

Property Observatory Italy - January 2018

Top 10 increases and decreases in the rankings

This table shows the regions with the strongest search variations between décembre 2017 and janvier 2018. Only the localities having more than 3000 visits in the month have been taken into account.

Top 10 Increases	% Variation of Visits	Position in the ranking	Change of position in the ranking	Top 10 Decreases	% Variation of Visits	Position in the ranking	Change of position in the ranking
Ascoli Piceno	N/C	113	↑ 261	Grosseto	-13.76 %	136	↓ -35
Savone	208.89 %	173	↑ 55	Massa	-8.77 %	154	↓ -31
Pise	229.84 %	81	↑ 35	Vibo Valentia	33.73 %	216	↓ -18
Brescia	105.24 %	134	↑ 24	Arezzo	17.44 %	151	↓ -16
Nuoro	115.87 %	144	↑ 24	Cagliari	23.48 %	145	↓ -16
Forlì-Cesena	101.46 %	207	↑ 20	Livourne	25.43 %	155	↓ -14
Terni	90.25 %	123	↑ 14	Lucques	28.04 %	116	↓ -10
Florence	75.25 %	132	↑ 11	Lecce	29.40 %	140	↓ -9
Rimini	75.43 %	214	↑ 7	Tarente	42.99 %	197	↓ -6
Sienne	87.75 %	80	↑ 6	Sassari	41.62 %	172	↓ -5

Regions the most visited all languages

Country	% of searches by country	% Variation of Visits	Position in the ranking	Change of position in the Monthly ranking	Change of position in the Quarterly ranking	Change of position in the Annual ranking
Toscane	38.87 %	58.52 %	1	→ 0	→ 0	→ 0
Pouilles	19.25 %	45.90 %	2	→ 0	→ 0	→ 0
Ombrie	9.29 %	73.59 %	3	→ 0	→ 0	↑ 3
Ligurie	8.61 %	108.42 %	4	↑ 1	↑ 1	↓ -1
Sardaigne	8.00 %	53.09 %	5	↓ -1	↓ -1	↑ 2
Marches	7.54 %	372.21 %	6	→ 0	↑ 3	N/C
Lombardie	3.23 %	105.24 %	7	→ 0	↓ -1	↓ -2
Emilie Romagne	2.46 %	N/C	8	N/C	↑ 2	N/C
Latium	1.59 %	N/C	9	N/C	↓ -2	N/C
Calabre	1.17 %	N/C	10	N/C	↑ 1	N/C

Department the most visited all languages

Department	% of searches by Department	% Variation of Visits	Position in the ranking	Change of position in the Monthly ranking	Change of position in the Quarterly ranking	Change of position in the Annual ranking
Brindisi	14.64 %	35.77 %	1	→ 0	→ 0	→ 0
Sienna	10.16 %	87.75 %	2	→ 0	→ 0	↑ 1
Pise	10.11 %	229.84 %	3	↑ 4	↑ 3	↑ 8
Imperia	6.64 %	60.71 %	4	↓ -1	→ 0	↓ -2
Pérouse	5.38 %	63.20 %	5	↑ 1	↓ -2	→ 0
Ascoli Piceno	4.84 %	N/C	6	↑ 44	↑ 45	↑ 48
Lucques	4.53 %	28.04 %	7	↓ -2	↑ 1	↑ 5
Terni	3.91 %	90.25 %	8	↑ 4	↓ -1	↑ 11
Florence	3.30 %	75.25 %	9	↑ 5	↑ 5	↑ 4
Brescia	3.23 %	105.24 %	10	↑ 6	↑ 3	↑ 28
Grosseto	3.19 %	-13.76 %	11	↓ -7	↓ -2	↓ -3
Lecce	3.11 %	29.40 %	12	↓ -2	↑ 6	↓ -8
Nuoro	3.02 %	115.87 %	13	↑ 5	↑ 10	↑ 8
Cagliari	2.98 %	23.48 %	14	↓ -5	↑ 1	↓ -5
Pesaro et Urbino	2.70 %	68.98 %	15	→ 0	↑ 6	↑ 22
Arezzo	2.65 %	17.44 %	16	↓ -5	↑ 3	↑ 1
Massa	2.47 %	-8.77 %	17	↓ -9	↓ -5	↓ -2
Livourne	2.45 %	25.43 %	18	↓ -5	↓ -8	↑ 22
Sassari	2.00 %	41.62 %	19	↓ -2	↓ -14	↓ -3
Savone	1.97 %	208.89 %	20	↑ 8	↑ 9	↑ 27
Rome	1.59 %	43.76 %	21	↓ -2	↓ -10	↑ 3
Tarente	1.49 %	42.99 %	22	↓ -2	↑ 3	↑ 4
Forlì-Cesena	1.29 %	101.46 %	23	↑ 4	↑ 3	↑ 8
Rimini	1.17 %	75.43 %	24	↑ 1	↑ 6	↑ 12
Vibo Valentia	1.17 %	33.73 %	25	↓ -4	↑ 6	N/C

Departments the most visited by visitor language

French

Department	% of searches by Department	% Variation of Visits	Position in the ranking	Change of position in the Monthly ranking	Change of position in the Quarterly ranking	Change of position in the Annual ranking
Brindisi	39.84 %	12.73 %	156	↓ -28	↓ -9	↑ 22
Sienna	19.06 %	87.71 %	263	↑ 36	↓ -12	↑ 34
Imperia	18.91 %	59.96 %	266	↑ 4	↓ -12	↑ 49
Ascoli Piceno	11.45 %	N/C	363	↑ 2142	↑ 1972	↑ 2567
Lecce	10.74 %	67.48 %	383	↑ 25	↑ 47	↓ -152

N / C: Not Calculated

English

Department	% of searches by Department	% Variation of Visits	Position in the ranking	Change of position in the Monthly ranking	Change of position in the Quarterly ranking	Change of position in the Annual ranking
Sienne	17.62 %	113.76 %	210	↑ 58	↓ -56	↑ 37
Brindisi	16.52 %	36.96 %	223	↓ -26	↓ -44	↑ 83
Pise	14.88 %	176.09 %	243	↑ 113	↓ -43	↑ 136
Pérouse	11.53 %	57.79 %	291	↓ -2	↓ -123	↑ 89
Terni	10.19 %	92.68 %	313	↑ 46	↓ -144	↑ 306
Imperia	9.96 %	89.34 %	319	↑ 44	↓ -111	↑ 7
Ascoli Piceno	9.83 %	N/C	321	↑ 1801	↑ 1481	↑ 1162
Lucques	9.47 %	26.71 %	326	↓ -42	↓ -90	↑ 157

Italian

Department	% of searches by Department	% Variation of Visits	Position in the ranking	Change of position in the Monthly ranking	Change of position in the Quarterly ranking	Change of position in the Annual ranking
Brindisi	22.55 %	51.34 %	120	↑ 6	↑ 14	↑ 55
Pise	20.15 %	N/C	133	↑ 207	↑ 158	↑ 300
Sienne	10.83 %	57.52 %	207	→ 0	↓ -47	↑ 17
Pérouse	9.79 %	152.78 %	226	↑ 89	↓ -50	↓ -4
Brescia	8.61 %	149.62 %	247	↑ 95	↓ -19	↑ 450
Ascoli Piceno	7.86 %	N/C	259	↑ 1069	↑ 902	↑ 1791
Pesaro et Urbino	7.40 %	88.52 %	274	↑ 39	↑ 142	↑ 452
Imperia	6.97 %	50.17 %	286	↓ -9	↑ 3	↓ -145
Terni	5.84 %	145.99 %	323	↑ 106	→ 0	↑ 188

Our property observatory data show the changes in the number of internaut searches to all destinations available on our www.green-acres.com sites. With more than 12 million page views per month, Green-Acres is the leader for second home for sale adverts in Europe.

Green-Acres : This is the story of a small independent French site that decided to translate its 150 000 house for sale listings into 18 languages and 12 countries so that everyone could find the house of their dreams... and live there happily ever after.