

# ITALIAN BEACHES ARE INCREASINGLY DIGITAL



Out of 7,200 Italian beach establishments, 2,500 have adopted digital solutions for beach management, and 1,800 have collected at least one online reservation during the 2024 season.

These figures come from the second edition of the Observatory on the Digitalization of the Seaside Sector by Spiagge. The report also highlights a 35% increase in the use of booking management software among Italian beach providers. **Additionally, the online booking channel for umbrellas accounts for 2% of summer spending on seaside services in Italy, amounting to over 50 million euros.**

Digitalization is transforming the seaside sector, particularly benefiting foreign tourism. It simplifies daily operations, reduces errors, improves productivity, and allows total control of information shared among collaborators, all facilitated by a single tool.

Looking ahead to 2026, it is estimated that over 50% of Italian beaches will adopt web management solutions that utilize advanced features. This shift towards digitalization will benefit both customers—by enabling easier booking of additional services—and managers—by improving data management and marketing strategies.

Artificial intelligence (AI) technologies will be crucial in transforming the sector, creating more sophisticated booking platforms that can engage with customers through chatbots and virtual assistants. **Experts emphasize that AI drives the development of innovative travel solutions for the 2025 tourist season.** Among the top priorities are designing customized white-label websites for beach resorts and creating targeted online marketing campaigns to enhance the visibility of these facilities. Maintaining a strong digital development is crucial for attracting and retaining new customers in a landscape where 9 out of 10 tourists book their trips online.

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