vinetur

Italy's snow tourism lodging revenue is projected to reach 6.392 billion euros in 2026-2027

The Jfc observatory forecast points to a 7.4% rise from the prior season, based on ANSA-reported figures for hotel and nonhotel stays

Tuesday, November 10, 2026



Italy’s lodging sector tied to snow tourism is expected to post higher revenue in the 2026-2027 winter season, with projected turnover of 6.392 billion euros, up from 5.951 billion euros in the previous season, according to figures reported by ANSA on Tuesday, November 10.

The estimate points to a rise of 441 million euros, or about 7.4%, for accommodation businesses in Italy’s mountain destinations. The forecast comes from the Italian Mountain Tourism Observatory of Jfc, as cited by ANSA.

The accommodation figures cover both hotel and nonhotel properties linked to snow tourism. The reported categories include hotels, tourist residences, vacation homes, rural lodgings and other types of stays used by visitors traveling to mountain areas during the winter season.

ANSA said the revenue estimate is a forecast for the coming winter, while the 5.951 billion-euro figure refers to the result recorded in the prior season. That makes the comparison one between a projected outcome for 2026-2027 and a completed season for the year before.

The same report also projected more modest growth in other parts of the winter tourism economy. Combined revenue for dining, retail and leisure services was expected to rise to 1.457 billion euros from 1.420 billion euros, an increase of 37 million euros, or 2.6%. Because those services were grouped together in the figures cited by ANSA, the increase cannot be assigned to restaurants alone.

The reported numbers describe the scale of the winter mountain tourism market in Italy, where lodging remains a central source of revenue. But the available information does not show what is driving the expected increase in accommodation income. The figures were presented in nominal terms, which means they were not adjusted for inflation.

That leaves several questions unanswered, including how much of the projected gain could come from higher room rates rather than a larger number of travelers, longer stays or shifts in the mix of customers and properties. The information cited by ANSA also did not provide a breakdown by region, resort area or type of accommodation.

ANSA identified Jfc’s Italian Mountain Tourism Observatory as the source of the forecast, but the full primary report was not immediately available. Without that document, it was not possible to independently review the underlying methodology, assumptions or demand scenarios behind the 2026-2027 estimate.