

Property Observatory Italy - December 2016

Top 10 increases and decreases in the rankings

This table shows the regions with the strongest search variations between novembre 2016 and décembre 2016. 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
Grosseto	50.16 %	112	↑ 32	Massa	-24.03 %	151	↓ -10
Florence	14.89 %	118	↑ 17	Imperia	-19.78 %	82	↓ -4
Brindisi	2.40 %	75	↑ 8	Sassari	-23.08 %	136	↓ -3
Lecce	13.88 %	84	↑ 7	Arezzo	6.49 %	152	↓ 2
Pérouse	0.31 %	99	↑ 7	Sienna	-9.53 %	96	↓ 3
Sienna	-9.53 %	96	↑ 3	Pérouse	0.31 %	99	↓ 7
Arezzo	6.49 %	152	↑ 2	Lecce	13.88 %	84	↓ 7
Sassari	-23.08 %	136	↑ -3	Brindisi	2.40 %	75	↓ 8
Imperia	-19.78 %	82	↑ -4	Florence	14.89 %	118	↓ 17
Massa	-24.03 %	151	↑ -10	Grosseto	50.16 %	112	↓ 32

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
Pouilles	35.30 %	7.34 %	1	→ 0	→ 0	↑ 1
Toscane	33.39 %	17.90 %	2	→ 0	↑ 1	↑ 2
Ligurie	16.62 %	-19.78 %	3	→ 0	N/C	N/C
Ombrie	10.01 %	-35.69 %	4	→ 0	↓ -2	↓ -1
Sardaigne	4.67 %	-23.08 %	5	↑ 1	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	19.18 %	2.40 %	1	↑ 1	→ 0	→ 0
Imperia	16.62 %	-19.78 %	2	↓ -1	↑ 15	↑ 8
Lecce	16.12 %	13.88 %	3	→ 0	↑ 13	↑ 12
Sienna	10.73 %	-9.53 %	4	→ 0	↓ -1	→ 0
Pérouse	10.01 %	0.31 %	5	→ 0	↓ -3	↓ -3
Grosseto	7.71 %	50.16 %	6	↑ 5	↑ 12	↑ 13
Florence	6.93 %	14.89 %	7	↑ 1	↑ 12	↑ 17
Sassari	4.67 %	-23.08 %	8	↓ -1	↑ 29	↑ 28
Massa	4.02 %	-24.03 %	9	↑ 1	↓ -4	↓ -2
Arezzo	4.00 %	6.49 %	10	↑ 2	↓ -3	↓ -1

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	100.00 %	-6.11 %	154	↑ 4	↑ 31	↑ 31

English

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
Imperia	32.87 %	-21.56 %	121	↓ -11	↑ 726	↑ 302
Lecce	28.57 %	21.94 %	130	↑ 27	↑ 827	↑ 880
Pérouse	19.35 %	6.56 %	166	↑ 21	↑ 96	↑ 68
Brindisi	19.21 %	33.44 %	168	↑ 59	↑ 46	↑ 169

The data from our property observatory present the progression in the number of searches for all destinations available on our sites www.green-acres.com and www.immofrance.com. 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 adverts into 17 languages and 12 countries so that everyone could find the house of their dreams... and live there happily ever after.