

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: Italy



2015 Market Profile: Italy

Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	779	753	838	892	831	839	964	1,039	260
Percentage Change (%)	23	-3	11	6	-7	1	15	8	33

Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 ^r	2014 ^r	2015 ^r	Change 2015/2008
Total Travel and Tourism Exports ²	\$3,602	\$3,207	\$3,199	\$3,547	\$3,449	\$3,673	\$4,081	\$4,253	\$651
Travel Receipts	\$2,500	\$2,398	\$2,325	\$2,477	\$2,357	\$2,540	\$2,881	\$3,145	\$645
Education Receipts	\$108	\$126	\$127	\$141	\$143	\$138	\$160	\$182	\$74
Other Business/Personal	\$2,336	\$2,240	\$2,162	\$2,297	\$2,172	\$2,356	\$2,674	\$2,913	\$577
Health/Border/Seasonal	\$56	\$32	\$36	\$39	\$42	\$46	\$47	\$50	-\$6
Passenger Fare Receipts	\$1,102	\$809	\$874	\$1,070	\$1,092	\$1,133	\$1,200	\$1,108	\$6
% Change in Total Exports	30%	-11%	0%	11%	-3%	6%	11%	4%	18%

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Airlines	35	34	-0.1
Online Travel Agency	32	33	0.6
Personal Recommendation	22	23	0.8
Travel Agency Office	26	21	-5.1
National/State/City Travel Office	13	13	0.5
Corporate Travel Dept.	10	10	-0.1
Tour Operator/Travel Club	11	10	-0.9
Travel Guides	12	8	-4.0
Other	4	5	1.0

Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	65	59	-5.5
Visit Friends/Relatives	13	15	2.8
Business	11	12	1.1
Convention/Conference/Trade Show	7	9	2.3
Education	4	4	-0.2
Religion/Pilgrimages	0.4	0.2	-0.2
Health Treatment	0.0	0.1	0.1
Other	0.8	0.5	-0.3

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	72	68	-4.4
Visit Friends/Relatives	22	24	2.8
Business	15	15	-0.2
Convention/Conference/Trade Show	10	12	2.5
Education	8	6	-1.7
Religion/Pilgrimages	1.0	0.6	-0.4
Health Treatment	0.1	0.1	0.0
Other	1.8	0.5	-1.3
NET PURPOSES OF TRIP:			
Leisure & VFR	81	79	-2.8
Business & Convention	21	25	3.6

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Shopping	79	76	-3.0
Sightseeing	71	67	-4.5
Art Gallery/Museum	40	42	2.0
National Parks/Monuments	41	37	-4.0
Small Towns/Countryside	28	29	0.9
Cultural / Ethnic Heritage Sites	27	28	0.8
Historical Locations	28	25	-3.5
Experience Fine Dining	24	23	-1.9
Guided Tours	26	22	-3.5
Amusement/Theme Parks	19	20	1.2
Nightclubbing/Dancing	19	20	1.0
Concert/Play/Musical	15	17	1.4
Sporting Event	13	13	0.0
Casinos/Gamble	9	8	-0.6
American Indian Communities	5	8	3.1
Water Sports	5	6	1.2
Environ./Eco. Excursions	7	6	-1.0
Camping/Hiking	3	4	0.5
Golfing/Tennis	3.1	1.8	-1.3
Hunting/Fishing	1.9	1.6	-0.3
Snow Sports	1.0	0.8	-0.2
Other	0.6	0.6	0.0



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
City Subway/Tram/Bus	42	43	0.7
Taxicab/Limousine	37	36	-1.0
Auto, Private or Company	30	30	0.8
Rented Auto	32	30	-1.9
Air Travel between U.S. Cities	29	28	-1.1
Bus between Cities	19	18	-1.5
Ferry/River Taxi/Srt Scenic Cruise	14	17	3.2
Rented Bicycle/Motorcycle/Moped	6	6	0.7
Railroad between Cities	7	6	-1.2
Cruise Ship/River Boat 1+ Nights	6	4	-2.2
Motor Home/Camper	0.6	1.4	0.8

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	93	96	3.2
Advance Trip Decision Time (median days)	60	70	10.0
Prepaid Package	14	13	-1.7
First International Trip to the U.S.	33	33	0.4
Length of Stay in U.S. (mean nights)	16.7	15.6	-1.1
Length of Stay in U.S. (median nights)	9	9	0.0
Number of States Visited (% 1 state)	69	69	-0.2
Average Number of States Visited	1.6	1.6	0.0
Hotel/Motel (% 1+ nights)	76	73	-2.9
Average # of Nights in Hotel/Motel	8.9	8.1	-0.8
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	60	59	-1.8
Household Income (mean average)	\$79,572	\$69,771	-\$9,801
Household Income (median average)	\$57,098	\$50,000	-\$7,098
Average Age: Female (among adults)	37	37	-0.6
Average Age: Male (among adults)	40	40	0.2

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

Visitation to U.S. Destinations/Regions ⁽³⁾ (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
Regions				
Middle Atlantic	53.32	514	48.20	501
States				
New York	50.73	489	45.92	477
Cities				
New York City	49.44	476	45.20	470

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) 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).
- 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>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) 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.
- (n/a) Not available.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.
- Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes data reported on international arrivals to the United States. 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, visit: <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 international traveler who visits the United States.

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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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