

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:** 61 million
- **Inflation Rate:** 1%
- **Exchange Rates (EUR per USD):** 0.9
- **Gross Domestic Product (GDP):** \$3.1 trillion
- **Exports:** \$778.9 billion
- **Unemployment Rate:** 6.8%

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

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

- 64%** State/national parks
- 55%** History/heritage attractions
- 55%** Visiting famous landmarks



Planning Sources

- 58%** Internet search
- 36%** Reviews on websites/apps
- 34%** Personal recommendations



Advance Decision Time

- 22%** Less than a month
- 31%** 1 to 3 months
- 33%** 3 to 6 months
- 13%** 6 to 12 months
- 1%** More than 1 year

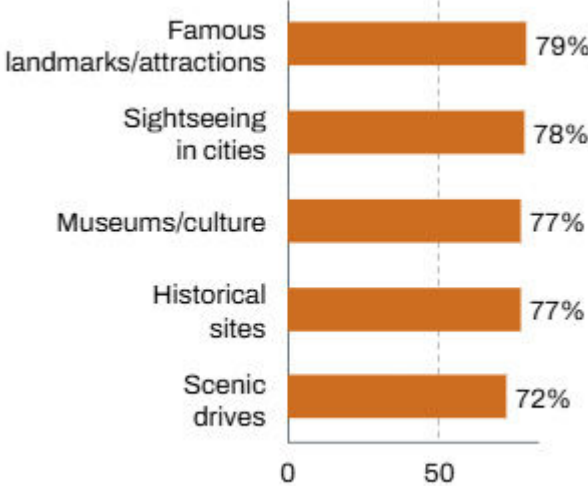


Travel Outlook

- 34%** Making international travel a high financial priority
- 40%** Expect to spend more on international travel
- 19** Average days available for international travel
- \$4,330** Budget available for international travel



Attributes for Destination Selection

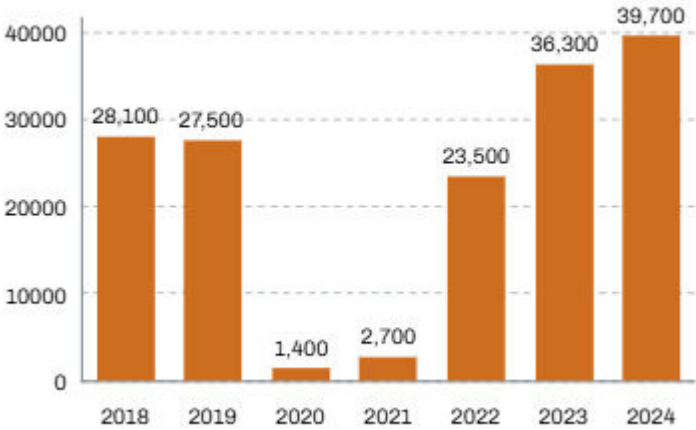


Sources: Brand USA, reporting 2024 Market Profiles; Future Partners, The State of the International Traveler Report Findings (2025).

ITALIAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

- 31%** Los Angeles, CA
- 27%** San Francisco, CA
- 10%** Las Vegas, NV
- 9%** New York, NY



Transportation

- 80%** Rented Auto
- 45%** Air travel between U.S. cities
- 41%** City Subway/Tram/Bus
- 39%** Auto, Private or Company



Length of Stay

- 7** Average Nights per Destination
- 19** Average Nights in U.S.



Accommodations*

- 77%** Hotel/Motel
- 4%** Private Home
- 19%** 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
- \$80,667** Average Household Income
- 2 persons** Average Party Size



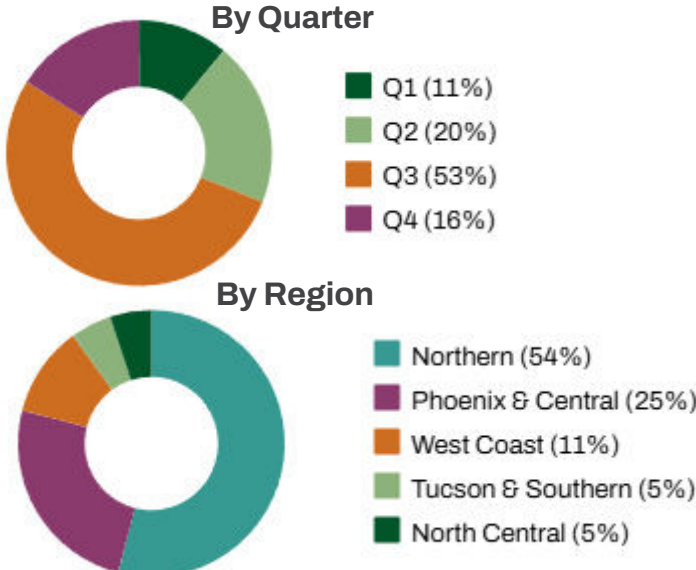
Main Purpose of Trip*

- 95.5%** Leisure
- 4.5%** Business



Visa Credit Card Travel Spending

Italian Visa Card Spending ranked #12 in 2024 with 0.8% of total International Travel Spending in Arizona.



Sources: U.S. Dept. of Commerce - NTTO, reporting 2023 and 2024 aggregate data; Tourism Economics, reporting 2024 data; VisaVUE Travel, reporting 2024 data.