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Americans have gone missing (American tourist slump hits Italy)

International destinations who depend on income from the United States are now feeling the impacts of the economy as much as our own citizens. Tourism has been vastly affected by the damaged economy, as we have all experience on a local level but it has now developed into a global issue. North America has had the greatest drop, twelve percent, in international travel within this past year and one location who has been highly impacted has been Italy. Since 2006, over two million Americans visited Italy however in recent economic times this number has dropped to 1.75 million and continues to decrease. Italians say that they know Americans don't have the money and that as a country they can in fact feel this impact. Tourist in this area are now taking low-cost tours or coming from other areas such as Eastern Europe. So what does America's poor economy mean for Italy's economy?

Tourism causes a domino effect. When global tourist no longer travel it means that there will also be a magnificent loss in admission to attractions, museums and other tourist hot spots. Current signs show that many may close with a loss in revenue and blame the exchange rate for the most part. Since the economy is hurting so much the worth of the American dollar has decrease which then reflects on the economies of Europe as well. Being that the dollar is considerably weak, in comparison to the past, it then forces destinations to assess their products and services so that they learn new ways to satisfy the Americans, if or when they have the opportunity to travel abroad. We are seeking value for our money, especially right now.

Being a part of this industry, we know what struggles that we are facing as a country; however did we ever stop to think more on a global level? Tourism is a worldwide industry which is why our economy has caused worldwide problems within this sector. By uplifting our economy, we will then be able to pull away from our title of 'tight-fisted tourist' and begin to pour back into destinations all around the globe.