

**EMMA VILLAS OBSERVATORY WINTER HOLIDAYS IN PRESTIGIOUS VILLAS AND RESIDENCES**

**CHRISTMAS AND NEW YEAR TOURISM 2024: HOLIDAYS WILL BE TRAVELLING AND WITH THE FAMILY, +7% BOOKINGS, INCREASE IN DEMAND FOR “FAMILY REUNION” BEDS**

**IN ADDITION TO OUR FELLOW COUNTRYMEN(+8%) THERE ARE ALSO AMERICANS IN THE NAME OF “ROOTS TOURISM”**

**THE FAST-GROWING TREND OF FOOD AND WINE TOURISM MEETS THE VILLAS: QUALITY FOOD DELIVERY IN VILLA AND SELECTED CHEFS IN PRESTIGIOUS RESIDENCES THIS CHRISTMAS**

- *With Christmas and New Year just around the corner, the passion for travel continues to grow. Emma Villas, a leading vacation rental company (short-term rentals of prestigious villas), has recorded a 7.3% increase in bookings for the Christmas holidays compared to last year. Family group bookings are growing and there are already plans for travel in 2025, with 1,443 weeks booked to date for the coming year;*
- *Holidays on the move, but with the family: according to data from the Emma Villas Observatory, requests for villas with more beds are increasing. A “Roots Tourism” trend is emerging with the presence of American clients;*
- *Italians are choosing domestic holidays for the festive season: 75% of bookings for prestigious villas and homes come from our fellow countrymen. The most booked regions for Christmas and New Year? Tuscany, Umbria and Lazio;*
- *Food and wine tourism is growing and Emma Villas are expanding their offer: a well-stocked pantry on arrival at the villa, aperitifs, gourmet brunches, local products and menus for all tastes delivered directly to the guests or cooked by carefully selected chefs: these are the food experiences of Emma Villas. The in-villa food delivery realised this year in partnership with High Quality Food S.p.A. is additional pampering for enjoying a holiday dedicated to relaxation and well-being.*

Chiusi, December 4 – *Natale con i tuoi e Pasqua con chi vuoi* (Christmas with family and Easter with whomever you want): YES, but travelling because, if it is true that the coming festivities will be for almost half of the Italians under the banner of “**family reunion**”<sup>1</sup>, many will decide to “delocalise” the festivities and move them to other destinations while foreign tourists, perhaps, will be in search of **their own origins in the name of “roots tourism”**. Not only Christmas and New Year, according to the latest estimates, the winter season will also be a good test and a period full of surprises: in fact, arrivals are expected to be 26.7 million, marking a stable tourist trend in Italy, with prospects for growth and with interesting new trends in travel habits<sup>2</sup>. **Confirmation of the good resilience of the sector and the new emerging tourist trends also comes from vacation rental data**, i.e. short-term rentals of prestigious villas and country houses. In the Christmas holiday season, the vacation rental sector records growing figures: **+7.3% bookings for Christmas and New Year for villa and country house rentals, family group bookings are growing** and people are already thinking about travel in 2025, **with 1,443 weeks booked to date for the coming year**.<sup>3</sup>

This was revealed by the Observatory of **Emma Villas**, a leading company in the vacation rental sector of prestigious villas and residences with **over 650 properties in Italy (+10% vs 2023) and listed on the Euronext Growth Milan segment** and which also for the winter period (November 2024 - April 2025) **records to date a +14% increase in bookings compared to last year** for a total of over 1,250 nights booked.

*“The villa is increasingly proving to be the ideal destination for spending time with the family, especially during the festive season. Our guests, who during this period will stay an average of 5 days a week, spending a total of around €4,000, have particularly appreciated our prestigious facilities, perfect for welcoming large groups as well. In addition, from this year we have decided to further enrich the experience of our guests by introducing an **exclusive in-villa food**”*

<sup>1</sup> Research conducted by Jetcost, November 2024

<sup>2</sup> Demoskopica survey, November 2024

<sup>3</sup> Emma Villas Observatory - data processed on management database (period April - November), December 2024

**experience with products that enhance the unique gastronomic features of the area and additional services to make their stay even more unique.** We are proud of this innovation, because excellence in hospitality at Emma Villas is an integral part of our DNA. An effort dedicated to excellence, rewarded above all by an ever-increasing number of guests: **for Christmas and New Year we are recording good results and we are closing this 2024 with over 48,000 nights booked.** Besides the festive season, it is interesting to note that the winter period (November 2024 – April 2025) is also registering overall stable and growing numbers in some regions. The most popular in this period are Tuscany, Sicily (up on last year) and Umbria, booked mainly by Americans (30% of the total), the Dutch and the Italians themselves. Currently, compared to last year (on the same date), **we are registering an increase in both Americans and our fellow countrymen, who are increasingly in love with and aware of their own beauty, which, outside the summer season, can be enjoyed in greater tranquillity.**” Explains **Giammarco Bisogno, Founder and CEO of Emma Villas**

#### **CHRISTMAS AND NEW YEAR: “FAMILY REUNION” AND “ROOTS TOURISM” THE NEW TRENDS**

Festivities *on the move*, but with the family: according to data from the Emma Villas Observatory, requests for villas with **more beds** are increasing. The Company's residences, besides being ideal for large groups, are the perfect choice for families thanks to the numerous services offered: billiard room, fireplace, wellness centre, indoor swimming pools and exclusive services, such as the possibility of having a private chef for gourmet dinners or a quality food delivery service. **The “family reunion” trend is being joined by that of tourists searching for their origins in the name of “Roots Tourism”**, for those who have left Italy for personal or business reasons or Italian descendants in search of their family history and culture of origin. This trend registers about 80 million people, with Americans in the lead, for a potential economic benefit estimated at around 65.8 billion euros. It is no coincidence, in fact, that for the Christmas holidays an increase in US tourists has been registered.

**“That of holidays in unique locations under the banner of “family reunion” is a trend that is also gaining ground in our sector: the demand for residences with more beds is growing, confirming that Italians and tourists love to spend time with their families, even if far from home. Villas are still an ideal option for those in search of their roots, a very interesting tourist trend with great potential for growth. It is not surprising that Americans have always been among our main clients, known to be in love with the wonders of Italy and very attached to their origins and the memories of their families”** concludes Giammarco Bisogno.

#### **ITALIANS CHOOSE DOMESTIC HOLIDAYS: 75% OF BOOKINGS ARE FROM FELLOW COUNTRYMEN: TUSCANY, UMBRIA AND LAZIO THE MOST POPULAR REGIONS**

If it is true that foreign tourists are in love with the beauties of Italy, Italians are no less so: **for the Christmas and New Year holidays, 75% of bookings for prestigious villas and residences come from Italian clients**, a trend that is also reflected in the trend of winter bookings (November 2024 - April 2025) where Italians are among the top tourists, followed by Americans. The regions with the most bookings for these upcoming holidays are Tuscany, Umbria and Lazio (with tourists drawn to the latter by the beauty of the Eternal City), rediscovering value and beauty in the gentle countryside.

#### **WELL-STOCKED PANTRY, GOURMET APERITIFS AND BRUNCH, LOCAL PRODUCTS AND MENUS FOR ALL TASTES AND SELECTED IN-VILLA CHEFS: UNIQUE FOOD EXPERIENCES IN VILLA FOR A RELAXING HOLIDAY**

Holidays are synonymous with relaxation; taking a break can sometimes also translate into laziness in the kitchen. For this reason, Emma Villas have decided to integrate their Christmas offer with **three exclusive food experiences**: the arrival at the villa includes, in fact, the possibility of finding the pantry well stocked (without having the burden of having to do the shopping right away); the opportunity to order selected products during the booking stage which will be delivered directly to the villa with a unique and qualified delivery service; furthermore, for the most demanding guests, the “chef in villa” service can be integrated in the simple stay after booking by contacting the villa specialists who are available seven days a week to accommodate the guests' requests.

Emma Villas Quality Food Delivery is a service that responds to the ever-increasing demand of tourists to have access to high-quality Italian products and local gastronomic delights. Italy, with 892 **PDO** (Protected Designation of Origin) and **PGI** (Protected Geographical Indication) products, is a veritable treasure chest of goodness capable of encouraging tourist flows: according to the latest data, **in the next 5 years wine tourism will grow at an annual rate**

**of + 12.9%**, while **culinary tourism will grow at an annual rate of + 19.7%**. Impressive numbers, which once again underline the appeal of Italy, not only on an artistic/cultural level but also on a food and wine level.

This is the reason why Emma Villas have decided to integrate in their offer Food Delivery in Villa, an innovative service that, in addition to being varied with respect to the geographical location in order to valorise local and regional excellences, responds to all needs: **from the first days in villa kit** with a choice of dishes to be enjoyed at any time of day (jams, biscuits, sugar, coffee, pasta, tomato puree and much more) to the **romantic or glamorous aperitif** (prosecco, caviar, top quality cold cuts and cheeses, gourmet jams for pairings, marinated products, truffles and much more). The offer also includes a **vegan option** (vegan nuggets, tofu cheese, onions, other marinated vegetables, pasta and much more). The service is realised in partnership with **High Quality Food S.p.A.**, a company expert in the production, transformation, interpretation and distribution of high-end food products, and will potentially reach over 55,000 guests who will be able to book their stay and at the same time opt for one or more selected products to be tasted during their villa stay.

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*The Emma Villas offer boasts a portfolio of over 650 prestigious villas and estates; the company, listed in the Euronext Growth Milan segment, hosts more than 55,000 guests every year. Also choosing Emma Villas are the owners: entrusting a property to **Emma Villas** is, in fact, synonymous with numerous advantages, including immediate and guaranteed income over time, possibility of property management, insurance protection against accidental damage.*

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