

# Tourism Flows Inbound in Italy

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## Abstracts

In 2013 inbound tourism flows increased to 51 million trips and reached value sales of €34.3 billion. The most important countries in terms of expenditure were Germany, the US, France and the UK.

Euromonitor International's Tourism Flows Inbound in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Arrivals, Arrivals by Mode of Transport, Arrivals by Purpose of Visit.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Tourism Flows Inbound market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Prospects

Category Data

Table 1 Arrivals by Country of Origin: Number of Trips 2008-2013

Table 2 Arrivals by Mode of Transport: Number of Trips 2008-2013

Table 3 Arrivals by Purpose of Visit: Number of Trips 2008-2013

Table 4 Business Arrivals by MICE Penetration: Number of Trips 2008-2013

Table 5 Leisure Arrivals by Type: % Trips 2008-2013

Table 6 Incoming Tourist Receipts by Geography: Value 2008-2013

Table 7 Incoming Tourist Receipts by Category: Value 2008-2013

Table 8 Method of Payment for Incoming Tourist Receipts: % Value 2008-2013

Table 9 Forecast Arrivals by Country of Origin: Number of Trips 2013-2018

Table 10 Forecast Arrivals by Mode of Transport: Number of Trips 2013-2018

Table 11 Forecast Arrivals by Purpose of Visit: Number of Trips 2013-2018

Table 12 Forecast Incoming Tourist Receipts by Geography: Value 2013-2018

Table 13 International Arrivals by City 2008-2013

Executive Summary

the Economy Continues To Negatively Impact Travel and Tourism in Italy

the Online Channel Is Booming

Strong Inbound Tourism Flows

Low-cost Carriers on the Rise

the Future for Travel and Tourism in Italy Is Bright

SWOT

Summary 1 Italy: SWOT

Demand Factors

Table 14 Leave Entitlement: Volume 2008-2013

Table 15 Holiday Takers by Age 2008-2013

Table 16 Seasonality of Trips: % Breakdown 2008-2013

Balance of Payments

Table 17 Balance of Tourism Payments: Value 2008-2013

Sources

Summary 2 Research Sources

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