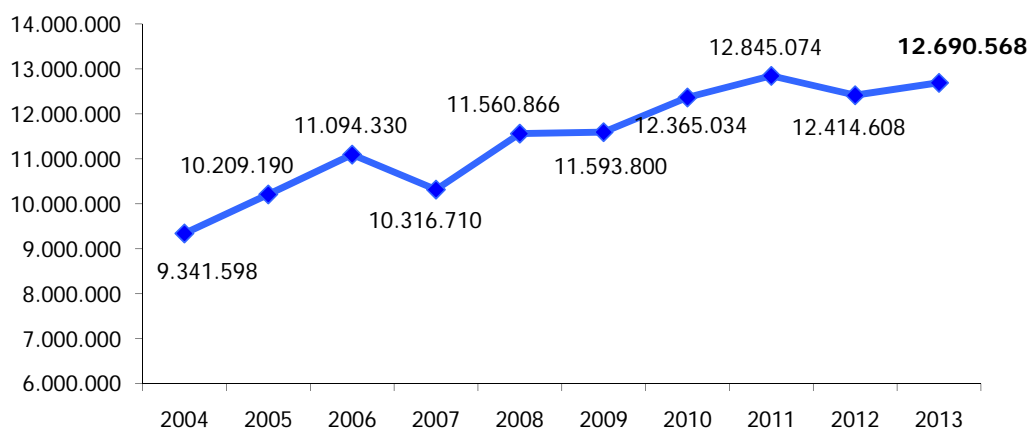
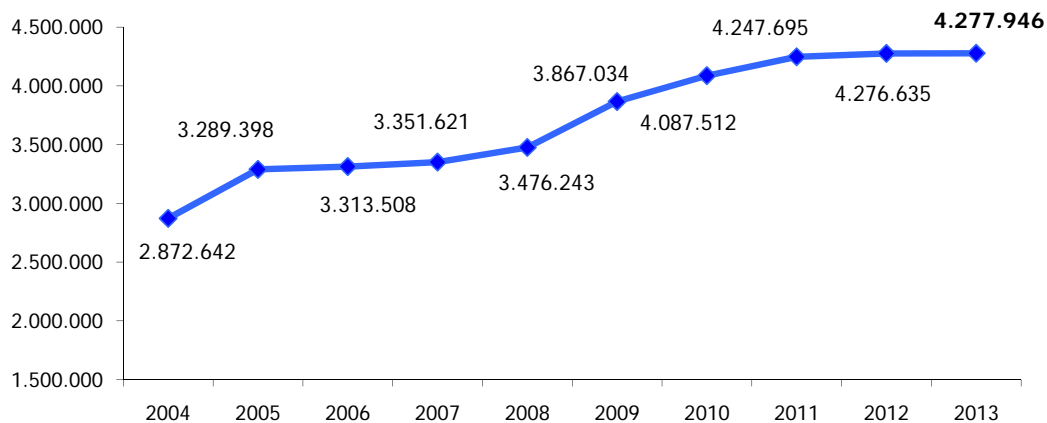


Trend Presenze 2004 - 2013



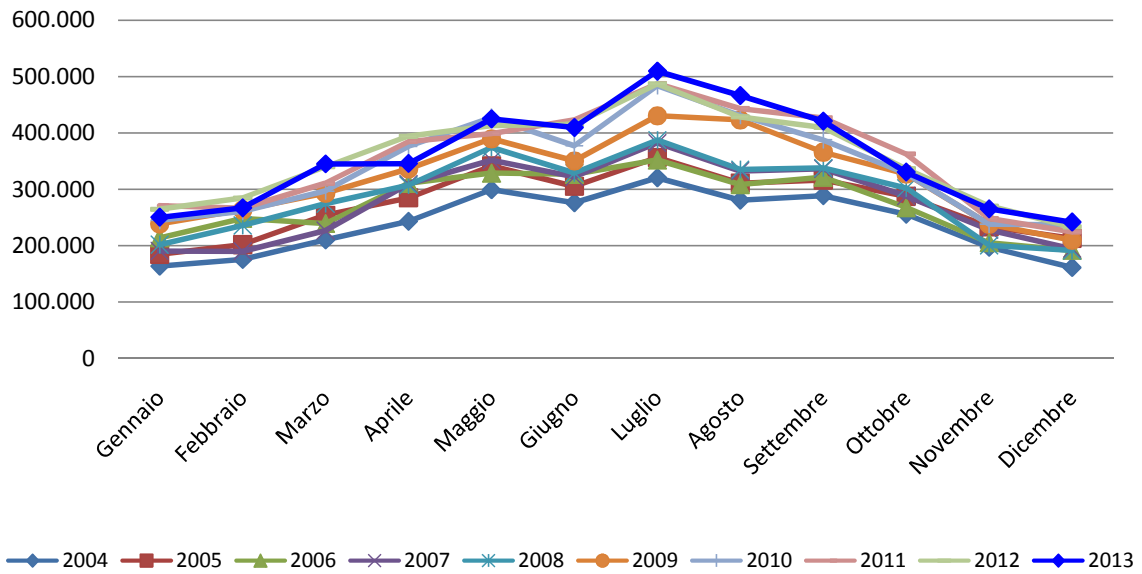
ANNO	PRESENZE	Differenza % su 2004	Differenza % su 2005	Differenza % su 2006	Differenza % su 2007	Differenza % su 2008	Differenza % su 2009	Differenza % su 2010	Differenza % su 2011	Differenza % su 2012	Differenza % su 2013
2004	9.341.598										
2005	10.209.190	9,29%									
2006	11.094.330	18,76%	8,67%								
2007	10.316.710	10,44%	1,05%	-7,01%							
2008	11.560.866	23,76%	13,24%	4,21%	12,06%						
2009	11.593.800	24,11%	13,56%	4,50%	12,38%	0,28%					
2010	12.365.034	32,37%	21,12%	11,45%	19,85%	6,96%	6,65%				
2011	12.845.074	37,50%	25,82%	15,78%	24,51%	11,11%	10,79%	3,88%			
2012	12.414.608	32,90%	21,60%	11,90%	20,33%	7,38%	7,08%	0,40%	-3,35%		
2013	12.690.568	35,85%	24,31%	14,39%	23,01%	9,77%	9,46%	2,63%	-1,20%	2,22%	

Trend Arrivi 2004 - 2013

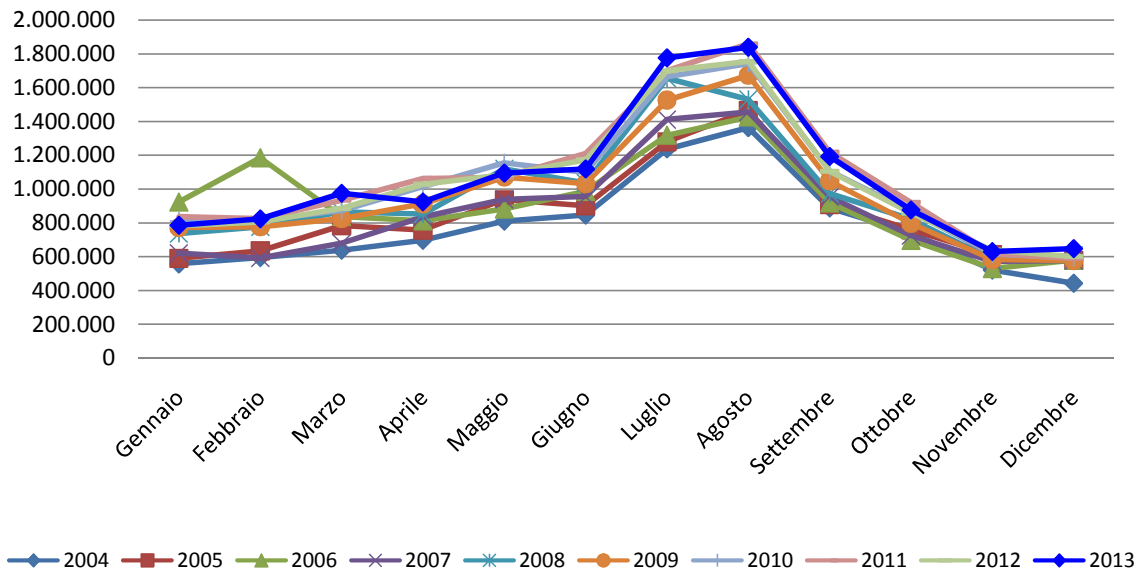


ANNO	ARRIVI	Differenza % su 2004	Differenza % su 2005	Differenza % su 2006	Differenza % su 2007	Differenza % su 2008	Differenza % su 2009	Differenza % su 2010	Differenza % su 2011	Differenza % su 2012
2004	2.872.642									
2005	3.289.398	14,51%								
2006	3.313.508	15,35%	0,73%							
2007	3.351.621	16,67%	1,89%	1,15%						
2008	3.476.243	21,01%	5,68%	4,91%	3,72%					
2009	3.867.034	34,62%	17,56%	16,71%	15,38%	11,24%				
2010	4.087.512	42,29%	24,26%	23,36%	21,96%	17,58%	5,70%			
2011	4.247.695	47,87%	29,13%	28,19%	26,74%	22,19%	9,84%	3,92%		
2012	4.276.635	48,87%	30,01%	29,07%	27,60%	23,02%	10,59%	4,63%	0,68%	
2013	4.277.946	48,92%	30,05%	29,11%	27,64%	23,06%	10,63%	4,66%	0,71%	0,03%

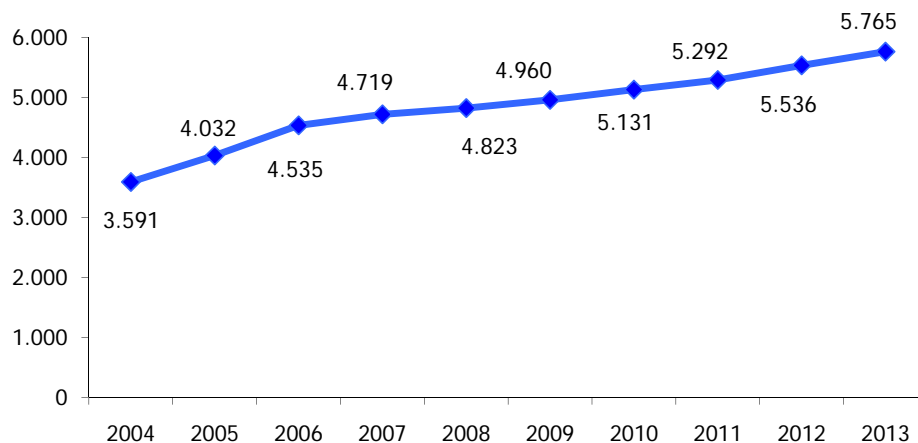
Trend Arrivi Mensili



Trend Presenze Mensili

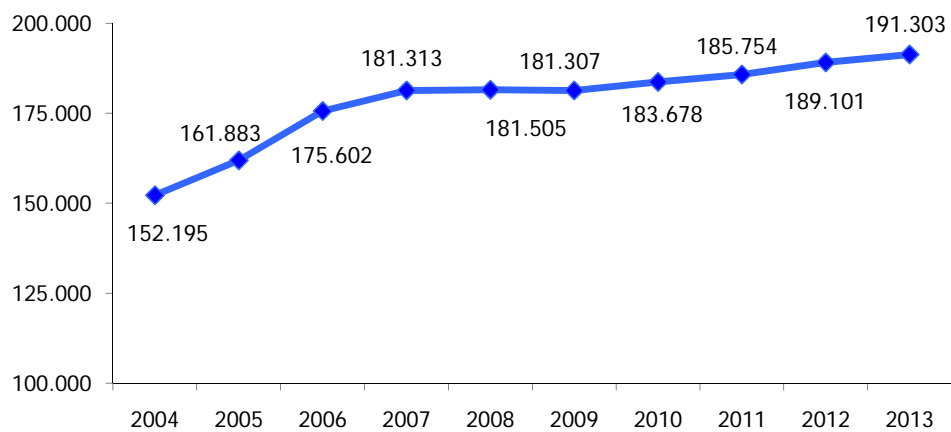


Trend Esercizi Ricettivi 2004 - 2013



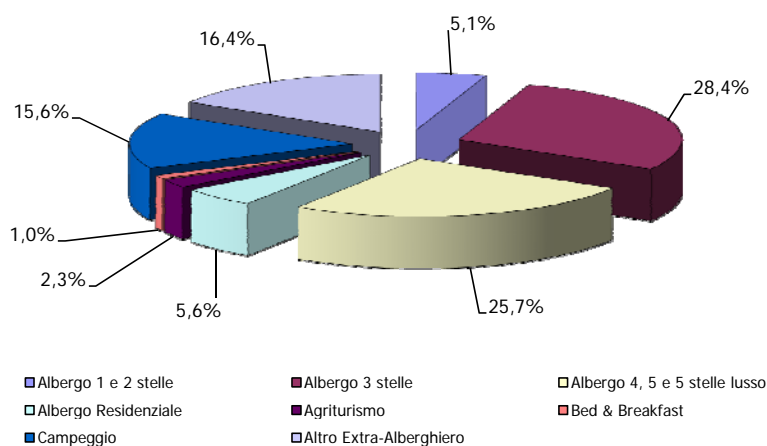
ANNO	STRUTTURE	Differenza % su 2004	Differenza % su 2005	Differenza % su 2006	Differenza % su 2007	Differenza % su 2008	Differenza % su 2009	Differenza % su 2010	Differenza % su 2011	Differenza % su 2012
2004	3.591									
2005	4.032	12,28%								
2006	4.535	26,29%	12,48%							
2007	4.719	31,41%	17,04%	4,06%						
2008	4.823	34,31%	19,62%	6,35%	2,20%					
2009	4.960	38,12%	23,02%	9,37%	5,11%	2,84%				
2010	5.131	42,88%	27,26%	13,14%	8,73%	6,39%	3,45%			
2011	5.292	47,37%	31,25%	16,69%	12,14%	9,72%	6,69%	3,14%		
2012	5.536	54,16%	37,30%	22,07%	17,31%	14,78%	11,61%	7,89%	4,61%	
2013	5.765	60,54%	42,98%	27,12%	22,17%	19,53%	16,23%	12,36%	8,94%	4,14%

Trend Posti Letto 2004 - 2013



ANNO	LETTI	Differenza % su 2004	Differenza % su 2005	Differenza % su 2006	Differenza % su 2007	Differenza % su 2008	Differenza % su 2009	Differenza % su 2010	Differenza % su 2011	Differenza % su 2012
2004	152.195									
2005	161.883	6,37%								
2006	175.602	15,38%	8,47%							
2007	181.313	19,13%	12,00%	3,25%						
2008	181.505	19,26%	12,12%	3,36%	0,11%					
2009	181.307	19,13%	12,00%	3,25%	0,00%	-0,11%				
2010	183.678	20,69%	13,46%	4,60%	1,30%	1,20%	1,31%			
2011	185.754	22,05%	14,75%	5,78%	2,45%	2,34%	2,45%	1,13%		
2012	189.101	24,25%	16,81%	7,69%	4,30%	4,19%	4,30%	2,95%	1,80%	
2013	191.303	25,70%	18,17%	8,94%	5,51%	5,40%	5,51%	4,15%	2,99%	1,16%

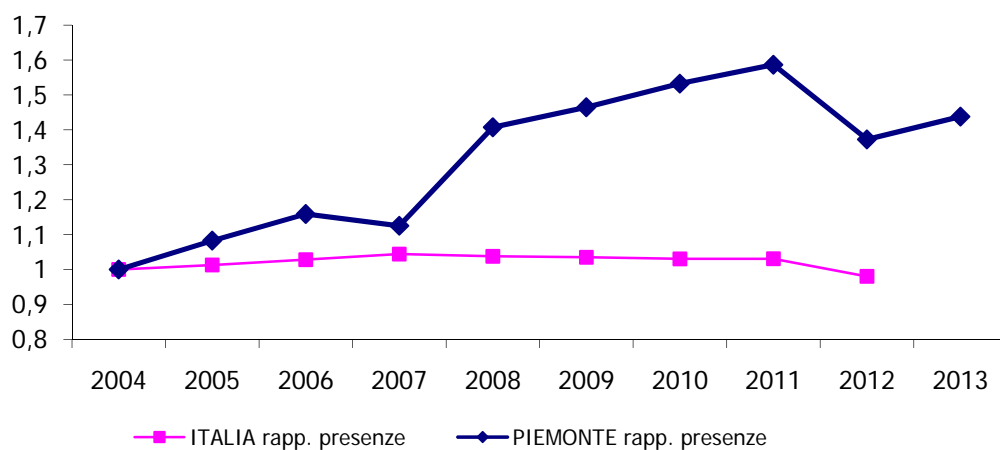
**Presenze 2013 per tipologie di strutture ricettive
Principali Paesi di provenienza - 90% del totale presenze**



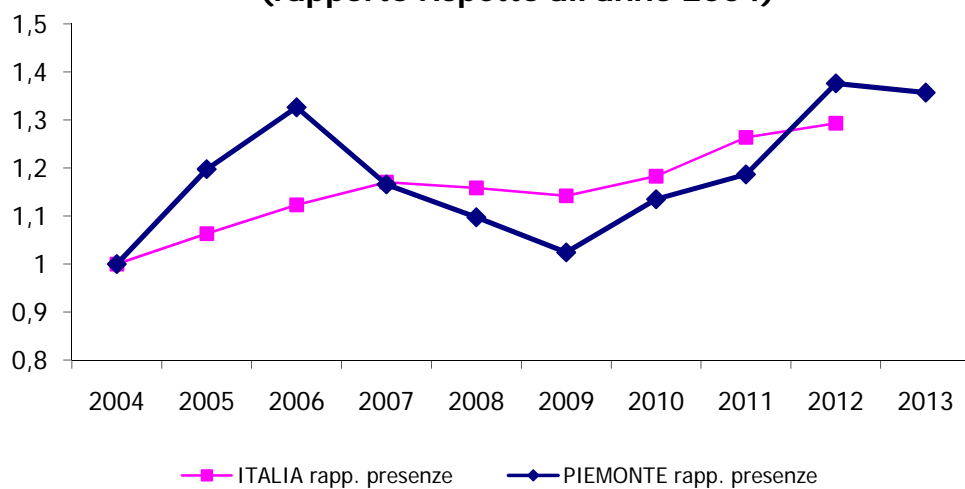
Tipologia struttura	Francia	Paesi Bassi	Germania	Regno Unito	Belgio	Svizzera	Russia	USA	Italia	TOTALE
Albergo 1 e 2 stelle	27.976	3.440	26.353	22.649	2.837	11.156	4.936	4.147	475.520	579.014
Albergo 3 stelle	208.579	37.459	319.418	121.309	33.116	95.282	27.140	27.516	2.364.769	3.234.588
Albergo 4, 5 e 5 stelle lusso	264.500	39.436	243.420	208.186	63.298	118.882	48.672	108.982	1.822.547	2.917.923
Albergo Residenziale	27.688	18.565	37.162	13.068	3.975	11.463	12.618	2.345	505.329	632.213
Agriturismo	13.134	12.618	39.229	5.887	11.415	35.418	2.652	7.956	135.350	263.659
Bed & Breakfast	7.151	4.826	14.677	1.912	2.761	6.434	1.397	2.087	72.936	114.181
Campeggio	46.804	298.505	327.563	17.256	18.471	70.807	474	691	989.431	1.770.002
Altro Extra-Alberghiero	58.186	122.028	252.326	19.250	17.266	89.473	12.521	18.823	1.270.138	1.860.011
TOTALE	654.018	536.877	1.260.148	409.517	153.139	438.915	110.410	172.547	7.636.020	11.371.591

Il Piemonte rispetto al totale Italia

**Presenze turisti italiani
(rapporto rispetto all'anno 2004)**

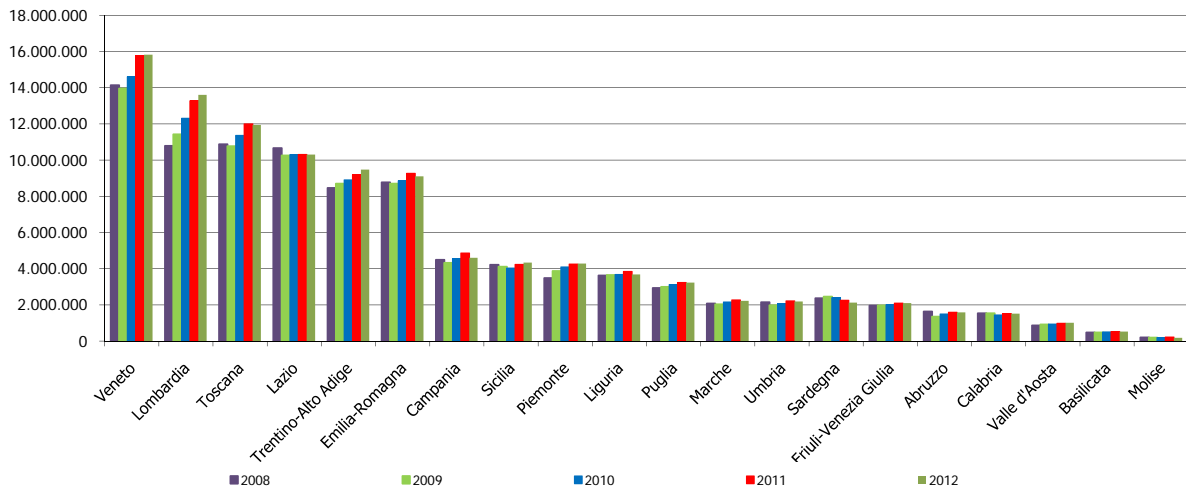


**Presenze turisti stranieri
(rapporto rispetto all'anno 2004)**



Il Piemonte rispetto alle altre regioni italiane

Arrivi



Presenze

