## Big Data, Data Science e Business Intellgence

# Comparto Alberghiero:
# Trend evolutivi del Mercato

TRUSTYOU

R E S

HOSPITALITY BUSINESS DEVELOPERS

STR GLOBAL

Fareturismo - Roma, 15 marzo 2016

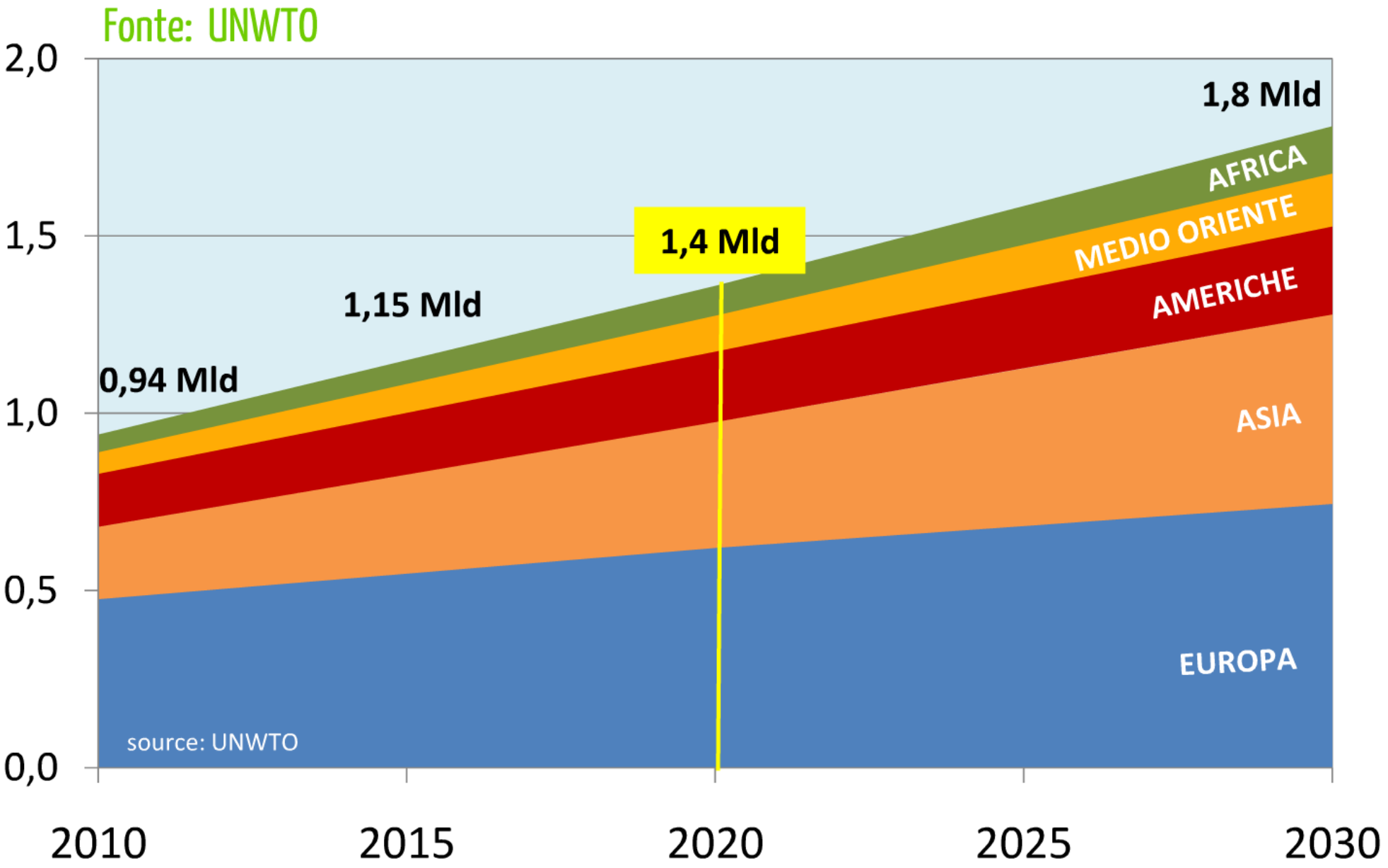
TRUSTYOU

TrustYou è lo standard internazionale
della reputazione
basato su **recensioni verificate**
adottato da Google

STR GLOBAL

STR Global è la più autorevole
fonte di dati alberghieri nel mondo

# FORECAST VIAGGIATORI INTERNAZIONALI



# Europa

## Asia Pacific

OCC +0,1%
ADR +10,4%
RevPAR +10,6%

## Americas

OCC +1,4%
ADR +23,3%
RevPAR +25,1%

## Africa & MO

OCC -0,7%
ADR +15,7%
RevPAR +14,9%

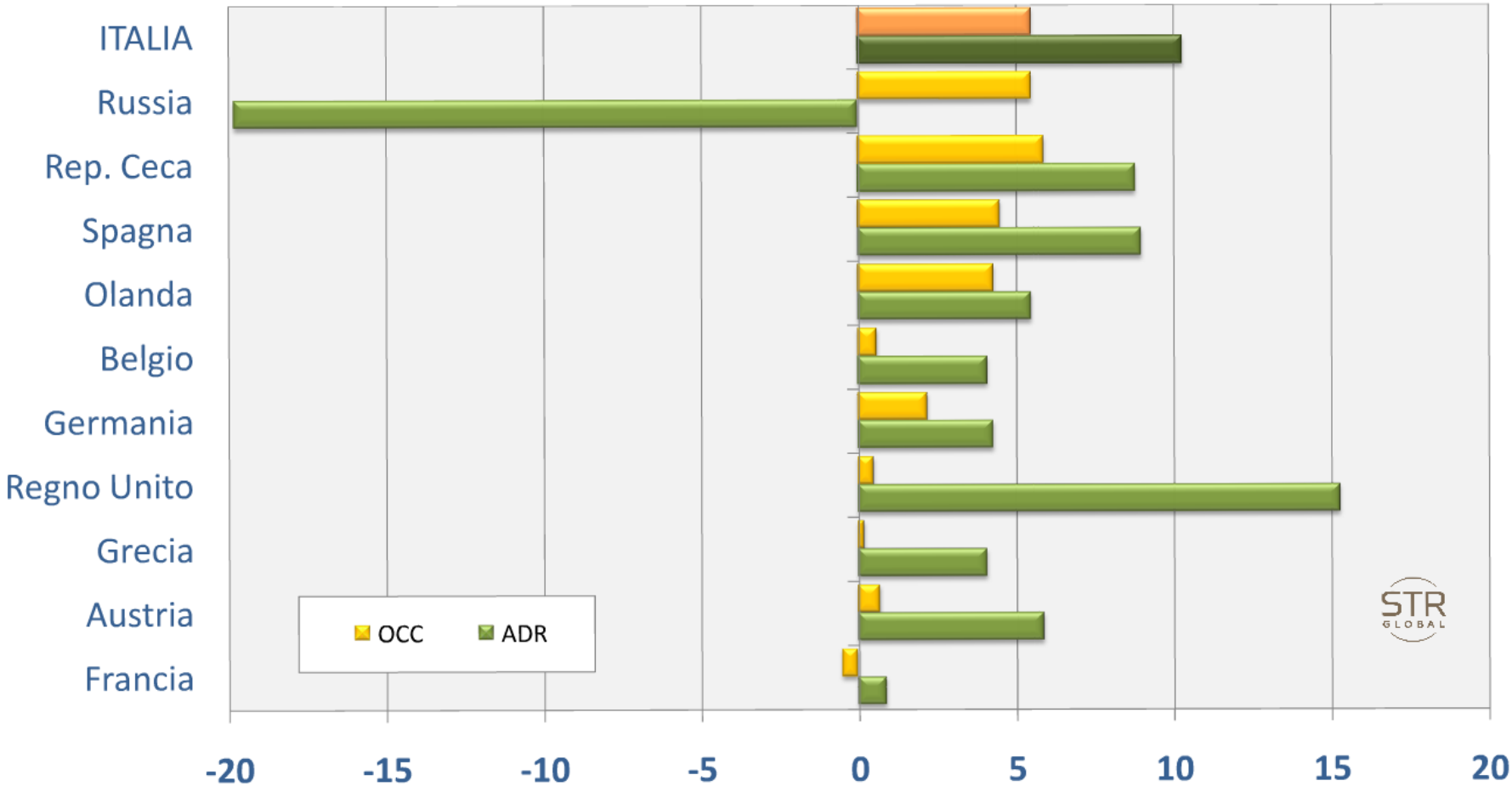
# Le performance alberghiere nel Mondo

**Variazioni percentuali Gennaio-Dicembre 2015**
**rispetto a Gennaio-Dicembre 2014**

STR GLOBAL

# ALCUNI PAESI EUROPEI

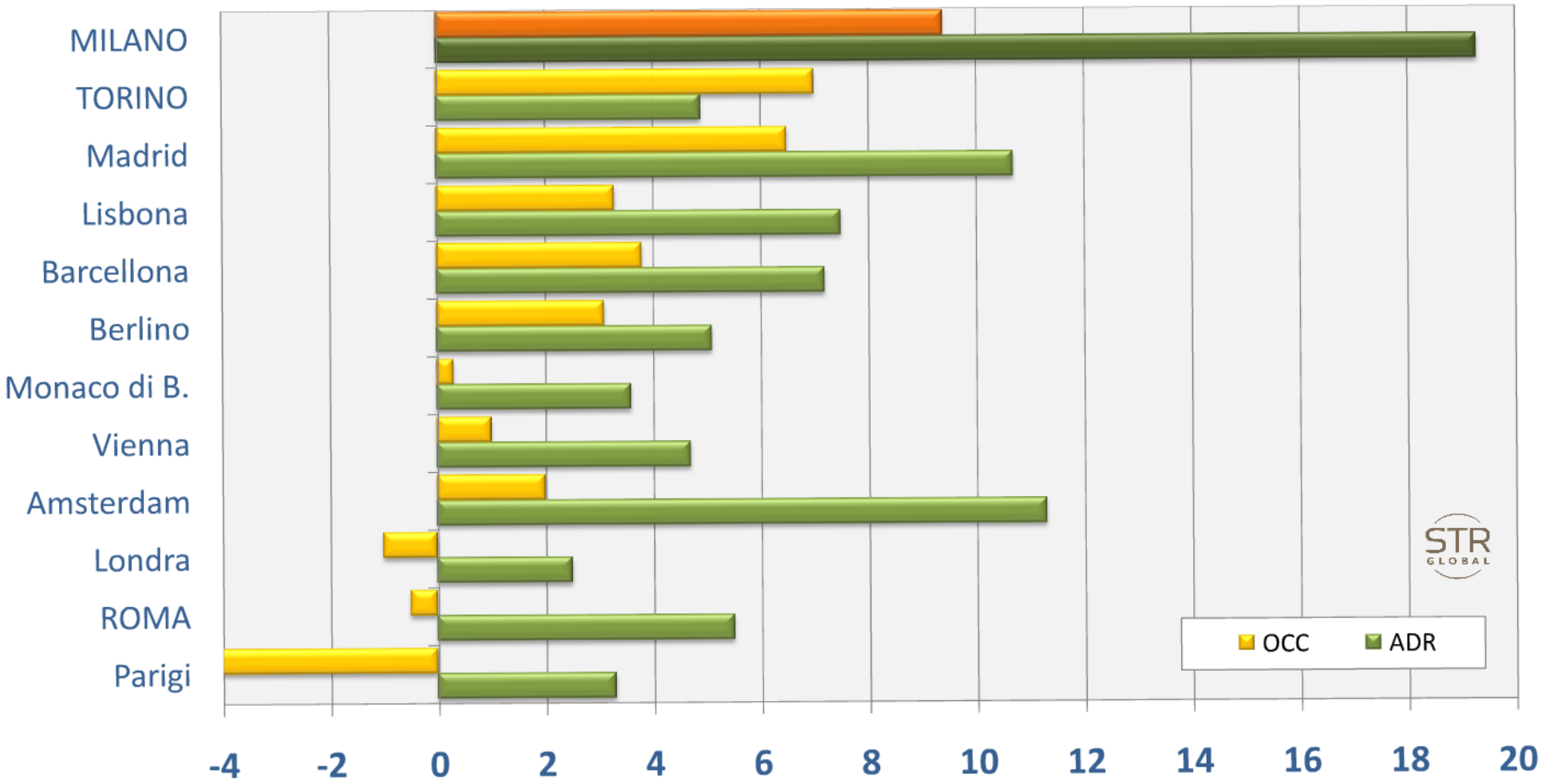
## Variazioni %
## Gennaio-Dicembre 2015 rispetto a Gennaio-Dicembre 2014



# ALCUNE CITTA' EUROPEE

## Variazioni %

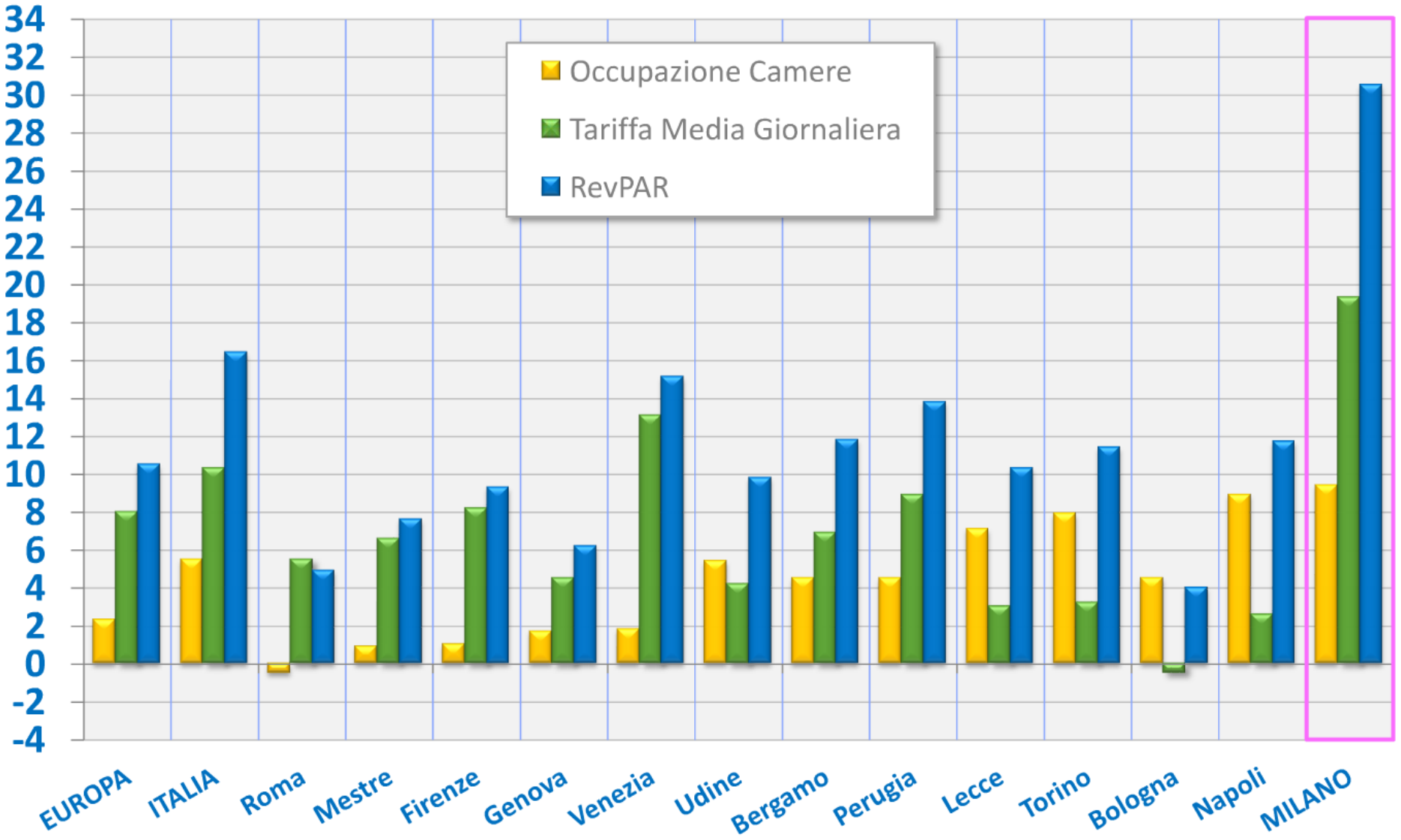
## Gennaio-Dicembre 2015 rispetto a Gennaio-Dicembre 2014



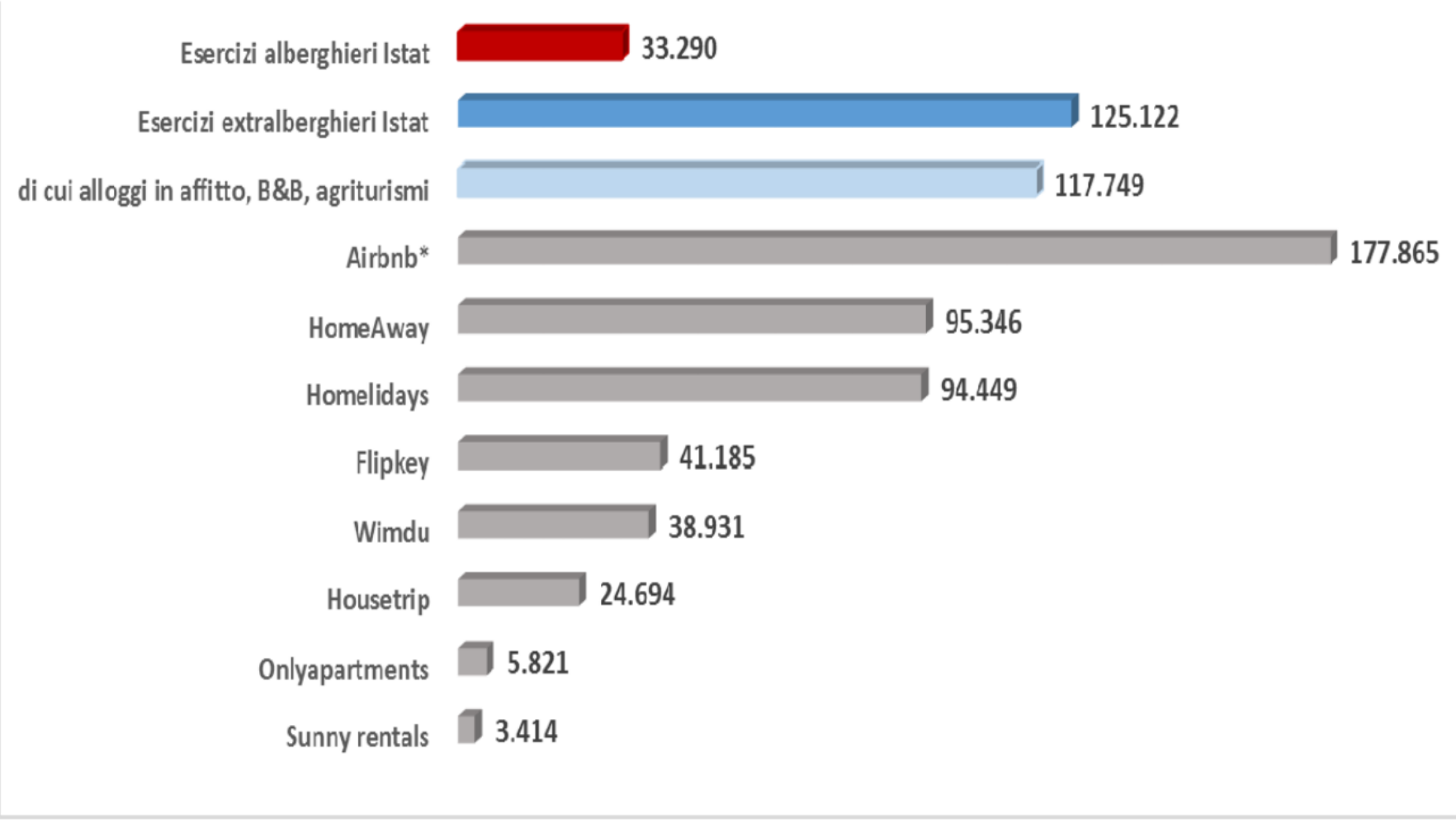
# ALCUNE CITTA' ITALIANE

## Variazioni %

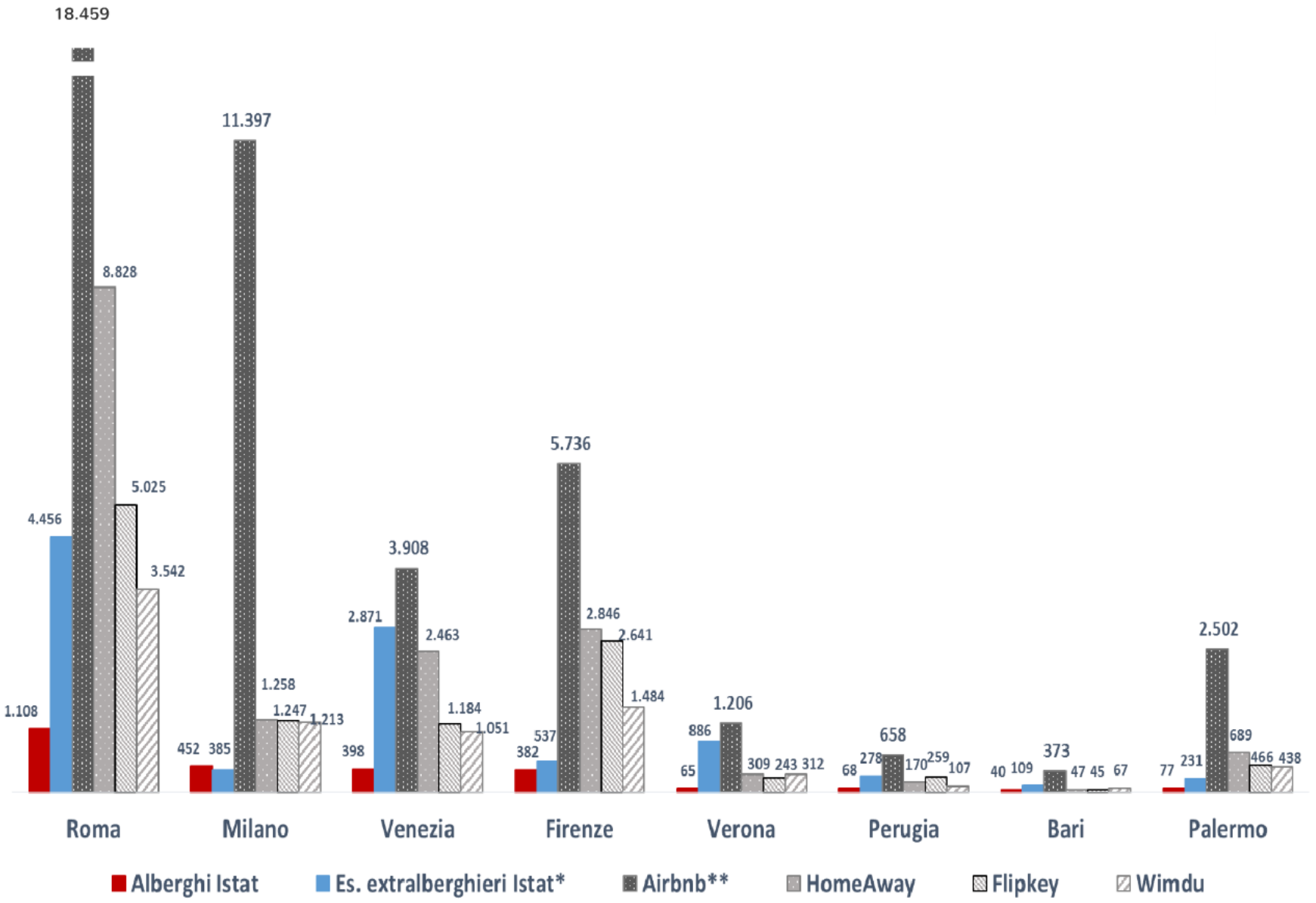
## Gennaio-Dicembre 2015 rispetto a Gennaio-Dicembre 2014



# Offerta ricettiva ufficiale (n. esercizi) e offerta presente nei maggiori portali di riferimento per la ricerca di alloggi per brevi soggiorni (n. inserzioni)




**Fonti: elaborazione Incipit su dati Istat, Inside Airbnb e portali di Homeaway, Homelidays, Flipkey e Wimdu, Housetrip, Onlyapartments, Sunny rentals.**
La consistenza dell'offerta ricettiva ufficiale si riferisce al 31/12/2014, quella dei portali è riferita al momento dell'estrazione dei dati per l'analisi (31/10/2015).
N.B. Mentre i dati di fonte Inside Airbnb sono relativi ad alloggi effettivamente localizzati nei comuni individuati, i dati derivati dagli altri portali, pur essendo stati sottoposti a controllo, possono ancora presentare scostamenti rispetto all'effettiva localizzazione delle strutture.
* Le inserzioni / alloggi su Airbnb comprendono sia intere proprietà (case, appartamenti, ville etc.) che singole stanze, private o condivise. Nel confronto con l'offerta ricettiva ufficiale è necessario tener conto di questo aspetto.



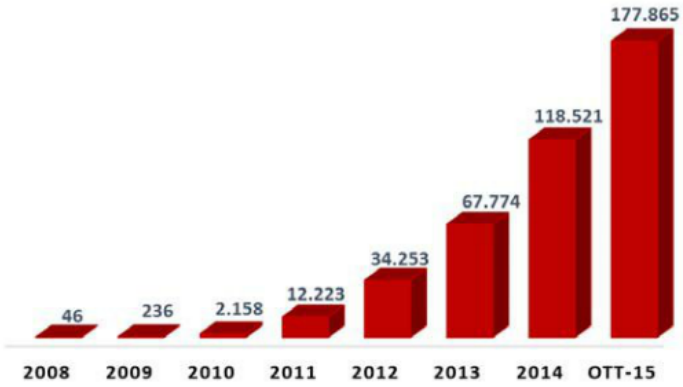

**Fonti: elaborazione Incipit su dati Istat, Inside Airbnb e portali di Homeaway, Flipkey e Wimdu.**

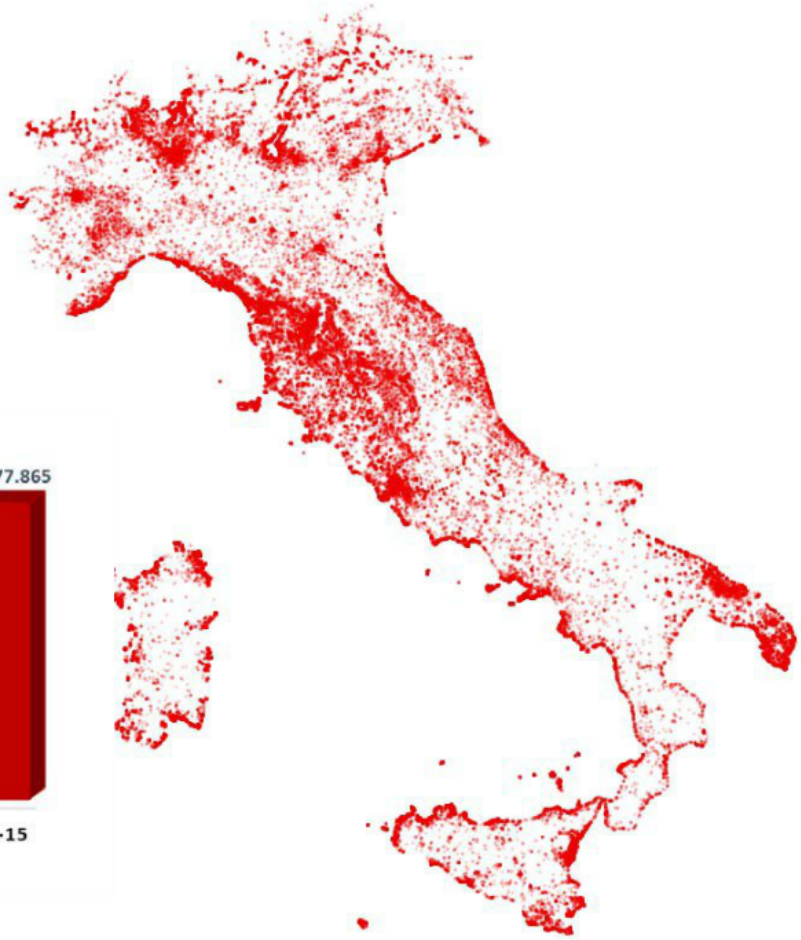
La consistenza degli esercizi ricettivi ufficiali si riferisce al 31/12/2014, quella dei portali è riferita al momento dell'estrazione dei dati per l'analisi (31/10/2015).

N.B. Mentre i dati di fonte Inside Airbnb sono relativi ad alloggi effettivamente localizzati nei comuni individuati, i dati derivati dagli altri portali, pur essendo stati sottoposti a controllo, possono presentare scostamenti rispetto all'effettiva localizzazione delle strutture.

*Alloggi in affitto gestiti in forma imprenditoriale, B&B, agriturismi. **Le inserzioni / alloggi su Airbnb comprendono sia intere proprietà (case, appartamenti, ville etc.) che singole stanze, private o condivise. Nel confronto con l'offerta ricettiva ufficiale è necessario tener conto di questo aspetto.

# Evoluzione temporale e distribuzione territoriale degli alloggi Airbnb in Italia



| Regioni | N. Alloggi Airbnb | Alloggi / Kmq |
|---|---|---|
| Toscana | 26.691 | 1,16 |
| Lazio | 24.358 | 1,41 |
| Lombardia | 22.002 | 0,92 |
| Sicilia | 21.822 | 0,84 |
| Puglia | 12.673 | 0,65 |
| Sardegna | 11.919 | 0,49 |
| Veneto | 9.993 | 0,54 |
| Campania | 9.256 | 0,68 |
| Liguria | 7.550 | 1,39 |
| Piemonte | 7.010 | 0,28 |
| E. Romagna | 5.581 | 0,25 |
| Umbria | 4.190 | 0,50 |
| Marche | 3.370 | 0,36 |
| Calabria | 2.910 | 0,19 |
| Trentino A.A. | 2.605 | 0,19 |
| Abruzzo | 2.368 | 0,22 |
| Friuli V.G. | 1.377 | 0,18 |
| Valle d'Aosta | 1.092 | 0,33 |
| Basilicata | 811 | 0,08 |
| Molise | 287 | 0,06 |
| ITALIA | 177.865 | 0,59 |

Fonte: Elaborazioni Incipit su dati Inside Airbnb

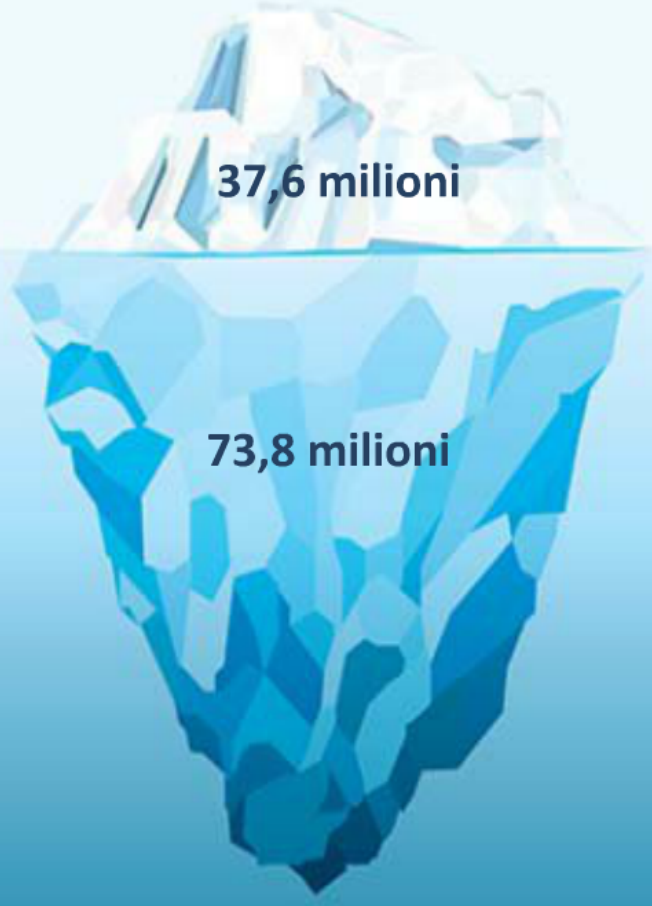
# L'iceberg delle abitazioni private - Anno 2014

FEDERALBERGHI
Federazione delle Associazioni Italiane Alberghi e Turismo

**Presenze totali: 111,4 milioni**

**di cui 30,3 milioni quelle stimate negli alloggi Airbnb**

**Presenze negli alloggi privati in affitto gestiti in forma imprenditoriale e nei bed and breakfast registrati**




airbnb 15%

85%

**Presenze stimate negli alloggi privati non registrati**

Fonte: elaborazioni e stime Incipit su dati Istat, Banca d'Italia e Inside Airbnb

# Contributo all'economia delle strutture regolari registrate dalle statistiche ufficiali e di quelle irregolari – anno 2014

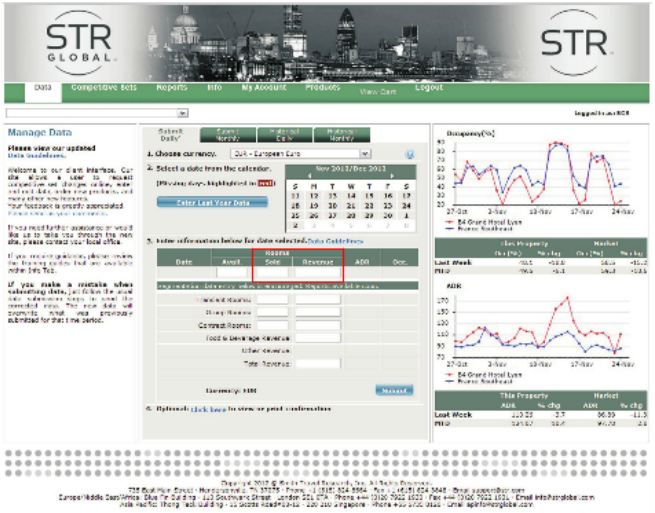
FEDERALBERGHI
Federazione delle Associazioni Italiane Alberghi e Turismo

| | Alberghi | Alloggi in affitto gestiti in forma imprenditoriale e B&B registrati | Alloggi privati non registrati |
|---|---|---|---|
| Presenze | 254,9 milioni | 37,6 milioni | 73,8 milioni |
| Fatturati / Introiti | 16,6 miliardi di Euro | 1,2 miliardi di Euro | 2,4 miliardi di Euro |
| IVA versata | 1,6 miliardi di Euro | 114 milioni di Euro | 0 (stima dell'evaso: 112 milioni di Euro) |
| Imposta di soggiorno versata | 271 milioni di Euro | 29 milioni di Euro | 0 (stima dell'evaso: 57 milioni di Euro) |
| Posti di lavoro (addetti totali) regolari | 197 mila | 37 mila | n.d. (occupati che potrebbero essere impiegati in regola: 73 mila) |
| di cui dipendenti regolari | 162 mila | 21 mila | n.d. (dipendenti che potrebbero essere assunti in regola: 42 mila) |
| Reddito generato (salari e stipendi pagati) | 3,4 miliardi di Euro | 388 milioni di Euro | n.d. (salari e stipendi che potrebbero essere regolarmente pagati: 763 milioni di Euro) |

Fonte: elaborazioni e stime Incipit su dati Istat, Banca d'Italia e Federalberghi

Per partecipare
l'albergo inserisce:

-Numero
 di Camere Vendute
-Ricavo Camere
 al netto di IVA e
 al netto di colazioni



View Cart

Submit Daily' | Submit Monthly | Historical Daily | Historical Monthly

1. Choose currency. EUR - European Euro

2. Select a date from the calendar.

(Missing days highlighted in red)

Enter Last Year Data

Nov 2012/Dec 2012

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |

3. Enter information below for date selected. Data Guidelines

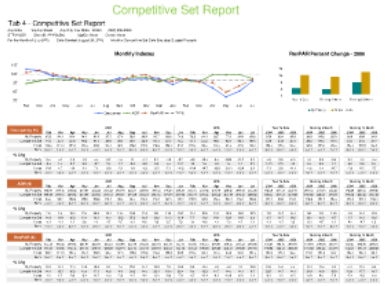
| Date | Rooms | | | ADR | Occ. |
|---|---|---|---|---|---|
| | Avail. | Sold | Revenue | | |
| | | | | | |
| Segmentation data entry below is encouraged. Reports available soon. | | | | | |
| Transient Rooms: | | | | | |

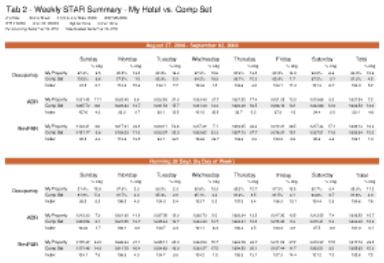
# L'Albergatore riceve:

## -Report Giornaliero

## -Report Settimanale

## -Report Mensile





# Tab 2 - Daily Performance at a Glance - My Property vs. Competitive Set

Hotel ABCD  Any Address  Any City, Country  Phone: 123456789

STR # 123456  Chain ID:  Mgt Co:  Owner:

Period Ending: February 5, 2009  Date Created: February 6, 2009  **Currency: Swiss Francs**

## February 5, 2009

| | Occupancy (%) | | | ADR | | | RevPAR | | |
|---|---|---|---|---|---|---|---|---|---|
| | My Prop | Comp Set | Index | My Prop | Comp Set | Index | My Prop | Comp Set | Index |
| Yesterday | 49.6 | 57.7 | 86.0 | 259.60 | 233.80 | 111.0 | 128.71 | 134.80 | 95.5 |
| Running Month To Date | 71.3 | 72.3 | 98.6 | 256.32 | 231.32 | 110.8 | 182.65 | 167.26 | 109.2 |
| Running 7 Days | 57.1 | 60.5 | 94.5 | 249.36 | 222.45 | 112.1 | 142.49 | 134.56 | 105.9 |

## Percent Change (%)

| | Occupancy | | | ADR | | | RevPAR | | |
|---|---|---|---|---|---|---|---|---|---|
| | My Prop | Comp Set | Index | My Prop | Comp Set | Index | My Prop | Comp Set | Index |
| Yesterday | 28.3 | 4.6 | 22.6 | -2.5 | 3.3 | -5.6 | 25.1 | 8.1 | 15.7 |
| Running Month To Date | 20.8 | 18.2 | 2.2 | 5.1 | 10.1 | -4.5 | 26.9 | 30.0 | -2.4 |
| Running 7 Days | -7.8 | -8.0 | 0.3 | 0.3 | 2.7 | -2.4 | -7.5 | -5.5 | -2.1 |

# Tab 2 - Weekly STAR Summary - My Hotel vs. Comp Set

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555
STR # 98765 Chain ID: 999999 Mgt Co: None Owner: None
Period ending: September 02, 2008 Date Created: September 06, 2008

## August 27, 2008 - September 02, 2008

| | | Sunday | % Chg | Monday | % Chg | Tuesday | % Chg | Wednesday | % Chg | Thursday | % Chg | Friday | % Chg | Saturday | % Chg | Total | % Chg |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Occupancy | My Property | 67.4% | -9.5 | 98.8% | 13.8 | 98.9% | 16.3 | 97.2% | 18.6 | 97.4% | 13.5 | 98.9% | 13.0 | 99.0% | 6.6 | 94.0% | 10.6 |
| | Comp Set | 73.5% | -9.6 | 87.5% | -1.5 | 95.9% | 8.0 | 94.8% | 16.9 | 93.1% | 18.2 | 95.9% | 1.7 | 97.8% | -0.1 | 91.2% | 4.5 |
| | Index | 91.8 | 0.1 | 112.9 | 15.6 | 103.1 | 7.7 | 102.6 | 1.5 | 104.6 | -4.0 | 103.1 | 11.0 | 101.2 | 6.7 | 103.0 | 5.8 |
| ADR | My Property | $221.45 | 11.1 | $220.48 | 9.6 | $222.59 | 31.3 | $223.49 | -21.7 | $221.88 | 17.4 | $221.25 | 12.0 | $219.66 | 9.8 | $221.54 | 7.8 |
| | Comp Set | $205.72 | 6.6 | $220.64 | 12.7 | $231.59 | 15.7 | $221.29 | 13.2 | $222.48 | 16.5 | $226.10 | 13.1 | $232.66 | 12.0 | $223.59 | 13.0 |
| | Index | 107.6 | 4.3 | 99.9 | -2.7 | 96.1 | 13.5 | 101.0 | -30.8 | 99.7 | 0.8 | 97.9 | -1.0 | 94.4 | -2.0 | 99.1 | -4.6 |
| RevPAR | My Property | $149.31 | 0.6 | $217.91 | 24.8 | $220.11 | 52.6 | $217.28 | -7.1 | $216.05 | 33.3 | $218.91 | 26.5 | $217.44 | 17.1 | $208.14 | 19.2 |
| | Comp Set | $151.17 | -3.6 | $193.09 | 11.0 | $222.07 | 25.0 | $209.68 | 32.2 | $207.12 | 37.7 | $216.91 | 15.1 | $227.51 | 11.9 | $203.94 | 18.0 |
| | Index | 98.8 | 4.4 | 112.9 | 12.5 | 99.1 | 22.1 | 103.6 | -29.7 | 104.3 | -3.2 | 100.9 | 9.9 | 95.6 | 4.6 | 102.1 | 1.0 |

## Running 28 Days (by Day of Week)

| | | Sunday | % Chg | Monday | % Chg | Tuesday | % Chg | Wednesday | % Chg | Thursday | % Chg | Friday | % Chg | Saturday | % Chg | Total | % Chg |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Occupancy | My Property | 81.4% | 15.6 | 97.9% | 8.3 | 99.2% | 8.3 | 98.6% | 10.3 | 98.0% | 18.7 | 97.2% | 13.5 | 98.7% | 9.4 | 95.9% | 11.8 |
| | Comp Set | 81.8% | 5.3 | 91.7% | 3.3 | 95.4% | 2.8 | 95.1% | 4.3 | 91.3% | 8.5 | 91.5% | 3.1 | 94.6% | 0.7 | 91.6% | 3.9 |
| | Index | 99.5 | 9.8 | 106.8 | 4.9 | 104.0 | 5.4 | 103.7 | 5.8 | 107.3 | 9.4 | 106.3 | 10.1 | 104.4 | 8.6 | 104.6 | 7.6 |
| ADR | My Property | $219.23 | 7.3 | $231.28 | 11.8 | $237.05 | 18.2 | $236.79 | 5.0 | $229.34 | 13.5 | $217.90 | 12.5 | $213.05 | 7.4 | $226.58 | 10.7 |
| | Comp Set | $209.56 | 9.1 | $231.05 | 12.7 | $235.43 | 13.7 | $234.30 | 12.7 | $223.91 | 10.8 | $215.90 | 8.4 | $218.41 | 8.3 | $224.40 | 10.9 |
| | Index | 104.6 | -1.7 | 100.1 | -0.8 | 100.7 | 3.9 | 101.1 | -6.9 | 102.4 | 2.5 | 100.9 | 3.8 | 97.5 | -0.8 | 101.0 | -0.1 |
| RevPAR | My Property | $178.48 | 24.0 | $226.34 | 21.1 | $235.11 | 28.0 | $233.53 | 15.7 | $224.76 | 34.7 | $211.82 | 27.8 | $210.28 | 17.5 | $217.19 | 23.8 |
| | Comp Set | $171.46 | 14.9 | $211.76 | 16.4 | $224.62 | 16.9 | $222.87 | 17.5 | $204.50 | 20.1 | $197.44 | 11.7 | $206.51 | 9.0 | $205.60 | 15.2 |
| | Index | 104.1 | 7.9 | 106.9 | 4.0 | 104.7 | 9.6 | 104.8 | -1.5 | 109.9 | 12.1 | 107.3 | 14.4 | 101.8 | 7.8 | 105.6 | 7.5 |

# Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Sample Hotel  Address  City, Postal Code, Country  Phone

STR # 123456  ChainID:  MgtCo:  Owner:

For the Month of: December 2008  Date Created: January 27, 2009  Monthly Competitive Set Data Excludes Subject Property  **Currency: British Pounds**

## December 2008

| | Occupancy (%) | | | ADR | | | RevPAR | | |
|---|---|---|---|---|---|---|---|---|---|
| | My Prop | Comp Set | Index | My Prop | Comp Set | Index | My Prop | Comp Set | Index |
| Current Month | 56.9 | 55.0 | 103.6 | 71.20 | 83.30 | 85.5 | 40.54 | 45.79 | 88.5 |
| Year To Date | 70.0 | 72.9 | 96.0 | 86.44 | 90.19 | 95.8 | 60.53 | 65.78 | 92.0 |
| Running 3 Month | 65.6 | 66.2 | 99.2 | 80.89 | 87.46 | 92.5 | 53.09 | 57.90 | 91.7 |
| Running 12 Month | 70.0 | 72.9 | 96.0 | 86.44 | 90.19 | 95.8 | 60.53 | 65.78 | 92.0 |

## December 2008 vs. 2007 Percent Change (%)

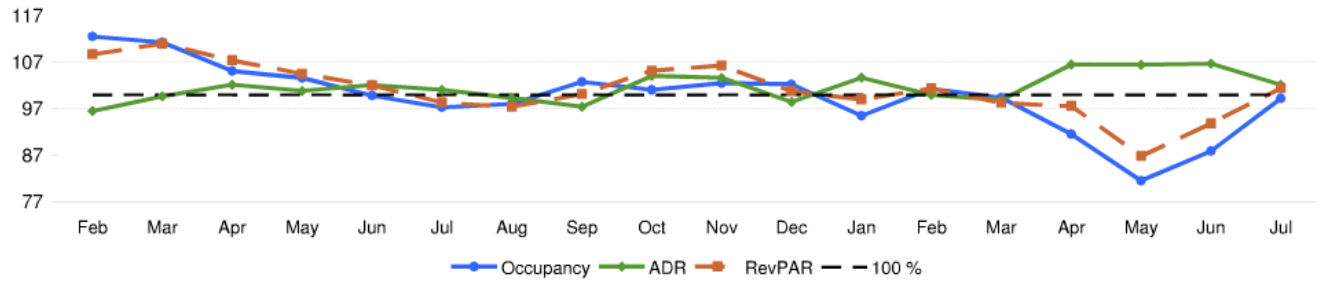
| | Occupancy | | | ADR | | | RevPAR | | |
|---|---|---|---|---|---|---|---|---|---|
| | My Prop | Comp Set | Index | My Prop | Comp Set | Index | My Prop | Comp Set | Index |
| Current Month | -15.2 | -11.0 | -4.8 | 1.4 | -3.4 | 5.0 | -14.0 | -14.0 | 0.0 |
| Year To Date | -6.9 | -2.8 | -4.2 | 6.7 | 3.4 | 3.2 | -0.6 | 0.5 | -1.1 |
| Running 3 Month | -12.8 | -10.5 | -2.6 | 1.0 | -3.4 | 4.6 | -11.9 | -13.5 | 1.9 |
| Running 12 Month | -6.9 | -2.8 | -4.2 | 6.7 | 3.4 | 3.2 | -0.6 | 0.5 | -1.1 |

# Competitive Set Report

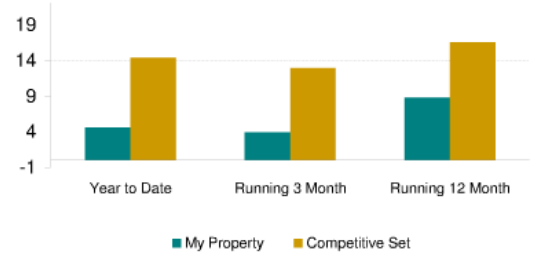
## Tab 4 - Competitive Set Report

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555
STR # 9850 ChainID: 000026566 MgtCo: None Owner: None
For the Month of: July 2006 Date Created: August 24, 2006 Monthly Competitive Set Data Excludes Subject Property

### Monthly Indexes




### RevPAR Percent Change - 2006




| Occupancy (%) | 2005 | | | | | | | | | | | 2006 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| My Property | 85.2 | 94.1 | 91.4 | 94.1 | 91.0 | 87.5 | 87.4 | 92.3 | 89.9 | 93.7 | 89.8 | 74.8 | 78.2 | 84.3 | 82.7 | 75.1 | 81.0 | 89.8 |
| Competitive Set | 75.7 | 84.5 | 86.9 | 90.8 | 91.1 | 89.9 | 89.1 | 89.7 | 88.9 | 91.3 | 87.7 | 78.4 | 77.1 | 84.8 | 90.3 | 92.1 | 92.1 | 90.5 |
| Index | 112.6 | 111.3 | 105.1 | 103.6 | 99.9 | 97.3 | 98.1 | 102.8 | 101.1 | 102.6 | 102.3 | 95.5 | 101.4 | 99.4 | 91.6 | 81.6 | 87.9 | 99.3 |
| Rank | 2 of 7 | 1 of 7 | 3 of 7 | 1 of 7 | 4 of 7 | 4 of 7 | 5 of 7 | 2 of 7 | 2 of 7 | 2 of 7 | 3 of 7 | 5 of 7 | 3 of 7 | 6 of 7 | 6 of 7 | 7 of 7 | 7 of 7 | 6 of 7 |
| **% Chg** | | | | | | | | | | | | | | | | | | |
| My Property | 9.6 | 6.1 | -1.9 | 3.2 | 6.4 | -2.7 | -3.4 | 1.1 | -3.1 | 0.1 | -3.0 | -0.7 | -8.2 | -10.4 | -9.4 | -20.2 | -11.0 | 2.7 |
| Competitive Set | -0.4 | 1.4 | 0.0 | 2.9 | -0.7 | 0.3 | 1.7 | -0.8 | -2.0 | 2.8 | 4.6 | 15.7 | 1.9 | 0.4 | 3.9 | 1.4 | 1.1 | 0.7 |
| Index | 10.0 | 4.7 | -1.9 | 0.3 | 7.1 | -2.9 | -5.1 | 1.9 | -1.2 | -2.5 | -7.3 | -14.2 | -10.0 | -10.7 | -12.9 | -21.3 | -12.0 | 2.0 |
| Rank | 3 of 7 | 3 of 7 | 6 of 7 | 3 of 7 | 1 of 7 | 7 of 7 | 6 of 7 | 3 of 7 | 6 of 7 | 6 of 7 | 7 of 7 | 7 of 7 | 5 of 7 | 7 of 7 | 7 of 7 | 7 of 7 | 7 of 7 | 3 of 7 |

| Occupancy (%) | Year To Date | | | Running 3 Month | | | Running 12 Month | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2004 | 2005 | 2006 | 2004 | 2005 | 2006 | 2004 | 2005 | 2006 |
| My Property | 85.9 | 88.4 | 80.9 | 88.9 | 90.8 | 82.0 | 86.9 | 89.9 | 84.9 |
| Competitive Set | 83.9 | 83.9 | 86.5 | 89.8 | 90.6 | 91.5 | 83.3 | 85.7 | 87.7 |
| Index | 102.4 | 105.4 | 93.4 | 98.9 | 100.3 | 89.6 | 104.4 | 105.0 | 96.8 |
| Rank | 2 of 7 | 2 of 7 | 6 of 7 | 4 of 7 | 4 of 7 | 7 of 7 | 2 of 7 | 2 of 7 | 5 of 7 |
| **% Chg** | | | | | | | | | |
| My Property | 4.9 | 2.9 | -8.5 | 3.3 | 2.2 | -9.8 | 2.5 | 3.5 | -5.6 |
| Competitive Set | 13.0 | 0.0 | 3.2 | 8.4 | 0.8 | 1.1 | 8.8 | 2.9 | 2.4 |
| Index | -7.1 | 2.9 | -11.3 | -4.8 | 1.4 | -10.7 | -5.8 | 0.5 | -7.7 |
| Rank | 6 of 7 | 3 of 7 | 7 of 7 | 5 of 7 | 3 of 7 | 7 of 7 | 6 of 7 | 4 of 7 | 7 of 7 |

| ADR ($) | 2005 | | | | | | | | | | | 2006 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| My Property | 192.91 | 210.16 | 230.88 | 235.01 | 246.28 | 213.62 | 203.79 | 268.37 | 285.03 | 305.36 | 305.85 | 219.85 | 214.76 | 233.08 | 265.79 | 280.23 | 290.72 | 234.89 |
| Competitive Set | 199.79 | 210.74 | 225.94 | 233.05 | 241.04 | 211.33 | 205.11 | 275.40 | 273.81 | 294.54 | 310.55 | 211.98 | 214.75 | 235.64 | 249.42 | 263.19 | 272.36 | 229.88 |
| Index | 96.6 | 99.7 | 102.2 | 100.8 | 102.2 | 101.1 | 99.4 | 97.4 | 104.1 | 103.7 | 98.5 | 103.7 | 100.0 | 98.9 | 106.6 | 106.5 | 106.7 | 102.2 |
| Rank | 4 of 7 | 3 of 7 | 2 of 7 | 2 of 7 | 2 of 7 | 2 of 7 | 3 of 7 | 4 of 7 | 2 of 7 | 3 of 7 | 2 of 7 | 3 of 7 | 3 of 7 | 3 of 7 | 1 of 7 | 2 of 7 | 2 of 7 | 2 of 7 |
| **% Chg** | | | | | | | | | | | | | | | | | | |
| My Property | 7.8 | 7.6 | 19.5 | 10.4 | 22.9 | 12.1 | 11.4 | 19.2 | 17.8 | 19.1 | 11.2 | 19.0 | 11.3 | 10.9 | 15.1 | 19.2 | 18.0 | 10.0 |
| Competitive Set | 14.8 | 11.0 | 18.2 | 13.4 | 18.1 | 16.4 | 12.2 | 27.2 | 16.9 | 18.8 | 14.3 | 11.0 | 7.5 | 11.8 | 10.4 | 12.9 | 13.0 | 8.8 |
| Index | -6.1 | -3.1 | 1.1 | -2.6 | 4.1 | -3.7 | -0.7 | -6.3 | 0.8 | 0.2 | -2.7 | 7.2 | 3.6 | -0.8 | 4.3 | 5.6 | 4.5 | 1.1 |
| Rank | 7 of 7 | 6 of 7 | 2 of 7 | 7 of 7 | 2 of 7 | 6 of 7 | 5 of 7 | 6 of 7 | 3 of 7 | 3 of 7 | 6 of 7 | 2 of 7 | 3 of 7 | 5 of 7 | 2 of 7 | 2 of 7 | 2 of 7 | 4 of 7 |

| ADR ($) | Year To Date | | | Running 3 Month | | | Running 12 Month | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2004 | 2005 | 2006 | 2004 | 2005 | 2006 | 2004 | 2005 | 2006 |
| My Property | 192.40 | 217.45 | 248.55 | 201.36 | 231.75 | 266.87 | 198.80 | 225.66 | 259.98 |
| Competitive Set | 189.64 | 217.61 | 241.02 | 196.98 | 228.41 | 255.11 | 195.32 | 223.24 | 254.12 |
| Index | 101.5 | 99.9 | 103.1 | 102.2 | 101.5 | 104.6 | 101.8 | 101.1 | 102.3 |
| Rank | 2 of 7 | 2 of 7 | 2 of 7 | 2 of 7 | 2 of 7 | 2 of 7 | 2 of 7 | 2 of 7 | 2 of 7 |
| **% Chg** | | | | | | | | | |
| My Property | 7.0 | 13.0 | 14.3 | 9.9 | 15.1 | 15.2 | 3.9 | 13.5 | 15.2 |
| Competitive Set | 8.5 | 14.7 | 10.8 | 12.4 | 16.0 | 11.7 | 3.5 | 14.3 | 13.8 |
| Index | -1.3 | -1.5 | 3.2 | -2.3 | -0.7 | 3.1 | 0.4 | -0.7 | 1.2 |
| Rank | 5 of 7 | 6 of 7 | 3 of 7 | 5 of 7 | 5 of 7 | 2 of 7 | 5 of 7 | 5 of 7 | 3 of 7 |

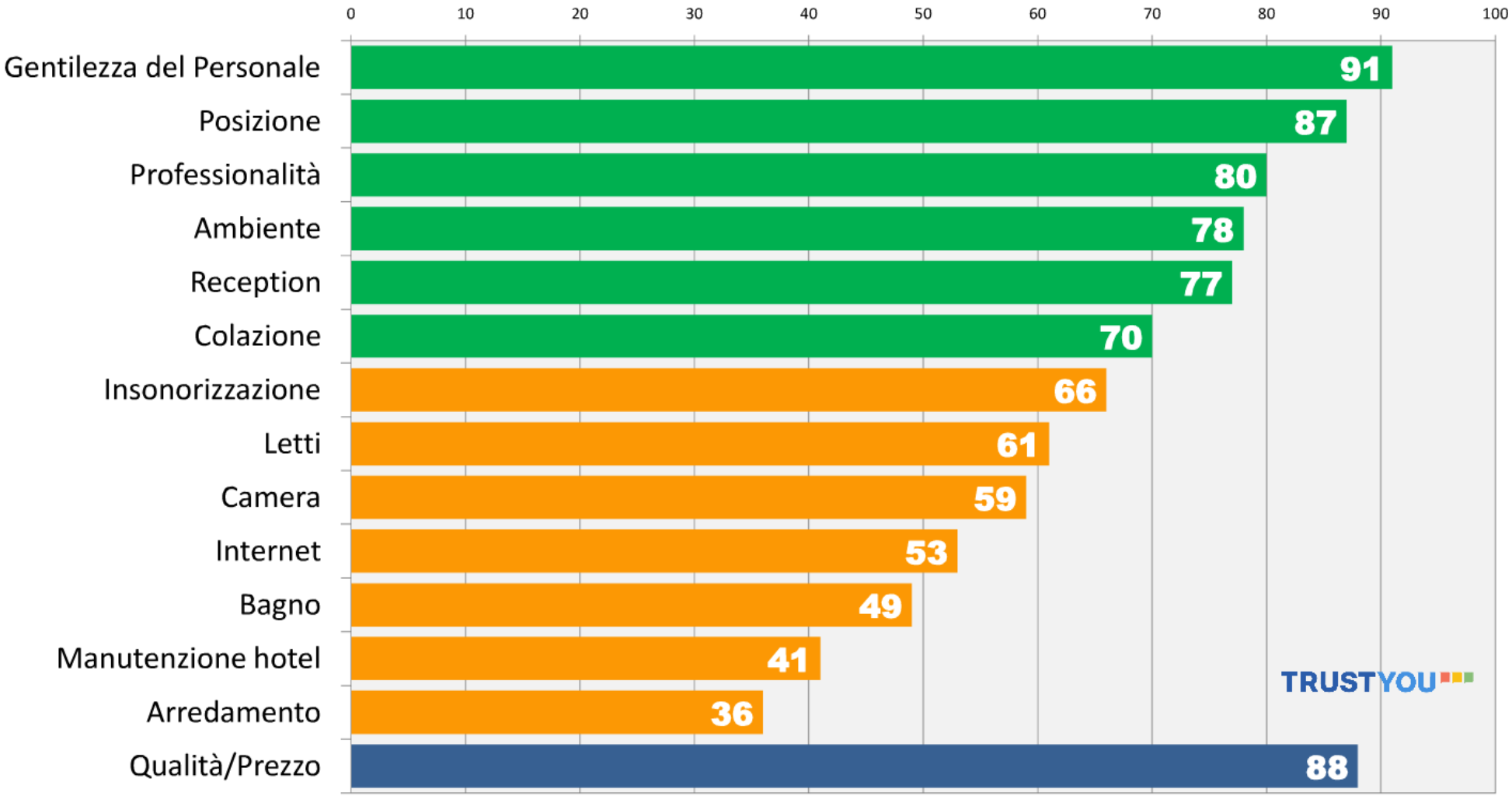
| RevPAR ($) | 2005 | | | | | | | | | | | 2006 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| My Property | 164.38 | 197.68 | 210.94 | 221.07 | 224.01 | 186.83 | 178.09 | 247.59 | 256.27 | 286.01 | 274.51 | 164.53 | 167.96 | 196.43 | 219.91 | 210.46 | 235.42 | 210.89 |
| Competitive Set | 151.21 | 178.06 | 196.34 | 211.53 | 219.51 | 189.89 | 182.70 | 247.16 | 243.55 | 269.01 | 272.41 | 166.12 | 165.68 | 199.80 | 225.29 | 242.33 | 250.80 | 207.93 |
| Index | 108.7 | 111.0 | 107.4 | 104.5 | 102.0 | 98.4 | 97.5 | 100.2 | 105.2 | 106.3 | 100.8 | 99.0 | 101.4 | 98.3 | 97.6 | 86.9 | 93.9 | 101.4 |
| Rank | 2 of 7 | 2 of 7 | 2 of 7 | 2 of 7 | 2 of 7 | 2 of 7 | 3 of 7 | 4 of 7 | 2 of 7 | 2 of 7 | 3 of 7 | 4 of 7 | 3 of 7 | 4 of 7 | 5 of 7 | 7 of 7 | 4 of 7 | 2 of 7 |
| **% Chg** | | | | | | | | | | | | | | | | | | |
| My Property | 18.1 | 14.1 | 17.3 | 13.9 | 30.8 | 9.1 | 7.6 | 20.5 | 14.1 | 19.2 | 7.9 | 18.2 | 2.2 | -0.6 | 4.2 | -4.8 | 5.1 | 12.9 |
| Competitive Set | 14.3 | 12.5 | 18.2 | 16.6 | 17.3 | 16.8 | 14.1 | 26.2 | 14.6 | 22.1 | 19.6 | 28.4 | 9.6 | 12.2 | 14.7 | 14.6 | 14.3 | 9.5 |
| Index | 3.3 | 1.5 | -0.8 | -2.4 | 11.5 | -6.6 | -5.8 | -4.5 | -0.4 | -2.3 | -9.8 | -7.9 | -6.7 | -11.4 | -9.1 | -16.9 | -8.0 | 3.1 |
| Rank | 3 of 7 | 5 of 7 | 4 of 7 | 6 of 7 | 1 of 7 | 7 of 7 | 7 of 7 | 7 of 7 | 5 of 7 | 5 of 7 | 7 of 7 | 6 of 7 | 6 of 7 | 7 of 7 | 7 of 7 | 7 of 7 | 7 of 7 | 3 of 7 |

| RevPAR ($) | Year To Date | | | Running 3 Month | | | Running 12 Month | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2004 | 2005 | 2006 | 2004 | 2005 | 2006 | 2004 | 2005 | 2006 |
| My Property | 165.25 | 192.16 | 201.01 | 178.95 | 210.49 | 218.75 | 172.84 | 202.97 | 220.81 |
| Competitive Set | 159.02 | 182.47 | 208.60 | 176.92 | 206.84 | 233.50 | 162.61 | 191.31 | 222.92 |
| Index | 103.9 | 105.3 | 96.4 | 101.1 | 101.8 | 93.7 | 106.3 | 106.1 | 99.1 |
| Rank | 2 of 7 | 2 of 7 | 3 of 7 | 2 of 7 | 2 of 7 | 5 of 7 | 2 of 7 | 2 of 7 | 3 of 7 |
| **% Chg** | | | | | | | | | |
| My Property | 12.3 | 16.3 | 4.6 | 13.5 | 17.6 | 3.9 | 6.5 | 17.4 | 8.8 |
| Competitive Set | 22.5 | 14.7 | 14.3 | 21.9 | 16.9 | 12.9 | 12.6 | 17.7 | 16.5 |
| Index | -8.3 | 1.3 | -8.5 | -6.9 | 0.6 | -7.9 | -5.4 | -0.2 | -6.6 |
| Rank | 6 of 7 | 5 of 7 | 7 of 7 | 6 of 7 | 3 of 7 | 7 of 7 | 6 of 7 | 4 of 7 | 7 of 7 |

# ROMA: Sentiment

Periodo: Ultimi 24 mesi

500 strutture, 600mila+ recensioni



# investire
# nella relazione col cliente
# conviene

nuovi
turisti

fidelizza-
zione
clientela

turisti
soddisfatti

questionario
recensioni

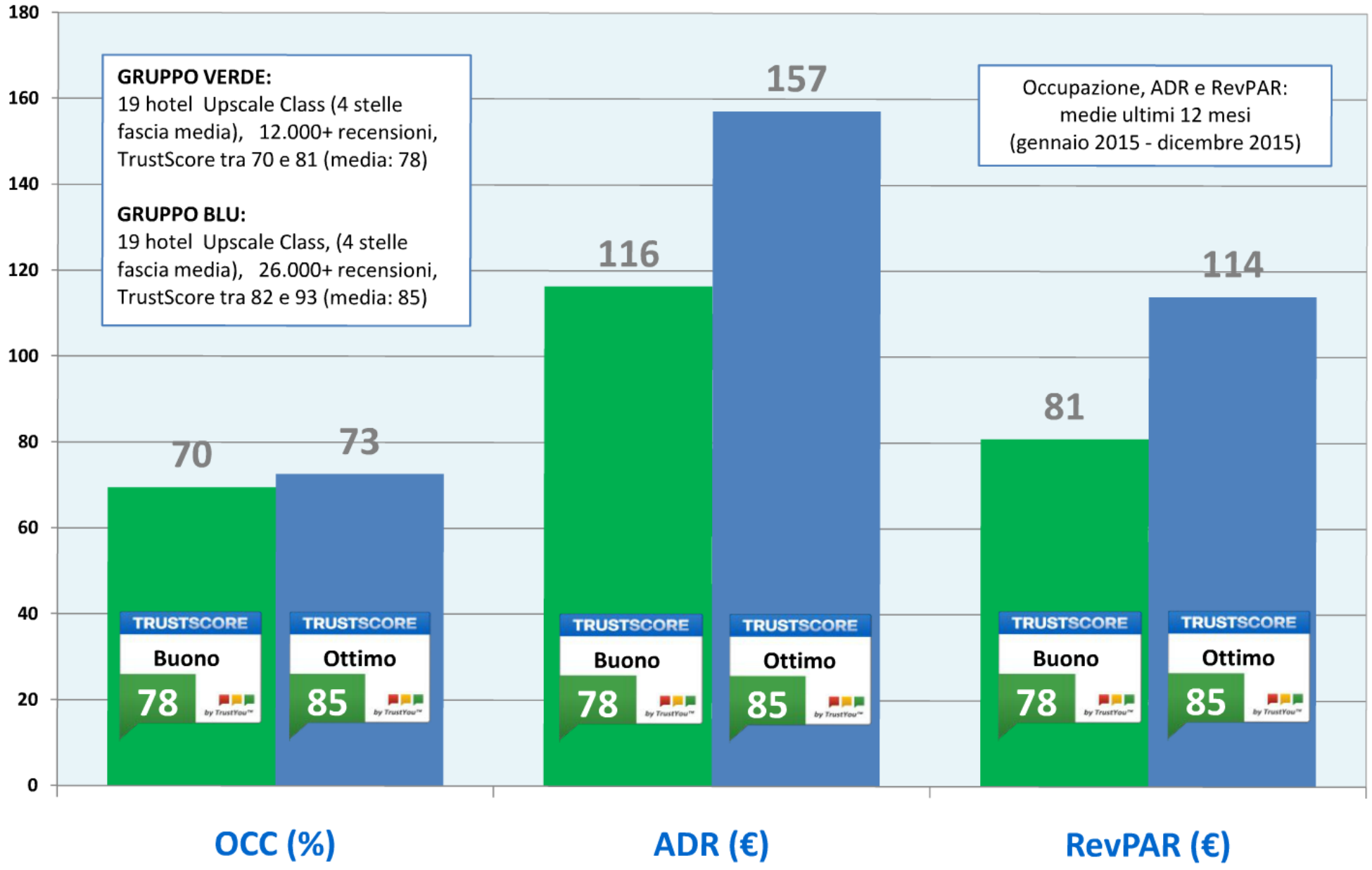
social media

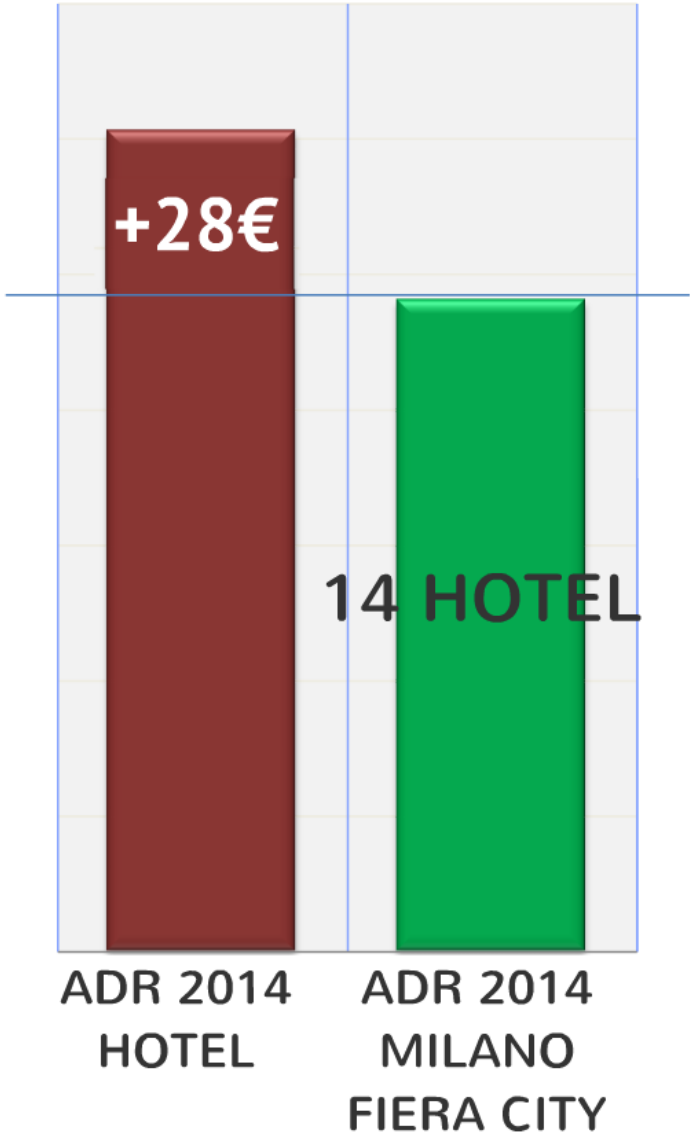
influenza

turisti
potenziali

decisioni

# Reputazione e Performance



# IMPORTANZA DEL F&B

ENTER
PRISE
HOTEL