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% Real economy GDP growth vs +0.1%

1 in 4 net new jobs were created by Travel & Tourism over the last five years

3,475.9 JOBS (000's) 13.0% OF TOTAL ECONOMY
(14.9% of total employment)

EUROPE

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%

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

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 6%
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%

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