

Country Profile: ITALY

TOTAL ALL ITALIAN ARRIVALS TO THE U.S.

TRENDS IN ARRIVALS (in thousands)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Arrivals	612	472	406	409	471	546	533	-80
% Change	-2%	-23%	-14%	1%	15%	16%	-2%	-13%

TRENDS IN RECEIPTS (in millions)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Total Travel & Tourism Receipts ¹	\$2,075	\$1,507	\$1,511	\$1,480	\$1,786	\$2,201	\$2,129	\$54
% Change	-6%	-27%	0%	-2%	21%	23%	-3%	3%
Travel Receipts (at U.S. destinations)	\$1,590	\$1,147	\$1,107	\$1,130	\$1,335	\$1,594	\$1,564	-\$26
Passenger Fare Receipts (on U.S. carriers)	\$485	\$360	\$404	\$350	\$451	\$607	\$565	\$80

SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response--top 4 of 12)	2006	2005	% Point Change ²
Travel Agency	48%	57%	-8 pts.
Personal Computer	35%	32%	4 pts.
Airlines Directly	13%	12%	2 pts.
Friends/Relatives	8%	7%	1 pt.

Main Purpose of Trip (top 4 of 8)	2006	2005	% Point Change ²
Leisure/Rec./Holidays	50%	44%	6 pts.
Visit Friends/Relatives (VFR)	25%	21%	3 pts.
Business/Professional	18%	26%	-7 pts.
Convention/Conference	5%	6%	-1 pt.

Purpose of Trip (multiple response--top 4 of 8)	2006	2005	% Point Change ²
Leisure/Rec./Holidays	63%	61%	2 pts.
Visit Friends/Relatives (VFR)	36%	38%	-2 pts.
Business/Professional	20%	28%	-7 pts.
Convention/Conference	9%	11%	-2 pts.
NET PURPOSES OF TRIP:			
Business & Convention	25%	35%	-10 pts.
Leisure & VFR	81%	77%	4 pts.

Transportation Types Used in U.S.: (multiple response--top 4 of 8)	2006	2005	% Point Change ²
Taxi/Cab/Limousine	42%	47%	-5 pts.
City Subway/Tram/Bus	33%	25%	8 pts.
Rented Auto	30%	29%	1 pt.
Company or Private Auto	22%	25%	-3 pts.

Activity Participation While Within U.S. (multiple response--top 10 of 25)	2006	2005	% Point Change ²
Dining in Restaurants	77%	79%	-1 pt.
Shopping	77%	79%	-3 pts.
Visit Historical Places	53%	47%	5 pts.
Sightseeing in Cities	43%	46%	-3 pts.
Art Gallery/Museum	41%	41%	0 pts.
Visit Small Towns	29%	32%	-2 pts.
Cultural Heritage Sites	27%	22%	5 pts.
Amusement/Theme Parks	25%	23%	1 pt.
Nightclubs/Dancing	15%	19%	-5 pts.
Visit National Parks	13%	27%	-13 pts.
Concert/Play/Musical	13%	18%	-5 pts.
Water Sports/Sunbathing	13%	13%	1 pt.
Touring Countryside	13%	16%	-3 pts.

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SELECTED TRAVELER CHARACTERISTICS	2006	2005	% Point Change or % Change ²
Advance Trip Decision Time (mean days)	82	68	14 days
Advance Trip Decision Time (med. days)	60	50	10 days
Prepaid Package	18%	17%	1 pt.
First International Trip to the U.S.	42%	28%	14 pts.
Length of Stay in U.S. (mean nights)	12.9	15.5	-3 nights
Length of Stay in U.S. (median nights)	9.0	9.0	0 nights
Number of States Visited (% 1 state)	67%	64%	3 pts.
Average Number of States Visited	1.6	1.6	0 states
Hotel/Motel (% 1+ nights)	78%	76%	2 pts.
Average # of Nights in Hotel/Motel	6.8	7.9	-1 night
Travel Party Size (mean # of persons)	1.6	1.4	0.2 persons
Gender: % Male	66%	63%	3 pts.
Household Income (mean average)	\$76,300	-	n/a
Household Income (median average)	\$59,700	-	n/a
Average Age: Female	37	39	-1 year
Average Age: Male	41	41	0 years

VISITATION TO U.S. DESTINATIONS ³	Market Share 2006	Volume 2006 (000s)	Market Share 2005	Volume 2005 (000s)
No destinations meet the minimum sample requirement.				

Notes:

- (1) Includes travel receipts at U.S. destinations and passenger fare receipts/exports on U.S. carriers.
- (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.
- (-) No estimate available.
- (n/a) Estimate not yet available.

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

Interested in data for your destination?: OTTI sells custom reports. To learn more, go to:
<http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

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

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