



## **OSSERVATORIO PROVINCIALE DEL SETTORE TURISMO**

REPORT INDAGINE SUI COMUNI DELLA PROVINCIA DI SAVONA (2024)



Cos'è Ente Bilaterale Territoriale Turismo della provincia di Savona

L'Ente Bilaterale Territoriale Turismo della provincia di Savona è un organismo paritetico costituito sotto forma di associazione che non persegue finalità di lucro. E' nato nell'ambito del CCNL - Contratto Nazionale Turismo, del 6 ottobre 1994 e successive integrazioni, su iniziativa della FILCAMS-CGIL, FISASCAT-CISL e UILTuCS-UIL e delle federazioni di categoria aderenti a Confcommercio: FIPE, FEDERALBERGHI, FAITA, FIAVET.

L'Ente Bilaterale Territoriale Turismo di Savona è:

L'emanazione territoriale dell'Ente Bilaterale Nazionale Turismo ed è costituito sul territorio della provincia di Savona dalle federazioni di categoria FIPE, FEDERALBERGHI, FAITA, FIAVET aderenti a Confcommercio e dalle organizzazioni sindacali dei lavoratori del settore FILCAMS-CGIL, FISASCAT-CISL e UILTuCS-UIL;

È una struttura bilaterale, per tutto il comparto turismo;

È una struttura organizzata per dare risposte alle diverse esigenze delle imprese e dei lavoratori, attraverso molteplici attività di servizio;

È un punto di riferimento, d'informazione e di servizio per l'attività delle aziende, per la formazione professionale, sicurezza sul lavoro, sia per degli imprenditori che per i lavoratori e per lo sviluppo dell'occupazione nel settore;

Investe sul valore della bilateralità, interpretando le relazioni tra l'impresa ed il sindacato come una risorsa.

Obiettivi dell'Ente

L'Ente Bilaterale Territoriale Turismo della Provincia di Savona promuove e gestisce, a livello locale:

Sostegno all'attività delle aziende e dei lavoratori attraverso servizi gratuiti all'impresa ed ai lavoratori, informazioni, accordi e convenzioni in materia di lavoro, sicurezza sul lavoro;

Iniziative in materia di formazione e qualificazione professionale rivolte agli imprenditori ed ai lavoratori

Segreteria:

Ente Bilaterale Territoriale Turismo della Provincia di Savona

Corso Ricci 14 - 4° piano - 17100 SAVONA

tel. 0198331343 - fax 0198331350

ebturismo@confcommerciosavona.it - www.ebtturismo.it



# Quadro Generale

**COMUNI SIGNIFICATIVI TURISTICAMENTE**  
**(Osservatorio Regione Liguria)**

Rif. dati: anno 2024

**Alassio**

**Albenga**

**Finale Ligure**

**Loano**

**Pietra Ligure**

**Spotorno**

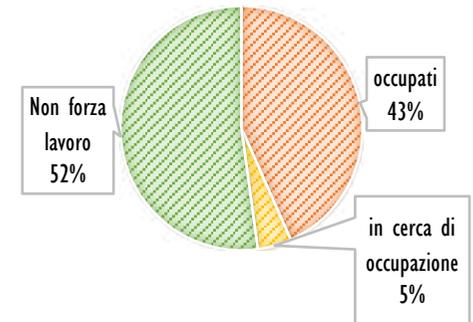
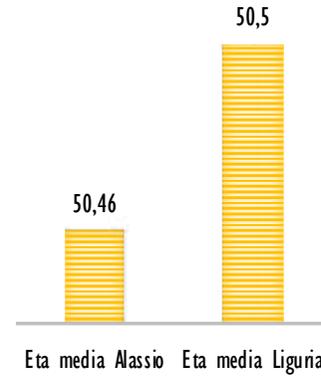
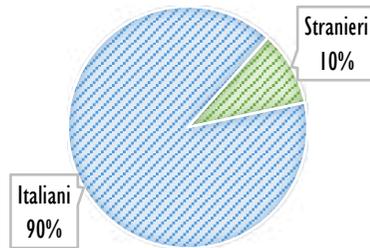
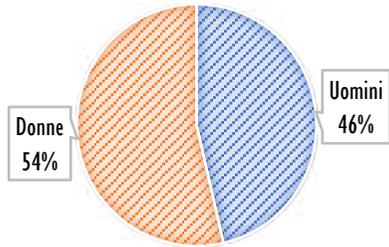
**Varazze**

# Alassio

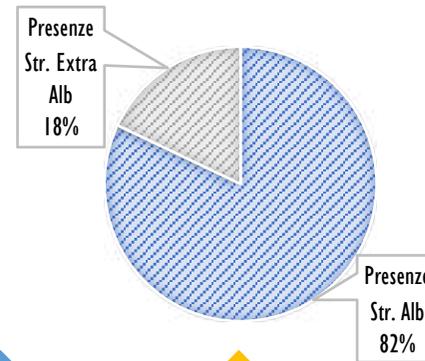
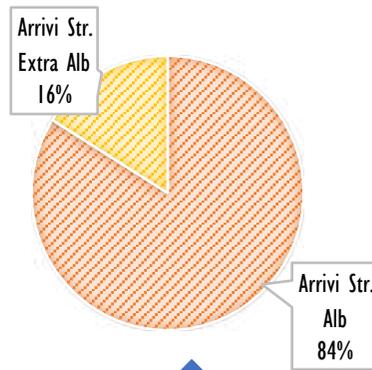
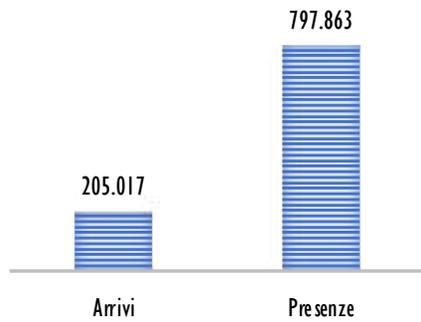
## Anagrafica popolazione

Superficie: 17,30 km<sup>2</sup>

Popolazione residente tot: 10.051 pax



## Movimento turistico



## PERMANENZA MEDIA IN NOTTI DORMITE

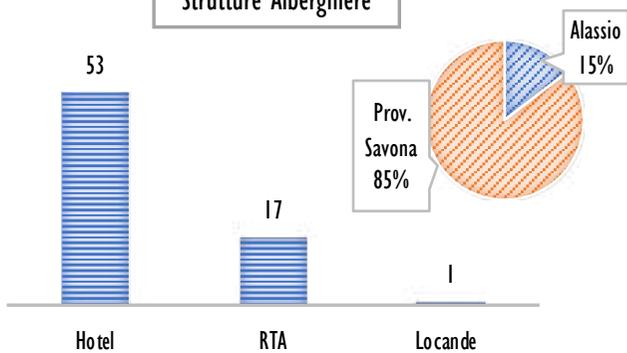


0 1 2 3 4 5 6 7

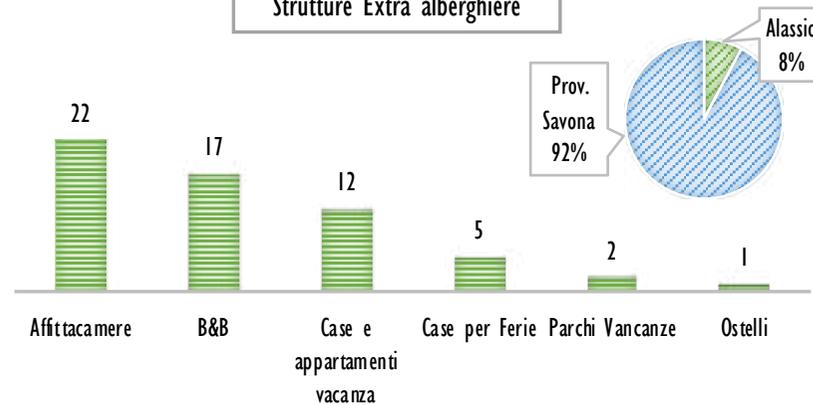
# Alassio

## Struttura offerta turistica

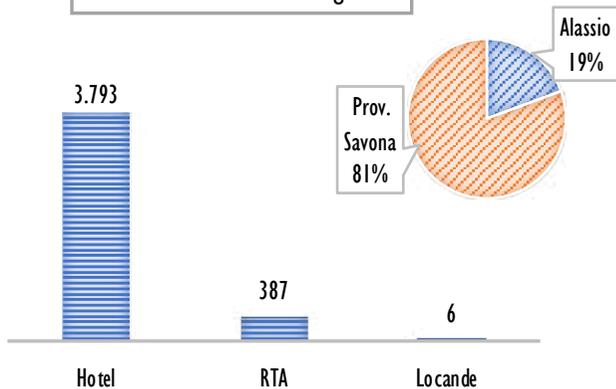
### Strutture Alberghiere



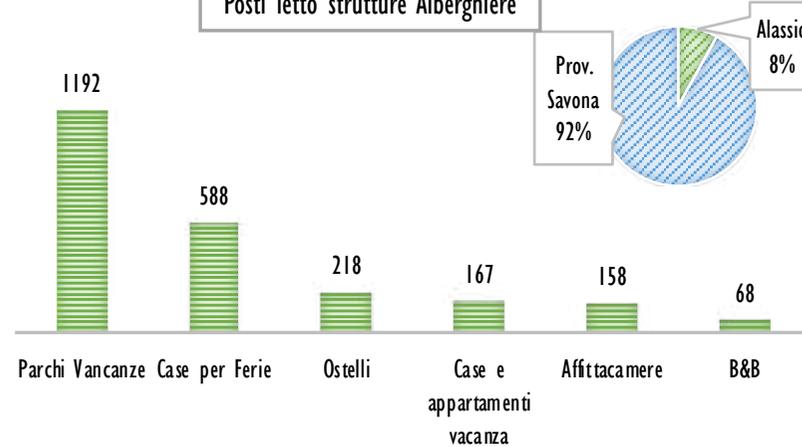
### Strutture Extra alberghiere



### Posti letto strutture Alberghiere

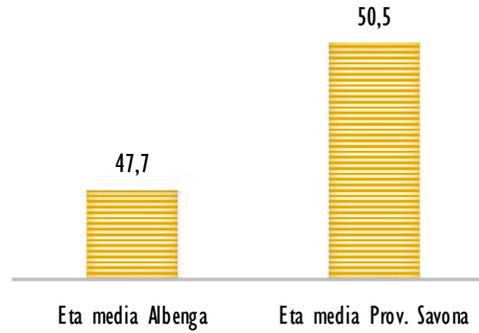
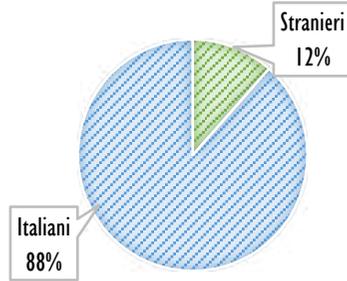
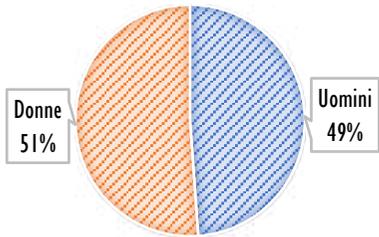


### Posti letto strutture Alberghiere



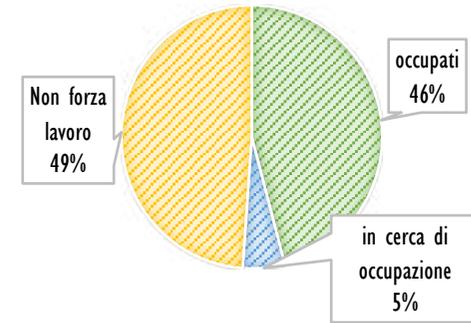
# Albenga

## Anagrafica popolazione

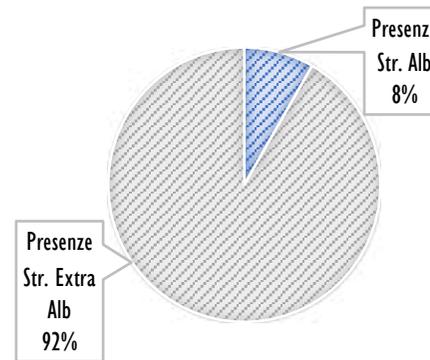
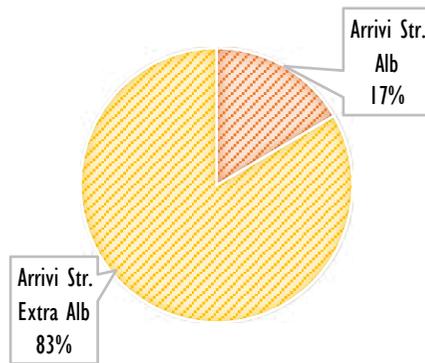
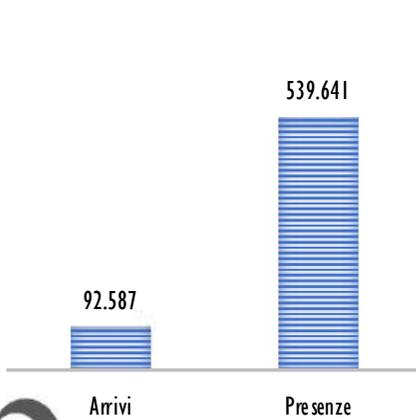


Superficie: 36,50 km2

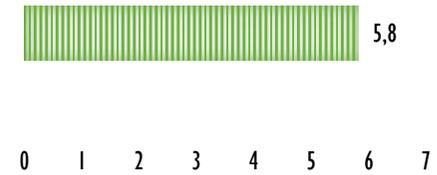
Popolazione residente tot: 23.575 pax



## Movimento turistico



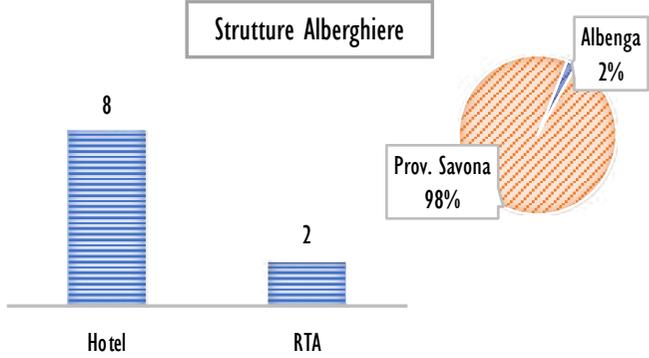
## PERMANENZA MEDIA IN NOTTI DORMITE



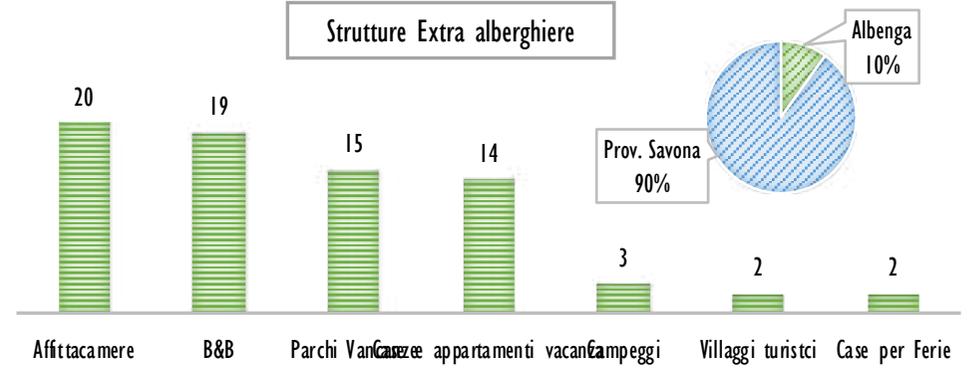
# Albenga

## Struttura offerta turistica

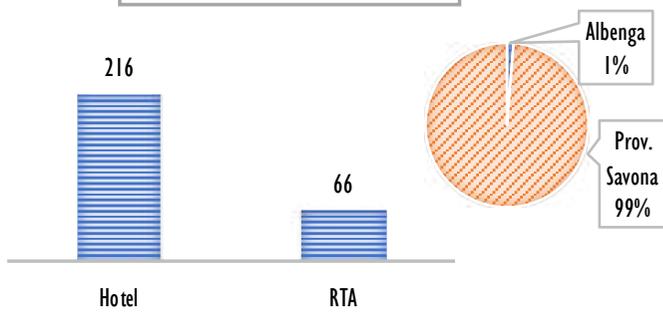
Strutture Alberghiere



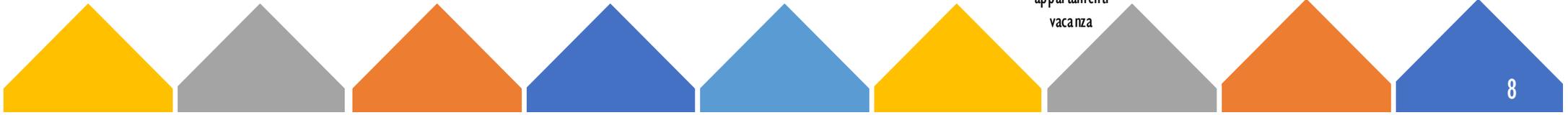
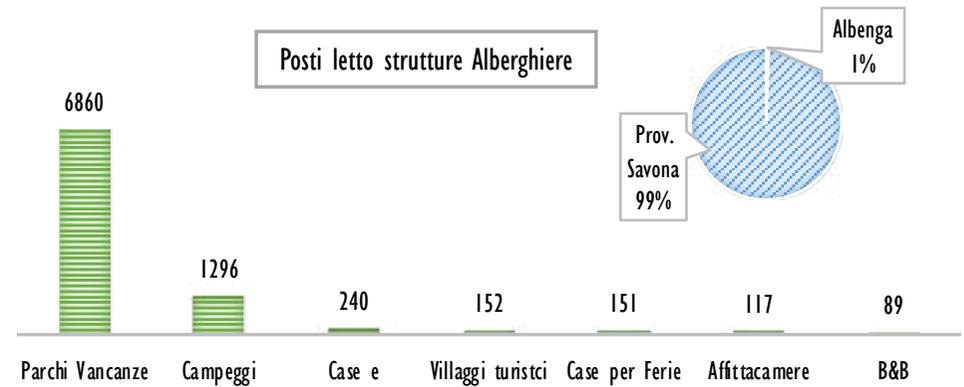
Strutture Extra alberghiere



Posti letto strutture Alberghiere

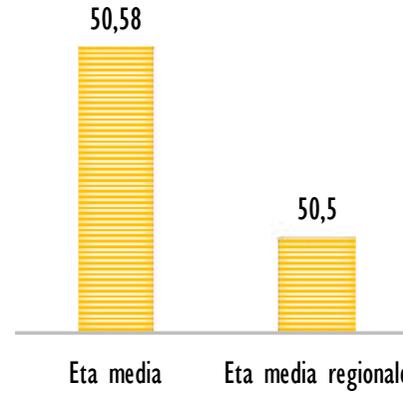
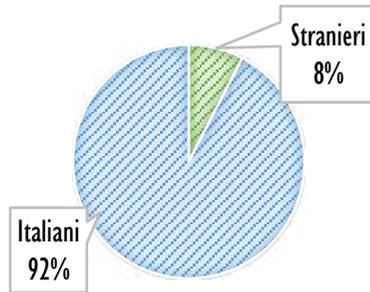
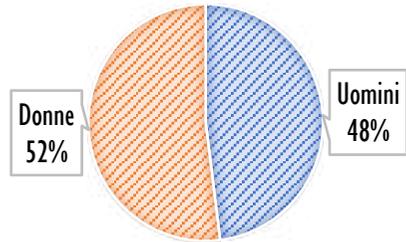


Posti letto strutture Alberghiere

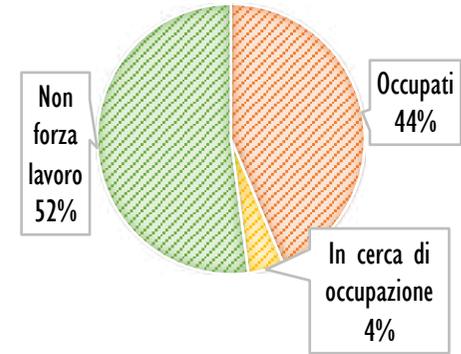


## Finale Ligure

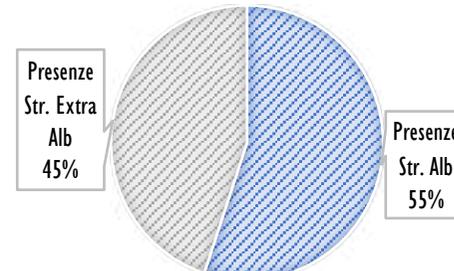
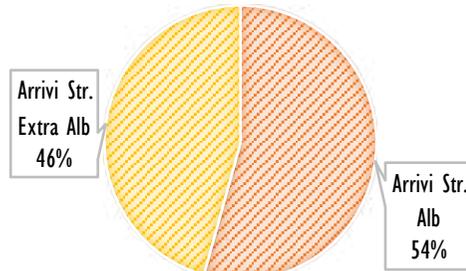
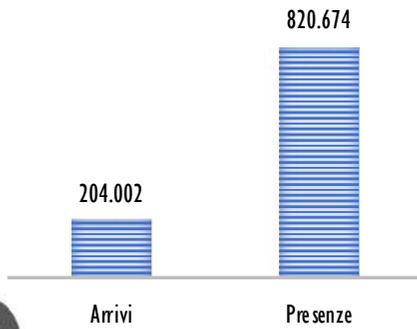
### Anagrafica popolazione



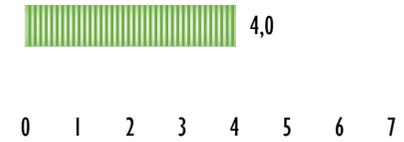
Superficie: 34,60 km2  
Popolazione residente tot: 11.046 pax



### Movimento turistico



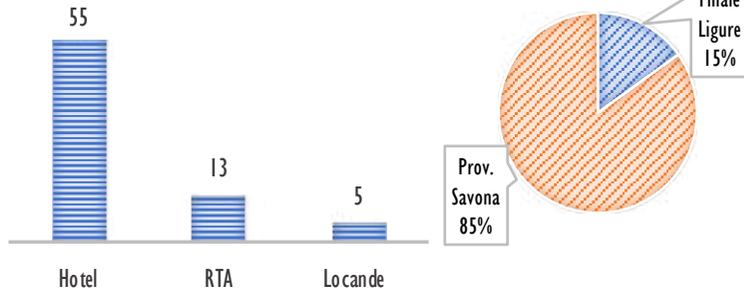
### PERMANENZA MEDIA IN NOTTI DORMITE



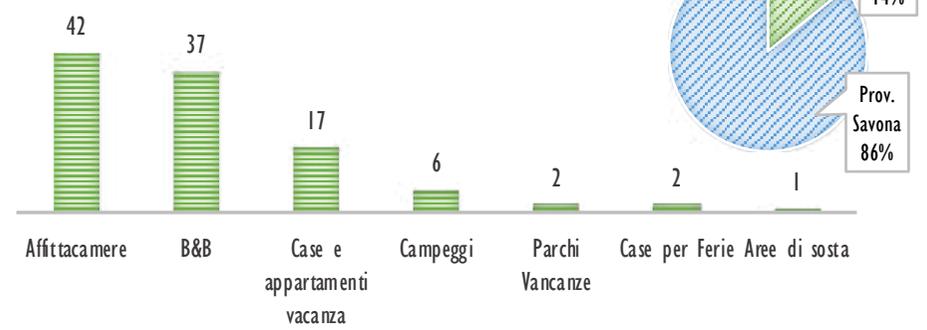
# Finale Ligure

## Struttura offerta turistica

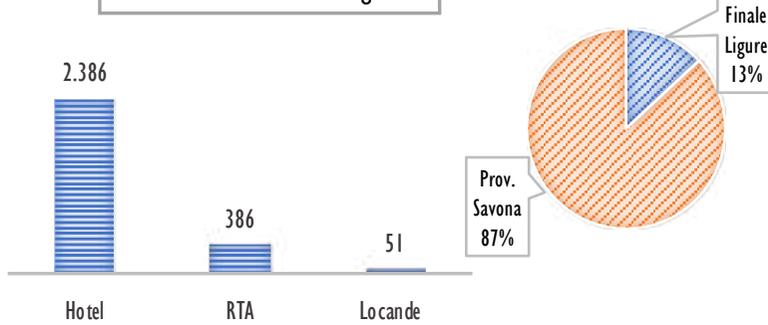
### Strutture Alberghiere



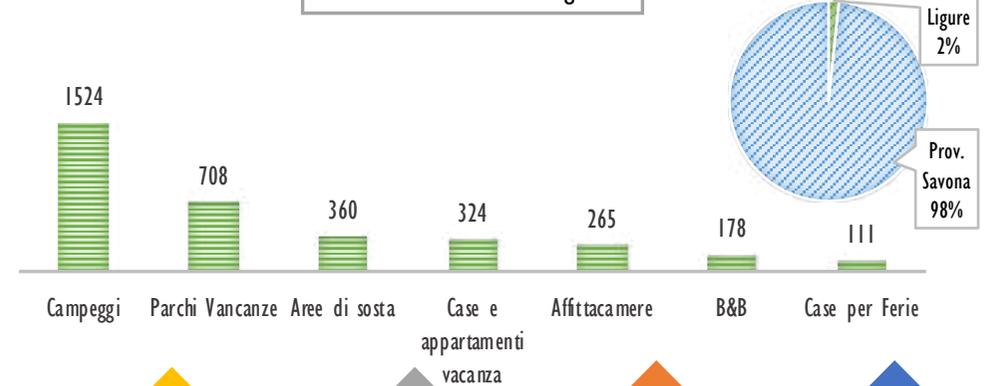
### Strutture Extra alberghiere



### Posti letto strutture Alberghiere

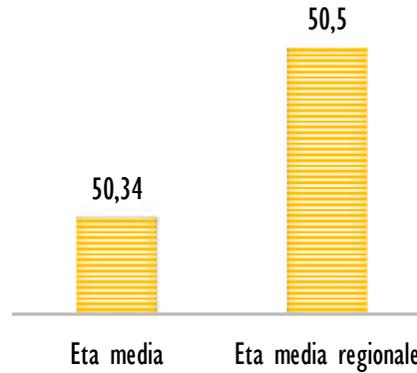
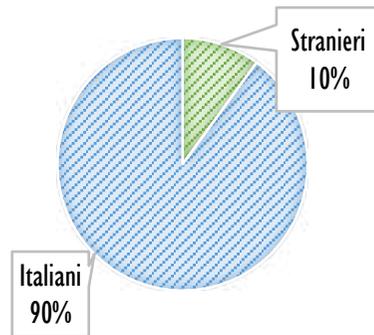
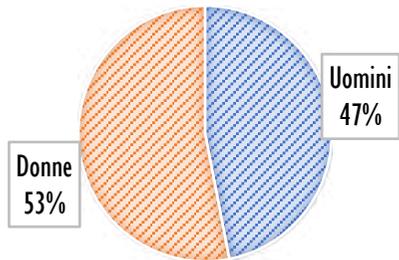


### Posti letto strutture Alberghiere

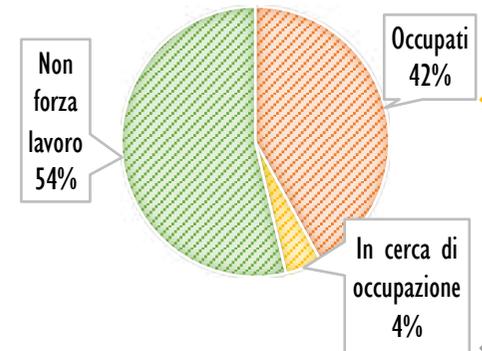


# Loano

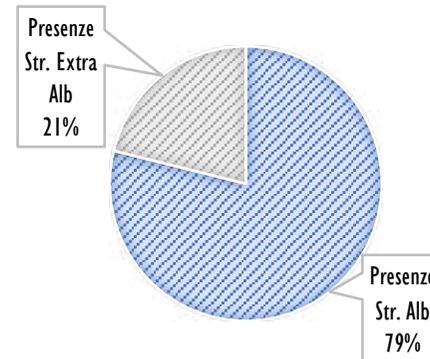
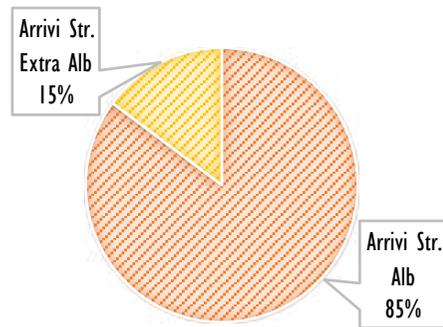
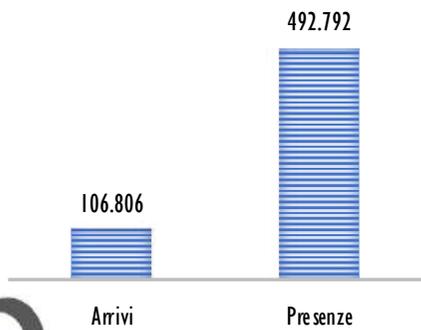
## Anagrafica popolazione



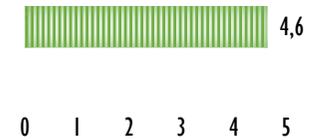
Superficie: 13,50 km<sup>2</sup>  
Popolazione residente tot: 10.749 pax



## Movimento turistico



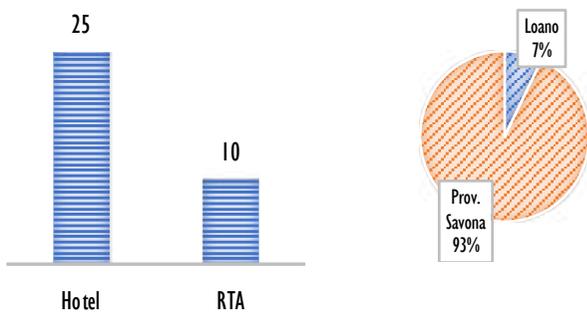
## PERMANENZA MEDIA IN NOTTI DORMITE



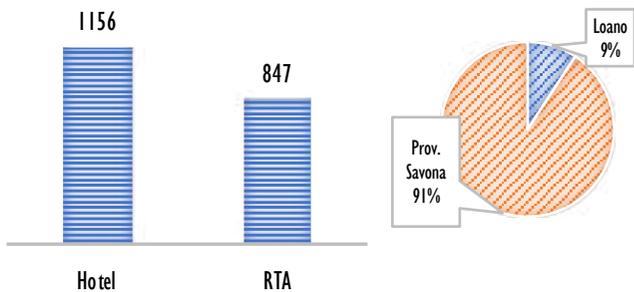
# Loano

## Struttura offerta turistica

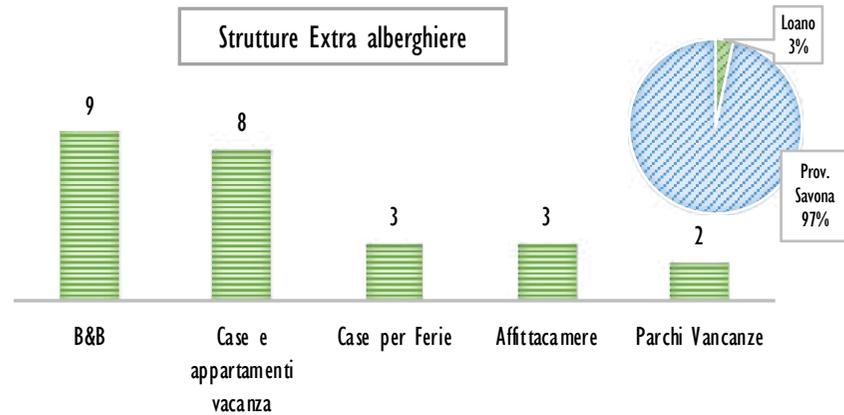
### Strutture Alberghiere



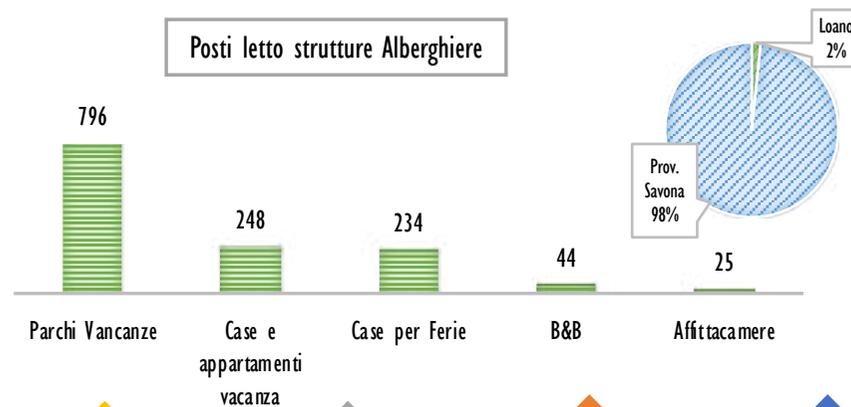
### Posti letto strutture Alberghiere



### Strutture Extra alberghiere



### Posti letto strutture Alberghiere

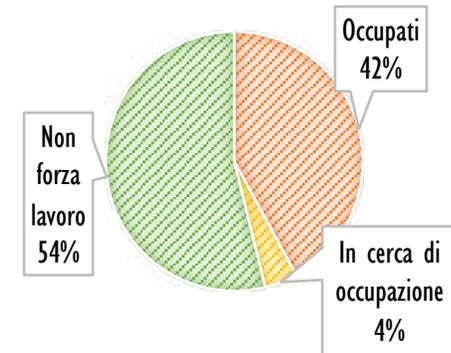
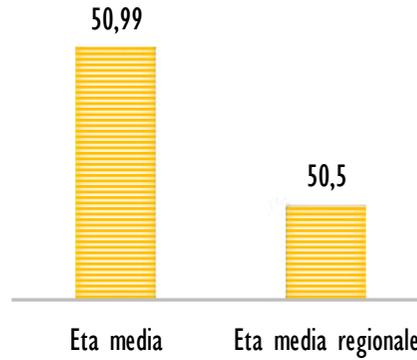
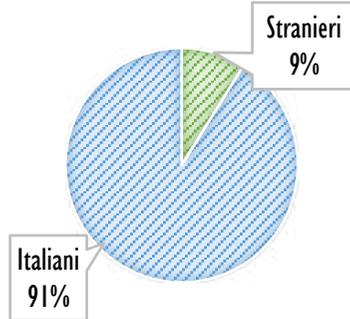
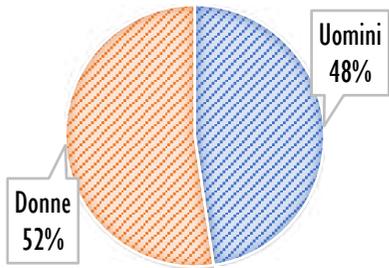


# Pietra Ligure

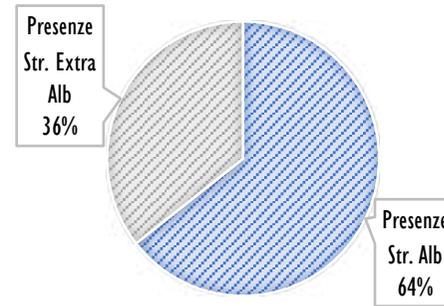
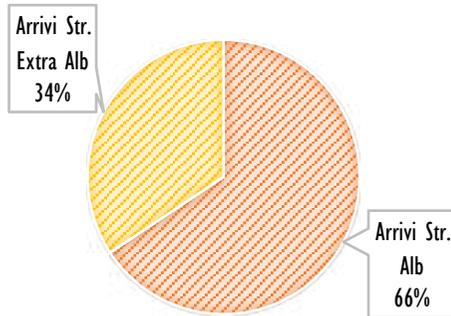
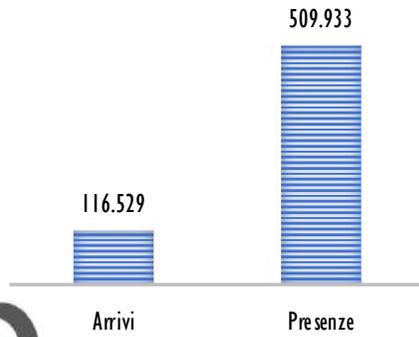
## Anagrafica popolazione

Superficie: 9,70 km<sup>2</sup>

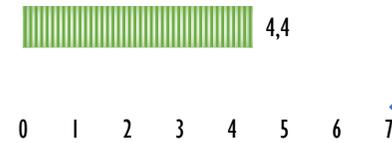
Popolazione residente tot: 8.284 pax



## Movimento turistico



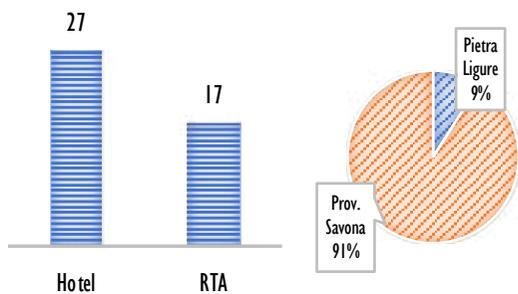
## PERMANENZA MEDIA IN NOTTI DORMITE



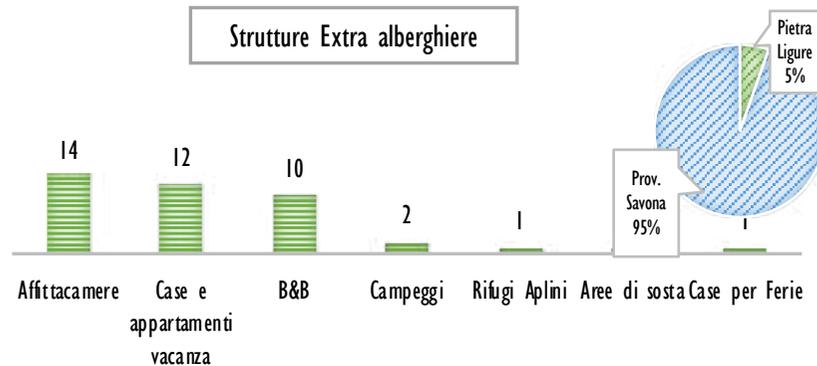
# Pietra Ligure

## Struttura offerta turistica

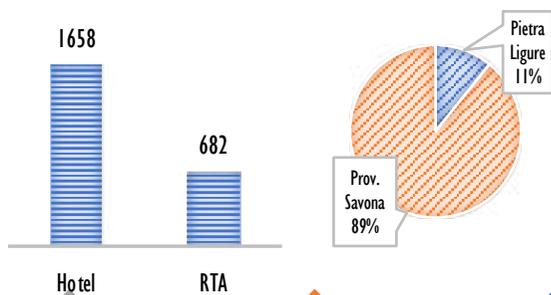
### Strutture Alberghiere



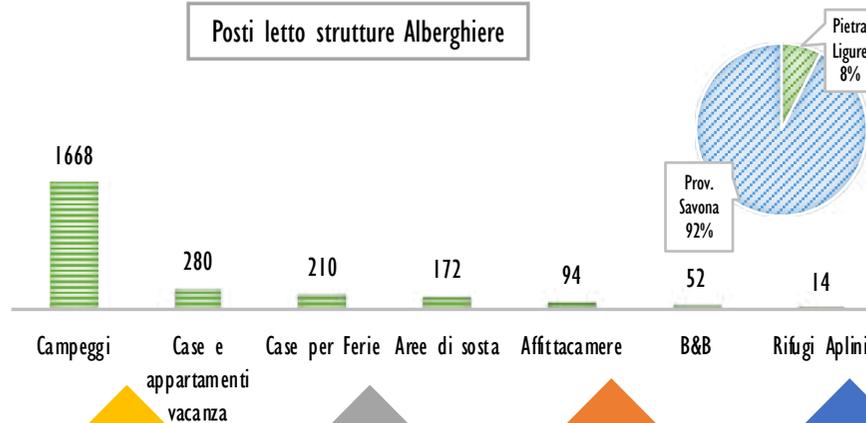
### Strutture Extra alberghiere



### Posti letto strutture Alberghiere

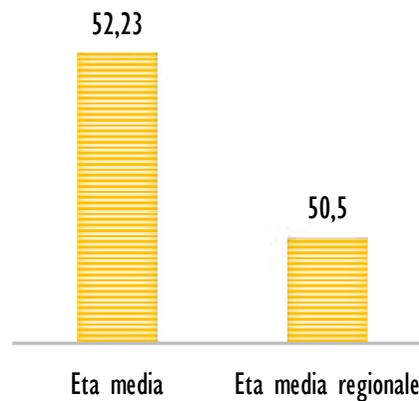
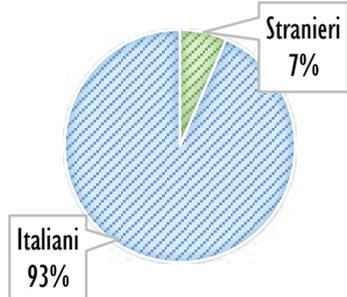
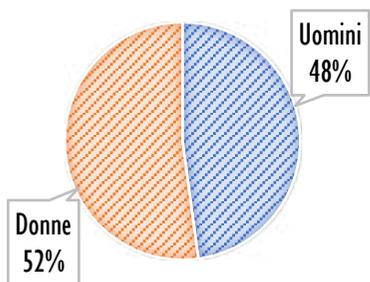


### Posti letto strutture Alberghiere

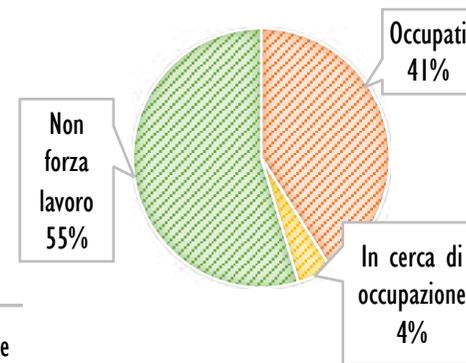


# Spotorno

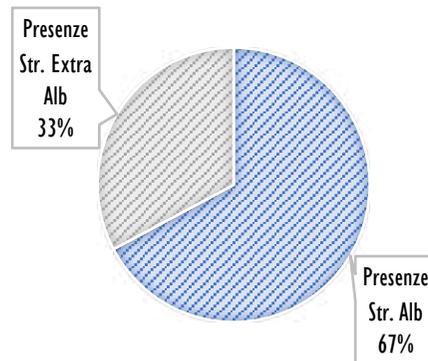
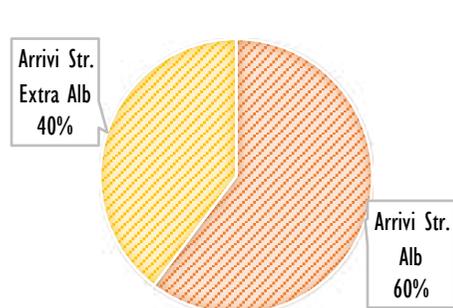
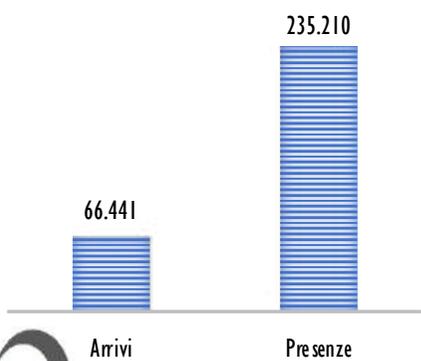
## Anagrafica popolazione



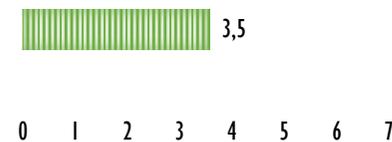
Superficie: 8,10 km<sup>2</sup>  
Popolazione residente tot: 3.397 pax



## Movimento turistico



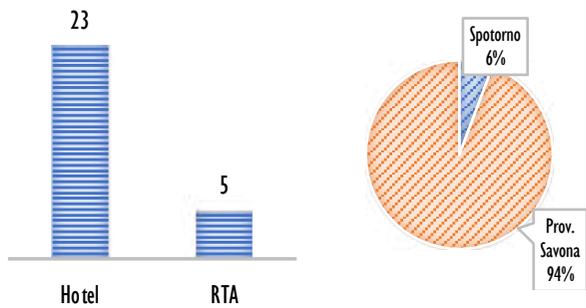
## PERMANENZA MEDIA IN NOTTI DORMITE



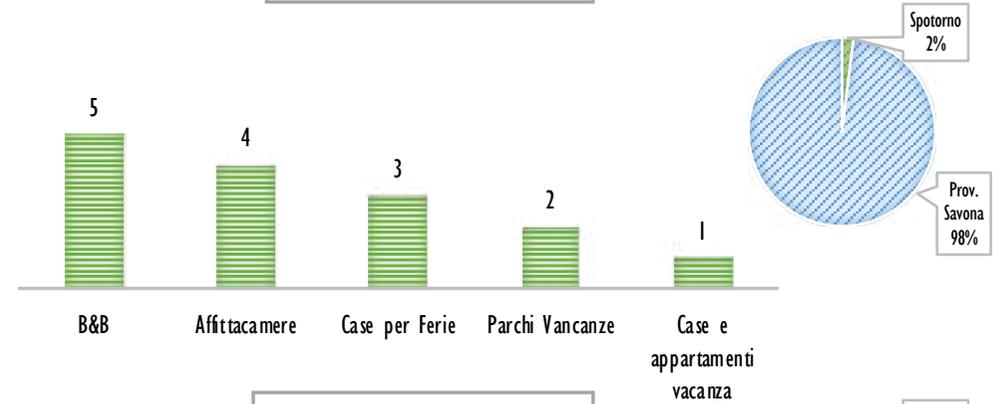
# Spotorno

## Struttura offerta turistica

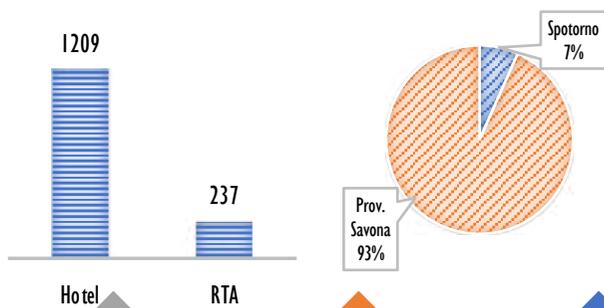
### Strutture Alberghiere



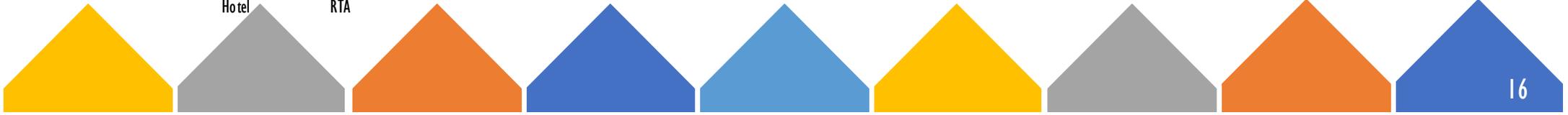
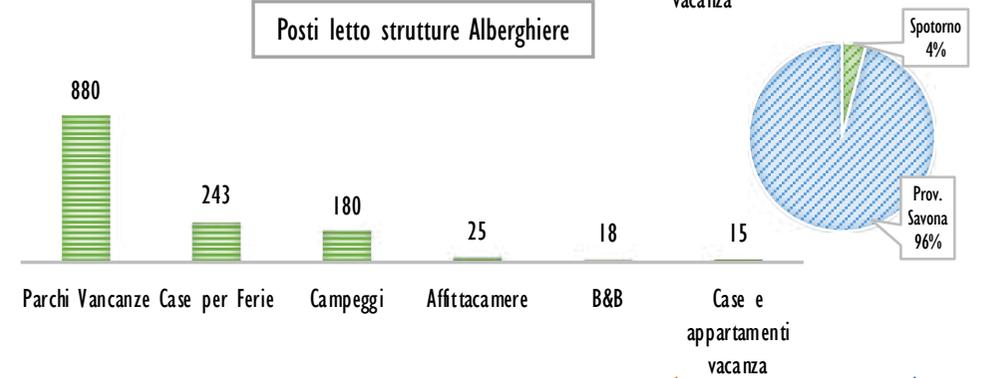
### Strutture Extra alberghiere



### Posti letto strutture Alberghiere

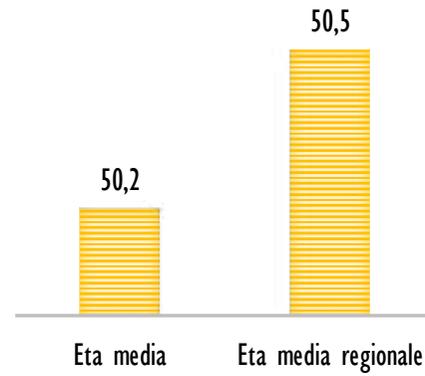
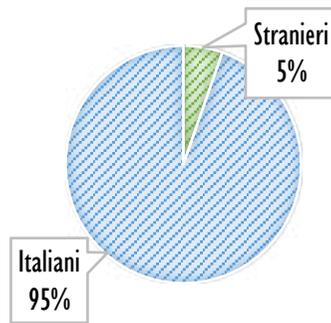
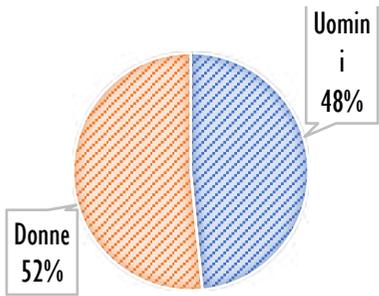


### Posti letto strutture Extra alberghiere



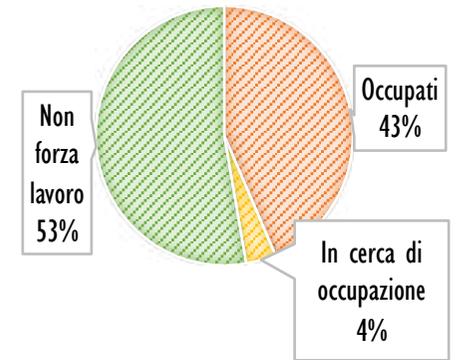
# Varazze

## Anagrafica popolazione

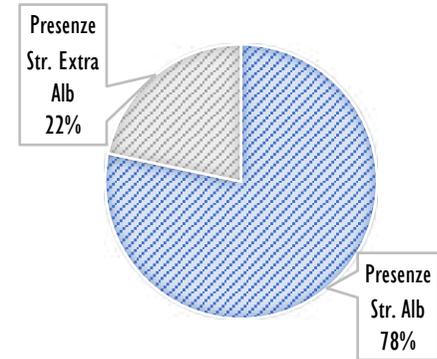
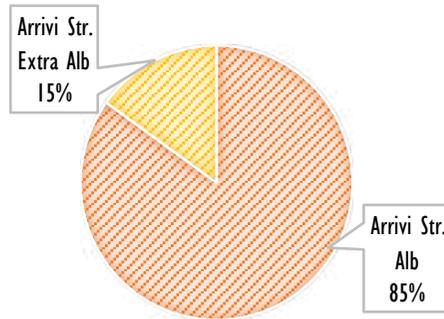
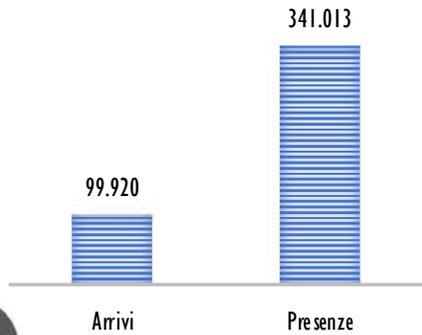


Superficie: 48,00 km<sup>2</sup>

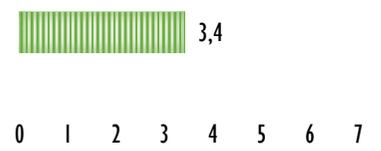
Popolazione residente tot: 12.523 pax



## Movimento turistico



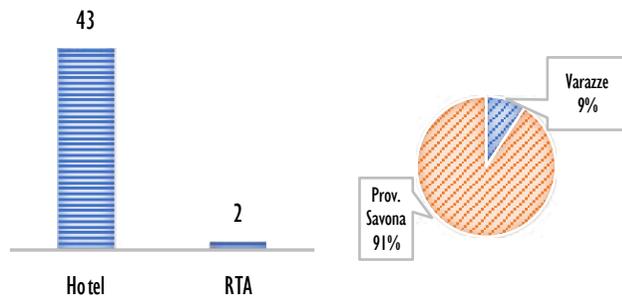
## PERMANENZA MEDIA IN NOTTI DORMITE



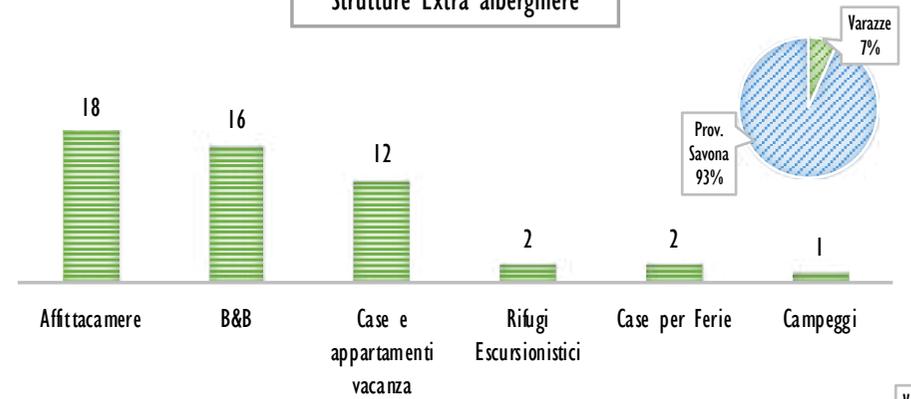
# Varazze

## Struttura offerta turistica

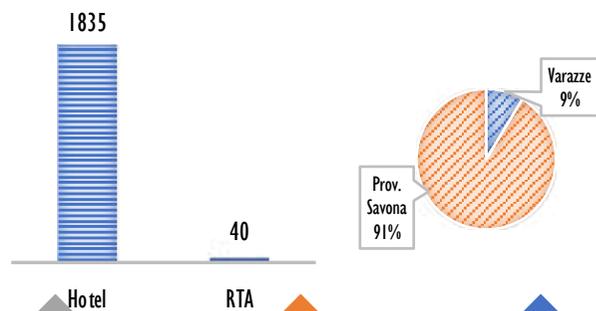
### Strutture Alberghiere



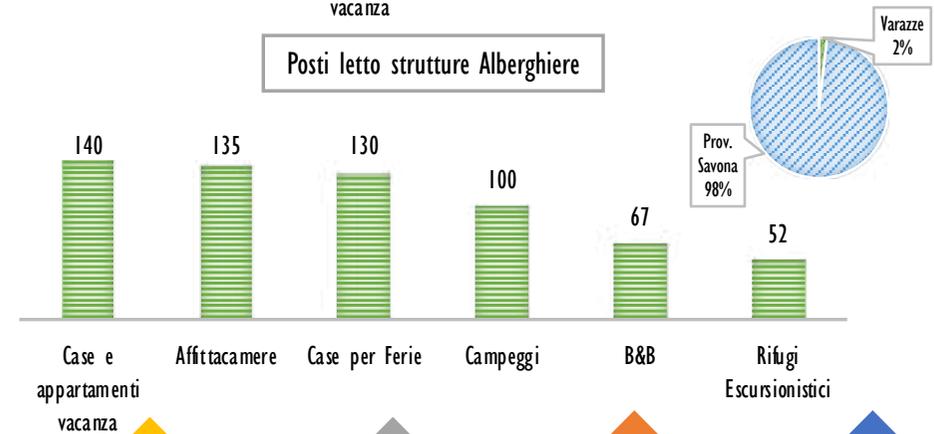
### Strutture Extra alberghiere



### Posti letto strutture Alberghiere



### Posti letto strutture Alberghiere



## COMUNI RISPONDENTI ALL'INDAGINE ONLINE

Rif. dati: anno 2024

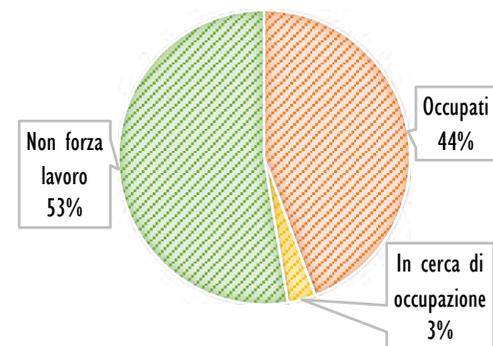
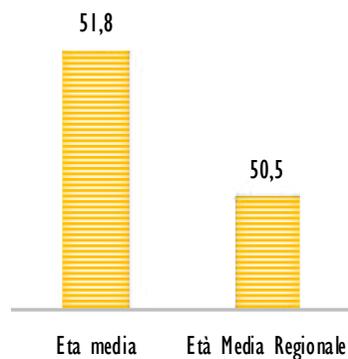
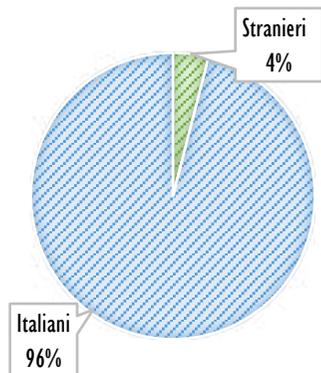
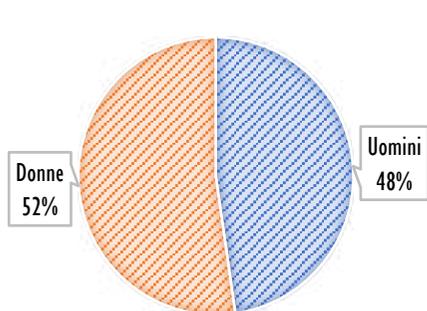
1	Albenga
2	Albisola Marina
3	Altare
4	Andora
5	Bergeggi
6	Borgio Verezzi
7	Cairo Montenotte
8	Calice Ligure
9	Calizzano
10	Castelbianco
11	Cosseria
12	Garlenda
13	Giustenice
14	Mallare
15	Mioglia
16	Nasino
17	Noli
18	Plodio
19	Roccapignale
20	Testico
21	Toirano
22	Tovo San Giacomo
23	Urbe
24	Vado Ligure
25	Vendone
26	Vezi Portio
27	Zuccarello

# Albisola Marina

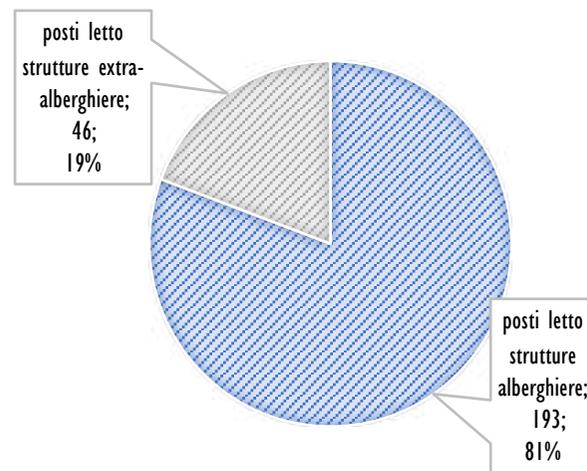
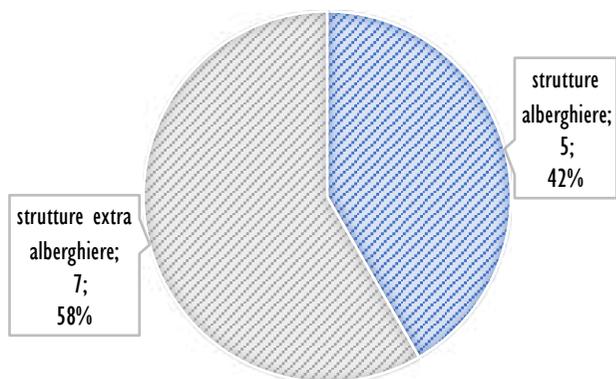
## Anagrafica popolazione

Superficie: 3,20 km<sup>2</sup>

Popolazione residente tot: 5.153 pax



## Struttura offerta turistica

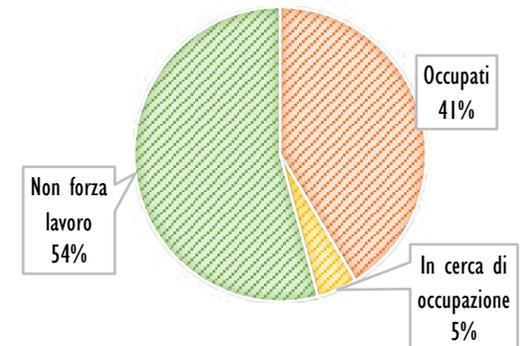
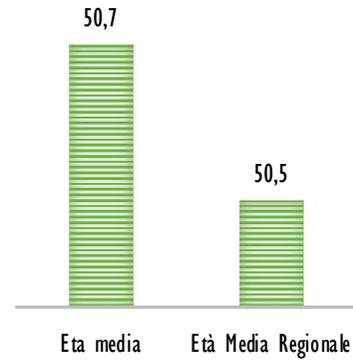
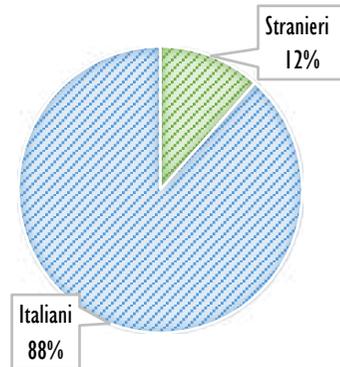
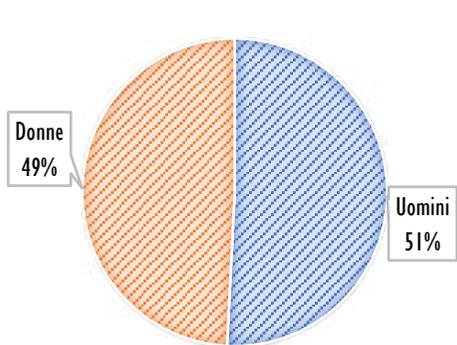


## Altare

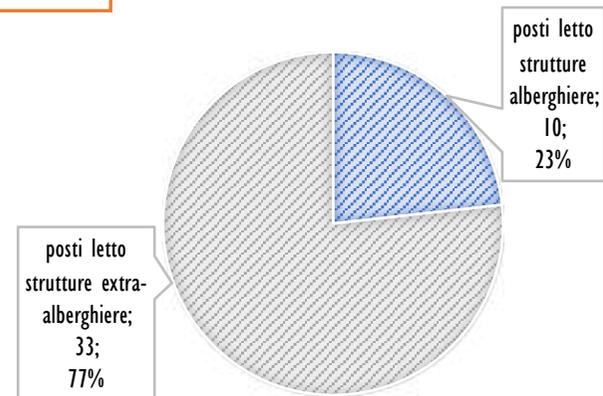
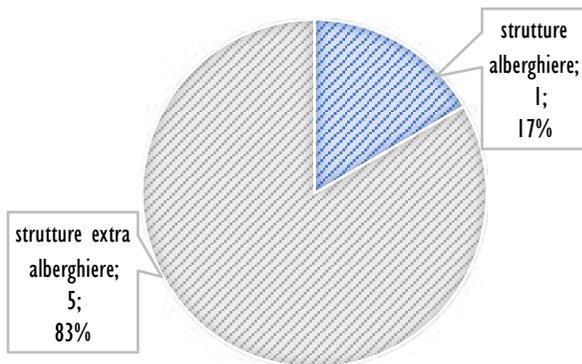
### Anagrafica popolazione

Superficie: 11,70 km<sup>2</sup>

Popolazione residente tot: 1.920 pax



### Struttura offerta turistica

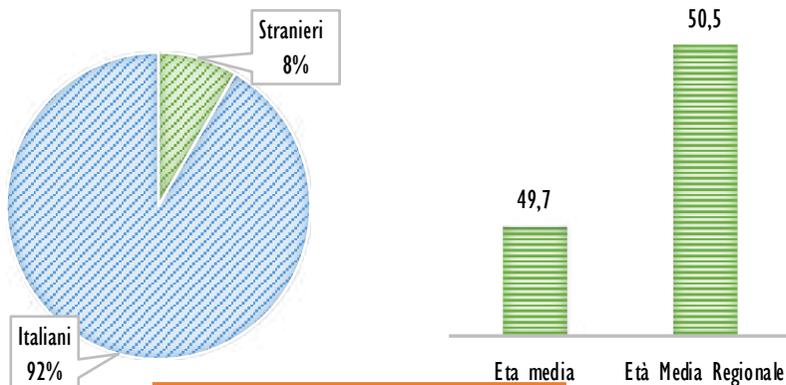
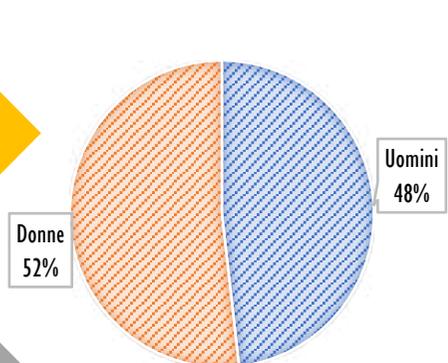


## Andora

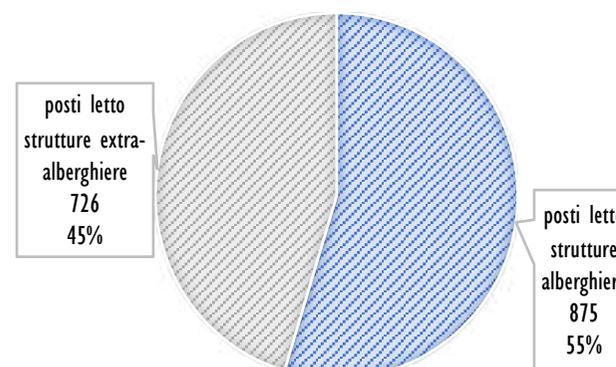
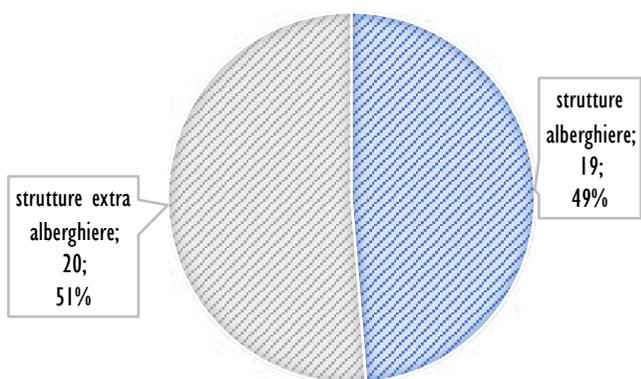
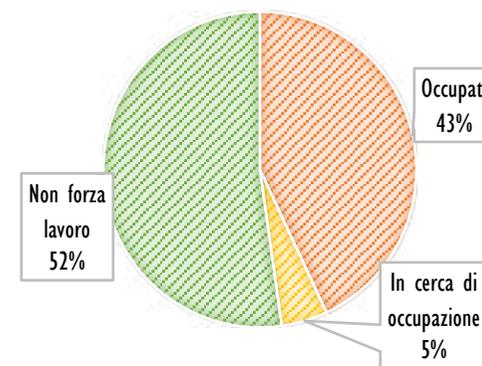
### Anagrafica popolazione

Superficie: 31,60 km<sup>2</sup>

Popolazione residente tot: 7.262 pax

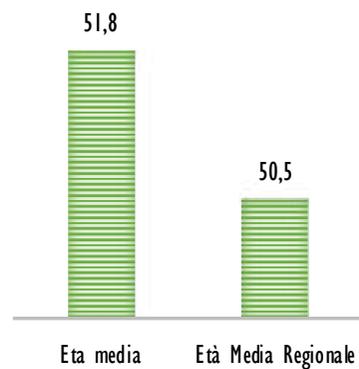
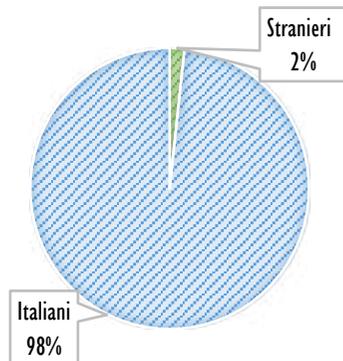
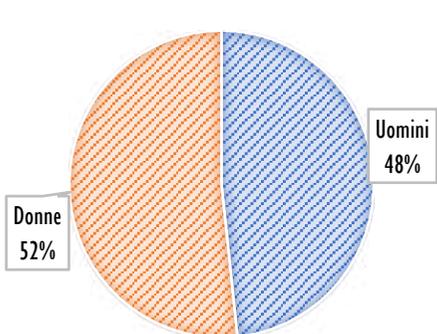


### Struttura offerta turistica



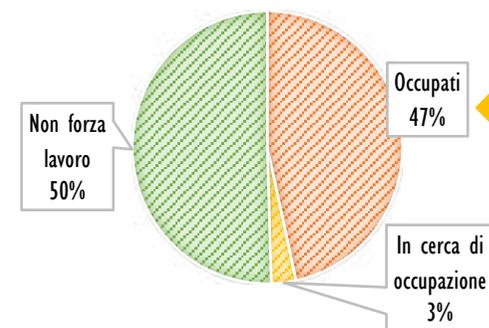
# Bergeggi

## Anagrafica popolazione

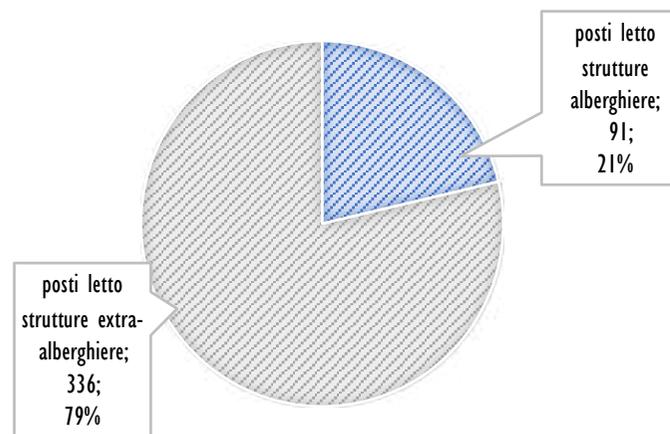
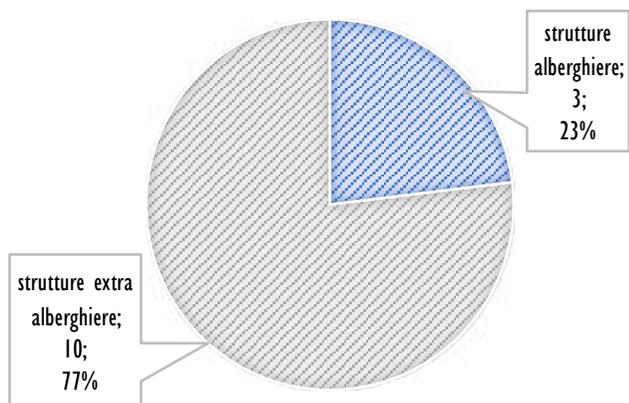


Superficie: 3,70 km<sup>2</sup>

Popolazione residente tot: 1.046 pax



## Struttura offerta turistica

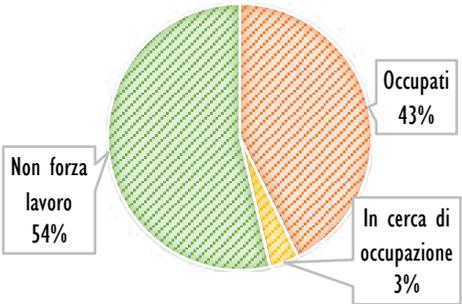
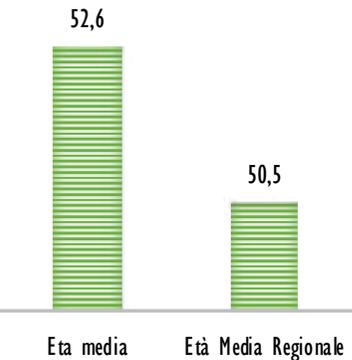
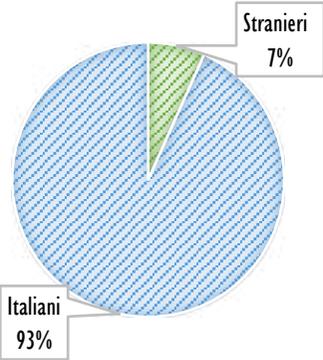
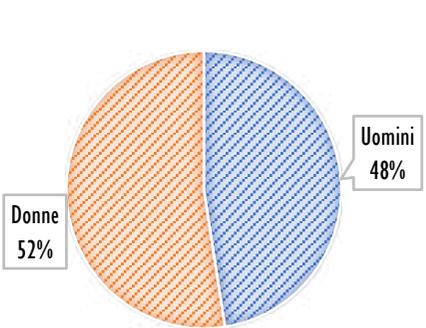


## Borgio Verezzi

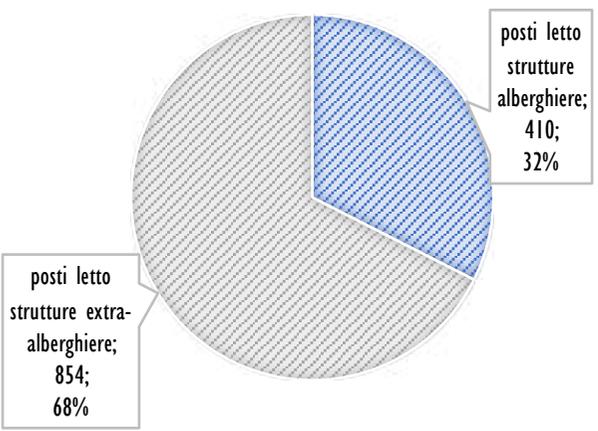
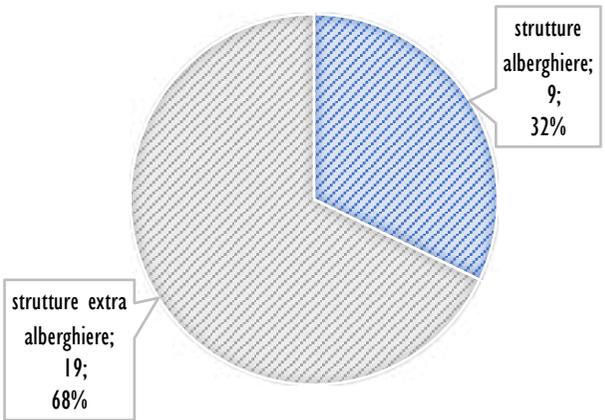
### Anagrafica popolazione

Superficie: 2,90 km<sup>2</sup>

Popolazione residente tot: 2.098 pax



### Struttura offerta turistica

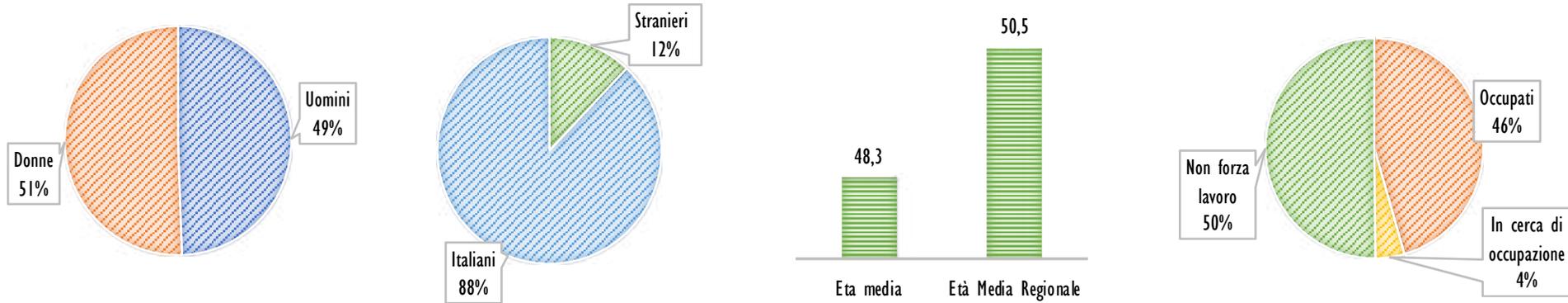


## Cairo Montenotte

### Anagrafica popolazione

Superficie: 99,50 km2

Popolazione residente tot: 12.767 pax



### Struttura offerta turistica

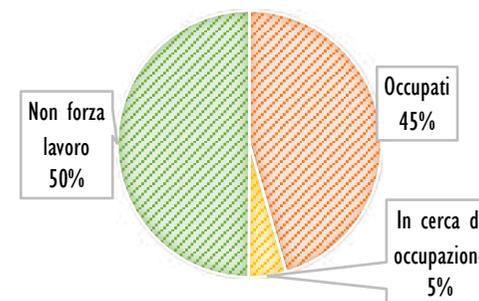
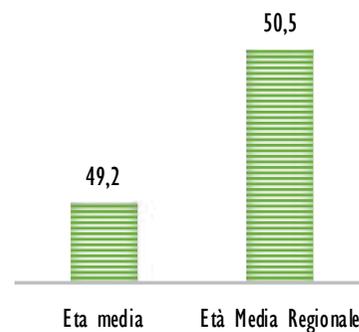
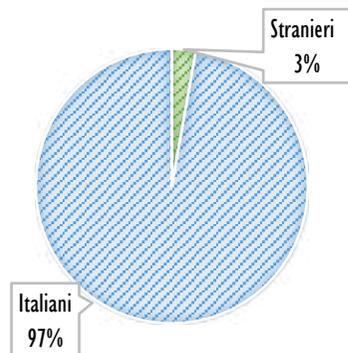
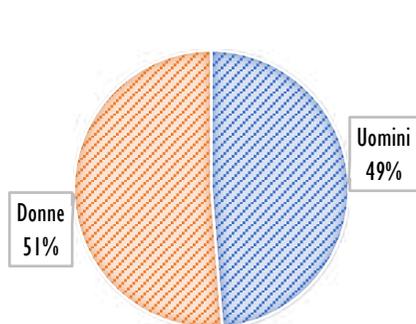


## Calice Ligure

### Anagrafica popolazione

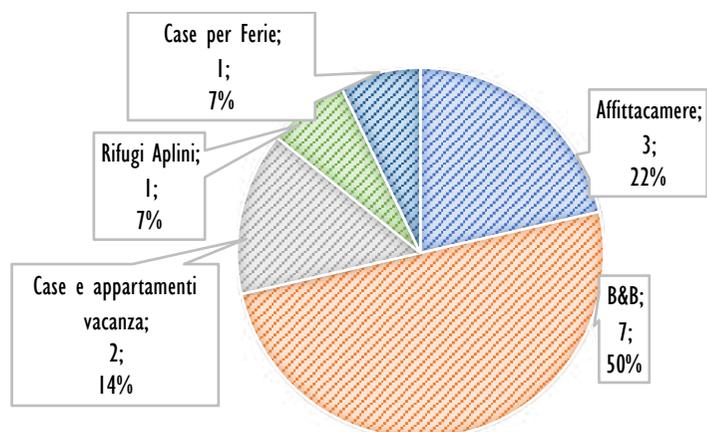
Superficie: 19,40 km2

Popolazione residente tot: 1.697 pax

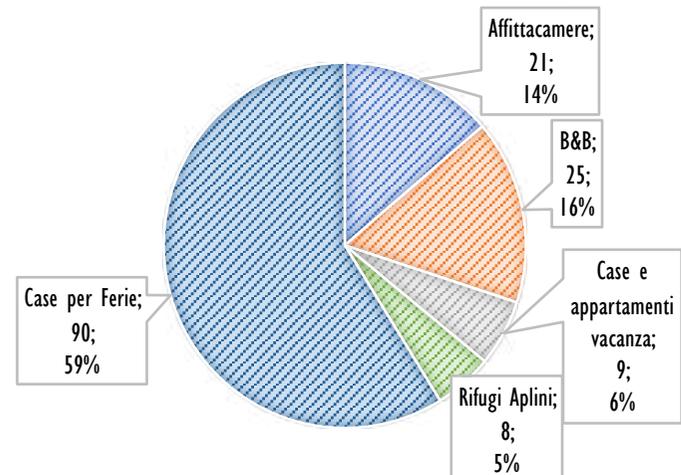


### Struttura offerta turistica

#### strutture extra-alberghiere



#### Posti letto strutture extra-alberghiere

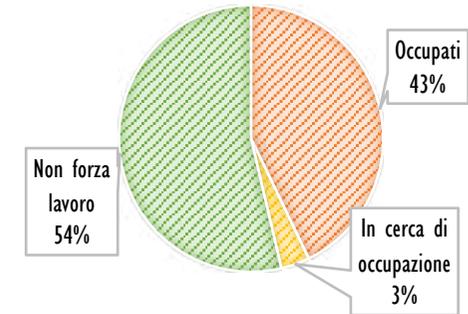
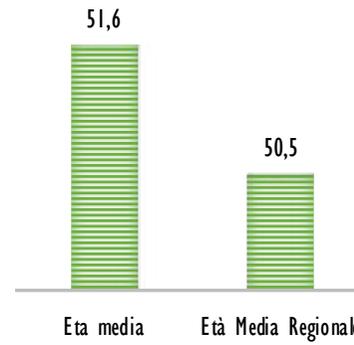
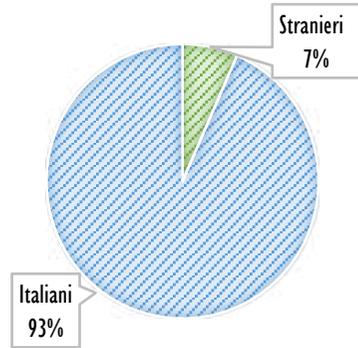
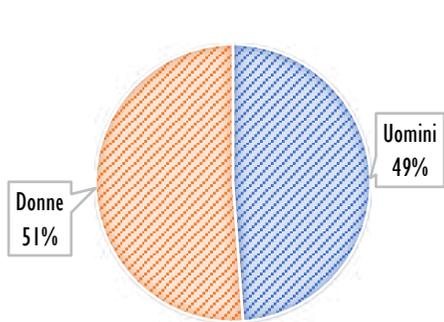


# Calizzano

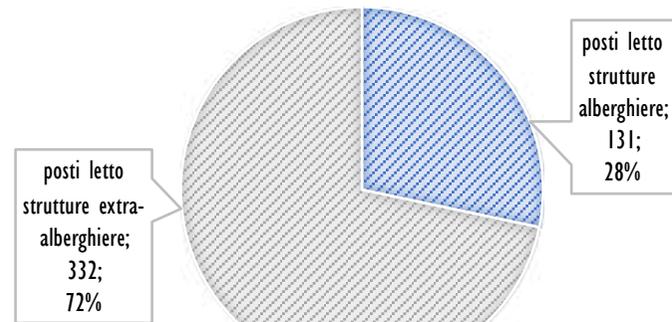
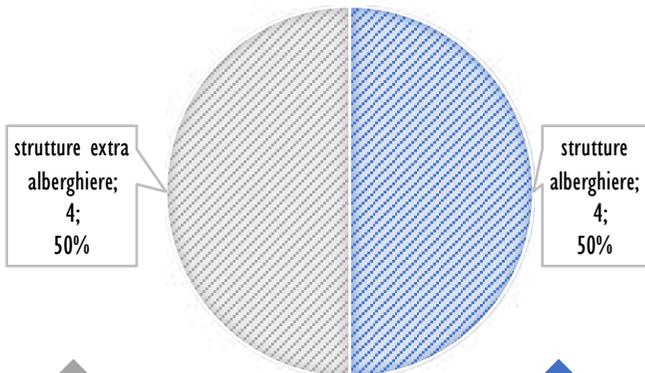
## Anagrafica popolazione

Superficie: 63,20 km2

Popolazione residente tot: 1.434 pax



## Struttura offerta turistica

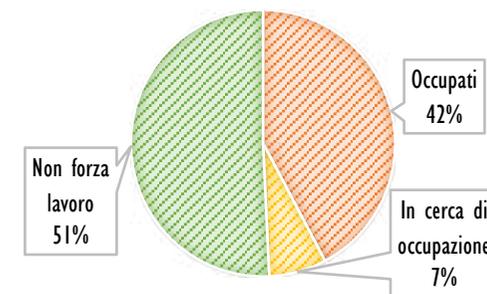
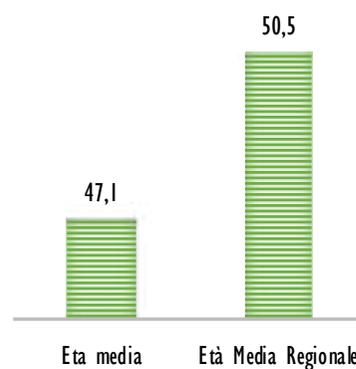
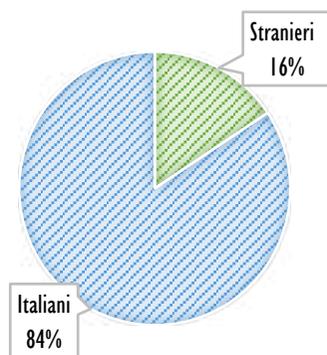
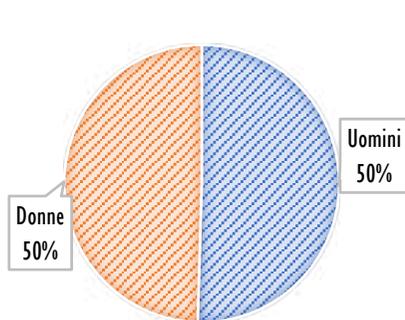


# Castelbianco

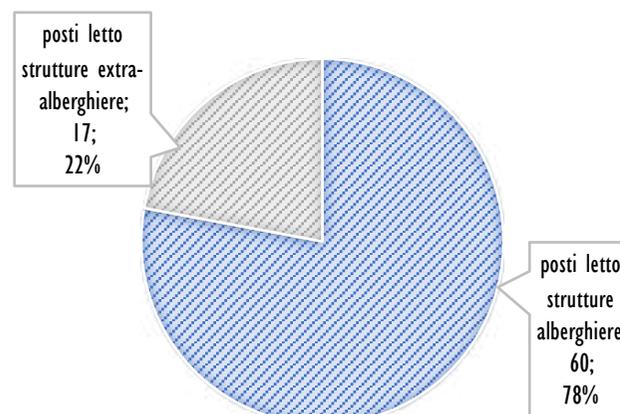
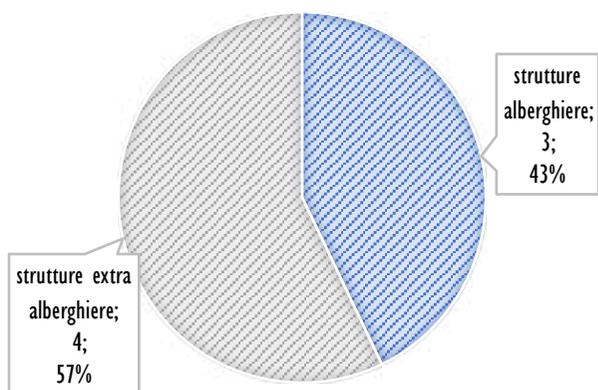
## Anagrafica popolazione

Superficie: 14,80 km2

Popolazione residente tot: 324 pax



## Struttura offerta turistica

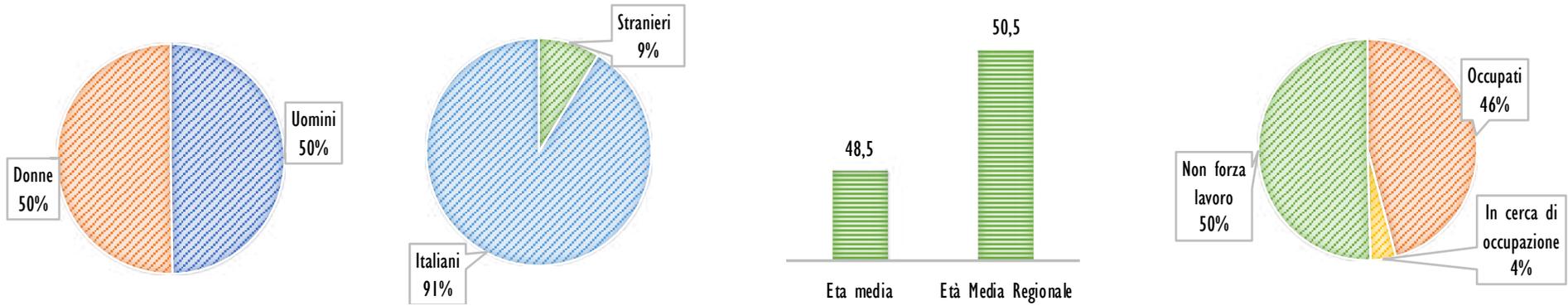


## Cosseria

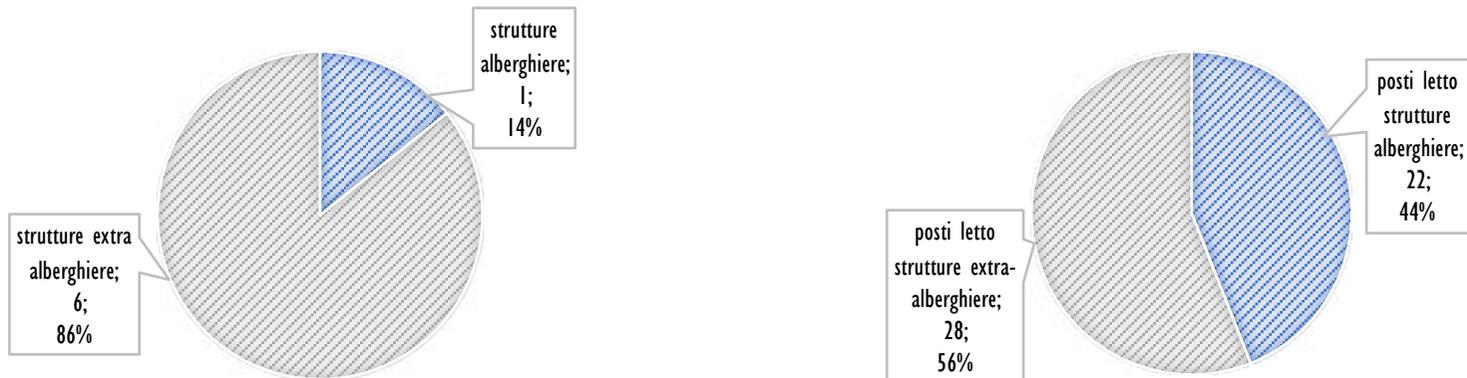
### Anagrafica popolazione

Superficie: 13,70 km<sup>2</sup>

Popolazione residente tot: 1.037 pax



### Struttura offerta turistica

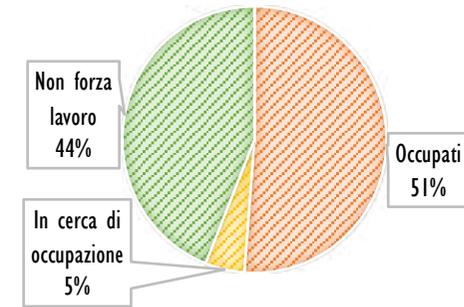
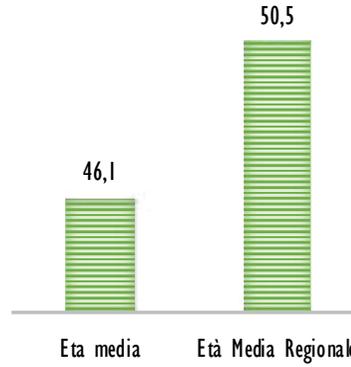
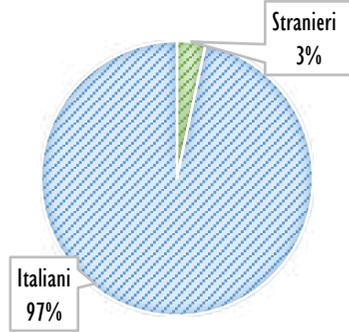
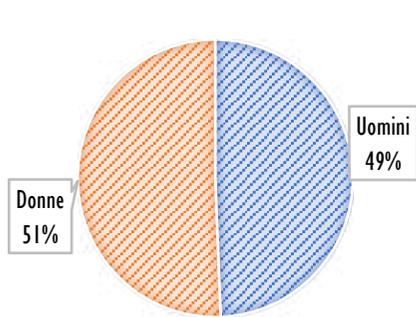


# Garlenda

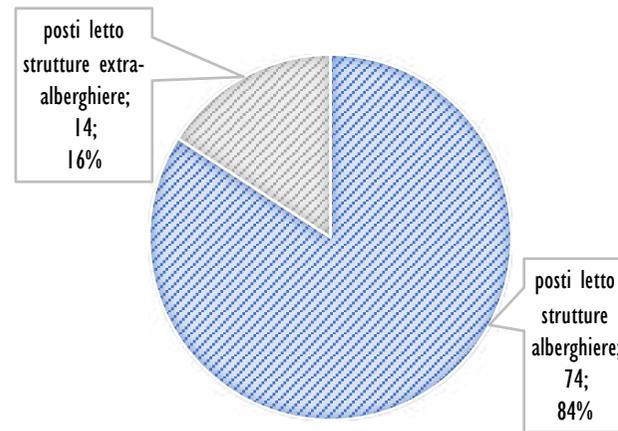
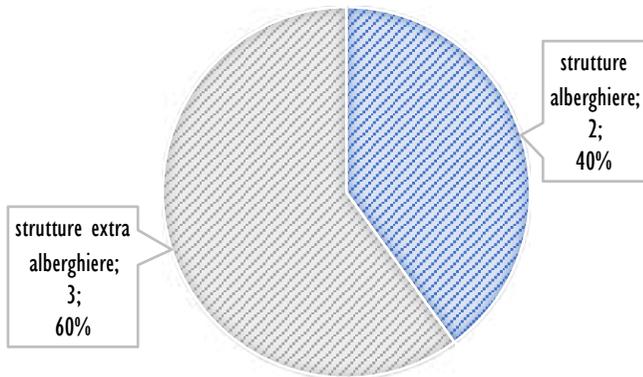
## Anagrafica popolazione

Superficie: 8,30 km<sup>2</sup>

Popolazione residente tot: 1.371 pax



## Struttura offerta turistica

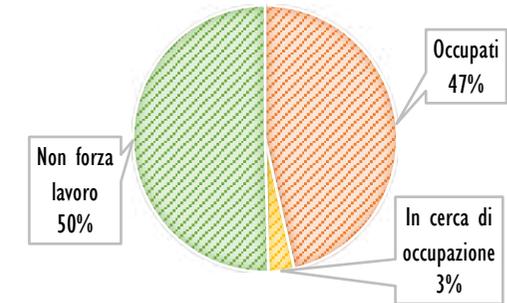
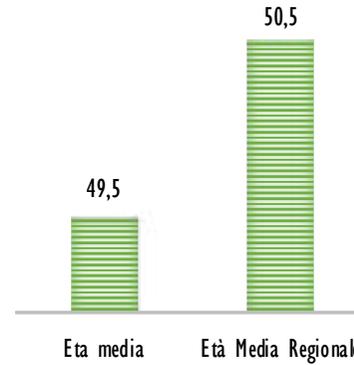
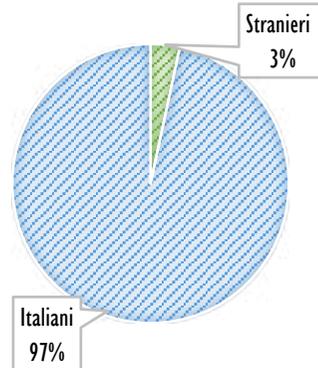
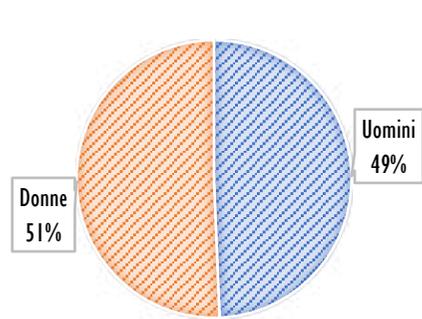


# Giustenice

## Anagrafica popolazione

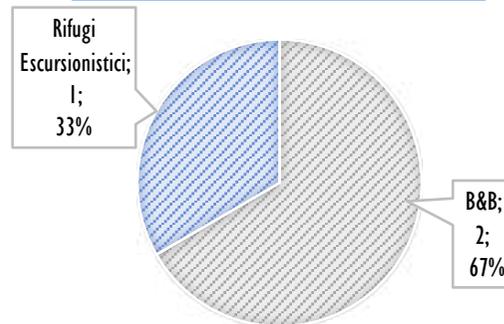
Superficie: 17,40 km<sup>2</sup>

Popolazione residente tot: 1.013 pax

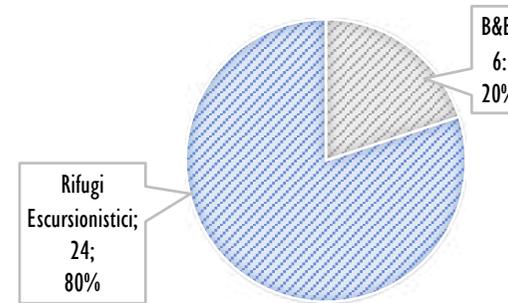


## Struttura offerta turistica

### strutture extra-alberghiere

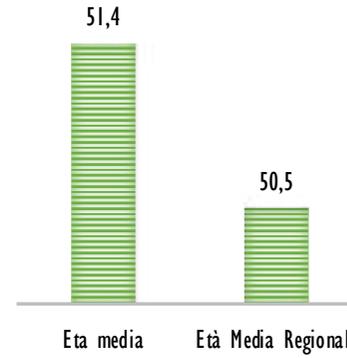
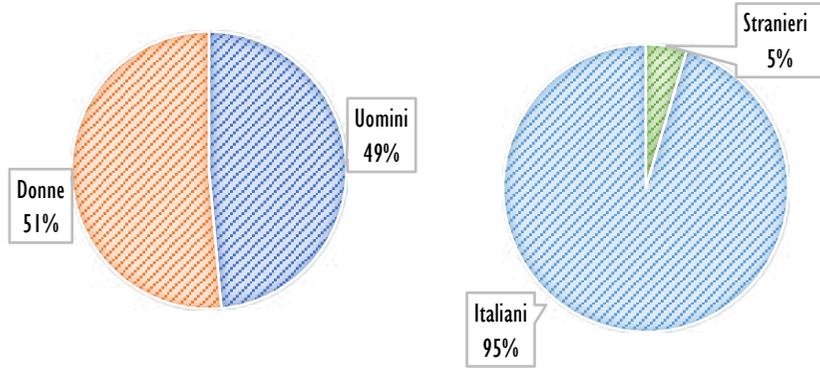


### Posti letto strutture extra-alberghiere



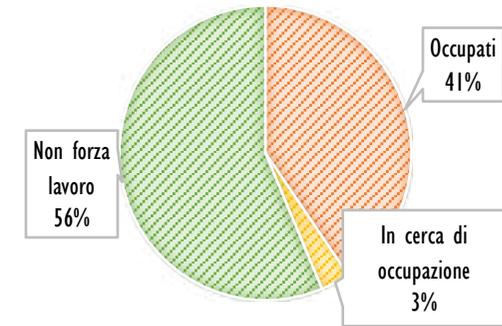
## Mallare

### Anagrafica popolazione



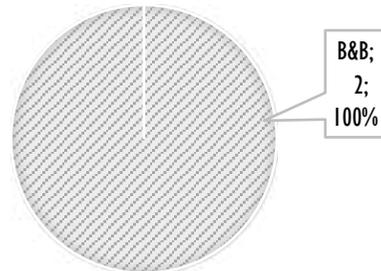
Superficie: 32,60 km<sup>2</sup>

Popolazione residente tot: 1.065 pax

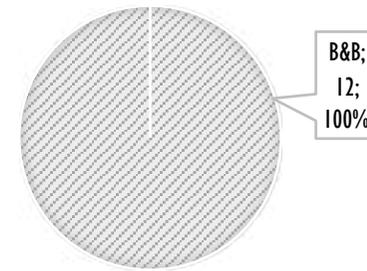


### Struttura offerta turistica

#### strutture extra-alberghiere



#### Posti letto strutture extra-alberghiere

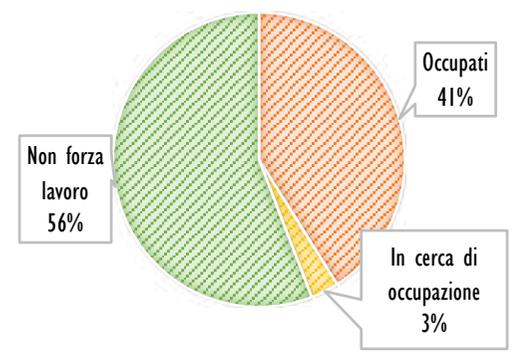
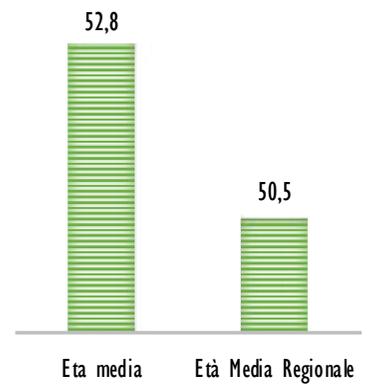
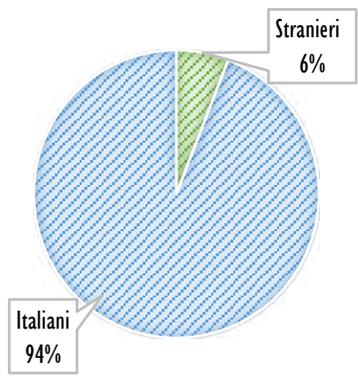
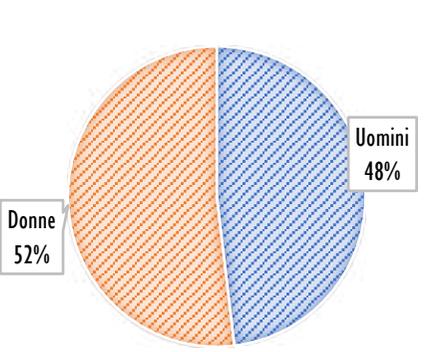


# Mioglia

## Anagrafica popolazione

Superficie: 20,00 km2

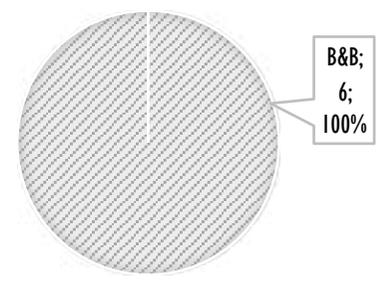
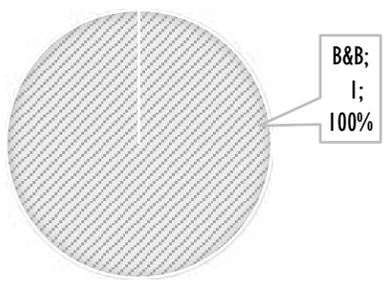
Popolazione residente tot: 503 pax



## Struttura offerta turistica

strutture extra-alberghiere

Posti letto strutture extra-alberghiere

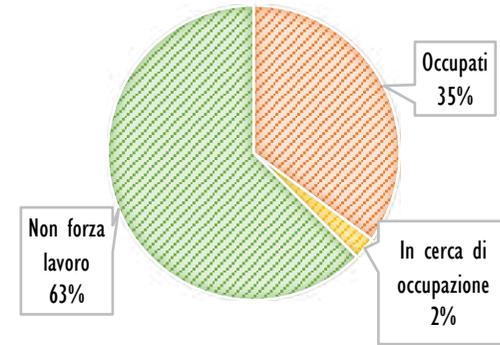
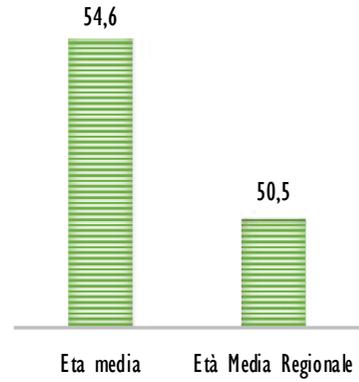
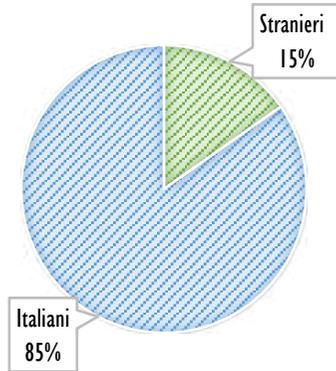
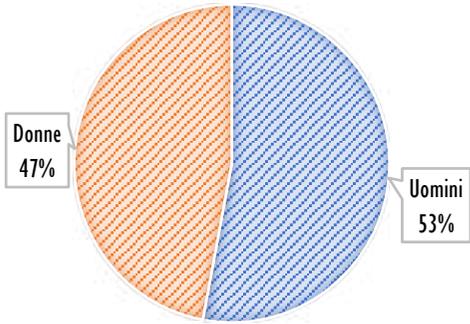


# Nasino

## Anagrafica popolazione

Superficie: 21,60 km<sup>2</sup>

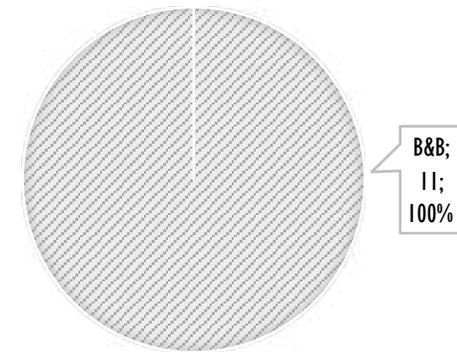
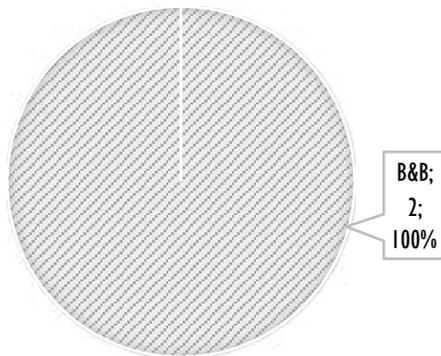
Popolazione residente tot: 163 pax



## Struttura offerta turistica

strutture extra-alberghiere

Posti letto strutture extra-alberghiere

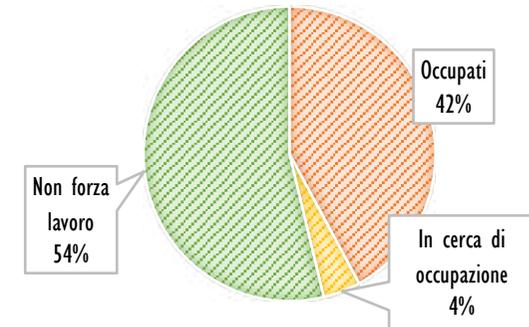
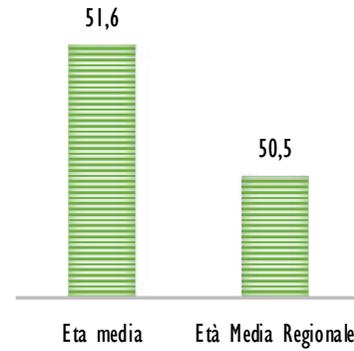
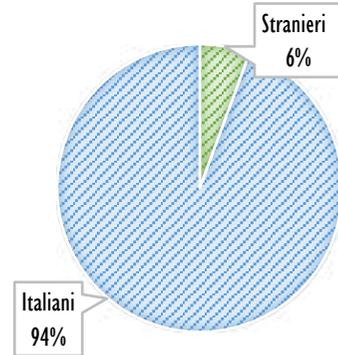
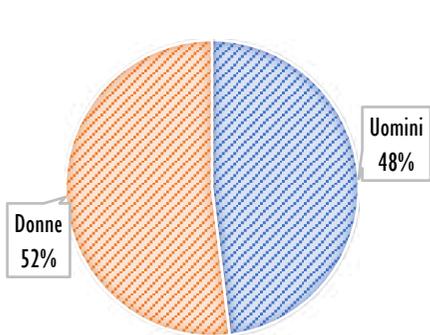


## Noli

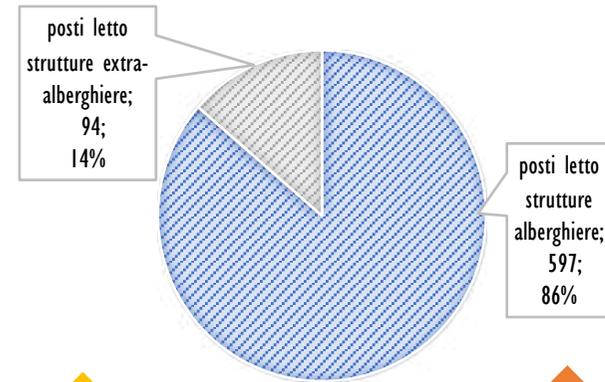
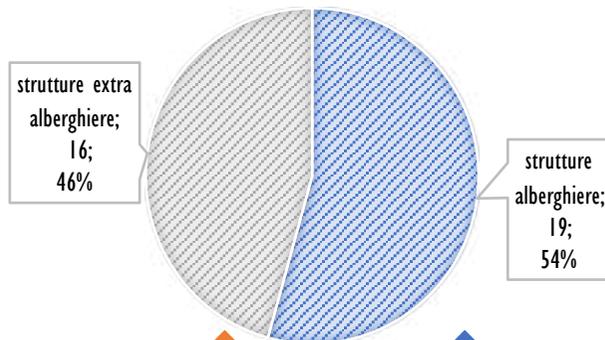
### Anagrafica popolazione

Superficie: 9,60 km2

Popolazione residente tot: 2.450 pax



### Struttura offerta turistica

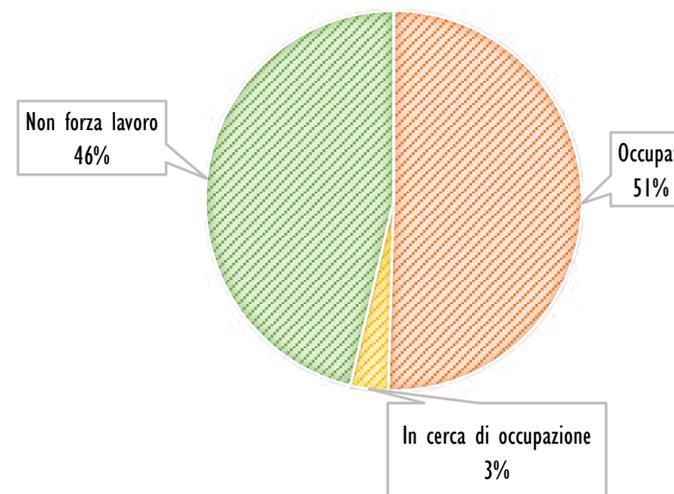
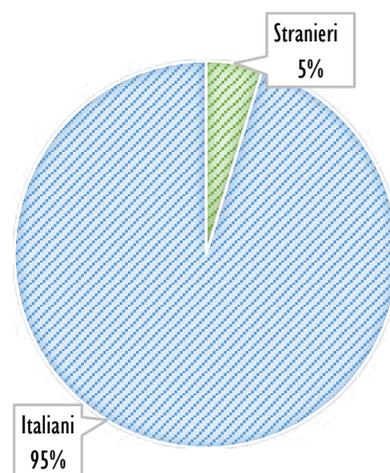
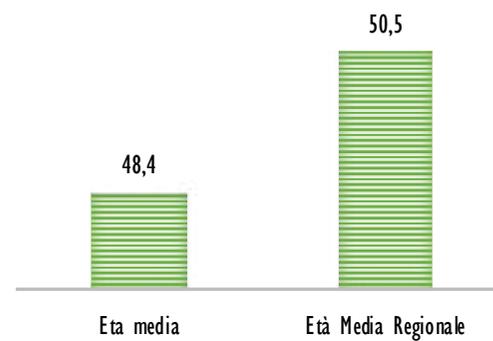
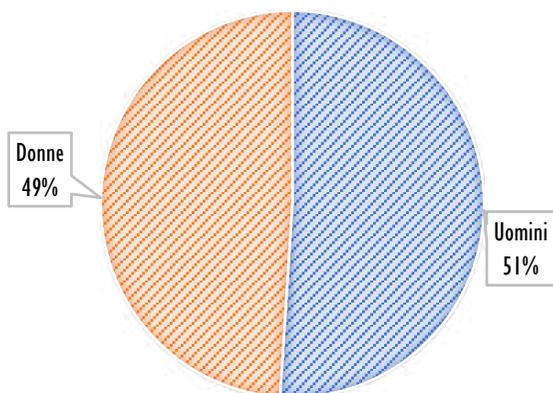


## Plodio

### Anagrafica popolazione

Superficie: 8,20 km2

Popolazione residente tot: 624 pax

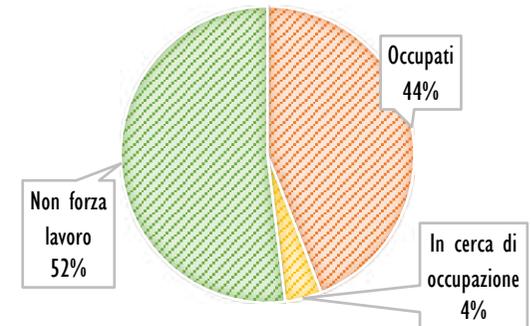
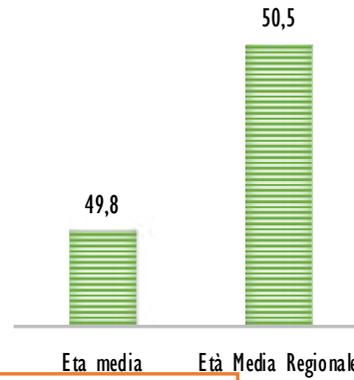
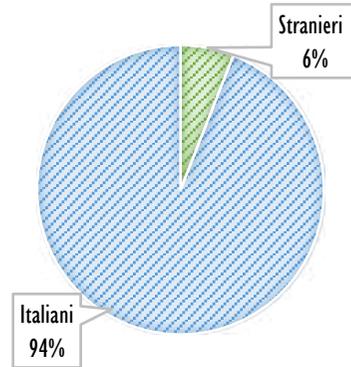
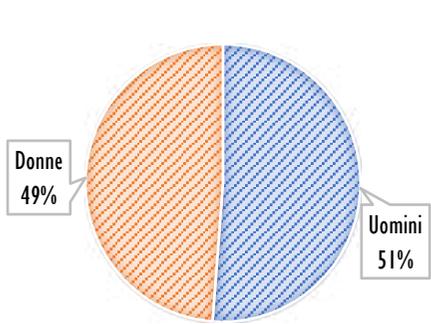


# Roccavignale

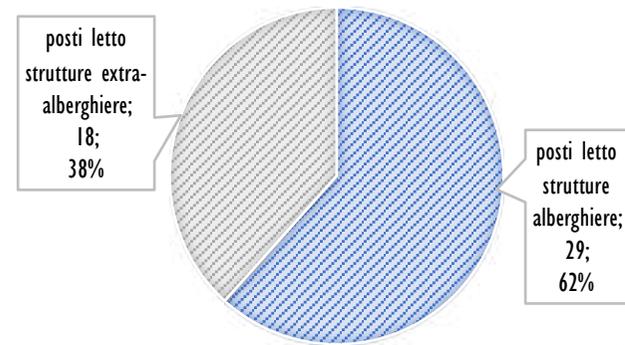
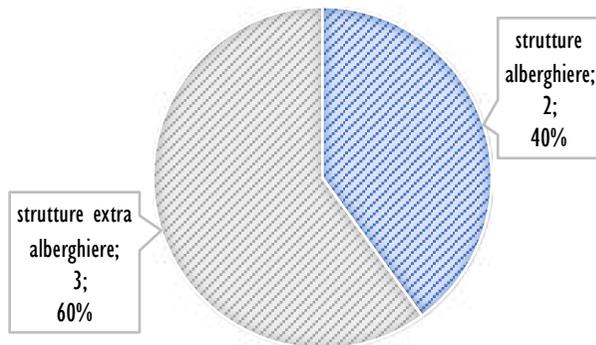
## Anagrafica popolazione

Superficie: 17,50 km2

Popolazione residente tot: 749 pax



## Struttura offerta turistica

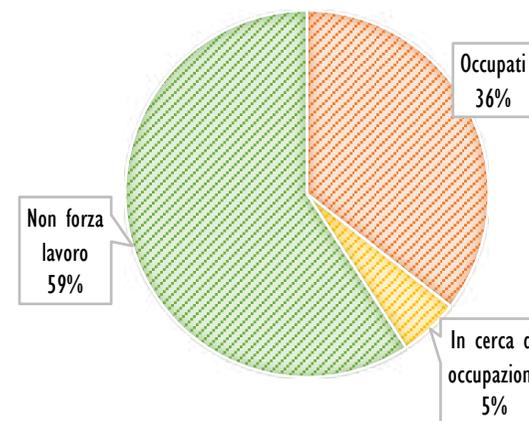
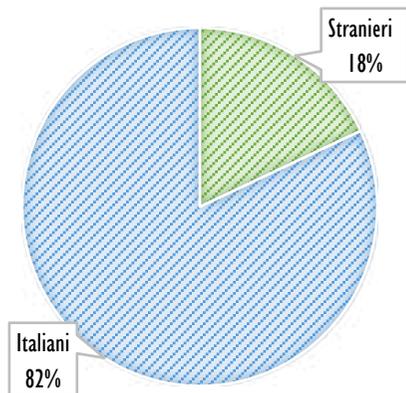
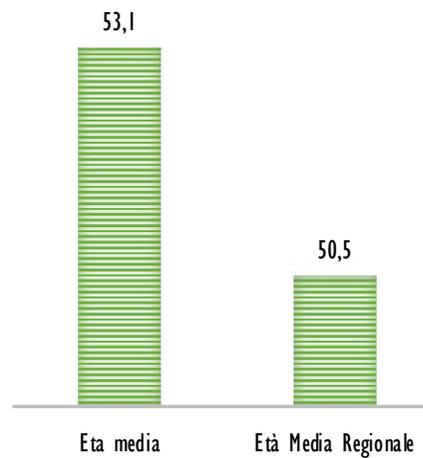
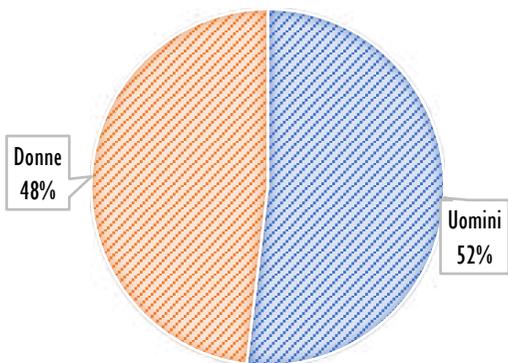


# Testico

## Anagrafica popolazione

Superficie: 10,20 km<sup>2</sup>

Popolazione residente tot: 184 pax

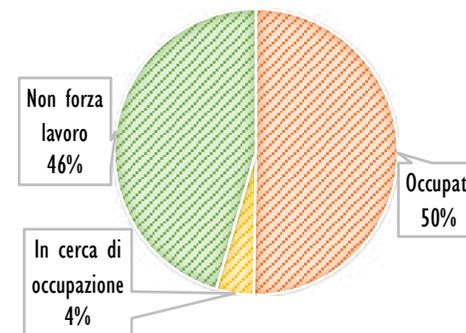
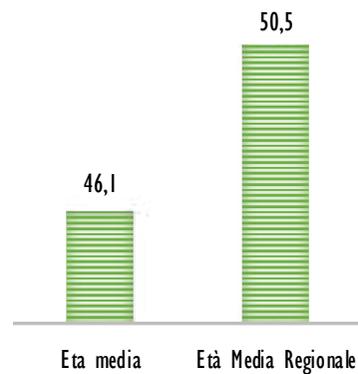
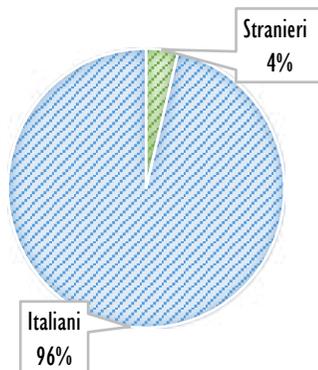
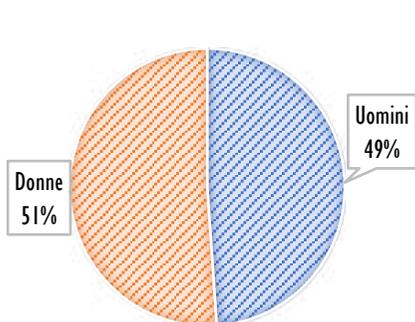


# Toirano

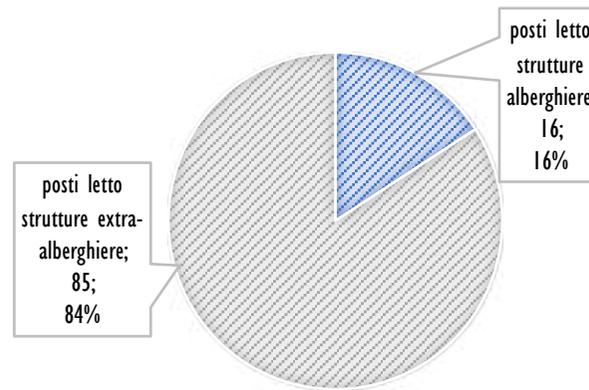
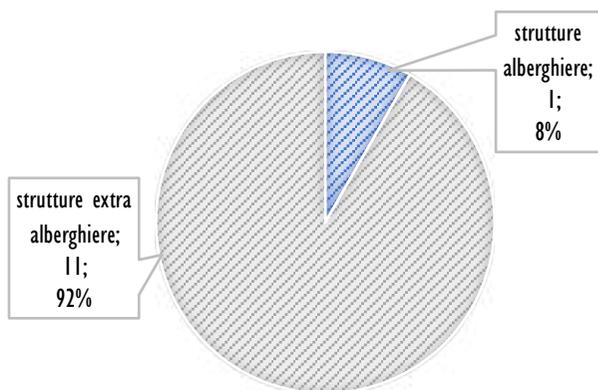
## Anagrafica popolazione

Superficie: 18,60 km<sup>2</sup>

Popolazione residente tot: 2.715 pax



## Struttura offerta turistica

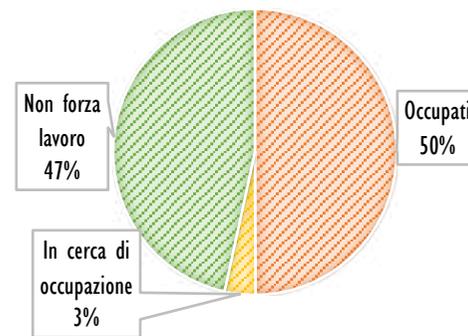
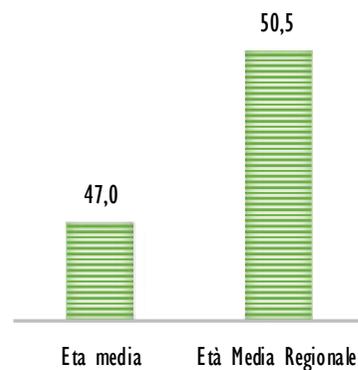
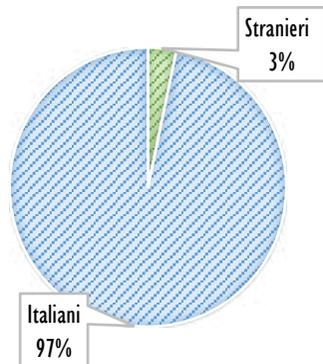
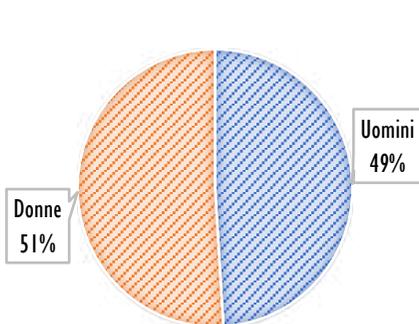


## Tovo San Giacomo

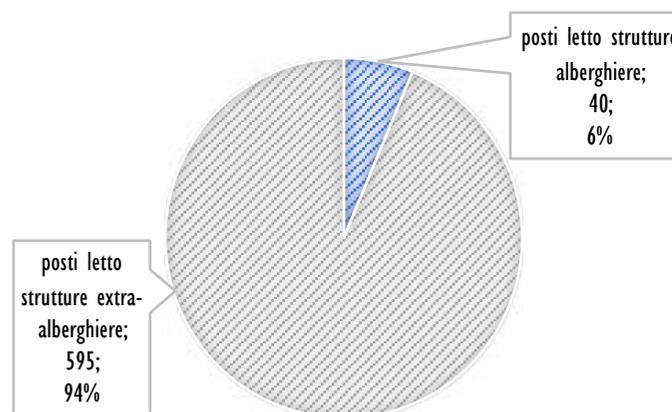
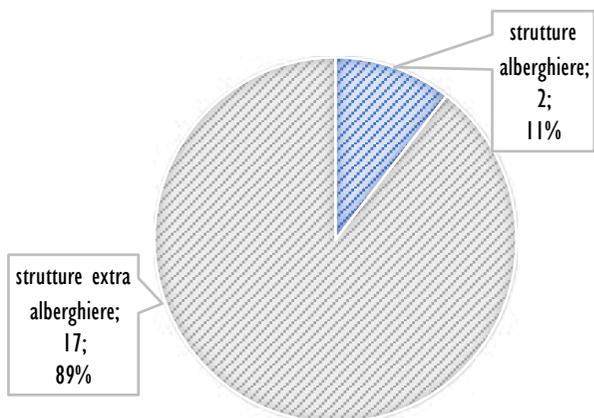
### Anagrafica popolazione

Superficie: 9,60 km<sup>2</sup>

Popolazione residente tot: 2.526 pax



### Struttura offerta turistica

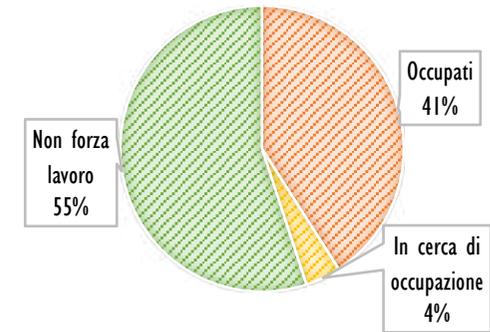
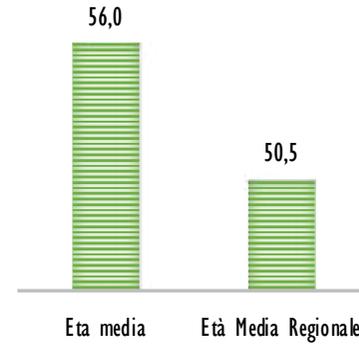
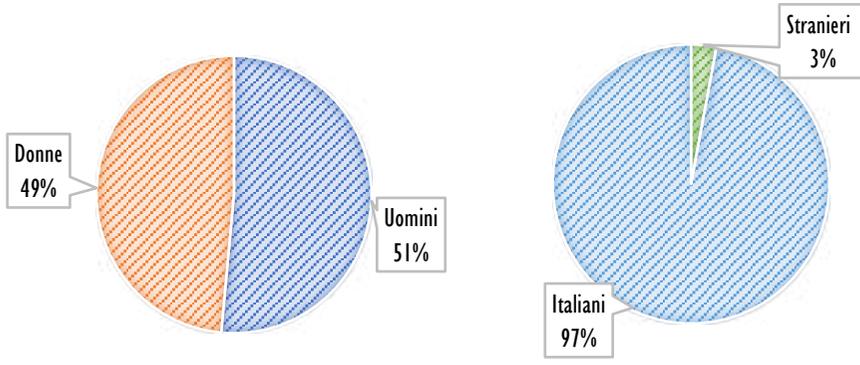


## Urbe

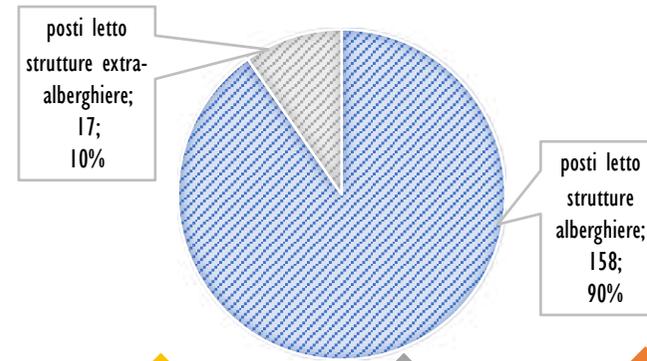
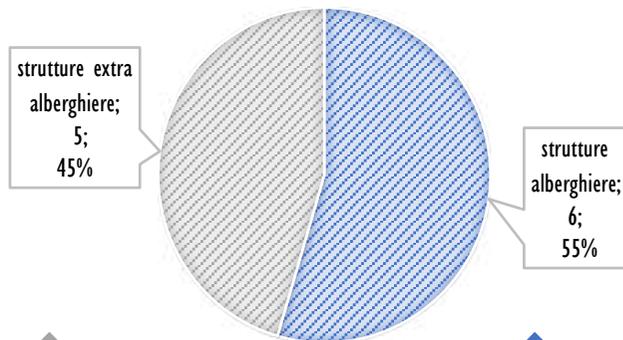
### Anagrafica popolazione

Superficie: 31,50 km<sup>2</sup>

Popolazione residente tot: 648 pax

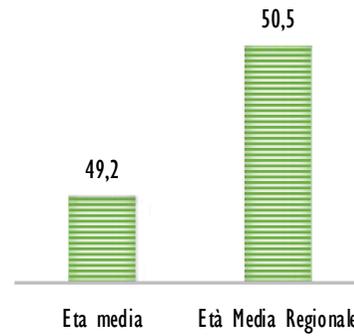
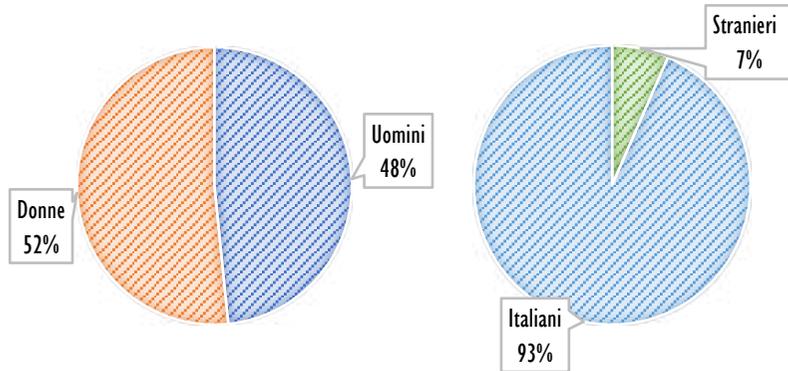


### Struttura offerta turistica



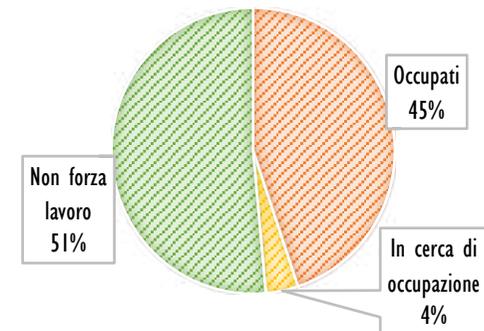
## Vado Ligure

### Anagrafica popolazione

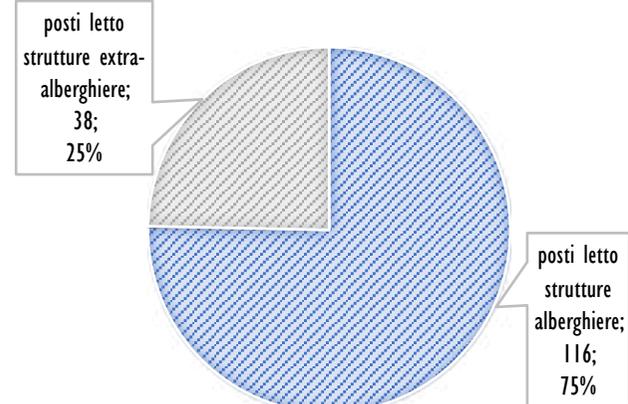
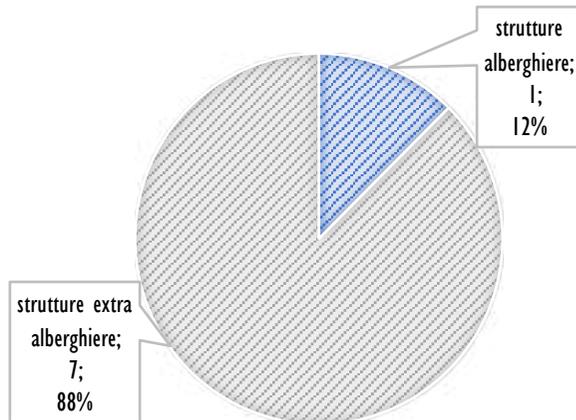


Superficie: 23,40 km2

Popolazione residente tot: 7.997 pax



### Struttura offerta turistica

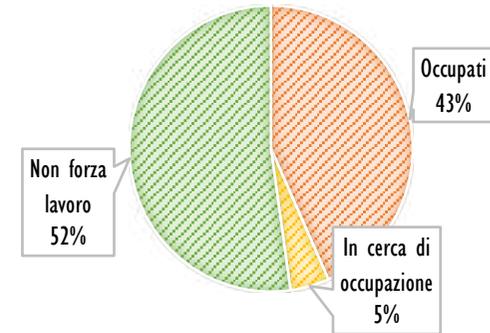
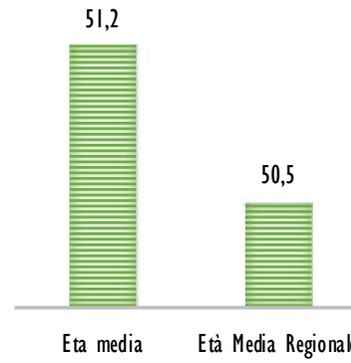
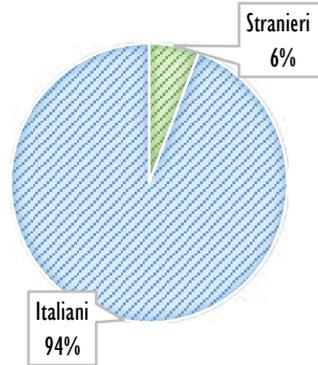
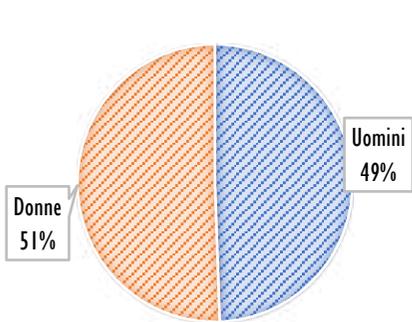


## Vendone

### Anagrafica popolazione

Superficie: 10,10 km<sup>2</sup>

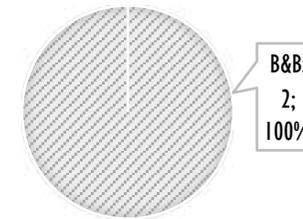
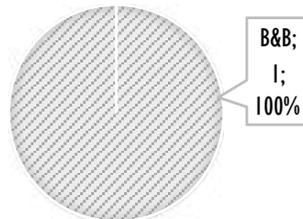
Popolazione residente tot: 340 pax



### Struttura offerta turistica

strutture extra-alberghiere

Posti letto strutture extra-alberghiere

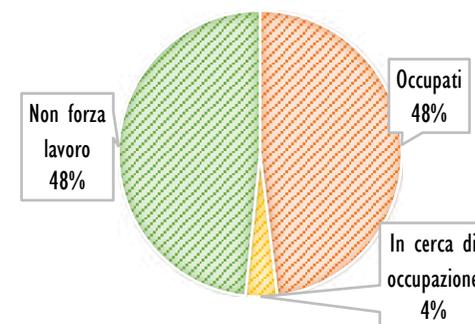
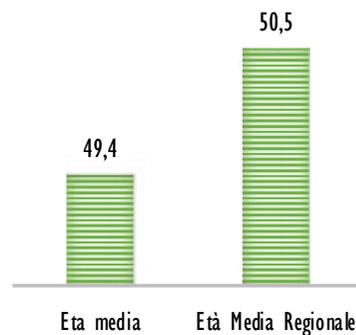
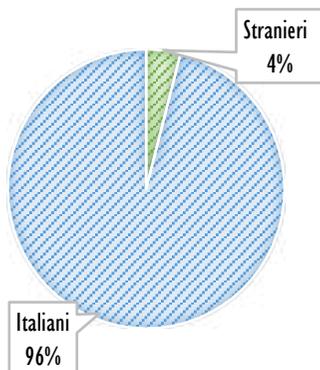
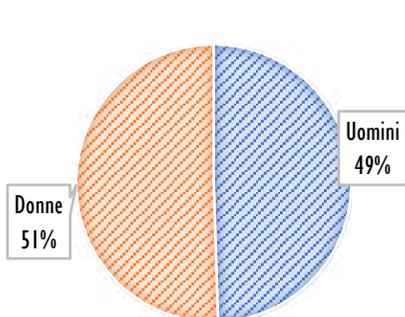


## Vezi Portio

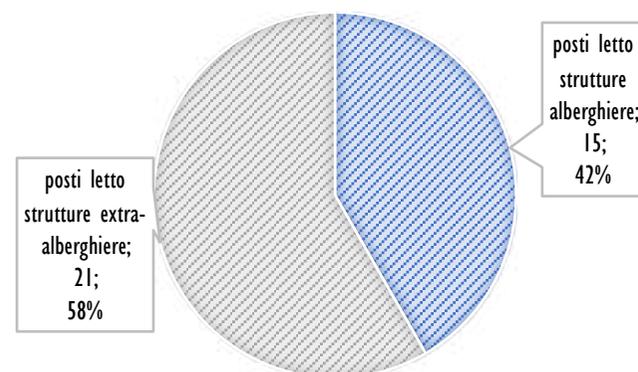
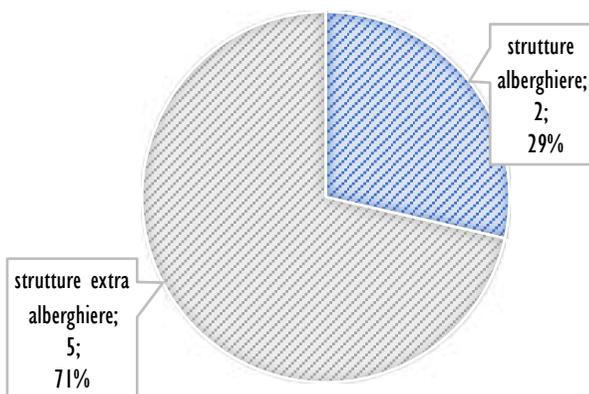
### Anagrafica popolazione

Superficie: 9,70 km<sup>2</sup>

Popolazione residente tot: 788 pax



### Struttura offerta turistica

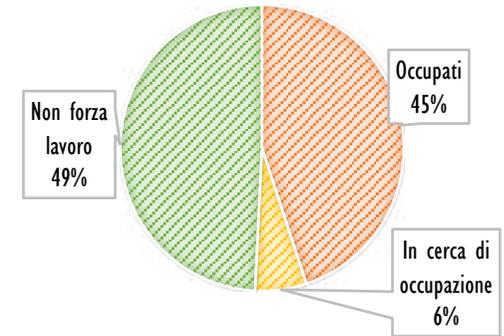
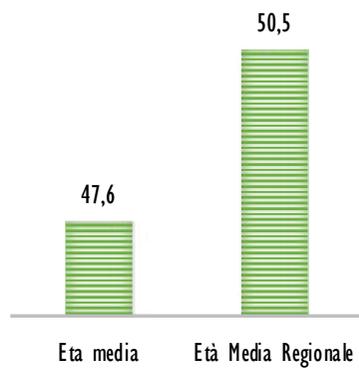
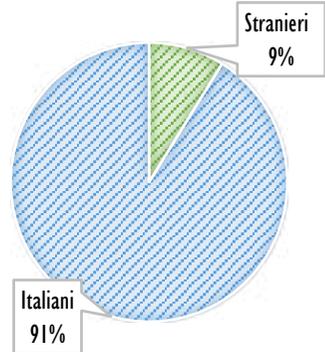
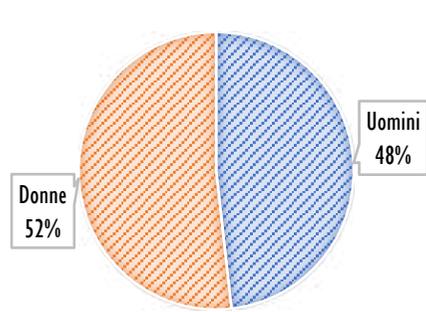


# Zuccarello

## Anagrafica popolazione

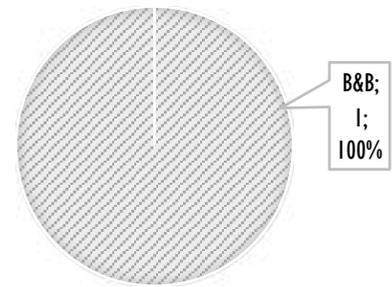
Superficie: 10,70 km2

Popolazione residente tot: 284 pax

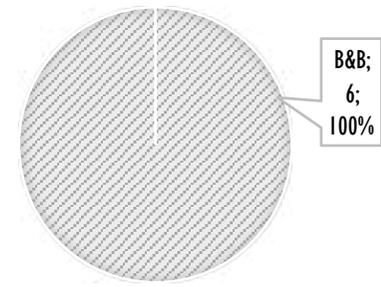


## Struttura offerta turistica

### strutture extra-alberghiere



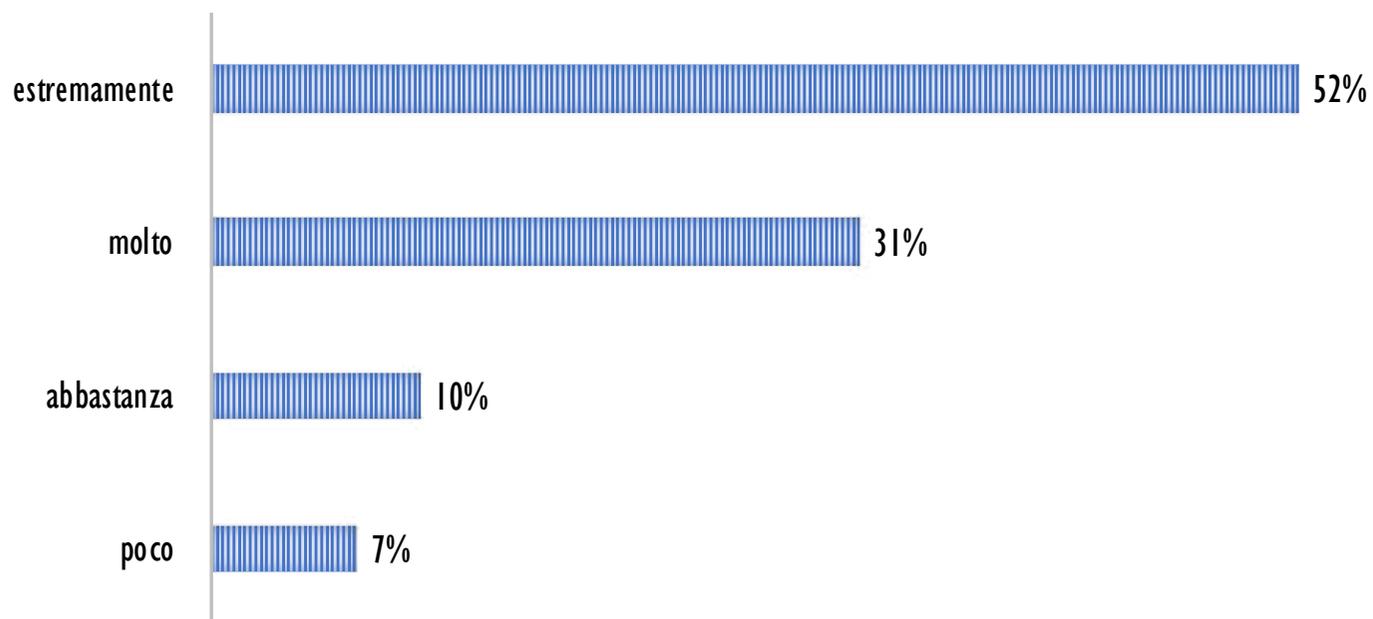
### Posti letto strutture extra-alberghiere





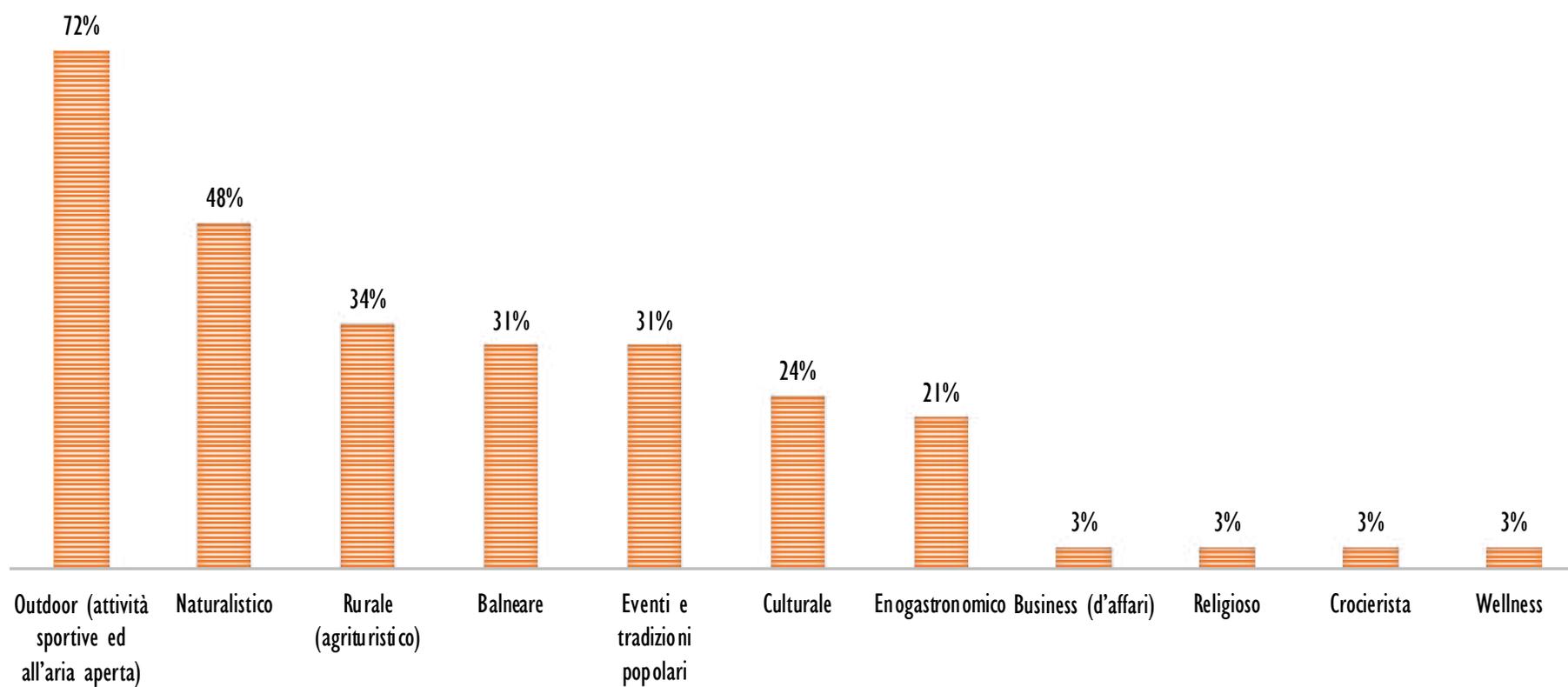
# Indagine sui comuni della provincia di Savona

Quanto è importante il settore turistico per l'economia del suo Comune?



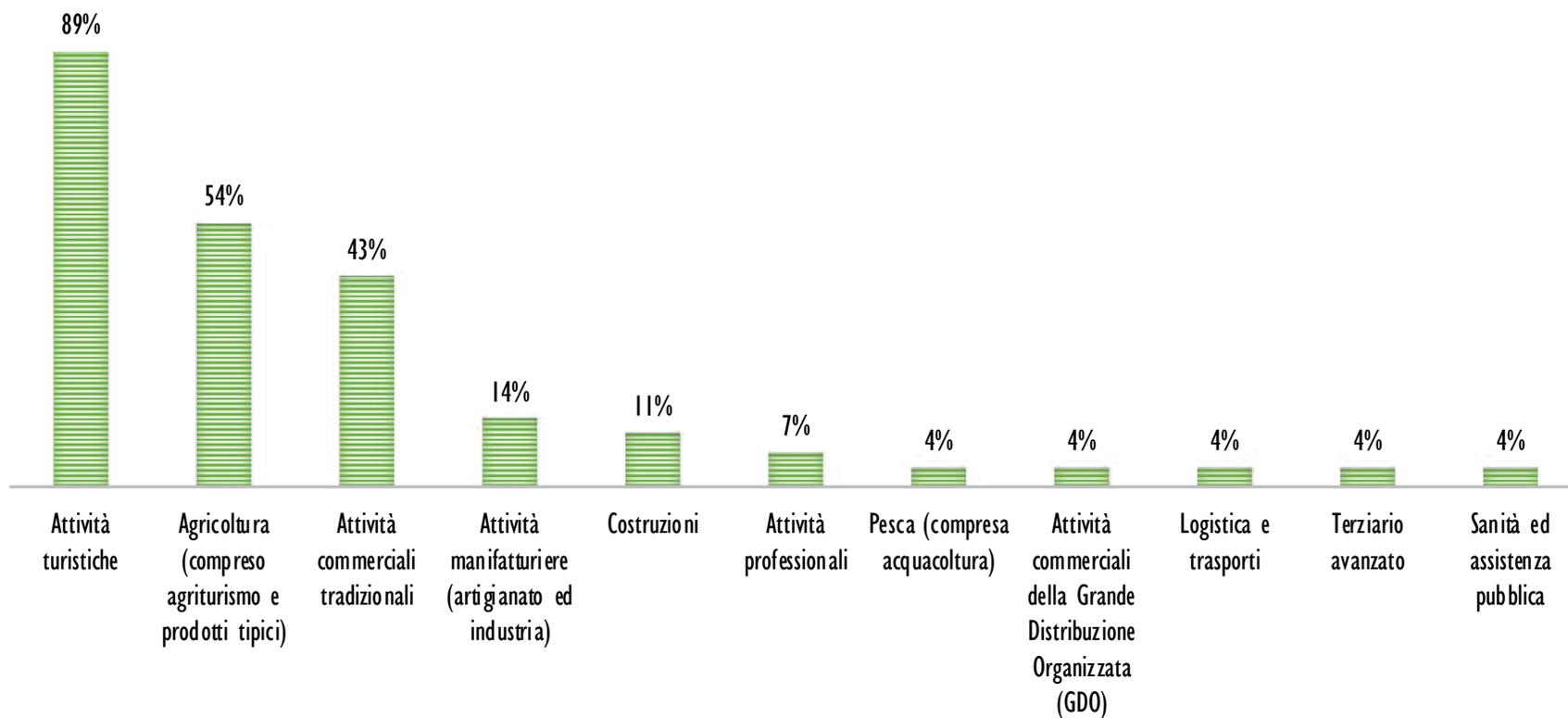
## Che tipo di turista è ora prevalente nel suo Comune?

Possibili più risposte (multifrequenza)



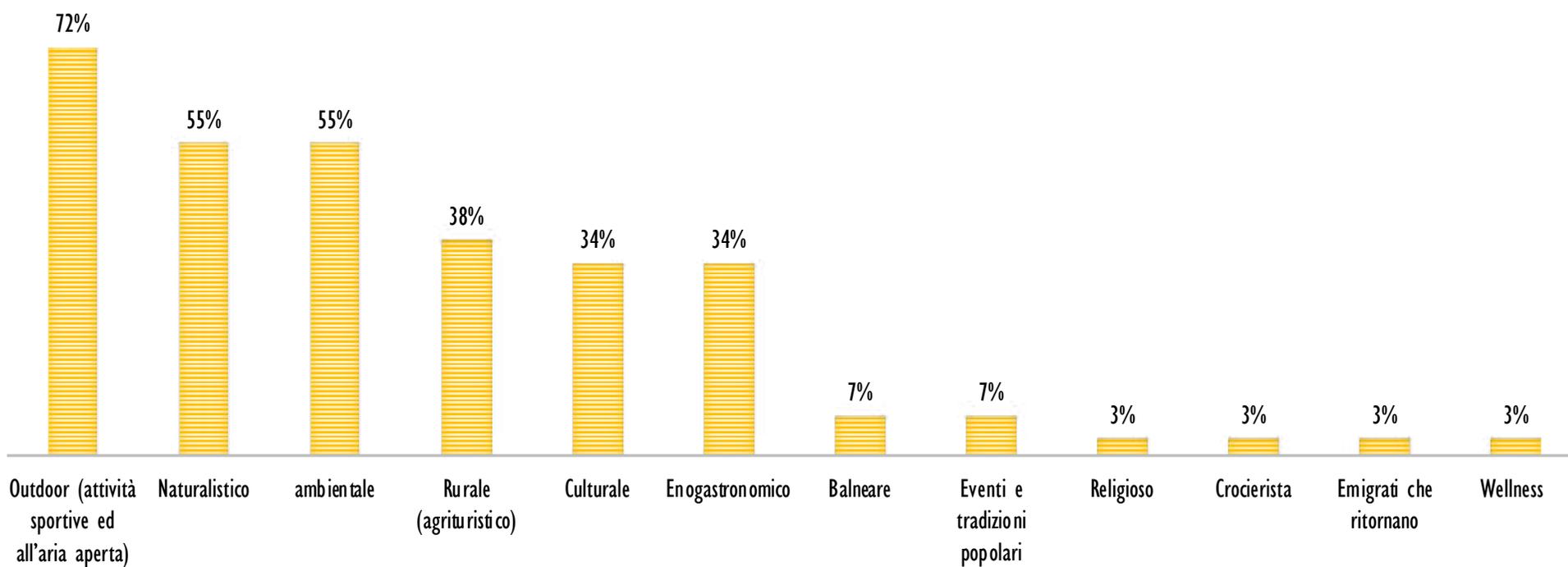
Nel suo Comune in quali settori economici potrebbero svilupparsi nuove attività e nuovi posti di lavoro nei prossimi 5 anni?

Possibili più risposte (multifrequenza)

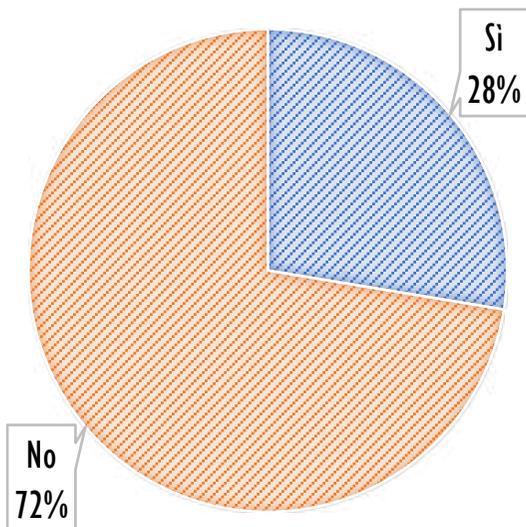


## Che tipo di turista si potrebbe conquistare in futuro?

Possibili più risposte (multifrequenza)



Nel suo Comune è applicata l'imposta di soggiorno?

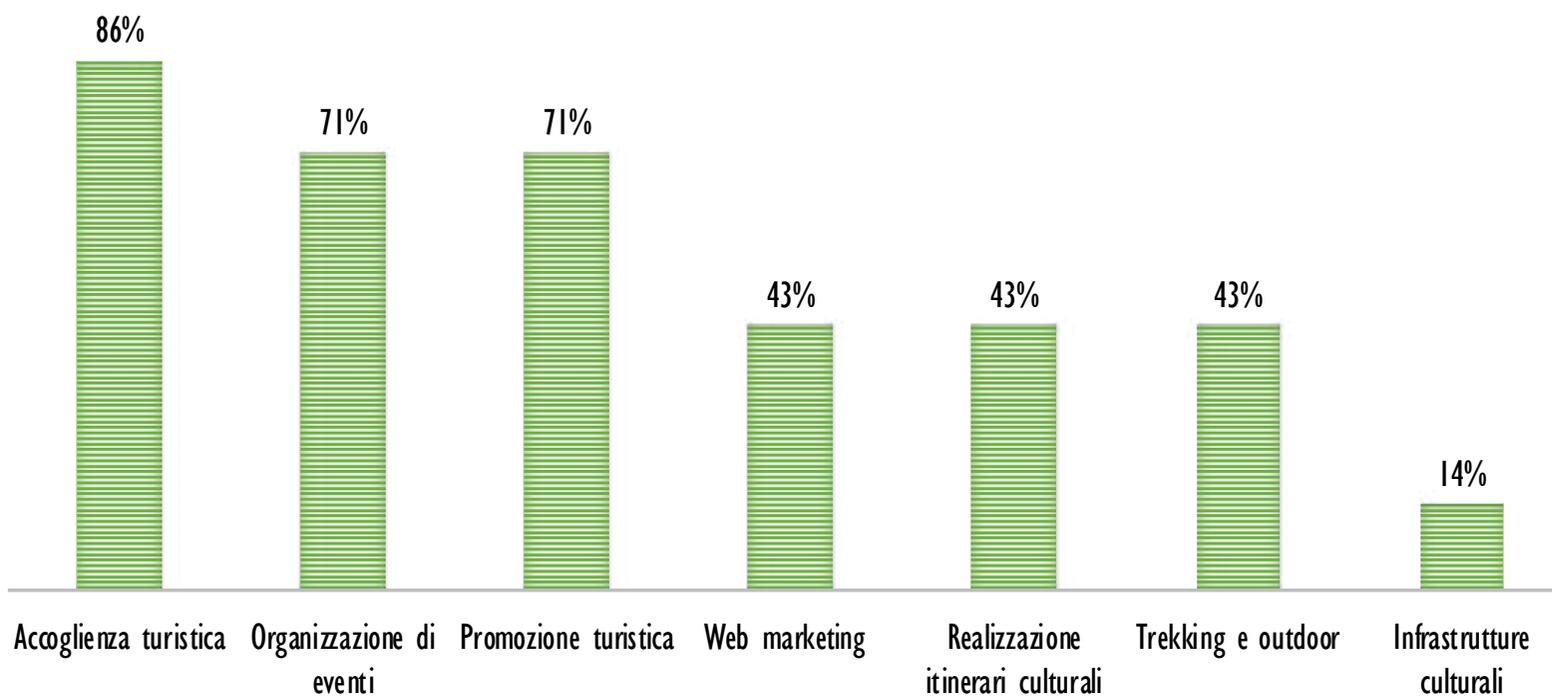


Qual è stato il gettito 2023 dell'imposta di soggiorno?

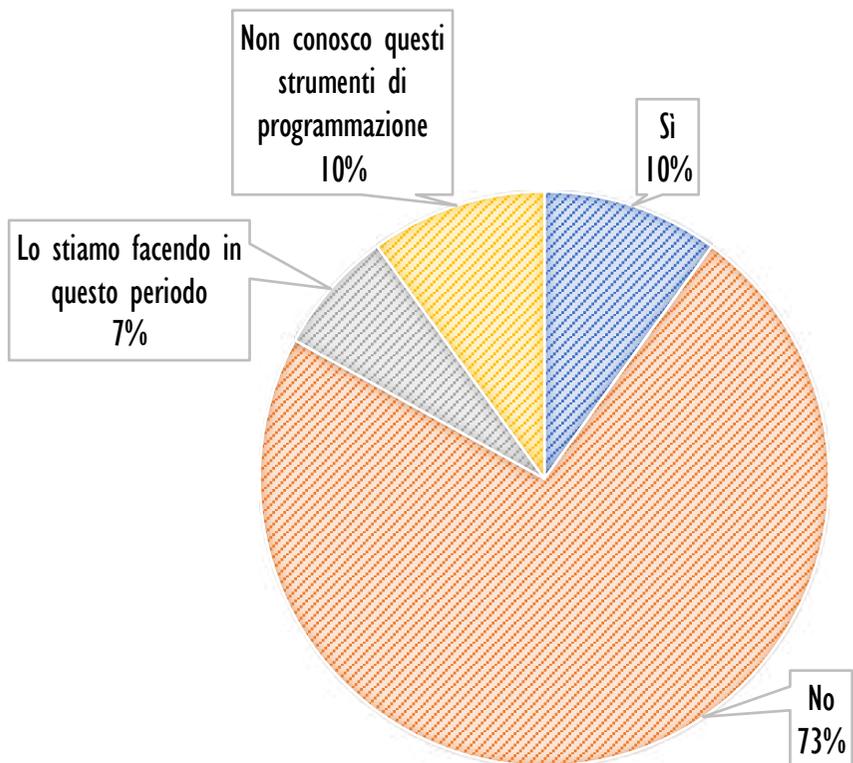


## A quali interventi sono destinati i proventi dell'imposta di soggiorno?

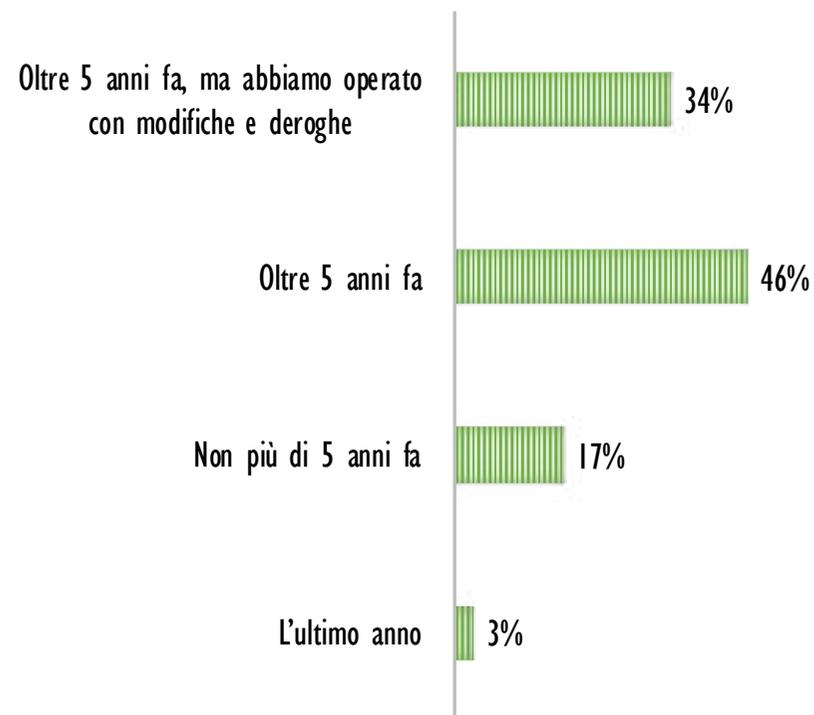
Possibili più risposte (multifrequenza)



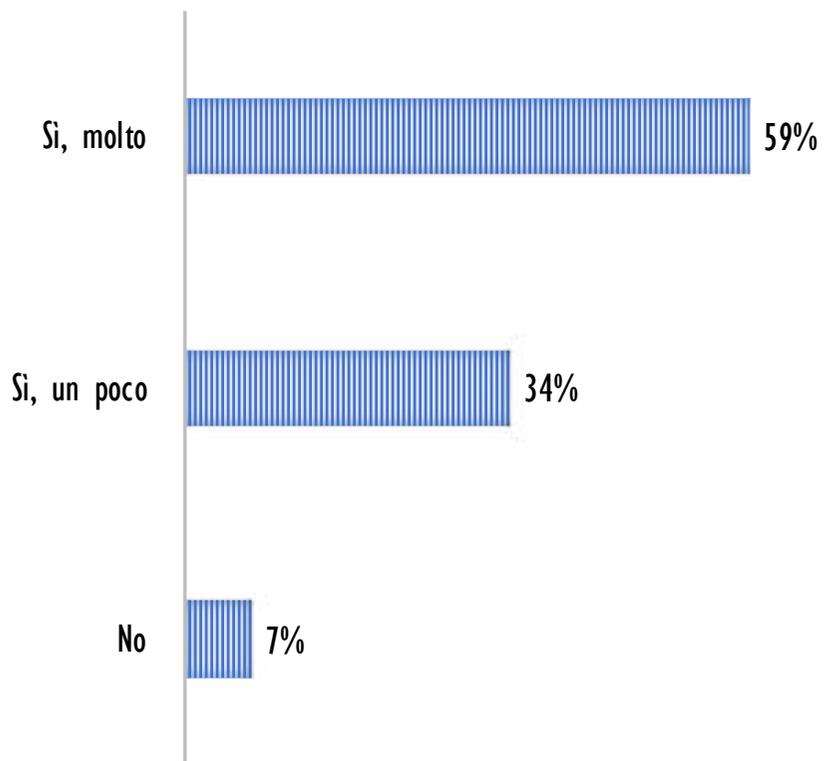
Il suo Comune si è dotato di un piano di marketing territoriale o di marketing turistico?



Il piano urbanistico comunale vigente a quando risale?

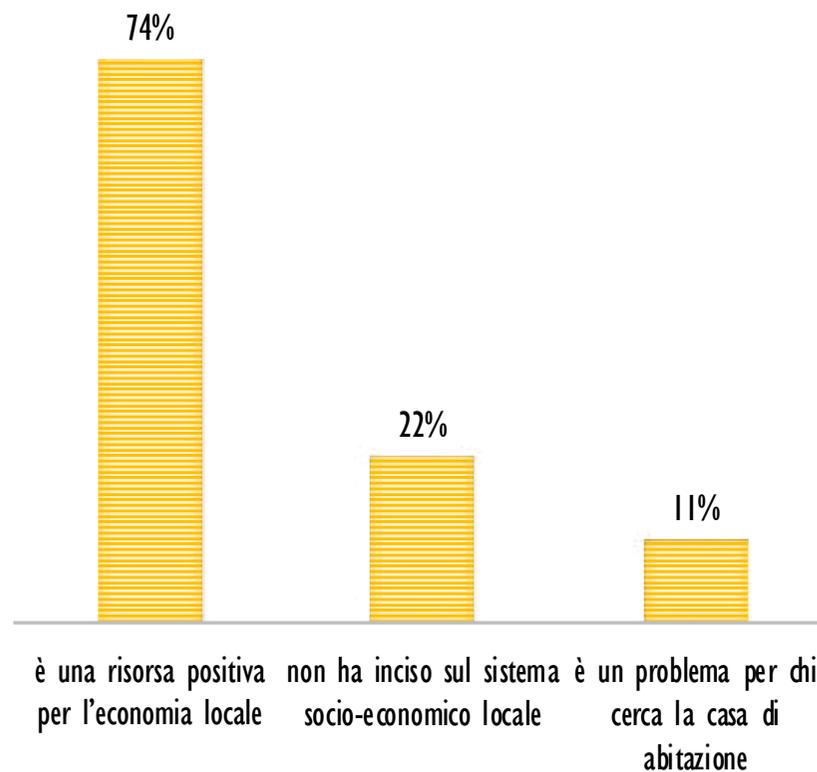


I B&B, gli affittacamere e gli affitti brevi ad uso turistico sono incrementati negli ultimi 10 anni nel suo Comune?

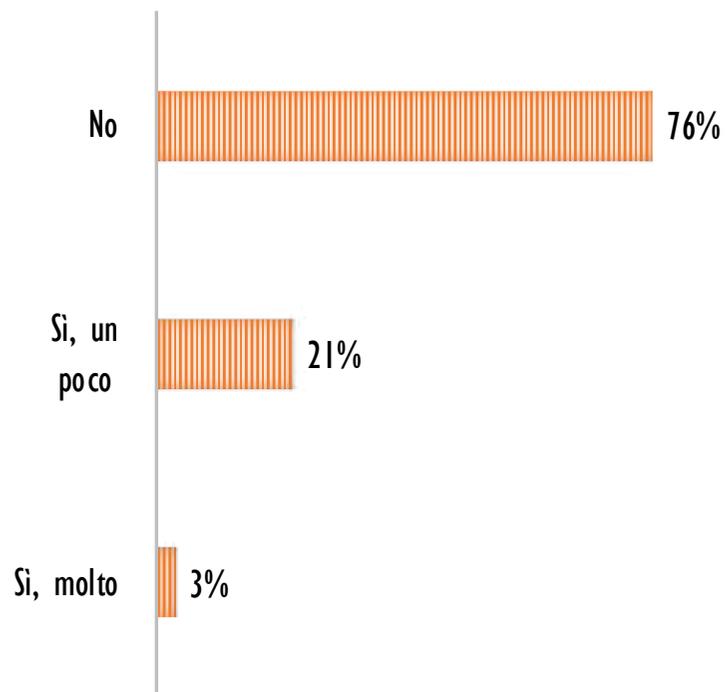


Questo fenomeno che effetti ha avuto?

Possibili più risposte (multifrequenza)

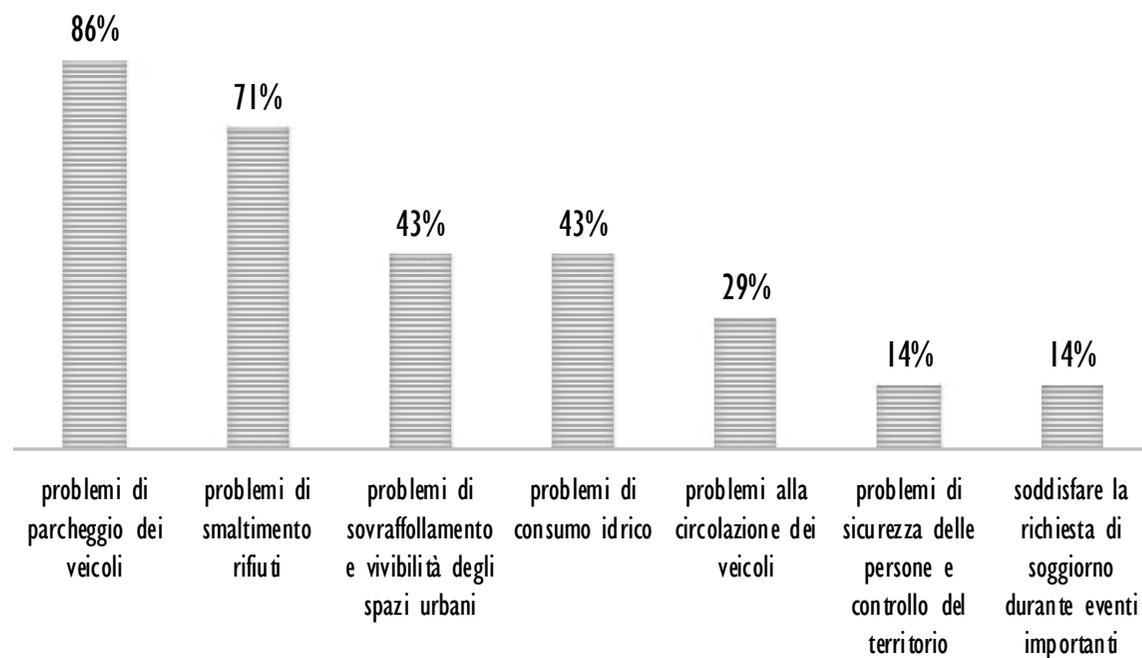


## Il flusso turistico vi crea problemi durante la stagione?



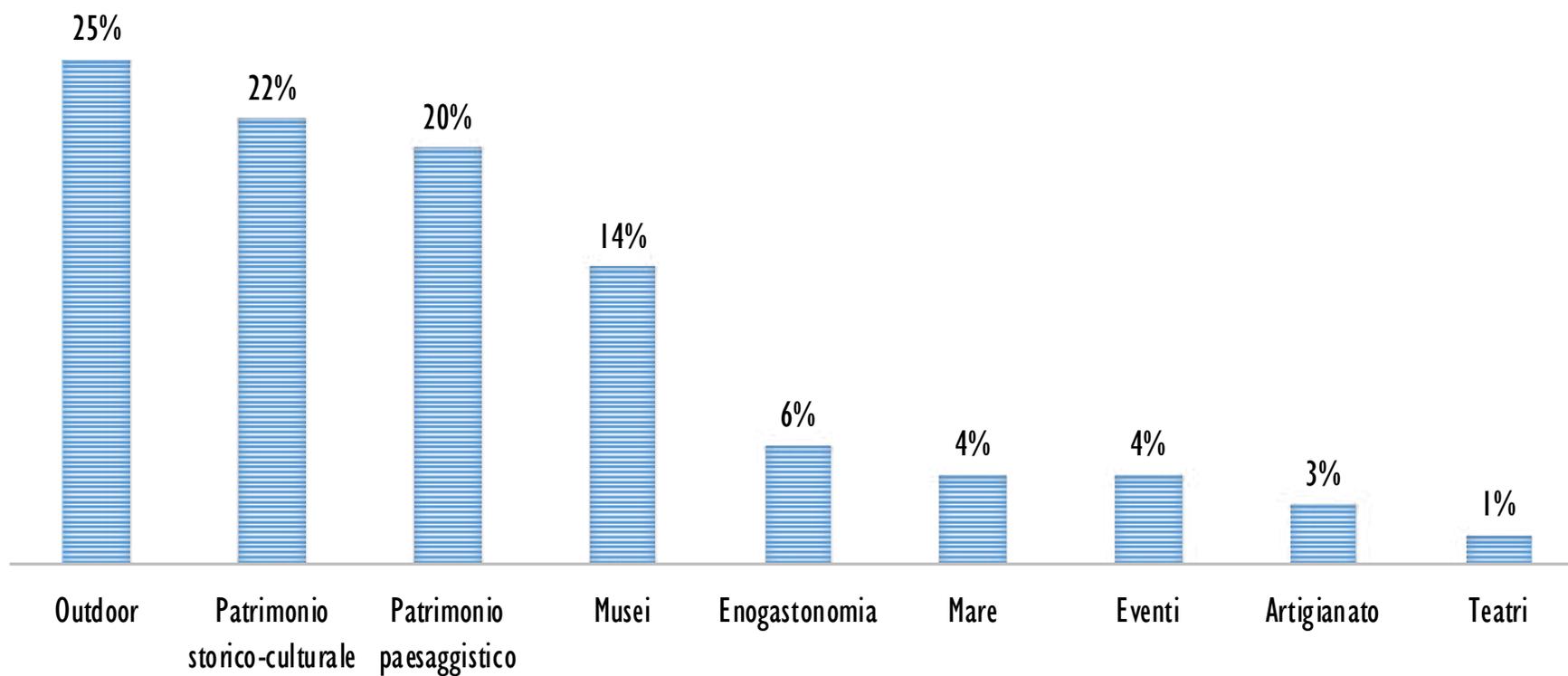
## Questo fenomeno che effetti ha avuto?

Possibili più risposte (multifrequenza)

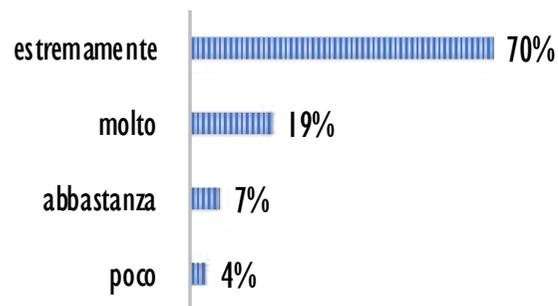


## Quali sono i principali “beni di interesse turistico” su cui puntate come Comune?

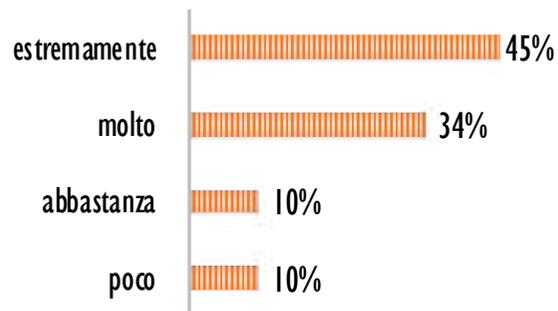
Possibili più risposte (multifrequenza)



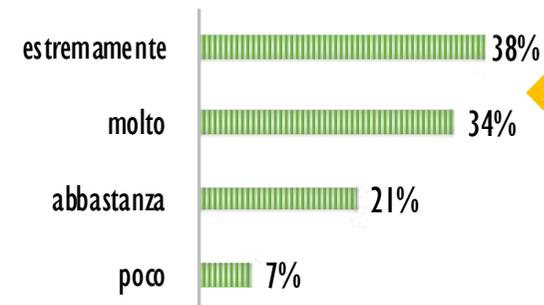
Quanto sono importanti i beni paesaggistici ed ambientali per l'economia turistica del suo Comune?



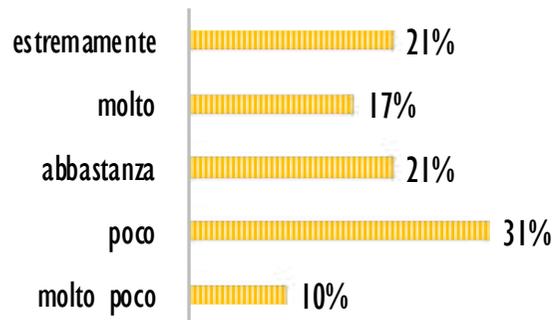
Quanto sono importanti i beni culturali per l'economia turistica del suo Comune?



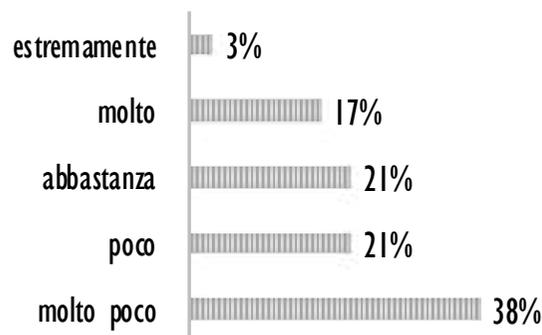
Quanto è importante il prodotto tipico alimentare per l'economia turistica del suo Comune?



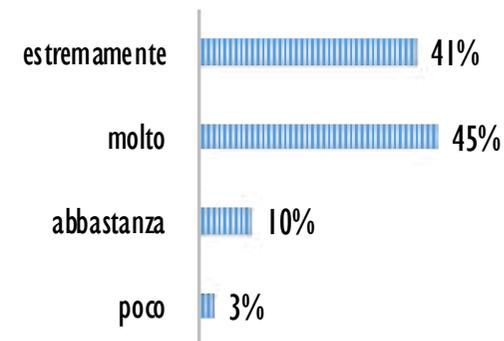
Quanto è importante il prodotto tipico non alimentare per l'economia turistica del suo Comune?



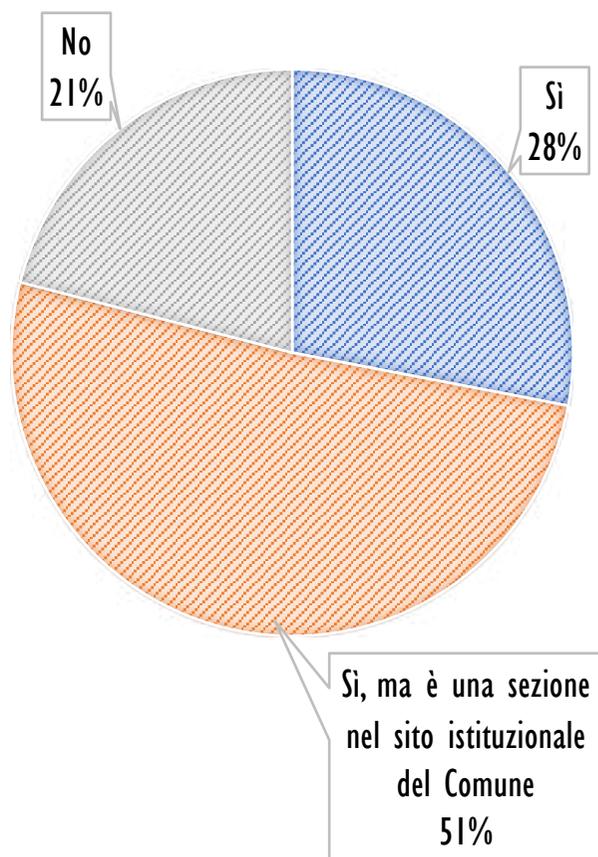
Quanto è importante l'attività di divertimento per l'economia turistica del suo Comune?



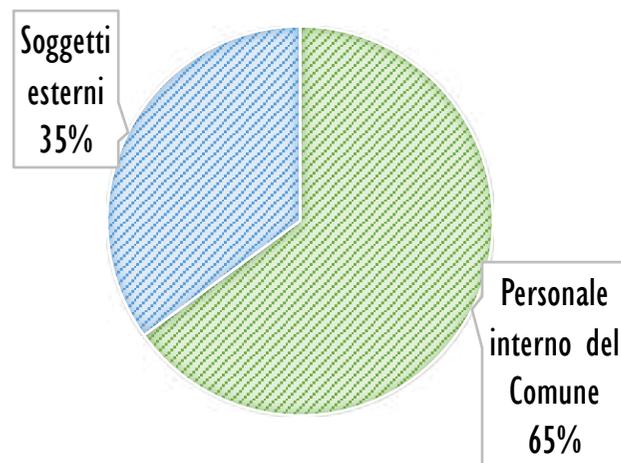
Quanto è importante l'attività sportiva per l'economia turistica del suo Comune?



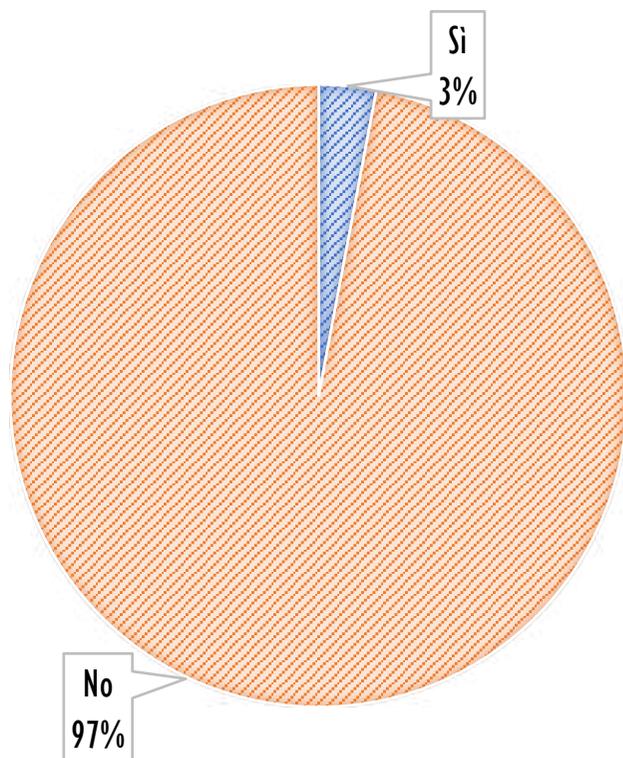
### Avete un sito web turistico ufficiale?



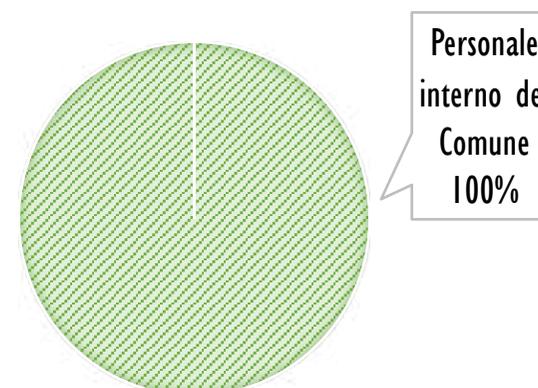
### Chi gestisce questo sito?



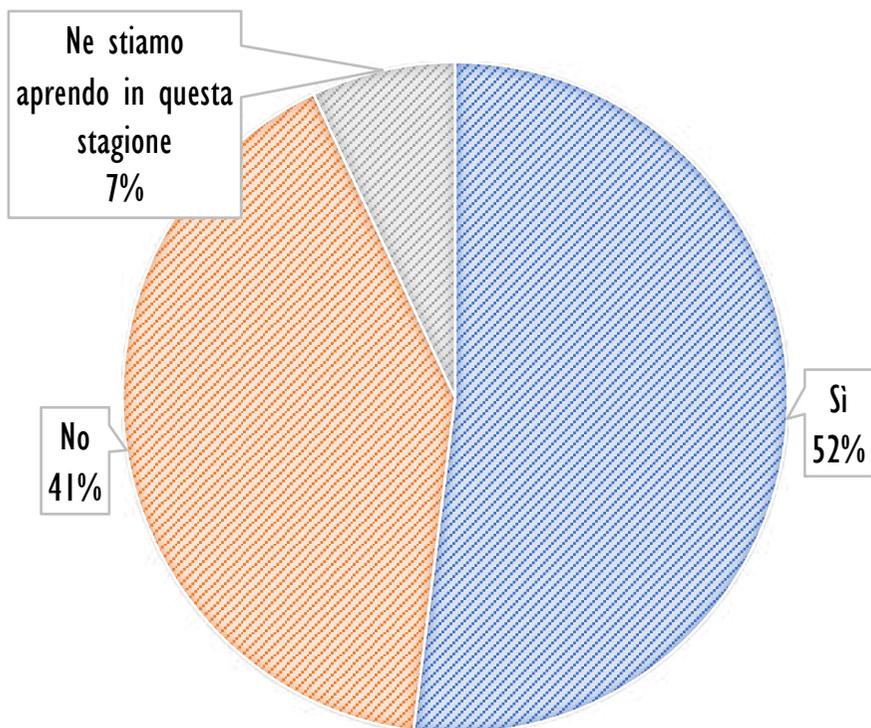
### Avete un'APP turistica?



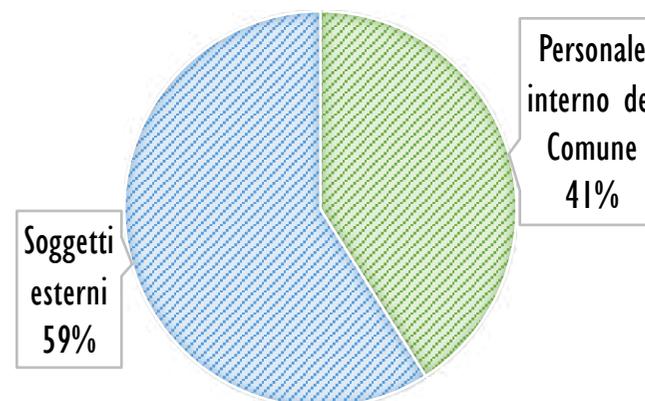
### Chi gestisce l'APP turistica?



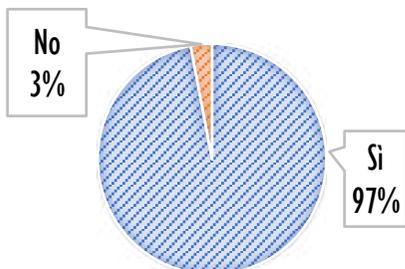
### Ci sono uffici d'informazione turistica nel suo Comune?



### Chi gestisce questi uffici?

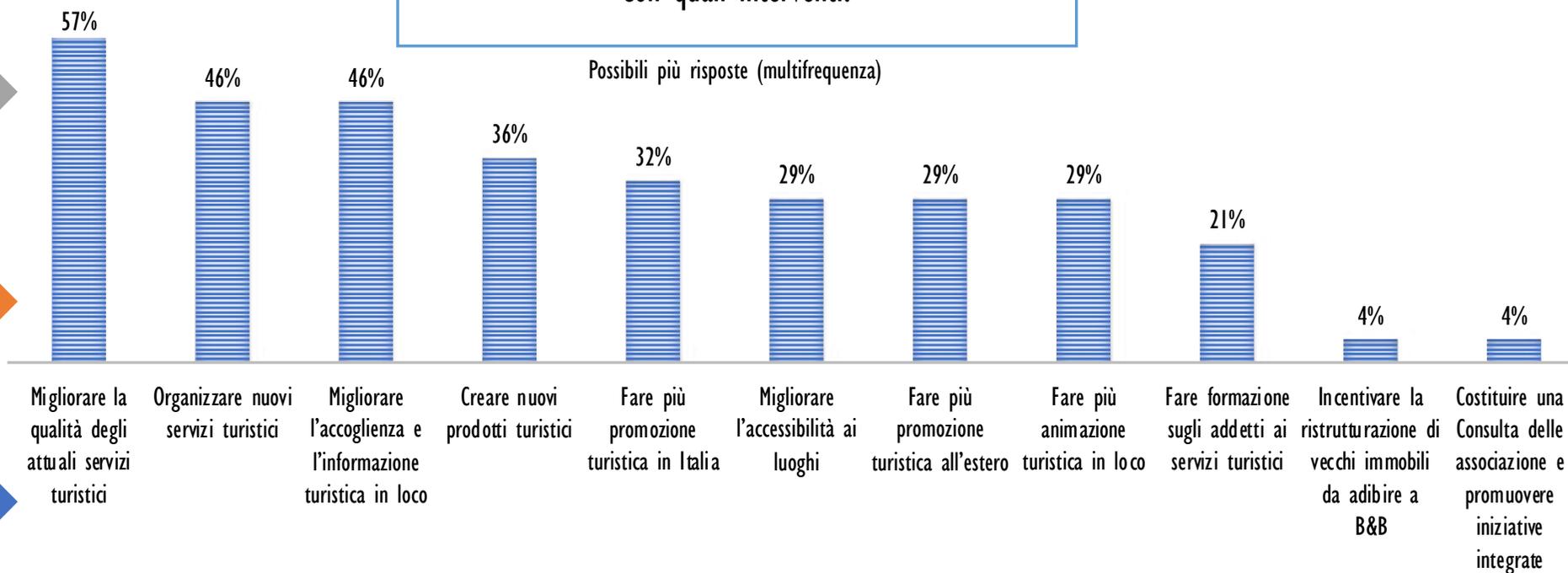


L'attrattività turistica del suo Comune dovrebbe/potrebbe essere migliorata?

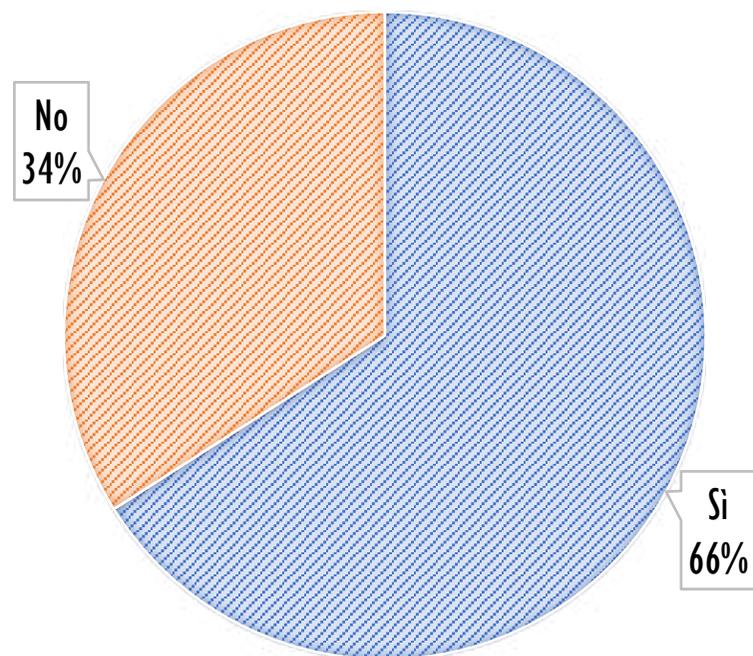


Con quali interventi?

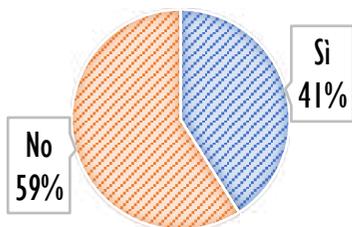
Possibili più risposte (multifrequenza)



Il suo Comune lavora in rete con altri Comuni per organizzare/promuovere prodotti/servizi turistici?

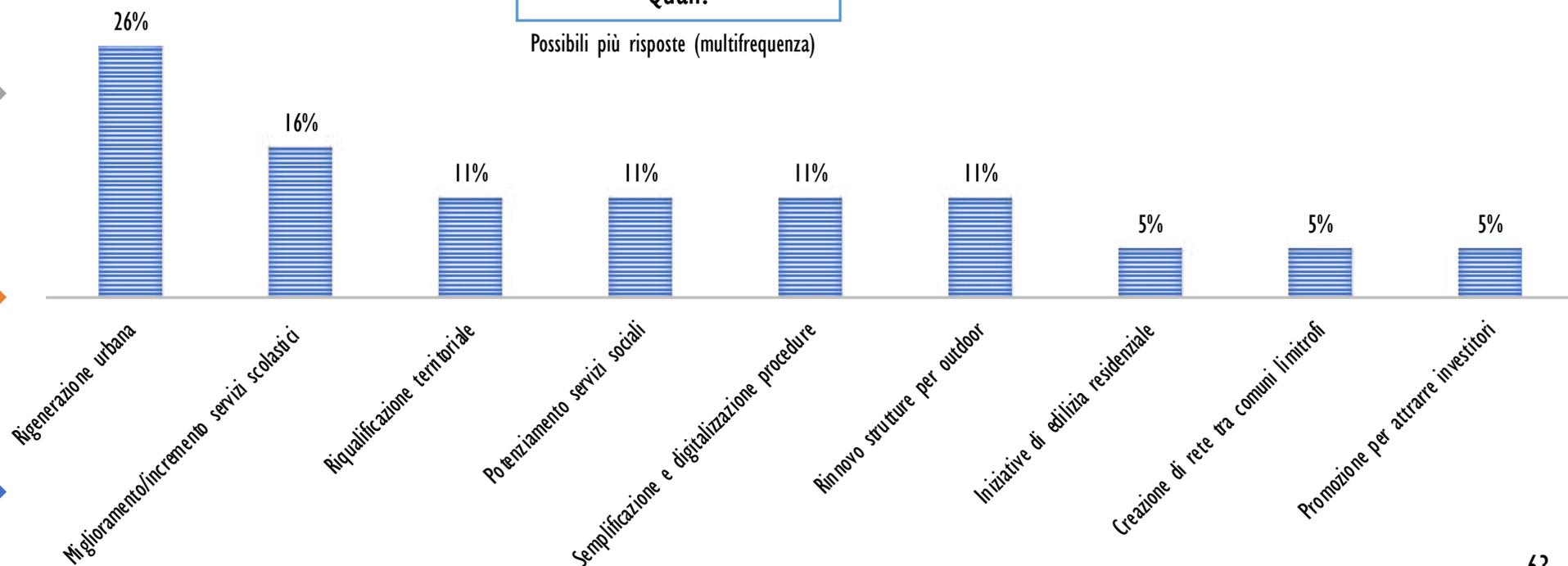


Il suo Comune lavora in rete con altri Comuni per organizzare/promuovere prodotti/servizi turistici?

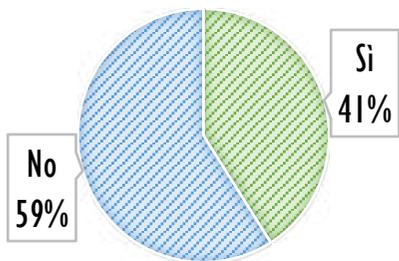


Quali?

Possibili più risposte (multifrequenza)

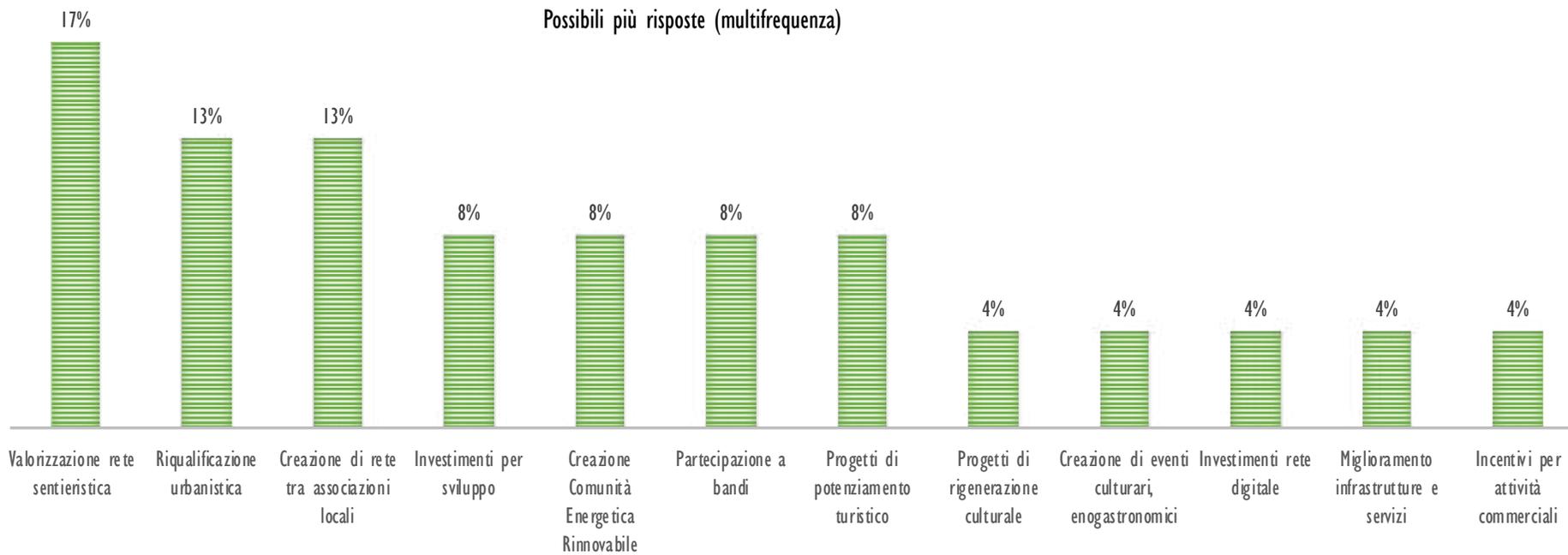


## Avete progetti e misure per attrarre investimenti?

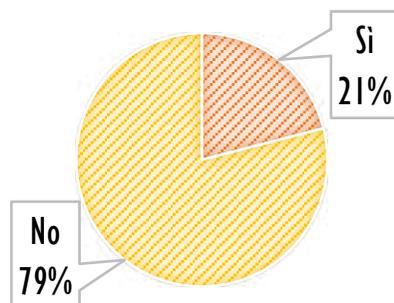


## Quali?

Possibili più risposte (multifrequenza)

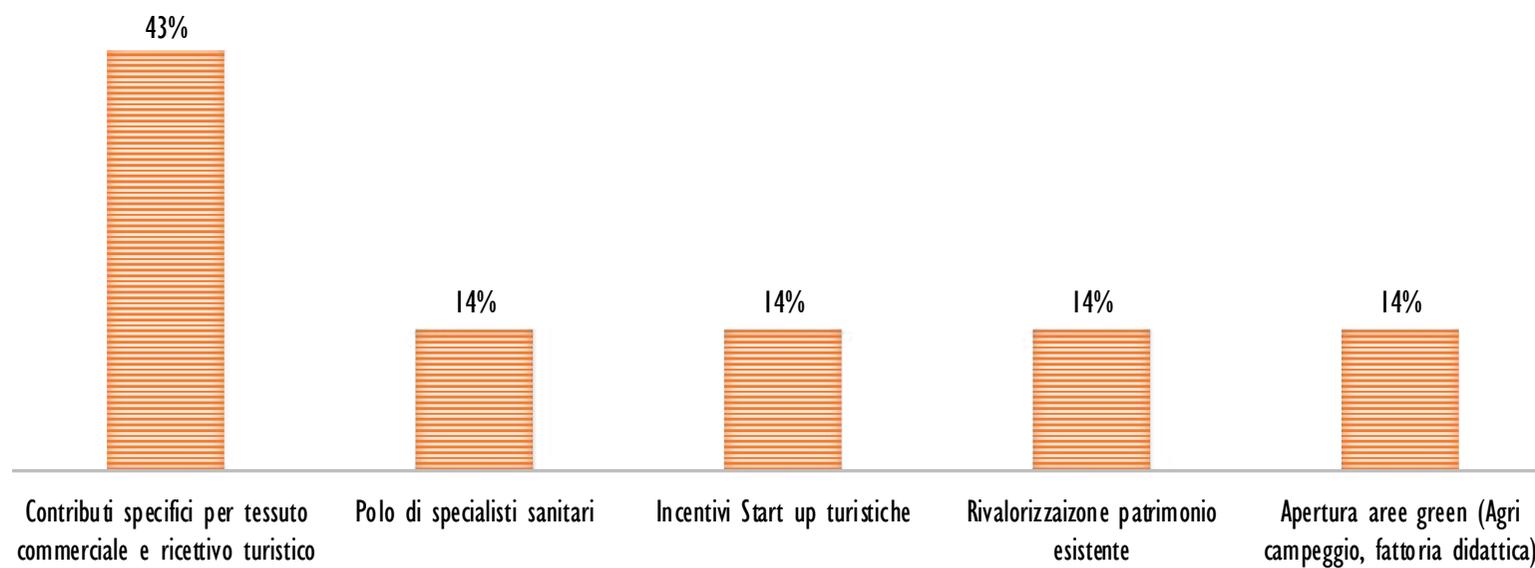


## Avete progetti e misure per aprire nuove attività imprenditoriali?

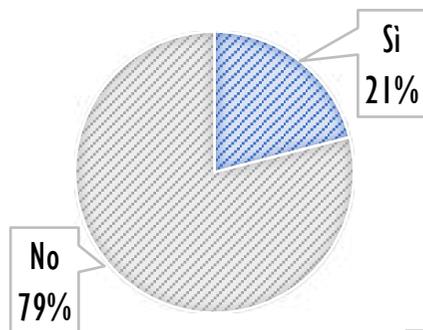


### Quali?

Possibili più risposte (multifrequenza)

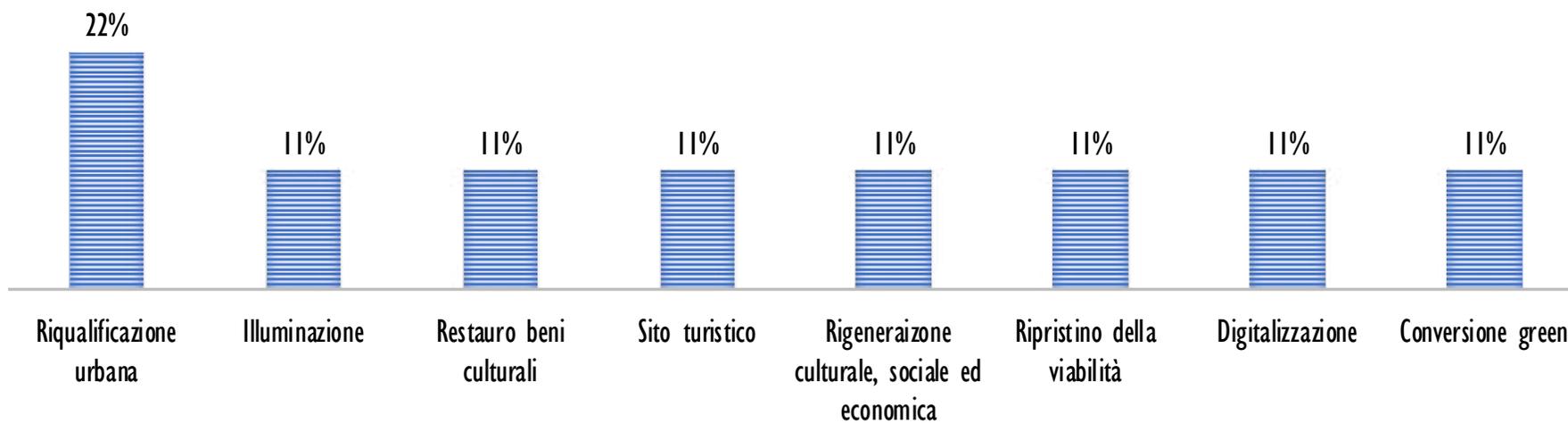


## Avete utilizzato Fondi PNRR per investimenti nel turismo?



## Per quali interventi?

Possibili più risposte (multifrequenza)





Campione: n. 27 Comuni

Periodo di rilevazione novembre 2024 - febbraio 2025

Strumento: questionario online

Metodologia:

Definizione indicatori e domande

Costruzione questionario online

Invio via e-mail del link di compilazione online alle aziende

Acquisizione e graficizzazione risposte su canale dedicato su piattaforma online

Monitoraggio andamento rispondenti

Recall

Elaborazione e graficizzazione dati

Fonti dati quadro generale: Regione Liguria, ISTAT

Si ringraziano per la collaborazione le Amministrazioni Comunali partecipanti l'indagine

Ricerca realizzata  
nel periodo novembre 2024 - febbraio 2025  
da Roberto Vegnuti Consulting  
info@rvconsulting.it

su incarico  
dell'ENTE BILATERALE TERRITORIALE DEL TURISMO DI SAVONA  
Corso Ricci, 14 - 4° Piano - 17100 Savona  
Tel. 019.8331343 - Fax 019.8331350  
E-mail ebturismo@confcommerciosavona.it  
Cod. Fiscale 92072450098

Gruppo di lavoro:  
Roberto Vegnuti, RVConsulting  
Caterina Vegnuti, RVConsulting  
Edoardo Tavilla, RVConsulting  
Paolo Gazzano, EBT Turismo Savona