Property Observatory Italie - March 2024

Top 10 increases and decreases in the rankings

This table shows the regions with the strongest search variations between février 2024 and mars 2024. 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
Côme	62.24%	199	⬆ 39	Ancône	-9.67%	177	⬇ -17
Nuoro	57.51%	234	⬆ 39	Ascoli Piceno	-11.82%	152	⬇ -10
Verbano-Cusio-Ossola	55.56%	197	⬆ 37	Pise	-9.77%	104	⬇ -10
La Spezia	46.94%	245	⬆ 33	Tarente	-7.29%	257	⬇ -9
Livourne	60.12%	158	⬆ 24	Imperia	4.13%	126	⬇ -7
Asti	42.88%	191	⬆ 21	Lecce	11.58%	183	⬇ -5
Bergame	30.13%	205	⬆ 19	Grosseto	-4.05%	141	⬇ -4
Sassari	31.41%	213	⬆ 17	Rome	13.63%	175	⬇ -2
Fermo	26.21%	218	⬆ 17	Coni	13.97%	174	⬇ -2
Sienne	43.73%	76	⬆ 15	Lucques	10.49%	157	⬇ 0

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	34.52%	16.67%	1	➡ 0	➡ 0	➡ 0
Ombrie	13.54%	11.95%	2	➡ 0	➡ 0	⬆ 1
Pouilles	13.20%	15.04%	3	➡ 0	➡ 0	⬆ 1
Marches	9.09%	4.33%	4	➡ 0	➡ 0	⬇ -2
Ligurie	8.75%	22.69%	5	➡ 0	➡ 0	➡ 0
Piémont	7.26%	32.84%	6	➡ 0	➡ 0	➡ 0
Sardaigne	6.61%	30.19%	7	➡ 0	➡ 0	⬆ 1
Lombardie	3.35%	87.15%	8	⬆ 2	⬆ 2	⬆ 3
Latium	2.10%	13.63%	9	➡ 0	⬇ -1	⬇ -2
Sicile	1.57%	-16.71%	10	⬇ -2	⬇ -1	⬇ -1

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
Sienne	11.24%	43.73%	1	↑ 2	↑ 1	↑ 2
Pérouse	10.64%	14.55%	2	↓ -1	↓ -1	→ 0
Brindisi	10.59%	17.49%	3	↓ -1	→ 0	↓ -2
Pise	6.87%	-9.77%	4	→ 0	→ 0	↑ 1
Arezzo	5.11%	19.48%	5	↑ 1	↑ 1	↑ 3
Imperia	4.82%	4.13%	6	↓ -1	↓ -1	→ 0
Olbia-Tempio	4.57%	30.70%	7	→ 0	↑ 3	↑ 10
Grosseto	3.25%	-4.05%	8	→ 0	↑ 5	↑ 5
Terni	2.90%	3.36%	9	↑ 1	↑ 5	↑ 2
Florence	2.84%	13.43%	10	↑ 1	↓ -2	→ 0

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	53.30%	15.44%	290	↑ 5	↑ 40	↓ -25
Sienne	25.17%	105.59%	494	↑ 215	↑ 34	↑ 152
Imperia	21.53%	-3.55%	540	↓ -45	↑ 51	↑ 62

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	16.38%	24.56%	151	↑ 10	↑ 18	↑ 68
Pérouse	16.10%	6.22%	152	↓ -7	↓ -5	↑ 44
Brindisi	13.97%	25.68%	173	↑ 10	↑ 46	↑ 60
Pise	9.64%	-11.71%	220	↓ -34	↑ 35	↑ 115
Arezzo	8.36%	12.50%	243	↓ -1	↑ 46	↑ 183
Imperia	6.04%	0.97%	310	↓ -24	↑ 15	↑ 216
Olbia-Tempio	5.44%	27.00%	327	↑ 37	↑ 176	↑ 453
Terni	4.66%	0.11%	359	↓ -20	↑ 103	↑ 80
Florence	4.41%	4.27%	376	↓ -7	↓ -23	↑ 120
Grosseto	4.32%	-11.64%	382	↓ -57	↑ 136	↑ 408

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
Pérouse	38.80%	4.78%	334	↓ -18	↓ -51	↓ -81
Sienne	30.83%	38.55%	390	↑ 73	↑ 15	↓ -2
Brindisi	30.37%	10.13%	398	↓ -1	↑ 1	↓ -125

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.

N / C: Not Calculated