

RESULTS

After World War II the tourism phenomenon in Venice's historic centre has grown considerably:

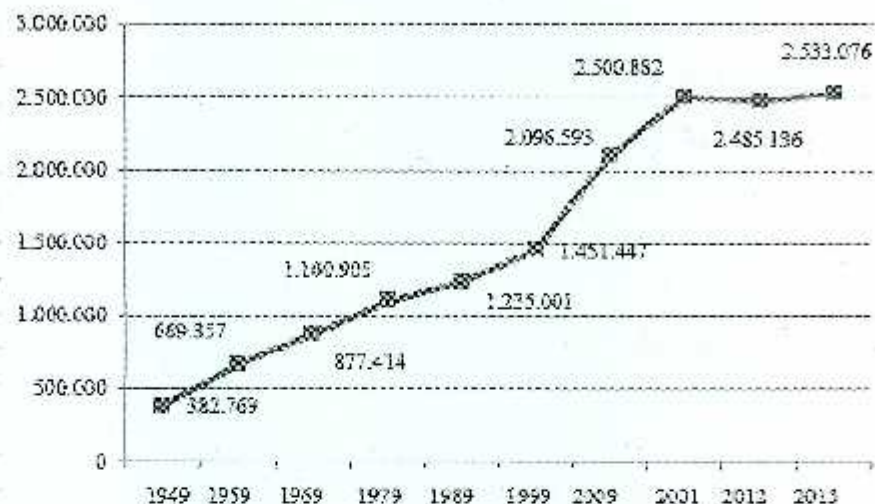


Figure 12. Tourist arrivals in the historical center of Venice from 1949 to date

Data Source: Web Site www.comune.venezia.it, Statistics and Research Section

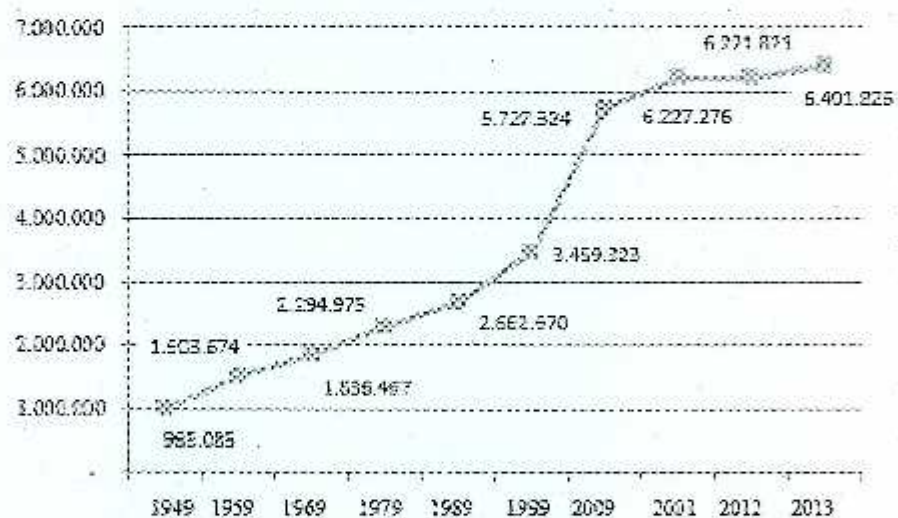


Figure 13. Tourist attendance record in the historical center of Venice from 1949 to date

Data Source: Web Site www.comune.venezia.it, Statistics and Research Section

The origin of the tourists coming to Veneto Region can count on 64.8% of foreigners (Statistical Report, 2013), while each 85% of foreigners visit Venice and only 15% of Italians (Tourism in the City of Venice, 2011), as reported in Table 1.

This means that the capital of the lagoon has an attraction capacity in the foreign market that is certainly superior to that perceived at a national level.