

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Market Profile: Italy



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Visitation Trends (Arrivals)

[Thousands of Italy Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	471	546	533	634	779	753	838	892	421
Percentage Change (%)	15	16	-2	19	23	-3	11	6	89

Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 ^r	Change 2011/2004
Total Travel & Tourism Exports (1)	\$1,786	\$2,201	\$2,128	\$2,652	\$3,703	\$2,999	\$3,215	\$3,680	\$1,894
Travel Receipts	\$1,335	\$1,594	\$1,564	\$1,920	\$2,601	\$2,190	\$2,341	\$2,606	\$1,271
Passenger Fare Receipts	\$451	\$607	\$564	\$732	\$1,102	\$809	\$874	\$1,074	\$623
Change (%) in Total Exports	21	23	-3	25	40	-19	7	14	106

(r) Revised.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Travel Agency	49	43	-5.4
Personal Computer	39	43	3.9
Airlines Directly	14	17	3.2
Friends/Relatives	11	10	-1.1

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	60	59	-1.8
Visit Friends/Relatives	16	20	4.2
Business/Professional	14	11	-2.5
Convention/Conference	4	5	0.4
Study/Teaching			

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	74	71	-3.4
Visit Friends/Relatives	26	28	2.0
Business/Professional	15	15	-0.1
Convention/Conference	6	8	1.7
NET PURPOSES OF TRIP:			
Leisure & VFR	85	85	0.3
Business & Convention	20	21	1.1

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	43	45	2.4
City Subway/Tram/Bus	31	34	2.8
Rented Auto	30	30	0.4
Airlines in U.S.	26	23	-3.0
Company or Private Auto	18	18	-0.6

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	81	82	1.6
Dining in Restaurants	80	79	-0.4
Visit Historical Places	52	55	3.1
Sightseeing in Cities	46	46	0.4
Art Gallery/Museum	36	39	3.0
Cultural Heritage Sites	30	33	2.6
Visit Small Towns	36	32	-4.1
Amusement/Theme Parks	29	30	0.5
Visit National Parks	21	20	-1.2
Guided Tours	18	18	0.1
Guided Tours			

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	86	82	-4.0 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	23%	22%	-1.1 pts.
First International Trip to the U.S.	38%	44%	5.5 pts.
Length of Stay in U.S. (mean nights)	14.7	16.2	1.5 nights
Length of Stay in U.S. (median nights)	9	8	-1 nights
Number of States Visited (% 1 state)	60%	67%	7.5 pts.
Average Number of States Visited	1.7	1.6	-0.1 states
Hotel/Motel (% 1+ nights)	80%	74%	-5.5 pts.
Average # of Nights in Hotel/Motel	7.8	7.0	-0.8 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	60%	61%	1.2 pts.
Household Income (mean average)	\$73,700	\$75,500	\$1,800
Household Income (median average)	\$58,200	\$60,000	\$1,800
Average Age: Female	36	37	0.9 years
Average Age: Male	40	42	1.6 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
Middle Atlantic	59.9	502	59.2	528
STATES				
New York	56.7	475	56.5	504
CITIES				
New York City-WP-Wayne	56.1	470	55.5	495

- (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

U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
otti@trade.gov

<http://tinet.ita.doc.gov>