ITALY
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

2.5% of 3.5% 1 in 4 net new jobs were created by Travel & Tourism over the last five years.

Global GDP impact by sector (2018 data). Share of total economy GDP

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

Jobs globally (1 in 10 jobs)

330MN

EU

44.9BN in visitor spend (7.9% of total exports)

ITALY 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

13.0% OF TOTAL ECONOMY

Total T&T GDP = EUR232.9BN (USD259.7BN)

+2.2%

2019 Travel & Tourism GDP growth vs +0.1% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

3,475.9 JOBS (000’s)

14.9% of total employment

INTERNATIONAL VISITOR IMPACT

EUR44.9 BN

in visitor spend (7.9% of total exports) (USD50.1BN)

INBOUND ARRIVALS

- 1. GERMANY 20%
- 2. UNITED STATES 8%
- 3. FRANCE 8%
- 4. UNITED KINGDOM 6%
- 5. CHINA 5%
- REST OF WORLD 53%

OUTBOUND DEPARTURES

- 1. FRANCE 21%
- 2. SPAIN 13%
- 3. UNITED KINGDOM 16%
- 4. GERMANY 5%
- 5. GREECE 5%
- REST OF WORLD 50%

Note: Data are average shares over the 2016-2018 period.
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 81%
- BUSINESS SPENDING 19%
- DOMESTIC SPENDING 76%
- INTERNATIONAL SPENDING 24%

1 All values are in constant 2019 prices & exchange rates
As reported in March 2020.