

# ENIT BULLETIN

In-depth analysis of trends in tourism

September 2022

By the

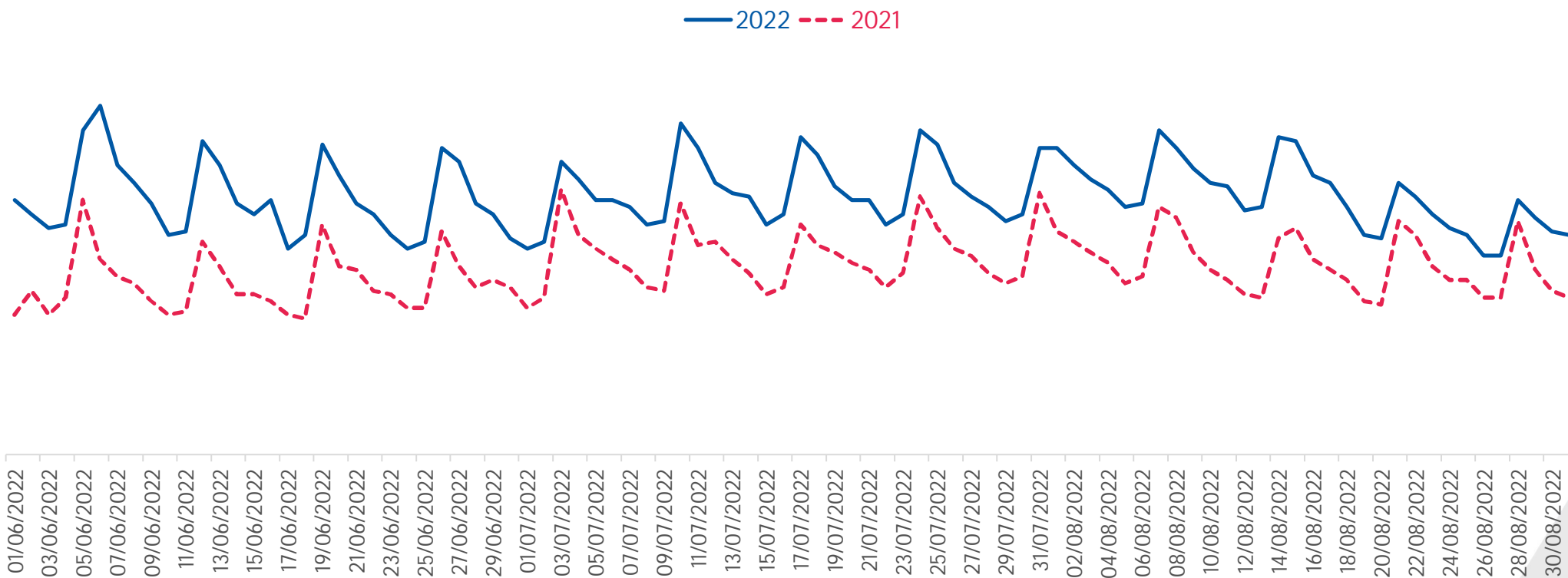
Research Department

ENIT - ITALIAN NATIONAL TOURIST BOARD



# Interest among international tourists in trips to Italy

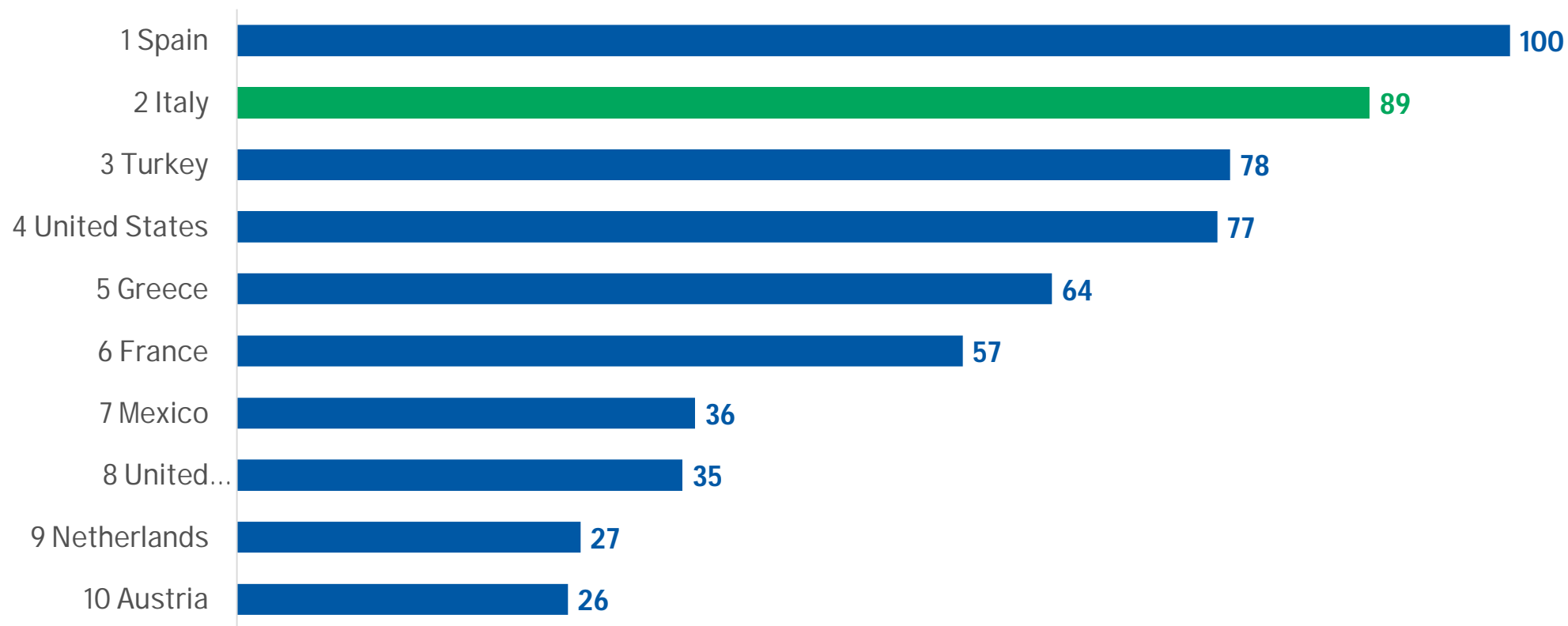
Accommodation searches on Google for trips to Italy in the last 3 months



Source: ENIT Research Department using Google Destination Insights (for the period from 01/06/2022 to 31/08/2022) – All data is indexed

# Position of Italy in terms of interest in international travel

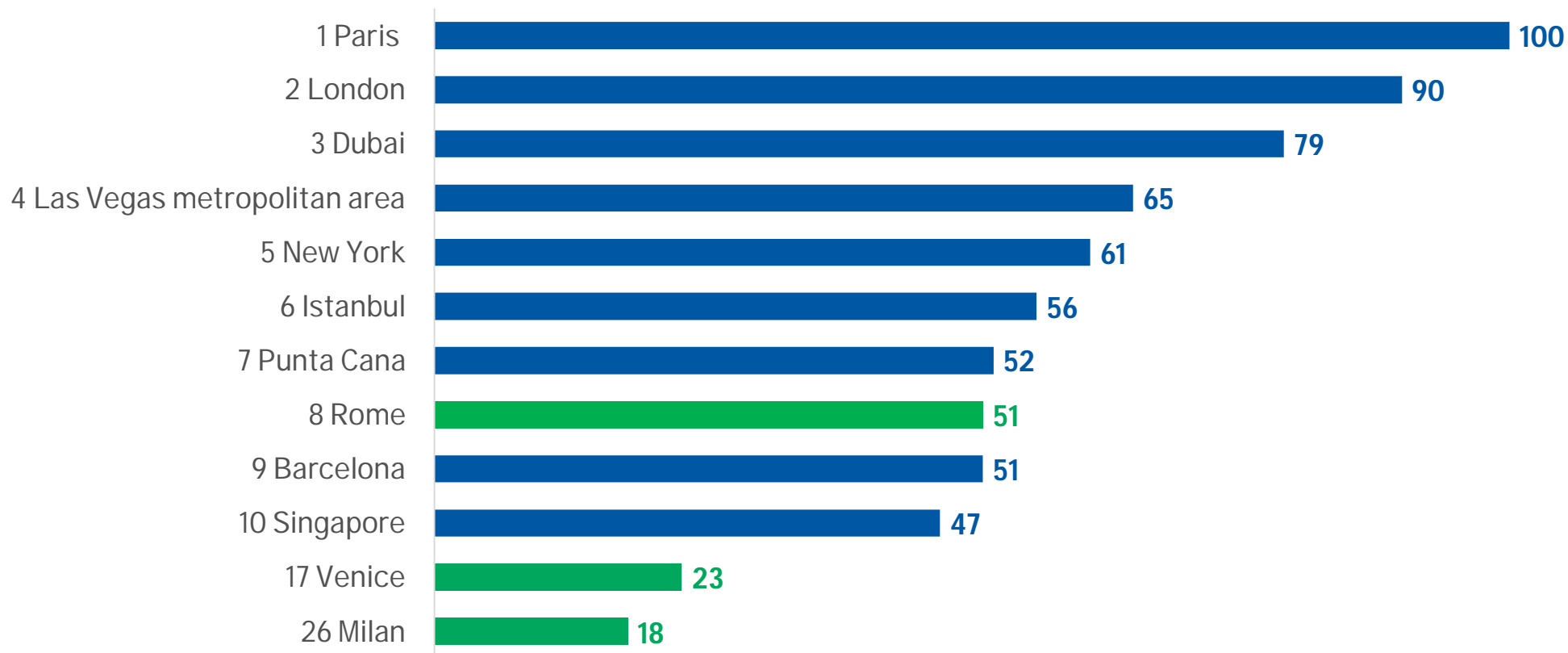
Accommodation searches on Google for international travel in the last 3 months



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# Positions of Italian cities in terms of interest in international travel

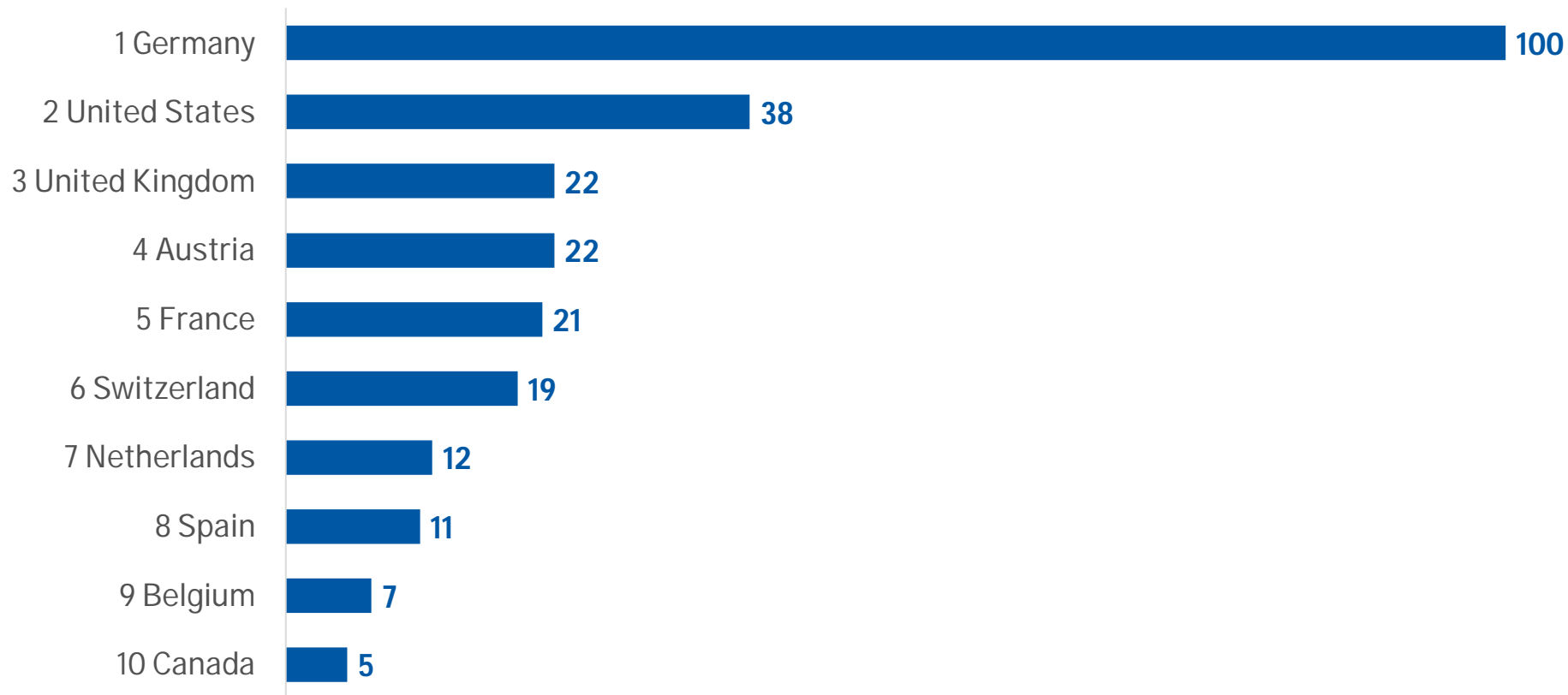
Accommodation searches on Google for international travel in the last 3 months



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# The main countries interested in Italy

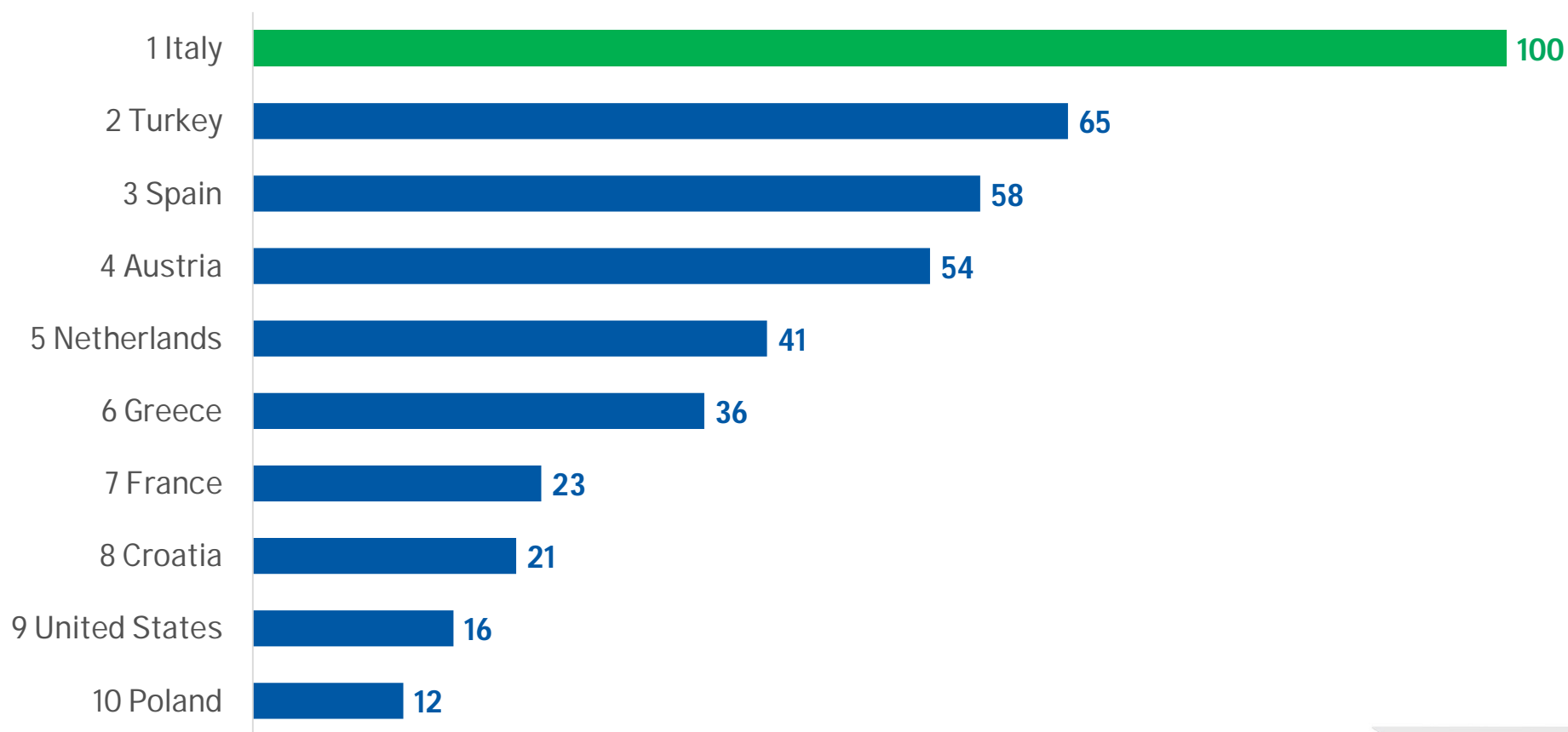
Accommodation searches on Google for trips to Italy in the last 3 months



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# Main tourist destinations of interest for the German market

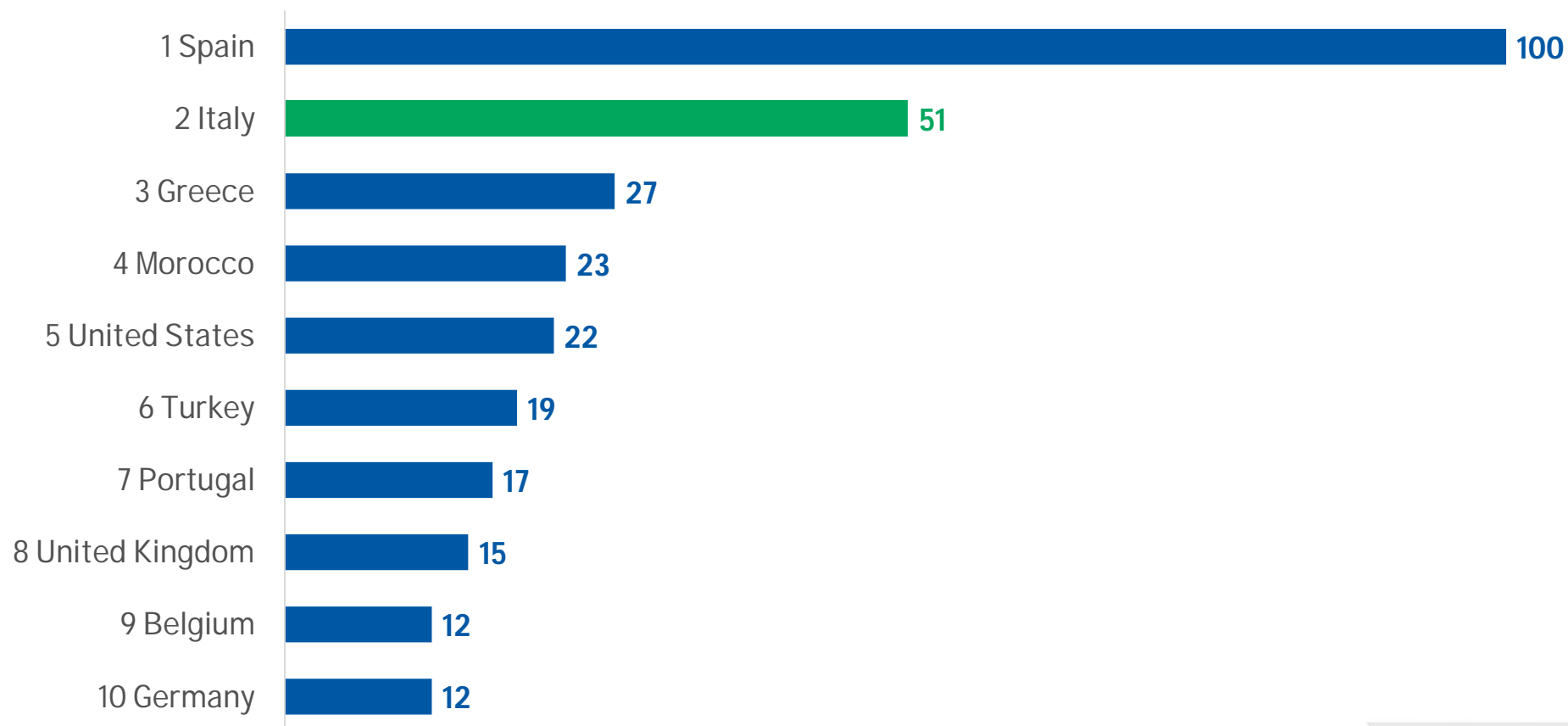
Accommodation searches on Google for international travel in the last 3 months



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# Main tourist destinations of interest for the French market

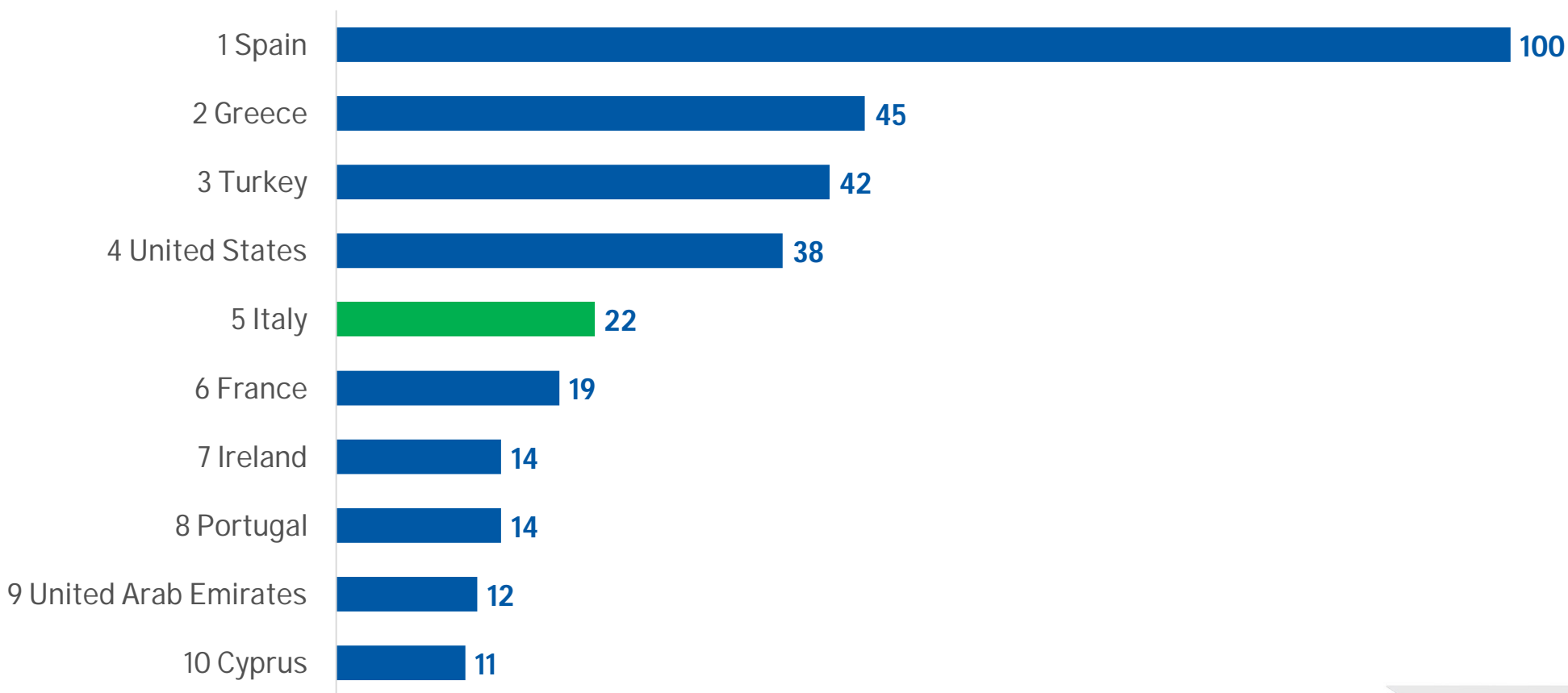
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# Main tourist destinations of interest for the UK market

Accommodation searches on Google for international travel in the last 3 months

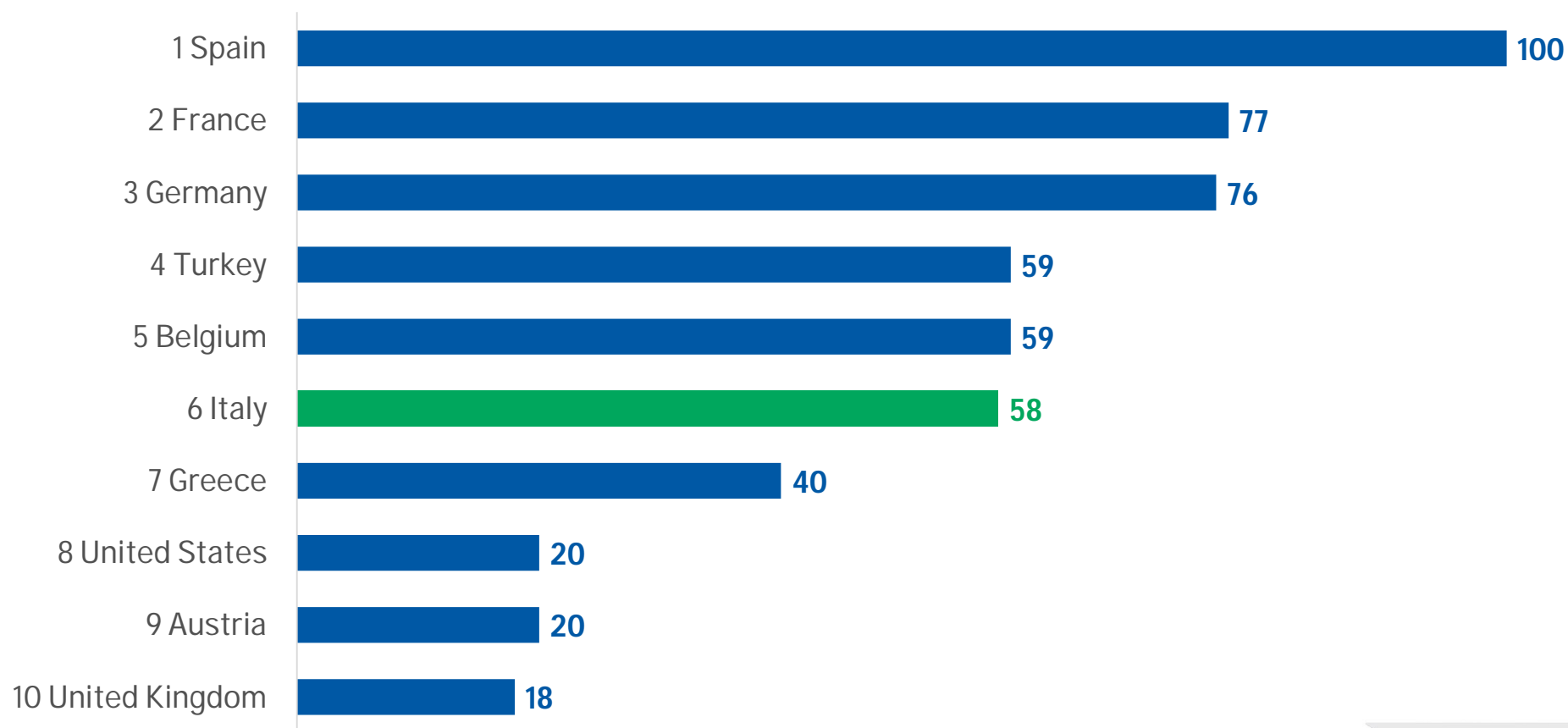


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# Main tourist destinations of interest for the Dutch market

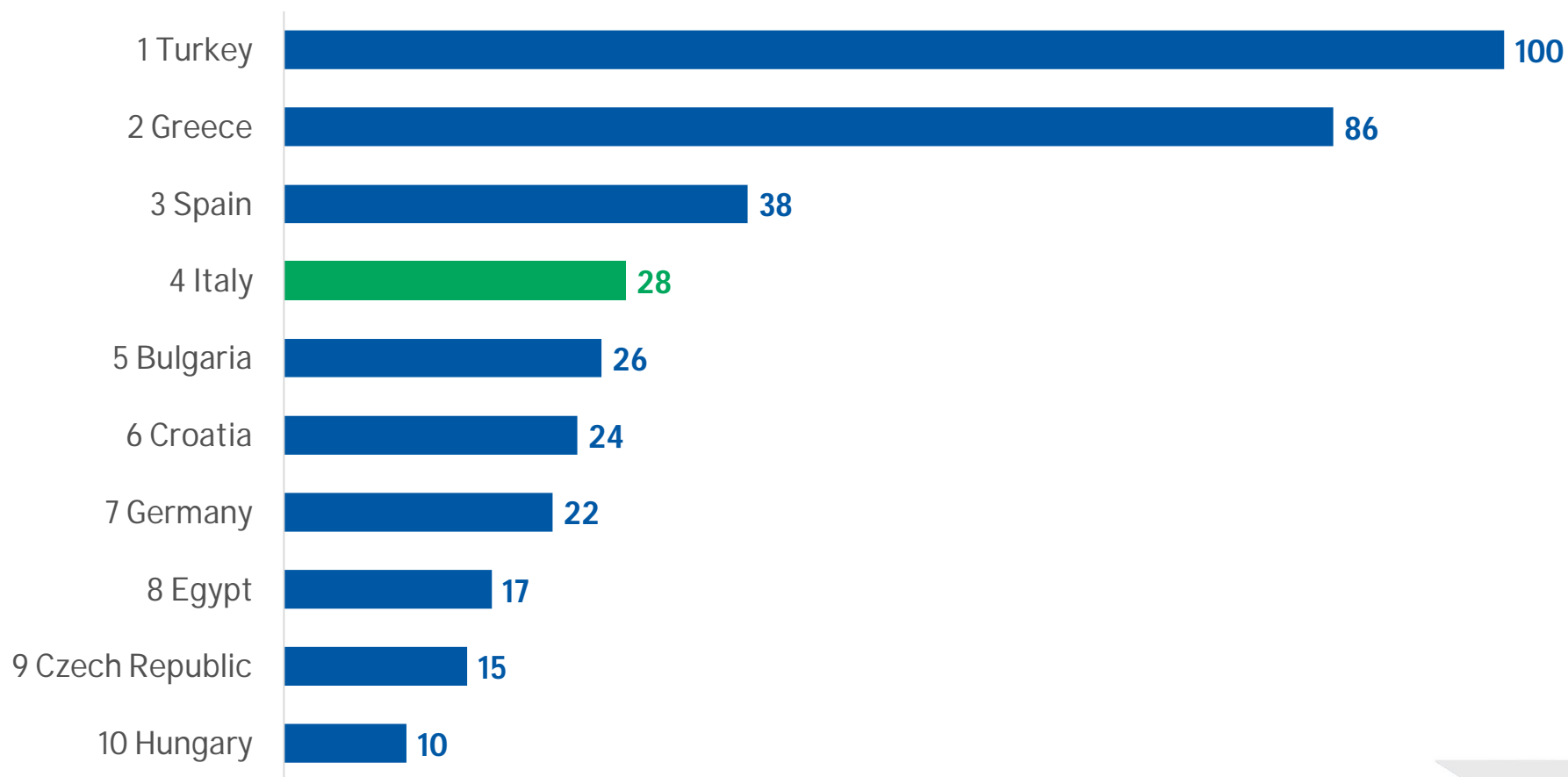
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# Main tourist destinations of interest for the Polish market

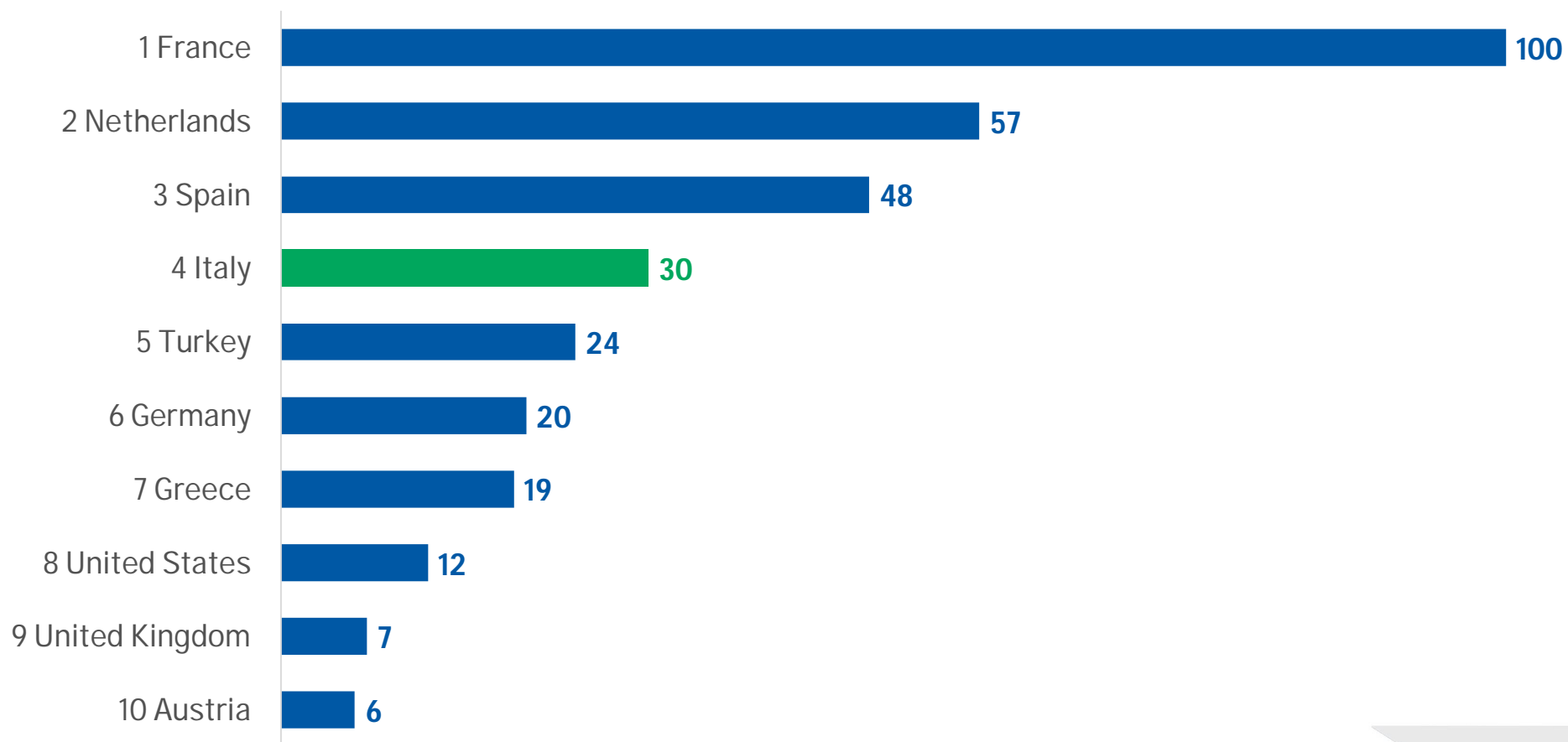
Accommodation searches on Google for international travel in the last 3 months



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# Main tourist destinations of interest for the Belgian market

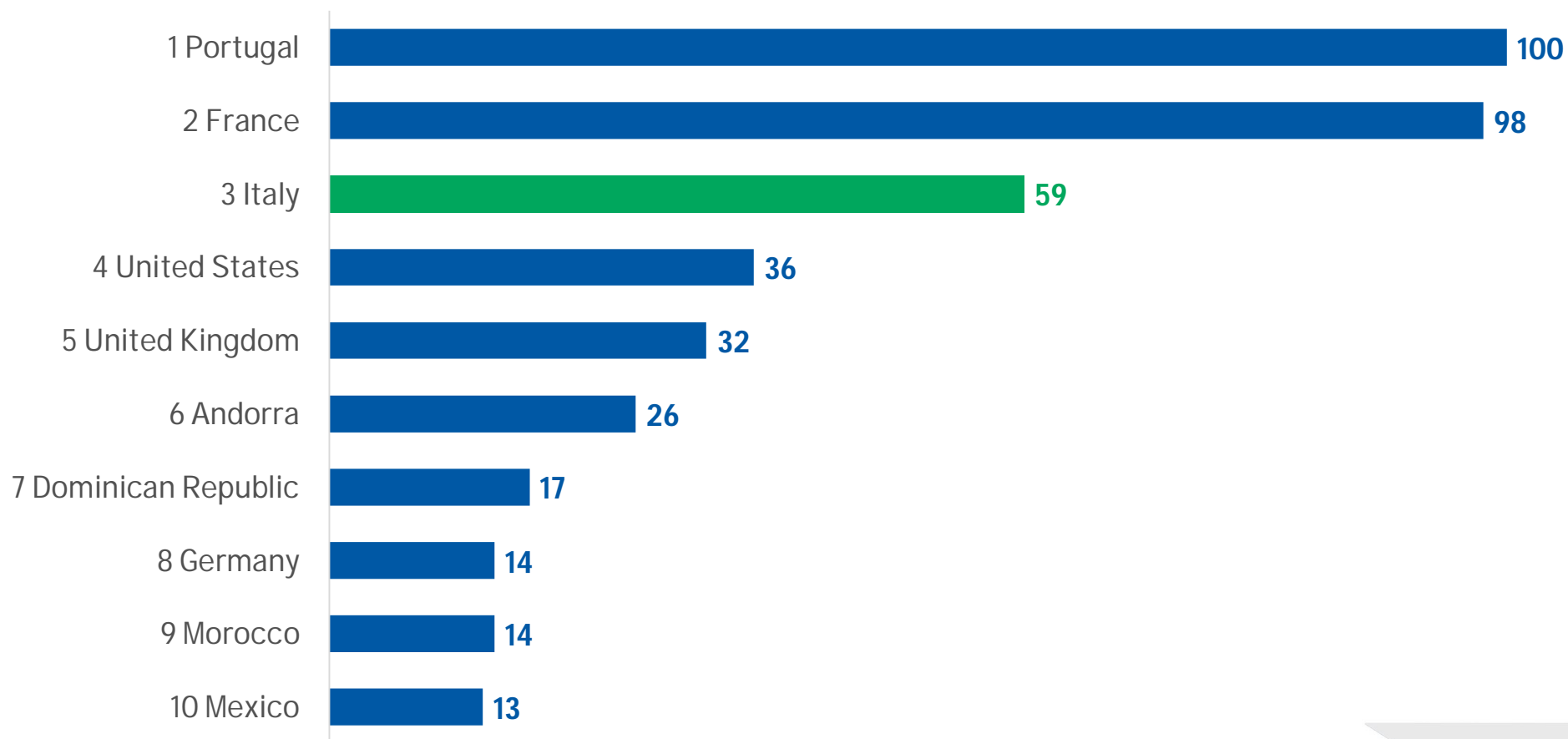
Accommodation searches on Google for international travel in the last 3 months



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# Main tourist destinations of interest for the Spanish market

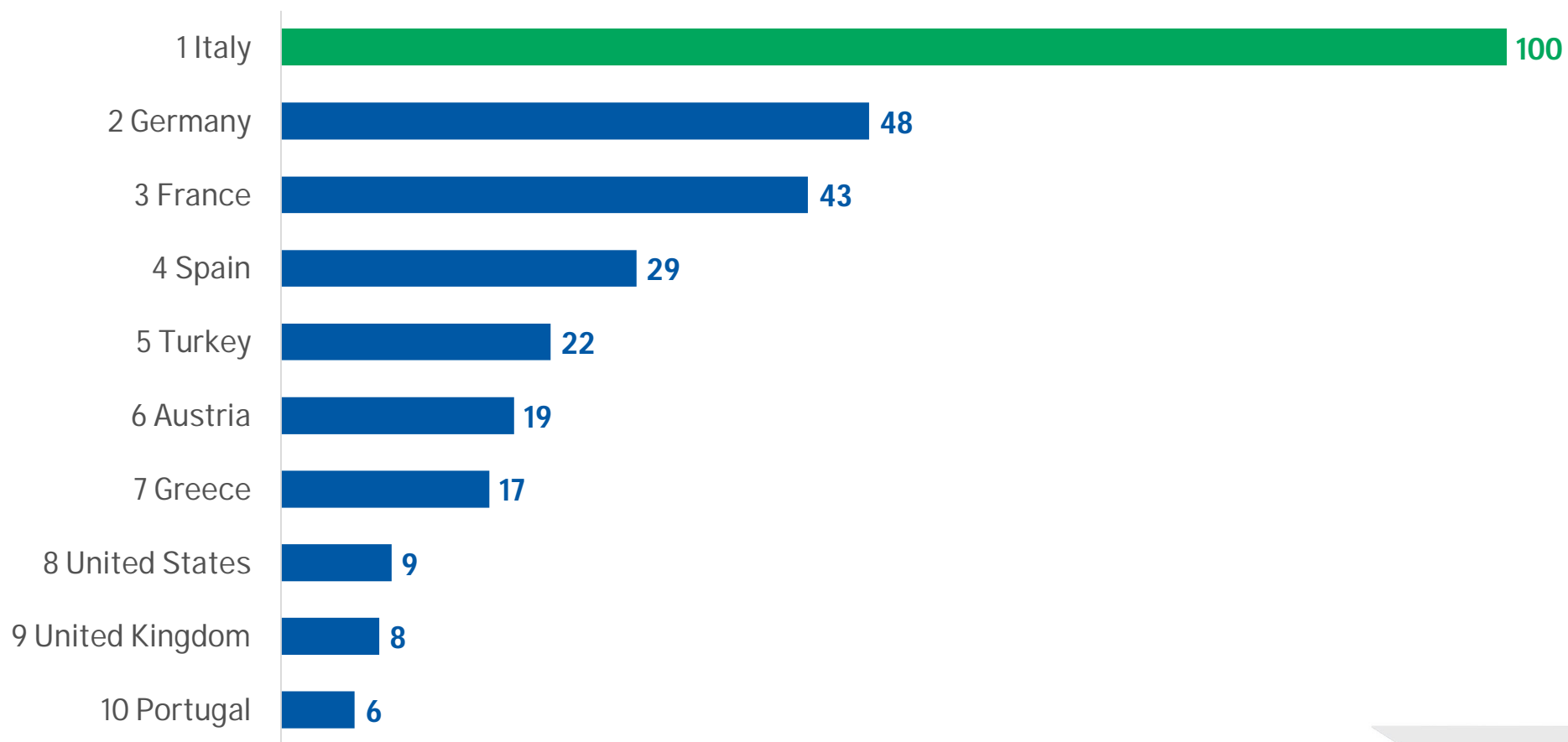
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# Main tourist destinations of interest for the Swiss market

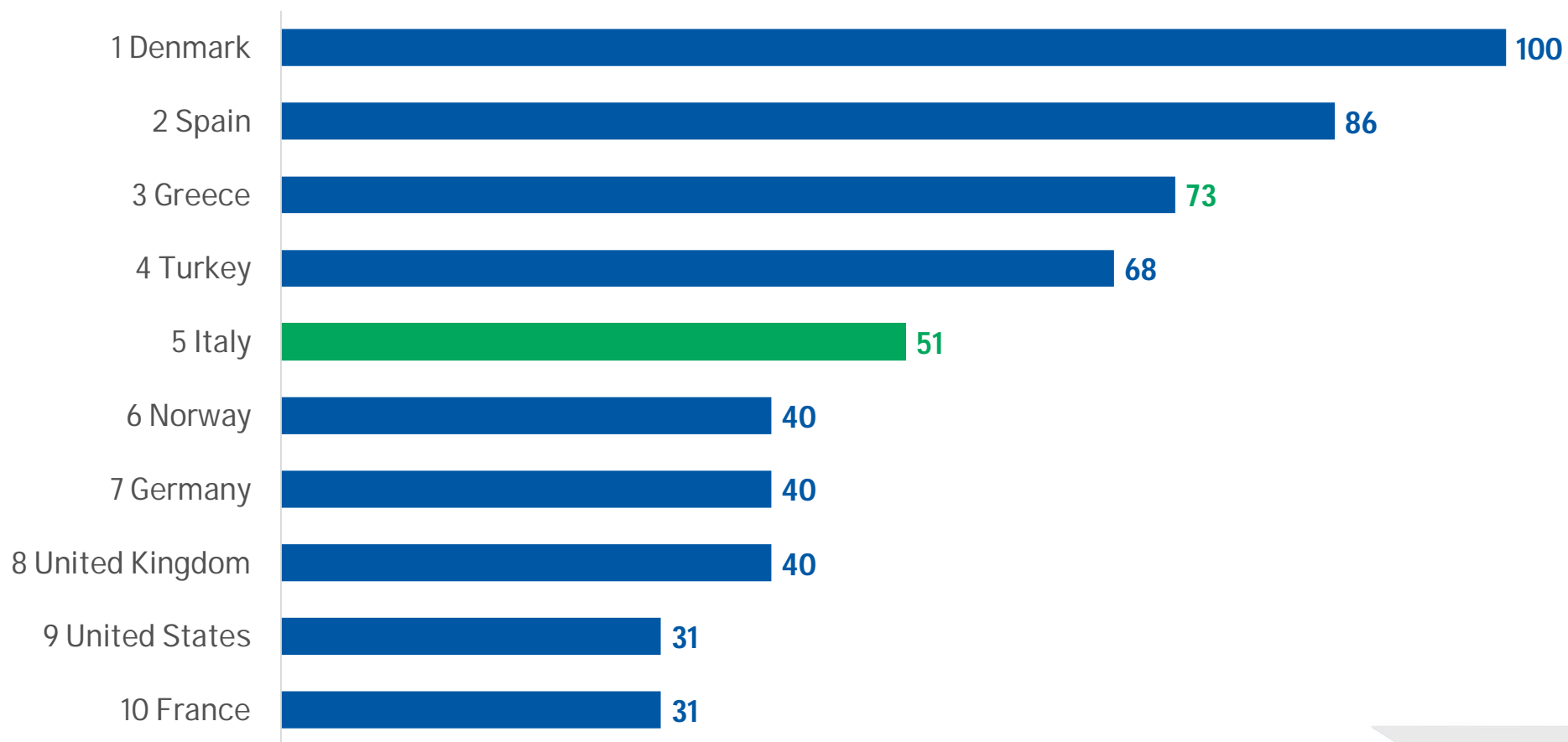
Accommodation searches on Google for international travel in the last 3 months



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# Main tourist destinations of interest for the Swedish market

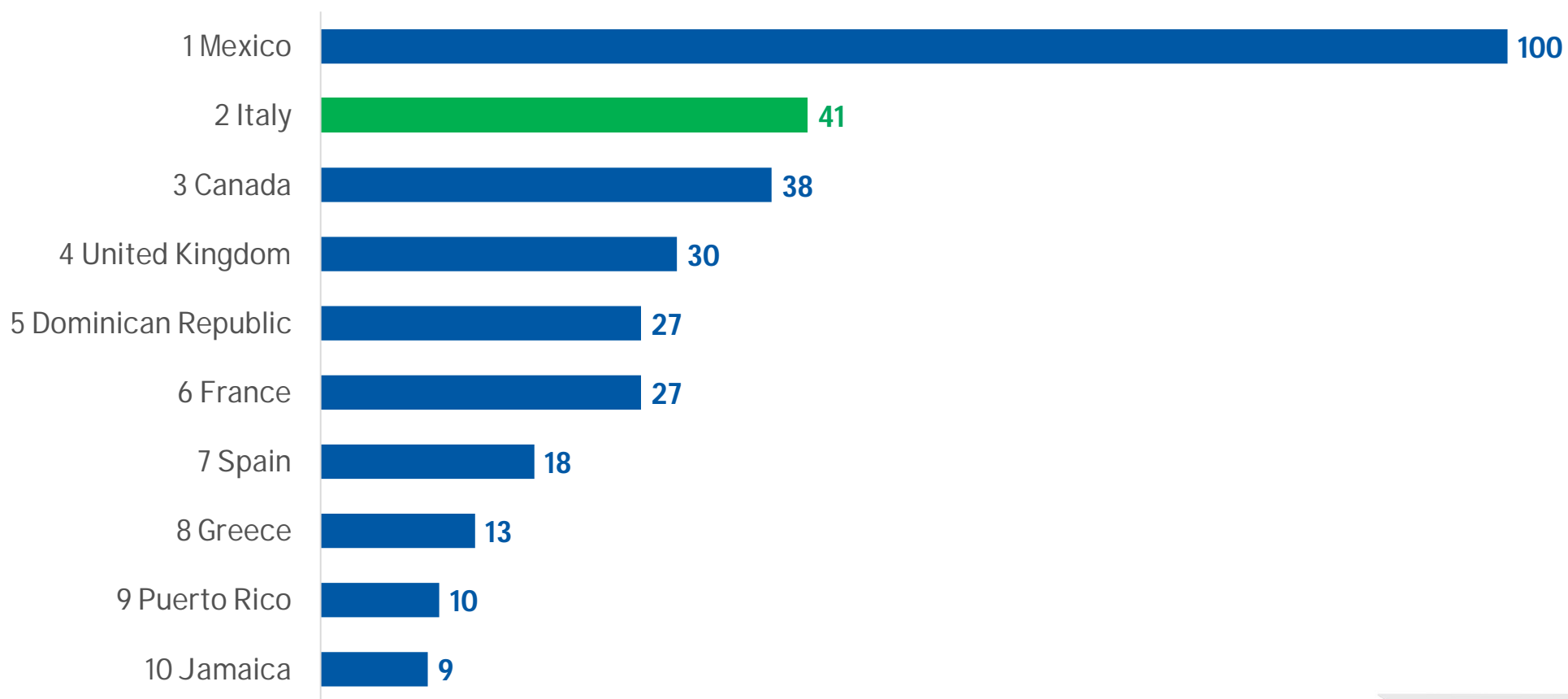
Accommodation searches on Google for international travel in the last 3 months



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# Main tourist destinations of interest for the US market

Accommodation searches on Google for international travel in the last 3 months



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# Variation of interest in markets for travel to major Italian towns and cities

Accommodation searches on Google for travel to Italian destinations in the last week

% var.	Germany	France	United Kingdom	Netherlands	Poland
+75%					Genoa, Turin, Cattolica
50% to 75%			Verona		Verona, Scalea
25% to 50%	Bruneck	Verona	Naples	Verona	Capo Vaticano Giardini Naxos Cortina
10% to 25%	Milan Verona	Rome, Milan, Florence, Naples, Portofino, Aosta	Milan, Taormina, Bologna, Como, Genoa, Syracuse	Naples, Alghero	Bologna, Pisa, Sirmione
-10% to 10%	Rome Venice Merano	Venice, Sanremo, Turin, Palermo, Genoa, Bologna	Rome, Venice, Sorrento, Florence, Palermo	Rome, Milan, Venice, Florence, Bologna Peschiera del Garda	Rome, Venice, Milan, Rimini, Florence, Bergamo

Source: ENIT Research Department using Google Destination Insights (for the period from 31/08/2022 to 07/09/2022) – All data is indexed



# Variation of interest in markets for travel to major Italian towns and cities

Accommodation searches on Google for travel to Italian destinations in the last week

% var.	Belgium	Switzerland	Sweden	Spain	United States
+75%	Abano Terme		Verona, Syracuse, Ostuni, Selva, Lacco Ameno, Turin	Verona, Lecce, Montecatini Terme	Verona
50% to 75%	Corvara in Badia		Como, Lido di Jesolo	Padua, Trieste,	Porto Santo Stefano
25% to 50%	Turin, Ostuni, Ragusa	Verona, Turin	Milan, Portofino, Olbia Giardini Naxos, Sanremo	San Gimignano	Pisa
10% to 25%	Milan, Venice, Verona, Genoa, Pisa, Sirmione, Bergamo	Rome, Florence, Merano, Sirmione, Palermo	Venice, Bologna	Milan, Lacco Ameno, Bologna, Palermo, Catania, Bergamo, Amalfi, Matera, Sirmione	Turin, Riccione
-10% to 10%	Rome, Florence, Naples, Bologna, Palermo	Venice, Como, Genoa, Naples, Castiglione della Pescaia, Bologna	Rome, Florence, Naples, Amalfi, Palermo, Porto Cervo, Canazei, Modena	Rome, Venice, Florence, Naples, Sorrento, Turin, Pisa, Alghero	Rome, Florence, Venice, Milan, Positano, Sorrento, Amalfi, Naples, Taormina

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# Monitoring of arrivals and bookings of international flights to Italy

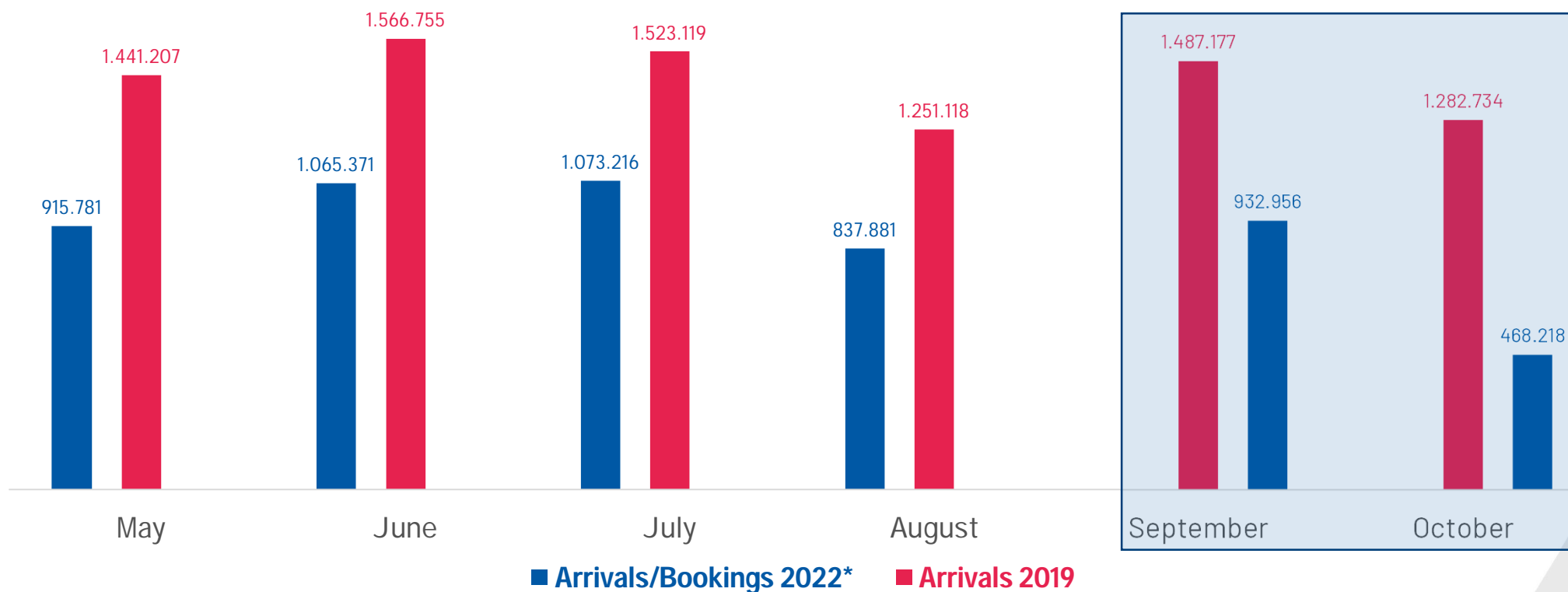
Past arrivals and bookings for the coming months in Italian airports – comparison between 2022 and 2021, made on 15/09/2022



Source: ENIT Research Department using ForwardKeys data – updated on 04/09/2022 – \*2022 bookings for September and October

# Monitoring of arrivals and bookings of international flights to Italy

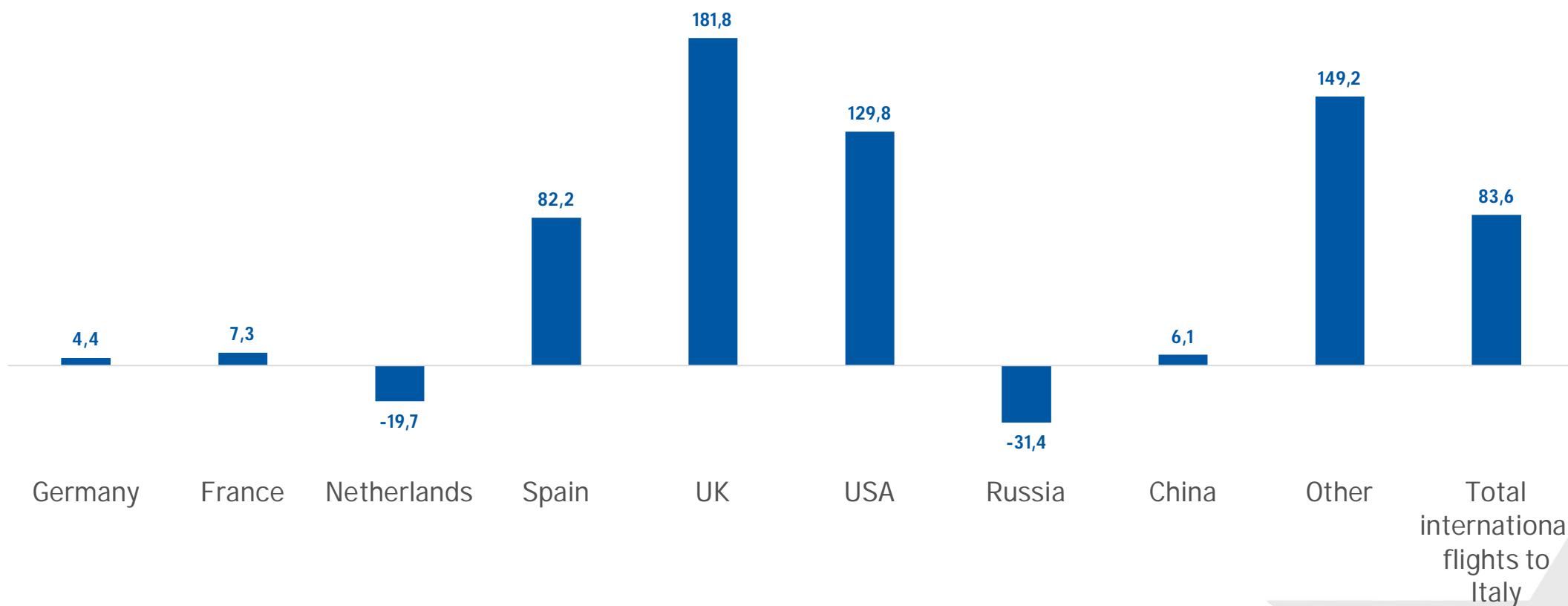
Past arrivals and bookings for the coming months in Italian airports – comparison between 2022 and 2019, made on 15/09/2022



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# Monitoring of bookings of international flights to Italy - August

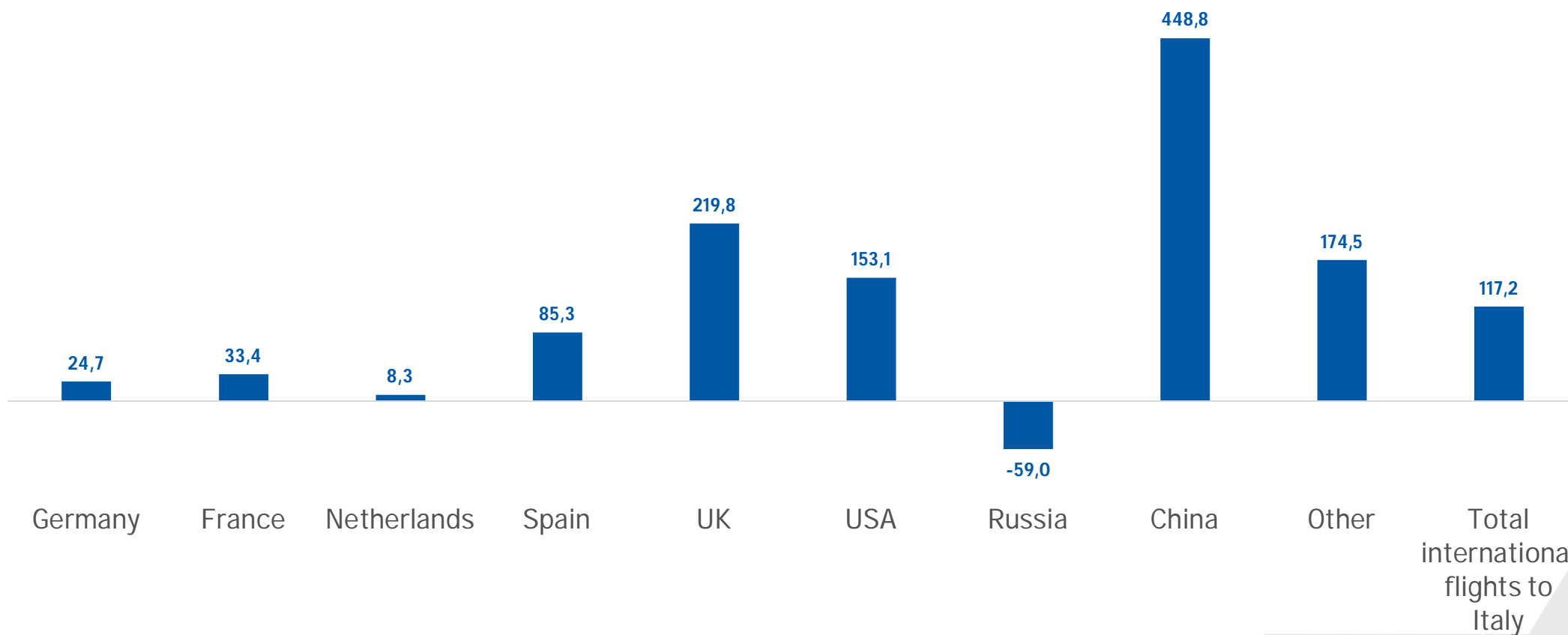
2022 bookings by country of origin - variation in % between August 2022 and 2021, as recorded on 15/09/2022



Source: ENIT Research Department using Forward Data - updated on 04/09/2022

# Monitoring of bookings of international flights to Italy – September

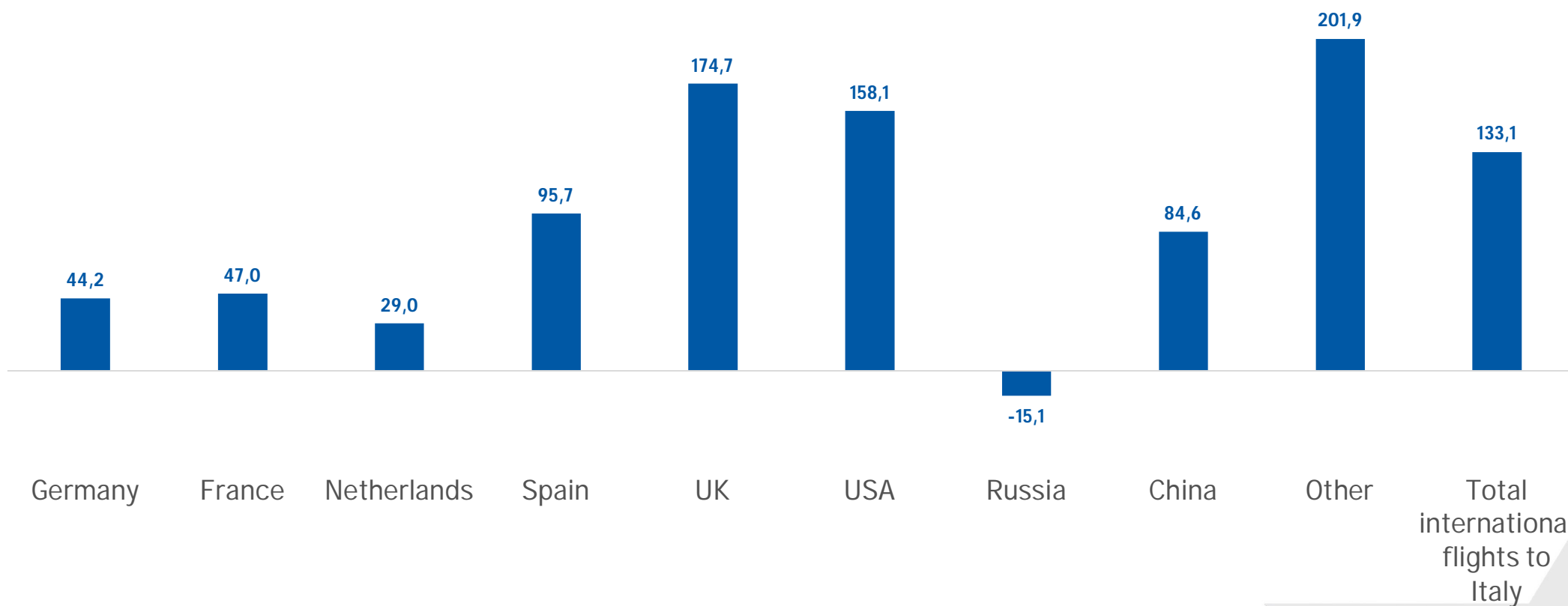
2022 bookings by country of origin – variation in % between September 2022 and 2021, as recorded on 15/09/2022



Source: ENIT Research Department using Forward Data – updated on 04/09/2022

# Monitoring of bookings of international flights to Italy – October

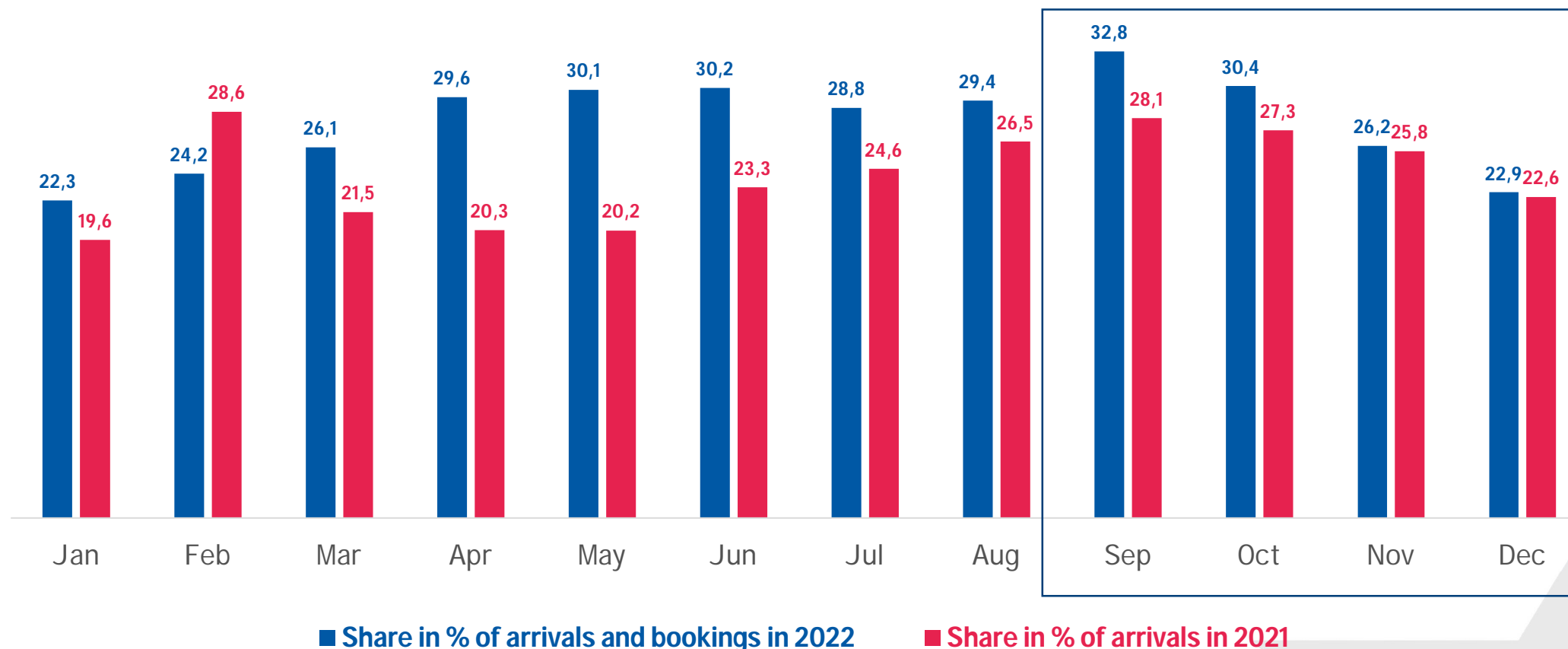
Bookings by country of origin – variation in % between October 2022 and 2021, as recorded on 15/09/2022



Source: ENIT Research Department using Forward Data – updated on 04/09/2022

# Monitoring of the share of expected arrivals from international flights in Italy

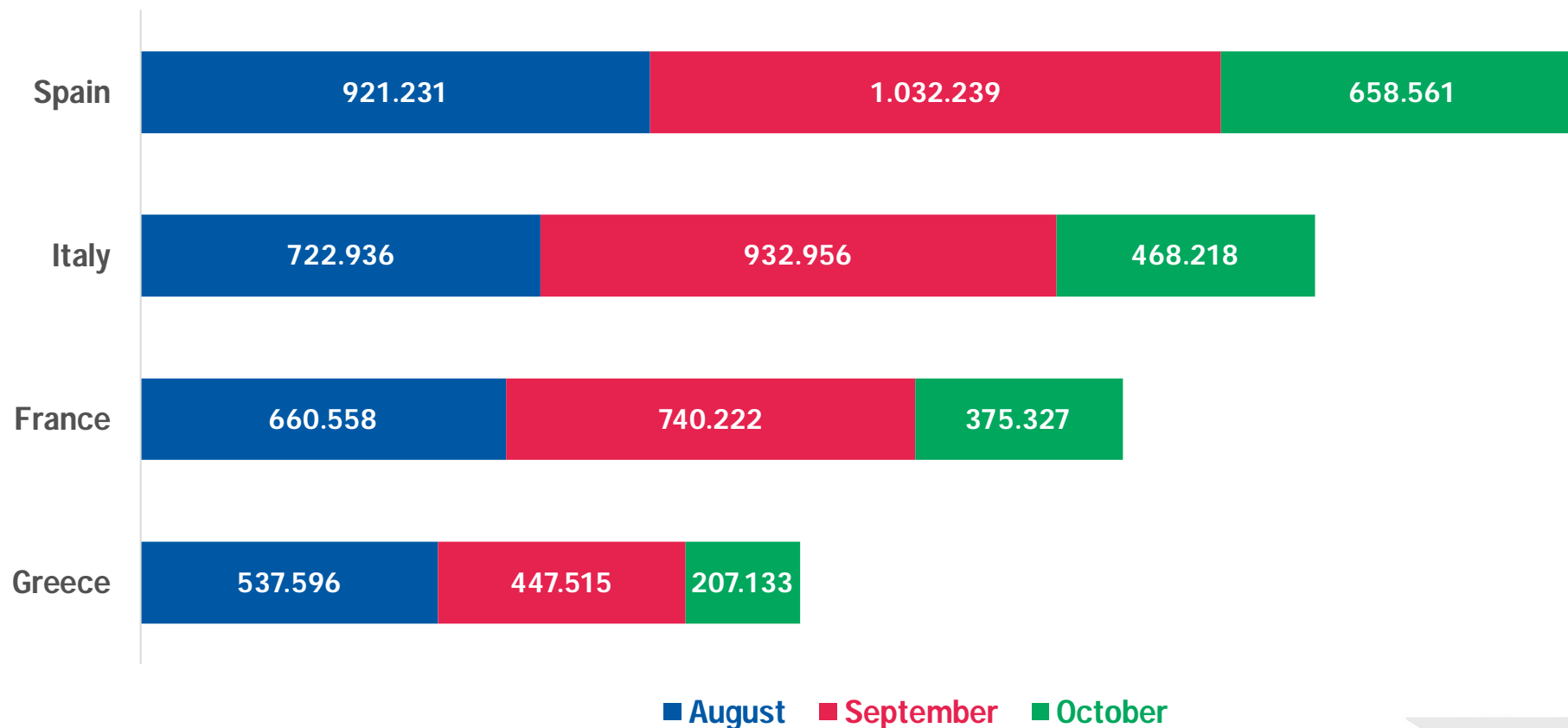
Share (in %) of the total international arrivals/bookings\* in the airports of the major EU countries in the Mediterranean\*\* - 2022/2021, as reported on 15/09/2022



Source: ENIT Research Department using ForwardKeys data - updated on 04/09/2022 - \*Bookings for September-December. \*\*Italy, Spain, Greece and France

# Monitoring of bookings of flights from other countries – Italy and competitors

Summer/Autumn 2022 bookings, as recorded on 15/09/2022

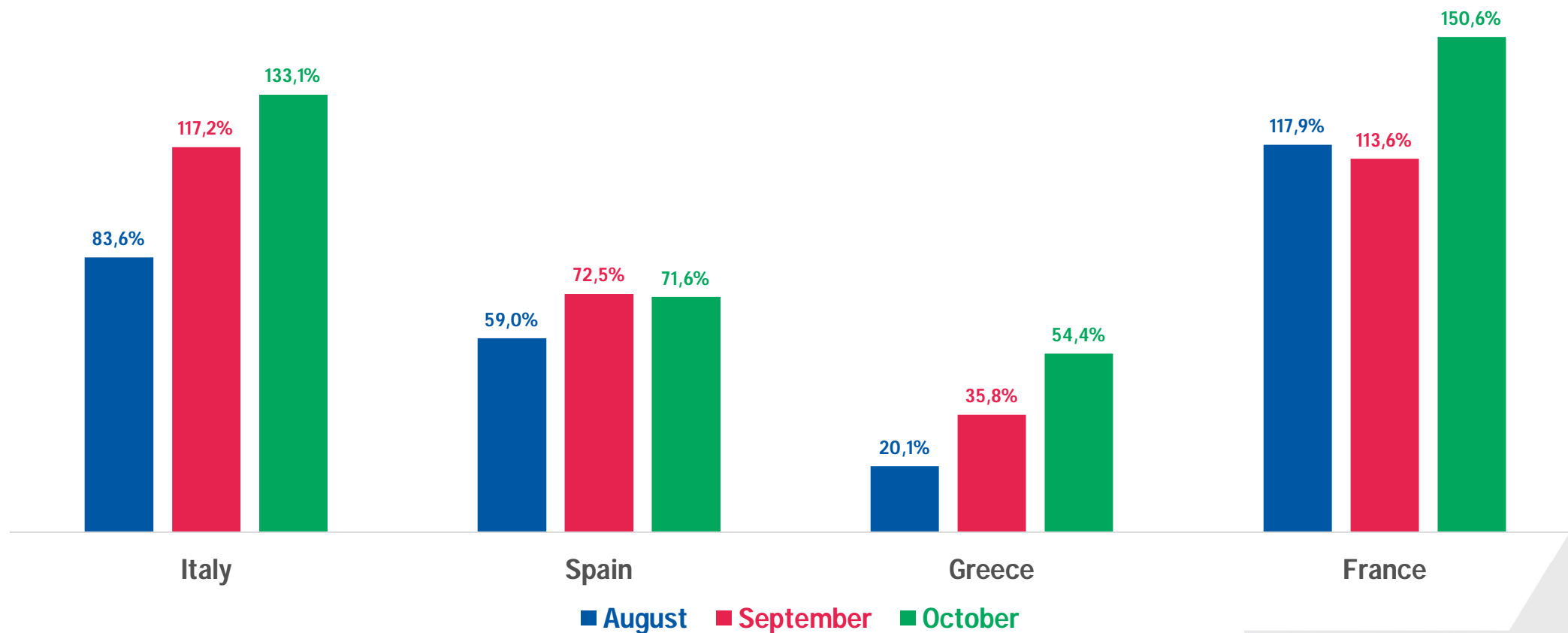


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# Monitoring of bookings of flights from other countries – Italy and competitors

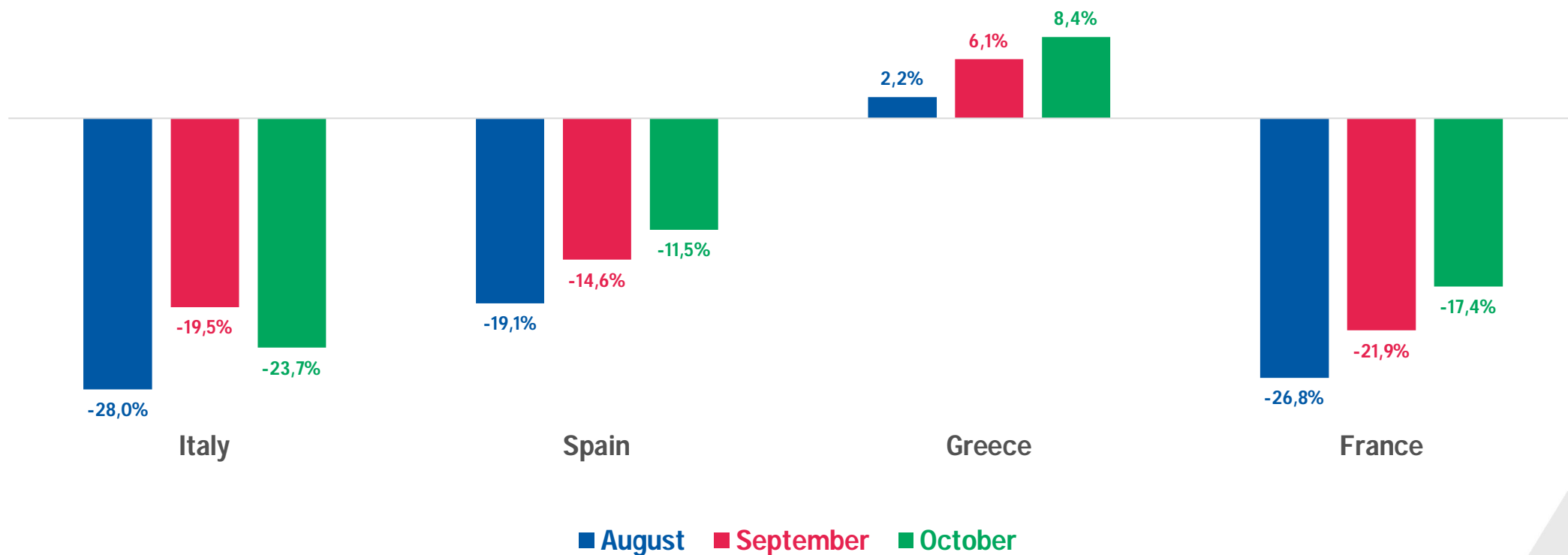
Summer/Autumn 2022 bookings – variation in % compared to 2021, as recorded on 15/09/2022



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# Monitoring of bookings of flights from other countries – Italy and competitors

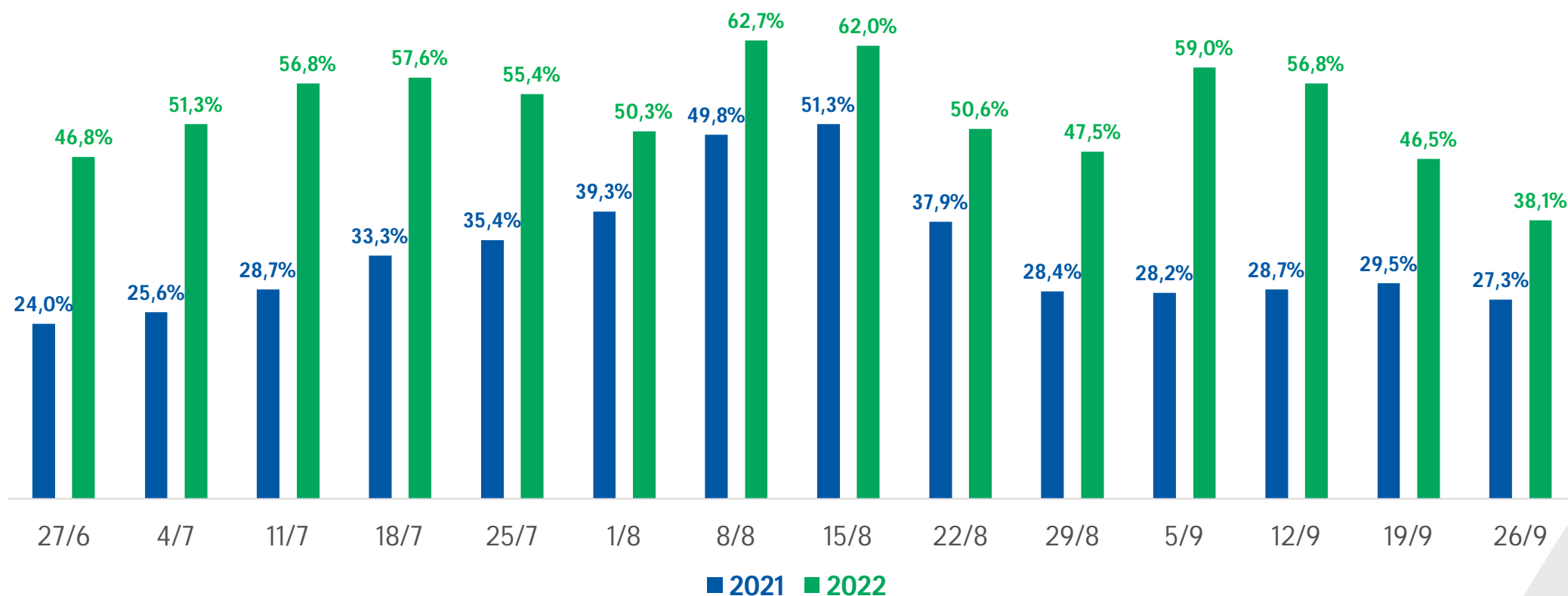
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# Accommodation bookings using Online Travel Agencies – Weekly data

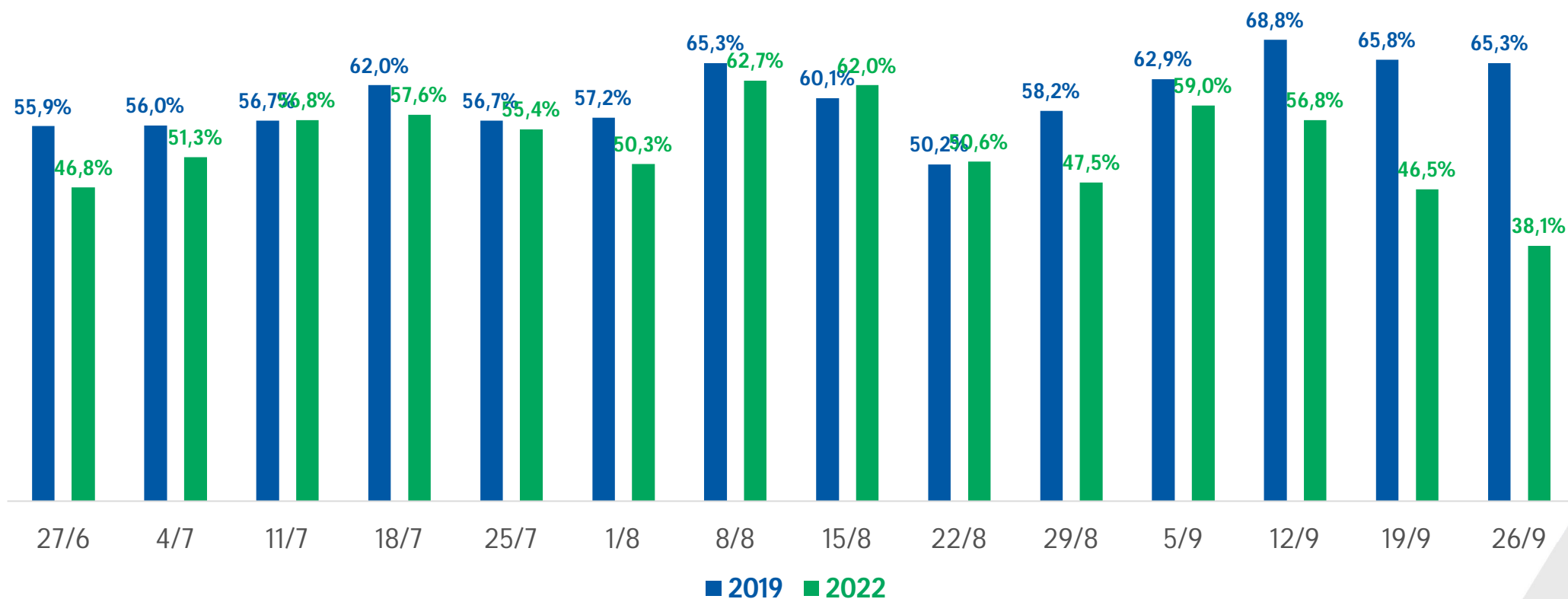
Availability among major OTAs – accommodation facility occupancy rates: comparison of 2022 with 2021



Source: ENIT Research Department using The Data Appeal Company data on 15/09/2022

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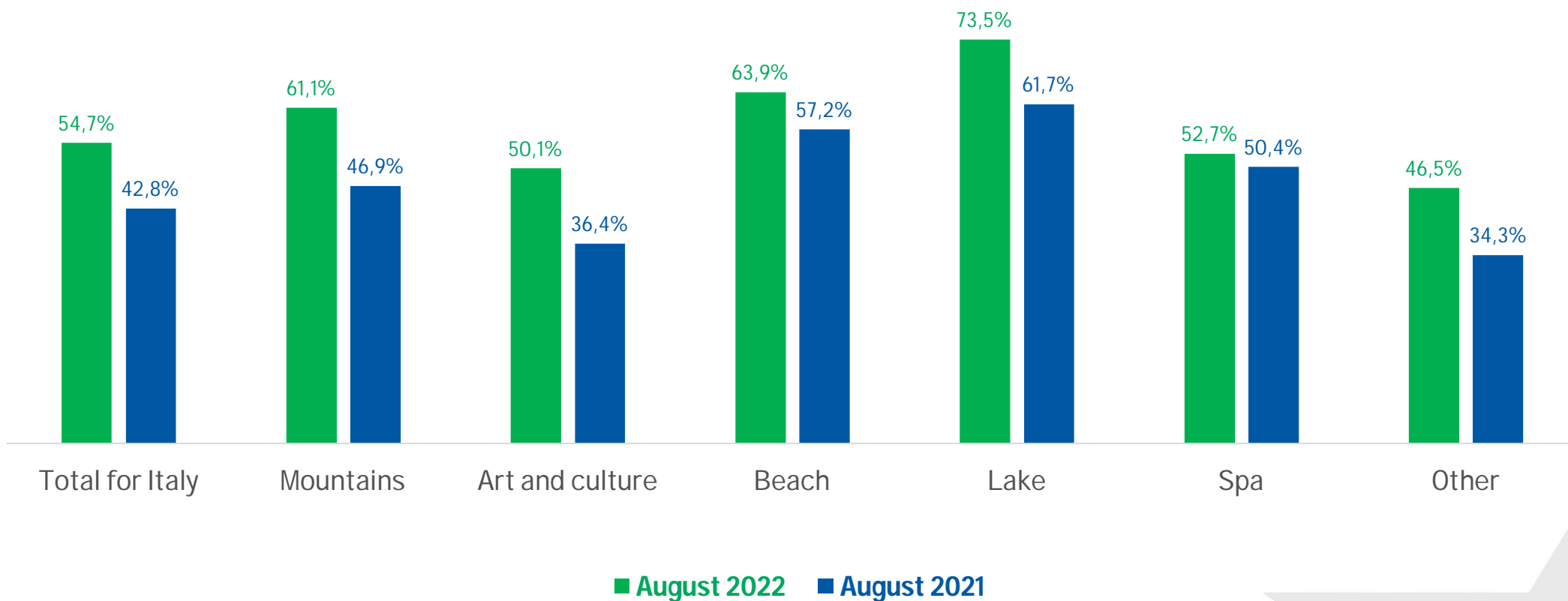
Availability among major OTAs - accommodation facility occupancy rates: comparison of 2022 with 2019



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# Accommodation bookings through Online Travel Agencies - August 2022/2021

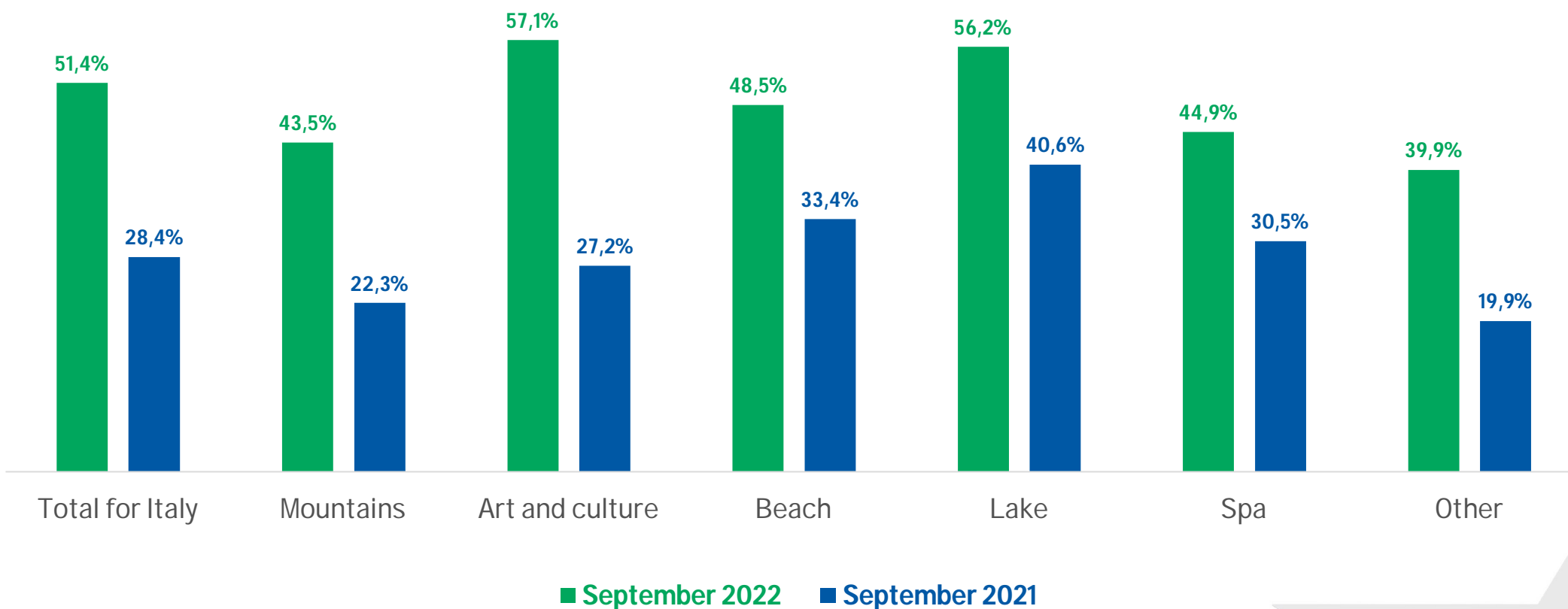
Availability among major OTAs – occupancy rates by product compared with 2021



Source: ENIT Research Department using The Data Appeal Company data on 15/09/2022

# Accommodation bookings through Online Travel Agencies – September 2022/2021

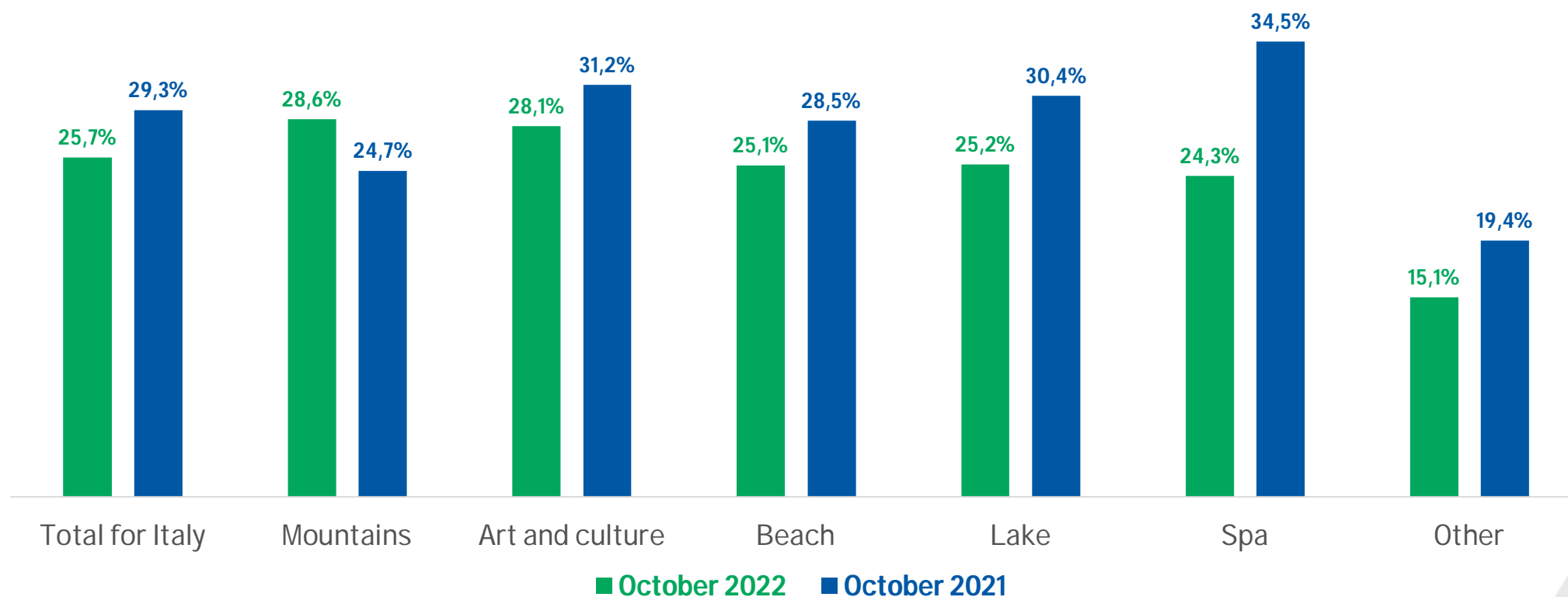
Availability among major OTAs – occupancy rates by product compared with 2021



Source: ENIT Research Department using The Data Appeal Company data on 15/09/2022

# Accommodation bookings through Online Travel Agencies – October 2022/2021

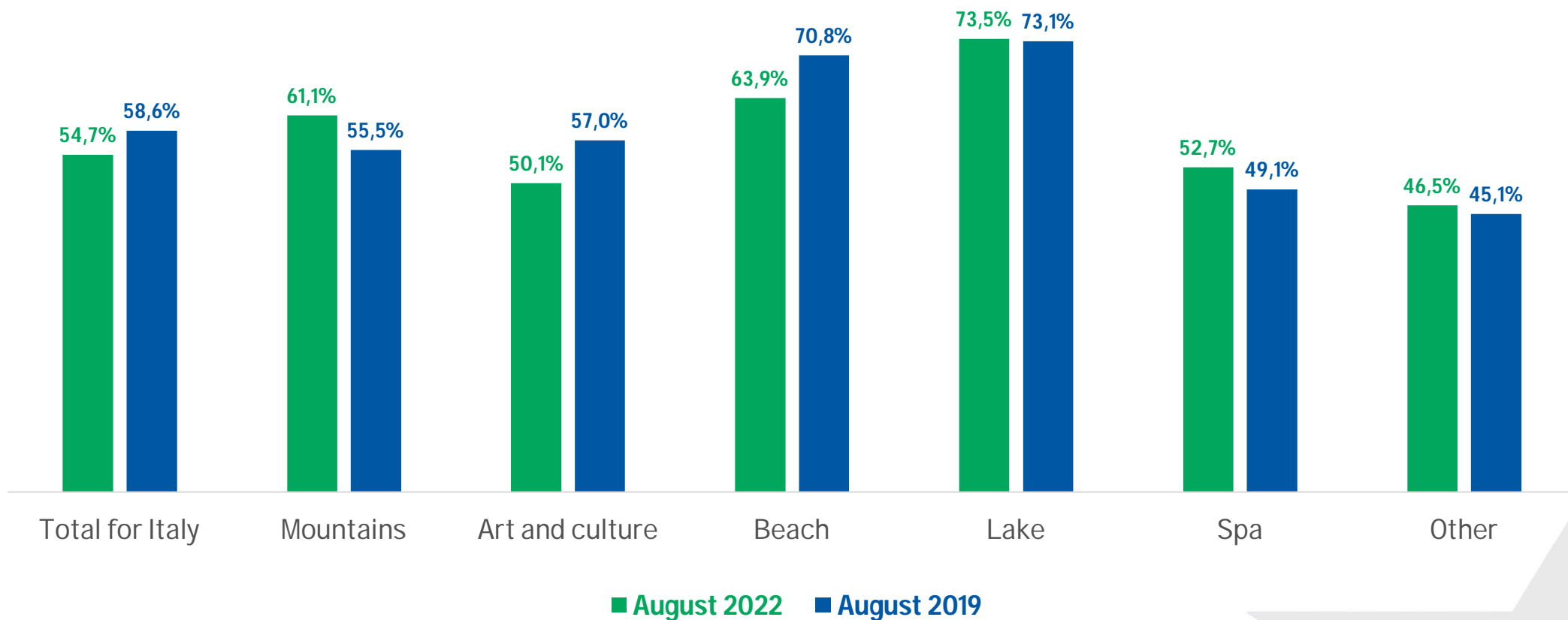
Availability among major OTAs – occupancy rates by product compared with 2021



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# Accommodation bookings through Online Travel Agencies – August 2022/2019

Availability among major OTAs – occupancy rates by product compared with 2019

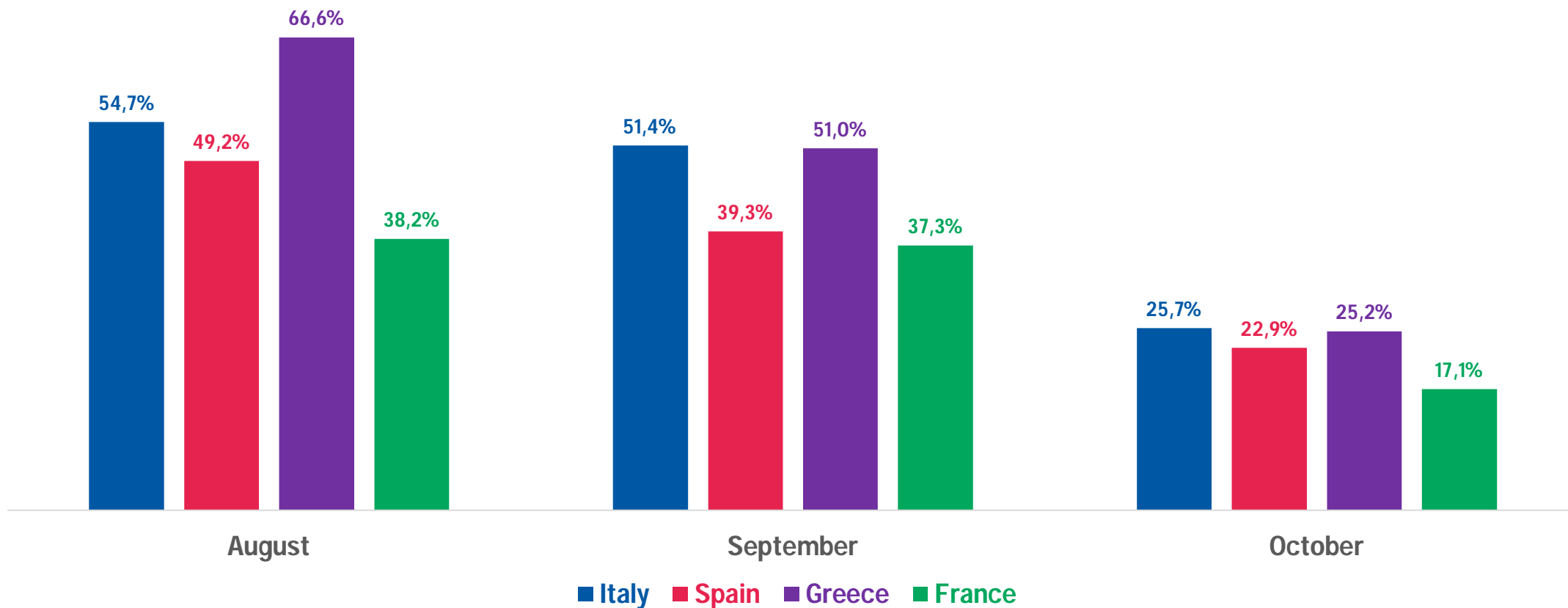


Source: ENIT Research Department using The Data Appeal Company data on 15/09/2022



# Accommodation bookings through Online Travel Agencies - Italy and competitors

Availability among major OTAs – occupancy rates in Summer/Autumn 2022



Source: ENIT Research Department using The Data Appeal Company data on 15/09/2022



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