

FOREIGN TOURISTS IN ITALY BUY 73 M WINE BOTTLES



This year it is estimated that 62 million foreign tourists will arrive to Italy.

Germany will be the main source market with about 15% of total foreign tourism. They will be followed by the USA, which is expected to have the largest increase, then France, the UK and Switzerland.

According to a research, these visitors will consume about 73 million bottles of Italian wine. The estimate is derived from data from Iri for the 2018 Vinitaly Observatory, according to which a total of 352 million liters of wine were sold in Italy last year.

The study was carried out on a sample of 500 foreign tourists between 21 and 50 years. It predicts that there will be strong consumption of Italian wine. This was confirmed by +6.5% of the market sales in the first quarter of 2018 compared to the same period last year.

The top of the countries most attracted by wine tourism are Germany, the USA, France, the UK and Switzerland. But there are, of course, emerging markets such as the Asian one, in particular China and Japan and the South American one, with Brazil in the lead.

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