

Property Observatory Italy - January 2017

Top 10 increases and decreases in the rankings

This table shows the regions with the strongest search variations between décembre 2016 and janvier 2017. 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
Rovigo	N/C	161	↑ 149	Florence	5.34 %	138	↓ -20
Pescara	N/C	110	↑ 142	Sassari	28.66 %	154	↓ -18
Côme	N/C	114	↑ 100	Grosseto	21.08 %	126	↓ -14
Chieti	345.44 %	131	↑ 74	Terni	20.86 %	164	↓ -11
Cagliari	216.49 %	130	↑ 49	Pérouse	17.14 %	108	↓ -9
Pise	130.10 %	132	↑ 28	Arezzo	23.27 %	160	↓ -8
Lucques	109.89 %	134	↑ 23	Brindisi	25.33 %	81	↓ -6
Milan	87.94 %	146	↑ 16	Lecce	9.38 %	89	↓ -5
Sienne	92.80 %	86	↑ 10	Imperia	24.83 %	84	↓ -2
Massa	57.78 %	149	↑ 2	Massa	57.78 %	149	↓ 2

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	32.35 %	92.31 %	1	↑ 1	↑ 2	↑ 1
Pouilles	20.99 %	18.05 %	2	↓ -1	↓ -1	↑ 1
Ligurie	10.45 %	24.83 %	3	→ 0	↓ -1	N/C
Abruzzes	9.74 %	N/C	4	N/C	N/C	N/C
Lombardie	8.58 %	N/C	5	N/C	N/C	N/C
Ombrie	8.27 %	63.98 %	6	↓ -2	↓ -2	↓ -5
Sardaigne	7.15 %	203.68 %	7	↓ -2	N/C	N/C
Vénétie	2.48 %	N/C	8	N/C	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	12.11 %	25.33 %	1	→ 0	→ 0	→ 0
Imperia	10.45 %	24.83 %	2	→ 0	→ 0	↑ 10
Sienna	10.42 %	92.80 %	3	↑ 1	↑ 1	↑ 1
Lecce	8.88 %	9.38 %	4	↓ -1	↑ 6	↑ 33
Pérouse	5.91 %	17.14 %	5	→ 0	↓ -2	↓ -3
Pescara	5.67 %	N/C	6	↑ 25	↑ 36	N/C
Côme	5.29 %	N/C	7	↑ 19	↑ 62	N/C
Grosseto	4.70 %	21.08 %	8	↓ -2	↑ 8	↑ 7
Cagliari	4.12 %	216.49 %	9	↑ 9	↑ 20	↑ 17
Chieti	4.06 %	345.44 %	10	↑ 14	↑ 17	N/C
Pise	4.05 %	130.10 %	11	↑ 2	↑ 3	↑ 5
Lucques	3.81 %	109.89 %	12	→ 0	↑ 1	↑ 7
Florence	3.68 %	5.34 %	13	↓ -6	↓ -1	↑ 32
Milan	3.29 %	87.94 %	14	→ 0	↑ 24	N/C
Massa	3.20 %	57.78 %	15	↓ -6	↓ -9	↓ -7
Sassari	3.03 %	28.66 %	16	↓ -8	↑ 7	↑ 33
Arezzo	2.48 %	23.27 %	17	↓ -7	↓ -6	↓ -12
Rovigo	2.48 %	N/C	18	↑ 27	N/C	N/C
Terni	2.36 %	20.86 %	19	↓ -8	↓ -12	↓ -12

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	58.83 %	6.60 %	178	↓ -24	↓ -4	↓ -23
Lecce	41.17 %	46.32 %	231	↑ 5	↑ 294	↑ 3055

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	100.00 %	125.80 %	247	↑ 77	↑ 260	↑ 578

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	17.52 %	2.68 %	141	↓ -20	↓ -24	↑ 721
Brindisi	12.99 %	30.31 %	175	↓ -7	↓ -5	↑ 146
Lecce	10.95 %	-26.16 %	192	↓ -62	↑ 553	↑ 1770
Côme	10.03 %	N/C	201	↑ 359	↑ 5732	N/C
Pescara	9.35 %	N/C	210	↑ 650	↑ 1763	N/C
Pérouse	8.92 %	-11.21 %	222	↓ -56	↑ 3	↑ 6
Sienne	8.87 %	92.63 %	224	↑ 48	↑ 479	↑ 389
Cagliari	7.70 %	257.08 %	253	↑ 179	↑ 1676	↑ 2652
Chieti	7.04 %	N/C	264	↑ 726	↑ 888	N/C
Milan	6.63 %	75.87 %	275	↑ 31	↑ 1273	N/C

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.