

ITALIANS ON HOLIDAY:

1 ITALIAN IN 2 WILL GO BY CAR, BUT ONLY 1 IN 3 WILL USE AN ELECTRONIC TOLL COLLECTION DEVICE.

42% WILL PAY THE MOTORWAY TOLLS BY CARD, 32% WILL USE AN ELECTRONIC TOLL COLLECTION DEVICE AND 28% WILL USE CASH.

This is what emerged from recent research by **Changes Unipol**, processed by Ipsos, on the choices made by Italians for summer holidays; the results also show that:

- **3 Italians in 4** will take **at least one holiday** in summer 2024, another **14% are undecided**; only **10% will definitely not travel**.
- Among those who travel, **half** of 2024 holidays will be in **Italy (66%)**; **2 in 10** will go to **Europe**. More than 1 Italian in 2 will go to the **seaside** for the 2024 holidays, followed by **“cultural” holidays** with holidays in the **mountains** coming third.
- Italians will mainly use their **cars** to go to their holiday destinations, chosen by **1 summer traveller in 2**. Cars are followed by **airplanes (29%)** and **trains (10%)**.
- **Hotels, B&Bs and agritourism venues** are preferred by **47% of holiday-makers** compared to **rental houses (18%)**. Choices are mainly steered by the **services provided (70%)** and **price and booking methods (64%)**. The **location of the facility** is also of fundamental importance for **38%**.
- **Weather** is the biggest concern for travellers: **almost 1 in 2** fears rain and/or excessive heat. **22%** are concerned about possible **overcrowded tourist areas**, followed by the inability to keep **costs under control (16%)** and spending too much time **stuck in traffic (11%)**.
- **4 Italian travellers in 10** booked their holidays through the **Internet**; almost **2 in 10** contacted the facility **directly**; **1 in 10** used **travel agencies**.
- **55%** will use **cards to make payments**, **24%** will mainly use **cash** and only **4%** will mainly use their **mobile phones**. Cash is favoured for souvenirs and parking only, and is quite widespread for public transport and renting equipment.

Bologna, 25 July 2024

Italians have already left or are about to leave for their summer holidays; the August exodus is upon us but some people have also decided to stay at home for now by choice or necessity.

The panorama is very comprehensive and varied, with new research¹ by [Changes Unipol](#), processed by Ipsos, throwing light on **the relationship between Italians and their holidays**, giving a specific photograph of how they travel, their destinations, types of accommodation and how they prefer to book and pay for their holidays.

Motorway toll payment methods

We already know that the upcoming weekends will be “red sticker” (busy) or even “black sticker” (very busy) on Italian roads. **Only 28%** of those who go on holiday by car, camper or motorbike in summer 2024 **say that they will pay for the motorway tolls in cash**. On the other hand, a much higher percentage of Italians, 42%, prefer to **pay by card** (debit, credit or prepaid) while an **electronic toll collection device** will be used by almost one car-driver in three (32%).

Baby Boomers (between 60 and 79 years old) are most likely to use electronic toll collection devices, with 34% using them, while **Millennials** (29 to 43) and **Gen X** (44 to 59) use cards the most, in 51% and 50% of cases respectively. The choice to pay in cash is above average (30% of cases) for Gen X, while for **Gen Z** (between 16 and 28), 1 in 10 (11%) pays tolls with their mobile phones that store their cards.

People who do not use **electronic toll collection devices** say that their main objections include the fact that they **do not use the motorway enough** to justify them (in 40% of cases), limited experience of waiting in toll booth queues (19%), the fixed cost of devices which is considered to be too high (19%), and other reasons such as not being able to immediately see the amount debited (8%), the idea that the dedicated lanes do not actually help avoid the queues (7%), and concern about technical problems (5%). It is mostly Gen X (43%) and Boomers (47%) who say that they do not travel much, and therefore do not need an electronic toll collection device.

Among those who still do not use these devices, **38% say that they may be interested in getting one in the future**: a higher percentage for young people, with **43% of Gen Z interested**, 42% of Millennials interested, 39% of Gen X interested and 27% of Boomers.

The holiday programme for summer 2024

3 Italians in 4 (76%) will take at least one holiday in summer 2024, while another 14% is undecided; only 10% say that they will definitely not travel.

¹ The survey was carried out on a representative sample of the national population aged between 16-74 (over 44 million individuals) and resident in the main metropolitan areas (over 13 million individuals), in accordance with gender, age, geographic zone, size of the centre, educational status, standard of living, job and household. 1,720 interviews were carried out using the CAWI method (Computer Assisted Web Interviewing: a data collection method based on filling out a questionnaire on the Internet) between 19 and 28 June.

More than half (54%) are opting for a **short holiday** (up to 3 nights away from home or long weekends), while 45% will take a **medium-long holiday** (from 4 to 13 nights), with only 16% taking a **holiday lasting more than 13 nights**. It is mostly the youngest who have planned summer holidays, even if short, while 16% of Boomers will definitely not have any holiday in summer 2024.

The main reasons why they will not take holidays include **economic difficulties** (45% of cases), **personal problems** (31%), the fact that they usually choose to **holiday in other periods** (15%), the lack of **days free** to take holidays (13%) and the fact that they have taken holidays in **previous months** (9%).

Preferred destinations and means of transport

Among those who travel, **the preferred destination for summer 2024 is Italy**, chosen by 2 Italians out of 3 (66%). On the other hand, 19% chose to go to **Europe**, 8% to **non-European countries** and 2% on cruises. Baby Boomers in particular choose Italy (71%), while Gen Z prefer to travel to non-European countries (12% of cases).

More than 1 Italian in 2 will go to the seaside for their 2024 holidays (53%); **“cultural” holidays** come in second in towns, villages and archaeological areas, chosen by 25%, with the **mountains** coming in third (12%) followed by the **hills/countryside/lakes** (7%).

The seaside is the first choice regardless of age, even if more appreciated by Gen X (in 59% of cases), while the Boomers prefer the fresh air of the mountains more than the other categories (in 18% of cases). Finally, the preference for “cultural” holidays cuts across all age groups.

Italians mainly use cars to get to their holiday destinations (in 52% of cases), and especially the Baby Boomers (in 65% of cases). The other means of transport include **planes** in 29% of cases (especially Gen Z in 36% of cases) followed by **trains** (10%).

Accommodation and booking channels

In terms of accommodation while on holidays, **hotels, B&Bs and agritourism venues are the most popular** for almost half of travellers (47%), especially among Boomers and those who visit towns and villages, while 18% will choose a **rental house**, 10% a **house owned by family** and 9% will stay **with relatives or friends**.

Among those who will be travelling, **4 Italians in 10 booked their holidays over the Internet** (35% on a travel portal, 5% on tour operator websites), while 18% **contacted the facility directly**, 9% used **travel agencies**, and 20% who did not need to book as they were going to stay with friends or in second homes. The age determined the choice of channel used to book holidays: **travel portals are mainly used by Millennials** (41% of cases) and **Gen Z** (37%), while it is more common for Baby Boomers to make direct contact with the facility (in 26% of cases).

Criteria for choosing places to stay

The **services on offer are the most important aspect for 7 out of 10 Italians (70%)** when choosing where to stay, closely followed by the **price/booking procedures (64%)**, while the **room types** were more important for 28% of travellers. **Others' opinions (ratings, word of mouth)** counted for 1 in 5 (21%), while **personal feelings** (welcome, hospitality and past experience) led the choice in 19% of cases.

The characteristics and services offered were most important to Millennials (75%) and Gen X (73%). On the other hand, the most important aspects for Baby Boomers were price and booking methods (68%). However, Gen Z gave more weight to the type of room/house (32%) and word of mouth/ratings (30%).

Traveller concerns

The weather posed the main concern for half of travellers in summer 2024: almost 1 in 2 fears **rain (26%)** or **excessive heat (23%)**. The next most common concern for those going on holiday was **overcrowded tourist areas (22%)**, the inability to **keep costs under control (16%)** and spending too much time **stuck in traffic (11%)**.

Concern about bad weather is higher among Baby Boomers while Millennials are more concerned than average about overcrowding and extra costs. On the other hand, Gen Z are more concerned about having accidents.

Payments on holidays

While on holiday, over 1 Italian in 2 (55%) uses cards mainly for payments, while only 1 in 4 (24%) mainly uses cash. On the other hand, 4% are used to paying by mobile phone.

Bookings (74%), food (68%) and petrol (60%) are the **items most commonly paid for by card**, but also tourist/cultural attractions (57%) and amusements (55%). On the other hand, **cash "trumps" cards only for the purchase of souvenirs (45%) and for parking (41%)**, even though it is also quite commonly used for public transport (38%) and renting equipment (35%).

Unipol Gruppo

Unipol is one of the biggest insurance groups in Europe and the leading company in Italy in the non-life insurance sector, (especially in the MV and health businesses), with total premiums of €15.1bn, of which €8.7bn in non-life and €6.4bn in life (2023 figures). Unipol adopts an integrated offer strategy and covers the entire range of insurance products, operating primarily through the subsidiary UnipolSai Assicurazioni. The Group is also active in direct MV insurance (Linear Assicurazioni), transport and aviation insurance (Siat), health insurance (UniSalute) and supplementary pensions and covers the bancassurance channel (Arca Vita and Arca Assicurazioni). It also manages significant diversified assets in the following sectors: property, hotel (Gruppo UNA), medical-healthcare (Centro Medico Santagostino) and agricultural (Tenute del Cerro). Unipol Gruppo S.p.A. is listed on the Italian Stock Exchange.

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