

Italy Serviced Apartment Market Size, Share & Trends Analysis Report By Type (Long-Term, Short-Term), By End-use (Corporate/ Business Traveler, Leisure Travelers), By Booking Mode (Direct Booking, Online Travel Agencies), And Segment Forecasts, 2025 - 2033

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Abstracts

Italy Serviced Apartment Market Trends

The Italy serviced apartment market size was estimated to USD 2,112.7 million in 2024 and is projected to reach USD 7,546.2 million by 2033, growing at a CAGR of 13.3% from 2025 to 2033. The serviced apartment market in Italy is expanding rapidly, fueled by rising demand from both domestic and international travelers seeking flexible, comfortable, and well-equipped accommodation options. These properties, which combine the amenities of a hotel with the convenience of a private residence, are gaining popularity among tourists, business professionals, and long-stay guests. Major cities such as Rome, Milan, Florence, and Venice are at the forefront, benefitting from year-round tourism, cultural events, and international business activities. The growing appeal of Italy as a hub for global events and conferences is also creating a steady flow of demand for quality serviced apartments.

Changing consumer preferences are a key driver of this growth, as travelers increasingly prioritize spacious living areas, kitchen facilities, and a “home-away-from-home” feel over traditional hotel stays. The rise of remote work and digital nomadism has further strengthened the market, as these guests often seek longer-term stays with reliable connectivity and comfortable working spaces. Hospitality operators are adapting by offering tailored services, flexible booking policies, and loyalty programs to attract repeat visitors.

Sustainability is another emerging trend, with many serviced apartment providers investing in eco-friendly designs, energy-efficient systems, and responsible sourcing to align with the values of environmentally conscious travelers.

Technological advancements are also reshaping the serviced apartment experience. Operators are integrating digital tools such as mobile check-in, smart room controls, and AI-powered guest services to streamline operations and enhance personalization. The rise of online booking platforms and targeted digital marketing has widened the customer base, making serviced apartments more visible and accessible. With the convergence of increased tourism, lifestyle changes, and evolving service models, Italy's serviced apartment sector is positioned for sustained expansion in the coming years.

Italy Serviced Apartment Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Italy serviced apartment market report by type, end-use, and booking mode:

Type Outlook (Revenue, USD Million, 2021 - 2033)

Long-term (>30 Nights)

Short-term (

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