

# Italy Market Profile

This summary provides the most up-to-date data available on Italy as it relates to their people and economy, travel related motivations and planning behavior and Italian visitor profile specific to Arizona.

## GENERAL COUNTRY PROFILE

**POPULATION:**

60.9 million

**INFLATION RATE:**

5.6%

**EXCHANGE RATES (GBP PER USD):**

0.925

**GROSS DOMESTIC PRODUCT (GDP):**

\$2.3 trillion

**EXPORTS:**

\$793.6 billion

**UNEMPLOYMENT RATE:**

7.6%



Sources: The World Factbook reporting 2023 inflation, exchange rates, exports, GDP and unemployment estimates; and 2024 population.

## TRAVEL MOTIVATION AND PLANNING

**Top Travel Motivators**

**58%** State/national parks

**55%** History/heritage attractions

**48%** Art/history attractions

**Planning Sources: Researching Destination Info**

**50%** Internet search

**32%** Reviews on websites/apps

**28%** Personal recommendations from friends/family or locals

**23%** Past experience

**Advance Decision Time**

**26%** Less than a month

**31%** 1 to 3 months

**29%** 3 to 6 months

**11%** 6 to 12 months

**1%** More than 1 year

**Travel Outlook**

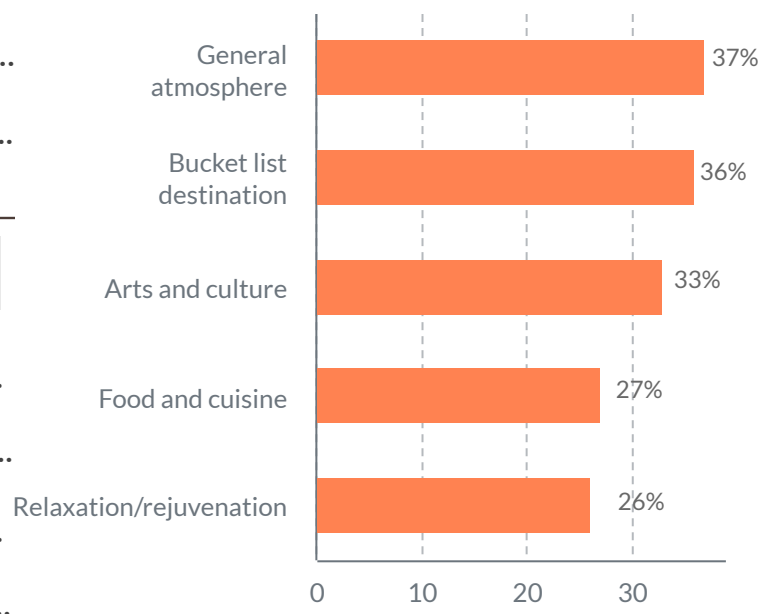
**61%** Making international travel a high financial priority.

**30%** Expect to spend more on international travel

**16** Average days available for international travel

**\$3,561** Budget available for international travel

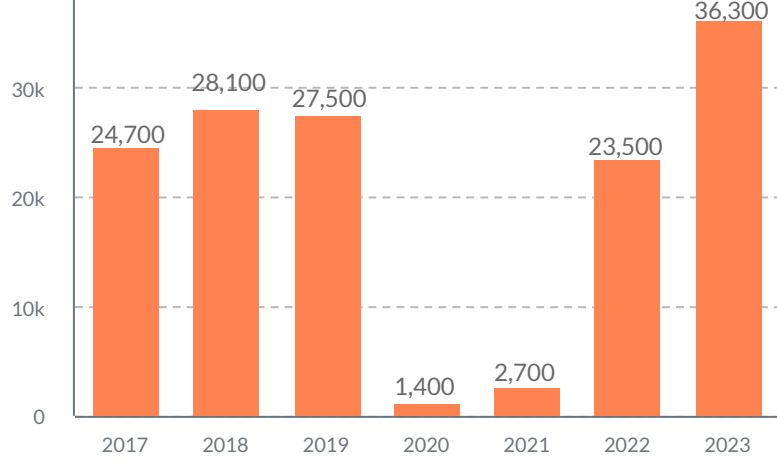
**Attributes for Destination Selection**



Sources: Brand USA, reporting 2023. Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).

## ITALIAN VISITATION TO ARIZONA

**Visitation Volume to Arizona**



**Visitor Characteristics**

**34 years** Average Age

**81,373** Average Household Income

**2 persons** Average Party Size

**Length of Stay**

**6** Average Nights in Destination

**17** Average Nights in U.S.

**Port of Entry**

**32%** Los Angeles, CA

**26%** San Francisco, CA

**8%** New York, NY

**7%** Las Vegas, NV

**6%** Atlanta, GA

**Main Purpose of Trip**

**94%** Leisure

**89%** Vacation/Holiday

**3%** Education

**2%** Visit Friends/Relatives

**6%** Business

**4%** Bussines/professional

**2%** Convention/Conference/Trade Show

\*Includes overlap of trips covering multiple purposes.

**Transportation**

**78%** Rented Auto

**46%** Air travel between U.S. cities

**39%** Auto, Private or Company

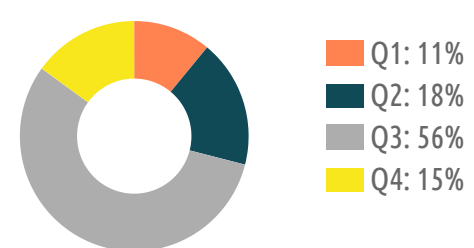
**29%** City Subway/Tram/Bus

**21%** Ride-sharing service

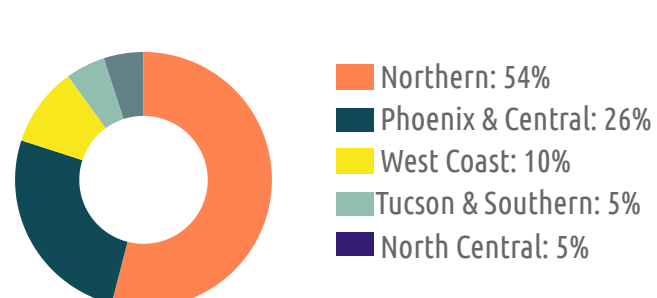
**Visa Credit Card Travel Spending**

Italian Visa Card Spending ranked #14 in 2023 with 0.76% of total International Travel Spending in Arizona.

**By Quarter**



**By Arizona Region**



**Accommodations\***

**86%** Hotel/Motel

**3%** Private Home

**12%** Other

\* since this is collected through a survey, there is no indication if this is paid or non-paid.

Sources: U.S. Dept. of Commerce - NTTO, reporting 2022 and 2023 aggregate data; Tourism Economics, reporting 2023 data; VisaVUE Travel, reporting 2023 data.