



# EXPANDING OUTREACH IN EUROPE

EXPANDING  
OUTREACH  
IN EUROPE

OVERSEAS  
VISITORS TO  
NATIVE  
AMERICA

UK

ITALY

#AIANTAFAM

The 19th Annual American Indian Tourism Conference  
11-14 September, 2017 - Greenbay, Wisconsin

# EXPANDING OUTREACH IN EUROPE

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# Today's Discussion:

- UK and Italy basic information that impacts your strategy to attract Italian and British tourists
- Sources of information that you use (for free!) to understand the market and vet potential partners
- Breakdown of UK and Italy outbound trends
- Promoting Native America in the UK & Italy



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## Overseas Visitors to Native America

Out of 40 million overseas  
visitors,  
**2 million (5%)** visit Native  
American Communities.

From  
the UK

From  
Italy

Italians and  
British on  
holiday



## From the UK

### To American Indian Communities

181,000 British tourists visited  
Native American sites in 2015

+15% over 2014

4% of all UK Visitors



## From Italy

### To American Indian Communities

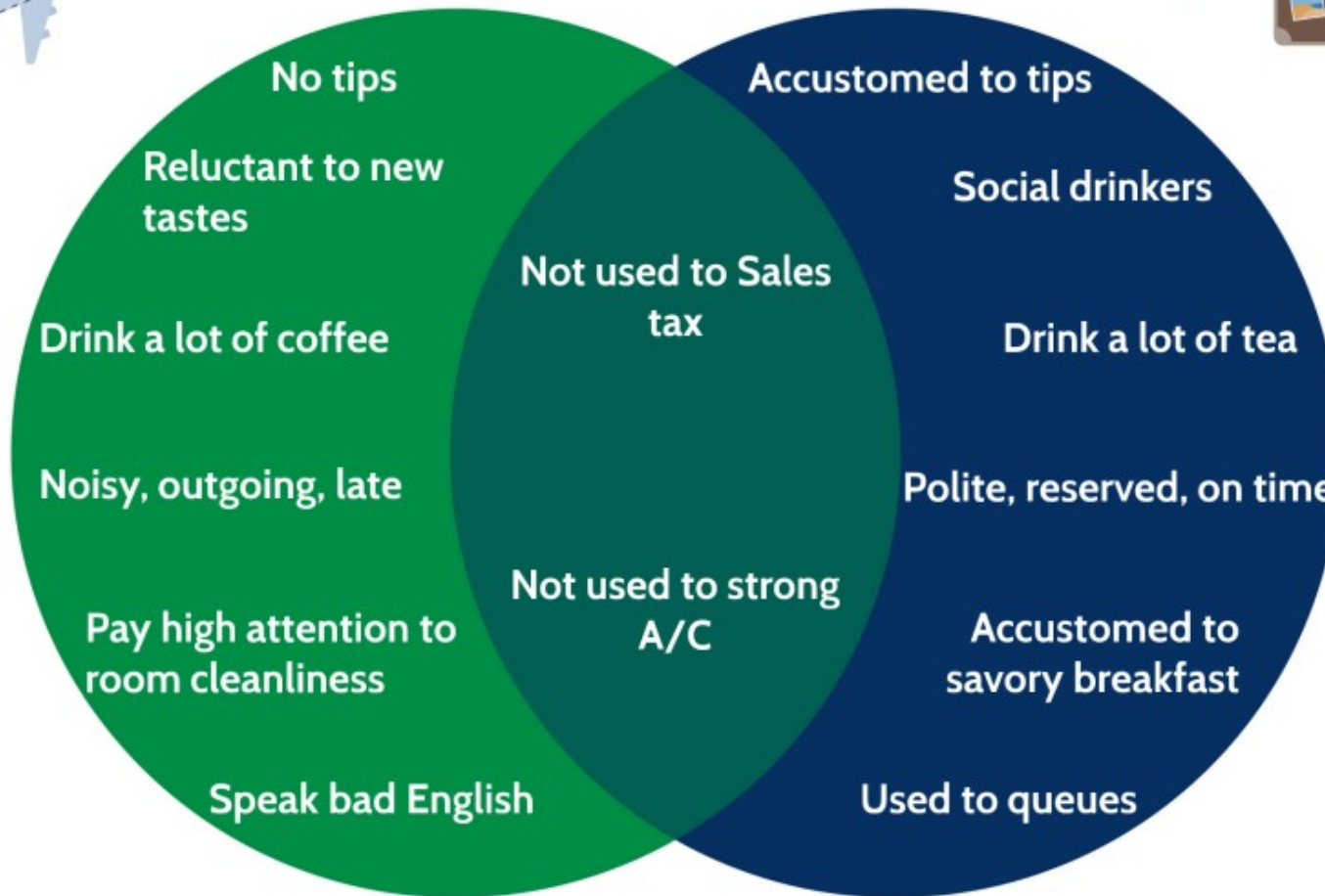
81,000 Italian tourists visited  
Native American sites in 2015;

+79% over 2014

7.8% of all Italian visitors



# Italians and British on holiday







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# The United Kingdom



COUNTRY  
OVERVIEW

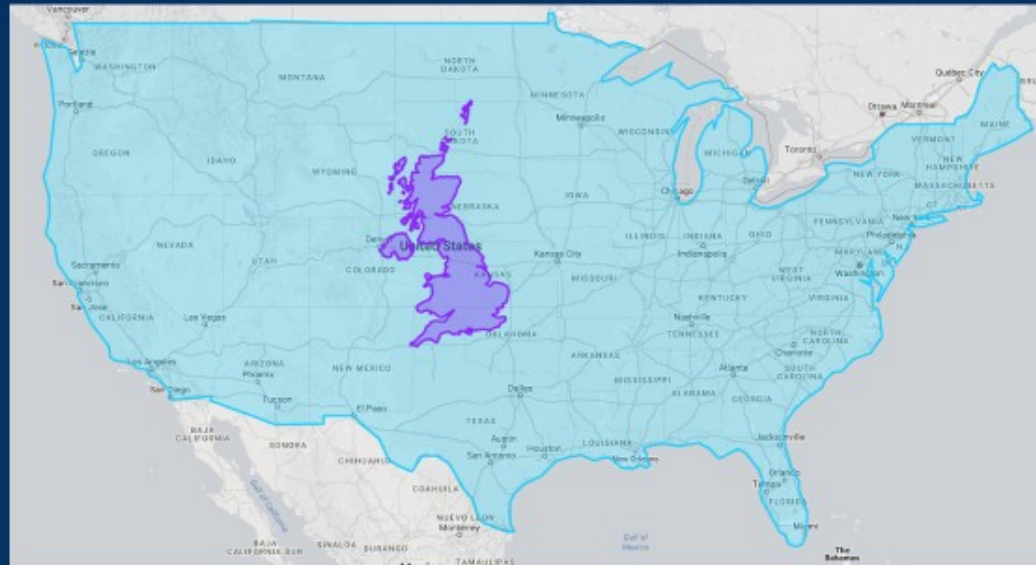
Sources of  
UK Market  
Information

Travel  
Trends

TRADE  
SHOWS

# COUNTRY OVERVIEW

- **Population:** 65.6 million (approximately the same population of California and Texas combined)
- **Geographic area:** twice the size of Pennsylvania and slightly smaller than Oregon



## Sources of UK Market Information





# Travel Trends

Top 5 destinations in 2016:

- Spain
- France
- Italy
- Ireland
- **USA**

No change from 2015.  
In 2014, the **USA** ranked 3rd  
after Spain and France

Source: UK Office for National Statistics, 2016

# TRADE SHOWS



**world  
travel  
market**<sup>®</sup>

6 - 8 Nov 2017

London



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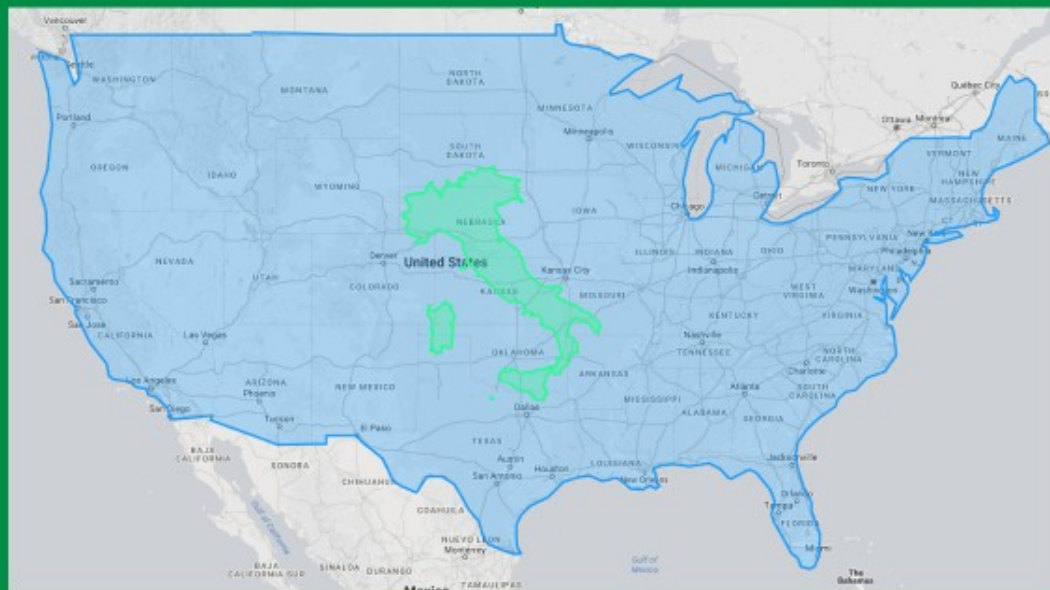
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# COUNTRY OVERVIEW

- **Population:** 60.6 million (approximately the population of California and Florida combined)
- **Geographic area:** If Italy were a US state, it would lie between New Mexico and Arizona to be the 5th largest state by area.



## Sources of Italy Market Information





# Market Trends

## Top 2015 EU destinations:

- Spain
- France
- Croatia
- Germany

## Top 2015 Extra-UE destinations:

- Morocco
- **USA**

Source: Istat, 2016

# Trade Shows

MILANO **Bit**

YOUR TRAVEL  
EXHIBITION.

11 • 13 FEBBRAIO FEBRUARY 2018  
FIERAMILANOCITY • MICO

SHOW  
CASE  
US★TALY





# SHOWCASE USA - ITALY

Venice, Italy - March 3-6, 2018

The 21st edition of Showcase USA-Italy, the annual B2B matchmaking event organized by the U.S. Commercial Service in Milan and the Visit USA Association Italy



SHOW  
CASE  
US. ITALY





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# #AIANTAFAM

The AIANTA FAM (**Familiarization**) tour helped **educate international travelers** about Indian Country, and will help bring more visitors from **high-spending markets** directly to Native American businesses



**AIANTA**  
American Indian Alaska Native  
Tourism Association





**Thanks for your attention!**  
**Please download additional**  
**resources:**

<http://itaoioeur.adobeconnect.com/aianta/>

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