ITALY
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

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:

- Mining: 0%
- Automotive: 5%
- Agriculture: 5%
- Travel & Tourism: 14.9%
- Retail: 10%
- Financial Services: 6%

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

ITALY 2019 KEY DATA

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

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

EUR44.9BN 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%

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