

Italy Online Accommodation Market Study- Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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Report description:

The Covid-19 pandemic hit the travel industry hard in 2020, as countries implemented restrictions on travel to contain the health crisis. Due to the pandemic, the value of online tourist transactions in Italy decreased sharply in 2020, more than halving over the previous year. In 2020, online tourist transactions in Italy amounted to USD 6.58 billion.

In 2020, more than 30% of all individuals used the internet for online travel and accommodation services in Italy. The majority of the online accommodation market is presently controlled by several online intermediaries, such as online travel agencies (OTAs). It is anticipated that by 2023 about 50% of the hotel booking revenues are to be derived online with an even higher share for short term rentals.

Digital payments in Italy generated USD 50.81 billion in which mobile payments accounts for 14% with USD 7.11 billion. The mobile wallet payment in travel & Accommodation industry expected to increase at significantly over the next 5 years.

In 2019, most Italians who booked holiday accommodations online came from the North-West. About 32 % of individuals from this Italian macro-region booked travel accommodations online. On the other hand, nearly 23% of Italians from the Islands booked holiday accommodations online.

Italy Online Accommodation Market Trends

Increasing Internet Penetration has Huge Impact on the Market

Italians are embracing the internet, with levels of digitalization in the country experiencing a constant increase in the latest years. At the beginning of 2021, the number of active internet users in Italy reportedly more than 50.5 million and number of mobile internet users are 44.18 million. In 2020, share of internet users reached 73.3% of country's population and it is expected to reach 79.93% by 2027.

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The ease of accessing information using the internet has resulted in a move away from traditional tourism industry modes such as travel agencies as potential consumers can easily find travel destination information on the internet.

The Covid-19 pandemic has further boosted the importance of internet connections to accommodation market, this transformation of traditional booking to Online booking reduced the capital investment in businesses and it improved the user experience, transaction efficiency and satisfaction for customers.

Increasing Sustainable tourism in Italy creating demand for Accommodation Bookings

Sustainable tourism is having a positive impact on the environment, economy, and society while traveling. In 2021, 85% of interviewees are familiar with sustainable tourism, in 2021 nearly 58% of respondents claimed to make eco-friendly choices when planning trip destinations, accommodations and transports rising from 56% in 2020.

Many people are choosing to give back to the planet while enriching their travel and holiday stay experiences with sustainable hotels and their environmentally friendly business practices. As travellers begin to avoid mass tourism and the consequences that come with it, 80% are expressing their desire to learn about the local culture when on a holiday and 76% would like to reconnect with nature.

Italy Online Accommodation Market Competitor Analysis

The report covers major international players operating in the Italy Online Accommodation Market. In terms of market share, few of the major players currently dominate the market. However, with technological advancement and service innovation, domestic to international companies are increasing their market presence by securing new contracts and tapping new markets. Few of the major players profiled in the industry include Airbnb, Bookings for You, TripAdvisor, Expedia etc. TripAdvisor is considered to be one of the most influential travel and accommodation booking portals online.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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