

Travel and Tourism in Italy

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Abstracts

Travel and Tourism in Italy

Summary

Travel & Tourism in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). 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.

The Italian Travel & Tourism industry had total revenues of \$235.2bn in 2019, representing a compound annual growth rate (CAGR) of 2.1% between 2015 and 2019.

The foodservice segment was the industry's most lucrative in 2019, with total revenues of \$137.7bn, equivalent to 58.5% of the industry's overall value.

Italy exhibits a strong tourism position in terms of the number of domestic trips and international arrivals, and has the highest number of heritage sites worldwide. In 2019, it was ranked fourth in the world in terms of international arrivals.

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 2019?

What will be the size of the Italy travel & tourism market in 2024?

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

How has the market performed over the last five years?

Who are the top competitors in Italy's travel & tourism market?

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COMPANIES MENTIONED

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Restaurant Brands International Inc

AccorHotels

Cigierre - Compagnia Generale Ristorazione SpA

Best Western International Inc

Cremonini SpA

Alitalia - Societa Aerea Italiana S.p.A.

easyJet Plc

Marriott International Inc

NH Hotel Group SA

Ryanair Holdings plc

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