Overtourism in Milan: The Perception of Tourism Pressure Among Residents

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OVERTOURISM IN MILAN: THE PERCEPTION OF TOURISM PRESSURE AMONG RESIDENTS

A study by **The Data Appeal Company** and **Doxa**

Introduction

The Data Appeal Company and Doxa partnership

Milan as a case study: Insights from real data

Introduction

Today, excessive tourism pressure poses a serious challenge to the well-being of many Italian destinations. Venice, the Cinque Terre, Florence, and Rome are just a few of the places under the most strain, where quality of life for residents is often affected by overcrowding and the concentration of visitor flows—whether seasonal or year-round.
Constant exposure to this issue, widely known as "overtourism," has created a complex and varied scenario for each destination and its local community. There is an urgent need to take action to safeguard social, economic, and environmental balance.

The Data Appeal Company and Doxa have joined forces to **analyse the city of Milan, exploring how both residents and visitors perceive quality of life and the impact of tourism.**

The findings are presented in this white paper, designed to help destinations, institutions, and local authorities of all sizes better understand the issue. The goal is to **offer a clearer perspective and support the development of strategies and tools that can promote a more balanced form of tourism**—one that brings value and well-being to both visitors and locals.

The Data Appeal Company and Doxa partnership

To support institutions and tourism stakeholders in addressing issues like quality of life and tourism pressure, The Data Appeal Company and Doxa have launched an innovative collaboration, combining their expertise to develop an integrated analytical approach.

This initiative aims to offer a multidimensional view of how tourism pressure is perceived, combining up-to-date qualitative and quantitative data with direct insights from residents.

This partnership has resulted in a replicable method that captures how tourism is perceived from different angles, particularly on issues like overcrowding and gentrification.

The model doesn't merely describe Milan's specific situation—it serves as a pilot for other destinations seeking to manage visitor flows sustainably and ensure a high quality of life.

Milan as a case study: Insights from real data

The analysis of Milan takes a twofold approach to understanding the impact of tourism. On one side, **The Data Appeal Company monitored and interpreted various tourism pressure indicators**: visitor concentration (Popularity Index), the saturation rate and spatial concentration of short-term rentals, the number of online reviews, and the seasonality index.

Meanwhile, **Doxa carried out a survey to capture residents' perceptions**, seeking to understand how locals experience the city's changes in quality of life, daily livability, and sustainability.

The integrated analysis enabled an in-depth exploration of the relationship between tourism pressure and residents' perceived well-being, revealing how —and to what extent—tourism influences urban quality of life. **Is tourism regarded as an asset or a source of discomfort? Is the coexistence between residents and visitors harmonious, or does it tend to generate tensions?**

Milan serves as an important case study, offering valuable insights into dynamics now being observed in other Italian cities. Ranked third globally in 2023 for the ratio of visitors to residents, according to The Economist, Milan remains a major cultural and tourism hub.

This approach has transformed data and perceptions into a strategic tool that supports public policy and tourism planning decisions. It's not merely about measuring impact—it's about guiding choices toward a model of tourism that's more sustainable, inclusive, and aligned with the well-being of the local community.

Understanding tourism pressure in Milan's municipalities

By The Data Appeal Company

The goal of Data Appeal's analysis is to gauge how tourism pressure is perceived throughout Milan and how this perception varies across its different municipalities.

The analysis is built around two perspectives:

- **Saturation of non-traditional accommodation**—namely short-term rentals—available through OTA platforms like Booking and Expedia was closely monitored. This involved tracking the number of properties visitors can find across Milan, their rates, and the overall saturation level.

- **The focus on short-term rentals** reflects the widespread and growing use of platforms such as Airbnb and Booking for booking rooms, apartments, or entire homes for brief stays. This trend is particularly noticeable in city centre areas and is often linked to rising rental costs, the displacement of residents from central neighborhoods to the outskirts, and increased pressure on local infrastructure—all factors that negatively affect perceptions of urban quality of life.

- **Territory reputation (sentiment analysis)** measures how users express their perceptions online about points of interest—such as restaurants, attractions, museums, and more. These users include both travellers and residents, though there is likely a stronger emphasis on tourists, especially when it comes to hospitality-related locations.

While the first perspective provides insight into the pressure that the short-term rental sector places on the city—and indirectly, the impact tourist flows can have on the urban fabric—the reputation analysis offers a broader view of the city's appeal and the quality of its offerings.

This study was conducted by combining performance indexes with proprietary qualitative data, gathered and processed from the digital footprints left by visitors across Milan.

The sources used for collecting reviews—supported by AI-driven processes—include around 130 platforms, such as Tripadvisor, Booking.com, Expedia, Airbnb, Google, and The Fork.

1.1 Methodology and KPIs

The Data Appeal Company developed an analysis of how tourism pressure is perceived in the city of Milan using proprietary metrics summarised into specific performance indicators (KPIs), examined both at the level of individual municipalities and the entire urban area.

All data collected covers the period from **January to December 2024**.

Milan is currently divided into the following municipalities:

M1 – Historic Centre	M6 – Barona / Lorenteggio
M2 – Stazione Centrale / Gorla / Turro / Crescenzago	M7 – Baggio / De Angeli / San Siro
M3 – Città Studi / Lambrate / Porta Venezia	M8 – Fiera / Gallaratese / Quarto Oggiaro
M4 – Vittoria / Forlanini	M9 – Stazione Garibaldi / Niguarda
M5 – Vigentino / Chiaravalle / Gratosoglio	
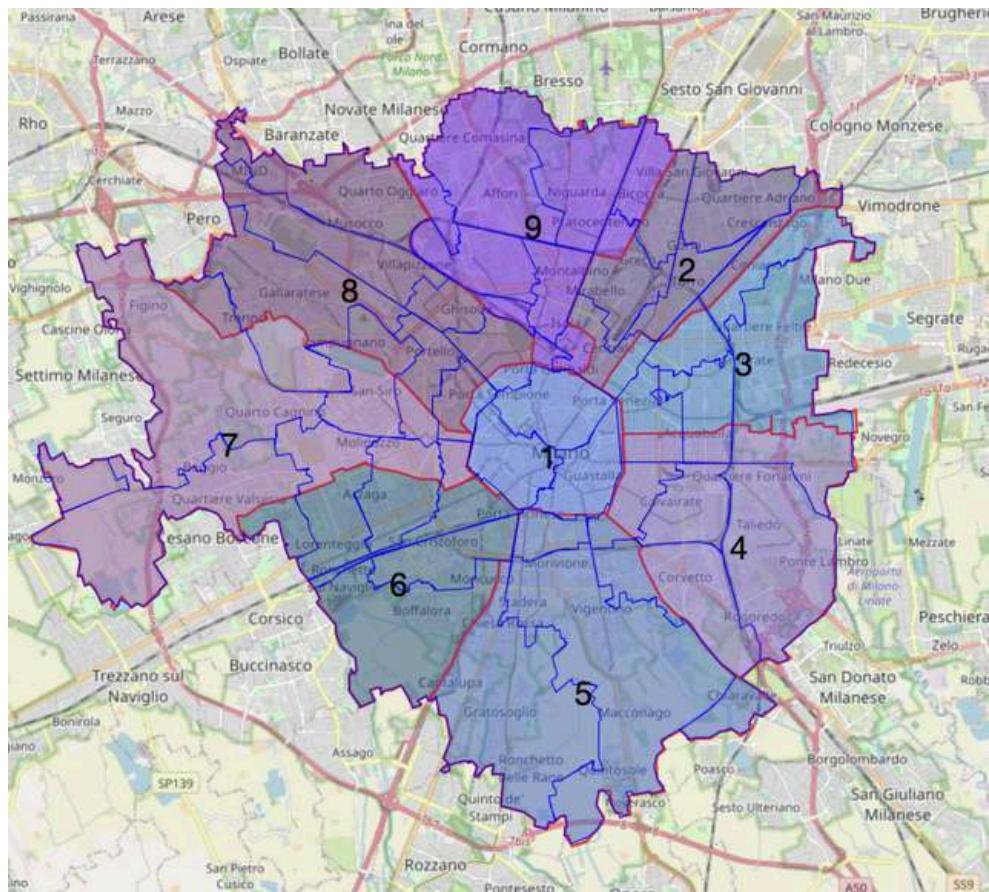
Map of Milan's Municipalities, 2024

Besides the geographic variable, in some cases the KPIs were considered specifically for certain industries—commercial sectors related to tourism—as outlined below.

1 - OTA saturation analysis (short-term rentals): Key KPIs

OTA saturation

OTA saturation measures the ratio between available listings and the total number of listings sold (or no longer available) on Online Travel Agency platforms (such as Booking.com), which are scanned daily by Data Appeal.

According to Data Appeal's classification, the short-term rentals industry includes vacation apartments, individual houses or apartments, and guesthouses.

OTA rates (short-term rentals)

The analysis also considered OTA rates for short-term rentals, in relation to the Saturation Index.

This index collects the minimum, average, and maximum rates available across various online distribution platforms, based on prices for a one-night stay in a double room with a double bed. OTA rates thus allow monitoring and comparing price trends in the hospitality and accommodation market by processing publicly available data from these platforms.

Number of properties used for short-term rentals

To gain an overview of the distribution of short-term rentals across Milan, the number of Points of Interest (POIs) related to this market category available online was assessed. This made it possible to understand the scale of the sector within the territory.

2 – Reputation analysis: Main KPIs

Area Popularity Index

The Area Popularity Index assesses how popular a given area is by comparing the number of Points of Interest (POIs) to the volume of digital activity and the associated visitor sentiment. The index ranges from 0 to 120.

It enables real-time monitoring of the most significant POIs and the foot traffic they generate. As such, it serves as a useful proxy for gauging visitor presence and estimating activity levels in tourism-related areas or sectors.

In this case, the index was assessed across the entire city area, focusing on the following sectors: traditional accommodations, short-term rentals, transportation, entertainment, bars and restaurants, and attractions.

Seasonal Balance

The Seasonal Balance measures how evenly tourist demand is spread throughout the year in a given destination, reflecting the seasonality of visitor flows. Calculated on a scale from 0 to 100, the index is based on the distribution of digital footprints over the course of the year and gauges both the frequency and concentration of visits within the area.

A high Seasonal Balance indicates that tourist flows are evenly distributed over time and across the territory, as is often the case in metropolitan areas. The lower the index, the more the destination depends on a heavy concentration of visitors during a short period of the year, typical of seaside resorts.

Digital trace volume

The volume of digital traces refers to the total amount of online content—such as comments and reviews—posted by people on the web. This information forms the foundation of the area's digital reputation, as well as the perceived quality of services and places within the territory.

1.2 The Perceived Tourism Pressure Index: Survey results

To provide an objective and clearer measurement of each municipality's situation regarding perceived tourist pressure, **all the KPIs listed above were weighted to create a composite Perceived Tourist Pressure Index**. This index uses specific value categories for assessment: high (10); medium-high (between 6 and 10); medium-low (between 4 and 6); and low (between 0 and 4).

This index makes it possible to understand how visitor flows are perceived by both residents and visitors in a given area. A high index value means tourist pressure is strongly felt by visitors/users; a low value indicates that tourist pressure is little or not perceived at all.

Let's take a look at the perceived tourist pressure index for each individual municipality:

MUNICIPALITY	PERCEIVED TOURIST PRESSURE INDEX
M1 – Historic Centre	High
M3 – Città Studi / Lambrate / Porta Venezia	Medium-high
M2 – Central Station / Gorla / Turro / Crescenzago	Medium-high
M6 – Barona / Lorenteggio / Navigli	Medium-high
M8 – Fiera / Gallaratese / Quarto Oggiaro	Medium-low
M9 – Garibaldi Station / Niguarda	Medium-low
M7 – Baggio / De Angeli / San Siro	Low
M4 – Vittoria / Forlanini	Low
M5 – Vigentino / Chiaravalle / Gratosoglio	Low

- Excluding Municipality 1—by definition the area with the highest concentration of tourist flows—**Municipality 3** (Città Studi / Lambrate / Porta Venezia), **Municipality 2** (Central Station / Gorla / Turro / Crescenzago), and **Municipality 6** (Barona / Lorenteggio / Navigli) emerge as the areas most exposed to tourist pressure. These are neighbourhoods that typically attract a high volume of visitors or serve as key transit municipalities leading into the historic centre.

- On the other hand, **Municipality 7** (Baggio / De Angeli / San Siro) and **Municipality 5** (Vigentino / Chiaravalle / Gratosoglio), which are more peripheral, show the lowest levels of perceived tourist pressure.

- **Municipality 4** (Vittoria / Forlanini), although considered a central area due to the inclusion of the Porta Romana Municipality, maintains a more balanced flow distribution thanks to its overall size and spread.

1.3 Points of interest across Municipalities and how they relate to perceived tourism pressure

To get a clearer understanding of the area's makeup, we also examined the types of businesses and places most frequently reviewed in the municipalities with the highest and lowest Perceived Tourist Pressure. What follows is a complementary analysis to the research conducted by Doxa, aimed at drawing connections between the various findings.

Municipality 1 – Historic Centre:
This Municipality includes some of Milan's most iconic landmarks, such as the Duomo, Galleria Vittorio Emanuele, Pinacoteca di Brera, and Castello Sforzesco. The area is largely characterised by cultural attractions—museums, churches, basilicas—as well as green spaces like Giardini Indro Montanelli and Parco Sempione. The most frequently reviewed Points of Interest fall predominantly into the categories of accommodation and dining. Given its strong tourist appeal, Municipality 1 recorded the highest Perceived Tourist Pressure of all the city's municipalities.

Municipality 3 – Città Studi / Lambrate / Porta Venezia:
 This is a diverse and multifaceted Municipality. On one side, it's a key academic hub, home to the Città Studi university area and a branch of the Politecnico di Milano. On the other, areas like Porta Venezia and Lambrate host a lively concentration of venues, nightlife, and dining options. The largest green space in this Municipality is Parco Lambro. Once again, accommodation and food services dominate the area's Points of Interest. Municipality 3 registered a **medium-high** level of perceived tourist pressure.

Municipality 6 – Barona / Lorenteggio / Navigli:

This Municipality encompasses the area around the Naviglio Grande and Naviglio Pavese canals, along with more peripheral neighborhoods like Barona and Lorenteggio. The area is characterised by abundant urban green spaces, thanks to parks that extend to the outskirts of the Municipality into more rural zones. In this case, dining and restaurant activities stand out as the dominant points of interest. Municipality 6 received a medium-high score in the ranking of perceived tourist pressure.

Municipality 7 – Baggio / De Angeli / San Siro:

This area is primarily residential, featuring many historic buildings, alongside the San Siro Stadium and the western suburban neighborhood of Baggio. The Boscoincittà and Parco delle Cave parks add significant green spaces to this part of the city. Accommodation and dining remain the dominant sectors here as well. The perceived tourist pressure score for Municipality 7 is below average, placing it in a medium-low ranking.

Municipality 5 – Vigentino / Chiaravalle / Gratosoglio:

This area is characterised by the presence of Bocconi University alongside a large residential zone, dotted with green spaces and parks such as Parco della Vettabbia and Alessandro Ravizza. Entertainment venues play a minor role here, with a stronger focus on dining establishments and accommodation facilities. Municipality 5 also records a relatively low level of perceived tourist pressure.

Residents' point of view

By Doxa

2.1 Methodology and KPIs

To contribute to the reflection on these topics, Doxa conducted a survey among residents of the city of Milan, aiming to explore their perspectives on quality of life and the role of tourism in the urban context.

The survey was carried out between July and September 2024 on a sample of 506 residents, using an online questionnaire administered to a web panel. The purpose was to systematically collect citizens' perceptions: what works and what doesn't in the city, which aspects affect quality of life, and in particular, what impact tourism has on these dynamics.

Tourism is usually analysed almost exclusively from the visitor's point of view, while the perspective of residents often remains marginal. This research aims to fill that gap by placing at the centre of the analysis the opinions and daily experiences of those who live in the city every day.

2.2 The Quality of Life Index as perceived by Milan residents

The survey reveals a complex picture of the quality of life perceived by Milanese residents. On a scale from 1 to 10, the average index is just above the passing mark, indicating a moderately positive perception, but it rises significantly in some more advantaged neighborhoods, where the score comfortably exceeds 7.

What do Milan residents like most about their city?

First and foremost, it's a city that "works well": **75% of its residents believe Milan offers good essential services** (transportation, supermarkets, pharmacies, public offices, etc.). The cultural offer also enjoys broad approval: 74% of residents rate it positively, signalling a vibrant cultural fabric that is perceived as an integral part of urban quality of life.

The assessment is more nuanced in other areas. Healthcare (in line with a national trend) receives a positive evaluation from 61% of respondents, while leisure services satisfy 59%. Satisfaction is lower for green spaces (56%) and especially for the quality of urban public spaces—such as squares, sidewalks, street furniture, and lighting—which garner positive feedback from less than half of the sample (45%).

Thinking about your overall quality of life, how satisfied are you with each of the following areas?
Rate each on a scale of 1 to 10, with 1 being completely dissatisfied and 10 being extremely satisfied.

Satisfied (rating 7–10)

Area	Value
Access to essential services	75
Cultural offering	74
Availability and quality of healthcare services	61
Availability and quality of leisure facilities	59
Quality of schools	57
Opportunities for social interaction	57
Public transport system	57
Quantity and quality of green spaces	56
Quality of public spaces	45
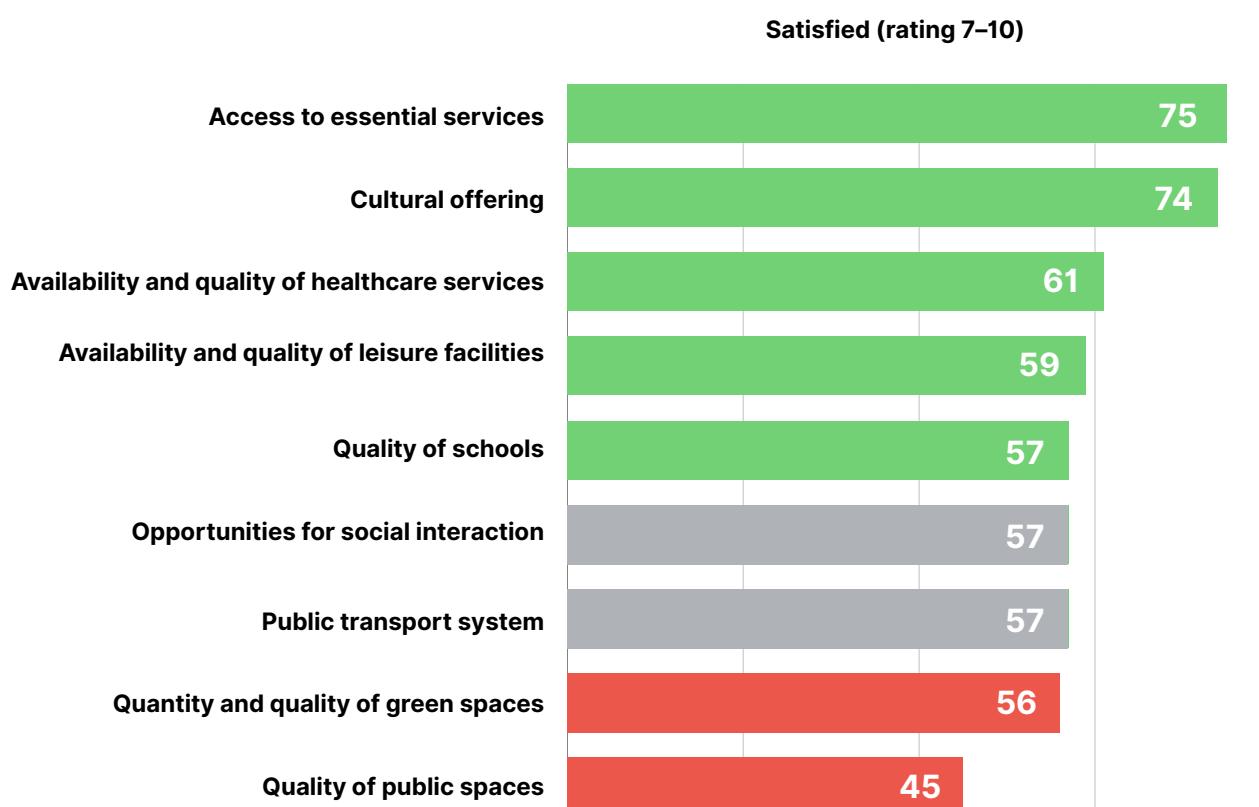
Base: 506 residents in Milan

Notably, **59% of those surveyed say their quality of life has gotten worse compared to before**. The main reasons for this drop are higher living costs and an increasing feeling of insecurity—both issues that impact people's everyday life in the city.

Question: Which factors have most influenced the change in quality of life in your city over the past three years? Please indicate the top 4.

MILAN	59 **WORSENED**

Cost of living — 86
Public safety — 83
Worsening of public services — 60
Pollution — 55
Change in urban management policies — 38
Population growth — 19
Increase in short-term rentals — 18
Increase in tourism — 15
Urban and infrastructure development — 13
Quality of cultural and entertainment offering — 6
Other — 6

Base: 298 of 506 residents reported a decline
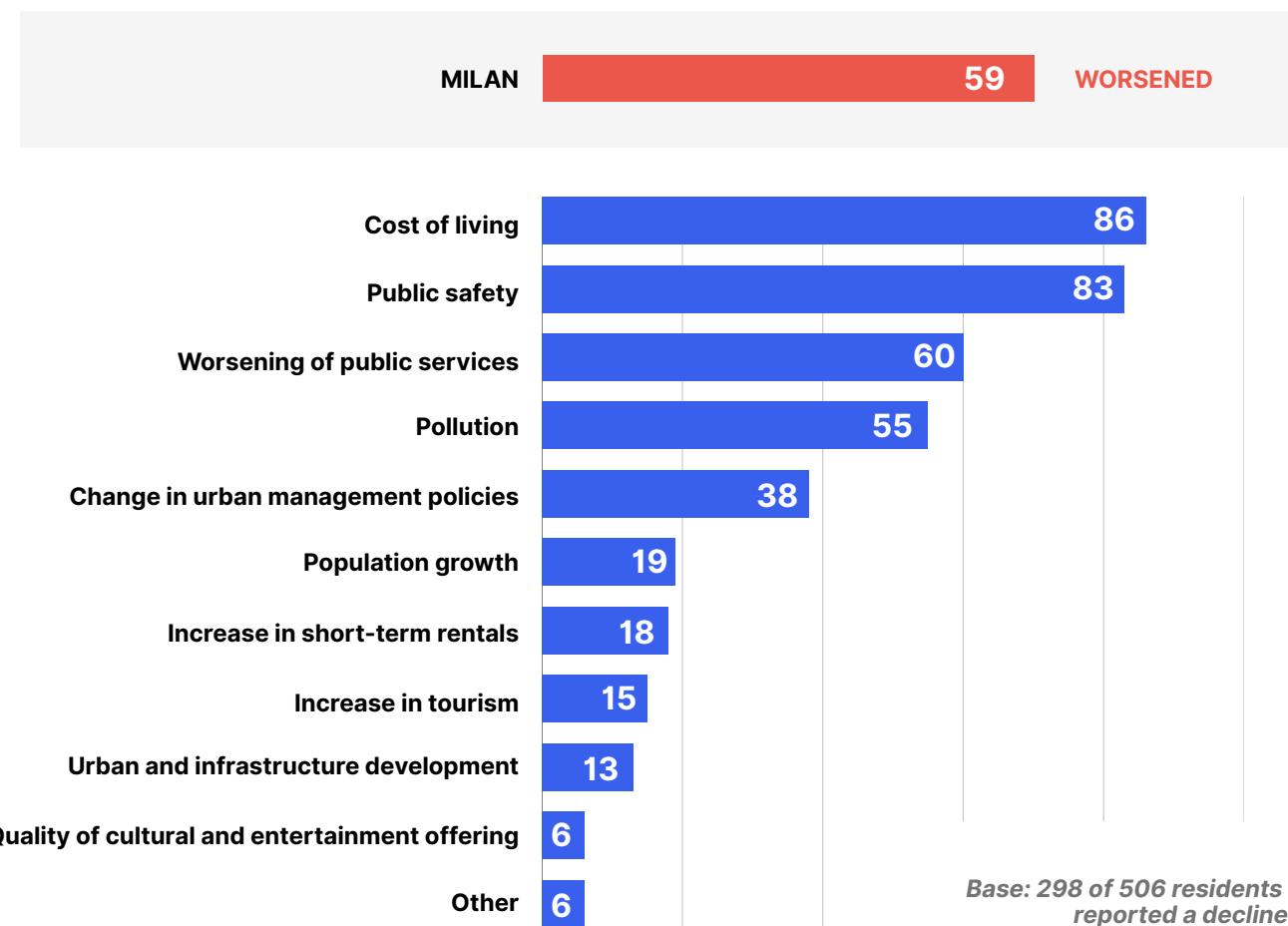
The increase in tourism and short-term rentals does not appear to be a main reason for a decline in quality of life. On the contrary, the territorial analysis offers interesting confirmations in this regard.

The highest levels of perceived quality of life are recorded precisely in the city centre and in Municipality 4 (Navigli area) — two areas subject to significant tourist pressure, but likely also characterised by a more affluent socio-economic population profile.

NEIGHBORHOOD	TOURIST PRESSURE	QUALITY OF LIFE
M1 – Historic Centre	High	High
M3 - Città Studi / Lambrate / Porta Venezia	Medium-high	Medium-low
M2 - Central Station / Gorla / Turro / Crescenzago	Medium-high	Medium
M6 - Barona / Lorenteggio / Navigli	Medium-high	High
M8 - Fiera / Gallaratese / Quarto Oggiaro	Medium-low	High
M9 - Garibaldi Station / Niguarda	Medium-low	Medium
M7 - Baggio / De Angeli / San Siro	Low	Medium
M4 - Vittoria / Forlanini	Low	Medium-low
M5 - Vigentino / Chiaravalle / Gratosoglio	Low	Medium

2.3 The role of tourism: Balancing benefits and drawbacks

The opinion of Milan's residents on tourism appears nuanced and ambivalent, confirming a phenomenon perceived as both bringing benefits and posing challenges.

Overall, among Milanese people, a clear and largely positive view of tourism prevails, especially regarding its economic impact: **71% acknowledge that it generates employment**, while 64% consider it a resource for the local economy.

But it's not just about numbers: 63% of respondents state that tourism makes the city livelier and more dynamic, reflecting widespread appreciation for the energy, vitality, and cultural buzz that tourist flows help to fuel within Milan's urban fabric.

The only critical issue strongly highlighted by Milan's residents is the effect of tourism on inflation: **77% believe it contributes to rising prices**—an especially sensitive topic in a city where the high cost of living and inflationary pressure increasingly affect perceived quality of life.

More nuanced, though still present, is the concern about tourism's environmental impact, which is viewed as problematic by more than half of respondents—albeit with noticeably less alarm.

Much smaller, in conclusion, is the share of those (32%) who believe that tourism leads to a loss of the city's cultural identity. This figure suggests that while Milanese residents are aware of changes to the urban fabric, they do not yet perceive a deep or irreversible transformation of their local identity due to tourism—at least not to the extent that they perceive its more immediate and tangible economic effects.

To what extent do you agree with the following statements regarding the impact of tourism? Please use a scale from 1 to 10, where 1 means "not at all in agreement" and 10 means "completely in agreement."

Statement	Score
Increases the cost of living (rent, prices of goods and services)	77
Creates jobs	71
Brings economic benefits to the local community	64
Makes the city lively and with more attractions and opportunities, even for residents	63
Increases traffic and congestion in my city	62
Contributes to the preservation of cultural heritage	61
Brings investments and improvements to infrastructure	60
Has a negative impact on the local environment (waste, pollution)	53
Has a positive impact on safety	41
Leads to the loss of the city's cultural identity	32

Satisfied: score 7–10

Combining both perspectives

To clearly understand whether—and to what extent—**perceived tourist pressure** affects the **quality of life** as experienced by Milan residents across different municipalities, the results of the two previous analyses were compared.

A matrix was created that cross-references the two key variables:

- On one axis, the Perceived Tourist Pressure Index developed by Data Appeal

- On the other, the average Quality of Life score reported by residents, as measured by Doxa

This comparative approach offers a more nuanced view of how tourism interacts with daily life in Milan's neighbourhoods. The result is a classification into four major urban profiles:

- Municipalities where tourism and quality of life coexist positively;

- Areas where tourism is very present, but the perceived quality of life remains low;

- Quieter zones, with low tourist inflow but high livability;

- Peripheral or marginal areas, marked by unsatisfactory perceived quality of life and low external attractiveness.

This cross-analysis makes it possible to move beyond the abstract debate on the "pros" and "cons" of tourism and overtourism, offering instead a concrete and nuanced map of the relationships between attractiveness and wellbeing, balance and tension—neighbourhood by neighbourhood.

HIGH
QUALITY
OF LIFE

M 1
Centro

M 7
Baggio / De Angeli / San Siro

M 6
Barona / Lorenteggio / Navigli

LOW
TOURISM
PRESSURE

HIGH
TOURISM
PRESSURE

M 5
Vigentino / Chiaravalle / Grattosoglio

M 3
Città studi / Lambrate / Porta Venezia

LOW
QUALITY
OF LIFE
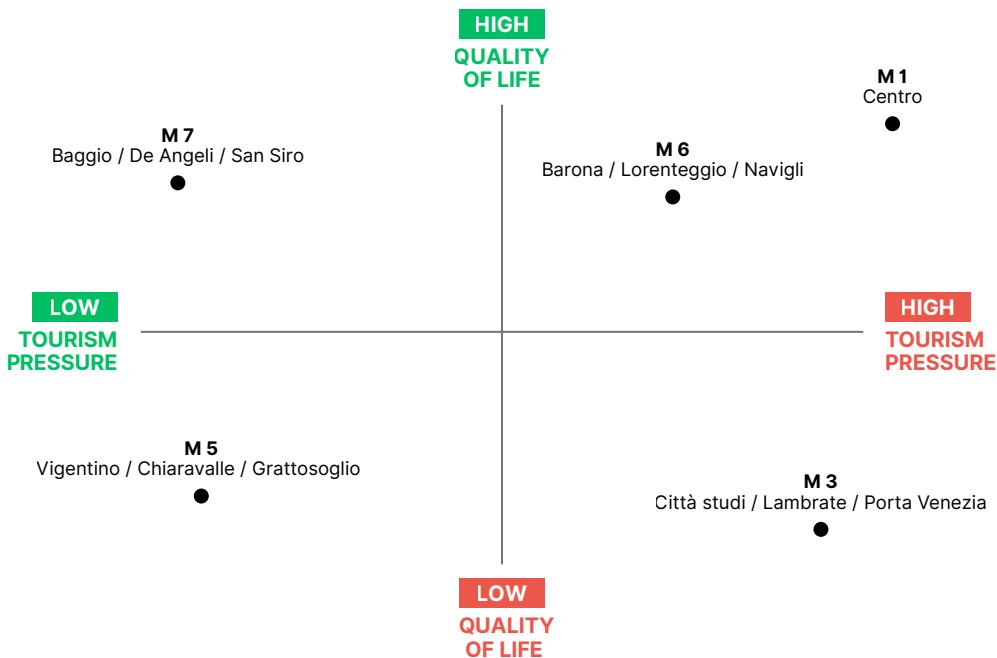
The matrix has thus made it possible to identify several Milan municipalities that exemplify the different combinations of tourist pressure and perceived quality of life. Each case provides an opportunity to explore the specific dynamics at play in different urban contexts, offering a concrete lens through which to interpret the phenomena observed.

MUNICIPALITY 6 – BARONA / LORENTEGGIO / NAVIGLI: A successful example of urban balance

Municipality 6—which includes Barona, Lorenteggio, and the entire Navigli area—stands out as a prime example of successful urban regeneration. Despite experiencing medium-high levels of tourist pressure, it has managed to preserve a high perceived quality of life. **This balance makes it a compelling case of urban equilibrium, where rising attractiveness has not come at the expense of everyday livability.**

Cross-referencing data from Doxa and The Data Appeal Company reveals a strong alignment between the perceptions of residents and tourists. Public spaces—particularly those along the Navigli—and the local cultural offering, including events, exhibitions, street markets, and iconic sites like the Colonne di San Lorenzo and Porta Ticinese, all receive highly positive feedback. In this context, urban vitality is not experienced as a source of stress, but rather as a distinctive and enriching feature of daily life.

Another key element concerns the heritage of green spaces and widespread pedestrian areas: the presence of renovated parks and the enhancement of pathways along the canals have a tangible impact on residents' well-being, offering highly appreciated places for socializing and leisure. Here, the digital traces collected by The Data Appeal Company, capturing the sentiment of visitors, and the responses to the Doxa survey, expressing the daily experience of residents, converge to outline a consistent image: a dynamic, livable area undergoing continuous positive transformation.

However, there are some critical issues related to mobility. Residents report a certain dissatisfaction with public transport and parking, an aspect that may require attention in the future development of the neighborhood. Although the M2 metro line, trams, and bike lanes effectively connect the area to the city center, there remains a need for more widespread coverage and punctuality in services. Additionally, the lively evening atmosphere, especially on weekends, calls for greater attention to nightlife management and safety, with the aim of maintaining a good balance between vibrancy and quality of life.

In short, **Municipality 6 represents a model of balance between tourist appeal and local quality of life**. The comparison between data from The Data Appeal Company and Doxa provides a coherent and largely positive picture: signs of urban regeneration, the symbolic strength of places, the variety of spaces and functions, and environmental and cultural quality make this area a virtuous laboratory of coexistence between tourists and residents—one that could inspire similar strategies in other urban contexts.

MUNICIPALITY 3 - CITTÀ STUDI / LAMBRATE / PORTA VENEZIA: When culture and nightlife become a source of strain

Municipality 3, which includes the areas of Città Studi, Lambrate, and Porta Venezia, falls into the category of medium-high tourist pressure and low perceived quality of life, representing a particularly complex situation. **Although it is a very attractive and dynamic area, the tourist pressure and the many functions present have negatively impacted the quality of life perceived by residents.**

The forces at play are varied and sometimes conflicting. On one hand, the area enjoys strong cultural and lifestyle appeal: Porta Venezia is known as a vibrant hub, with a rich offering of fashion, nightlife, ethnic dining, and pronounced cultural diversity. Lambrate and Città Studi, on the other hand, are university, artistic, and creative centres, hosting events, exhibitions, and fairs such as Design Week, which attract visitors and contribute to significant urban vitality.

On the other hand, however, issues emerge related to green spaces, which are either insufficient or inadequately used. Despite an overall positive sentiment on this topic (mainly driven by enthusiastic digital traces about the Giardini Indro Montanelli in Porta Venezia), the survey data highlights a widespread shortage: there are few parks and the perceived quality is uneven. Often, green areas are overcrowded or in a state of neglect.

Infrastructure problems are mainly reflected in public transport, highlighting difficulties in internal connections despite the presence of metro and rail lines. Additionally, in some areas such as Lambrate, there is congested mobility, with a shortage of parking spaces and heavy traffic.

The increase in commercial activities, the growth of nightlife, and the intense influx of university students, while fueling vitality and attractiveness on one hand, on the other contribute to noise, traffic, and overcrowding, generating a high level of urban stress for residents.

In summary, Municipality 3 tells the story of an urban vitality pushed to its limits: an area rich in cultural and social opportunities, but paying the price for an overlapping of functions—nightlife, university presence, residential life—without adequate infrastructural and environmental balance.

M3 does not struggle with identity. However, it requires improved liveability, better transport, and smarter tourism management to maintain a sustainable quality of life for residents and visitors alike.

MUNICIPALITY 7 – BAGGIO / DE ANGELI / SAN SIRO: Green spaces, solid transport links, and low tourist traffic support livability

Municipality 7— home to Baggio, De Angeli, and San Siro — offers a **compelling example of how green spaces and strong infrastructure can support a high quality of life.** With limited tourist pressure and parks like Parco delle Cave and Boscoincittà, the area is widely appreciated by residents.

However, an interesting point emerges: residents' perception of the quality of green and public spaces is lower than the positive sentiment expressed by tourists. This suggests potential areas for improvement, particularly in the maintenance and enhancement of these spaces, to better meet the expectations of those who experience the neighborhood daily.

Overall, this area shows a high perceived quality of life, supported by the combination of extensive green spaces, efficient services, and a strong cultural offering. The low tourist pressure helps preserve a quieter and more livable environment, a key factor for residents' daily well-being.

The blend of tranquility, green infrastructure, and good service quality makes this part of the city a successful example of balance between local well-being and urban sustainability—one that should be protected and enhanced over time, even as residents call for greater attention to the maintenance and everyday usability of public spaces.

MUNICIPALITY 5 – VIGENTINO / CHIARAVALLE / GRATOSOGLIO: The need for renewal and connectivity

Municipality 5, which includes Vigentino, Chiaravalle, and Gratosoglio, stands out for its low perceived quality of life and limited tourist presence. **Despite large green spaces like Parco Agricolo Sud Milano, residents report widespread issues: inadequate public transport, poorly maintained public areas, and a weak cultural offering.**

Interestingly, the sentiment captured from digital traces is slightly more positive than what residents expressed in the survey, suggesting the area has untapped potential, especially in terms of its landscape and environment. However, daily life remains challenging for those who live there, mainly due to the lack of efficient infrastructure and well-kept social spaces.

Comparing data from Doxa and Data Appeal reveals a clear need to redevelop and better connect this part of the city, enhancing its green assets and restoring urban quality and services for residents — improvements that could also boost the area's appeal to tourists in the future.

Key takeaways

The analysis conducted on Milan's municipalities highlights significant heterogeneity in perceived quality of life levels (source: Doxa) and perceived tourist pressure (source: Data Appeal), revealing a complex urban geography where socio-territorial phenomena strongly intersect, but without absolute consistency.

Specifically, **there is no clear linear or uniform correlation between tourist pressure and quality of life across the different municipalities**, and a higher tourist pressure does not necessarily cause a lower perceived quality of life among residents.

On the contrary, **some data suggest that where there is greater attention to the tourist offer—in terms of services, mobility, and green spaces— this can also translate into a better quality of life for residents.**

In certain areas—such as Municipality 3 (Città Studi / Lambrate / Porta Venezia) and, to some extent, municipalities 2 and 6—there is a positive correlation: areas with moderate tourist pressure also report a high perceived quality of life. This may be linked to the greater availability of services, cultural vibrancy, and urban accessibility, which enhance the experience for both tourists and residents.

On the other hand, in municipalities 4, 5, and 7, this relationship appears reversed: a low quality of life is observed despite low tourist pressure, suggesting that other socioeconomic factors play a greater role.

By incorporating socioeconomic data from ISTAT and IRPEF, an additional layer of complexity emerges. For example, Municipality 1 – Centro Storico – shows the highest values both in perceived tourist pressure and average income (€81,486), indicating that strong tourist appeal can coexist with a high economic capacity of residents, but not necessarily with a higher perceived quality of life.

Conversely, in municipalities like M9 (Garibaldi/Niguarda) and M5 (Vigentino/Chiaravalle), where incomes are lower (around €28,000–34,000), tourist pressure is modest, but quality of life remains low as well, pointing to potentially challenging structural conditions such as reduced access to services or mobility difficulties.

Neighbourhoods Overview: Tourism Pressure, Quality of Life & Socioeconomic Indicators

NEIGHBOURHOOD (MUNICIPALITY)	TOURIST PRESSURE	* QUALITY OF LIFE	*% GRADUATES	*% EMPLOYED	*% FOREIGNERS	** AVG. INCOME
M1 – Historic Centre	High	High	40%	44%	17%	€80K
M3 - Città studi / Lambrate / P.ta Venezia	Medium-high	Medium-low	36%	47%	14%	€40K
M2 - Stazione Centrale / Gorla Turro / Crescenzago	Medium-high	Medium	27%	48%	25%	€36K
M6 - Barona / Lorenteggio / Navigli	Medium-high	High	27%	44%	16%	€40K
M8 - Fiera / Gallaratese /Quarto Oggiaro	Medium-low	High	25%	44%	19%	€34K
M9 - Stazione Garibaldi / Niguarda	Low	Medium	24%	47%	23%	€29K
M7 - Baggio / De Angeli / San Siro	Low	Medium	26%	44%	18%	€47K
M4 - Vittoria / Forlanini	Low	Medium-low	29%	46%	18%	€35K
M5 - Vigentino / Chiaravalle / Gratosoglio	Low	Medium	27%	45%	16%	€34K

Data sources:
Quality of life, % graduates, % employment, % foreigners: ISTAT – Permanent Census of Population and Housing 2021, data by census section.
***Average income**: Analysis based on IRPEF data from the Ministry of Economy and Finance.*

In conclusion, **tourism remains an interconnected phenomenon but is not in itself a decisive factor for quality of life**: its impact depends on the territory's ability to manage visitor flows in a balanced and sustainable way.

In some cases, as demonstrated by Municipality 3, a certain level of tourist influx can be an opportunity to strengthen services and make the municipalities more attractive for residents as well. In others, however, there is the risk of so-called "unbalanced tourism," where excessive concentration of flows disrupts urban balance and livability.

The Milan model represents a valuable laboratory, but it is not universally transferable. It is a metropolitan city with low seasonality, able to attract tourists year-round for reasons ranging from business to culture and lifestyle. This sets it apart from contexts more vulnerable to seasonality (such as seaside or mountain resorts), where the impact of peak influxes is more pronounced and often harder to manage.

It remains true that **the type of analysis conducted on Milan is a replicable tool for other territorial contexts**, aimed at identifying the weakest areas and critical issues to be addressed, while also highlighting areas that offer a more balanced and satisfying experience to be taken as a model.

The data suggest that evaluating quality of life in urban areas with a tourism focus cannot disregard a multidimensional approach, integrating both perceptual and quantitative indicators.

Only through combined analytical tools—such as those provided by Data Appeal and Doxa—is it possible to offer concrete support to local stakeholders for a more balanced, sustainable, and inclusive management of territories, one that takes into account both the experiences of residents and tourists.

Doxa

Doxa is the first market research company founded in Italy and has always been synonymous with quality and reliability.

At Doxa, we strongly believe in sector expertise, with dedicated Business Units focused on specific industries and clients: Institutions, Finance, Utilities, Telco, Retail, FMCG, Media & Digital, Mobility, Tech & Durables, and Pharma.
 To meet the diverse and evolving needs of our clients, over the years Doxa has built an extensive portfolio of solutions, unique proprietary studies, techniques, and analytical tools, continuously investing in innovation to provide data and insights that support the strategies of companies and organizations.

Our commitment to innovation—aimed at adapting solutions to an ever-changing market—together with scientific rigor, has always been a hallmark of Doxa.
 In June 2025, Doxa joined the Ipsos Group.

The Data Appeal Company – Almawave Group

The Data Appeal Company uses proprietary algorithms based on artificial intelligence, machine learning, and semantic analysis to collect, measure, and analyse all online feedback. By combining this data with geographic and contextual information, it offers territories and businesses the opportunity to optimise their business potential, gain deep market insights, and achieve a competitive advantage.

The Data Appeal Company SpA (formerly Travel Appeal) joined the Almawave Group in 2022. In 2023, the company acquired a 70% stake in Mabrian Technologies S.L., a Spanish firm specializing in Travel and Destination Intelligence solutions, to strengthen the Group's international positioning.

The company's mission is to simplify the use and understanding of data, helping businesses and tourist destinations make effective and informed decisions.

www.datappeal.io