



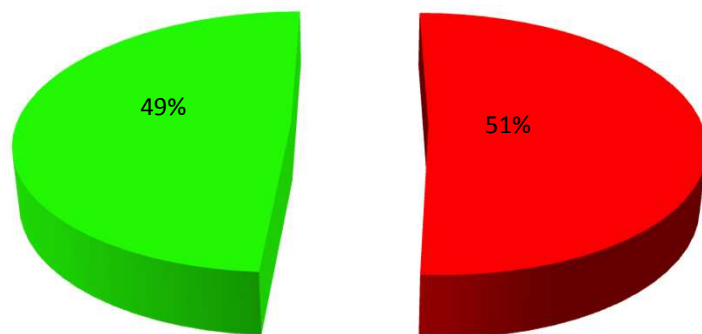
# Ricettività in appartamento

Milano dopo EXPO  
I Players e i trend del mercato

## Offerta ricettiva Milano 2015/2016: Strutture\*

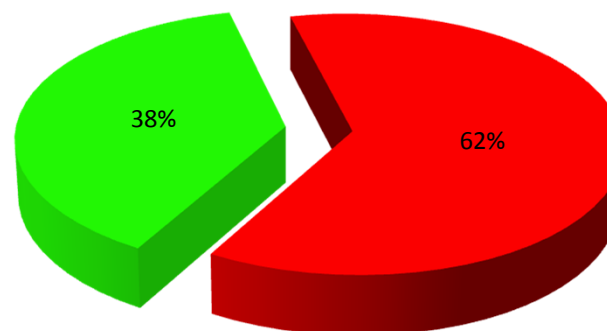
**2015**

- Alberghiero
- Extralberghiero



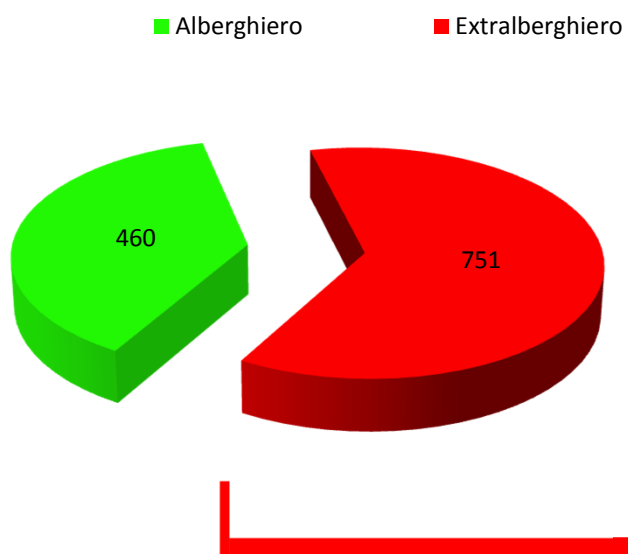
**2016**

- Alberghiero
- Extralberghiero

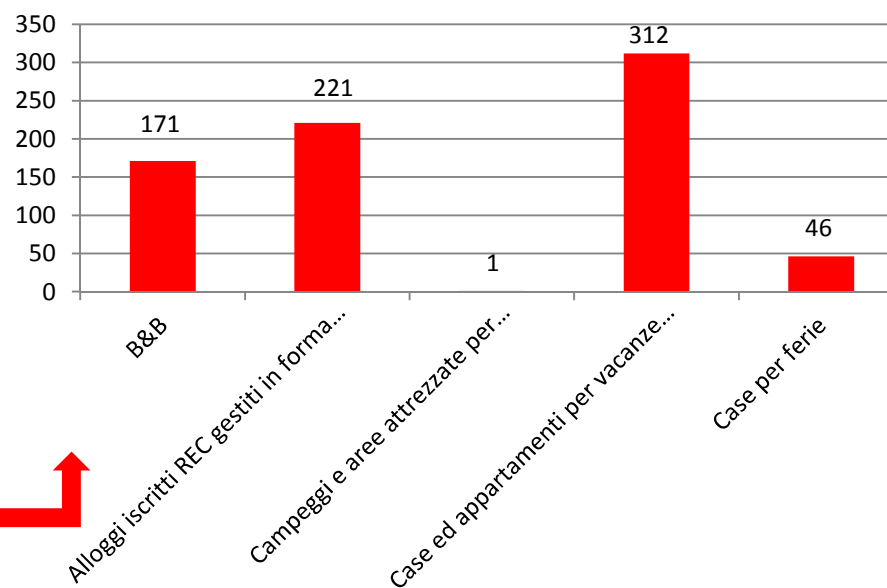


\* dati.lombardia.Strutture Ricettive Alberghiere e extra-alberghiere

## Offerta ricettiva Milano 2016: c.a. 1.200 Strutture\*



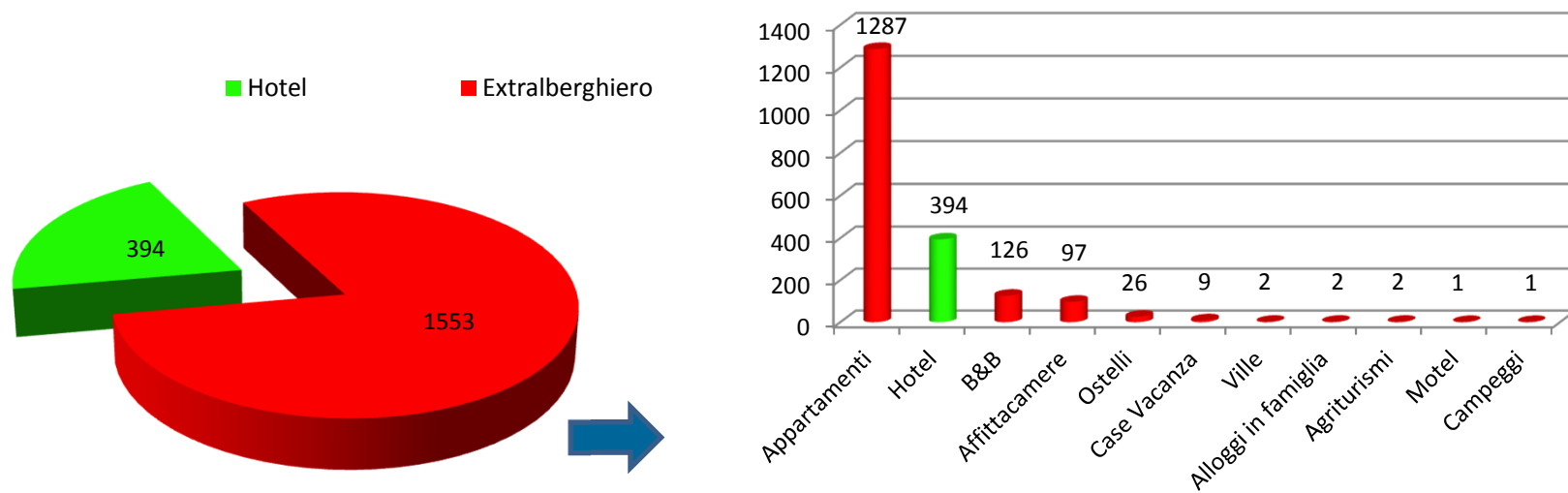
Segmentazione extralberghiero



\* dati.lombardia.Strutture Ricettive Alberghiere e extra-alberghiere

## Offerta ricettiva Milano - Booking.com : c.a. 2.000 Strutture

Strutture

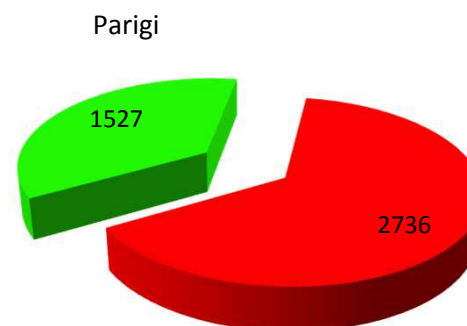
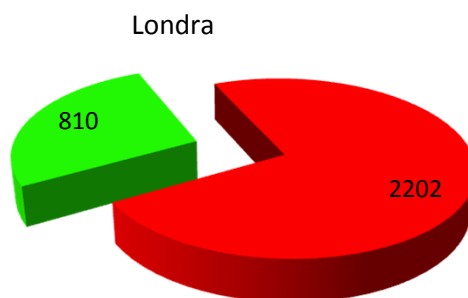
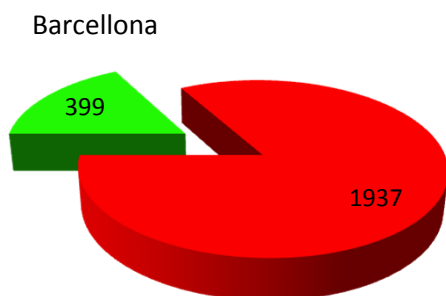
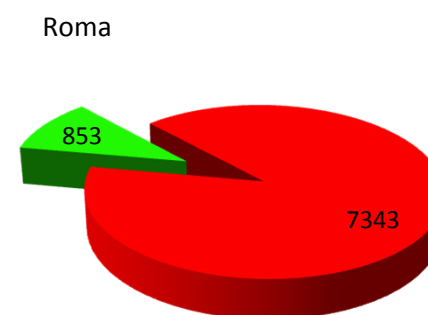
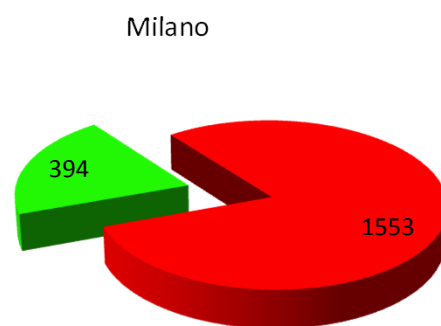
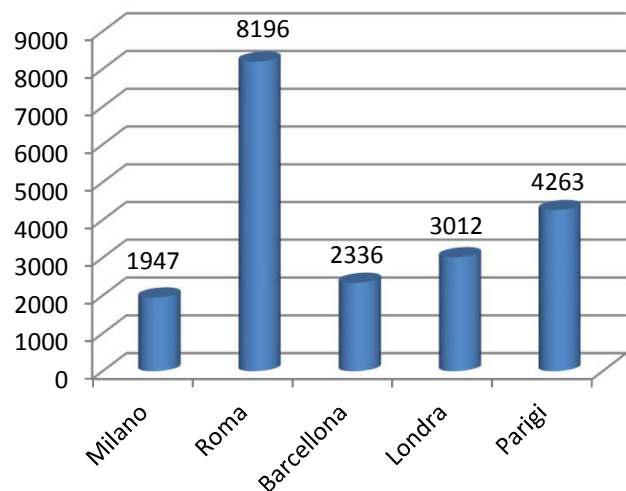


# Milano vs Roma, Barcellona, Londra, Parigi

■ Hotel ■ Extralberghiero

Tot. Strutture - Fonte Booking.com

2016



## Distribuzione: Portali

Portali	Strutture / Spazi Milano 2016	Strutture/Spazi Milano 2015
Airbnb	>15,000	>13,000
Booking.com	1939	1938
Homelidays/Homeaway	1881	1264
Wimdu	1460	1611

## Players «Milanesi» & Internazionali Serviced Apartments

Players	Appartamenti Milano 2016	Appartamenti Milano 2015
Halldis	400	500
Italianway	154	-
Rent Class	87	83
Temporary house	70	110
Rentopolis	60	38
Brera Apartments	34	35
Homes Rentals	31	23
Temporary home	29	33
Heart milan apartments	24	15
Milan royal suites	18	10

