

Market insight



Italy

Analysis of tourist profiles, traveler flows, transportation and target groups

March 2019

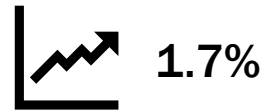


ÍSLANDSSTOFA
PROMOTE ICELAND

Market profile

Economy

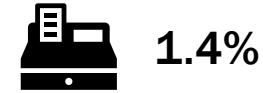
Real GDP Growth



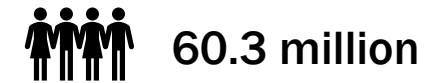
GDP per capita



Consumer price inflation



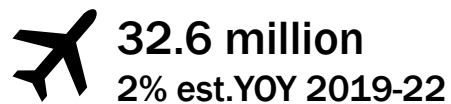
Population



Travel & Tourism

GLOBAL

Total Outbound Trips

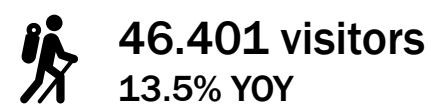


Average spend per trip



ICELAND

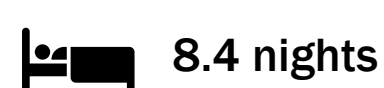
Italian visitors to Iceland 2018



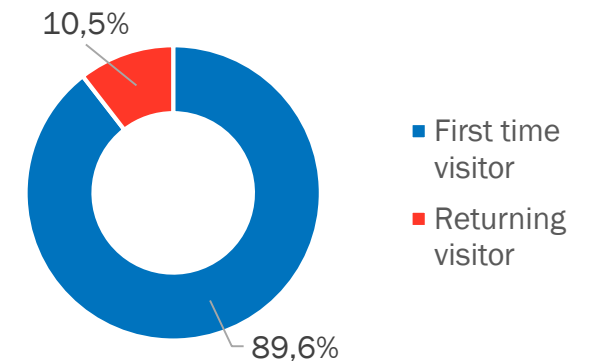
Share of guest nights



Average length of stay



Likelihood of return visit



Seasonality

Italy is the tenth largest visitor market in Iceland. The majority of the Italian visitors come during the month of August. However, in recent years the seasonality has been decreasing even though direct flight connections are only available during the summer time (Milan-Keflavík).

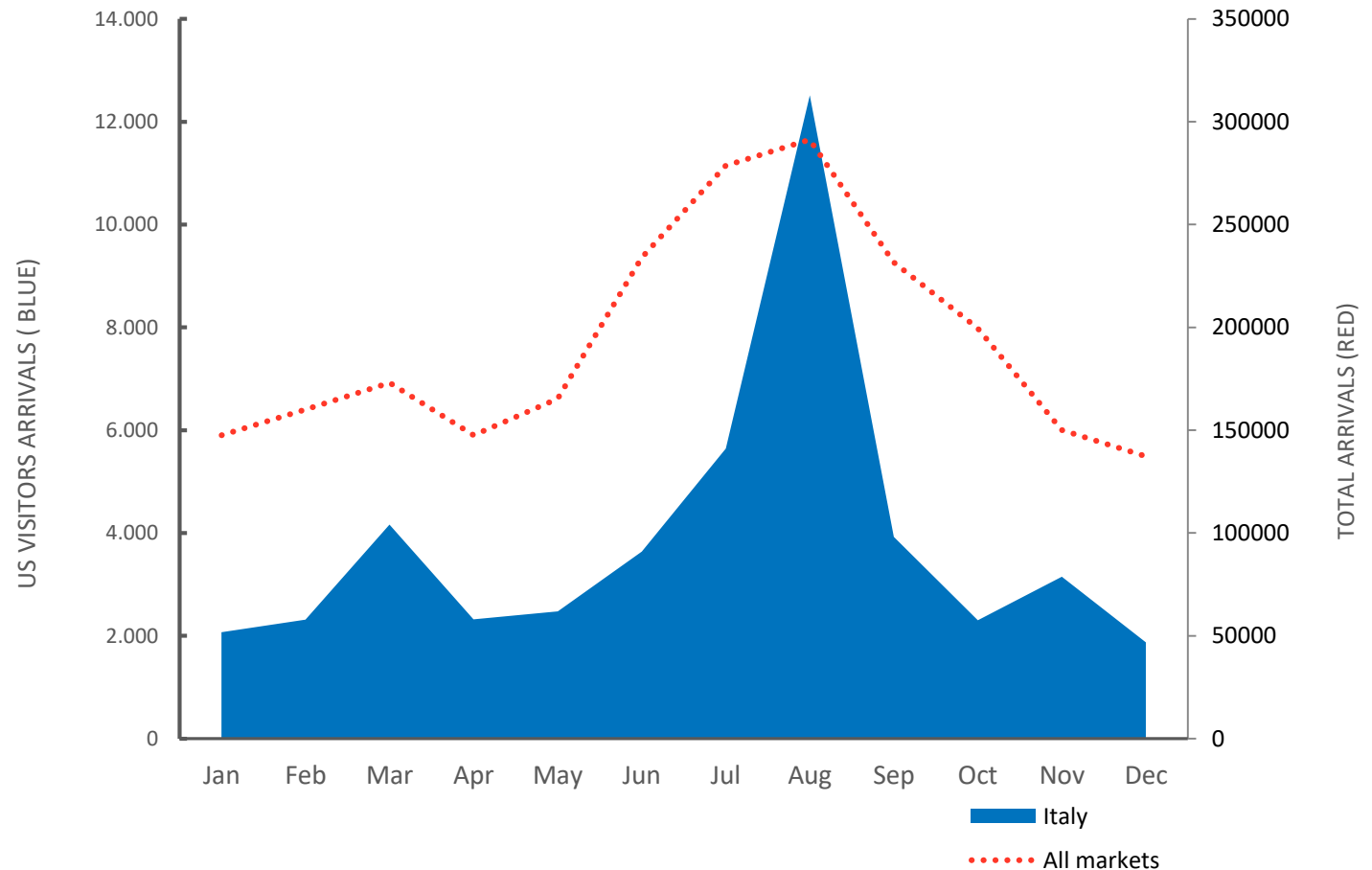
COME DURING

SUMMER: 47%
(JUNE – AUGUST, ALL MARKET AVG 35%)

WINTER: 29%
(JAN – MARCH, NOV – DES
ALL MARKET AVG 33%)

SPRING: 10,3%
(APRIL – MAY, ALL MARKET AVG 14%)

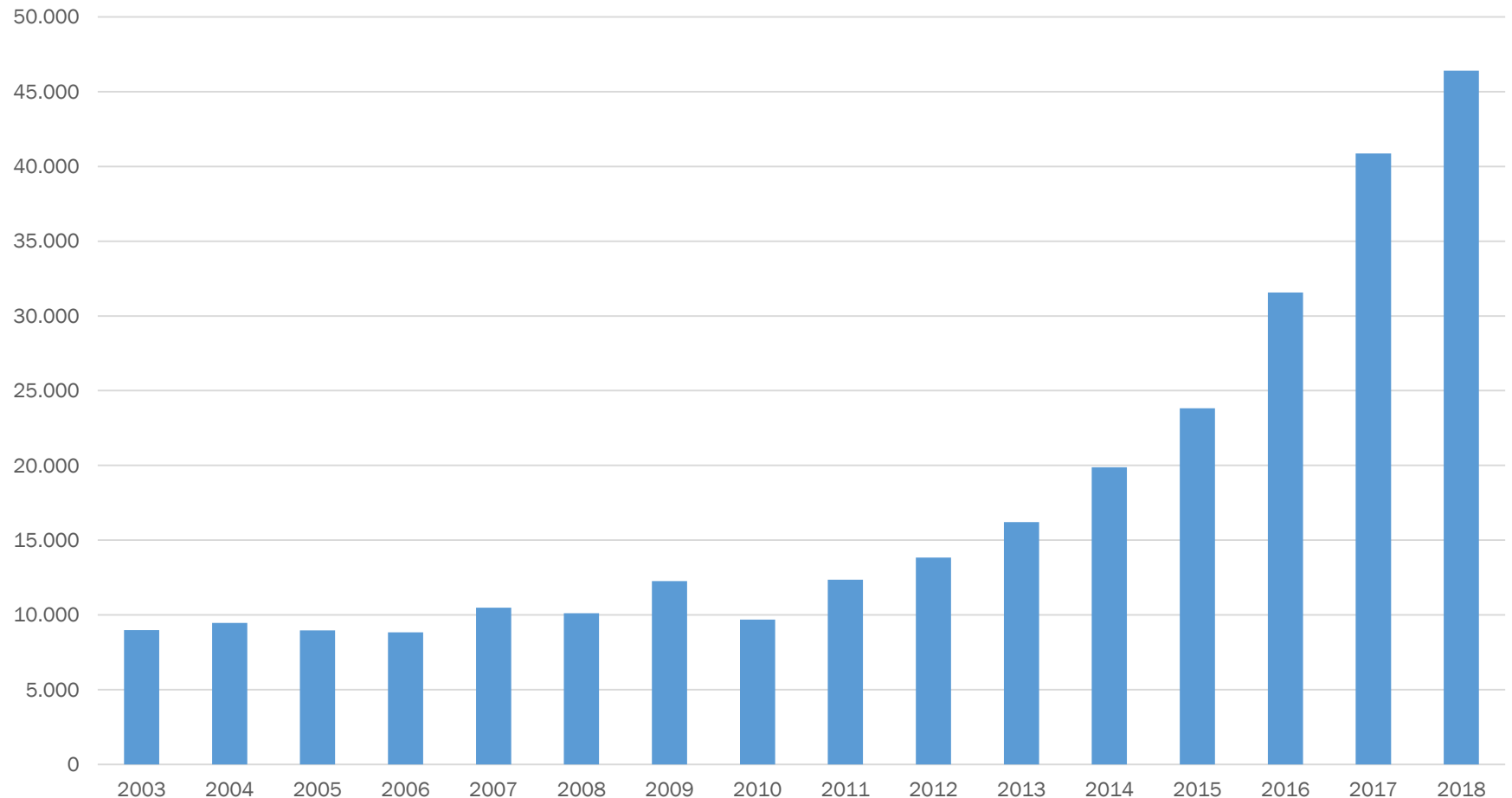
AUTUMN: 13,4%
(SEPT – OCT, ALL MARKET AVG 19%)



Arrivals over time

- There was a substantial increase in visitor arrivals from Italy to Iceland from 2015-2018. This took place inspite of limited direct flight connetions between the two countries.
- The seasonality has been declining since 2015.
- The city of Milan is the only destination with direct flight connections to Iceland, and only during the summer time.
- Icelandair is the only airline with direct flights to Italy. However, Vueling, WOWair and Norwegian operated direct flights to Rome, each for a short period of time.

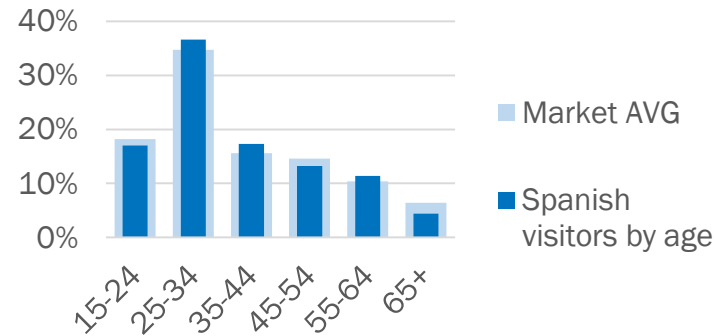
Visitor arrivals from Italy



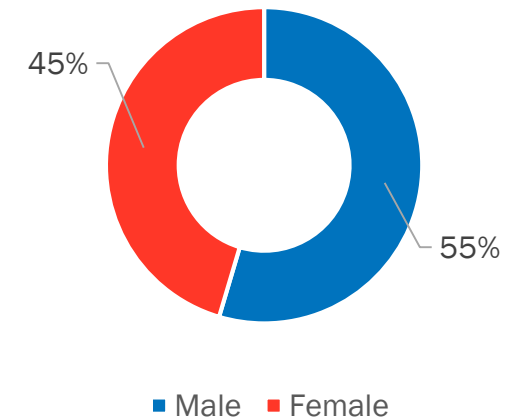
Traveler profile

- The most popular age group for travel in 2018 was those ages between 35-49 venturing on a grand total of 26.1m taking up 27% of all total trips for that year.
- European destinations remain the top international choices for holiday destinations due to cost, accessibility and cultural similarities.
- The solo traveler market is increasing at a CAGR of 3.3% from 2017 to 2022 according to GlobalData forecasts. Thus, solo travelers are more daring in terms of travel through travelling to a wider variety of places and more frequently due to fewer burdens.
- Important to consider for DMOs, tourism boards and organizations: For possible future growth to attract the Italian traveler, an implementation of more high quality organizations relating to the culinary arts may be crucial.

Italian visitors by age



Italian visitors by gender



MARKET SNAPSHOT PREPARED BY PROMOTE ICELAND

FEBRUARY 2019

Promote Iceland aims to enhance Iceland's good image and reputation, to support the competitive standing of Icelandic industries in foreign markets, to attract foreign tourists and investments to the country, and assist in the promotion of Icelandic culture abroad.

www.promoteiceland.is