

PRESS RELEASE

THE BEST VACATION LOCATIONS IN THE NATURE, ALSO FOR SMART WORKING, CHOSEN BY SIVIAGGIA AND AIRBNB

Five national parks in Italy among those included in the official list of protected natural areas (EUAP), ideal for the summer 'workation' and beyond

Milan, July 29th 2021

SiViaggia.it, Italiaonline's magazine dedicated to the world of travel, the most widely read in Italy, and Airbnb, the global travel platform with over 900 million guests worldwide, have selected 5 Italian natural parks and suggest them to their readers/users as ideal destinations for a vacation immersed in nature where to extend - why not - the stay even from September onwards, working in smart working.

The locations - among those included in the Official List of Protected Natural Areas (EUAP) - have been selected taking into account not only the geomorphologic characteristics and the charm of the territories, but also the relevant presence of facilities suitable - for the attached services - to host those who want to turn the vacation into workation (from work + vacation), according to the trend that has seen many smart workers leave their homes and become 'digital nomads'.

From North to South, from the sea to high altitudes, there is something for everyone. The selected locations are, in detail: the Cinque Terre National Park, the Gargano National Park, the Cilento - Vallo di Diano and Alburni National Park, the Gran Sasso - Monti della Laga National Park and the Stelvio National Park.

"The lockdown experience has given a new meaning to the proximity vacation, that is, time to dedicate and spend in a country - ours - that we realized is an inexhaustible reservoir of unique and enchanting places, to be discovered or rediscovered. But the last year and a half has also radically changed, for many people, the relationship with the workplace understood as a physical place, giving them the opportunity to be operational wherever they are allowed to travel in safety, allowing a more relaxed management of their time, without prejudice to productivity and with positive consequences also on their mood. SiViaggia with Airbnb wants to be a proposal that, more than following a trend, aims to meet a new need, that is the identification of alternative places, suitable for working remotely, for a consolidated audience of smart workers," said Barbara Del Pio, Head of Editorial Italiaonline.



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NB This is a translation of the Italian press release

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* Fonte: Audiweb View 2021, powered by Nielsen, TDA DAUs Jan 2021

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