

Property Observatory Italy - July 2017

Top 10 increases and decreases in the rankings

This table shows the regions with the strongest search variations between juin 2017 and juillet 2017. 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
Pistoia	N/C	123	↑ 224	Terni	-31.48 %	157	↓ -38
Verbano-Cusio-Ossola	N/C	124	↑ 126	Ferrare	-10.52 %	200	↓ -29
Turin	101.34 %	174	↑ 46	Vibo Valentia	-1.88 %	203	↓ -26
Forlì-Cesena	87.96 %	194	↑ 43	Lucques	-20.54 %	118	↓ -26
Pérouse	162.44 %	90	↑ 39	Massa	-8.82 %	173	↓ -19
Rome	74.49 %	184	↑ 38	Lecce	-5.91 %	119	↓ -16
Livourne	142.20 %	102	↑ 37	Sassari	5.48 %	99	↓ -8
Cagliari	76.87 %	129	↑ 22	Florence	15.31 %	133	↓ -7
Grosseto	73.65 %	146	↑ 20	Imperia	5.28 %	79	↓ -6
Arezzo	84.27 %	155	↑ 20	Sienne	17.13 %	81	↓ -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	35.55 %	41.77 %	1	→ 0	→ 0	↑ 2
Pouilles	15.81 %	30.21 %	2	→ 0	↑ 1	↓ -1
Ligurie	11.25 %	7.06 %	3	→ 0	↓ -1	↑ 1
Sardaigne	10.79 %	25.76 %	4	→ 0	→ 0	N/C
Ombrie	9.03 %	55.71 %	5	→ 0	→ 0	↓ -3
Piémont	5.36 %	N/C	6	N/C	↑ 2	N/C
Sicile	3.64 %	2.44 %	7	↓ -1	↓ -1	↓ -2
Emilie Romagne	2.52 %	81.19 %	8	→ 0	N/C	N/C
Marches	1.97 %	35.07 %	9	↓ -2	↓ -2	N/C
Latium	1.44 %	N/C	10	N/C	N/C	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	11.79 %	49.84 %	1	↑ 2	↑ 1	→ 0
Imperia	9.79 %	5.28 %	2	↓ -1	↓ -1	↑ 13
Sienna	9.49 %	17.13 %	3	↓ -1	→ 0	↑ 1
Pérouse	6.84 %	162.44 %	4	↑ 5	↑ 4	↓ -2
Sassari	5.72 %	5.48 %	5	↓ -1	↓ -1	↑ 34
Livourne	5.51 %	142.20 %	6	↑ 5	↑ 11	↑ 19
Lucques	4.08 %	-20.54 %	7	↓ -2	↓ -2	↑ 14
Lecce	4.02 %	-5.91 %	8	↓ -2	↑ 1	↑ 2
Pistoia	3.81 %	N/C	9	↑ 41	↑ 31	↑ 23
Verbano-Cusio-Ossola	3.68 %	N/C	10	↑ 23	↑ 46	↑ 44
Messine	3.64 %	55.42 %	11	↓ -1	↑ 23	↑ 9
Cagliari	3.35 %	76.87 %	12	↑ 1	↑ 2	↑ 26
Florence	3.08 %	15.31 %	13	↓ -5	↓ -6	↓ -4
Pise	2.85 %	28.48 %	14	↓ -2	↓ -8	↓ -7
Grosseto	2.65 %	73.65 %	15	→ 0	↓ -3	↑ 11
Arezzo	2.39 %	84.27 %	16	↑ 2	↑ 2	↓ -4
Terni	2.19 %	-31.48 %	17	↓ -10	↓ -4	↓ -14
Pesaro et Urbino	1.97 %	35.07 %	18	↓ -2	↓ -3	↑ 23
Nuoro	1.72 %	36.37 %	19	→ 0	↑ 1	↑ 12
Massa	1.69 %	-8.82 %	20	↓ -6	↓ -10	↓ -14
Turin	1.68 %	101.34 %	21	↑ 5	↓ -5	N/C
Savone	1.46 %	20.73 %	22	→ 0	↓ -3	↑ 24
Rome	1.44 %	74.49 %	23	↑ 4	↑ 8	↑ 6
Venise	1.42 %	18.85 %	24	↓ -1	↑ 8	N/C
Forlì-Cesena	1.28 %	87.96 %	25	↑ 4	↓ -4	↓ -3
Ferrare	1.25 %	-10.52 %	26	↓ -9	↑ 4	↓ -13
Vibo Valentia	1.23 %	-1.88 %	27	↓ -7	↑ 45	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	31.74 %	76.16 %	163	↑ 44	↑ 12	↓ -29
Sienna	22.23 %	17.69 %	203	↓ -4	↑ 89	↑ 129
Imperia	21.46 %	9.30 %	209	↓ -16	↑ 10	↑ 232
Sassari	13.73 %	4.21 %	299	↓ -43	↑ 49	↑ 1514
Cagliari	10.84 %	148.27 %	344	↑ 169	↑ 235	↑ 1309

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
Pérouse	22.01 %	87.30 %	165	↑ 54	↑ 112	↑ 33
Brindisi	16.59 %	26.50 %	196	↑ 6	↑ 8	↑ 100
Sienne	16.40 %	-11.83 %	197	↓ -44	↑ 10	↑ 329
Imperia	16.34 %	-11.52 %	198	↓ -44	↓ -63	↑ 1292
Verbano-Cusio-Ossola	11.51 %	N/C	257	↑ 642	↑ 2783	↑ 3436
Pistoia	9.11 %	N/C	309	↑ 829	↑ 1044	↑ 1995
Livourne	8.04 %	33.15 %	332	↑ 5	↑ 206	↑ 1393

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	17.86 %	44.00 %	174	↑ 26	↑ 90	↓ -31
Imperia	15.16 %	-1.22 %	200	↓ -29	↓ -48	↑ 779
Livourne	15.12 %	N/C	202	↑ 356	↑ 619	↑ 822
Sassari	14.39 %	-7.52 %	207	↓ -38	↑ 72	↑ 1611
Pérouse	10.71 %	N/C	260	↑ 477	↑ 195	↓ -53
Lecce	10.36 %	46.52 %	267	↑ 35	↑ 355	↑ 348
Lucques	8.34 %	-22.38 %	314	↓ -88	↑ 135	↑ 419
Sienne	8.06 %	54.60 %	319	↑ 36	↑ 31	↑ 216

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.