Office of Travel and Tourism Industries

2008 Market Profile: Italy
Visitation Trends (Arrivals)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Arrivals</td>
<td>472</td>
<td>406</td>
<td>409</td>
<td>471</td>
<td>546</td>
<td>533</td>
<td>634</td>
<td>779</td>
<td>307</td>
</tr>
<tr>
<td>Percentage Change (%)</td>
<td>-23%</td>
<td>-14%</td>
<td>1%</td>
<td>15%</td>
<td>16%</td>
<td>-2%</td>
<td>19%</td>
<td>23%</td>
<td>65%</td>
</tr>
</tbody>
</table>

Spending Trends (Exports)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Travel &amp; Tourism Exports (1)</td>
<td>$1,507</td>
<td>$1,511</td>
<td>$1,480</td>
<td>$1,786</td>
<td>$2,201</td>
<td>$2,128</td>
<td>$2,652</td>
<td>$3,703</td>
<td>$2,196</td>
</tr>
<tr>
<td>Travel Receipts</td>
<td>$1,147</td>
<td>$1,107</td>
<td>$1,130</td>
<td>$1,335</td>
<td>$1,594</td>
<td>$1,564</td>
<td>$1,920</td>
<td>$2,601</td>
<td>$1,454</td>
</tr>
<tr>
<td>Passenger Fare Receipts</td>
<td>$360</td>
<td>$404</td>
<td>$350</td>
<td>$451</td>
<td>$607</td>
<td>$564</td>
<td>$732</td>
<td>$1,102</td>
<td>$742</td>
</tr>
<tr>
<td>Change (%) in Total Exports</td>
<td>-27%</td>
<td>0%</td>
<td>-2%</td>
<td>21%</td>
<td>23%</td>
<td>-3%</td>
<td>25%</td>
<td>40%</td>
<td>146%</td>
</tr>
</tbody>
</table>

(1) Revised, October 2009.

Information Sources Used for Trip Planning

<table>
<thead>
<tr>
<th>Information Sources Used (multiple response: top 4 of 12)</th>
<th>2007</th>
<th>2008</th>
<th>% Point Change (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Agency</td>
<td>56%</td>
<td>45%</td>
<td>-11 pts.</td>
</tr>
<tr>
<td>Personal Computer</td>
<td>33%</td>
<td>41%</td>
<td>8 pts.</td>
</tr>
<tr>
<td>Airlines Directly</td>
<td>12%</td>
<td>12%</td>
<td>-1 pt.</td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td>10%</td>
<td>8%</td>
<td>-2 pts.</td>
</tr>
</tbody>
</table>
### Main Purpose of Trip

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
<th>2007</th>
<th>2008</th>
<th>% Point Change (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure/Rec./Holidays</td>
<td>55%</td>
<td>55%</td>
<td>0 pts.</td>
</tr>
<tr>
<td>Business/Professional</td>
<td>22%</td>
<td>21%</td>
<td>-1 pt.</td>
</tr>
<tr>
<td>Visit Friends/Relatives</td>
<td>15%</td>
<td>14%</td>
<td>-1 pt.</td>
</tr>
<tr>
<td>Convention/Conference</td>
<td>4%</td>
<td>6%</td>
<td>2 pts.</td>
</tr>
</tbody>
</table>

### All Purposes of Trip

<table>
<thead>
<tr>
<th>Purpose of Trip</th>
<th>2007</th>
<th>2008</th>
<th>% Point Change (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure/Rec./Holidays</td>
<td>68%</td>
<td>65%</td>
<td>-3 pts.</td>
</tr>
<tr>
<td>Visit Friends/Relatives</td>
<td>25%</td>
<td>25%</td>
<td>1 pt.</td>
</tr>
<tr>
<td>Business/Professional</td>
<td>24%</td>
<td>24%</td>
<td>-1 pt.</td>
</tr>
<tr>
<td>Convention/Conference</td>
<td>7%</td>
<td>8%</td>
<td>1 pt.</td>
</tr>
</tbody>
</table>

**NET PURPOSES OF TRIP:**

<table>
<thead>
<tr>
<th>Purpose of Trip</th>
<th>2007</th>
<th>2008</th>
<th>% Point Change (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure &amp; VFR</td>
<td>79%</td>
<td>78%</td>
<td>-2 pts.</td>
</tr>
<tr>
<td>Business &amp; Convention</td>
<td>29%</td>
<td>30%</td>
<td>1 pt.</td>
</tr>
</tbody>
</table>

### Transportation Used in the United States

<table>
<thead>
<tr>
<th>Transportation Types Used in United States</th>
<th>2007</th>
<th>2008</th>
<th>% Point Change (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxi/Cab/Limousine</td>
<td>55%</td>
<td>47%</td>
<td>-8 pts.</td>
</tr>
<tr>
<td>City Subway/Tram/Bus</td>
<td>27%</td>
<td>33%</td>
<td>6 pts.</td>
</tr>
<tr>
<td>Rented Auto</td>
<td>29%</td>
<td>29%</td>
<td>1 pt.</td>
</tr>
<tr>
<td>Airlines in U.S.</td>
<td>27%</td>
<td>26%</td>
<td>-2 pts.</td>
</tr>
<tr>
<td>Company or Private Auto</td>
<td>21%</td>
<td>20%</td>
<td>-1 pt.</td>
</tr>
</tbody>
</table>
### Activity Participation While in the United States

<table>
<thead>
<tr>
<th>Activity Participation While in the U.S.</th>
<th>2007</th>
<th>2008</th>
<th>% Point Change (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(multiple response--top 10 of 25)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td>79%</td>
<td>81%</td>
<td>2 pts.</td>
</tr>
<tr>
<td>Dining in Restaurants</td>
<td>79%</td>
<td>79%</td>
<td>0 pts.</td>
</tr>
<tr>
<td>Visit Historical Places</td>
<td>50%</td>
<td>51%</td>
<td>0 pts.</td>
</tr>
<tr>
<td>Sightseeing in Cities</td>
<td>40%</td>
<td>45%</td>
<td>5 pts.</td>
</tr>
<tr>
<td>Art Gallery/Museum</td>
<td>38%</td>
<td>41%</td>
<td>3 pts.</td>
</tr>
<tr>
<td>Visit Small Towns</td>
<td>34%</td>
<td>29%</td>
<td>-4 pts.</td>
</tr>
<tr>
<td>Cultural Heritage Sites</td>
<td>28%</td>
<td>26%</td>
<td>-2 pts.</td>
</tr>
<tr>
<td>Amusement/Theme Parks</td>
<td>22%</td>
<td>24%</td>
<td>3 pts.</td>
</tr>
<tr>
<td>Visit National Parks</td>
<td>19%</td>
<td>20%</td>
<td>2 pts.</td>
</tr>
<tr>
<td>Water Sports/Sunbathing</td>
<td>16%</td>
<td>19%</td>
<td>3 pts.</td>
</tr>
</tbody>
</table>

### Select Traveler Characteristics

<table>
<thead>
<tr>
<th>Traveler Characteristics</th>
<th>2007</th>
<th>2008</th>
<th>Change (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advance Trip Decision Time (mean days)</td>
<td>70</td>
<td>73</td>
<td>3 days</td>
</tr>
<tr>
<td>Advance Trip Decision Time (med. days)</td>
<td>60</td>
<td>60</td>
<td>0 days</td>
</tr>
<tr>
<td>Prepaid Package</td>
<td>23%</td>
<td>19%</td>
<td>-5 pts.</td>
</tr>
<tr>
<td>First International Trip to the U.S.</td>
<td>34%</td>
<td>37%</td>
<td>3 pts.</td>
</tr>
<tr>
<td>Length of Stay in U.S. (mean nights)</td>
<td>13.0</td>
<td>15.2</td>
<td>2 nights</td>
</tr>
<tr>
<td>Length of Stay in U.S. (median nights)</td>
<td>7.0</td>
<td>9.0</td>
<td>2 nights</td>
</tr>
<tr>
<td>Number of States Visited (% 1 state)</td>
<td>67%</td>
<td>59%</td>
<td>-7 pts.</td>
</tr>
<tr>
<td>Average Number of States Visited</td>
<td>1.6</td>
<td>1.8</td>
<td>0 states</td>
</tr>
<tr>
<td>Hotel/Motel (% 1+ nights)</td>
<td>79%</td>
<td>82%</td>
<td>3 pts.</td>
</tr>
<tr>
<td>Average # of Nights in Hotel/Motel</td>
<td>8.0</td>
<td>7.5</td>
<td>-1 night</td>
</tr>
<tr>
<td>Travel Party Size (mean # of persons)</td>
<td>1.5</td>
<td>1.6</td>
<td>0.1</td>
</tr>
<tr>
<td>Gender: % Male (among adults)</td>
<td>68%</td>
<td>64%</td>
<td>-4 pts.</td>
</tr>
<tr>
<td>Household Income (mean average)</td>
<td>$88,600</td>
<td>$96,800</td>
<td>$8,200</td>
</tr>
<tr>
<td>Household Income (median average)</td>
<td>$71,300</td>
<td>$83,500</td>
<td>$12,200</td>
</tr>
<tr>
<td>Average Age: Female</td>
<td>37</td>
<td>36</td>
<td>-1 year</td>
</tr>
<tr>
<td>Average Age: Male</td>
<td>42</td>
<td>40</td>
<td>-1 year</td>
</tr>
</tbody>
</table>
# U.S. Destinations Visited (States, Cities, and Regions)

## 2008 Market Profile: Italy

### Visitation to U.S. Destinations/Regions

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REGIONS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>60.9%</td>
<td>386</td>
<td>64.2%</td>
<td>500</td>
</tr>
<tr>
<td><strong>STATES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>57.8%</td>
<td>367</td>
<td>60.0%</td>
<td>468</td>
</tr>
<tr>
<td><strong>CITIES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York City</td>
<td>56.8%</td>
<td>360</td>
<td>58.6%</td>
<td>457</td>
</tr>
</tbody>
</table>

(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.

(**) Estimate not shown due to sample size fewer than 400 for this year.

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](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.

Publication Date: May 2009
The Survey of International Air Travelers (or “In-Flight” survey) 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>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 1</td>
<td>Country of Residence</td>
</tr>
<tr>
<td>Table 2</td>
<td>Advance Trip Decision</td>
</tr>
<tr>
<td>Table 3</td>
<td>Advance Airline Reservation</td>
</tr>
<tr>
<td>Table 4</td>
<td>Means of Booking Air Trip</td>
</tr>
<tr>
<td>Table 5</td>
<td>Information Sources</td>
</tr>
<tr>
<td>Table 6</td>
<td>Use of Package</td>
</tr>
<tr>
<td>Table 7</td>
<td>Use of Prepaid Lodging</td>
</tr>
<tr>
<td>Table 8</td>
<td>Advance Package Booking</td>
</tr>
<tr>
<td>Table 9</td>
<td>Pre-Booked Lodging</td>
</tr>
<tr>
<td>Table 10</td>
<td>Travel Companions</td>
</tr>
<tr>
<td>Table 11</td>
<td>Travel Party Size</td>
</tr>
<tr>
<td>Table 12</td>
<td>Main Purpose of Trip</td>
</tr>
<tr>
<td>Table 13</td>
<td>Purpose of Trip</td>
</tr>
<tr>
<td>Table 14</td>
<td>Type of Accommodation</td>
</tr>
<tr>
<td>Table 15</td>
<td>Nights in the U.S.</td>
</tr>
<tr>
<td>Table 16</td>
<td>First Int’l U.S. Trip</td>
</tr>
<tr>
<td>Table 17</td>
<td>U.S. Trips Last 12 Months</td>
</tr>
<tr>
<td>Table 18</td>
<td>U.S. Trips Last 5 Years</td>
</tr>
<tr>
<td>Table 19</td>
<td>Number of States Visited</td>
</tr>
<tr>
<td>Table 20</td>
<td>Number of Destinations Listed</td>
</tr>
<tr>
<td>Table 21</td>
<td>Transportation in U.S.</td>
</tr>
<tr>
<td>Table 22</td>
<td>Port of Entry</td>
</tr>
<tr>
<td>Table 23</td>
<td>Main Destination</td>
</tr>
<tr>
<td>Table 24</td>
<td>U.S. Destinations Visited</td>
</tr>
<tr>
<td>Table 25</td>
<td>Leisure Activities</td>
</tr>
<tr>
<td>Table 26</td>
<td>Total Trip Expenditures</td>
</tr>
<tr>
<td>Table 27</td>
<td>Itemized Trip Expenditures</td>
</tr>
<tr>
<td>Table 28</td>
<td>Trip Expenses Payment Method</td>
</tr>
<tr>
<td>Table 29</td>
<td>Factors in Airline Choice</td>
</tr>
<tr>
<td>Table 30</td>
<td>Main Factor in Airline Choice</td>
</tr>
<tr>
<td>Table 31</td>
<td>Type of Airline Ticket</td>
</tr>
<tr>
<td>Table 32</td>
<td>Seating Area</td>
</tr>
<tr>
<td>Table 33</td>
<td>Gender &amp; Age of Traveler</td>
</tr>
<tr>
<td>Table 34</td>
<td>Occupation</td>
</tr>
<tr>
<td>Table 35</td>
<td>Annual Household Income</td>
</tr>
</tbody>
</table>
Interested in obtaining data for your organization?
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http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html

Other OTTI programs that may be of interest:

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

For more information on these program areas and others, please visit:
http://tinet.ita.doc.gov/research/index.html

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