

Thank you for inviting me to review this manuscript. The paper itself is well written, although somewhat descriptive. The authors have conducted a thorough literature review, undertaken a rigorous piece of data collection and have analyze information accurately.

The paper can be accepted as is, with minor grammatical corrections. It is recommended that a native English speaker conduct a minor revision.

It is also acknowledged that this paper is probably the first of many papers to emerge from the study. As such, it is an overview paper that raises many questions. It would be interesting for the authors to try to segment the visiting population by trip purpose, based on visiting friends and relatives, destination resorts and other types of travel. It would also be interesting to analyze the two subsets of first-time and repeat visitors. It would also be interesting to look at the impact of distance on travel behavior.

The authors need to recognize that a trip to Sicily most likely involves a touring holiday. Their research has certainly shown this, as has the tendency of visitors to engage in multideestination travel. What would be most interesting would be to look at the 16% of respondents who visited three or more destinations. They could provide a very useful and interesting subset of respondents.

The recommendations section can be enhanced. The authors talked about introducing new destinations to attract tourists. This suggestion is a bit naïve. Ultimately, it is an issue of time availability and time budget allocation. New destinations may simply dilute visitation rather than extending the length of stay.

It was a pleasure to read this manuscript. I wish the author of the best.