

The Impact of Overtourism in Italy's Residential Real Estate – the Case of Venice and parts of the Adriatic Coast

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SUMMARY

The phenomenon of overtourism in Venice constitutes a major challenge to contemporary urban governance, with profound implications for both the socio-economic structure and the residential real-estate market. The sustained influx of national and international visitors has driven the conversion of numerous residential properties into short-term tourist accommodations, thereby reducing the availability of housing for permanent residents. Consequently, average asking prices for sale and rental rates have increased, contributing more into the abandonment of the historic center, erosion of the social fabric, and a notable preferential shift in commercial activity toward visitor-oriented services. According to the recent listing data provided by Immobiliare.it, the average asking price for residential properties in Italy reached approximately € 2,114 per m² in September 2025, up by +2.57 % year-on-year. On a wider trend, the official Istituto Nazionale di Statistica (ISTAT) House Price Index (HPI) shows an annual increase of +4.4 % in the first quarter of 2025, driven especially by existing-dwelling prices (+4.9 %).

In response to the negative impacts of overtourism, local authorities have implemented regulatory frameworks to moderate tourist flows. These include mandatory booking systems for high-density zones, “landing” fees for day-visitors, quotas on new tourist accommodation facilities, and stricter controls on short-term rental registration. These measures are embedded within a broader regulatory context of regional and national instruments for cultural-heritage protection, urban planning, and territorial governance.

The potential replicability of such governance strategies is highly relevant for other Italian coastal territories as well, especially along the Adriatic coast and in regions such as the Marche. While Venice’s lagoonal and cultural context is exceptional, several of the implemented tools can be adapted to areas subject to seasonal visitor surges and dual tourism-residential dynamics. In the

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Marche region, with its blend of historic towns, seaside resorts and cultural heritage, adoption of targeted regulatory frameworks could help preserve a balance between tourism development, housing accessibility, and heritage protection.

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