



IRPET

Istituto Regionale
Programmazione
Economica
della Toscana

The value of AACUPI Study Programs in Italy

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John Cabot University | 7th November, 2024

Introduction

The aim of this study is twofold:

- a) Through the **submission of a questionnaire**, it is possible to analyze the sociological/economic responses of students to their stay in Italy.
- b) This study is also intended to provide an **assessment of the economic exposure** of national/regional economic systems to both AACUPI local units as producers of education services and the students/visitors expenditure.

The period covered by this study includes the Spring, Summer and Fall terms **2023**.



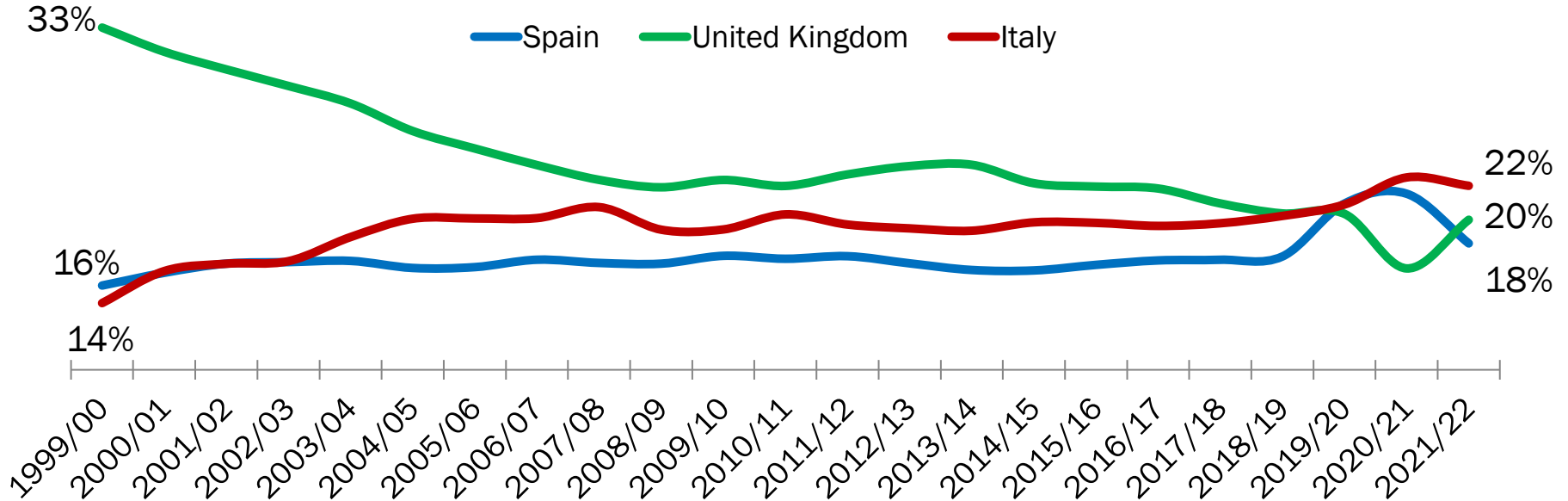
North american students abroad:
a quick review of the most recent
evolution over time and across countries

General trends

- ✓ In the pre pandemic period, every year almost **350.000** American students used to go abroad for a study period.
- ✓ In more recent years, the number has decreased and still appears to be well below **200.000** (-44%).
- ✓ Europe is the main destination, accounting for **over 60%** of total study abroad US students
- ✓ Historically, the European countries attracting more students are **UK, Italy** and **Spain**; however, their **relative importance has changed over time.**

Trends in Europe

Percentage of incoming US students by European destination



Source: Institute of International Education. (2023). "Destinations of U.S. Study Abroad Students, 1999/00 - 2021/22" Open Doors Report on International Educational Exchange. Retrieved from <https://opendoorsdata.org/>.

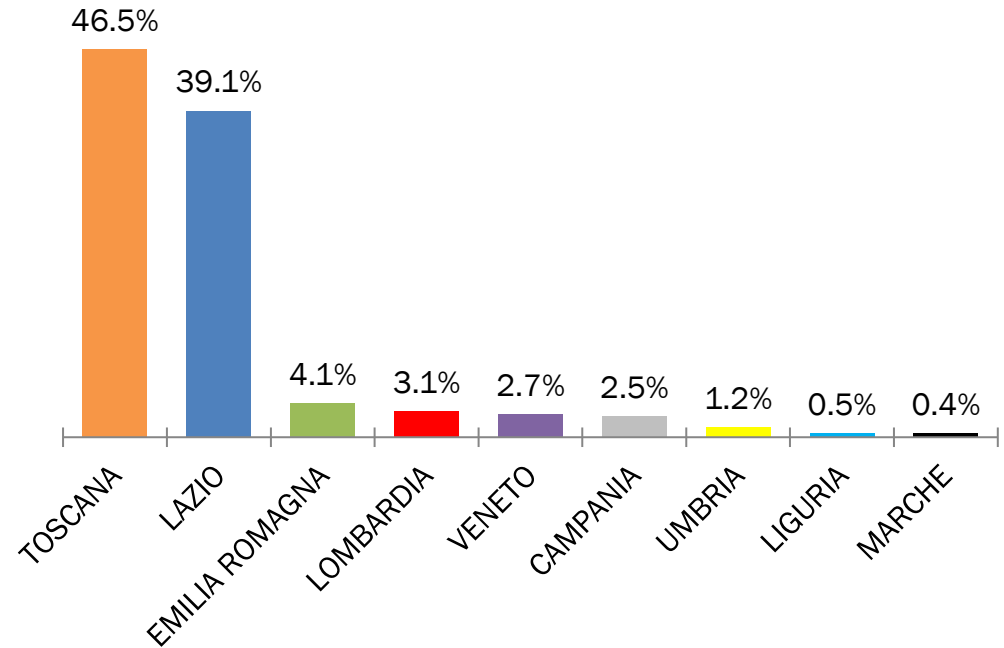
Trends in Italy

- ✓ US students in Italy reached **a maximum of almost 40.000** before Covid, and were in 2022 **around 30.000**
- ✓ Together they count as much as a **medium-sized Italian University**, such as Roma Tre, Politecnico di Torino, Parma and Salerno

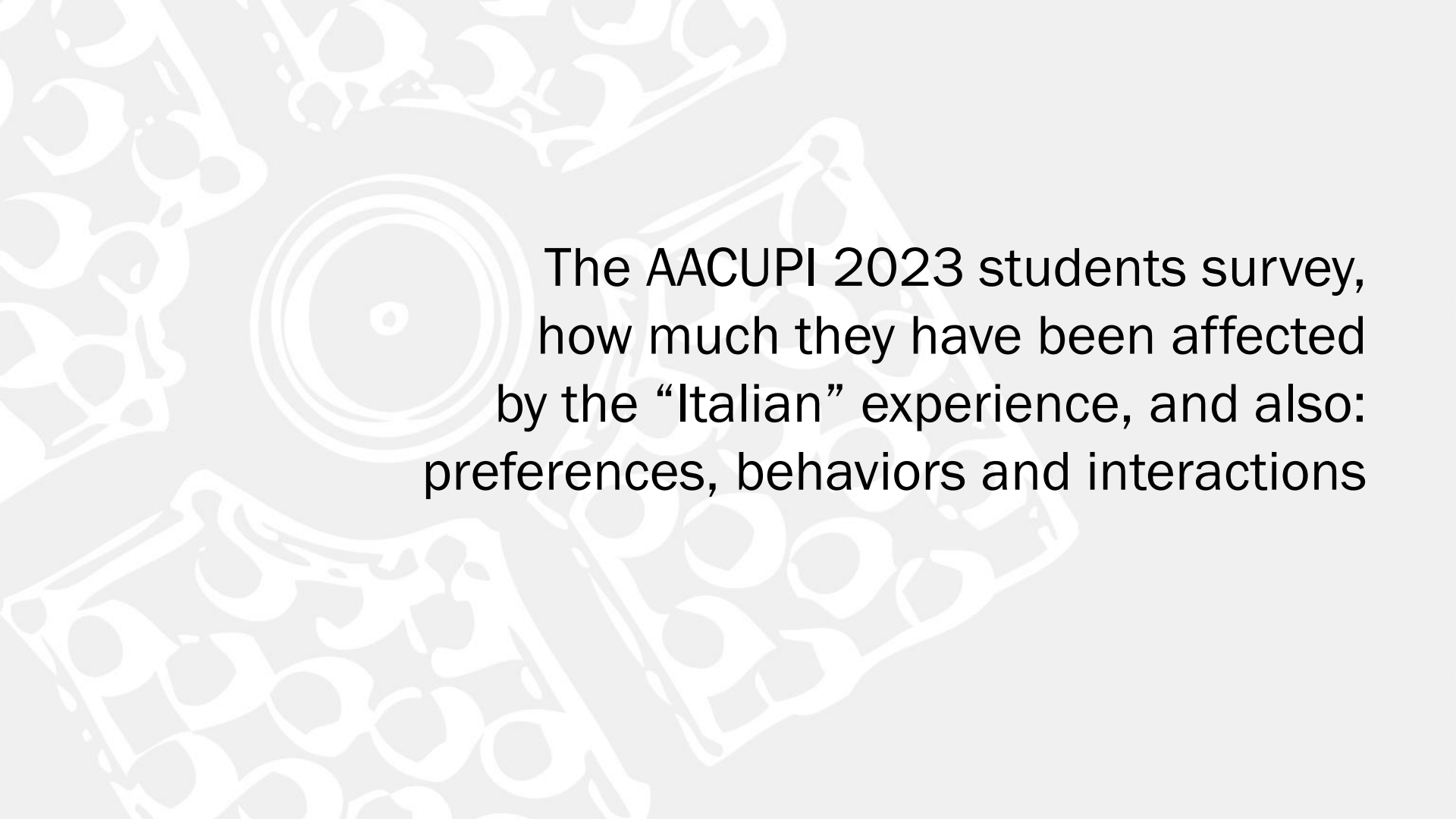
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Distribution of incoming AACUPI students by region



Source: AACUPI

The background features a stylized, light gray graphic of a camera lens on the left and a film strip on the right, set against a white background. The lens is depicted with concentric circles and a central dot, while the film strip is shown as a series of rectangular frames with rounded corners.

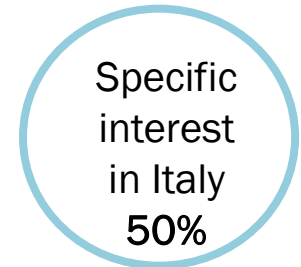
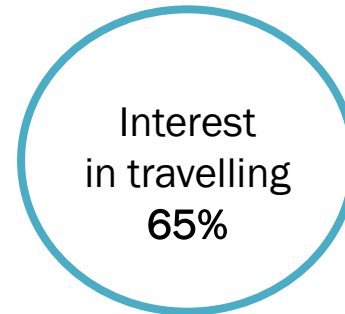
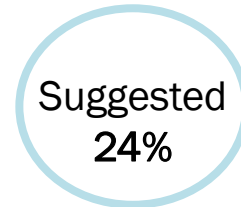
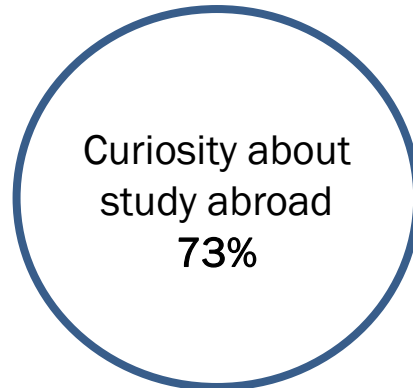
The AACUPI 2023 students survey,
how much they have been affected
by the “Italian” experience, and also:
preferences, behaviors and interactions

The AACUPI US students in a nutshell

- ✓ The **typical profile** of an AACUPI student is a **female**, **aged 20** attending an **undergraduate** course and who has **rarely** been **abroad**.

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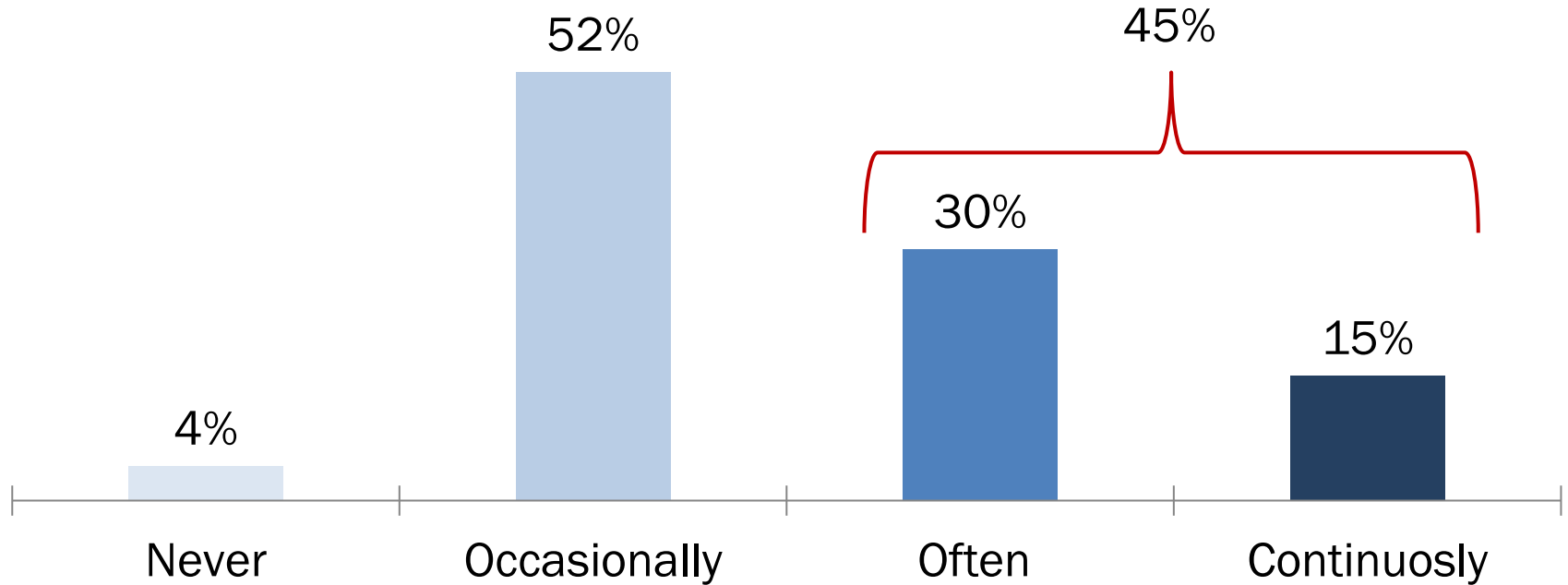


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Interactions with Italians

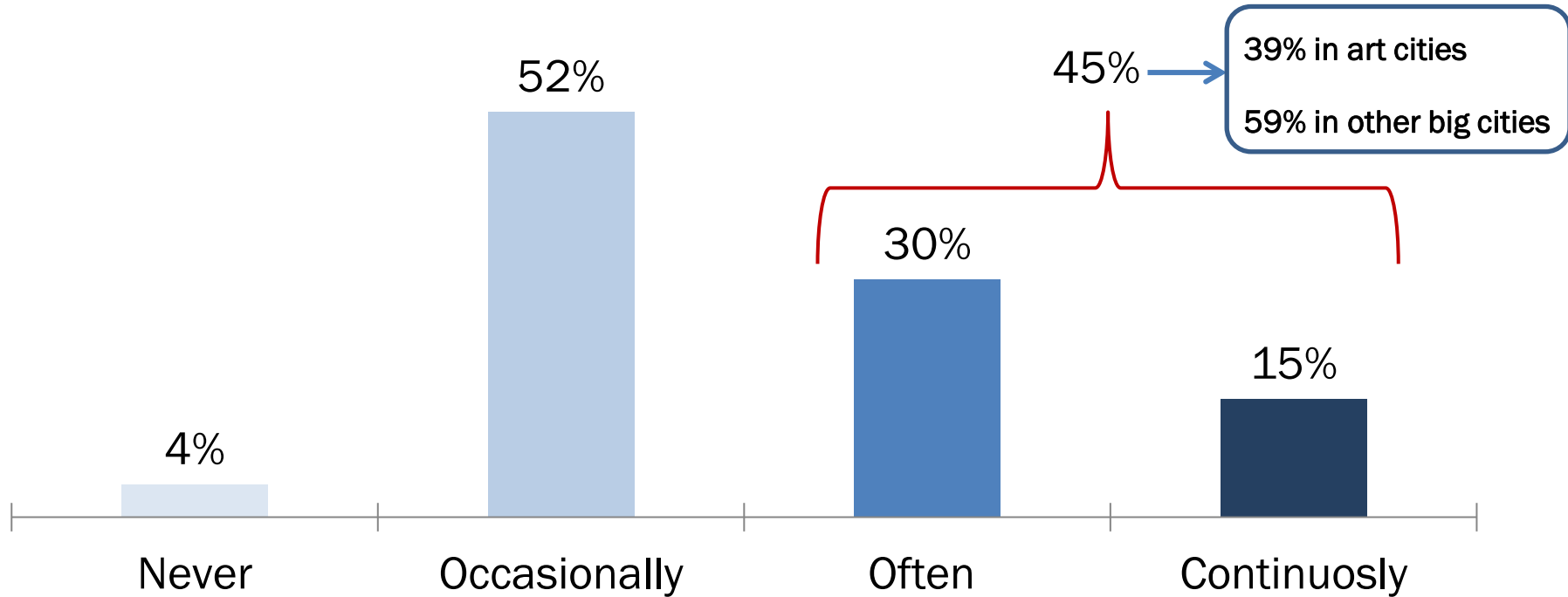
Respondents by frequency of the interactions with Italians



Source: AACUPI-IRPET survey

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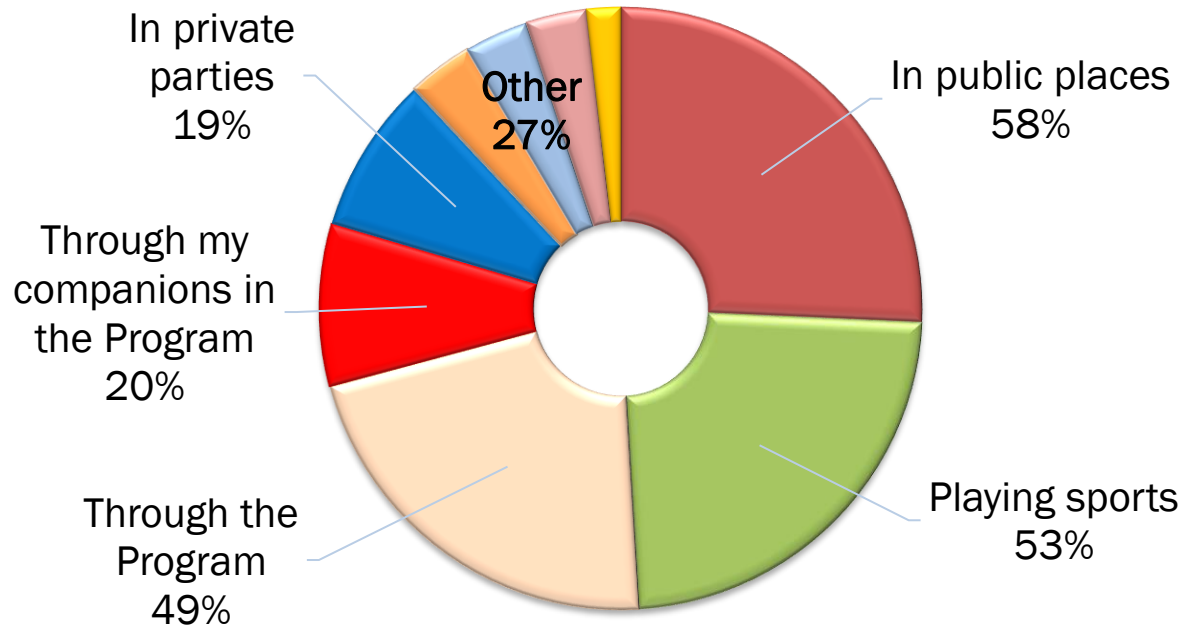
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Interactions with Italians

% of respondents who interact in different ways



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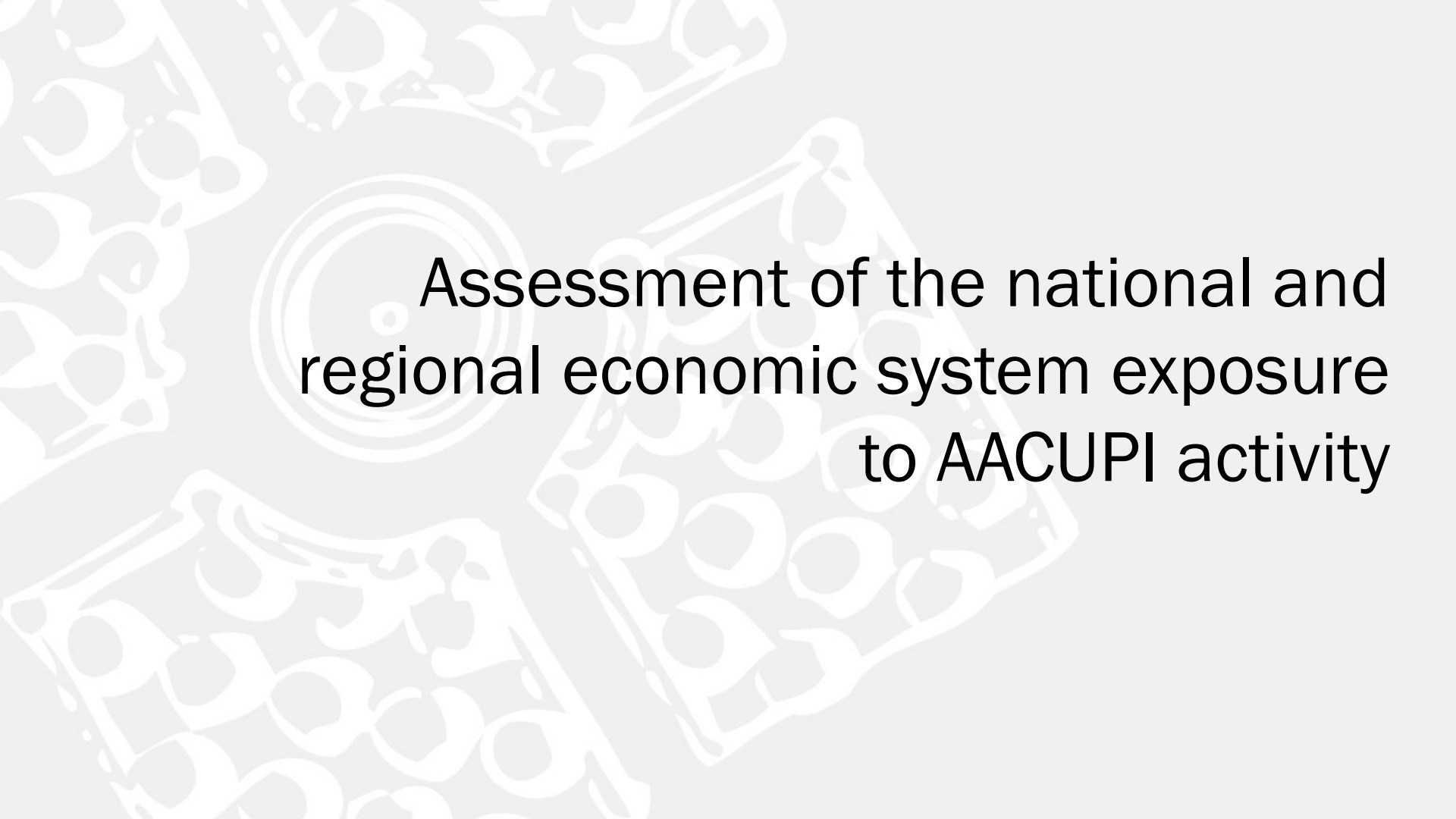
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- ✓ 89% of students is very or extremely **satisfied** for the experience and 84% of them intend to **come back to Italy** in the future.
- ✓ In students' thoughts and memories, Italy is mainly associated to **arts** and **beauty**.

Images, ideas and feelings to describe Italy





Assessment of the national and
regional economic system exposure
to AACUPI activity

The economic exposure to AACUPI: the flow-chart of the assessment process

Production of
education services

The economic exposure to AACUPI: the flow-chart of the assessment process

Students
expenditure

Visitors
expenditure

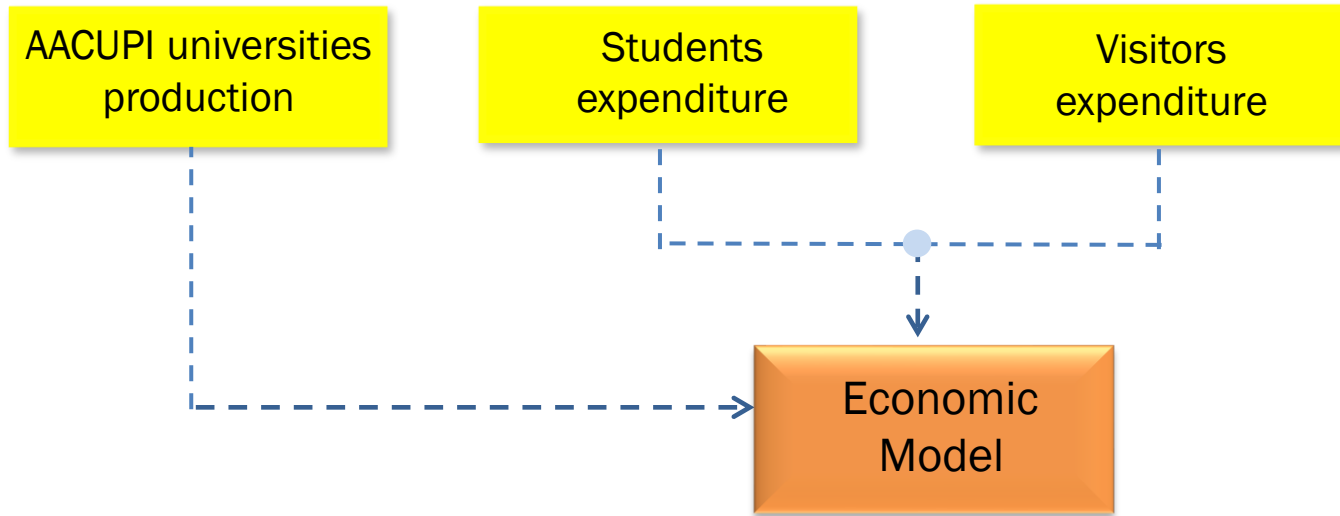
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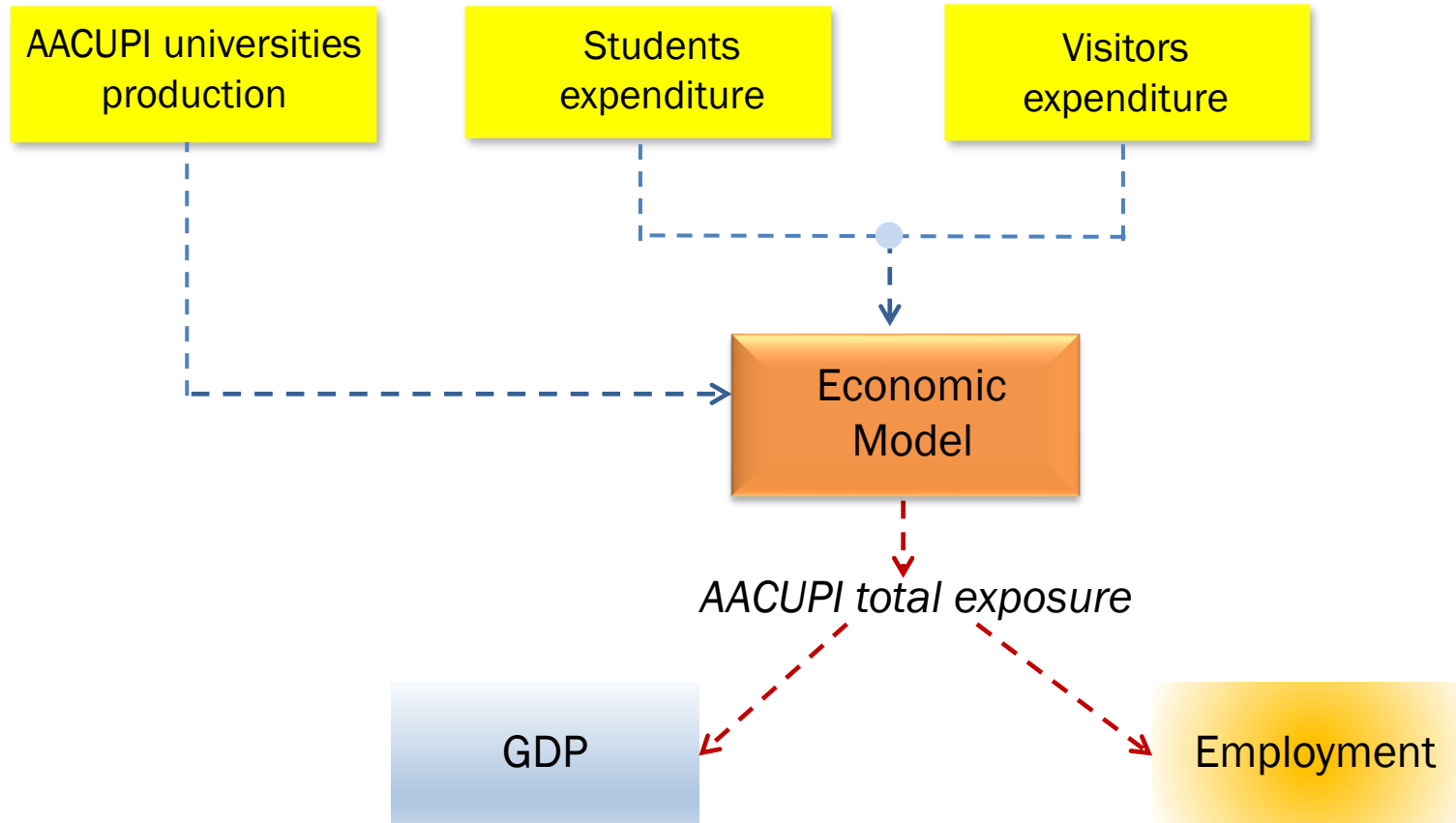
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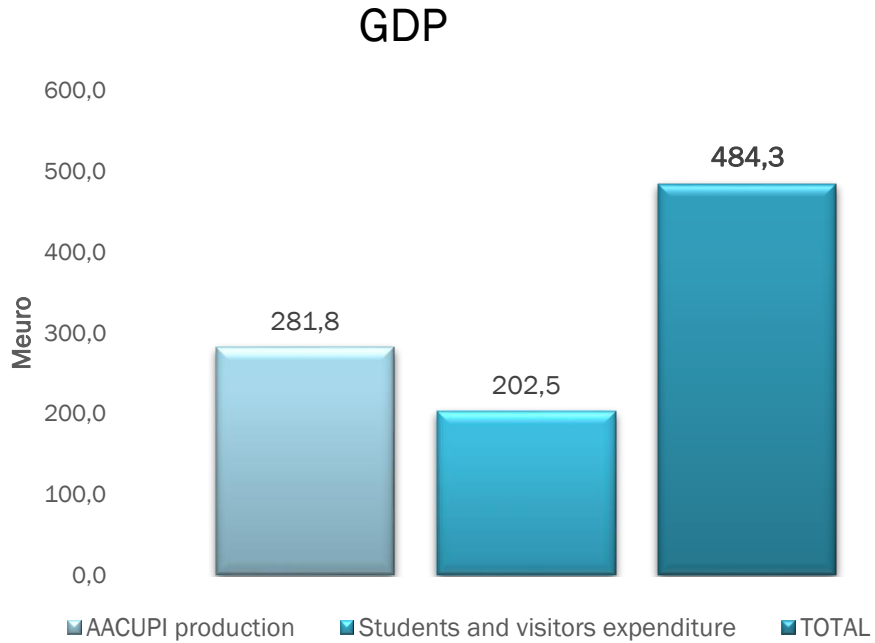
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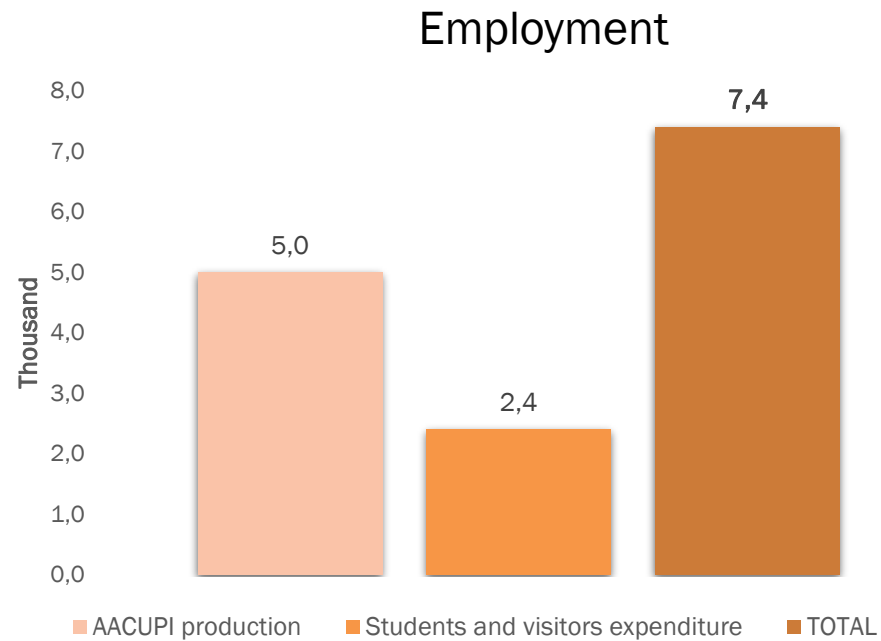
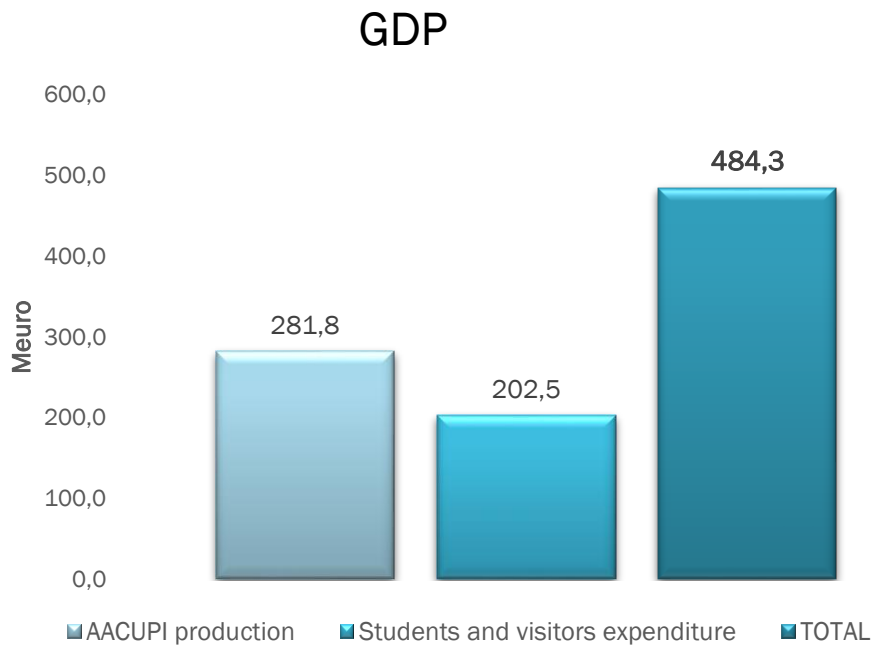
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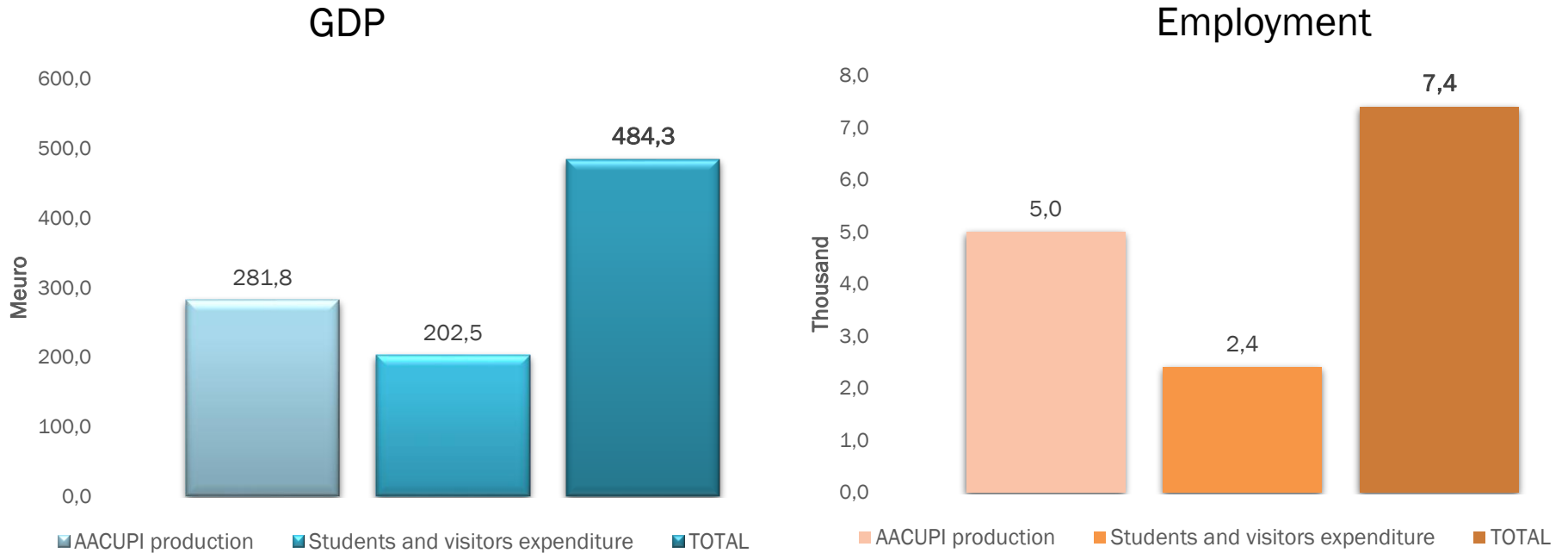
The economic exposure to AACUPI: national level



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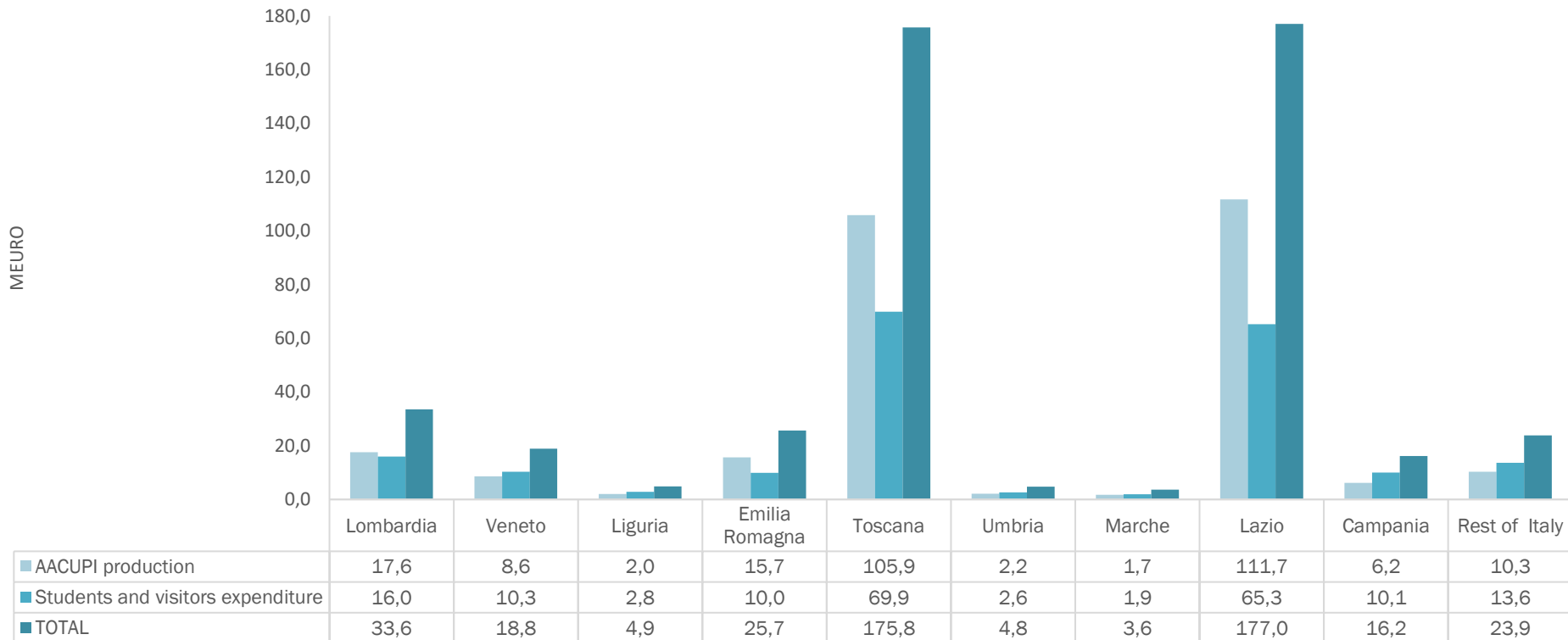


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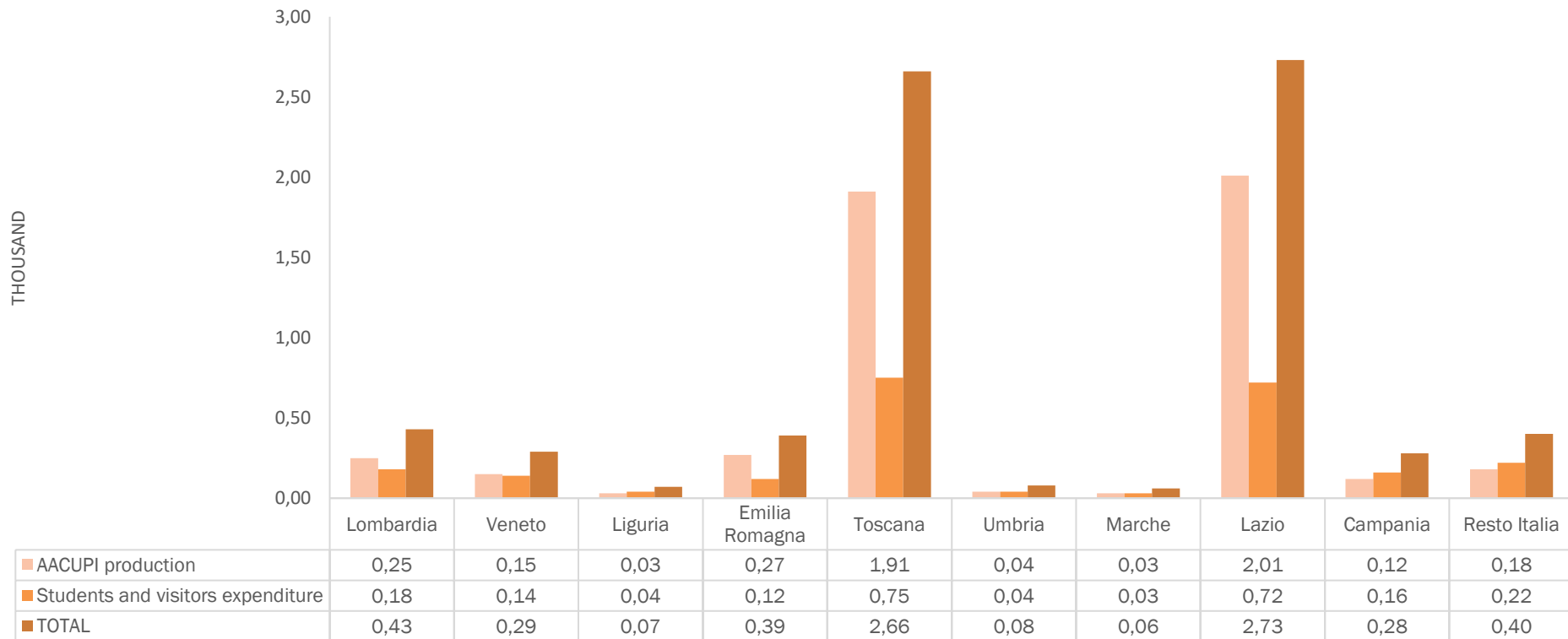


For info: - **30 Meuro** of indirect taxes on product
- 1 AACUPI student in Italy activated in 2023: **17400** euros GDP

The regional economic exposure to AACUPI: GDP



The regional economic exposure to AACUPI: employment



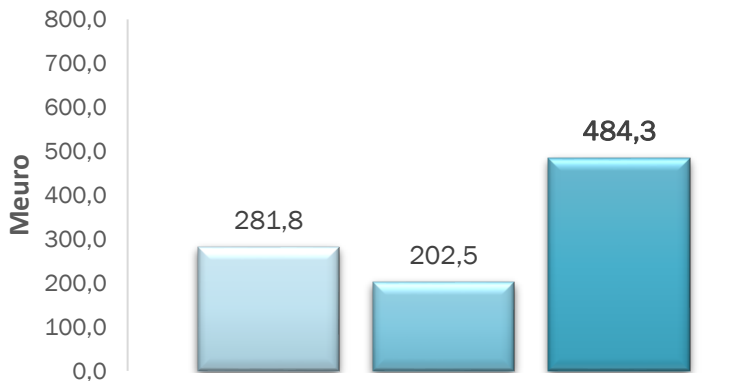
The economic exposure to AACUPI with 2024 forecast at national level

Given the most recent data on students enrollment it is likely to expect a further increase of AACUPI students in Italy up to approx **40,000**. Given the multipliers extracted from the previous analysis it is possible to estimate (*ceteris paribus*) the expected exposure for 2024.

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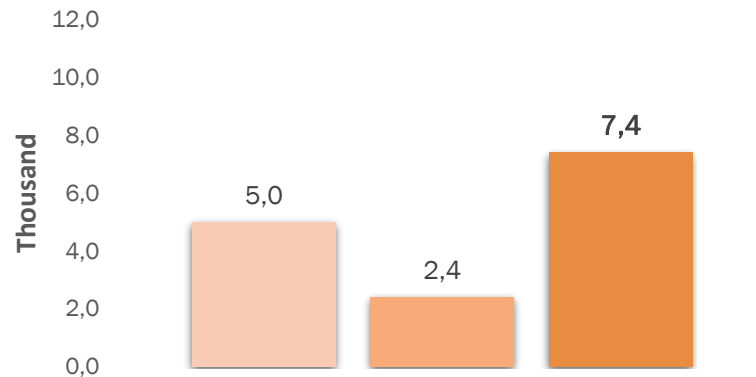
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■ AACUPI production ■ Students and visitors expenditure ■ TOTAL

Employment

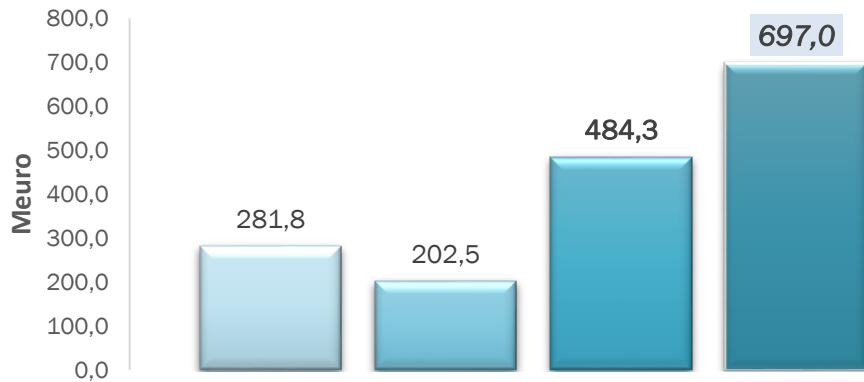


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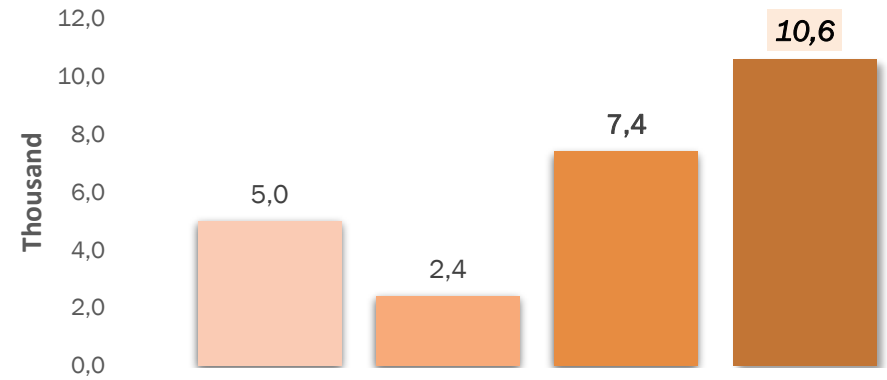
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The regional economic exposure to AACUPI with 2024 regional GDP forecast

