

Tourism Source Market Insight: Italy - Analysis of tourist profiles & flows, spending patterns, destination markets, risks and future opportunities

<https://marketpublishers.com/r/T6FBCCACDFEN.html>

Date: March 2019

Pages: 40

Price: US\$ 1,495.00 (Single User License)

ID: T6FBCCACDFEN

Abstracts

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SUMMARY

GlobalData's 'Tourism Source Market Insight: Italy', report provides a thorough insight into Italy's domestic and outbound tourism market. The report looks at the profiles of Italian tourists and summarizes the key reasons that they travel. The report offers an in-depth analysis of traveler flows, spending patterns, main destination markets and current and future opportunities for tourism businesses seeking to tap into the Italian outbound travel market.

This report provides an in-depth analysis of traveler flows, spending patterns, main destination markets, as well as current and future opportunities for tourism businesses seeking to tap into the Italian outbound travel market.

SCOPE

Most typical holiday choices for Italian tourists in 2018 ranked as sun and beach holidays and city breaks.

Leisure is the most common purpose for both domestic at 62%

European destinations remain the top international choices for holiday destinations due to cost, accessibility and cultural similarities.

For international tourism the solo traveler market is set to increase at a CAGR of 3.3% from 2017 to 2022.

REASONS TO BUY

This report provides clear insight into developments in Italy's domestic and outbound tourism markets.

The report uses data and analysis to discuss future trends related to domestic trips, international departures, traveler spending, and main destination markets.

The report explores the different profiles of Italian tourists and the reasons that they travel, hence providing an insight into the trends in different segments of the market.

The reader gains a strong understanding of the opportunities in the country, as well as the risks, to support better business decisions.

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Alitalia

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The number of outbound travellers departing from Italy is set to increase at a compound annual growth rate (CAGR) of 2.6% from 32.6 million travellers in 2018 to 36.2 million in 2022, according to GlobalData, a leading data and analytics company.

The company's latest report: 'Tourism Source Market Insight: Italy' reveals that the factors influencing this increase include a rise in income for younger travellers, the increase of low cost airlines reducing travel costs and an overwhelming interest for travel and different experiences.

The two main factors that impact Italian travellers decision making when booking holidays are: affordability and accessibility, which have both been boosted by competition within the airline industry.

Johanna Bonhill-Smith, Travel & Tourism Analyst at GlobalData, comments: "A growing interest in exploration and the search for different cultural experiences within younger generations has further boosted outbound tourism. As digital marketing through forms of social media increases, this further attracts the attention of millennials and generation Z, the most susceptible to online influences."

Internal domestic trips are forecast to decline during 2020 to 2022 despite being nearly double the amount of arrivals for the past decade. This is potentially due to issues such as 'overtourism' in the country's tourism hotspots, causing Italian travellers to venture abroad rather than remain in their home country.

Bonhill-Smith explains: "Domestic trips are gradually decreasing as younger travellers aspire to explore different cultures and have authentic experiences. To continue to attract younger domestic Italian travellers, the country's tourism boards and local authorities should consider introducing specific deals and incentives to maintain their interest."

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