ENIT BULLETIN

In-depth analysis of trends in tourism

August 2022

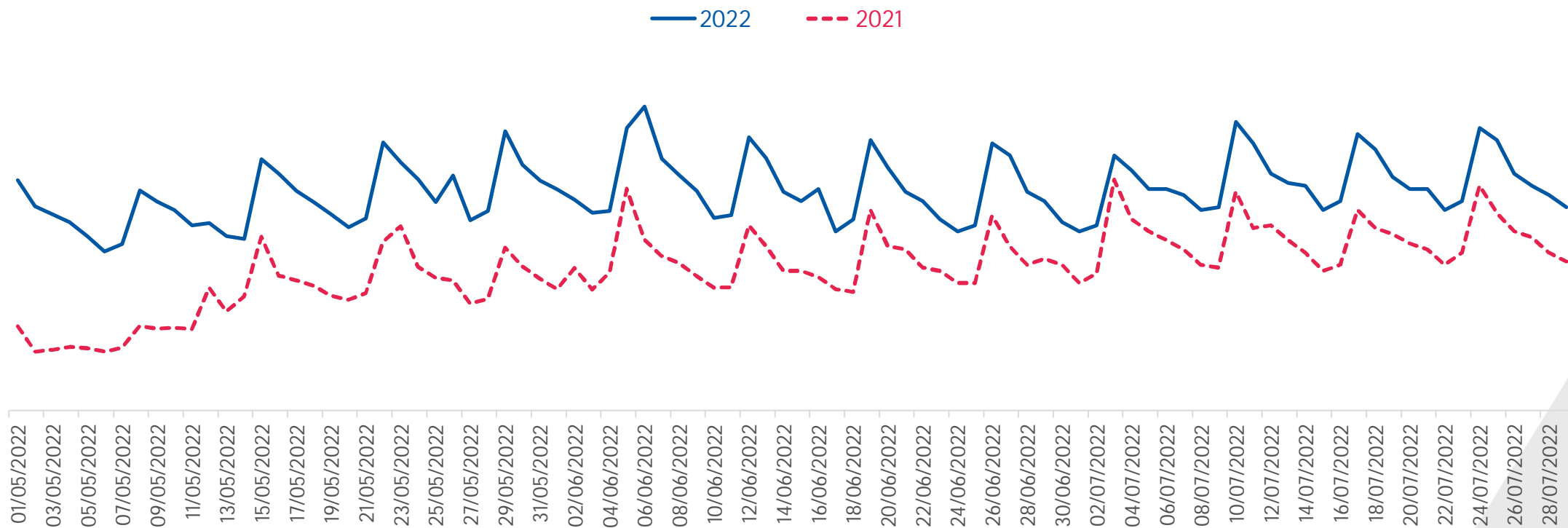By the

Research Department

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ENIT AGENZIA NAZIONALE DEL TURISMO 1919

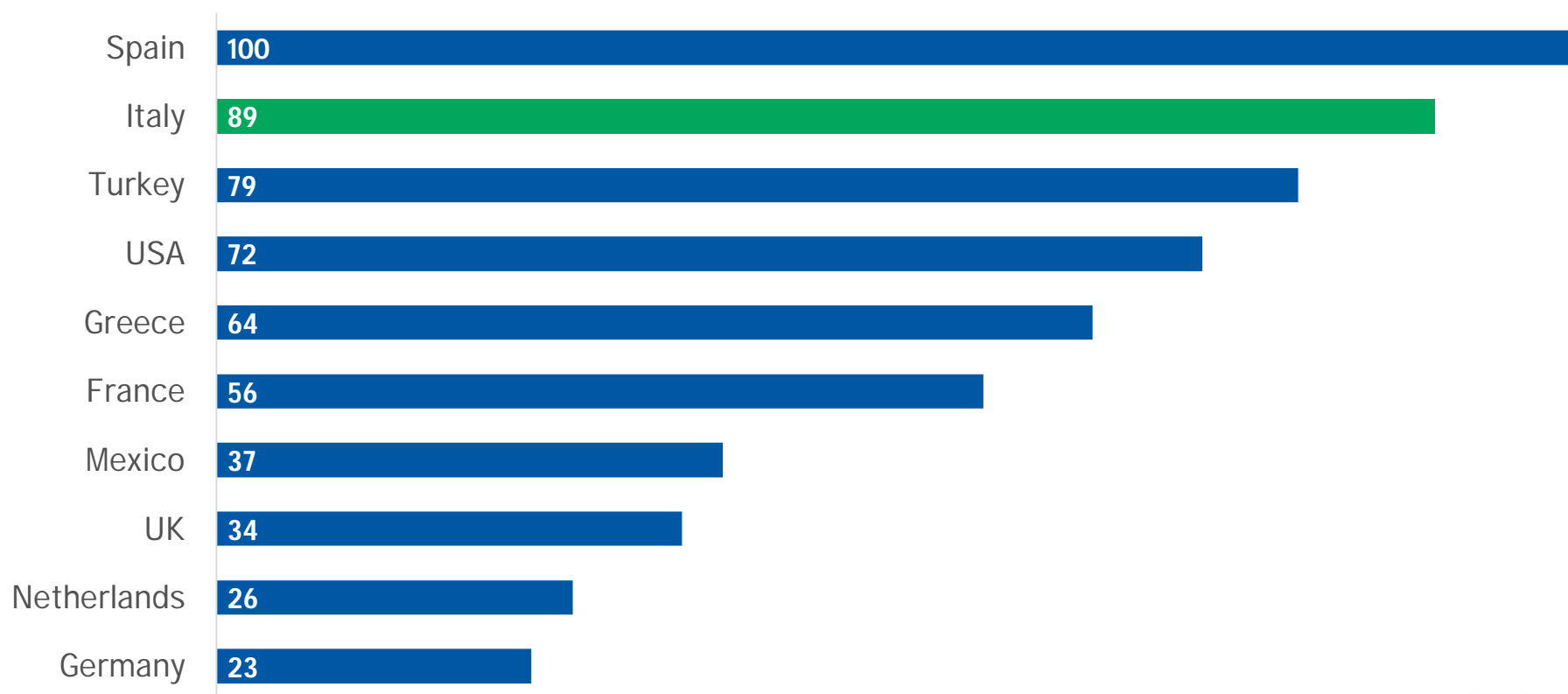# Interest among international tourists in trips to Italy

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

2022 — — — 2021

Source: ENIT Research Department using Google Destination Insights (for the period from 01/05/2022 to 29/07/2022) – All data is indexed

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Position of Italy in terms of interest in international travel

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

Country	Value
Spain	100
Italy	89
Turkey	79
USA	72
Greece	64
France	56
Mexico	37
UK	34
Netherlands	26
Germany	23

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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

City	Value
1 Paris	100
2 London	87
3 Dubai	75
4 New York	61
5 Las Vegas…	59
6 Istanbul	53
7 Barcelona	51
8 Rome	50
9 Punta Cana	50
10 Amsterdam	47
18 Venice	22
25 Milan	18
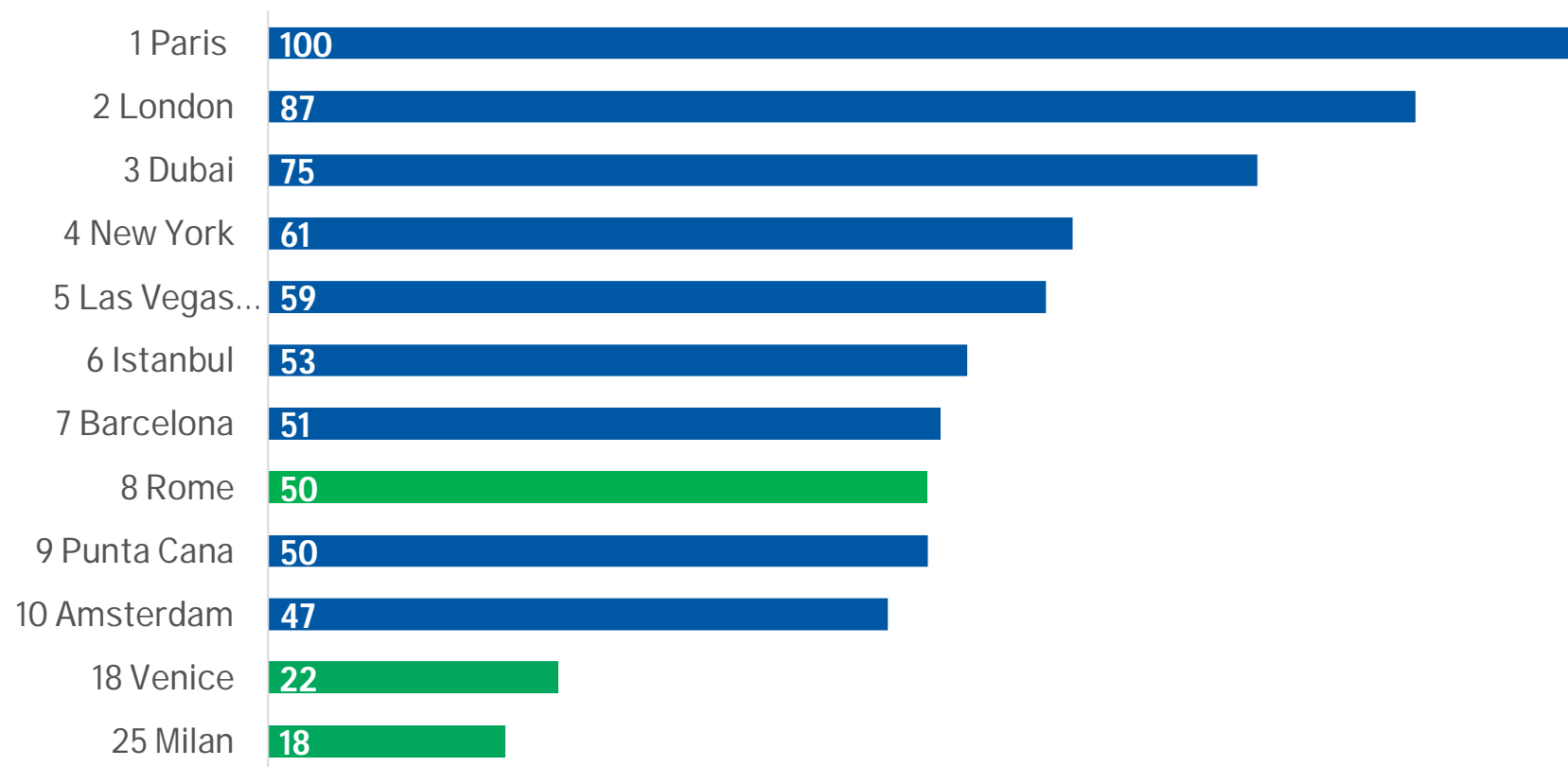
Source: ENIT Research Department using Google Destination Insights (for the period from 01/05/2022 to 29/07/2022) – All data is indexed

The main countries interested in Italy

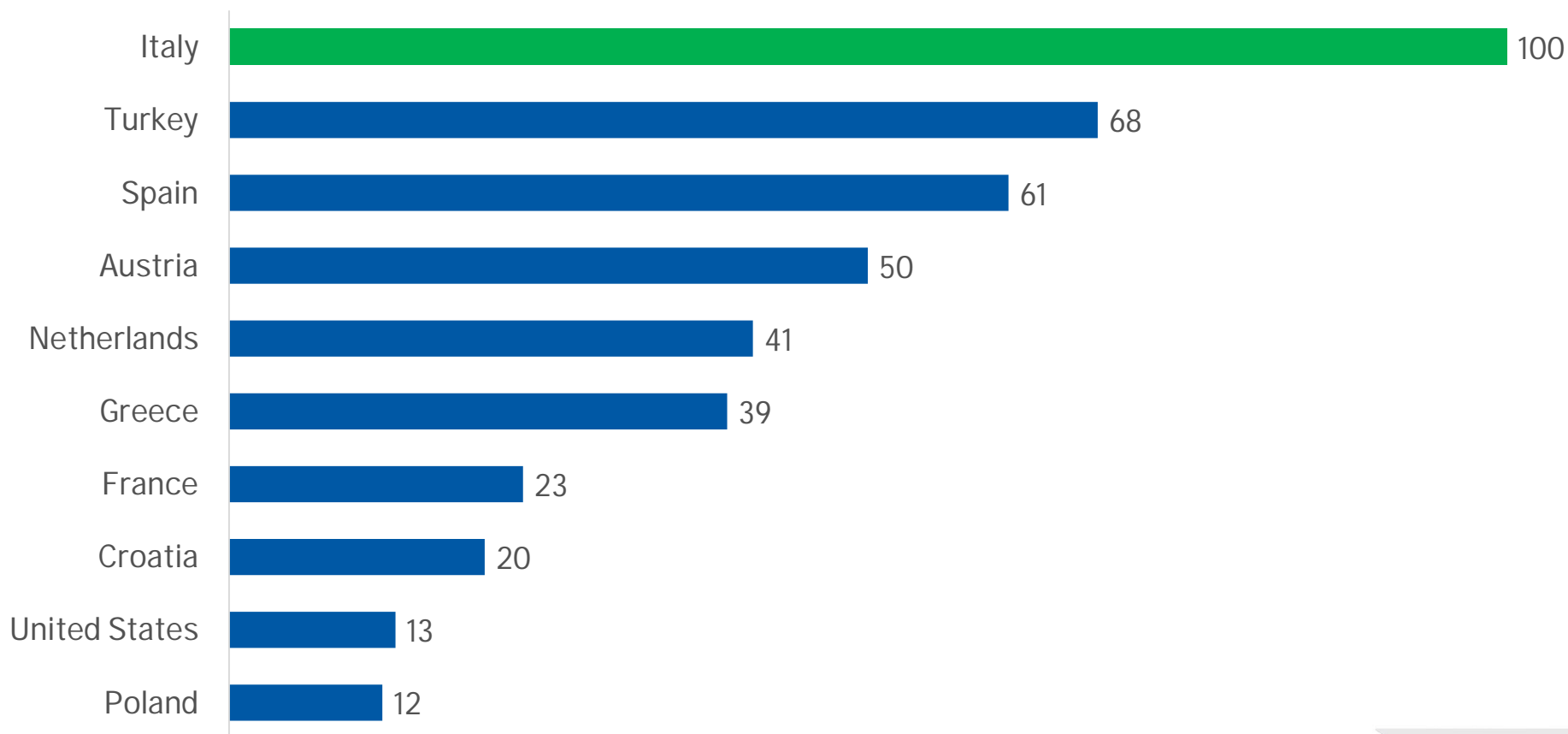Accommodation searches on Google for trips to Italy in the last 3 months
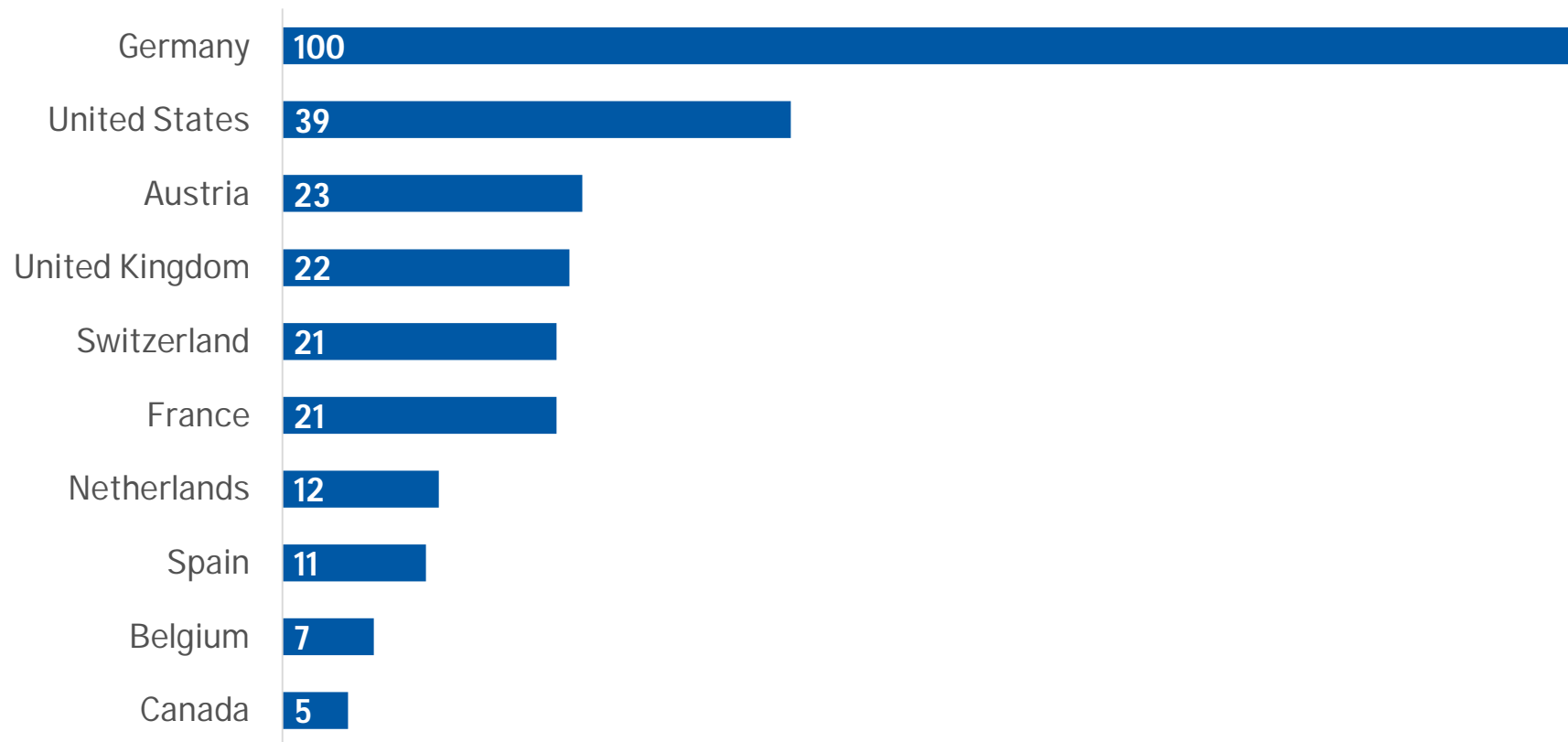
Country	Value
Germany	100
United States	39
Austria	23
United Kingdom	22
Switzerland	21
France	21
Netherlands	12
Spain	11
Belgium	7
Canada	5

Source: ENIT Research Department using Google Destination Insights (for the period from 01/05/2022 to 29/07/2022) – All data is indexed

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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

Destination	Index
Italy	100
Turkey	68
Spain	61
Austria	50
Netherlands	41
Greece	39
France	23
Croatia	20
United States	13
Poland	12

Source: ENIT Research Department using Google Destination Insights (for the period from 01/05/2022 to 29/07/2022) – All data is indexed

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Main tourist destinations of interest for the French market
Accommodation searches on Google for international travel in the last 3 months
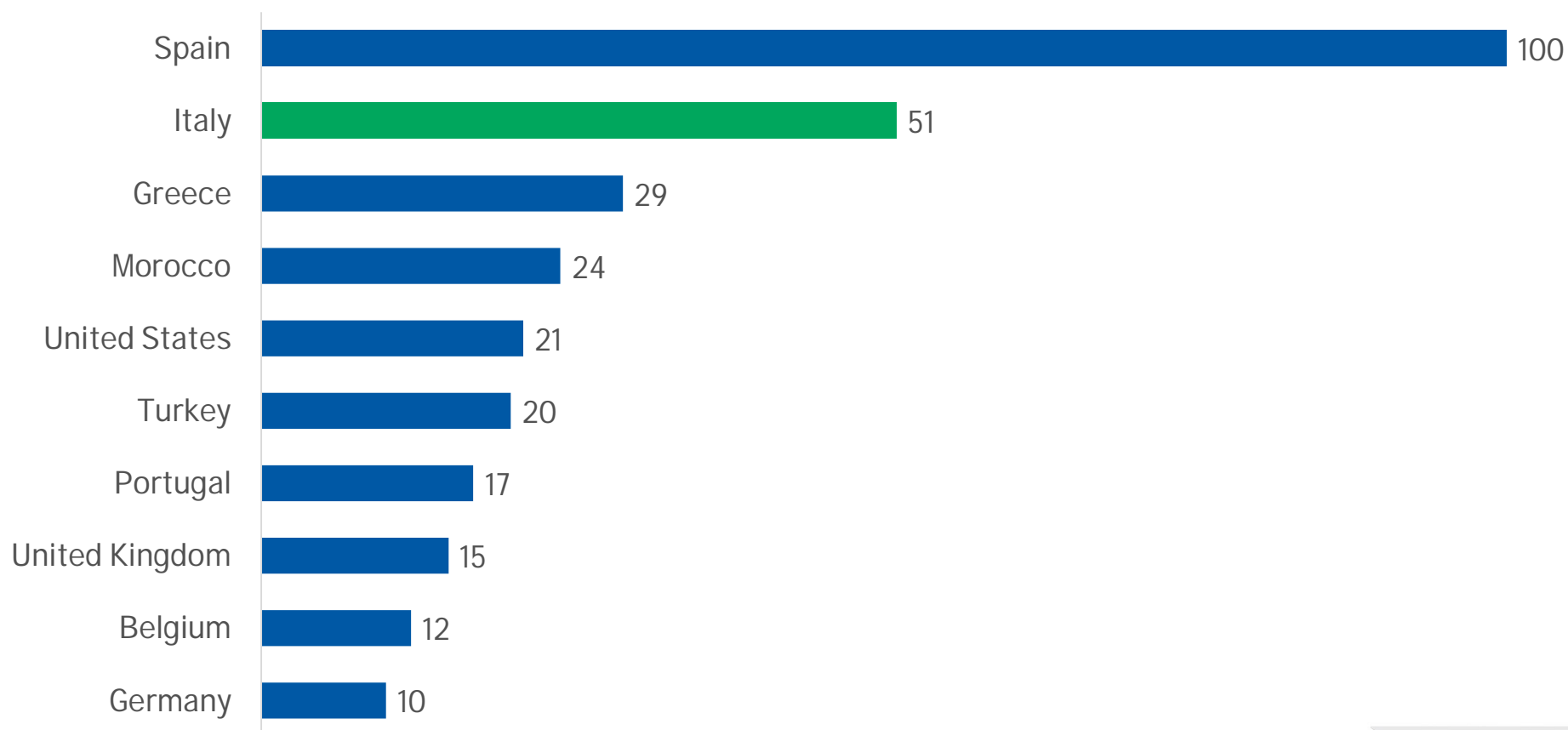
Destination	Index
Spain	100
Italy	51
Greece	29
Morocco	24
United States	21
Turkey	20
Portugal	17
United Kingdom	15
Belgium	12
Germany	10

Source: ENIT Research Department using Google Destination Insights (for the period from 01/05/2022 to 29/07/2022) – All data is indexed

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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
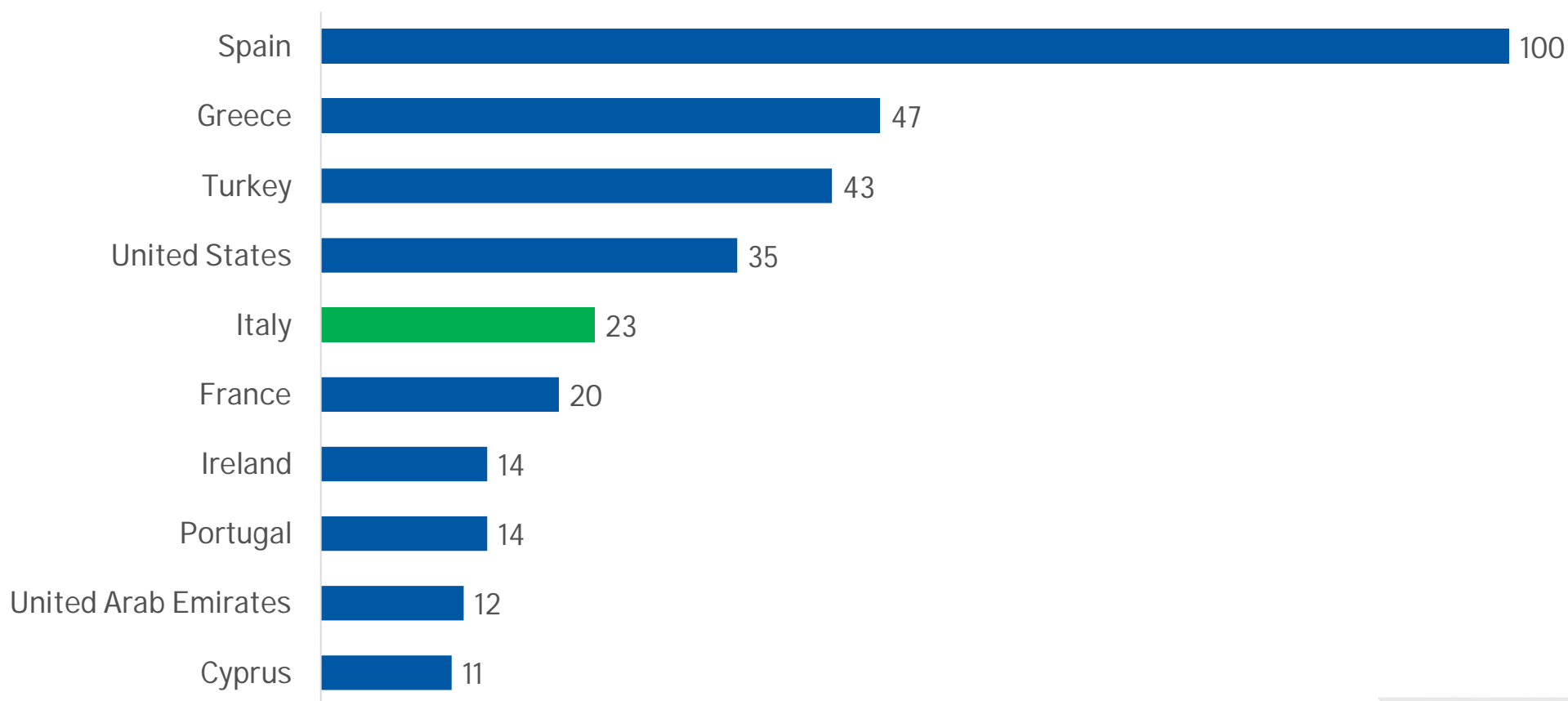
Destination	Value
Spain	100
Greece	47
Turkey	43
United States	35
Italy	23
France	20
Ireland	14
Portugal	14
United Arab Emirates	12
Cyprus	11

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Main tourist destinations of interest for the Dutch market

Accommodation searches on Google for international travel in the last 3 months
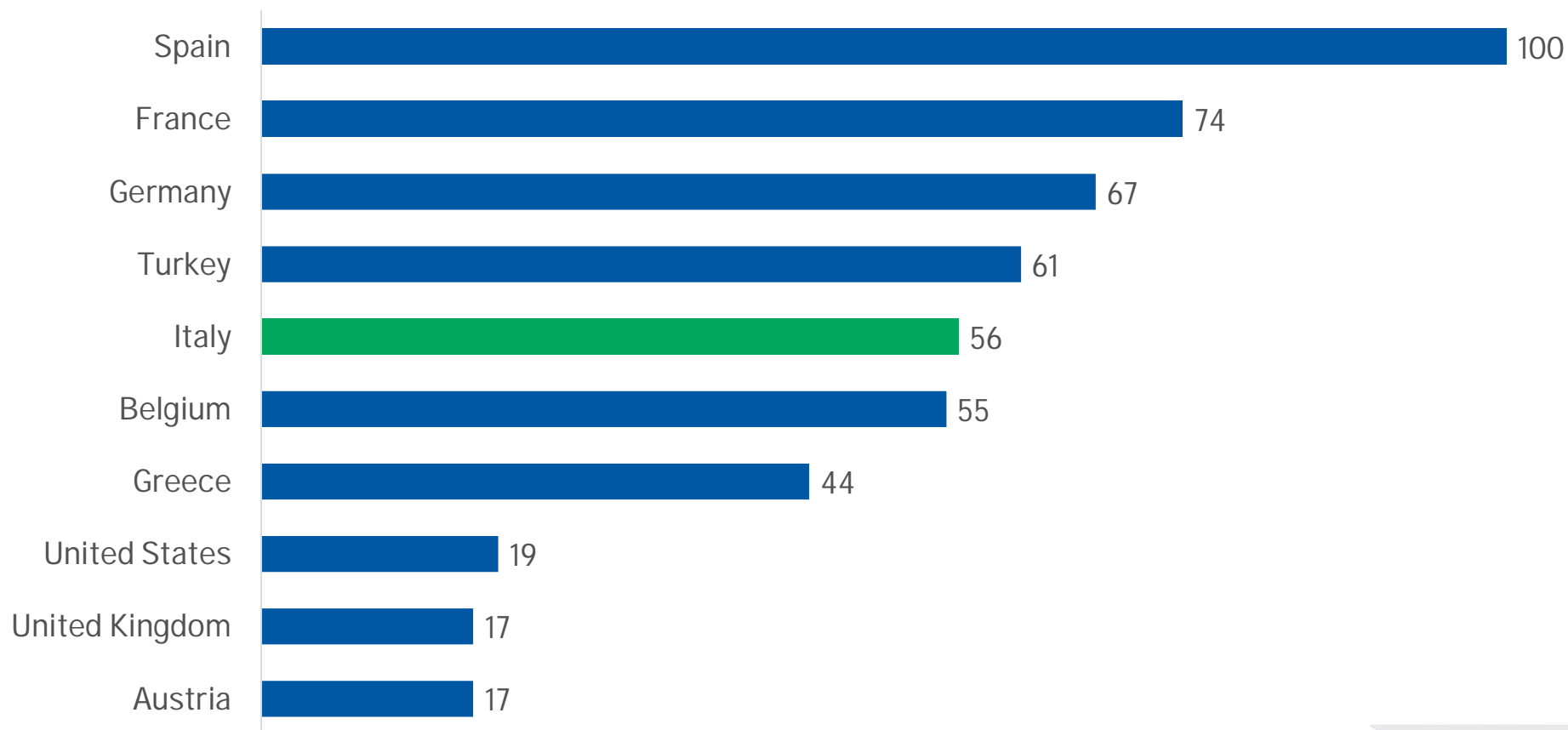
Destination	Value
Spain	100
France	74
Germany	67
Turkey	61
Italy	56
Belgium	55
Greece	44
United States	19
United Kingdom	17
Austria	17

Source: ENIT Research Department using Google Destination Insights (for the period from 01/05/2022 to 29/07/2022) – All data is indexed

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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
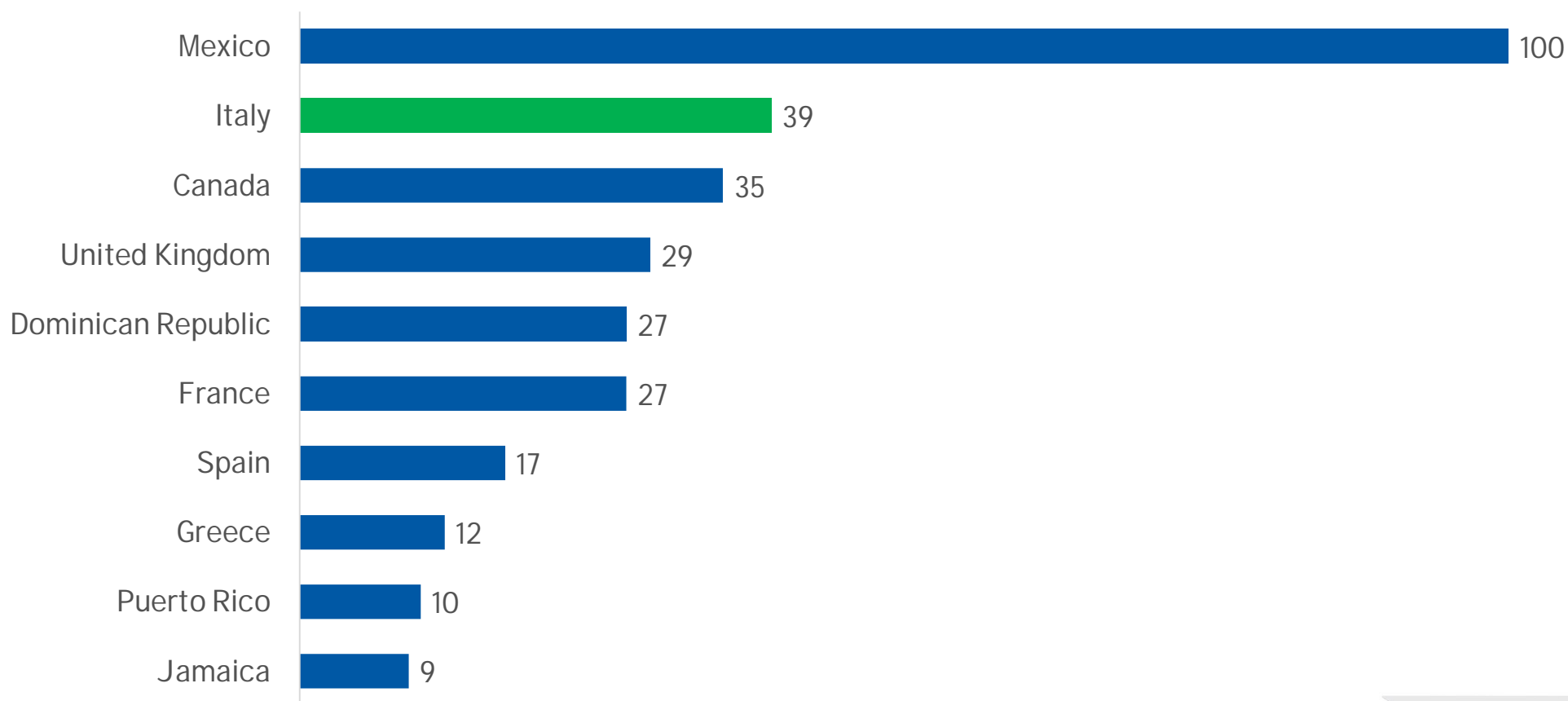
Destination	Value
Mexico	100
Italy	39
Canada	35
United Kingdom	29
Dominican Republic	27
France	27
Spain	17
Greece	12
Puerto Rico	10
Jamaica	9

Source: ENIT Research Department using Google Destination Insights (for the period from 01/05/2022 to 29/07/2022) – All data is indexed

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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 08/08/2022

April: 761.946 (2022) / 84.482 (2021)
May: 916.964 (2022) / 152.394 (2021)
June: 1.069.432 (2022) / 267.078 (2021)
July: 1.077.624 (2022) / 533.655 (2021)
August: 714.390 (2022) / 501.522 (2021)
September: 633.062 (2022) / 571.455 (2021)

■ **Arrivals/Bookings 2022*** ■ **Arrivals 2021**
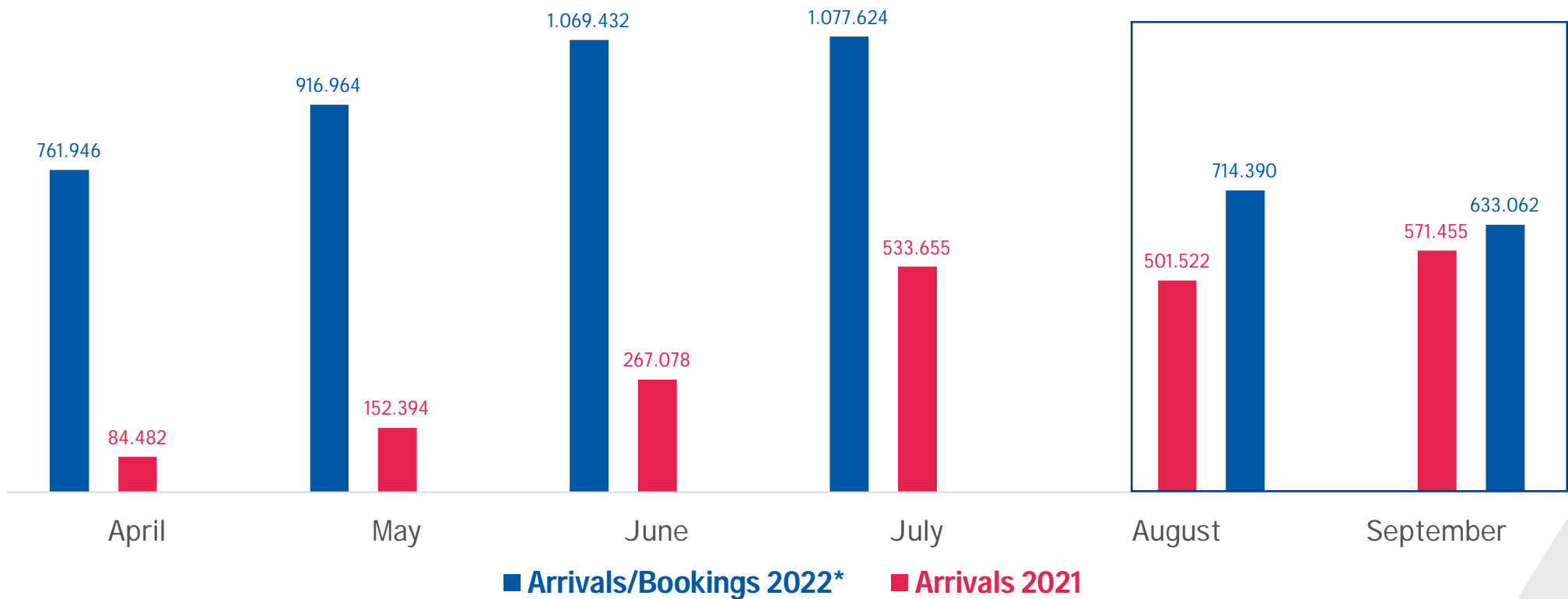
Source: ENIT Research Department using ForwardKeys data – updated on 31/07/2022 – ***2022 bookings for August and September**

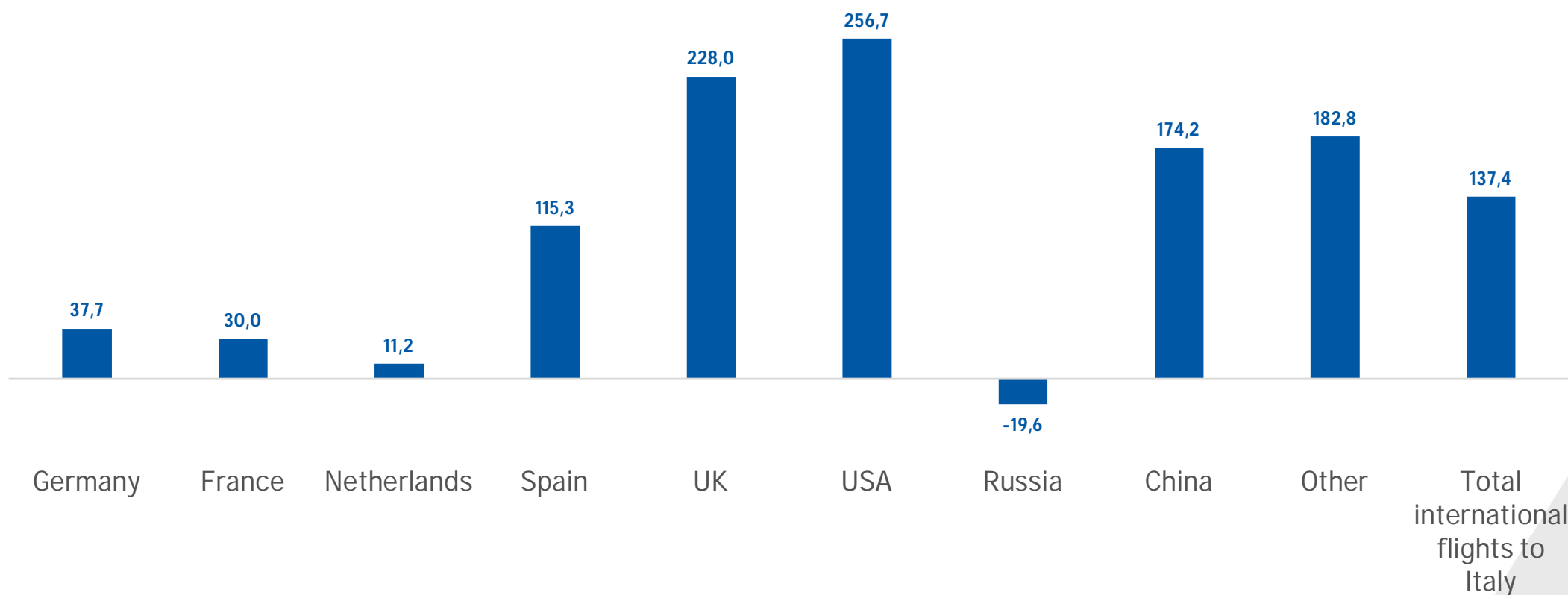# Monitoring of arrivals and bookings of international flights to Italy
Past arrivals and bookings for the coming months in Italian airports – comparison between 2022 and 2019, made on 08/08/2022

	April	May	June	July	August	September
Arrivals/Bookings 2022*	759.167	913.824	1.065.075	1.073.501	714.390	633.062
Arrivals 2019	1.232.964	1.441.207	1.566.755	1.523.119	1.160.221	1.420.866

■ **Arrivals/Bookings 2022*** ■ **Arrivals 2019**

Source: ENIT Research using Forward Data – updated on 31/07/2022 ***2022 bookings for August and September**

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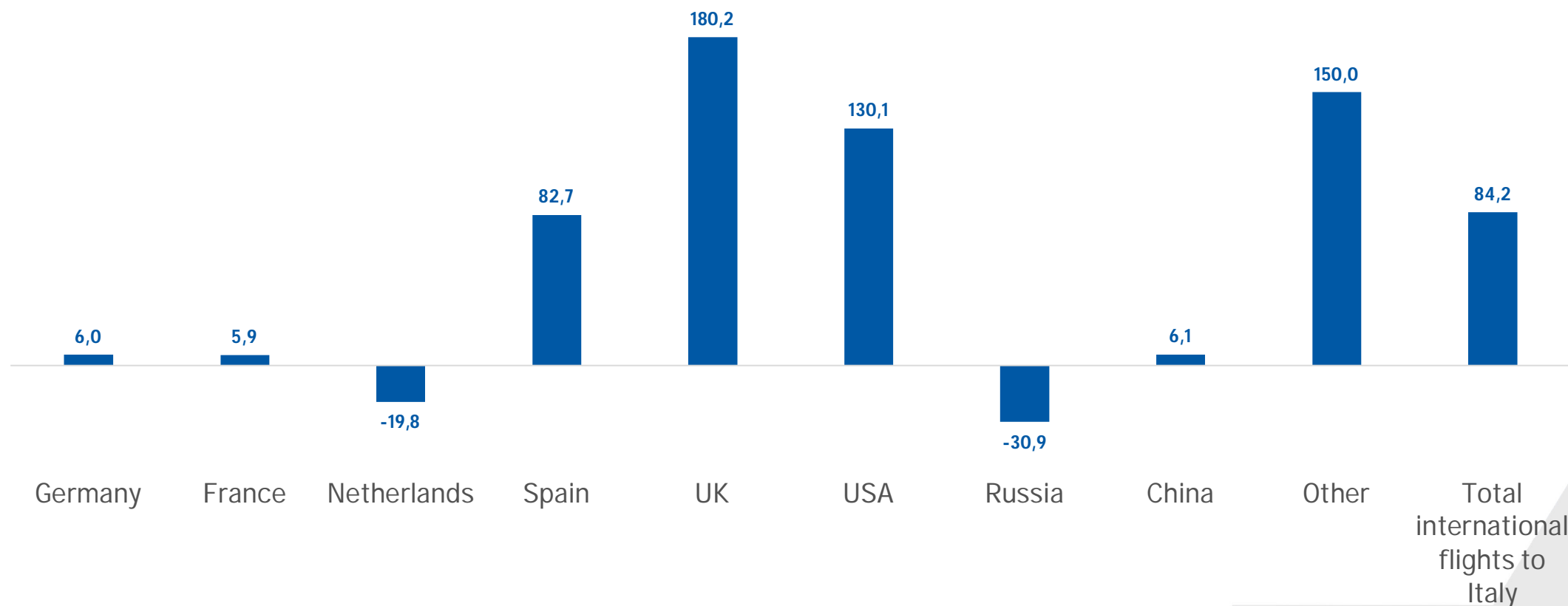DEL TURISMO

Monitoring of bookings of international flights to Italy – July

Summer 2022 bookings by country of origin – variation (in %) between July 2022 and 2021, as recorded on 08/08/2022

Country	Value
Germany	37,7
France	30,0
Netherlands	11,2
Spain	115,3
UK	228,0
USA	256,7
Russia	-19,6
China	174,2
Other	182,8
Total international flights to Italy	137,4

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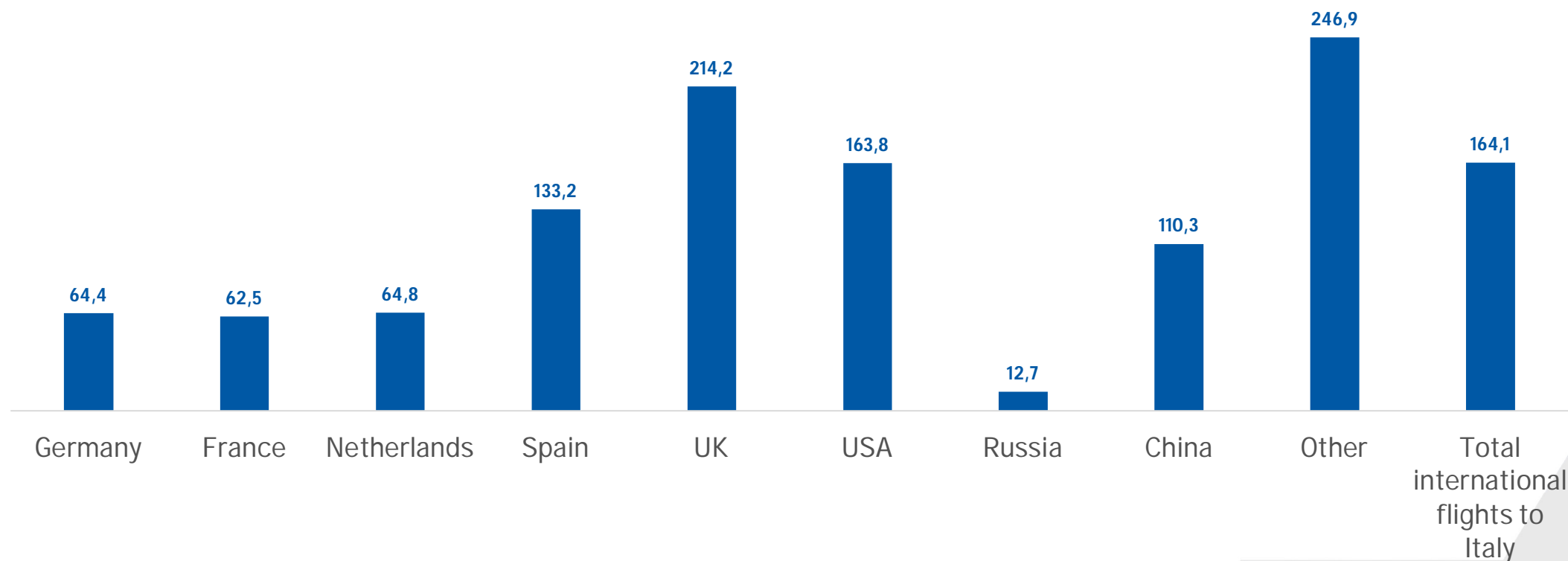
Monitoring of bookings of international flights to Italy - August
Summer 2022 bookings by country of origin – variation (in %) between August 2022 and 2021, as recorded on 08/08/2022

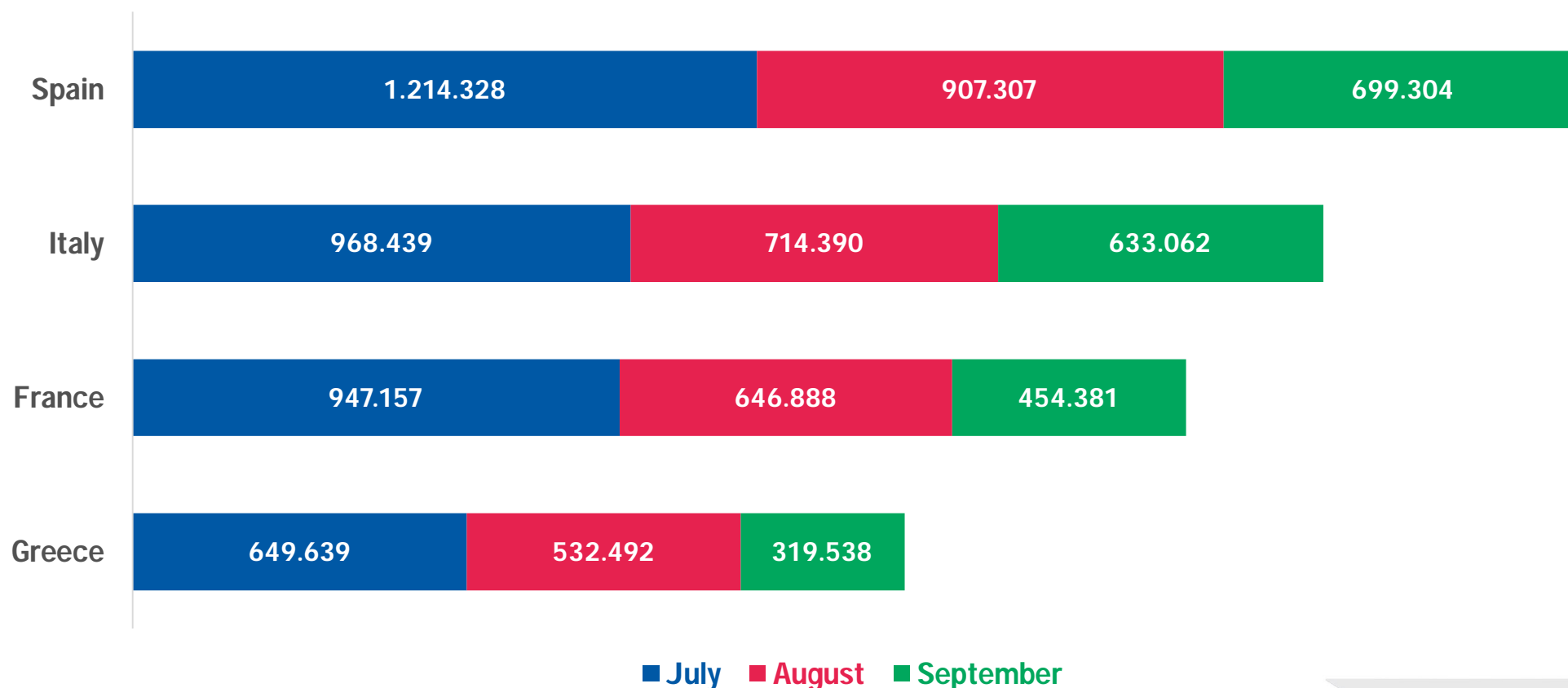| Germany	France	Netherlands	Spain	UK	USA	Russia	China	Other	Total international flights to Italy
6,0	5,9	-19,8	82,7	180,2	130,1	-30,9	6,1	150,0	84,2

Monitoring of bookings of international flights to Italy – September

Summer 2022 bookings by country of origin – variation (in %) between September 2022 and 2021, as recorded on 08/08/2022

Germany	France	Netherlands	Spain	UK	USA	Russia	China	Other	Total international flights to Italy
64,4	62,5	64,8	133,2	214,2	163,8	12,7	110,3	246,9	164,1

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Monitoring of bookings of flights from other countries – Italy and competitors
Summer 2022 bookings, as recorded on 08/08/2022

	July	August	September
Spain	1.214.328	907.307	699.304
Italy	968.439	714.390	633.062
France	947.157	646.888	454.381
Greece	649.639	532.492	319.538

■ **July** ■ **August** ■ **September**
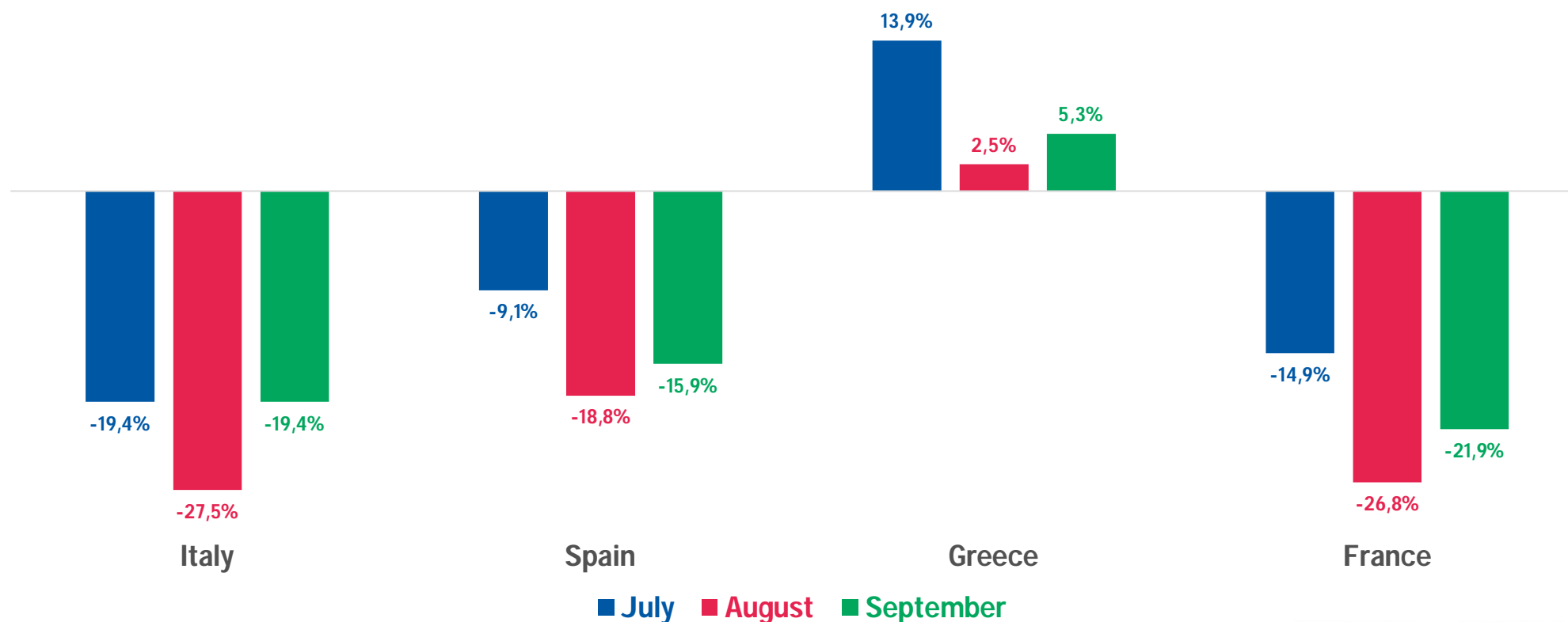
Monitoring of bookings of flights from other countries – Italy and competitors
Summer 2022 bookings – variation (in %) between July, August and September 2022 and 2021, as recorded on 08/08/2022

Italy
- July: 137,4%
- August: 84,2%
- September: 164,1%

Spain
- July: 73,4%
- August: 59,2%
- September: 102,7%

Greece
- July: 40,3%
- August: 20,2%
- September: 56,2%

France
- July: 145,0%
- August: 116,8%
- September: 173,1%

■ July ■ August ■ September

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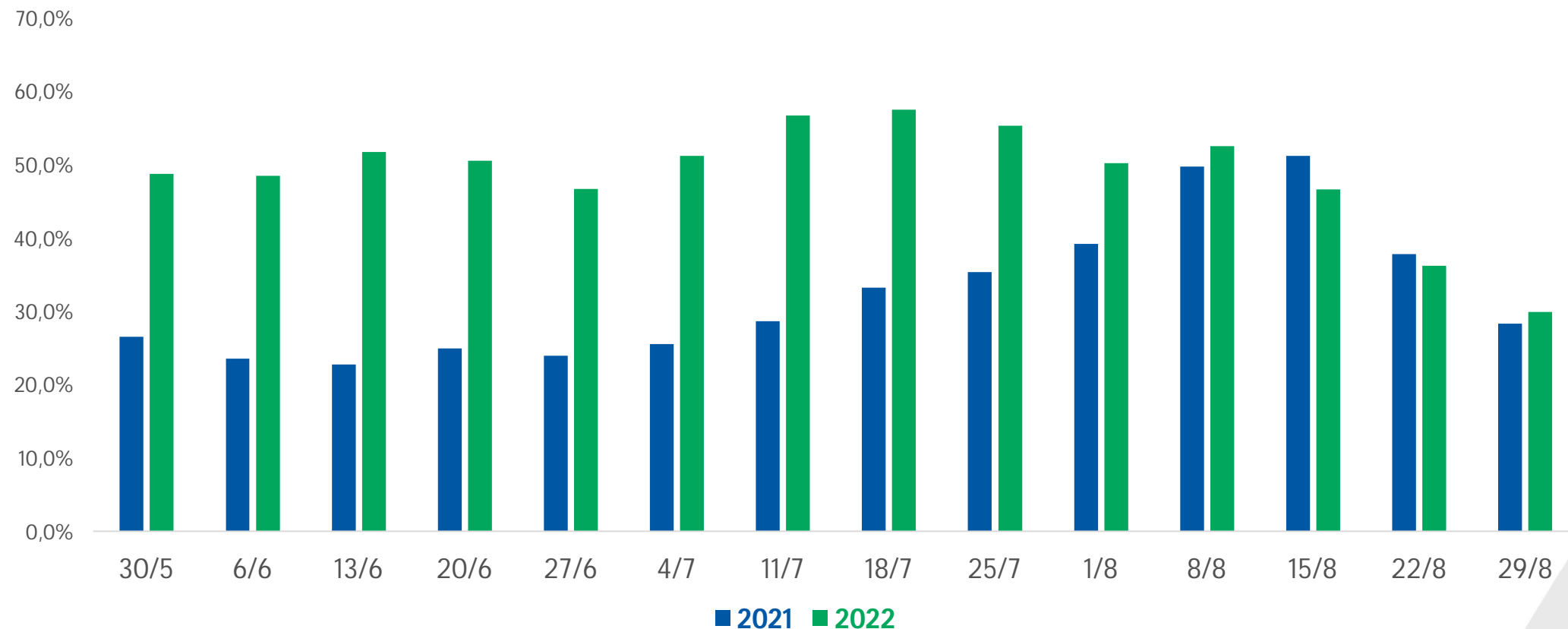
Monitoring of bookings of flights from other countries – Italy and competitors
Summer 2022 bookings – variation (in %) between July, August and September 2022 and 2019, as recorded on 08/08/2022

	July	August	September
Italy	-19,4%	-27,5%	-19,4%
Spain	-9,1%	-18,8%	-15,9%
Greece	13,9%	2,5%	5,3%
France	-14,9%	-26,8%	-21,9%

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Accommodation bookings using Online Travel Agencies – Weekly data
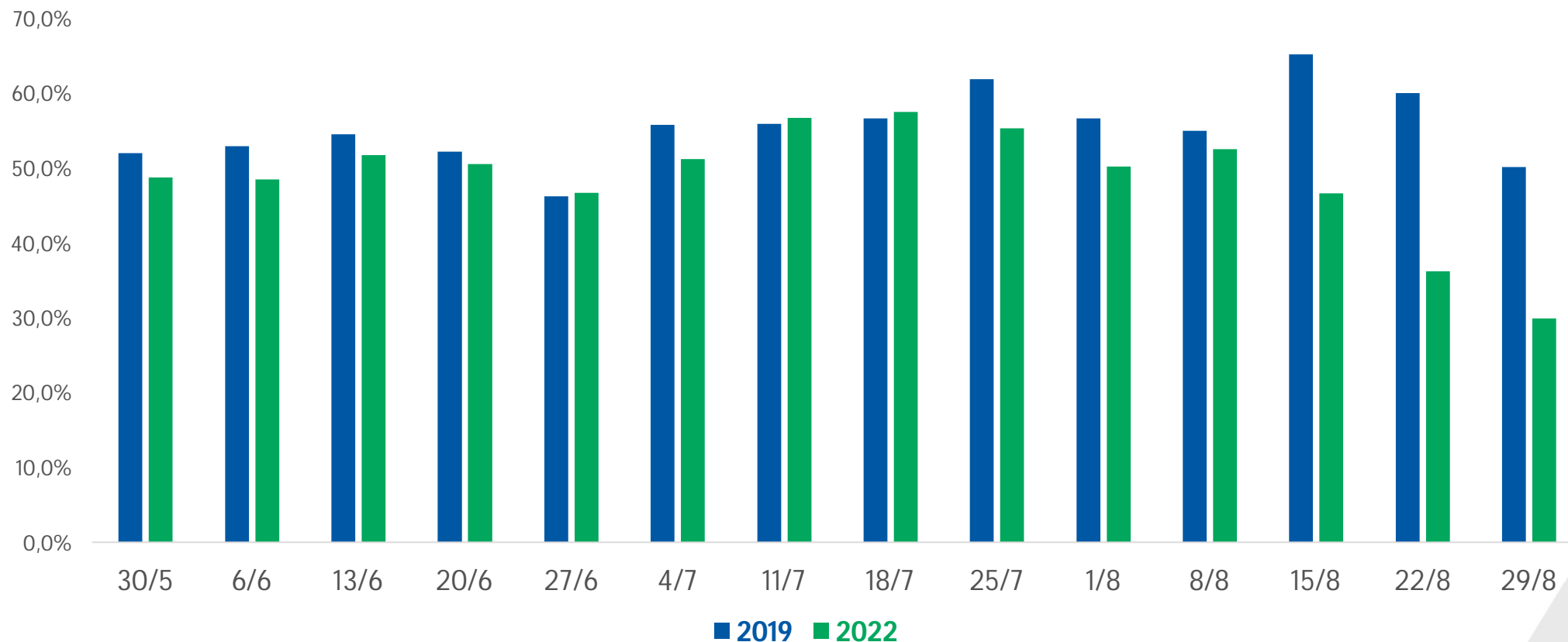
Availability among major OTAs – accommodation facility occupancy rates: comparison of 2022 with 2021

■ 2021 ■ 2022

Source: ENIT Research Department using The Data Appeal Company data on 08/08/2022

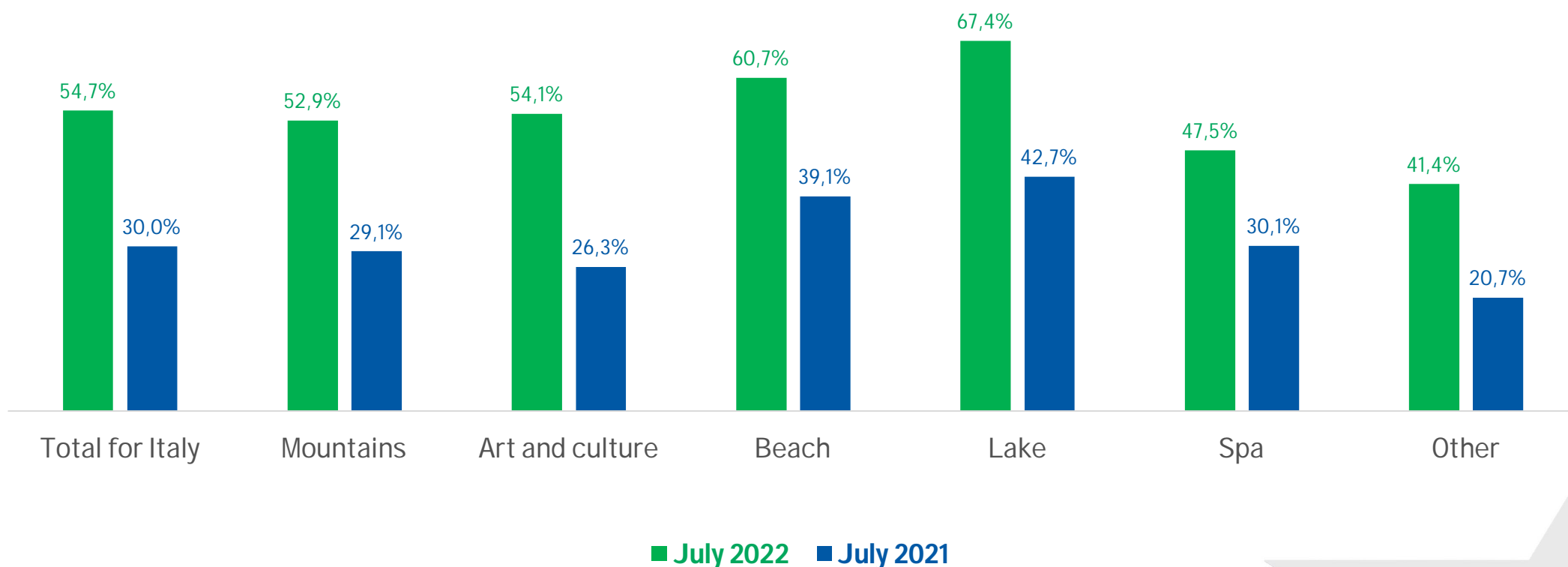# Accommodation bookings using Online Travel Agencies – Weekly data

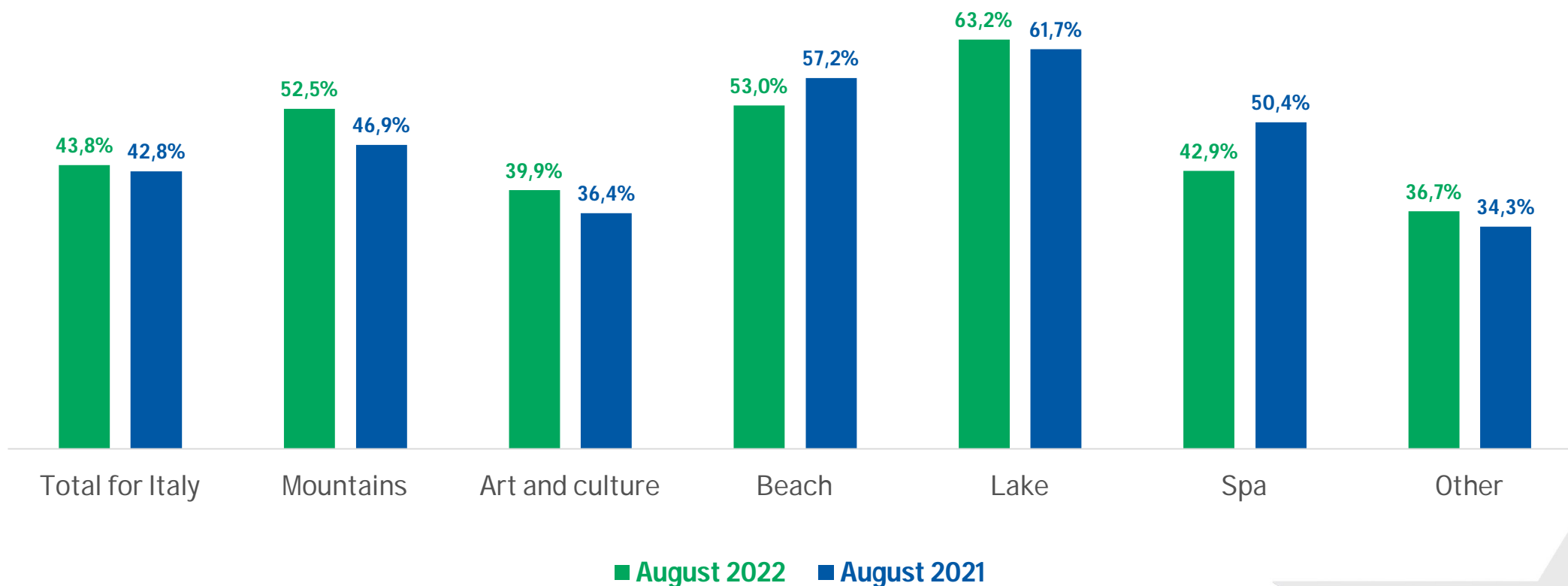Availability among major OTAs – accommodation facility occupancy rates: comparison of 2022 with 2019

Accommodation bookings through Online Travel Agencies - July 2022/2021
Availability among major OTAs – occupancy rates by product compared with 2021

	July 2022	July 2021
Total for Italy	54,7%	30,0%
Mountains	52,9%	29,1%
Art and culture	54,1%	26,3%
Beach	60,7%	39,1%
Lake	67,4%	42,7%
Spa	47,5%	30,1%
Other	41,4%	20,7%

■ July 2022   ■ July 2021

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Accommodation bookings through Online Travel Agencies – August 2022/2021

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

	Total for Italy	Mountains	Art and culture	Beach	Lake	Spa	Other
August 2022	43,8%	52,5%	39,9%	53,0%	63,2%	42,9%	36,7%
August 2021	42,8%	46,9%	36,4%	57,2%	61,7%	50,4%	34,3%

■ **August 2022** ■ **August 2021**

Accommodation bookings through Online Travel Agencies – September 2022/2021

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

	Total for Italy	Mountains	Art and culture	Beach	Lake	Spa	Other
September 2022	28,4%	27,7%	30,7%	28,7%	37,9%	23,4%	18,4%
September 2021	28,4%	22,3%	27,2%	33,4%	40,6%	30,5%	19,9%

■ September 2022 ■ September 2021

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Accommodation bookings using Online Travel Agencies – July 2022/2019

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

	July 2022	July 2019
Total for Italy	54,7%	57,5%
Mountains	52,9%	39,2%
Art and culture	54,1%	61,0%
Beach	60,7%	57,2%
Lake	67,4%	66,5%
Spa	47,5%	41,1%
Other	41,4%	43,3%

Legend: ■ July 2022 ■ July 2019

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Accommodation bookings through Online Travel Agencies - Italy and competitors
Availability among major OTAs – occupancy rates in Summer 2022

July
- Italy: 54,7%
- Spain: 38,4%
- Greece: 58,4%
- France: 39,1%

August
- Italy: 43,8%
- Spain: 44,2%
- Greece: 60,1%
- France: 31,5%

September
- Italy: 28,4%
- Spain: 21,3%
- Greece: 30,1%
- France: 18,1%

■ **Italy** ■ **Spain** ■ **Greece** ■ **France**

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ENIT – Italian National Tourist Board
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