

# Lodging (Destination) in Italy

September 2023

Table of Contents

## 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 - Industry Overview

### 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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