



# Italy

---

**Traveler gender:**

51% female, 49% male

**Average traveler age:**

40-60 years old

**Average annual income:**

\$60,000

**Average party size:** Families of 4, couples, small groups

**Average length of stay:** 15 days

**Average daily spend:** \$150

**Average annual paid time off:** 26 days

**Travel preference:** Fly-drive, small groups

**Seeking:** Native & Western, outdoors, food/drink

**Quirks of Italian travelers:**

Italians are curious and sentimental. The typical Italian traveler is laid back and a bit of a romantic. Vacation and travel are top of mind for Italians, whatever it takes. There is enthusiasm for the outside world, but the GAW would be a third or fourth trip to America.

Italians love to dine late in the evening (as of 8 p.m.) and take full advantage of daylight to enjoy discovery and maximize vacation time, especially in the summer. They are extremely critical about Italian food in America since it is so different from the authentic food at home, and would rather experiment with true American food, and possibly avoid cold pasta mixed in the same plate with other food. They are definitely not passionate about American coffee.

Italians love dancing and are big followers of line dancing, if and when available. American movies have been always a major driver to visit the USA. The "Yellowstone" TV series has recorded around 1 million Italian viewers each episode, inspiring many Italians to future travels.

**Perception of the GAW:**

Italians see the Great American West as a land of nature and abundant wilderness, open spaces and stunning landscapes. They expect authentic Native American and Western heritage galore!

The lure of freedom, an unbridled vacation, room to explore, a wide choice of activities and profusion of wildlife draw Italians to the region. They see the GAW as an outspoken America, not fanciful and yet still able to amaze everyone.