

ITALY

2021 Annual Research: Key Highlights¹

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019



Change in Jobs in 2020²

-61.6 MN
-18.5%

Italy Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

13.1%

of Total
Economy

Total T&T GDP = EUR236.4BN
(USD269.8BN)

7.0%

of Total
Economy

Total T&T GDP = EUR115.8BN
(USD132.2BN)

-51.0%

Change in Travel
& Tourism GDP
vs -8.8% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

3,499.3

Jobs (000s)
(15.0 % of total employment)

3,162.0

Jobs (000s)
(13.8 % of total employment)

Change in jobs²:

-9.6%

-337.3 (000s)



Visitor Impact International:

EUR **45.6** BN

Visitor spend
8.0% of total exports (USD52.1BN)

EUR **17.3** BN

Visitor spend
3.6% of total exports (USD19.8BN)

Change in
international visitor
spend:

-62.0%

-USD 32.3 BN

Domestic:

EUR **142.8** BN

Visitor spend
(USD 163.0BN)

EUR **71.9** BN

Visitor spend
(USD 82.1BN)

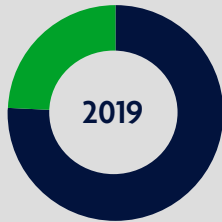
Change in domestic
visitor spend:

-49.6%

-USD 80.9 BN

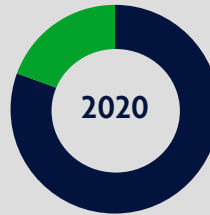
Italy Sector Characteristics

Domestic vs International Spending:



● Domestic Spending:
USD 163.0BN (76%)

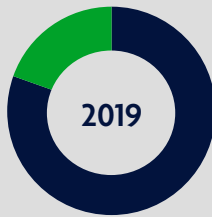
● International Spending:
USD 52.1BN (24%)



● Domestic Spending:
USD 82.1BN (81%)

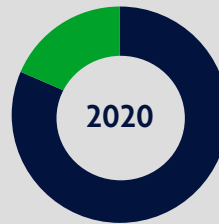
● International Spending:
USD 19.8BN (19%)

Leisure vs Business Spending:



● Leisure Spending:
USD 173.0BN (80%)

● Business Spending:
USD 42.2BN (20%)



● Leisure Spending:
USD 83.0BN (81%)

● Business Spending:
USD 18.9BN (19%)

Inbound Arrivals³

2019	2020
1. Germany 22%	1. Germany 25%
2. France 12%	2. France 11%
3. United Kingdom 9%	3. United Kingdom 9%
4. Austria 7%	4. Austria 7%
5. United States 6%	5. Switzerland 6%
Rest of world 44%	Rest of world 42%

Outbound Departures³

2019	2020
1. France 20%	1. France 33%
2. Spain 13%	2. Spain 9%
3. United Kingdom 6%	3. Austria 5%
4. Germany 5%	4. Germany 4%
5. Greece 4%	5. United Kingdom 4%
Rest of world 52%	Rest of world 45%

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO