

# Global Market Profile

ITALY



March 2024

# Introduction

- Tourism Economics forecasts domestic leisure visitation will account for \$101B in spending in California in 2024 and international visitation will account for \$29B in spending in the state.
- In this highly competitive environment for tourism dollars and with travel demand normalizing, effective global marketing is critical to California achieving these spending numbers which requires a deep knowledge of the domestic and international markets that drive tourism spending in the state. This includes an understanding of the audience of travelers most likely to visit California in the next year.
- The **Global Market Profile** report has been developed by Visit California Research to provide the organization and the state's tourism industry with insights on California's domestic market and thirteen opportunity international markets through detailed market landscapes as well as highly targeted audience profiles and traveler behavior insights.

# Market Landscape:



# Audience Insights:



# California Traveler & Trip Details:

- **Market Landscape** includes foundational intelligence from Visit California:
  - Visitation and Spending Forecasts
  - Airlift Recovery (flights and seats)
  - Arrival Numbers & California Market Share
  - Consumer travel intent and barriers
- **Audience Insights** includes a profile of target travelers, including:
  - Description and size of Audience Target
  - Demographic profile
  - General travel planning behavior
  - General trip spending
  - Advertising and sports preferences
- **California Traveler & Trip Details** includes details about visitors to California from the past year, including:
  - Trip purpose
  - First/Repeat visitation
  - Destinations visited
  - Travel party, accommodations, activities and expenditures

# Methodology & Sources

- The report contains three sections:
  - The **Market Landscape** section is sourced from Visit California's key research partners, including Tourism Economics, NTTO, CIC Research, Cirium and YouGov.
  - The **Audience Insights** section is sourced from YouGov's Global Travel Profiles which tracks travel-related sentiment and behavior in over 25 global markets, including all thirteen Visit California opportunity markets. Panelists are surveyed on preferred trip types, booking methods, accommodation preferences, and advertising perceptions.
    - The audience profile is built on a segmentation of consumers planning international leisure travel in the next 12 months and are considering California as a destination.\* The profiles provide insights into those travelers most likely to visit the state.
  - The **California Traveler and Trip Characteristic** section provides information on trips that included a stay in California from the Survey of International Air Travelers (SIAT).



# Market Landscape

# Country Profile

Italy



**POPULATION: \***

**58.9M**

**EXCHANGE RATE: \*\***

Local currency to USD dollar

**0.9**

**GROSS DOMESTIC PRODUCT (GDP):**

Annual % chg \*\*\*

**0.7%**

**INFLATION RATE:**

Annual % chg \*\*\*\*

**4.5%**

\* [www.worldometers.info](http://www.worldometers.info), 2023

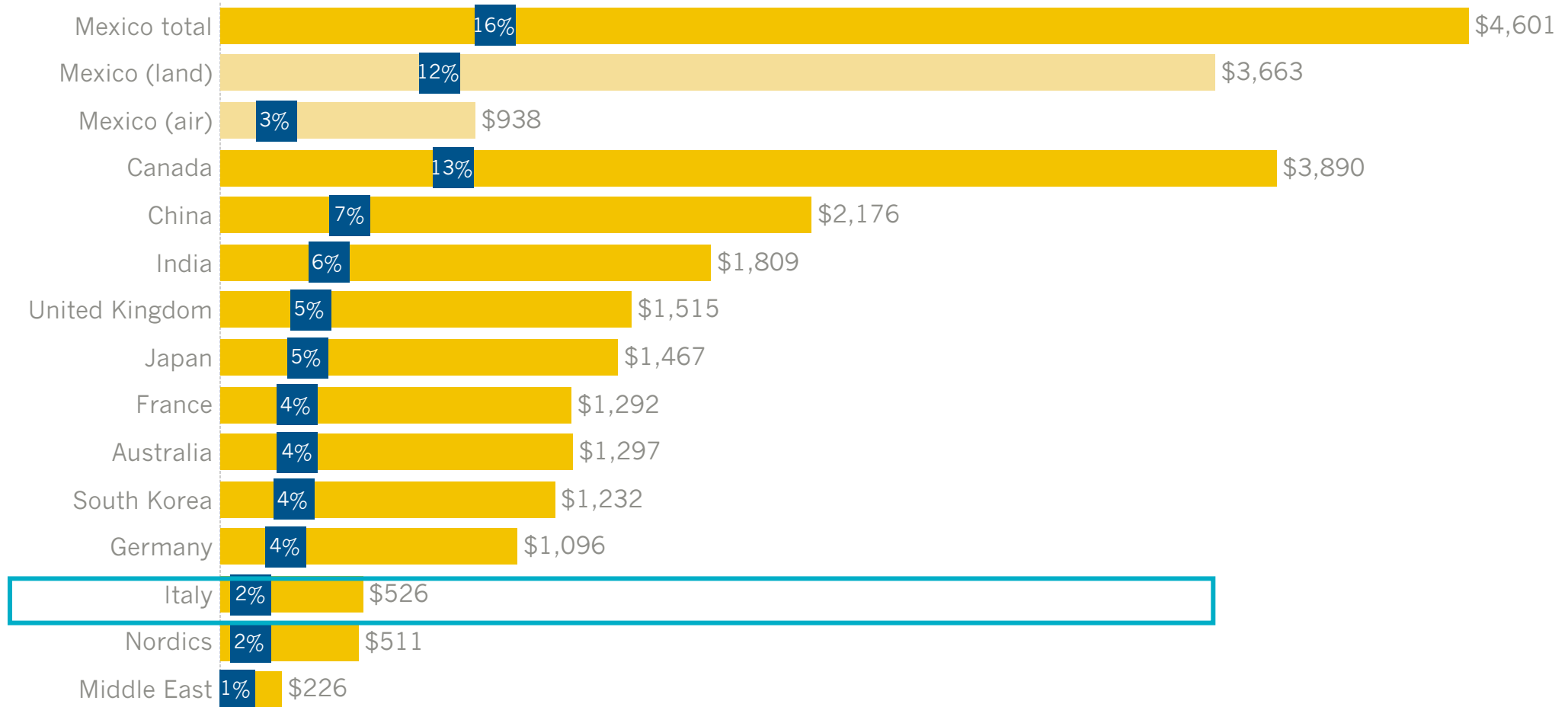
\*\* [www.x-rates.com](http://www.x-rates.com), Feb 2024

\*\*\* [www.imf.org](http://www.imf.org), 2023

\*\*\*\* [www.imf.org](http://www.imf.org), 2023

# Forecast: Visitor Spending by Market (2024)

The chart below shows California's visitor spending forecast for the state's 14 target markets and share of total international spending in the state.

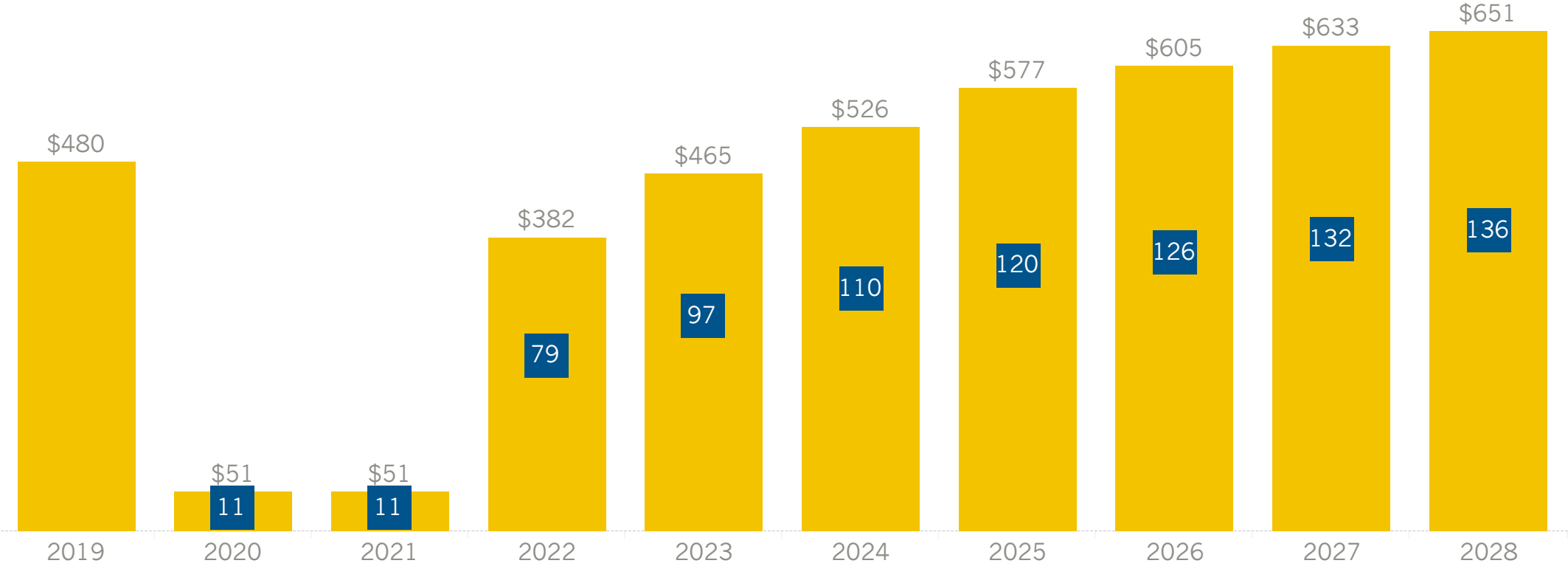


# Forecast: Visitor Spending

The chart below shows the state's visitor spending forecast and the recovery index for the focus market.

Italy: Visitor Spending Forecast with Recovery Index to 2019

■ Spending (millions) ■ Recovery Index to 2019



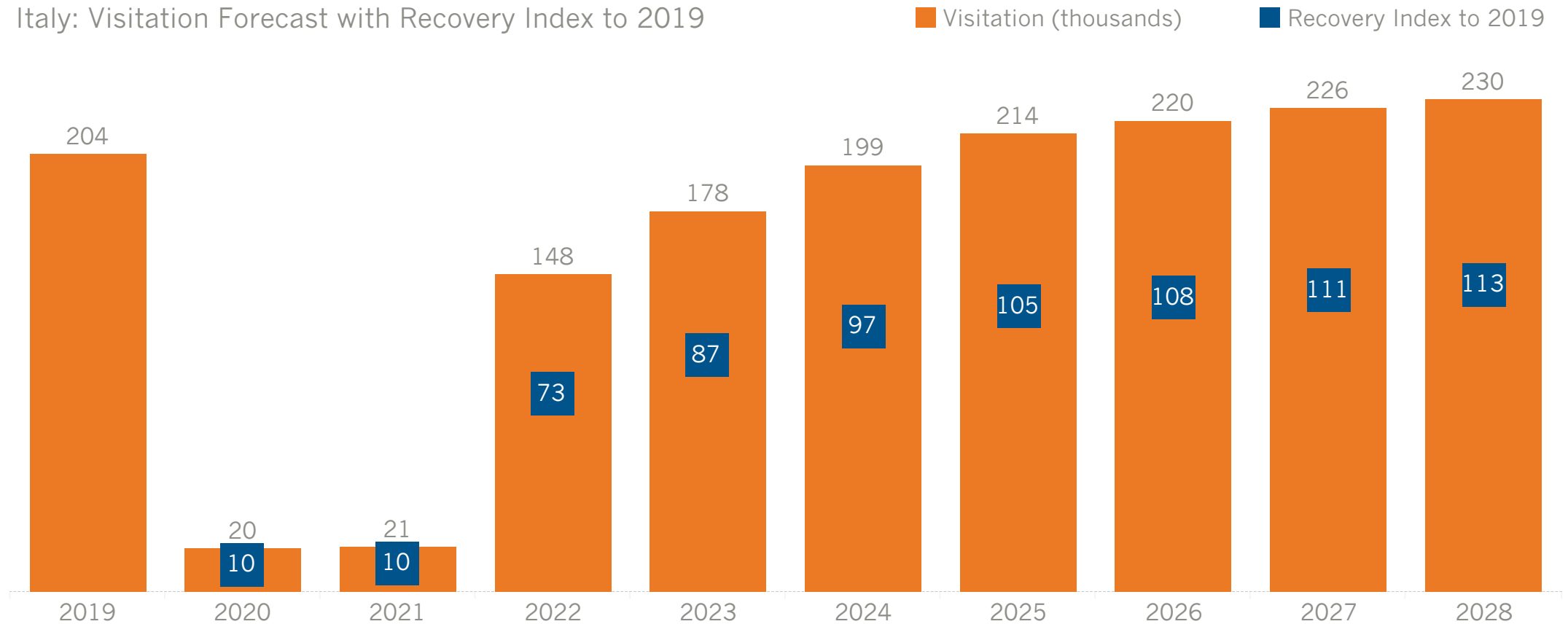
Source: Tourism Economics (Feb 2024)



# Forecast: Visitor Volume

The chart below shows the state's visitation forecast and recovery index for the focus market.

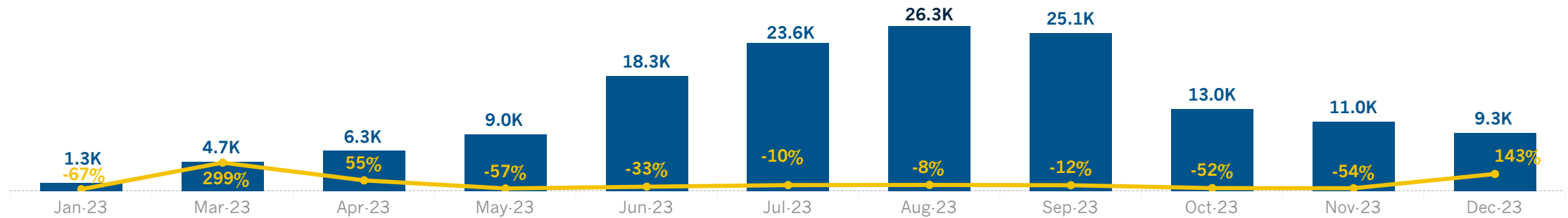
Italy: Visitation Forecast with Recovery Index to 2019



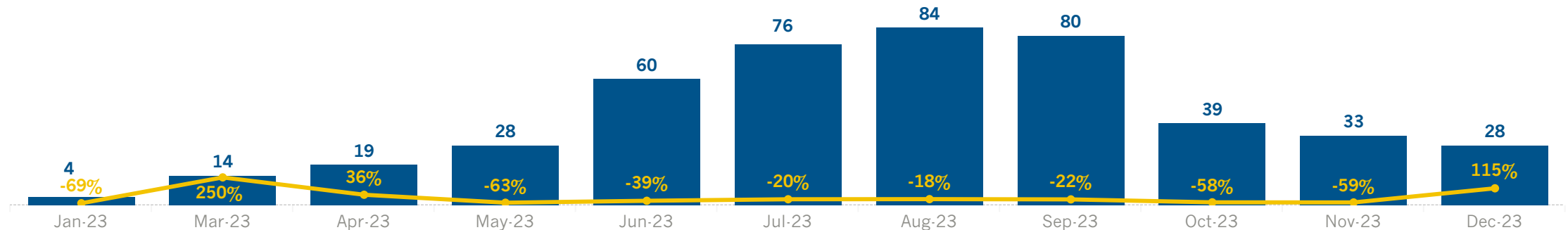
# Airlift to California

The charts below shows airlift to California and percent change to 2019 for the focus market.

Italy: Non-Stop Seats to CA (% chg vs 2019)



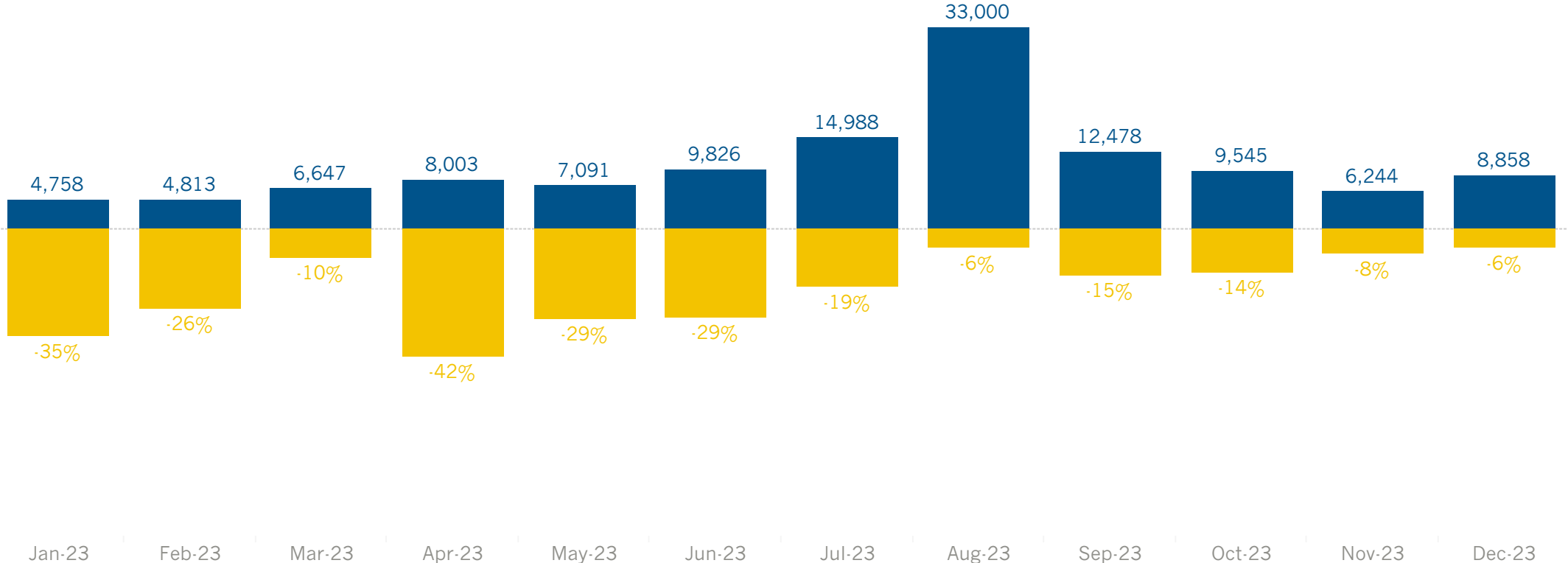
Italy: Non-Stop Flights to CA (% chg vs 2019)



# Non-Resident Arrivals to California

The chart below shows non-resident arrivals at California's ports of entry and percent change to 2019 for the focus market.

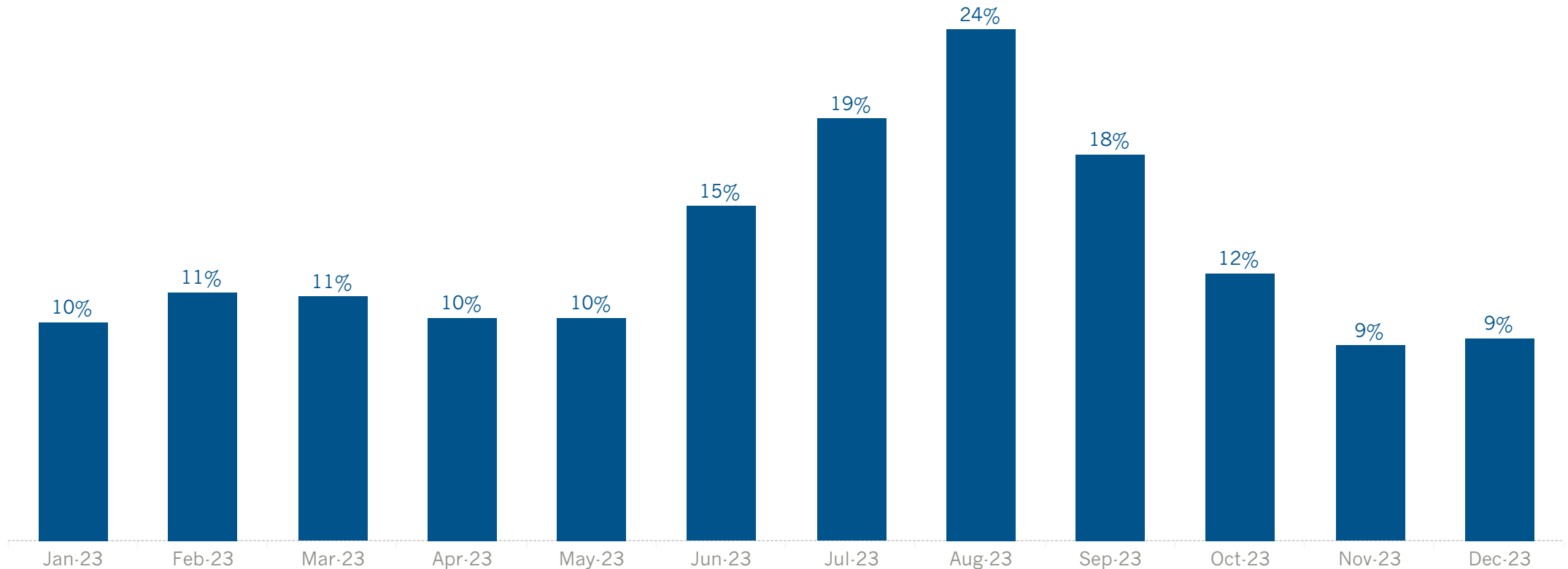
Italy: Non-Resident Arrivals at CA Ports of Entry (% change vs. 2019)



# California's Share of Arrivals

The chart below shows California's share of arrivals from the focus market based on First Intended Address (FIA).

Italy: California Market Share of Arrivals Based on First Intended Address (%)



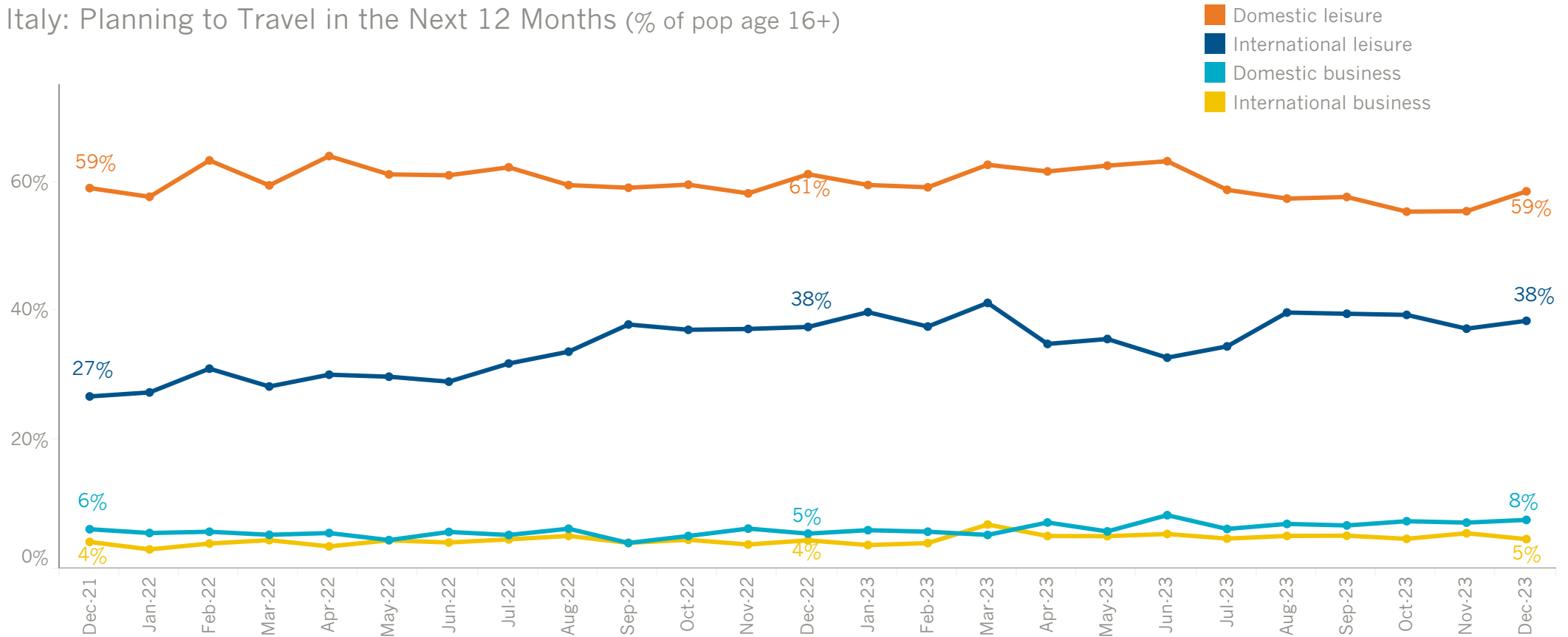
Data reported through: December 2023

Source: NTT0/CIC Research

# Travel Planned in Next 12 Months

The chart below shows the types of trips planned in the next 12 months for the focus market.

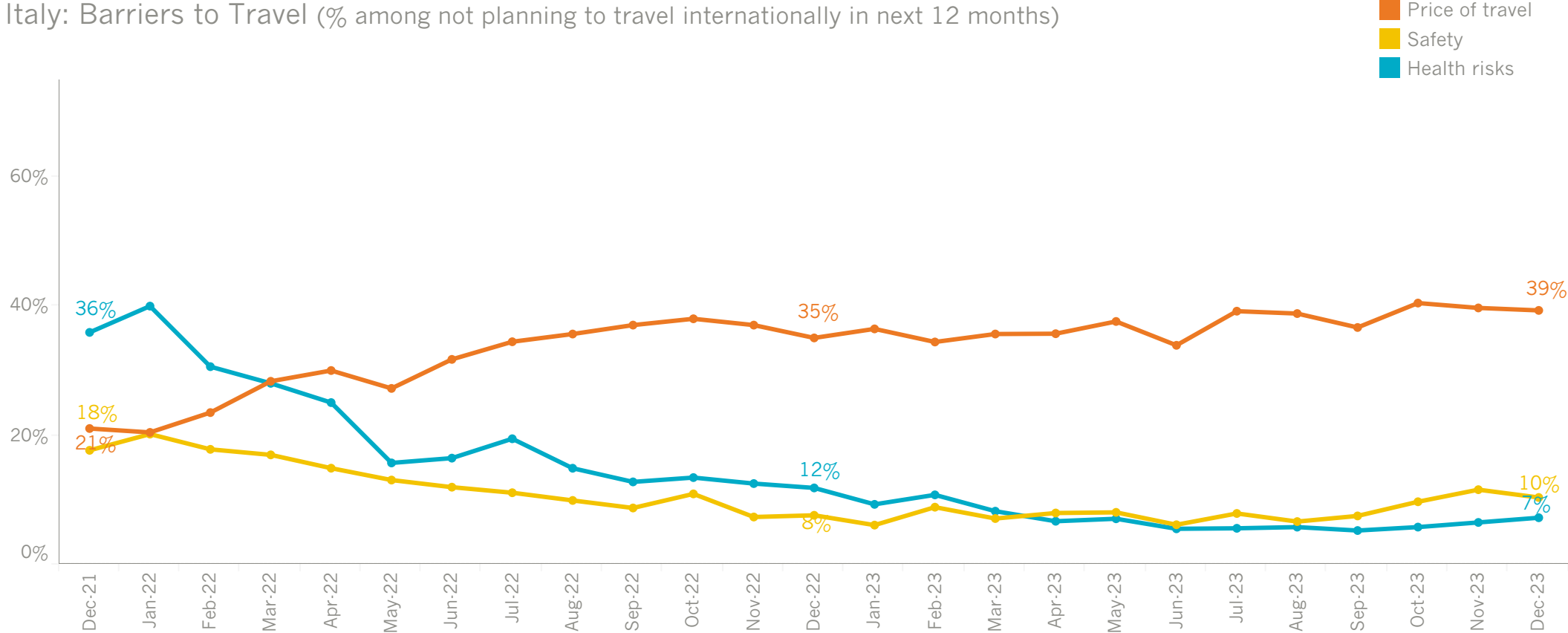
Italy: Planning to Travel in the Next 12 Months (% of pop age 16+)



# Barriers to Travel

The chart below shows perceived barriers to travel among consumers not currently planning an international trip in the focus market.

Italy: Barriers to Travel (% among not planning to travel internationally in next 12 months)



Q: Which, if any, of the below factors are currently preventing you from traveling?

Data reported through: December 2023

Source: YouGov



# Audience Insights



Int'l leisure travelers  
considering California  
"CA Traveler Target"

# Audience Profile

The chart shows the incidence of international leisure travelers in the focus market and the subset of international leisure travelers considering California as a destination.

The following audience profile is based on the survey responses over a 12-month period of those consumers considering California as a destination for international leisure travel.

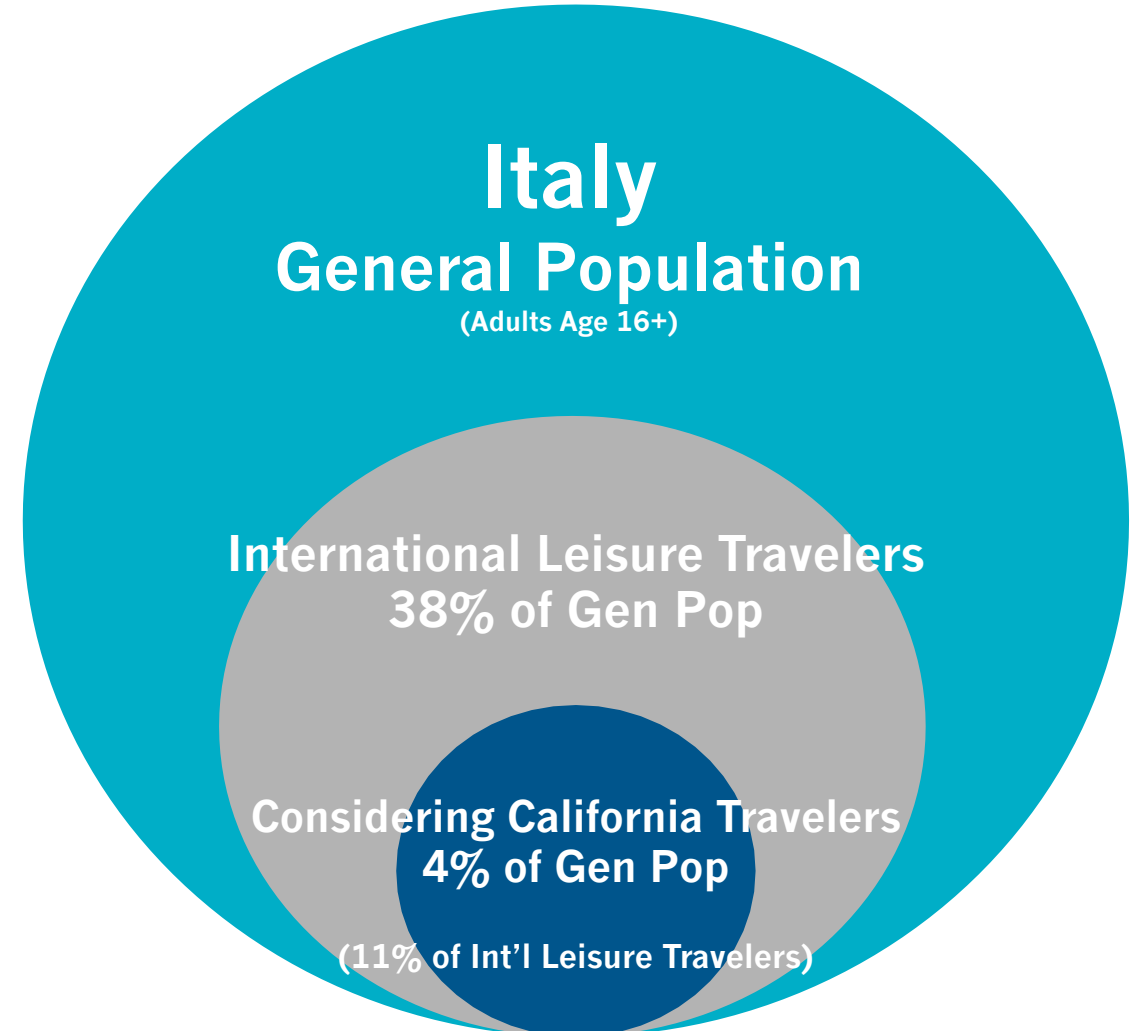
## Definitions:

### International Leisure Travelers:

Consumers in the focus market planning an international leisure trip in the next 12 months.

### Considering California Travelers ("CA Traveler Target"):

Among the consumers in the focus market planning international leisure travel, those who are considering California as destination for travel in the next 12 months.





# How to Read the Data

Generation	CA Traveler Target	Index
Gen Z	5%	59
Millennial	51%	115
Gen X	29%	124
Baby Boomer	13%	60

#### Generation Definitions:

- Gen Z (2000 and later)
- Millennial (1982-1999)
- Gen X (1965-1981)
- Boomer (1946-1964)

#### Data:

- **CA Traveler Target:** Shows the incidence (%) of the demographic characteristic or travel activity among international leisure travelers considering California as a destination in the focus market.
- **Index:** Compares the incidence (%) of the CA Traveler Target to the incidence (%) of all International Leisure Travelers. For example, an index of 115 indicates that the measure among the CA Traveler Target is 1.15x greater than among International Leisure Travelers in the focus market.



Int'l leisure travelers  
considering California  
"CA Traveler Target"

# Demographic Profile

The chart below shows the demographic profile of the consumer target in the focus market.

## Italy

Gender		
	CA Traveler Target	Index
Female	50%	99
Male	50%	101

Marital Status		
	CA Traveler Target	Index
Married	37%	84
Single	23%	119
Partner	17%	117
Civil partnership	2%	154

Family Status		
	CA Traveler Target	Index
Children <18	16%	90

Age		
	CA Traveler Target	Index
Age 16-24	9%	85
Age 25-34	18%	111
Age 35-44	19%	112
Age 45-54	24%	119
Age 55+	30%	83

Generation		
	CA Traveler Target	Index
Gen Z	6%	77
Millennial	32%	105
Gen X	43%	119
Baby Boomer	18%	76

Income*		
	CA Traveler Target	Index
Higher income	11%	95
Middle income	42%	102
Lower income	30%	100
Prefer not to say	16%	98

Region		
	CA Traveler Target	Index
Lazio	16%	127
Lombardia	16%	88
Emilia-Romagna	9%	108
Campania	8%	98
Veneto	8%	87
Sicilia	6%	97
Piemonte	6%	88
Puglia	6%	80
Toscana	5%	98
Sardegna	5%	187

\*Income definitions: Higher >200% of median, Middle 75% to 200% of median, Lower <75% of median



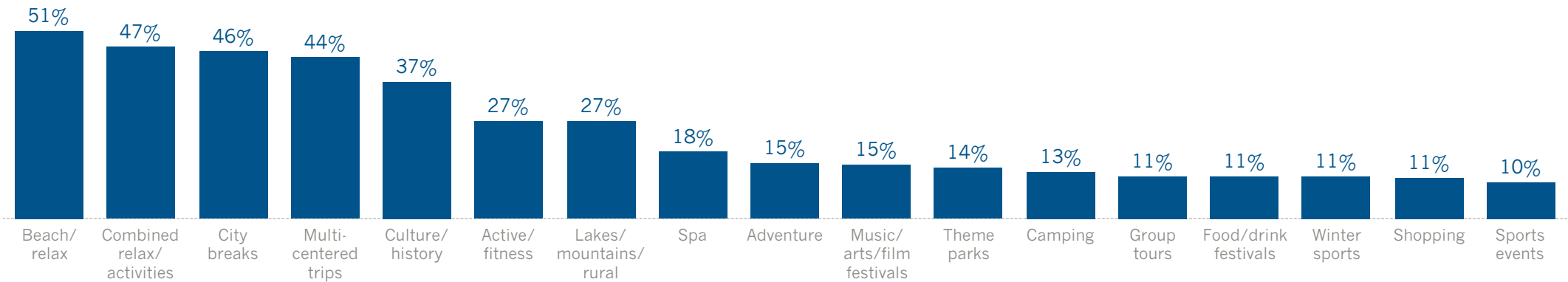
Int'l leisure travelers  
considering California  
"CA Traveler Target"

# Trip Preferences/Characteristics

The chart below shows the typical trip preferences & characteristics of the consumer target in the focus market.

## Italy

### Trip Type



### Traveler Type

	CA Traveler Target	Index
Budget	43%	95
Responsible	21%	97
Adventurous	14%	121
All-inclusive	7%	105
Luxury	5%	175

### Travel Party (from most recent vacation)

	CA Traveler Target	Index
My partner	63%	97
My children	30%	102
Friend(s)	27%	125
Other family	14%	107
Solo	8%	152
Other person(s)	7%	214

Q Trip Type: Which of the following types of holidays do you typically take?

Q Traveler Type: Which of the following best describes the type of traveler you are?

Q Travel Party: Thinking about your most recent holiday, which of the following best describes the group or individual you went on holiday with?

Source: YouGov (2023)



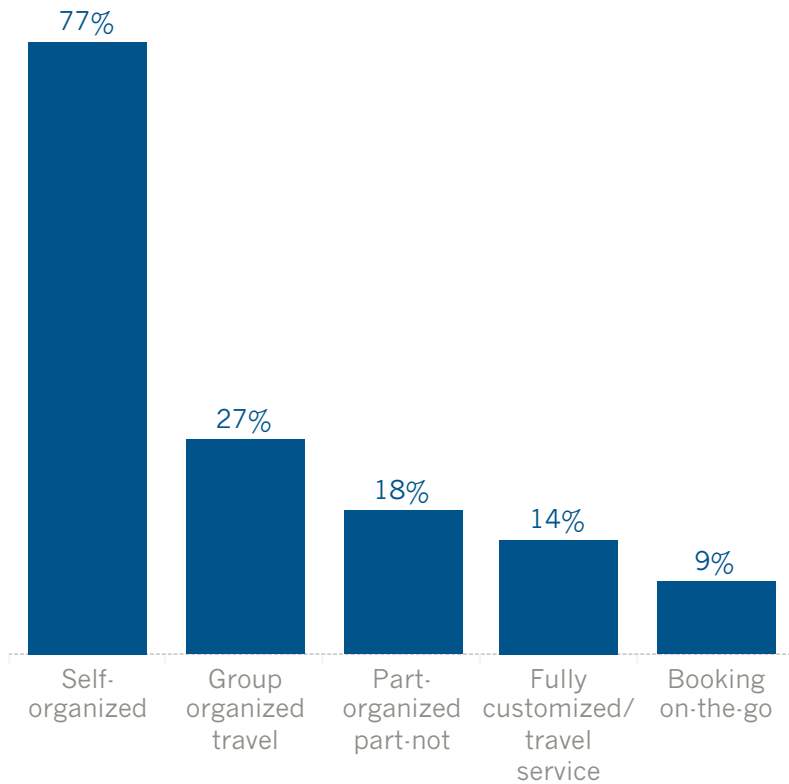
Int'l leisure travelers  
considering California  
"CA Traveler Target"

# Organizing/Planning Methods

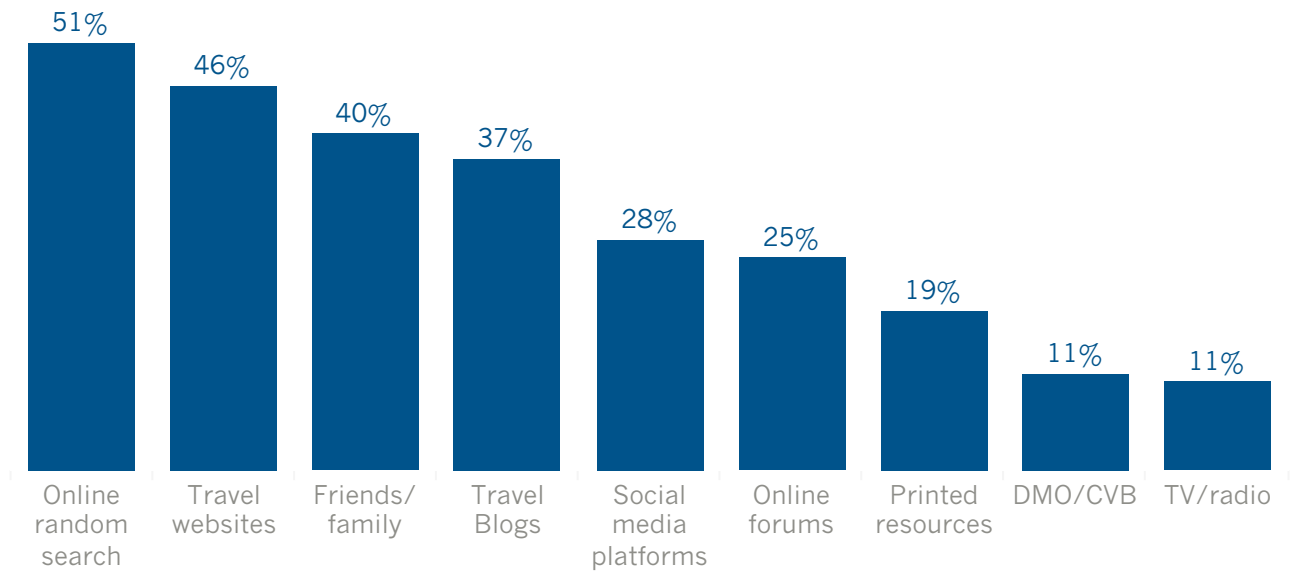
The chart below shows the organizing and planning methods of of the consumer target in the focus market.

Italy

## Organizing Travel



## Planning Methods



Q Organizing: Which of the following describe how you generally organize your holidays?  
Q Planning: Which of the following methods do you generally use to help plan a holiday?

Source: YouGov (2023)

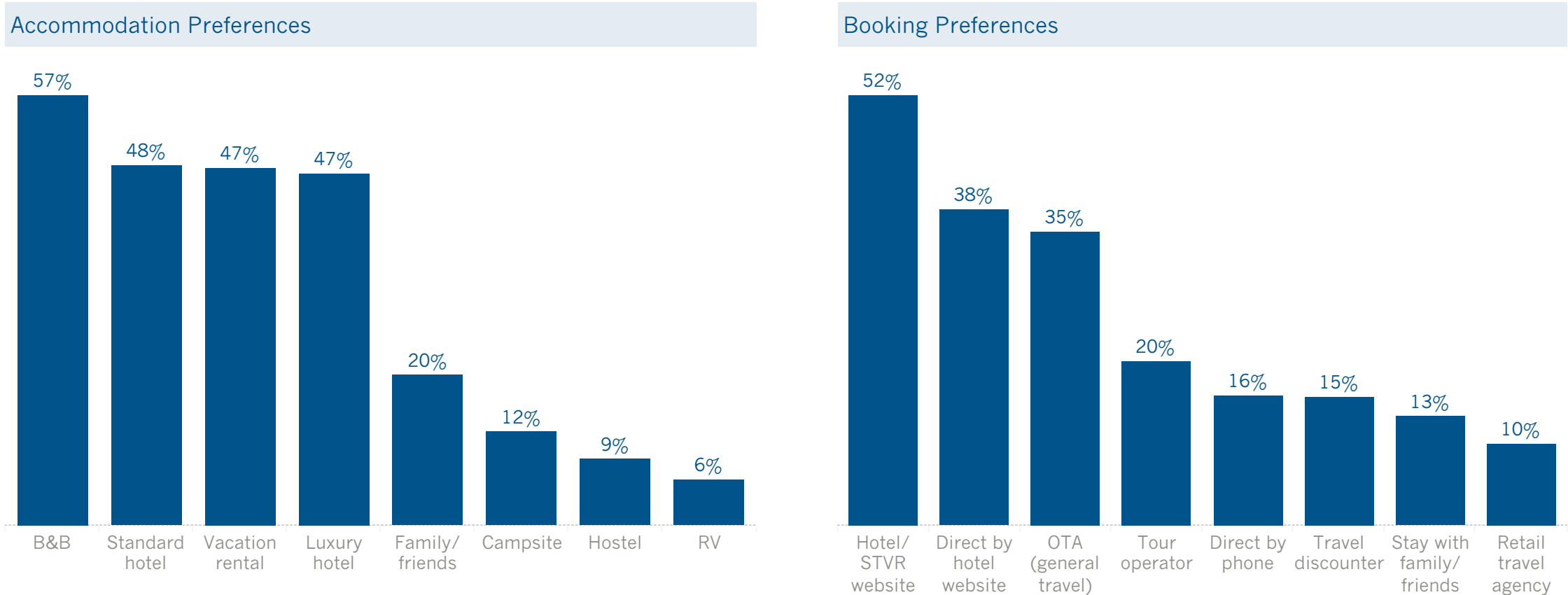


Int'l leisure travelers  
considering California  
"CA Traveler Target"

# Booking Preferences

The chart below shows the accommodation preferences of of the consumer target in the focus market.

## Italy



Q Accommodation: Which of the following types of accommodations do you typically stay in when you are on holiday?  
Q Booking: Which of the following booking methods do you typically use when booking accommodations for the holidays?



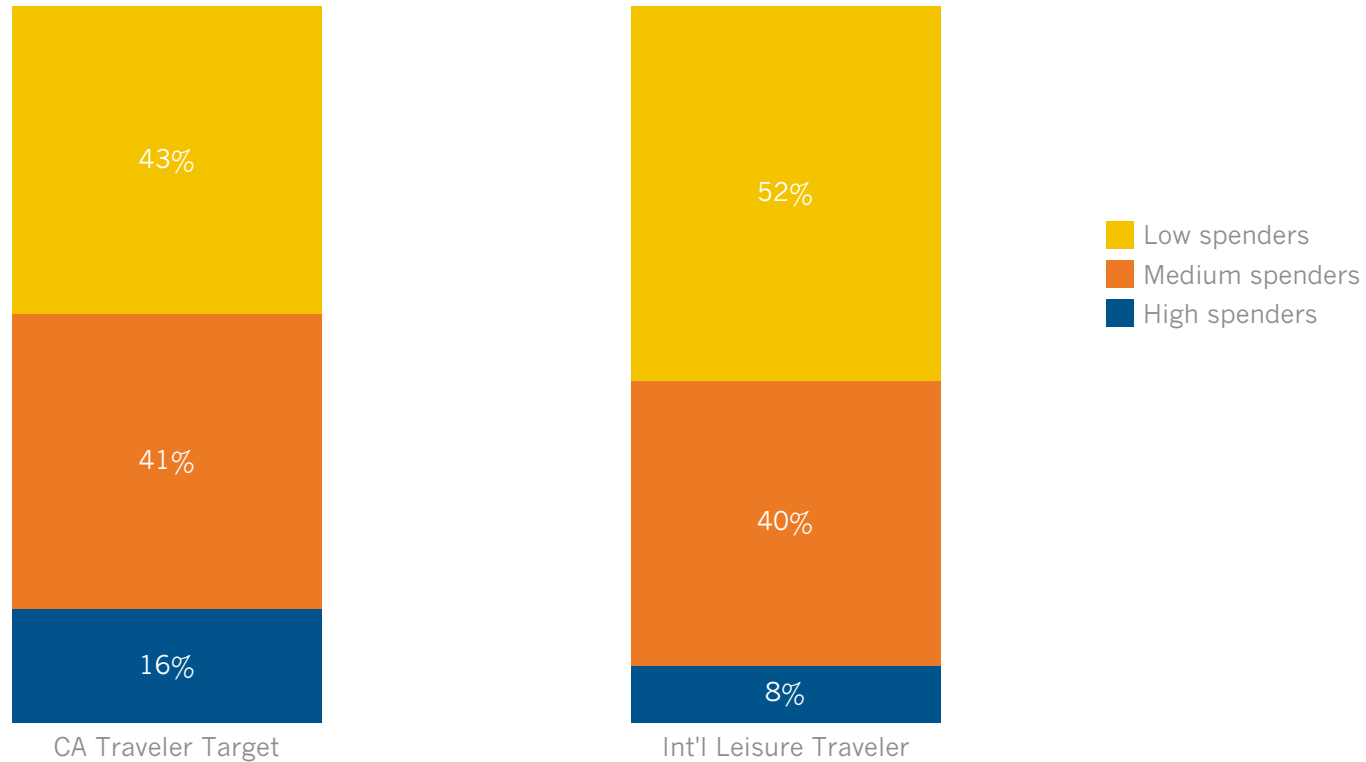
Int'l leisure travelers  
considering California  
"CA Traveler Target"

# Travel Spending

The chart shows the travel spending of the consumer target in the focus market based on the most recent vacation.

Italy

Travel Spending (from most recent vacation)



# Media & Advertising



Int'l leisure travelers  
considering California  
"CA Traveler Target"

The data shows advertising influences and sports preferences of the target consumer in the focus market.

## Italy

### Advertising Influences

	CA Traveler Target	Index
Social media	50%	113
Travel websites	40%	115
TV - Free to view channels	33%	120
Magazines (digital)	32%	98
Billboards	25%	134
Online streaming services	21%	110
Radio	20%	116
Magazines (physical)	18%	133
Direct mail	18%	123
Cinema	17%	114
TV - paid/subscription	16%	146
National newspaper (digital)	14%	121
Podcast	14%	122
Local newspaper (physical)	12%	129
National newspaper (physical)	12%	202
Public transport	12%	91
Local newspaper (digital)	10%	115

### Sports Watched/Followed

	CA Traveler Target	Index
Soccer/Football	38%	116
Tennis	32%	125
Swimming	23%	117
Athletics/Track & Field	21%	136
Basketball	20%	149
Volleyball	20%	102
Cycling	17%	107
Gymnastics	14%	120
Boxing	9%	149
Running/Marathon	9%	135
Golf	8%	259
NFL	7%	210
Ice Hockey	6%	250
Surfing	5%	220
Horse Racing	5%	197
Baseball	4%	194
Australian Rules Football	4%	346
Rugby League	4%	142
Cricket	2%	226

Q Advertising: Thinking about your next travel or holiday related purchase,...where would you advertise to catch your attention?

Q Sports: Which of the following sports do you watch or follow?

Source: YouGov (2023)



# **California Travelers & California Trip Characteristics**

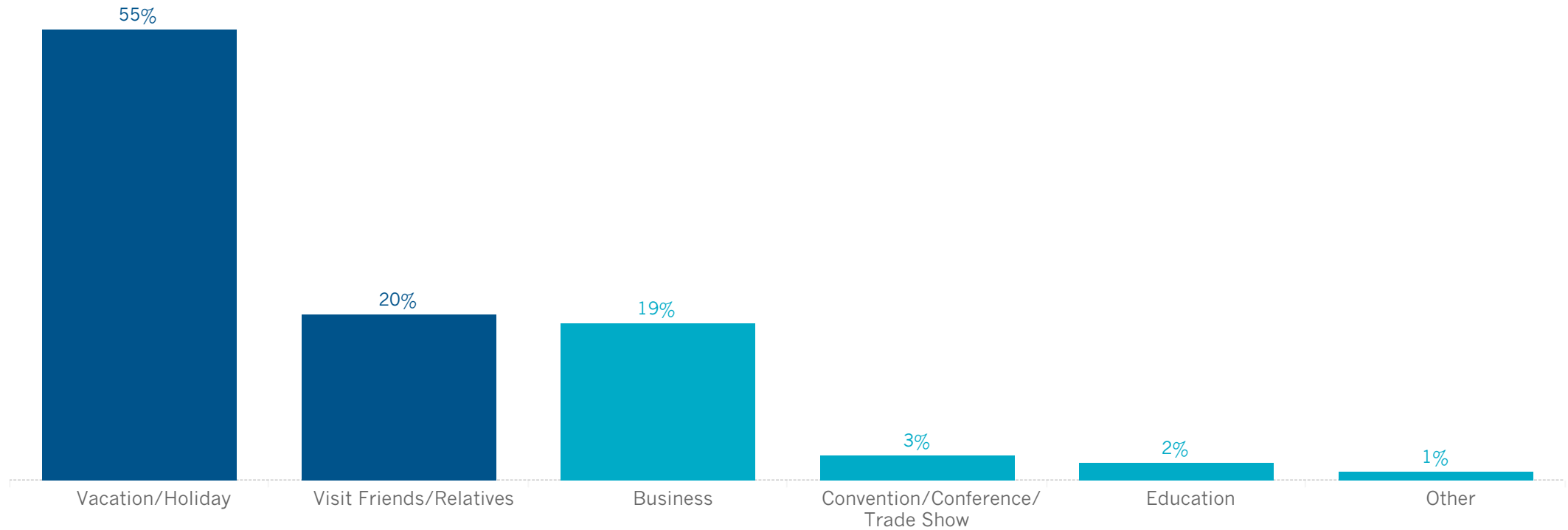


# Main Purpose of Trip

The chart below shows the main purpose of the trip among travelers in the focus market.

Italy

Main Purpose of Trip

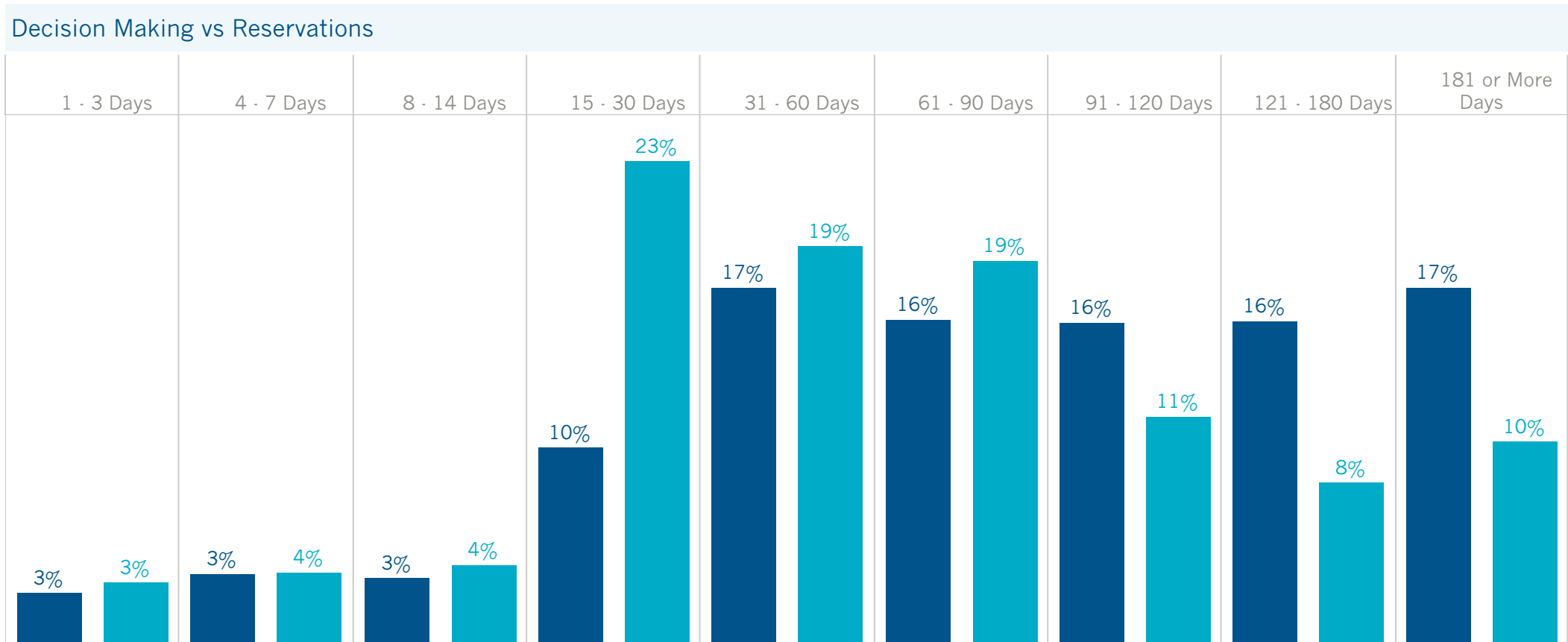




# Decision Making vs Reservations

The chart below shows the timeframe for making the decision to travel and making the reservations among travelers in the focus market..

Italy



■ How many days prior to departure did you make the decision to travel?  
■ How many days prior to departure did you make air travel reservations?

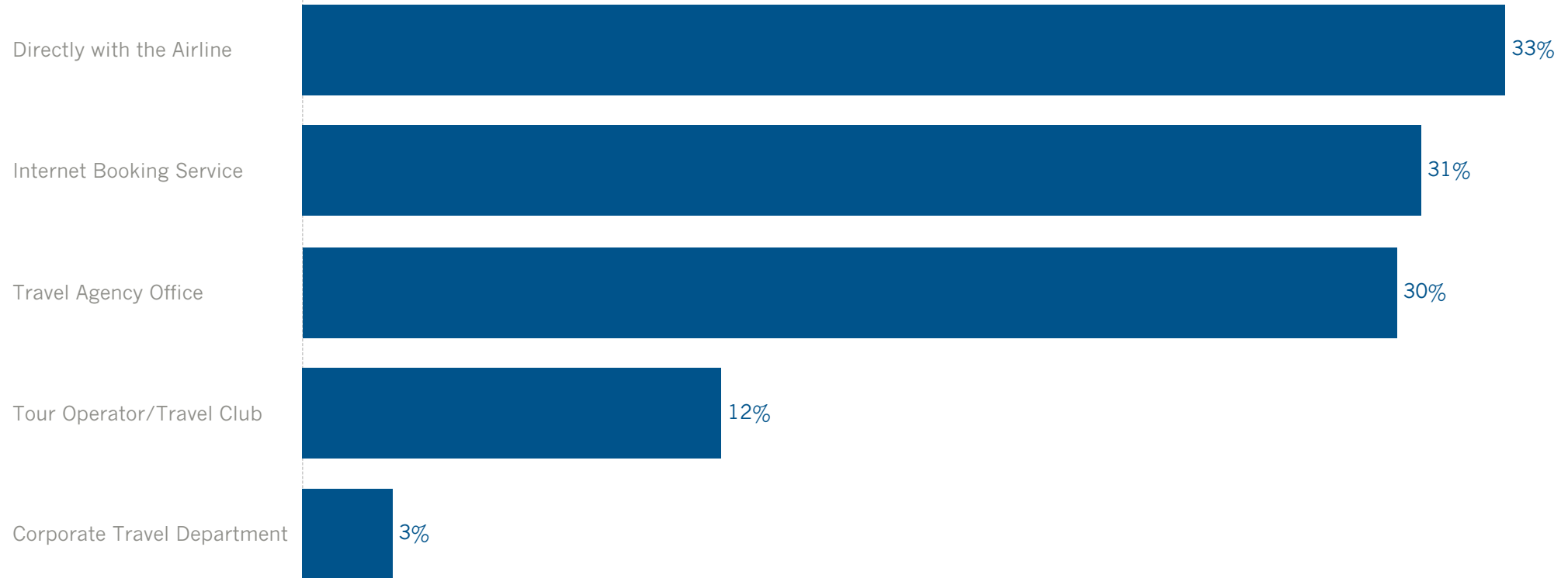


# Airline Reservations

The chart below shows how airline reservations were made for the trip among travelers in the focus market.

## Italy

### Airline Reservations



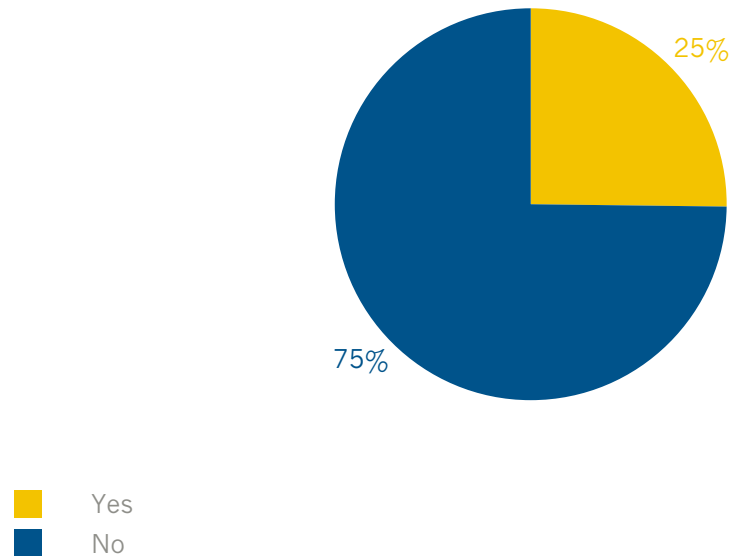


# First/Repeat Visitation, Travel Party Size

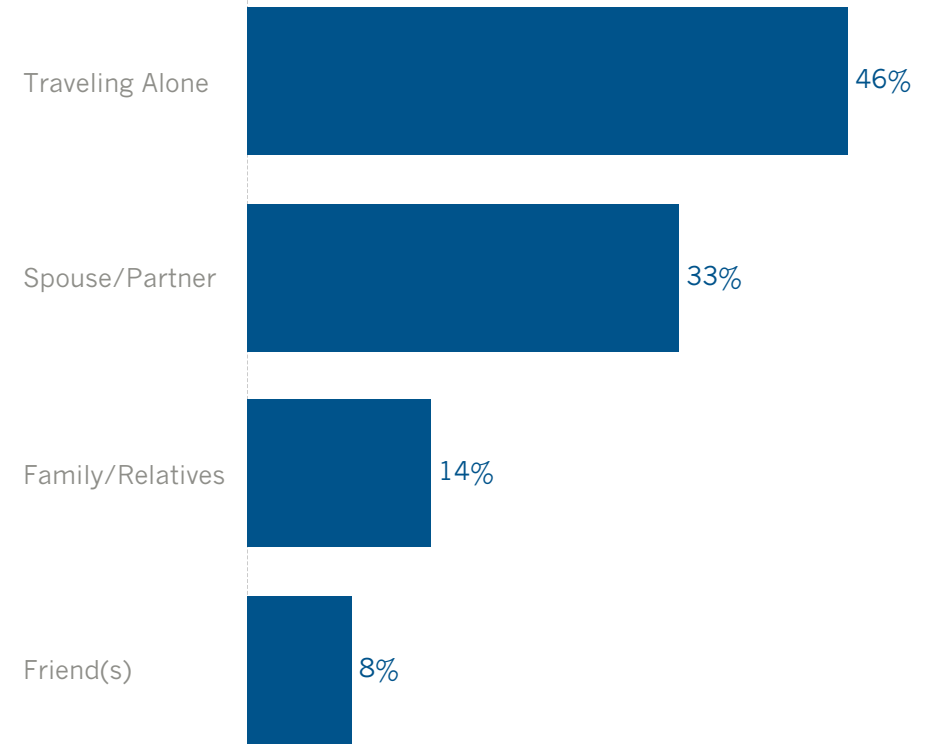
The charts below show first-time and repeat visitation and travel party size among travelers from the focus market.

## Italy

First trip to the US



Travel Companion



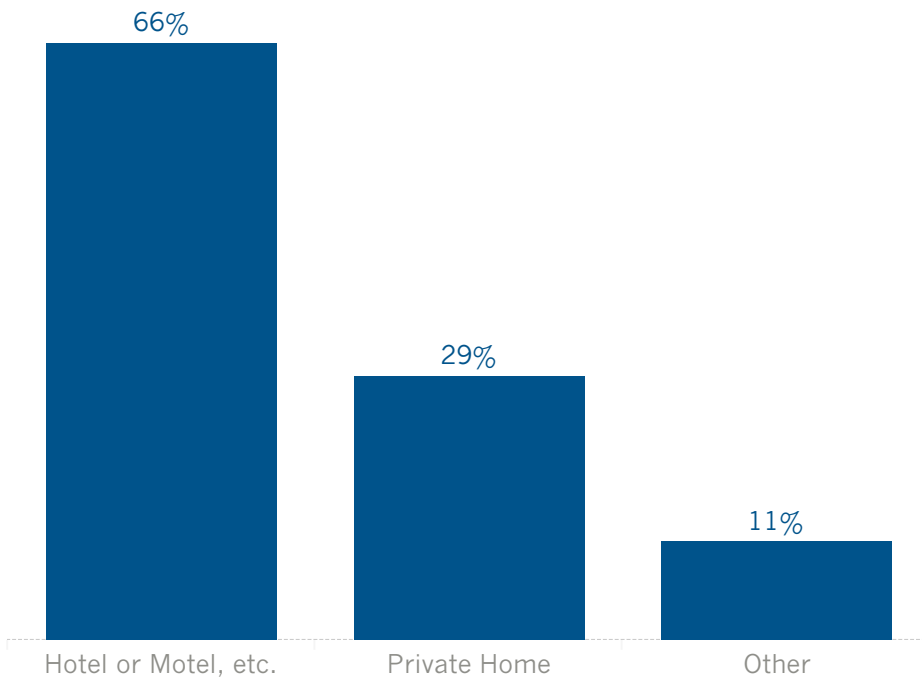


# Types of Accommodations & Nights

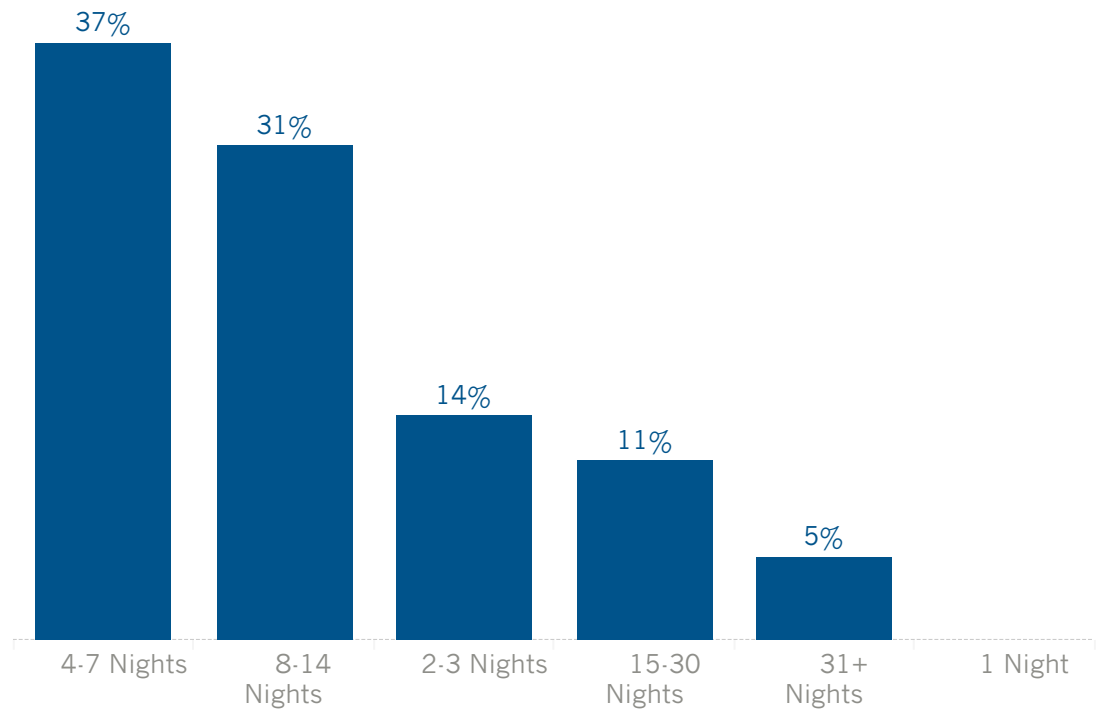
The charts below show types of accommodations stayed in and number of nights in destination among travelers from the focus market.

## Italy

Types of Accommodations



Nights in Destination



Q: Type of accommodations in the destination  
Q: Overall nights in destination

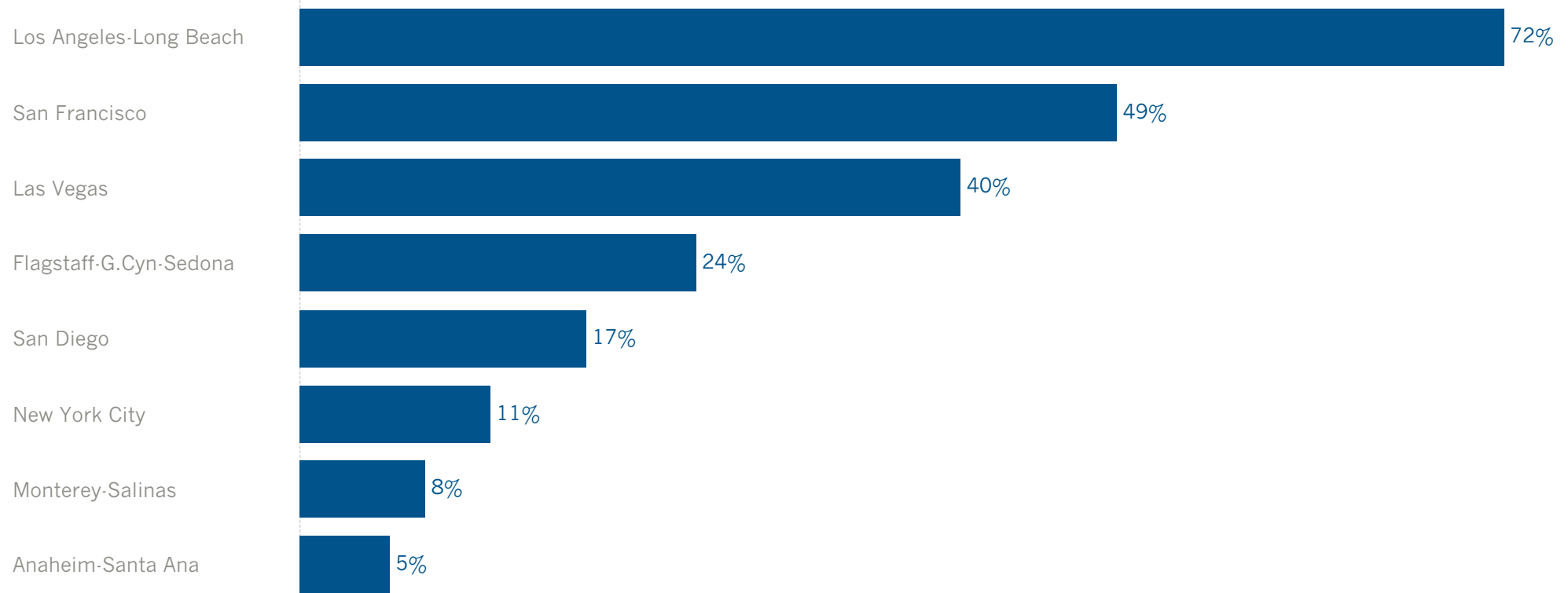


# Destinations Visited

The chart below shows top U.S. destinations visited on a trip among travelers from the focus market.

## Italy

### US Destinations visited

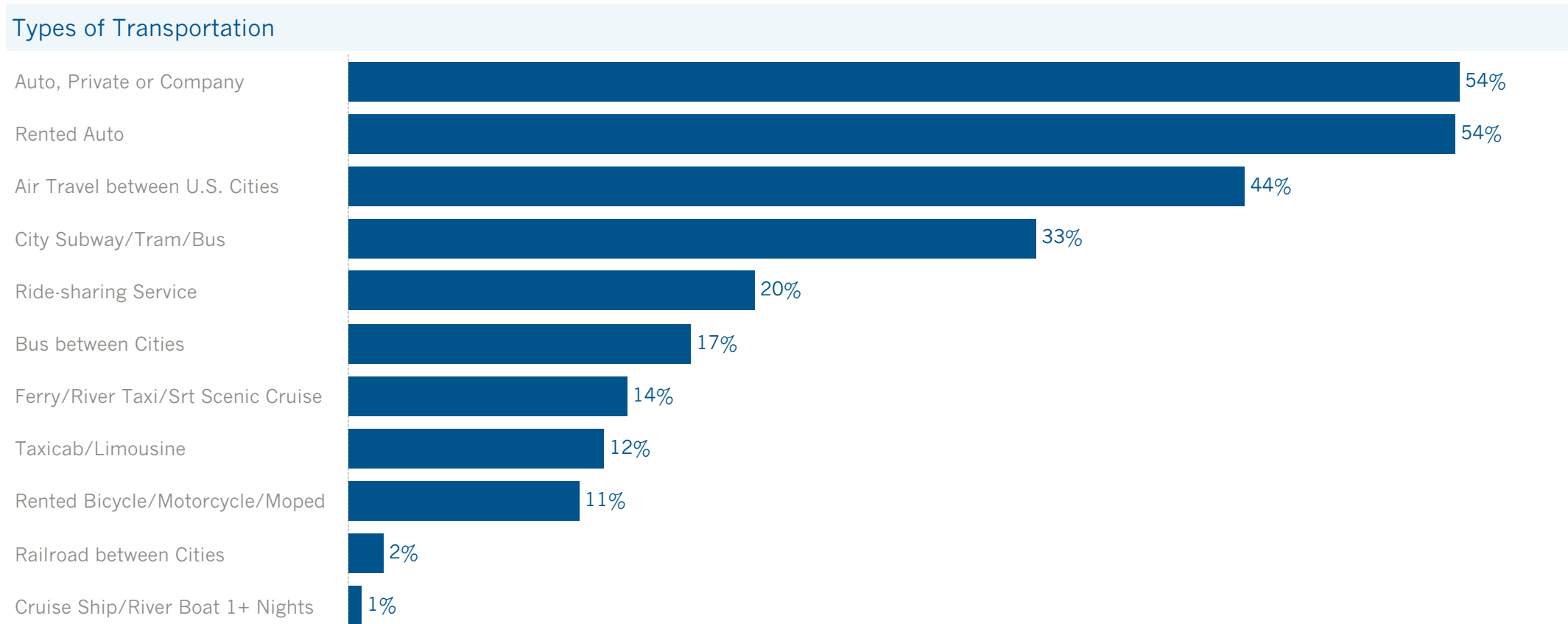




# Transportation

The chart below shows the types of transportation used on the trip among travelers in the focus market.

## Italy



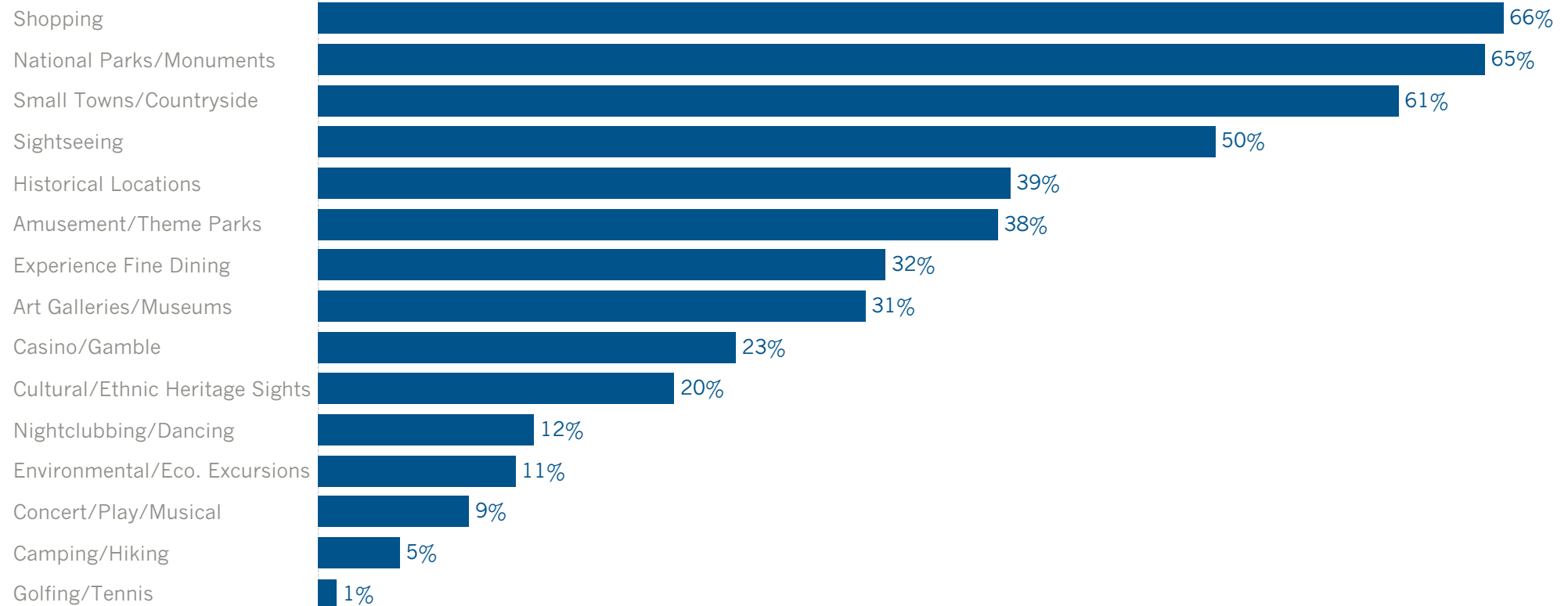


# Activities

The chart below shows the leisure activities engaged in on a U.S. trip among travelers to California from the focus market.

## Italy

### Leisure Activities







# Expenditures in the US

The chart below shows mean expenditures by category among travelers to California from the focus market.

## Italy

### Expenditures per visitor

