

NEXI TOURISM SPENDING REPORT:

Spending by foreign tourists grows by +5% in the first 8 months of 2026

***Germany close to the US record,
Proximity Europe generates nearly a third of consumption, driven by food services
(the top spending item with 24.9% of the budget)***

Milan, 15 October 2026 – The Nexi Tourism Spending Report will be presented today at the **TTG Travel Experience in Rimini**. This analytical focus was prepared by Nexi specifically for this benchmark event in the tourism sector. The study monitors and processes in-store physical transactions made with foreign payment cards in Italy, offering institutions and operators a unique and strategic mapping of product preferences, spending channels, and the mobility of global travellers across the country. The resulting picture confirms Italy as an increasingly desired and valued destination for international tourism flows.

In the first eight months of 2026, foreign tourists spent 16.2 billion euros in our country, consolidating a positive trend (+5%) compared to the same period in 2025. Compared to the previous year, the Report highlights a recovered regularity and stability in overall consumption, which certifies the full restart of Italian incoming tourism across the entire national territory.

Restaurants and Hotels: The Main Items of the Tourism Budget

The detailed analysis of product categories reveals that experience and hospitality are the true drivers of local purchases:

- **Restaurants are the top spending item for tourists (24.9%):** Sitting down at the table represents the most widespread habit. The weight of this category rises to about a third of the budget for tourists from Northern Europe (30.8%), the Mediterranean (30%), and Australia and New Zealand (29.5%).
- **Hotels are the second-largest item (20.4%):** This percentage measures exclusively physical transactions and digital payments made directly on-site (such as room balances and extra services consumed at the hotel), excluding stays fully prepaid online before departure.

The New Geography of Markets: Germany Challenges the US, Proximity Europe Grows

While confirming the **United States in first place overall for spending** with 2.55 billion euros (+7.3%), the report highlights how **Germany** is closely challenging the American leadership, reaching 2.42 billion euros, **representing a 10.5% growth**. The gap between the first and second market narrowed in just one year from 190 to 134 million euros.

The four neighbouring countries (**Germany, Switzerland, Austria, and France**) **generate 31% of the total spending**, representing a solid element of stability as they are less exposed to geopolitical or air transport shocks. In addition to the German performance, Austria

recorded a +9.8% increase and Switzerland +7.6%. Together, these three markets are worth approximately 3.7 billion euros, nearly a quarter of the national total.

Finally, we are witnessing a profound **geopolitical shift in flows** that also influences purchasing habits:

- **For Asians and Gulf tourists**, Italy remains a **luxury shopping destination**. On average, jewellery accounts for 2.2% of global spending, but for Southeast Asia, it rises to 13.7% (six times the average) and for the Arabian Peninsula to 8.1%. For Gulf tourists, clothing and jewellery combined reach 26.5% of the budget (3.1 times more than Europeans).
- Those **traveling from Europe** more **frequently travel by car and prefer self-management**. Eastern European tourists allocate 13% of their budget to supermarkets and 6% to fuel and tolls, while Western European tourists allocate 10.1% and 7.7% respectively. In all cases, these items far exceed the global average for foreign tourists (which stands at 7.5% for supermarkets and 4.7% for fuel and tolls).
- **Long-haul travellers** tend to move much more between different Italian locations. For tourists from **India, Latin America, and East Asia, domestic transport accounts for 8–10% of their overall budget** (compared to a 5.5% average), confirming the central role of trains and local connections for multi-stage trips.
- Finally, there is a **growth in arrivals from Brazil, Hungary, China, Canada, and Mexico**. Conversely, markets in the Middle East and Asia-Pacific are declining, particularly Saudi Arabia, the United Arab Emirates, South Korea, and Australia.

Destinations Compared: The South Is Racing Ahead, Venice Gains on Florence

While **Rome experiences a stabilization phase** (with 2.13 billion euros, or 13.2% of the total, **feeling the impact of the comparison with the extraordinary Jubilee year of 2025**), the most dynamic destinations are decisively shifting South.

Palermo emerges as the fastest-growing destination in Italy (+26.9%), overtaking a historic hub like Turin in consumption volume (137 million euros compared to 118 million). Puglia also strongly attracts international flows, with **Bari growing by 19.2% and Salento by 18%**, proving capable of drawing more attention than historic tourism capitals like Bologna and Verona.

Meanwhile, the **battle between art cities** is tightening: **Venice** shows a strong recovery in international tourism with 791 million euros (+12.3%) and **closes the gap with Florence** (+1.8% at 809 million), with the concrete prospect of challenging its third-place national ranking by the end of the year.

"In a highly competitive global tourism market, Nexi's transactional intelligence represents a strategic asset for the entire hospitality supply chain," explains **Erika Fattori, Group Brand & Marketing Communication Director at Nexi**. *"Today, incoming tourism success is no longer*



measured solely by volume, but by the ability to understand the different souls of travellers. By integrating our transactional spending data with local development strategies, Nexi acts as a system enabler: we provide the digital infrastructure and behavioural insights necessary to allow merchants, hotels, and local destinations to intercept new purchasing habits and maximize the attractiveness of the Italian offering on an international scale."

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www.nexigroup.com/it

Nexi - External Communication & Media Relations

Daniele de Sanctis

daniele.desanctis@nexigroup.com
Mobile: +39 346/015.1000

Matteo Abbondanza

matteo.abbondanza@nexigroup.com
Mobile: +39.348/406.8858

Søren Winge

soeren.winge@nexigroup.com
Mobile: +45 29 48 26 35

Danja Giacomini

danja.giacomini@nexigroup.com
Mobile: +39.334/225.6777

Nexi - Investor Relations

Stefania Mantegazza

stefania.mantegazza@nexigroup.com
Mobile: +39.335.5805703
Direct: +39 02/3488.8216