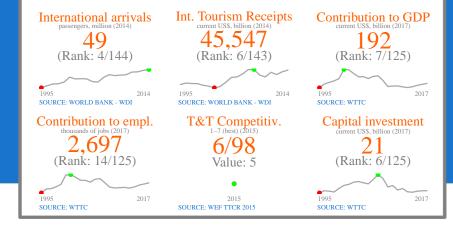
Tourism 360

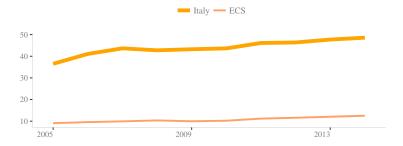
Italy

Country Snapshot



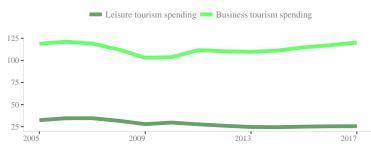
TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast.	3/98	Value: 6.7
1-7 (best) (2015)		

Cultural resour. & business travel

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources	11/98	Value: 4.6
1-7 (hest) (2015)		

Value: 5.5

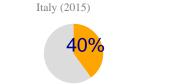
Natural and cultural res. subindex 1-7 (best) (2015)

SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

Value: 6.5

TRAVEL SERVICES, % of commercial service exports



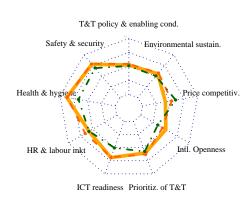
ECS (average, 2015)

INTERNATIONAL TOURISM RECEIPTS, % of total exports

Italy (2014) ECS (average, 2014)



12%



● Italy ● ECS ● World

SOURCE: WORLD BANK - WDI SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION CAPITAL INVESTMENT, current \$US billion Total contribution to Internal T&T consumption 85.1% 192.4 GDP, current US\$, billion-153.4 (Rank: 7/125) (2017)(2017) Total contribution to employment, thousands of-2,696.5 10.5% jobs (2017) Domestic tourism spending 96.7 (Rank: 7/125) Direct contribution to 35.2% GDP, current US\$, billion-79.6 (2017) (2017)Direct contribution to Capital investment 4.5% 1,168.7 employment, thousands of-33.6 (Rank: 6/125) jobs (2017) (2017)SOURCE: WTTC SOURCE: WTTC INTERNATIONAL TOURISM, in \$US (*) ACCESS AND TRANSPORT International tourism, 45,547 receipts for travel items-Air transport infrast. (2014)Value: 4.3 International tourism, 2,355 receipts for passenger-1-7 (best) (2015) transport items (2013) International tourism. 28,857 expenditures for travel items-(2014)Ground & port infrast. Value: 4.7 International tourism, 6,557 expenditures for passenger transport items (2013) 1-7 (best) (2015) SOURCE: WEF TTCR 2015 SOURCE: WORLD BANK - WDI

OTHER COMPETITIVENESS INDICATORS

Price competitiv. 1–7 (best) (2015)	93/98 Va	lue: 3.5	Prioritiz. of T&T 1–7 (best) (2015)	45/97	Value: 4.6
Business envmnt	86/97 Va	lue: 3.6	HR & labour mkt	47/98	Value: 4.5
1-7 (best) (2015)			1–7 (best) (2015)		
SOURCE: WEF TTCR 2015			SOURCE: WEF TTCR 2015		

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.

