



**ETOA**

**BETTER TOURISM  
IN EUROPE**

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BENVENUTI AL NOSTRO APERITIVO  
DI FINE ESTATE ROMA, 27 settembre 2022

# PANEL DISCUSSION:



## Speakers:



Francesco Riggio,  
Senior Sales Manager  
DMO Europe

Valentina Gualtieri,  
Senior Director of  
Sales Italy & Malta

Martin Saporì,  
VP Sales Southern  
Europe

Luca Perfetto,  
CEO and Co-  
Founder

Rino Vitelli,  
Head of EU Projects  
and Partnerships

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# amADEUS in a few words

- **Leading technology company** dedicated to the global travel industry
- **190+ countries** and employ close to **19,000 people** worldwide
- Our solutions **enrich travel** for billions of people every year
- We work together with our customers, partners and other players in the industry to improve business performance and **shape the future of travel**

## How we do that?



**World's top 10**  
Software companies  
Forbes 2019 global rankings



**1.9+ billion**  
Passengers boarded  
in 2019  
with Amadeus and Navitaire solutions



**645+ million**  
Total bookings processed in  
2019  
using the Amadeus distribution platform



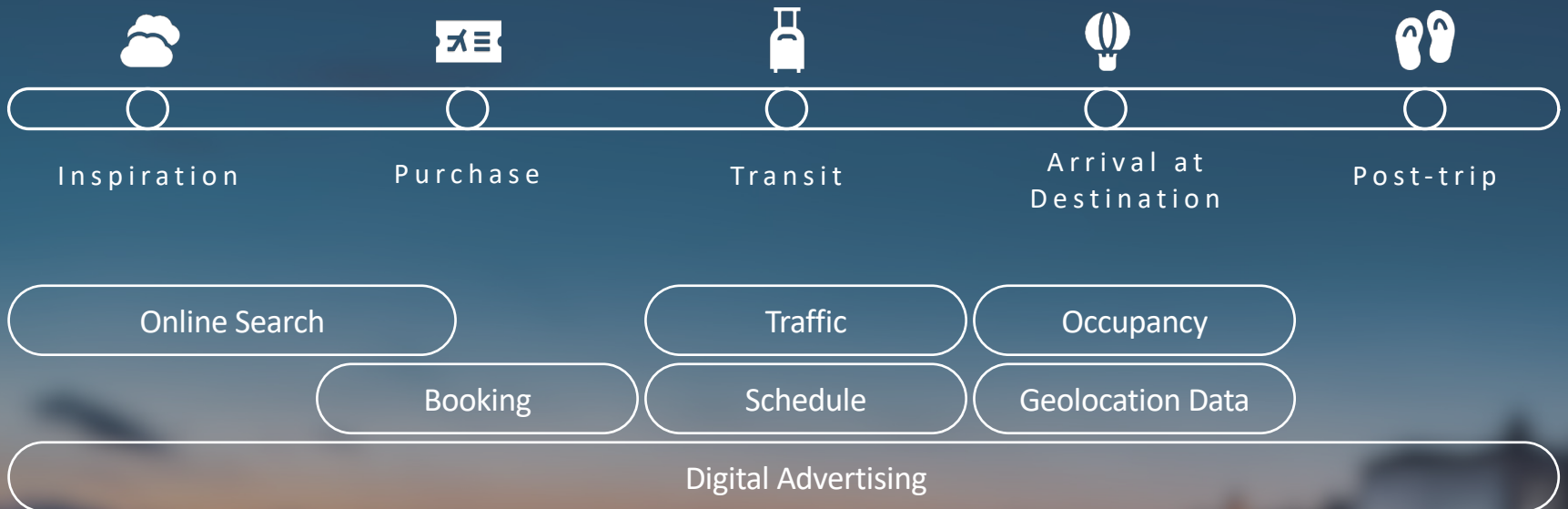
**1 billion search**  
transactions  
per day  
processed by our travel seller customers in 2019



**8<sup>th</sup> consecutive year**  
included in the DJSI  
Recognized as world leader in the Software & Services industry sector in the Dow Jones Sustainability Index in 2019











amADEUS

# Our Data through the Traveler Customer Journey



# Top origin markets searching for flights to Italy

Flight search data: Travel date October to December, including market share, 2022 vs 2019

<b>USA</b>  21% vs 24%	<b>SPAIN</b>  10% vs 8%	<b>UK</b>  10% vs 8%	<b>GERMANY</b>  8% vs 8%	<b>FRANCE</b>  7% vs 6%
<b>BRAZIL</b>  5% vs 3%	<b>ISRAEL</b>  3% vs 1%	<b>GREECE</b>  2% vs 1%	<b>NETHERLANDS</b>  2% vs 2%	<b>CANADA</b>  2% vs 2%

Guide your planning with flight search data

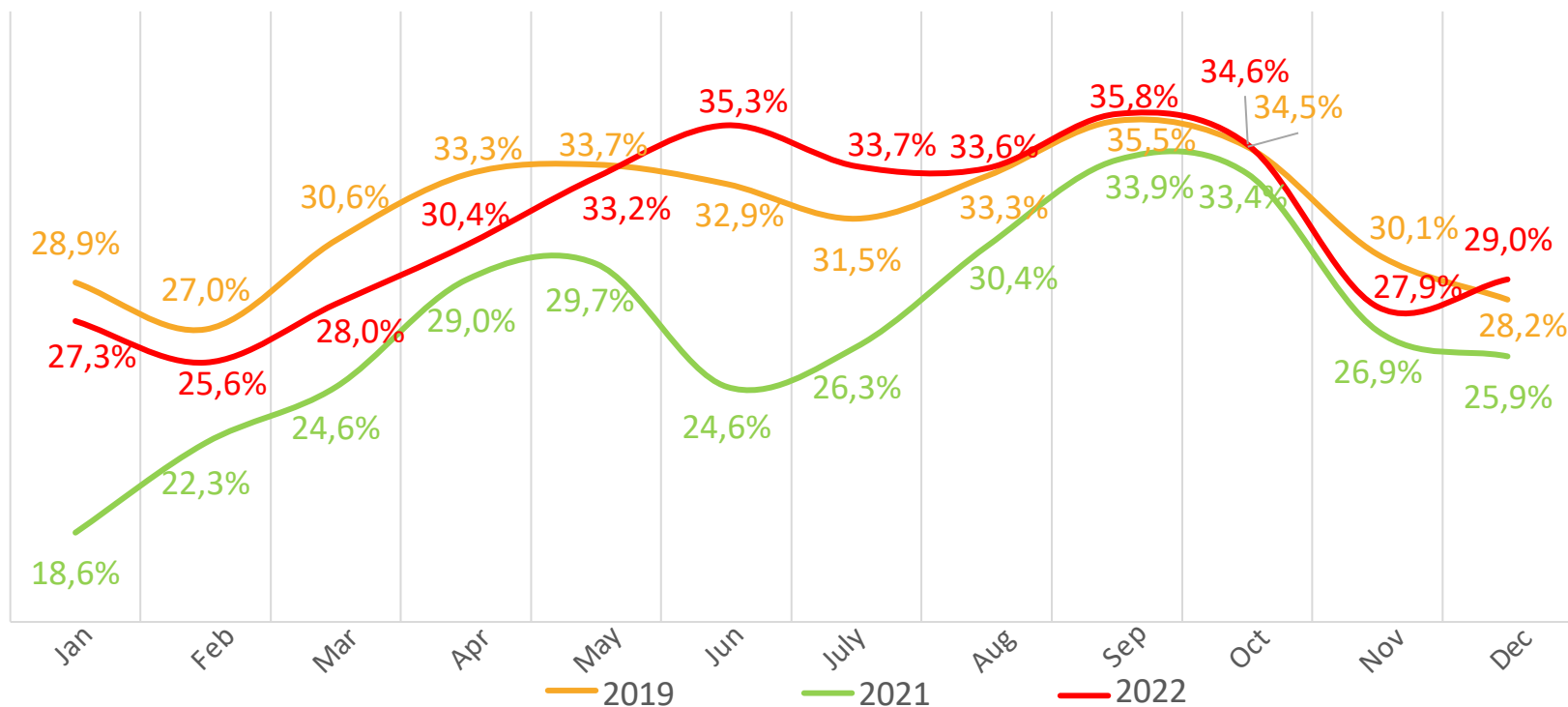
Are you considering the maximize the value of these visitors? Travelers from these origin markets will visit your destination between October & December

Source: Amadeus Search Analytics data as of September 21<sup>st</sup>, 2022



# Italy's historic & current market share of US visitors

Market share by Travel Month: 2019 - 2022  
Evolution of Italy's market share vs Greece, France & Spain from the USA

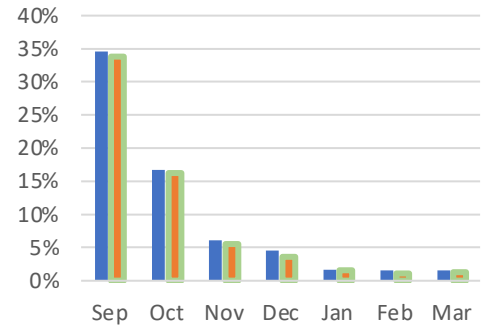
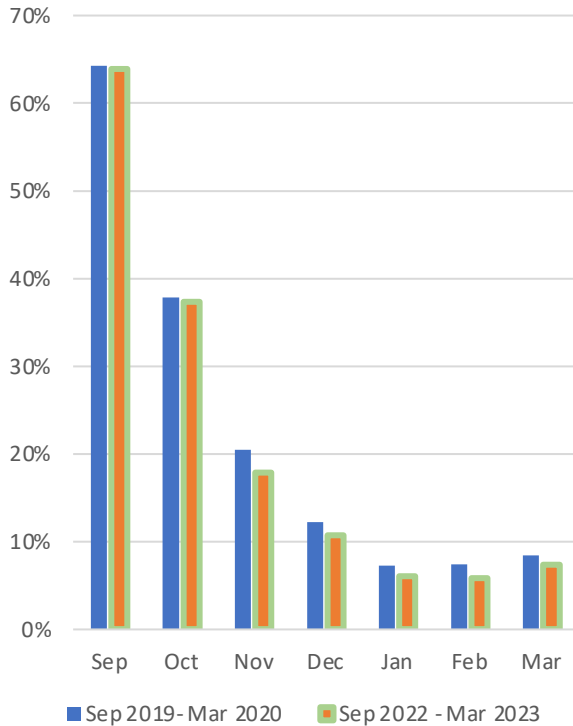


Source: Amadeus Traffic Analytics

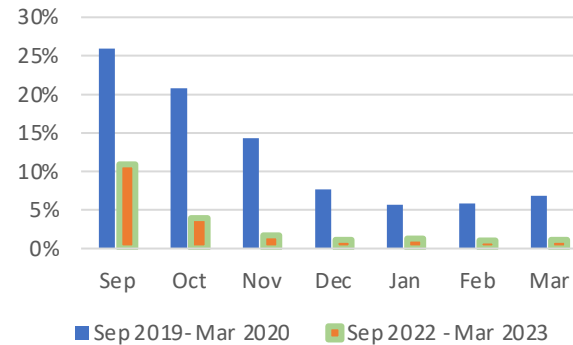


# Italy Demand next 6 months

Sep 2022– Mar 2023 vs Sep 2019 – Mar 2020 (Total - Transient - Groups)



Transient



Groups

Data Source: Demand360

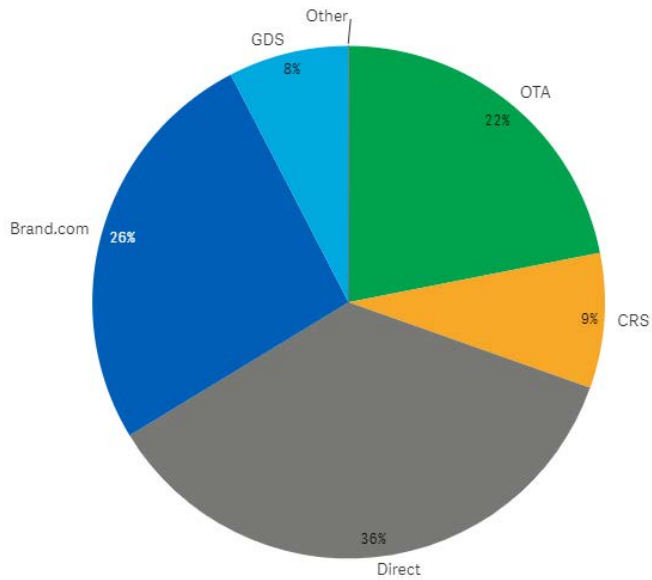




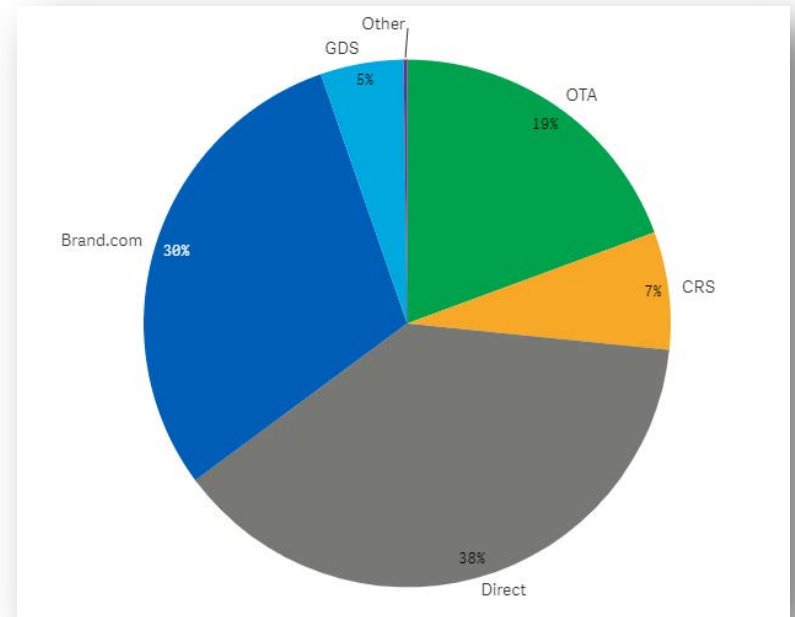
# Italy Demand per Channel

Sep 2022– Mar 2023 vs Sep 2019 – Mar 2020

Sep '19/Mar '20



Sep '22/Mar '23



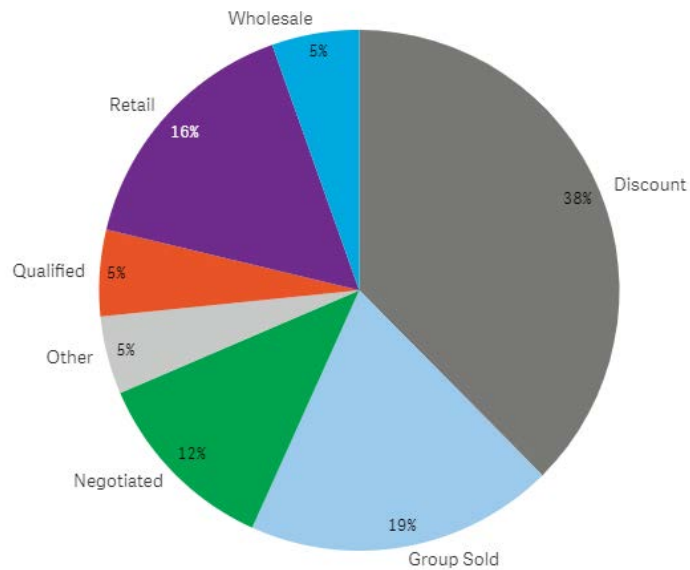
Data Source: Demand360



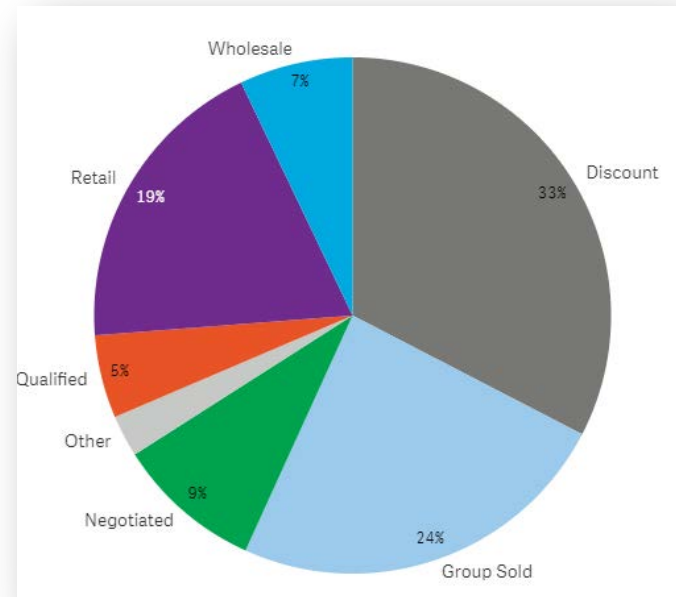
# Italy Demand per Segment

Sep 2022– Mar 2023 vs Sep 2019 – Mar 2020

Sep '19/Mar '20



Sep '22/Mar '23

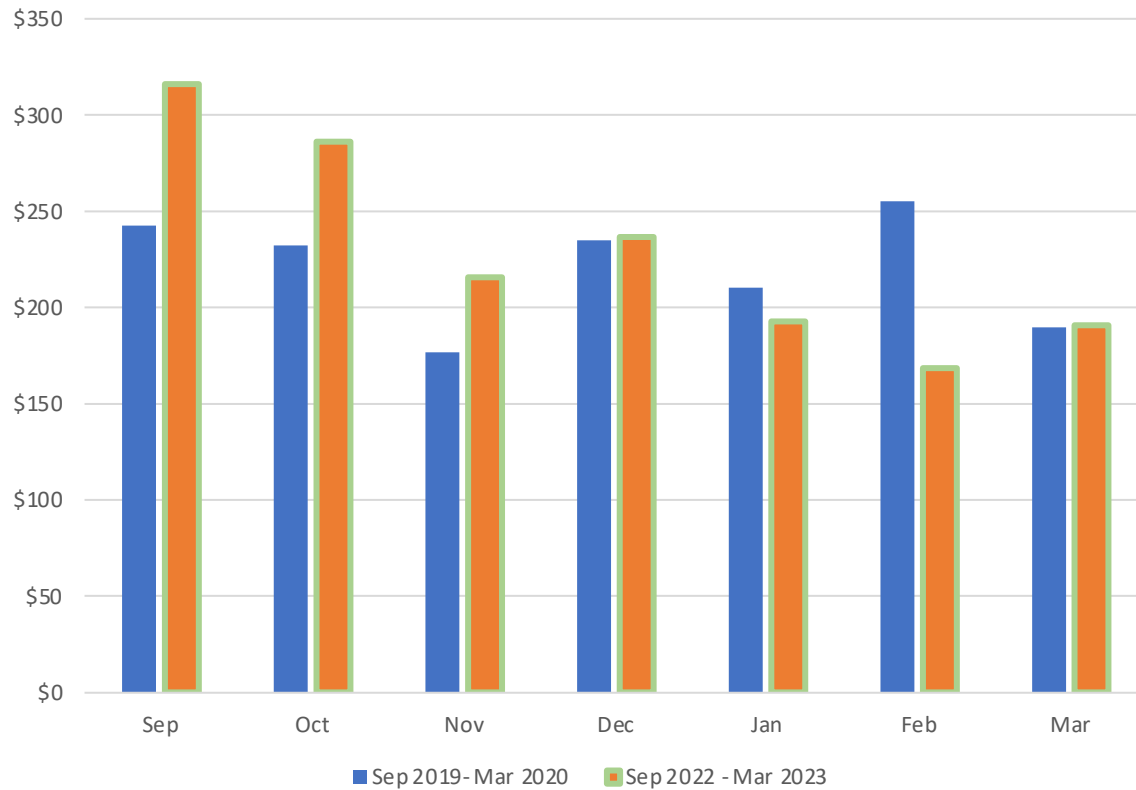


Data Source: Demand360



# Italy ADR

Sep 2022– Mar 2023 vs Sep 2019 – Mar 2020

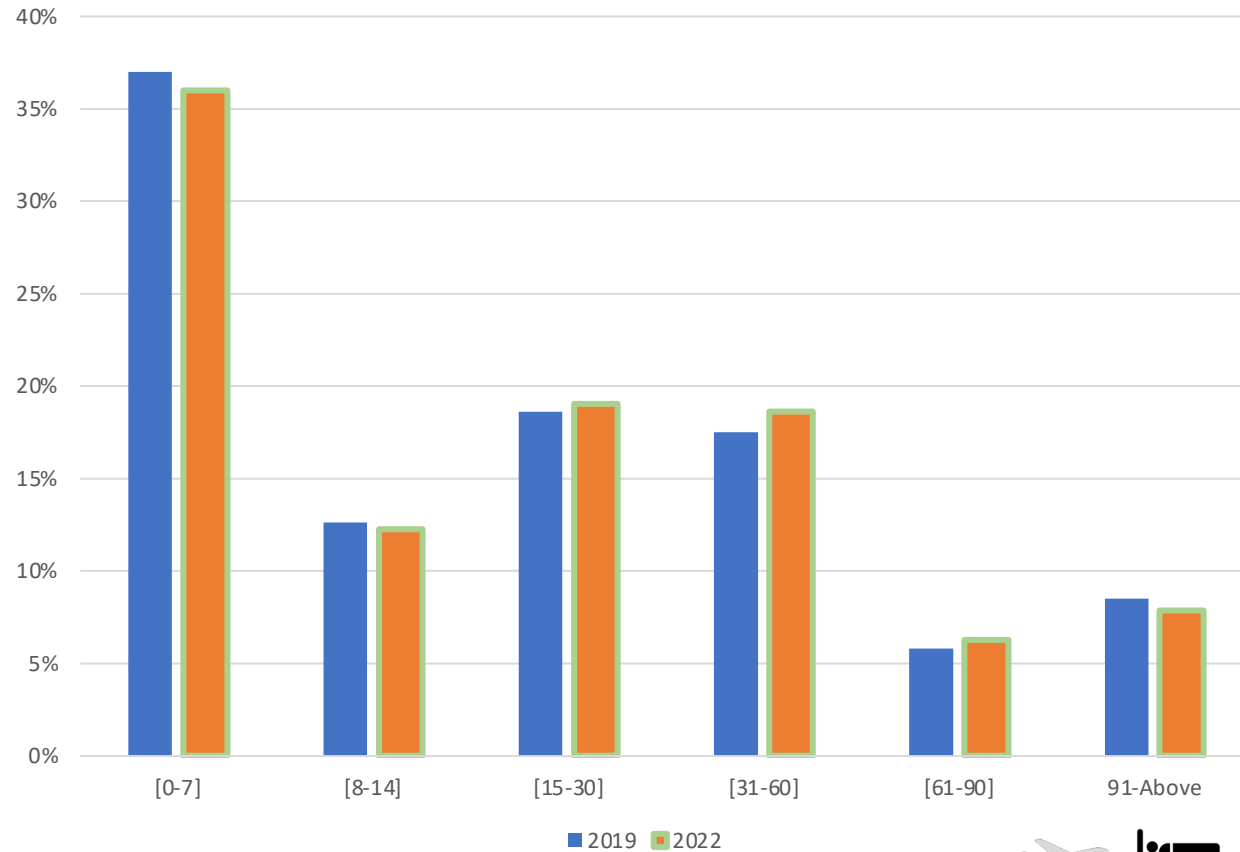


Data Source: Demand360



# Italy Leadtime

Last 5 weeks 2022 vs 2019



Data Source: Demand360



amadeus

Powering  
better journeys  
through travel  
technology



*ETOA Networking Drinks | Rome*

SEPTEMBER 27<sup>TH</sup> 2022

MAMA SHELTER ROMA

## Introduction



# Inflation

Pricing is increasing for all the travel industry



Source : Accor study on Hotels. INSEE Indices Prix à la Consommation Transport de passagers par train & Transport aérien de passagers



# Recruitment

Labour shortage in many sectors, notably in the hotel industry and both for the hotels on the ground and competencies in HQs



Chasser vs. Candidater



Savoir-être vs. savoir-faire



Compétitivité & Avantages



Plan de développement

2023

# B2B trends that might have a serious impact on our industry



**Digitalisation  
& flexibility**  
Live & Work  
from anywhere



**Risk  
Management  
& CSR**



New **Booking  
pattern**  
(Bleisure)



Reinventing  
**Global events**



**Wellbeing**  
Business Traveler

*We are in motion*

PLEASE CONTACT OUR SALES TEAM  
TO KNOW THE UPCOMING EVENTS IN  
SOUTHERN EUROPE



  
*Emotion  
for live*

# SE TI INTERESSA PARTECIPARE AI NOSTRI PROSSIMI EVENTI:



**The Global European Marketplace,**  
3 e 4 novembre 2022  
a Londra

**European Travel Marketplace East & South East Asia**

**ETM East & South East Asia,**  
22 novembre 2022,  
online

**O se hai domande sulla presentazione o per i nostri partner,**

**contattami:**



**Danja Nebuloni, Country Representative, Italy**  
dnebuloni@etoa.org



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