



Spotlight on Italy

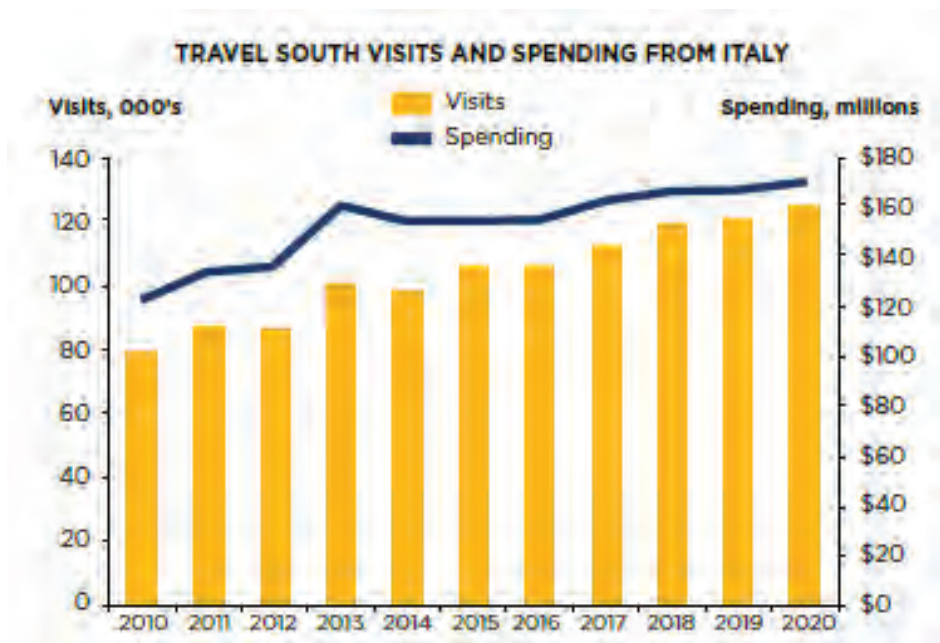
Here are recent trends of the Italian traveler according to the U.S. International Trade Administration:

- Outbound traveler is average aged between 35 and 54
- Seniors represent an emerging and relevant traveler segment profile with high purchase power and able to travel in any period of the year
- They generally prefer organized tours with Italian speaking guides
- Items of importance to Italians: security, quality of accommodation and food, gastronomy
- Italians are increasingly looking for active and cultural trips, while sea and sun is becoming less attractive
- Italians are traditionally last minute bookers

[Interface Tourism Italy](#) is Travel South’s Italian agent based out of Milan. With close to two decades of industry experience, it places our state brands at the center of a global strategy.



Travel South USA will continue to invest in the Italian market focusing on travel trade strategies along with earned, owned and paid media to amplify our efforts in-market, including travel trade workshops/training regional road shows, recruitment of tour operators buyers to International Showcase, social media campaigns, cooperative event marketing with Brand USA and cooperative advertising efforts. Visits to the Travel South USA region 2010 - 2020(f)



- > [More Information on Italy](#)
- > [Overview of Global Partner Program](#)
- > [International Trade Administration’s report on the Italian traveler to the U.S.](#)