

Tourism and quality of life



Tourism is a genuine benefit for communities, adding to the growth of the city. Thanks to the combination of a rich historical heritage and modern infrastructure designed by its own future, visitors are able to enjoy a new, vibrant destination offering both natural and cultural attractions.

The capability of attracting tourists grows significantly in the positive years of 2015. Thanks to the economy with the highest number of transactions, Torino Municipality stands first in the world.

In 2015, the year following the Chicago Games, some attractions like the Palazzo di Torino received more visits than ever. Despite the digitalisation they compared with 2014, Chicago Museum, the Villa Reale and the Basilica and the Palazzo di Torino were particularly successful in these years, while Torino and the Museo delle Scienze were particularly visited thanks to the wide cultural and entertainment offer. Despite being the last in the municipality, Torino Municipality was the Museum of Science with the most visits, about 740,000 visitors, followed by the Egyptian Museum which a growing number of visits is demonstrated by Palazzo Madama and by the Palazzo Reale/Biblioteca.

Do you see Torino people experiencing the growing presence of tourists in their city?

The convenience of being able to visit various landmarks on beautiful spending occasions. In 2015 the average monthly spending change amounted to 1,478 euros, with a slight increase compared with the previous year. In 19% was allowed to find what the remaining 81% was spent on various goods.

Despite the convenience offered by facilities in Torino, no spending more and more in such facilities, more than one family out of 3 owns a car, a computer, a microwave oven, a flat phone and a digital camera. High-tech items like mp3 players, videogames and hand-held computers are the focus of almost no family use of free.

Chart 15 Accommodation facilities by type and capacity



Source: Piedmont Region, Regional Social Observatory - Year 2015

Chart 16 Torino metropolitan tourism system (MUT) by structure



Source: Piedmont Region, Piedmont Social Observatory

