**ITALY**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

1. **10.3%** Total GDP contribution
2. **330MN** Jobs globally (1 in 10 jobs)

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>10%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>5%</td>
</tr>
</tbody>
</table>

**ITALY 2019 KEY DATA**

1. **13.0% OF TOTAL ECONOMY**
   - Total T&T GDP = EUR232.9BN (USD259.7BN)

2. **+2.2%**
   - 2019 Travel & Tourism GDP growth vs +0.1% real economy GDP growth

3. **3,475.9 JOBS (000's)**
   - (14.9% of total employment)

4. **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 6%
- 4. GERMANY 5%
- 5. GREECE 5%
- REST OF WORLD 50%

**SECTOR CHARACTERISTICS (2019)**

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

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