PRESS RELEASE

ENIT AT FESPO & GOLFMESSE: SWITZERLAND'S PREMIER TOURISM FAIR. A FOCUS ON LUXURY TOURISM AND GOLF

- **According to the latest ENIT surveys, spending by foreign tourists in Italy has grown by +81.2% over the last 25 years, reaching 54.2 billion euros**
- **The country boasts almost 800 5-star and 5-star superior properties, welcoming 4.7 million luxury tourists for a total of over 14 million overnight stays.**
- **In the first 10 months of 2025, visits from abroad for shopping rose by +46.8%, with more than 5 million visitors and 784 million euros in tourism spending.**
- **Italy ranks in the European top 3 as a destination of choice for golf**

Rome/Zurich, 29 January 2026. The 34th edition of **FESPO & Golfmesse, the largest tourism fair held in Switzerland**, is now underway. Hosting major Swiss operators, international destinations, and diverse attractions, FESPO 2026 will welcome **approximately 500 exhibitors, 60% of whom are from abroad**. **ENIT is also present**, returning to the Swiss market to champion the excellence of Made in Italy, exhibiting **alongside the regions of Sardinia and Basilicata**.

The event places a central focus on **luxury and golf**. **Italy has seen exponential growth in the phenomenon of "luxury" holidays: over the last 25 years, international tourism has continued to choose our destinations more and more**, and inbound spending has nearly doubled, rising **from 29.9 billion euros in 2000 to 54.2 billion in 2024 (+81.2%)**. The highest daily spenders are tourists from **the Principality of Monaco (average 685 euros) and Slovenia (average 538 euros)**, followed by visitors from **Kuwait, Qatar, Bahrain, Saudi Arabia, Singapore, New Zealand, and Dubai**[1].

Confirming Italy's international prestige in the sector, the **Virtuoso Luxe Report 2025 crowns our country as the Top Global Destination, surpassing historic competitors such as France and Spain**, with **Rome** cited as **one of the most beloved cities**. The Italian hospitality system has adapted to this demand for luxury tourism and today **boasts almost 771 5-star and 5-star superior hotels, with a total capacity of 103,656 beds**[2]. The performance recorded at these properties includes **4.7 million tourist arrivals (+7.6%)** and **14.1 million total overnight stays (+9.7%)**.

Shopping tourism is another key indicator for this segment. Between January and September 2025, this sector recorded **458,000 overnight stays by foreign tourists motivated by purchasing our**

[1] ENIT Research Department based on Bank of Italy data
[2] ENIT Research Department based on ISTAT data

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most famous brands, an increase of +46.8% on 2024 alongside **greater stability in the number of travellers** (over **5 million**) and **tourism spending** (**784 million euros**)[3].

Looking at **golf, Italy ranks in the top 3 most important European destinations for this activity**. Our facilities are a top choice, second only to those in **Spain and Portugal**, boasting excellence in regions such as **Lazio** and **Lombardy**. The profile of the golf tourist visiting Italy is clearly outlined: **aged between 35 and 65**, **with the largest flows arriving from North America, the United Kingdom, Germany, Scandinavia, and East Asia**; they often travel **in groups** and prefer **mid-to-high-end accommodation**. Frequently combining their golf experiences with wellbeing, gastronomy, and cultural excursions, **those travelling to take part in golf events spend on average between 2,000 and 5,000 USD**.

"*The numbers are the best testimony to the health of the Italian tourism sector. The various segments demonstrate that we are growing and able to attract diverse groups of tourists by responding to diverse needs. Luxury holidays, together with shopping tourism, are experiences increasingly sought after by international tourists, who choose to come to Italy to experience our authenticity and are willing to spend and invest in Made in Italy. This is a driving force for our economy, generating employment and prosperity for the entire country*," said **Ivana Jelinic, CEO of ENIT S.p.A.**

During the event, at the **ITALIA stand, ENIT** is organising **"Espresso-Talks"** to introduce Italian tourism gems and present the latest highlights and current trends.

[3] ENIT Research Department based on Bank of Italy data

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