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The Salone del Mobile.Milano presents Milan Design (Eco) System

Milan Design (Eco) System: figures and findings

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Every year, in April, the Salone del Mobile turns the international spotlight on Milan, transforming it into the world capital of design, together with the great festival that animates the city. The aim of the research: to use data as a starting point to inform the future of an event, which generates value for the competitiveness of the national production and cultural system. And an impact, which goes beyond the induced activities of 275 million euros (+13.7% vs 2023).

37 data holders, 86 sources, 10 Working Groups with 130 stakeholders, 530 field observations. These are just some of the figures that summarise the research activities encompassed by the **Milan Design (Eco) System**, the first chapter of a larger **project devised and promoted by the Salone del Mobile, with scientific oversight by the Politecnico di Milano** to find out, **based on data for the first time, the dimensions and dynamics of the great international "event"** which, every year, in April, generates economic growth and innovation, contributing significantly to the identity of Milan, the Capital of Design.

The protagonists of the first "snapshot" of what is configured as a complex and dynamic ecosystem are the **Salone del Mobile.Milano**, which again in 2024 was confirmed as an international catalyst notching up a record **370,824 presences, 65.6% of them from abroad**, and Fuorisalone, a complementary **network of urban events (1,326 at the last edition)**. The same ecosystem historically includes Milan, which **has seen a 66% increase in the number of Design Core companies and professionals since 2009**, in a sector in which design is the primary activity: **2,275 to date, or 1 in 7 in Italy, 1 in 2 in Lombardy**. Of these, **12% are run by young people, 13.7% by foreign citizens, 27.2% by women (a figure higher than the European average of 24%)**. These figures confirm the territory as a circulator of design knowledge (and more) and learning, thanks also to its close correlation with the event.

Divided into 8 chapters, more than 260 pages and with over 90 graphs, **the Report sets out the framework** – in prototype form – **that will guide the creation of the first permanent Observatory** dedicated to a globally unique event. The analysis starts with a 360° account of the evolution of the Salone "model." It shares insights and performance indicators for the 2024 edition. It then sets out **data and interpretations of the city's Design Week, analysed through 260 surveys and 530 field observations**. This is then followed by the results of the survey on the impact generated by the event, which took **7 macro-themes** into consideration: from visitor flows to digital shopping, to circularity. While bridging the gap between event and impact, this **new exploration of the Milan Design System**, commissioned from the Politecnico di Milano by the Salone, comes exactly 25 years after the first scientific research project, from which it took its name.

Conceived as a hub for open and inclusive reflection, the Appendix to Milan Design (Eco) System **contains the summary contributions of the ten content leaders** steering the Working Tables organised last July by the Salone and the Politecnico: more than one hundred stakeholders for a participatory discussion on ten key issues related to the great event, from sustainability to legacy in the field of urban regeneration, and the possible strategies to be put in place to tackle challenges that can no longer be ignored, from reception to mobility, cybersquatting and other latent critical issues.

This first edition of the Report was made possible thanks to a **sharing of objectives with the Municipality of Milan and Lombardy**, and thanks to the collaboration of the respective relevant municipal and regional departments, of a **large number of trade and professional associations**, and

study and research centres that have made available a consistent, albeit fragmented, series of data sets, a fundamental starting point for any reliable interpretation of the phenomenon.

Maria Porro, President of the Salone del Mobile.Milano, had this to say: “The aim of this Report is to share data and interpretations, available to all the city residents, to discuss the strategies that must guide the future with greater awareness, starting today. The results of this exploration paint a first picture of a vital ecosystem, which in its complementarity and synergy with the territory, distinguishes what happens every year in April in Milan from what happens in other fairs and design weeks around the world. The main challenge – to be faced with the city, in all its instances – is to maintain the attractive power of the event, maintaining the high quality of the offering, whilst also dealing with those latent criticalities that characterise events of this magnitude. In the aftermath of the pandemic, the Salone has faced more than one challenge: the most important – after the slow return to ‘normality’ – has been the push for internationalisation processes, which occupies us 365 days a year. We saw the result in April, when Milan went back to being an intercontinental stage, thanks to a Salone that, in terms of attendance, exceeded all expectations: a goal but also a starting point, achieved thanks to the commitment of the Wood-Furniture industrial chain, which puts its faith into the trade fair year after year, contributing, along with the schedule of events in the city, to the leadership position of Milan, the Capital of Design. Within the context of unstable markets and geopolitical crises, in order to look to the future, our ecosystem must also maintain its balance, with a sharing of objectives between public and private actors, and an ‘yes, if’ rather than ‘no, because’, strategy, as mooted by the sociologist Charles Landry, one of the leading international experts in creative cities, entrusted with opening the presentation meeting of the Report, a tool created to be made available to all the city decision makers with whom we want to reflect and act jointly to better inform tomorrow.”

Maria Porro went on to say: “Along with Gianfranco Marinelli, President of Federlegno Arredo, we extend our heartfelt thanks to the Mayor of Milan, Giuseppe Sala, and the President of the Lombard Region, Attilio Fontana, for taking on board and supporting the project, to the Rector of the Politecnico di Milano, Donatella Sciuto, to Alessia Cappello, Councillor for Economic Development and Labour Policies of the Municipality of Milan, and to Barbara Mazzali, Councillor for Tourism, Territorial Marketing and Fashion of the Lombard Region, for having set in motion the invaluable collaboration of the relevant departments involved, and, last but not least, to all the Milano Design Week districts and to all those who have played an active part in this first step towards what will be a programme of listening and actions to be built with the city, for the city”.

“The Salone del Mobile.Milano and Milan Design Week are a shining example of how a city can build its identity and attractiveness around a specific theme. We believe that this Report can be considered a prototype for sparking dialogical, coordinated, and constructively critical action, useful for the future of the event and for the city itself. It is in the relationship between the economic activities that represent the driver of the system (the Salone del Mobile.Milano), its system of stable and proactive resources (the Milan Design System) and the informal model of widespread creativity, that a unique and original Milanese vision emerges once again. The Milanese ecosystem resides precisely within this collective surplus value. This interconnection demands attention to environmental factors within the framework of common responsibility. It is a task that will require the consolidation of this analysis, with its data set and interpretative frameworks and a reflection on the governance of the ecosystem and its complex set of stakeholders,” commented **Stefano Maffei and Francesco Zurlo**, heading the research team at the **Department of Design – Politecnico di Milano**.

“The Salone del Mobile.Milano is an event that our city cannot and does not intend to give up. During the Milan Design Week, the city and the event operate in continuity: one embraces the other, and vice versa, each with their own share of entrepreneurship, sparkle, pragmatism and internationality. The

Salone and Milan have built a virtually indissoluble bond on this play of reflections, dialogue and reciprocal influences, which dates back 60 years and activates an ecosystem that generates value for the region, for the country, and for the design sector at global level. This is why examining the dynamics that feed the design ecosystem of Milan is so very strategic, for the growth of both the event and the city. The Report produced by the Salone del Mobile with the Politecnico is a complex, structured piece of work in which I am proud to say that the Municipality of Milan has also taken part. This analysis leads the way for reflections on the future of the city that are anything but banal. I am quite sure that this Report and the Observatory of the future will be useful tools not just for examining the repercussions of this great event on our community, but also for helping the Municipal Council to shape effective policies and actions that will ensure that the city's response is increasingly sustainable and inclusive," added **Giuseppe Sala, Mayor of Milan**.

"The Salone del Mobile.Milano and the Milan Design Week events represent a key opportunity for the Lombard economy, for the design sector at global level and for a huge range of correlated industries. Measuring their impacts is proof of great farsightedness. It means recognising, in the socio-economic and cultural scope of the event, a beneficial driving force for the development of the territory. Thanks in part to this painstaking analysis, the Milan Design (Eco) System continues to strive for ongoing improvement and aims to build a legacy, edition after edition. I am extremely proud of the first Annual Report: the informative and cognitive purpose of which I have backed from the outset. I thank Politecnico di Milano for its scientific oversight and the Salone del Mobile.Milano for sharing the results with a great sense of responsibility and transparency towards our citizens. An excellent prerequisite for shaping policies, objectives, and priorities with our stakeholders – including the Lombard Region – with regard to services, businesses, employment and training. We welcome this permanent observatory, a reflection of the immense value generated by a prestigious Lombard phenomenon," said **Attilio Fontana, President of the Lombard Region**.

"The term ecosystem encapsulates the very concept of complexity. The impact of major events, such as the Salone del Mobile and Design Week, on the city of Milan, the territory and its allied industries is certainly an articulated phenomenon that is by no means easy to interpret. It is precisely for this reason that we believe that the Politecnico di Milano, in training and research, is up to this challenge," **commented Donatella Sciuto, Rector of the Politecnico di Milano**. "The impact of an events system of this calibre calls for a careful capacity for analysis, understanding and re-elaboration that brings together a wide range of stakeholders, data and tools to draw up concrete interventions, policies and co-constructed models of governance".

"The appointment with the Salone del Mobile.Milano represents the culmination of a path that, every year, wood-furniture companies undertake, in order to maintain the leadership recognized to them at the global level. For our industrial fabric, composed of a multiplicity of companies, including small and very small ones, participation in the Salone del Mobile has an unparalleled strategic value, as a showcase capable of attracting the world of design to the Lombard capital. An absolute unicum of which our companies are the driving force and at the same time, the end user, because the primary objective of our fair is to allow Made in Italy design to continue to export to the world, open up to new markets and weigh ever more heavily on Italian manufacturing," says **Claudio Feltrin, President of FederlegnoArredo**. "The strong link with the city of Milan is one of the characteristics that have made Salone del Mobile great in the world. And this ability to integrate the trade fair business with cultural events has set the standard, also thanks to a city that is open and able to enhance its excellence. An initiative like today's perfectly hits the mark: bringing together all the energies that are directly or indirectly involved in Milan's richest and liveliest week. FederlegnoArredo is ready to play its part so that the dialogue between those who create business and those who animate the city is increasingly synergistic."

The Report can be downloaded from this [link](#)

Milan Design (Eco) System

260 pages, 95 charts and tables

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Milan Design (Eco) System: figures and findings

Salone del Mobile.Milano (Ch. 1)

Maria Porro, President of the Salone del Mobile.Milano: “For the Salone, evolution has been and is the driving force behind a process of re-designing experiences, which has always focused on industrial manufacturing and visitors, along with an increasingly wide and diversified network of partners and stakeholders, both internal and external. This attitude to openness and discussion, strongly bound up with the Milan-Italy-World Design System, has allowed the Salone to be configured as an event that does not simply exist within the dates of the event but continues to live through the interactions it generates, going beyond the meeting between supply and demand. In this sense, our Cultural Programme is also part of the process, which stimulates exhibitors and visitors towards new visions every year. As well as the new exhibition formats launched in September in the United States and China to promote Made in Italy through new strategic alliances, allowing us to open up to new targets and new conversations with the world.”

- **Evolution.** Since 2022, an annual survey has returned various indicators, which measure the effectiveness of the Salone's actions. These include Intention to Return: in 2024, 95 out of 100 exhibitors said they would like to exhibit at the trade fair again. Among the reasons: it guarantees a good return in terms of notoriety and image; it is the benchmark trade fair for the A&D sector; it allows contact to be made with potential important clients. The first keyword that exhibitors and visitors associate with the event is "design culture."
Source: Vision-Field Survey Native Strategy Project for the Salone del Mobile.Milano
- **Internationalisation.** 18 foreign missions over the course of 2023/2024. The result of the commitment to internationalisation processes lies in the pre-Covid figures for the 2024 edition: 370,824 presences, 65.6% from abroad. A goal made possible thanks to the support of the Ministry of Foreign Affairs and International Cooperation and the ITA – Italian Trade Agency in identifying new opportunities in established and emerging markets.
- **Design Culture.** More than 90 large exhibitions conceived and promoted by the Salone over the years. From the solo exhibitions devoted to Achille Castiglioni, Joe Colombo, Gio Ponti,

Vico Magistretti, Alvar Aalto, Bruno Munari and Ettore Sottsass to the site-specific Interiors by *David Lynch. A Thinking Room*. In addition to the exhibition programme, there are many occasions for in-depth analysis: talks and round tables on architecture, design, art and future scenarios.

- **Sustainability.** First, membership of the United Nations Global Compact. Then the achievement of ISO 20121 Certification. Thanks to this process, which includes the issuing of the Green Guidelines for the design of sustainable installations to exhibitors, sustainability has been a measurable, measured commitment for the Salone from 2023 onwards, based on a principle of conscious innovation. The tangible results include the almost total elimination of plasterboard and the sharp drop in mixed demolition waste.
- **Education.** In 25 years, 350 universities and design schools from all over the world, together with more than 14,000 young designers, have taken part in SaloneSatellite, the Salone hub created to bring together designers under 35, exhibiting companies and the media. In 2024, as a tribute to its first 25 years, €15 cut-price tickets were made available to students. This initiative increased attendance by 28.6% for a target group that represents the future of the sector.

The Salone del Mobile.Milano 2024 (Ch. 2)

Marco Sabetta, General Manager, Salone del Mobile.Milano: “We have invested heavily in the process of evolving exhibition formats and the customer experience since 2022, outlining the new face of the physical and digital Salone-Platform. Active 365 days a year, it is geared to accelerating business, innovation and awareness in the ESG field, with a strong concrete commitment to cutting environmental impact and adopting sustainable practices as a driver of competitive advantage. As part of this process, “people first” means optimising the quality of contacts, relationship and business networks, in an experience increasingly tailored to exhibitors and visitors. The data-driven approach, which guides our initiatives and strategic investments for the development of high value-added services, is the key to making the visitor experience increasingly consistent and profiled. In 2024, there were 1,950 exhibitors from 36 different countries at the Salone, 241 of them new companies and returnees.”

- **Working capital.** Not just that of companies and professionals. The setting up and dismantling of the 2024 edition of the trade fair involved 899 stand construction companies and a total of 83,465 workers. These numbers exclude the workforce engaged in service activities in support of the trade fair. To give an idea of the size of the event: 233,246 meals were provided during set-up, dismantling and the trade fair itself; 74 catering services were independently managed by exhibitors.

Source: Fiera Milano – Salone del Mobile.Milano

- **Research and innovation.** A 10% decrease in travel times, compared with the 2022 layout; a 40% increase in memorability. The results of the neuroscientific tests conducted by Lombardini22, in collaboration with the MySpace Lab research centre at the University of Lausanne, on the new exhibition layout of EuroCucina / FTK, *Technology For the Kitchen*
Source: Lombardini22
- **Digital services.** Matchmaking 2024: 1M vs 710k in 2023; wayfinding searches: 450K vs 108K in 2023; stand appointments: 2.717 vs 121 in 2023. 2024 saw a significant increase in services made available by the Salone to make the visitor experience and contact between companies and professionals more efficient and effective.

Source: Salone del Mobile.Milano

- **Community.** Not just the physical audience. The Salone 2024 digital strategy achieved the following results: 90 million impressions (+12.5% vs 2023, 2.4 million social media (from 410,000 in 2023). Website traffic also rose by 32%, with 3.3 million sessions in 2024 compared to 2.5 million the previous year. Average time spent: 13 minutes (+30%. vs 2023). The 2024 communication project, entrusted to Publicis Groupe, with scientific oversight by Paolo Ciuccarelli, was used to gauge the sentiment of the design community: AI "listened" to 2,500 opinion leaders from the world of design, and then intercepted the "conversations" of the event audience.

Source: Salone del Mobile.Milano

- **Communication.** 6,923 Press & Media presences at the 62nd edition of the Salone (+41% from abroad). 10,735, overall releases in the Italian press (January-April +10,6% vs 2023). 20,081 mentions in the international online press (+80.31% vs 2023). 261 journalists from 46 countries and a media buying strategy that involved 128 publications from 34 different countries, 36 planned newspapers in Italy.

Source: Salone del Mobile.Milano

- **Mobility.** In 2024, 60% of exhibitors and visitors opted for public transport to/from Fiera Milano, Rho. To raise public awareness of soft mobility, the Salone entered into an electric car sharing services partnership and introduced a free direct service to Milan's main airports, bookable online, finally guaranteeing fast and frequent connections to the fairgrounds, which are also accessible thanks to 26 daily Frecciarossa high-speed connections to/from Rho Fiera.

Source: Fiera Milano - Salone del Mobile.Milano

- **Circularity.** This is one of the cornerstones of the Green Guidelines issued by the Salone to exhibitors for the design of installations. Following the indications provided by the Salone, Salotto NY also opted for EPS for its installation at the International Bathroom Exhibition - Under the Surface - for the recovery possibilities offered by the material, choosing not to resin it to ensure the highest degree of recycling. At the end of the event, the installation was entrusted to a small Turin company, specialised in building insulation, where every last grain of EPS was recovered.

Source: Salotto NY for Salone del Mobile.Milano

The Design Week of Milan (Ch. 3)

Francesco Zurlo, Professor, Politecnico di Milano: "We studied the actors and events through a survey that involved 260 stakeholders and 530 observations in the field, to provide a snapshot of the nature of the events held during Design Week. We found that companies were among the main protagonists, often from outside the sector (50%). But there was also a significant presence of design studios (49; 14.9%), creative collectives (32; 9.8%) and architecture studios (24; 7.3%). This data underscores, once again, the consistent contribution of independent design research to the event."

- **Participation in previous editions.** Out of a total of 218 valid responses, the survey showed that the 2024 edition of the Milan Design Week scored highest out of 72 events. A figure that highlights not only a process of growth but also a natural turnover in the proposals.

Source: Politecnico di Milano Survey

- **Type of organiser.** 50% of the events in the city were organised by companies, both sectoral and non-sector. This was followed by design studios (14.9%), creative collectives (9.8%) and

architecture studios (7.3%). Only 11 cultural institutions were involved. The multiple-choice question threw up another piece of information: out of a total of 164 companies, 21 co-organised the event with a design studio; 13 with an architectural firm.

Source: Survey Politecnico di Milano

- **Number of people involved in the realisation of the event.** From the concept phase of the project to the management of the event, 59.4% of the city event organisers said they used a team comprising less than 10 people (59.4%); those with more than 10 people accounted for 40.6%.

Source: Survey Politecnico di Milano

- **Space sizes.** Most of the city events took place in Extra-Large spaces (> 150 m² 27.7%), followed by Medium (36-80 m², 22.7%) and then Large (80-150 m², 22.3%). 15% of the events took place in Small spaces of around just 20-35 m².

Source: Survey Politecnico di Milano

- **Cost items.** Out of 239 responses (on multiple-choice questionnaires), the costs incurred for the realisation of the event – excluding rental costs and installation building – related to the following items: installation design (146 responses), catering (76), event curation (70), press office (66) and marketing campaigns (65).

Source: Survey Politecnico di Milano

- **Content type and target audience.** 32.4% of the city events featured one-offs or limited edition pieces exclusively. This was followed by product ranges (19.9%); site-specific installations (19.9%) and research projects (14%). Most of the organisers identified architects and interior designers as their target audience (22.3%), followed by design lovers (19.5%) and journalists (16.5%).

Source: Survey Politecnico di Milano

- **Sustainability.** 53.3% of the event organisers stated that they had provided for the reuse of their installation, 28% for partial reuse. Only 26.5% of field observations noted the presence of information on events-related sustainable practices. The presence of certifications was only observed in 10.4% of cases.

Source: Field Observations

- **Accessibility.** The events were mainly open access (75.9%). The following parameters were evaluated to verify the level of inclusiveness: barrier-free entrances (206 observations out of 530); provision of bathrooms accessible to people with reduced mobility (51); provision of parking spaces reserved for people with reduced mobility (33).

Source: Field Observations

Milan Design System (Ch. 4)

Massimo Bianchini, Professor, Politecnico di Milano: “By Milan Design System, we mean the set of actors, places, professional, entrepreneurial, educational, cultural and promotional activities – dedicated to design – that generate economic, social and cultural value on an urban, regional and national scale. Milan Design System represents a permanent infrastructure, closely connected with the Salone del Mobile and Design Week. An extraordinary amount of vision, ability, and design energy, which transforms the city into a driver of design culture active 365 days a year, and which ensures its constant evolution.”

“Design Core” System of Design Professions: “Design Core”

- In Milan and its province, 6,790 companies, freelancers and self-employed people work in specialised design activities. The more than 2,000 design companies employ 10,283 people. In practice, 1 out of 2 design companies in Milan is from Lombardy. One in 7 Italian companies is in Milan.

Source: ISTAT-ASIA data (2022) processed by the Symbola Foundation and the Tagliacarne Institute

- The number of design companies and companies in Milan and its province increased by 66% (from 1,368 to 2,275 companies) between 2009 and 2023. The number of joint-stock companies more than doubled (from 498 to 1,045). There was also a high growth rate for sole proprietorships (71%, from 574 to 984).

Source: Milan Monza Brianza Lodi Chamber of Commerce

- The main Milanese Design Core companies are involved in visual and multimedia communication design (35.5%, 809 out of 2,275 companies) and product and fashion design (34.9%). Technical draughtsmen (14.5%) and other design activities (14%) complete the picture. 1.1% of enterprises operate at a more general level.

Source: Milan Monza Brianza Lodi Chamber of Commerce

- In Milan and its province, 27.2% of design companies are run by women (a figure higher than the European average of 24%). Women's businesses grew the most in the product design and fashion sector (+62%, from 117 to 190).

Source: Milan Monza Brianza Lodi Chamber of Commerce

- Over the past ten years, the number of young Design Core businesses has risen by 11.3%. The most marked increase is in product and fashion design. Innovative design start-ups and SMEs (ATECO 74.10) only account for 1.2% of all those in Milan, mostly focused on technological sectors.

Source: Milan Monza Brianza Lodi Chamber of Commerce

Extended Design System

- In the Extended Design area, in the Municipality of Milan and its province, a group of 1,975 companies that have chosen design as a secondary activity was assessed. Of these, around 300 combine design and services in various sectors, carrying out consultancy activities, while around 200 combine design and marketing. Another 300 companies develop software and applications, including AI. Lastly, 50 are active in the real estate sector, around ten in education, healthcare and agri-food.

Source: Italian Chambers of Commerce Business Register

Assist System

- The first research into the Milan Design System, in 1999, identified a set of actors closely connected with design activities, known as the Assist System. In 2024, the numerical consistency of this group was verified, identifying the group of ATECO sectors corresponding to its main professions: photographers, advertising agencies, communication agencies and public relations. The numbers speak to a potential pool of over 3,000 companies and sole proprietorships to support the activities of companies and professionals within the Design System.

Source: Milan Monza Brianza Lodi Chamber of Commerce

Other Systems

- **Design Publishing System.** Milan is a leader in design publishing, with 62 publishers in the design sector nationwide, 44 of which are in Milan and its province.
Source: INTERNI Design Index
- **Cultural Offering System.** 2 museums dedicated to design – Triennale Design Museum and ADI Design Museum – and more than 20 corporate museums, as well as numerous exhibitions and events, attract well over 720,000 visitors a year. Meanwhile, the number of foundations managing the archives of the masters of Milanese design is also growing. The CASVA Foundation alone manages 32 archives of architects, graphic designers and designers.
- **Distribution System.** More than 60% of the over 1,300 commercial enterprises that sell reference design products are concentrated in the Municipality of Milan. The Milan, Lodi, Monza and Brianza Confcommercio Study Unit has identified 465 of them, which have a greater focus on design, including e-commerce.
Source: Milan, Lodi, Monza and Brianza Confcommercio Study Unit
- **Education System.** Milan has 3 universities, 11 higher education art, music and dance (AFAM) institutes, 20 schools and private institutes, which offer higher and professional training in the field of design. Over 16,000 students enrolled during the Academic Year 2022/2023 (more than 30% of the design student population in Italy). In the last 10 years, the overall number of students has doubled.
Source: Ministry of University and Research (2023)
- **Research and Innovation System.** There are 60 Horizon Europe and Horizon 2020 research and innovation projects under way in Milan, in which various Milan Design System actors are taking part. Funding obtained by actors in the Milan Design System: approximately 31,600,000 euros, almost 8% of the total value (384,000,000 euros).
Source: CORDIS data processed by Politecnico di Milano

Salone del Mobile and Design Week: the Local Impact (Ch. 5)

Stefano Maffei, Professor, Politecnico di Milano: “In terms of economic impact, the Salone del Mobile.Milano contributes significantly to Milan's economic development, generating direct economic flows through tourism, trade and international professional and entrepreneurial collaborations. The Milan, Lodi, Monza and Brianza Confcommercio Study Unit has estimated an induced revenue of almost 275.1 million euros for 2024, 13.7% higher than in 2023, partly due to the sharp increase in foreign visitors, who accounted for 69.4% of overall business, amounting to 191 million euros. It also contributes indirectly to the same phenomenon that takes in Design Week in the city. The Report contains a series of findings that, from the data upwards, may suggest new actions in the field of hospitality, services, mobility - and in circularity.”

Hospitality

- **Incoming flows.** 782,657 arrivals and departures at Malpensa/Linate airports during Design Week 2024 (+12%). As far as route geographies are concerned, it is estimated that European countries accounted for more than 54% of arrivals/departures (+18% compared to 2023), Italian destinations for over 24%, while the remaining 22% consisted of non-European routes. This figure is in line with the figures for the 2024 edition of the Salone.
Source: SEA Group

- **Registrations in accommodation facilities in Milan and its province.** Between 15th and 21st April, 126,946 people were registered in Milan's accommodation facilities (+6.7% compared to 2023), of whom 100,907 were foreigners (+15% vs 2023). The number of presences was also higher than in 2023: in the city, they were up 21.8% from 15th to 21st April, and in the province by 19.9%, in line with the Salone audience growth percentages.

Source: Regional Observatory of Tourism and Attractiveness, Lombard Region

- **Accommodation costs.** Data and sources confirm dynamic growth in hospitality prices, in particular, for short-term rentals which tripled in Milan during Salone Week, as well as increases in the municipalities of the province and the neighbouring provinces (Monza). Average cost of a two-room apartment for short-term rent during the 2024 edition of the event: 3,855 euros compared with a standard week at 1,207 euros (+214%). Again, according to the analysis, this increase was also noted outside Milan in several municipalities in the city belt: 2,310 euros per week.

Source: Abitare Co Study Centre

- **Revenue, expenditure and digital payments.** Estimated revenue and daily expenditure per capita during Design Week 2024 generated by Salone del Mobile.Milano was estimated in a new calculation by the Milan, Lodi, Monza and Confcommercio Study Unit, at approximately 275 million euros (+13.7% on 2023, equal to 241.7 million euros). The average daily spend per capita was 273.9 euros (+10.1% on 2023), broken down as follows: 121.4 euros on accommodation services (+10.6% compared to 2023), 85.9 euros on catering (+10.1% on 2023) and 66.6 euros on shopping (+9.2% on 2023).

Source: Milan, Lodi, Monza and Brianza Confcommercio Study Unit

Urban flows and mobility

- **Urban flows.** The variation in the average weekly value of the number of users registered on the Vodafone network in Milan within the city and extra-city areas hosting Design Week events during the period January-May 2024 was measured. Significant peaks in transit flows were recorded, corresponding to the days of the event, in the following areas: Brera/Moscova/Sempione (232,485; +71.9%), Tortona/Savona (75,555; +47.4%), Duomo/San Babila/Missori (397,664; +44.4%).

Source: Mobile phone user data from PoliS-Lombardia and Vodafone Analytics processed by Politecnico di Milano

- **Access to Milan's Metro.** The daily average (on a weekly basis) of accesses to the Milanese Metro during Salone Week 2024 equalled 1.260.428 entries, a rise of 10.6% compared with the 2023 edition (1.139.614).

Source: AMAT Agency for Mobility and Environment

- **Sustainable mobility.** During Design Week 2024, bike sharing recorded 24,250 rentals up 25.4% compared to the 2023 edition. Also in 2024, the rental of scooters (-4.3%) and cars and mopeds (-24.4% and -59.7%) fell.

Source: AMAT Agency for Mobility and Environment

Circularity

- **Waste collection.** During Design Week 2024, 13,425 tonnes of waste were collected, as against 12,757 at the 2023 edition (+5,2%).

Source: Green and Environment Department, Municipality of Milan and AMAT Agency for Mobility and Environment