

IC Bellagio: Travel Trends in Italy

We asked what **TRENDS** is Andrea seeing this year?

1. Local, Local, Local - Guests want to have a sense of place and stay local. Basically, they want to see themselves as Diane Lane in Under the Tuscan Sun without having to give up on the luxuries that a US traveler is accustomed to which might be as simple as having ice in their drink.
2. Local bars and restaurants: IC Bellagio have created aperitivo tours to cater to American guests so that they're able to truly engage with locals
3. In Naples travelers either think they get murdered by the mafia or they want to meet the mafia. IC Bellagio now has a guide that will take guests through the city, his neighborhood, introduce them to his family and at the end guests end up eating pizza at a local pizza place.
4. In Rome, IC Bellagio includes as an amenity meet and greet at the main train station (Termini). The station has been under construction for the past 2 years. So having someone at the station who can arrange porters and be in touch with the driver will make this a much better experience.
5. More guests are traveling outside of high season and able to avoid crowds.
6. Villa stays are popular. Andrea says that thanks to the competition from Airbnb, the original villa owners have agreed to no longer offer only 7 night stays, stays now can be shorter and flexible.
7. Independent travelers – if you have travelers that only want to have a half day walking tour in each city and the rest on their own, it's the

perfect way to introduce travelers to amazing IC Bellagio guides that will impress them so much that they want to use you on their next vacation.