



Manufacturing and Services
Office of Travel and Tourism Industries

2008 Market Profile: Italy



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Visitation Trends (Arrivals)

[Thousands of Italian Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	472	406	409	471	546	533	634	779	307
Percentage Change (%)	-23%	-14%	1%	15%	16%	-2%	19%	23%	65%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$1,507	\$1,511	\$1,480	\$1,786	\$2,201	\$2,128	\$2,652	\$3,663	\$2,156
Travel Receipts	\$1,147	\$1,107	\$1,130	\$1,335	\$1,594	\$1,564	\$1,920	\$2,595	\$1,448
Passenger Fare Receipts	\$360	\$404	\$350	\$451	\$607	\$564	\$732	\$1,068	\$708
Change (%) in Total Exports	-27%	0%	-2%	21%	23%	-3%	25%	38%	143%

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Travel Agency	56%	45%	-11 pts.
Personal Computer	33%	41%	8 pts.
Airlines Directly	12%	12%	-1 pt.
Friends/Relatives	10%	8%	-2 pts.

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	55%	55%	0 pts.
Business/Professional	22%	21%	-1 pt.
Visit Friends/Relatives	15%	14%	-1 pt.
Convention/Conference	4%	6%	2 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	68%	65%	-3 pts.
Visit Friends/Relatives	25%	25%	1 pt.
Business/Professional	24%	24%	-1 pt.
Convention/Conference	7%	8%	1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	79%	78%	-2 pts.
Business & Convention	29%	30%	1 pt.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	55%	47%	-8 pts.
City Subway/Tram/Bus	27%	33%	6 pts.
Rented Auto	29%	29%	1 pt.
Airlines in U.S.	27%	26%	-2 pts.
Company or Private Auto	21%	20%	-1 pt.

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Shopping	79%	81%	2 pts.
Dining in Restaurants	79%	79%	0 pts.
Visit Historical Places	50%	51%	0 pts.
Sightseeing in Cities	40%	45%	5 pts.
Art Gallery/Museum	38%	41%	3 pts.
Visit Small Towns	34%	29%	-4 pts.
Cultural Heritage Sites	28%	26%	-2 pts.
Amusement/Theme Parks	22%	24%	3 pts.
Visit National Parks	19%	20%	2 pts.
Water Sports/Sunbathing	16%	19%	3 pts.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	70	73	3 days
Advance Trip Decision Time (med. days)	60	60	0 days
Prepaid Package	23%	19%	-5 pts.
First International Trip to the U.S.	34%	37%	3 pts.
Length of Stay in U.S. (mean nights)	13.0	15.2	2 nights
Length of Stay in U.S. (median nights)	7.0	9.0	2 nights
Number of States Visited (% 1 state)	67%	59%	-7 pts.
Average Number of States Visited	1.6	1.8	0 states
Hotel/Motel (% 1+ nights)	79%	82%	3 pts.
Average # of Nights in Hotel/Motel	8.0	7.5	-1 night
Travel Party Size (mean # of persons)	1.5	1.6	0.1
Gender: % Male (among adults)	68%	64%	-4 pts.
Household Income (mean average)	\$88,600	\$96,800	\$8,200
Household Income (median average)	\$71,300	\$83,500	\$12,200
Average Age: Female	37	36	-1 year
Average Age: Male	42	40	-1 year

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
REGIONS				
Middle Atlantic	60.9%	386	64.2%	500
STATES				
New York	57.8%	367	60.0%	468
CITIES				
New York City	56.8%	360	58.6%	457

- (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.

Survey of International Air Travelers: Table Number and Description

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- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

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