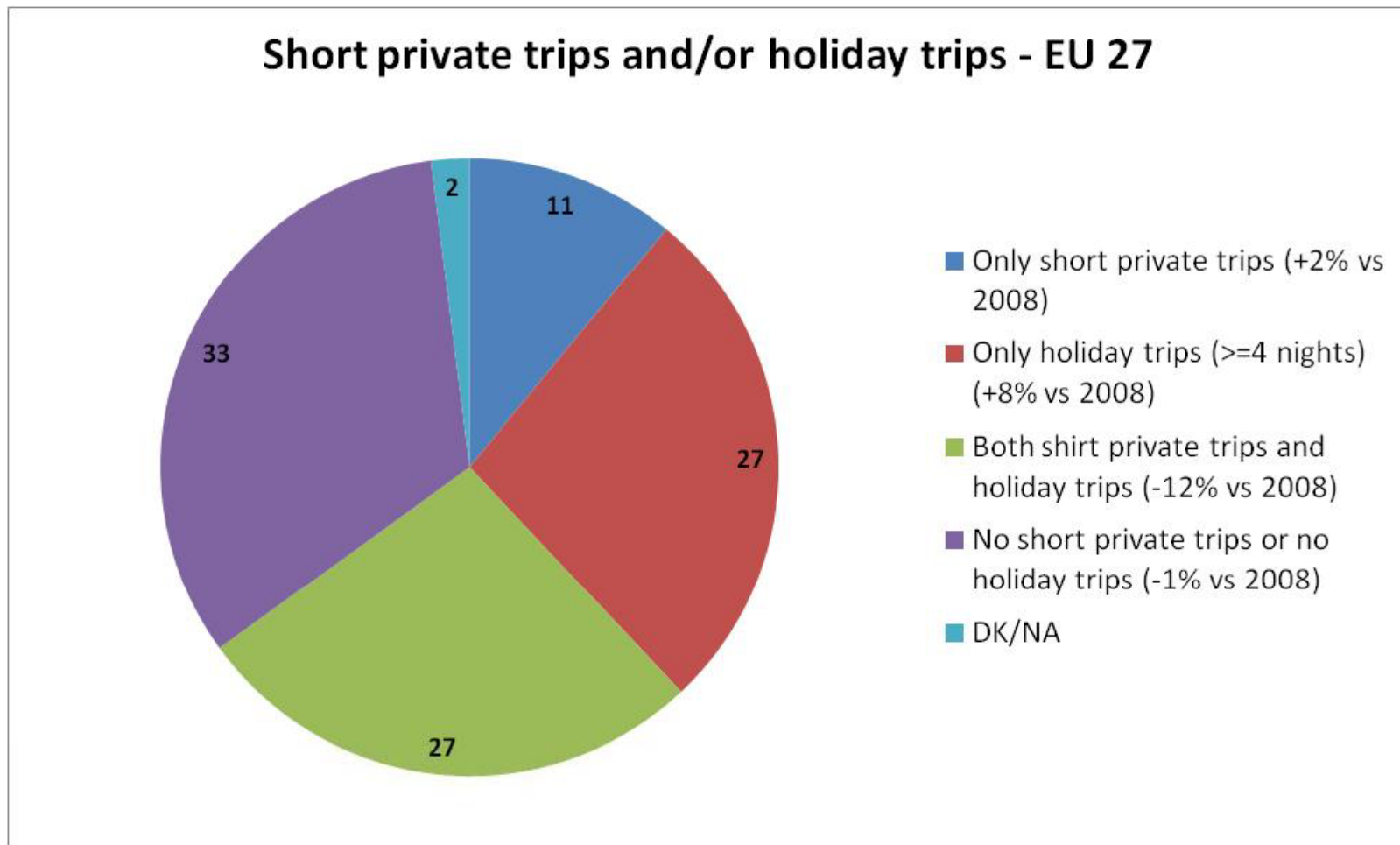




Renzo Iorio – VP Federturismo Confindustria



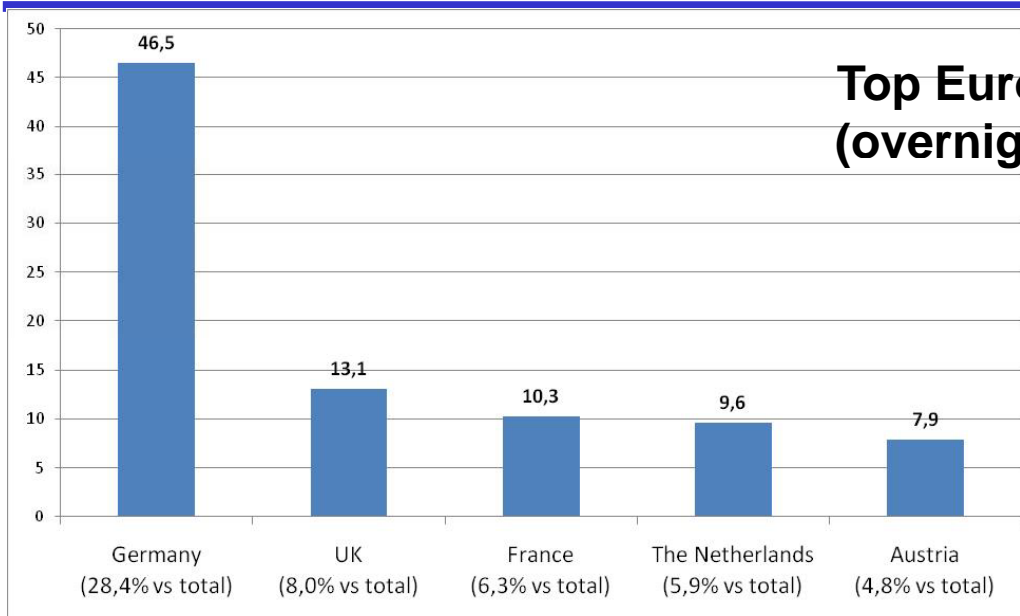
Tourism is widely focused on short breaks



38% European citizen did a least one short trip in 2009 (58% of travellers)

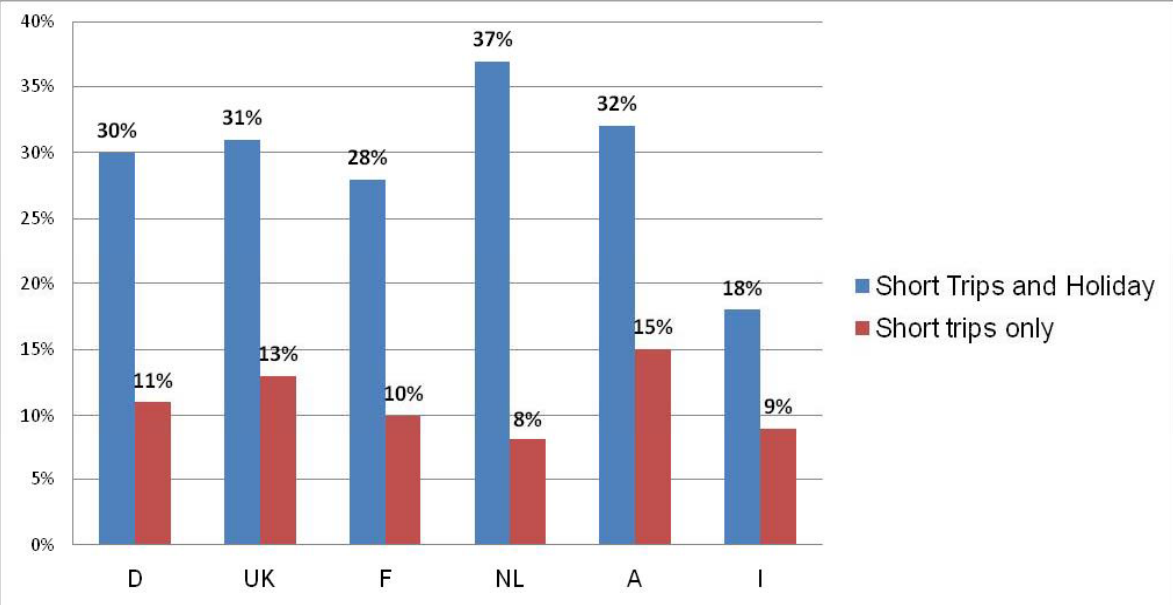


Tourism & Gastronomy: a unique opportunity for growth



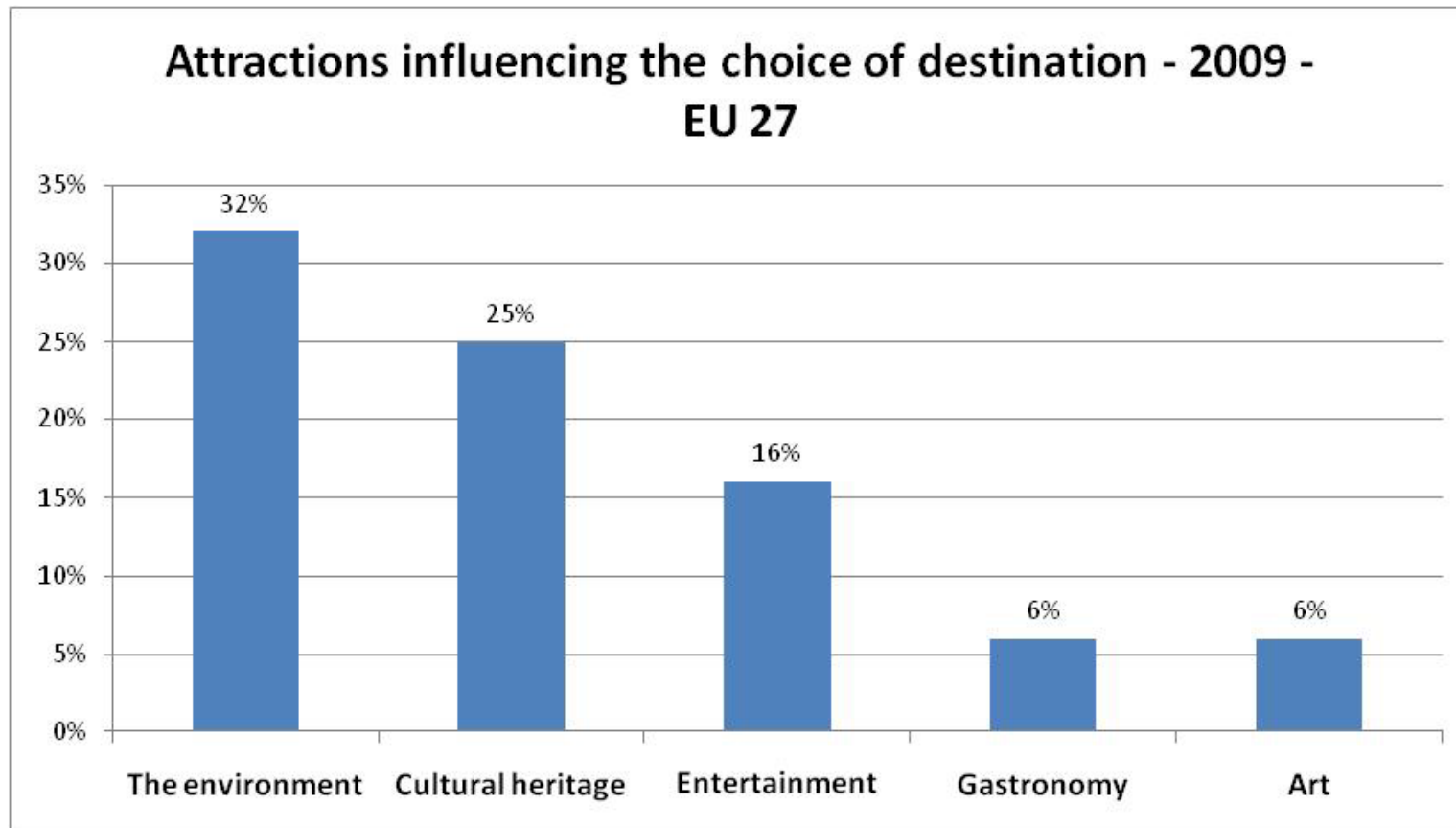
Top European incoming markets
(overnights stays) - 2007 - in mln

Length of stay



Source TCI - Eurobarometer

Tourism & Gastronomy: a unique opportunity for growth



Source Eurobarometer



Tourism & Gastronomy: a unique opportunity for growth

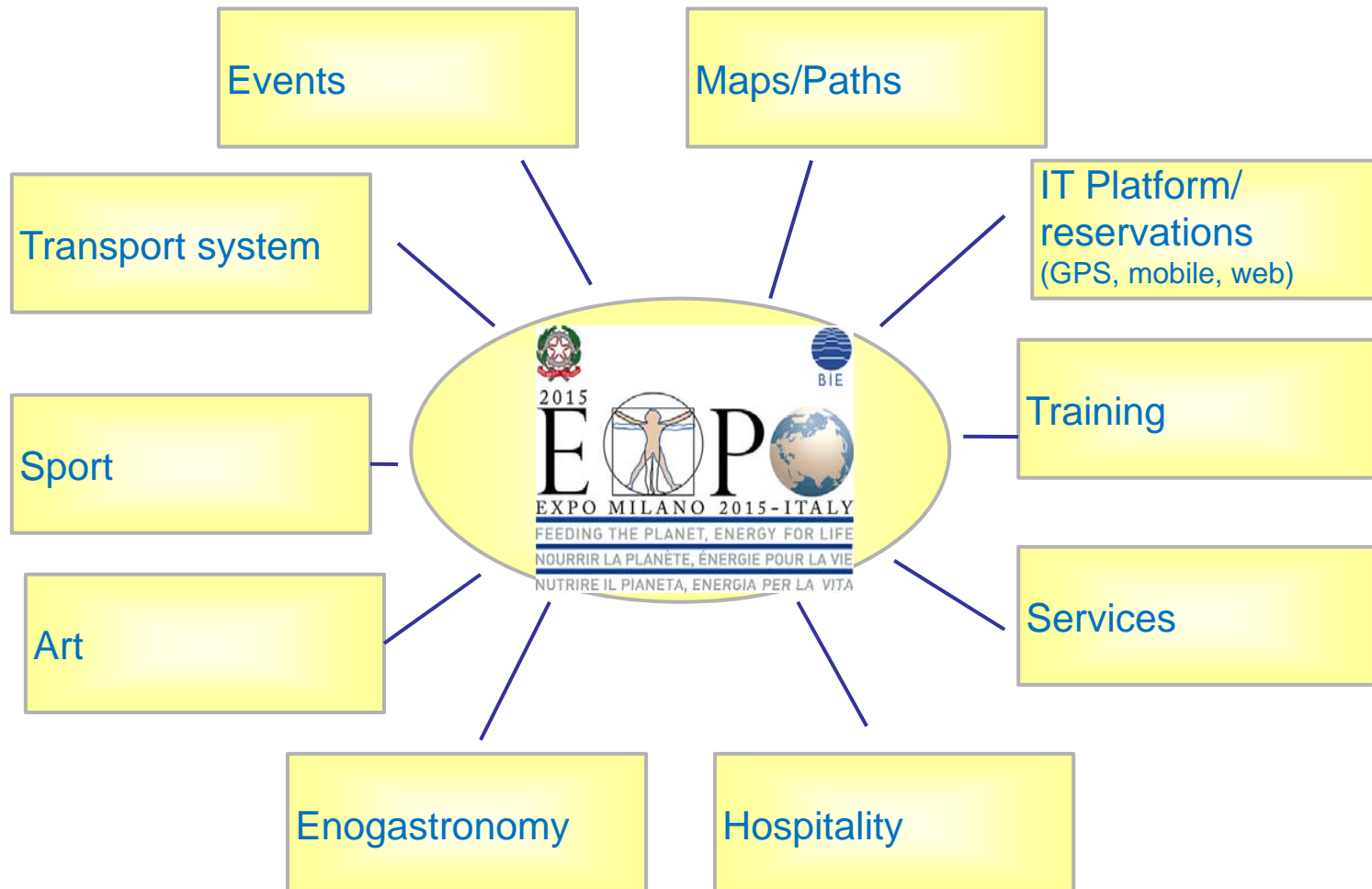
Visitors data demonstrates focus on gastronomy events

	total visitors	length/day	average/visitors/day
Salone del Gusto Torino - 2008	180.000	5	36.000
Vinitaly Verona - 2010	152.000	5	30.400
Eurochocolate Perugia - 2008	1.000.000	10	100.000
Cibus Parma - 2008	60.750	4	15.000

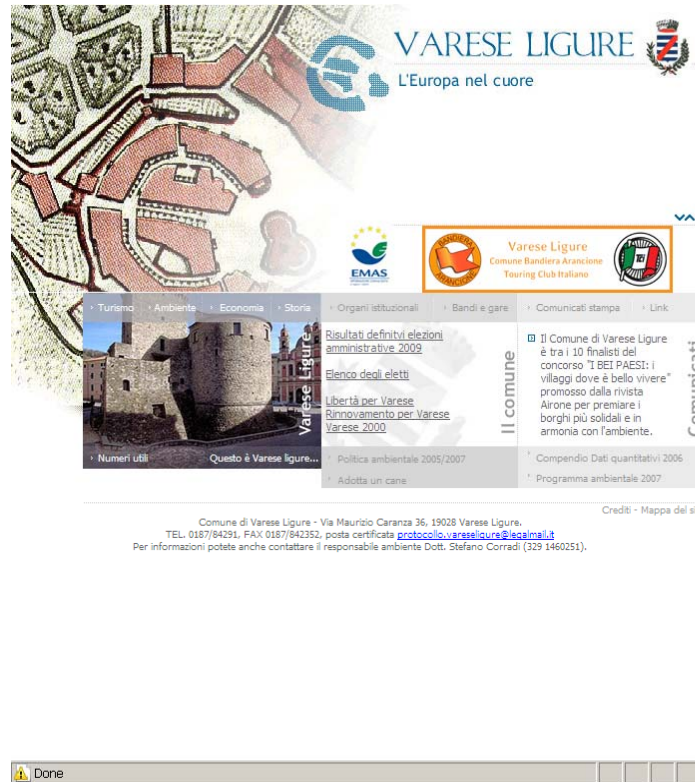
	total visitors	length/day	average/visitors/day
Galleria degli Uffici - 2009	1.530.346	309	5.000
Museo delle Antichità Egizie Torino - 2009	508.756	311	1.600
Cenacolo Vinciano Milano - 2009	330.071	309	1.000



An integrated offer/platform



Some goals done, but a lot to do...



Strongly rooted on “local” but with a consistent country proposal and impact





Thank you

