

travel audience
an amadeus company

Turn
dreamers
into **visitors**

WHAT ARE THE PLANS OF ITALIAN TRAVELERS FOR SPRING AND SUMMER 2021?



What are the plans of Italian travelers for **spring and summer 2021**?

According to the 2019 United Nations World Tourism Organization's (UNWTO) tourism ranking, Italy is the third most popular destination in the world and a magnet for art, architecture, fashion, and food lovers. Not to forget its majestic islands with beautiful coastline and beaches, its picturesque mountains and magnificent lakes. In our report we want to focus where Italian travelers prefer to travel.

The pandemic has changed the way we all travel and plan our vacation. However, as countries worldwide roll out COVID-19 vaccines there is hope that travel

will resume soon in a safe and responsible way. Anticipating travel revival, we analyzed air travel search data from Italy made in January 2021 and found out:

- **When and where Italian travelers are planning to go in spring and summer**
- **What are the top destinations on their mind**



Online air travel searches are indicators of interest and demand to a destination from a certain market and potentially a signal to focus your advertising activities there.



When and where are Italian travelers dreaming to go in **spring and summer**?

When are they planning to go on a trip?

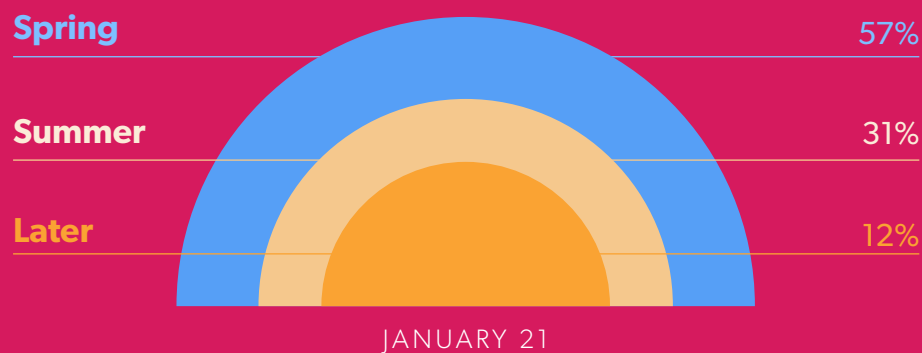
More than a half of air travel searches made from Italy in January 2021 was for travel in springtime. 31% of travelers are searching for summer trips followed by 12% that is making longer term plans. This shows that this market is making longer term plans. This shows that this market has a better potential for short- and mid-term campaigns to grow this demand further.

Where are they heading?

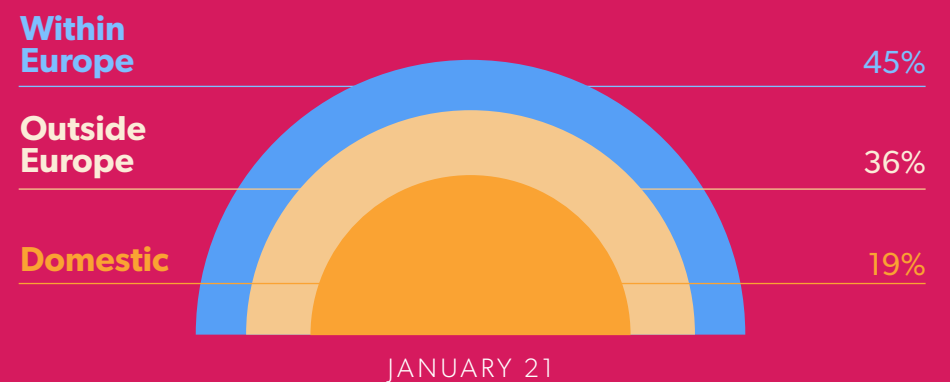
A majority of Italian travelers is searching for a trip outside of Europe followed by 36% that prefer travel within Europe. 19% of Italians considers domestic air travel for this spring and summer, which shows that this market has a high potential for local Destination Marketing Organizations (DMOs) as well.

FOR TRAVELING IN MARCH AND LATER

When are they planning to travel?



Searches within and outside Europe

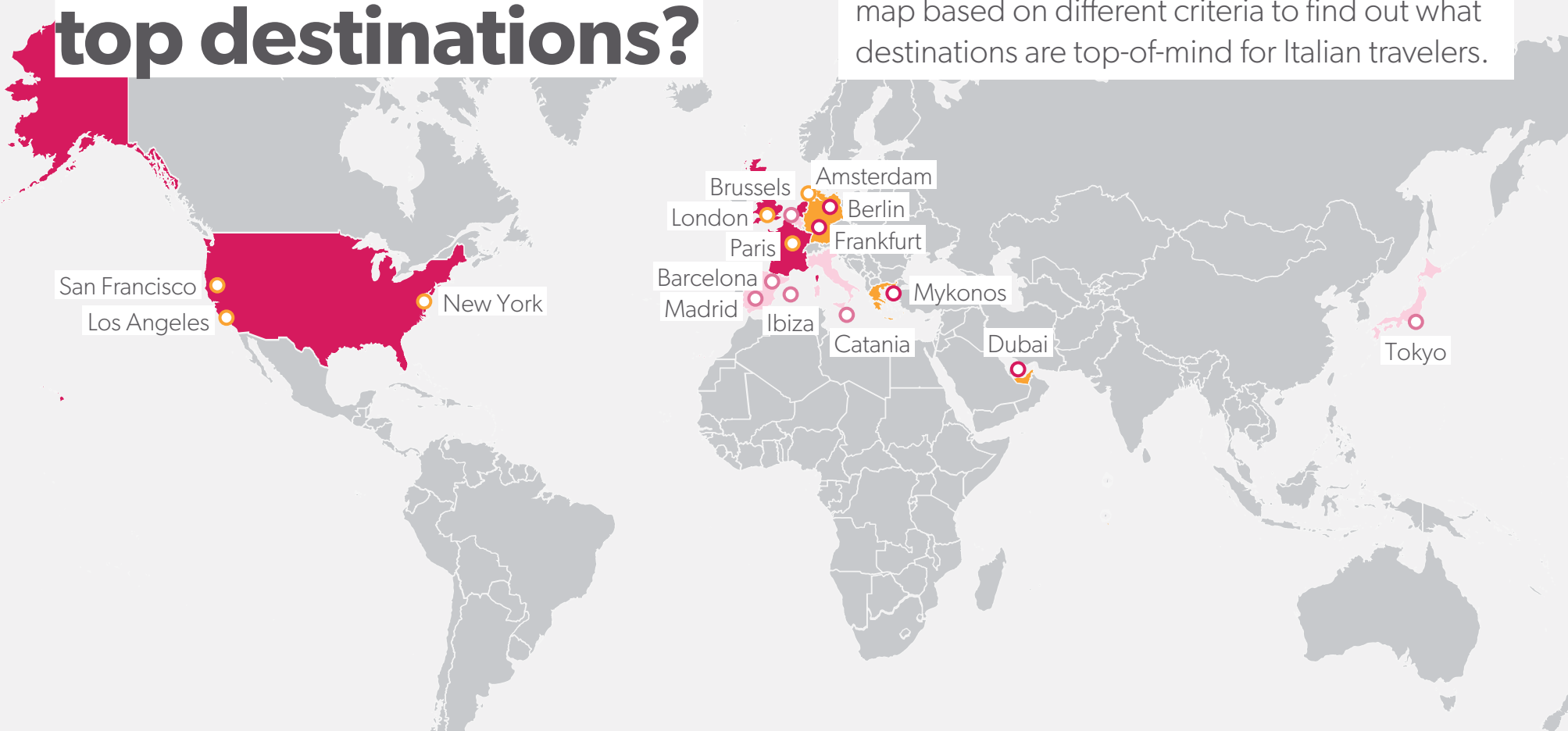


The Italian market would be an ideal target for non-European destinations that want to bring visitors in spring and summer. A conversion-oriented advertising campaign can become a great way to attract Italian travelers to these destinations.



What are the top destinations?

We analyzed searches made in Italy in January 2021 and put together the top destination map based on different criteria to find out what destinations are top-of-mind for Italian travelers.



Top in terms of search volumes

| | |
|-------|------------------------------|
| 1 | London, UK |
| 2 | New York City, USA |
| 3 | Paris, France |
| 4 | Amsterdam, Netherlands |
| 5 | Barcelona, Spain |
| 6 | Madrid, Spain |
| +15 ▲ | 7 Dubai, UAE |
| +17 ▲ | 8 Frankfurt am Main, Germany |
| 9 | Brussels, Belgium |
| 10 | Berlin, Germany |

Top for travel in spring

| | |
|-------|------------------------|
| 1 | New York City, USA |
| 2 | Amsterdam, Netherlands |
| 3 | Paris, France |
| 4 | London, UK |
| 5 | Tokyo, Japan |
| 6 | Barcelona, Spain |
| 7 | Madrid, Spain |
| +23 ▲ | 8 Dubai, UAE |
| 9 | Los Angeles, USA |
| 10 | Catania, Italy |

Top for travel in summer

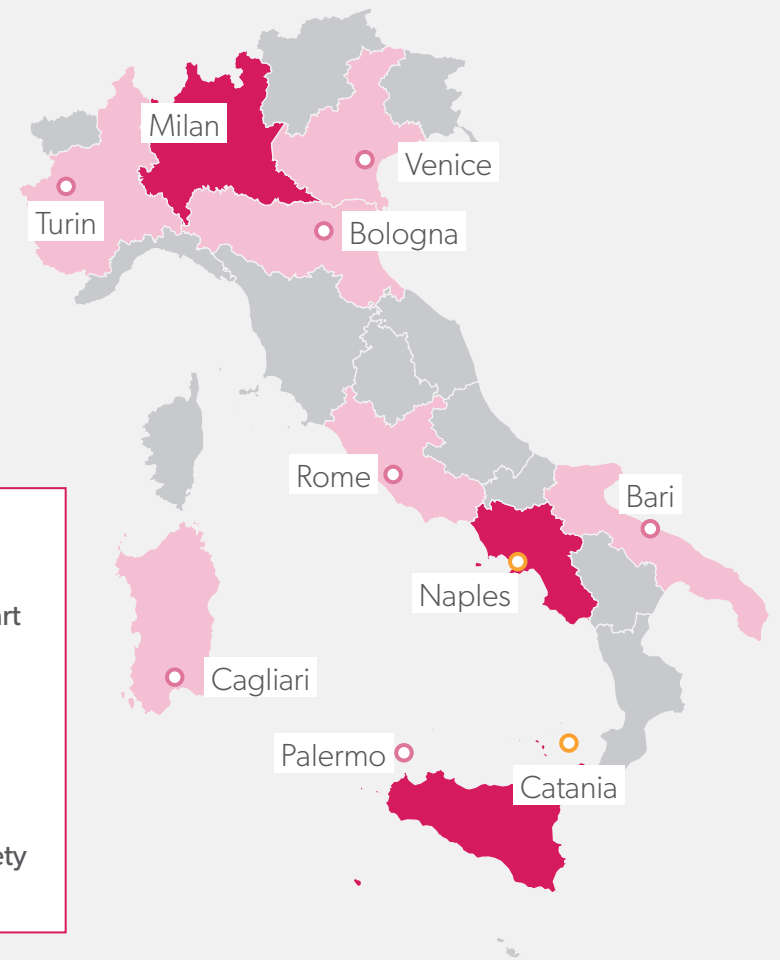
| | |
|------|------------------------|
| 1 | New York City, USA |
| 2 | Los Angeles, USA |
| 3 | London, UK |
| 4 | Paris, France |
| 5 | San Francisco, USA |
| 6 | Tokyo, Japan |
| 7 | Ibiza, Spain |
| 8 | Amsterdam, Netherlands |
| 9 | Catania, Italy |
| +7 ▲ | 10 Mykonos, Greece |

▲ Increase in ranking position in comparison to 2020



What are the **top destinations**?

The top destinations for domestic travel remained the same as the year before, but there were some jumps in the ranking for travel within Europe. We can see that Catania and Palermo gained ranking points, which shows that Italians are keen to go on a domestic trip this spring and summer. It might be a signal for similar destinations to Sicily to target those travelers.



Highest domestic search volume

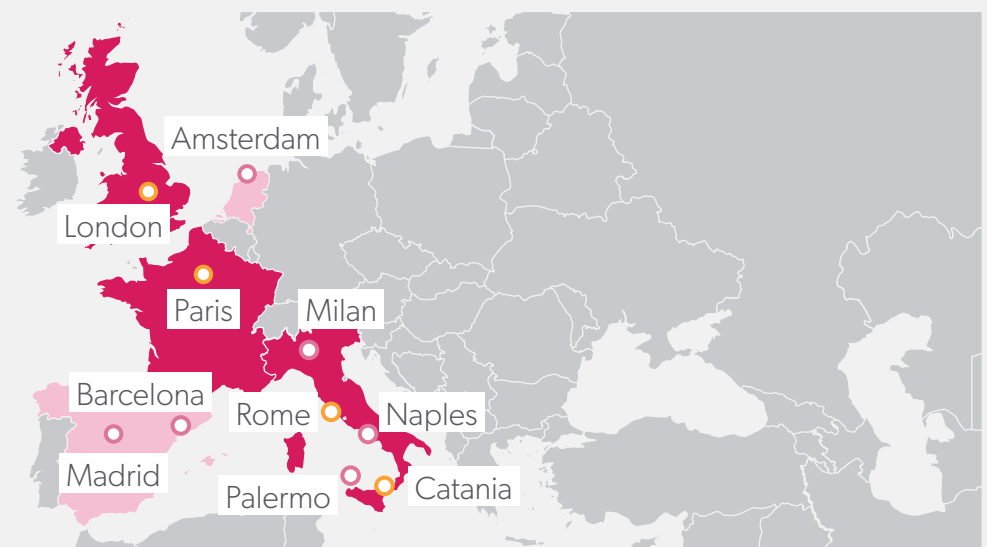
| | |
|----|-----------------|
| 1 | Catania, Italy |
| 2 | Milan, Italy |
| 3 | Naples, Italy |
| 4 | Palermo, Italy |
| 5 | Rome, Italy |
| 6 | Turin, Italy |
| 7 | Bari, Italy |
| 8 | Venice, Italy |
| 9 | Cagliari, Italy |
| 10 | Bologna, Italy |



In case your destination is not in the top ranking for now, you might want to start raising awareness about it. Inspirational campaigns can be a suitable way to grow demand by building travelers' confidence and reassuring them about safety and convenience.

Top destinations within Europe

| | | |
|------|----|------------------------|
| | 1 | London, UK |
| | 2 | Paris, France |
| +7 ▲ | 3 | Catania, Italy |
| | 4 | Milan, Italy |
| | 5 | Amsterdam, Netherlands |
| | 6 | Barcelona, Spain |
| | 7 | Naples, Italy |
| +9 ▲ | 8 | Palermo, Italy |
| | 9 | Rome, Italy |
| | 10 | Madrid, Spain |



▲ Increase in ranking position in comparison to 2020



What are the top destinations?



Do you see your destination trending? Amazing! Don't miss out on an opportunity to convert demand to your destination into real visitors. Conversion-oriented advertising (e.g. display ads) will bring you bookings as soon as the borders reopen, and travel is safe again.

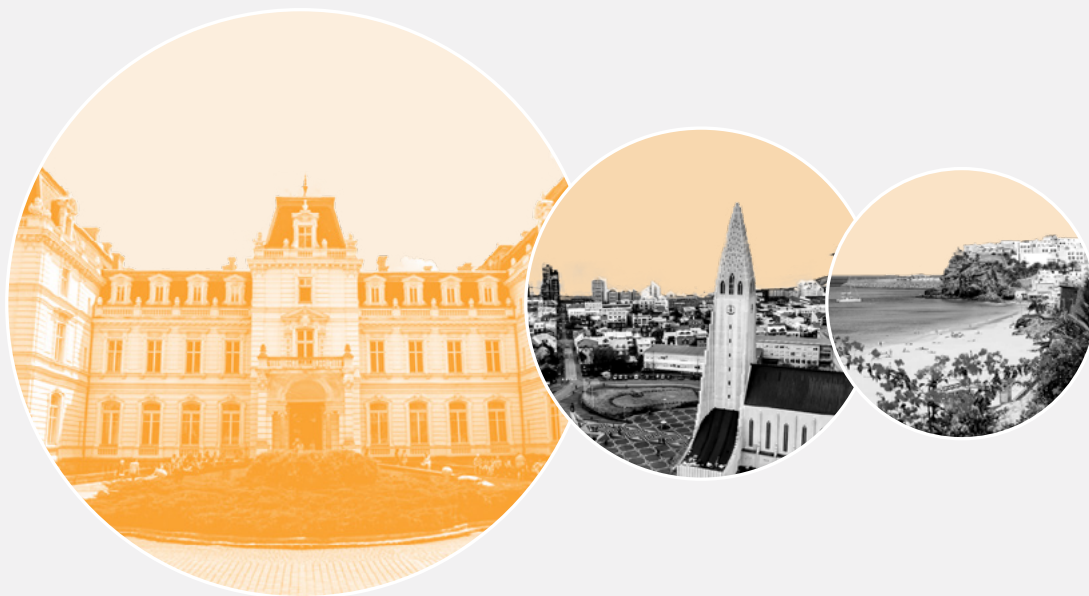
Highest volumes for immediate travel

| | | |
|-------|----|------------------------|
| | 1 | London, UK |
| | 2 | Paris, France |
| | 3 | New York City, USA |
| | 4 | Amsterdam, Netherlands |
| +13 ▲ | 5 | Catania, Italy |
| | 6 | Milan, Italy |
| | 7 | Barcelona, Spain |
| | 8 | Madrid, Spain |
| +8 ▲ | 9 | Naples, Italy |
| | 10 | Rome, Italy |



Highest ranking increase (within top 100)

| | | |
|-------|----|----------------------|
| +53 ▲ | 75 | Lviv, Ukraine |
| +45 ▲ | 65 | Reykjavík, Iceland |
| +42 ▲ | 61 | Fuerteventura, Spain |
| +40 ▲ | 34 | Cancún, Mexico |
| +39 ▲ | 45 | Kyiv, Ukraine |
| +38 ▲ | 42 | Olbia, Italy |
| +37 ▲ | 28 | Lamezia Terme, Italy |
| +34 ▲ | 22 | Tirana, Albania |
| +33 ▲ | 84 | Alghero, Italy |
| +32 ▲ | 81 | Genoa, Italy |





TRAVELER SPOTLIGHT

Italy

Highest daily average search increase from

Torino

January shows 27% increase compared to the average of last 12 months



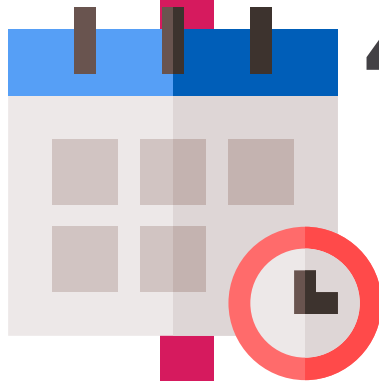
58 days

was the average time between searching and the travel day in January



Jan 10

was the day with highest search volumes: 24.6% above January average



4–5 pm

was the time with highest search volumes with 5.9% of the daily searches

9 March

is the most searched day assuming the advance time on the peak demand date

4,3 days


is the average searched stay for March onwards



London

is the most searched destination on the peak day with 2.87% of the total volume





As an Amadeus company, travel audience is a part of the leading technology company dedicated to the global travel industry and has access to unique travel data including searches, bookings, schedules and traffic.

info@travelaudience.com Elsenstraße 106, 12435 Berlin +49 (0)30 530 230 610

WWW.TRAVELAUDIENCE.COM