

# 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 (EUR 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 exchange rates, exports, GDP and unemployment estimates; and 2024 population and exchange rate estimates. International Monetary Fund 2023 inflation estimates.

## TRAVEL MOTIVATION AND PLANNING



### Top Travel Motivators

- 58%** State/national parks
- 55%** History/heritage attractions
- 48%** Art/history attractions



### Planning Sources

- 50%** Internet search
- 32%** Reviews on websites/apps
- 28%** Personal recommendations from friends/family



### 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

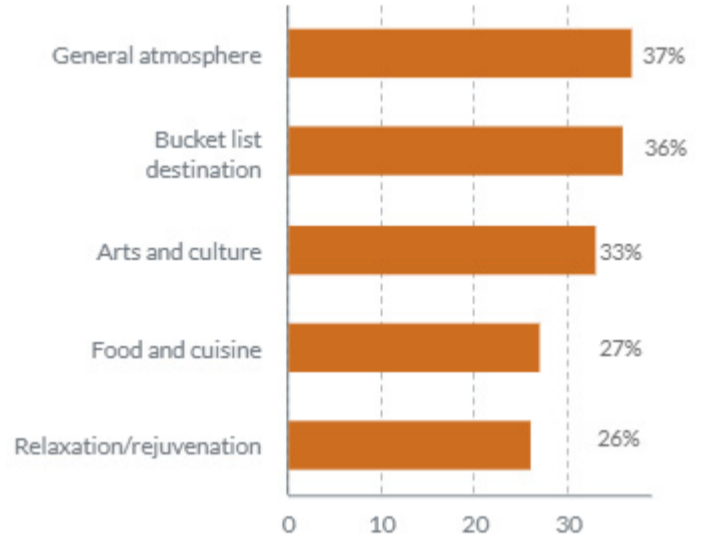


### Travel Outlook

- 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



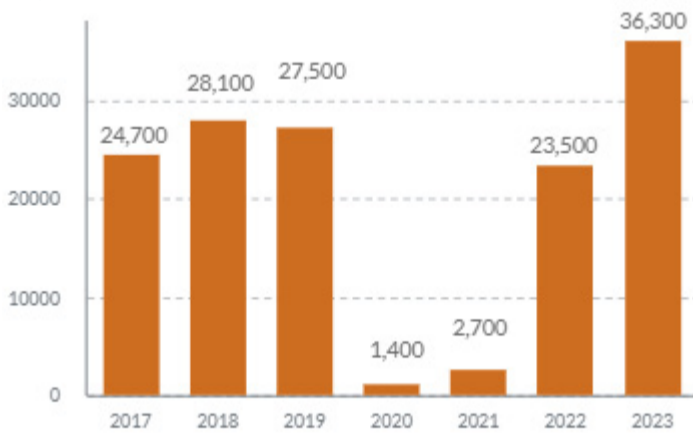
Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).

Compiled by the Arizona Office of Tourism Research Division | Revised 8/2024

## ITALIAN VISITATION TO ARIZONA



### Visitation Volume to Arizona



### Port of Entry

- 32%** Los Angeles, CA
- 26%** San Francisco, CA
- 8%** New York, NY
- 7%** Las Vegas, NV



### Transportation

- 78%** Rented Auto
- 46%** Air travel between U.S. cities
- 39%** Auto, Private or Company
- 29%** City Subway/Tram/Bus



### Length of Stay

- 6** Average Nights per Destination
- 17** Average Nights in U.S.



### 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.



### Visitor Characteristics

- 34 years** Average Age
- \$81,373** Average Household Income
- 2 persons** Average Party Size



### Main Purpose of Trip\*

- 94%** Leisure
  - 89%** Vacation Holiday
  - 3%** Education
  - 2%** Visit Friends/Relatives
- 6%** Business
  - 4%** Business/professional
  - 2%** Convention/Conference/Trade Show

\* includes overlaps of trips covering multiple purposes



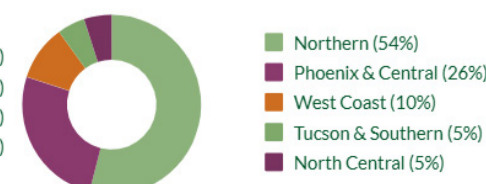
### Visa Credit Card Travel Spending

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

#### By Quarter



#### By Region



Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2023 data.