

OPEN-AIR TOURISM OBSERVATORY

Italian market tracking



Third wave - June 2022

Study no. 052-2021



Sample

GENDER



men
48%

women
52%

AGE



15-34
years
24%



35-54
years
35%



55 years and
over
41%

GEOGRAPHICAL AREA



North
45%



Centre
19%



South and
Islands
36%

SIZE OF TOWN/CITY



Up to 10,000
inhabitants
33%

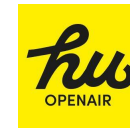
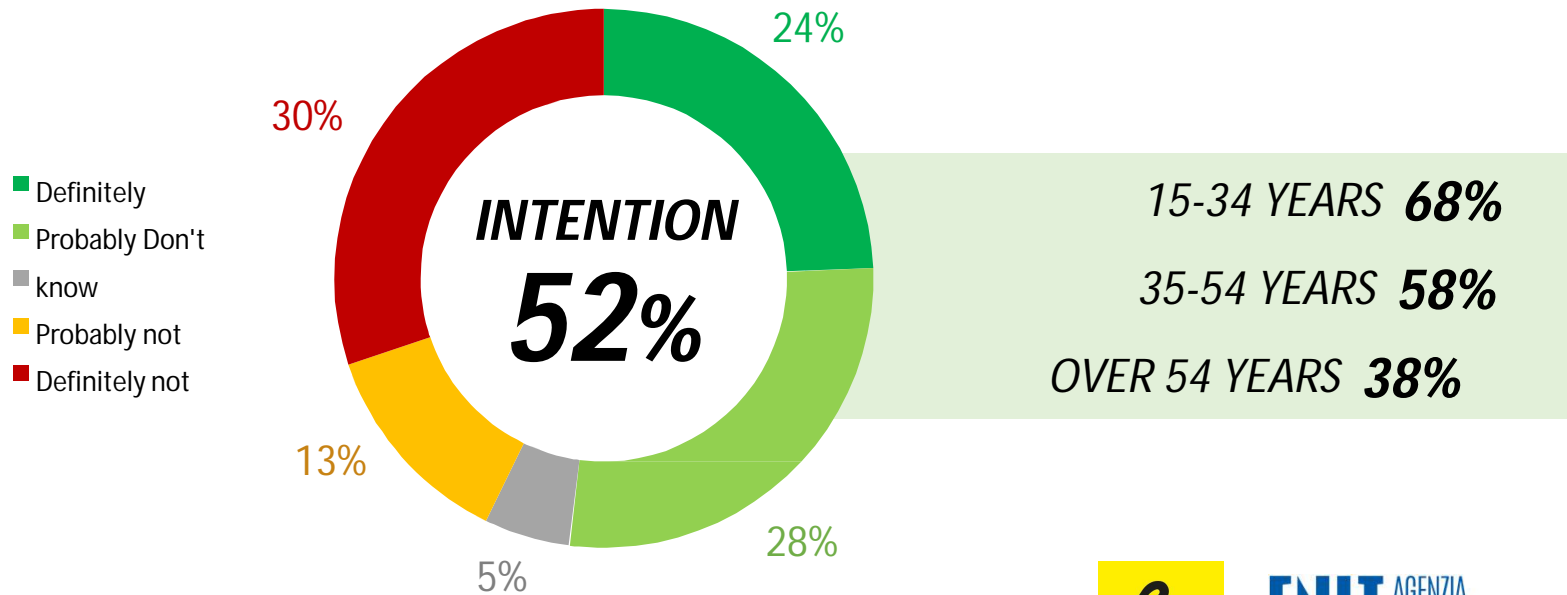


10 - 100,000
inhabitants
44%



Over 100,000
inhabitants
23%

INTENTION OF ITALIANS TO TAKE A HOLIDAY



DATABASE: TOTAL SAMPLE (N=1005)

WHERE ITALIANS WILL TAKE A HOLIDAY

IN ITALY

85%

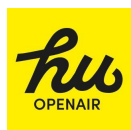
+3%*



ABROAD

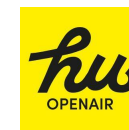
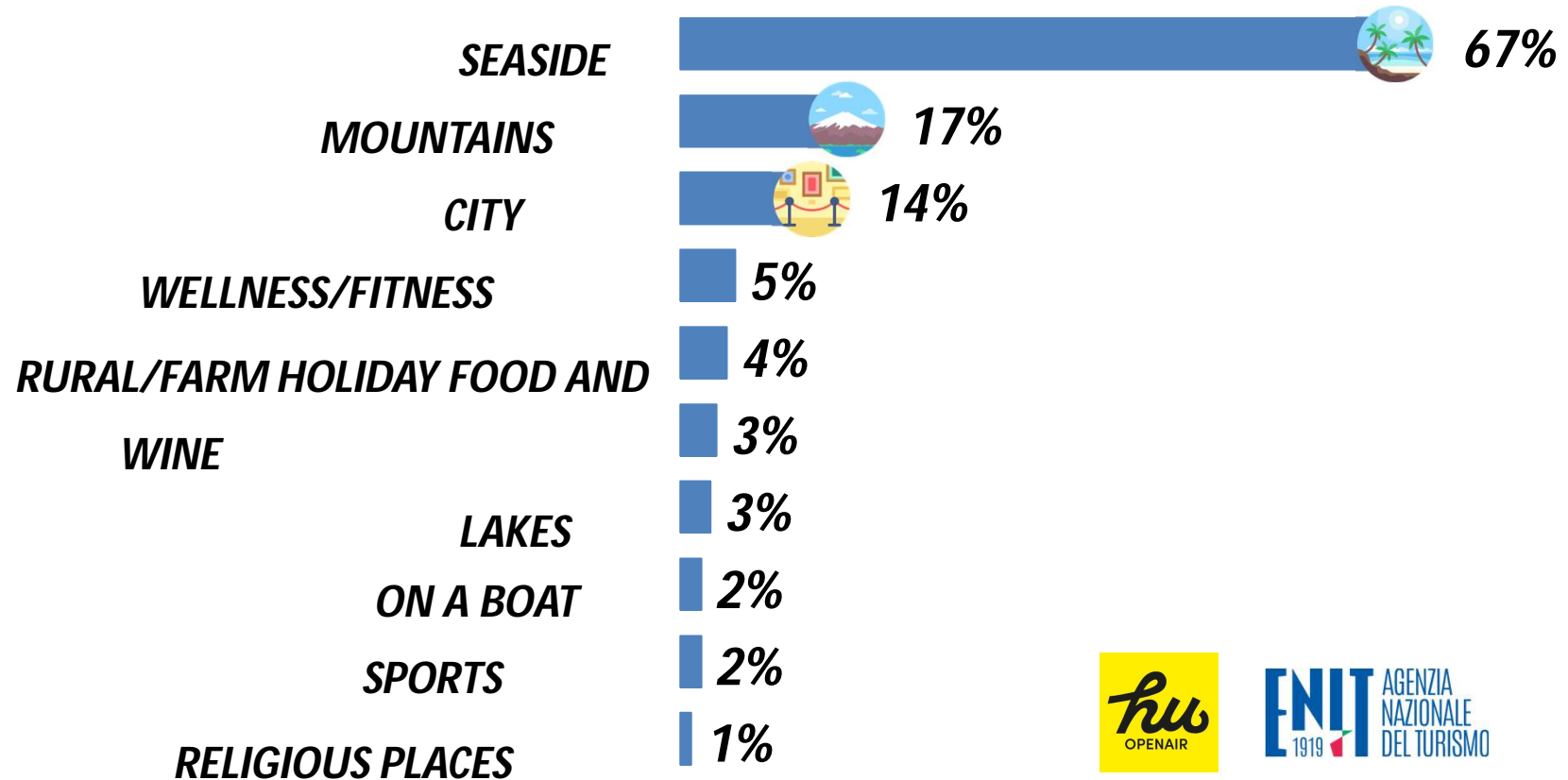
15%

-3%*

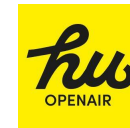
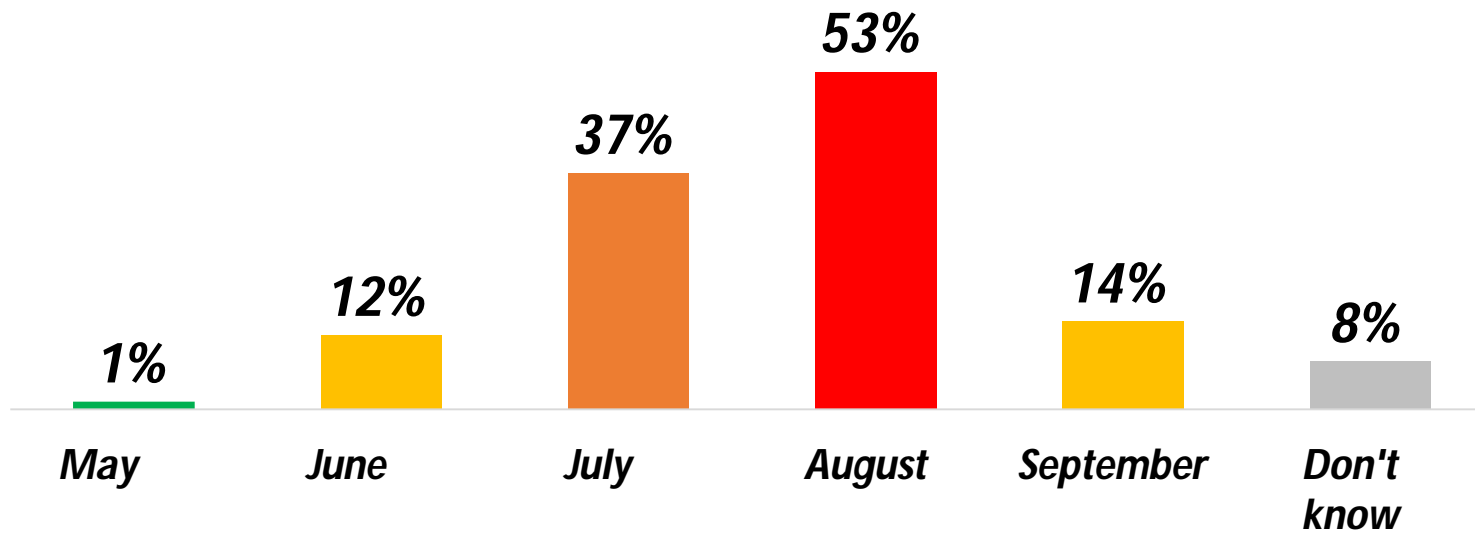


*DIFFERENCE COMPARED TO NOVEMBER 2021

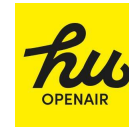
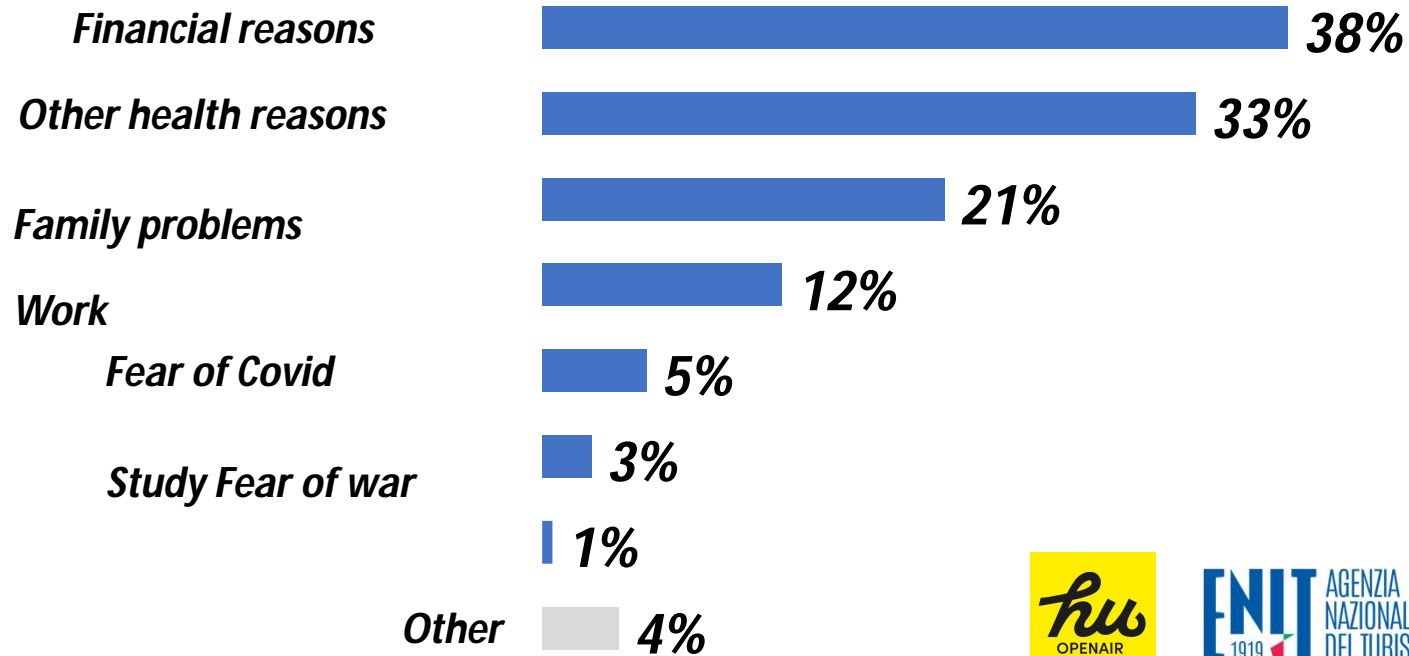
TYPE OF HOLIDAY ITALIANS WILL TAKE



WHEN ITALIANS WILL TAKE A HOLIDAY



REASONS FOR NOT TAKING A HOLIDAY





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*Thank you for your
attention*