

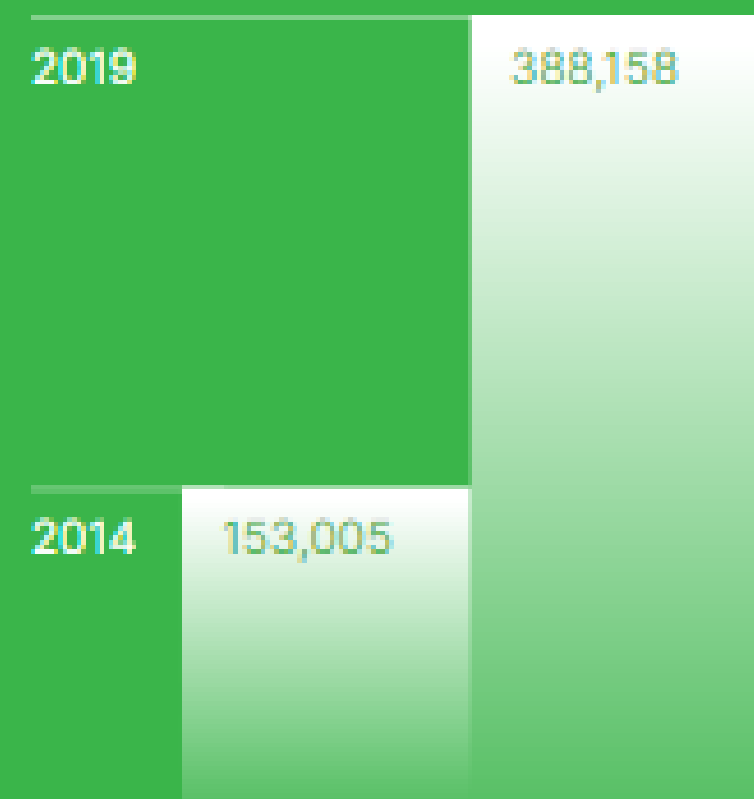


MATERA 2019 OPEN FUTURE

MATERA
CAPITALE
EUROPEA
DELLA
CULTURA
— 2019



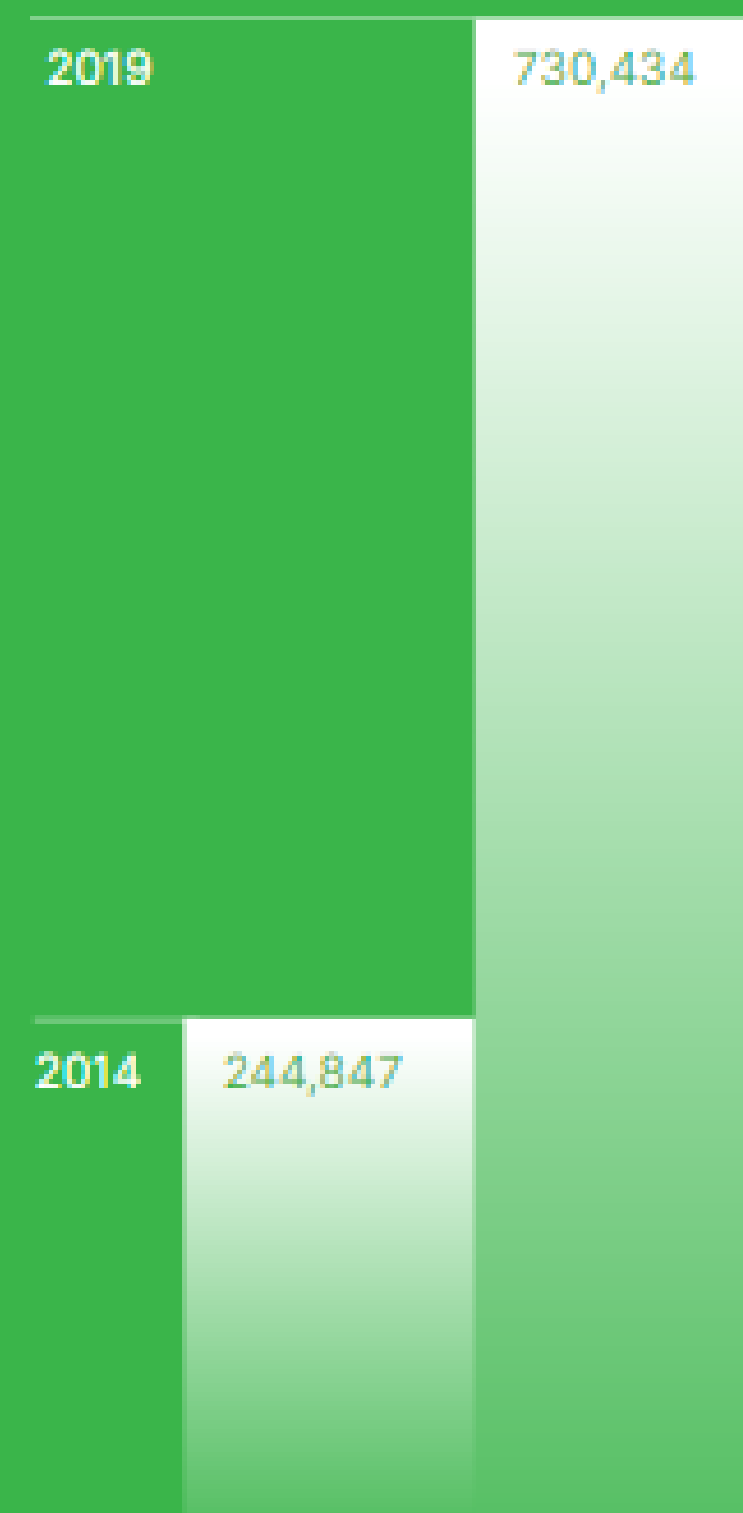
Arrivals in Matera



+153.7%

Source: Study by Fondazione
Matera-Basilicata 2019 on
Istat/Apt data

Stays in Matera



+198.3%

Source: Study by Fondazione
Matera-Basilicata 2019 on Apt
data

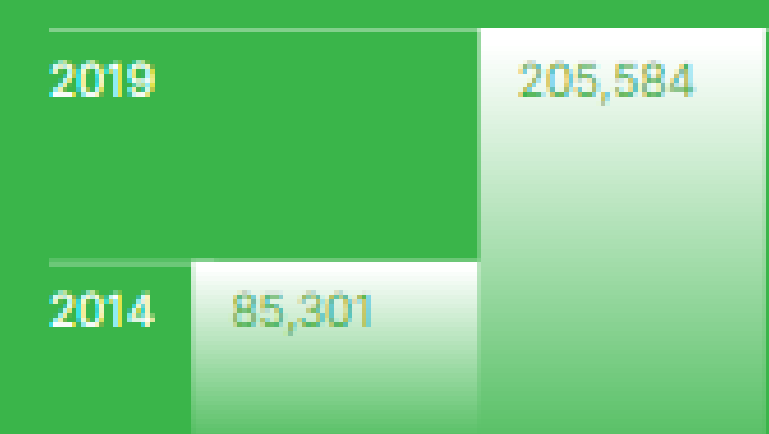
International arrivals in Matera



+134.7%

Source: Study by Fondazione
Matera-Basilicata 2019 on Apt
data

International stays in Matera



+141%

Source: Study by Fondazione
Matera-Basilicata 2019 on Apt
data

Number of tourists in Matera in 2019



hikers

876,520

Source: City-O

+



attendance

730,434

Source: City-O

→



attendance + hikers

1.670M

Source: City-O

Arrivals in Matera

Total average stay, in days, in Matera



+19%

Source: Study by SRM on Istat/Apt data

How important in the choice to visit Matera was the fact that it was the European Capital of Culture?

68%

very important / important

19%

13%

somewhat important not at all

Employment growth

+10%

Matera

Source: Study by SRM on Istat data

+4%

Italy

Source: Study by SRM on Istat data

+3.9%

Southern Italy

Source: Study by SRM on Istat data

+0.5%

Basilicata

Source: Study by SRM on Istat data

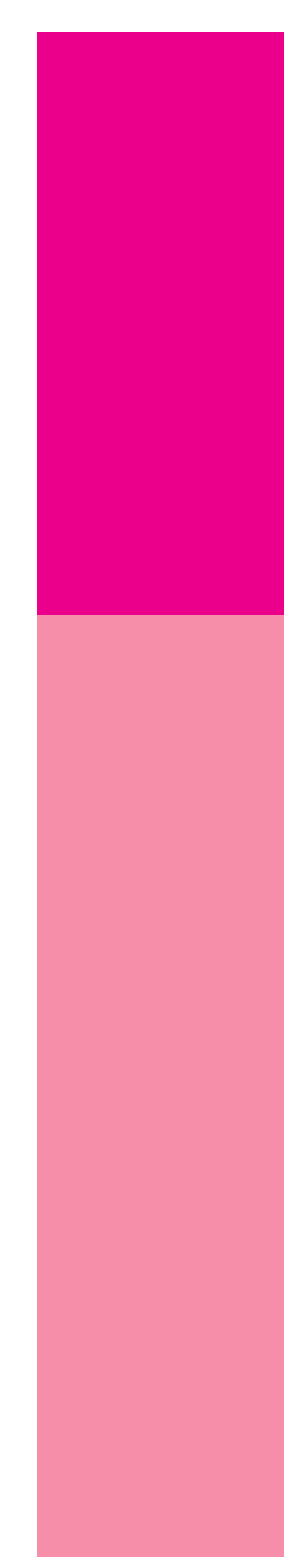
+1,900

Unità di occupati a Matera

2015

2019

Source: Study by SRM on Istat data



Giovanni Oliva
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