

## Italy

### **Market Summary**

*The European debt crisis and the state of the Italian economy have not yet impacted consumer sentiment for Australian travel. The strong growth registered in January 2010, mainly driven by leisure travelers, provided a lift in total arrivals for the first three months of the year when Italians typically travel less and the honeymoon market is particularly quiet. After the volcanic ash disruption in April and the consequent drop in the arrival; the market recovered strongly in May, coinciding with the start of the honeymoon travel season. Total Italian arrivals for the first six months of 2010 has increased by 5 per cent compared to the same period last year. The youth segment has been on the rise since February with increases registered in education arrivals and Working Holiday Visa grants figures.*

### **1. Market News**

- At the end of May the Italian cabinet approved a range of austerity measures that are intended to achieve a net fiscal adjustment of €24.9bn in 2011-13. The package avoids raising national tax rates and relies heavily on cuts in public expenditure and efforts to reduce tax evasion.  
Source: *Economist Intelligence Unit, June 15, 2010*
- Silvio Berlusconi, Prime Minister of Italy, will lend his voice to a tourism TV advertisement to suggest Italian holidaymakers spend their money in Italy this year, especially in lesser-known places in Southern Italy.  
Source: [www.eturbonews.com](http://www.eturbonews.com) June 14 2010
- The Italian unemployment rate has peaked at its highest level in 14 years, according to the national statistics bureau. ISTAT has disclosed provisional data which showed that unemployment affected 8.5 per cent of the working population as at June 2010, which is equivalent to over two million people, a situation not witnessed since 1995.  
Source: [http://en.istat.it/salastampa/comunicati/in\\_calendario/occprov/20100730\\_00/](http://en.istat.it/salastampa/comunicati/in_calendario/occprov/20100730_00/), July 30, 2010

### **2. Consumer Insights**

- Italians are buying fewer cars, scooters and motorcycles but travel and holiday purchases recorded a slight rise on last year, according to a report from

Findomestic

Banca.

Source: ANSA, May 25, 2010

- Italy's consumer confidence index dropped to 105.4 in May 2010 from 107.9 in April, the Italian economic research institute ISAE said. Italian consumers were pessimistic about short-term prospects for the economy.  
Source: ADP News, May 25, 2010
- Italians use 82 percent of the 32.5 days of the vacation time they are allotted, according to a survey carried out by Harris Interactive. Source: Reuters, June 24, 2010
- Over 400,000 Italians have benefited from the government subsidies launched two months ago for the purchase of high-speed internet subscriptions. The total amount dispensed reached €20 million, according to the Ministry of Public Administration and Innovation. The incentives were aimed at citizens aged 18-30 years. Source: Telecom Paper Europe, June 18, 2010

For the latest in visitor arrivals, please visit 'Research & Statistics' at [www.tourism.australia.com](http://www.tourism.australia.com)

### 3. Trade Update

- Cormorano Viaggi reinforced the Australia presence in the long haul product by launching a new dedicated brochure called "Mondo d'autore Australia".  
Source: TTG Italia, June 26, 2010
- As at June 2010, there were 1,041 Aussie Specialist agents, of which 59 per cent were fully qualified.

### 4. Airline News

- Qatar Airways will add six new European and Asian routes to its services from October. New routes added by the Doha-based airline include flights to Nice via Milan three times per week from 24 November 2010. The additional services offer Italian passengers greater accessibility to Qatar's connecting flights to Australia.  
Source: [www.travelmole.com](http://www.travelmole.com) June 21, 2010
- Alitalia customers will be able to fly directly from Italy to Abu Dhabi and will have greater and easier access to Etihad's expanding network of more than 55 destinations following an agreement between the two airlines. The services offer Italian passenger's greater accessibility to Etihad's connecting flights to Australia.  
Source: [www.asiatraveltips.com](http://www.asiatraveltips.com), June 30, 2010

### 5. Competitor News

- According to recent figures released by the Moroccan Department of Tourism, tourist arrivals rose 11 per cent year-on-year in the first four months of 2010, to 2.39 million. Italians accounted for the second largest proportion of foreign visitors after the French. The Moroccan government is expected to continue to support the tourism sector, as the country moves toward its target of 10 million visitors by the end of the year.  
Source: *IHS Global Insight Daily Analysis, June 8, 2010*
- The Malaysian Tourism Ministry says it will work with Malaysia Airlines and other airlines in a bid to increase the number of Italian tourists.  
Source: *Euclid Infotech - Procurement News, June 10 2010*
- NYC & Company - New York City's official marketing, tourism and partnership organisation, has launched a multi-faceted marketing campaign targeting international markets including Italy and the UK.  
Source: [www.travelmole.com](http://www.travelmole.com), June 25, 2010

## 6. Key Campaigns and Activities in Market

Current Campaigns and Activities (April – June 2010)				
START DATE	END DATE	PROJECT/EVENT	TARGET AUDIENCE	PARTNERS
April 2010	April 2010	<i>Training Roadshow:</i> Tourism Australia and Destination Australia Partnership (DAP) partners organised an Australia roadshow in Northern Italy (Milan and Verona); 150 agents were trained.	Italian travel trade	DAP
15 April	4 May 2010	<i>International Media Hosting Programme visit:</i> <ul style="list-style-type: none"> <li>Press trip for TV crew Alle Falde del Kilimangiaro to Tasmania, New South Wales and Queensland to cover nature stories.</li> </ul>	Italian Couples and Honeymooners	None
21 April 2010	22 April 2010	<i>Youth Promotion:</i> Tourism Australia attended the Campus Orienta fair in Florence to promote Australian holidays and the Working Holiday Visa to the youth segment.	Italian First Time Experience Seekers, aged 18-30	CTS
2 May 2010	16 May 2010	<i>Corroboree 2010:</i> Training event for 298 Aussie Specialist travel agents from across Europe and South Africa. Workshops with Australian industry were held on 5 <sup>th</sup> – 8 <sup>th</sup> May in Melbourne followed by famils throughout Australia (22 itineraries in total).18 Italian agents attended.	Aussie Specialist travel agents throughout Europe	Qantas, Tourism Victoria, State & Territory Tourism Organisations, Australian tourism industry.
May 2010	June 2010	<i>Two Week Walkabout:</i> Tourism Australia launched a Two Week Walkabout themed campaign. The campaign invited consumers to visit a dedicated section on australia.com where tour operators' deals were featured. Activities also included: <ul style="list-style-type: none"> <li>Advertising page in women's magazine A,</li> <li>Advertising page in travel publication DOVE,</li> <li>Advertising page in daily magazine Corriere della Sera,</li> <li>Online feature on Corriere.it.</li> </ul>	Italian First Time Experience Seekers	RCS

June 2010	June 2010	<i>Honeymoon promotion:</i> Tourism Australia's media partnership with the honeymoon magazine WHITE continued with the publication of a six page honeymoon Australian advertorial in the June edition of WHITE magazine, with coastal experiences as the theme	Italian Couples and Honeymooners	WHITE
June 2010	June 2010	<i>Facebook promotion:</i> Online contest and Facebook promotion in partnership with youth tour operator CTS.	Italian First Time Experience Seekers, aged 18-30	CTS
June 2010	June 2010	<i>Radio Montecarlo and Radio 105 promotion:</i> Tourism Australia in partnership with Radio Montecarlo and Radio 105 rolled out an online promotion driving traffic to Australia.com with different messages relevant for the youth audience on radio 105 and honeymooners on Radio Montecarlo. Activities included: <ul style="list-style-type: none"> <li>• Online photo and video gallery,</li> <li>• Online banners,</li> <li>• Campaign pages on Australia.com.</li> </ul>	Italian First Time Experience Seekers, aged 18-30 as well as Italian Couples and Honeymooners	Radio Montecarlo and Radio 105
June 2010	June 2010	<i>The OZcars 2010:</i> Tourism Australia's Italian industry awards, held in Milan with 30 journalists and over 50 trade partners in attendance.	Trade	None

#### Upcoming Campaigns and Activities (July – September 2010)

START DATE	END DATE	PROJECT/EVENT	TARGET AUDIENCE	PARTNERS
July	September	<i>International Media Hosting Program:</i> Tourism Australia continues to pitch stories to media, arranging visits to Australia for print/online/broadcast channels in return for destination coverage. In the July-September period the following visits will be delivered: <ul style="list-style-type: none"> <li>• VIP DJ of radio 105 visiting New South Wales and Queensland focusing on youth experiences,</li> <li>• High quality Repubblica newspaper will travel to the Northern Territory and South Australia to write about outback and romantic experiences.</li> </ul>	Italian First Time Experience Seekers, aged 18-30 as well as Italian Couples and Honeymooners	Qantas, Qantas Airways, Tourism Northern Territory, South Australian Tourism Commission, Tourism Queensland, Tourism New South Wales