

ITALY: NUMBER OF TOURISM WEBSITES INCREASED BY 543%



“In the first half of 2022, there have been 8,000 more websites than in 2021,” reported the analysts of Vamonos-Vacanze, an Italian tour operator.

Comparing the new “.it” websites registered during the 6 months of 2022 with the total calculated in 2021, it is possible to notice an increase in all areas of the tourism sector.

In short, a very positive result for a sector that is experiencing a moment of great recovery with numbers that are finally able to compete and even surpass those registered in 2019.

The report is based on data taken from “Registro.it”, the websites’ registry with an Italian license plate that is an organ of the Institute of Informatics and Telematics of the National Research Council (Cnr-Iit) and which, through the permanent observatory “Tourism in the Net” has been analyzing the diffusion on the Internet of the various categories belonging to the tourism sector since 2017.

“The data on tourism websites confirm that .it websites relating to the tourism sector increased in number more than six times compared to 2017 when the total was just 22,992. While today the number of these “tourist” sites has risen to 148,021, making an overall growth of 543%,” the analysts underline.

Referring to the latest “world tourism barometer” of the World Tourism Organization (UNWTO) in the first quarter of 2022 there was an increase in world tourism of 182% compared to last year and that growth is expected to continue and even increase throughout 2022.

As for the Italian websites, the most growing - among the categories monitored by the “Tourism in the Net” observatory - were the sites relating to the culinary sector, which went from 1,763 sites classified in 2021 to 3,642 in the first half of 2022 (marking an increase of 106% compared to the entire calculation of last year).

There was also a significant increase in the “accommodation” category, which in the first half of the current year recorded 3,230 new .it sites, marking an increase of 58%.

However, even the more specific sector of tour operators recorded - 319 new websites - an increase of 25% compared to the total for 2021.

Excellent performance was also reported for the entertainment sector which - arriving in the first 6 months of 2022 with 300 new websites - sees a 72% increase over the previous year's total.

Without a doubt, these data on tourism websites had been positively influenced by the resumption of events and live shows after the great stop caused by the pandemic.

Date: 2022-07-25

Article link:

<https://www.tourism-review.com/tourism-websites-in-italy-increased-dramatically-in-numbers-news12657>