Euromonitor International

Travel in Italy

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Premiumisation drives travel growth as domestic demand softens under cost inflation
Luxury hospitality and international investment drive steady lodging growth
Community-focused sustainability and flexible booking conditions define traveller choices
Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Cycle tourism and technology drive new travel behaviours
Luxury investment and slow mobility reshape regional demand
Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

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COUNTRY REPORTS DISCLAIMER

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