

Property Observatory Italy - July 2018

Top 10 increases and decreases in the rankings

This table shows the regions with the strongest search variations between juin 2018 and juillet 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
Crémone	N/C	230	↑ 186	Lecce	-60.14 %	194	↓ -85
Brescia	N/C	112	↑ 145	Bari	-42.27 %	252	↓ -68
Rimini	196.49 %	244	↑ 77	Terni	-34.99 %	154	↓ -48
Teramo	138.17 %	81	↑ 39	Massa	-24.83 %	133	↓ -40
Turin	81.06 %	172	↑ 37	Siennese	7.77 %	92	↓ -6
Rome	72.67 %	201	↑ 36	Savone	10.05 %	203	↓ -5
Ferrare	73.03 %	175	↑ 33	Pérouse	23.50 %	85	↓ -3
Sassari	65.65 %	199	↑ 30	Imperia	31.74 %	110	↓ 4
Pise	101.88 %	80	↑ 25	Arezzo	28.17 %	142	↓ 8
Lucques	67.98 %	98	↑ 23	Brindisi	39.18 %	33	↓ 9

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	35.60 %	36.89 %	1	→ 0	→ 0	→ 0
Pouilles	21.81 %	13.81 %	2	→ 0	→ 0	→ 0
Ombrie	9.18 %	-0.16 %	3	→ 0	→ 0	↑ 2
Abruzzes	7.39 %	138.17 %	4	↑ 3	N/C	N/C
Sardaigne	5.93 %	40.75 %	5	↑ 1	→ 0	↓ -1
Ligurie	5.83 %	26.07 %	6	↓ -1	↓ -2	↓ -3
Lombardie	5.29 %	N/C	7	N/C	↑ 3	N/C
Marches	3.05 %	34.85 %	8	↑ 2	↓ -2	↑ 1
Emilie Romagne	2.70 %	-41.99 %	9	↓ -5	↓ -2	↓ -1
Piémont	1.87 %	-30.66 %	10	↓ -2	↑ 2	↓ -4

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	18.03 %	39.18 %	1	→ 0	→ 0	→ 0
Pise	7.51 %	101.88 %	2	↑ 3	↑ 2	↑ 12
Teramo	7.39 %	138.17 %	3	↑ 8	↑ 60	↑ 53
Pérouse	6.76 %	23.50 %	4	↓ -2	↓ -2	→ 0
Grosseto	5.60 %	62.31 %	5	↑ 4	↑ 1	↑ 10
Sienne	5.51 %	7.77 %	6	↓ -3	↓ -3	↓ -3
Lucques	5.20 %	67.98 %	7	↑ 5	↑ 2	→ 0
Imperia	4.50 %	31.74 %	8	↑ 2	↓ -3	↓ -6
Brescia	4.31 %	N/C	9	↑ 24	↑ 15	↑ 30
Massa	3.26 %	-24.83 %	10	↓ -6	↓ -2	↑ 10
Livourne	3.11 %	47.28 %	11	↑ 5	→ 0	↓ -5
Cagliari	3.08 %	39.40 %	12	↑ 3	↑ 8	→ 0
Pesaro et Urbino	3.05 %	34.85 %	13	↑ 1	↓ -1	↑ 5
Arezzo	2.91 %	28.17 %	14	↓ -1	↑ 4	↑ 2
Florence	2.49 %	30.91 %	15	↑ 2	↓ -1	↓ -2
Terni	2.42 %	-34.99 %	16	↓ -10	↓ -6	↑ 1
Turin	1.87 %	81.06 %	17	↑ 9	↑ 10	↑ 4
Ferrare	1.82 %	73.03 %	18	↑ 7	↓ -5	↑ 8
Tarente	1.53 %	27.78 %	19	↑ 2	↑ 7	↑ 9
Nuoro	1.46 %	25.31 %	20	↑ 2	↓ -4	↓ -1
Lecce	1.43 %	-60.14 %	21	↓ -13	↓ -14	↓ -13
Sassari	1.39 %	65.65 %	22	↑ 6	↓ -5	↓ -17
Rome	1.35 %	72.67 %	23	↑ 8	↓ -1	→ 0
Savone	1.33 %	10.05 %	24	↓ -4	↓ -9	↓ -2
Crémone	0.98 %	N/C	25	↑ 33	N/C	↑ 57
Rimini	0.88 %	196.49 %	26	↑ 15	↑ 15	↑ 5
Bari	0.82 %	-42.27 %	27	↓ -8	↓ -6	↑ 9

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	39.50 %	47.45 %	156	↑ 28	↓ -19	↑ 7
Cagliari	16.31 %	57.45 %	306	↑ 70	↑ 184	↑ 38
Imperia	13.36 %	-1.93 %	355	↓ -43	↓ -118	↓ -146
Pise	10.65 %	50.54 %	416	↑ 58	↓ -96	↑ 87
Sienne	10.39 %	28.68 %	421	↑ 20	↓ -130	↓ -218
Lucques	9.80 %	165.95 %	436	↑ 263	↑ 219	↑ 77

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	19.77 %	N/C	62	↑ 170	↑ 123	↑ 134
Teramo	15.47 %	N/C	85	↑ 518	↑ 2480	↑ 2765
Pise	9.20 %	N/C	125	↑ 285	↑ 189	↑ 321
Brescia	7.23 %	N/C	154	↑ 1038	↑ 592	↑ 1368
Pérouse	7.05 %	219.15 %	158	↑ 176	↑ 58	↑ 7
Grosseto	6.34 %	354.81 %	174	↑ 274	↑ 302	↑ 279
Sienne	5.92 %	200.96 %	186	↑ 182	↑ 15	↑ 11
Lucques	4.96 %	268.11 %	212	↑ 246	↑ 155	↑ 196
Imperia	3.77 %	183.97 %	255	↑ 209	↑ 67	↓ -57
Massa	3.50 %	190.06 %	269	↑ 223	↑ 327	↑ 412

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	26.09 %	-43.56 %	114	↓ -55	↓ -20	↑ 60
Pérouse	16.61 %	-29.16 %	173	↓ -62	↓ -39	↑ 87
Pise	8.96 %	3.27 %	271	↓ -24	↓ -43	↑ 479
Grosseto	7.51 %	-17.29 %	307	↓ -65	↑ 56	↑ 398
Lucques	6.81 %	-30.14 %	331	↓ -107	↑ 97	↓ -17
Pesaro et Urbino	6.56 %	-24.33 %	343	↓ -95	↓ -55	↑ 80
Sienne	6.45 %	-61.02 %	347	↓ -192	↓ -144	↓ -28
Terni	5.57 %	-63.85 %	378	↓ -218	↑ 11	↑ 259
Arezzo	5.29 %	-34.89 %	398	↓ -143	↑ 275	↑ 410
Imperia	5.28 %	-14.63 %	399	↓ -83	↓ -89	↓ -199

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 19 languages and 12 countries so that everyone could find the house of their dreams... and live there happily ever after.