

	A	B	C	D	E	F	G	H	I	J	K
1	ITALY Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		753	838	892	831	839	964	1,039	983	230
7		% Change	-3	11	6	-7	1	15	8	-5	30
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014 ^r	2015 ^r	2016 ^r	Change 2016 / 2009
11	Total Travel & Tourism Exports ²		\$3,207	\$3,199	\$3,547	\$3,449	\$3,673	\$4,117	\$4,303	\$4,020	\$813
12	Travel Receipts (at U.S. destinations)		\$2,398	\$2,325	\$2,477	\$2,357	\$2,540	\$2,878	\$3,125	\$2,972	\$574
13	Education Receipts		\$126	\$127	\$141	\$143	\$138	\$160	\$181	\$201	\$75
14	Other Business/Personal Receipts		\$2,240	\$2,162	\$2,297	\$2,172	\$2,356	\$2,674	\$2,898	\$2,724	\$484
15	Health/Border/Seasonal		\$32	\$36	\$39	\$42	\$46	\$44	\$46	\$47	\$15
16	Passenger Fare Receipts (on U.S. carriers)		\$809	\$874	\$1,070	\$1,092	\$1,133	\$1,239	\$1,178	\$1,048	\$239
17		% Change in Total Receipts	-11	0	11	-3	6	12	5	-7	25
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
21		Online Travel Agency	33	34	1.0						
22		Airlines	34	34	-0.9						
23		Travel Agency Office	21	23	2.0						
24		Personal Recommendation	23	21	-2.3						
25		Travel Guides	8	12	3.6						
26		Tour Operator/Travel Club	10	11	1.5						
27		National/State/City Travel Office	13	10	-3.0						
28		Corporate Travel Dept.	10	9	-1.0						
29		Other	5	6	0.4						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
32		Vacation/Holiday	59	66	6.7						
33		Business	12	13	0.7						
34		Visit Friends/Relatives	15	12	-3.1						
35		Convention/Conference/Trade Show	9	6	-2.8						
36		Education	4	2	-1.6						
37		Health Treatment	0.1	0.1	0.0						
38		Religion/Pilgrimages	0.2	0.0	-0.2						
39		Other	1	1	0.1						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
42		Vacation/Holiday	68	73	5.6						
43		Visit Friends/Relatives	24	23	-1.6						
44		Business	15	16	1.2						
45		Convention/Conference/Trade Show	12	9	-3.1						
46		Education	6	6	-0.3						
47		Religion/Pilgrimages	1	1	0.1						
48		Health Treatment	0.1	0.2	0.1						
49		Other	1	1	0.4						
50											
51	Net Purposes of Trip:										
52		Leisure & VFR	79	83	4.2						
53		Business & Convention	25	23	-1.9						
54											

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55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56		City Subway/Tram/Bus	43	48	4.8						
57		Taxicab/Limousine	36	33	-3.0						
58		Auto, Private or Company	30	32	1.2						
59		Rented Auto	30	28	-2.3						
60		Air Travel between U.S. Cities	28	28	0.1						
61		Bus between Cities	18	21	2.7						
62		Ferry/River Taxi/Short Scenic Cruise	17	16	-0.8						
63	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
64		Ride-Sharing Service	-	10	-						
65		Railroad between Cities	6	6	0.6						
66		Cruise Ship/River Boat 1+ Nights	4	5	1.2						
67		Rented Bicycle/Motorcycle/Moped	6	5	-1.9						
68		Motor Home/Camper	1	0.3	-1.1						
69	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
70		Shopping	76	85	8.9						
71		Sightseeing	67	71	4.0						
72		Art Gallery/Museum	42	43	0.9						
73		National Parks/Monuments	37	43	5.6						
74		Experience Fine Dining	23	27	4.3						
75		Small Towns/Countryside	29	27	-2.1						
76		Guided Tours	22	26	3.6						
77		Historical Locations	25	25	0.2						
78		Cultural / Ethnic Heritage Sites	28	24	-3.5						
79		Amusement/Theme Parks	20	22	1.2						
80		Nightclubbing/Dancing	20	18	-1.5						
81		Concert/Play/Musical	17	16	-0.8						
82		Sporting Event	13	13	0.0						
83		Casinos/Gamble	8	8	-0.1						
84		American Indian Communities	8	8	-0.1						
85		Environ./Eco. Excursions	6	7	1.0						
86		Water Sports	6	5	-1.0						
87		Camping/Hiking	4	3	-0.4						
88		Golfing/Tennis	2	2	0.0						
89		Hunting/Fishing	2	1	-1.0						
90		Snow Sports	1	0.4	-0.4						
91		Other	1	1	0.4						
92											
93	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
94		Advance Trip Decision Time (mean days)	96	98	2.7						
95		Advance Trip Decision Time (median days)	70	90	20.0						
96		Prepaid Package	13	14	1.5						
97		First International Trip to the U.S.	33	35	1.7						
98		Length of Stay in U.S. (mean nights)	15.6	12.8	-2.8						
99		Length of Stay in U.S. (median nights)	9	9	0.0						
100		Number of States Visited (% 1 state)	69	70	1.4						
101		Average Number of States Visited	1.6	1.6	0.0						
102		Hotel/Motel (% 1+ nights)	73	76	2.6						
103		Average # of Nights in Hotel/Motel	8.1	8.2	0.1						
104		Travel Party Size (mean # of persons)	1.6	1.7	0.1						
105		Gender: % Male (among adults)	59	58	-0.3						
106		Household Income (mean average)	\$ 69,771	\$ 65,342	-\$4,429						
107		Household Income (median average)	\$ 50,000	\$ 50,000	\$0						
108		Average Age: Female (among adults)	37	38	1.2						
109		Average Age: Male (among adults)	40	41	0.3						
110											

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	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
111											
112											
113	Regions										
114	Middle Atlantic		48.20	501	49.52	487					
115	States										
116	New York		45.92	477	46.82	460					
117	Cities										
118	New York City		45.20	470	46.43	456					
119											
120	Notes:										
121	(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.										
122	(2) <i>Total Travel & Tourism Exports</i> = 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).										
123	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										
124											
125	(3) Percentage-point and percentage changes are based on non-rounded data.										
126											
127	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.										
128											
129	(-) No estimate available.										
130											
131	(n/a) Estimate not yet available.										
132											
133	(**) Estimate not shown due to sample size fewer than 400 for this year.										
134											
135	(r) Estimate was revised.										
136											
137	(p) Estimate is preliminary and subject to revision.										
138											
139	Note: This profile shows only a portion of the 37 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://travel.trade.gov/research/index.html										
140											
141	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html										
142											
143	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
144	http://travel.trade.gov/research/reports/ifs/customized.asp										
145											
146	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
147											
148	Publication Date: November 2017										