

Booking in Italy

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Digitalisation taking on greater relevance in booking

Flexible payments and new experiences helping to drive bookings

PROSPECTS AND OPPORTUNITIES

Innovation likely to remain focused digital and payment solutions aimed at improving the customer experience and creating a more secure environment

Booking operators will need to expand their range of services to reach an increasingly demanding audience

CATEGORY DATA

Table 1 - Booking Sales: Value 2018-2023

Table 2 - Business Travel Sales: Value 2018-2023

Table 3 - Leisure Travel Sales: Value 2018-2023

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 5 - Forecast Booking Sales: Value 2023-2028

Table 6 - Forecast Business Travel Sales: Value 2023-2028

Table 7 - Forecast Leisure Travel Sales: Value 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 8 - Surface Travel Modes Sales: Value 2018-2023

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Table 10 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 11 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 12 - In-Destination Spending: Value 2018-2023

Table 13 - Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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