

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: Italy



Visitation Trends (Arrivals)

[Thousands of Italy Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	533	634	779	753	838	892	831	839	306
Percentage Change (%)	-2	19	23	-3	11	6	-7	1	57

Spending Trends (Exports)

[Millions of U.S. Dollars]	2006 ^r	2007 ^r	2008 ^r	2009 ^r	2010 ^r	2011 ^r	2012 ^r	2013 ^r	Change 2013/2006
Total Travel and Tourism Exports ¹	\$2,267	\$2,779	\$3,602	\$3,207	\$3,199	\$3,547	\$3,448	\$3,621	\$1,354
Travel (all purposes including education)	\$1,703	\$2,047	\$2,500	\$2,398	\$2,325	\$2,477	\$2,356	\$2,466	\$763
Of which: Education Related	\$86	\$94	\$108	\$126	\$127	\$141	\$143	\$137	\$51
Of which: Other Business/ Personal Travel	\$1,566	\$1,900	\$2,336	\$2,240	\$2,162	\$2,297	\$2,172	\$2,287	\$721
Passenger Air Transportation	\$564	\$732	\$1,102	\$809	\$874	\$1,070	\$1,092	\$1,155	\$591
Change (%) in Total Exports	0	23	30	-11	0	11	-3	5	60

⁽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>

^(r) Revised (December 2014).

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airlines	34	36	2.1
Travel Agency Office	32	35	3.7
Online Travel Agency	29	31	1.7
Personal Recommendation	20	21	1.3
National/State/City Travel Office	15	16	1.6
Tour Operator/Travel Club	12	12	0.9
Corporate Travel Dept.	11	12	0.3

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	60	63	2.7
Business	15	14	-1.3
Visit Friends/Relatives	12	10	-1.7
Convention/Conference/Trade Show	7	6	-1.2

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	67	70	2.8
Visit Friends/Relatives	20	21	1.1
Business	17	17	-0.2
Convention/Conference/Trade Show	10	8	-2.0
NET PURPOSES OF TRIP:			
Leisure & VFR	76	78	1.3
Business & Convention	25	22	-2.4

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
City Subway/Tram/Bus	43	50	6.5
Taxicab/Limousine	43	38	-5.4
Air Travel between U.S. Cities	30	30	-0.1
Auto, Private or Company	25	28	2.9
Rented Auto	29	27	-2.0
Bus between Cities	15	18	2.6

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	81	83	2.8
Sightseeing	65	69	4.0
Art Gallery/Museum	41	43	2.3
National Parks/Monuments	39	35	-3.5
Small Towns/Countryside	30	27	-3.5
Guided Tours	26	27	0.6
Historical Locations	27	24	-3.1
Cultural / Ethnic Heritage Sites	22	23	0.6
Experience Fine Dining	21	21	0.4
Nightclubbing/Dancing	20	19	-1.0

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	84	84	-0.1
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	18	17	-0.8
First International Trip to the U.S.	32	35	3.1
Length of Stay in U.S. (mean nights)	13.5	15.0	1.5
Length of Stay in U.S. (median nights)	8	9	1.0
Number of States Visited (% 1 state)	67	70	3.1
Average Number of States Visited	1.6	1.4	-0.2
Hotel/Motel (% 1+ nights)	80	78	-1.6
Average # of Nights in Hotel/Motel	8.6	8.5	-0.1
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	62	60	-1.9
Household Income (mean average)	\$71,249	\$87,516	\$16,267
Household Income (median average)	\$50,911	\$64,738	\$13,827
Average Age: Female (among adults)	38	37	-1.0
Average Age: Male (among adults)	41	40	-1.0

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Regions				
Middle Atlantic	57.1	475	57.5	482
States				
New York	53.6	446	55.5	466
Cities				
New York City	53.0	441	55.4	465

- (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.

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>

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? NTTO 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 Italian traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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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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