

Lodging (Destination) in Italy

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Abstracts

Hotels have seen a strong recovery in 2023 although the recovery has been at different speeds between the different categories, with the recovery certainly being driven by an increase in average daily rates (ADR). The exception to this is hotel resorts which have proved to be the most resilient. Furthermore, it has been observed that higher-end hotels – from upscale to luxury – have generally been more resilient than lower-end ones, as they are being driven by more robust growth in ADR. These hi...

Euromonitor International's Lodging (Destination) in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Hotels, Lodging (Destination) Offline, Lodging (Destination) Online, Other Lodging, Short-Term Rentals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Lodging (Destination) market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

LODGING (DESTINATION) IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hotels seeing strong growth in Italy in 2023 but challenges remain for some operators
BWH Hotel Group looking to capitalise on the growing interest in working vacations

PROSPECTS AND OPPORTUNITIES

Operators will need to respond to the changing needs of modern travellers with one eye on sustainability

Positive performance expected over the forecast period despite economic pressures

CATEGORY DATA

Table 1 Lodging (Destination) Sales: Value 2018-2023

Table 2 Lodging (Destination) Online Sales: Value 2018-2023

Table 3 Hotels Sales: Value 2018-2023

Table 4 Hotels Online Sales: Value 2018-2023

Table 5 Other Lodging Sales: Value 2018-2023

Table 6 Other Lodging Online Sales: Value 2018-2023

Table 7 Lodging (Destination) Outlets: Units 2018-2023

Table 8 Lodging (Destination) Rooms: Number of Rooms 2018-2023

Table 9 Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023

Table 10 Hotels NBO Company Shares: % Value 2018-2022

Table 11 Hotel Brands by Key Performance Indicators 2023

Table 12 Forecast Lodging (Destination) Sales: Value 2023-2028

Table 13 Forecast Lodging (Destination) Online Sales: Value 2023-2028

Table 14 Forecast Hotels Sales: Value 2023-2028

Table 15 Forecast Hotels Online Sales: Value 2023-2028

Table 16 Forecast Other Lodging Sales: Value 2023-2028

Table 17 Forecast Other Lodging Online Sales: Value 2023-2028

Table 18 Forecast Lodging (Destination) Outlets: Units 2023-2028

TRAVEL IN ITALY

EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 19 Surface Travel Modes Sales: Value 2018-2023

Table 20 Surface Travel Modes Online Sales: Value 2018-2023

Table 21 Forecast Surface Travel Modes Sales: Value 2023-2028

Table 22 Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 23 In-Destination Spending: Value 2018-2023

Table 24 Forecast In-Destination Spending: Value 2023-2028

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SOURCES

Summary 1 Research Sources

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