Climate Change and Traveler Satisfaction

The Turbulent Connection: The impact of climate change on travellers' demand / New Atlas of Destinations and Seasonality

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2019

13% PIL

5
Ranking of tourist arrivals

12% PIL

2
Ranking of tourist arrivals

21% PIL

13
Ranking of tourist arrivals

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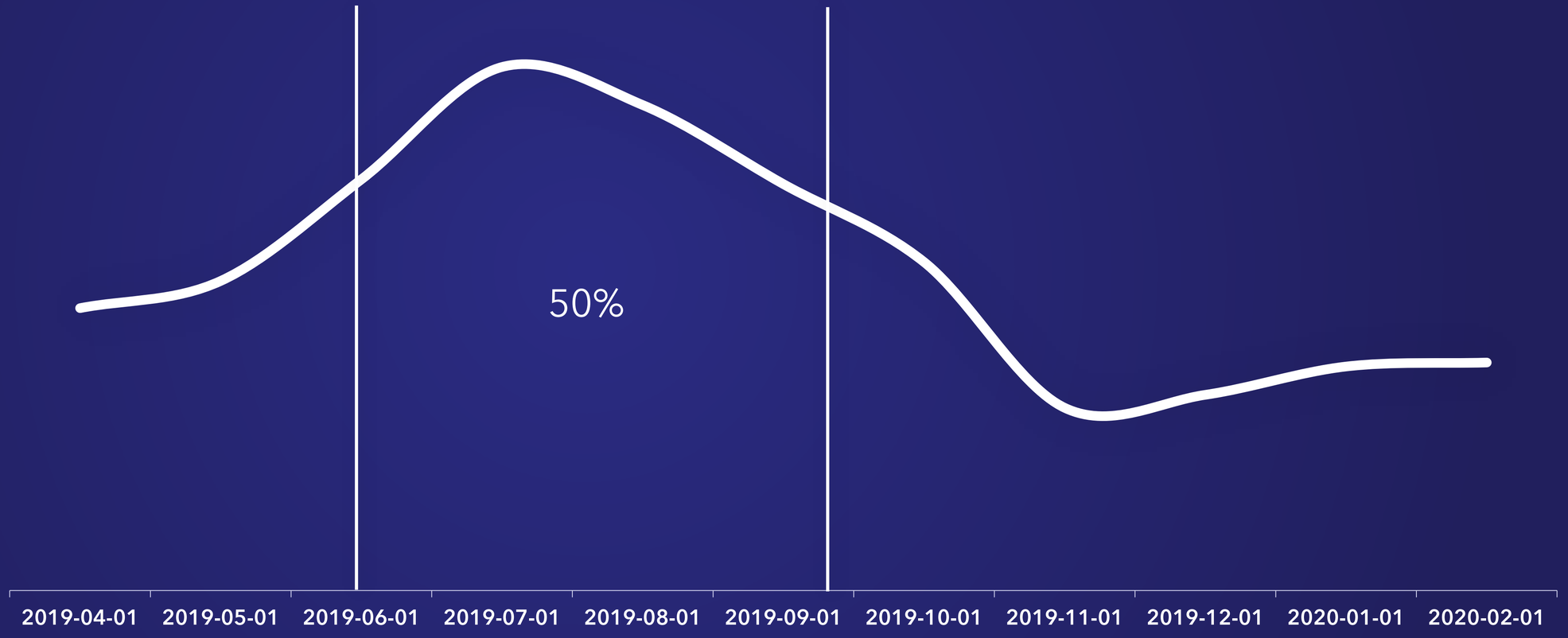
Summer, a key season

€



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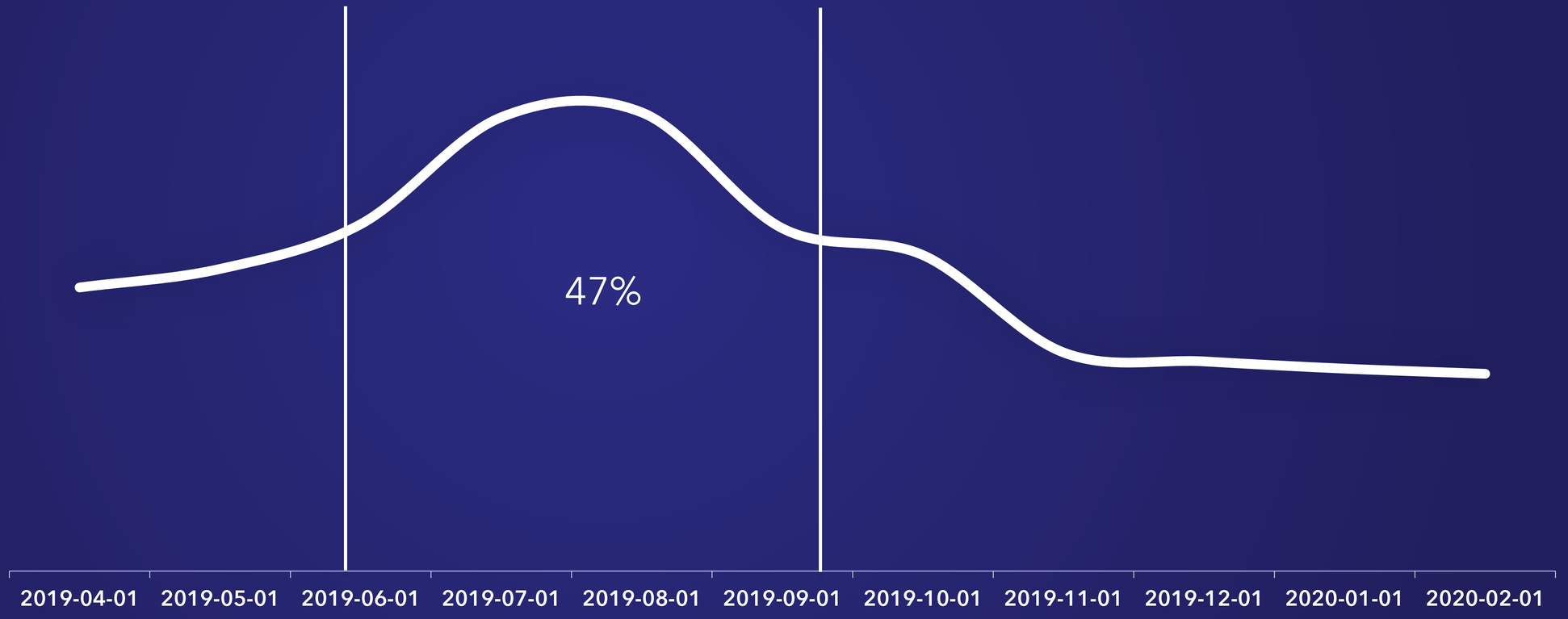
Summer, a key season

€



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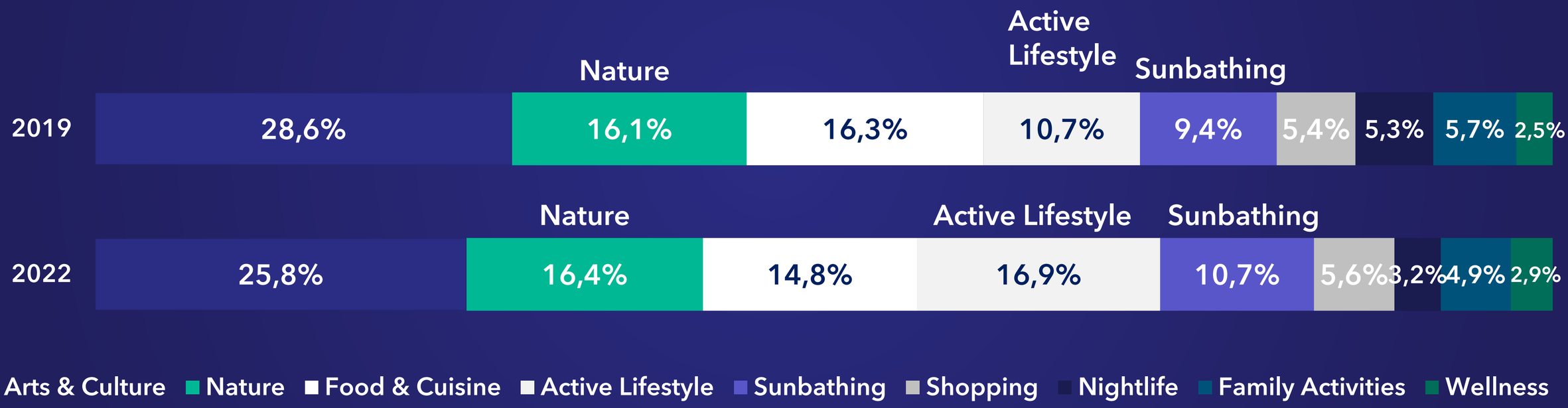
Evolution of interest in tourism products in Italy

2019 / 2022. Social Media



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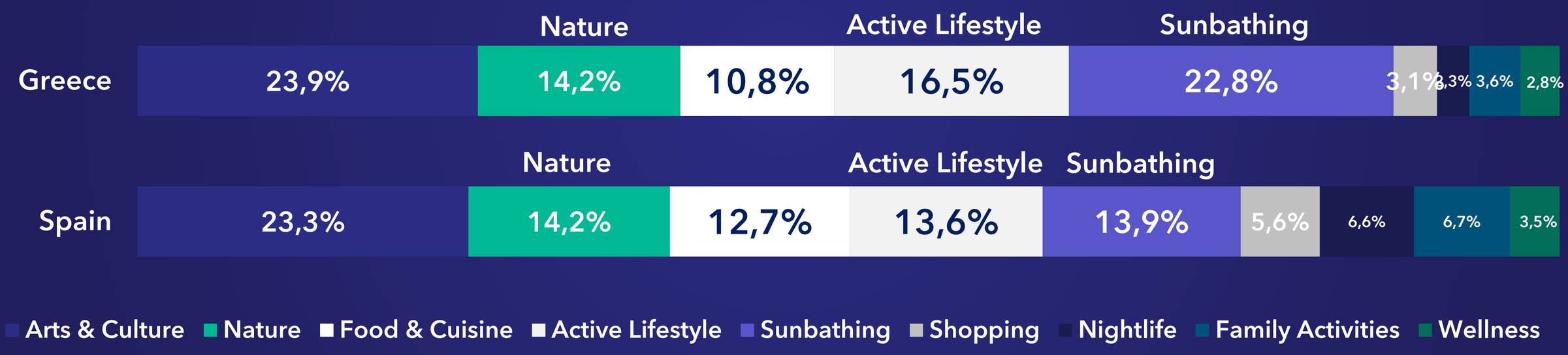
Interest in tourism products tourism products in Spain and Greece

2022. Social Media



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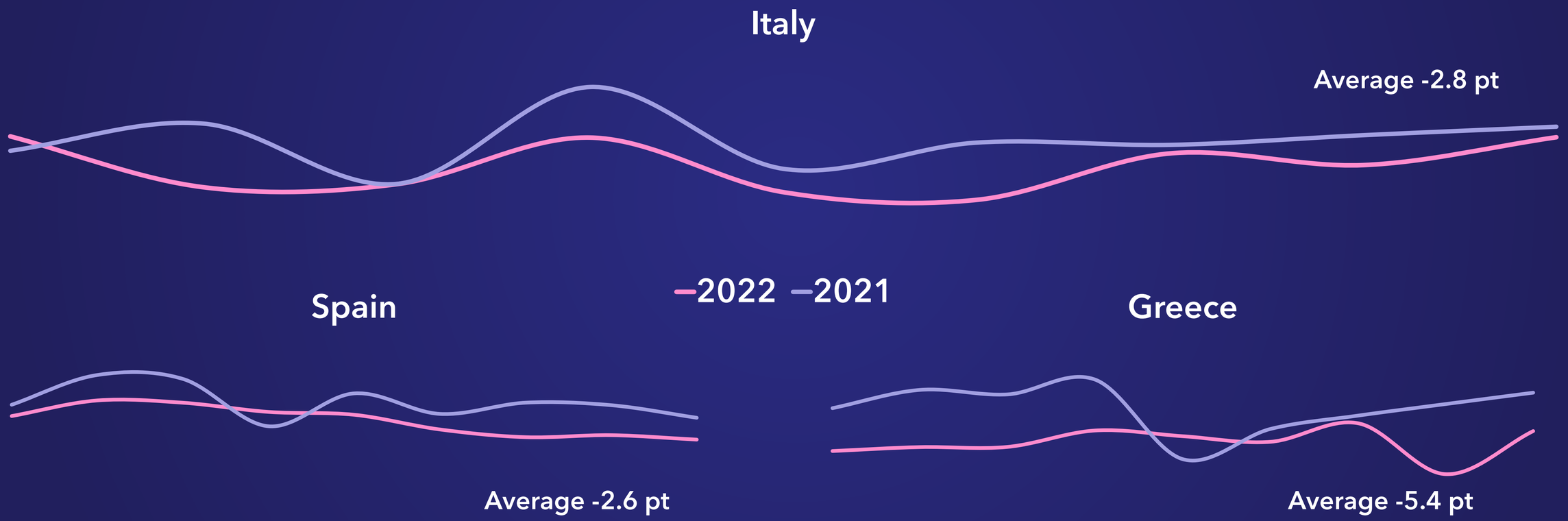
Why is it necessary to measure the traveler's perception of the climate?

A pillar of overall traveler satisfaction

Evolution of climate perception 2022 / 2021

July and August in the years 2021 and 2022



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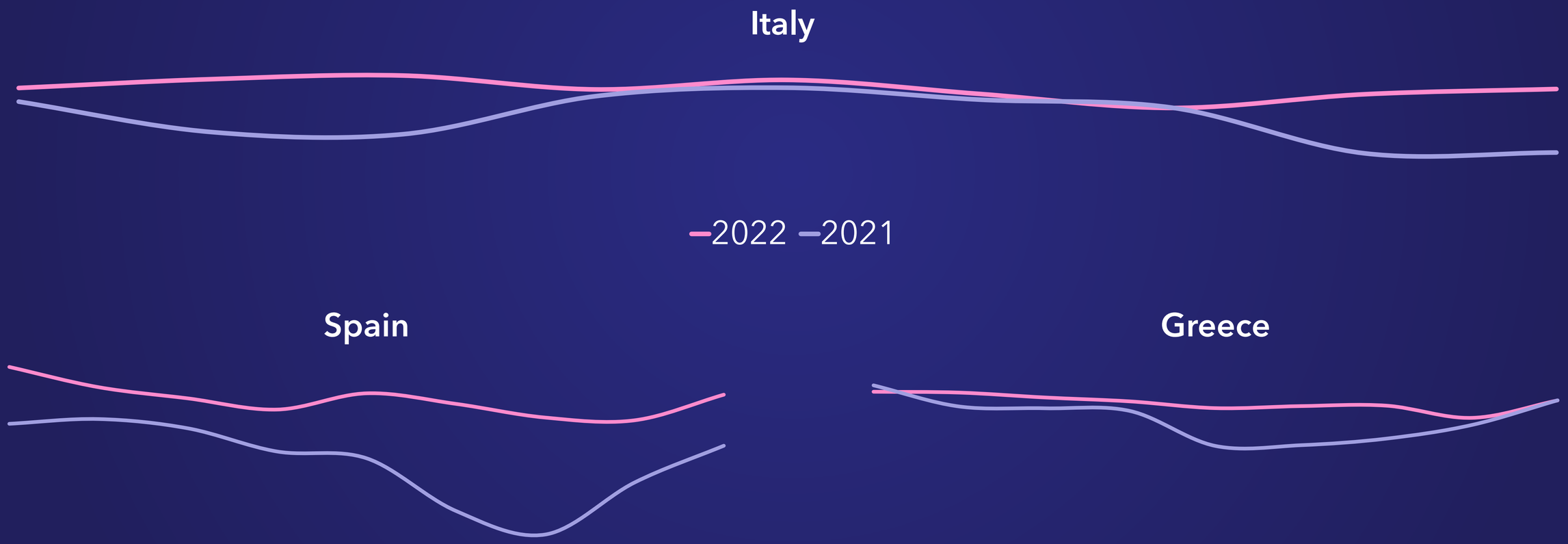
Impact on overall satisfaction?

July and August in the years 2021 and 2022



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A change in the choice of holiday destinations for Italians?

From the climatic change to the change of interest of Italian tourists?

SWEDEN

+13%
Search Flights

+14%
Air Capacity (seats)

SPAIN

-22%
Search Flights

+9%
Air Capacity (seats)

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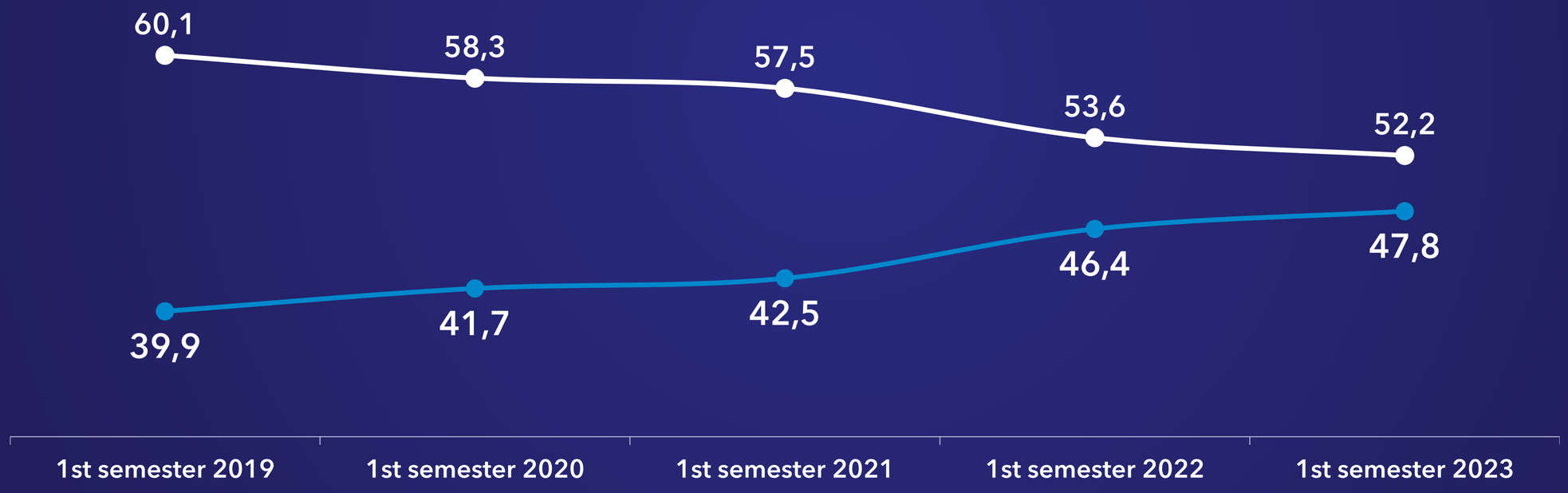
Global Evolution of Travelers' Interests on Social Media: Traditional. Vs Experiences

Traditional : culture, sun and sea, family activities , night food, shopping
Experiences : sport, nature, gastronomy, wellness



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83 €	117 €	144 €	153 €
-42 %	-22 %	+16 %	-42 %
192 €	153 €	159 €	202 €
4*	4*	4 €	4*

Conclusions:

- Travellers' perception of the climate tends to decrease with extreme episodes in the Mediterranean.
- This trend is especially reflected in the Mediterranean because it is an area of high tourist density during the summer months, but this does not mean that these countries are more affected than others by the change in visitor perception.
- The more negative perception of the climate does not yet affect the overall satisfaction of travellers in countries such as Italy, Spain or Greece, thanks to an increase in satisfaction with the tourist offer, safety or accommodation.
- It is still too early to confirm a greater interest of Italians in traveling to more temperate destinations in summer. There is only a change in travellers' behaviour; from traditional trips to trips that offer multiple experiences.

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