



## Tax-Free Consumption in the EU

- From January to October 2019 Europe has been the beloved destination for “**Elite Shoppers**”: their Tax-Free Shopping has grown by **13%** compared to the same period of 2018. The Americans have driven this category (+30%);
- **In Europe**, in the first ten months of 2019, positive Tax-Free Shopping trend: **+10%** compared to 2018;
- **In Italy**, in the same period, Tax-Free Shopping has increased by **16%**. Good results also from Spain (+20%) and Great Britain (+11%), followed by Germany (+2%) and France (+1%);
- From January to October 2019, **Americans’ Tax-Free Shopping** in Europe has significantly grown.

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In the last six years, Tax-Free Shopping has been one of the key drivers of growth for “Luxury” industry and tourism sector in Europe, marking a **5% growth**. After a slow 2018, the tax-free sales trend has been positive with **+10% during the first ten months of 2019** (January-October) compared to the same period of the last year, and **+8% in the last three months** (August-October).

These are some figures from **Global Blue**, the worldwide industry leader in Tax-Free Shopping services, presented during the 2019 edition of the **Altagamma Monitor Conference**.

**Pier Francesco Nervini**, Chief Operating Officer North & Central Europe & Global Accounts di **Global Blue**, commented: «*The Tax-Free spending of international tourists that we define “Elite Shoppers” has significantly contributed to this growth. Elite Shoppers are those travellers that, even if represent a small percentage of our database (0,5%), have a high potential: they cover the 17% of all the volume. In the first ten months of 2019, Elite Shoppers in Europe have increased their tax-free spending by 13%. This growth has been principally driven by the Americans (+30%), the tourists coming from South-East Asia (+21%) and from the Gulf Countries (+20%)*».

Tax-Free Shopping in **Italy** has registered a **two-figure growth: +16%** during the period between January and October of this year compare to 2018, and **+23%** in the last three months. Looking at the entire Europe, Global Blue underlines the **Spanish excellent performance**: +20% in the first ten months of this year and +21% in the last quarter August-October. In Spain, since July of the last year, there is no minimum purchase amount for international travellers that can ask for the tax refund. A good trend has been registered in **Great Britain**: +11% both during the last ten months and the last quarter. Going against the trend are **Germany** and **France**: they have registered positive tax-free sales in the first ten months of this year, respectively +2% and +1%, but negative ones during the last three months (both at -2%).

Between January and October of this year, **Tax-Free Shopping in Europe** has been principally **driven by American tourists** that, with a weight of 8% of the total, **has increased their tax-free spending of 25%** compared by 2018. A two-figure growth also for **travellers from South Est Asia (+15%)** and from the **Gulf Countries (+13%)**, nationalities that cover respectively the 7% and the 11% of all the tax-free volume in Europe. In the same period, Chinese tourists have been the most present with the 34%, even if their performance has been slower (+7%) then those of the other major nationalities. Global Blue figures also underline another important detail: Europe is a beloved destination also for the so defined “Other” nationalities that, all together, cover the 31% of the total.

Looking at spend interval, in the first ten months of 2019, compared to the same period of 2018, tax-free purchases over 5.000 euros done by American tourists have grown by 25%, those made by Russians, by Globe Shopper coming from the Gulf Countries and from South East Asia have increased by 14%, while those done by Chinese travellers have risen by 6%.

### INTERNATIONAL ELITE SHOPPERS IN EUROPE

For the 2019 edition of the Altagamma Monitor Conference, Global Blue presented a **focus on the “Elite Shoppers”**: they are international tourists that, even if represent a small percentage of the travellers’ total (0,5%), have a high potential (they cover the 17% of the total value). They can be described using some defined features: in one year they make more than three trips staying, on average, for 15 days in a foreign Country and making, still on average, about 12 transactions for a total of 55.000 euros.



**In Europe**, between January and October of this year, compared to the same months of 2018, tax free sales of Elite Shoppers have **grown by 13%**. In detail, in this period, **American Elite Shoppers' spending has increased by 30%**, while the one of tourists arrived from South East Asia by 21%. The Tax-free consumption of travellers from the Gulf Countries has grown by 20% and the one of Chinese tourists by 9%.

Global Blue figures underline that, from October 2018 to September 2019, the 36% of Elite Shoppers chose France as destination staying there for, on average, 5 days. The 31% of these tourists has been in Italy for about 5 days and again the 31% has decided to visit Great Britain and remain there for, on average, 6 days.

### INTERNATIONAL ELITE SHOPPERS IN ITALY

In 2018, in Italy, **the 65% of Elite Shoppers' spending** has gone under the **"Luxury" category** – divided in pure "Luxury" (35%) and "Hard Luxury" (30%) – with average spend above 1.500 euros. This percentage is lower than the European average of 74%. In Italy, then, a significant part of Elite Shoppers (25%) has purchased goods defined of "Affordable Luxury" with an average spend between 750 and 1.500 euros (in Europe this category has covered the 13% of the total).

**In Italy**, between October 2018 and September 2019, **Chinese have been the first nationality** of Elite Shoppers (with 35% of the total), followed by Russians (12%), by tourists arrived from South Asia and the Gulf Countries (11% each) and from United States (7%).

Moreover, in the same period, in our Country, the **Elite Shoppers between 35 and 54 years old** were the main target: the 66% of Russian Shoppers was in this age group, just like the 58% of travellers from South East Asia, the 55% from the Gulf Countries and the 54% from China. The only exception were the Americans: the 50% of them was over 55 years old. The percentage registered **in the age group between 20 and 34 years old** are also interesting: the 33% of Chinese Elite Shoppers was in this group.

Global Blue has also created some useful indicators to understand Countries' attractiveness. For Elite tourists, Italy is second for *appeal* only to France, and here they spend, on average, 27.000 euros. With this figure, Italy is third in a ranking headed by Great Britain where the average Elite Tax-Free Shopping is 35.000 euros.

### 90 DAYS TRANSACTIONAL OUTLOOK

For the next 90 days, in the United Kingdom, the recent strengthening of pound should lead to a limited decline, while in France it is expected a strong recovery, after the "Yellow Vests" protest negative impact.

Finally, in the most of European Countries, Russian and US transaction activity is expected to strengthen, while Chinese transactional dynamic should be negative for the next three months in line with inbound dynamic.

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#### Global Blue

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*Precursore del concetto di Tax Free Shopping e sul mercato da 40 anni, Global Blue non ha mai smesso di innovare ed è oggi leader mondiale del settore. Global Blue permette ai turisti internazionali di risparmiare fino al 20% sui beni acquistati, offrendo un modo semplice per pagare o per essere rimborsati nella propria valuta attraverso le soluzioni Payment e Dynamic Currency Conversion.*

*Global Blue connette i "Globe Shopper", i propri affiliati e i partner fornendo supporto a:*

- *13 milioni di turisti internazionali, nel vivere un'esperienza di shopping semplice e conforme alle procedure per ricevere il rimborso dell'Iva, attraverso un'ampia gamma di soluzioni adatte alle loro esigenze, 16 milioni di viaggiatori internazionali dando loro la possibilità di pagare nella propria valuta nazionale al miglior tasso di cambio;*
- *307.000 brand leader del lusso, del fast fashion e delle grandi catene di negozi nella comprensione dei comportamenti di spesa dei consumatori, attraendo un maggior numero di visitatori attraverso la moderna tecnologia basata sul cloud e un'esperienza integrata di Tax Free Shopping in negozio;*
- *55 acquirer e 91.000 negozi o alberghi nella gestione delle transazioni per ridurre i rischi nella fase di cambio valuta;*
- *Numerose autorità doganali nell'ottimizzare l'esperienza di Tax Free Shopping grazie alle competenze e alle soluzioni digitali innovative firmate Global Blue;*

*Nel 2018, Global Blue ha gestito, a livello globale, 36 milioni di transazioni Tax Free Shopping e 28 milioni attraverso i servizi Dynamic Currency Conversion per un valore di 22,6 miliardi di euro di vendite nei negozi.*

*Global Blue è presente in 50 Paesi con circa 2.000 dipendenti in tutto il mondo.*

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