

## THE MINISTRY OF TOURISM, NEXI AND NOMISMA SIGN MOU TO BOOST TOURISM IN ITALY

- *The Nexi Tourism & Incoming Watch will analyze data on tourists' spending to deliver insights that help drive policies designed to boost tourism*
- *The most present and highest-spending tourists in Italy come from the United States, France and Germany*

**Milan, Italy. 5 December 2023** – The Italian **Ministry of Tourism**, together with **Nexi**, the European PayTech leader, and **Nomisma**, an independent company offering sectoral and territorial studies, have signed a Memorandum of Understanding. The MoU aims to enhance information and data analysis on tourism in Italy, to strengthen knowledge and promote development through coherent policy decisions.

The collaboration leverages Nexi's significant data assets and experience, as well as Nomisma's integrated analysis skills and know-how in the tourism and culture sectors. The Protocol also gives rise to the **Nexi Tourism & Incoming Watch**, an ongoing observatory that will be designed, developed and implemented to capture the contribution that tourism and culture can bring to the country, through a detailed analysis of the card payment behaviour of foreign tourists.

The first observatory findings show that the three countries most represented in Italian tourism are the United States, France and Germany, with the former preferring the big cities, the Cinque Terre resorts, the Amalfi Coast and Central Italy. The French choose the North-West, Apulia, Basilicata and Sicily, while the destinations favoured by German tourists are very diverse: Trentino-Alto Adige, Lake Garda, Sardinia and many of the Adriatic and Tyrrhenian seaside resorts.

These tourists also bring the highest spending volumes. Visitors from the United States, Germany and France spend the most on hotels and restaurants, while the luxury sector (clothing, jewellery and department stores) is preferred by most non-European tourists. Finally, the data shows that spending by foreign tourists accounts for more than 10% of total transactions in most Italian provinces, with peaks in Venice (29.1%), Siena (20.2%) and Florence (19.9%).

The significant value of tourism to Italy and its industrial sectors was the subject of the first International Tourism Forum, held in Baveno on 24-25 November 2023. Promoted by the Italian Ministry of Tourism, Minister Daniela Santanchè led discussions among government, international institutions, regional councilors and sector operators.

The Memorandum of Understanding will make it possible to extract further value from the wealth of knowledge and data available to Nexi, informing innovation in the tourism sector

and providing policymakers with an additional tool capable of supporting policy decisions consistent with statistical evidence of tourism flows. This forms a key part pillar to meet the objectives of the Strategic Tourism Development Plan for the period 2023-2027.

*"The analysis and processing of data is crucial, not only to monitor the health of the sector, but also to develop and ground policies for the tourism industry that are increasingly responsive to demands and continuous changes,"* commented Italian Tourism Minister Daniela Santanchè.

*"We are proud of this Memorandum of Understanding and of being able to make available to the Ministry of Tourism our skills, experience, and in-depth knowledge of consumers, derived from the widespread presence we have in the Italian market and in the more than 25 countries in which we operate,"* commented Paolo Bertoluzzo, CEO of Nexi Group. *"In collaboration with the Ministry of Tourism, we will make our **Nexi Tourism & Incoming Watch** available to the institutions and the actors in the system, helping to strengthen Italian tourism – something for which Italy is already admired around the world".*

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## Nexi

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Nexi is Europe's PayTech company operating in high-growth, attractive European markets and technologically advanced countries. Listed on Euronext Milan, Nexi has the scale, geographic reach and abilities to drive the transition to a cashless Europe. With its portfolio of innovative products, e-commerce expertise and industry-specific solutions, Nexi provides flexible support for the digital economy and the entire payment ecosystem globally, across a broad range of different payment channels and methods. Nexi's technological platform and the best-in-class professional skills in the sector enable the company to operate at its best in three market segments: Merchant Solutions, Issuing Solutions and Digital Banking Solutions. Nexi constantly invests in technology and innovation, focusing on two fundamental principles: meeting, together with its partner banks, customer needs and creating new business opportunities for them. Nexi is committed to supporting people and businesses of all sizes, transforming the way people pay and businesses accept payments. It offers companies the most innovative and reliable solutions to better serve their customers and expand. By simplifying payments and enabling people and businesses to build closer relationships and grow together, Nexi promotes progress to benefit everyone. [www.nexi.it/en](http://www.nexi.it/en) [www.nexigroup.com](http://www.nexigroup.com)

## Nomisma

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Nomisma is an independent company that has been offering sector and territorial studies, economic research and market intelligence, assessments, decision support tools, strategic advisory and consulting services since 1981. Solid multi-disciplinary skills and consolidated experience in interpreting economic phenomena, third-party expertise and authority are the values that have always guided Nomisma's activities. Through a structure of more than 50 professionals and a capillary network of highly qualified collaborators operating both in Italy and abroad, Nomisma is committed on a daily basis to providing innovative answers and targeted solutions to support the decision-making processes and cognitive and business needs of more than 500 companies, associations and public institutions.

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