

Property Observatory Italy - May 2017

Top 10 increases and decreases in the rankings

This table shows the regions with the strongest search variations between avril 2017 and mai 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
Macerata	193.64 %	157	↑ 77	Pise	-39.70 %	160	↓ -45
Terni	49.63 %	118	↑ 30	Sassari	-13.37 %	117	↓ -12
Cagliari	21.09 %	149	↑ 14	Grosseto	-5.57 %	148	↓ -11
Arezzo	17.51 %	171	↑ 10	Lecce	-1.35 %	139	↓ -11
Pérouse	18.35 %	116	↑ 9	Savone	-2.92 %	194	↓ -10
Brindisi	20.21 %	74	↑ 5	Lucques	-8.01 %	114	↓ -7
Pesaro et Urbino	0.53 %	162	↑ 3	Florence	-0.46 %	126	↓ -6
Massa	7.67 %	132	↑ 2	Turin	2.65 %	178	↓ -3
Sienne	7.65 %	86	↑ -1	Imperia	-1.30 %	70	↓ -3
Imperia	-1.30 %	70	↑ -3	Sienne	7.65 %	86	↓ -1

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	34.58 %	-8.83 %	1	→ 0	→ 0	↑ 1
Pouilles	19.37 %	15.00 %	2	↑ 1	→ 0	↓ -1
Ligurie	18.53 %	-1.48 %	3	↓ -1	→ 0	→ 0
Ombrie	10.50 %	32.06 %	4	↑ 1	↑ 1	→ 0
Sardaigne	8.86 %	-2.06 %	5	↓ -1	↓ -1	↑ 2
Marches	5.80 %	111.29 %	6	↑ 1	↑ 2	N/C
Piémont	2.37 %	2.65 %	7	↑ 1	↑ 2	↑ 1

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
Imperia	16.52 %	-1.30 %	1	→ 0	→ 0	↑ 2
Brindisi	15.35 %	20.21 %	2	→ 0	→ 0	↓ -1
Sienne	11.09 %	7.65 %	3	→ 0	→ 0	↑ 1
Lucques	5.44 %	-8.01 %	4	↑ 1	↑ 2	↑ 7
Pérouse	5.28 %	18.35 %	5	↑ 3	↓ -1	↓ -3
Sassari	5.26 %	-13.37 %	6	↓ -2	↑ 1	↑ 8
Terni	5.21 %	49.63 %	7	↑ 6	↑ 12	↑ 3
Florence	4.73 %	-0.46 %	8	↓ -1	↑ 8	↑ 16
Massa	4.23 %	7.67 %	9	↑ 1	↑ 2	↑ 8
Lecce	4.02 %	-1.35 %	10	↓ -1	↓ -5	↓ -5
Grosseto	3.62 %	-5.57 %	11	↑ 1	↓ -3	↑ 14
Cagliari	3.59 %	21.09 %	12	↑ 2	→ 0	↑ 27
Macerata	3.04 %	193.64 %	13	↑ 12	↑ 34	N/C
Pise	2.99 %	-39.70 %	14	↓ -8	↓ -5	↓ -7
Pesaro et Urbino	2.76 %	0.53 %	15	→ 0	↓ -1	↑ 21
Arezzo	2.49 %	17.51 %	16	↑ 2	↑ 2	↑ 5
Turin	2.37 %	2.65 %	17	↓ -1	↑ 8	↑ 24
Savone	2.01 %	-2.92 %	18	↑ 1	↑ 18	↑ 14

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	43.23 %	30.44 %	154	↑ 21	↑ 73	↓ -67
Imperia	36.40 %	47.25 %	170	↑ 49	↑ 37	↑ 95
Sienne	20.37 %	29.59 %	255	↑ 37	↑ 38	↓ -79

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
Imperia	23.05 %	-7.10 %	151	↓ -16	↓ -15	↑ 81
Brindisi	18.21 %	22.26 %	174	↑ 30	↑ 92	↑ 66
Sienna	17.17 %	19.03 %	181	↑ 26	↑ 95	↑ 389
Pérouse	13.72 %	55.70 %	213	↑ 64	↑ 23	↓ -57
Terni	11.86 %	84.15 %	236	↑ 106	↑ 220	↑ 111
Florence	8.05 %	21.07 %	293	↑ 40	↑ 214	↑ 890
Lucques	7.95 %	-13.39 %	296	↓ -24	↓ -50	↑ 1165

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	56.74 %	-40.46 %	219	↓ -67	↓ -86	↑ 65
Brindisi	43.26 %	5.58 %	261	↑ 3	↓ -30	↓ -121

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