

# Italy Travel and Tourism Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### SUMMARY

Travel & Tourism in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The travel and tourism industry consists of revenues generated by passenger airlines, passenger rail, foodservice, hotels and motels, travel intermediaries and casinos and gaming market.

The Italian travel and tourism industry had total revenues of \$248.2 billion in 2022, representing a negative compound annual rate of change (CARC) of 0.3% between 2017 and 2022.

Food service was the industry's largest segment in 2022, with total revenues of \$144.1 billion, equivalent to 58.1% of the industry's overall value.

In 2021, to recover from the impact of COVID-19 and regain tourism, the Lazio region of Italy launched an initiative "More nights, more dreams" with a funding of \$11.8 million (EUR10 million).

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the travel & tourism market in Italy

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel & tourism market in Italy

Leading company profiles reveal details of key travel & tourism market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy travel & tourism market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Italy travel & tourism market by value in 2022?

What will be the size of the Italy travel & tourism market in 2027?

What factors are affecting the strength of competition in the Italy travel & tourism market?

How has the market performed over the last five years?

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