

## **Hospitality Industry In Italy - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The Hospitality Industry In Italy Market size is estimated at USD 10.01 billion in 2025, and is expected to reach USD 14.40 billion by 2030, at a CAGR of 7.54% during the forecast period (2025-2030).

The hospitality industry in Italy is witnessing a surge in revenue, primarily driven by a booming tourism sector. In the previous year, the tourism sector in Italy saw a notable uptick and a footfall of over 63 million tourists. Notably, demand from domestic firms and other EU nations has emerged as a pivotal force, accounting for nearly 60% of Italy's tourism sector. This heightened demand is evident in the proliferation of domestic and international hotel chains, with significant disparities in their current growth rates across the country. Milan and Rome are the top draws for international visitors, closely followed by Florence and Venice. Rome, boasting over 45 international 5-star hotels, stands out as a hub for luxury brands.

Italy's hospitality industry, boasting a staggering 1 million rooms, is the world's fourth-largest, trailing the United States, China, and Japan. The industry is witnessing a rise in overnight stays, with many international brands securing regional management contracts. The Italian hospitality industry has a vibrant tapestry encompassing many offerings. From opulent luxury hotels to charming bed and breakfasts, Italy caters to the diverse needs of both local and global travelers. A hallmark of the Italian hospitality experience is its unwavering commitment to personalized service and meticulous attention to detail. Italian hospitality professionals are renowned for their warm and familial approach, ensuring guests feel at home. Whether it's a warm welcome at the reception or a tailored recommendation for a local eatery, Italy's hospitality industry strives to create lasting memories for its visitors.

Italy's hospitality industry extends beyond accommodations, encompassing a rich culinary scene. Italy is celebrated for its gastronomic prowess, from Michelin-starred establishments to cozy trattorias. Italian chefs and restaurateurs take immense pride

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in sourcing fresh, local ingredients to craft authentic and delectable dishes. Beyond hotels and eateries, the Italian hospitality industry encompasses various tourism services, including tour operators, travel agencies, and event planners. These professionals work tirelessly to curate bespoke experiences, whether a wine-tasting tour in Tuscany or a dreamy destination wedding in an idyllic Italian village. The hospitality industry in Italy is instrumental in enhancing the country's allure as a tourist destination, highlighting its rich cultural heritage and natural wonders.

## Hospitality Industry In Italy Market Trends

### Italy's Tourism Surge is a Catalyst for Hospitality Expansion

Italy's thriving tourism sector has significantly influenced its hospitality industry. As global tourists flock to Italy, captivated by its rich history, vibrant culture, and stunning landscapes, the demand for hospitality services, ranging from accommodations to dining, increases. Central to this growth is the rising tide of international visitors. Italy, celebrated for its iconic landmarks such as the Colosseum, Vatican City, and the enchanting canals of Venice, recorded a 3.2% rise in international tourist arrivals in 2023, culminating in a historic 64 million visitors. This influx catalyzed a robust expansion in the hospitality industry, increasing the demand for hotels, resorts, and diverse accommodations.

Moreover, as tourists venture beyond the famed locales of Rome, Florence, and Venice, delving into the scenic wonders of Tuscany, Sicily, and the Amalfi Coast, the emergence of new hospitality venues, from hotels to charming bed and breakfasts, is burgeoning. This trend is witnessed across the dining and entertainment industries as well. With travelers increasingly craving authentic Italian culinary experiences, there has been a notable uptick in restaurants, cafes, and various food-centric enterprises. This culinary enthusiasm not only drives employment but also strengthens the overarching hospitality industry, evidenced by the restaurant industry's impressive 4.5% growth rate over the past year. The tourism surge has also ushered in diversification within Italy's hospitality industry. Beyond the conventional hotels and dining establishments, there is a notable rise in alternative offerings such as vacation rentals, boutique hotels, and agritourism. The alternative accommodations segment witnessed a commendable 7% growth in the past year. This diversification aligns with shifting tourist preferences and paves the way for fresh entrepreneurial opportunities within the hospitality industry.

### Economic Growth is Driving the Market

The hospitality industry in Italy is witnessing a notable upswing, buoyed by the country's robust economic growth. Italy's economy has been steadily rising, marked by a surge in disposable incomes and consumer spending. Consequently, there has been an uptick in domestic and international tourism, with Italy's rich cultural heritage and scenic landscapes acting as perennial attractions. Italy's recent economic growth has broadened its appeal, resulting in a notable uptick in the demand for hospitality services. This demand is evident in the rising number of hotels, resorts, and other accommodations nationwide.

Notably, major cities like Rome, Florence, and Venice have witnessed a significant uptick in hotel and luxury resort developments. Even smaller towns, previously less frequented by tourists, are witnessing a surge in hospitality infrastructure. The expansion is generating a significant number of job opportunities and has had a ripple effect on various other sectors. The heightened demand for hospitality services has boosted the construction industry, with new hotels and resorts being built. Additionally, other industries like transportation, food and beverages, and entertainment reap the benefits as tourists seek various services during their stay.

## Hospitality Industry In Italy Industry Overview

Italy's hospitality industry is semi-consolidated, with dominant hotel chains and prominent hospitality firms. These entities wield significant influence, particularly in crucial tourist hubs, and cater to diverse traveler segments. From budget-conscious tourists to

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those seeking luxury, these players boast robust resources and infrastructure, enabling them to offer top-notch services and amenities. Some of the major players in the market include Accor SA, InterContinental Hotels Group, Marriott International Inc., Hilton Hotels and Resorts, and Gruppo UNA SpA.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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