

# Booking in Italy

September 2023

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## Booking in Italy - Category analysis

### 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

Table 9 - Surface Travel Modes Online Sales: Value 2018-2023

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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