

TROPEA 2025



Experience Tropea's mesmerizing beauty

Discover rare treasures, majestic landscapes, and pristine beaches.



Enjoy a corner of paradise in beautiful Tropea

Journey to a place where ancient architecture, scenic vistas, and unique gastronomy await.



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Standard banners HTML5 V1



160x600

Replay



160x600

Replay

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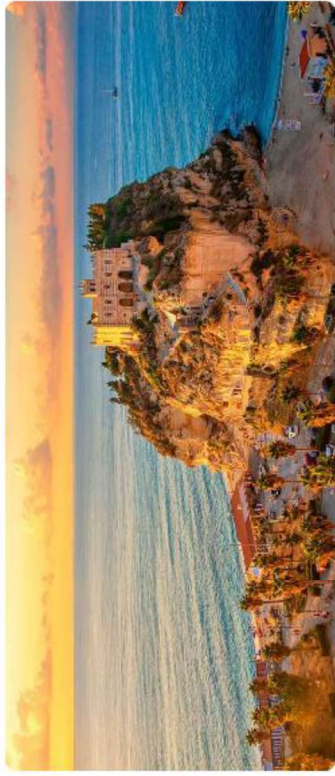
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Visit Tropea in Southern Italy

Discover this enchanting gem nestled in the heart of Calabria, South Italy. The picturesque village of Tropea boasts stunning beaches with crystal-clear waters, perfect for basking in the Mediterranean sun. Lose track of time in the historic town, where every street is a work of art. From the ancient ruins of the Greek colony to the charming medieval buildings, Tropea is a treasure trove of history and culture. Don't miss the chance to savor the local cuisine, which is a true delight for the senses. Tropea's gastronomy is a testament to the region's rich culinary heritage. The village's unique blend of history, culture, and natural beauty makes it a must-visit destination for anyone seeking a truly unforgettable experience in Southern Italy.



The Coast of the Gods

Cradled by rugged cliffs, Tropea's pristine coastline is a haven for sun-seekers. Renowned for its crystal-clear waters and golden sands, the beach is a perfect spot for relaxation. Nearby, the calm, crystal-clear waters of the Gulf of Tropea offer a peaceful escape. The town's historic architecture and unique gastronomy await.

Book now



Distinct history and culture

Medieval Tropea boasts countless historic buildings, such as the Sanctuary of Santa Maria. Perched over the cliff, this church dates back over 800 years. For a taste of Italian culture, stroll through the town's narrow streets, where traditional shops and restaurants fill with local catches up on the daily events.

Book now



A taste of the Mediterranean

Tropea boasts some of Italy's finest cuisine. The charming village is especially renowned for its distinctive red onion gelato. If it's freshly-caught food you're craving, the seafood won't disappoint. Tropea's gastronomy is a true delight for the senses. The region's specialty cheese, oven-baked pasta dishes.

Book now



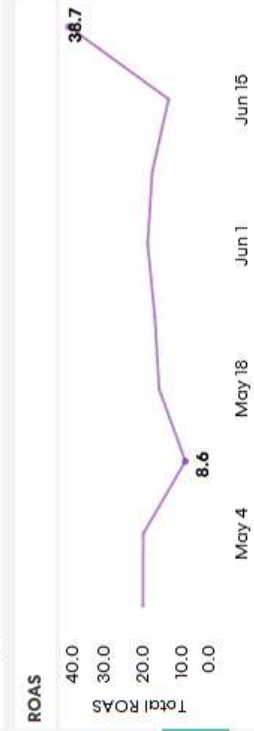
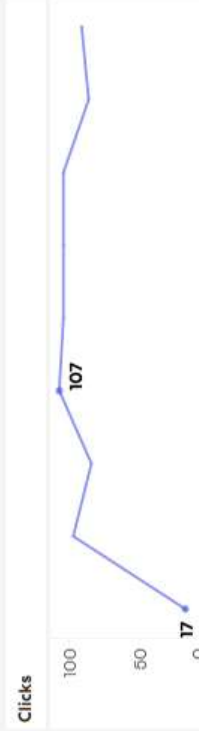
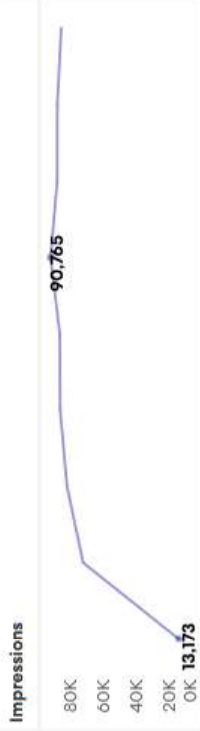
Tropea is Italy's coastal gem

Crystal seas and history await. You'll find the delightful village of Tropea in dazzling Calabria in Southern Italy. The village boasts stunning beaches that beckon travelers with their crystal-clear waters.

Display Performance Summary - Comune di Tropea

Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Car Rentals	Activity Tickets	Revenue	ROAS
684K	794	0.13%	\$18K	308	0		236	0	2	\$89K	4.9

POS Name	Impressions	Clicks	CTR	Ad Spend	Total Gross Booking Amount	Total ROAS
Expedia UK	124K	69	0.06%	\$3,584	\$3K	0.9
ExpediaPlus Canada	201K	218	0.11%	\$5,090	\$39K	7.7
ExpediaPlus US	359K	507	0.18%	\$9,603	\$46K	4.8
Grand Total	684K	794	0.13%	\$18,277	\$89K	4.9



Reporting Period: 1/1/2023 - 12/31/2025

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Destination Insights for Partners

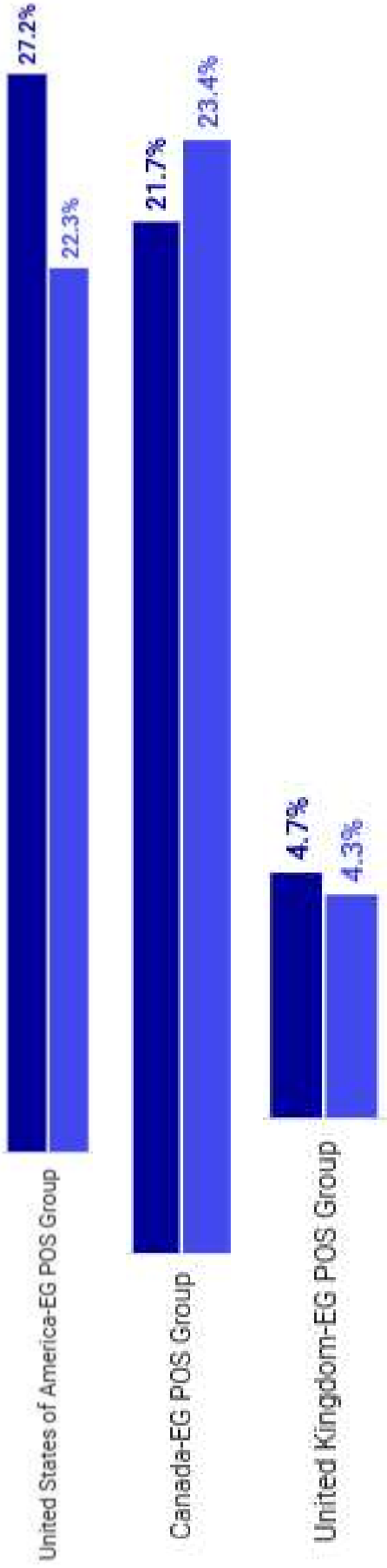
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Current Period * Comparison Period * Date Wrap (Earliest to Latest Date) * Destination Country * Destination Region Destination Sub Region Destination Multi-City Destination City (Set to IS NOT NULL for Top Dest City Searched Title)

EG Brand Group Name (Book) (Exclude Vrbo if Needed) EG Brand Group Name (Search) (Exclude Vrbo if Needed) POS Country POS Name (Book) POS Name (Search)

Traveler IP Country (Book) (Set to IS NOT NULL for Top Country IPs Booked Title) Traveler IP Country (Search)

Top Book POS



Transaction/Search Date: is from 2025/05/01 until 2025/06/30

Begin Use Date: is from 2025/05/01 until 2025/12/31

Destination Super Region: is any value

Destination Country: is Italy

Destination Multi-City: is any value

Destination State: is any value

Destination City: is Tropea

Comp Set State: is any value

Comp Set Country: is any value

Comp Set Super Region: is any value

Comp Set Destination Super Region: is any value

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EG Brand Group Name (Search) (Exclude Vibo if Needed): is any value

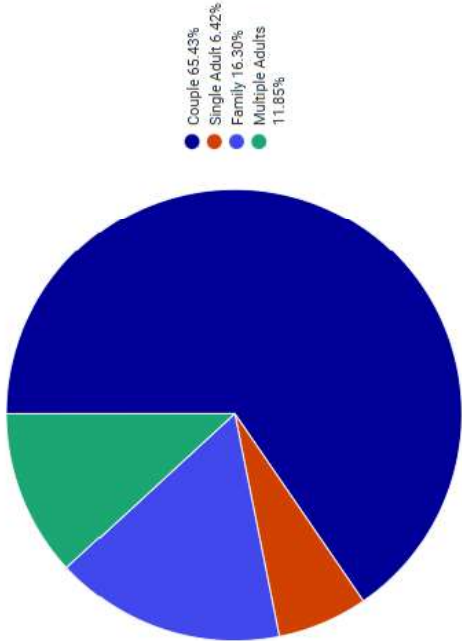
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POS Country: is United States of America or United Kingdo...

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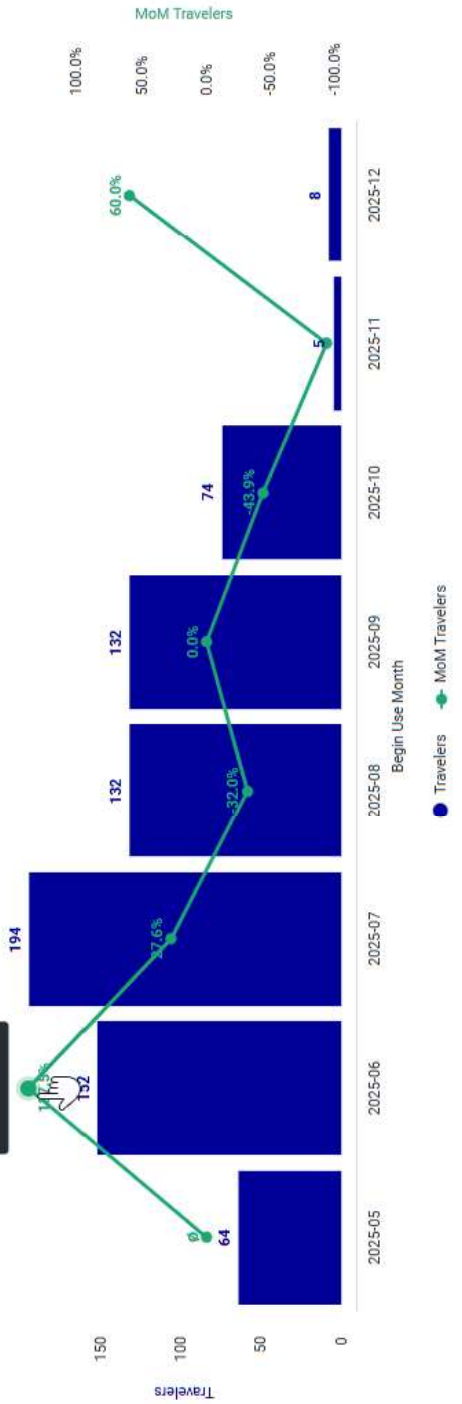
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Lodging Traveler Type



Traveler Arrivals MoM %

Based on gross bookings and begin use travel dates

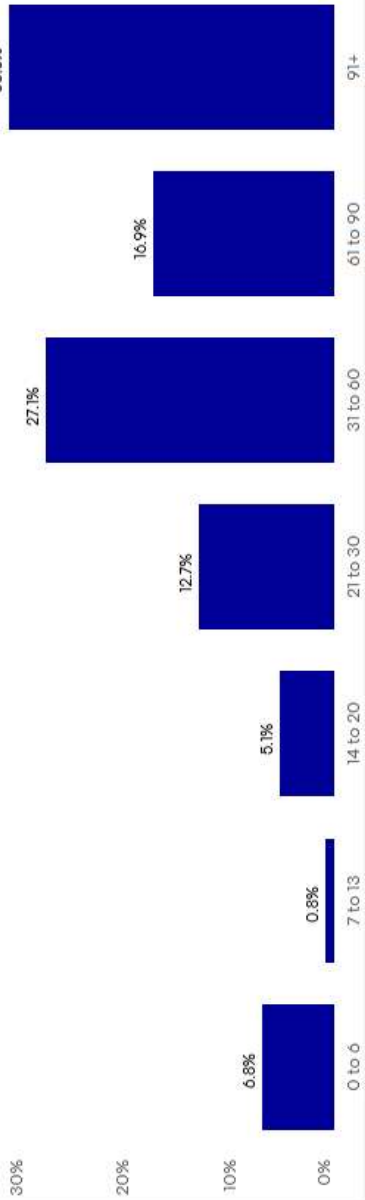


Lodging Booker Profile

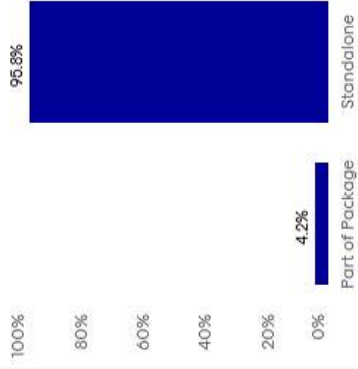
Traveler Type	Share (Comparison Period)	Share (Current Period)	Avg Spend per Traveler (Comparison Period)	Avg Spend per Traveler (Current Period)	Avg Daily Rate (Comparison Period)	Avg Daily Rate (Current Period)
1 Couple	58.3%	65.4%	\$347	\$380	\$223	\$270
2 Family	27.2%	16.3%	\$236	\$286	\$261	\$286
3 Multiple Adults	9.8%	11.9%	\$281	\$234	\$231	\$259
4 Single Adult	4.8%	6.4%	\$517	\$609	\$152	\$217

Conversion Insights - Comune di Tropea

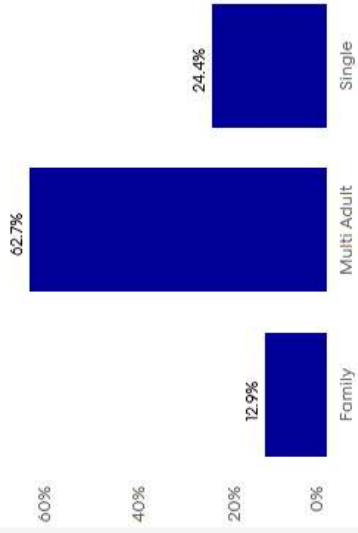
Travel Window



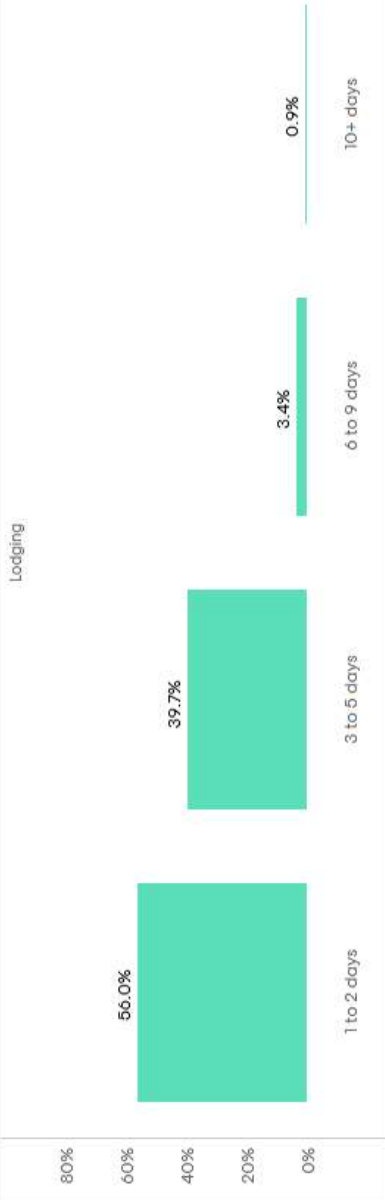
Package vs Standalone



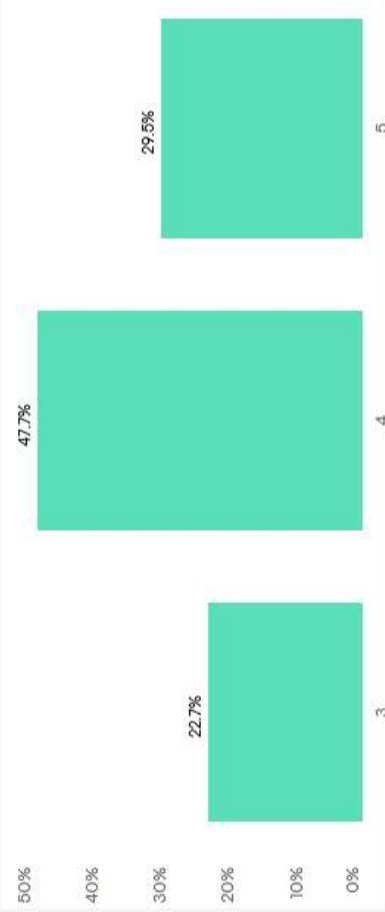
Traveler Count



Trip Duration



Star Rating - Hotel



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Destination Insights for Partners

1h ago

Current Period * Comparison Period *

is from 2025/05/01 until 2025/06/30 is from 2024/05/01 until 2024/06/30

Date Wrap (Earliest to Latest Date) * is from 2024/05/01 until 2025/12/31

Destination Country * is italy

Destination Multi-City is any value

Destination Sub Region is any value

Destination Region is any value

POS Name (Book) is any value

POS Name (Search) is any value

EG Brand Group Name (Book) (Exclude Vibo If Needed) is BEX or HCOM or COMET or VRBO or EPS

EG Brand Group Name (Search) (Exclude Vibo If Needed) is United States of America or Canada or Uni...

POS Super Region is any value

POS Country

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Traveler IP Country (Search) is any value

Destination Country * is italy

Destination Multi-City is any value

Destination Sub Region is any value

Destination Region is any value

POS Name (Book) is any value

POS Name (Search) is any value

EG Brand Group Name (Book) (Exclude Vibo If Needed) is BEX or HCOM or COMET or VRBO or EPS

EG Brand Group Name (Search) (Exclude Vibo If Needed) is United States of America or Canada or Uni...

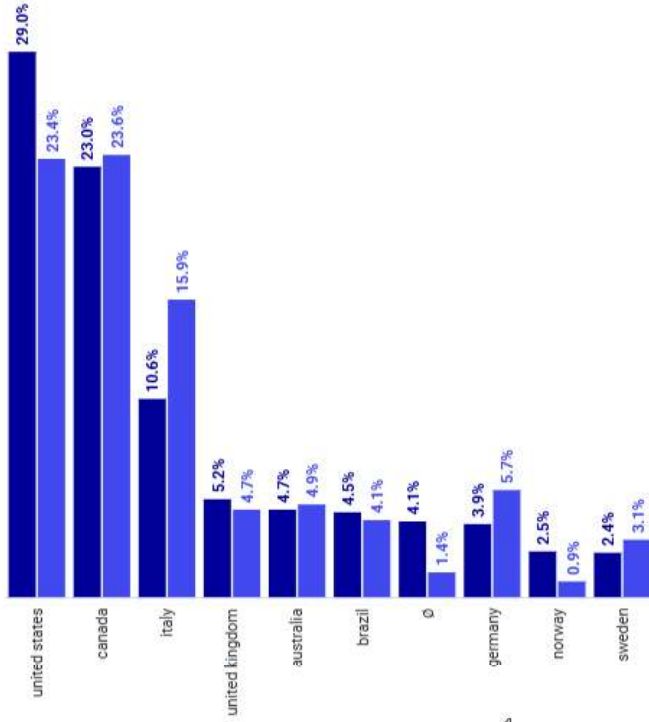
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POS Country

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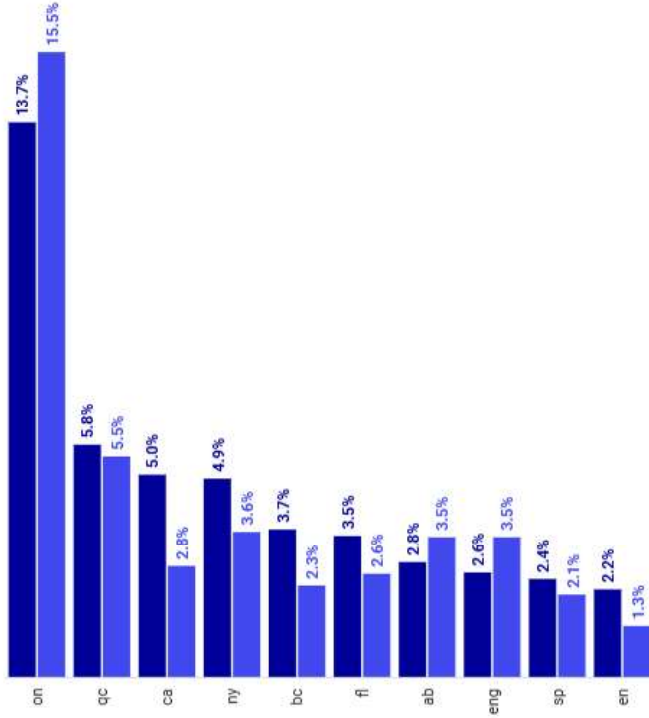
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Top Book Country IPs



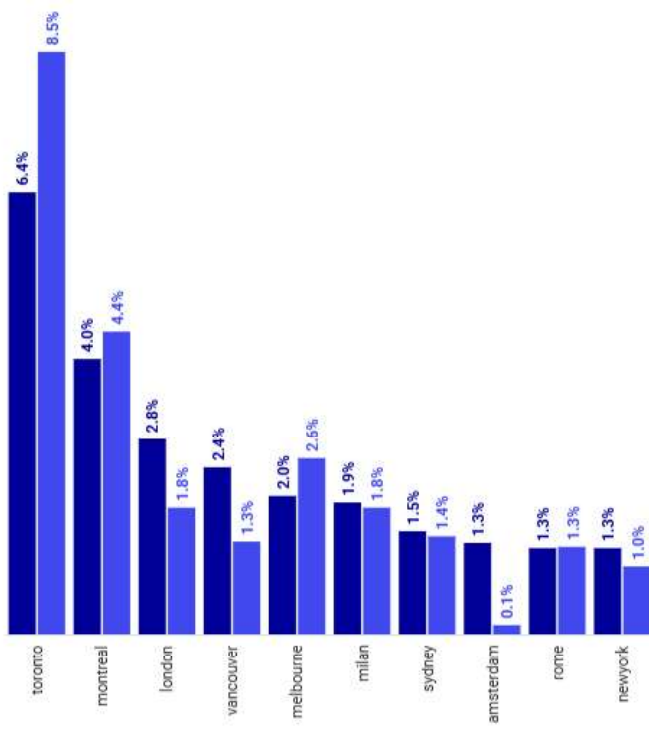
● Share (Current Period) ● Share (Comparison Period)

Top Book State IPs



● Share (Current Period) ● Share (Comparison Period)

Top Book City IPs



● Share (Current Period) ● Share (Comparison Period)