

# CHINESE VISITORS COME TO ITALY FOR SHOPPING



According to Global Blue, tax-free shopping by non-EU tourists, especially Chinese visitors, in Italy increased by 28% in the summer of this year compared to 2019. This growth was even higher, reaching a third, compared to 2022. The average receipt also experienced a similar trend, with a value of one thousand euros.

Rome, Florence, and Milan are the top cities for international tourists' purchases, accounting for 61% of the total expenditure. Seaside resorts also saw good sales from international customers. **In Taormina, tax-free spending increased almost threefold, while Capri saw an increase of 80%.** Porto Cervo experienced a rise of nearly a third, reaching 2,540 euros. US tourists frequent Taormina and Capri, while Arab tourists frequent Forte dei Marmi, Porto Cervo, and Portofino.

Over the summer, there was a noticeable increase in tax-free spending in art cities and seaside resorts, a positive indicator for the entire tourism industry. However, the challenge now is to maintain this growth sustainably.

This summer, there has been a rise in the number of tourists from the Far East, especially from China. A new generation of Chinese visitors, who are younger than previous visitors (half being under 42), has emerged. **This new group of visitors spends more money and buys luxury items.**

For two-thirds of Chinese travelers, shopping is the primary reason for visiting Italy. Furthermore, the average amount spent on purchases increases with age. Just last week, the number of arrivals from China increased due to the Golden Week holiday, which is a week-long break when most offices and factories are closed. Tax-free customers purchase clothing (77% of the total amount spent), while gold and watchmaking account for 18%.

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