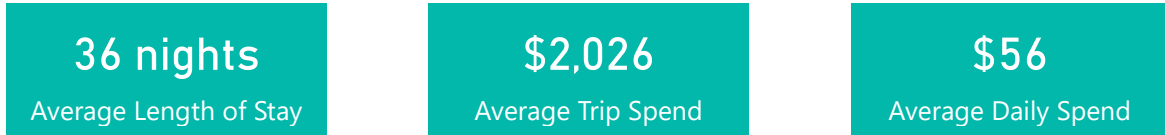


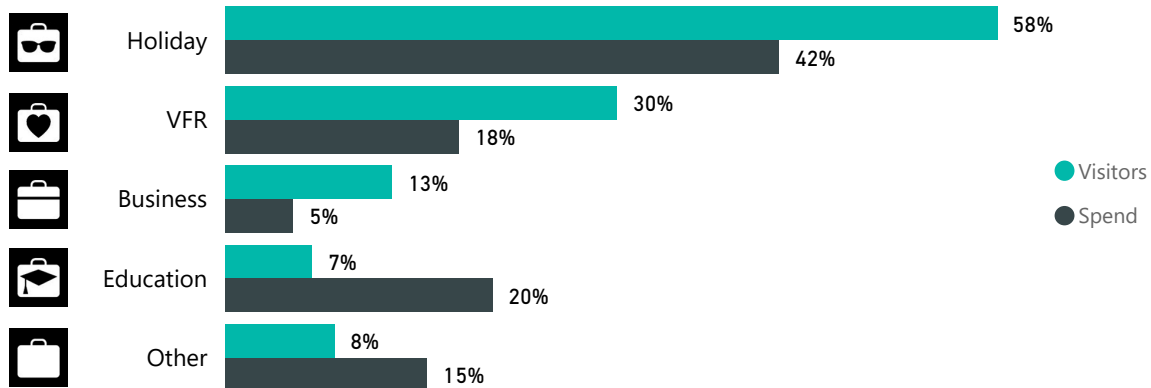
# ITALY | MARKET PROFILE 2022

## MARKET OVERVIEW

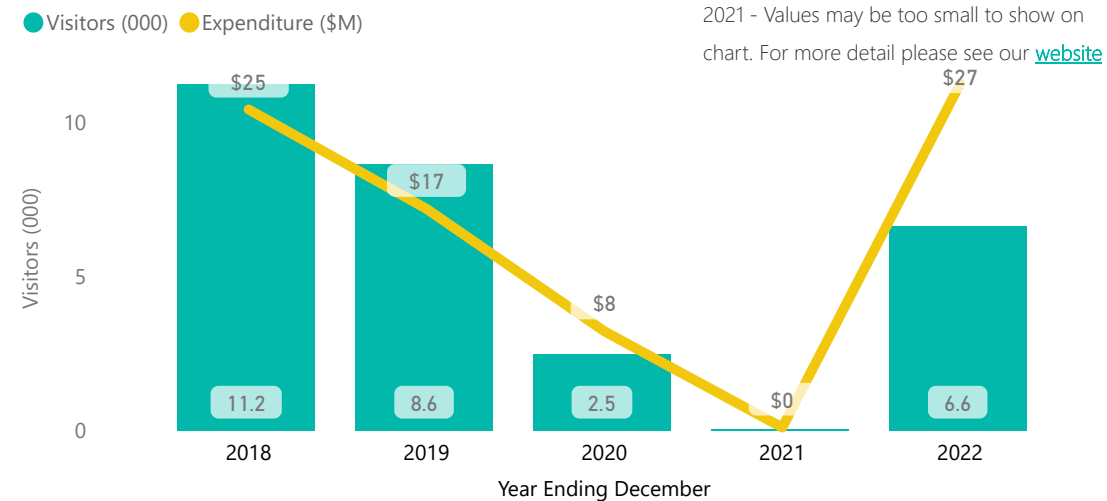
### Leisure Visitation to WA<sup>1</sup>



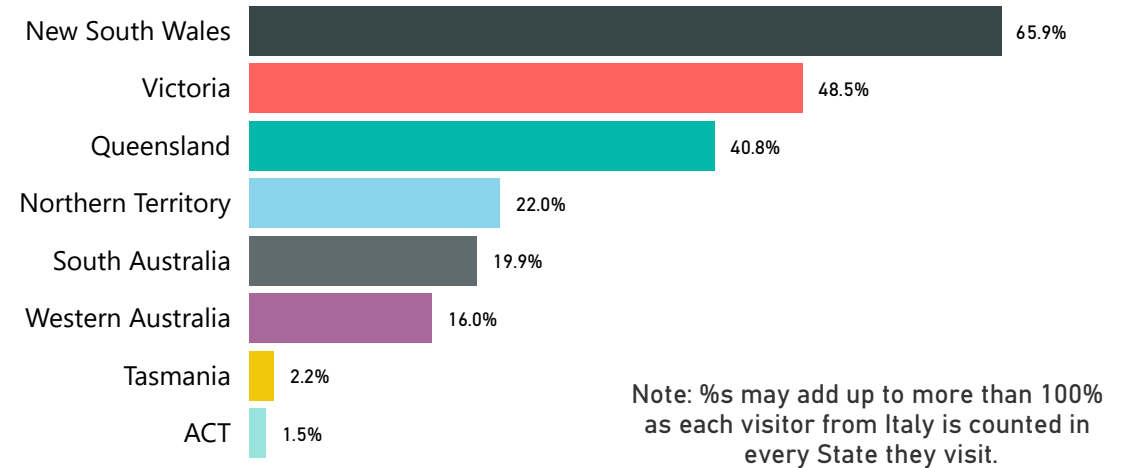
### International Visitors and Spend by Purpose (WA)<sup>1</sup>



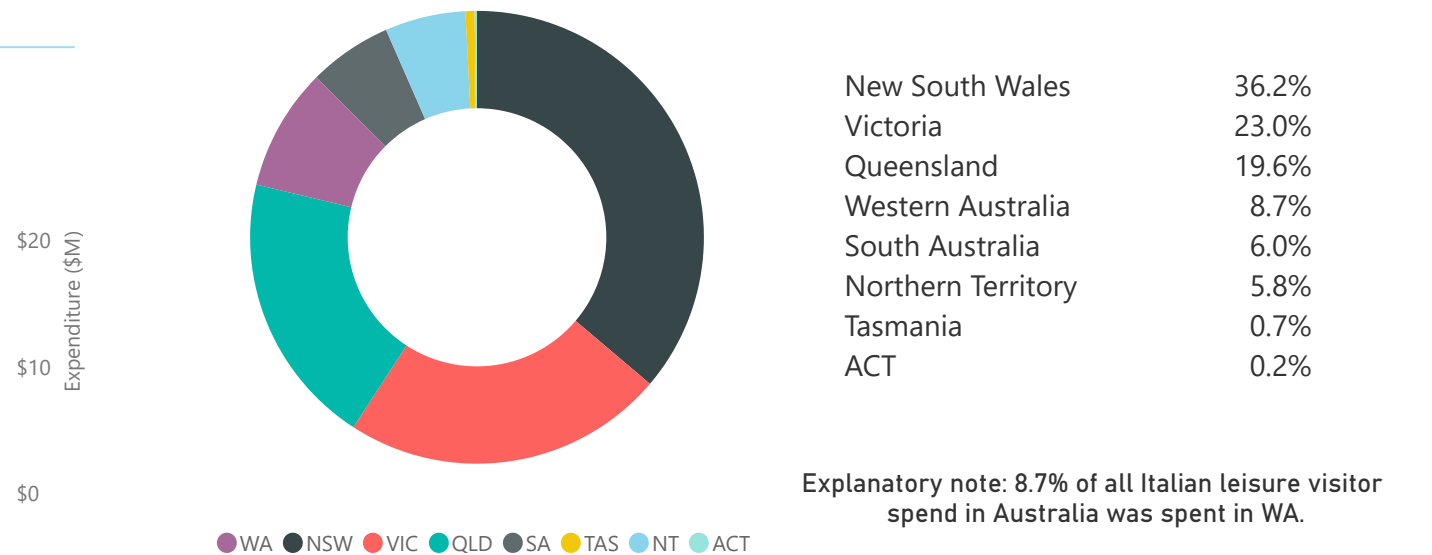
### Leisure Visitation and Spend to WA<sup>2</sup>



### Market Share of International Leisure Visitors to Australia<sup>1</sup>



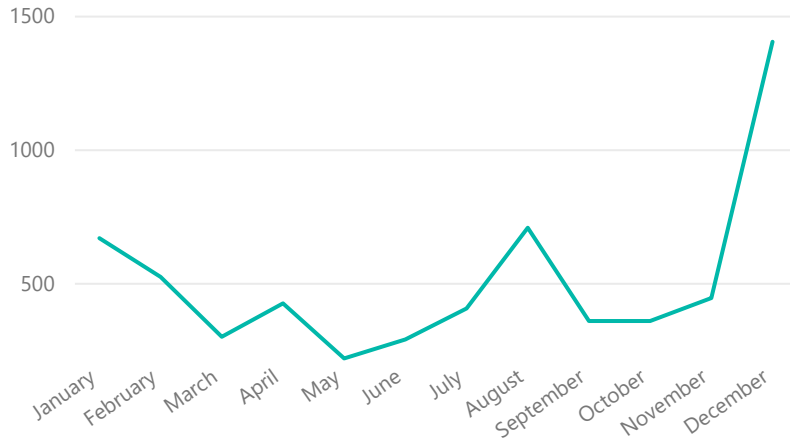
### Market Share of International Leisure Visitor Spend in Australia<sup>1</sup>



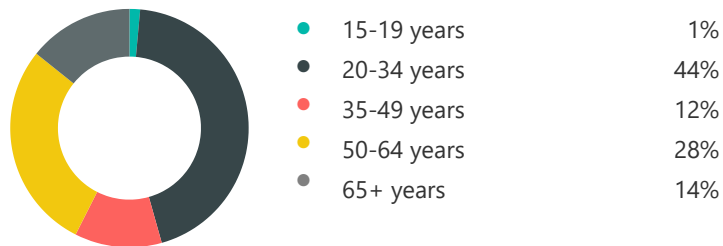
# ITALY | MARKET PROFILE

## TRIP PROFILE (THREE YEAR AVERAGE - 2017/18/19)

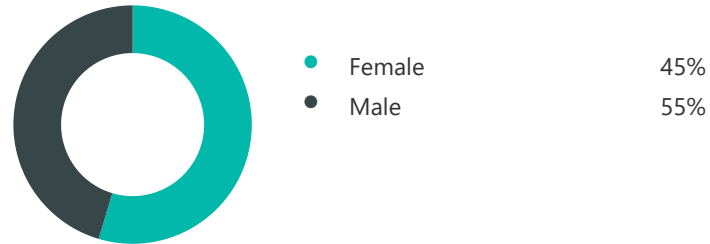
Seasonality - Short-term Leisure Visitor Arrivals to WA<sup>4</sup>



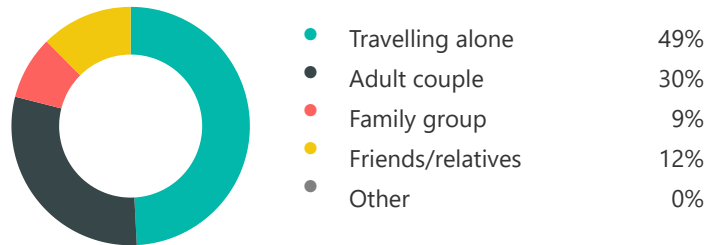
Age<sup>3</sup>



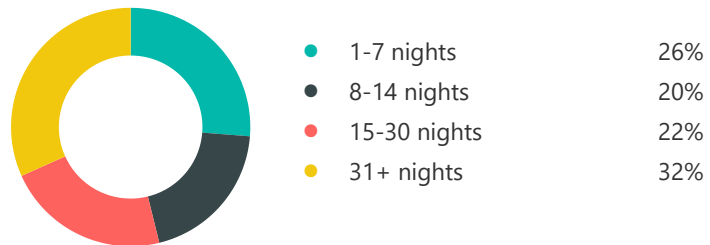
Gender<sup>3</sup>



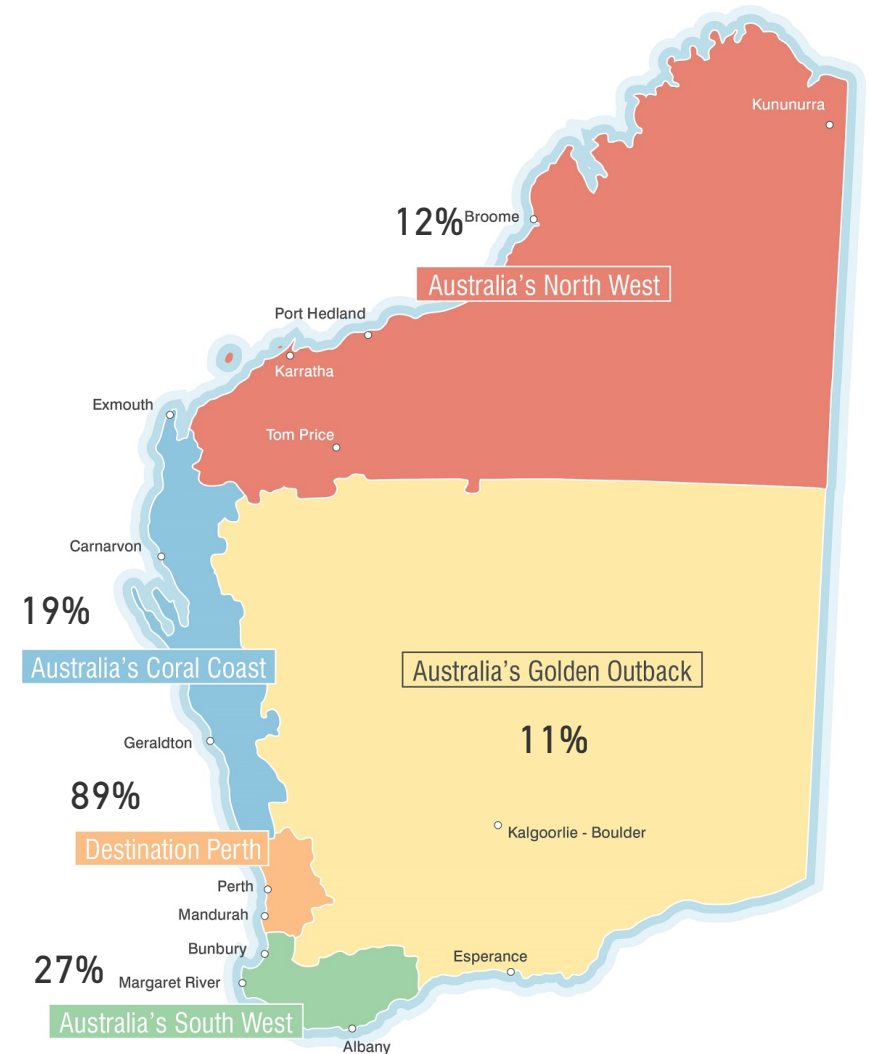
Travel Party<sup>3</sup>



Length of Trip<sup>3</sup>



Regional Dispersal<sup>3</sup>



Note: Due to the small number of international visitors to WA, trip details post 2019 cannot be provided at this time.

# ITALY | MARKET PROFILE

## TRIP PROFILE (THREE YEAR AVERAGE - 2017/18/19)

### Top 5 Activities for Leisure Visitors to WA<sup>3</sup>

1	Eat out / dine at a restaurant and/or cafe	96%
2	Go shopping for pleasure	83%
3	Go to the beach	89%
4	Sightseeing/looking around	75%
5	Visit national parks / state parks	81%

*NOTE: Activity may have taken in place in WA or elsewhere in Australia during the trip.*

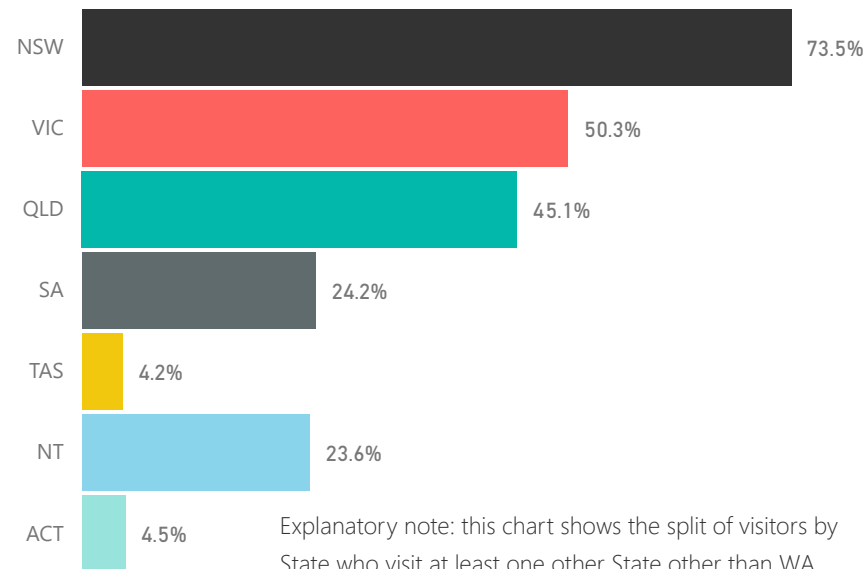
### Top 3 Accommodation Choices for Leisure Visitors to WA<sup>3</sup>

1	Other Private Accommodation	55%
2	Friends or relatives property	46%
3	Other commercial accommodation	44%

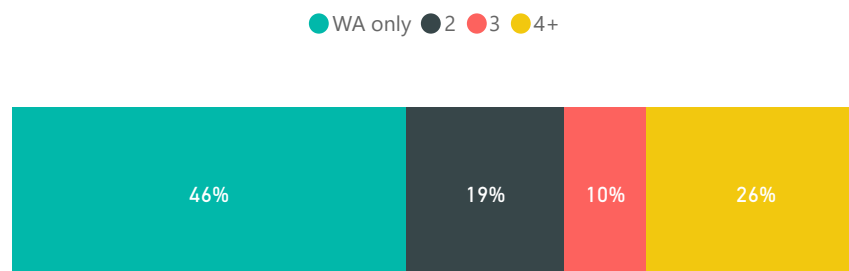
### Travel Packages<sup>3</sup>

9% of Italian leisure visitors to WA arrived on a travel package

### Other States Visited<sup>3</sup>



### Number of States Visited<sup>3</sup>



### Group Tour v Free Independent Travellers (FIT)<sup>3</sup>

97% of Italian leisure visitors to WA are free independent travellers. Equally, 97% of Italian leisure visitors to the rest of Australia are free independent travellers, so only a small proportion are likely to be on a group tour.

### Repeat Visitors<sup>3</sup>

47% of Italian leisure visitors to WA are on a return visit to Australia

### Notes

'Leisure' comprises both holiday visitors and those visiting friends and relatives (VFR).

### References

1. Tourism Research Australia – International Visitor Survey, YE Dec 19
2. Tourism Research Australia – International Visitor Survey, YE Dec 18/19/20/21/22
3. Tourism Research Australia – International Visitor Survey, 3 yr average, YE Dec 17/18/19
4. Australian Bureau of Statistics via Tourism Research Australia – Visitor Arrivals and Departures (State of Stay: WA, Category of Traveller: Short Term Visitor Arrival, Main purpose of trip: Leisure, Country (TRA benchmarks)), YE Dec 19

Published by Tourism WA, April 2023

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