

MILAN IS WAITING FOR THE CHINESE TOURISTS



Compared to 2019, there has been a significant improvement in Milan's tourism sector, and there is a positive outlook for the return of desired traffic, particularly from China. Milan has seen an unprecedented surge in spring tourism, with 2.5 million arrivals and 3.5 million overnight stays recorded in the year's first quarter.

The analysis of traffic flows shows that the United States, France, Germany, and Spain are the main source markets. Interestingly, leisure traffic has surpassed business traffic, indicating that Milan is becoming a popular destination for leisure activities besides traditional business travel, events, etc.

The tourism sector has reached unprecedented levels, a positive development after facing significant challenges during the pandemic. This is also good news for the various economic entities in the city, especially with major international and sporting events scheduled in Milan over the next few months and years.

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