

ITALIAN FAMILY VACATION TRENDS



Italy Family Hotels, a group of 140 family-friendly hotels in some of Italy's most picturesque locations, conducted the research. The study revealed several interesting findings, including an increasing interest in hotel vacations, an inclination to book earlier stays, a higher emphasis on experiential activities, and a desire to bring pets.

Compared to last year, there has been a 13% increase in requests for June and September offers. For Italian families, the beach remains the most popular destination, chosen by 79.6%, but the mountains and lake are also gaining popularity with a 29.2% and 10.9% increase, respectively. Italian families are starting to adopt the early booking model, with a 115% and 49% increase in requests for summer stays in January and February, respectively.

When booking a summer vacation in a hotel, families prioritize access to a private beach and the sea, a swimming pool, and entertainment. However, there has been a significant increase in questions related to the availability of SPA (+20%) and wellness for children (+15%), creative workshops (+15%), educational visits (+56%), and activities in contact with nature such as canoeing (+100%) and horseback riding (+75%). The pet-friendly accommodation is also becoming more popular, with a 22% increase. Organic food services are also important, with a +20% increase.

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