

Property Observatory Italie - July 2020

Top 10 increases and decreases in the rankings

This table shows the regions with the strongest search variations between juin 2020 and juillet 2020. 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
Coni	172.71 %	203	↑ 73	Massa	-51.97 %	262	↓ -69
Varèse	120.47 %	275	↑ 63	Tarente	-22.73 %	247	↓ -30
Macerata	126.58 %	195	↑ 51	Pistoia	-20.43 %	246	↓ -28
Sienne	59.30 %	73	↑ 21	Ascoli Piceno	-23.29 %	138	↓ -28
Pesaro et Urbino	34.39 %	169	↑ 18	Turin	-9.24 %	278	↓ -27
Arezzo	28.68 %	153	↑ 12	Rome	-9.43 %	263	↓ -19
Teramo	24.71 %	261	↑ 12	Lucques	-10.81 %	211	↓ -17
Lecce	24.09 %	189	↑ 11	Fermo	-5.76 %	220	↓ -14
Livourne	27.26 %	135	↑ 10	Florence	-8.30 %	165	↓ -12
Nuoro	25.89 %	231	↑ 5	Terni	3.31 %	117	↓ -10

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	33.06 %	11.05 %	1	→ 0	→ 0	→ 0
Pouilles	19.04 %	2.86 %	2	→ 0	→ 0	→ 0
Ombrie	16.15 %	-5.85 %	3	→ 0	→ 0	→ 0
Marches	14.02 %	6.65 %	4	→ 0	↑ 1	→ 0
Sardaigne	6.71 %	1.19 %	5	→ 0	↓ -1	↑ 1
Piémont	3.59 %	94.14 %	6	↑ 1	→ 0	↑ 1
Ligurie	3.14 %	14.71 %	7	↓ -1	↑ 1	↓ -2
Lombardie	1.49 %	-12.91 %	8	→ 0	↓ -1	↑ 3
Trentin-Haut-Adige	1.22 %	9.37 %	9	→ 0	↑ 4	N/C
Abruzzes	0.79 %	5.10 %	10	↑ 2	↑ 1	↓ -2

N / C: Not Calculated

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	15.30 %	2.60 %	1	→ 0	→ 0	→ 0
Pérouse	10.64 %	-9.99 %	2	→ 0	→ 0	→ 0
Sienne	9.42 %	59.30 %	3	↑ 1	↑ 4	↑ 4
Pise	7.81 %	-3.81 %	4	↓ -1	↑ 1	↓ -1
Olbia-Tempio	5.54 %	10.38 %	5	↑ 2	↓ -2	↑ 10
Terni	5.51 %	3.31 %	6	↓ -1	→ 0	→ 0
Ancône	4.36 %	13.46 %	7	↑ 1	↑ 18	↑ 19
Livourne	4.15 %	27.26 %	8	↑ 1	↑ 4	↓ -3
Ascoli Piceno	4.02 %	-23.29 %	9	↓ -3	↑ 1	→ 0
Arezzo	3.39 %	28.68 %	10	↑ 2	↓ -6	↑ 2
Imperia	3.14 %	14.71 %	11	→ 0	↑ 5	↓ -7
Florence	2.77 %	-8.30 %	12	↓ -2	↓ -1	↑ 1
Pesaro et Urbino	2.49 %	34.39 %	13	↑ 1	↑ 9	↑ 6
Grosseto	2.30 %	-0.89 %	14	↓ -1	→ 0	↓ -3
Lecce	1.92 %	24.09 %	15	↑ 2	↓ -6	↑ 10
Macerata	1.83 %	126.58 %	16	↑ 11	↑ 12	↓ -8
Coni	1.72 %	172.71 %	17	↑ 19	↓ -9	↑ 40
Lucques	1.47 %	-10.81 %	18	↓ -2	↓ -5	↓ -8
Fermo	1.33 %	-5.76 %	19	↓ -1	↓ -2	↑ 49
Trente	1.22 %	9.37 %	20	↑ 1	↑ 6	↑ 43
Nuoro	1.17 %	25.89 %	21	↑ 3	↑ 12	↑ 6
Alexandrie	1.17 %	8.78 %	22	→ 0	↑ 5	→ 0
Pistoia	0.95 %	-20.43 %	23	↓ -3	↑ 36	↑ 32
Tarente	0.93 %	-22.73 %	24	↓ -5	↓ -9	↓ -3
Bari	0.90 %	5.10 %	25	↑ 1	↑ 7	↑ 3
Teramo	0.79 %	24.71 %	26	↑ 8	↑ 8	↓ -8
Massa	0.79 %	-51.97 %	27	↓ -12	↓ -6	↑ 5
Rome	0.78 %	-9.43 %	28	↓ -3	↓ -5	↓ -5
Milan	0.77 %	5.07 %	29	↑ 2	↓ -5	↑ 2
Varèse	0.71 %	120.47 %	30	↑ 28	↑ 23	↑ 43
Turin	0.70 %	-9.24 %	31	↓ -2	↑ 17	↓ -17

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	38.99 %	-11.17 %	165	↓ -30	↓ -79	↓ -133
Pérouse	22.28 %	33.94 %	278	↑ 27	↑ 20	↓ -184
Sienne	13.94 %	37.99 %	384	↑ 36	↓ -27	↓ -68
Pise	8.79 %	10.82 %	493	↓ -5	↓ -126	↓ -353
Olbia-Tempio	8.57 %	13.19 %	499	↑ 5	↑ 94	↓ -182
Imperia	7.42 %	10.05 %	545	↓ -12	↑ 239	↓ -387

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
Brindisi	24.71 %	18.22 %	91	↑ 5	↑ 139	↑ 4
Pérouse	14.94 %	-26.36 %	142	↓ -42	↑ 13	↓ -57
Terni	11.46 %	-11.75 %	184	↓ -34	↑ 223	↑ 8
Ascoli Piceno	10.33 %	-18.10 %	207	↓ -53	↑ 756	↑ 13
Sienne	9.09 %	34.58 %	240	↑ 28	↑ 87	↑ 105
Pise	6.16 %	-51.49 %	315	↓ -162	↑ 77	↓ -206
Pesaro et Urbino	6.09 %	51.70 %	320	↑ 56	↑ 852	↑ 261
Olbia-Tempio	5.37 %	6.23 %	349	↓ -31	↑ 105	↑ 579
Arezzo	3.51 %	32.79 %	442	↑ 38	↓ -139	↓ -8
Imperia	3.27 %	11.48 %	455	↓ -9	↑ 158	↓ -177

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
Pise	14.74 %	44.14 %	157	↑ 48	↑ 39	↑ 157
Pérouse	13.99 %	-9.19 %	164	↓ -27	↓ -99	↑ 75
Ancône	13.67 %	47.05 %	168	↑ 55	↑ 339	↑ 434
Sienne	13.04 %	131.04 %	174	↑ 141	↑ 58	↑ 198
Brindisi	11.15 %	-13.36 %	213	↓ -53	↓ -116	↓ -47
Livourne	7.33 %	35.01 %	294	↑ 35	↑ 84	↓ -26
Olbia-Tempio	7.24 %	1.22 %	297	↓ -23	↓ -172	↑ 372
Terni	5.12 %	25.27 %	377	↑ 13	↓ -227	↓ -2
Macerata	4.40 %	212.15 %	410	↑ 317	↑ 121	↑ 37
Arezzo	3.56 %	8.44 %	459	↓ -19	↓ -313	↓ -41

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 the French independent website that decided to translate their 288 000 listings of homes for sale into 20 languages and 56 countries, so that everyone could find the house of their dreams. And live there happily ever after.