

City Profile - Rome; Comprehensive overview of the city, PEST analysis and analysis of key industries including technology, tourism and hospitality, construction and retail

Industry Report | 2024-12-23 | 39 pages | MarketLine

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Report description:

City Profile - Rome; Comprehensive overview of the city, PEST analysis and analysis of key industries including technology, tourism and hospitality, construction and retail

Summary

"City Profile - Rome" provides historical and forecast data on key city level metrics along with analytical coverage of the latest political, economic, social, technological, infrastructural, legal and environmental issues affecting Rome.

The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trends.

Rome is the largest city in terms of population and the capital city of Italy. Rome metropolitan area, a key European commercial hub, contributed 8.9% to Italy's GDP in 2023, with significant economic drivers including tourism, IT services, aerospace, finance, and real estate. However, the area's GDP growth slowed in 2023, mainly due to weak domestic demand, reduced exports, and lower investment.

Scope

- The service sector remains the key contributor to the Rome metropolitan area's economy and employment.
- Rome is a key tourist destination for international visitors. The city experienced a 26.7% increase in tourist arrivals from 2022 to

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2023, reaching 10.1 million visitors. The city's appeal to luxury tourists has grown, supported by the opening of new five-star hotels. Additionally, numerous upcoming events are expected to drive even more tourists to the city in the future.

Reasons to Buy

- Gain a comprehensive knowledge of future economic and demographic trends and understand the performance of various sectors within the city.
- Analyze and understand the business environment in the city to align your investment and expansion strategies.
- The report helps to drive a conclusion in choosing a suitable city to invest or expand according to your business structure.
- Explore new opportunities in the hospitality, tourism, construction, real estate and retail sectors.

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