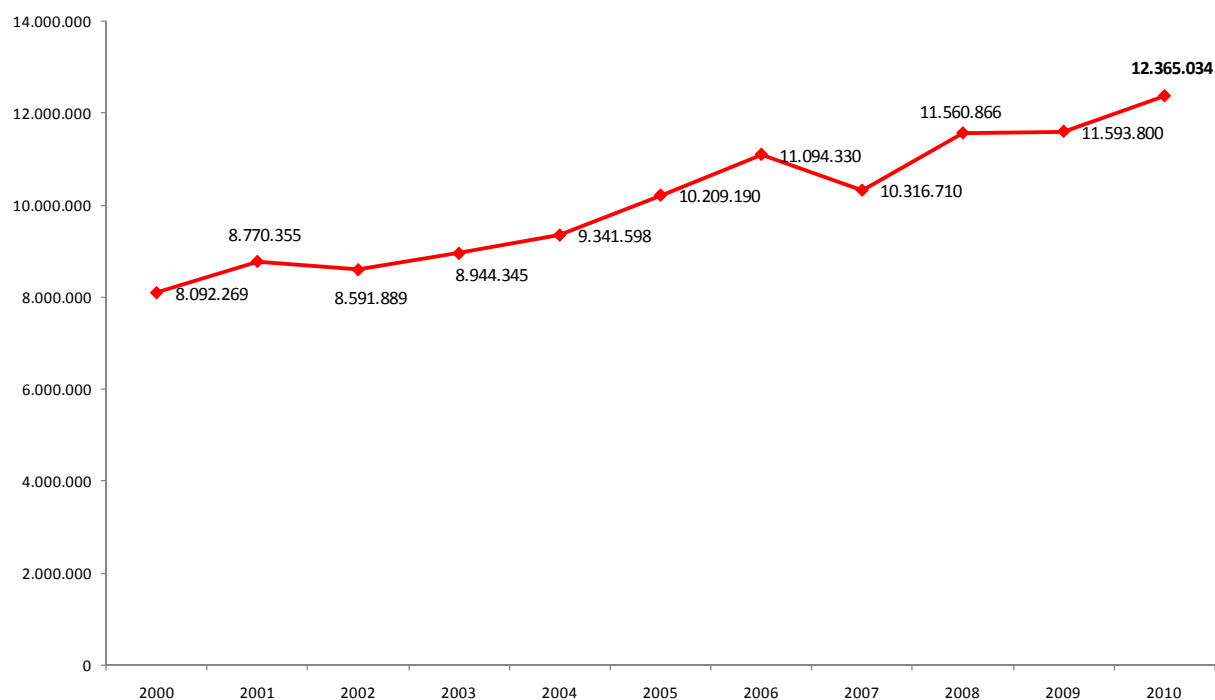


Presenze in Piemonte

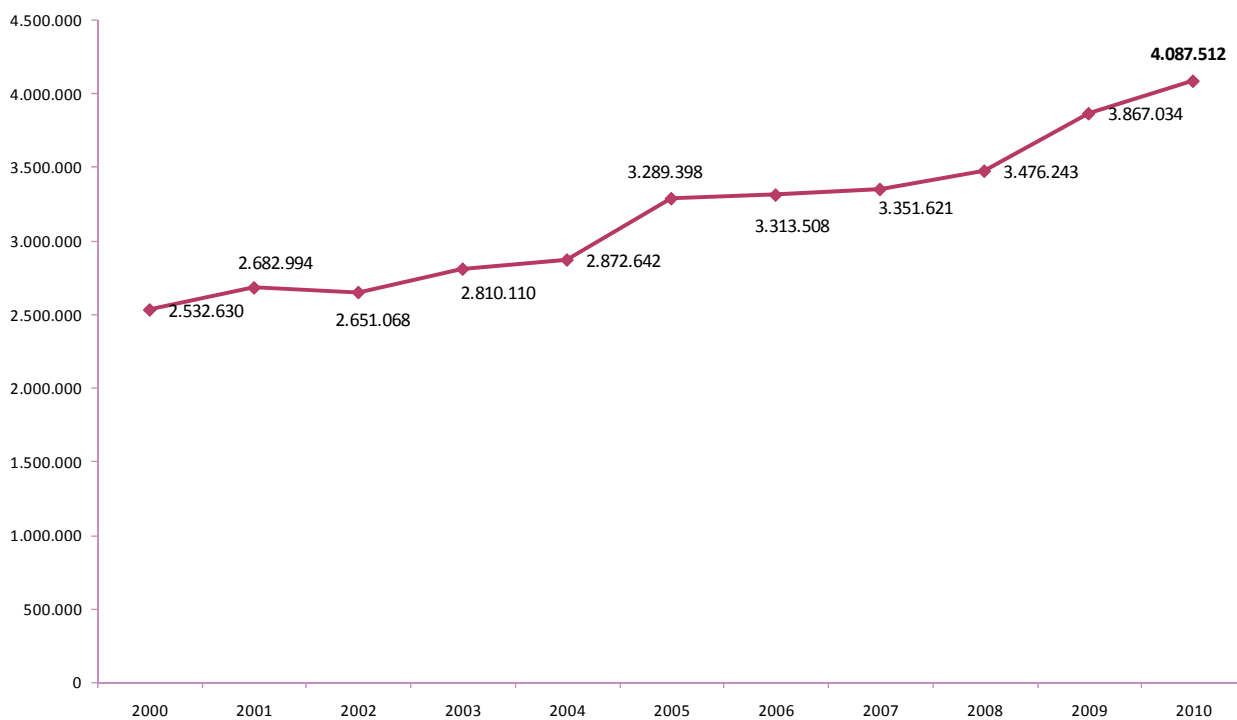
Trend Presenze
2000-2010



ANNO	PRESENZE	Differenza % su 2000	Differenza % su 2001	Differenza % su 2002	Differenza % su 2003	Differenza % su 2004	Differenza % su 2005	Differenza % su 2006	Differenza % su 2007	Differenza % su 2008	Differenza % su 2009
2000	8.092.269										
2001	8.770.355	8,38%									
2002	8.591.889	6,17%	-2,03%								
2003	8.944.345	10,53%	1,98%	4,10%							
2004	9.341.598	15,44%	6,51%	8,73%	4,44%						
2005	10.209.190	26,16%	16,41%	18,82%	14,14%	9,29%					
2006	11.094.330	37,10%	26,50%	29,13%	24,04%	18,76%	8,67%				
2007	10.316.710	27,49%	17,63%	20,07%	15,34%	10,44%	1,05%	-7,01%			
2008	11.560.866	42,86%	31,82%	34,56%	29,25%	23,76%	13,24%	4,21%	12,06%		
2009	11.593.800	43,27%	32,19%	34,94%	29,62%	24,11%	13,56%	4,50%	12,38%	0,28%	
2010	12.365.034	52,80%	40,99%	43,92%	38,24%	32,37%	21,12%	11,45%	19,85%	6,96%	6,65%

Arrivi in Piemonte

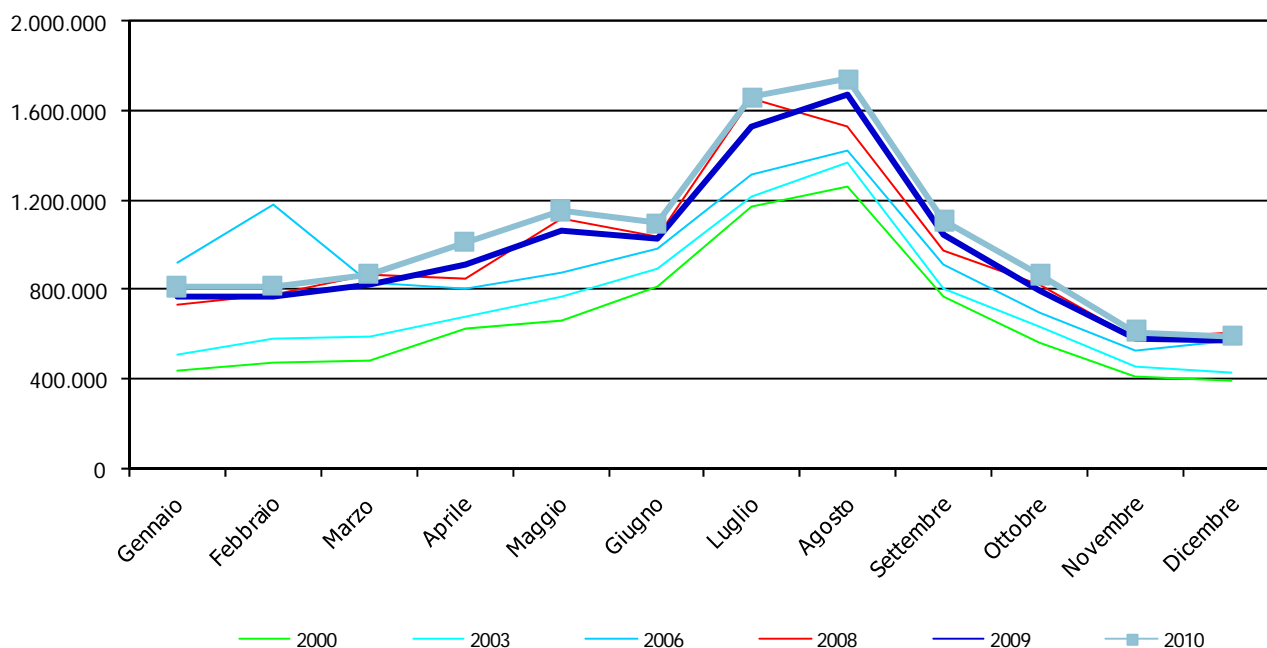
**Trend Arrivi
2000-2010**



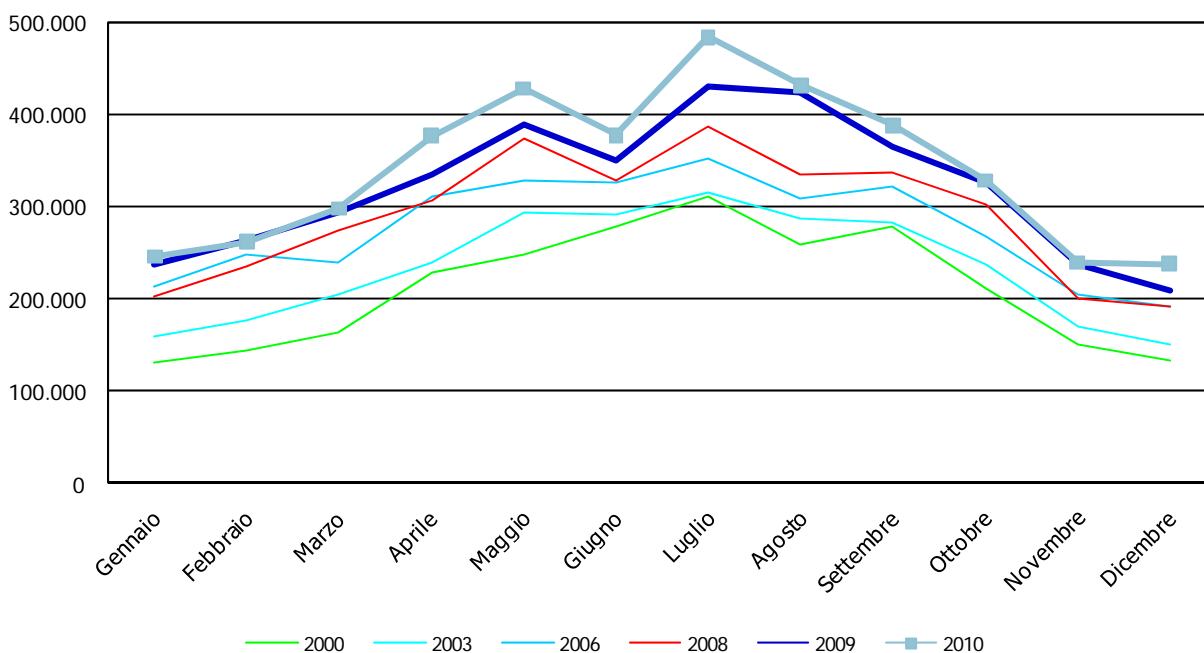
ANNO	ARRIVI	Differenza % su 2000	Differenza % su 2001	Differenza % su 2002	Differenza % su 2003	Differenza % su 2004	Differenza % su 2005	Differenza % su 2006	Differenza % su 2007	Differenza % su 2008	Differenza % su 2009
2000	2.532.630										
2001	2.682.994	5,94%									
2002	2.651.068	4,68%	-1,19%								
2003	2.810.110	10,96%	4,74%	6,00%							
2004	2.872.642	13,43%	7,07%	8,36%	2,23%						
2005	3.289.398	29,88%	22,60%	24,08%	17,06%	14,51%					
2006	3.313.508	30,83%	23,50%	24,99%	17,91%	15,35%	0,73%				
2007	3.351.621	32,34%	24,92%	26,43%	19,27%	16,67%	1,89%	1,15%			
2008	3.476.243	37,26%	29,57%	31,13%	23,70%	21,01%	5,68%	4,91%	3,72%		
2009	3.867.034	52,69%	44,13%	45,87%	37,61%	34,62%	17,56%	16,71%	15,38%	11,24%	
2010	4.087.512	61,39%	52,35%	54,18%	45,46%	42,29%	24,26%	23,36%	21,96%	17,58%	5,70%

Trend mensile dei flussi turistici in Piemonte

Trend Presenze Mensili

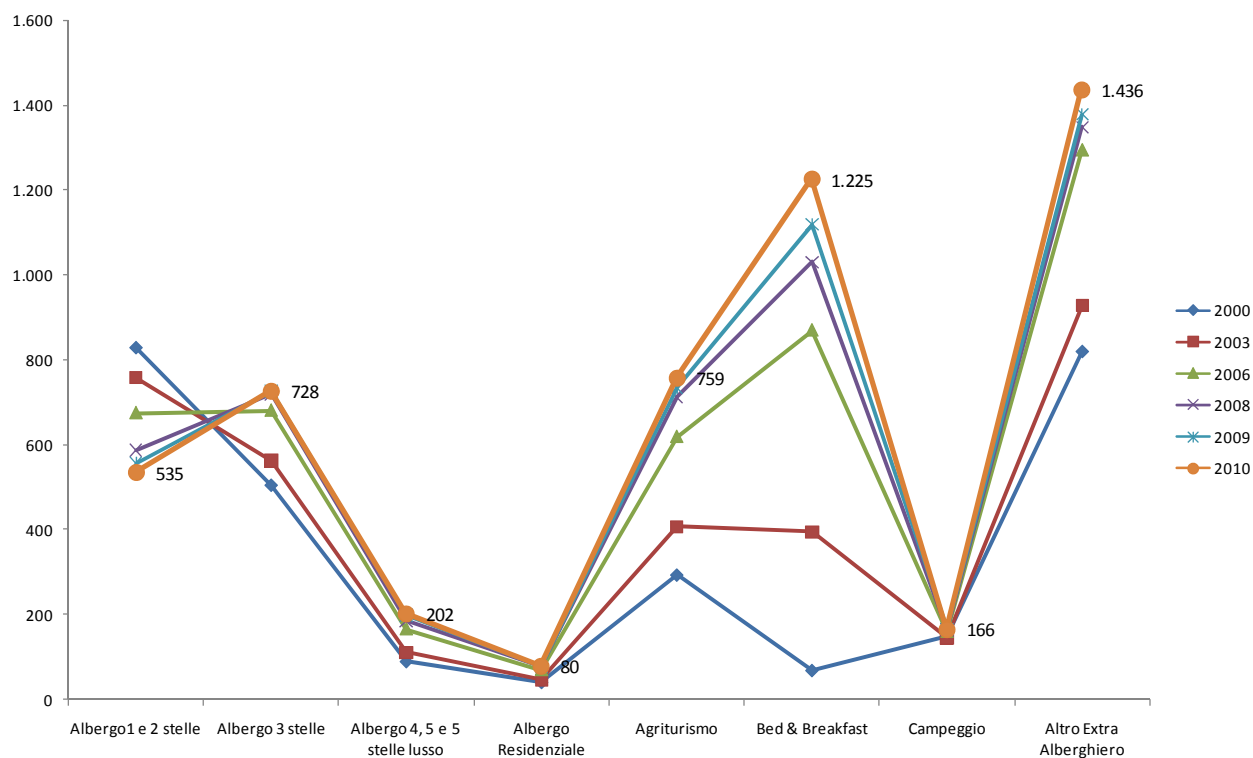


Trend Arrivi Mensili



Esercizi Ricettivi in Piemonte

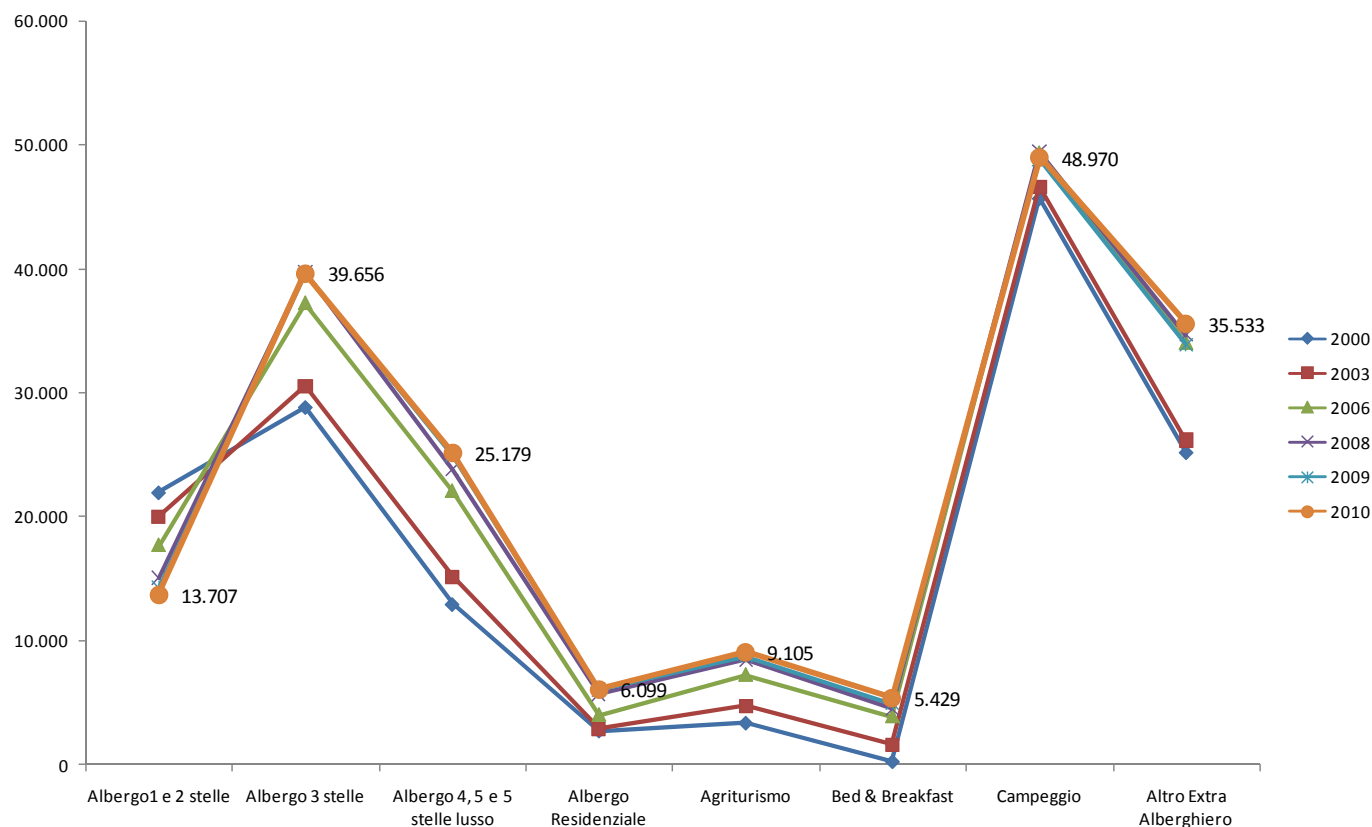
Trend Strutture Ricettive



ANNO	STRUTTURE	Differenza									
		% su 2000	% su 2001	% su 2002	% su 2003	% su 2004	% su 2005	% su 2006	% su 2007	% su 2008	% su 2009
2000	2.799										
2001	2.954	5,54%									
2002	3.162	12,97%	7,04%								
2003	3.360	20,04%	13,74%	6,26%							
2004	3.591	28,30%	21,56%	13,57%	6,88%						
2005	4.032	44,05%	36,49%	27,51%	20,00%	12,28%					
2006	4.535	62,02%	53,52%	43,42%	34,97%	26,29%	12,48%				
2007	4.719	68,60%	59,75%	49,24%	40,45%	31,41%	17,04%	4,06%			
2008	4.823	72,31%	63,27%	52,53%	43,54%	34,31%	19,62%	6,35%	2,20%		
2009	4.960	77,21%	67,91%	56,86%	47,62%	38,12%	23,02%	9,37%	5,11%	2,84%	
2010	5.131	83,32%	73,70%	62,27%	52,71%	42,88%	27,26%	13,14%	8,73%	6,39%	3,45%

Posti Letto in Piemonte

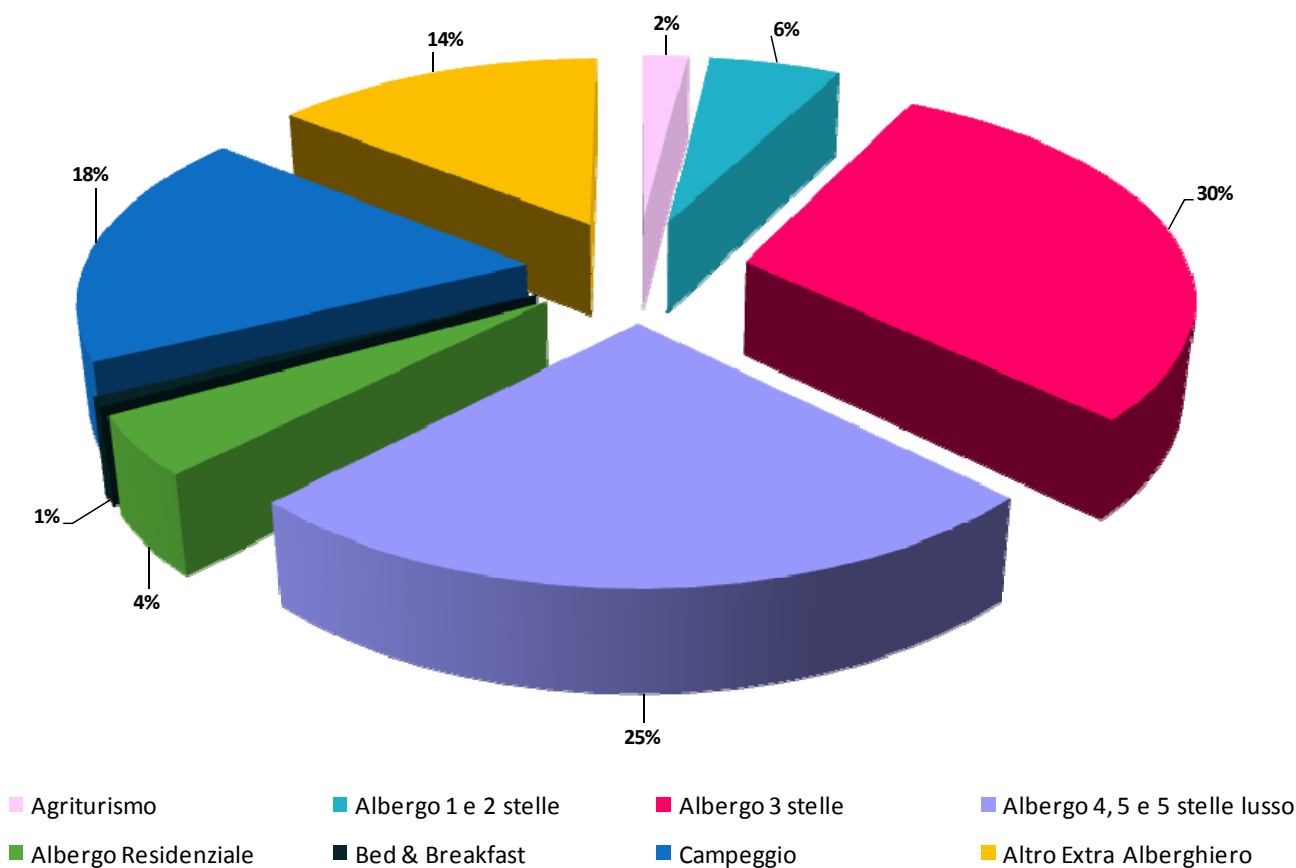
Trend Posti Letto



ANNO	LETTI	Differenza % su 2000	Differenza % su 2001	Differenza % su 2002	Differenza % su 2003	Differenza % su 2004	Differenza % su 2005	Differenza % su 2006	Differenza % su 2007	Differenza % su 2008	Differenza % su 2009
2000	140.863										
2001	143.983	2,21%									
2002	146.282	3,85%	1,60%								
2003	148.002	5,07%	2,79%	1,18%							
2004	152.195	8,04%	5,70%	4,04%	2,83%						
2005	161.883	14,92%	12,43%	10,67%	9,38%	6,37%					
2006	175.602	24,66%	21,96%	20,04%	18,65%	15,38%	8,47%				
2007	181.313	28,72%	25,93%	23,95%	22,51%	19,13%	12,00%	3,25%			
2008	181.505	28,85%	26,06%	24,08%	22,64%	19,26%	12,12%	3,36%	0,11%		
2009	181.307	28,71%	25,92%	23,94%	22,50%	19,13%	12,00%	3,25%	-0,003%	-0,11%	
2010	183.678	30,39%	27,57%	25,56%	24,11%	20,69%	13,46%	4,60%	1,30%	1,20%	1,31%

Presenze per tipologia di strutture ricettive

Presenze 2010 per tipologie di strutture ricettive



Tipologia strutture	Italia	Germania	Paesi Bassi	Francia	Regno Unito	Svizzera e Liechtenstein	USA	Belgio	Totale Presenze
Agriturismo	123.251	34.025	7.449	8.134	3.662	22.142	6.791	6.459	242.608
Albergo 1 e 2 stelle	495.656	21.997	4.401	25.097	58.444	10.500	4.667	3.572	701.881
Albergo 3 stelle	2.658.442	279.802	29.076	168.032	114.039	74.341	27.633	31.339	3.669.969
Albergo 4, 5 e 5 stelle lusso	1.919.856	212.529	49.701	152.175	150.956	79.980	99.942	45.918	3.095.856
Albergo Residenziale	409.774	37.474	19.526	13.112	8.543	5.882	1.989	3.519	558.516
Bed & Breakfast	54.808	10.877	2.423	4.667	1.511	3.580	1.632	1.781	92.076
Campeggio	1.234.797	377.912	416.883	40.585	21.330	81.507	387	22.574	2.247.979
Altro Extra Alberghiero	1.241.319	140.898	44.994	49.002	19.658	37.846	8.749	9.550	1.756.149
Totale Presenze	8.137.903	1.115.514	574.453	460.804	378.143	315.778	151.790	124.712	12.365.034