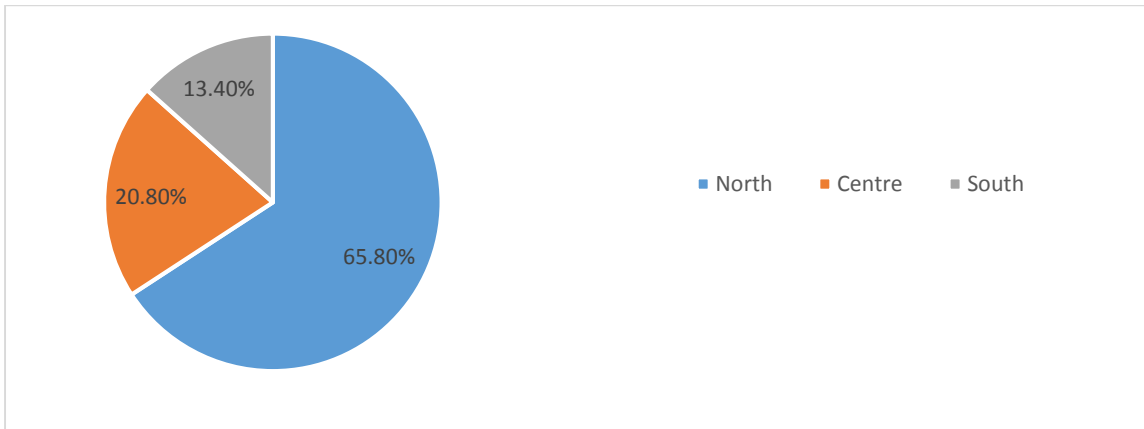


## THE ITALIAN TOURIST

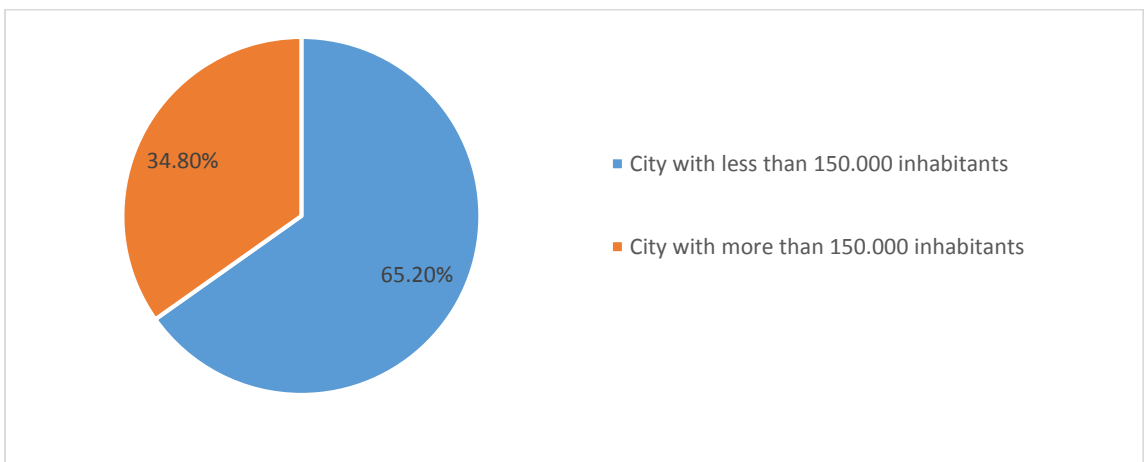


Online survey conducted in October 2017, 888 respondents  
- Some findings -

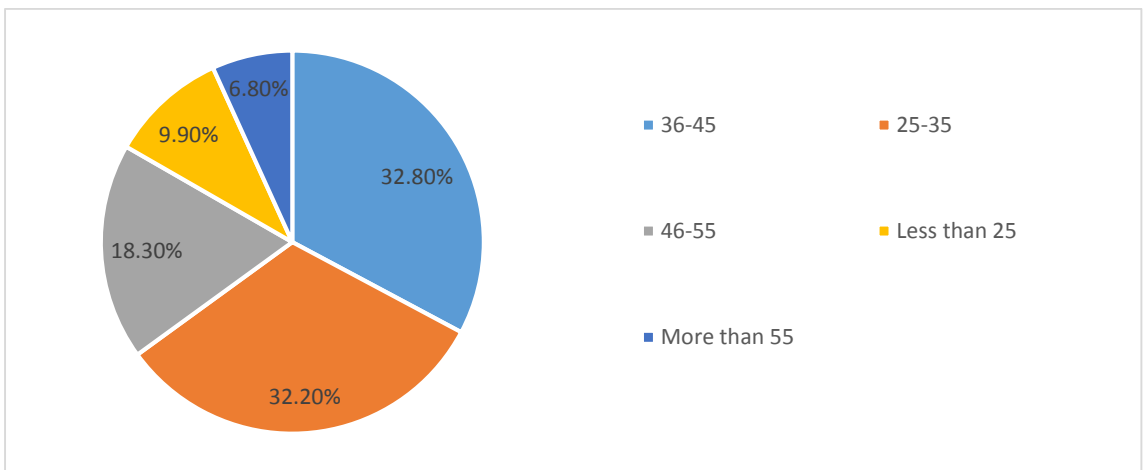
**1) IN WHICH PART OF ITALY DO YOU LIVE?**



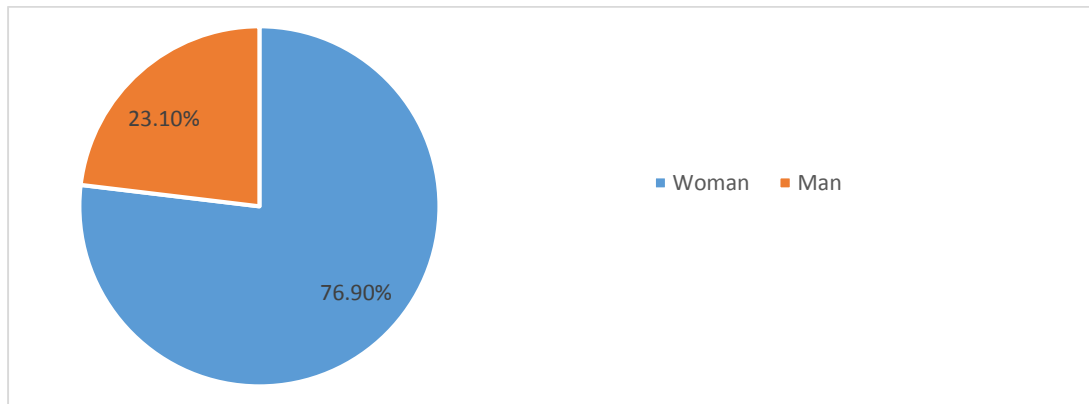
**2) DO YOU LIVE IN A BIG CITY OR IN A SMALL TOWN?**



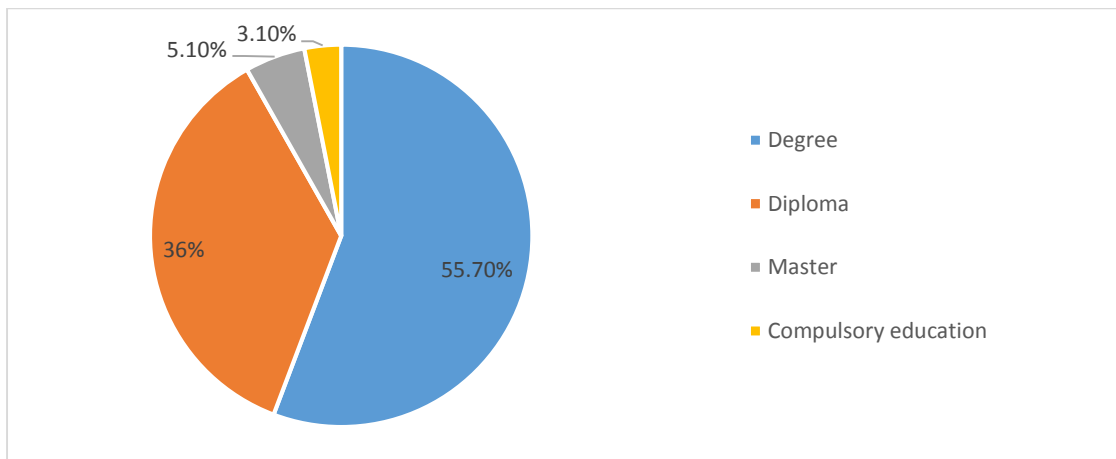
**3) HOW OLD ARE YOU?**



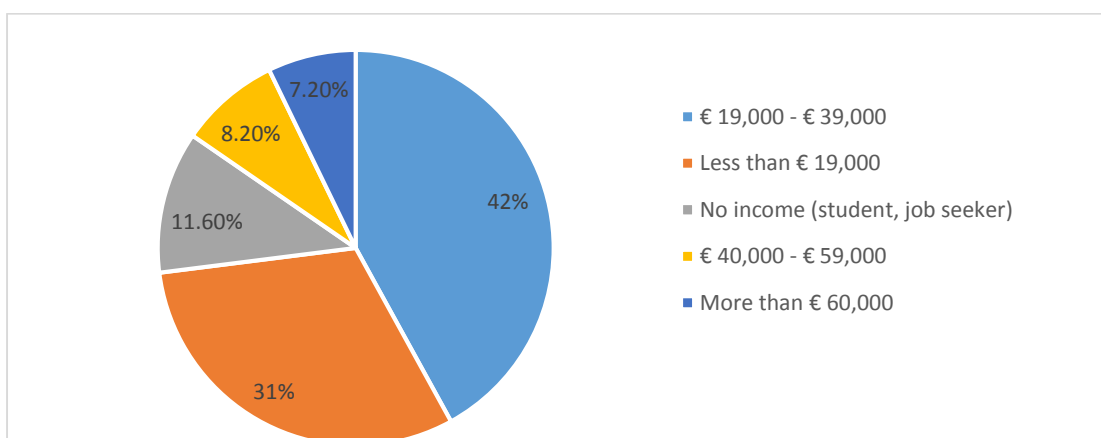
#### 4) ARE YOU A WOMAN OR A MAN?



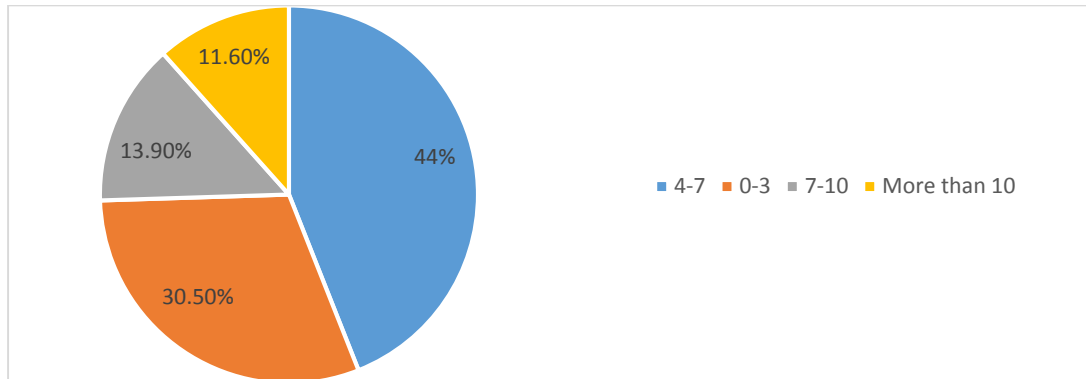
#### 5) WHICH IS THE HIGHEST LEVEL OF EDUCATION YOU COMPLETED?



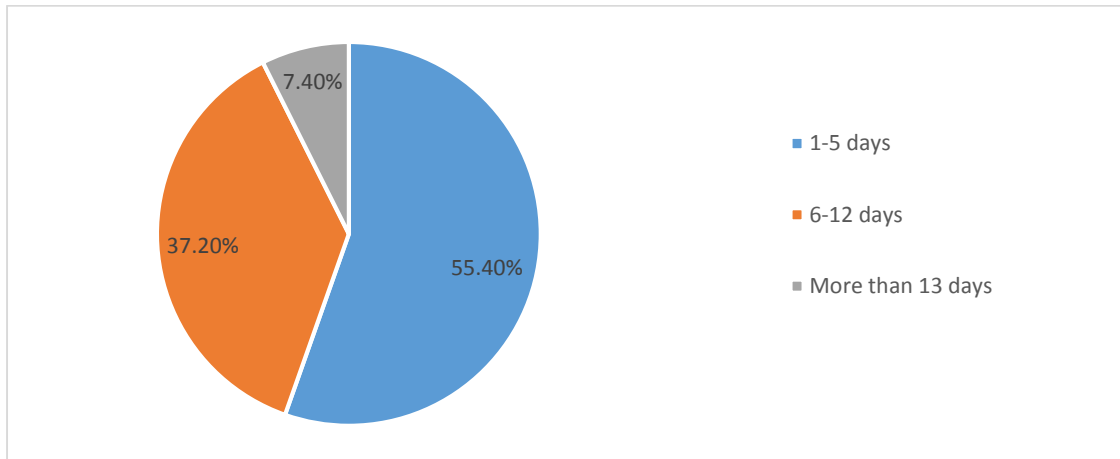
#### 6) HOW MUCH IS YOUR ANNUAL INCOME?



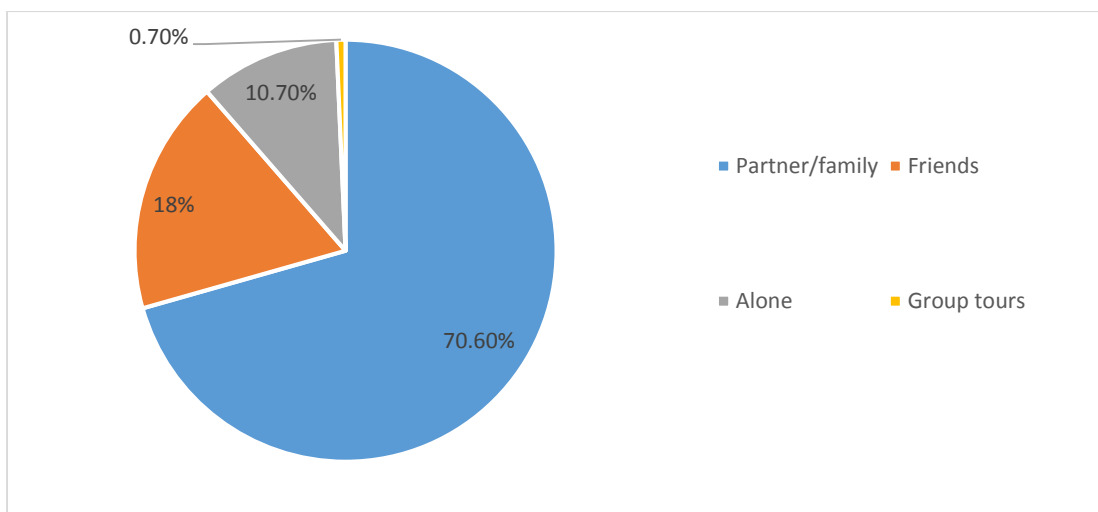
**7) HOW MANY LEISURE TRIPS DO YOU TAKE PER YEAR?**



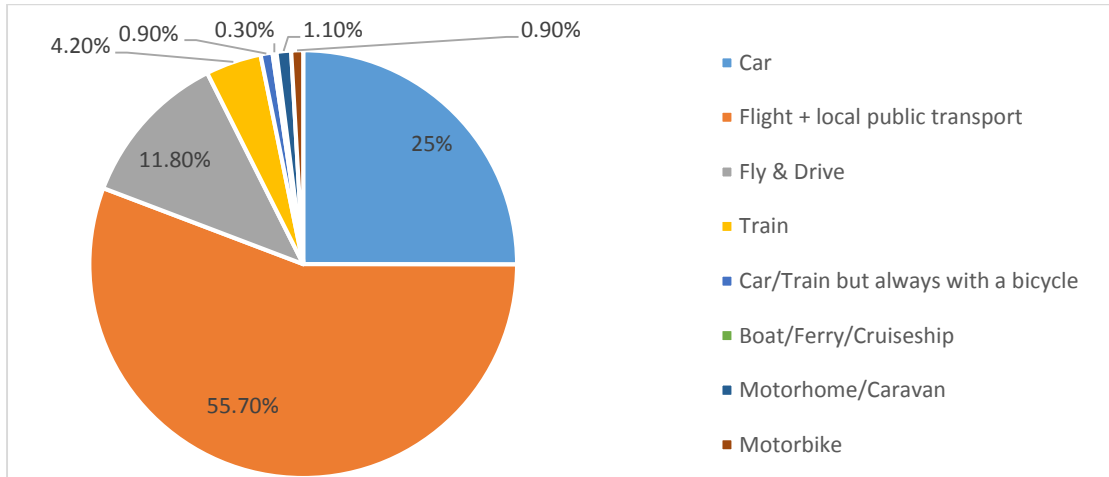
**8) HOW LONG DO YOUR VACATION TRIPS LAST ON AVERAGE?**



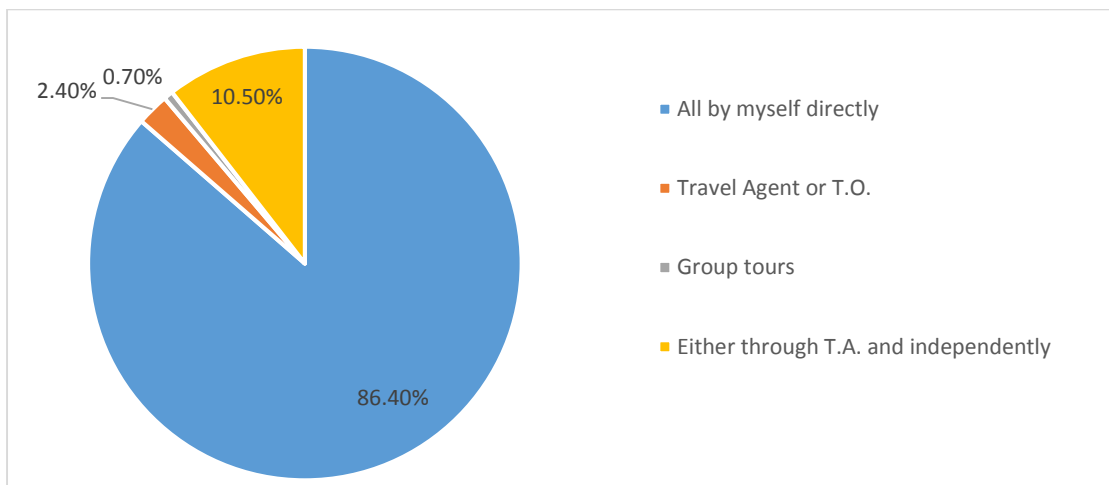
**9) WHO DO YOU USUALLY TRAVEL WITH?**



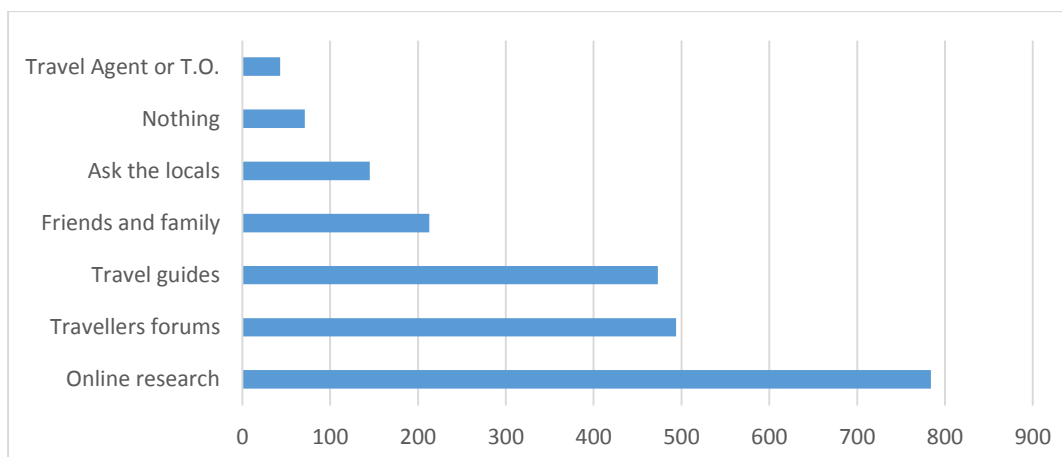
**10) WHICH MEANS OF TRANSPORT DO YOU NORMALLY USE WHEN YOU GO ON HOLIDAY?**



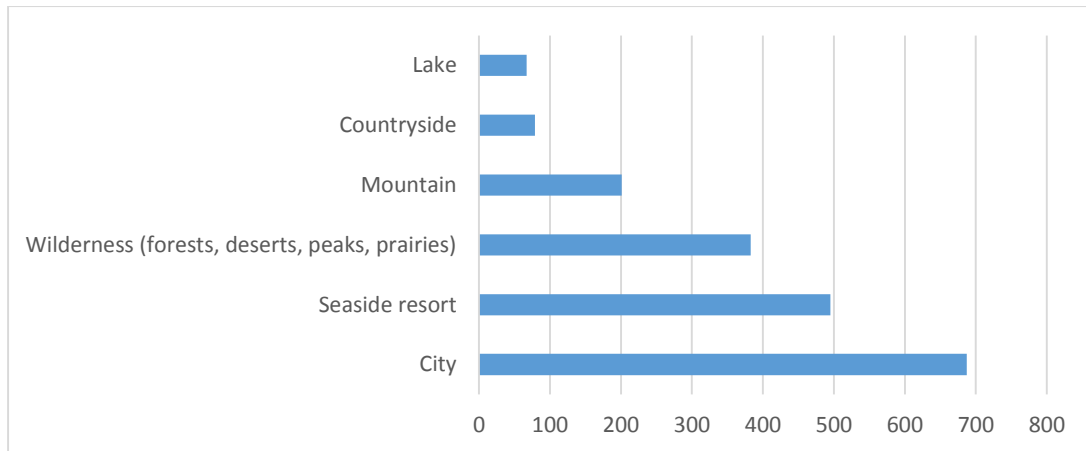
**11) HOW DO YOU USUALLY BOOK YOUR HOLIDAY?**



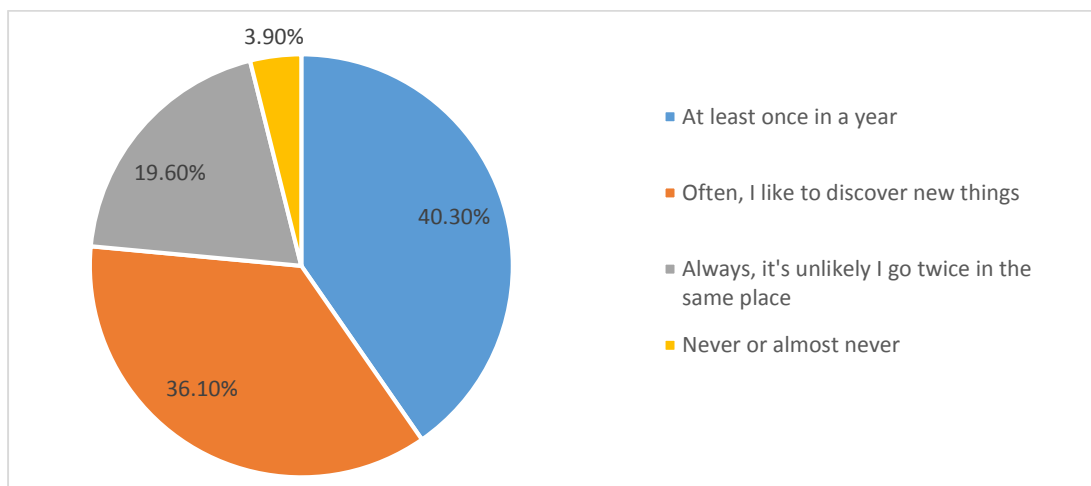
**12) WHAT SOURCES DO YOU USE WHEN FINDING OUT INFORMATION ABOUT YOUR NEXT TRIP?**



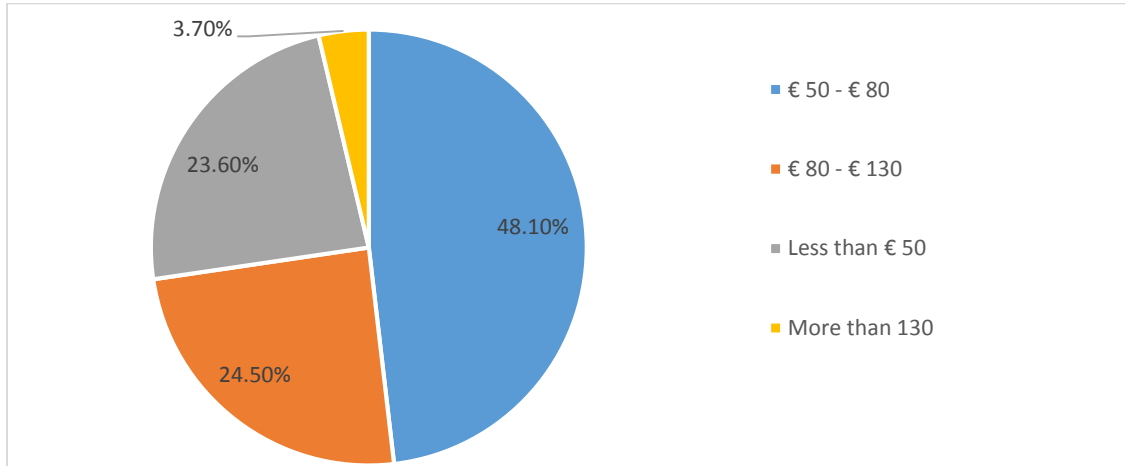
**13) WHICH IS YOUR FAVOURITE TYPE OF DESTINATION?**



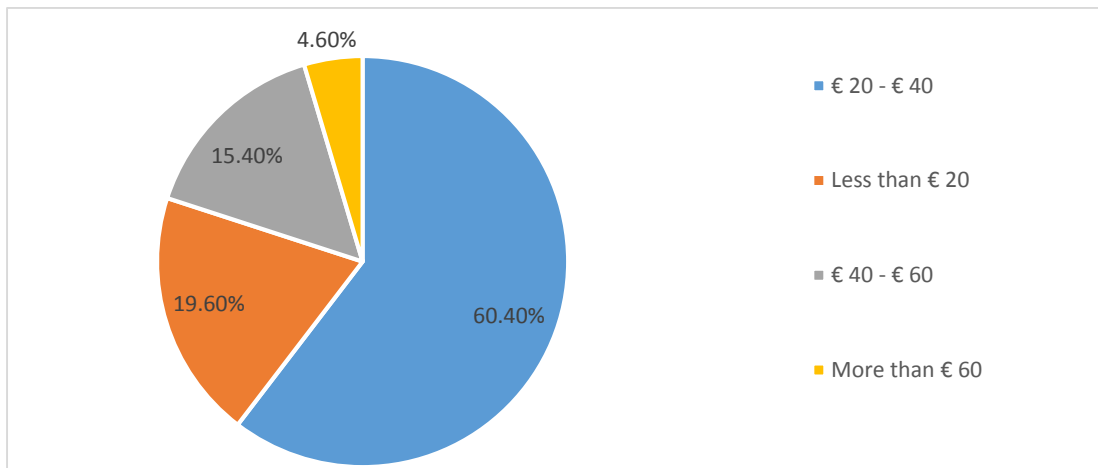
**14) HOW OFTEN DO YOU TRAVEL SOMEWHERE YOU HAVE NEVER BEEN BEFORE?**



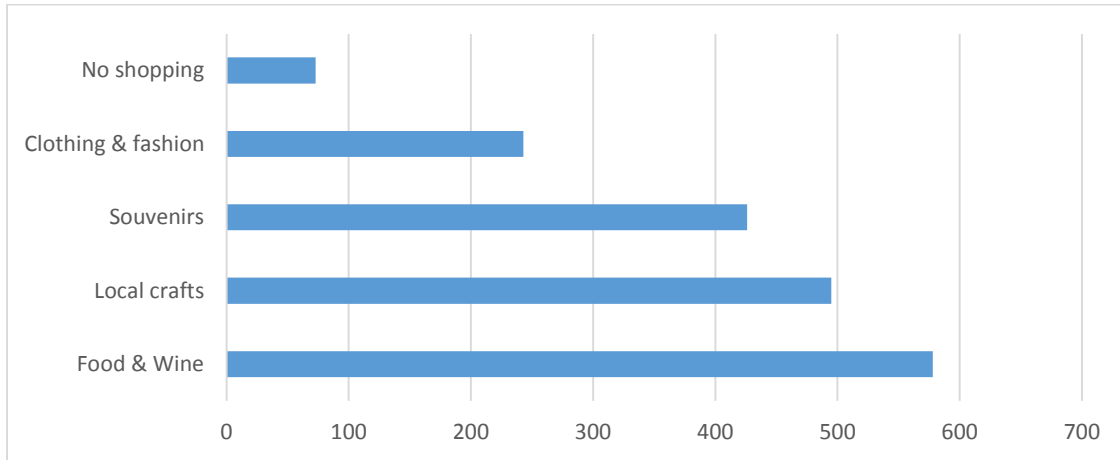
**15) HOW MUCH DO YOU USUALLY SPEND PER NIGHT FOR A DOUBLE ROOM IN A HOTEL?**



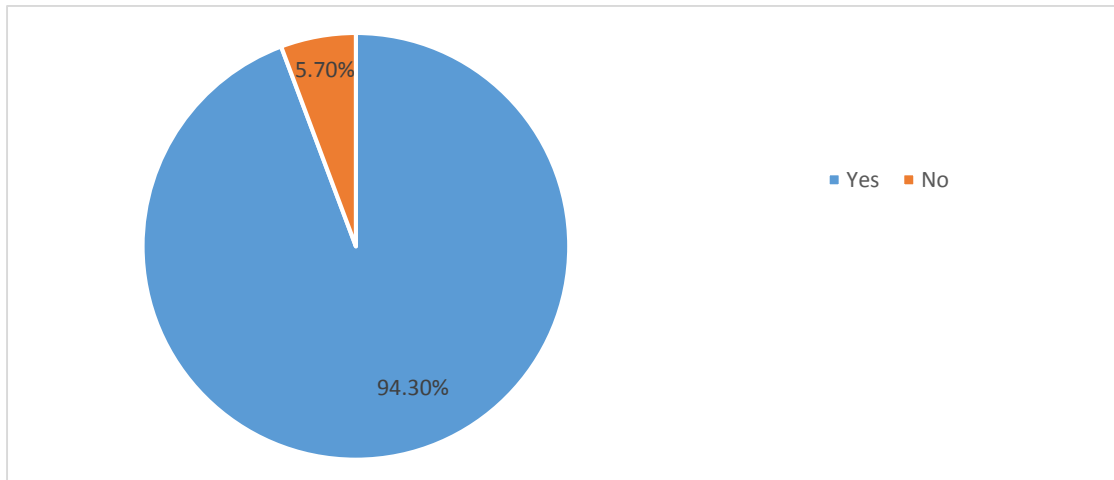
**16) HOW MUCH DO YOU SPEND FOR A DINNER OUT WHEN ON HOLIDAY?**



**17) WHAT ITEMS DO YOU USUALLY BUY TO BRING BACK HOME FROM HOLIDAY?**

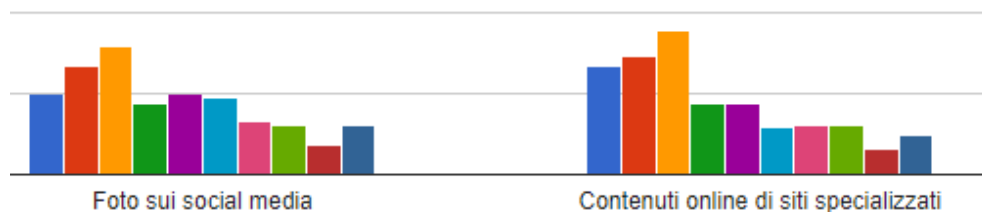
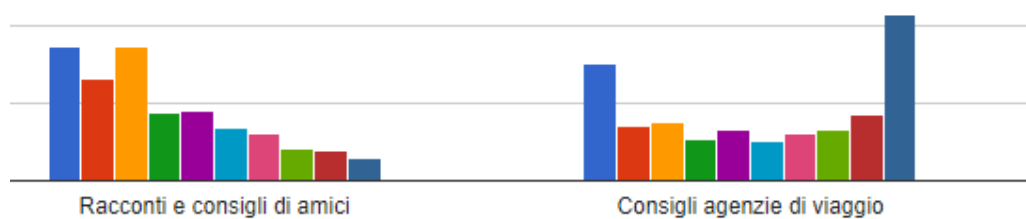
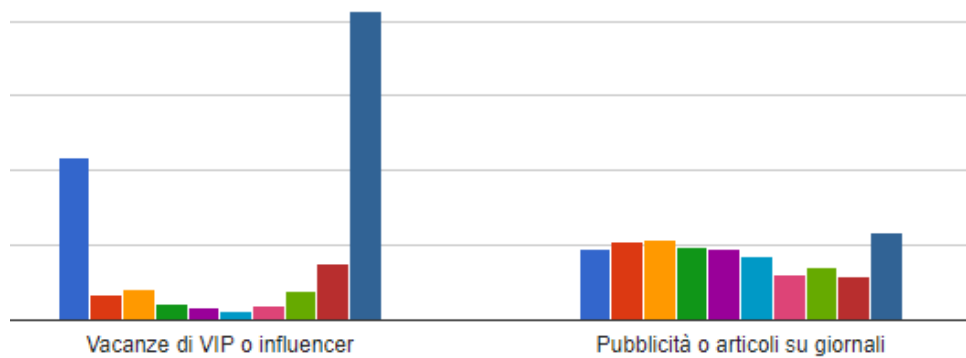
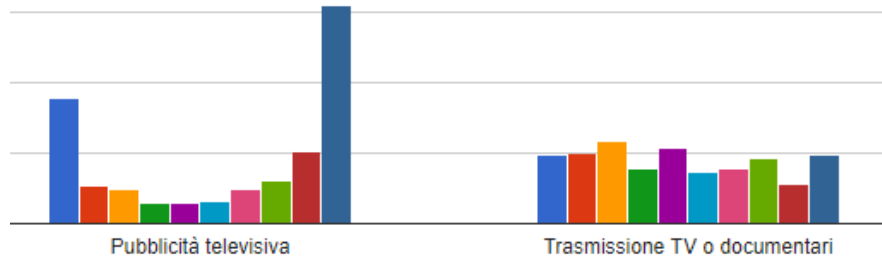


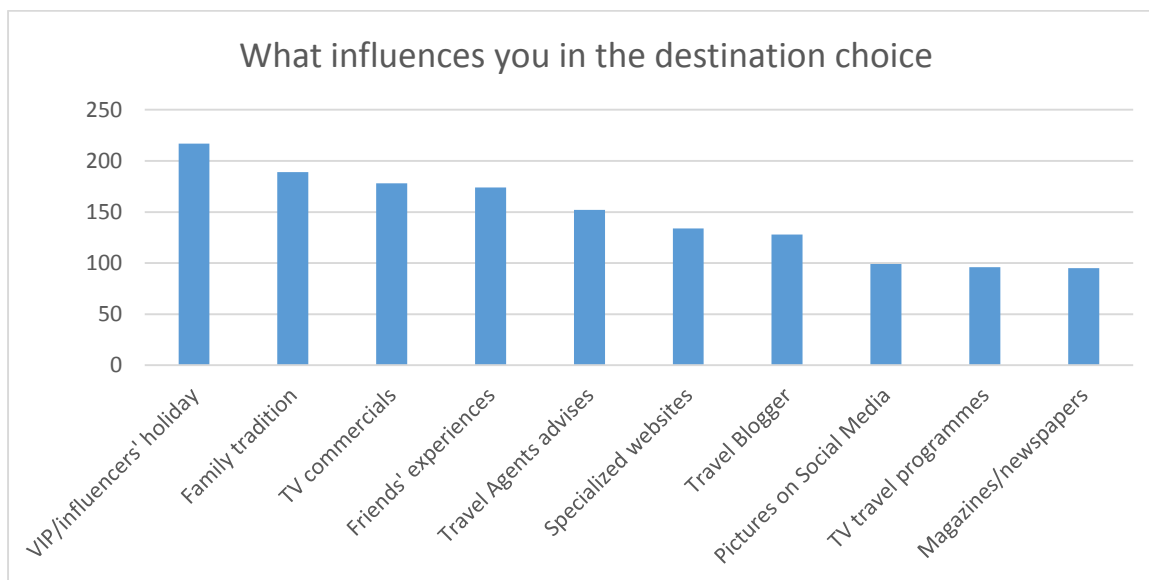
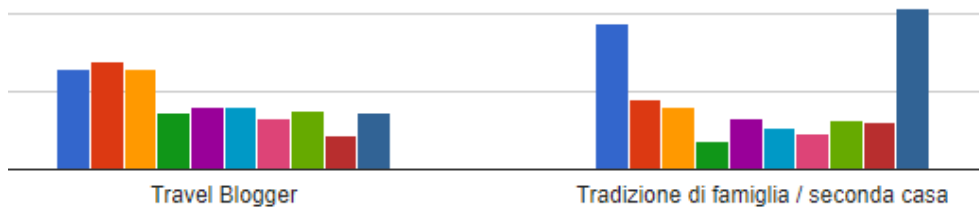
**18) HAVE YOU BEEN ABROAD IN THE LAST 3 YEARS?**



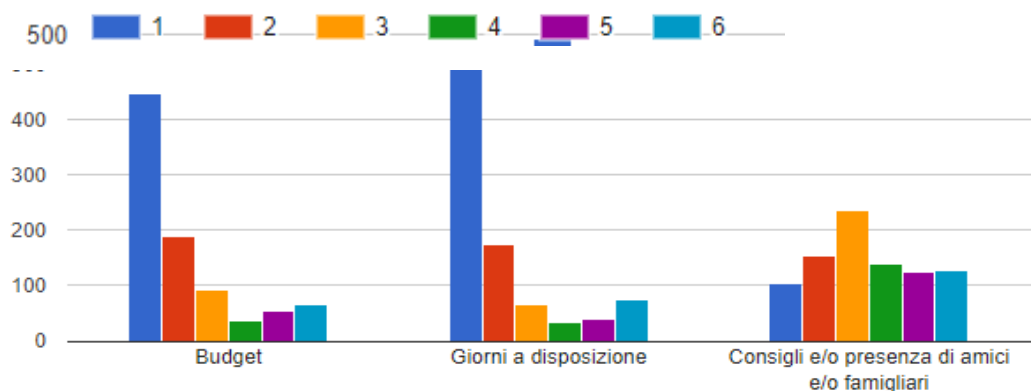


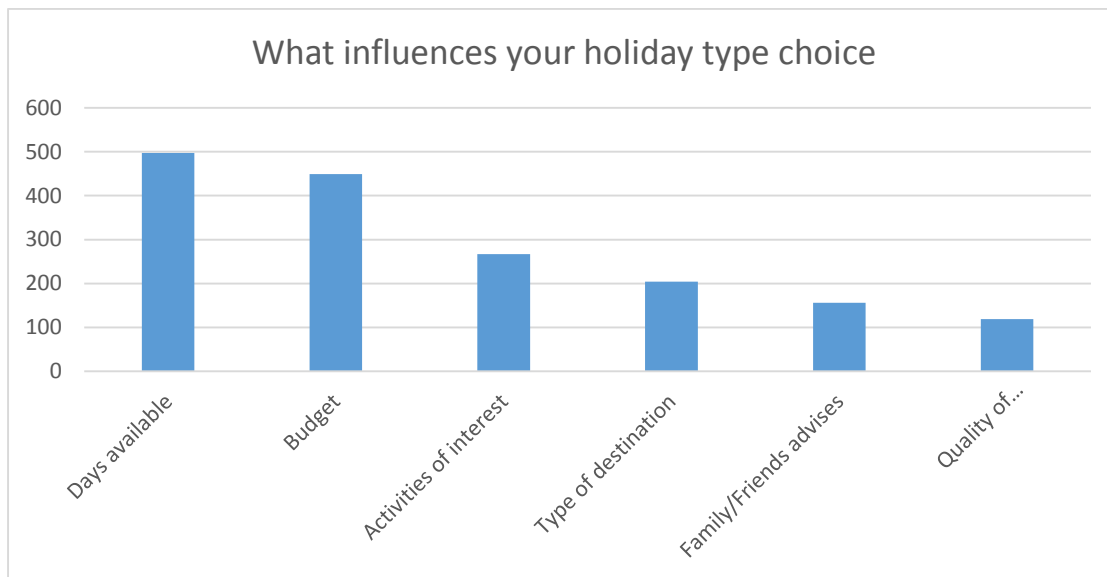
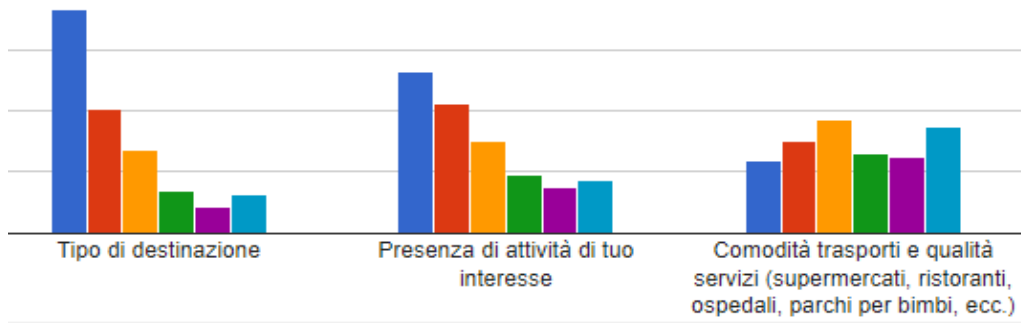
19) USING A SCALE OF 1 = most important TO 10 = not at all important, PLEASE RATE WHAT INFLUENCES YOU MORE ON THE HOLIDAY DESTINATION CHOICE:



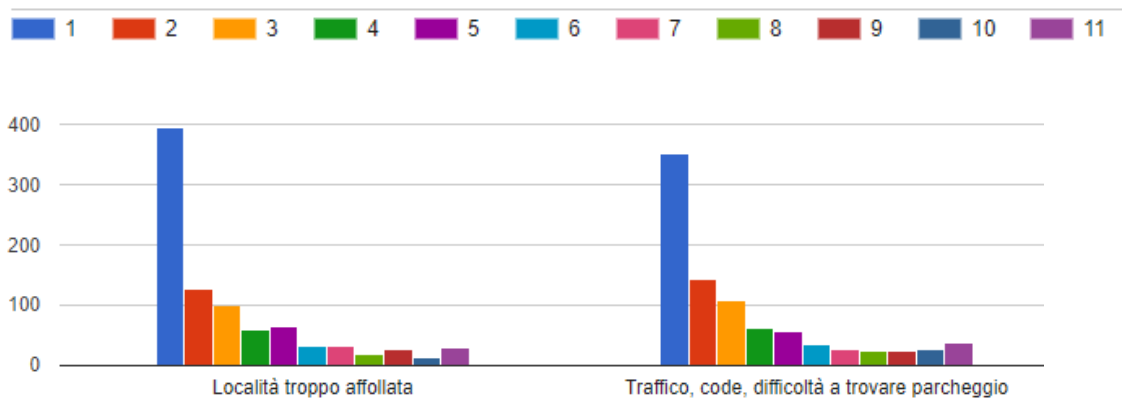


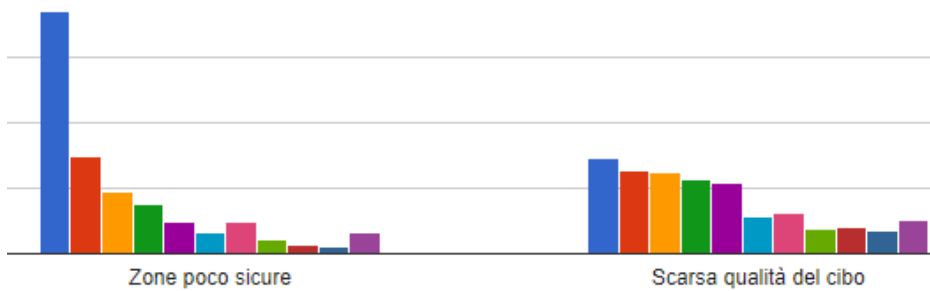
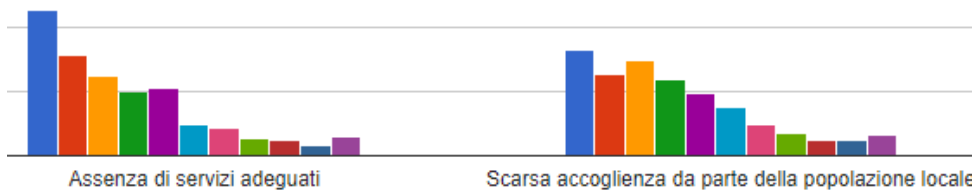
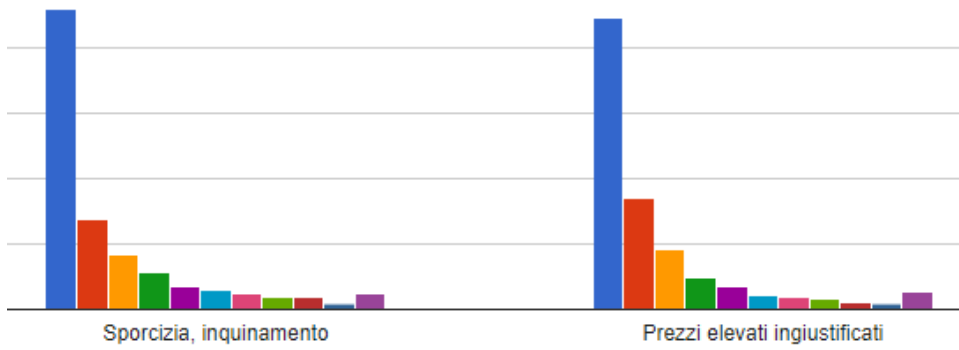
**20) USING A SCALE OF 1 = most important TO 6 = not at all important, PLEASE RATE WHAT INFLUENCES YOU MORE ON THE HOLIDAY TYPE CHOICE:**

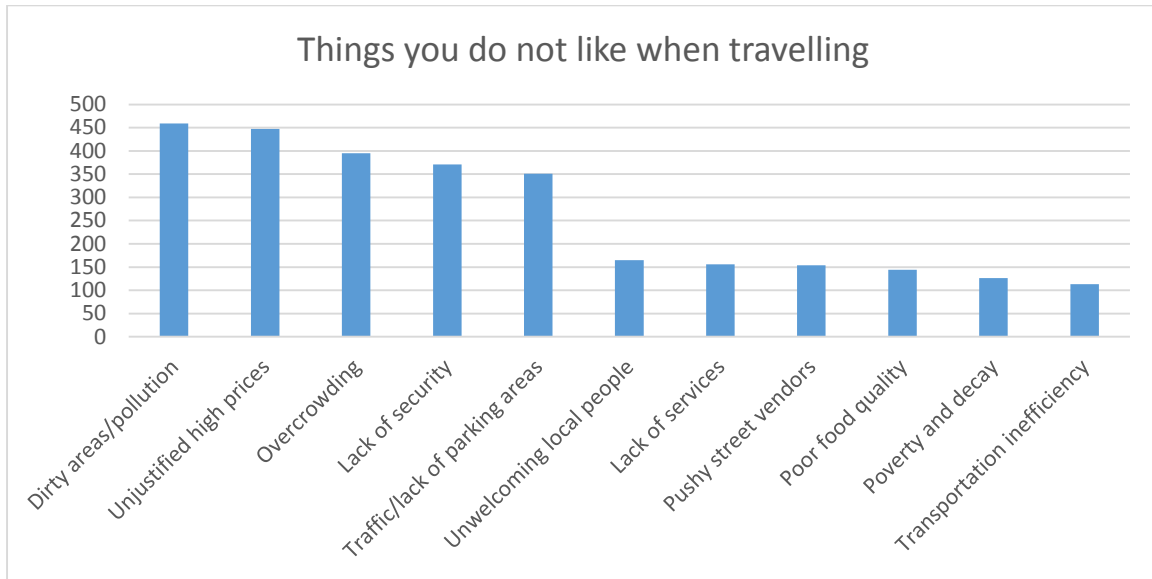




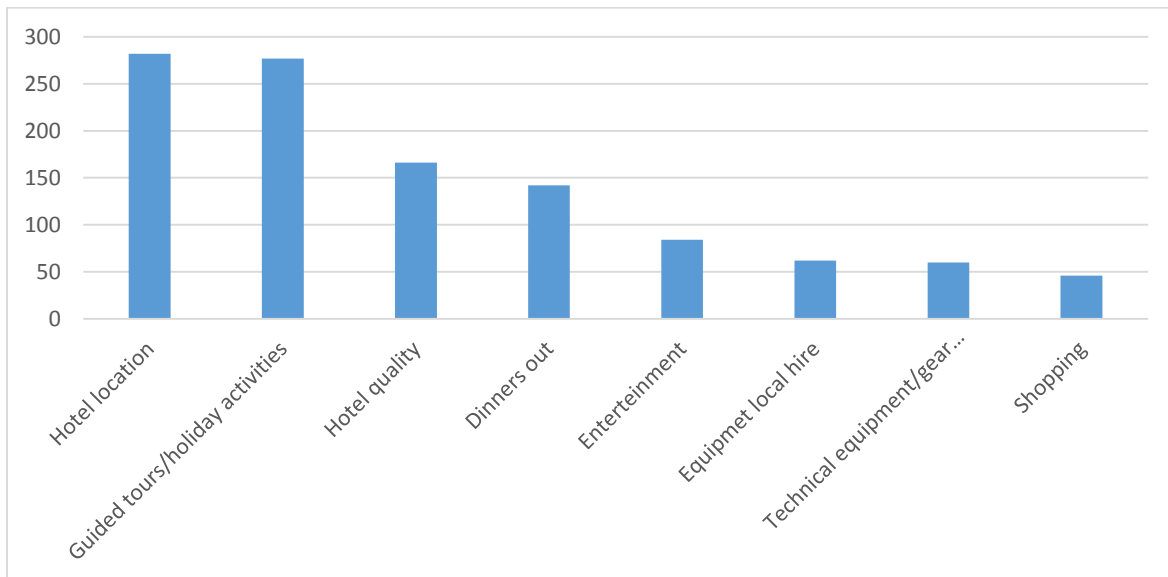
**21) USING A SCALE OF 1 = most unbearable TO 11 = bearable, PLEASE RATE THE ELEMENTS THAT NEGATIVELY AFFECT YOUR TRAVEL EXPERIENCE:**



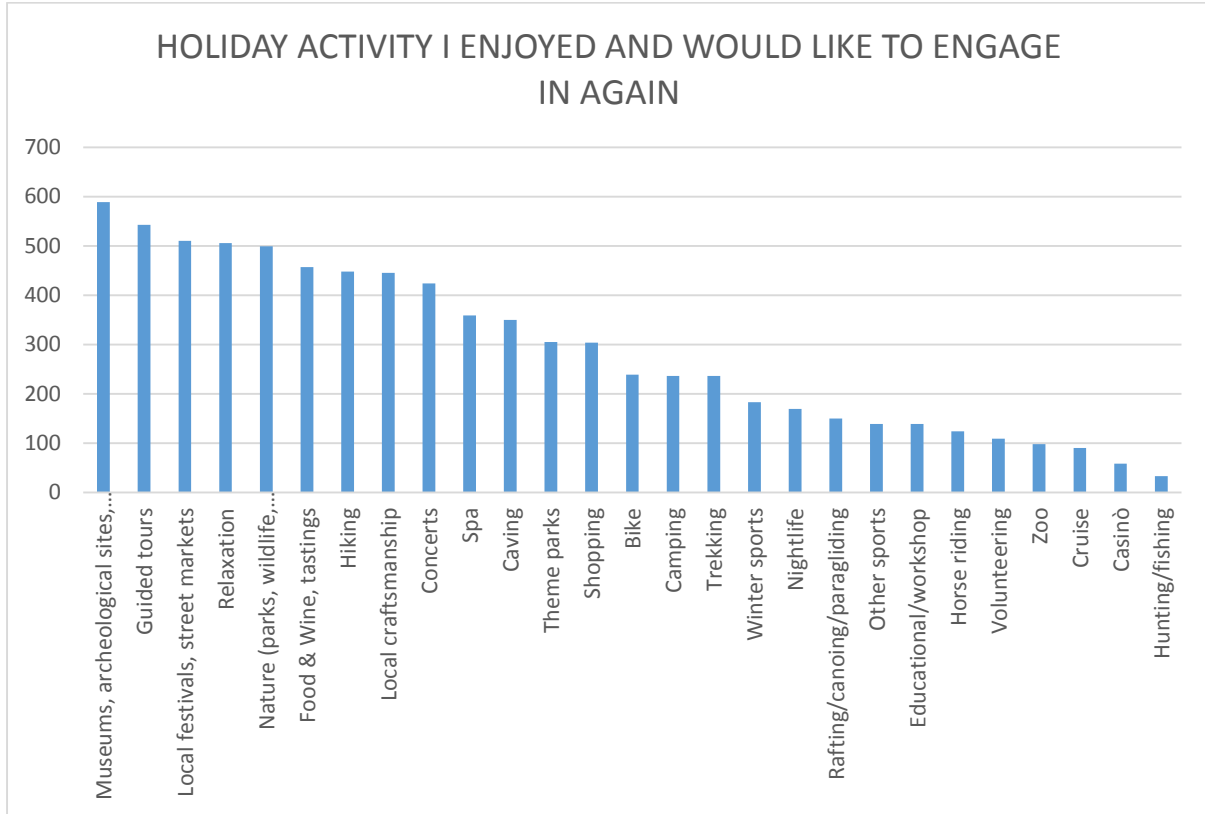




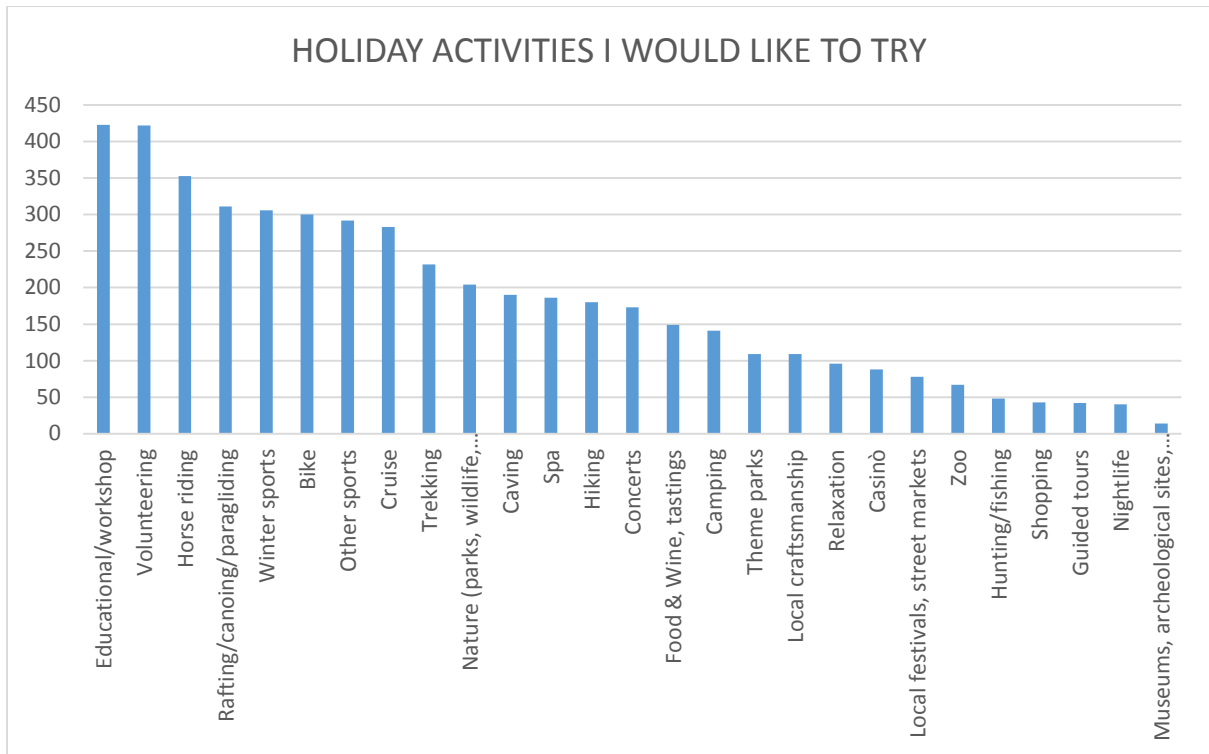
**22) WHICH IS THE BUDGET ITEM YOU PREFER TO ALLOCATE MORE MONEY FOR?**



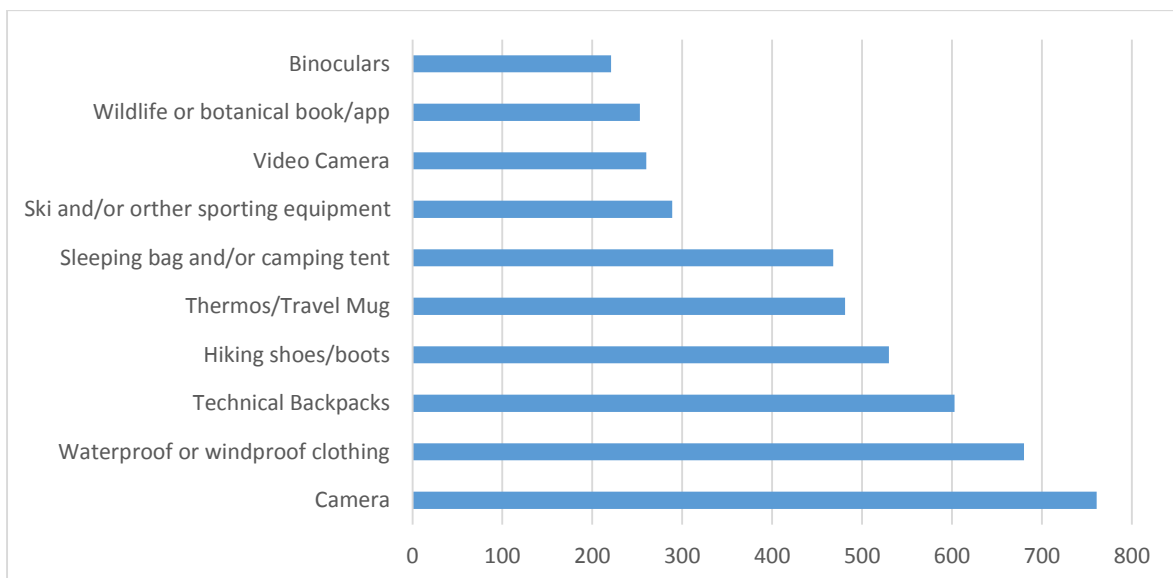
**23) WHICH ARE THE HOLIDAY ACTIVITIES YOU ENJOYED ENOUGH TO BE SURE YOU WILL ENGAGE IN AGAIN IN THE FUTURE?**



**24) WHICH HOLIDAY ACTIVITY YOU HAVEN'T ENGAGED IN YET BUT WOULD LIKE TO?**



**25) AMONG THE FOLLOWING, WHICH ITEM DO YOU ALREADY HAVE?**



## 26) IMAGINE TO HAVE AN UNLIMITED BUDGET: PICK 4 DESTINATIONS YOU WOULD TRAVEL TO:

AMERICA	
USA general	182
USA NY	79
USA other	26
USA C2C	19
USA other cities	12
USA natural parks	11
USA West	10
<b>TOT USA</b>	<b>339</b>

CANADA	91
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AMERICA Gen.	35
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CUBA	37
CARIBEAN	23
DOMINICAN REP.	4
BAHAMAS	4
BERMUDA	1
ANTILLES	1
BARBADOS	1
ARUBA	1
GUADALUPE	1
JAMAICA	1
<b>TOT CARIBEAN</b>	<b>74</b>

COSTA RICA	13
GUATEMALA	3
CENTRAL AMERICA	3
BELIZE	2
NICARAGUA	1
<b>TOT CENT. AMERICA</b>	<b>22</b>

ARGENTINA	75
PERÙ	64
SOUTH AMERICA GEN.	53
MESSICO	50
BRASIL	38
PATAGONIA	34
CHILE	33
GALAPAGOS	19
COLOMBIA	14
BOLIVIA	13
EASTER ISLAND	10
TIERRA DEL FUEGO	6
ECUADOR	5
AMAZON	2
FALKLAND	1
VENEZUELA	1
URUGUAY	1
FRENCH GUINEA	1
<b>TOT SOUTHAMERICA</b>	<b>420</b>

ALASKA	22
<b>TOT. AMERICA</b>	<b>1003</b>

ASIA	
IRAN	23
UAE	19
JORDAN	11
ISRAEL	8
OMAN	8
TURKEY	6
MIDDLE EAST GEN.	3
ARMENIA	3
PAKISTAN	1
AFGHANISTAN	1
<b>TOT. MEDIORIENTE</b>	<b>60</b>

JAPAN	254
INDIA	78
CHINA	67
THAILAND	53
VIETNAM	48
MALDIVES	45
MYAMMAR	32
CAMBODIA	31
PHILIPPINES	21
MONGOLIA	16
BALI	16
NEPAL	15
LAOS	14
ASIA GEN.	13
SEYCHELLES	11
MALAYSIA	10
SOUTHEAST ASIA	8
SRI LANKA	8
TIBET	7
BUTHAN	5
SINGAPORE	4
MAURITIUS	3
SOUTH KOREA	3
CENTRAL ASIA	3
HIMALAYA	2
HONG KONG	1
NORTH KOREA	1
BORNEO	1
BANGLADESH	1
TAIWAN	1
<b>TOT ASIA</b>	<b>772</b>

RUSSIA	54
TRANS-SIBERIAN	9
UZBEKISTAN	4
GEORGIA	2
CAUCASUS	1
<b>TOT ASIA CENTR.</b>	<b>70</b>

<b>TOT. ASIA</b>	<b>902</b>
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EUROPE	
FRANCE	29
GERMANY	10
HOLLAND	10
AUSTRIA	4
BELGIUM	3
SWITZERLAND	2
<b>TOT CONT. EU</b>	<b>58</b>

ITALY	52
SPAIN	34
GREECE	27
PORTUGAL	19
MALTA	1
<b>TOT SOUTH EU</b>	<b>133</b>

CZECH REP.	8
HUNGARY	5
POLAND	4
EAST EUROPE GEN.	3
SERBIA	3
ROMANIA	3
BOSNIA	2
SLOVENIA	2
<b>TOT EAST EU</b>	<b>30</b>

ICELAND	97
GREAT BRITAIN	40
NORWAY	39
NORTH EU GEN.	28
IRELAND	21
SCOTLAND	19
SWEDEN	19
DENMARK	14
SCANDINAVIA	10
FINLAND	7
LAPLAND	6
NORTH CAPE	3
NORTH POLE	4
LOFOTEN	2
ARTIDE	2
BALTIC REP.	2
FAROER	2
<b>TOT EU NORD</b>	<b>315</b>

EUROPEAN TOUR	11
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<b>TOT. EUROPA</b>	<b>547</b>
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