



Cluster Turismo Ci attende un futuro radioso?

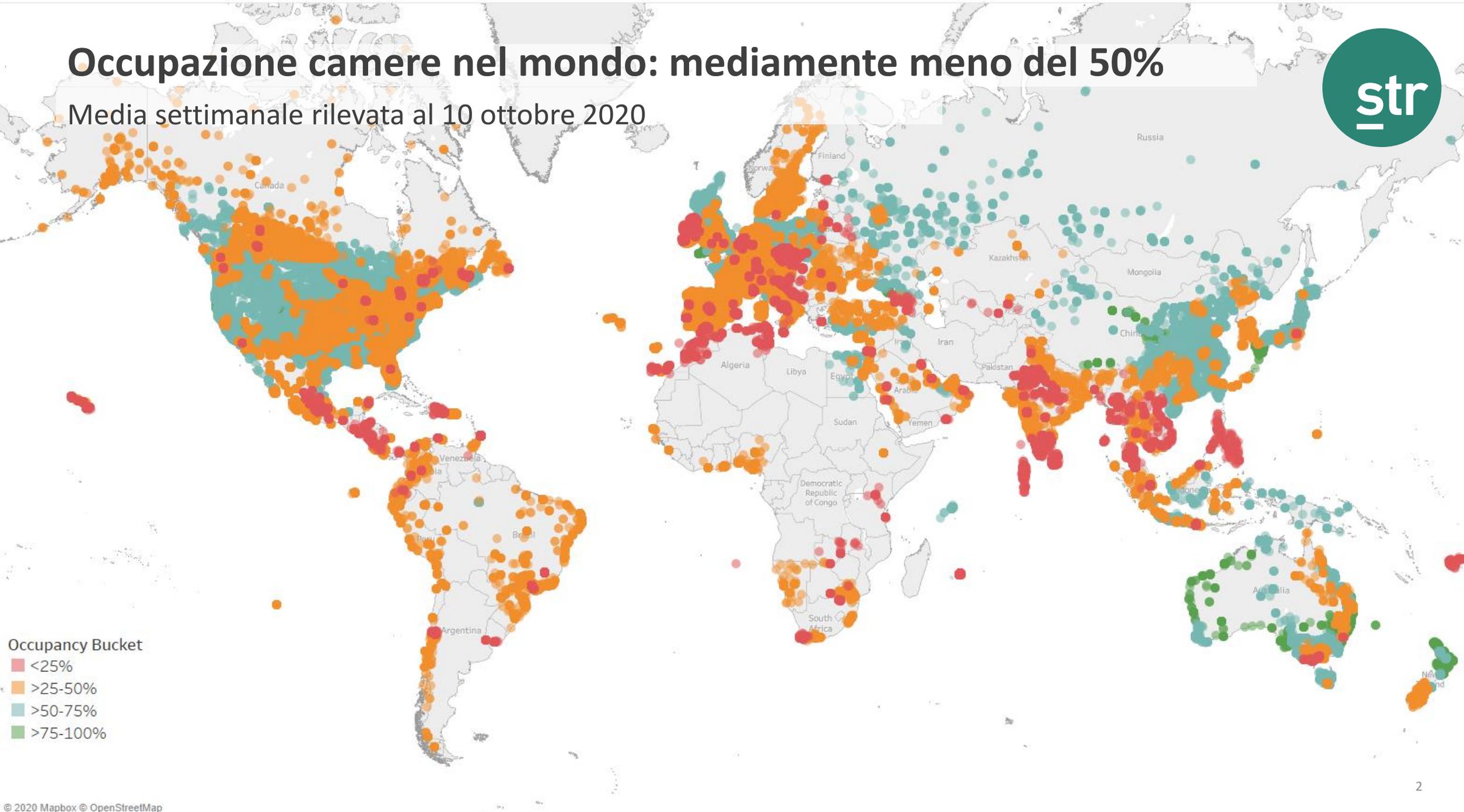
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Occupazione camere nel mondo: mediamente meno del 50%

Media settimanale rilevata al 10 ottobre 2020

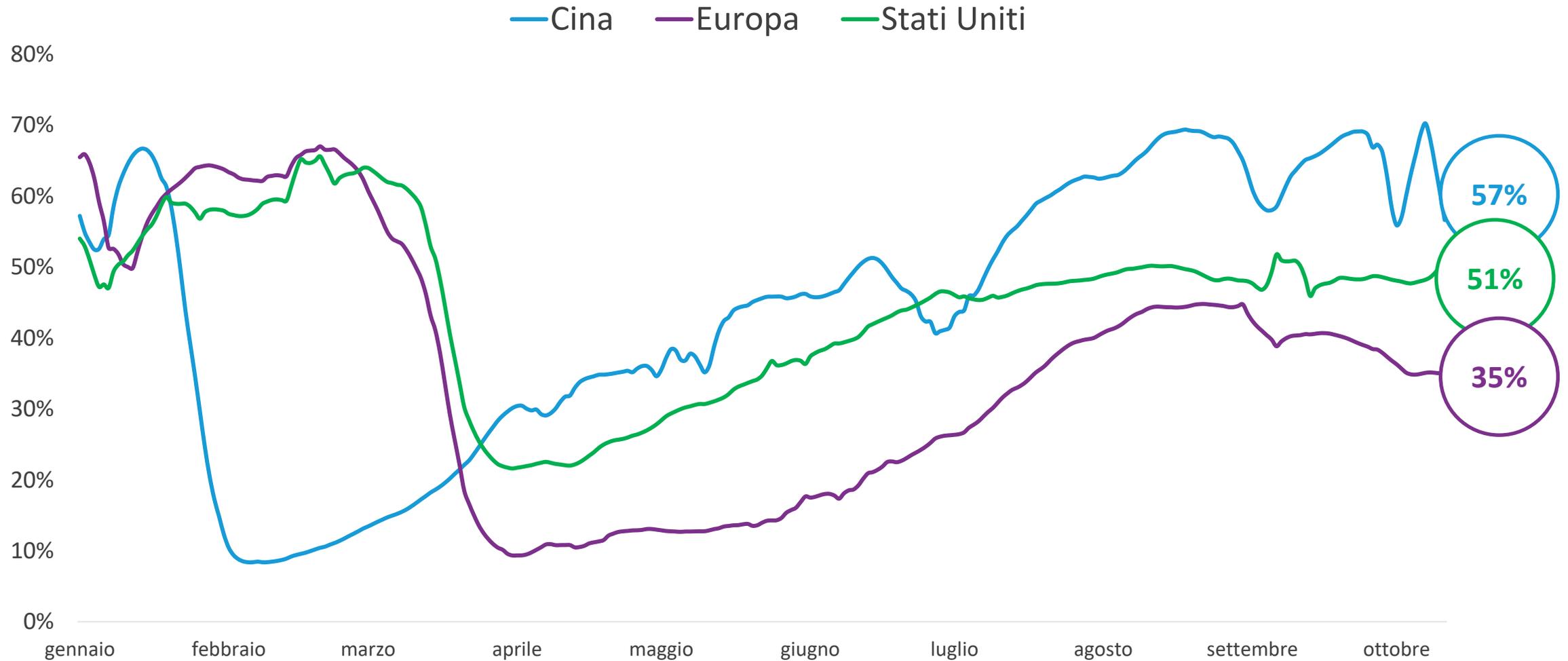


Occupancy Bucket

- <25%
- >25-50%
- >50-75%
- >75-100%

Nuova flessione?

Occupazione camere, medie settimanali rilevate dal 1 gennaio 2020 al 11 ottobre 2020

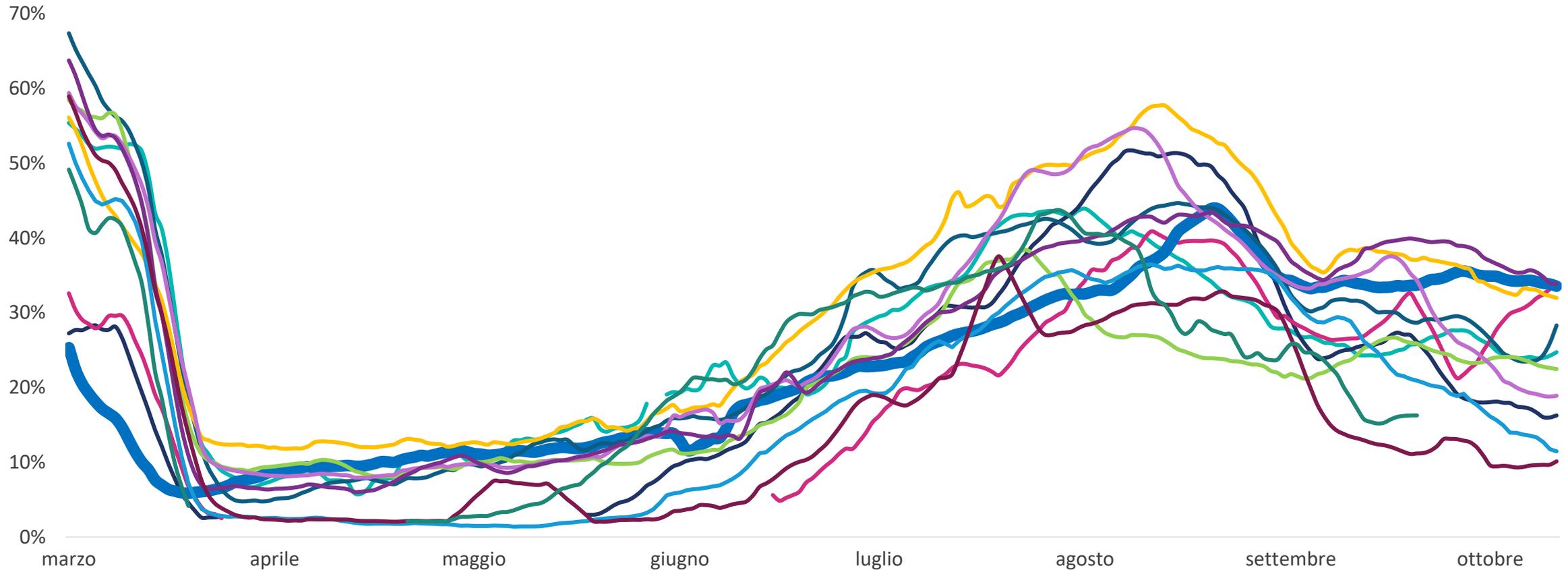


Il trend registrato è comune a molti Paesi europei

Occupazione: Media mobile a 7 giorni. Periodo : 1 marzo – 11 ottobre 2020

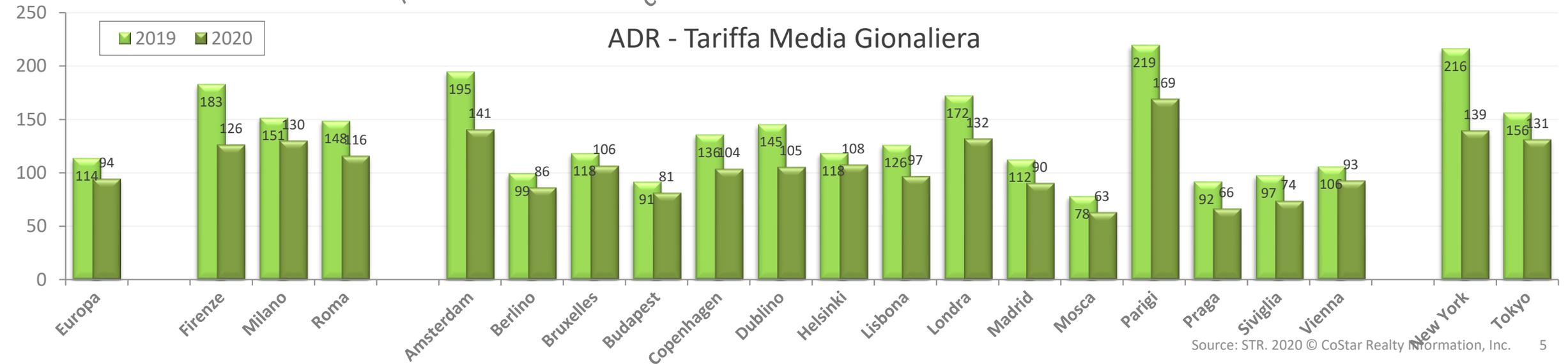
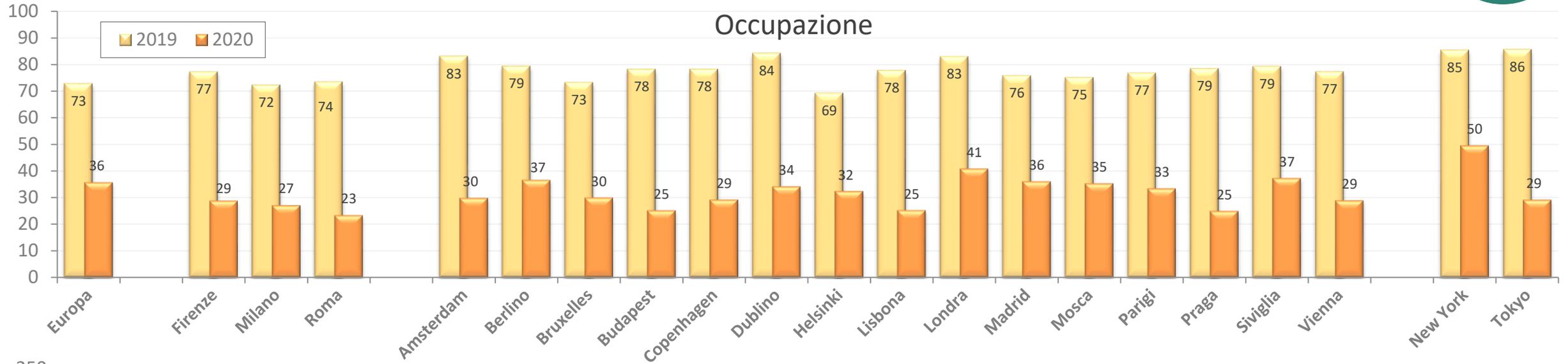


Finlandia Croazia Grecia ITALIA Spagna Belgio Francia Olanda R. Ceca Polonia Ungheria Slovacchia



gennaio – settembre 2020

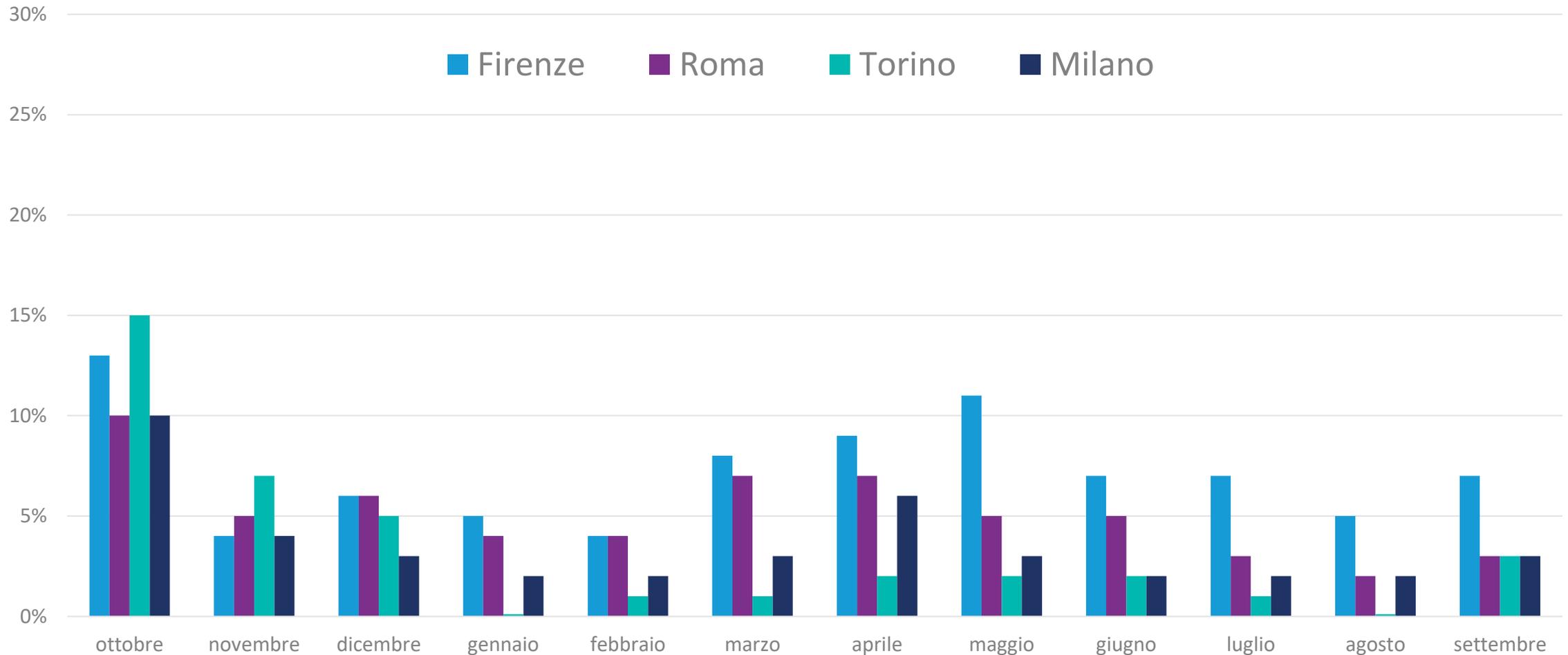
Europa e principali destinazioni internazionali



Business on the Book nel lungo termine



Tasso di prenotazioni rilevate dal 5 ottobre 2020 relativo a tutti i canali di vendita





Cosa accadrà?



7,4 miliardi
500 milioni
100 mila dollari

GLOBAL WELLNESS ECONOMY: \$4.5 Trillion Market



Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.

Source: Global Wellness Institute



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INSTITUTE™**

