

ASTRA RESEARCH INVESTIGATION - EMMA VILLAS

**SUMMER 2024, EMMA VILLAS OBSERVATORY:**

**HOLIDAYS? WITHIN THE NATIONAL BORDERS FOR MORE THAN 8 OUT OF 10 ITALIANS.**

**SLOW, PET FRIENDLY, RICH IN AUTHENTIC EXPERIENCES AND OUTDOOR ACTIVITIES**

**VILLA HOLIDAYS ARE BECOMING INCREASINGLY POPULAR:**

**BOOKINGS FOR THIS TYPE OF STAY ARE GROWING (+6.4%)**

- *Summer 2024? According to the study conducted by AstraRicerche for Emma Villas, leading company in Italy in the vacation rental of prestigious villas and residences, this summer will be characterised by relaxation, slowness and exploration of the territory • Regardless of whether the traveller, during the holiday, wishes to do sporting activities (75.3%) or is looking for relaxation to unwind (65.4%), the 2024 holiday of Italians will have to be "green" (59.2%)*
- *There is a growing desire for a luxury holiday, preferably in a villa, desired by more than 6 out of 10 Italians (64.3%) and bookings for this solution are also growing (+6.4%).*
- *Favourite destinations this year? On the podium are Salento, the Amalfi Coast and Lake Garda which, surprisingly, surpass Sardinia. For those going abroad, however, Spain, Greece and Portugal are the destinations most chosen by Italians*

Chiusi, 23 May - What will the summer of 2024 be like? Memorable, according to insiders. The first data speak clearly: an estimated **65.8 million tourists estimated between Italians and foreigners, over 266 million visitors** for an expenditure that will exceed **43 billion euros** and a **growth** forecast that could be worth as much as 12% of the Italian GDP within 10 years. But where will Italians be spending their holidays? More than 8 out of 10 (84.4%) right here in **Italy**.

Regardless of whether travellers are looking for outdoor sporting activities (75.3%) or relaxation to recharge their batteries (65.4%), the holiday must be **green** (59.2%) and there is also a growing desire for a holiday of **quality** (64.3%).

A trend, that of luxury holidays, confirmed by the data of the Emma Villas Observatory, which records for the 2024 season a **+6.4% in bookings of villas and country houses** compared to the same date last year for the 2023 season (with 6045 bookings already confirmed). This is the picture of the summer of the Italians that emerges from the **AstraRicerche research for Emma Villas - leading company in the vacation rental section** (short-term rentals of prestigious villas and country houses) with over 600 properties in Italy and listed on the Euronext Growth Milan segment of the Italian Stock Exchange – which focuses on the profile of the Italian traveller, his expectations, needs and travel plans.

*“The desire to travel is now back in full force among Italians and, at the same time, there is an increasingly greater desire to continue to treat oneself well and to live authentic experiences. The villa will be one of the solutions most chosen by those seeking comfort, independence, privacy and relaxation, but also wanting to be close to cities of art or natural parks. **For this season we are in fact recording a 6.4% increase in bookings** compared to a year ago for 2023, with a particular interest in villas located in Tuscany, Umbria and Sicily.”* declares **Giammarco Bisogno, CEO of Emma Villas.**

## **HOLIDAYS FOR ITALIANS: NATURE, AUTHENTIC ACTIVITIES, OPEN AIR AND LONG STAYS**

According to the AstraRicerche - Emma Villas survey, **almost all** of our compatriots (**96.2%**) **will take at least one holiday this summer. 77.1% would like to repeat it several times, 48.6% will make it as long as possible and 66% will seek it in the name of relaxation and slow rhythms.** But unwinding from routine and immersing oneself in nature will be the key words for everyone. Holidays with outdoor activities will win, a "must" for more than **7 out of 10 (75.6%)** who will choose between **cycling, riding or swimming (66%)** or whether to go for **adrenaline-filled sports** such as rafting, water skiing or hang gliding (38.6%).

But where will the Italians stay? It will certainly be a priority for it to be a **sustainable facility for at least 50% of tourists.** Guiding the choice is the desire to buy **local products and sample the local cuisine (29.7%).** Equally important is the company of **faithful four-legged friends**, which pushes holidaymakers towards facilities able to treat them to all intents and purposes as **family members** with ad hoc services, such as conventions with beaches/equipped areas, pet sitting, availability of a vet in case of need, and kennel and bowl included in the chosen accommodation.

## **VILLA HOLIDAYS: NEW SERVICES AND NO RENUNCIATION**

According to data from the AstraRicerche study and the Emma Villas Observatory, a villa for exclusive use to share with friends or family, could be the ideal solution for most Italians. It is, in fact, **a holiday option desired by more than 6 out of 10 Italians** and one that is **increasingly popular**: the number of holidaymakers who have decided to experience a villa holiday is increasing, an option which has recorded a **48.9% increase compared to 2023 (22.7% vs 33.8%).** Those who choose a villa for their holiday dream of a stay that includes all comforts, such as **an outdoor swimming pool and an open-air dining area (45.8% and 34.9%),** but **are also always looking for new services**: from the possibility of living unique experiences **to rediscover artistic treasures (48.1%),** and the history of the area, also **through gastronomic tours and among local artisans (34.1%),** to educational activities for children, a personal trainer, **cooking courses and wine tasting.**

In short, a dream for which almost **1 in 2 Italians** declare themselves willing **to give up dining out during the year (45.8%),** buying gourmet products (24.9%) or new clothes (20.6%), just to experience a holiday in villa. Yet, if one considers that the holiday budget of our fellow countrymen is around 1000 euros per week, compared to an average cost per person of 500 euros, indulging in a dream holiday in villa becomes clearly affordable.

*“The vacation rental sector is constantly evolving and we operators are called upon to remain dynamic and flexible in order to be ready to respond to the new needs of clients, anticipating them wherever possible”, continues Giammarco Bisogno, CEO of Emma Villas. “Today, thanks to our almost twenty years of experience in the sector, we are able to offer a very high level of service that fully meets the expectations of our guests. In recent months we have increased our services in the villa; our properties are pet friendly, we have provided for the possibility of arriving and finding the larder already stocked, soon it will be possible to integrate the stay with authentic and high quality experiences in the arts, wellness and much more. But we have also listened to the requests of our clients who ask us for free cancellation in the event of a cancellation of the booking (even at the last minute) and flexible booking conditions such as the possibility of midweek arrivals and the reduction of the minimum stay in the villa to three days even in high season (29.5%)”.*

But which will be the top destinations of this summer? On the podium is **Salento (31.6%)**, followed by the **Amalfi Coast (28.9%)** and **Lake Garda (23.6%)**, which surpass Sardinia, the Cinque Terre and the Romagna Coast. However, there is no shortage of those **who choose both abroad and Italy** (around **6 out of 10 Italians**). Among the preferred destinations are **Spain (50%)**, **Greece (44.6%)**, **Portugal (26.4%)** and the **French Riviera (20.6%)**, followed by the Balearic Islands, Croatia, the Austrian Alps, Provence and the French Alps. And those who choose to go abroad, and do not want to renounce the luxury of a villa, will have a great ally in Chiara Travels. Chiara Travels is the new Emma Villas brand that offers properties set in the iconic beauties of Europe without renouncing the excellence of the Emma Villas model. More information can be found here: <https://chiaratravels.com/it/>

*The Emma Villas offer, with a rich portfolio of over 600 prestigious villas and estates in 15 regions, also allows one to rediscover the Italian territory from North to South, through a **true "Grand Tour" of our country**. Choosing Emma Villas are also the owners: entrusting a property to **Emma Villas** is synonymous, in fact, with numerous advantages such as the immediate and guaranteed income over time or the insurance protection against accidental damages caused by guests of up to 20,000 euros. Or, for those wishing to carry out improvements or renovations aimed at promoting virtuous projects, such as those for environmental sustainability, advances and financing are provided thanks to **Emma Villas ReHome**.*

**EMMA VILLAS PRESS OFFICE c/o INC NATIONAL INSTITUTE FOR COMMUNICATION**

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