



**TOR VERGATA**  
UNIVERSITÀ DEGLI STUDI DI ROMA



**MASTER  
IN ECONOMIA  
E MANAGEMENT  
DELLE ATTIVITÀ  
TURISTICHE  
E CULTURALI**

**“ROME, WHERE EVERYTHING BEGINS”**

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# Introduction

Italy boasts a constant growth of its tourist flows and, in 2019, confirmed itself as the fifth world destination for international arrivals. Rome, the Capital, represents the “main tourist goal” being the most desired and wished destination by all travellers in the world even if it’s “only” the 15th touristic destination on a world level and the third one in Europe, after London and Paris.

Rome is a unique destination because of its extraordinary historic, artistic and cultural sites, its naturalistic resources and the richness and variety of its food&wine, artisanal and fashion typical offer.

Today I’m going to highlight the main “strengths and weaknesses” of Rome as a tourist destination.

ROMA



ROME, WHERE  
EVERYTHING  
BEGINS  
2019



## **TOURISM IN ROMA 2019**

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- **The number of travelers has been increasing with a medium percentage of around 2% per year.**
- **The American tourists keep on being the ones who mostly love Italy and Rome but, starting from 2015 on, the presence of the Asiatic travelers, the Chinese ones in particular, has got growing importance.**
- **This trend was confirmed also in 2019 as shown by the data elaborated by EBTL (Tourism Institution of the Lazio region): they confirm an overall estimation of more than 15 millions of arrivals (+ 1,98% on 2018) and around 30,6 millions of presences (+ 1,78% on 2018).**

## TOURISM IN ROMA 2019

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Arrivals

**19,454,354**



Overnight stays

**46,541,097**



Average stay length

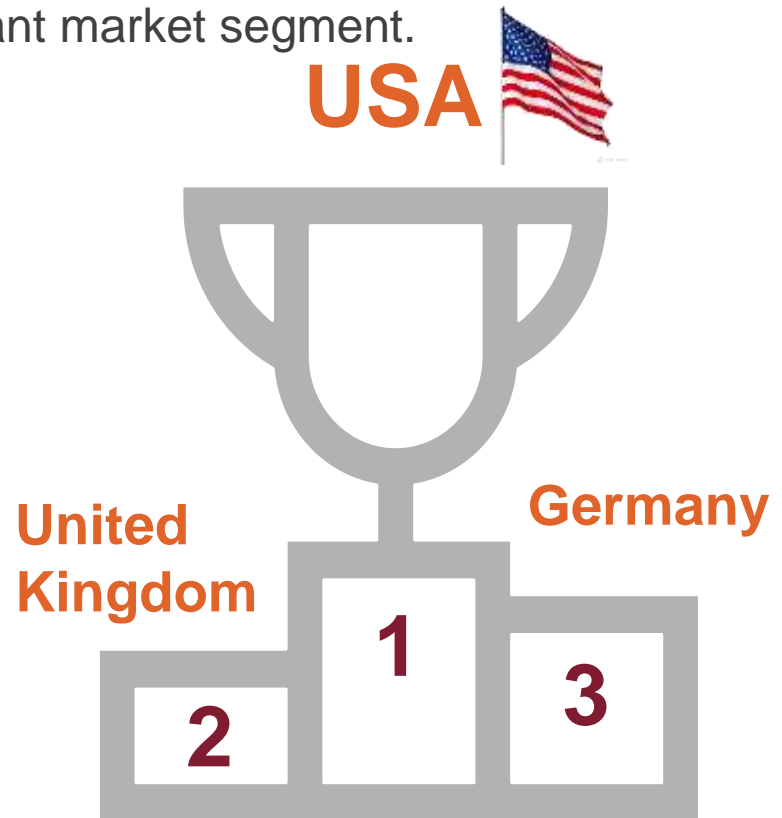
**2.4 nights**

## FOREIGN PRESENCES

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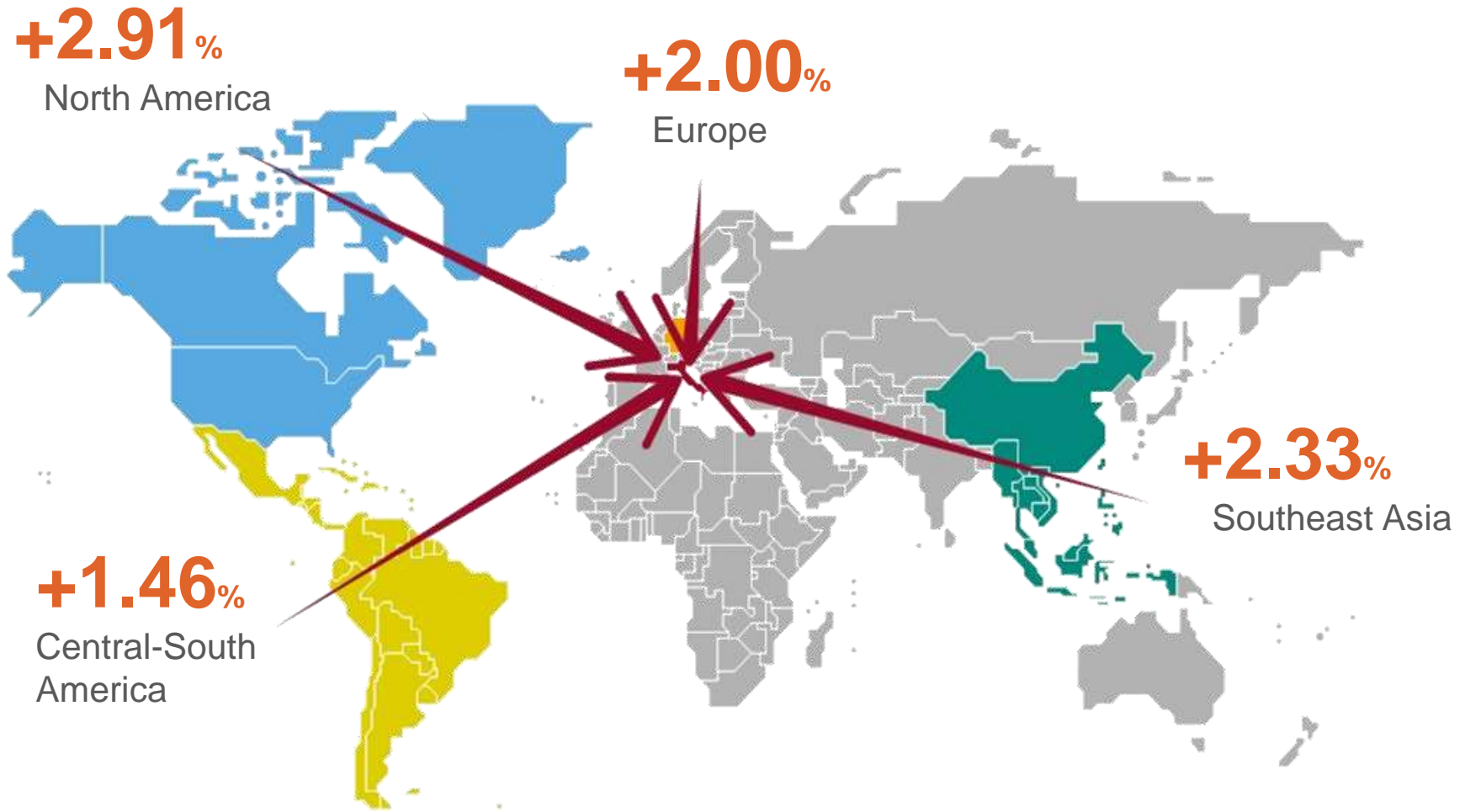
Tourists from USA confirm the record for presences in Roma and continue to be the most important market segment.

- 1 USA**
- 2 United Kingdom**
- 3 Germany**
- 4 France**
- 5 Spain**
- 6 Japan**
- 7 Russia**
- 8 Canada**



## GROWING MARKETS 2019

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## ROMA IN THE WORLD 2019



**World**  
**1.3mIn**  
**travelers** average  
growth **+4%**



**Europe**  
**650mIn** arrivals



**Italy**  
5th place worldwide  
**122.2 mIn** arrivals  
of which

**58.7mIn**  
**Foreign travelers**



**Roma**  
**1st** place in the Italian ranking

**3rd** place in Europe's top ten

Source: Travelers' Choice™ Destinations Awards  
2019, TripAdvisor



## **TOURISM IN ROMA 2019**

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- **The tourism sector represents, since several years, an essential incentive for the economy of the Capital.**
- **Tourism strongly influences, for better or for worse, the structure of the City and its urban and social fabric. It generates direct benefits for a very important part of the Roman society, both in the production of employment and in the business development. Anyway, it also creates inconveniences which, sometimes, have as a consequence the development of a bad attitude regarding tourism creating a sort of “tourismphobia” at certain times and for certain social groups.**

# TOURISM: VALUE AND WEALTH



The biggest city industry and related



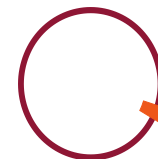
**12%**

of the Roman GDP



**188,172**

employees



**4.2%**

of the GDP at national level



Employment Rate hotel rooms


**76.29%**

Roman average



**42%** national average

# HOSPITALITY AND WELCOME

				
Hotel accomodation		Total facilities	Total rooms	Total beds
	Hotel	1038	51049	104067
	★★★★★	49	4629	9773
	★★★★	295	27524	56984
	Hotel Pension	65	597	1170
Hotel accomodation	Residence	37	698	1716
	Bed & Breakfast commercial	111	294	588
	Bed & Breakfast privately owned	1556	3374	6752
	Holiday home privately owned	3543	5963	11353
	Holiday home commercial	2540	4139	8053
	Holiday homes	268	8079	13995
	Guest House or rooms to let	3211	13579	28581
	Hostel	14	510	1330
	Youth hostel	11	265	897
	Other tourist accomodation	7251		
<b>Total</b>		<b>19,645</b>	<b>88,547</b>	<b>178,502</b>



## **TOURISM IN ROMA 2019**

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- **Rome represents the destination of excellence for cultural and religious tourism.**
- **In the latest years, new identities have been emerging: the contemporary arts in the Flaminio district, in particular, and the business tourism, mostly developed in the Eur district following the creation of the Convention Center “La Nuvola” by architect Massimiliano Fuksas.**
- **Shopping among the streets of the historic city centre (the so called “Tridente”) is an essential part of your holiday.**

## AMONG HISTORY AND CULTURE

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**200**

Public and private museums



**195**

Archaeological areas and historical sites



**7,65 mln visitors + 8.7%**

in 2018 to the Colosseum, Roman Forum, Palatine Hill

## RELIGIOUS TOURISM DESTINATION PAR EXCELLENCE

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More than  
**900** churches  
and basilicas



Every year more than  
**6 million**  
people visit  
the Vatican Museums  
**4th** most visited museum  
in the world

## MODERN AND CONTEMPORARY ROMA

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Historical sites hosting exclusive exhibitions,  
innovative urban solutions and new forms of  
expression  
with futuristic buildings designed by archistars  
up to spaces dedicated to street art.



**Bonaparte  
Mansion Roma  
Cultural Hub  
and Exhibition  
Hall**



**Bridge of the  
Music-  
Armando  
Trovajoli**



**Auditorium  
Parco della  
Musica**



**MAXXI -  
National  
Museum of  
XXI Century  
Arts**

## M.I.C.E. TOURISM

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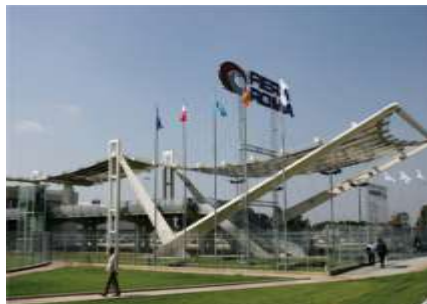
*La Nuvola* New Convention Center  
for **8,000** delegates



**2** years for M.I.C.E. tourism in  
Roma

**20** promotional events

### Fiera di Roma



over **190,000** sqm  
**10** halls  
**+ 13** meeting rooms  
**60,000** total capacity

### Palazzo dei Congressi



over **8,000** sqm  
**32** meeting rooms  
**2,550** total  
capacity



## EXCELLENCIES

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### Shopping

The city boasts more than

**127,000** shops

**7** shopping centres

**2** luxury outlets



### Restaurants

**26 thousand** restaurants

**20 starred** restaurants



**3 main Concert halls**

+ open air unique spaces

Circo Massimo and Terme di Caracalla



**6 Amusement parks**

## **TOURISM IN ROMA 2019**

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- **Thanks to the High Speed railway network, Rome is the ideal place to move from to discover other unforgettable Italian destinations. Two railway stations within the City are supplied by the two High Speed railway lines managed by the companies “Trenitalia” and “Italo Treno”.**
- **Two airports (“Leonardo da Vinci” in Fiumicino and “Pastine” in Ciampino). About 100 airlines have been flying from Fiumicino towards more than 210 destinations all over the world while Ciampino Airport is used mainly by low cost airlines.**

## DISCOVER ITALY STARTING FROM ROMA

The main Italian cities are suitable for all in few time



## TOURISM IN ROMA 2019

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- **An important network of Tourist Infopoints is available in the City center in order to provide appropriate information and welcome to Italian and foreign travelers visiting Rome. Besides giving information about the main services offered by the City, the P.I.T. (Tourist Information Points) offer booking and sale services concerning relevant tourist products, such as the tourist city cards (72 and 48 hours) but also shows and events.**
- **Tourist information of Rome is more and more spread through the official tourist website of the City, [www.turismoroma.it](http://www.turismoroma.it), which was projected as “full responsive and mobile first” and guarantees web surfing by any mobile device.**
- **In addition to the web site, Rome is on the main socials media: Facebook, Instagram and YouTube.**



# WHAT'S SAID OF ROMA



**Contact center**  
060608



**Facebook**  
Turismoroma – official page



**Instagram**  
turismoromaweb



[www.turismoroma.it](http://www.turismoroma.it)



**Twitter**  
@turismoromaweb



**City Card Roma Pass**

## TOURIST INFOPOINTS

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Tourist information points currently active in the City



### Termini Station

Via Giovanni Giolitti, 34  
(Inside building F – Track 24)



### Minghetti

Via Marco Minghetti (Corner of Via del Corso)



### Imperial Forums

Via dei Fori Imperiali



### Castel Sant'Angelo

Piazza Pia (next to the gardens)



### Ciampino Apt

Aeroporto G.B. Pastine – outdoor area  
International Arrivals



### Fiumicino Apt

Aeroporto Fiumicino – Leonardo Da Vinci –  
International Arrivals Terminal T3

**Thank  
you!**