

The Great Britain – Italy Passenger Report 2009

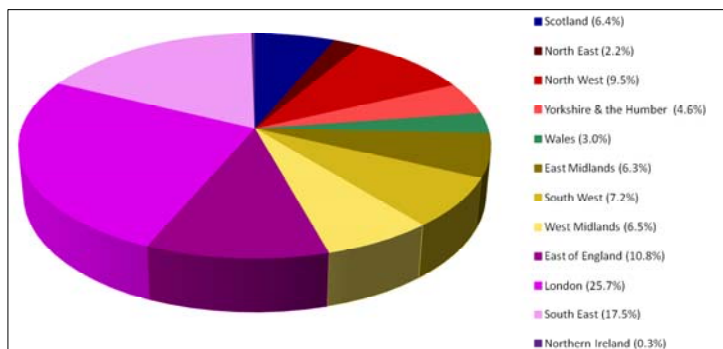
Operators, Infrastructure & Passenger Profiles



The Great Britain-Italy Passenger Report 2009 is the first edition of a report by MDS Transmodal that provides market intelligence for transport service providers, infrastructure operators, analysts, tour operators and travel and tourism authorities on the passenger transport market between Great Britain and Italy.

The report provides a description of the development of the market in 2009, with a market projection to the end of 2009 and an econometric forecast for 2010. For 2008 the report provides market shares for air and surface transport for the whole market; it further splits the aviation market into the traditional, low cost and charter aviation market segments. The report provides a detailed statistical profile of:

- Visitors to Italy from Great Britain and vice versa in 2008;
- The major airlines operating between Great Britain and Italy and their passengers in 2008;
- The top 10 British and top 10 Italian airports and their passengers in the GB-Italy market in 2008.



British residents visiting Italy, region of residency, 2008
Source: MDS Transmodal estimates, based on IPS

The statistics that are included in this report mainly combine data from the International Passenger Survey (IPS) and the UK Civil Aviation Authority (CAA) to provide a unique source of market intelligence for the Great Britain-Italy passenger market.

The Report Contents

Chapter 1 The market 2003-08 describes the development of the market in the period 2003-08, with market shares for air and surface transport in the Great Britain-Italy passenger market and market shares for the traditional, low cost and charter airlines for the same period.

Chapter 2 Passenger profiles: British visitors to Italy provides a statistical description of visitors to Italy from Great Britain, describing visitor numbers, purpose of travel, duration of stay, British region of residence, average airfare and average expenditure in Italy. Comparisons are made between British resident visitors to Italy and those to France and Spain, the other main European holiday destinations for British residents.

Chapter 3 Passenger profiles: Italian visitors to Britain provides a statistical description of visitors from Italy to Great Britain, describing visitor numbers, purpose of travel, duration of stay, Italian region of residence, average airfare and expenditure in Great Britain.

Chapter 4 The airlines provides a statistical description of the airlines operating between Great Britain and Italy in 2008, showing their traffic volumes in this market and their market share, traffic volumes by route and the average fares they charged. For the four most important airlines in the market in 2008 in terms of passengers carried - Alitalia, British Airways, easyJet and Ryanair - a profile of their passengers is provided.

Chapter 5 The Italian airports provides a statistical description of the top ten Italian airports in the Great Britain-Italy market in terms of traffic volumes, providing market shares, average fares paid by passengers and average expenditure by British resident visitors to Italy. **Appendix 1** provides a detailed profile of the passengers passing through the following airports: Bergamo, Milan Linate, Milan Malpensa, Naples, Pisa, Rome Fiumicino, Rome Ciampino, Treviso, Turin and Venice.



Italian airports with scheduled air services to Great Britain in 2008

Source: MDS Transmodal estimates, based on IPS

Chapter 6 The British airports provides a statistical description of the top ten British airports in the Great Britain-Italy market in terms of traffic volumes, describing market shares, average fares paid by passengers and average expenditure by Italian resident visitors to Britain. **Appendix 2** provides a detailed profile of the passengers passing through the following airports: Birmingham, Bristol, London Gatwick, London Luton, London Heathrow, London Stansted, Liverpool, Manchester, Nottingham East Midlands and Glasgow Prestwick.

Chapter 7 The Prospects for 2009-10 provides analysis of market developments in 2009, using data up to the end of September 2009, and concludes with a full-year market projection for 2009 and an econometric forecast for the size of the market in 2010.

How to order the report

The 68-page report, with 71 data tables, 60 colour figures and two maps, is available in electronic format (PDF) in English and Italian. It can be ordered via the MDS Transmodal website at a cost of £250 including VAT.

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