



Lodging (Destination) in Italy

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive trend for lodging, driven by both domestic tourism and inbound arrivals
Rising preference for short-term rentals benefits leader Airbnb

PROSPECTS AND OPPORTUNITIES

Positive forecast for lodging in Italy in line with overall outlook for travel industry
The importance of wellbeing, especially for luxury accommodation

CATEGORY DATA

- Table 1 - Lodging (Destination) Sales: Value 2020-2025
- Table 2 - Lodging (Destination) Online Sales: Value 2020-2025
- Table 3 - Hotels Sales: Value 2020-2025
- Table 4 - Hotels Online Sales: Value 2020-2025
- Table 5 - Other Lodging Sales: Value 2020-2025
- Table 6 - Other Lodging Online Sales: Value 2020-2025
- Table 7 - Lodging (Destination) Outlets: Units 2020-2025
- Table 8 - Lodging (Destination) Rooms: Number of Rooms 2020-2025
- Table 9 - Lodging (Destination) by Incoming vs Domestic: % Value 2020-2025
- Table 10 - Hotels NBO Company Shares: % Value 2020-2024
- Table 11 - Hotel Brands by Key Performance Indicators 2025
- Table 12 - Forecast Lodging (Destination) Sales: Value 2025-2030
- Table 13 - Forecast Lodging (Destination) Online Sales: Value 2025-2030
- Table 14 - Forecast Hotels Sales: Value 2025-2030
- Table 15 - Forecast Hotels Online Sales: Value 2025-2030
- Table 16 - Forecast Other Lodging Sales: Value 2025-2030
- Table 17 - Forecast Other Lodging Online Sales: Value 2025-2030
- Table 18 - Forecast Lodging (Destination) Outlets: Units 2025-2030

Travel in Italy - Industry Overview

EXECUTIVE SUMMARY

Travel in 2025: The Big Picture
Airlines: Key trends
Hotels: Key trends
Booking: Key trends
What next for travel?

MARKET DATA

- Table 19 - Surface Travel Modes Sales: Value 2020-2025
- Table 20 - Surface Travel Modes Online Sales: Value 2020-2025
- Table 21 - Forecast Surface Travel Modes Sales: Value 2025-2030
- Table 22 - Forecast Surface Travel Modes Online Sales: Value 2025-2030
- Table 23 - In-Destination Spending: Value 2020-2025
- Table 24 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/lodging-destination-in-italy/report.