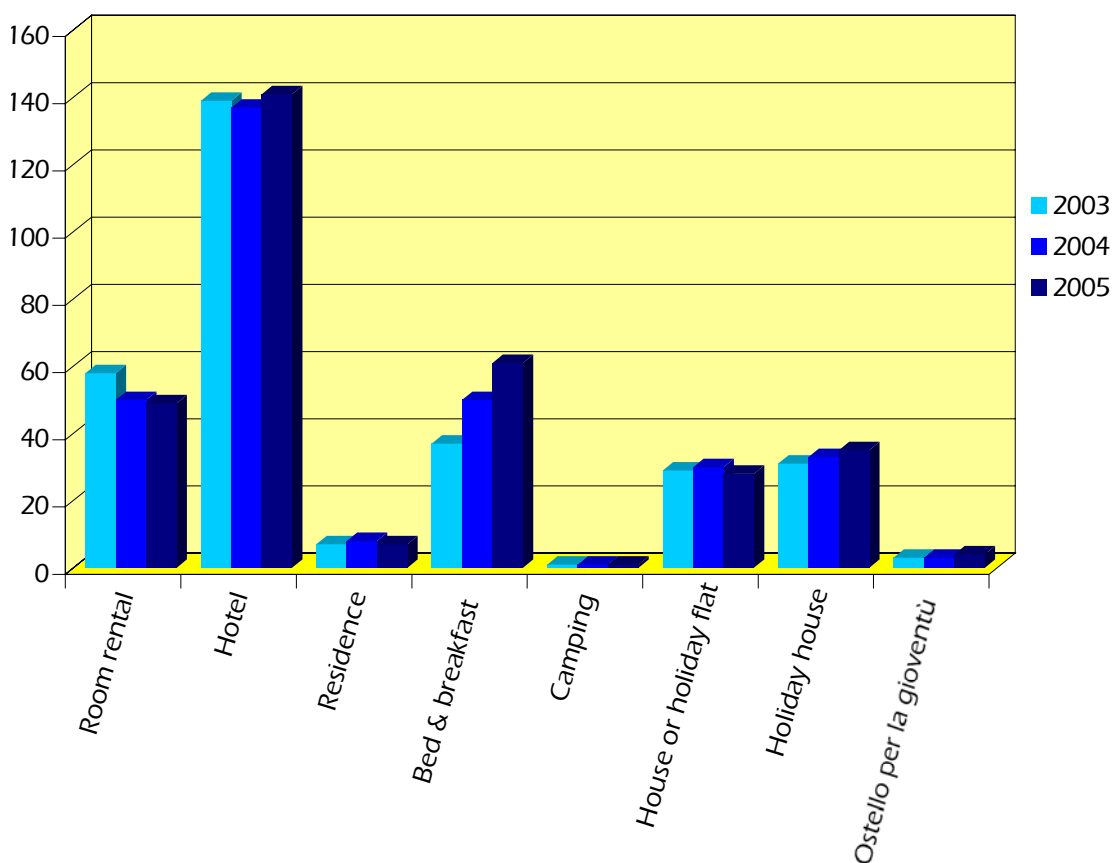
Touristic receptivity: comparison 2003-2004-2005

2003									
Type	Hotel infrastructures			Extra hotel infrastructures			Total	Total rooms	Total beds
	N.	N. rooms	N. beds	N.	N. rooms	N. beds			
Room rental	-	-	-	58	277	534	58	277	534
Hotel	139	5.351	9.430	-	-	-	139	5.351	9.430
Residence	7	409	701	-	-	-	7	409	701
Bed & breakfast	-	-	-	37	59	100	37	59	100
Camping	-	-	-	1	114	380	1	114	380
House or holiday flat	-	-	-	29	606	1.463	29	606	1.463
Holiday house	-	-	-	31	921	1.349	31	921	1.349
Youth hostel	-	-	-	3	46	176	3	46	176
Total	146	5.760	10.131	159	2.023	4.002	305	7.783	14.133

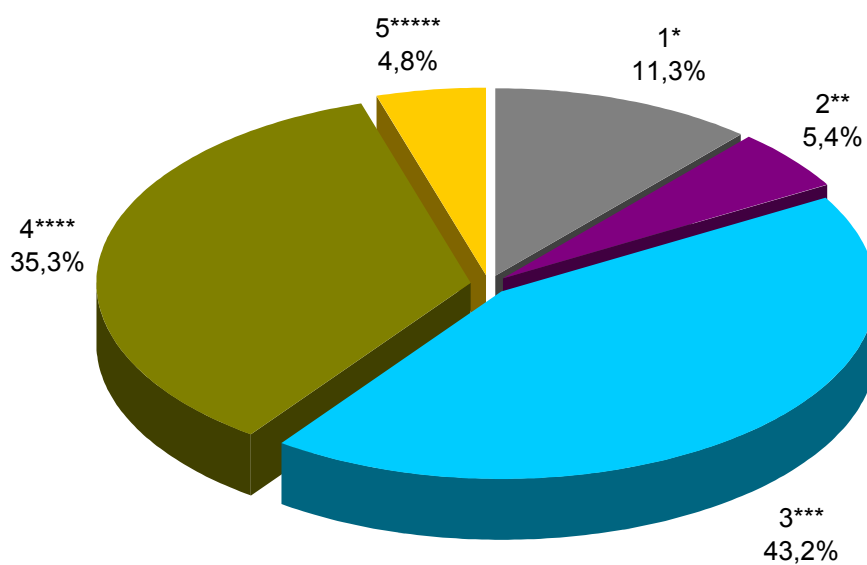
2004									
Type	Hotel infrastructures			Extra hotel infrastructures			Total	Total rooms	Total beds
	N.	N. rooms	N. beds	N.	N. rooms	N. beds			
Room rental	-	-	-	49	237	455	49	237	455
Room rental with restaurant	-	-	-	1	6	12	1	6	12
Hotel	137	5.337	9.399	-	-	-	137	5.337	9.399
Residence	8	420	712	-	-	-	8	420	712
Bed & breakfast	-	-	-	50	80	141	50	80	141
Camping	-	-	-	1	114	380	1	114	380
House or holiday flat	-	-	-	30	638	1.539	30	638	1.539
Holiday house	-	-	-	33	1.000	1.398	33	1.000	1.398
Youth hostel	-	-	-	3	46	176	3	46	176
Total	145	5.757	10.111	167	2.121	4.101	312	7.878	14.212

2005									
Type	Hotel infrastructures			Extra hotel infrastructures			Total	Total rooms	Total beds
	N.	N. rooms	N. beds	N.	N. rooms	N. beds			
Room rental	-	-	-	49	238	462	49	238	462
Hotel	141	5.465	9.690	-	-	-	141	5.465	9.690
Residence	7	369	620	-	-	-	7	369	620
Bed & breakfast	-	-	-	61	98	191	61	98	191
Camping	-	-	-	1	114	114	1	114	114
House or holiday flat	-	-	-	28	623	1.483	28	623	1.483
Holiday house	-	-	-	35	1.047	1.477	35	1.047	1.477
Youth hostel	-	-	-	4	55	203	4	55	203
Total	148	5.834	10.310	178	2.175	3.930	326	8.009	14.240

Touristic receptivity: comparison 2003-2004-2005



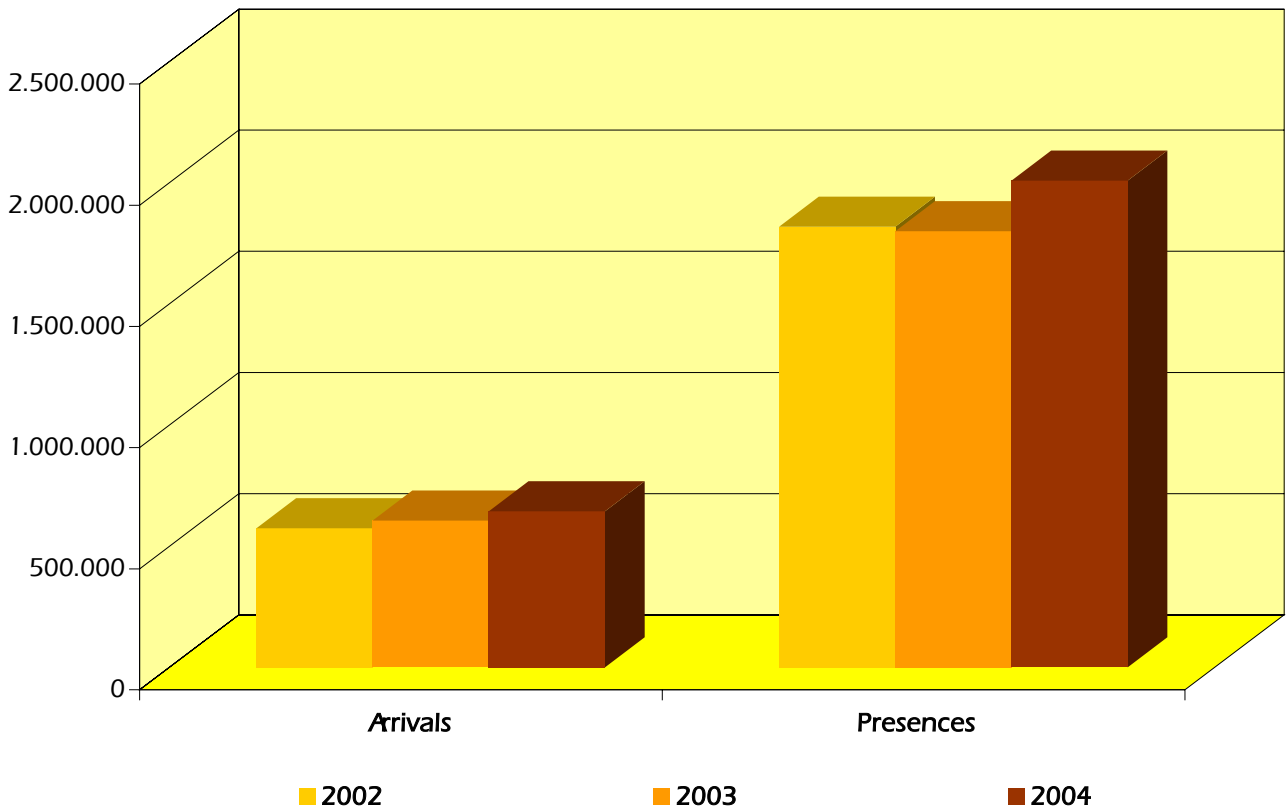
Touristic receptivity: beds in hotel by stars (2005)



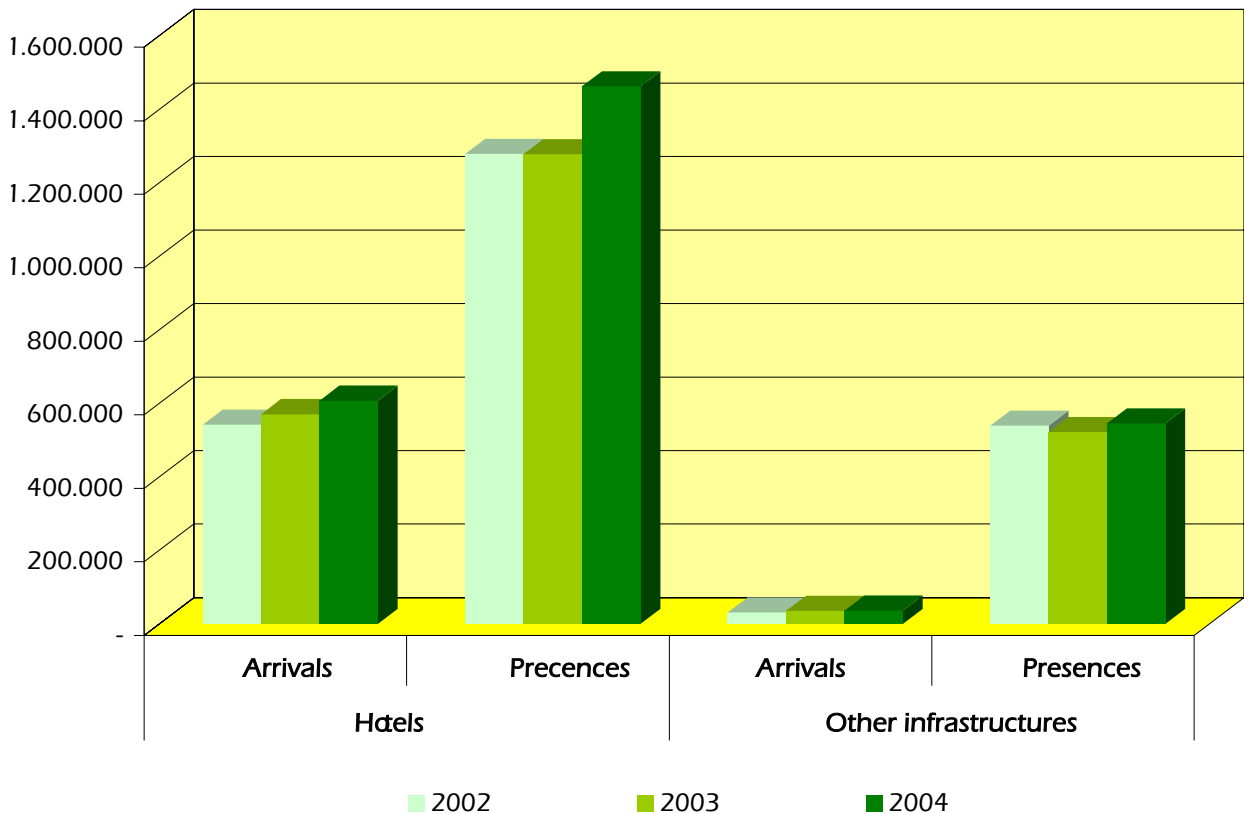
Tourism flow: arrivals and precences 2002-2004

Month	Arrivals	Precences	Arrivals	Precences	Arrivals	Precences
	2002		2003		2004	
HOTEL						
January	40.142	93.965	40.805	92.817	42.067	97.831
February	35.548	83.754	47.156	106.948	43.941	109.818
March	47.825	108.157	51.516	111.816	58.121	130.502
April	47.465	122.454	49.461	110.706	52.938	134.184
May	53.957	128.900	55.839	118.091	53.192	126.741
June	42.503	98.893	47.446	111.395	43.557	100.001
July	43.237	97.385	46.157	103.869	42.024	103.554
August	25.566	59.741	26.473	58.092	28.316	70.662
September	53.844	127.677	52.093	119.002	50.776	130.866
October	60.397	141.672	58.229	129.413	63.706	172.118
November	52.795	124.618	57.461	130.692	74.243	176.446
December	39.389	92.180	38.090	85.310	54.477	110.460
Total	542.668	1.279.396	570.726	1.278.151	607.358	1.463.183
EXTRA HOTEL						
January	1.831	41.835	2.426	30.548	2.773	44.125
February	2.134	43.325	2.922	43.075	2.192	43.014
March	3.298	50.307	3.407	50.579	3.141	48.884
April	2.786	48.057	3.286	51.479	2.947	46.880
May	2.578	46.067	3.773	52.015	2.794	46.281
June	2.232	45.428	2.676	47.373	2.380	46.676
July	3.588	41.682	3.054	42.706	3.156	38.255
August	2.318	31.983	2.082	29.876	4.650	31.503
September	4.602	43.406	3.599	43.485	5.337	53.748
October	2.572	53.968	3.209	50.680	2.495	44.450
November	2.184	51.065	2.524	43.468	2.384	49.121
December	1.287	42.314	2.571	36.772	2.480	52.651
Total	31.410	539.437	35.529	522.056	36.729	545.588
TOTAL						
January	41.973	135.800	43.231	123.365	44.840	141.956
Febraury	37.682	127.079	50.078	150.023	46.133	152.832
March	51.123	158.464	54.923	162.395	61.262	179.386
April	50.251	170.511	52.747	162.185	55.885	181.064
May	56.535	174.967	59.612	170.106	55.986	173.022
June	44.735	144.321	50.122	158.768	45.937	146.677
July	46.825	139.067	49.211	146.575	45.180	141.809
August	27.884	91.724	28.555	87.968	32.966	102.165
September	58.446	171.083	55.692	162.487	56.113	184.614
October	62.969	195.640	61.438	180.093	66.201	216.568
November	54.979	175.683	59.985	174.160	76.627	225.567
December	40.676	134.494	40.661	122.082	56.957	163.111
Total	574.078	1.818.833	606.255	1.800.207	644.087	2.008.771

Tourism flow: arrivals and presences 2002-2004



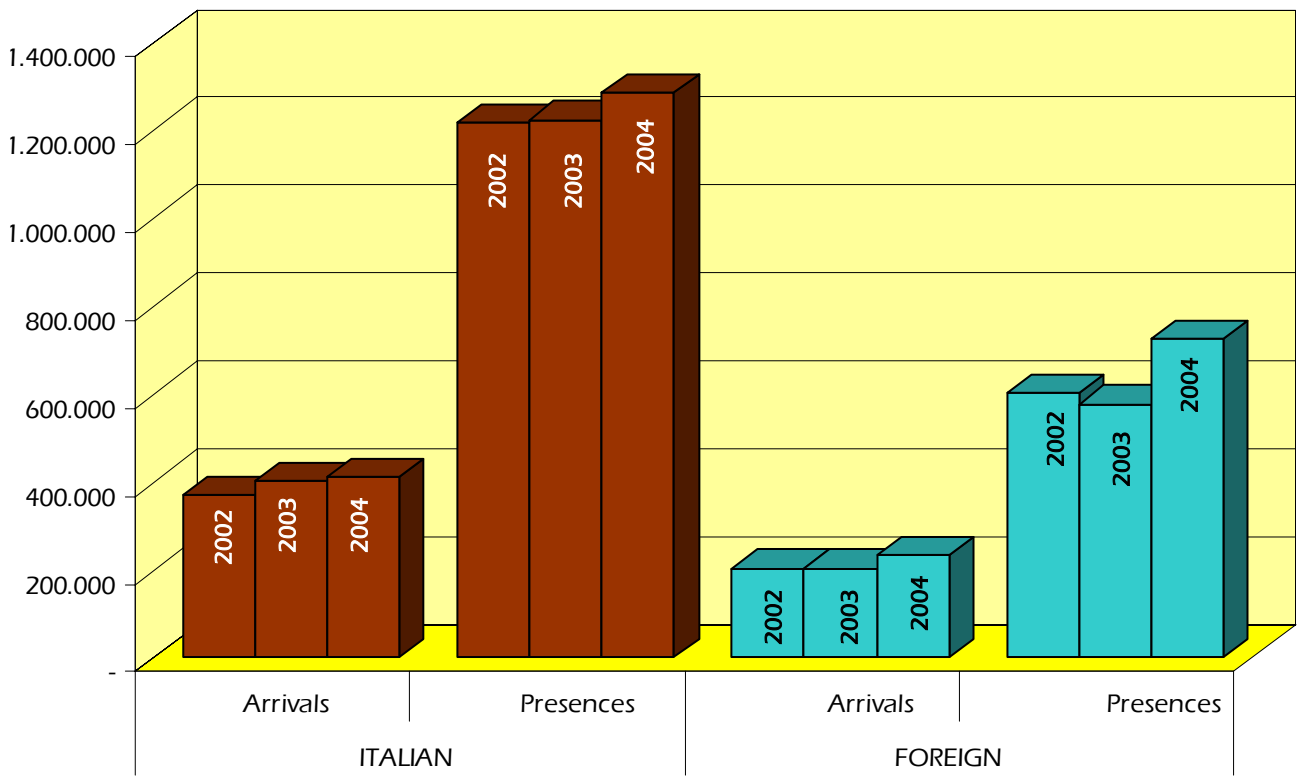
Tourism flow: arrivals and presences 2002-2004 by touristic receptivity



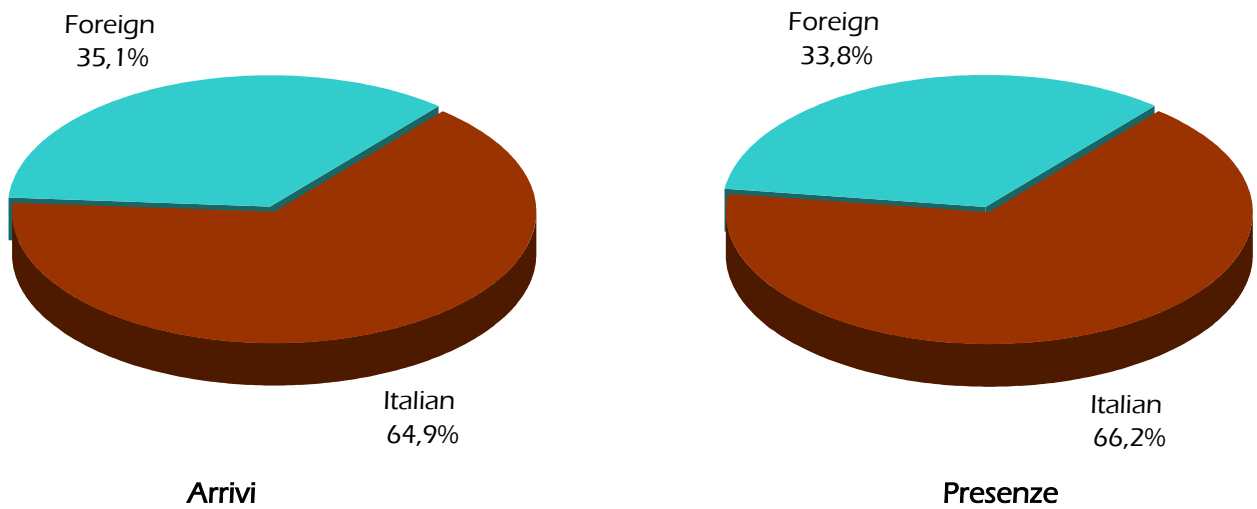
Tourism flows: italian and foreign tourists 2002-2004

Month	ITALIAN		FOREIGN		TOTAL	
	Arrivals	Presences	Arrivals	Presences	Arrivals	Presences
2002						
January	30.451	100.017	11.522	35.783	41.973	135.800
February	24.868	90.174	12.814	36.905	37.682	127.079
March	34.103	110.927	17.020	47.537	51.123	158.464
April	32.975	108.379	17.276	62.132	50.251	170.511
May	36.406	118.387	20.129	56.580	56.535	174.967
June	28.187	97.005	16.548	47.316	44.735	144.321
July	27.185	86.988	19.640	52.079	46.825	139.067
August	15.164	58.107	12.720	33.617	27.884	91.724
September	35.579	106.353	22.867	64.730	58.446	171.083
October	38.385	121.811	24.584	73.829	62.969	195.640
November	37.897	122.291	17.082	53.392	54.979	175.683
December	28.861	96.065	11.815	38.429	40.676	134.494
Total	370.061	1.216.504	204.017	602.329	574.078	1.818.833
2003						
January	31.453	91.030	11.778	32.335	43.231	123.365
February	33.834	103.902	16.244	46.121	50.078	150.023
March	38.670	115.310	16.253	47.085	54.923	162.395
April	35.953	113.752	16.794	48.433	52.747	162.185
May	40.855	118.437	18.757	51.669	59.612	170.106
June	33.692	110.138	16.430	48.630	50.122	158.768
July	30.007	94.499	19.204	52.076	49.211	146.575
August	15.549	53.527	13.006	34.441	28.555	87.968
September	34.220	102.287	21.472	60.200	55.692	162.487
October	38.814	117.045	22.624	63.048	61.438	180.093
November	41.463	117.988	18.522	56.172	59.985	174.160
December	28.321	85.385	12.340	36.697	40.661	122.082
Total	402.831	1.223.300	203.424	576.907	606.255	1.800.207
2004						
January	32.098	99.632	12.742	42.324	44.840	141.956
February	32.259	104.181	13.874	48.651	46.133	152.832
March	42.725	127.835	18.537	51.551	61.262	179.386
April	35.791	116.196	20.264	64.868	55.885	181.064
May	37.503	114.521	18.536	58.501	55.986	173.022
June	27.705	93.651	18.232	53.026	45.937	146.677
July	27.682	86.956	17.498	54.853	45.180	141.809
August	16.616	57.748	16.350	44.417	32.966	102.165
September	32.491	104.805	23.622	79.809	56.113	184.614
October	39.465	129.147	26.736	87.421	66.201	216.568
November	49.248	144.626	27.379	80.941	76.627	225.567
December	37.380	105.870	19.577	57.241	56.957	163.111
Total	410.963	1.285.168	233.347	723.603	644.087	2.008.771

Tourism flows: italian and foreign tourists 2002-2004



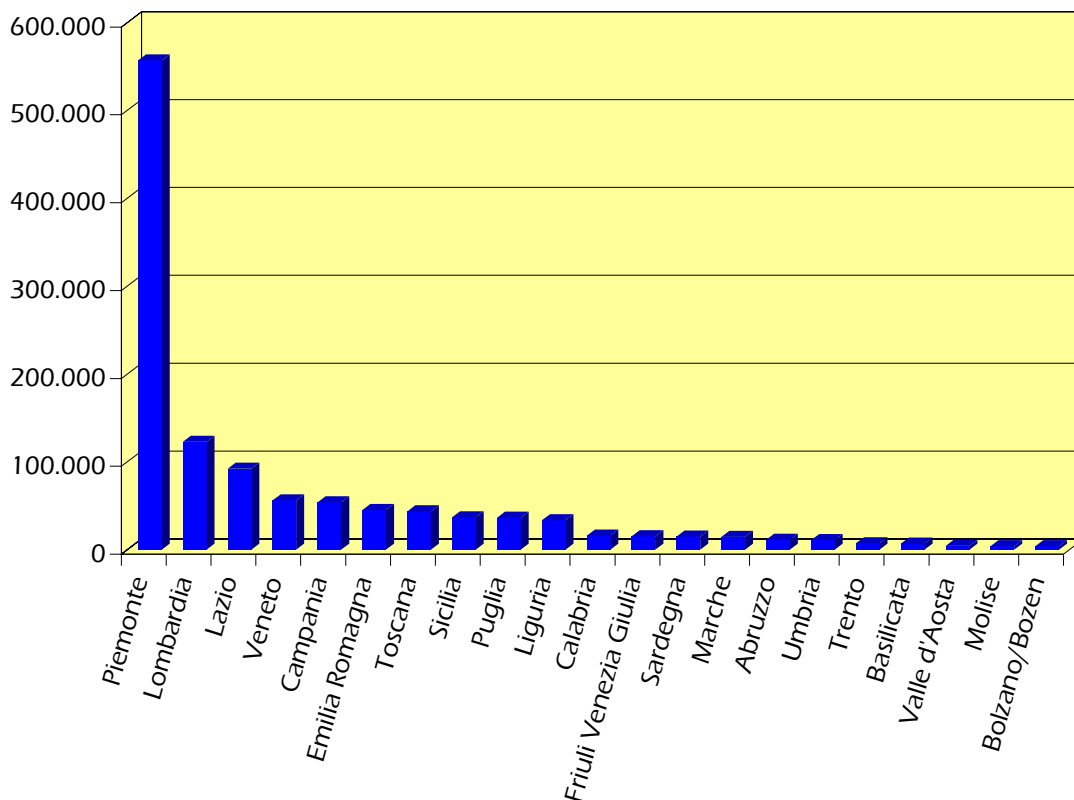
Tourism flows: total italian and foreign tourists 2002-2004



Italian tourists by Region 2002-2004

Region of origin	2002		2003		2004	
	N. arrivals	N. preseces	N. arrivals	N. presences	N. arrivals	N. presences
Piemonte	151.366	469.044	203.523	596.282	202.090	579.639
Valle d'Aosta	1.735	8.221	1.319	7.440	1.258	7.723
Lombardia	40.855	134.723	38.538	117.207	43.169	142.943
Bolzano/Bozen	1.548	4.391	1.101	3.129	1.090	4.306
Trento	2.893	7.051	2.205	4.606	2.130	5.651
Veneto	18.973	49.466	17.670	42.690	19.426	52.372
Friuli Venezia Giulia	5.282	16.210	4.290	12.111	5.589	17.352
Liguria	11.168	35.155	10.882	30.044	11.453	36.577
Emilia Romagna	15.656	44.773	14.679	37.033	14.753	37.733
Toscana	15.422	40.341	14.053	35.595	13.904	39.409
Umbria	3.783	12.129	3.107	8.812	3.844	11.137
Marche	5.178	16.678	4.033	11.888	5.141	13.790
Lazio	34.867	103.205	29.655	81.975	27.379	86.060
Abruzzo	3.607	13.616	3.515	11.284	4.091	15.565
Molise	1.250	4.700	1.149	5.311	1.516	6.580
Campania	18.597	72.442	18.022	63.967	17.054	66.480
Puglia	12.488	68.405	12.146	57.186	11.439	57.022
Basilicata	2.424	9.460	2.016	6.313	2.344	7.976
Calabria	5.596	32.894	4.744	23.535	5.453	24.744
Sicilia	12.441	52.349	11.614	47.753	12.425	51.194
Sardegna	4.932	21.251	4.570	19.139	5.415	20.915
Total	370.061	1.216.504	402.831	1.223.300	410.963	1.285.168

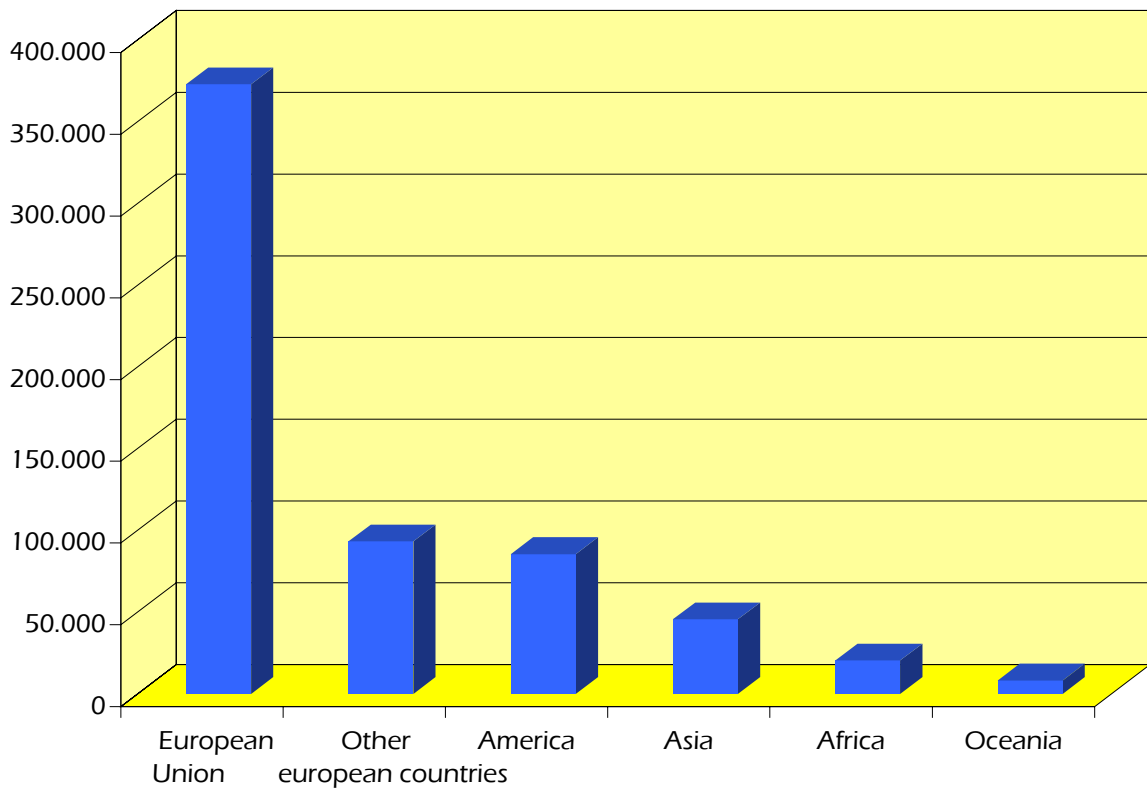
Italian tourists by Region 2002-2004



Main Countries of origin of foreign tourists 2002-2004

Country of origin	2002		2003		2004	
	N. arrivals	N. presecos	N. arrivals	N. presences	N. arrivals	N. presences
EUROPEAN UNION						
Austria	3.104	6.899	2.859	6.077	3.195	10.826
Belgio	4.090	8.989	4.252	8.785	4.242	9.759
Danimarca	1.514	4.182	1.358	3.395	1.946	5.590
Finlandia	1.190	3.312	1.312	2.736	2.180	7.381
Francia	33.910	70.036	33.839	67.996	42.050	97.465
Germania	25.573	56.514	27.317	55.439	27.797	78.223
Grecia	1.624	4.218	1.770	3.965	2.015	5.721
Irlanda	1.479	3.607	1.239	3.053	1.039	3.638
Lussemburgo	401	902	232	549	255	1.154
Paesi Bassi	7.678	15.635	6.594	12.591	8.275	24.310
Portogallo	1.875	5.131	1.414	5.143	2.938	10.048
Regno Unito	19.804	49.312	19.212	45.701	23.997	61.562
Spagna	12.422	26.674	13.352	32.138	14.673	39.779
Svezia	2.304	5.313	2.201	5.670	4.321	11.512
OTHER EUROPEAN COUNTRIES						
Croazia	752	2.414	562	4.670	803	6.335
Islanda	167	470	170	790	373	758
Norvegia	1.024	2.362	784	1.556	1.944	4.499
Polonia	2.107	25.299	1.412	8.326	3.009	12.756
Repubblica Ceca	582	1.712	672	2.422	1.483	3.678
Russia	2.148	7.081	1.634	8.412	2.587	10.829
Slovacchia	205	1.123	260	610	404	833
Slovenia	520	2.033	396	1.221	1.010	3.619
Svizzera e Liechtenstein	9.452	21.008	9.977	20.784	8.918	20.683
Turchia	897	3.885	1.060	4.223	1.154	5.504
Ungheria	857	2.135	882	2.765	1.029	3.052
AMERICA						
Canada	1.988	6.065	1.922	5.441	2.952	7.285
Stati Uniti d'America	15.296	53.909	14.874	52.047	17.066	53.102
Messico	1.542	4.133	1.774	4.500	2.387	6.978
Venezuela	360	1.115	352	1.542	398	2.070
Brasile	3.144	13.357	2.606	9.595	3.978	11.769
Argentina	1.382	9.161	1.831	11.498	1.824	11.475
ASIA						
Cina	2.866	15.112	2.582	14.452	3.272	27.288
Corea del Sud	831	2.838	592	2.191	1.224	3.788
Giappone	6.393	20.864	6.784	24.776	6.379	19.893
Israele	1.149	3.152	1.260	3.320	2.635	8.631
AFRICA						
Egitto	409	1.662	329	1.483	538	2.777
Sud Africa	461	1.976	438	1.932	973	2.821
OCEANIA						
Australia	1.714	5.015	1.497	4.360	3.311	7.879
Nuova Zelanda	257	676	264	477	1.142	2.897

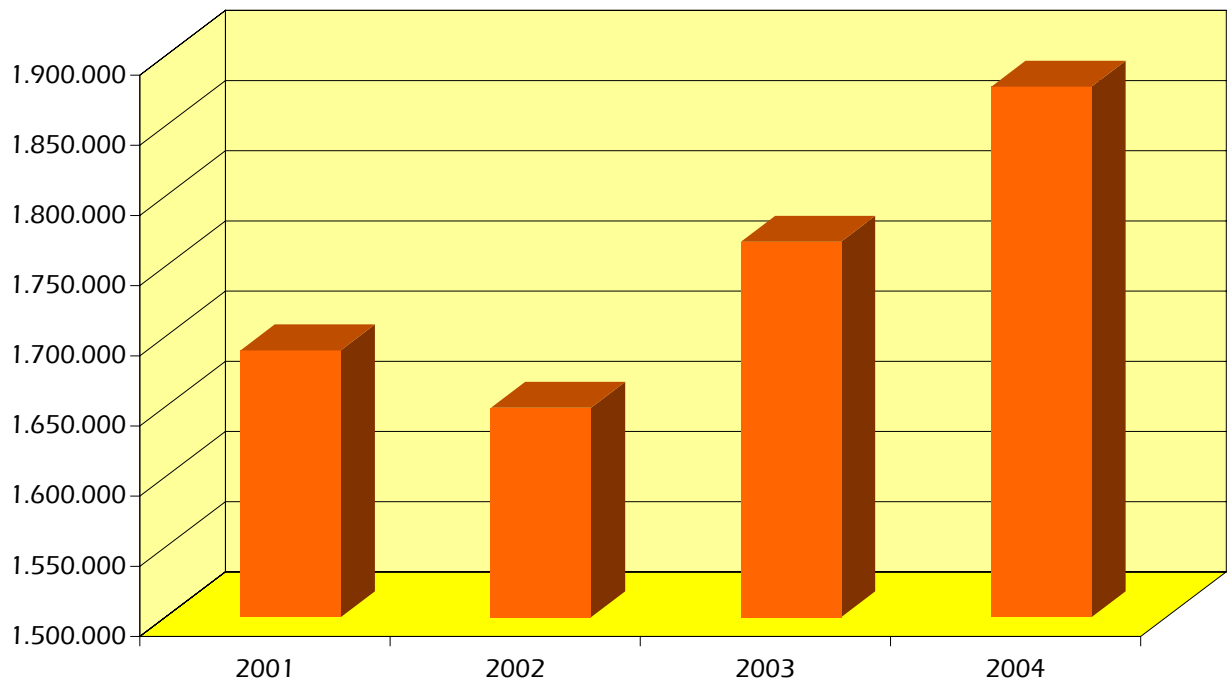
Total of foreign tourists by country of origin 2002-2004



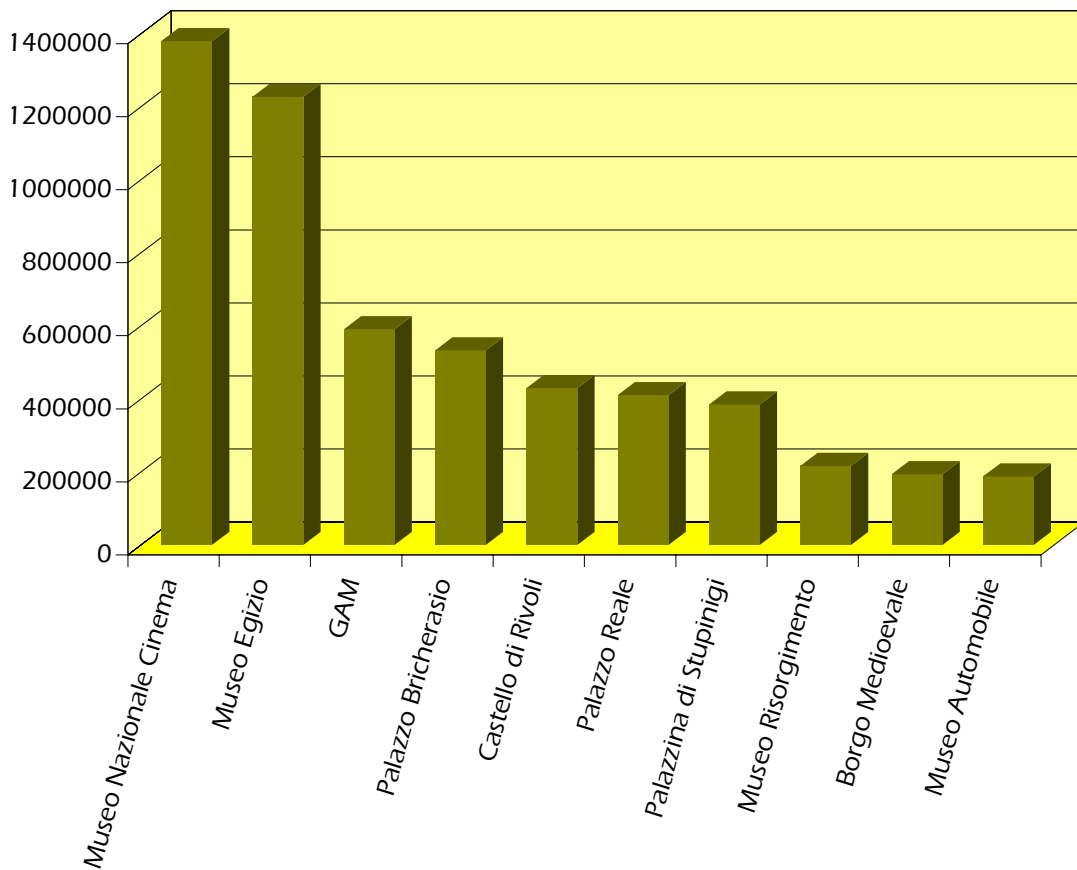
Visitors of main museums in Torino and district (2001-2004)

Museum	City	2001	2002	2003	2004	Total visitors
Museo Egizio	Torino	361.394	308.694	340.110	369.429	1.379.627
GAM – Galleria d'arte moderna	Torino	306.722	302.488	298.974	319.166	1.227.350
Fondazione Palazzo Bricherasio	Torino	112.075	117.117	124.875	237.047	591.114
Castello di Rivoli	Rivoli	125.187	125.903	132.944	148.698	532.732
Palazzo Reale	Torino	106.746	95.431	113.272	114.157	429.606
Palazzina di Stupinigi	Nichelino	102.913	94.489	88.961	123.975	410.338
Museo Nazionale Risorgimento	Torino	54.664	93.476	172.623	64.220	384.983
Borgo e Rocca Medioevale	Torino	42.054	48.048	62.756	63.928	216.786
Museo Nazionale Automobile	Torino	51.406	51.379	45.628	45.765	194.178
Museo Regionale Scienze Naturali	Torino	41.943	35.161	45.381	65.061	187.546
Museo Nazionale Montagna	Torino	25.090	32.276	54.443	72.696	184.505
Tombe reali e Basilica di Superga	Torino	40.040	40.333	40.004	29.339	149.716
Galleria Sabauda	Torino	41.858	28.211	29.455	34.065	133.589
Palazzo Cavour	Torino	42.936	38.000	22.980	27.521	131.437
Museo Accorsi	Torino	21.773	22.805	26.406	46.254	117.238
Armeria Reale	Torino	32.314	26.388	32.911	17.975	109.588
Museo di Antichità	Torino	37.671	39.525	23.630	1.235	102.061
Palazzo Madama	Torino	23.459	28.213	20.414	23.089	95.175
Reggia di Venaria Reale	Venaria Reale	36.386	48.539	8.270	chiuso	93.195
Museo Civico Pietro Micca	Torino	18.215	16.175	15.664	31.168	81.222
Fondazione Italiana Fotografia	Torino	21.107	21.945	23.936	10.333	77.321
Palazzo Barolo	Torino	19.930	11.699	17.285	1.345	50.259
Museo della Sindone	Torino	9.397	4.771	8.919	9.660	32.747
Castello di Moncalieri	Moncalieri	6.785	7.149	7.923	10.651	32.508
Pinacoteca Albertina	Torino	5.638	9.242	6.498	7.300	28.678
Museo Civico Numismatica	Torino	1.896	1.865	3.123	3.910	10.794
		381	chiuso	chiuso	chiuso	381
	Total	1.689.980	1.649.322	1.767.385	1.877.987	6.984.674

Visitors of main museums in Torino and district (2001-2004)



Visitors of main museums in Torino and district (2001-2004)



Cinemas and audience in Torino (2001-2004)

	2001	2002	2003	2004
Screens	52	79	72	69
Audience	3.268.514	3.345.420	3.397.487	3.698.086

Cinemas audience (2001-2004)

