

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Market Profile: Italy



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Visitation Trends (Arrivals)

[Thousands of Italy Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	406	409	471	546	533	634	779	753	347
Percentage Change ()	-14	1	15	16	-2	19	23	-3	85

Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009 ^r	Change 2009/2002
Total Travel & Tourism Exports (1)	\$1,511	\$1,480	\$1,786	\$2,201	\$2,128	\$2,652	\$3,703	\$2,999	\$1,488
Travel Receipts	\$1,107	\$1,130	\$1,335	\$1,594	\$1,564	\$1,920	\$2,601	\$2,190	\$1,083
Passenger Fare Receipts	\$404	\$350	\$451	\$607	\$564	\$732	\$1,102	\$809	\$405
Change (%) in Total Exports	0	-2	21	23	-3	25	40	-19	98

(r) Revised June 2010.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Personal Computer	41	49	7.4
Travel Agency	45	38	-7.0
Airlines Directly	12	14	2.2
Friends/Relatives	8	11	2.9

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	55	57	2.2
Business/Professional	21	17	-3.7
Visit Friends/Relatives	14	16	2.3
Study/Teaching	3	5	1.2

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	65	67	1.8
Visit Friends/Relatives	25	26	0.3
Business/Professional	24	19	-4.7
Convention/Conference	8	7	-0.9
NET PURPOSES OF TRIP:			
Leisure & VFR	78	80	2.8
Business & Convention	30	24	-5.4

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	47	46	-1.1
City Subway/Tram/Bus	33	35	2.4
Rented Auto	29	27	-2.2
Airlines in U.S.	26	23	-2.4
Company or Private Auto	20	21	1.3

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Dining in Restaurants	79	83	4.2
Shopping	81	82	0.6
Visit Historical Places	51	50	-1.0
Sightseeing in Cities	45	43	-1.9
Art Gallery/Museum	41	39	-1.9
Cultural Heritage Sites	26	29	3.0
Visit Small Towns	29	28	-0.9
Amusement/Theme Parks	24	23	-1.5
Visit National Parks	20	18	-1.8
Concert/Play/Musical	13	18	4.6
Guided Tours	15	18	3.2

Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	73	73	0.4 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	19	17	-1.6 pts.
First International Trip to the U.S.	37	35	-1.5 pts.
Length of Stay in U.S. (mean nights)	15.2	14.2	-1.0 nights
Length of Stay in U.S. (median nights)	9	8	-1 nights
Number of States Visited (1 state)	59	66	6.7 pts.
Average Number of States Visited	1.8	1.6	-0.2 states
Hotel/Motel (1+ nights)	82	76	-5.8 pts.
Average # of Nights in Hotel/Motel	7.5	8.3	0.8 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: Male (among adults)	64	61	-3.1 pts.
Household Income (mean average)	\$96,800	\$83,600	-\$13,200
Household Income (median average)	\$83,500	\$66,900	-\$16,600
Average Age: Female	36	37	0.8 years
Average Age: Male	40	43	2.6 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
REGIONS				
Middle Atlantic	64.2	500	63.5	478
STATES				
New York	60.0	468	59.2	446
CITIES				
New York City	58.6	457	57.4	432

- (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.

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>.

For a list of the states that comprise each census region, please visit: 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.

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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 Italian traveler who visits the United States.

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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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