

ALMOST 80,000 VISITORS AT THE VENARIA REALE SINCE THE BEGINNING OF THE YEAR. DATA AND FIGURES ARE COMPARED WITH THE SAME PERIOD IN 2008

Several media have asked for updated official data on the visits to the Venaria Reale in this first part of 2009 and we are more than glad to provide them.

On March 9th 2009 a total of 78,892 visits have been registered - compared to 76,349 for the same period last year, when the Reggia was first opened to the public. In particular, 9,584 tickets were sold in January 2009 for the Reggia and the Gardens, compared to 26,921 in January 2008. In February, when the weather was much more pleasant than the previous month, the tickets sold were 47,929 - including those for the "Egypt's Sunken Treasures" exhibition - compared to 38,292 in February 2008. In the first nine days of March, total visitors were 21,379 - 11,136 in the same period last year. Data acquired since the beginning of 2009 also include visits to the **Egypt's Sunken Treasures** exhibition, which totalled **38,213 visitors from February 6th to March 9th.** **As for bookings, over 88,000 visitors have already booked their tickets for the Reggia and the Gardens and around 36,500 for the Exhibition until May/June 2009.**

It can be concluded that Venaria shows an opposite trend to the general drop in the number of visitors registered at other relevant Italian cultural attractions, which unofficial sources estimate at about 20% in this first part of the year.

*Communication and Press Office
La Venaria Reale
Andrea Scaringella*