

Travel in Italy

Market Direction | 2024-09-12 | 48 pages | Euromonitor

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Report description:

Travel is set to perform very well in Italy in 2024, with increasing trends for inbound and domestic tourism, and also a positive performance for outbound travel. Italians, as well as people abroad, are willing to travel, and indeed consider it a priority; consequently, most destinations in Italy are experiencing a growth trend in terms of the number of inbound, domestic, and outbound trips. Most travel in Italy is for leisure purposes, but there is also a positive trend for business travel, whi...

Euromonitor International's Travel 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Booking, In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

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

Why buy this report?

- * Get a detailed picture of the Travel 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.

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