

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# **2010** Market Profile: Italy



# 2010 Market Profile: Italy

## Visitation Trends (Arrivals)

[Thousands of Italy Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	409	471	546	533	634	779	753	838	430
Percentage Change (%)	1	15	16	-2	19	23	-3	11	105

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010 <sup>r</sup>	Change 2010/2003
Total Travel & Tourism Exports <sup>(1)</sup>	\$1,480	\$1,786	\$2,201	\$2,128	\$2,652	\$3,703	\$2,999	\$3,212	\$1,732
Travel Receipts	\$1,130	\$1,335	\$1,594	\$1,564	\$1,920	\$2,601	\$2,190	\$2,312	\$1,182
Passenger Fare Receipts	\$350	\$451	\$607	\$564	\$732	\$1,102	\$809	\$900	\$550
Change (%) in Total Exports	-2	21	23	-3	25	40	-19	7	117

(r) Revised.

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change <sup>(2)</sup>
Travel Agency	38	49	10.3
Personal Computer	49	39	-9.5
Airlines Directly	14	14	-0.1
Friends/Relatives	11	11	-0.6

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	57	60	3.3
Visit Friends/Relatives	16	16	-0.4
Business/Professional	17	14	-3.2
Convention/Conference	4	4	0.3
Study/Teaching	5	4	-0.4

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	67	74	7.3
Visit Friends/Relatives	26	26	0.4
Business/Professional	19	15	-4.0
Convention/Conference	7	6	-0.9
NET PURPOSES OF TRIP:			
Leisure & VFR	80	85	4.2
Business & Convention	24	20	-4.4

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	46	43	-3.2
City Subway/Tram/Bus	35	31	-4.2
Rented Auto	27	30	2.7
Airlines in U.S.	23	26	2.5
Company or Private Auto	21	18	-3.1

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Shopping	82	81	-1.0
Dining in Restaurants	83	80	-3.4
Visit Historical Places	50	52	2.8
Sightseeing in Cities	43	46	3.1
Art Gallery/Museum	39	36	-2.5
Visit Small Towns	28	36	7.9
Cultural Heritage Sites	29	30	1.5
Amusement/Theme Parks	23	29	6.3
Visit National Parks	18	21	2.6
Water Sports/Sunbathing	16	19	2.7
Guided Tours			

## Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	73	86	13.1 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	17%	23%	6.1 pts.
First International Trip to the U.S.	35%	38%	3.2 pts.
Length of Stay in U.S. (mean nights)	14.2	14.7	0.5 nights
Length of Stay in U.S. (median nights)	8	9	1 nights
Number of States Visited (% 1 state)	66%	60%	-6.4 pts.
Average Number of States Visited	1.6	1.7	0.1 states
Hotel/Motel (% 1+ nights)	76%	80%	3.4 pts.
Average # of Nights in Hotel/Motel	8.3	7.8	-0.5 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	61%	60%	-1.0 pts.
Household Income (mean average)	\$83,600	\$73,700	-\$9,900
Household Income (median average)	\$66,900	\$58,200	-\$8,700
Average Age: Female	37	36	-0.6 years
Average Age: Male	43	40	-2.7 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
<b>REGIONS</b>				
Middle Atlantic	63.5	478	59.9	502
<b>STATES</b>				
New York	59.2	446	56.7	475
<b>CITIES</b>				
New York City-WP-Wayne	57.4	432	56.1	470

- (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.

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](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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ADMINISTRATION

# Survey of International Air Travelers

The Survey of International Air Travelers 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**

Table 1	Country of Residence	Table 19	Number of States Visited
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Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
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# Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

## For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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