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Spotlight on New Hotels

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BitMilano Explores The New Travel Trends in Italy

♣ Özgür Töre 🗂 06 March 2021



The Bit Borsa Internazionale del Turismo Observatory tried to outline travel trends and find out the drivers of the return of travel in 2021.

In almost every language, the German term *Wanderlust* is synonym of the innate desire to **travel**, **move**, **learn**, **explore** that characterises the human being. And in this last year of travel restrictions, we have seen how deep-rooted this instinct really is: in the months when conditions have allowed it, in fact, many have chosen **not to give up on holidays and travel**.

What to expect in 2021?

Almost all analysts and operators foresee the continuation of **proximity tourism**, especially in **open-air and nature**. According to a **TripAdvisor** survey, **21%** of Italian travelers plan to stay **close to home**, **16%** plan to travel to destinations **no more than 90 minutes** from their residence and as many as

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