

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Italy



2014 Market Profile: Italy

Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	634	779	753	838	892	831	839	934	300
Percentage Change (%)	19	23	-3	11	6	-7	1	11	47

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$2,779	\$3,602	\$3,207	\$3,199	\$3,547	\$3,448	\$3,621	October	-
Travel (all purposes including education)	\$2,047	\$2,500	\$2,398	\$2,325	\$2,477	\$2,356	\$2,466	\$2,059	\$12
Of which: Education Related	\$94	\$108	\$126	\$127	\$141	\$143	\$137	October	-
Of which: Other Business/ Personal Travel	\$1,900	\$2,336	\$2,240	\$2,162	\$2,297	\$2,172	\$2,287	October	-
Passenger Air Transportation	\$732	\$1,102	\$809	\$874	\$1,070	\$1,092	\$1,155	October	-
Change (%) in Total Exports	23	30	-11	0	11	-3	5	-	-

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

^(p) Preliminary, subject to future revisions. Estimates on passenger fares, education and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	36	35	-1.9
Online Travel Agency	31	32	1.6
Travel Agency Office	35	26	-9.0
Personal Recommendation	21	22	1.4
National/State/City Travel Office	16	13	-3.4
Travel Guides	10	12	2.1
Tour Operator/Travel Club	12	11	-1.7
Corporate Travel Dept.	12	10	-1.3
Other	4	4	0.4

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	63	65	1.9
Visit Friends/Relatives	10	13	2.3
Business	14	11	-3.1
Convention/Conference/Trade Show	6	7	0.8
Education	4	4	0.1
Religion/Pilgrimages	0.8	0.4	-0.4
Health Treatment	0.5	0	-0.5
Other	2	1	-1.1

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	70	72	2.5
Visit Friends/Relatives	21	22	0.5
Business	17	15	-1.8
Convention/Conference/Trade Show	8	10	1.6
Education	7	8	0.3
Religion/Pilgrimages	1	1	-0.1
Health Treatment	0.7	0	-0.6
Other	3	2	-0.9
NET PURPOSES OF TRIP:			
Leisure & VFR	78	81	3.6
Business & Convention	22	21	-1.3

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	83	79	-3.9
Sightseeing	69	71	2.4
National Parks/Monuments	35	41	5.6
Art Gallery/Museum	43	40	-3.0
Historical Locations	24	28	4.3
Small Towns/Countryside	27	28	1.2
Cultural / Ethnic Heritage Sites	23	27	3.9
Guided Tours	27	26	-0.7
Experience Fine Dining	21	24	3.2
Amusement/Theme Parks	18	19	1.5
Nightclubbing/Dancing	19	19	-0.5
Concert/Play/Musical	16	15	-0.4
Sporting Event	12	13	0.7
Casinos/Gamble	8	9	1.1
Environ./Eco. Excursions	3	7	3.5
Water Sports	5	5	0.4
American Indian Communities	6	5	-1.3
Golfing/Tennis	2	3	1.2
Camping/Hiking	2	3	1.3
Hunting/Fishing	1	2	0.6
Snow Sports	1	1	-0.4
Other	3	1	-2.0



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
City Subway/Tram/Bus	50	42	-7.6
Taxicab/Limousine	38	37	-1.3
Rented Auto	27	32	5.2
Auto, Private or Company	28	30	1.6
Air Travel between U.S. Cities	30	29	-1.6
Bus between Cities	18	19	1.7
Ferry/River Taxi/Srt Scenic Cruise	17	14	-2.6
Railroad between Cities	7	7	-0.1
Cruise Ship/River Boat 1+ Nights	4	6	2.1
Rented Bicycle/Motorcycle/Moped	5	6	0.3
Motor Home/Camper	0	1	0.5

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	84	93	8.2
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	17	14	-2.9
First International Trip to the U.S.	35	33	-2.1
Length of Stay in U.S. (mean nights)	15.0	16.7	1.7
Length of Stay in U.S. (median nights)	9	9	0.0
Number of States Visited (% 1 state)	70	69	-1.3
Average Number of States Visited	1.4	1.6	0.2
Hotel/Motel (% 1+ nights)	78	76	-1.9
Average # of Nights in Hotel/Motel	8.5	8.9	0.4
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	60	60	0.1
Household Income (mean average)	\$87,516	\$79,572	-\$7,944
Household Income (median average)	\$64,738	\$57,098	-\$7,640
Average Age: Female (among adults)	37	37	0.2
Average Age: Male (among adults)	40	40	-0.3

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Middle Atlantic	57.5	482	53.3	498
States				
New York	55.5	466	50.7	474
Cities				
New York City	55.4	465	49.4	461

(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.

(p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? The NTTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

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