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Ressort: Reise & Tourismus

Italy?s Pricey Beaches: a difficult summer.

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A Summer of Luxury and Financial Strain.
As summer 2025 unfolds, Italy's beaches have become a symbol of luxury and exclusivity, but at a steep price.
The cost has skyrocketed, leaving many Italians and tourists alike struggling to afford a day by the sea

The Cost of Luxury

According to a recent survey by Codacons, the top 5 most expensive beaches in Italy include[1]:
- Twiga Beach Club in Marina di Pietrasanta, Versilia, with prices reaching up to €1,500 per day for a luxurious "tenda imperiale" for ten people
- Augustus Hotel in Forte dei Marmi, Versilia, with front-row seats costing €560 per day
- Nikki Beach in Costa Smeralda, with "letto da spiaggia con divano" priced at €550 per day
- Lido Excelsior in Lido di Venezia, with a capanna in prima fila costing €515 per day
- Cinque Vele Beach Club in Pescoluse, Salento, with its exclusive zone priced at €470 per day.

The Impact on Tourism
The high prices have led to a decline in tourism, with many Italians opting for alternative vacation spots.
According to Assobalneari-Confcommercio, there's been a 30\% decrease in tourists and clients on beaches compared to July 2023, with Calabria and Emilia-Romagna being the hardest-hit regions.
Experts attribute the decline to several factors, including:
- Increased prices: The cost of renting an umbrella and two sunbeds can range from €32 to €35 per day, with some areas charging up to €120 per day
- Changing consumer behavior: Italians are now opting for shorter vacations, with many choosing to spend only 3-4 days at the beach
Climate change: Unpredictable weather conditions are discouraging advance bookings.

The Future

To revitalize the sector, industry associations are proposing measures such as price controls for residents and families, upgrading public beaches, and tax breaks for small beach operators. However, without structural interventions addressing the root causes of the crisis, these measures may prove ct insufficient.

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The challenge lies in balancing economic sustainability with social accessibility, innovation with tradition, and quality with affordability.

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