



Manufacturing and Services
Office of Travel and Tourism Industries

2007 Market Profile: Italy



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Visitation Trends (Arrivals)

[Thousands of Italian Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	612	472	406	409	471	546	533	634	22
Percentage Change (%)	-2%	-23%	-14%	1%	15%	16%	-2%	19%	4%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	\$2,075	\$1,507	\$1,511	\$1,480	\$1,786	\$2,201	\$2,128	\$2,652	\$577
Travel Receipts	\$1,590	\$1,147	\$1,107	\$1,130	\$1,335	\$1,594	\$1,564	\$1,920	\$330
Passenger Fare Receipts	\$485	\$360	\$404	\$350	\$451	\$607	\$564	\$732	\$247
Change (%) in Total Exports	-6%	-27%	0%	-2%	21%	23%	-3%	25%	28%

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Travel Agency	48%	56%	8 pts.
Personal Computer	35%	33%	-2 pts.
Airlines Directly	13%	12%	-1 pt.
Friends/Relatives	8%	10%	2 pts.

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	50%	55%	5 pts.
Business/Professional	18%	22%	4 pts.
Visit Friends/Relatives	25%	15%	-10 pts.
Convention/Conference	5%	4%	-1 pt.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	63%	68%	5 pts.
Visit Friends/Relatives	36%	25%	-12 pts.
Business/Professional	20%	24%	4 pts.
Convention/Conference	9%	7%	-2 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	81%	79%	-2 pts.
Business & Convention	25%	29%	4 pts.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2006	2007	% Point Change (2)
Taxi/Cab/Limousine	42%	55%	13 pts.
Rented Auto	30%	29%	-1 pt.
Airlines in U.S.	20%	27%	8 pts.
City Subway/Tram/Bus	33%	27%	-6 pts.
Company or Private Auto	22%	21%	-1 pt.

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2006	2007	% Point Change (2)
Shopping	77%	79%	3 pts.
Dining in Restaurants	77%	79%	2 pts.
Visit Historical Places	53%	50%	-2 pts.
Sightseeing in Cities	43%	40%	-3 pts.
Art Gallery/Museum	41%	38%	-3 pts.
Visit Small Towns	29%	34%	4 pts.
Cultural Heritage Sites	27%	28%	1 pt.
Amusement/Theme Parks	25%	22%	-3 pts.
Visit National Parks	13%	19%	5 pts.
Guided Tours	12%	17%	5 pts.
Touring Countryside	13%	17%	4 pts.

Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	82	70	-12 days
Advance Trip Decision Time (med. days)	60	60	0 days
Prepaid Package	18%	23%	5 pts.
First International Trip to the U.S.	42%	34%	-8 pts.
Length of Stay in U.S. (mean nights)	12.9	13.0	0 nights
Length of Stay in U.S. (median nights)	9	7	-2 nights
Number of States Visited (% 1 state)	67%	67%	-1 pt.
Average Number of States Visited	1.6	1.6	0 pts.
Hotel/Motel (% 1+ nights)	78%	79%	2 pts.
Average # of Nights in Hotel/Motel	6.8	8.0	1 nights
Travel Party Size (mean # of persons)	1.6	1.5	-0.1
Gender: % Male (among adults)	66%	68%	2 pts.
Household Income (mean average)	\$76,300	\$88,600	\$12,300
Household Income (median average)	\$59,700	\$71,300	\$11,600
Average Age: Female	37	37	-1 year
Average Age: Male	41	42	1 year

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2006	Volume 2006 (000)	Market Share 2007	Volume 2007 (000)
REGIONS				
Middle Atlantic	**	**	60.9%	386
STATES				
New York	**	**	57.8%	367
CITIES				
New York City	**	**	56.8%	360

(1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

(2) Percentage-point and percentage changes are based on non-rounded data.

(3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Italian traveler who visits the United States.

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