GOVERNOR OF THE REGION

Regional Agency for Tourism

5 Provinces
378 Municipalities

Viterbo
Rieti
Frosinone
Roma
Latina
ANALYSIS OF TOURISM TODAY

Tourist

Experience of the destination

Country of Origin

Not only from the same country or from abroad but also if from the city/countryside, north/south, single/married

Escursionist

Stop and go experience

Purpose of Visit

Mainly cultural reasons. Nowadays a wide variety of tourisms: sport, religious, wellness, food and wine tourism, meetings & congresses.

Distribution Channel

Tour Operator and Travel Agency

OTA (Online Travel Agents) LowCost e dynamic packages
REGIONAL TRENDS IN THE GLOBAL TOURISM MARKET

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<tr>
<th><strong>World Tourism Figures</strong></th>
<th><strong>2012 International Tourism Expenses</strong></th>
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<tbody>
<tr>
<td>▪ 9% of global GDP</td>
<td>1) China: 102 billion $</td>
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<td>▪ 6% of world exports</td>
<td>2) Germany and USA: 84 billion $</td>
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<td>▪ 1 billion international arrivals</td>
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<td>▪ About 1.000 billion euros revenue</td>
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**2013 Italian Hospitality Sector**

- Arrivals and length of stay: -4.3%
- Domestic arrivals -8% / length of stay -7.8%
- International arrivals -0.2% / length of stay -0.3%

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<tr>
<th><strong>2013 Lazio Tourism Figures</strong></th>
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<td>▪ Number of arrivals: 54 millions</td>
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<td>▪ Total Expenditure: 5.6 billion euros (of which 4.6 billion euro in the hospitality sector)</td>
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<td>▪ Italian Expenditure: 2.6 billion euros</td>
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<td>▪ Foreign Expenditure: 3 billion euros</td>
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PASSION IN TRAVEL

PURPOSE OF VISIT

CULTURE AND ART
SPORT AND NATURE
LOCAL FOOD AND WINES
FASHION AND SHOPPING
HEALTH AND WELLNESS
RELIGIOUS PILGRIMAGES
BUSINESS TOURISM
Lazio is the heart of the desire that Rome arises
1) **Business support and development** (40 thousand businesses operating in the tourism sector)

Development and supervision of adequate legislation especially adopted for the new born trends in tourism able to provide greater security to the increasingly demanding and prepared consumer.

Dissemination of the new forms of communication and promotion through the web and social networks (review web sites and social, reservation centres).

Startup of new businesses, encouragement and support for DMC (Destination Management Company) and Territory Operator to sell specialized products belonging to areas of excellence: Lazio is able to sell itself.
Lazio, a thread of excellence around a pearl: Rome
TOURISM AND HOSPITALITY POLICY

Give encouragement and form cluster of territories: Lazio as a thread of excellence around a pearl, Rome.

Encourage the grouping of excellence in the territories of Lazio to create an integrated product based on a thorough analysis of consumers.

Develop public transportation networks in the region to compensate for shortage of other infrastructures and services.

Improve the tourism product “Cultural Routes”, develop hiking resources and integrated means of transportation: train+bike.
History, art and culture: a unique heritage

- 5 Unesco Sites
- 317 Museums, of which 148 in Rome
- 37 Archaeological areas, of which 22 in Rome
- 60 Culture Institutes, 33 in Rome and 127 Theatres, 51 in Rome
- 20 million visitors in the major places of culture, 15 millions in Rome
Unesco Sites
Tivoli
Castles, Gardens and Villages
Ancient venues for special events
The lakes
Lazio Seaside

- 362 Km of coastline
- 6 Islands belonging to the Pontine archipelago
- 5 Blue Flags Certifications granted in 2013
- 11 renowned fishing villages
- 22 Tourism Marinas
- 10 Marine Reserve and Nature Parks
- 2 Entertainment Theme Parks: Aquapark, Zoomarine
THE RIVIERA OF ULYSSES
The quality of our products

- **13 PDO** (Protected Designation of Origin)
- **10 PGI** ( Protected Geographical Indication)
- **350 PAT** ( Local Traditional Products)
- **40 wines DCGO** – (Denomination of Controlled and Guaranteed Origin)
- **10 routes devoted to Lazio typical products**
- **8 wine and local food routes, 2 oil routes (80 oilmills)**
- **Over 27.000 Restaurants in Lazio**, 13.000 in Rome, 34 star award winning, among them 20 in Rome.
Entertainment
Festivals of Lazio
SHOPPING AND FASHION
SPORTS IN LAZIO
PLAYING Golf IN LAZIO
MEETINGS AND CONGRESSES