

# Visit Norway Italy

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 Norway

# Waiting for the winter season...

# The situation so far

## Elections and new government

Italy voted for the new parliament on Sep. 25<sup>th</sup> and the right wing parties won.

Still early to see any effect on the Italian market, the new government is likely to be in place in October.

## Is the pandemic over?

Tomorrow **Oct. 1st** masks will be no more mandatory (except in hospitals).

Last summer the circulation of the virus didn't prevent Italians to live a almost normal social life, holidays included.

Schools restarted in these days and we will see if this will have any effect on new waves of the pandemic as it was in the past.

# The situation so far

## Geopolitical context and the raise of prices on a tourism perspective

After a summer season with **lights and shadows**, the Italian tourism trade is worried for different reasons.

- Margins on sales are decreasing
- Difficult geopolitical and sanitary context (i.g. Ukraine war and pandemic)
- Energy prices and inflation
- Complexity of the work environment
- Lack of resources and competences
- Volume of sales and financial situation.

# News from the market

# News from the market (summer 2022)

- Italians started to travel again, almost to pre-covid figures (both in Italy and abroad).
- July-August: 23 Mio of travellers, of which 8,5 Mio abroad (**26%** of the total). Of those going abroad 6,5 Mio (19,9%) chose to travel in Europe.
- Among them 21,5% privilege “green destinations” (mountain, lake, countryside).
- September: 12 Mio of travellers. Around **18%** (2,1 Mio) of them travelled abroad.

# News from the market (summer 2022)

- Most of the tour operators in our database are still there, **only a few closed**.
- Travel agencies are not closing but changing skin.  
They need to face new challenges (high costs) but in the end the gloomy forecasts of Covid period hadn't been realized.  
They are not closing the activity but becoming smaller, selling more online.
- **Sustainable products** and more and more interesting and requested by clients.

# News from the market (summer 2022)

- The Summer season had both positive and negative aspects.
- **Positive:** many tour operators had a good increase of demand and traffic to Norway/Nordics compared to the last couple of years.
- **Negative** because all the problems caused by SAS strikes, flight cancellations, airport staff shortage at Schiphol led to cancellations of bookings or even worse re-routing and refunding of passengers.
- Some operators report a **lack of flexibility** from suppliers when facing the above mentioned problems.
- For some operators a season in positive in terms of passengers turned to be in negative in terms of turnover.



# News from the market (forecast autumn-winter 2022)

- In general the outlook seems to be good but is very different from operator to operator.
- Some of them see an increase of FIT traffic in **shoulder** months (Oct-Nov) others no traffic.
- Some have **bookings** (groups/FIT) for Christmas and Epiphany and not for the rest of winter holidays, others the opposite.
- In some cases operators see a decrease in the demand for some destinations (i.g. Tromsø) but from our perspective it's also because more and more travel agencies/small TOs tend to manage small groups by themselves through DMCs/Local Incoming operators.
- After the uncertainty of the summer season clients still tend to book at the very last minute.

# Some summer trends

# Italians go sustainable!

**Sustainability** is more and more the driver for choosing a destination or for travelling behaviours.

After a survey carried out by Pulsee:

**50%** of the respondents says that, when travelling, they are more keen on **looking for sustainable alternatives** compared to 5 years ago.

This is reflected also in the choice of the destination, **the greener the best!**

Arrived at destination **75%** of them prefer to go around on **foot** (57%) or by **bike** (15%)

**46%** prefer to stay in **certified accommodations**

# Looking for experiential travel

Italians are back in travel but with a new eye, looking for **adventure** and **rediscovery**.

**25%** of Italians are looking for a holiday characterized by **calm** where is possible to enjoy every single moment, discovering **local culture** and having new **experiences**.

Looking for **green** travels and **sustainability**.

**Experiential travellers** are women (55%) with a high education level (39%), looking for cultural enrichment (45) and discovery (40%) through cultural activities (55%).

Great importance is given to **nature** followed by **social experience** and the possibility to **know new people**.

# Italians love open air holidays

In post-covid times **open air** holidays seem to be a must for Italians.

2 out of 3 say that their propensity to book outdoor holidays increased in the last years.

Out of 52% of the Italians that planned a trip this summer 10% is planning to stay in outdoor accommodations.

Destinations: 17% chose mountain, 14% cities

When: July (42%), August (46%) and September (11%)

# Activities in the Italian market 2022

# Travel Trade Italy 2022 (from last update)



- **BE NORDIC DAY:** (Milan 4/5/2022) networking B2B day in collaboration with other Nordic Tourist Boards.  
5 Norwegian partners attending.
- Recruiting of Italian tour operators to the **Hiking & Biking Workshop** (Geilo - 6-8/9/2022)  
4 Italian companies registered.
- TO – **mapping** (some closed / other new).

# Travel Trade Italy 2022 (coming events)



- **TTG** (Rimini 12-45/10/2022) B2B fair in collaboration with other Nordic Tourist Boards. Focus on activity, adventure, culture, city and on food. 7 Norwegian partners registered.
- **NORDIC WORKSHOP Italy & France** (digital 2-3/11/2022). 31 Norwegian supplier registered so far (we are over quota!). 77 buyers registered so far (64 of them Italians).
- **More training** for travel agents.
- Still focus on our Norway Expert **E-learning** program.



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