

Travel and Tourism in Italy

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Abstracts

The negative economic environment continued to impact the performance of travel and tourism in Italy in 2013, as Italians, with lower available incomes and higher levels of unemployment and uncertainty about the future, became very careful about their expenditure, and in some instances were forced to forego their holidays and travel, preferring to save money. This trend had an impact mainly on the performance of domestic and outbound tourism. In addition, the economic crisis severely impacted...

Euromonitor International's Travel and Tourism 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: Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

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

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Get a detailed picture of the Travel and Tourism 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.

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Contents

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 1 Leave Entitlement: Volume 2008-2013

Table 2 Holiday Takers by Age 2008-2013

Table 3 Seasonality of Trips: % Breakdown 2008-2013

Balance of Payments

Table 4 Balance of Tourism Payments: Value 2008-2013

Sources

Summary 2 Research Sources

Accor Group in Travel and Tourism (italy)

Strategic Direction

Key Facts

Summary 3 Accor Group: Key Facts

Summary 4 Accor Group: Operational Indicators

Company Background

Competitive Positioning

Summary 5 Accor Group: Competitive Position 2013

Alitalia Compagnia Aerea Italiana SpA in Travel and Tourism (italy)

Strategic Direction

Key Facts

Summary 6 Alitalia Compagnia Aerea Italiana SpA: Key Facts

Summary 7 Alitalia Compagnia Aerea Italiana S.p.A.: Operational Indicators

Company Background

Competitive Positioning

Summary 8 Alitalia Compagnia Aerea Italiana SpA.: Competitive Position 2013

Edreams SRL in Travel and Tourism (italy)

Strategic Direction

Key Facts

Summary 9 eDreams Srl: Key Facts

Company Background

Competitive Positioning

Summary 10 eDreams Srl: Competitive Position 2013

Headlines

Trends

Prospects

Category Data

Table 5 Car Rental Sales by Category and Location: Value 2008-2013

Table 6 Car Rental Sales by Channel: Value 2008-2013

Table 7 Structure of Car Rental Market 2008-2013

Table 8 Car Rental NBO Company Shares: % Value 2009-2013

Table 9 Car Rental Brands by Key Performance Indicators 2013

Table 10 Forecast Car Rental Sales by Category and Location: Value 2013-2018

Table 11 Forecast Car Rental Sales by Channel: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 12 Number of Hotel/Resort Spas: Units 2008-2013

Table 13 Health and Wellness Tourism Sales by Category: Value 2008-2013

Table 14 Forecast Health and Wellness Tourism Sales by Category: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 15 Domestic Tourism by Destination: Number of Trips 2008-2013

Table 16 Domestic Tourism by Purpose of Visit and Mode of Transport: Number of Trips 2008-2013

Table 17 Domestic Tourist Expenditure: Value and % Growth 2008-2013

Table 18 Method of Payment for Domestic Tourism Spending: % Value 2008-2013

Table 19 Forecast Domestic Tourism by Purpose of Visit and Mode of Transport: Number of Trips 2013-2018

Table 20 Forecast Domestic Tourist Expenditure: Value and % Growth 2013-2018

Headlines

Trends

Prospects

Category Data

Table 21 Arrivals by Country of Origin: Number of Trips 2008-2013

Table 22 Arrivals by Mode of Transport: Number of Trips 2008-2013

Table 23 Arrivals by Purpose of Visit: Number of Trips 2008-2013

Table 24 Business Arrivals by MICE Penetration: Number of Trips 2008-2013

Table 25 Leisure Arrivals by Type: % Trips 2008-2013

Table 26 Incoming Tourist Receipts by Geography: Value 2008-2013

Table 27 Incoming Tourist Receipts by Category: Value 2008-2013

Table 28 Method of Payment for Incoming Tourist Receipts: % Value 2008-2013

Table 29 Forecast Arrivals by Country of Origin: Number of Trips 2013-2018

Table 30 Forecast Arrivals by Mode of Transport: Number of Trips 2013-2018

Table 31 Forecast Arrivals by Purpose of Visit: Number of Trips 2013-2018

Table 32 Forecast Incoming Tourist Receipts by Geography: Value 2013-2018

Table 33 International Arrivals by City 2008-2013

Headlines

Trends

Prospects

Category Data

Table 34 Departures by Destination: Number of Trips 2008-2013

Table 35 Departures by Mode of Transport: Number of Trips 2008-2013

Table 36 Departures by Purpose of Visit: Number of Trips 2008-2013

Table 37 Business Departures by MICE Penetration: Number of Trips 2008-2013

Table 38 Leisure Departures by Type: % Trips 2008-2013

Table 39 Outgoing Tourist Expenditure by Geography: Value 2008-2013

Table 40 Outgoing Tourist Expenditure by Category: Value 2008-2013

Table 41 Method of Payment for Outgoing Tourism Spending: % Value 2008-2013

Table 42 Forecast Departures by Destination: Number of Trips 2013-2018

Table 43 Forecast Departures by Mode of Transport: Number of Trips 2013-2018

Table 44 Forecast Departures by Purpose of Visit: Number of Trips 2013-2018

Table 45 Forecast Outgoing Tourist Expenditure by Geography: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 46 Tourist Attractions Sales by Category: Value 2008-2013

Table 47 Tourist Attractions Visitors by Category 2008-2013

Table 48 Tourist Attractions Sales by Channel: Value 2008-2013

Table 49 Leading Tourist Attractions by Visitors 2008-2013

Table 50 Forecast Tourist Attractions Sales by Category: Value 2013-2018

Table 51 Forecast Tourist Attractions Visitors by Category 2013-2018

Table 52 Forecast Tourist Attractions Sales by Channel: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 53 Transportation Sales by Category: Value 2008-2013

Table 54 Transportation Sales by Channel: Value 2008-2013

Table 55 Airline Capacity: Number of People 2008-2013

Table 56 Airline Passengers Carried by Category 2008-2013

Table 57 Airline Passengers Carried by Distance 2008-2013

Table 58 Airline NBO Company Shares: % Value 2009-2013

Table 59 Airline Brands by Key Performance Indicators 2013

Table 60 Forecast Transportation Sales by Category: Value 2013-2018

Table 61 Forecast Transportation Sales by Channel: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 62 Travel Accommodation Sales by Category: Value 2008-2013

Table 63 Travel Accommodation Outlets by Category: Units 2008-2013

Table 64 Travel Accommodation by Category: Number of Rooms 2008-2013

Table 65 Travel Accommodation Sales by Channel: Value 2008-2013

Table 66 Hotel NBO Company Shares: % Value 2009-2013

Table 67 Hotel Brands by Key Performance Indicators 2013

Table 68 Regional Hotel Parameters 2013

Table 69 Forecast Travel Accommodation Sales by Category: Value 2013-2018

Table 70 Forecast Travel Accommodation Outlets by Category: Units 2013-2018

Table 71 Forecast Travel Accommodation Sales by Channel: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 72 Travel Retail Sales by Category: Value 2008-2013

Table 73 Travel Retail Corporate Business Sales: Value 2008-2013

Table 74 Travel Retail Leisure Sales: Value 2008-2013

Table 75 Travel Retail Online Sales by Category: Internet Transaction Value 2008-2013

Table 76 Travel Retail NBO Company Shares: % Value 2009-2013

Table 77 Travel Retail Brands by Key Performance Indicators 2013

Table 78 Forecast Travel Retail Sales by Category: Value 2013-2018

Table 79 Forecast Travel Retail Corporate Business Sales: Value 2013-2018

Table 80 Forecast Travel Retail Leisure Sales: Value 2013-2018

Table 81 Forecast Travel Retail Online Sales by Category: Internet Transaction Value
2013-2018

Headlines

Trends

Prospects

Category Data

Table 82 Online Travel Sales to Country Residents by Category: Value 2008-2013

Table 83 Forecast Online Travel Sales to Country Residents by Category: Value
2013-2018

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