

# ROME IS A FAVORITE SHOPPING DESTINATION



According to Global Blue data, the second preferred Italian destination after Milan for global shoppers is Rome, with a 19% share in the market (+ 3% in purchases in the last twelve months) and an average expense of Euro 780 (+ 9% compared to May 2014).

Florence comes third, with more than 9% of the Italian tax free market. **Florence is also the city with the biggest increase in purchases from May 2014 (plus 10%) and an average Euro 760 expense (more than a 7% increase compared to last year).**

Giulio Gargiulo, online market expert, added: "Rome is undoubtedly an international attraction in Italy. It offers a lot and the Expo effect helps the eternal city, with benefits for the national economy. It is extremely important, now and in the following months, to understand that millions of international tourists who love Italy and the Italia brand will be all over the country. We can attract them, show them our products, sponsor and promote our territory, in order for them to have a unique experience."

"We are also looking forward to the jubilee in the upcoming months, which will surely push incoming tourism and all the Italian companies that will promote themselves. We are experiencing an Expo effect in many strategic areas, despite the geo-political situation of the Russian Federation and a decrease of medium class visitors, rich Russians investors are still looking for luxury opportunities in Italy," said Gargiulo.

Besides Lazio, favorite areas for luxury real estate are Costa Smeralda, Lake Como and Lake Garda, Portofino in Liguria and Forte dei Marmi in Tuscany. **Russians also love to buy exclusive apartments in Rome, Milan, Florence and Venice, as well as Salento, Amalfi Coast and Sicily.**

Last but not least, in Gargiulo's words: "Last data on Rome and Italy say there is an improvement in the offer of luxury hotels. According to Istat, Italy is becoming a luxury country: between 2013 and 2014 five-star hotels have doubled, four-star facilities increased while one and two star hotels decreased in number."

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