

SNAPSHOT #3

GENOA



ITALY2INVEST
URBAN DATA INTELLIGENCE

A thick, horizontal yellow brushstroke with irregular, textured edges, resembling a hand-painted mark. It is positioned in the upper right quadrant of the page, behind the word GENOA.

GENOA

GENOA

ANALYSIS FIELDS

PAGE 3

1

General framework

The municipality of Genoa

2

Attractiveness

- Nomisma I2I Score
- Territorial benchmarking

3

FOCUS ON

- Attractiveness assets



GENERAL FRAMEWORK

A large, stylized white number "1" is centered within a white, irregular, brush-stroke-like shape. This shape is set against a solid red background that occupies the right half of the slide.

Genoa

SURFACE AREA

240,3 km²

POPULATION

583.601 inhabitants

DENSITY

2.429 inhabitants/km²



Airport : YES

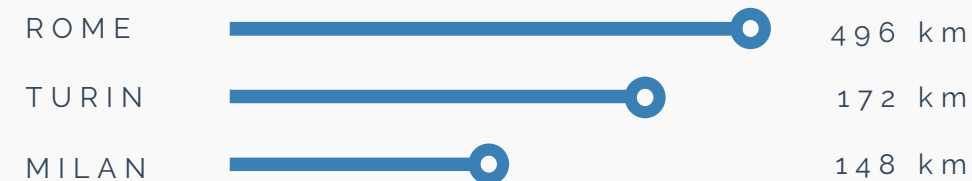


High speed railway: YES



Nearest port : GENOA

DISTANCE FROM THE MAIN CITIES*:



* Road travel distance



ATTRACTIVENESS

2



NOMISMA I2I SCORE

Italy2Invest – What it is



Synthetic index on municipalities attractiveness



ITALY2INVEST

URBAN DATA INTELLIGENCE

www.italy2invest.it

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ITALY2INVEST is the first integrated platform of Urban Data Intelligence that offers data to measure **ATTRACTIVENESS**, **COMPETITIVENESS** and **WELLNESS OF ITALIAN TERRITORIES** together with the advice to support the choices of investors and policy makers. Attractiveness is a complex measure that expresses the ability of a territory to attract, enhance and keep strategic resources, capital, technologies and human resources.

The methodological approach adopted by ITALY2INVEST to measure the attractiveness provides these following steps:

- Implementation of a definitional scheme that allows to map different conceptual fields of a territory's attractiveness in a multidimensional way
- Identification of **8 domains** that contribute to the determination of attractiveness
- *Data collection strategy* that has identified and systematized **22 public and private sources** with municipal data
- Database design including **250 indicators** for **7998 Italian municipalities**
- Implementation of an algorithm of data reduction to simplify data into summarizing indicators for each domain and into NOMISMA I2I SCORE



DATA

- Collection (+**250** indicators)
- Cleaning
- Modeling
- Reduction
- Transformation

Data
preparation

STEP 1

STEP 2

Aggregation of
indicators in 8
analysis
domains

**NOMISMA
I2I SCORE**

STEP 3

8 DOMAINS OF ANALYSIS

1. Environment
2. Socio-Economic Conditions and Education
3. Business
4. Real Estate Market
5. Public Administration and Justice
6. Population
7. Services (allocations and expenditure)
8. Tourism

NOMISMA I2I SCORE – Overview

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Synthetic index of municipalities attractiveness*

I2I Nomisma SCORE

62,5

RANKING ITA
28/7998

GENOA

***NOMISMA I2I SCORE**

Range [0; 100]

	Total ITALIAN MUNICIPALITIES	PROVINCIAL CAPITALS	METROPOLITAN CITIES
I2I SCORE – minimum	28,7	46,0	49,8
I2I SCORE – maximum	75,3	75,3	75,2
I2I SCORE – average	45,8	57,3	63,4



TERRITORIAL BENCHMARKING

NOMISMA I2I SCORE – Territorial Benchmarking

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Top20 port cities for people and goods flows (2017 data)

Top20 – Goods	NOMISMA I2I SCORE	Ranking I2I ITA
Top20 port cities for goods flows		
1. Trieste	64,4	14
2. Genoa	62,5	28
3. Cagliari	60,4	71
4. Livorno	59,8	95
5. Gioia Tauro	46,7	3570
6. Augusta	44,3	4622
7. Messina	50,4	2012
8. Ravenna	58,1	191
9. Venice	60,1	79
10. Naples	58,4	164
11. Taranto	50,5	1970
12. La Spezia	60,3	76
13. Salerno	57,8	201
14. Savona	58,3	174
15. Civitavecchia	52,5	1231
16. Ancona	61,1	52
17. Brindisi	49,7	2292
18. Catania	51,8	1450
19. Olbia	54,7	626
20. Palermo	54,6	631

Top20 – People	NOMISMA I2I SCORE	Ranking I2I ITA
Top20 port cities for people flows		
1. Messina	50,4	2012
2. Naples	58,4	164
3. Piombino	54,3	723
4. Olbia	54,7	626
5. Civitavecchia	52,5	1231
6. Livorno	59,8	95
7. Genoa	62,5	28
8. Palermo	54,6	631
9. Venice	60,1	79
10. Bari	58,4	166
11. Savona	58,3	174
12. Ancona	61,1	52
13. Salerno	57,8	201
14. Cagliari	60,4	71
15. Brindisi	49,7	2292
16. La Spezia	60,3	76
17. Catania	51,8	1450
18. Trieste	64,4	14
19. Ravenna	58,1	191
20. Carrara	54,5	681

NOMISMA I2I SCORE – Territorial Benchmarking

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Territorial comparison : attractiveness compared to the target of interest

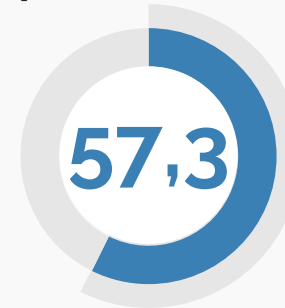
NOMISMA I2I SCORE



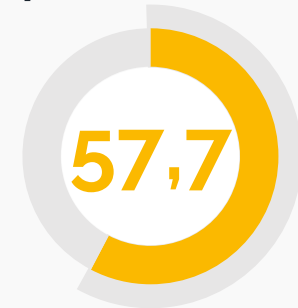
GENOA



Average port cities
Top20 – GOODS*

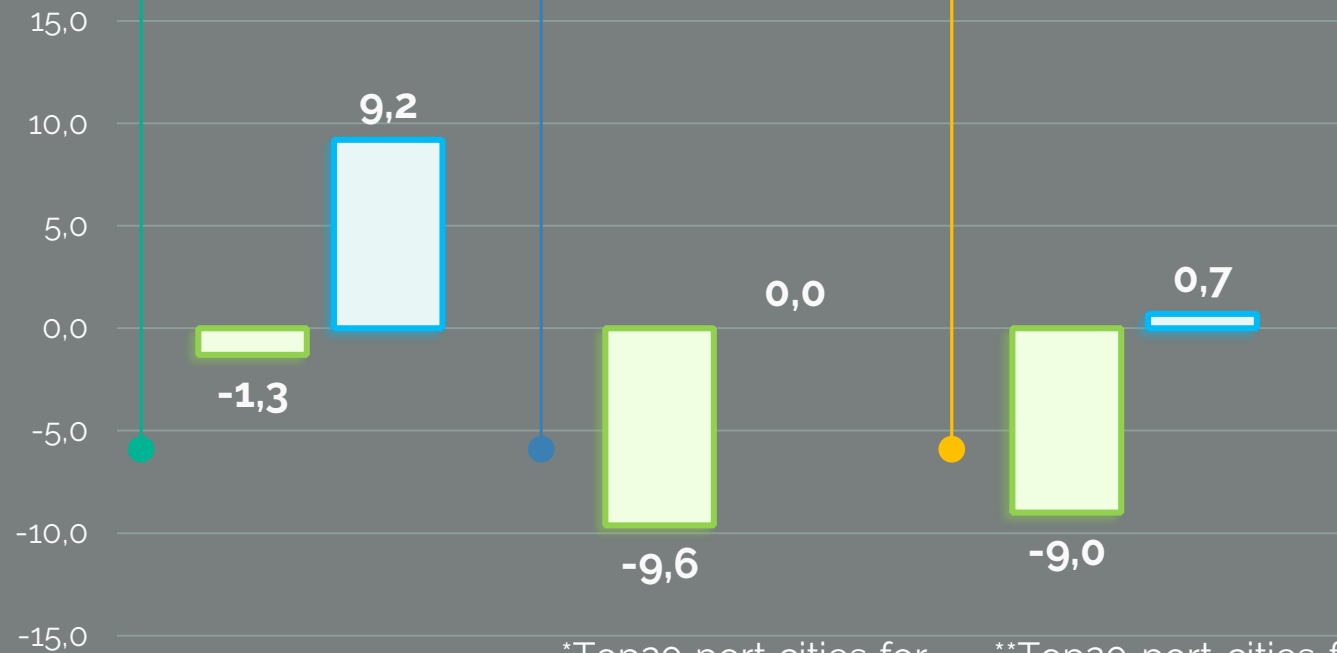


Average port cities
Top20 – PEOPLE**



■ I2I SCORE Differential compared to the Metropolitan Cities' average

■ I2I SCORE Differential compared to the Provincial Capitals' average



*Top20 port cities for goods flows

**Top20 port cities for people flows

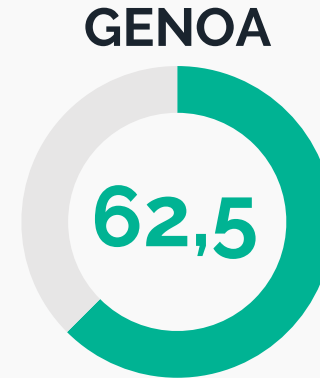


NOMISMA I2I SCORE – Territorial Benchmarking

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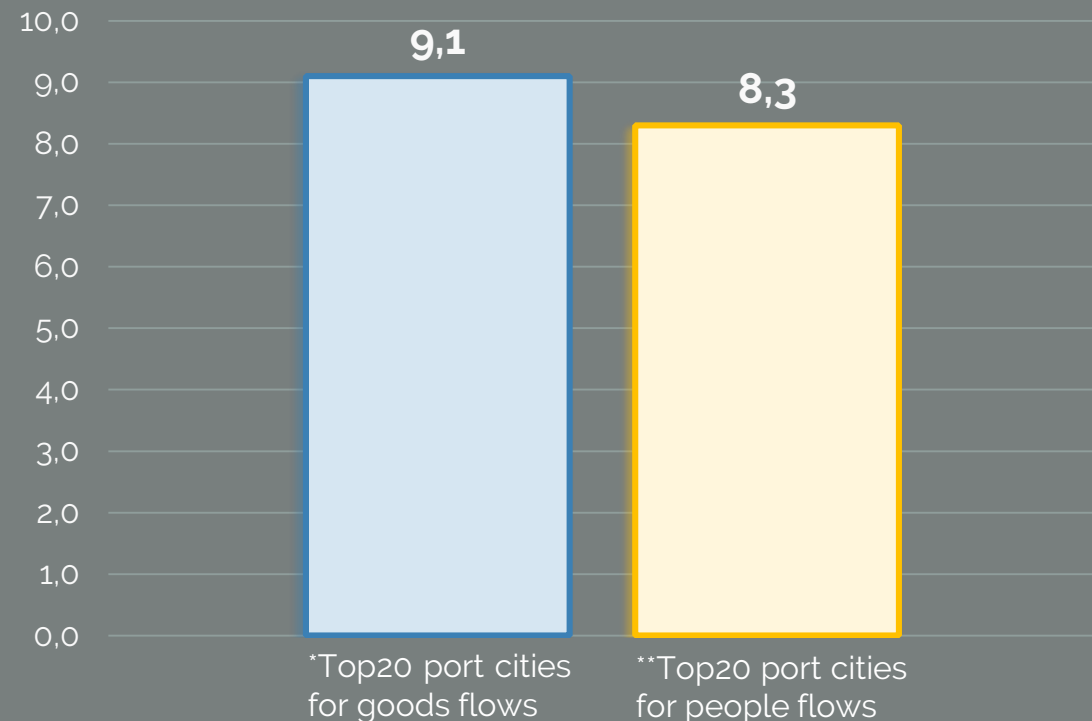
Territorial comparison : attractiveness compared to the target of interest

NOMISMA I2I SCORE



■ I2I SCORE Differential compared to theTop20 - Goods*

■ I2I SCORE Differential compared to theTop20 - People**





FOCUS ON Attractiveness assets



3

NOMISMA I2I SCORE – Each domain's contribution

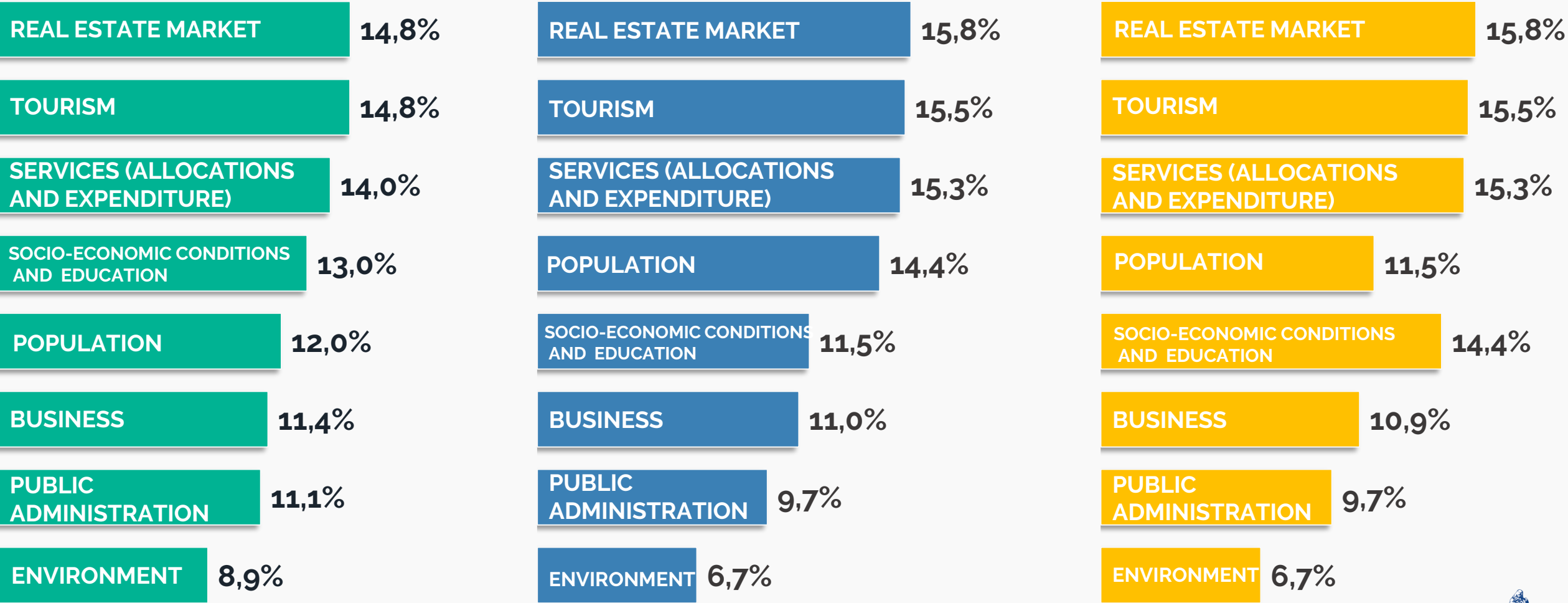
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The contribution of the analyzed domains in the definition of the attractiveness of Genoa and of Top20 port cities (goods and people)

GENOA

Average port cities – TOP 20 GOODS*

Average port cities– TOP 20 PEOPLE**



*Top20 port cities for goods flows

**Top20 port cities for people flows

TOP 3 DOMAINS

The Top 3 domains determining Genoa's attractiveness

1 Real Estate market

- Index of Intensity of Real Estate Market: Commercial, Tertiary and Residential sectors
- Prices of shops and houses

2 Tourism

- Exercises of accommodations for km²
- Total tourist arrivals for km²
- Foreign tourism incidence
- Index of gross utilisation of beds

3 Services (allocations and expenditure)

- Presence of Hospitals, schools, public offices, scientific labs for km²
- Average surface of non-residential stock
- Presence of Railway station in the municipality
- Presence of Airport, Port in the province
- Expenditure in social services
- Number of projects funded by the EU

* The main variables implemented in the analysis are indicated for each domain



**WEIGHTED
AVERAGE
PRICES FOR IN
USE HOUSES,
OFFICES AND
SHOPS**
(€/sq.m.)
2011- 2017

Year	2011	2011	2012	2012	2013	2013	2014	2014	2015	2015	2016	2016	2017	2017
Semester	I sem	II sem	I sem	II sem	I sem	II sem	I sem	II sem	I sem	II sem	I sem	II sem	I sem	II sem
Houses	€ 1.832	€ 1.786	€ 1.759	€ 1.719	€ 1.659	€ 1.626	€ 1.583	€ 1.566	€ 1.535	€ 1.505	€ 1.489	€ 1.472	€ 1.454	€ 1.436
Offices	€ 1.785	€ 1.748	€ 1.712	€ 1.676	€ 1.619	€ 1.577	€ 1.536	€ 1.521	€ 1.474	€ 1.453	€ 1.435	€ 1.418	€ 1.404	€ 1.388
Shops	€ 2.451	€ 2.435	€ 2.400	€ 2.343	€ 2.287	€ 2.237	€ 2.177	€ 2.133	€ 2.102	€ 2.077	€ 2.058	€ 2.029	€ 2.020	€ 1.995

**WEIGHTED
AVERAGE RENTS
FOR IN USE
HOUSES,
OFFICES AND
SHOPS**
(€/sq.m./year)
2011- 2017

Year	2011	2011	2012	2012	2013	2013	2014	2014	2015	2015	2016	2016	2017	2017
Semester	I sem	II sem	I sem	II sem	I sem	II sem	I sem	II sem	I sem	II sem	I sem	II sem	I sem	II sem
Houses	€ 91	€ 88	€ 87	€ 86	€ 84	€ 83	€ 82	€ 80	€ 80	€ 79	€ 78	€ 78	€ 77	€ 77
Offices	€ 94	€ 93	€ 91	€ 90	€ 87	€ 85	€ 83	€ 82	€ 80	€ 79	€ 78	€ 77	€ 76	€ 76
Shops	€ 178	€ 178	€ 175	€ 172	€ 168	€ 166	€ 162	€ 159	€ 158	€ 155	€ 154	€ 152	€ 151	€ 151

**NUMBER OF
TRANSACTIONS
IN
RESIDENTIAL,
TERTIARY
COMMERCIAL
SECTORS**
2011- 2017

Year	2011	2012	2013	2014	2015	2016	2017
Residential	7.076	5.173	4.664	5.339	5.448	6.617	6.838
Tertiary	171	127	131	98	95	138	180
Commercial	352	280	242	258	272	340	361

TOURISM

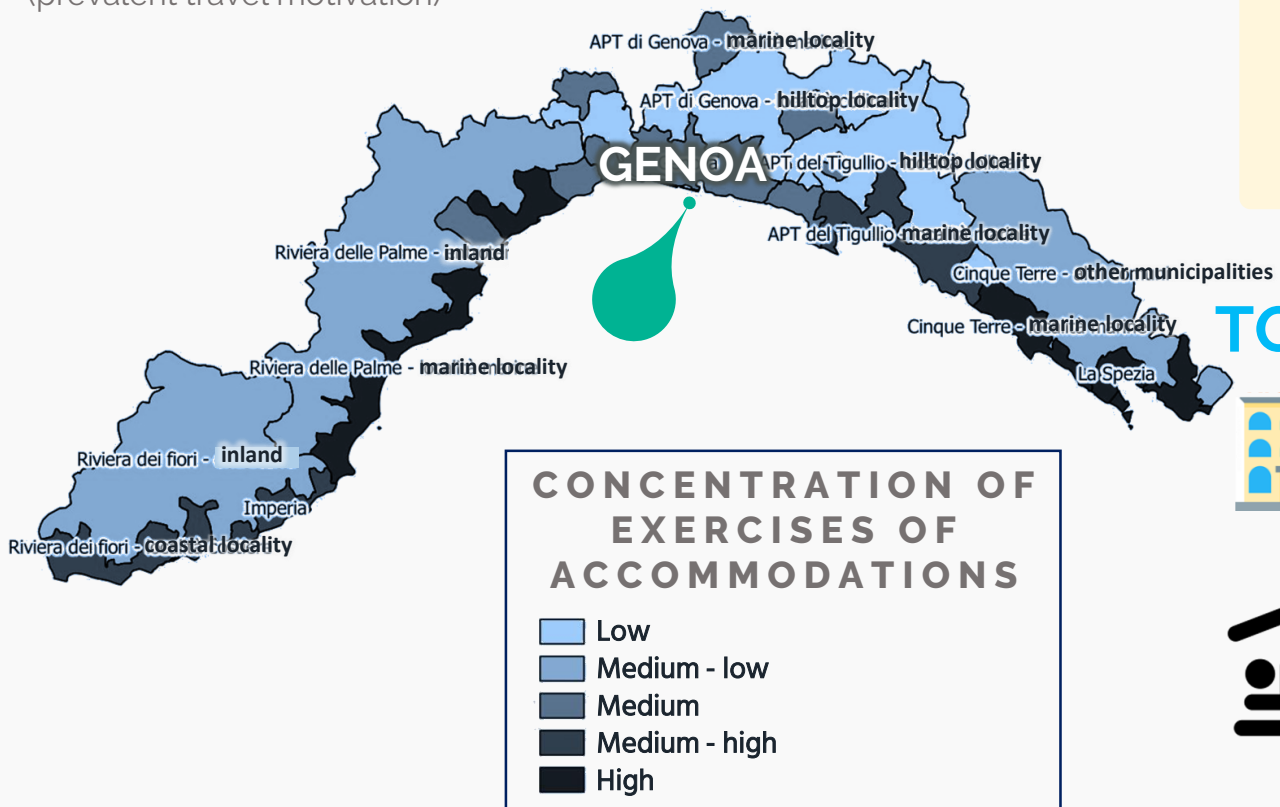
Tourism sector in the Municipality of Genoa

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EXERCISES OF ACCOMMODATIONS FOR km²*

*Analysis for TOURIST CIRCUMSCRIPTION

territorial entity made up of 1 or more municipality, belonging to a tourist system which is homogeneous by characteristics of the accommodation offer and by request (prevalent travel motivation)



TOURIST REQUEST (2017 data)

ARRIVALS

879.092

FOREIGN
TOURISM
INCIDENCE*

51,2%

* Share of foreign arrivals on total arrivals

TOURIST
PRESENCES
1.862.584

AVERAGE
PERMANENCE*
2,12 nights

*TOURIST PRESENCES/Arrivals

TOURIST OFFER (2016 data)



Exercises of
Accommodations **360**

108
HOTEL

252
COMPLEMENTARY



Beds

10.815

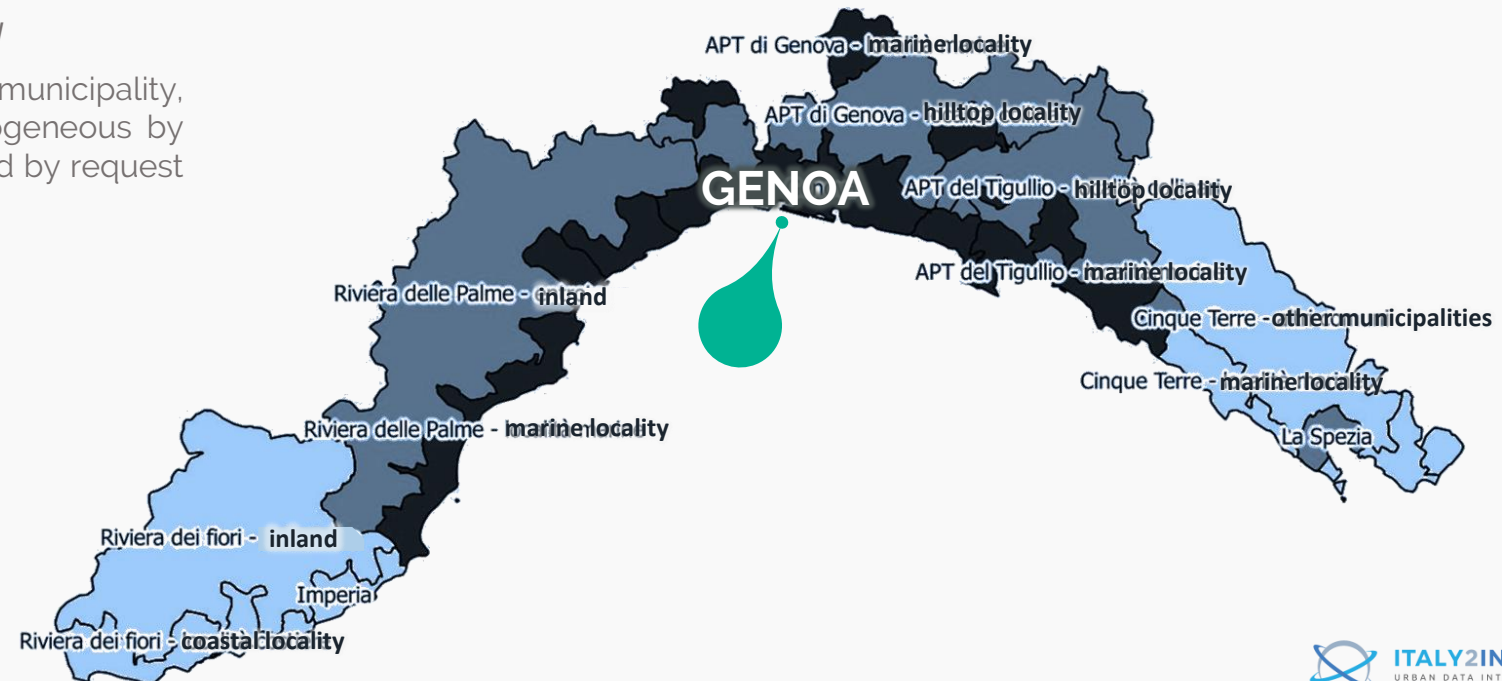
INFRASTRUCTURE AND ACCESSIBILITY in the municipality of Genoa

- Main harbor hub of the northwest and one of the main harbors in the western Mediterranean
- Reference point for trade routes
- Equipped with an airport
- Ferryboat crossroads for international routes (France, Spain, North-Africa)

ACCESSIBILITY*

**Analysis for TOURIST CIRCUMSCRIPTION*

territorial entity made up of 1 or more municipality, belonging to a tourist system which is homogeneous by characteristics of the accommodation offer and by request (prevalent travel motivation)



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