



CAMERA di COMMERCIO INDUSTRIA ARTIGIANATO AGRICOLTURA MONZA BRIANZA

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THE TOUR EIFFEL BRAND VALUE IS OVER 434 BILLION EUROS

The Tour Eiffel brand value referred to the image, brand and visibility exceeds the Colosseum brand (more than 91 billion euros).

Monza, 17th August 2012. Not only seaside and mountains: tourists during this summer also choose to visit European cities of art and to spend there their holidays or even a long weekend. So the artistic and cultural heritage becomes country's economic attractors: the brand value of some European monuments is estimated at nearly 700 billion euros, a value that does not refer to tangible assets but to their image, brand and visibility.

So the Tour Eiffel brand is estimated over 434 billion euros, exceeding the Colosseum brand (more than 91 billion euros). The "reputational value" of Sagrada Familia exceeds the Duomo of Milan (90 billion euros against 82 billion euros) and Prado Museum (whose brand is nearly 60 billion euros). The Tower of London brand is 70 billion euros and 10 billion euros is the estimated value of Stonehenge site.

The Tour Eiffel brand value exceeds the brand of Milano, made with its most renowned symbols (fashion style, Duomo, La Scala Theatre, San Siro Stadium, furniture design and the traditional cake "panettone" (more than 270 billion euros). The survey of the Chamber of Commerce of Monza and Brianza is based on Anholt Brand Index, Registro Imprese, Eurostat, Istat, Istituto Tagliacarne Isnart, Best Global Brands, Urban Audit, MIBAC, Italian Touring Club, in the ERI project (Economic Reputation Index). The reputational value was calculated on 10 different economical, cultural and business parameters (such as the economical value of the territory, the reputation of the monument, the visitors flow, the number of employees in the tourism sector, multimodal accessibility, export).

Brand value of some historical European monuments and sites

	Euros
Tour Eiffel	434.660.000.000
London Tower	70.552.000.000
Stonehenge	10.538.000.000
Sagrada Familia	90.366.000.000
Prado	59.262.000.000

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Brand value of some symbols of Milano

	Euros
Furniture design	46.500.000.000
Fashion style	111.775.000.000
La Scala Theatre	27.800.000.000
San Siro Stadium	3.000.000.000
Duomo	82.000.000.000
"Panettone" traditional cake	1.092.000.000

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