



FABRICA IMMOBILIARE

SCENARI IMMOBILIARI[®]
ISTITUTO INDIPENDENTE DI STUDI E RICERCHE

Report

ROME 2030

The Capital within the new international scenario

September 2021



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**THE CAPITAL WITHIN THE NEW
INTERNATIONAL SCENARIO**

**CULTURE, ECONOMY, MARKET AND
URBAN DEVELOPEMENT**

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1. The future of Rome: from the “Nesta model” to the “Totti model”

Every city has its own life cycle, evolution is not linear. There are times of growth, slowing down, mutating, taking down and building back up again. Rome is not exempt from these.

Without taking a trip down memory lane, after World War II, the city lived a time of growth and expansion, as told by many classic movies which described la grande bellezza and the drive that characterized the city. "Vacanze romane" or "La Dolce Vita", are movies that shot to stardom the city of Rome, the Eternal City worldwide. Both the phenomena of land speculation and illegal building took part in that time, as seen in the movie "Il Tetto" by Vittorio De Sica.

This time saw its peak with the organization of the 1960 Olympics, which projected the image of the city both ancient and modern, out into the world, with its historic monuments and structures specially built for the occasion.

Another time of revival of the city came between the second half of the 90's and early 2000's, with the Jubilee. Culture boomed, with the birth of new spaces such as the Auditorium, the Centrale Montemartini, the Maxxi Museum of Contemporary Art, and with the organization of highly successful popular initiatives such as "notti bianche" (white nights), the international film festival and the science festival.

Throughout the last ten to fifteen years, the city has suffered a sharp slowdown in investments and an increase in the administrative apparatus issues, culminating in the emergence of collusion phenomena between criminality and public administration, even if the process has excluded the aggravating factor: mafia. These events have allowed negative stereotypes of Rome to flourish, getting the city down into a spiral of self-sustained negativity, also due to the strong critical spirit of the romans.

Now all the conditions seem to be in place to come out from this dark time, and for it to be the beginning of a new rebirth and reconstruction. In recent years, the country has seen a concentration of investments in Milan, a city transformed thanks to the realization of large urban projects such as Porta Nuova, CityLife and on the thrust of the 2015 Universal Expo. A territorial rebalance of investments at a national level is growing to be more and more necessary. Rome represents a great opportunity for Italian and foreign investors, not because of its affordable prices and interesting returns it may offer, but especially when compared with other major European capitals.

The city has an international profile: home for the Italian Republic and the Vatican diplomatic and government network as well as for numerous international organizations. Recently, as a result of the pandemic, people's attention towards the role of the State and public expense is growing, after years of being negatively questioned; the demand for open spaces and green areas are set as determining factors for the achievement of social and environmental well-being, among other.

The title metaphor refers to this paradigm shift the city must undertake in the years to come: to transition from playing defense to offense. Rome has been playing defense for the last ten years, dealing with issues of local administration (potholes on the streets, garbage collection, urban decor, various small but important adjustments) as well as city budget, while at the same time bringing companies and investors back to a condition of normality. Companies operating in the sectors of urban hygiene, local public transport and mobility, management of energy and water infrastructures are just some to come to mind.

The city must play the offense now, rebuild itself on the qualities that already exist:

environnement, climate, universitas, scientific research, connections, safety.

It is also necessary to create the conditions to bring back the companies that have left Rome in the past years, as well as to continue the important transformations on public heritage. Once we start playing like this, what is needed is a good referee: an efficient administration which enforces law, and a playing field thus, areas in which to invest.

This study analyzes the state of health of the capital and based on data and authoritative opinions, highlights the opportunities for the city's rebirth today.

The first chapter shows Rome's current position internationally, through the analysis of data that allows for a comparison, on various topics, with main European capitals.

The second part, the analysis of the capital situation continues taking from the opinion of important players and connoisseurs of the city's events.

What emerged from a series of interviews was elaborated and grouped into different macro-themes: the role of the city internationally, the proposals for administrative reforms, the issues relating to mobility, environment, work, universities, research, housing, welfare and tourism.

The third chapter analyzes the opportunities for rehabilitation and enhancement the city could seize in the coming years, despite the recent renunciation of some projects with international relevance, as the 2024 Olympics.

However, the decade that has just begun offers important opportunities for relaunching the city. Starting with the 2025 Jubilee: there shall be various international sporting events, opportunities on various fields which are to derive from the National Recovery Plan (Piano Nazionale di Ripresa e Resilienza) affecting directly and indirectly the city of Rome.

We will analyze main market trends regarding the real estate market: residential, office and retail. We will look at numbers and data analysis, as well as compare our position with the international market.

The vision of Rome by institutional investors and the main market operators is also described, collected through direct interviews and a questionnaire.

Finally, the main areas that represent investment opportunities were analyzed. From the private point of view (economic/financial sustainability) and from the point of view of the public interest: opportunities for urban regeneration, addressing physical and social needs and wants.

To ensure Rome takes advantage of the opportunities that are opening in this particularly favorable moment, it is necessary to work on planning, programming, and designing. Now is the time to develop bigger shared urban projects, for the community to cultivate and help mature in time.

2. Rome internationally

The reflections on the positioning of Rome internationally must consider the analysis of numbers and statistics that allow to highlight the strengths and weaknesses of the city in comparison with main European capitals.

The following chapter shows a series of data regarding the city of Rome. There will be both a comparative analysis with main European capitals, and a national comparison. Some numbers relate only to the city of Rome and have been indicated in order to demonstrate the complexity and importance of the metropolis.

The comparative analysis is focused on: demographic aspects, infrastructures and mobility, tourism, urban and cultural services, quality of life, work, environment, and safety.

For the aspects on which data has been analyzed at an international level, rankings have been created, summarizing the results of the research through an indicator, elaborated by weighting the various elements measured.

The rankings are summarized at the end of the chapter measuring the city's overall level of attractiveness.

Demographics

The first aspect concerns the size of the city of Rome and its positioning among main European capitals. To this end, it is necessary to clarify the territorial areas taken into consideration, as each city has different connections with the neighboring municipalities, creating more or less dense metropolitan conurbations.

In the case of demographic dimensions, the comparative analysis with European cities took into consideration Eurostat data with reference to third level statistical territorial units (NUTS - 3), largely corresponding to metropolitan areas.

In some cases, this territorial level was not able to represent accurately the dimensions of the city areas, therefore different demarcations were considered. For the city of London, Greater London was referred to, as the sum of Inner and Outer London. For the city of Paris, the Métropole du Grand Paris is considered as the inter-community of 131 municipalities established in 2016. For the city of Athens, the most appropriate level is that of NUTS 2, corresponding to the Attica Region. For the city of Rome, the territorial level analyzed is that of the metropolitan city.

Rome is the fourth most populated metropolitan city in Europe, following London, Paris and Madrid. Expanding the comparison to non-capital European metropolitan cities, such as Barcelona or the Rhur area, the city's ranking would not be altered. Rome remains one of the most important European urban centers.

The demographic decline which the metropolitan city of Rome has experienced in the past years emerges, unlike all main European capitals. A population contraction resulting from a negative natural balance, is a situation shared only with the city of Athens.

The issue concerning low birth rates is certainly affecting all of Italy. Rome has not been exempt from this condition, especially since 2014, the year in which natural balance began to show a decline in the numbers.

Table 1 - Population and density of main European capitals

Metropolitan area	Area of reference	Population 2020 <i>inhab.</i>	Variation rate 2020-2015 %	Natural balance 2019 %	Surface <i>Km2</i>	Population density <i>people / km2</i>
Athens	Attica Region (NUTS 2)	3,738,901	-2.2%	-0.28%	3,812	981
Berlin	The city of Berlin	3,669,491	5.8%	0.13%	892	4,115
Brussels	Region of Brussels-Capital	1,223,364	3.3%	0.64%	161	7,581
Dublin	County	1,408,815	7.7%	0.68%	922	1,528
Lisbon	Metropolitan area	2,863,272	1.9%	0.05%	3,015	950
London	Greater London (NUTS 1)	8,982,256	4.4%	0.83%	1,572	5,713
Madrid	Comunidad Autonoma de Madrid	6,747,068	5.7%	0.13%	8,022	841
Paris	Metropole du Grand Paris	7,125,433	0.3%	0.84%	814	8,751
Rome	Metropolitan city of Rome	4,253,314	-2.0%	-0.28%	5,352	795
Stockholm	Stockholm County	2,377,081	8.1%	0.55%	6,789	350
Vienna	City of Vienna	1,911,191	6.3%	0.20%	415	4,610

Source: development Scenari Immobiliari on Eurostat, Insee, ONS data

The demographic data has been revised to create indicators weighting individual factors (dimension, rate variation over the past five years, 2019 natural balance, density), so to develop the following ranking:

Table 2 - Ranking of European capitals - demographic indicators

Rank Demographics	
1	London 100.0
2	Madrid 78.2
3	Paris 78.1
4	Rome 44.2
5	Berlin 43.2
6	Stockholm 37.1
7	Lisbon 35.5
8	Dublin 29.1
9	Vienna 26.8
10	Brussels 20.7
11	Athens 19.4

Development of Scenari Immobiliari

The above data refers to the metropolitan city of Rome. Should we only consider the municipal area, Rome would still be confirmed as the most populated city in Italy, with 2.823.000 inhabitants, and the largest municipality, that of 1,287.36 sq km (about seven times Milan).

The dimension of the municipality of Rome is often included among the elements that make governing the city a difficult task, with a public administration tackling to manage local services within such an extensive territory and wide population.

As a matter of fact, the municipality of Rome's population is equivalent to fifteen medium-sized Italian cities, as shown in the following table. For every roman municipality there is an Italian city with alike population.

Table 3 - Population of the 15 Municipalities (as of December 31st, 2019)

Borough	Population n. ab.	City with equal population
Borough I	167,000	Perugia
Borough II	168,000	Reggio Emilia
Borough III	206,000	Padova
Borough IV	175,000	Reggio Calabria
Borough V	244,000	Venezia
Borough VI	257,000	Verona
Borough VII	305,000	Bari
Borough VIII	130,000	Salerno
Borough IX	183,000	Modena
Borough X	231,000	Messina
Borough XI	155,000	Livorno
Borough XII	141,000	Foggia
Borough XIII	133,000	Ferrara
Borough XIV	192,000	Taranto
Borough XV	161,000	Ravenna
Totale Municipality of Rome	2,848,000	

Source: Development of Scenari Immobiliari on data from the Statistics Unit of the Municipality of Rome and Istat

These data show another important feature of Rome. Its low density which equals to 795 inhabitants per square kilometer; if we consider the metropolitan city, it is less than a tenth compared to the Métropole du Grand Paris or a seventh of Greater London. Only Stockholm presents lower density. The number remains below average even considering the municipal area alone, where the density is of approximately 2,190 inhabitants per square kilometer, which equals a quarter of Paris.

The density data can tell different aspects of the city among which, it suggests a city with large undeveloped spaces, therefore with significantly large green areas. This is a quite a relevant aspect to be considered now: a post-pandemic time, a period which led to a different consideration of urban density and the presence of green areas in the city. The other aspect to regard low density, is the difficulty there might be to ensure public services throughout the neighborhoods of the city. Worth mentioning, the fact that low density goes hand in hand with a lower tax revenue.

It is important to underline how the population, which had grown steadily over the last fifty years, did not settle homogeneously in the area.

If we look at the last twenty years, for example, there is a shift from the city center and from the periferia storica (closer to the city center) out to the suburbs farthest from the city center. There has been an increase of population between 2001 and 2018 of 40%. (Yet, growth equal to 31%, has also been verified in the city center).

Table 4 - Population by urban areas of the metropolitan city and variations

Urban area	Population 2001	Population 2018	Absolute variable	Average variable
	n.	n.	n.	%
Centre	427,800	379,500	-48,300	-11.3%
Periferia Storica (closest to the city center)	1,281,400	1,167,800	-113,600	-8.9%
Periferia anulare (suburbs)	506,300	513,400	7,100	1.4%
Periferia extra GRA (suburbs farthest from the city center)	492,700	687,000	194,300	39.4%
Total Municipality of Rome	2,708,200	2,747,700	39,500	1.5%
Ostia	90,100	82,500	-7,600	-8.4%
Corona metropolitana	1,165,500	1,529,300	363,800	31.2%
Total Metropolitan area	3,963,800	4,359,500	395,700	10.0%

Source: *The budget of the Municipality of Rome and the city, Marco Causi - Rome Research Rome*

This uneven growth has also led to internal imbalances. Deployment of public services, infrastructural network and urban quality are some to be noted. The city center's population is either growing older or is single. Most of the suburbs are seeing an increase of inequalities concerning education, income, and general opportunities.

It is also in the direction of reducing these imbalances that the next administration should work to increase the quality of life and the competitiveness of the city all around.

Infrastructures and mobility

Mobility is surely of great importance when it comes to planning and developing a modern city, given it regards both medium to long-range transport as well as public transport within the area.

With regard to long-range transport, Rome is a national and international hub thanks to its efficient railway connections and two airports. Roma Termini is the main Italian train station, and with over 150 million passengers a year, is also one of the busiest in Europe.

As for air transport, Leonardo da Vinci airport in Fiumicino is the busiest in the country, seeing over 43 million passengers back in 2019, and among the first internationally. It was awarded in 2018, 2019 and 2020 as the best airport among the stopovers, with over 25 million passengers, by Airports Council International Europe.

Table 5 - Airports of main European capitals

City / Metropolitan area	International airports <i>n.</i>	Main airport	Passengers main airport 2019 <i>mln</i>	Passengers main airport 2020 <i>mln</i>	Variation 2020-2019 %
Athens	1	Eleftherios Venizelos	25,6	8,1	-68,4%
Berlin	3	Brandenburg Willy Brandt	35,6	9,1	-74,4%
Brussels	2	Brussels Zaventem	26,4	6,7	-74,6%
Dublin	1	Dublin airport	32,9	7,4	-77,5%
Lisbon	1	Humberto Delgado	31,0	9,3	-70,0%
London	6	Heathrow	80,9	22,1	-72,7%
Madrid	1	Barajas	61,7	17,1	-72,3%
Paris	3	Charles de Gaulle	76,2	22,3	-70,8%
Rome	2	Leonardo Da Vinci	43,5	9,8	-77,4%
Stockholm	2	Arlanda	25,6	6,5	-74,5%
Vienna	1	Vienna-Schwechat	39,5	7,8	-80,2%

Source: Development of Scenari Immobiliari on airport company data

Together with the second city airport, that of Roma Ciampino, the annual passengers in the Capital reached 50 million in 2019. In 2020 numbers lowered to a little over 11 million, a decline in line with what the rest of the world experienced.

Table 6 - Main Italian airports

Airport (top 10 in 2019)	Passengers	Passengers	Change rate
	2019 <i>million</i>	2020 <i>million</i>	2020-2019 %
1 Roma Fiumicino	43.53	9.83	-77.4%
2 Milano Malpensa	28.85	7.24	-74.9%
3 Bergamo	13.86	3.83	-72.4%
4 Venezia	11.56	2.80	-75.8%
5 Napoli	10.86	2.78	-74.4%
6 Catania	10.22	3.65	-64.3%
7 Bologna	9.41	2.50	-73.4%
8 Palermo	7.02	2.70	-61.5%
9 Milano Linate	6.57	2.27	-65.4%
10 Roma Ciampino	5.88	1.62	-72.4%

Source: Assaeroporti

Private mobility and local public transport represent the most delicate component of a metropolitan system with an over 4 million population. It constitutes an element to be consolidated in order to bring Rome closer to the level of main European capitals.

In the city of Rome, the circulating fleet of private vehicles equals 1.77 million cars and 389,000 motorbikes, with a motorization rate among the highest in Europe. The metropolitan city has a ratio of 624 vehicles per thousand inhabitants, which has been continuously growing in the past 5 years. Public transport counts on: a not yet strong enough subway system (lines A, B-B1 and C), which extend for a little under 60 km; three borough-train lines (Rome-Lido, Rome-Viterbo and Rome-Pantano) and eight train-lines of the regional railway service, that guarantee the connection with the "cintura metropolitana" (the metropolitan belt).

In order to upgrade this transport system, it has been discussed for a while now, to close the north railway ring and create an exchange node at Tor di Quinto. This would aim to strategically create a ring-like railway system at the service of the metropolitan city of Rome. The project involves a route aimed at closing the railway-ring between the FL3 Rome-Viterbo line, the Tirrenica line and the connection with the cargo line (direction: Chiusi and Tiburtina) at the "northern crossroads". It would double the Valle Aurelia-Vigna Clara section and a create a new route between the Vigna Clara stop and the Val d'Ala station, with a new Tor di Quinto station.

Among the other interventions identified as a priority by the borough administration are: actions aimed at strengthening the existing railway lines, subway and tramways; to renew and improve the vehicle fleet; to complete the metro C line, up to the Fori Imperiali; to provide new tramways and cableways. Other interventions to be reviewed regard: the revision of the route and optimization of costs; the metro B line, with the extension beyond Rebibbia; the extension of metro C up to Clodio Mazzini.

Table 7 - System of subway lines of main European capitals

Metropolitan area	Metro lines	Lenght	Metro stations	Metro passengers	Motorisation rates
	<i>n.</i>	<i>Km</i>	<i>n.</i>	<i>mln</i>	<i>n. car / 100 inhab</i>
Athens	3	89	64	493.8	55
Berlin	16	340	168	334.0	32
Brussels	4	40	59	165.0	40
Dublin	0	0	0	0.0	55
Lisbon	4	44	56	173.0	39
London	11	464	270	1,357.0	36
Madrid	13	294	302	677.5	48
Paris	16	225	305	1,498.0	25
Rome	3	59	73	208.9	62
Stockholm	7	106	100	390.0	30
Vienna	5	83	109	459.8	37

Source: Development of Scenari Immobiliari on different sources

The data has been shared in order to create pointers which weight the single factors (passengers in the main airport, length of subway lines, number of stations and passengers) to elaborate the following ranking:

Table 8 - European capitals Ranking -mobility and infrastructures benchmark

Rank mobility and infrastructures	
1	London 100.0
2	Paris 84.3
3	Madrid 69.8
4	Berlin 53.7
5	Vienna 34.8
6	Stockholm 30.3
7	Rome 28.5
8	Athens 28.0
9	Lisbon 22.1
10	Brussels 19.9
11	Dublin 14.0

Development of Scenari Immobiliari

A positive factor to mitigate the Roman mobility system issue could derive in the near future, from the already stable and widespread work-from-home approach. Many companies have begun to adopt this since last year, due to the lockdown period and the travel restrictions. Eurostat data shows Italy is one of the countries that registered the highest increase of work-from-home approach between 2019 and 2020: from 3.6% to 12.2% of the employed. The data for Rome will presumably be higher than national average, due to the fact the city is home for major private companies as well as for most the public sector headquarters.

Table 9 - Priority interventions on the metropolitan city's transport

Categories	Intervention	Cost of intervention mln €	Direct financing from State mln €	Other financing mln €	Residual requirement mln €
1 Renewal and vehicle fleet improvement	5 new metro A subways, 12 new metro B subways	163.20	134.40		28.80
	Extraordinary maintenance of metro A and B subways	72.22	66.00	6.22	
	4 new metro subways for the C line	36.40	36.40		
2 Strengthening and promoting the train- lines, metro and existing tramways	New trolleys for tramway lines	158.97	158.97		
	Extraordinary maintenance for metro A, B-B1	279.37	225.12		54.25
	Extraordinary maintenance Roma-Lido railway promoting the train-lines transformation within the metropolitan city, maintenance Rome-Viterbo railway (Riano.Morlupo section)	400.97	400.97		
	Works on the Rome-Giardinetti Railway	3.00	3.00		
3 Lines completion running railways, metro and tramways	Extraordinary maintenance on the former regional railways	24.00	24.00		
	Realisation of section T3 metro C (San Giovanni / Fori Imperiali)	1,146.26	564.40	237.60	344.26
4 Lines extension running railways, metro and tramways	Eur Magliana cableway - Villa Bonelli FL1	29.65	29.95		
	Battistini - Torvecchia - Casalotti GRA cableway	109.59	109.59		
	Via Tiburtina tramway	23.45	23.45		
	Tramway Viale Palmiro Togliatti	184.26	184.26		

Source: DEF 2020

In the borough of Rome, according to what emerged from the Rome 2020 Mobility Report, on a typical weekday in 2019 there were 5.87 million displacements, of which: 45.3% by car and 14.5% by motorbike. 3.49 million people travel on their personal vehicle. About one third are to be considered as systematic displacement to the workplace and back home; it equals to 1.2 million displacements. Regarding the percentage of commuters, data shows a total of about 350,000 commuters coming into the metropolitan city of Rome for work: from other municipalities (227,000), from other counties in Lazio (66,000), from other regions (57,000).

Table 10 - Rate of mostly work-from-home employees

Country	2010 %	2015 %	2019 %	2020 %	Change 2020-2019 %
Belgium	9.7%	8.1%	6.9%	17.2%	149.3%
France	10.9%	7.0%	7.0%	15.7%	124.3%
Germany	3.3%	3.3%	5.2%	14.8%	184.6%
Greece	1.8%	2.6%	1.9%	7.0%	268.4%
Ireland	7.0%	3.7%	7.0%	21.5%	207.1%
Italy	3.1%	3.4%	3.6%	12.2%	238.9%
Spain	3.7%	3.6%	4.8%	10.9%	127.1%

Source: Development of Scenari Immobiliari on Eurostat data

The use of new technologies and platforms which make remote meetings possible, reducing the need to go to the office, is believed to have a significant positive effect also on the city traffic. In any case, working from home will remain marginal in the organization of the tertiary sector, where interaction between people is fundamental.

University, art, and culture

The research is focused on the university and the museum system of the capital.

The University system

As far as the higher education system is concerned, Rome offers an articulated set of universities, both public and private, alongside with foreign universities based in Rome and higher education academies, or institutes. There are four state universities with a total of 162,000 students, 6.3% of whom are foreigners. The main public university is La Sapienza: founded in 1303, it is among the oldest in the world and alone has over 100,000 students. It has recently joined ventures with the University of Tor Vergata and the University Roma Tre. Within the public system there is the University of Foro Italico, the only Italian university, and one of the few in Europe, entirely dedicated to physical activity and sport.

The public offer is supported by the private academic system which has about 26,000 students: the three main private universities are Luiss Guido Carli, Lumsa and the Università Cattolica del Sacro Cuore. Another 52,000 students are enrolled at the registered online universities (6) based in Rome.

Table 11 - The Roma University's system

Universities	Enrolled	foreigners	
	n.	n.	%
<i>State universities</i>	162,761	10,267	6.3%
1 Sapienza University of Rome	100,155	6,786	6.8%
2 Tor Vergata University of Rome	28,538	1,926	6.7%
3 Roma Tre University	31,879	1,500	4.7%
4 University of Rome Foro Italico	2,189	55	2.5%
<i>Private universities</i>	25,796	530	2.1%
5 Free International University of Social Studies Guido Carli	9,080	163	1.8%
6 Free University of Maria Santissima Assunta - LUMSA	5,687	237	4.2%
7 Link Campus University of Rome	1,902	35	1.8%
8 Saint Camillus International University of Health and Medical Sciences - UniCamillus	n.d.	n.d.	n.d.
9 Rome Bio-medical Campus University	1,786	11	0.6%
10 Università Cattolica del Sacro Cuore	5,022	n.d.	n.d.
11 Università degli Studi Internazionali di Roma (UNINT)	1,306	63	4.8%
12 European University of Rome - EBU	1,013	21	2.1%
<i>Online universities</i>	52,301	980	1.9%
13 Guglielmo Marconi Online University	9,266	179	1.9%
14 Online University Unitelma Sapienza	2,362	33	1.4%
15 Uninettuno Online International Univeristy	11,650	395	3.4%
16 Mercatorum Online University	1,994	33	1.7%
17 Niccolò Cusano Online University	22,779	292	1.3%
18 San Raffaele Online University, Rome	4,250	48	1.1%
Total	240,858	11,777	4.9%

Sources: Miur and other sources

8,300 students are enrolled in Higher Education Institutes, which also have the highest percentage of foreign students. Among these institutes, dedicated to plastic arts, music and dance, the leading four are: the Academy of Fine Arts, with over 3,000 students, a third of which foreigners; the Santa Cecilia Conservatory of Music; the Roman headquarters of the European

Institute of Design; la Rufa - Rome University of Fine Arts.

Foreign universities also play an important role in Rome, such as John Cabot University, St John's University Rome, the American University of Rome, the European School of Economics - ESE.

A debate has recently been launched on the need to create a new Politecnico of Rome and Lazio: a wide research facility and training center addressing technical-scientific fields with an international vocation. This would aim to connect with the Roman industrial system, while promoting innovation as a driver of the city's development.

The museum system

The Roman Museum System is key in the cultural and tourist optics.

Museums attract tourist flows. Increasingly based on an experiential approach, museums are thought of as significantly important motivations in a trip. The city of Rome is among the first in the world to be known for its cultural and museum offer. Among the most visited art museums in the world, the Vatican Museums, with 6.9 million visitors in 2019 ranks third after the Louvre in Paris and the National Museum of China in Beijing. In the Vatican City there is another of the most visited places in the world: St. Peter's Basilica, with about 11 million visitors in 2019. In 2020, almost all over the world, the decline in visitors went down by 70% to 80%.

Table 12 - Most visited art museums in the world

Museum	City	Total Visitors 2019
1 Musée du Louvre	Paris	9,600,000
2 National Museum of China	Beijing	7,390,000
3 Musei Vaticani	Vatican City	6,880,000
4 Metropolitan Museum	New York	6,480,000
5 British Museum	London	6,240,000
6 Tate Modern	London	6,100,000
7 National Gallery	London	6,010,000
8 State Hermitage	Saint Petersburg	4,960,000
9 Reina Sofia	Madrid	4,430,000
10 National Gallery of Art	Washington DC	4,070,000

Sources: The Art Newspaper

In addition to the religious and cultural attractions at the Vatican, the city of Rome hosts some of the most important museums, monuments and state archaeological areas. The most visited Italian cultural site in 2019 was the Pantheon, with over 9 million visitors. Admission is free and does not appear in the tables of the most visited museums. Among the state museums which require an entrance fee, the Colosseum Archaeological Park ranks first place. The ticket covers the entrance to the archaeological area of the Foro Romano-Palatino. In 2019, there were more than 7.6 million visitors. Rome is home of two other major museums, among the top ten state-owned: the National Museum of Castel Sant'Angelo in fifth place with over 1.2 million visitors and Villa Adriana and Villa d'Este in Tivoli (within the metropolitan city), with over 720,000 visitors. Other museums in Rome among the top 30 are: in 12th place Galleria Borghese (573,000

visitors), in 19th place the National Roman Museum (331,000 visitors), in 20th place the Archaeological Park of Ostia Antica (322,000 visitors) and in the 29th place the Baths of Caracalla (259,000 visitors).

Table 13 - Museums, monuments and state archaeological areas

Museum, monument, archaeological area	City	Total Visitors 2019	Total gross income €
1 Archaeological Park of the Colosseum, Foro Romano & Palatino	Rome	7,617,649	57,566,279
2 Uffizi Galleries (with Palazzo Pitti and Boboli Gardens)	Florence	4,391,861	35,648,464
3 Archeological Park of Pompei	Pompei (NA)	3,935,791	41,047,098
4 Galleria dell'Accademia and Museum of Musical Instruments	Florence	1,704,776	15,353,036
5 National Museum of Castel Sant'Angelo	Rome	1,207,091	10,205,511
6 Museum of Egyptian Antiquities (managed by the Foundation)	Turin	853,320	6,741,708
7 La Venaria Reale (managed by the Consortium)	Venaria Reale (TO)	837,093	4,239,905
8 Reggia di Caserta	Caserta	728,231	4,961,887
9 Villa Adriana e Villa D'Este	Tivoli (RM)	721,574	4,905,035
10 National Archaeological Museum	Naples	670,594	3,934,068

Source: MIBACT

The following table indicates the top 10 Civic and Contemporary Museums. The Macro Museum in joined ventured with the Maxxi, recorded over 400,000 visitors in 2019.

Table 14 - Civic and Contemporary Museums of Rome

Top 10 Civic Museums of Rome per visitors

Museum	Total visitors 2019
1 Musei Capitolini	450,095
2 Museo Ara Pacis	203,586
3 Museo dei Fori e Mercati di Traiano	110,129
4 Musei Villa Torlonia	103,001
5 Museo di Roma	149,060
6 Centrale Montemartini	68,040
7 Museo di Zoologia	54,439
8 Museo Carlo Bilotti (gratuito)	48,808
9 Villa Massenzio (gratuito)	46,164
10 Museo di Roma in Trastevere	41,663

Museums Polo del Contemporaneo e del futuro

Museum	Total visitors 2019
1 Palazzo delle Esposizioni	157,122
2 MACRO (gratuito da settembre 2018)	278,437
3 Mattatoio	44,588

Source: Acos Roma Capitale

Quality of life, environment, and safety

In the international competition between cities and metropolises, there are several relevant localization factors which can be both tangible, such as the presence of infrastructures or services physically linked to the territory, or intangible, such as the quality of life, cultural identity, history or sense of security. People are increasingly choosing places of beauty and a set of elements that can go by the name of quality of life.

This chapter analyzes data that may fall within the broader topic of quality of life. We will see, in particular, environmental issues, such as the presence of green areas and the issue of air pollution, as well as urban safety.

The comparison between main European capitals shows an excellent positioning of Rome with regard to the presence of public parks. The capital is largely in the lead for public parks per capita, with over 160 square meters per inhabitant, it doubles that of Madrid and has 10 times more than Paris. By analyzing the percentage of public green areas in the municipal area, the city of Rome shows good numbers: 36% destined to public parks. Madrid has a close enough percentage of 42%, Paris, Vienna and Berlin are positioned after Rome, with about 30%. The numbers regarding public spending on green areas in Rome are much lower than in other European cities. This is reflected in the quality of the green areas of the city. Unfortunately, not all are usable nor in good condition, as well as for children's playgrounds, which are still insufficient.

Table 15 - Green areas and playgrounds in main European capitals

City	Surface	Constructed surface	Public green area	Public green area on total surface	Green per capite	Public spending on green areas	Spending per capite	Playgrounds	Children per playground
	<i>sq Km</i>	<i>sq Km</i>	<i>sq Km</i>	<i>%</i>	<i>sqm / inhab</i>	<i>mln €</i>	<i>mln € / ab</i>	<i>n</i>	<i>n</i>
Berlin	892	629	265	29.7%	73	148	41.05	1,858	228
Madrid	604	220	257	42.5%	80	247	76.66	1,971	192
Paris	105	88	33	31.4%	15	106	47.74	543	458
Rome	1,287	308	460	35.7%	162	56	19.55	471	1,051
Vienna	415	149	126	30.4%	66	101	52.99	699	348

Source: Acos Roma Capitale, U.O Statistica Roma Capitale

According to the 2019 report on land consumption by Roma Capitale, 21% (28,256 hectares) of the city territory consisted of: non-reversible consumed land, 2% of reversible consumed land (2,603 hectares), and 76% not consumed (97,596 hectares). Most of the not consumed land belongs to the temporary herbaceous class, mainly represented by land used for agricultural activity, estimated to be about 43% of the municipal area.

Of the 46,000 hectares of public parks in Rome, one tenth is managed by local administration. The remaining 41,400 hectares are public green areas of other entities. This second type of green areas also include the natural reserves managed by Roma Natura, a Regional Body established in 1997 to manage the system of Protected Natural Areas of the Municipality of Rome. It is an area of over 14,000 hectares.

Table 16 - Protected natural areas managed by Roma Natura

Natural Reserves, Parks, Natural Monuments of Rome	
1	Marcigliana Natural Reserve
2	Valle dell'Aniene Natural Reserve
3	Decima Malafede Natural Reserve
4	Laurentino-Acqua Acetosa Natural Reserve
5	Valle dei Casali Natural Reserve
6	Tenuta dei Massimi Natural Reserve
7	Tenuta di Acquafredda Natural Reserve
8	Montemario Natural Reserve
9	Dell'Insugherata Natural Reserve
10	Urbano di Aguzzano Regional Urban Park
11	Pineto Regional Urban Park
12	Tenuta di Mazzalupetto Natural Monument
13	Galeria Antica Natural Monument
14	Parco della Cellulosa Natural Monument
15	Fosso della Cecchignola Natural Monument
16	Lake Ex Snia Viscosa
17	Protected Marine Area of the Tor Paterno shoals

Source: RomaNatura

Another issue to consider assessing when discussing the quality of life is air pollution.

The effects of pollution on human health are now more than well known. Just as attention to green areas aspects is increasingly high in the economic and real estate sectors, people's choices are also being more and more influenced by the healthiness of the environment.

Here we analyze the data relating to the average presence of pm2.5 and nitrogen dioxide in main European capitals, as measured by the control units of the individual cities.

Table 17 - Pollution, climate and safety indicators

City / Metropolitan area	Area of reference	Pollution				Safety	
		Pm 2.5	NO2	Days of sun	Days of rain	N. murders / 100,000 inhab.	
						$\mu\text{g}/\text{m}^3$	$\mu\text{g}/\text{m}^3$
Athens	Attica Region (NUTS 2)	16.2	43.5	3,368	43	0.722	
Berlin	The city of Berlin	15.6	42.1	2,479	97	1.090	
Brussels	Region of Brussels-Capital	13.4	38.5	2,281	109	2.534	
Dublin	County	7.9	25.1	1,823	121	n.d.	
Lisbon	Metropolitan area	11.8	38.6	3,045	60	0.384	
London	Greater London (NUTS 1)	12.5	49.4	2,109	94	1.403	
Madrid	Comunidad Autonoma de Madrid	10.5	42.1	3,338	48	0.578	
Paris	City of Paris	13.9	51.4	2,338	99	1.718	
Rome	Metropolitan city of Rome	13.6	40.5	3,346	75	0.494	
Stockholm	Stockholm County	5.8	26.5	2,480	91	n.d.	
Vienna	City of Vienna	15.9	27.5	2,802	90	0.785	

Sources: elaboration Scenari Immobiliari on European Environment Agency data, Climate-date.org and various sources

The pollution level of the city of Rome is in line with that of main European capitals, also due to the highly favorable climatic conditions. In 2019 there were 46 days in which at least one of the eight measuring stations exceeded the limit of 50 µg/mc of pm10, but only 16.5 if we consider the average of the exceedances of each station. The average values of the capital are better than those of cities such as Paris, Berlin, Vienna and Athens.

The climate plays an important role in determining the quality of life. Two important indicators of the climatic condition were detected: the number of sunny days, expressed in hours, and the number of rainy days. Rome among the top 3 European cities, along with Athens and Madrid. The city offers excellent climate throughout the seasons.

The last column in the table highlights data concerning the safety of the cities. In this case, indicated by the number of homicides in relation to the resident population. This data shows Rome as one of the safest cities, with much lower numbers than those of London or Paris, lower than almost all the cities considered. The sense of safety also depends on the spread of minor criminality, such as thefts and robberies. But the fact remains that Rome, and Italy in general, may be considered a safe place to live in.

The data has been revised to create indicators that weight individual factors (pollution, sunny and rainy days, number of murders) to explain to the following ranking:

Table 18 - European capitals ranking - environment and quality of life indicators

Rank environment and quality of life	
1	Stockholm 100.0
2	Rome 86.8
2	Madrid 86.8
4	Dublin 86.7
5	Lisbon 70.6
6	Vienna 68.2
7	Berlin 67.3
8	Athens 62.2
9	London 57.0
10	Brussels 56.4
11	Paris 46.8

Elaboration by Scenari Immobiliari

Production system and work

Any reasoning about the world of work today cannot fail to take into consideration the particular context which has come from the pandemic, thus the availability of data in a constantly evolving situation is very limited. Therefore, the analysis refers to the data of the period before 2020, as basis for any consideration on future trends.

An international comparison shows how the metropolitan area of Rome is one of the main work areas in Europe, immediately after Paris and London.

Analyzing the data of Rome in more detail, it may be seen that at the end of 2019 the metropolitan area had 1.85 million workers: an increase compared to the previous year, even if often characterized by temporary work.

Table 19 - Main employment indicators - Metropolitan City of Rome (2019)

Indicators	Data
Total employees	1,847,778.0
Male occupation rate (>15 years old)	49.7%
Female occupation rate (>15 years old)	43.2%
Occupation rate (15-64 years old)	64.1%
People looking for a job	184,646
Unemployment rate	9.1%
Youth unemployment ratio (15-24 years old) (EUROSTAT)	29.2%
Incidence of "Neet" (*) aged 15-29 (on the total of young people of the same age)	18.7%
Lack of participation in the labour market rate	14.9%

Source: The labor market in the Roman metropolitan area 2020 - Roma Capitale

The youth unemployment rate was close to 30% at the end of 2019, while the incidence of NEET (Not Engaged in Education, Employment or Training) in the 15-29 age group was 18.7% on the same date. There is no official data yet, but it is likely the latter percentage has increased due to the pandemic.

The Roman production sector is characterized from highly educated employees working under high-degree specialized roles, besides the fact of being a very dynamic sector. The advanced tertiary sector has a much more significant number of employees than the national average. In Rome there is much innovation: global companies, the aerospace sector, and universities with high-level research. Despite of this, Rome is not internationalized with regard to production. It exports very little. The incidence of exports on GDP in Lazio is much lower (13%) than in Lombardy (34%) or Emilia-Romagna (42%).

To overturn this situation, it is necessary to build a system that connects the academic world and the productive world, accompanying growth with adequate urban planning and infrastructural policies, in order to make the city globally competitive.

Healthcare facilities

The healthcare crisis linked to Covid-19 has rekindled the attention on the capabilities of healthcare systems in countries all around the world. In particular, on the availability of beds in hospitals, a factor that in many cases has made a difference in saving lives, especially throughout the high peaks of the pandemic.

Over the last decade, the number of beds per inhabitant has seen a contraction in almost all European countries. The following table shows the latest data available (2019) for the regions of main European capitals. Over the last ten years, all the regions considered have seen a significant reduction in the number of beds, ranging from a -3.4% in the metropolitan region of Lisbon to a -15% in Stockholm.

Vienna and Brussels offer more than 700 beds per 100,000 inhabitants, followed by an offer of over 500 beds in Berlin, Paris and Athens. On the other hand, the offer in the regions of Madrid and Stockholm is more limited.

Lazio in 2019 had 338 beds per 100,000 inhabitants and has seen a reduction of close to -10% within a decade. It should be emphasized that all of Italy has seen the closure of numerous hospitals in the past years, due to the reorganization of the national healthcare system. In the city of Rome, the Forlanini, Santa Maria della Pietà and San Giacomo hospitals closed; the structures have been replaced by a new model of widespread healthcare, based on a network of territorial centers called Case della Salute. The overall reduction in beds in the capital was of 13.6%, with more significant cuts in Municipalities III and X, and occurred in parallel with a reduction in the average length of stay in hospitals.

Table 20 - Beds per inhabitant in the regions of main European capitals

Region or metropolitan area	Beds 2011	Beds 2019	Variation 2019-2011
	<i>n/100,000 people</i>	<i>n/100,000 people</i>	%
Attica	553.89	503.80	-9.0%
Berlin	n.d.	562.37	n.d.
Brussels capital	751.80	706.21	-6.1%
Dublin	n.d.	n.d.	n.d.
Metropolitan area of Lisbon	394.88	381.48	-3.4%
Greater London	n.d.	n.d.	n.d.
Comunidad Autonoma de Madrid	293.48	273.10	-6.9%
Île de France	595.93	534.57	-10.3%
Lazio	374.66	338.37	-9.7%
Stockholm (County)	240.29	204.10	-15.1%
Vienna	802.65	751.91	-6.3%

Development of Scenari Immobiliari on Eurostat data

Analyzing in detail the healthcare offer in Rome, in 2019 there were more than 11,500 beds distributed in 30 hospitals: five hospitals, three of which are University teaching hospitals, two university polyclinics, six hospitalization and scientific care institutes (two public, three private and one foundation), eight independent hospitals and seven accredited hospitals.

Most are national and international leading-edge structures, which have become more relevant in the recent months, as the pandemic made of hospitals a key priority.

Table 21 - Hospitals of the Municipality of Rome

Hospital	Type	Total beds
Corp. Hospital San Camillo - Forlanini	Corp.Hospital	872
Corp.Hospital S. Giovanni / Addolorata Rome	Corp.Hospital	696
Sant'Andrea Hospital	Corp.Hospital joined-ventured with University of	448
Corp. Hospital University. Policlinico Tor Vergata	Hospital joined-ventured with the University	497
Policlinico Umberto I	University Hospital. joined-ventured with the SSN	1
Policlinico A. Gemelli E CIC	Private University Polyclinic	2
Policlinic Univ. Campus Bio Medico	Private university teaching hospital	293
Hospital Physiotherapeutic Institutes - Regina Elena	public IRCCS	291
Inmi 'L.Spallanzani' - Irccs	Public IRCCS	156
IRCCSS Lucia	IRCCS foundation	328
IDI - Luigi Maria Monti Foundation	IRCCS private	155
Bambino Gesù Pediatric Hospital	Private IRCCS	822
Irccs San Raffaele Pisana	Private IRCCS	298
Santo Spirito Hospital Complex	Independent hospital	292
Regional Ophthalmic Hospital	Independent hospital	18
S. Anna Women's Health Center	Independent hospital	4
San Filippo Neri Hospital	Independent hospital	438
S. Eugenio Hospital	Independent hospital	508
Sandro Pertini Hospital	Independent hospital	349
GB Grassi Hospital	Independent hospital	233
Paraplegic Center Ostia 'Gennaro De Ro	Independent hospital	15
San Pietro Hospital - FBF	Accredited Hospital	401
San Giovanni Calibita Hospital - FBF	Accredited Hospital	263
San Carlo di Nancy Hospital	Accredited Hospital	230
Osp. gen. of Zona 'Cristo Re'	Accredited Hospital	185
Mother Giuseppina Vannini	Accredited Hospital	225
Israelite Hospital	Accredited Hospital	136
San Giovanni Battista - Acismom Hospital	Accredited Hospital	240
Casilino Polyclinic	Accredited institute presidium of the USL	254
'Luigi Di Liegro' Hospital Presidium	Accredited Institute Presidium of the USL	137
Total beds		8,787

Source: Ministry of Health

These structures work together with accredited private nursing homes, which are 31 within the Municipality of Rome, for a total offer (which includes acute care, rehabilitation and long-term care) of over 2,400 beds.

Table 22 - Private nursing homes accredited by the Municipality of Rome

Structure	Type	Total beds
Villa Domelia Srl Nursing Home	Accredited private nursing home	88
Villa Valeria Srl Nursing Home	Accredited private nursing home	25
Italy Polyclinic Nursing Home	Accredited private nursing home	80
Marco Polo Nursing Home	Accredited private nursing home	29
Santa Famiglia Nursing Home	Accredited private nursing home	71
S. Rita Da Cascia Nursing Home	Accredited private nursing home	30
Nuova Villa Claudia Nursing Home	Accredited private nursing home	35
San Feliciano Nursing Home	Accredited private nursing home	100
Ancelle Francescane Del Buon Pastor Nursing Home	Accredited private nursing home	92
Aurelia Hospital	Accredited private nursing home	236
Villa Verde Srl Nursing Home	Accredited private nursing home	60
Villa Tiberia Hospital Srl Nursing Home	Accredited private nursing home	107
Villa Aurora Srl Nursing Home	Accredited private nursing home	30
Private Nursing Home `Don Carlo Gnocchi`	Accredited private nursing home	20
NCL Institute of Neuroscience Srl	Accredited private nursing home	39
Villa Fulvia Srl Nursing Home	Accredited private nursing home	175
Guarnieri Spa Nursing Home	Accredited private nursing home	109
Mater Misericordiae Nursing Home	Accredited private nursing home	36
Latina Clinic	Accredited private nursing home	30
Concordia Hospital	Accredited private nursing home	25
Fabia Mater Nursing Home	Accredited private nursing home	80
Nuova Itor Nursing Home	Accredited private nursing home	131
Nuova Clinica Annunziatella	Accredited private nursing home	34
Karol Wojtyla Nursing Home Hospital	Accredited private nursing home	34
Villa Pia Nursing Home	Accredited private nursing home	163
Villa Sandra Nursing Home	Accredited private nursing home	144
Cittá di Roma Nursing Home	Accredited private nursing home	155
European Hospital	Accredited private nursing home	51
Merry House / C. Geriatrico Ro Nursing Home	Private accredited nursing home	71
Villa Maria Immacolata Nursing Home	Accredited private nursing home	42
S. Raffaele Portuense Nursing Home	Private accredited nursing home	96
Total beds		2,418

Source: Ministry of Health

The quality of a healthcare system is not expressed exclusively on the basis of the number of beds, but also on the organization, accessibility and quality of the care offered.

The Lazio Region has shown to be able to give an efficient response to the pandemic, as well as building an effective vaccination campaign, acting as a National reference point.

In the city of Rome there are various international leading-edge centers. Spoken of on international research, as in the ranking drawn up every year by Newsweek, together with Statista. Some of these hospitals have been identified among the Globe's best hospitals. Worth highlighting is the presence of 4 structures in the capital among the first 250 of the ranking "smart hospitals".

The ranking takes into consideration the ability of hospitals to make use of the most advanced technologies, Artificial Intelligence, surgery robotics, online-medicine and the presence of digital services. In this prestigious ranking, Rome has 4 hospitals, which places the city as 4th in Europe

with its number of structures, after London, Paris and Milan. The Hospitals referred to are: Bambino Gesù Hospital (position 51), San Camillo Hospital (position 55), Policlinico Gemelli Hospital (position 85) and Campus Bio-Medico Hospital (position 160)

Table 23 - Hospitals of Rome among the Top 250 World's best smart hospital 2021 by Newsweek-Statista

World's best smart hospital 2021	
Rank	Hospitals of Rome
51	Bambino Gesù Pediatric Hospital in Rome
55	San Camillo - Forlanini Corp.Hospital
85	"A. Gemelli" University Polyclinic teaching Hospital
160	Campus Bio-Medico University Hospital

Source: Newsweek

Tourism

The image of the city of Rome consolidates through time among international tourists, as it is continuously being researched and requested as a place to visit. The survey Anholt-Ipsos City Brand Index is an instrument that measures the reputation of the cities in the world, placing Rome 5th after London, Sidney, Paris and New York. Among the categories that are taken into consideration in this survey, the Italian capital is top position in particular with regard to its international status, the appeal of the environment and the activities offered by the city. A more popular ranking tool, the famous destinations of Tripadvisor 2021, sees the city of Rome among the top positions globally. They rank Rome 4th place, after Bali, London and Dubai, and before the cities of Paris, Barcelona and Istanbul.

Table 24 - Rome in the world rankings of reputation and allure

City Brand Index 2020 - Ipsos	Traveller's choice Tripadvisor
City	Famous destinations 2021
1 London	1 Bali
2 Sidney	2 London
3 Paris	3 Dubai
4 New York City	4 Rome
5 Rome	5 Paris
6 Amsterdam	6 Hanoi
7 Vienna	7 Crete
8 Vancouver	8 Bangkok
9 Melbourne	9 Barcelona
10 San Francisco	10 Istanbul

Source: City Brand Index - Tripadvisor

The analysis of tourist flow consolidates the image of the city of Rome, which represents the major Country's appeal. Rome saw over 46 million visitors in 2019, the last year of full-scale touristic activity. Among the European capitals analyzed, only London and Paris, considering their metropolitan areas, counted a higher number of tourist flow. 2020 has upset, almost nullified, the flow of international tourism. This might have started though, a new time for major tourist attractions, this time based on a fierce search for quality and sustainability, rather than on the focus of growth in purely quantitative terms.

The average length of stay in Rome in 2019 was 2.39 days (2.5 days for foreigners and 2.2 for Italians), in line with, and often higher, other European cities. The growth potential for the future is also linked to new forms of tourism, which provide for more widespread flows into the city, as also suggested by the National Recovery Plan (Piano Nazionale di Ripresa e Resilienza). The NRP identifies some specific investments directed towards the tourism sector of the Capital, addressing: a greater distribution of flows through the creation of new routes, the relaunch of minor complexes and the restoration of cultural sites in the city also in suburbia areas. The projects of the NRP that concern the city of Rome are better described in the chapter on the regard of opportunities for value-add.

One form of tourism that in Rome has strong growth potential is congressional. Analyzing the

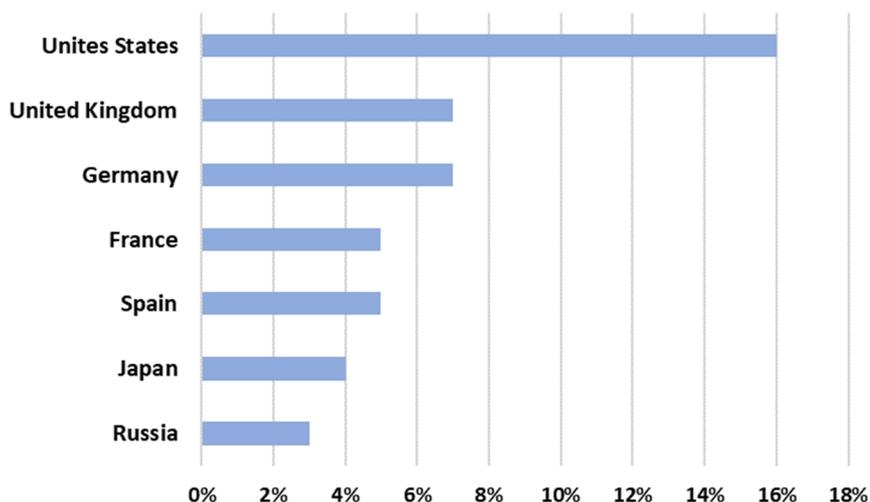
number of international conferences, at least those that meet the requirements of the ICCA-International Congress and Convention Association (events that take place in rotation between at least three countries and take place regularly every year), a certain weakness of the city emerges. In 2019 it hosted 102 ICCA registered conferences, ranking 18th in the world, behind almost all main European capitals.

Table 25 - Tourist flow in main European capitals

Metropolitan area	Area of reference	Arrivals 2019	Nights 2019	average nights	Meeting and conferences ICCA 2019	Estimate participants 2019
		<i>million</i>	<i>million</i>	<i>days</i>	<i>n. (rank)</i>	<i>n.</i>
Athens	Attica Region (NUTS 2)	n.d.	n.d.	-	107 (17)	43,520
Berlin	City of Berlin	13.96	34.12	2.44	173 (3)	85,089
Brussels	Region of Brussels-Capital	4.12	7.80	1.89	86 (28)	21,991
Dublin	County	n.d.	n.d.	-	109 (16)	51,856
Lisbon	Metropolitan area	8.22	18.64	2.27	190 (2)	91,406
London	Greater London (NUTS 1)	33.86	147.35	4.35	143 (8)	76,114
Madrid	Comunidad Autonoma de Madrid	10.42	22.63	2.17	154 (5)	91,900
Paris	Métropole du Grand Paris	25.03	52.45	2.10	237 (1)	124,063
Rome	Metropolitan city of Roma Capitale	19.45	46.54	2.39	102 (18)	34,626
Stockholm	Stockholm County	5.92	10.92	1.84	91 (22)	40,522
Vienna	City of Vienna	8.57	18.37	2.14	149 (6)	89,009

Source: Scenari Immobiliari elaboration on various sources

Table 26 - Origin of international tourists in the Municipality of Rome and percentage of the total



Source: Municipality of Rome

The number of tourist flow during the last few years up to 2019, had been continuously increasing: with an increment of 40% arrivals between 2015 and 2019 and of the 37% latency in the same period. More than half of the tourists who stayed in Rome in 2019 were international (53%). From 2015-2019 national tourism grew to 61%, versus a 25% international tourism.

International tourists are concentrated in the municipality of Rome, where the 64% stayed in 2019, while in the metropolitan belt the ratio is inverted, with 65% national tourists.

With regard to accommodation facilities, in the metropolitan city of Rome there are over 12,000 establishments: 1,036 are hotels and 11,270 complementary establishments, consisting of holiday homes (over 6,000 in 2019), room rentals and bed and breakfasts. Internationally, Rome ranks among the first in terms of hotel quantity. The distribution by category reveals a certain weakness in the upmarket, in particular the five-star hotels, with a larger presence of the lower categories. The total number of rooms in the city of Rome is lower than of Paris and Berlin. There is also a reduced size in Roman hotels: about 50 rooms per structure, compared to +100, in cities as Berlin, Vienna, Dublin or Brussels.

Table 27 - Accommodation facilities in main European capitals

Metropolitan area	Area of reference	Hotel	5*	4*	3*	2*	1*	n.d.	Total rooms	average OR
		<i>n.</i>	<i>n.</i>	<i>n.</i>	<i>n.</i>	<i>n.</i>	<i>n.</i>	<i>n.</i>	<i>n.</i>	%
Athens	Attica Region	675	38	127	157	241	112	-	33,127	78.0
Berlin	The city of Berlin	520	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.	55,885	62.7
Brussels	Region of Brussels-Capital	461	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.	42,600	76.5
Dublin	County	154	10	61	63	14	6	-	20,290	83.0
Lisbon	Metropolitan area	195	49	89	41	12	4	-	17,686	60.4
London	Greater London	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.	158,960	83.4
Madrid	Madrid city	841	30	148	76	34	-	553	45,046	77.6
Paris	Metropole du Grand Paris	2,053	94	493	819	246	22	379	121,646	78.0
Rome	Metropolitan city of Rome	1,036	48	297	386	185	120	-	51,000	73.9
Stockholm	Stockholm County	346	9	117	174	46	-	-	38,750	65.7
Vienna	City of Vienna	422	22	165	165	70	-	-	68,200	61.9

Source: Scenari Immobiliari elaboration on various sources

Of the 1,036 hotels in the metropolitan city of Rome, 794 (77% of the total) are located in Borough I and II, ergo in the city center. According to 2019 data, hotels' market share is of 67%, decreased in recent years, particularly due to "case vacanza" structures, similar to Bed and Breakfast. International tourists preferred to stay in a hotel (81%), while national tourists evened between hotels and complementary structures.

The limit of hospitality in Europe is that of the upmarket, concerning both hotels and short-term residences. In this period, Rome is seeing the completion of numerous upmarket hospitality projects with top-quality services, often consisting of major renovation works on buildings in the historic center. The main interventions are described in the chapter addressing the real estate market dedicated to the hotel sector.

The data has been elaborated to create pointers weighting the single factors (number of latent tourist and duration of the stay, accommodation):

Table 28 - European capitals ranking - tourism indicators

Rank tourism	
1	London 100.0
2	Paris 88.0
3	Rome 52.1
4	Berlin 46.6
5	Madrid 41.5
6	Athens 37.7
7	Lisbon 36.7
8	Brussels 23.3
9	Vienna 23.3
10	Stockholm 20.1
11	Dublin 20.0

Development of Scenari Immobiliari

Rome in the international scenario

From the set of data analyzed in the international comparison and the resulting indicators, the following general ranking has been drawn up to show how Rome is one of the five most important urban centers in Europe, from the most diverse points of view, including that of allure. The analysis considers only the main capitals, other important European urban regions are not included here, such as those of Amsterdam, Hamburg, Frankfurt or Barcelona, but the results would still confirm the position of Rome within the European framework.

Table 29 - Overall ranking of European capitals

General rank	overall score	Demographics	Mobility and infrastructure	Environment and quality of life	Tourism
1	London 357.0	100.0	100.0	57.0	100.0
2	Paris 297.2	78.1	84.3	46.8	88.0
3	Madrid 276.3	78.2	69.8	86.8	41.5
4	Rome 211.6	44.2	28.5	86.8	52.1
5	Berlin 210.8	43.2	53.7	67.3	46.6
6	Stockholm 190.7	37.1	30.3	100.0	23.3
7	Lisbon 164.9	35.5	22.1	70.6	36.7
8	Vienna 153.1	26.8	34.8	68.2	23.3
9	Dublin 149.8	29.1	14.0	86.7	20.0
10	Athens 147.3	19.4	28.0	62.2	37.7
11	Brussels 117.1	20.7	19.9	56.4	20.1

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3. The great transformations of the Roman economy and culture

The comparative analysis of numbers and statistics made it possible to highlight the strengths and weaknesses of the city in relation to main European capitals. In order to complete the analysis of the great transformations taking place in the city of Rome, as well as the opportunities of value-add, a series of interviews were carried out with subjects who are well aware of the reality of the Capital.

The topics emerged from the interviews are summarized below, grouped by macro-themes.

Wanting to get back to normal

The tale of the city of Rome is often characterized by the presence of daily management problems, in particular the shortcomings in waste management, in the sector of mobility and in public transport. Images of waste on the streets of Rome, burning buses, potholes in the streets have often been emphasized in the news. Images that in some cases have gone viral around the globe, negatively affecting the reputation of the city, and creating furthermore a climate of skepticism around the Capital.

It is necessary to get back to normal as soon as possible. A normality in the ordinary management of public services, which would make possible to fully appreciate the historical and architectural value of the city and its quality of life.

What the city asks of the next administration is an efficient management of services, one that allows us to put behind the continuous emergency situation experienced since 2020. This is essential to start thinking again about large urban projects and the relaunch of the city.

Great growth potential

Rome is an essential component for Italy. With extraordinary heritage, built on historic buildings and urban areas of great beauty, Rome is also complex suburbs, the result of suburbanization during the XX century. Rome is a city experiencing a moment of crisis, coming from over a decade of decline, a decline that affects the health of the entire Italian economy.

The capital has lost weight against Milan, which has grown at a faster rate over the last decade. Milano has initiated important processes of urban regeneration, significantly investing in public transport, universities and hospitality, thanks also to an administrative structure that has allowed operators to continuously invest.

The lack of vision has led in recent years to a cancellation of investments (municipal, state and private), due to the increased current expenditure. The sharp reduction of investment expenditure led to a reduction of resources as for the maintenance and improvement of the city's infrastructures and public services and goods. This all came with a very slow usage (bureaucracy) of the available resources.

In addition to the management inefficiency of large infrastructures and services of public interest (transport and waste management, above all), a certain inadequacy in dealing with international competition also emerged in the last fifteen years, concerning the approach of global market.

Every city lives its own cycles; Rome has been in a negative cycle for some years. But it should also be remembered that Rome is not "all bad news". The Covid vaccine management is

paradigmatic, with an organization that is working significantly well, better than many other Italian cities. Today we are probably at a "bounce-back" point. The city is ready to seize a new climate and start reconstructing. For these reasons Rome is to be considered the Italian city with the greatest possibility of growth.

What we have experienced in the last eighteen months has led to unexpected transformations and accelerations of processes already underway. Some of these transformations are desirable, others less, but inevitable nonetheless. The city may take advantage of the fact that it can start rebuilding, given the new elements that recent events have brought out. It can also take advantage of the attention set onto the public sector, with a stronger role of the State and public expenditure, after years in which the public dimension had been in crisis, first by federalist pressures, then by cuts in public budgets.

We are experiencing an extraordinarily interesting moment for the future of our cities, at the dawn of a digital and environmental transformation: Internet is entering the physical space, introducing new ways of interpreting, designing and experiencing the city. Focus on environmental sustainability is now key priority. Rome must face these challenges, setting its key priority in the transition towards sustainability: public and private mobility, reduction of environmental impact in construction, urban planning which prioritizes green spaces. The objective of attainment of the European sustainability targets of 2030.

Rome is therefore a city that today has astounding opportunities. It will be very important that the next administration understands what the city needs today and commits to the management and development of the next events in the capital. An event to keep in mind is the Jubilee in 2025. It is also key to understand the best use of the resources deriving from the European Next Generation EU recovery package.

International role and marketing

The brand Roma is very strong, even if not yet fully highlighted. Rome is the only Italian city with an international profile in which there are three diplomatic circuits: that of the Italian Republic, the Vatican, and large international organizations, such as the UN, World Food Program (WFP), which won the Nobel Peace Prize in 2020.

In the last ten years this resource has not been fully valued. The city also offers a very relevant academic system, with La Sapienza University as the first in the world on "Classics & Ancient History", according to the QS Ranking by Subject 2021.

What Rome has to do is understand what role it wants to play in the next few years, ergo give itself an adequate vision of its history and size. It is necessary to overcome the phase of "normal administration" and to be more daring to re-enter the international circuits. It is not enough to be a city built on tourism, offices and mid-level industry sectors, but a major public effort is needed to develop a strategy and innovate the image of the city.

All this could be included in a marketing action, an investment campaign built around a new way to tell the city's story around the globe. It would be important to start new projects, now in a post-covid time, with new ideas that already take into account the changed needs. Everything must fit into a quality context, which includes a public effort linked to the strengthening of the infrastructural system and the enhancement of the many public areas that have been waiting for a new life for too long.

Administrative and constitutional reform

An essential condition for the functioning of the city is to have an efficient administration and bureaucracy, with the ability to provide answers quickly. Too often today the proposals are lost in paperwork for a very long time before being dealt with. Furthermore, most of the center of Rome needs the special authorization from the Sovrintendenza (Government entity) to carryout works, plans, etc, with long and complex procedures.

Rome, with its 4 mln people, constitutes a separate body in the context of Lazio. There is a need for special recognition by the State, as the capital and as home for international organizations as the Vatican, with needs different from the rest of the country. To govern such a complex city, legislative and financial planning powers are needed, which are regional characteristics, and which in any case go beyond the role assigned to municipal administrations. These are very important technical, administrative and political steps that take time and therefore need to be started quickly.

Ecological and digital transition

For the future of our cities, this is a very interesting moment. The beginning of a revolution driven by the increasingly widespread presence of Internet, is affecting the field of architectural and urban planning. The "Internet of Things" is introducing new ways of designing, interpreting and experiencing the city, creating a "smart city".

Rome must quickly be ready to face the digital and ecological transition, which can no longer be just slogans. It will become key priority for every company's choice and all who will make use of the European green deal.

Digital challenges are many and are closely intertwined with those concerning the environment. Among the many, here are some: the transition towards sustainable mobility and autonomous driving; the reduction of environmental impact of the construction world through a mutated approach of circular economy; a better energy management in buildings; an urban planning bringing back the green areas in the heart of our cities.

Mobility in Rome is quite fragile; private transport is still very consolidated, although something is changing with smart mobility. In the next few years the city will have to increase the offer of public transport, setting its decarbonization, and supporting ecological individual transport (bicycles and electric cars). No new subway lines have been planned, and extensions of the existing ones are progressing very slowly. The future administration will have to put everything back in motion, including the issue of closing the railway ring.

To better manage the transformations underway, it is necessary to invest in digital infrastructures: betting on smart cities could guarantee faster results and greater results for the investment. To ensure greater social sustainability (housing, public spaces, mobility, work, school) together with environmental sustainability (lesser pollution and a new connecting natural and artificial elements), it is necessary to think of digital masterplans, not only to the built city, but above all to its management.

New tools must be implemented and adopted to coherently manage the transformation of the city in the post-Covid time, with coordinated thinking and not with fragmented actions, as has often happened in the past. The involvement and participation of citizens must be added to the partnership between public and private, so the people can actively dictate the needs of the future.

We need a new welfare model, for the city in general, and for the large suburbs in particular. There is a need to offer wider services to the people that adapt to the different organization of life that is emerging in this time: services to the elders, to women and children. Some are primary needs, which have always existed, others are new needs. The great challenge of digitization must lead to the construction of a new network of opportunities and services.

Finally, from an environmental point of view, Rome is already well positioned: it is a city with a great biodiversity, with two thirds of its territory bound to it and with a great resource which is the presence of water. A very important project is underway: the doubling of the Peschiera aqueduct, an extraordinary construction worth an investment of 400 mln Euro. The construction of the second line of the Peschiera-Capore, an aqueduct that today brings water to 85% of the Romans, will make it possible to secure the water supply of the city of Rome, the Rieti territory, the Lower Sabina and the coast of northern Lazio, from Fiumicino to Civitavecchia. Finally, courageous choices are needed: waste treatment plants, with associated energy recovery, as well as maintenance of public parks.

University, research and innovation

The industrial challenge for the future is based on innovation and the knowledge industry. Rome is a leading research center, with an important system of public and private universities. Considering the three main public universities, it is possible to imagine an expansion of the connection with the territories. The university La Sapienza can support the Pietralata - Tiburtina neighborhoods, and the University of Roma Tre can continue supporting the Ostiense neighborhood. Above all Tor Vergata could lead an urban revolution in the eastern area of the city, a very complex urban sector, with a fragile mobility system, but also characterized by the greater concentration of scientific institutes and laboratories in Italy: the Physics Department, supported by the CNR, the INAF National Institute of Astrophysics with its Astronomical Observatory, the ASI (Italian Space Agency), the ESA (European Space Agency) - the ESRIN, the INFN National Institute for Nuclear Physics, the Enea National Agency for new technologies, as well as energy and sustainable economic development organizations set in Frascati.

Universities could represent an opportunity for the regeneration of large urban areas, but they must be enabled to become real campus, with didactic / training facilities, residence, sports facilities, ect. This university system, with modern campus, could be very attractive to international students. Today there is a lot of excitement, with important recovery operations, such as that of the Ex-Dogana in the San Lorenzo neighborhood, which would spread value to the neighborhood.

Finally, the challenge of innovation in the industrial sector must be tackled, creating a bridge between research and industry. Research in Rome is already a sector of excellence, relevant on public research regarding health, renewable energy, astrophysics, pharmaceuticals, audiovisual, just to name a few. It is necessary to insert this research into dynamic circuits, in order to transfer knowledge to companies and develop a high-tech system.

Tourism

The experience of the last year and a half, with the severe setback inflicted on the tourism sector, represents an opportunity to reflect on existing models and rethink them in depth, devising a different structure for tourism in the capital.

Until now there had not been much innovation, and tourist flows concentrated on the Colosseum-San Pietro axis, with a distortion of the local economy and the absence of a true connection with all roman residents.

The tourism offer will have to be rethought: spreading to the vast territory outside the historic city center, working on innovative tourist packages, a better international promotion, trying to slow down the classic dynamics of mass tourism, and taking advantage of higher work flexibility.

It must emerge the fact that Rome is also a city with beautiful sea and hills, with an immense and often less known archaeological heritage ranging from the Appia Antica Park to the archaeological area of Veio, from Ostia Antica to the Tivoli area with its villas and precious green areas. It is also necessary to consolidate competitive and attractive cultural events, such as festivals, exhibitions, shows, and relaunch conference tourism.

A slower model of tourism could also be thought of. It would include long-term latencies accessible to a large number of people, as for instance workers who can stay in different places without interrupting their own professional life. Improving the tourists' ability to be active in the community would also allow the redistribution of tourist flow between less and more attractive destinations.

Conclusion

We are seeing the eve of transformation, which could go in many directions depending on the Recovery plan, and the organization of events such as the 2025 Jubilee. There is a great potential for enhancement, also arising from the fact of being in the post-covid era. We are also in a phase of transition, in which it is not easy to see clearly the scenarios of the next decade; we are waiting for the municipal administration elections, thus the guidelines for the next five years, as well as the details regarding the investments of the National Plan of recovery.

The strategic decisions of the next few years will have to touch upon fundamental issues to affect the future of mobility, living, working, shopping, leisure. On the territory, these themes are combined with the future of shopping centers, the Eur and the Flaminio neighborhood, the choosing of the stadium, the high-speed trains for Fiumicino, just to name a few. Every reflection, both from the private and public sector, will have to consider "mending the fabric of Rome", an issue coming from the disorderly development of suburbs the city saw throughout the XX century.

A climate of collaboration is necessary between the social, professional and scientific energies, a square game that worked well in the years of the 2000 Jubilee.

A pact should be made converging the interests of local authorities, universities, trade unions, businesses, professions, chambers of commerce, the banking system, environmental associations, the third sector and any other actor participating in the revitalization of the city.

Teaming up is important for the future of the city, here more than anywhere else.

4. The opportunities to enhance the city

This chapter highlights the events or elements that may contribute to the enhancement of the city in the coming years. The 150th anniversary of Roma Capitale passed without much thought put into it, but in the next few years there are several opportunities that Rome can take advantage of to relaunch its image. In addition to a series of international sporting events -which will not let us forget the lack of candidacy to host the Olympic Games- there is the Jubilee of 2025, followed by the 2000 Years of Redemption Anniversary in 2033. In addition to these punctual events, there is also the opportunity brought by the investments that can reach the city with the National Recovery Plan (Piano Nazionale di ripresa e resilienza), which from today to 2026 could be a great opportunity for Rome.

International sports events

As far as the great sports events, it remains in the memory of the romans, the renunciation to the candidacy to accommodate the Olympic Games of 2024, made official in 2015, and renounced to in 2016 by the municipality's administration.

The city of Rome accommodates a series of yearly international events of great appeal as the International Atp Tennis at Foro Italico, the Six Nations of Rugby Tournament at the Olympic stadium, the international horse Competition in Piazza di Siena, the Golden Gala of track-and-field at the Olympic stadium, the Maratona di Roma.

In 2021, are scheduled four matches of the European Football Championship: including three first round games, among which the opening game and a quarter-final game. Talking soccer games, there shall also be the European games which both the roman football teams will play in.

In addition to the recurring events, the E-Prix of Rome has been added: an annual electric car race that will take place in Rome at least until 2025, destined for electric cars of the Formula E world championship. The event takes place on city streets in the Eur neighborhood, with a route that highlights the spectacular context, passing between the Palazzo dei Congressi, Piazzale Marconi and the Palazzo della Civiltà Italiana. According to a 2019 study by Sgm Insight, the Rome E-Prix, in 2019, had a turnover of 62MM Euro, with about 32,000 participants, 280 jobs, 4.5MM Euro spent by tourists in Rome and 14,000 hotel rooms booked.

European Swimming Championships - 2022

In December 2019 the city of Rome won the tender to host the 2022 European swimming championship. The project aims to make use of existing facilities. The swimming races, diving and synchronized swimming competition will take place in the historic Foro Italico facility, while the cross-country competitions will be set in Ostia.

Ryder Cup - 2023

The Ryder Cup is the most important international golf event, with significant media coverage and a great turnover. In 2023 this event will take place in the territory of the Metropolitan City of Rome, at the Marco Simone Golf & Country Club, located at Setteville Nord within the Municipality of Guidonia Montecelio. The tournament, born 1927 in Europe, has almost always taken place at British courts. It will be the third time it is held outside the UK.

The event lasts six days and it is estimated that it will attract approximately 250,000 spectators. It is expected to generate a turnover of 600 to 800 mln Euro; from past tournaments, it is possible to assume the demand for transportation will rise to 15,000 units at rush hours.

In order to guarantee the sustainability of the event and improve the capacity and usability of both the existing infrastructure and those to be built, a multi-year financing of a total of 50MM Euro has been laid down. Infrastructural interventions connected to the event or context have been identified, for a total of an additional 27MM Euro, which may be carried out, in whole or in part, with the savings deriving from the construction of the works deemed essential.

Jubilee 2025 and Extraordinary Jubilee for the anniversary of the Redemption 2033/34

The Jubilee of 2000 represented an important moment in the urban development of Rome, starting together with other factors, a period with city growth rates higher than the national average. It was an intervention with a known deadline, which made it possible to start in time a program of interventions financed by the Government. Overall, about 1.9 B Euro were spent to finance hundreds of interventions on infrastructures and mobility, cultural heritage and urban regeneration.

For the 2025 Jubilee, the program of public works and infrastructures is not yet well defined, we start with a little delay. The government should set up an ad-hoc table to coordinate interventions and monitor the progress of the public works, with an articulated plan for the infrastructures to be drawn up and then implemented by the State, the municipality and the region. In this regard, the hypothesis of a commissioner for public works, who would act as the sole interlocutor with the Vatican.

In fact, the management concerns an important package of public works, of approximately 2.5 billion. Among the projects taken into consideration, there is the construction of tramway lines, for a total of over 700MM Euro to be distributed between: the Tva line (Termini - Vaticano - Aurelio), a project that provides the connection between the Circonvallazione Cornelia and Piazza dei Cinquecento, crossing through Gregorio VII, Corso Vittorio and via Nazionale. The extension of the tramway from the San Lorenzo neighborhood to the Tiburtina train station, the tramway on Viale Palmiro Togliatti and the transformation of the historical Roma Lido train. About 900MM are expected to be needed to upgrade the trains fleet on regional lines. The deadline of the Jubilee could give a boost to other infrastructures, such as: the closure of the railway ring, with 550MM Euro, the mending of some regional highways such as the Salaria, the Cisterna-Valmontone and the Rome-Latina.

Other projects that could be included in the Jubilee dossier are the arrangement of the archaeological area of the Appia Antica, the Ex-caserma Guido Reni, the Ex-velodromo at the Eur, the former Forlanini hospital, as well as the expansion of the port quay of Civitavecchia.

The date of 2025 falls within the deadline indicated by the Next Generation Eu plan and by the National Recovery Plan (Piano Nazionale di ripresa e resilienza) therefore in addition to the funds provided by the government, it will be possible to employ multiple funding. But four years are a short time to imagine large-scale projects, and the collaboration of all the institutions involved becomes essential.

Expo 2030 / Olympics 2036

Among the future opportunities for relaunching the city there is also the possibility to participate the tender to host one of the main international events, the Universal Expo and the Olympic Games.

At the moment there seems to be a consensus on the candidacy of Rome to host the 2030 Expo, a candidacy that must be made official at the Bie by October 2021. As of June 2021, only one candidacy has been received, that of the Russian Federation with the city of Moscow. The Roman administration has set up an office for the preparation of the masterplan to elaborate the candidacy, yet time is of concern. The 2020 Universal Expo has been postponed and will take place between October 2021 and March 2022 in Dubai, while the city that will host the 2025 edition will be Osaka in Japan.

Another possibility for the city, in the event that the candidacy for Expo 2030 should not be ready within the required time frame, would remain that of hosting the 2036 Olympic Games. Paris will be hosting in 2024, Los Angeles in 2028, and Brisbane in 2032.

National Recovery Plan (Piano Nazionale di Ripresa e Resilienza)

To help repair the economic and social damage caused by the coronavirus pandemic, the European Union has created an unprecedented stimulus package, totaling 1,800 billion Euro. Among these interventions, the Next Generation EU program is quite relevant. It provides for investments and reforms to accelerate the ecological and digital transition and create a more resilient Europe, characterized by gender, territorial and generational equality.

Italy is the first beneficiary, in absolute value, of the two main instruments of the Next Generation EU: the Device for Recovery and Resilience (Rrf) and the Recovery Assistance Package for Cohesion and the Territories of Europe (React - EU). The RRF alone guarantees resources of 191.5B Euro, to be used in the period of 2021-2026, of which 68.9B are non-repayable funding. For our country this is an unmissable opportunity for development, investment and reforms. The main objectives are the modernization of the public administration, the strengthening of the production system and the increase of efforts in the fight against poverty, social exclusion and inequalities.

The RRF requires Member States to present an investment and reform package, which has taken the name of the Piano Nazionale di Ripresa e Resilienza (PNRR) The Plan is articulated in six macro areas of participation, called "missions", and sixteen components. The six missions are:

1. digitization, innovation, competitiveness, culture
2. green revolution and ecological transition
3. infrastructure for sustainable mobility
4. education and research
5. inclusion and cohesion
6. health

Looking at the PNRR, many investment opportunities refer in general to issues of building rehabilitation, energy efficiency and urban regeneration regarding the real estate market and the world of construction. We have all the possible opportunities for regenerating the city of Rome.

The reforms make reference to: the efficiency and digitalization of the public administration, the bureaucratic simplification in construction and urban planning, interventions for urban regeneration.

There are in particular two missions that provide for specific interventions in the city of Rome: mission 1 with tourism interventions, relaunching Rome's appeal through the reactivation of tourist routes starting from "minor" places, often excluded, which can balance the "overtourism" that characterizes the capital's most famous attractions; and the development of the film industry, with the Cinecittà Project, which envisages the relaunch of a strategic European pole capable of generating a new tourist flow and commercial. Then mission 3 regards the consolidation of connection among cities, as it would be the case for the routes: Rome-Pescara, Rome-Ancona and Rome-Perugia.

The main investments planned for each mission are described below, which may have a significant impact on the development and real estate market of the city.

Mission 1: digitization, innovation, competitiveness, culture

For tourism and culture, the starting point is: the modernization of infrastructures, the regeneration of the borghi (small village-like neighborhoods), to balance the tourist flow, to redevelop accommodation facilities, the enhance historic parks and gardens, as hubs of "public beauty", identity places for communities and as key factors in urban regeneration processes.

With regard to accommodation facilities, a tax credit action is expected at national level (of 530MM) to increase the quality of hospitality with investments aimed at environmental sustainability (renewable sources with lower energy consumption), redevelopment and the increase of quality standards. A percentage non-repayable funding will also be provided to incentivize investments in complex times such as post-Covid.

This first component also provides for a specific investment of the city of Rome, called "Caput Mundi. Next Generation EU for major tourist events ". This is a 500MM Euro intervention dedicated to relaunching the appeal of the city, developing a sustainable tourism model through the creation of a national tourist itinerary starting at the capital and going to lesser-known and not always involved places, keeping in mind a large tourist flow.

The idea involves the creation of a proposal differentiated by tourist: the pilgrim, the family, business tourism, experiential tourism, adventure tourism, food and wine tourism. This, in view of the major events that will involve the city, in particular the 2023 Ryder Cup and the 2025 Jubilee. The aim is to alleviate over-tourism, from the main archaeological sites and museums, but also of churches at the historical center. A dedicated tourist app will have to be developed containing all necessary cultural and logistic information for tourists; and more generally there will be a need for digital technologies leading for better management of accesses and routes. Among the objectives is also that of reconciling the tourist with the life of roman citizens, with projects of inclusion and active participation and the consolidation of tourist flow in the suburbs.

The resources will be allocated as follows:

- Cultural heritage of Rome for Next Generation EU: regeneration and restoration of the cultural and urban heritage and complexes of high historical and architectural value
- From pagan Rome to Christian Rome: safety measures, anti-seismic interventions and restoration of public places and buildings of historical interest, along the jubilee paths
- #Lacittàcondivisa: redevelopment of the suburbs of the City and of relevant sites

- (archaeological areas, buildings) located in the large suburbs farthest from the city center.
- #Mitingodiverde: renovation and restoration of parks, historic gardens, fountains and villas
 - # Roma4.0: digitization of cultural services
 - #Amanotesa: increase of the cultural offer in the suburbs to promote social inclusion (eg removal of architectural, sensorial, cultural and cognitive barriers to access places of culture, support for families and fragile individuals).

A second specific action for the city of Rome is that relating to the development of the film industry, through the “Cinecittà Project”. This is an intervention, amounting 300MM Euro, which regards investments in the film and audiovisual sector with the aim of improving its competitiveness. A strategic and celebrated worldwide center for film and television production such as Cinecittà needs a relaunch to increase its appeal to European and international film and tv producers. This, in addition to contributing to employment growth, could generate a chain reaction for tourist and commercial flows linked to the accommodation of film and audiovisual companies.

The Project includes three lines of intervention:

- to strengthen the Cinecittà film studios managed by Istituto Luce Cinecittà SRL - a company in which the Ministry of the Economy and Finance holds 100% of the shares and the Ministry of Culture exercises the rights of shareholder - to improve the qualitative and quantitative level of production, to increase the appeal and to be able to stand with major international competitors
- to relaunch the activities of the Foundation Centro Sperimentale di Cinematografia through the development of infrastructures ("virtual production live set") for professional and educational use through e-learning, digitization and modernization of the area of building stock
- to strengthen professional skills and competences in the audiovisual sector to facilitate the technological transition.

The interventions for the culture launch also include an allocation of 1,460 B Euro for fourteen strategic interventions distributed throughout the national territory. For the city of Rome, the “URBS. From the city to the Roman countryside”, for 106MM Euro, dedicated to the enhancement of the National Roman Museum and Archaeological Park of the Appia Antica, strengthening the connections between the two through the implementation of a museum network spread on the territory, to enhance the different connotations of the landscape, consolidating its potential and appeal to the tourist.

Specifically, the National Roman Museum it is expected to open the large spaces of the Terme di Diocleziano to the public. It is expected to restore the ancient, medieval and modern quarter of the Crypta Balbi, to rethink and deeply reorganize the overall exhibition path of the museum so that it becomes an educational path, innovative and accessible to all audiences. For the Appia Antica Archaeological Park, the objective is to support and promote the relaunch of the area between the Via Appia and the Via Latina, with interventions that will be divided into new acquisitions, archaeological excavations, restorations and re-functionalizations, with a view to a deeper knowledge of the territory and a wider usage by the public.

Mission 2: green revolution and ecological transition

The mission on ecological transition relates to the issues of energy efficiency and the redevelopment of buildings, potentially of great interest for a very large share of the capital's real estate assets. A specific component relates to the efficiency and seismic safety of the public building heritage, which concerns in particular schools and judicial towns. For the energy requalification and anti-seismic adaptation of private real estate and social housebuilding, the instrument identified is a temporary incentive, through tax deductions in the interventions that would be favored by the simplification of procedures. The development of efficient district heating systems is also planned.

As for private assets, an investment of 13.81 billion at national level concerns the extension from 2021 to 2023 of the Ecobonus and Sismabonus measures up to 110% for energy efficiency and building safety. Among the objectives of this intervention, are of coping with the long amortization times of building renovations and the stimulation of the construction sector, in order to achieve the objectives of energy saving and reduction of emissions by 2030. The investment will moreover allow to stimulate local economy through the creation of workplaces in the construction sector and the production of goods and services for housing. Are also included numerous interventions as for: efficient solutions for the isolation, fixtures, substitution of heating and conditioning systems and installation of systems for the generation of renewable energy. The Plan estimates that when fully operational, the investments will allow the renovation of about 50,000 buildings per year throughout Italy, for a total area of 20 million square meters per year.

Mission 3: infrastructures for one sustainable mobility

The third mission concerns infrastructures for sustainable mobility, which among its main objectives looks to overcome territorial gaps, which represent a strong obstacle to economic and social convergence. To this end, two interventions are planned: the first concerns the completion of the main high-speed rail axes, the integration with regional railways and the safety of the entire network. The second previews the modernization of the logistics system.

The component of investments on the railway system provides for a series of expenditures that directly concern the city of Rome, in particular those of "diagonal connections". The west-east railway connections are to be upgraded, to allow the population access to internal areas. The interventions may concern:

Rome-Pescara, with a time saving of 80 minutes, upon completion of the project and an increase in capacity from 4 to 10 trains per hour on the route. The Orte-Falconara, with a reduction in travel times of at least 15 minutes; on the Rome-Ancona and on the Rome-Perugia route with a reduction of travel time of at least 10 minutes, and an increase in capacity from 4 to 10 trains per hour on the route, subject to doubling the train tracks.

Mission 4: education and research

For the upgrading of education and research services, interventions on school structures, student accommodation, sport infrastructures is envisaged. With basic interventions for the safety and redevelopment of school buildings and for the construction of new classrooms and laboratories. The plan aims to construct, or structurally adapt, about 400 buildings to be used as gyms or sport facilities throughout the country, with the provision of modern and innovative sport's equipment, characterized where possible by a high technological component. For

student accommodation, the aim is to triple the number of places for non-residents, bringing them from 40,000 to over 100,000 by 2026 and favoring private investors or public-private partnerships.

Mission 5: inclusion and cohesion

With regard to the issues of cohesion and inclusion, investments are planned on national territory for 9 billion Euro for: a) urban regeneration projects and social housing initiatives, with investments in urban regeneration projects aimed at reducing marginalization and social degradation (3.30 billion Euro); b) Integrated Urban Plans (2.92 billion Euro); c) Innovative program of quality of living (2.80 billion Euro). Other investments will be able to activate a lever mechanism to ensure affordable housing.

The first investment, on urban regeneration projects, provides for contributions to municipalities to reduce situations of marginalization and social degradation as well as to improve the quality of urban decor and the social and environmental context.

The Integrated Urban Plan intervention is dedicated to the suburbs of metropolitan cities and provides for participatory urban planning, with the aim of transforming vulnerable territories into smart and sustainable cities, limiting the consumption of building land. The interventions will also be able to take advantage of private investments participation for up to 30% with the possibility of using the financial instrument of the EIB “Fund of funds”.

The innovative Housing Quality Program, which aims to create new residential constructions, to reduce housing difficulties, focusing mainly on green innovation and sustainability. The investment is articulated in two lines of interventions, to realize without new ground consumption: (i) requalification and increase of social housing, restructure and regeneration of urban quality, improvement of accessibility and of safety, mitigation homelessness and increase of the environmental quality, usage of innovative management models and tools and the inclusion and well-being within the city; (ii) interventions on public residential buildings with high strategic impact on national territory. The selection of funding proposals will take place through indicators aimed at assessing the environmental, social, cultural, urban-territorial, economic-financial and technological-procedural impact of the projects.

Mission 6: health

Relating to the shortcomings of the public healthcare system, which first of all envisages the consolidation of structures designated to local medicine, as well as the adaptation of hospital buildings in seismic areas.

Among the transversal priorities of the Plan, therefore outside the six missions mentioned above, there is also a significant part (300MM Euro) for the financing of the reconversion of nursing and retirement homes for the elderly, into groups of autonomous apartments, equipped with the necessary equipment and services.

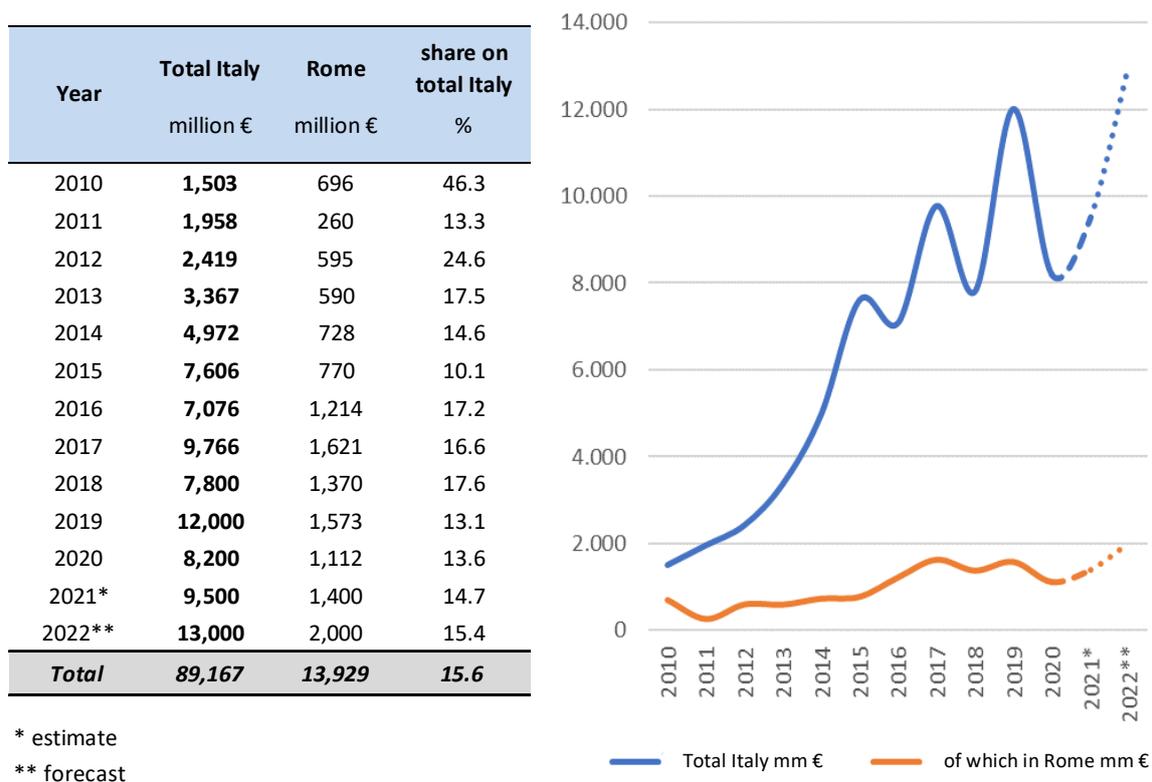
Among the reforms within the PNRR, there is the Government's commitment to approve a law on land consumption, which affirms the fundamental principles of reuse, urban regeneration and limitation of consumption, supporting at the same time, the future of construction and the protection and enhancement of agriculture.

5. The real estate market: investments and prospects by sector

Italy faced the pandemic with solid fundamentals from the real estate market perspective, having set a new record on investments, back in 2019. In 2020, the Italian real estate market recorded a turnover of 113.6 billion Euro, with an average decrease of 12.3% compared to 2019. All markets, except for logistics, experienced a setback, as the hotel asset class (-71%), or a more significant drop in the office (-27%) and retail sector (-40%). The residential sector did well enough with a 6% decline, for an overall turnover of 90 billion Euro in 2020.

As for investments, understood as the sum of public (or publicly disclosed) real estate transactions, including portfolio acquisitions, the total national volume in 2020 was equal to 8.2 billion Euro. Compared to 2019, when it reached 12 billion Euro having the best result of the last decade, we may see a decrease of about one third in the year 2020. 61% of investments stabilized in Lombardy (in particular in Milan), while 13.6% of total national investments were done in the Capital. this average of investments has gone down in the las decade, without ever exceeding the 20% threshold. The city of Milan has become strongly appealing, especially to international investors since 2015.

Table 30 - Italian and International independent real estate investments in Italy 2010-2022 with emphasis on the city of Rome

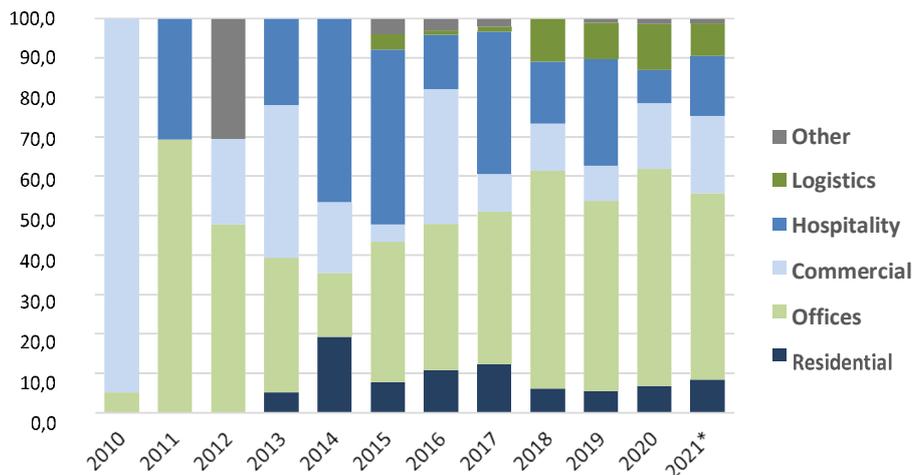


Source: Scenari Immobiliari

A quite small Italian market emerges when compared to European markets. Suffice it to say that in the Paris region alone, over investments of over 19 billion were made in 2020 (80% of which on office buildings), a much higher number than the Italian overall.

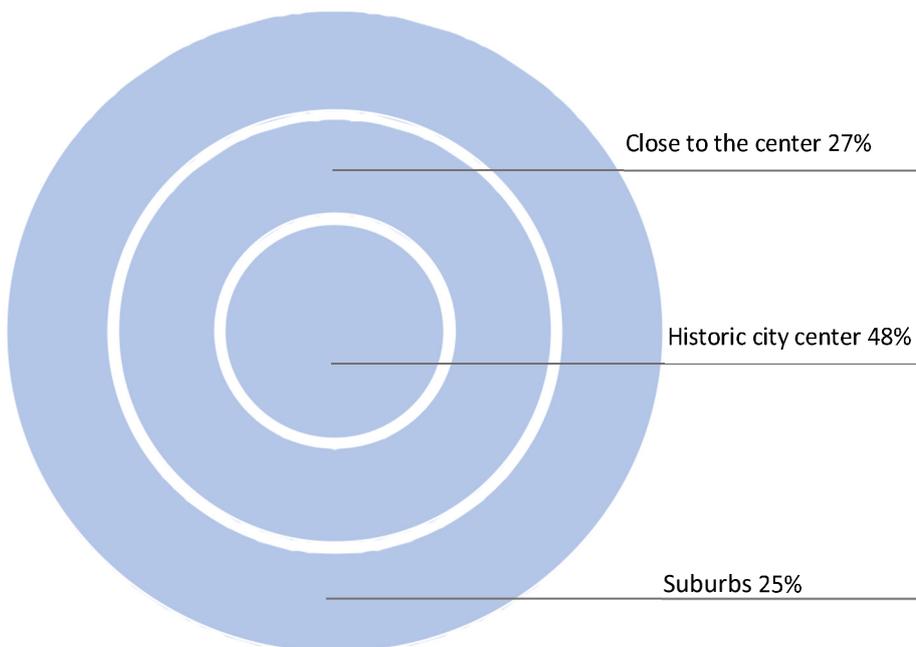
In recent years, approximately half of the capital formation from national and international investors in the city of Rome, was directed towards the office sector (55.1% in 2020), followed by commercial properties (16.7%), logistics (11.7%) and hospitality (8.5%). The latest has suffered more than others in the tourism sector, from the pandemic crisis given travel reduction.

Table 31 - Real estate investments in Rome 2010-2021 by asset class



Source: Scenari Immobiliari

Table 32 - Investments location within the city of Rome 2010-2021



Source: Scenari Immobiliari

Residential market

The Italian residential sector is based on purchase by families and it constitutes the most important slice of the market within total real estate turnover. It is also the market that has shown greater resilience over the course of 2020, with a turnover drop of about 6%, far fewer than other sectors. However, the share of institutional investments remains quite low, although in recent years it has been growing, thanks to the increased interest in the multi-family sector and the private rental sector (PRS).

The number of residential transactions in Rome grew from 2014 to 2019, when it reached 36,000 sales. It dropped to 32,300 in 2020, with a decrease of just over 10%. For 2021 and up to 2023, it is expected to bounce back, with an over 40,000 transactions growth in 2023.

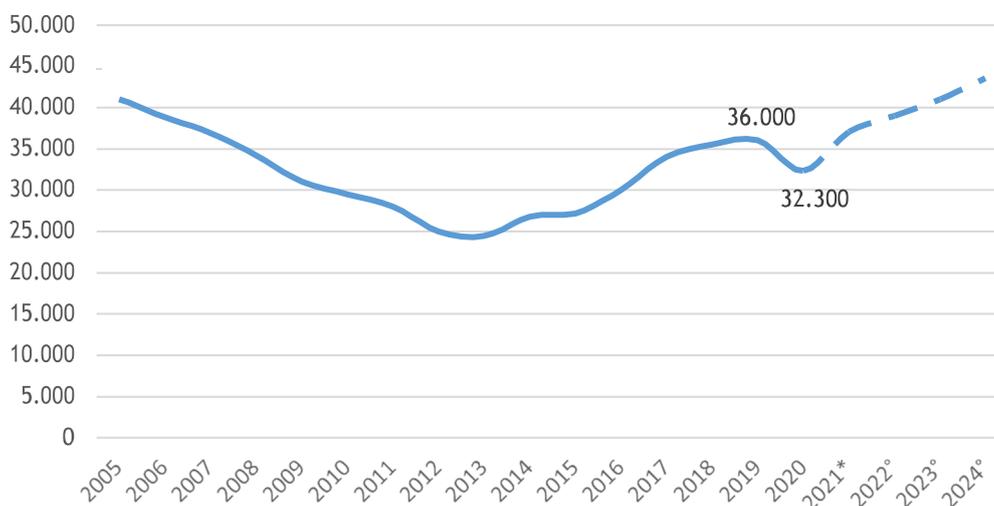
Table 33 - Main indicators of the residential market in Rome

Residential market Rome 2020 and 2021			
	2020		2021 (estimate)
Offer (per unit)	42,200		44,000
Trades (per units)	32,300		37,000
Net sales (Million Euro)	10,500		11,800
overall turnover rate	76.5		84.1

Residential prices and rents - June 2021				
	Average price (€/sqm)		Average rents (€/sqm/year)	
Center	9,150	Center	375	
Close to the center	6,780	Close to the center	280	
Suburbs	3,575	Suburbs	135	

Source: Scenari Immobiliari

Table 34 - Trend of residential transactions in Rome 2005-2020 and forecasts for 2024



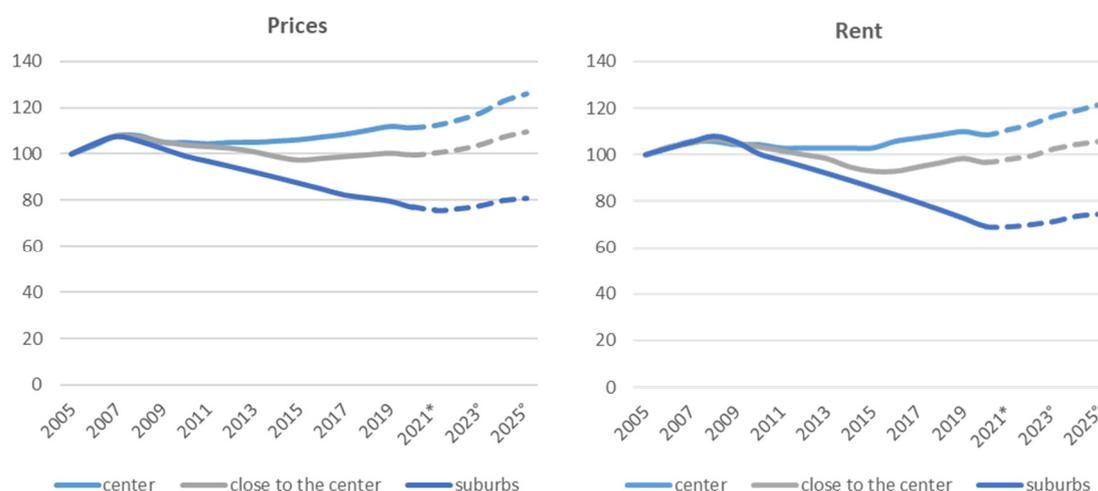
Source: data Scenari Immobiliari

Prices and rent have seen a slight growth since 2016 in the center and close to the center areas, while the suburbs have continuously show a loss in value. After a negative 2020 for all urban areas, prices and rent are expected to recover both in the central and suburbia areas.

In mid-2021, the average house prices in Rome amount to 9,150 Euro/sqm in the center, 6,780 Euro/sqm close to the center and 3,575 Euro/sqm in the suburbs. Growth in the center over the past five years has been more than 5%, despite the difficulties of last year, while the suburbs have seen an average price drop of more than 7%.

Average rent is: 375 Euro/sqm/year in the center, 280 Euro/sqm/year in the center and 135 Euro/sqm/year in the suburbs. In the central areas, the growth in average rent in the last five years was equal to 7.2%, while stability was observed over the last year. On the contrary, still in the last five years, the suburbs have seen a decrease of more than 12% in average rents.

Table 35 - Trend of prices and rent in the residential sector in Rome 2005-2020 and forecasts for 2024



Source: data Scenari Immobiliari

In an international comparison, the average prices in the center of Rome are lower than those of London, Paris and Stockholm, but higher than all the other cities considered, despite a very limited growth in values over the last five years compared to the rest of the cities. In fact, with 5.2 %, Rome shows the slowest market growth, which compares with the increase of 10% in Brussels and 55% in Berlin.

The situation is slightly more balanced observing the rent trend, with +7% in Rome compared to Paris, Stockholm and Athens increase, while Berlin has the greater trend with +52%.

Table 36 - Average sales prices and average rent (June 2021) for the central areas of the residential sector, with variations * to 1 and 5 years

City	Average prices	Change	Change	Average rent	Change	Change
	euro/sqm	2021/2020	2021/2016	euro/sqm/year	2021/2020	2021/2016
		%	%		%	%
Athens	1,900	4.5	12.5	140	0.5	5.6
Berlin	7,800	11.2	55.5	200	1.2	52.6
Brussels	3,800	-3.1	10.5	185	-3.5	21.2
Dublin	6,700	0.7	23.8	250	-5.8	26.2
Lisbon	4,500	3.9	46.7	220	-4.6	11.2
London	13,200	-0.9	28.9	650	-11.9	33.6
Madrid	5,500	0.7	33.3	200	-11.5	14.1
Paris	13,700	-1.8	12.8	430	-2.6	5.3
Rome	9,150	0.3	5.2	375	0.0	7.2
Stockholm	9,800	4.9	21.8	320	1.4	6.6
Vienna	7,800	3.6	18.7	348	-2.6	16.6

* changes refer to the month of June of each year

Source: Scenari Immobiliari

The recent price stability in the city center, together with the decline in the suburbs, leads Rome to have great recovery opportunities in the coming years, potentially among the highest in Europe. The growth forecasts for the next five years, places the capital second to Paris with more than 19.3%, among the cities analyzed, with a potential increase of 15.4% in five years.

Table 37 - 2026 forecasts - ranking by percentage change in 5 years of average sales prices in central areas, residential sector

City	Average prices	Change *
	June 2021 euro/sqm	2026/2021 %
1 Paris	13,700	19.3
2 Rome	9,150	15.4
3 Berlin	7,800	14.1
4 Madrid	5,500	12.7
5 London	13,200	11.4
6 Vienna	7,800	10.3
7 Stockholm	9,800	9.7
8 Brussels	3,800	9.2
9 Lisbon	4,500	8.9
10 Dublin	6,700	8.2
11 Athens	1,900	5.3

* Forecast

Source: Scenari Immobiliari

Opportunities for the Roman residential market

The city of Rome's residential market is characterized by a wide qualitative gap between the historic central areas, and the suburbs built in the second half of the XX century. Opportunities can arise from the recovery of buildings of known value in the historic center and in the most prestigious neighborhoods, but also in other less common areas, such as the Garbatella neighborhood, which host buildings of great architectural value and are well connected to the center.

The offer consists of very traditional solutions, seen in the most recent and quality interventions. The innovative offer is not yet adequate. It consists of new solutions such as mini-apartments or houses for short-term rentals, intended for both Italian and international young professionals looking for housing, also temporary, in Rome and are struggling to meet their needs. The city has large international organizations and world-class research centers, but looking to attracting new businesses and young workers, is necessary to invest in contemporary quality housing solutions. There is also a lack of high-end properties for short- or long-term rent, as it also happens in other metropolis around the globe.

To better understand the different dynamics within the city, the percentage changes in the average prices of the Roman neighborhoods were analyzed. This analysis led to the drawing up of a ranking of the top ten neighborhoods for annual growth, referring to the last 5 years. In the last year, despite the difficulties brought about by the pandemic, there has been an increase in the average prices of various Roman neighborhoods, in particular those best served by the subway and closest to premium green areas. The variations were between 1.7% of the Trastevere and Piazza Pio XI micro-areas, up to 3.3% of the Aventino neighborhood.

In the last 5 years there has been, in Rome, an increase of more than 10% in various central neighborhoods: up to +15.6 % in the Piazza del Gesù area, versus the national average, which in the same period saw a decline of 2.8%.

Table 38 - The ten best neighborhoods for annual percentage change, and to 5 years of the average prices, residential field

Rank	Neighborhood	Var 2021/2020 %	Rank	Neighborhood	Var 2021/2016 %
1	Aventino	3.3	1	Piazza del Gesù	15.6
2	Celimontana	3.2	2	Torlonia	14.7
3	Farnesina	2.6	3	Piazza Farnese	13.5
4	Testaccio	2.5	4	Piazza del Popolo	13.4
5	Torlonia	2.3	5	Trevi	13.1
6	Garbatella	2.2	6	Celimontana	12.6
7	Monti	2.0	7	Aventino	12.3
7	Piazza Mancini	2.0	8	Farnesina	9.3
9	Trevi	1.8	9	Parioli	9.0
10	Trastevere	1.7	10	Monti	7.9
10	Piazza Pio XI	1.7			
Average Rome		0.0	Average Rome		-0.7
Average Italy		-1.6	Average Italy		-2.8

Source: *Scenari Immobiliari*

Office market

2020 saw a significant decline in volumes traded in the capital's office market, which fell to 125,000 square meters, out of an overall offer estimated at 320,000 square meters, with a turnover of 680 million Euro. Prices and rent also showed a general decline, which is part of different dynamics dependent on the city's urban environment: while the center and the CBD (identified as the Castro Pretorio, Ludovisi, Sallustiano and Pinciano neighborhoods) had in fact seen a recovery of prices over the last 5 years, the neighborhoods close to the center and in the suburbs especially, areas had been dropping for some time.

A bounce of all is previewed already beginning from but the pointers 2021, with an increase of the exchanged one that it will be able to arrive to 250mila mq in 2024, for a turnover of 1.3 billion euro. Prices and rent are also expected to rise, in all urban areas, especially in the city center and the areas of CBD and EUR.

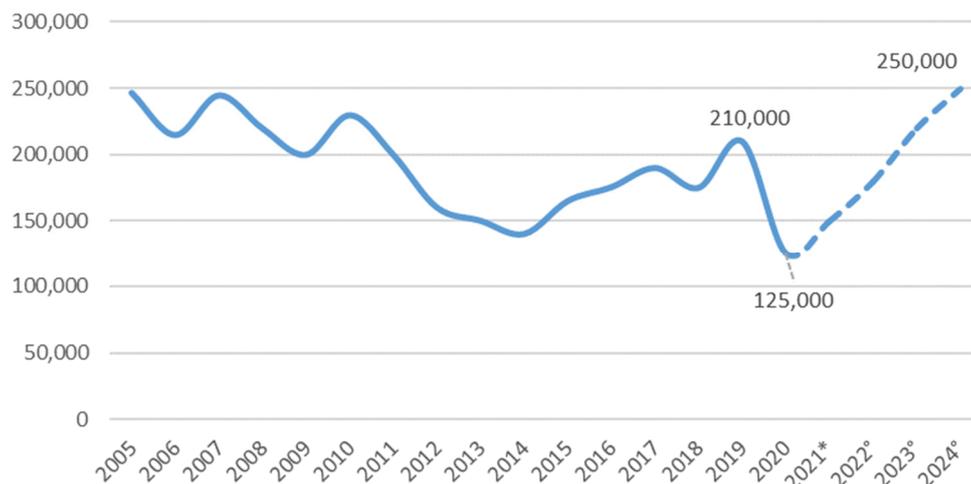
Table 39 - Main market indicators of the Rome offices

Rome office market 2020 and 2021			
	2020	2021 (estimate)	
Offer per sqm	320,000	330,000	
Exchanged (sqm)	125,000	150,000	
Net sales (Million Euro)	680	800	
overall turnover rate	39.1	45.5	

Office prices and rent- June 2021				
	Average price (€/sqm)		Average rents (€/sqm/year)	
Center	6,525	Center	365	
Close to the center	4,800	Close to the center	275	
Suburbs	2,250	Suburbs	150	

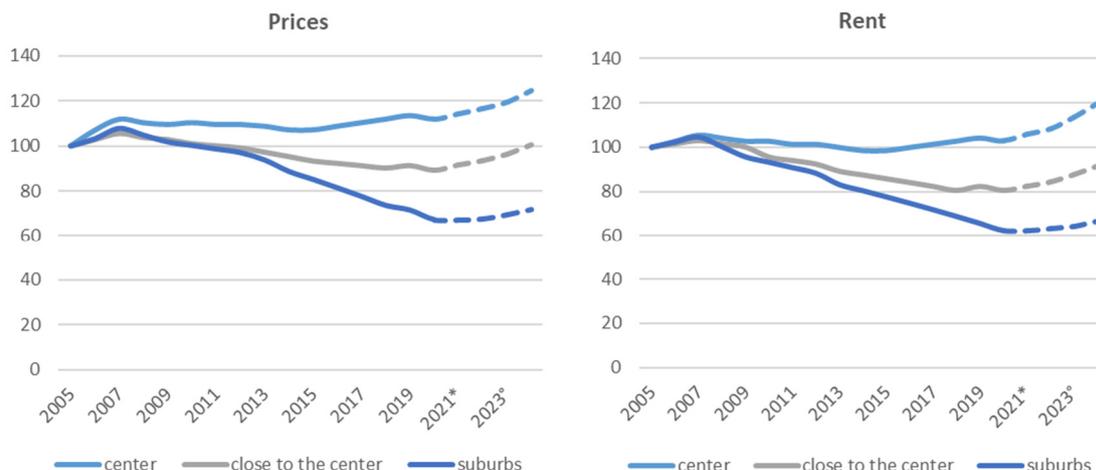
Source: data Scenari Immobiliari

Table 40 - Trading trend - offices in Rome 2005-2020 and forecasts for 2024



Source: data Scenari Immobiliari

Table 41 - Trend of prices and rents in the office sector in Rome 2005-2020 and forecasts for 2024



Source: data Scenari Immobiliari

The average rent in the center of Rome is lower than those of the main European capitals analyzed, in particular when compared with London, Paris, Stockholm and Dublin. It is interesting to note that in the last 5 years the growth of the city has been of 4.3%: lower than the European dynamics which have seen an increase of over 20%. In particular in Stockholm, Berlin, Athens, Madrid. London still has the highest rent today, despite the decline in recent years linked to the Brexit.

The CBD of the capital shows slightly higher rent: around 450 Euro/sqm/year; with significant growth, +5% from 2016 up to date. A significant growth is envisaged for the next 5 years: over 20% in the center, CBD and EUR, as well as in the suburbs which will also see an increase of around 7%.

Table 42 - Average rent (June 2021) for offices in the central areas, with variations * at 1 and 5 years

City	average rent	Change	Change	Yield prime	Vacancy rate
	for central area	2021/2020	2021/2016		
	€/sqm/year	%	%	%	%
Athens	276	0.5	29.4	6.0	9.4
Berlin	480	0.0	41.2	2.4	2.2
Brussels	288	-8.5	5.8	3.7	7.5
Dublin	650	0.0	3.1	4.0	9.5
Lisbon	246	0.0	11.8	4.0	5.4
London	1,380	-1.3	-18.8	3.6	7.9
Madrid	435	-3.4	24.2	3.1	9.7
Paris	880	-1.8	10.0	2.6	4.4
Rome	365	0.3	4.3	5.1	3.9
Stockholm	780	0.0	50.0	3.2	6.3
Vienna	310	0.8	-2.5	3.0	4.5

* changes refer to the month of June of each year

Source: data Scenari Immobiliari

Table 43 - Average sales prices and average rent (June 2021) for the central areas of the residential sector, with variations * at 1 and 5 years

Area	average rent	Change 2021/2020	Change 2021/2016	Yield	Vacancy rate	Var canoni 2026/21 previsione
	€/sqm/year	%	%	%	%	%
Center	365	0.3	4.3	5.1	4.3	20.8
Close to the center	275	0.0	-4.2	5.7	13.5	14.5
Suburbs	148	-1.3	-14.0	6.5	19.4	6.8
CDB **	450	0.7	5.1	4.8	4.0	22.3
Eur	300	0.3	-3.2	5.3	12.1	21.8

* changes refer to the month of June of each year

** rioni Castro Pretorio, Ludovisi, Sallustiano e Pinciano

Source: *Scenari Immobiliari*

Opportunities for the Rome office market

The office sector will see the construction of new tertiary complexes, as well as the refurbishment of existing buildings, focusing on the need emerged in recent months: modern and larger spaces, able to guarantee maximum comfort for workers, and with special attention on green spaces and sustainability. In the city of Rome there are not many buildings with certifications, such as Leed or Well, compared to other main European cities. The development will be concentrated in the areas best connected within the city, in particular with public transport, subway and railway lines. Many existing office spaces will need to be redefined, also in the direction of a "hybridization" with residences and services.

Over the last year, there has been particular growth in the historic center and in the CBD, with an increase of 2.1% in the Quirinale area and 1.7% in via Veneto. Looking at the last five years, we observe a +10% growth in the Sant'Eustachio and Piazza del Popolo areas, versus the negative National average trend of 5.3%.

Table 44 - The ten best neighborhoods for annual percentage change, and at 5 years of the average prices, residential field

Rank	Neighborhood	Var 2021/2020 %	Rank	Neighborhood	Var 2021/2016 %
1	Quirinale	2.1	1	S. Eustachio	14.0
2	Via Veneto	1.7	2	Piazza del Popolo	13.1
3	S. Eustachio	1.5	3	Trevi	9.0
4	Trevi	1.3	4	Piazza del Gesù	6.0
5	Aventino	1.2	5	Fori Imperiali	5.3
6	Piazza del Popolo	1.1	6	Quirinale	4.4
7	Mazzini	1.0	7	Celimontana	4.3
7	Merulana	1.0	8	Via Veneto	3.4
7	Eur	1.0	9	Circo Massimo	2.5
10	Via Po	0.9	10	Aventino	2.4
10	Coronari	0.9			
Average Rome		-0.8	Average Rome		-3.6
Average Italy		-1.7	Average Italy		-5.3

Source: *Scenari Immobiliari*

Commercial market

The pandemic has proved to be an accelerator of dynamics already underway in almost all areas of society, and this is particularly evident in the commercial sector. Phenomena such as e-commerce, even in the food sector, have anticipated the transformations by a few years. The lockdown has led citizens to value proximity with people and their neighborhood. Local commercial networks have regained trust and loyalty and have replaced large-scale distribution chains to do for example their grocery shopping.

The effects of the pandemic on consumer behavior are still ongoing, but have already affected shopping choices and methods, although it remains to be seen what will stay permanent.

The Capita's commercial sector difficulties in 2020 were particularly significant. With no tourism, negative effects were seen directly on commercial activities, especially in the city center. The consumption reduction in the Lazio region alone, reached 11.8%, with an overall loss of 12.6 billion Euro.

In the central areas, many shops have closed due to the lack of tourists, as well as to the lessors' unwillingness to reduce rent. The food and beverage sector on the other hand, has been particularly affected, following a drastic change in the attendance of the neighborhood people.

2020 saw a significant decline in volumes traded in the commercial market of Rome, which went from 380,000 square meters in 2019 to 282,000 square meters last year. The forecasts are relatively stable in 2021 and 2022, with a bounce back recovery in 2023. The turnover in the commercial sector of the city of Rome in 2020 was equal to 485 million Euro.

Despite the difficulties described above for the areas closest to and of the city center, prices and rent see a certain stability, while the drop-down continues for the suburbs. The central areas data does not include the dynamics of the luxury shopping streets of the city, which are described separately.

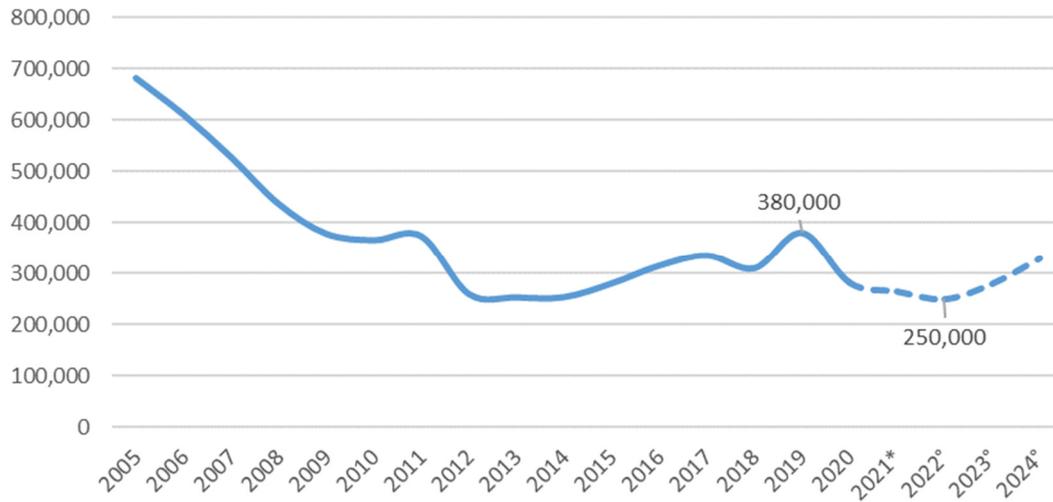
Table 45 - Main market indicators of the Rome commercial

Rome commercial market 2020 and 2021			
	2020	2021 (estimate)	
Offer per sqm	950,000	900,000	
Exchanged (sqm)	282,000	265,000	
Net sales (Million Euro)	485	451	
overall turnover rate	29.7	29.4	

Commercial prices and rent- June 2021				
	Average price (€/sqm)		Average rents (€/sqm/year)	
Center	11,450	Center	780	
Close to the center	6,750	Close to the center	460	
Suburbs	2,850	Suburbs	205	

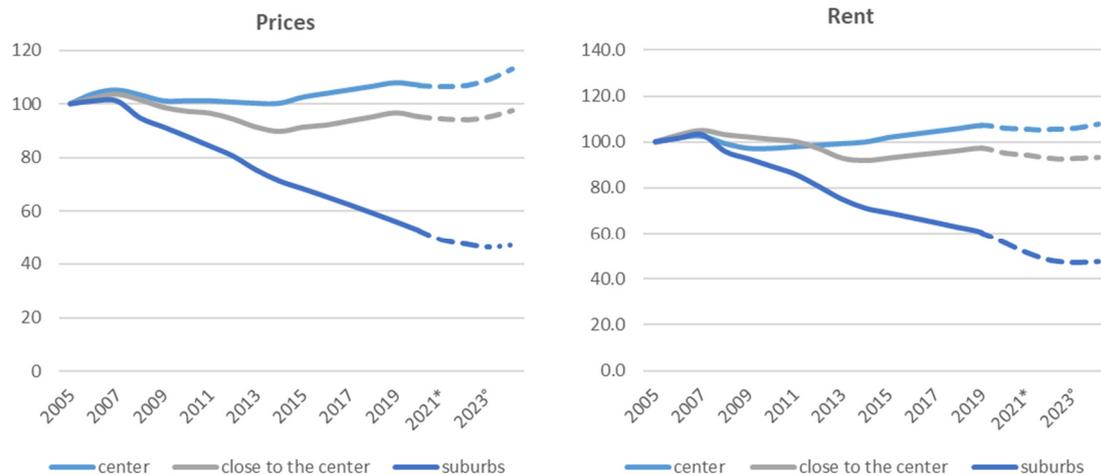
Source: Scenari Immobiliari

Table 46 - Trading trend - commercial in Rome 2005-2020 and estimate for 2024



Source: Scenari Immobiliari

Table 47 - Trend of prices and rent in the commercial sector in Rome 2005-2020 and estimate for 2024



Source: data Scenari Immobiliari

Moving on to analyze the trend of the luxury shopping streets in more detail, the strong criticalities are confirmed by the vacancy increase rate during 2020. But the recovery expected by the end of 2021 could bring positive signs also for the main shopping streets of the Capital.

From the comparison between main Luxury shopping streets of the European capitals considered, Rome ranks among the first in maximum prime rent, followed by Avenue des Champs Elysees in Paris and Bond Street in London. Via dei Condotti exceeds 10,000 Euro/sqm/year, confirming preeminence of the city of Rome within the European shopping network, with significant growth in the last five years, exceeding 12%. Yields are nevertheless attractive, ranging from 3.5 to 4%, in line with those of other cities, higher than London and Paris.

Table 48 - Minimum and maximum rent for Luxury shopping streets (June 2021) with variations * at 1 and 5 years, and minimum and maximum yield prime (June 2021)

City	Street	Rent min	Rent max	Change	Change	yield prime	yield prime
		€/sqm/year	€/sqm/year	2021/2020	2021/2016	min	max
				%	%	%	%
Athens	Ermou Street	3,000	3,480	-6.5	46.1	5.5	5.7
Berlin	Tauentzienstraße	3,500	3,700	0.5	2.7	2.8	3.3
Brussels	Avenue Louise	1,600	1,800	2.9	5.6	3.3	3.5
Dublin	Grafton Street	2,600	2,900	-5.5	-18.8	3.5	4.4
Lisbon	Avenida da Liberdade	1,400	1,500	-4.2	-12.6	2.8	3.3
London	Bond Street	16,200	16,500	0.9	30.1	2.7	2.9
Madrid	Serrano	3,000	3,300	-9.0	-1.9	3.3	4.1
Paris	Av. des Champs Élysées	14,800	15,600	0.6	16.4	2.5	3.3
Rome	Via dei Condotti	3,700	10,800	0.3	12.8	3.5	3.8
	Piazza di Spagna	2,850	7,350	0.1	13.6	3.6	3.9
Stockholm	Drottninggatan	1,700	2,200	2.2	9.8	3.2	4.2
Vienna	Kärntner Strasse	4,500	5,000	-3.2	13.6	2.9	3.3

* changes refer to the month of June of each year

Source: Scenari Immobiliari

Opportunities for the commercial market of Rome

The return of tourism can quickly reactivate the interest on central areas and luxury shopping streets, but the neighborhood shops will probably not lose the attractiveness shown in recent months. The concept of neighborhood is deeply rooted in the culture of the city. The development of the "city of fifteen minutes", which is being greatly talked about internationally, can do well for the capital, especially if the administration focuses on the regeneration of piazzas and public spaces.

The following tables show the top ten neighborhoods by percentage change in the commercial sector prices, excluding the luxury shopping street, with reference to the last five years. Important growth has been particularly observed: in Piazza del Popolo and in the Prati, Monti and Trevi neighborhoods.

Table 49 - The ten best neighborhoods for annual percentage change, and to 5 years of the average prices, commercial sector

Rank	Neighborhood	Var 2021/2020	Rank	Neighborhood	Var 2021/2016
		%			%
1	Via Po	1.6	1	Piazza del Popolo	14.3
2	Prati	1.5	2	Trevi	13.7
3	Castel Sant'Angelo	1.4	3	Prati	12.6
4	Monti	1.3	4	Monti	11.6
4	Piazza del Popolo	1.3	5	Piazza Navona	8.9
6	Cipro	1.0	6	Piazza Bologna	8.1
7	Trevi	0.9	7	Nemorense	7.4
8	Celimontana	0.8	8	Magna Grecia	7.3
9	Merulana	0.7	9	Piramide	7.1
10	Coronari	0.6	10	Torlonia	7.0
10	Trastevere	0.6			
Average Rome		-1.2	Average Rome		-2.0
Average Italy		-3.2	Average Italy		-4.2

Source: Scenari Immobiliari

Other markets

Tourism/hotels

The data relating to tourist flow confirms Rome as the first city in Italy, and among the first in Europe for the number of overnight stays. Despite the difficulties encountered in the last period due to the sharp decline in international travels, tourism is confirmed as a very interesting market, and will be confirmed again in the next few years, once the emergency state of the pandemic is over, with a resumption of tourist flow.

If the last eighteen months have seen a slowdown in terms of new openings, until February 2020 the market had proved to be very lively, completing several initiatives. Among the most representative interventions of 2019 we must remember in the first half of the year: the opening of the five-star hotel The First Roma Dolce, part of the The Pavilions Hotel chain, as an urban resort with 23 rooms; the management change into B&B of Roma Tuscolana San Giovanni with 120 rooms of the Econochic chain; the opening of the B&B Roma Pietralata with 75 rooms; the start of the Ibis Styles Roma Vintage, of the Accor group, with 120 rooms and settings from the 70's and 80's; the management change and renovation of the Hotel De La Ville under the management of Rocco Forte, with 104 rooms.

In the second half of the year, especially in the luxury sector, significant openings took place, such as the Rocco Forte House, built inside a seventeenth-century building, near Piazza di Spagna, equipped with 5 suites or apartments. It is about having a new concept, as a manager. One where quality standards meet the private accommodation luxurious coziness. The structure is located between two five-star hotels, which can be accessed to, to take advantage of the spaces, the Spa and the gym. In October 2019, the new NH Collection Roma Fori Imperiali was inaugurated. A five-star boutique hotel of the band upper upscale of the chain, with 42 rooms including 9 suites, built inside a nineteenth-century building, former headquarters of the Uffici della Provincia, overlooking the Foro Traiano.

2020 also began with significant interventions such as the opening of the Leonardo Boutique Rome Termini, a four-star hotel consisting of 81 rooms, as well as the completion of the renovation works of the luxurious Hotel St. Regis which lasted three years, without closing the business. It consisted of the complete renovation of 138 rooms, 28 suites and common areas.

The crisis has blocked and delayed some operations, but in the first months of 2021 there have been some important openings that bring confidence for a better future back. In April 2021 the four-star DoubleTree by Hilton Rome Monti opened in Piazza dell'Esquilino, managed by HNH Hospitality. With 133 rooms, including 8 suites, an internal restaurant, café, rooftop bar at the eighth floor with a beautiful panoramic view, a fitness room and three meeting rooms. In June 2021 opened The Regency Rome, by Marriott International / Tribute Portfolio: located at the intersection of via Romagna and via Sardegna, it consists of 41 rooms on six floors, with a style inspired by the dolcevita.

Numerous initiatives remain on sight for the coming months, which would host over two 2,000 rooms over the next two years. In fall 2021 is planned the opening of W Hotels Worldwide, of the Marriott International chain. Located close to Via Veneto, it consists of two nineteenth-century buildings, six floors above ground. The hotel will have 159 rooms and suites, 2 restaurants, an events' space, gym, Spa and a roof top bar.

Also in fall 2021, the first Italian Soho House opened in the San Lorenzo neighborhood, in via De Lollis. Consisting of 49 rooms and 20 apartments, with access allowed only to club members and their guests. The structure is completed with a panoramic restaurant, Spa, gym and a movie

theater. On the roof there will also be an outdoor terrace with swimming pool. The planned investment is equal to 75 million Euro.

By the beginning of 2022, the brand Edition is expected to open, created jointly with Marriott International and Ian Schrager, combining modern design and quality services. The refurbished Hotel Ambasciatori, currently under renovation, will reopen with the brand InterContinental, with 160 rooms, bar, restaurant, spa and public areas.

The pandemic has postponed the opening of the La Lama hotel, managed by Hilton and located in Eur, with direct access to the Rome convention center. The structure, with 439 rooms on sixteen floors, was supposed to open in the past months, but the situation has led to a further postponement.

In the course of 2022, the new Bulgari Hotel Roma will also open in Piazza Augusto Imperatore, inside a 17 thousand square meter building owned by Edizione Property, built between 1936 and 1938 based designed by Architect Vittorio Ballio Morpurgo. The structure will have 114 rooms, most of which are suites, the prestigious “Il Ristorante Niko Romito”, curated by the starred chef, and the “Bulgari Bar”, both located on the top floor with a panoramic view. A wide range of services will be available to guests, including a thousand square meter spa equipped with an indoor swimming pool and a highly technological gym. The Bulgari Hotel Rome will also host a library with a collection of precious volumes dedicated to the world of jewelry, which can be accessed by both hotel guests and external visitors under scheduled appointment. The initiative is signed by Bulgari Hotels and Resorts, which leased the property from the Benetton Group, owner of the same.

In the San Lorenzo neighborhood, in the Ex-Dogana, The Student Hotel initiative will bring 444 rooms by the end of 2023, with a total investment of approximately 90 million euros.

In 2023 the new Rosewood Rome will also open, in the former BNL headquarters in via Vittorio Veneto, on three historic buildings built between 1926 and 1937 and then connected in the 1950s to form an entire block. The project intends to enhance the peculiarities of a very prestigious building, the main unit of which was designed by Architect Marcello Piacentini. The asset, with its 26,700 square meters, will become a luxury hotel with over 150 rooms.

These projects confirm the attractiveness of the capital's hotel real estate market, highlighting the desire of numerous chains to enter the city's market or to expand their presence within. It also proves the growing interest of investors to diversify their portfolio entering the hotel asset class investment.

If the structures in the city are numerous, those linked to the large international chains are still few. There is still room for the arrival of high-end structures capable of attracting new flows to Rome, which perhaps in recent years they have preferred to invest in overnight-stay in cities like Florence or Milan, given the presence of high-profile structures.

Analyzing the ongoing projects, the main interest is confirmed on value-add projects, with re-development and re-positioning at least 200 rooms structures. There are also opportunities for the intermediate category, which mostly interests big spenders, people of ages 20 to 40, looking for experiential tourism. For the four-star category it would be necessary to increase investment opportunities, which as of today are interesting but fragmented.

Student housing

The number of non-resident students in Rome is very high, 80 to 90,000, considering Erasmus and other international programs. These numbers refer to the period before 2020, but the most recent forecasts seem to show a certain stability in the long term, for study purposes travel.

The demand for beds in non-resident students is quite high. In particular, the demand for quality campuses under international standards, constitutes a great opportunity for real estate development and growth within the city of Rome.

The redevelopment of the Ex-Dogana at the San Lorenzo neighborhood is underway, with its opening planned for 2023 with 444 rooms for students, hotel guests and young professionals, as well as spaces for co-working, meetings and events. The project also includes numerous green areas dedicated to sports and recreational activities, open and accessible to the public. It will definitely invigorate the neighborhood and be an inspiration for the future construction of student campus within the city, attracting even more young international talents into the Capital.

Logistics

Logistics is the asset class with best performance in 2020, despite a negative macroeconomic context, confirming the positive trend recorded in recent years. Great usage of spaces dedicated to logistics were listed, mainly because of the strong e-commerce development, the pharmaceutical and large-scale distribution sectors.

Although the main market remains that of Milan, the area around the city of Rome represents a privileged location for logistics. There is a need to create high quality bases with particular attention to energy and environmental efficiency, with Breeam and Leed certified properties, and with automation in warehouse management,

The area of Rome has a large number of convertible warehouses, in addition to the need to encourage last minute and last mile logistics. Today the demand is high in areas as Fiano Romano and Passo Corese, saturated but with many possibilities for redevelopment. The freight village of Fiumicino and the various areas in the south of Rome are in the same situation.

Nursing homes (RSA)

Italy is the country with the highest average of elders in the world after Japan, which confirms the great potential of this sector. For this market in Rome, there is quite some interest in the seaside areas of the Roman metropolitan area and Lazio region, as well as within urban contexts served by commercial streets.

Other markets

Some asset class are still considered niche in Italy, but may see solid, rapid development in the coming years. Among these, those of Healthcare and Life science: we are starting to see the appeal also in Italy, and the city of Rome can be very interesting in this regard, being a national hub, home for national and international renown hospitals and research centers.

Another asset class that will definitely see a growth of appeal in the coming years is that of Data centers, a specialized branch of the logistics sector. Also, in this case the city of Rome represents a strategic location for the development of structures of national interest. The public

administration as well as the headquarters of national leaders of telecommunication and energy are located in Rome; the digitization process underway brings great opportunities for the development of data centers in the capital area.

6. Rome according to institutional investors

Over 100 investors, one third national and two thirds international, were interviewed to share their opinion on the appeal of Rome, now and in view of 2030, on what they think are the most attractive markets and areas to develop. Opinions were collected partly through phone interviews and partly through an online questionnaire.

The interviewed subjects are involved in all areas of the real estate sector: asset management (28%), consultancy and evaluation (24%), property (14%) agency (17%), specialists from other services (17%). 94% of them has had the opportunity to work in Rome over the past three years, with assignments mainly related to: office sector (82%), residential sector (63%), hotel sector (56%) and retail sector (52%), on real estate products mainly located in the historic city center or in the EUR area.

It is possible to divide the topics into two macro-areas: the first regarding the general image of the city of Rome; the second, more specifically regarding the Capital's real estate market. Below is a summary of what emerged.

The first part of the survey was related to the general vision of the city of Rome. From the interviews it emerged that the economic fundamentals of the capital are all very strong: it is a top city in Europe in terms of size, population, gross domestic product, tourist flow, overnight stays, university students. It is also a national and international transport hub, counting on Italy's main airport and strategic location within the high-speed train rail-network. Furthermore, it has been underlined the importance and appeal of Rome's quality of life determined by the historical context, the low population density, the presence of green areas and the excellent climate.

What is expected now is a stimulus from the next administration, in view of the 2025 Jubilee and the potential for investments deriving from the National Recovery Plan (Piano Nazionale di ripresa e resilienza). The answers from the public administration, especially when compared with what happens in Milan, are one of the identified issues: there is no stable certainty in regulations and timing from an urbanistic point of view. Cultural upgrade is needed, not only from the public sector, but also from the construction sector, from real estate operators and architectural firms. We need a municipal administration that guarantees to carry out the simplest transformation projects, as well as major urban regeneration works. As well as a strategic vision is surely needed. The city also suffers from the lack of a reference bank. Following considerable mergers of the past, today main banks are all based in the north of the Country.

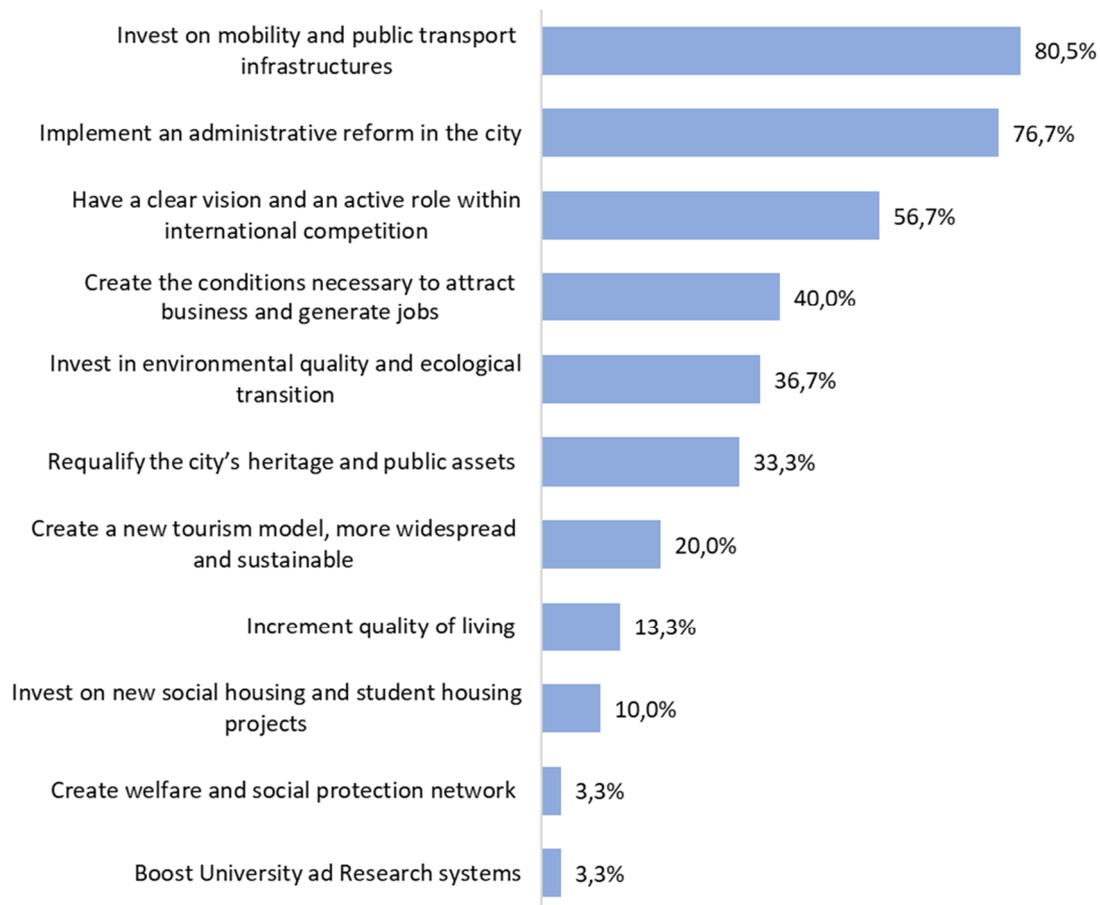
The questionnaire asked to identify the issues on which the city will have to commit in the next 10 years. There are two issues most felt and identified as priorities: the issue of transport and mobility and the response of the public administration. As far as mobility is concerned, an adequate public transport system considering the size of the metropolitan city and a modern road network are requested. As for the public administration, it is a question of: cutting red tape in decision-making processes, increasing transparency, creating the conditions to attract international investments.

The lack of strategic vision and the lack of a defined international role in Europe, as well as the

need to create the conditions to attract businesses, investments, and a general strengthening of the market that can generate new jobs.

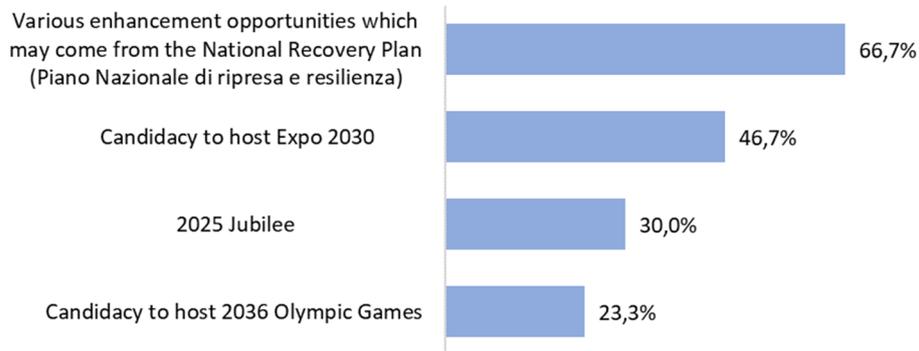
There is a need to invest in environmental quality, starting with essential services, such as waste treatment. The ecological transition, urban renovation, re-development of the suburbs, the creation of new real estate products attentive to environmental issues are all points of concern.

Question number. 1 - What are the issues on which the city of Rome will have to focus more on the next decade? (multiple answers)



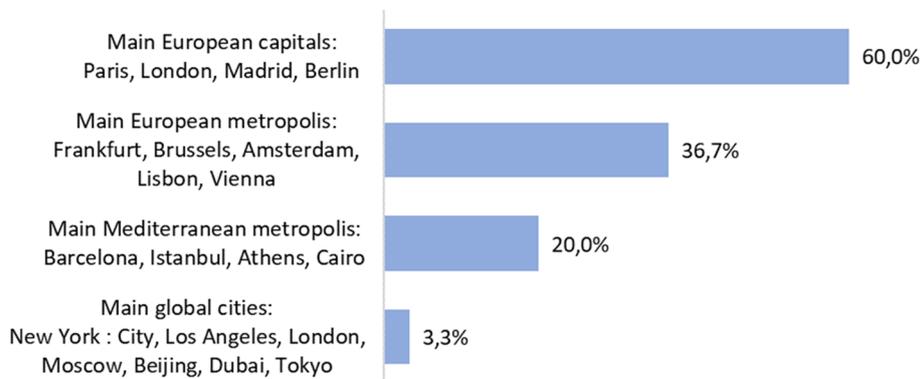
To address the issues mentioned above, a great deal of coordination work is required by the administration, which must be carried out in normal conditions and not in constant emergency. However, a boost to the relaunch of the city could come from some events, which in the past have proved capable of reviving a metropolis in difficulty. It was asked what the main opportunities for enhancement could be, for the city of Rome to seize in the coming years. Two thirds of the subjects identified the opportunities that may arise from the implementation of the National Recovery Plan (Piano Nazionale di Ripresa e Resilienza) as the main opportunity. Secondly, it was mentioned the possibility of hosting Expo 2030. The opportunities represented by the 2025 Jubilee and the candidacy for the 2036 Olympic Games are seen with less confidence.

Question number. 2– What could be the opportunities for enhancing the city in the coming years? (multiple answers)



As for the general vision of the city, it was asked to choose what the international role of Rome among European cities should be in the coming years, with which cities it should exchange views. The idea prevails that Rome must compete/cooperate with the main European capitals (Paris, Madrid and Berlin), but some attention was also set on the circuit of the largest European metropolis (Frankfurt, Amsterdam, Lisbon).

Question number. 3 - What is the level of international competition in which Rome will have to compete in the coming years? (multiple answers)



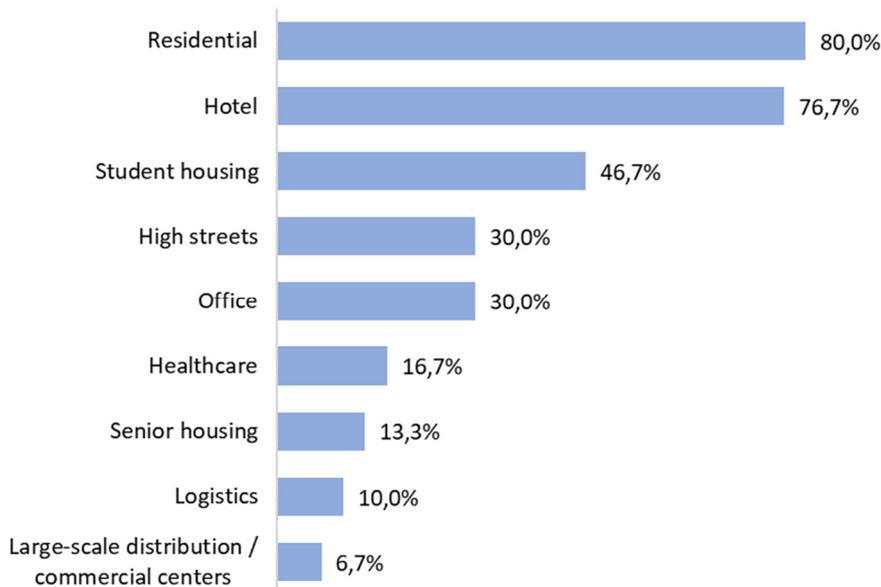
The second part of the survey focused on the Rome real estate market, analyzing the different sectors and urban areas. It emerges that the capital represents an interesting opportunity, after a long period of stalemate during which private investors mainly focused on Milan.

Prices are lower and yields more attractive compared to other European metropolis, and the current scenario is of great interest to the city of Rome from both domestic and international capital. This trend has not yet translated into reality, but some consolidated dynamics are already being observed, such as the interest in urban regeneration and redevelopment.

The first question was related to the preferred asset classes in the coming years in Rome. Two stand out above all: residential and hotel. As the hotel sector has always been considered key in the Capital, the residential market is regaining appeal differently than in the past. In fact, it is not just a question of building traditional homes and place them on the market, but of thinking about new formats that meet the needs of the national and international market. The trend

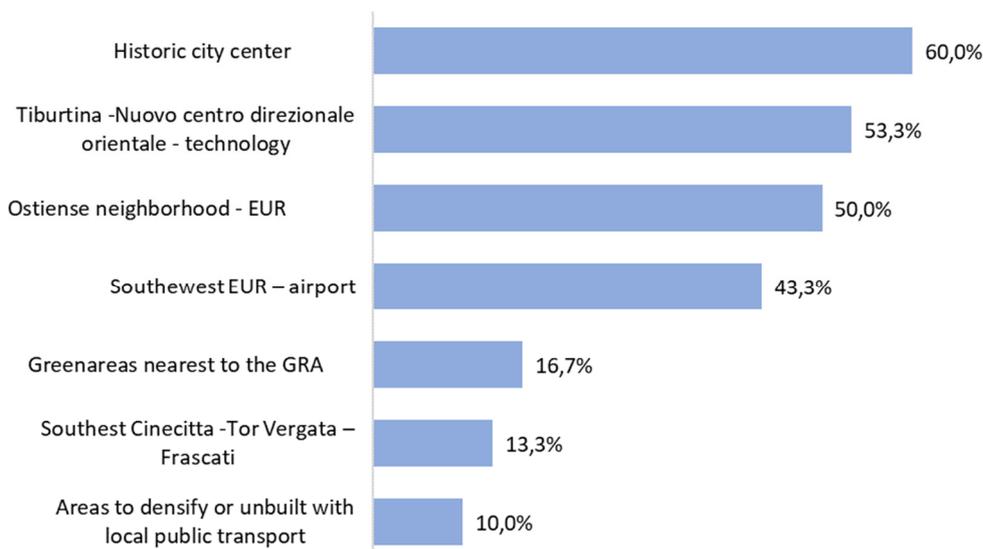
towards rental residences, private rented sector, is also present in Rome, a city that attracts young workers and students from central and southern Italy, as well as from abroad. The office sector emerges somewhat penalized by the pandemic, awaiting for the re-definition of future consolidated structures. Working from home will be a way of work also in the future so office need will change: to be re-designed for collaboration might be a key priority of the new spaces.

Question number. 4 - Which real estate segment will be privileged in the next few years in the city of Rome? (multiple answers)



It was asked to indicate the most appealing urban areas for real estate investors. The historic city center prevails, followed by the Tiburtina and the Eur area, mainly in the towards the Ostiense neighborhood, but also the axis leading to the airport.

Question number. 5 - Which urban areas are most able to attract real estate investments? (multiple answers)

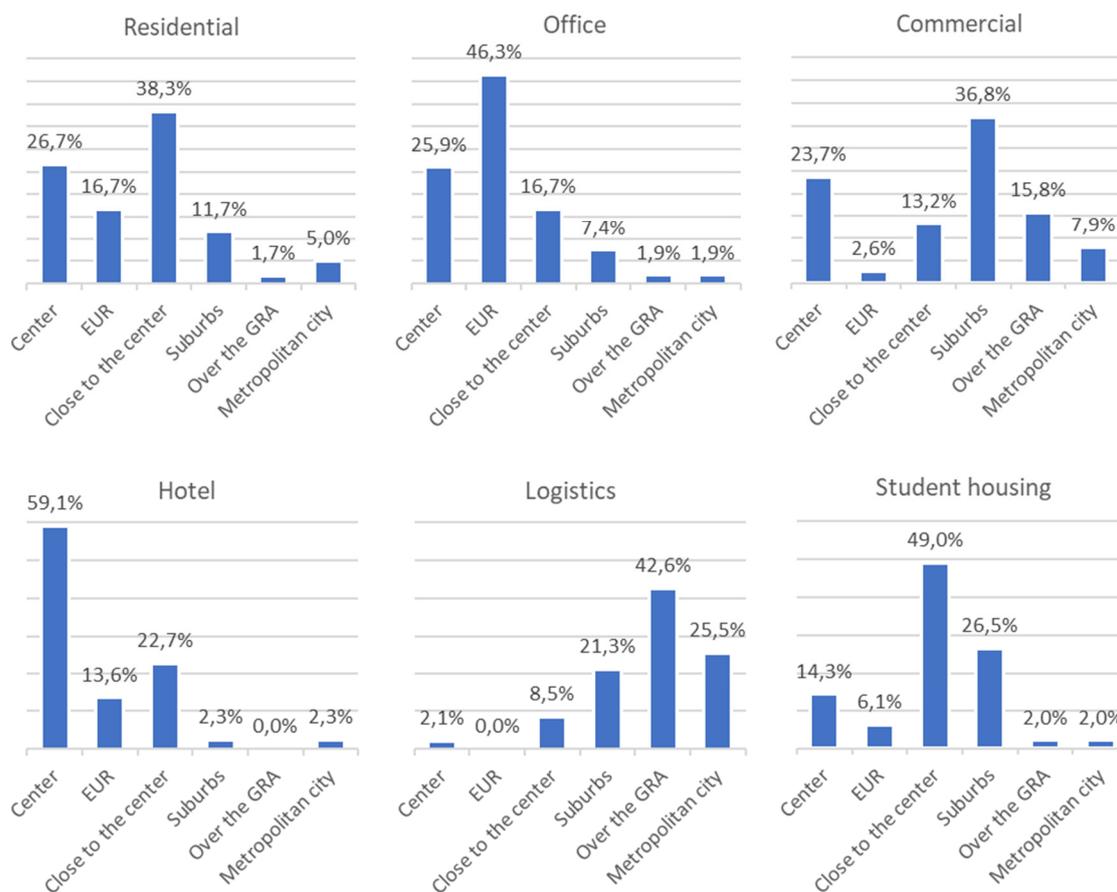


The urban areas of interest, however, differ according to the asset classes considered. The center is the privileged area considering the hotel sector, but also very interesting in terms of residence and office. For the tertiary sector, the Eur represents the most attractive urban area, one that includes Cristoforo Colombo, Torrino and Laurentina neighborhoods.

As far as residential is concerned, the area close to the center is seen by operators as the most attractive, being much more relevant regarding student housing. In that case to be near the universities is a major plus, but also near subway or railway stations, yet there are not many areas available to meet these needs these requests.

According to the operators, the suburbs are the preferred urban environment for the large-scale distribution sector; the city center is preferred in reference to retail and commerce also for the roman families, not just tourists. Logistics goes on together with a national logic. The large highway intersections, the axis towards the airport, and the areas close to the center -with reference to the “last mile” structures supporting the large logistics centers- are attractive.

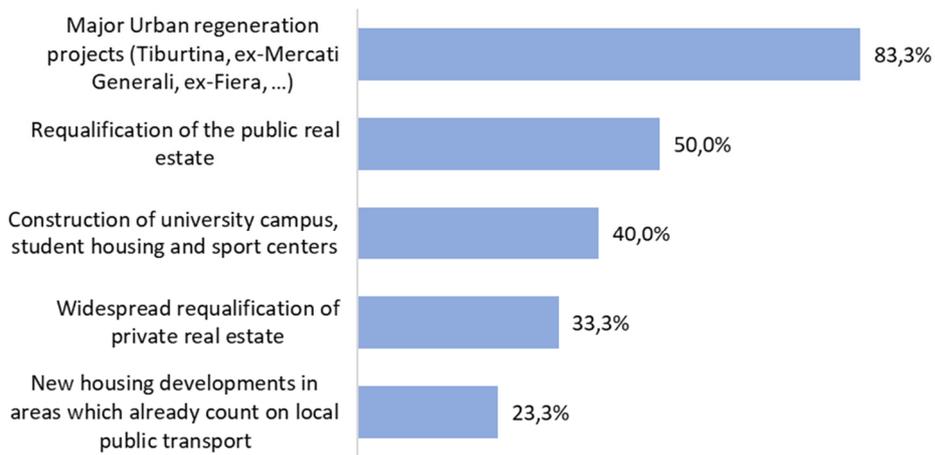
Question number. 6 - Which urban areas will be most affected by the arrival of real estate investments over the next few years, for each type of market? (multiple answers)



The subjects were lastly asked which type of real estate transaction would be most likely to become the engine of the city's transformation. Major urban regeneration projects prevailed, perhaps with the two operations of Porta Nuova and CityLife in mind, which have been the driving force behind Milan's transformation and relaunch over the last twenty years. Secondly

there it was mentioned the redevelopment of public real estate, followed by the creation of new university campus. With less transformation capacity of the city, new residential settlements are seen, as well as widespread of private assets re-development.

Question number. 7 - Which, among the following real estate transactions, are more likely to become the engine of the city's transformation? (multiple answers)



7. Conclusion

From the analysis of the data presented in the Report, a different perspective on the city of Rome emerges with respect to the perception dominated by clichés and stereotypes that has been the most popular in the last decade. In fact, it is true that in the past decades Rome suffered from a lack of vision and strategic planning, making it evolve at a speed appropriate to the historical moment, but it is also true that the city has continued to show its resilience and its ability to acknowledge change while happening.

The capital ranks among the first in the world for notoriety and appeal, and the data confirms this does not happen by chance. Rome is among the greenest municipalities in Europe, with a land consumption limited to 23.7%, much lower than comparable cities; the air quality is better than the large European metropolis and this is accompanied by a climate among the most welcoming. The data also attests that, in spite of sensationalist representations, Rome is a safe city, with one of the lowest incidences in crimes of the continent.

The city has eighteen universities, an enormous offer of museums, the archaeological and cultural sites are unparalleled on the globe and it is home of one of the three most visited art museums in the world. Healthcare services are widespread and accessible, with structures of adequate size, quality and quantity to the demand. The excellent response the city had to the pandemic is not by chance either, it is the fruit of an organized city, which certainly sees in its breadth a challenging element for management, but also an extraordinary strength in connoting its quality of life.

All these factors lead us to affirm that Rome is an ideal city to live in, and to host the headquarters of large multinational companies. In addition to its strategic position, with efficient and well-sized air and rail connections, it has a decisively interesting quality price ratio for rental, an offer of qualified professionals guaranteed by universities with specializations on multiple fields. The city allows the possibility for employees to have access to a quality residential market, for rent or purchase, at accessible and competitive values compared to large European cities.

Just as the real estate market is accessible and profitable for investors. In Rome, twenty years are enough to repay a standard real estate investment with rental income, compared to much longer periods in cities such as Berlin, Paris, Madrid or London, where it can exceed thirty years.

In a context in which sustainability is increasingly becoming the main reference criteria for daily choices and corporate decisions, the data supports Rome among the top three European cities from which the best real estate performances are expected in the coming years. Added to this are the country's recovery prospects connected with the implementation of the National Recovery Plan (Piano Nazionale di Ripresa e Resilienza) over the next five years.

There is certainly still much to be done, but this is Rome's data of so far, and it is useful to take it into consideration without prejudice nor distortions. Rome is once again the city of opportunities!

APPENDIX

Rome, many cities in the city

Rome is one of the largest metropolitan areas in Europe, and this dimension means that within there are various urban areas with dimensions and characteristics that allow them to be considered real "cities within the city".

Each area/neighborhood (Quartiere) has its own characteristics also from the real estate market optics, with different asset class as well as price, rent and yields differences. For this reason, the city of Rome can be interesting for different investors to enter the market or diversify their investments in terms of risk.

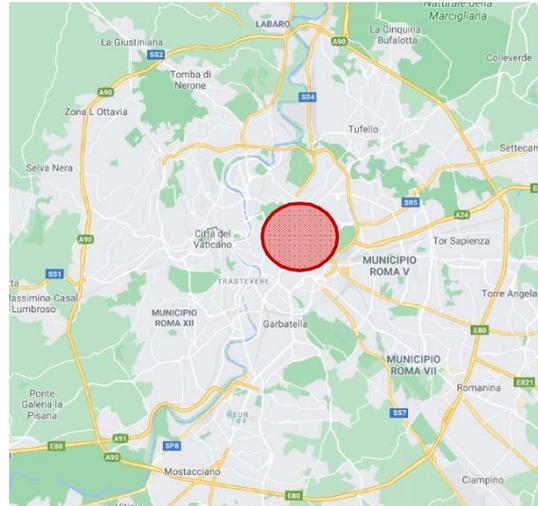
Ten of these areas, identified as priorities, are described in the following pages. For each one there is a brief description, sided with its location on the map and main public transport stations/stops. As regards the real estate market, the main markets are indicated: rent prime office. Main institutions and companies there established are also mentioned. Lastly you will find a list of relevant projects within the area, completed, ongoing or planned.

The urban areas analyzed are the following:

- Rome historic city center
- Rome CBD
- Roma EUR
- Roma Cristoforo Colombo
- Roma Quartiere Flaminio
- Roma Quartiere San Lorenzo
- Roma Tiburtina
- Rome central southwest area (Ostiense, Trastevere, Testaccio)
- Rome in the southeast area (Tuscolana, Cinecittà, Tor Vergata)
- Roma Parco de 'Medici - airport

Rome - Historic city centre

Recognized as a world heritage site by Unesco, in virtue of the enormous historical-archaeological riches that characterize it, the historic center of Rome is distributed in various neighborhoods, historically called 'rioni', which host the main attractions of the city: Fontana di Trevi, Piazza Navona, the Colosseum, the Circo Massimo and characteristic neighborhoods such as Monti and Esquilino. The result is a multiple building pattern, where classical, medieval, and baroque heritage coexists together with the interventions for the transformation of Roma in Capitale d'Italia (Rome into Capital of Italy) and the changes made in the Fascist historical period. The context presents a functional mix. The prevalent office and residential destinations are accompanied by an important presence of commercial and receptive activities, which provide the busiest area of the city with all the services it needs.



Local public transport

Metro B subway stations: Circo Massimo, Colosseum, Cavour

Metro A subway stations: Repubblica, Barberini, Spagna, Flaminio, Vittorio Emanuele, Manzoni

Bus lines: 117, 51, 671, 75, 81, 85, 87

Real estate market

Main Market: Office/Residential

Prime office rent: 400-500 euro/sqm/year

Main companies and institutions:

The Parliament, Presidency of the Republic, Ministry of Defense, Ministry of Health, Ministry of Economy and Finance, City Hall of the Municipality of Rome, Prefecture of Rome, Bank of Italy, Istat, Invimit Sgr, Fabrica Sgr, Armònia Sgr, Sorgente Sgr, Apple, ABI Italian Banking Association, Banca Sella, Deutsche Bank, Ubi Banca, Unipol Banca, Banca Finnat Euramerica Spa, Intesa Sanpaolo, Allianz, United Nations Food and Agriculture Organization, Enpam Foundation, Cassa Dottori Commercialisti, Fondazione Roma Bulgari, Guarantor for the Protection of Personal Data, Anas, Secret Services.

Relevant urban projects

Polygraphic Institute and ex-Zecca dello Stato. School of the Arts of the Medal

Redevelopment of Piazza San Silvestro

Redeployment of Palazzo Nardini,

Via dell'Umiltà, 36

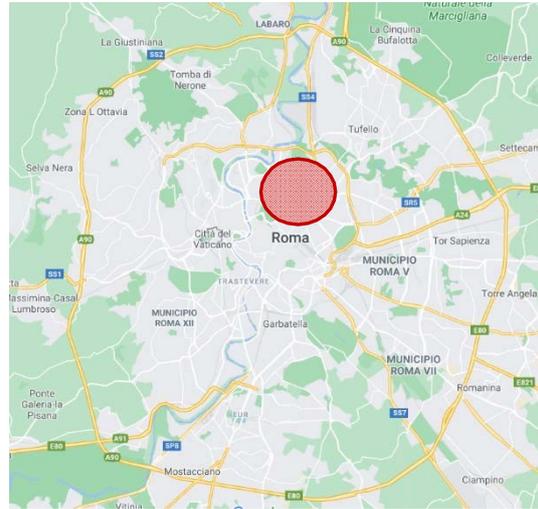
Ex Filanda - Reinventing Cities C40

DoubleTree By Hilton Rome Monti

Bulgari Hotel

CBD

The area includes the Ludovisi, Sallustiano, Castro Pretorio and Pinciano neighborhoods, which represent the central areas of the capital with the greatest directional vocation. These are neighborhoods built in the second half of the XIX century, with the exception of the Pinciano neighborhood built in the 60's. The architecture of the buildings is elegant, with neoclassical facets especially present in the Ludovisi neighborhood, whose symbol is via Veneto. On via Veneto and in the adjacent Via Boncompagni, numerous banking and insurance companies found their ideal environment to position their representative offices, a process that spontaneously extended to neighboring areas and other management sectors. Rome CBD today homes offices from different sectors, with redeveloped historic buildings - completed or in progress-, making them appealing to the expectations of national and international tenants.



Local public transport

Metro B subway station: Castro Pretorio

Metro A subway stations: Repubblica, Barberini

Bus lines: 52, 53, 590, 61, 62, 63, 160, 223, 310, 490

Real Estate Market

Main Market: Office

Prime office rent : 450 euro/sqm/year

Main companies and institutions:

Ministry of Economic Development, Minister of the Interior, Italian Red Cross, Banca di Credito Cooperativo di Roma, USA Embassy, Sogesid Spa, Allianz Bank Financial Advisors, Ernst & Young, Torre Sgr, Cushman & Wakefield, Banca Carige, Generali Italia, Banco di Sardegna, Credito Fondiario Spa, Dentons Europe, BDO Italia Spa, ANIA Associazione Nazionale fra le Imprese Assicuratrici, TIM Spa, Consip Spa, KPMG Spa, Cassa Depositi e Prestiti, INPS, ISMEA Istituto di Servizi per il Mercato Agricolo Alimentare, Scenari Immobiliari, Investire Sgr, AGCOM, Philip Morris Italia, Sara Assicurazioni, Consiglio per la Ricerca in Agricoltura e l'Analisi dell'Economia Agraria, Techint Finanziaria, CISL - Confederazione Italiana Sindacati Lavoratori, EY Spa, Fincantieri, Wecare, Enel, Consob, Credem Banca, Banca Sella, Credit Suisse, Groupama Asset Management Sgr, Pm & Partners Sgr.

Relevant urban projects

Redevelopment of the former BNL headquarters in Via Lombardia, for the new Ernst & Young headquarters

Redevelopment of the former Federconsorzi building, in via Curtatone

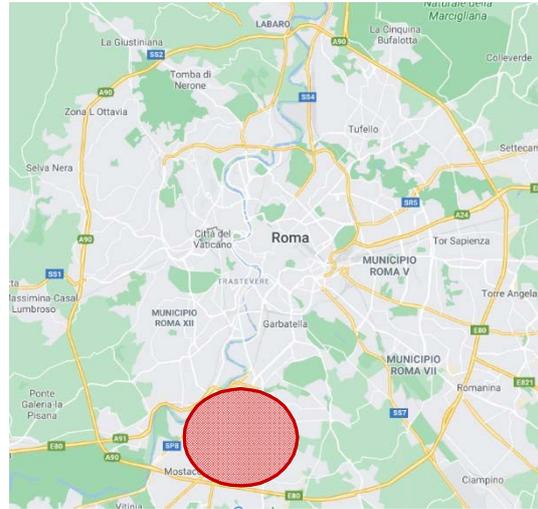
Ex Istituto Geologico

Redeployment of the former BNL headquarters into the "Rosewood Hotels & Resorts" hotel project in Via Veneto

Redevelopment of the Polygraphic Institute and ex-zecca cello Stato for the new ENEL headquarters

EUR

Designed in an area of expansion of the city towards the coast, to host the 1942 Universal Exposition, never built because of World War II. The neighborhood was built according to the pillars of rationalist architecture and became an important business district after the war, where today numerous public and private offices are located. It houses one of the symbolic buildings of modern Rome, the Palazzo della Civiltà Italiana, also known as the “Colosseo Quadrato”, headquarters of Fendi. EUR is also home to the city's new convention center, La Nuvola Convention Center. The area called “Grande EUR” develops around the historic structure of the central neighborhood, also characterized by many green areas, which extend towards via Laurentina and the GRA and towards the Torrino neighborhood.



Local public transport

Metro B subway stations: EUR Magliana, EUR Palasport, EUR Fermi, Laurentina

Urban train: Roma Lido, EUR Magliana stop.

Real Estate Market

Main Market: Office

Prime office rent

EUR Center: 350 euro/sqm/year

EUR Torrino: 300 euro/sqm/year

EUR Laurentina: 320 euro/sqm/year

Main Companies and institutions:

EUR center: INPS Direzione Generale, INAIL, Ministry of Economic Development, Poste Italiane, Istat, Fendi, Engineering, Accenture, Kuwait Petroleum, SIAE, Palazzo Italia (Artelia Italia Spa-HDI Assicurazioni Spa), Palazzo Sturzo (Eli Lilly Italia Spa, IWG-Regus, Bancatercas, Sistemina Spa)

EUR Torrino: Ministero della Salute, Città Metropolitana di Roma Capitale, ENI, Engie, Abbott

EUR Laurentina: IFAD, Woliba Business Park (Huawei, Telepass, Openfiber, Moneygram, Baxter, ecc.), Fideuram, Unilever

Relevant Urban Projects

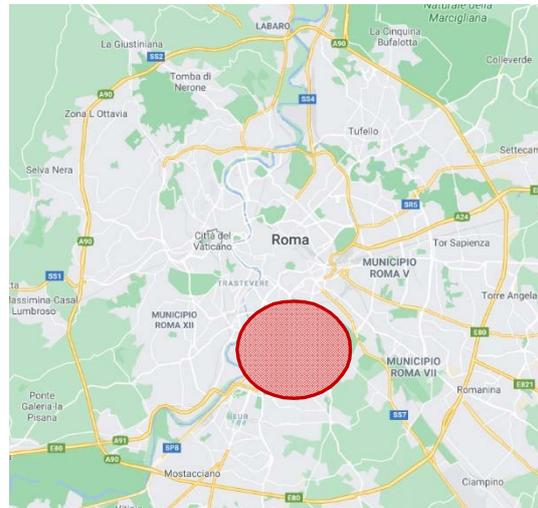
Center of EUR: Torri EUR Roma, viale Europa 242, widespread redevelopment projects (Chopin 12, Kennedy 20, viale dell'Arte 25), Ex-Velodromo Olimpico, via dell'Oceano Pacifico, 171-175, viale Tupini, 180

EUR Torrino: via Sciangai, 53

EUR Laurentina: Woliba Business Park, via del Serafico, 200

Cristoforo Colombo

The construction of the Cristoforo Colombo street took place in the 30's, to facilitate access to the 1942 Universal Exposition, boosted the urbanization of the area. A first residential nucleus was established in the 60's with tall buildings without parking nor green areas; followed later by lower buildings, with elegant finishes, gardens and parking spaces. The result was a densely urbanized neighborhood, in which the headquarters of important commercial and tertiary centers were also built, including: the Fiera di Roma: inaugurated in 1959, it did not develop as similar structures have in other major capitals. In fact the area was definitively closed in 2007. Today the reference context, along via Cristoforo Colombo, shows a growing tertiary connotation, as several major companies have moved their headquarters there.



Local public transport

Metro B subway station: Garbatella

Bus lines: 30, 160, 669, 670, 671, 714, 716, 792.

Real estate market

Main Market: Office

Prime office rent Office/Residential: 300 Euro/sqm/year

Main companies and institutions:

University of International Studies of Rome, Ministry of Ecological Transition, Lazio Region, Enasarco Foundation, Central Office of Notarial Archives, Unicredit, Prelios Sgr, Price Waterhouse Cooper, Gedi Gruppo Editoriale Spa, Soft Strategy, InfoCert Spa, Mediatica Spa, Confcommercio Rome, Agos Ducato Spa, Reply Spa, Wind / Tre, PWC

Relevant urban projects

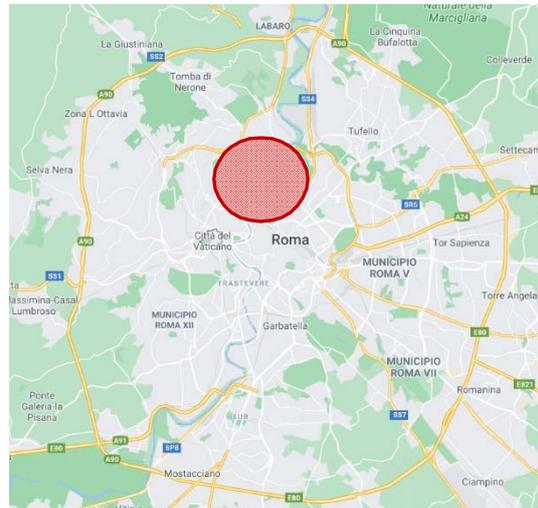
Ex Fiera di Roma

Higreen Business Terrace - via Ravà, 75 - via Casalnuovo, 8-10

Largo Fochetti 24 / via C. Colombo 80

Roma Flaminio Neighborhood

Built between the beginning of 1900 and the development of the Fascist period. With neoclassical architecture and imposing stately buildings, are present in the neighborhood beautiful tall buildings of popular economic housing. Over the years, the context changed so its original residential destination and the most prestigious buildings ended up being used as offices of high representation. The neighborhood is now equipped with all the services it needs (schools, shops, theaters, parking lots), yet there may be found contrasting situations. On the one hand, the inauguration of the Auditorium Parco della Musica took place in 2002: it gave new life to the area. On the other hand, the non-use of the Flaminio stadium, starting from 2011, generated an advanced state of decay in the surrounding reality.



Local public transport

Metro A subway station: Flaminio

Tramway lines: 2, 19

Bus lines: 30, 160, 280, 89, 490, 495, 590.

Real estate market

Main Market: Office

Prime office rent Office/Residential: 310-400 Euro/sqm/year

Main companies and institutions:

Ministry of the Navy, Lazio's Regional Administrative Court (TAR), University of La Sapienza - Faculty of Architecture, OakLottery, Commissione Amministrativa Regionale Di Disciplina, Cassa Nazionale del Notariato, Ordine dei Dottori Commercialisti ed Esperti Contabili di Roma, Cassa Geometri, Banco BPM, Sidief Spa, Eurobet Italia, Nervi Spa, Azimut Capital Management Sgr, Randstad Italia, Advice Center, Notartel Spa, IWBANK Private Investments, National Services Group Srl, Etruria Srl, Finchimici Spa, Impresa Cerqua Srl, Movie Factory Srl. Media Production Srl.

Main Urban Projects

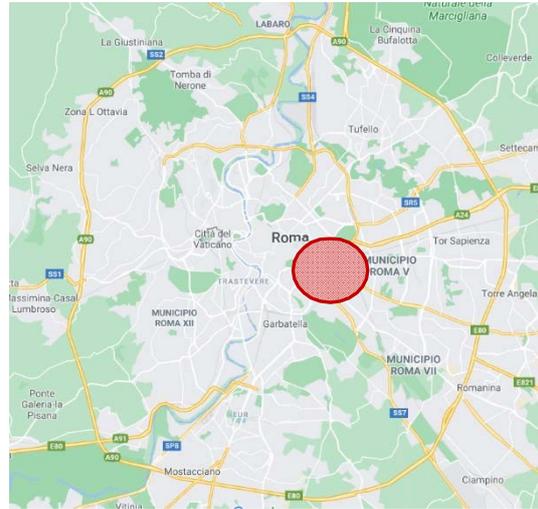
Ex-Caserma Guido Reni - Citta della Scienza (City of Science)

Flaminio Area: stadium and sports hall of Nervi

Torri Moretti

San Lorenzo Neighborhood

Built at the end of the XIX century around the Termini station area, the district of San Lorenzo has continued to gradually expand with the construction of buildings about 20 meters tall intended to draw continuity of the city within the walls (the city center of Rome is surrounded by roman walls, which perimeter the ancient city of Rome). The reference context has always been that of a working-class neighborhood, becoming a privileged area for artisanal and productive settlements of small and medium-sized industries. The main destination remains residential. Over the years, due to its proximity to the University, it has taken on a transitory connotation, with a growing demand from non-resident students looking for apartments or rooms to rent for a limited period. The influx of young university students has revitalized the mood of the neighborhood. It has favored the proliferation of commercial activities, particularly in the food & beverage sector, which have made the neighborhood one of the centers of Roman nightlife.



Local public transport

Metro B subway stations: Termini, Castro Pretorio, Policlinico

Tramway lines: 3/19

Bus lines: 71/105/492

Real estate market

Main Market: Residential

Prime office rent Office/Residential: 250 Euro/sqm/year

Main companies and institutions:

University of La Sapienza, C.N.R., Institut of Aerospace Medicine of the Air Force, Comando Aeronautica Militare Roma, Centro Congressi Frentani.

Main Urban Projects

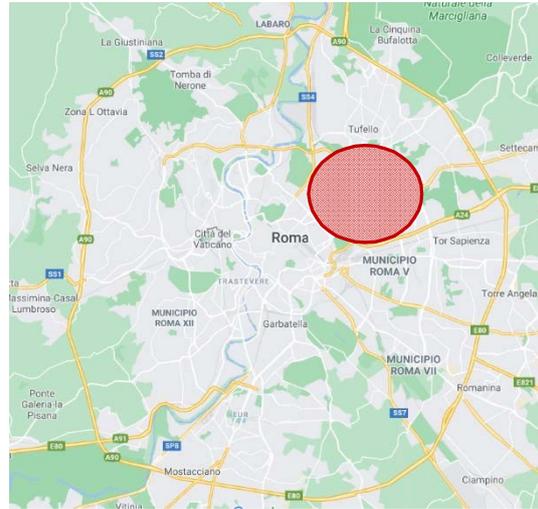
Ex Dogana San Lorenzo

Soho House via De Lollis

San Lorenzo: urban regeneration project

Tiburtina

The urbanization process began in the Fascist period, with the realization in 1936 of the first settlement intervention in the neighborhood, known as Tiburtino III, where people with precarious housing situations found a place to call home. These settlements continued in the following years and led to the development of the so-called 'borgate' (hamlets), along the axis of via Tiburtina. All this generated, also for the type of building chosen (multi-storey buildings), an enormous population density with traffic problems that only the completion of the Roma - L'Aquila highway in 1990, was able to improve. In recent years the context has recovered a better livability. In fact, the proliferation of services was accompanied by the construction work of the Tiburtina station, as a high-speed train hub, inaugurated in 2011. All this represents the starting point of a project to enhance the area next to the station, which will transform the neighborhood into a Business District.



Local public transport

Metro B subway stations: Tiburtina, Monti Tiburtini. Pietralata

Regional Train: Tiburtina station

Bus lines: 71, 111, 135, 409, 490, 492, 495, 649

Real estate market

Main Market: Office/Residential

Prime office rent: 200 Euro/sqm/year

Main companies and institutions:

Ministry of Sustainable Infrastructures and Mobility, Province of Rome environmental services, INPS Roma Tiburtino, BNL - Bnp Paribas Group, Autostrade per l'Italia, De.Fi. Srl, Sirti Spa, So.Farma.Morra Spa, Studio Immagine Group, De Paolis Television Studios.

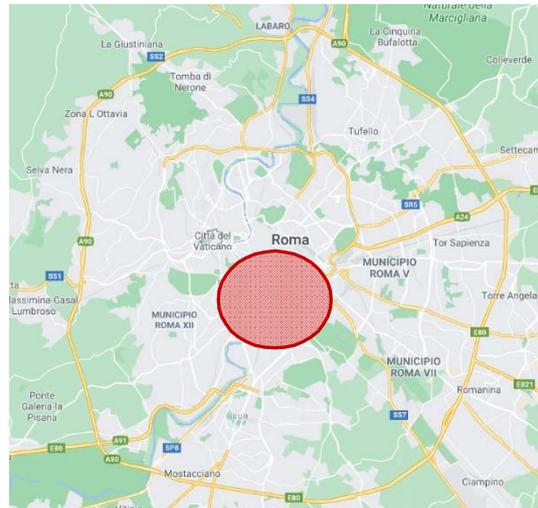
Relevant urban projects

Tiburtina (new eastern business center + technological pole)

New Istat headquarters (Pietralata area)

Rome central southwest area (Ostiense, Trastevere, Testaccio Neighborhoods)

The area covers the central southwestern side of the capital, including three adjacent neighborhoods: Ostiense, Trastevere and Testaccio. These are three working-class districts, separated by the river Tiber, which have different origins. Trastevere assumed a structure like the current one during the XVI century, when the neighborhood developed a double soul, with noble residences in the hill and characteristic traditional houses below. For Testaccio, on the other hand, it is necessary to go back to the urban settlement of the early XX century, which took shape with the construction of the Lungotevere. The Ostiense neighborhood saw its development in the Fascist period, initially compacting itself around the Mercati Generali and the Gazometro. The reference context is residential with tall buildings around via Ostiense and in the lower part of Trastevere; in Testaccio buildings of four, five floors are found; in the prestigious area of the Trasteverino district also short buildings. The redevelopment process that in recent years has affected Testaccio and via Ostiense has reduced the qualitative difference with Trastevere, favoring the development of commercial activities, particularly in the food sector, university centers and tertiary activities.



Local public transport

Metro B subway stations: Piramide, Marconi.

Regional Train: Trastevere station

Tramway lines: 3-8

Bus lines: 23, 30, 63, 83, 92, 170, 223, 360, 716, 775, 781

Real estate market

Main Market: Office/Residential

Prime office rent: 260-330 Euro/sqm/year

Main companies and institutions:

Roma Tre University, American University of Rome, Ministry of Education, Ministry of University and Research, Copernicus EUR, National Professional Training Body, Italgas, Lottomatica Holding Srl, Ets Ase Srl, Armundia Group, Ecom Broker Srl, Arkage, Argonauta Business Center (Innovaway Spa, Amdocs Srl, MyGest Srl, Cesart Srl, Prefecture of Rome).

Relevant urban projects

Ex-Mercati Generali

Ex- Italgas

Ex Mira Lanza - Reinventing Cities C40

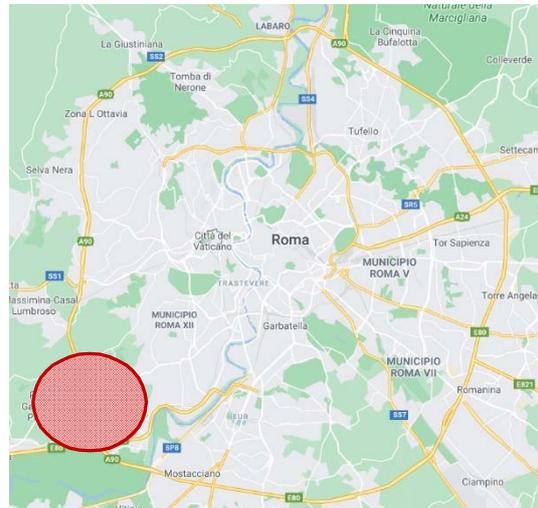
Trastevere Station

Mattatoio Testaccio

Redevelopment of Palazzo degli Esami

Parco De' Medici - Fiumicino Airport

The Parco De' Medici area retained an agricultural character until the 70's, when a circumscribed office building complex was built. This was due to the construction of the highway exit that connects Rome to Fiumicino airport, which improved connections with the area. The context that connects Rome to the airport is configured as a strategic area, well suited to host tertiary and commercial poles. In fact, it was here that the "Nuova Fiera di Roma" complex was established, with its inauguration in 2006: a multifunctional exhibition center of over 390,000 square meters. It was followed a few years later by the construction of the Da Vinci Business Center completed in 2011: it represents a suggestive complex of three buildings, two of which are for offices and one for services. To date, there is a complete lack of residential settlements in the area.



Local public transport

Regional train: direction Muratella Station, Ponte Galeria, Fiera di Roma

Bus lines: 128

Real estate market

Main Market: Office

Prime office rent: 230-260 Euro/sqm/year

Main companies and institutions:

Business Center Parco De' Medici (Insirio Spa, KT - Kinetics Technology, Esso Italiana Srl, PQE Group - Rome Offices, Cellnex Telecom, World Food Program), Wind Tre Spa, WEX Europe Services Srl, Honeywell Srl, General Design Company, Proin Srl, Nokia Italia, Honeywell Srl, Saber Italia Srl, Sistemi Informativi Srl, Italiaonline Spa, Technip Italy Spa, ATM Engineering Srl, Toyota Motor Italia Spa, LeasePlan Italia Spa), Da Vinci Center (MSX International Holdings Italia Srl, Stryker Italy Srl)

Relevant urban projects

Hubtown, Rome Business City

8.

***Rome is the city of echoes, the city of illusion, and the city of desire.
(Giotto)***

Rome, fortunate city, invincible and eternal.

(Tito Livio)

***Rome is the capital of the world! In this place the entire world's history
is linked, and I count on being born a second time, of being truly risen,
the day I set foot in Rome***

(Goethe)

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