



## **MARKET: Italy**

End of August 2020

## CHALLENGES

### **Loss of summer season:**

The hope to see the pandemic almost disappear during summer is over.

This means that for tourism things are going to stop again.

Planning holidays abroad is a problem both for end consumers and professionals.

### **Working with re-booking & cancellations continues:**

Some tour operators worked a lot to have some traffic this summer after reopening.

The worsening of the situation with countries going to red again had been a big problem with cancellations and flight re-bookings.

## BOOKING SITUATION

**There is a mix situation here.**

Some tour operators are still aiming to have some traffic this winter.

Others are thinking to restart hopefully next spring/summer.

Tour operators already started to plan for next seasons. Some of them starting from next winter while others from summer 2021.

At the moment there are some bookings for winter and next summer (mainly groups).

## TRENDS

Looking at summer holidays made by Italians (Italy and abroad) we can see some trends:

- Short/medium haul trips.
- Short holidays in terms of days.
- By car.
- Mountain is popular (looking for open air and distancing).
- **Seaside lost appeal** in this days for all the news related to the spread of the virus. Very few trips in big cultural cities/destinations (i.g. Florence, Rome, Venice).

## **BORDERS AND TRAVEL ADVICE**

At the moment Italy is still open to/for most of the countries. After the restart of the virus in Europe there is the obligation to be tested after coming back from some European countries (Croatia, Greece, Malta, Spain) or monitored (France).

## THE MARKET

In August, grants of EURO 25 millions, came to the tour operators & travel agencies. In addition, some regions (i.g. Veneto) gave grants to travel agencies to keep on going with their activities.

The Italian Government has prolonged the ban to dismiss employees until mid November (at least) or until the end of the year in some other cases. This has been associated with some social security supports for the employees/employers.

The challenge in the sector is to see if at the end of this period, there will be some possibilities for the companies which were hit the most to keep on going.

Many travel agencies and tour operators might close (estimated -20%).

Tourism is still suffering, domestic tourism has been recovering in some areas (mountain and seaside) but other are still very affected (big touristic cities, cruises)

## WHAT DO THEY NEED FROM SUPPLIERS?

Be proactive and present.

Many Italian actors in these period are looking also for inspiration. Good to take part in our activities (Digital NTW and workshops) or propose activities in our market (virtual famtrips or webinars).



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