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Tourism, the economic impact on Sardinian Region and the territory.

The Rally d'Italia takes place in Sardinia since 2004. Since 1973, when the FIA WRC was created, the Italian Leg had been raced in Sanremo. Since 2004 it has been renamed Rally d'Italia Sardegna.

The Event has consolidated its position in both territories and spectators' target (Authorities, privates and public opinion) becoming even more important.

The Rally is not just a sporting event. It is considered very important for the local economy and a means to overcome the concept of "season" for what concerning with the touristic flows.

The related statistics of the touristic arrivals confirm that the rally's role and its trend is permanently increasing along these last four years. More than 35% increase in comparison with the first year, 2004, and a 3,5% more from the 2006 to the 2007. From 33.200 hotel booking presences in 2004 to 53.321 in 2007.

The Spectators' and team's expenses on the territory have increased from 7,2 Millions Euro (2005) till 9,9 Millions euro in 2006 and 10,2 Millions Euro in 2007.

After an analyse done in 2007 the average stay time in Sardinia of the different kind of supporters has been of about 5,4 days each. In this period the each daily expense has been about Euro 202 so divided: euro 106 for hotel accommodation, euro 51,25 for food and beverage and other euro 45 spent in different touristic sectors.



Feel+



HOTEL
CALA DI VOLPE
Costa Smeralda



HOTEL ROMAZZINO
Costa Smeralda



HOTEL PITAGORA
Costa Smeralda



CERVO HOTEL
Costa Smeralda
Resort



PEVERO GOLF CLUB
Costa Smeralda



MARINA DI PORTO CERVO
Costa Smeralda



IL MONDO DELL'UFFICIO



Aeroporto
Olbia Costa Smeralda
GEASAR



ENTE FORESTE
DELLASARDEGNA



Autorità Portuale
Olbia e Golfo Pausania



CANTINA DEL VERMENTINO
MENTI



Rally d'Italia Sardegna
Il Comitato Organizzatore

Località Porto Cocciani
Porto Industriale
Settore 1 Edificio B
07026 Olbia
info@rallyitaliasardegna.com

