

# Market status update

Italy 20/10/2023



# Market status update: Italy

October 2023

# Italy today

Updated situation



# Italy in some figures

- Population: **58.870.000**
- GDP: + **0.9 %** (estimate for 2023)  
(Eurozone + 0.8%)
- Inflation rate:  
September **5.3 %** (EU zone 4.3 %)
- Unemployment rate: **7.3% (Aug 2023)**  
the best figures in the last 14 years.



# Tourism trends in the market

# The market in a glimpse

- Tourism is almost back to 2019 levels.
- Good increase in the first half of the year both in terms of trips and bookings.
- After that a slowdown before a new acceleration under date.
- Still challenging times: inflation, economy, weather and global crises (Ukraine war and Middle East).



# A good summer

- 30 mln Italians expected to travel from June to September (compared to 28 mln in 2022) for an expected turnover of 41 bln.
- In August 16,4 mln of travellers.
- Compared to last year the number of people travelling abroad has increased (around 30% of the total).

- **With some shadows...**

- Almost 9 mln of Italians did not travel in high season due to price levels.
- Mostly because they had no money but 17,2% of them (2,9 mln) intend to go on holiday in shoulder seasons to find lower prices.

- **But the mood is...**

- A research on spending intentions for the next 12 months shows a reduction but with some differences following the countries: France 7,2% Sweden 7%, Norway 6,9% e 4,9% for Italy

- Sources:  
Confcommercio/Swg  
Osservatorio Astoi (ItalianTour Operator Association)  
Facile.it/EMG Different

# Not only Summer...

- **A never ending summer**

- This year 11,5 mln of Italians opted for September (+11% compared to 2022).  
Good weather is a factor together with cheaper prices.

- Turnover of around € 5,2 bln.

- 13% of the travellers will choose to travel abroad (mainly in Europe).

- **Gen Z is travelling in autumn, the new trend of 2023**

- For Gen Z the summer seems not to be a trendy period for their holidays.  
Climate change is making summer trips more and more a tiring experience, not a relaxing one as it should be.

- Sources:  
Assoutenti  
Coldiretti/Ixè  
Confcommercio  
Hell-Plus Company



# Italians don't give up their holidays!

## Higher average budgets and more trips abroad

- In Italy 83% of the respondents showed great enthusiasm for their next trips (+9%).  
The same percentage (among the highest in Europe) planned to have at least one trip in summer (+7% compared to 2022).
- Increased propensity to advance booking: 34% of the respondents declared they already booked their holidays, 58% 2 months before the departure and 31% booked in advance compared to the past.
- Inflation hasn't stopped the intention of travelling even if 75% of the respondents was in some way worried. The average holiday budget is slowly growing (1.800 euro, +2% compared to 2022).
- For most of the Italians holidays mean relaxing (42%), with family and friends. Increase of those who are travelling to discover new cultures (28%, +4 compared to 2022) or to make new friends (12%, +3% compared to 2022), evidence that holidays are more and more considered an opportunity to meet people.  
Increase of solo travellers (+2% compared to 2022).
- Last but not least, Italians are the most inclined in Europe to adopt forms of sustainable travel to protect the environment and support local communities.  
Anyway, the survey shows a discrepancy in Europe between actions and intentions: there is an increase of travellers choosing planes as transportation and only 9% among the Europeans declare to consider the impact of transportation in the choice of their holidays.
- *NB: the survey has been carried out in July*

• Source: Holiday Barometer Ipsos-Europ Assistance. (survey on European basis)

# Over 65 travels: in Europe, in group and with no budget limits

- Over 65 travellers still have a passion for short-medium haul trips: in 2023 72% of the bookings on Tramundi platform are related to Europe. In total Italy is still the top destination with 51% of the departures, followed by Portugal, Spain, **Norway** and Romania.
- They have time, budget, willingness to travel.
- Elder people are less sensitive to price changes.
- Over 65 travellers differ from other travellers for their lower propensity to programme their trip by themselves but now it's more and more normal for them to book online tours and experiences thanks to their increasing level of digitalization.
- The calendar of over 65 seems to be set 2-3 months behind the rest of the population. They choose to travel in spring or early summer (between March and June) skipping the warmest months. The same trend is confirmed by winter bookings.

• Source: Tramundi

# Last trends in food tourism: Variety, Frictionless, Green and Longevity

- Diversify the experiences.
- Italians want to discover new destinations (63%) and diversify the travelling experience looking for authenticity and experiencing new activities in direct contact with nature.
- Frictionless: experiences must be accessible and easy to buy. The traveller wants to find information easily and choose and book all the available offers.
- Green: Italians are more and more careful about sustainability showing this in the way they travel. They avoid wasting food (65%) and when on holidays they are more respectful of the environment compared to when they are at home (54%). They show a higher desire of being in contact with local communities and to contribute to social welfare with their trips.
- Deseasonalize: travelling in shoulder season is increasing.
- They give more attention to personal wellness and adopt healthier life styles.
- 71% of the Italian travellers would like to find menu with healthy dishes.

• Source: "Rapporto Sul Turismo Enogastronomico Italiano"

# Luxury for Gattinoni Group

- Unique experience as main request from the upper level target.
- Autenticity combined with the need of confort.
- Ancillary services are central.
- **Northern Europe.** Requested for (Arctic) expeditions: «the product is trendy because it combines the charme of exotic and «far» destinations (some years ago very difficult to reach) with a very high standard in terms of accomodation.

• Source: Gattinoni Group



# Inspiration for travelling

- 2/3 of the travellers take inspiration for their next destination from **movies** or **TV series**.
- Until now official websites of the different destinations and forums have been the the main source of inspiration. Now they are flanked by online booking portals.  
Word of mouth is still important.

## • Final mix...

- **Sustainability** is more and more a part of the trip.
- **Sustainable tourism**: 72% of the Italians looked for eco-friendly trips.
- Summer 2023: **97%** of the Italians keen on looking at **alternative/less known destinations**.
- 2023 is the year of «**solo**» travellers. According to Kayak (online booking portal) searches for «solo» flights increased by 36% compared to 2022.
- Among the **business travellers** of Italy, France and Spain the Italians are the keenest to find some free time.

• Source: Expedia

# Tourism trends towards Norway as a destination

# Destination Norway: a success!

- The destination is growing steadily.
- Figures from Italy are growing:  
May-Aug shows an increase of 5% compared to 2019 and the best August in some decades (at least from 2005): + 10% compared to 2019.
- Most of the tour operators are happy.
- Very good summer until August and even September should be good.
- Bookings for autumn/winter are starting slowly probably due also to a very long summer.

# August statistics

Record month

Kommersielle gjestedøgn sortert etter størst andel august 2023 (hotell, camping og vandrerhjem)

	August								Sommersesongen mai-august	
	2019	2020	2021	2022	2023	%-ending 2022-2023	%-ending 2019-2023	andel 2023	2023	%-ending 2019-2023
I alt	4 958 781	3 512 447	4 357 724	5 158 405	5 081 145	-1 %	2 %	100 %	19 157 499	3 %
Utlandet i alt	2 002 161	610 411	836 633	1 919 160	2 090 583	9 %	4 %	41 %	6 855 680	3 %
Norge	2 956 620	2 902 036	3 521 091	3 239 245	2 990 562	-8 %	1 %	59 %	12 301 819	3 %
Tyskland	439 288	264 670	322 428	521 243	515 438	-1 %	17 %	25 %	1 707 146	14 %
Nederland	225 579	67 215	83 384	296 654	273 735	-8 %	21 %	13 %	798 679	29 %
USA	148 934	13 426	28 980	143 827	177 973	24 %	19 %	9 %	635 402	11 %
Sverige	135 054	31 850	69 155	130 373	139 621	7 %	3 %	7 %	576 195	6 %
Frankrike	110 424	11 068	34 157	115 270	120 746	5 %	9 %	6 %	337 658	3 %
Italia	95 966	14 594	35 897	96 604	105 373	9 %	10 %	5 %	189 995	5 %
Spania	99 067	2 887	14 191	74 561	85 693	15 %	-13 %	4 %	198 294	-18 %
Danmark	64 045	57 893	45 786	75 244	83 978	12 %	31 %	4 %	336 586	31 %
Storbritannia	81 408	25 635	16 328	70 972	81 568	15 %	0 %	4 %	281 164	1 %
Sveits	44 302	8 998	17 743	48 936	54 698	12 %	23 %	3 %	225 550	32 %
Belgia	36 690	4 918	16 111	45 661	51 990	14 %	42 %	2 %	171 615	45 %
Østerrike	20 085	6 326	11 631	24 784	28 089	13 %	40 %	1 %	89 047	17 %
Resten av Asia	44 179	1 274	2 905	14 393	20 402	42 %	-54 %	1 %	62 205	-53 %
Sør-Korea	20 955	218	114	5 655	15 327	171 %	-27 %	1 %	58 271	-29 %
Kina	92 862	540	749	3 409	13 133	285 %	-86 %	1 %	39 972	-87 %
De forente arabiske emirater	12 646	123	655	8 173	10 069	23 %	-20 %	0 %	28 640	0 %
Resten av Sør-Amerika	7 313	4 240	2 082	5 000	7 648	53 %	5 %	0 %	25 068	-5 %
India	9 849	1 133	1 255	4 997	7 285	46 %	-26 %	0 %	31 332	-43 %
Japan	16 241	401	308	2 718	5 486	102 %	-66 %	0 %	17 050	-72 %
Brasil	7 182	645	410	3 954	5 093	29 %	-29 %	0 %	18 992	-33 %
Taiwan	6 861	49	14	895	4 755	431 %	-31 %	0 %	17 993	-41 %
Singapore	2 628	121	168	1 922	3 173	65 %	21 %	0 %	15 477	13 %
Russland	35 617	745	1 578	3 461	2 889	-17 %	-92 %	0 %	9 432	-91 %
Thailand	2 951	221	283	1 328	2 353	77 %	-20 %	0 %	10 852	-34 %
Qatar	3 830	272	368	1 556	2 240	44 %	-42 %	0 %	7 505	-17 %
Indonesia	1 798	17	89	396	845	113 %	-53 %	0 %	4 155	-66 %

Kilde: SSB



# Tour operators

## One side of the medal...

- Good summer.
- Some have a 2 digits growth, for many sales are better than in 2019.
- Summer always the top selling period but shoulder seasons are growing.
- For some winter trip are already full for some departures.
- Deseasonalization.
- No univocal trend: some tour operators have an increase in individuals, others in groups.
- We see more and more sustainable products and new seasons in the bucket of tour operators.
- Iceland still the king but Norway very good.
- Icelandic prices are more and more impacting on the clients.

# Tour operators

## And the other...

- Unskilled staff.
- Slow answers.
- Cancellations from suppliers too easy.
- No direct contact with hotels makes the business even more difficult.
- We talk a lot of shoulder season but...

# News B2B sector in general

# What B2B say

- First part of the year good trend, strong demand, apparently not influenced by inflation.  
With the start of summer the increase of prices (above all for high season) impacted on consumers behaviour.
- The clients compare more offers than in the past (above middle class range of clients travelling often on short-medium haul).
- High end: going very well.
- Dynamic pricing is a problem.
- More than 30% of sales in July was for low seasons departures (September/October).
- Shoulder season is taking a good share thanks to more affordable prices.
- Outgoing +21% compared to summer 2022 (sales from TO-TA).
- Estimates Jun-Aug around 1,6 mln packages sold by TO-TA, 1,1 of which including a destination abroad.

• Sources: Euphemia – Lab Travel / Network Bluvacanze / Assoviaggi



# What B2B say

- Key word: deseasonalization.
- A new target? Based on the last 2 years 25-45 is keen to buy through travel agency.
- People who before looked for other channels now are looking for someone taking care of them before and during the trip. So they go to the travel agency.
- Clients still have in mind pre-covid prices.
- If sometime ago the client used to start his planning journey in the agency and checked online if he was able to find a cheaper solution, this year happened the opposite with the same client going to the agency after having found very expensive price online.

• Sources: Bluvacanze / Travelbuy

# Activities 2024

# Nordic Workshop 2024

- Milan 21/3/2024
- In 2023 Nordic suppliers from Norway, Denmark, Finland, Iceland. 53 companies registered.
- Registered buyers: 73 Italian companies.
- In 2024: 12 places reserved to Norwegian companies.



# TTG Travel Experience 2024

- Rimini : 8-11/10/2024
- The most important Travel B2B fair in Italy.
- Around 65.000 visitors in 2023(+19% compared to 2022).
- 2.700 exhibitors.
- Nordic Countries stand.
- In 2024 min. 5 desks reserved to Norwegian partners.





# **Thank you for your attention**

**Marco Bertolini**  
**Travel Trade Manager Italy**

**E-mail: [marco.bertolini@innovationnorway.no](mailto:marco.bertolini@innovationnorway.no)**