

ITALY

HOLIDAY PLANS

HOLIDAY PLANS **76% (+9pts)**

Vs Europe 71% (+14pts)

BUDGET **€1 740 (+10%)**

Vs Europe €1 805 (+14%)

DURATION **1.9 weeks**

Vs Europe 1.9 weeks

RESERVATION **36%**

Vs Europe 45%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN
COUNTRY

65% (+4pts)

HOLIDAYS ABROAD

31% (+12pts)

PREFERRED FOREIGN
DESTINATIONS

Spain **10% (+3pts)**

France **7% (+2pts)**

Greece **6% (+2pts)**

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **44% (+6pts)**

Rentals **29% (-4pts)**

FAVORITE TRANSPORTATION

Personal car **58% (-12pts)**

Plane **30% (+12pts)**

FAVORITE LOCATION

Seaside **66% (-5pts)**

Touring **22% (+5pts)**

(+XX / -XX) : Evolution vs 2021