

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2012 Market Profile: Italy



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## Visitation Trends (Arrivals)

[Thousands of Visitors]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Arrivals	546	533	634	779	753	838	892	831	286
Percentage Change (%)	16	-2	19	23	-3	11	6	-7	52

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Travel & Tourism Exports (1)	\$2,201	\$2,128	\$2,652	\$3,703	\$2,999	\$3,215	\$3,656	\$3,848	\$1,647
Travel Receipts	\$1,594	\$1,564	\$1,920	\$2,601	\$2,190	\$2,341	\$2,586	\$2,757	\$1,163
Passenger Fare Receipts	\$607	\$564	\$732	\$1,102	\$809	\$874	\$1,070	\$1,091	\$484
Change (%) in Total Exports	23	-3	25	40	-19	7	14	5	75

## Information Sources Used for Trip Planning

	Information Sources Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines (Directly)	17	34	17.3
	Corporate Travel Dept.	3	11	8.6
	Travel Guide(s)	7	13	6.1
2012	Personal Recommendation (Friends/Rel)		20	
2011	Friends/Relatives	10		
2012	National/State/City Travel Office		15	
2011	Nat'l Govt. Tourist Ofc.	1		
2011	State/City Travel Ofc.	3		
2012	Tour Operator/Travel Club		12	
2011	Tour Company	2		
2012	Online Travel Agency (OTA)		29	
2012	Travel Agency Office		32	
2011	Travel Agency	43		
2012	Other		3	
2011	TV/Radio	0.2		
2011	Personal Computer	43		
2011	In-flight Info. Systems	1		
2011	Newspapers/Magazines	1		

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## Main Purpose of Trip

	Main Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	5	7	2.3
	Visit Friends/Relatives	20	12	-7.7
	Health Treatment	0.1	0.4	0.3
	Religion/Pilgrimages	1	0.4	-0.4
2012	Business		15	
2011	Business/Professional	11		
2012	Vacation/Holiday		60	
2011	Leisure/Rec./Holidays/Sightseeing	59		
2012	Education		5	
2011	Study/Teaching	4		
	Other	1	0.3	-1.1

## All Purposes of Trip

	Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	8	10	2.1
	Visit Friends/Relatives	28	20	-8.1
	Health Treatment	0.2	1	0.5
	Religion/Pilgrimages	1	1	0.1
2012	Business		17	
2011	Business/Professional	15		
2012	Vacation/Holiday		67	
2011	Leisure/Rec./Holidays/Sightseeing	71		
2012	Education		8	
2011	Study/Teaching	5		
	Other	2	1	-1.2
	NET PURPOSES OF TRIP:			
	Leisure & VFR	85	76	-8.4
	Business & Convention	21	25	3.7

## Transportation Used in the United States

	Transportation Types Used in United States	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines in U.S.	23	30	7.4
	Bus between Cities	9	15	6.2
	City Subway/Tram/Bus	34	43	9.8
	Company or Private Auto	18	25	7.5
	Railroad between Cities	9	5	-3.5
	Motor Home/Camper	0.4	0.1	-0.3
	Rented Auto	30	29	-1.2
	Taxi/Cab/Limousine	45	43	-2.1
2012	Cruise Ship/River Boat 1+ Nights		3	
2012	Ferry/River Taxi/Short Scenic Cruise		16	
2012	Rented Bicycle/Motorcycle/Moped		3	

## Select Traveler Characteristics

Traveler Characteristics	2011	2012	Change (2)
Advance Trip Decision Time (mean days)	82	84	2.0
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	22	18	-4.0
First International Trip to the U.S.	44	32	-12.2
Length of Stay in U.S. (mean nights)	16.2	13.5	-2.7
Length of Stay in U.S. (median nights)	8	8	0.0
Number of States Visited (% 1 state)	67	67	-0.2
Average Number of States Visited	1.6	1.6	0.0
Hotel/Motel (% 1+ nights)	74	80	5.5
Average # of Nights in Hotel/Motel	7.0	8.6	1.6
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	61	62	1.1
Household Income (mean average)	\$75,500	\$71,249	-\$4,251
Household Income (median average)	\$60,000	\$50,911	-\$9,089
Average Age: Female	37	38	1.4
Average Age: Male	42	41	-0.6

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## Activity Participation While in the United States

	Activity Participation While in the U.S.	2011 (Percent)	2012 (Percent)	Point Change (2)
	Amusement/Theme Parks	30	23	-6.6
	Art Gallery/Museum	39	41	1.8
	Sporting Event	4	7	3.0
	Camping/Hiking	3	2	-1.0
	Casino/Gambling	8	9	1.3
	Concert/Play/Musical	14	15	0.6
	Environ./Eco. Excursions	4	6	2.3
	Golfing/Tennis	3	3	0.2
	Guided Tours	18	26	8.3
	Hunting/Fishing	1	1	0.4
	Nightclubs/Dancing	10	20	10.5
	Shopping	82	81	-1.7
	Visit American Indian Communities	6	9	2.5
2012	Cultural / Ethnic Heritage Sites		22	
2011	Cultural Heritage Sites	33		
2011	Ethnic Heritage Sites	3		
2012	Experience Fine Dining		21	
2011	Dining in Restaurants	79		
2012	Sightseeing		65	
2011	Sightseeing in Cities	46		
2012	Snow Sports		0.2	
2011	Snow Skiing	1		
2012	Small Towns/Countryside		30	
2011	Visit Small Towns/Villages	32		
2011	Touring Countryside	14		
2012	National Parks/Monuments		39	
2011	Visit National Parks	20		
2012	Water Sports		5	
2011	Water Sports/Sunbathing	13		
2012	Visit Historical Locations		27	
2011	Visit Historical Places	55		
2012	Other		2	
2011	Cruises	5		
2011	Ranch Vacations	1		

# 2012 Market Profile: Italy

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
<b>REGIONS</b>				
MIDDLE ATLANTIC	59.2	528	57.1	475
<b>STATES</b>				
New York	56.5	504	53.6	446
<b>CITY</b>				
New York City	55.5	495	53.0	441

(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 incident 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: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 35 travel characteristics data in 2011 and the 37 items 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>

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)

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

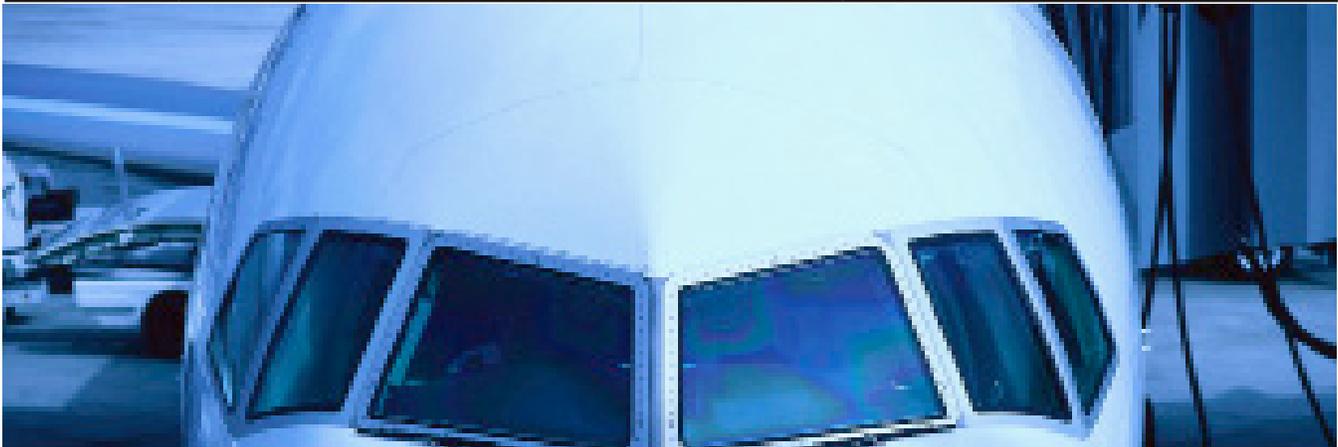
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# Survey of International Air Travelers

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 Italy traveler who visits the United States.

**Survey of International Air Travelers: Table Number and Description**

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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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