Nomisma

SNAPSHOT #7

FLORENCE

ITALY2INVEST
URBAN DATA INTELLIGENCE

FLORENCE

ANALYSIS FIELDS

General framework

The municipality of Florence

Attractiveness

- Nomisma I2I Score
- Territorial benchmarking

FOCUS ON

- Attractiveness assets

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GENERAL FRAMEWORK

Analisi Comune

FLORENCE

SURFACE AREA
102.32 sqkm

POPULATION
380,948 inhabitants

DENSITY
3,723 inhabitants/sqkm

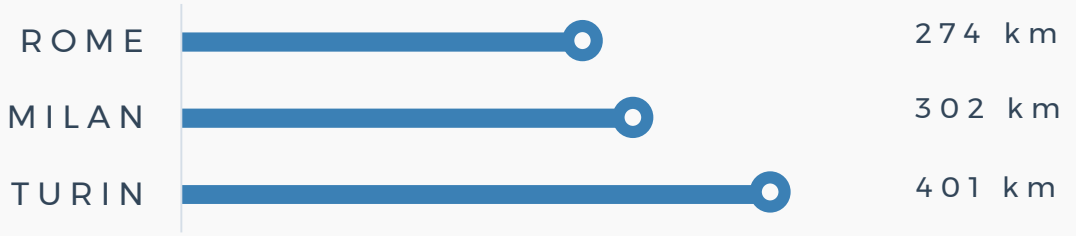
METROPOLITAN CITIES

Airport: YES

High speed railway: YES

Nearest port: LIVORNO (93 km)

DISTANZA DALLE PRINCIPALI CITTÀ:



FONTE: Nomisma Italy2Invest, 2018

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ATTRACTIVENESS

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NOMISMA
I2I SCORE

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Italy2Invest – What it is

Synthetic index on municipalities attractiveness

ITALY2INVEST
URBAN DATA INTELLIGENCE

www.italy2invest.it

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

SOURCE: Nomisma Italy2Invest

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Italy2Invest – Methodology

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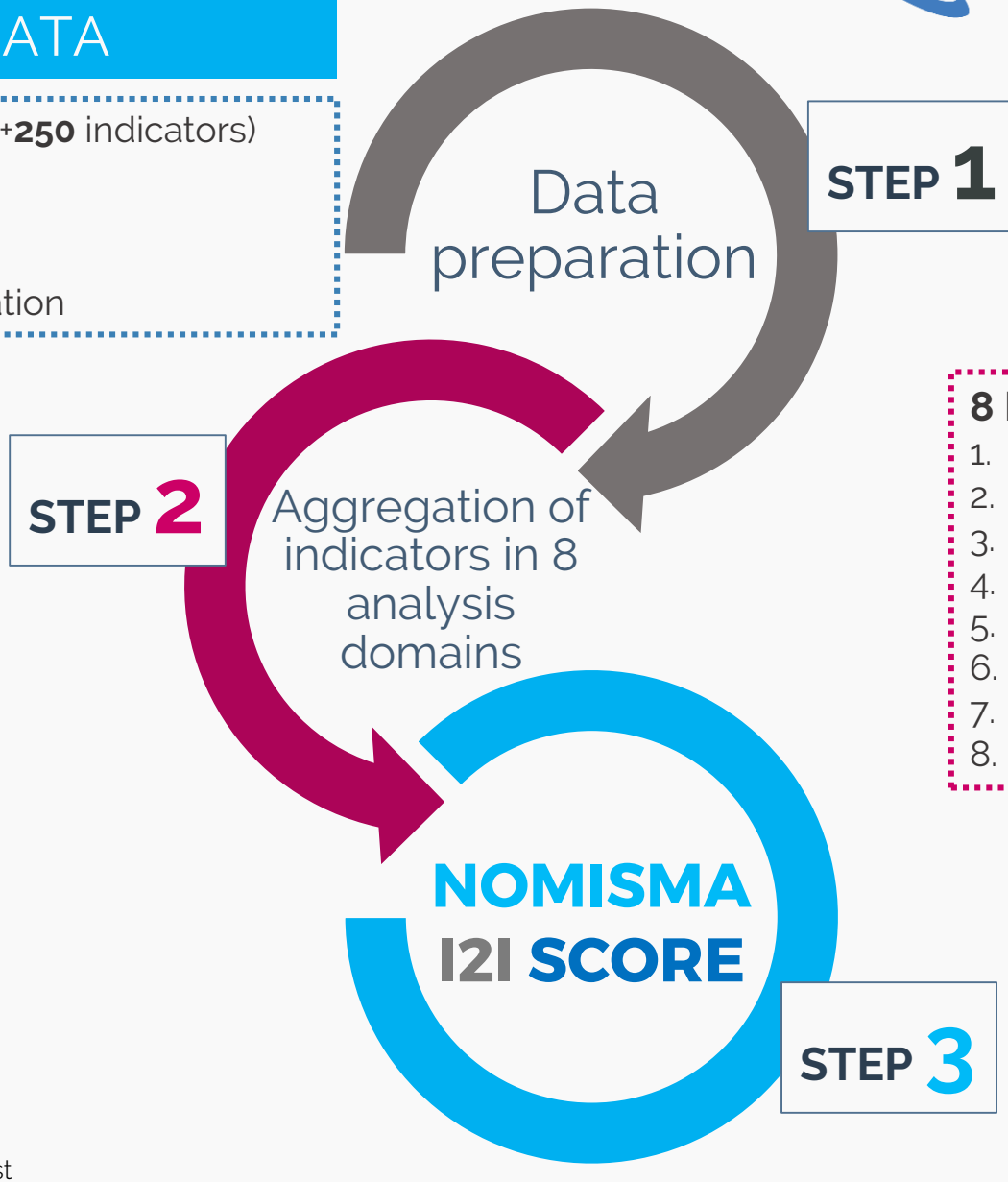
DATA

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



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

SOURCE : Nomisma Italy2Invest

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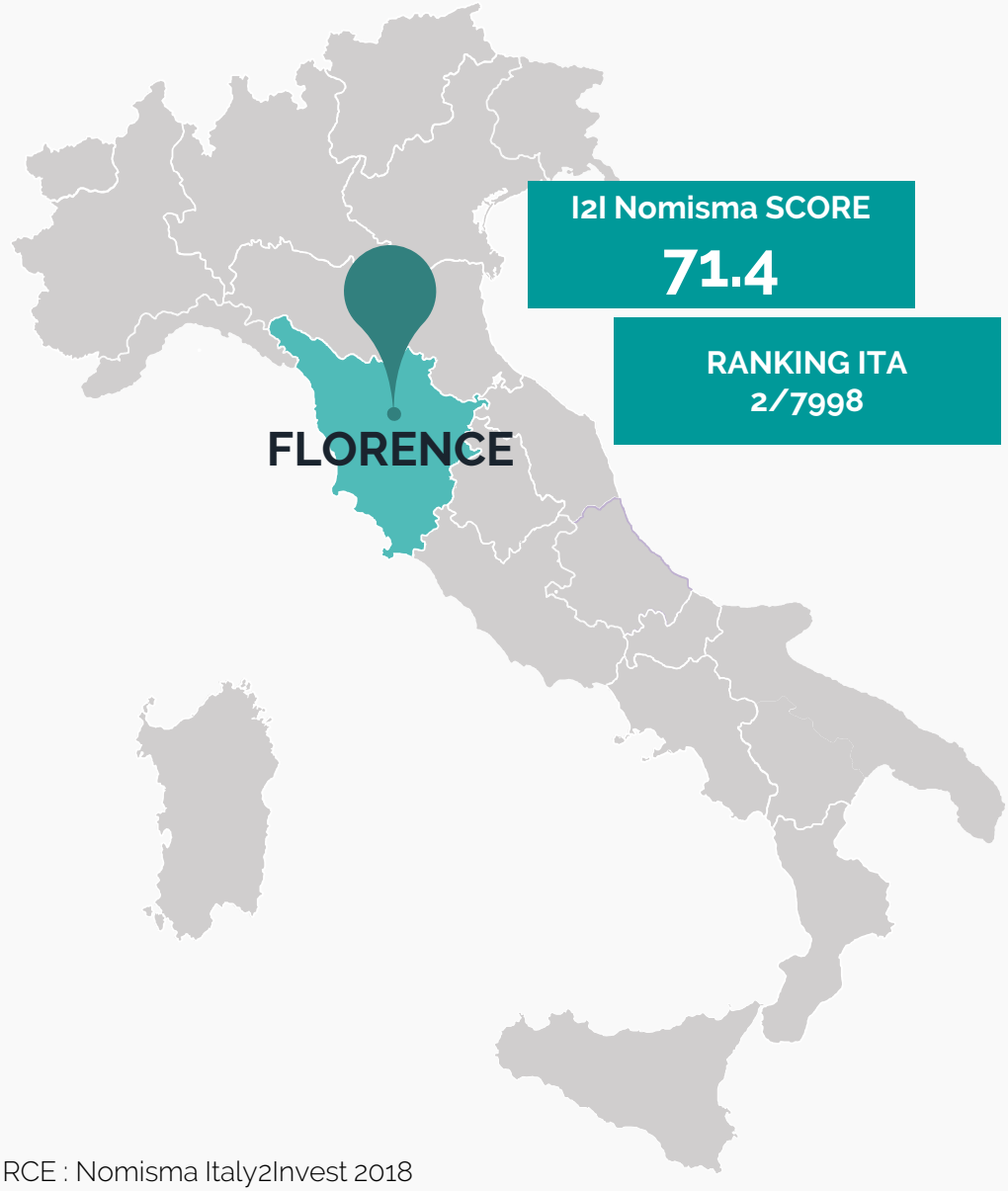
NOMISMA I2I SCORE – Overview

Synthetic index of municipalities attractiveness*



I2I SCORE*

71.4

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***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**

SOURCE : Nomisma Italy2Invest 2018

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TERRITORIAL BENCHMARKING

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I2I NOMISMA SCORE – Territorial benchmarking

Metropolitan Cities e Top20 District Capitals

Metropolitan Cities	Score I2I	Ranking I2I Italy
Milan	75.2	1
Florence	**71.4**	**2**
Bologna	68.8	3
Turin	65.2	8
Rome	63.5	22
Genoa	62.5	28
Venice	61.0	53
Cagliari	60.4	72
Naples	58.4	164
Bari	58.4	166
Palermo	54.6	631
Catania	51.8	1,448
Messina	50.4	2,013
Reggio di Calabria	49.8	2,220

Top20 – District Capitals	Score I2I	Ranking I2I District Capitals
Milan	75.2	1
Florence	**71.4**	**2**
Bologna	68.8	3
Brescia	68.8	4
Bergamo	68.4	5
Como	65.7	6
Turin	65.2	7
Modena	65.1	8
Pavia	64.7	9
Udine	64.5	10
Trieste	64.4	11
Mantova	64.3	12
Trento	64.1	13
Bolzano	64.0	14
Monza	64.0	15
Padua	63.8	16
Rome	63.5	17
Treviso	63.5	18
Parma	63.5	19
Pisa	63.2	20

SOURCE: Nomisma Italy2Invest, 2108

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I2I NOMISMA SCORE – Territorial benchmarking

Territorial comparison: the attractiveness compared to the interest target

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Score

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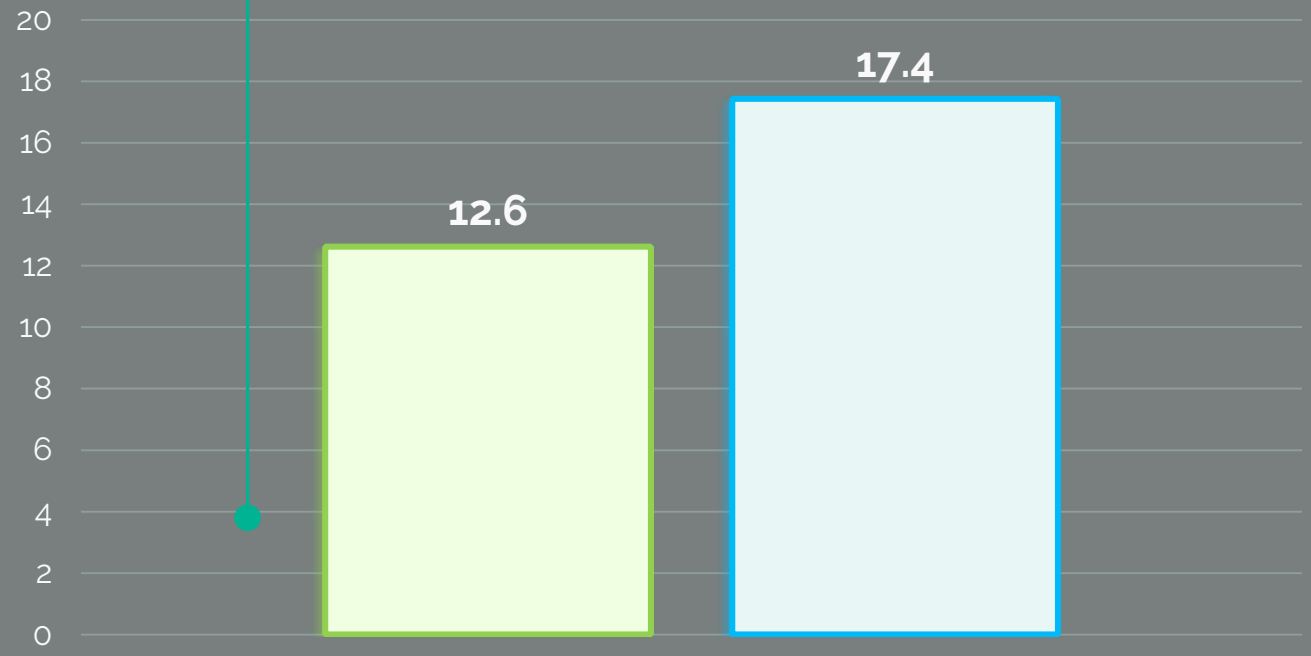
- I2I SCORE differential compared to the Metropolitan Cities Average
- I2I SCORE differential compared to the Capitals Districts Average



SOURCE: Nomisma Italy2Invest, 2018

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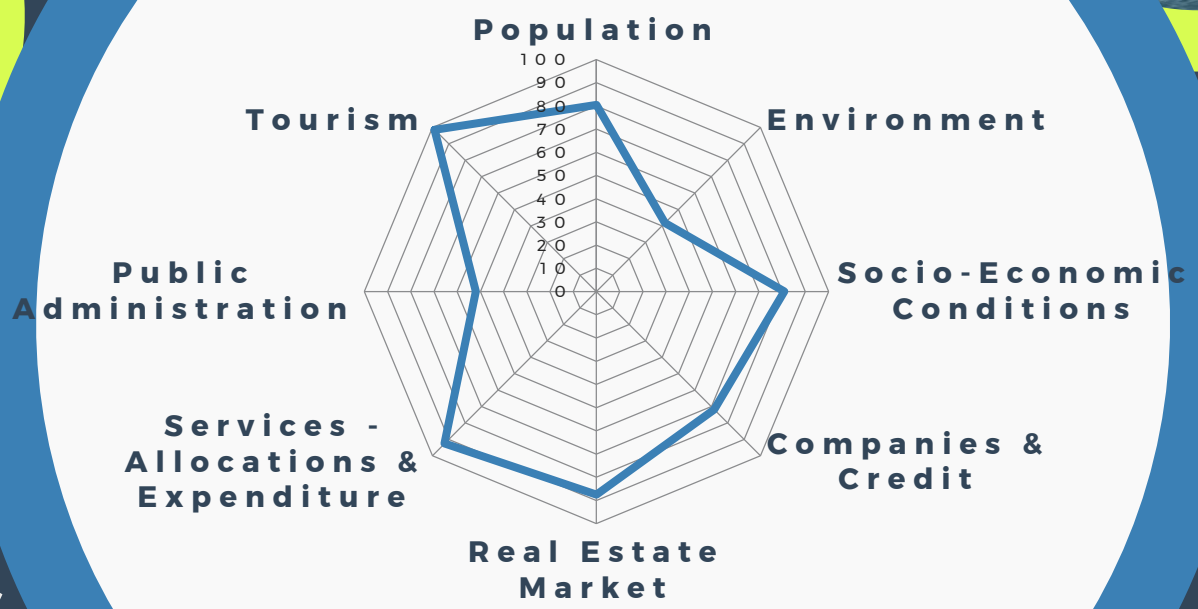
FOCUS ON Assets of attractiveness

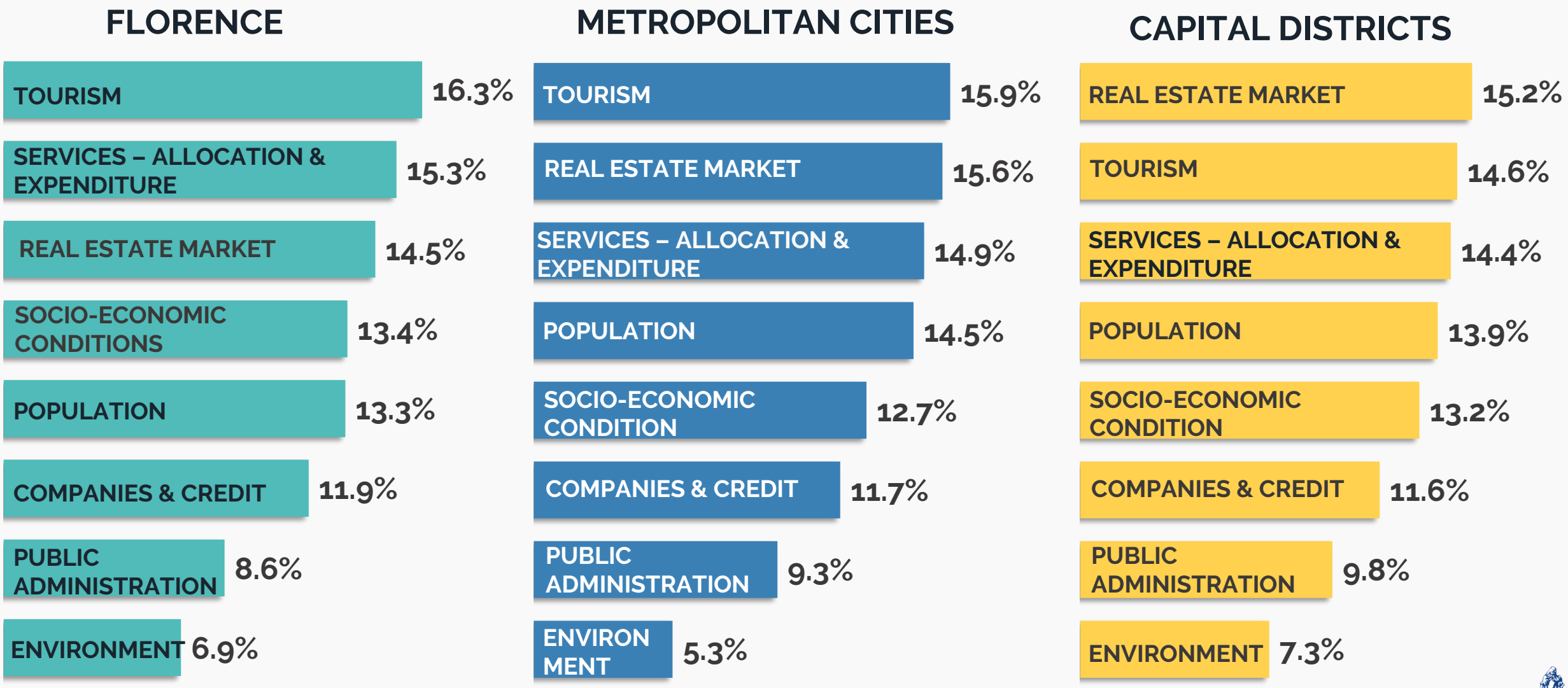
DOMAINS



SOURCE: Nomisma Italy2Invest, 2018

I2I SCORE – Single domains contribution

The contribution of the analyzed domains in the definition of the attractiveness of Florence, of Metropolitan Cities, and of the District Capitals



SOURCE: Nomisma Italy2Invest, 2018

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TOP 3 DOMAINS

The 3 domains that determine the attractiveness of Florence

1 Tourism

- Facilities per sqkm
- Total tourist arrivals per sqkm
- Foreign tourism incidence
- Gross utilization index of beds

2 Services - Allocations & Expenditure

- Presence of Hospitals, schools, public offices, scientific labs for km^2
- 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

3 Real Estate Market

- Shops prices (€/m^2)
- Index of intensity of the Real Estate Market Tertiary

* for each domain principal variables considered in the analysis are indicated

SOURCE: Nomisma Italy2Invest, 2018

TURISTIC DEMAND

	YEAR 2014	YEAR 2015	YEAR 2016	YEAR 2017
ARRIVALS	3,471,281	3,554,269	3,589,777	3,826,699
Var% per year		+2.39%	+1.00%	+6.60%
TOURIST NUMBERS	8,603,876	9,106,500	9,334,085	10,056,157
Var% per year		+5.84%	+2.50%	+7.74%
AVERAGE STAY	2.48 NIGHTS	2.56 NIGHTS	2.60 NIGHTS	2.63 NIGHTS

SOURCE: Nomisma on Istat data

SERVIZI – DOTAZIONI E SPESA

Density of Hospital and Nursing Home (number per sqkm)

FLORENCE	0.74
Metropolitan Cities	0.41
Capoluoghi	0.32

SOURCE: Nomisma on Istat data

FLORENCE

AVERAGE WEIGHTED PRICES FOR USED HOUSES, OFFICES AND SHOPS (€/mq) 2011 - 2018

Year	2011	2011	2012	2012	2013	2013	2014	2014	2015	2015	2016	2016	2017	2017	2018	2018
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	I sem	II sem
Houses	2,963	2,874	2,785	2,700	2,614	2,559	2,496	2,436	2,385	2,381	2,372	2,375	2,368	2,357	2,355	2,361
Offices	2,777	2,686	2,609	2,540	2,472	2,403	2,334	2,305	2,258	2,230	2,211	2,188	2,173	2,163	2,144	2,136
Shops	3,422	3,357	3,272	3,196	3,124	3,063	2,965	2,908	2,853	2,841	2,809	2,794	2,764	2,757	2,747	2,766

AVERAGE WEIGHTED RENTS FOR USED HOUSES, OFFICES AND SHOPS (€/mq/anno) 2011 - 2018

Year	2011	2011	2012	2012	2013	2013	2014	2014	2015	2015	2016	2016	2017	2017	2018	2018
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	I sem	II sem
Houses	130	125	123	122	120	119	118	117	117	117	117	117	117	117	118	118
Offices	132	126	122	121	117	116	113	111	110	109	109	108	106	106	106	105
Shops	206	205	203	201	197	194	190	185	184	184	183	182	181	181	181	182

NUMBER OF TRANSACTIONS IN RESIDENTIAL, TERTIARY AND COMMERCIAL SECTOR 2011 - 2018

Year	2011	2012	2013	2014	2015	2016	2017	2017 (I trim)	2018 (I trim)
Residential	4,,638	3,395	3,344	3,767	4.140	4.789	5,163	2,633	2,685
Tertiary	128	119	90	133	186	182	178	85	84
Commercial	340	256	279	281	338	366	398	191	209

SOURCE: Osservatorio Mercato Immobiliare, Nomisma

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CONTATTI

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