

ITALY DIGITAL DESTINATION AWARDS 2025 #IDD2025



Italy Digital Destination 2025

Tenth Edition



ITALY DIGITAL DESTINATION

Italy Digital Destination: Awards and insights report

The Italy Digital Destination Award is the first and only national award dedicated to Italian tourist destinations that, over the past year, have achieved the best online performance.

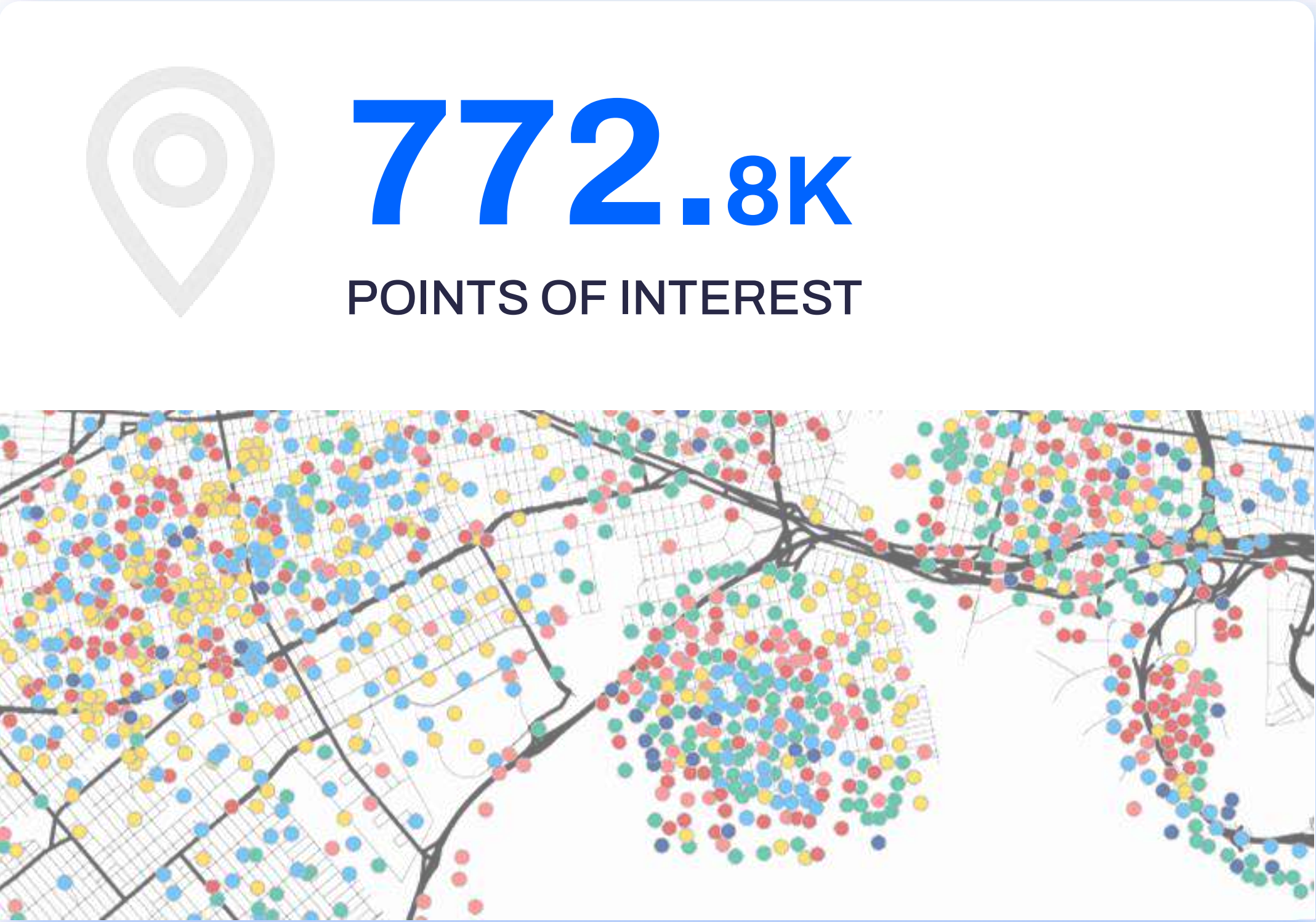
Created and organised by The Data Appeal Company since 2015, the award is based on a detailed analysis of billions of online conversations about accommodation, attractions, and dining, combined with sector trends, travel flows, bookings, and hotel and flight prices.

The result is the most comprehensive and in-depth analysis of the state of Italy's tourism offering—experienced and described directly by visitors themselves.

#IDD2025 marks the new edition of the award, expanded to include more channels and sectors, with a strong focus on current trends and the evolving landscape of Italian tourism.



IDD 2025 in numbers

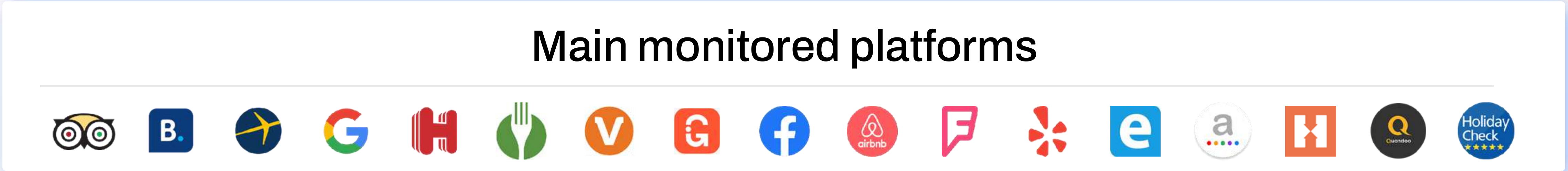
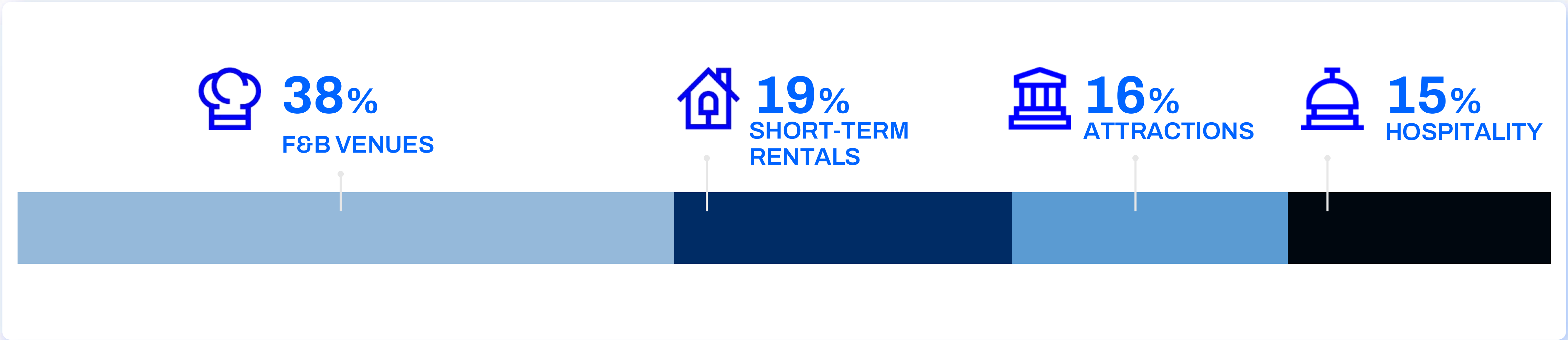


SEPT 2024 AUG 2025



Breakdown of Italy's tourism offering

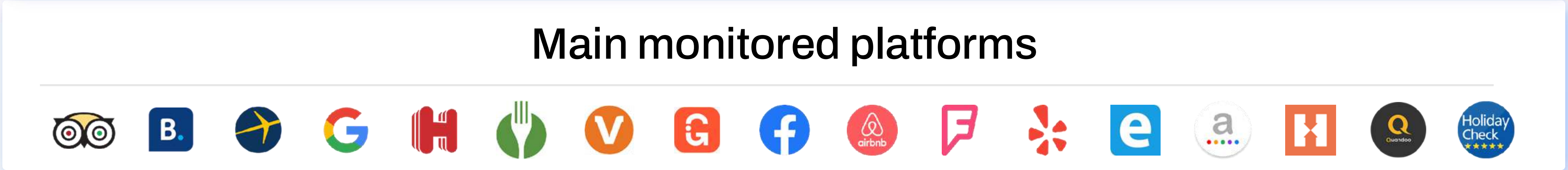
Distribution of points of interest by type



SET 2024 - AGO 2025

Online content volume

Breakdown of content volume by point of interest type



SET 2024 - AGO 2025

Italy Digital Destination
Award
2025 Edition

Cultural tourism: The 2025 report

Sept 2024 - Aug 2025



#IDD2024

What do tourists appreciate most in Italy?

Top 10 Italian attractions ranked by content volume

SEPT 2024- AUG 2025

			CONTENT	SENTIMENT
6°	LEANING TOWER OF PISA	Pisa	20.9 k	91.4 /100
7°	SPANISH STEPS	Roma	16.2 k	89.1 /100
8°	PIAZZA NAVONA	Roma	13.4 k	92.7 /100
9°	RIALTO BRIDGE	Venezia	13.2 k	91.3 /100
10°	ARENA OF VERONA	Verona	11.4 k	91.2 /100

3° Milan Cathedral

CONTENT 26.7 k
SENTIMENT 93.7

MILAN

FLORENCE

ROME

1° Colosseum

CONTENT 51.2 k
SENTIMENT 92.1

2° Trevi Fountain

CONTENT 42.9 k
SENTIMENT 88.5

5° Leonardo da Vinci Museum

CONTENT 21.3 k
SENTIMENT 95.3

4° Pantheon

CONTENT 25.6 k
SENTIMENT 92.6

#IDD2025

Cultural tourism according to AI

DAI DESTINATIONS

Italia

☆ Highlights

Current view

Future outlook

📍 Destination

🏠 OTA focus

✈ Flights

📺 Media monitoring

📅 Events

♻ Sustainability

💰 Spending New

🎓 Academy

📊 Report

Trial version

Summary of Data from 2024-06-01 to 2025-06-01

The collected reviews provide comprehensive insights into visitors' experiences with Italian points of interest, revealing notable trends and impressions. Here are the three main insights:

1. Overwhelming Architectural and Artistic Heritage with High Visitor Appreciation

- The majority of reviews highlight Italy's rich historical architecture and art, such as the Pantheon, Duomo di Milano, Colosseum, and numerous churches and palaces. Visitors frequently express awe at the grandeur, intricate details, and historical significance of these sites.
- Many reviews mention masterpieces like Michelangelo's David, Caravaggio's paintings, and ancient mosaics, emphasizing that these attractions are must-sees, often described as "spectacular," "breathtaking," or "magnificent."
- Notably, many sites are also appreciated for their well-preserved condition, with specific mentions of their original features and the importance of guides to enhance understanding.

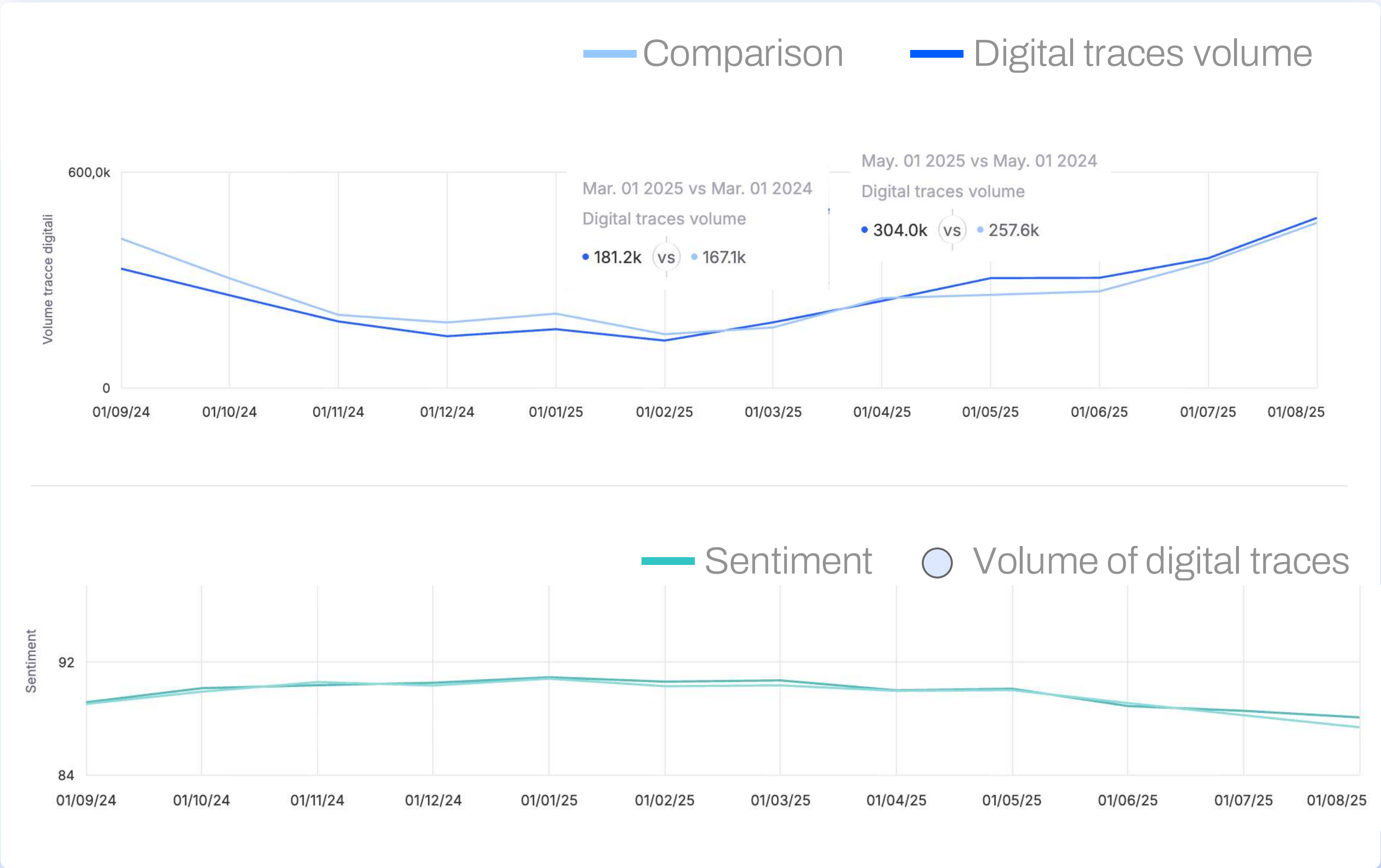
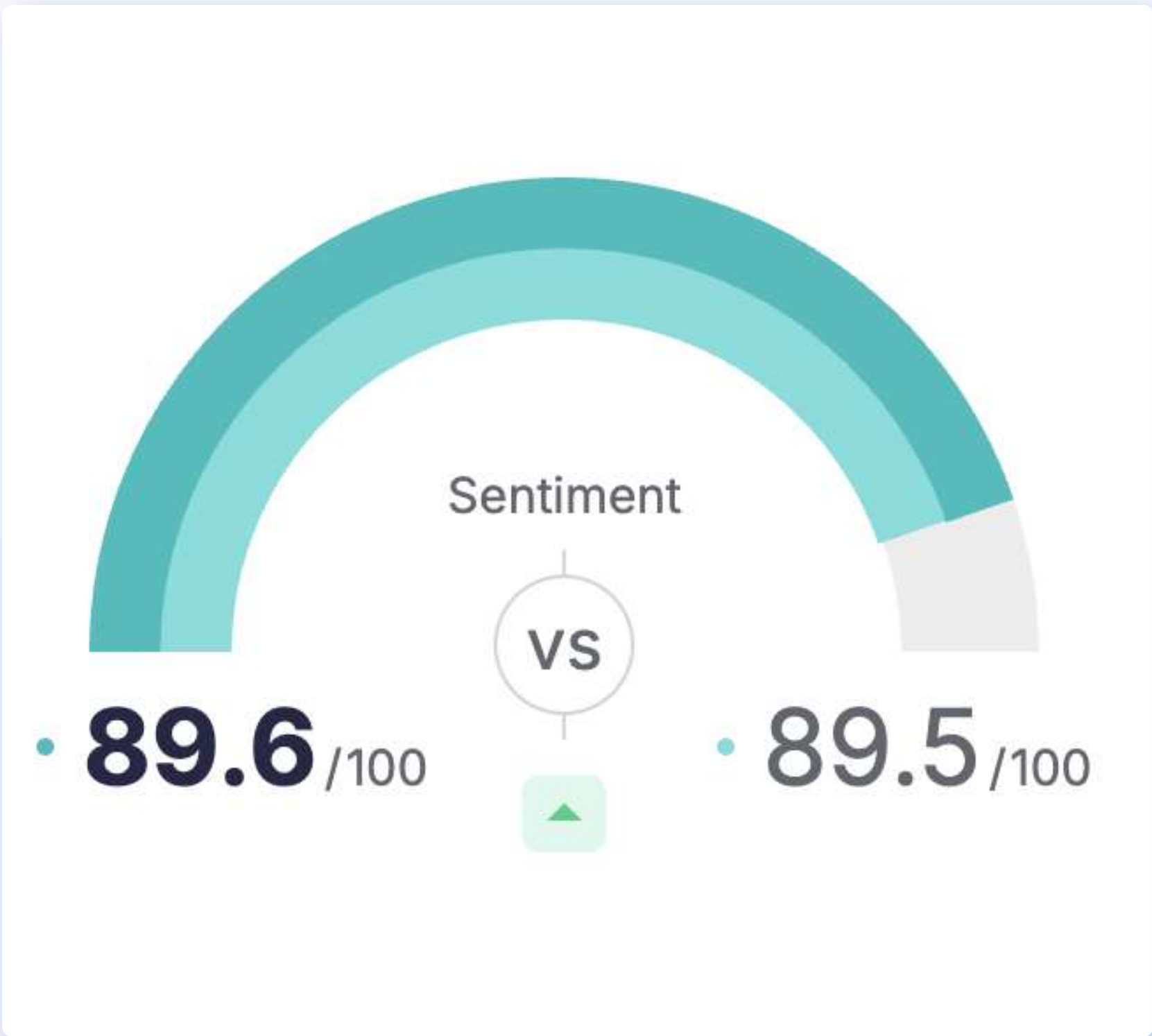
2. High Interactivity and Engagement through Museums and Cultural Activities

- A significant number of reviews focus on interactive museums and exhibits, especially those dedicated to Leonardo da Vinci, which are praised for their engaging, educational, and hands-on experiences.
- Visitors value interactive setups that allow touching artifacts or experimenting with inventions, enhancing the learning experience, such as the Leonardo da Vinci interactive museums and science centers.
- The reviews reflect a preference for museums that combine history, art, and technology, making cultural heritage accessible and appealing to all ages.

3. Mixed Condition and Access Challenges of Historical Sites

While admiration prevails, some criticism concerns the condition and accessibility of certain sites. Several reviews

Stable sentiment as shoulder season gains momentum



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Solo travel






Sept 2024 - Aug 2025



In Italy, the largest share of solo travellers are Italians

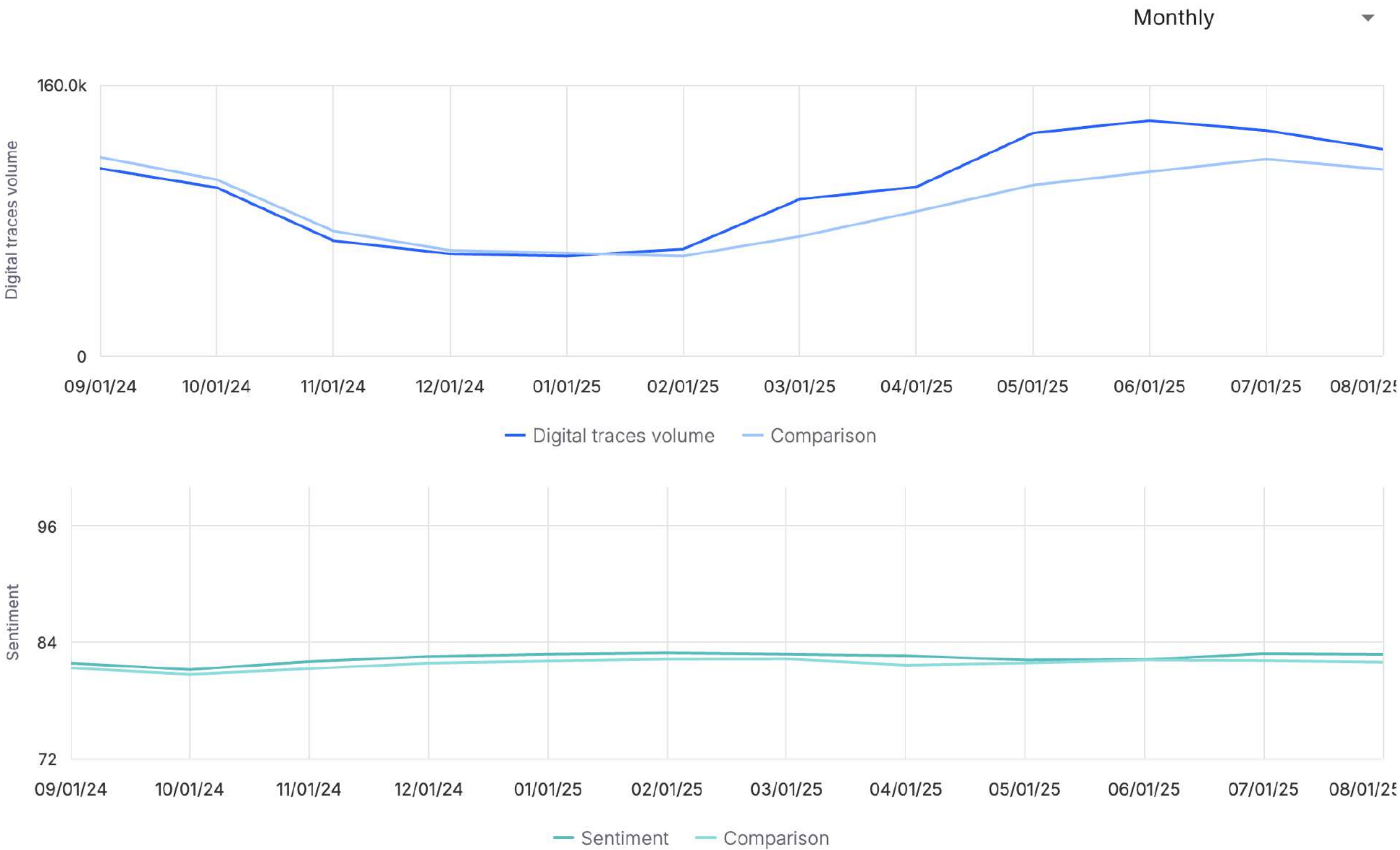
Traveller origin

Digital traces distribution and average Sentiment based on traveller origin.

	Digital traces distribution	Sentiment
 Italy	47.5%	82.6/100
 Germany	6.1%	82.5/100
 France	4.3%	81.4/100
 United Kingdom	4.1%	83.1/100
 United States	3.1%	85.3/100

Digital traces volume and sentiment trend

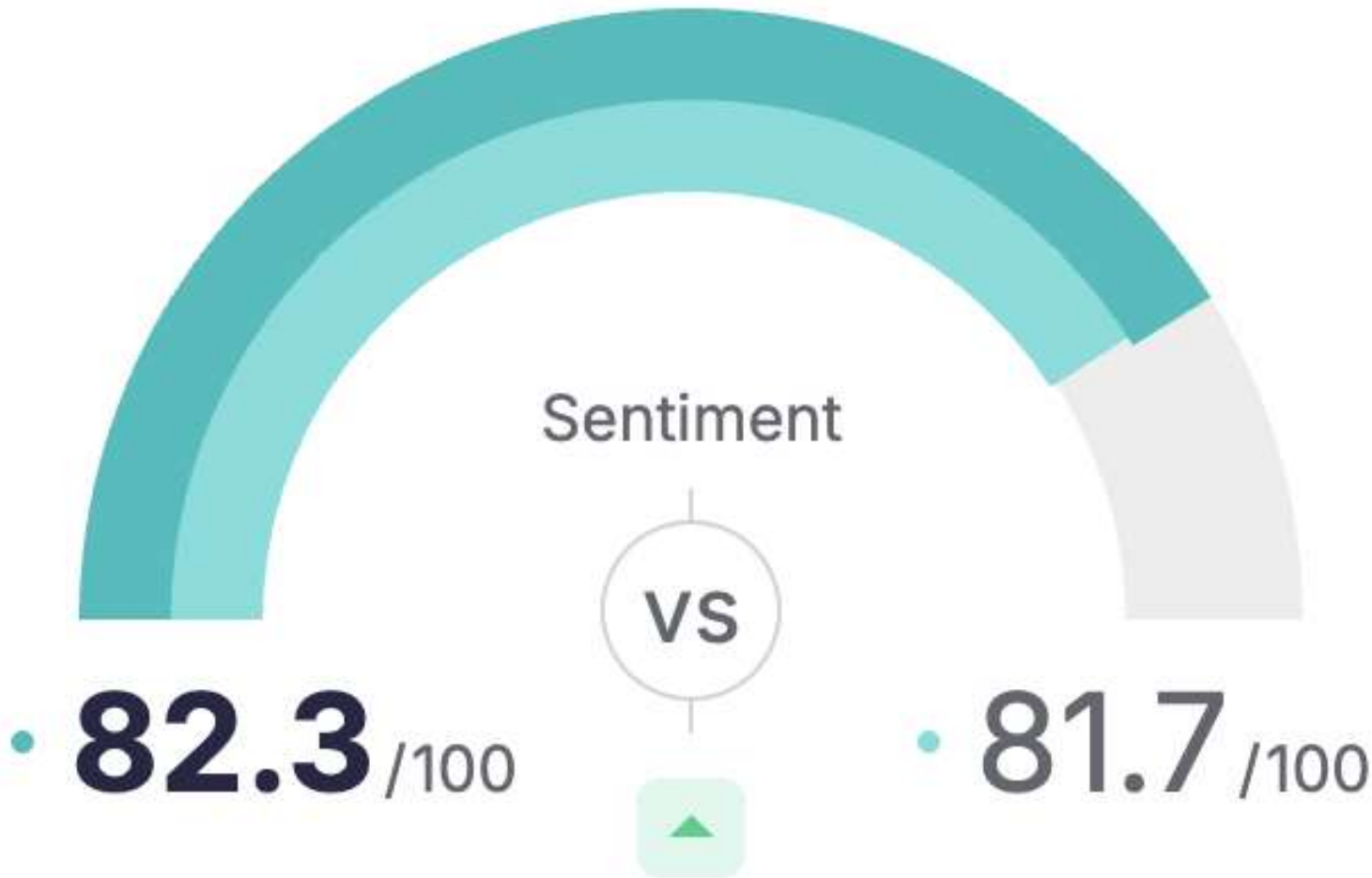
A timeline overview of digital traces volume and sentiment trends for the selected period.



Those travelling in Italy appreciate the experience and spread the word

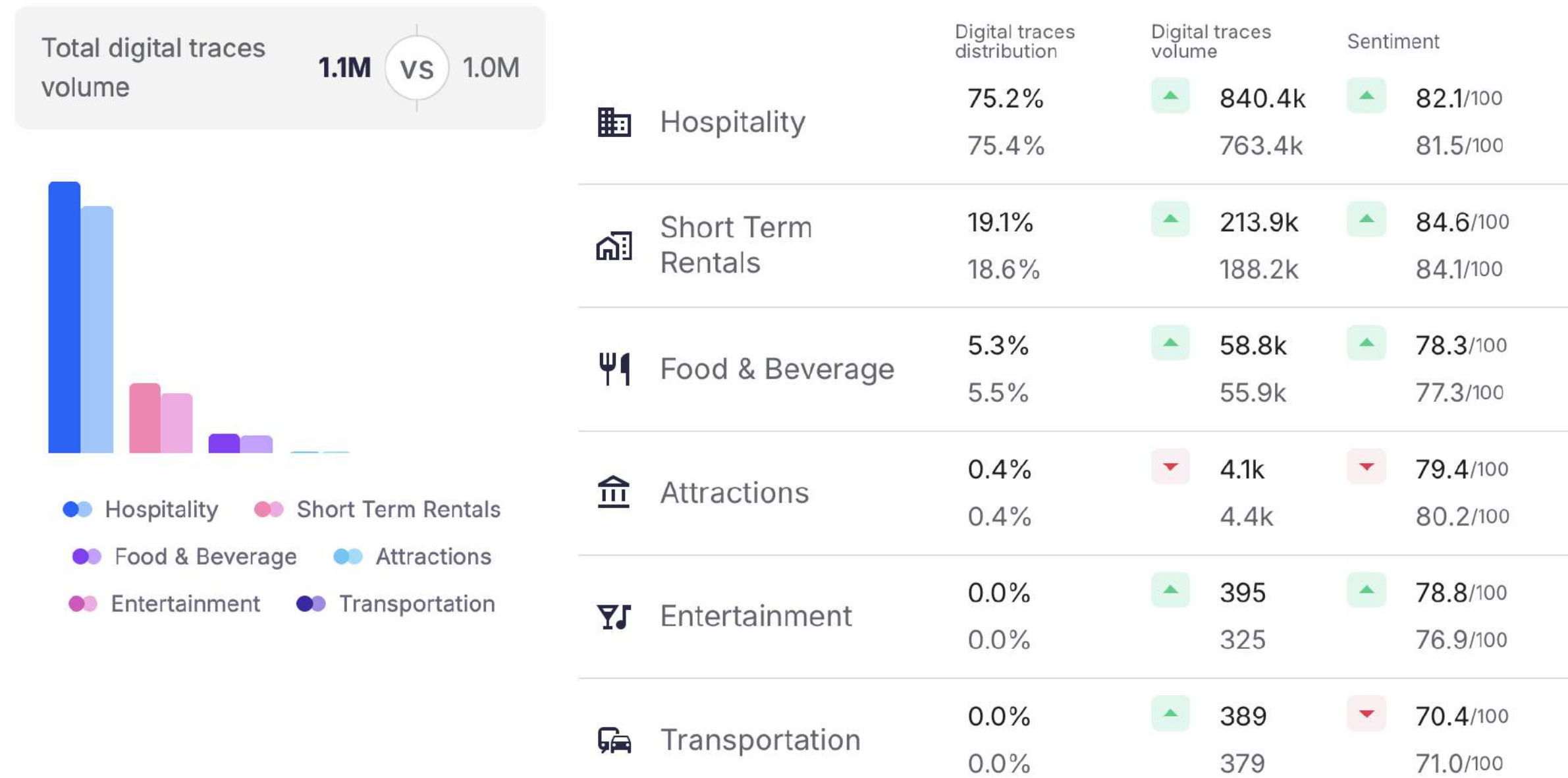
Sentiment

This score measures the level of user satisfaction from digital traces.



Distribution of digital traces volume from selected industries

Percentage split and overall digital traces volume based on selected industries.



#IDD2025

Where do solo travellers stay?

Most appreciated and reviewed accommodations in Italy

Sept 2024 – Aug 2025

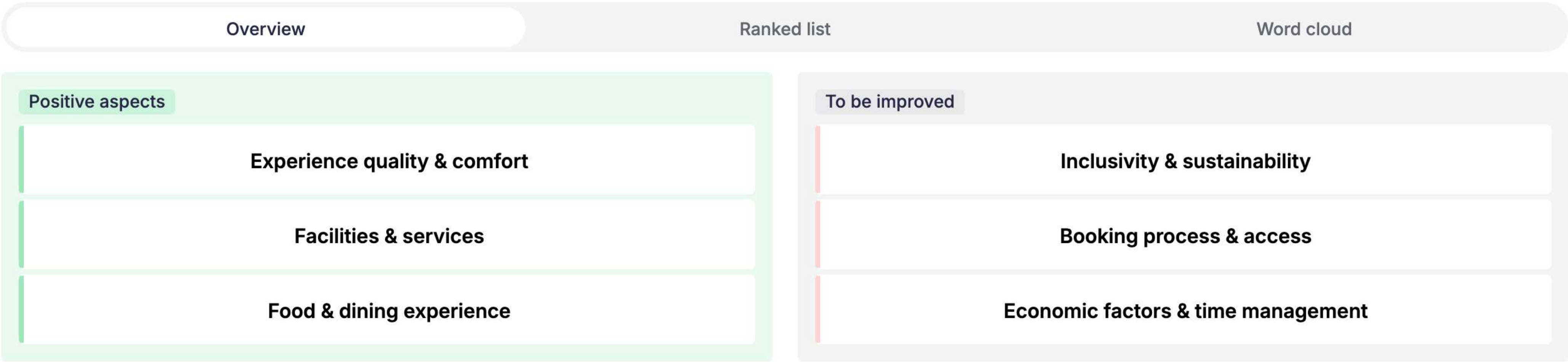
Name	Volume of digital traces	Sentiment
PLUS Florence (Florence)	3.1K	<div><div></div></div> 82.2
Anda Venice Hostel (Venice)	2.9K	<div><div></div></div> 86.1
Generator Hostel (Venice)	2.2K	<div><div></div></div> 75.6
JO&JOE Roma (Rome)	1.7K	<div><div></div></div> 86.1
AO Hotel (Venice)	1.7K	<div><div></div></div> 74.7
The RomeHello (Rome)	1.7K	<div><div></div></div> 89.5
Babila Hostel & Bistrot (Milan)	1.7K	<div><div></div></div> 80.8
AO Hotel (Venice)	1.6K	<div><div></div></div> 74.8
Ostello Bello Milano Centrale (Milan)	1.6K	<div><div></div></div> 85,4
Mio Hostel (Milan)	1.6K	<div><div></div></div> 73.6

● Hostel ● Resort ● Hotel

Quality is the strong point, inclusivity needs improvement

Semantic analysis

Using LLM, the widget analyses your destination's clusters and topics and ranks them by D/AI Semantic Rating, calculated by correlating Sentiment and Digital Traces volume. Is measured on a scale from 0 to 100 and dynamically recalibrates according to the selected filters and available data.



#IDD2025

What are solo travellers talking about?

Here's what AI reveals

Sept 2024 – Aug 2025



Based on a comprehensive analysis of the user reviews from June 2024 to June 2025 for various points of interest, visitors have expressed detailed opinions about atmosphere, cleanliness, emotional impact, location, and safety. Here are the most discussed positive and negative aspects extracted from the sentiment scores and review texts:

Most Discussed Positive Aspects:

1. Cleanliness

- Description: Visitors consistently praised well-maintained, clean rooms and bathrooms.
- Example: "Very clean and comfortable." — PLUS Florence

2. Location Convenience

- Description: Many reviews highlighted proximity to transport hubs, city centers, and tourist attractions.
- Example: "Perfect location near the train station and city center." — Hotel Stromboli

3. Atmosphere and Ambiance

- Description: Praised for cozy, charming, and welcoming atmospheres, often with pleasant decor.
- Example: "Friendly, cozy, high ceiling." — OStellin Hostel Genova

4. Comfort

- Description: Comfortable beds, spacious rooms, and quiet environments were noted positively.
- Example: "Comfortable, clean, quiet." — Hotel Colomba D'Oro

5. Staff Friendliness and Hospitality

- Description: Friendly, helpful, and professional staff received frequent commendations.

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Parks and green spaces

Sept 2024 - Aug 2025



#IDD2025

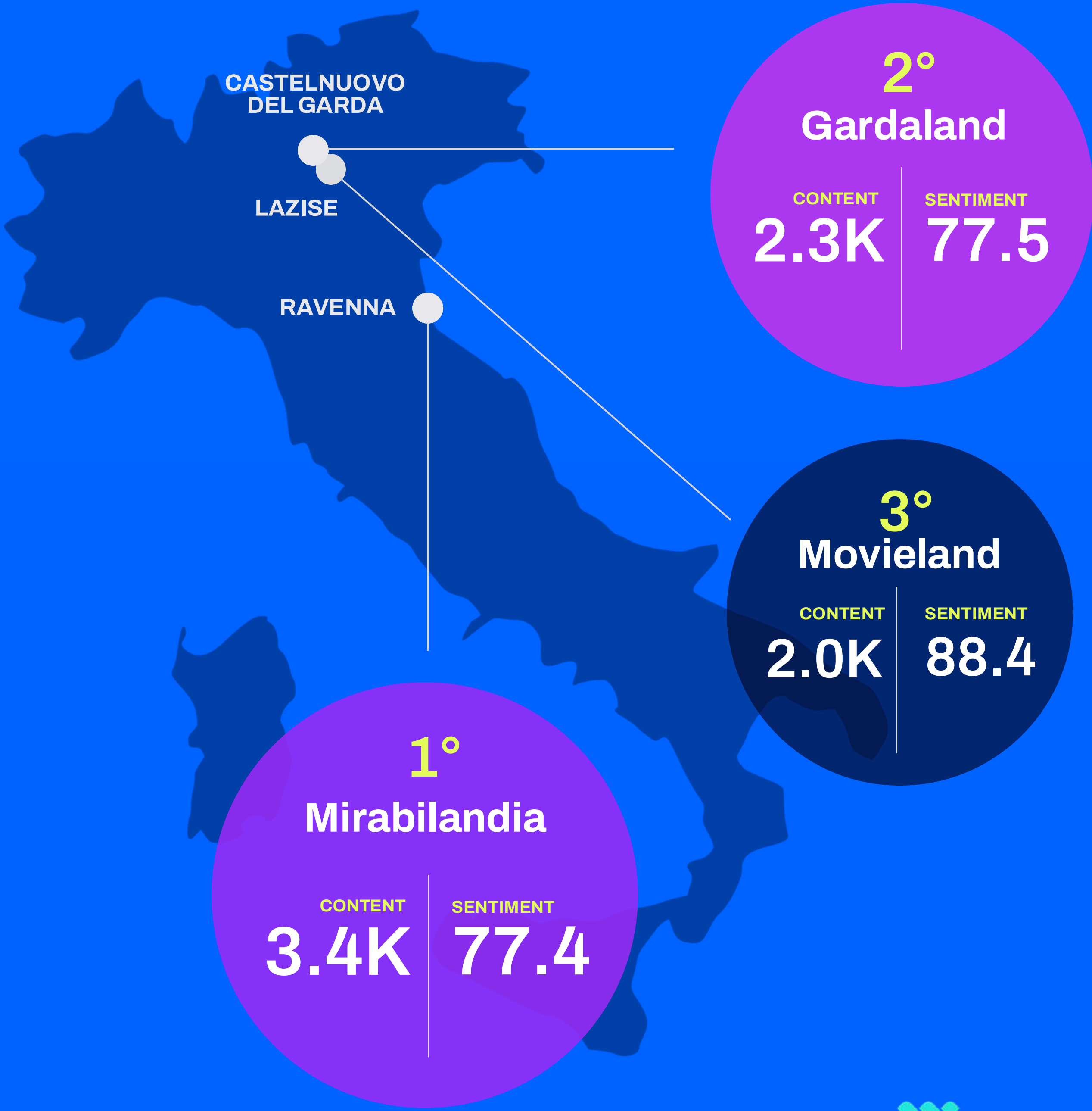
Most-loved theme parks

Theme parks generating the most online activity

SEPT 2024 - AUG 2025

All POIs analysed recorded over 70,000 pieces of content in a year, with an average sentiment of 83.8

			CONTENT	SENTIMENT
4°	ITALY IN MINIATURE	Rimini	1.9 K	90,0 /100
5°	ZOOMARINE	Pomezia	1.8 K	80,5 /100



Costs, queues and safety need improvement

Semantic analysis

Using LLM, the widget analyses your destination's clusters and topics and ranks them by D/AI Semantic Rating, calculated by correlating Sentiment and Digital Traces volume. Is measured on a scale from 0 to 100 and dynamically recalibrates according to the selected filters and available data.

Overview

Ranked list

Word cloud

Positive aspects

Family friendly	Ideal for families, offering diverse attractions for children and adults alike.
Emotional engagement	Visitors express joy and memorable experiences, highlighting fun and excitement.
Atmosphere	Relaxed environment with lush greenery, perfect for families and fun.

To be improved

Costs	High entry fees and additional costs for amenities frustrate many visitors.
Waiting times	Long wait times for rides, especially during peak hours, disappoint guests.
Safety	Safety measures are in place, but some areas need improvement.

#IDD2025

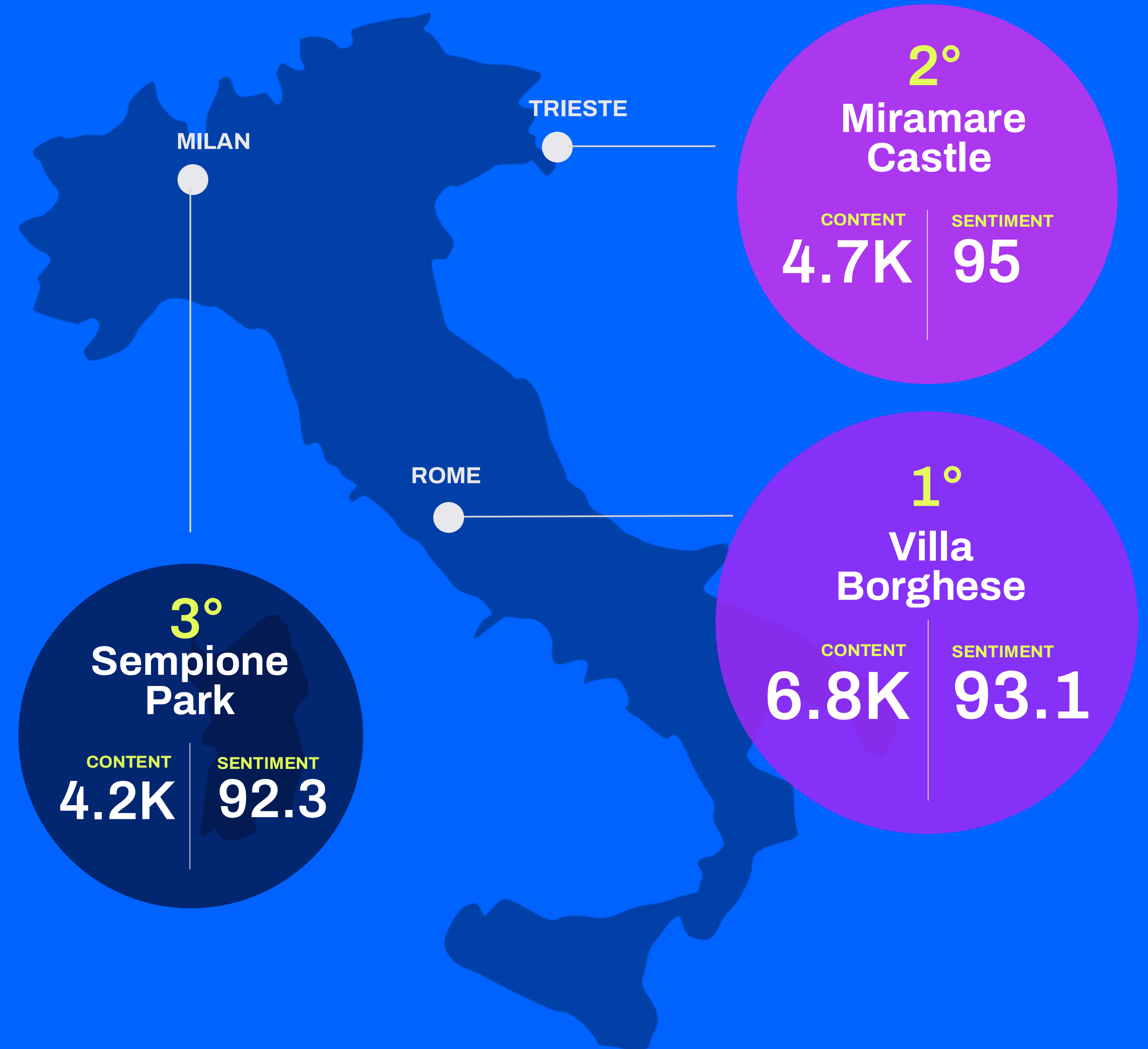
The most-reviewed green spaces

Parks with the highest Sentiment Scores and most reviews

SEPT 2024 - AUG 2025

All POIs analysed across the country recorded over 200,000 pieces of content in a year, with an average sentiment of 87.8

			CONTENT	SENTIMENT
4°	PARCO DEL VALENTINO	Turin	2.3 K	91 /100
5°	PRATO DELLA VALLE	Padua	3.4 K	93.8 /100



Atmosphere wins people over, but services fall short

Semantic analysis

Using LLM, the widget analyses your destination's clusters and topics and ranks them by D/AI Semantic Rating, calculated by correlating Sentiment and Digital Traces volume. Is measured on a scale from 0 to 100 and dynamically recalibrates according to the selected filters and available data.

Overview

Ranked list

Word cloud

Positive aspects

Location	Beautiful natural landscapes and authentic local experiences await in Italy.
Cultural activities	Stunning landscapes and charming villages create unforgettable experiences in Italy.
Emotional engagement	Visiting these places evokes strong emotions and unforgettable memories.

To be improved

Costs	Prices are high for services and attractions, often surprising tourists.
Reservation	Advance booking is essential to avoid complications and ensure access.
Waiting times	Crowds can lead to long waits, especially during peak tourist seasons.

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In vino veritas

Sept 2024 - Aug 2025

Appreciation for the wine sector is increasing



Positive aspects		To be improved	
Staff	Staff are knowledgeable, friendly, and provide excellent service throughout experiences.	Mobility option	Transportation options are limited, primarily relying on taxis or Uber services.
Food	Delicious meals and engaging cooking classes highlight local culinary traditions.	Reservation	Book in advance to ensure availability for your desired dates.
Location	Stunning setting in the Tuscan countryside with beautiful views and accessibility.	Room	Accommodations are comfortable, providing a pleasant stay for guests.

Digital traces volume and sentiment trend

A timeline overview of digital traces volume and sentiment trends for the selected period.



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Roots tourism

Sept 2024 - Aug 2025



Returning to roots in Italy



	Digital traces distribution ↓	Sentiment
United States	<div><div></div>33.6%</div> <div>35.6%</div>	<div><div></div>86.9/100</div> <div>85.5/100</div>
Australia	<div><div></div>17.8%</div> <div>19.4%</div>	<div><div></div>85.3/100</div> <div>84.6/100</div>
Brazil	<div><div></div>17.0%</div> <div>17.6%</div>	<div><div></div>84.0/100</div> <div>82.6/100</div>
Argentina	<div><div></div>14.8%</div> <div>11.7%</div>	<div><div></div>84.9/100</div> <div>82.9/100</div>
Canada	<div><div></div>12.3%</div> <div>11.2%</div>	<div><div></div>86.7/100</div> <div>84.0/100</div>
Mexico	<div><div></div>4.6%</div> <div>4.7%</div>	<div><div></div>86.1/100</div> <div>84.2/100</div>

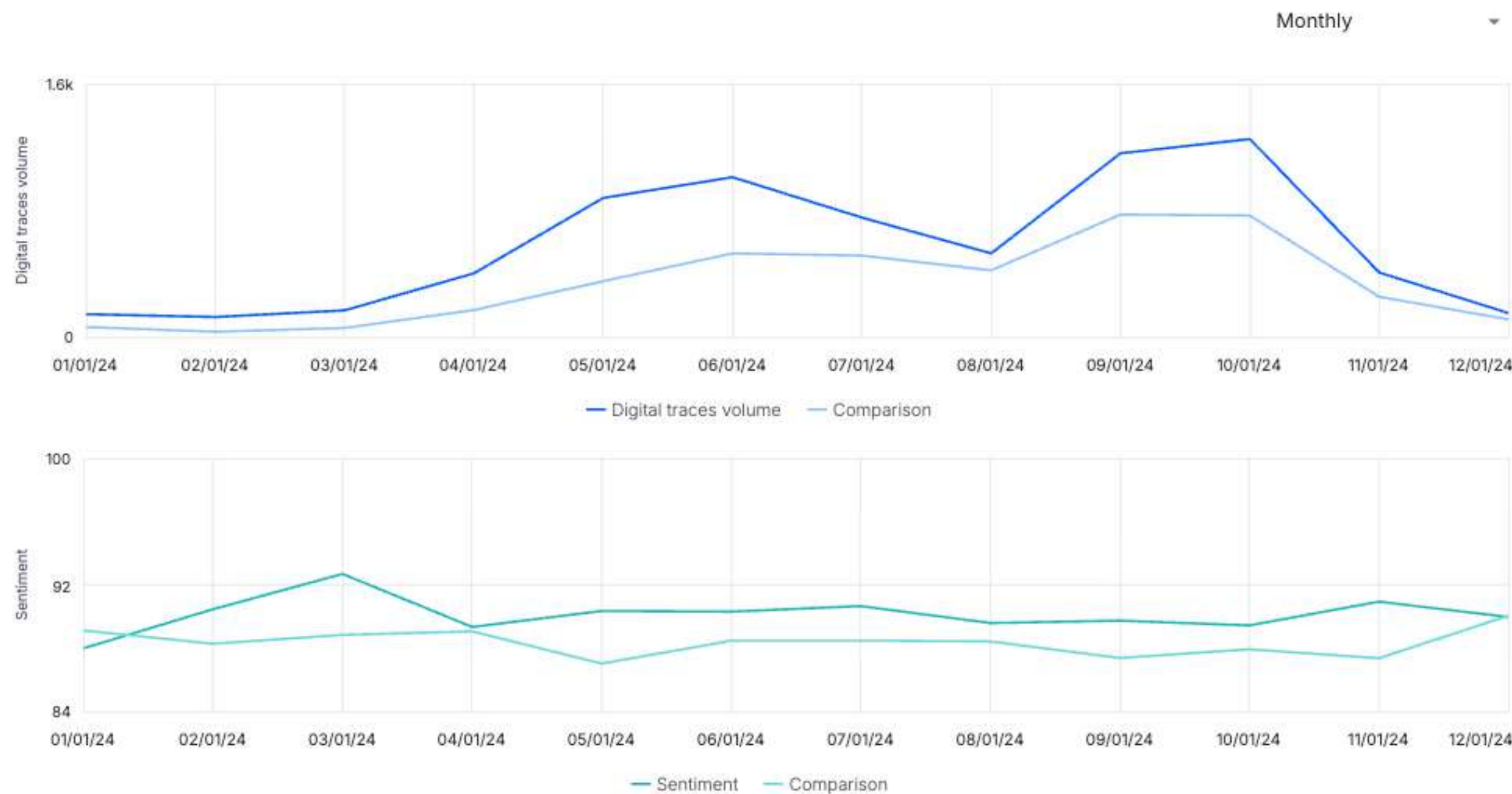
Focus on the Basilicata region



Overview		Ranked list	Word cloud
Positive aspects		To be improved	
Location	Prime location near attractions, offering easy access to the city center.	Toilets	Bathrooms may lack privacy and space, but overall functionality is adequate.
Hospitality	Exceptional hospitality from staff, making guests feel welcomed and valued.	Check-in & check-out	Check-in process can be tricky; clear communication with hosts is essential.
Room	Spacious, clean rooms with great views and unique character throughout.	Parking	Convenient parking options available nearby, including free and private spaces.

Digital traces volume and sentiment trend

A timeline overview of digital traces volume and sentiment trends for the selected period.



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Current and future travel trends in Italy

Sept 2024 - Aug 2025



Slight drop in reviews

Sept 2023 - Aug 2024 Sept 2024- Aug 2025

Content volume trend over time



Average OTA rates remain stable

SEPT 2024-AUG 2025

Ota saturation

Estimation of the current saturation, (occupancy), level in your destination.



▼ -2.9 Compared to previous year

Ota rates

Trend of minimum, average and maximum available prices.

Min. rate	Avg. rate	Max. rate
80.1 €	131.1 €	273.2 €
▲ 0.9%	▲ 0.8%	▼ -1.3%



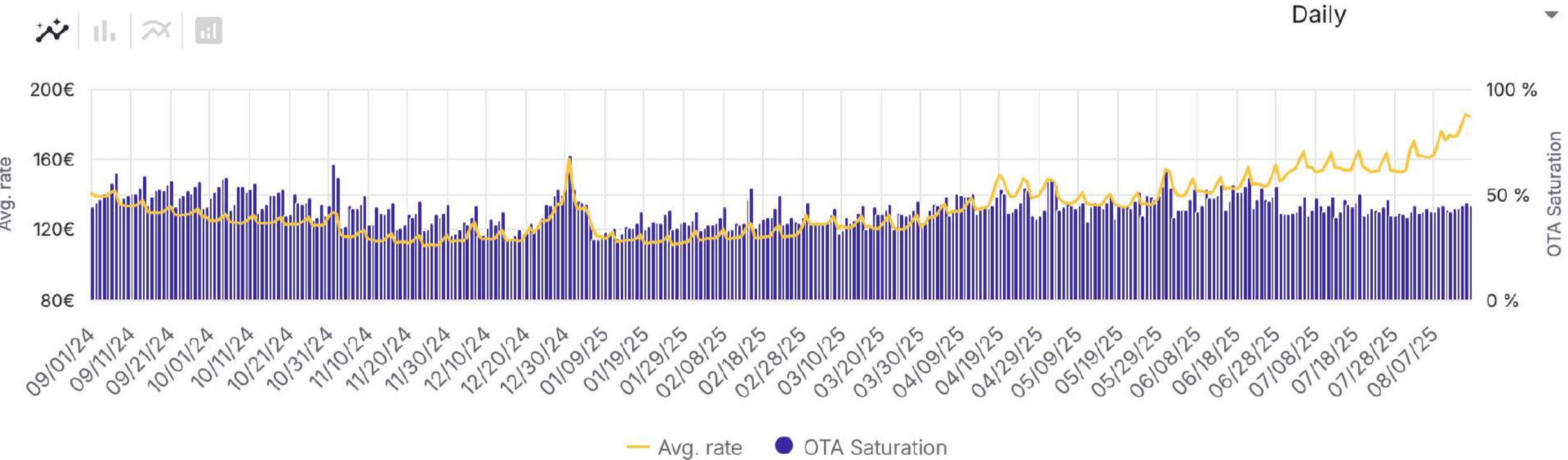
HOSPITALITY



43.6%

▼ -3.7 Compared to previous year

Min. rate
▲ 80.7 €
Avg. rate
▼ 134.7 €
Max. rate
▼ 295.0 €



SHORT TERM RENTALS

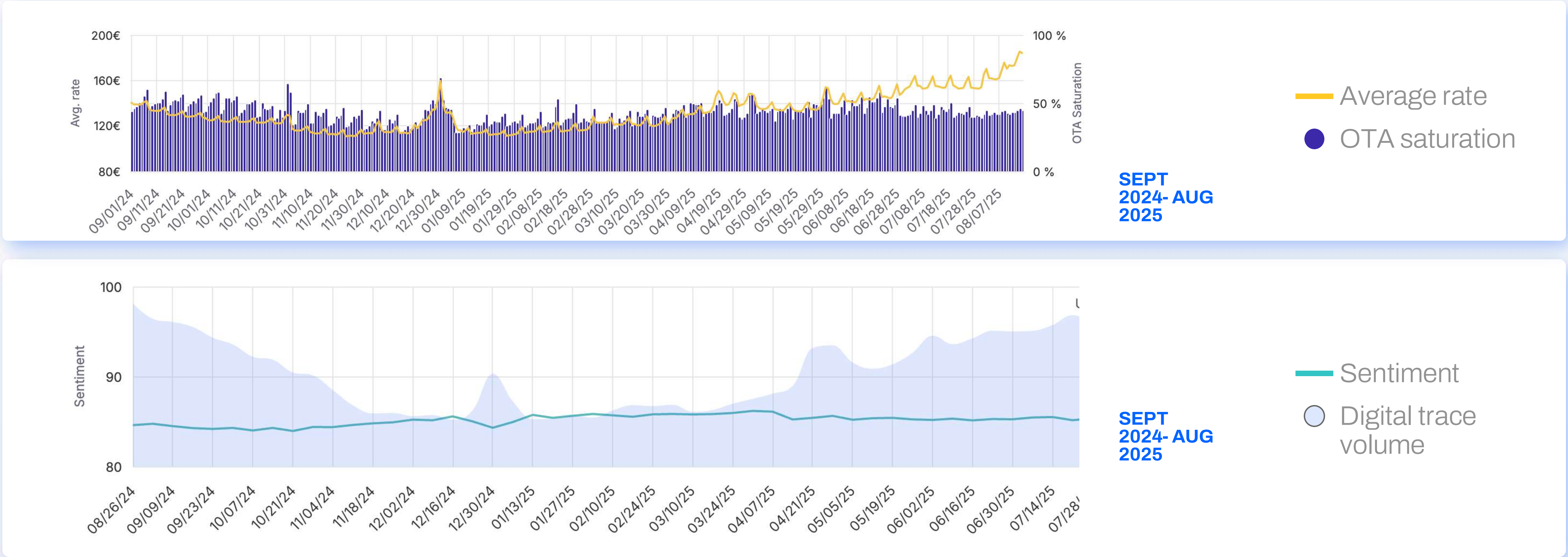


45.2%

▲ +0.5 Compared to previous year

Min. rate
▲ 79.1 €
Avg. rate
▲ 125.7 €
Max. rate
▲ 241.6 €

Average rates and sentiment for accommodation



Outlook for the next six months

OCT 2025 - MAR 2026

How will availability and pricing evolve in the coming months?

Rates and offers analysed across major OTAs, including the saturation rate—the ratio of available listings to those sold (or no longer available).

Ota saturation

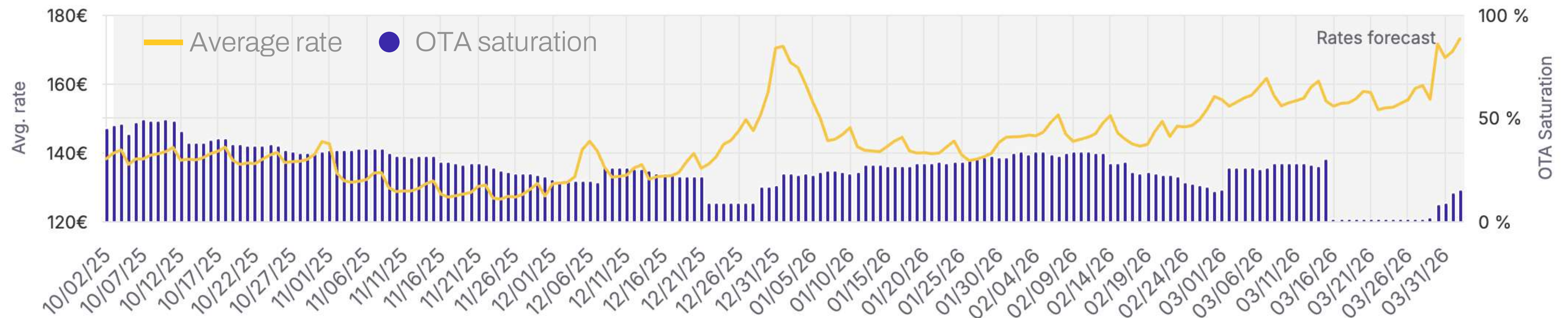
Estimation of the current saturation, (occupancy), level in your destination.

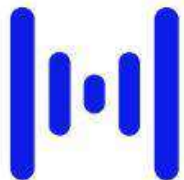


Avg. rate

139.1 €

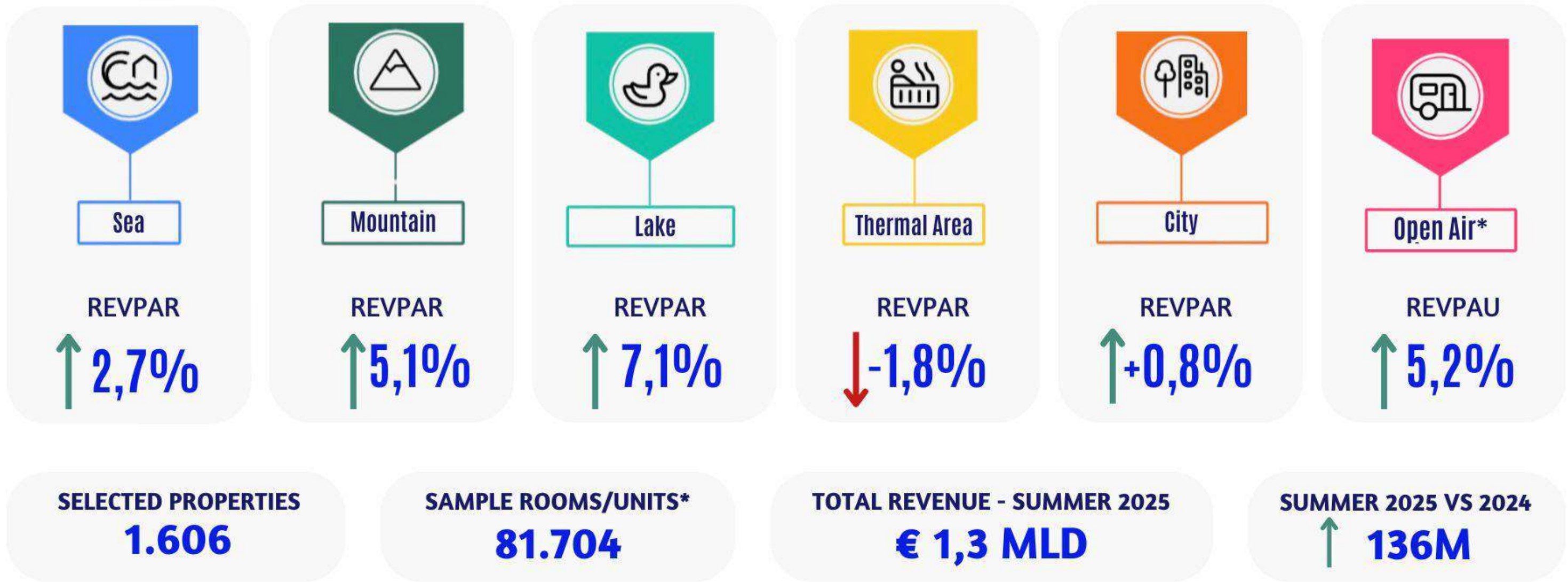
▲ +15.6%





Variation in Revenue per Available Room

June - September 2025 vs 2024



*Bungalow + Mobile Home only

Visitor origin

Set 2024 - Ago 2025






84/100
FOREIGN VISITOR SATISFACTION



=% compared to the previous year* ▲






Traveller origin

Digital traces distribution and average Sentiment based on traveller origin.

	Digital traces distribution ↓	Sentiment
 Italy	41.4%	83.6/100
 Germany	6.6%	83.8/100
 France	5.9%	82.1/100
 United Kingdom	3.7%	85.0/100
 Spain	3.3%	81.0/100

Who they travel with

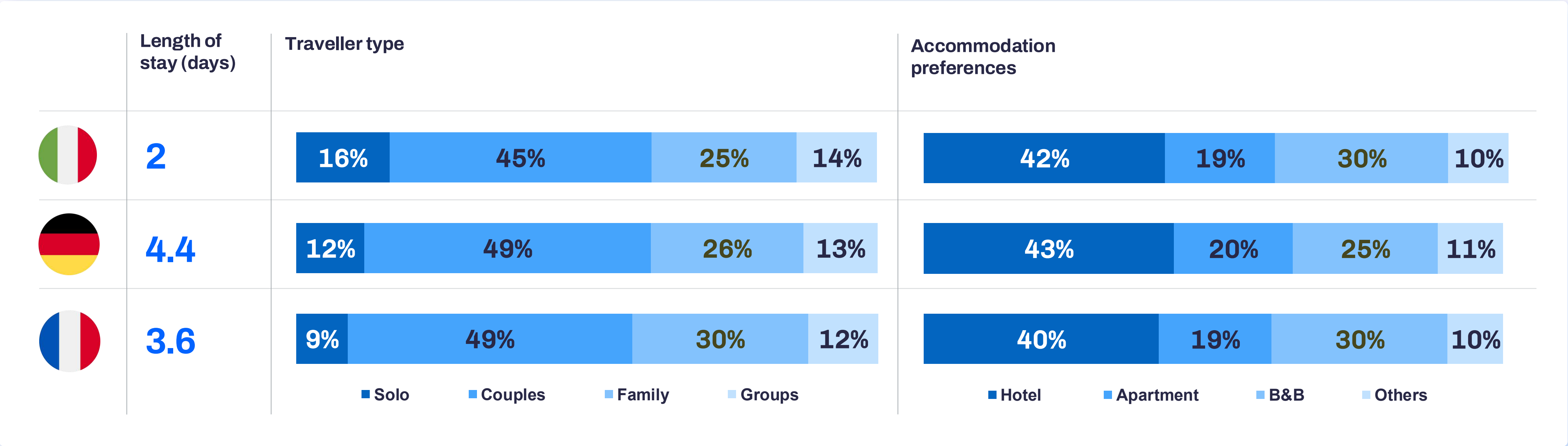
Sept 2024 – Aug 2025

	Digital traces distribution	↓	Sentiment
 Couples	47.2%		84.2/100
 Families	27.8%		83.5/100
 Group	12.7%		83.9/100
 Single	11.9%		82.6/100
 Business	0.5%		81.3/100



Visitors prefer mid-range and budget options, though choices vary

Visitor profile: the three main source markets for Italy. Last 12 months (Sep 2024 – Sep 2025).



Source: Mabrian Travel Intelligence, via OTAs

Air Capacity

Last 12 months (Sept 2024 - Sept 2025)

719.7k

Flights +2.9%

126.54M

Seats available +3.5%

13

Connections +5

30

Cities +15

Top 10 leading markets by air capacity		
Country of origin	Previous 12 months	YoY change
Italy	38,96M	-2.9%
Spain	12,03M	+11.4%
United Kingdom	9,23M	+5.1%
Germany	8,18M	+3.6%
France	7,78M	-2.6%
United States	3,46M	+7.1%
Poland	3,34M	+34.2%
Greece	2,84M	+3.4%
Netherlands	2,81M	-1,1%
Romania	2,53M	+6.2%

Airline type

Legacy

Low-cost

28.9%

71.1%

+35.9%

-5,6%

Origin

International

Domestic

69.2%

30.8%

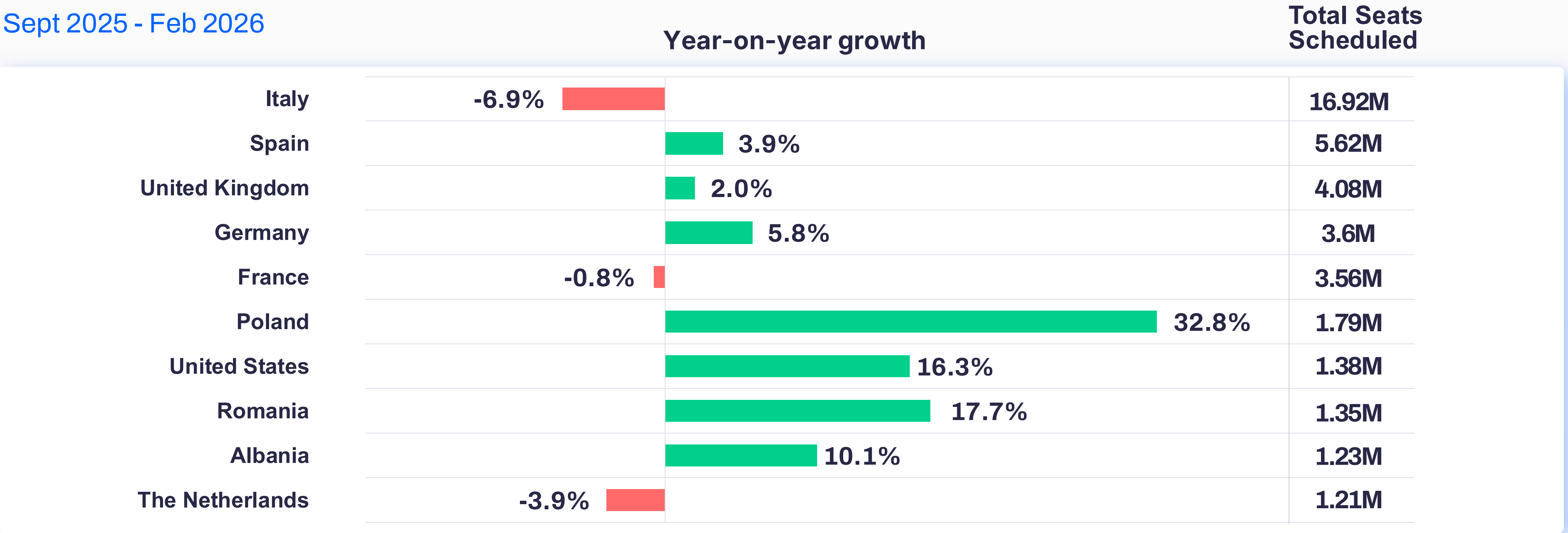
+6.7%

-2.9%

Source: Mabrian Travel Intelligence

Air connectivity forecasts: Top 10 airports for the next six months

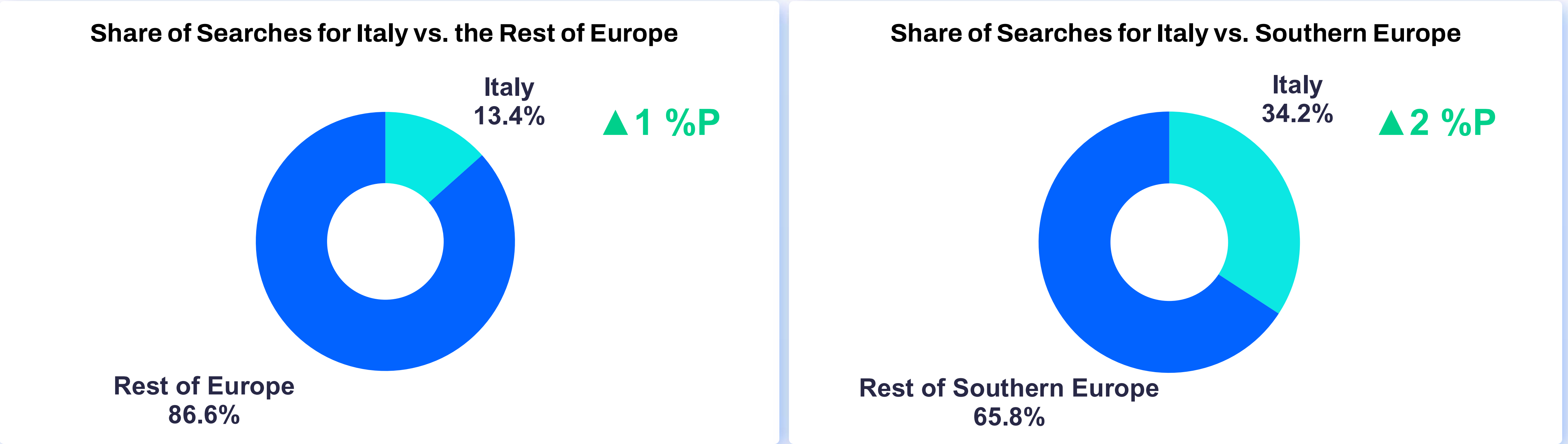
Sept 2025 - Feb 2026



Source: Mabrian Travel Intelligence

Interest in travelling to Italy has increased compared to other competing destinations

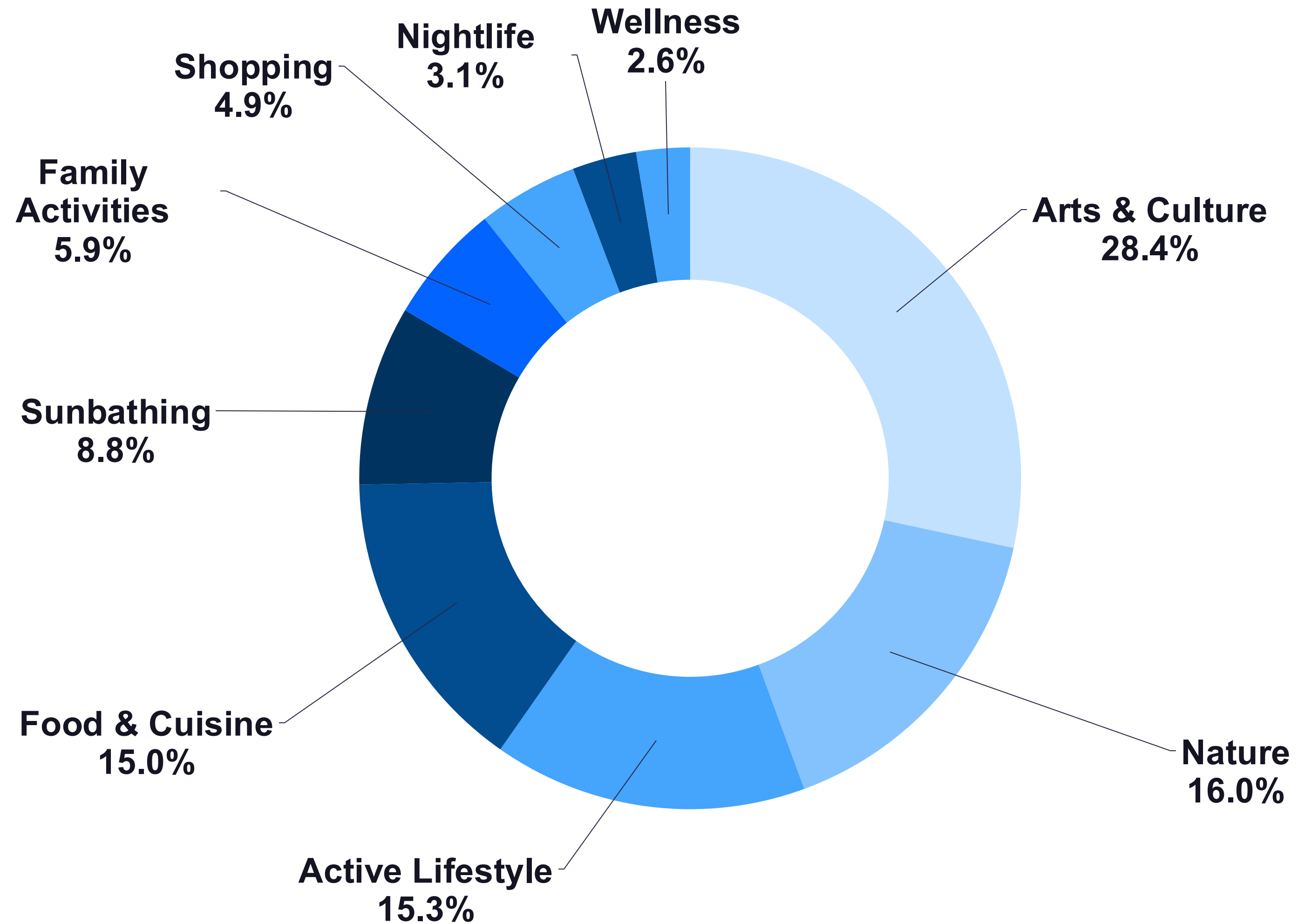
Mabrian Share of Searches for Italy: Demand share captured by Italy compared to other European and Southern Europe destinations. Travel Dates: September 2025 to February 2026



Source : Mabrian Travel Intelligence

Why do travellers choose Italy?

Sept 2024 – Sept 2025



Source: Mabrian Travel Intelligence

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Accommodation analysis

Sept 2024 - Aug 2025

Digital presence



129 k

ACCOMMODATION
OPTIONS WITH AN ACTIVE
ONLINE PRESENCE

OF WHICH

81 %

ACTIVE OVER THE LAST SIX
MONTHS

Category	Share of total accommodations	Content	Sentiment
HOTELS	24% <div><div></div></div>	59% <div><div></div></div>	82.4 /100
B&Bs	29% <div><div></div></div>	19% <div><div></div></div>	87 /100
AGROTOURISM PROPERTIES	14% <div><div></div></div>	5% <div><div></div></div>	89 /100
OTHER	11% <div><div></div></div>	3% <div><div></div></div>	87 /100
RESORTS	2% <div><div></div></div>	3% <div><div></div></div>	85 /100

Macro areas



84 /100

AVERAGE SENTIMENT IN
ITALY

+0.4 ▲

COMPARED TO THE PREVIOUS
PERIOD



NORTH

+0.3 points

83,8 /100

GUEST SENTIMENT
accommodation sector



CENTRAL

+0.8 points

83.1 /100

GUEST SENTIMENT
accommodation sector



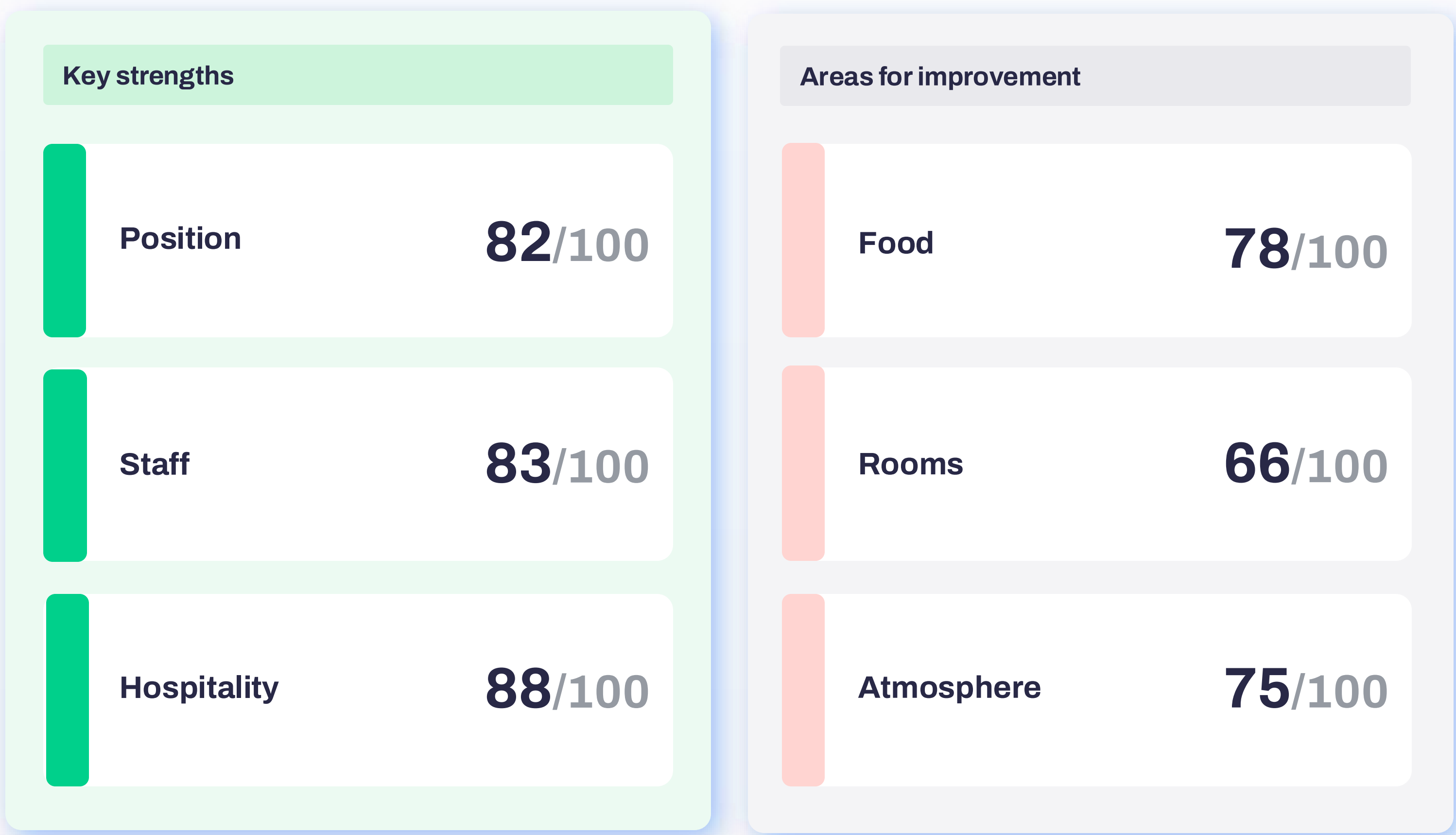
SOUTH

+0.3 points

85.4 /100

GUEST SENTIMENT
accommodation sector

Most-discussed topics



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Short-term rental analysis

Sept 2024 - Aug 2025

Digital presence



168 k

STR IN ITALY WITH AN
ACTIVE ONLINE
PRESENCE

OF WHICH

82 %

ACTIVE OVER THE LAST SIX
MONTHS

Category	Active properties	Content	Sentiment
HOUSE/APARTMENT	52% <div><div></div></div>	30% <div><div></div></div>	91.3 /100
GUESTHOUSES	29% <div><div></div></div>	38.8% <div><div></div></div>	86.2 /100
HOLIDAY APARTMENT	18.7% <div><div></div></div>	31.2% <div><div></div></div>	86.2 /100

Macro areas



87.8 /100

AVERAGE
SENTIMENT IN ITALY

+0.1

COMPARED TO THE PREVIOUS
PERIOD



NORTH
+0,0 points

87.8 /100
GUEST SENTIMENT
SHORT-TERM RENTAL sector



CENTRAL
+0,3 points

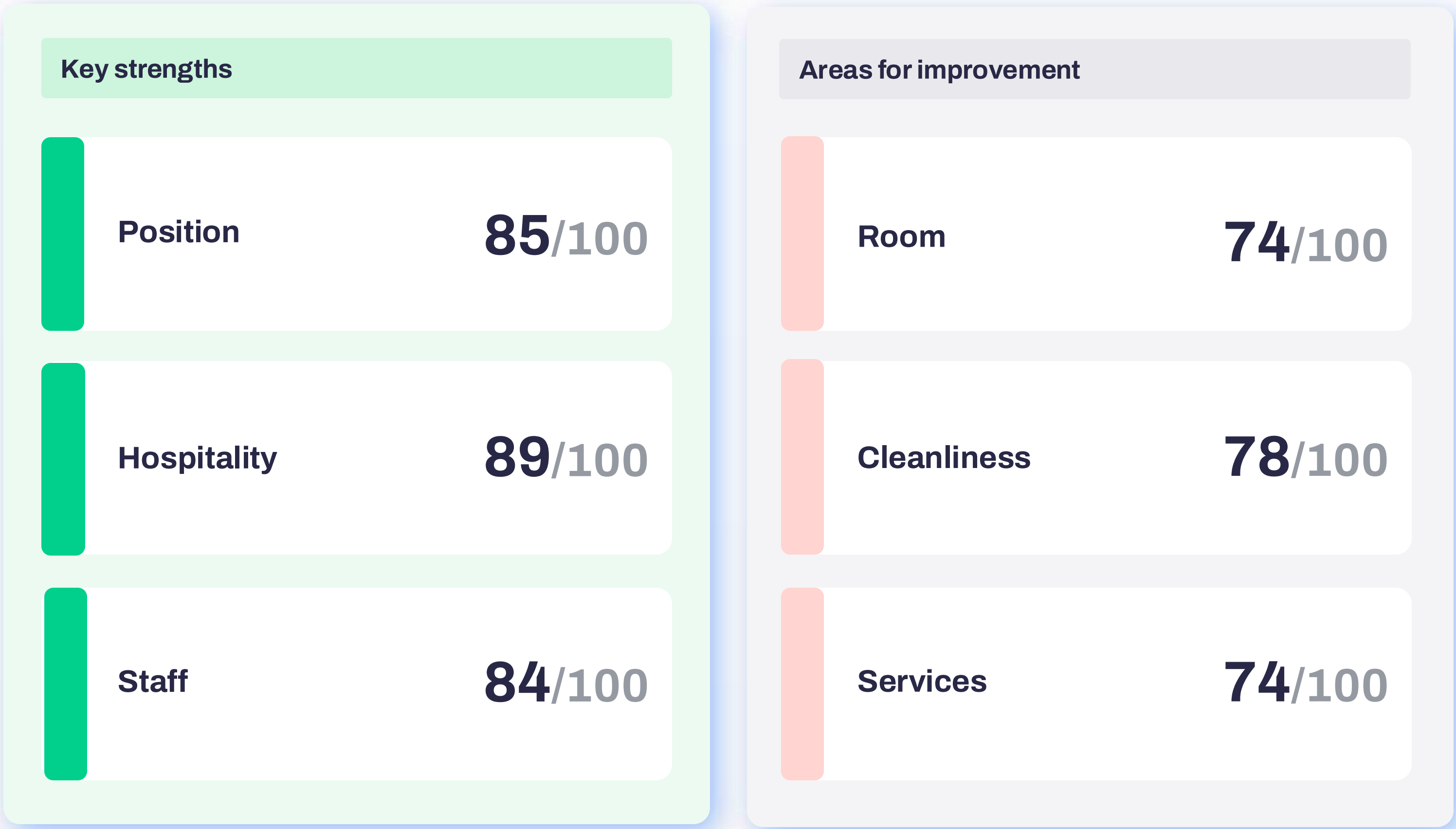
87.0 /100
GUEST SENTIMENT
SHORT-TERM RENTAL sector



SOUTH
+0,0 points

88.5 /100
GUEST SENTIMENT
SHORT-TERM RENTAL sector

Most-discussed topics



Italy Digital Destination
Award
2025 Edition

Food and beverage analysis

Sept 2024 - Aug 2025

Digital presence



331k

F&B VENUES WITH AN
ACTIVE ONLINE
PRESENCE

OF WHICH

88 %

ACTIVE OVER THE LAST SIX
MONTHS

Category	Active venues	Content	Sentiment
RESTAURANTS	33% <div><div></div></div>	55% <div><div></div></div>	87.0/100
BARS	22% <div><div></div></div>	9% <div><div></div></div>	85 /100
PIZZERIAS	11% <div><div></div></div>	15.2% <div><div></div></div>	86.5 /100
GELATERIAS	3% <div><div></div></div>	3% <div><div></div></div>	87.2 /100
OTHER	2% <div><div></div></div>	20.1% <div><div></div></div>	85 /100

Macro areas



86.4 /100

AVERAGE SENTIMENT IN ITALY

+0.6 ▲

COMPARED TO THE PREVIOUS PERIOD



NORTH
+ 0.6 points

86.1 /100
GUEST SENTIMENT
F&B sector



CENTRAL
+0.9 points

87.2 /100
GUEST SENTIMENT
F&B sector



SOUTH
+0.5 points

86.2 /100
GUEST SENTIMENT
F&B sector

Most-discussed topics



Premio
Italia Destinazione Digitale
Edizione 2025

Attractions analysis

Sept 2024 - Aug 2025

Digital presence



143 k

ATTRACTIONS WITH AN
ACTIVE ONLINE
PRESENCE

OF WHICH

77 %

ACTIVE OVER THE LAST SIX
MONTHS

Category	Active attractions	Content	Sentiment
ATTRACTIONS	15.6% <div><div></div></div>	29.5% <div><div></div></div>	89.8 /100
MUSEUMS	6.7% <div><div></div></div>	15% <div><div></div></div>	90.2 /100
PARKS	10.3% <div><div></div></div>	7.3% <div><div></div></div>	87.7 /100
BATHING ESTABLISHMENT	6.4% <div><div></div></div>	7.2% <div><div></div></div>	83.2 /100
CHIESA	20.6% <div><div></div></div>	7.2% <div><div></div></div>	91.0 /100

** Monuments, theatres, libraries, castles, experiences, beach clubs, etc.*

Macro areas



89.6 /100

AVERAGE SENTIMENT
INITALY

+0.1▲

COMPARED TO THE PREVIOUS
PERIOD



NORTH
+0,1 points

89.8 /100
GUEST SENTIMENT
attractions sector



CENTRAL
+0,2 points

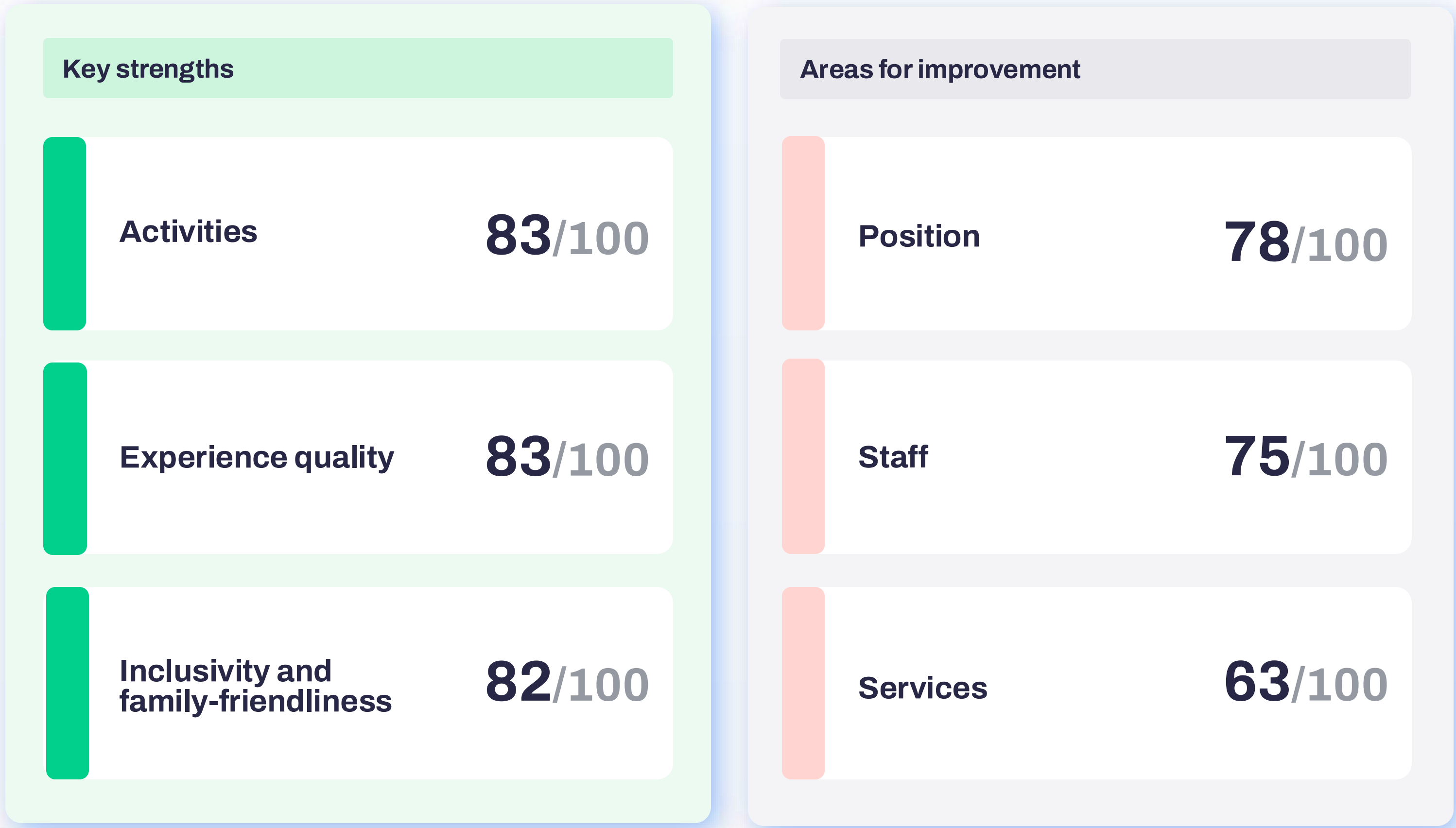
90.4 /100
GUEST SENTIMENT
attractions sector



SOUTH
-0,1 points

88.4 /100
GUEST SENTIMENT
attractions sector

Most-discussed topics



Key Data: "All Data of Italy 2025"

Decrease in POIs and reviews: Compared to last year, points of interest have decreased from 809,000 to 772,000, and online reviews have dropped from 35.5 million to 29.5 million. This could be caused by several factors: it may reflect a decrease in domestic tourism, as well as a shift in visitor behaviour, with a preference for new review formats such as videos, reels, and TikTok.

Shoulder season growth: OTA prices have remained stable. However, in the next six months, a 17% increase in OTA rates is expected, with peaks during New Year's and Easter.

Solo travellers: With a high sentiment score of 82.3/100 and a 10% increase in digital traces, these tourists prefer hostels in major art cities such as Rome, Florence, and Venice. While they appreciate the courtesy of the staff and the food offering, they highlight issues with inclusivity, the overall customer experience, and value for money.

Travel intent: Italy captures 13.4% of the total travel demand in Europe for the next six months. In Southern Europe, Italy accounts for 34.2% of all flight searches to the region. Italy's share is therefore on the rise, indicating an upward trend in off-season demand during the autumn and winter months.

Demand drivers: While culture remains the strongest driver of demand, nature, outdoor activities, and active tourism are gaining ground, with gastronomy continuing to hold a prominent position. A mix of non-seasonal and more diverse experiences is becoming more established.

Accommodation: Around 129,000 active establishments were analysed, with a sentiment score of 86/100. Hospitality is the most appreciated aspect (87.7/100), while the quality of the rooms and value for money remain the critical points.

Short-term rentals: Traveller sentiment is on the rise, reaching a score of 87.8/100. The location of the accommodations and the hospitality of the owners are the most appreciated factors.

Food and beverage: The sector has seen the analysis of around 331,000 activities. The average sentiment is slightly up, at 86.4/100, but costs and services remain the most criticised aspects.

Cultural attractions: The analysed attractions, 143,000 in total, maintain the highest sentiment score, at 89.6/100. Visitors particularly appreciate the location and atmosphere, while costs and waiting times represent areas for improvement.

Methodology

Methodology – Data Appeal

The Data Appeal Company is a provider of alternative data. Using proprietary techniques, it collects and monitors the digital presence of POIs (Points of Interest) in an area by analysing dozens of portals, websites, OTAs, and social media, ranging from the most popular to more specialised platforms by sector.

The data retrieval methodology involves a process of reconnaissance and unique identification through an algorithm designed to maximise the likelihood that the explored channels correspond to the same POI.

After a complex data quality process, each identified POI is examined for specific characteristics, such as location, type, and services, as well as visitor-related attributes, including origin, language, and travel type. The content of the digital human experience (reviews, ratings, comments, scores, etc.) is read and semantically analysed through proprietary natural language AI mechanisms in its original form to identify the underlying logic and emotional tone.

The main result is the Sentiment Score, a synthetic index that expresses the degree of satisfaction on a scale of 100, representing the proportion of positive reviews within the entire set of analysed content.

To this polarity score for each piece of content, clusters (macro-topics) and related topics are added. Over the years, many other techniques have been developed, including the rates checker for hospitality, which collects daily rates (monitored multiple times a day) published on OTAs. Thanks to the new semantic analysis, supported by Large Language Models and the integration of Generative Artificial Intelligence, D/AI Destinations enables real-time reading and querying of content published by users. This allows for the interpretation of nuanced meanings in 50 languages, the emotional engagement of visitors, while maintaining data granularity and accuracy.

The Data Appeal Company SpA (formerly Travel Appeal) was acquired in 2022 by Almaxwave Spa, a company listed on the Euronext Growth Milan of the Italian Stock Exchange and part of the Almaxviva group.

This report is the result of an analysis of approximately 29.5 million online content pieces from September 1, 2024, to August 16, 2025 (unless otherwise specified) across about 772.8 thousand points of interest in Italy in the sectors of accommodation, hospitality, restaurants, attractions, and short-term rentals. The analysis of OTA rates, flights, and incoming passengers is extracted from the D/AI Destinations platform. Flight data is provided by the partner Travelport and pertains to the major international GDSs. The awards and recognitions are derived from methodologies summarised in the individual descriptions.

For more information: info@datappeal.io

Methodology – Mabrian

Mabrian's Share of Searches Index

This index provides an overview into the competitive positioning of a given destination. This is a proprietary index that reflects the strength of travel demand based on flight searches behaviour. Given a source market and a period of time, the Share of Searches Index is a percentage that correlates the total flight searches globally (based on millions of searches) with spontaneous searches for specific destinations. Unlike confirmed bookings, this ratio shows the degree of market interest in certain destinations, and whether reservations are confirmed depends on many factors, from available connectivity, flight and accommodation prices, or other phenomena that may influence travellers' willingness to purchase or spend. Mabrian's assessment of the Share of Searches Index performance applies a three-point scale for increase or decrease (minor, moderate, significant), based on the magnitude of percentage point variations and their relative impact on the overall index value.

For further details, visit: <https://mabrian.com/blog/share-of-searches-index/>

Air Capacity, Demand Drivers, and Visitors' Profile

Combining Big Data and Artificial Intelligence (AI) techniques, simultaneous insights from over 30 global data sources, Mabrian's modular dashboard grants access to a holistic monitoring centre that traces, measures and cross-analyses travellers' full journey: air connectivity and demand, hotels, holiday rentals, travellers' sentiment and demand drivers, spending patterns and behaviour, mobility, and sustainability.

For this study, Mabrian analysed:

- * Air Capacity: sourced by Cirium
- * Demand Drivers: social listing from Instagram and X
- * Visitors' Profile: Booking.com

Insights for TTG 2025 Awards

This ad-hoc analysis set out to identify the top trending destinations among Italian travellers by examining the most visited countries since 2023. Using OTA hotel reviews from actual stays in the 100 most visited destinations by Italians, the analysis narrowed the list to the top 10 countries based on how their ranking positions have evolved since 2023.

The final selection includes the destinations—both in Europe and worldwide—with the highest volume of hotel reviews in 2025 and the strongest overall performance, reflected in their upward movement in the rankings. These awards spotlight the destinations that have shown the most consistent and sustained demand trends over the past three years.



Awards



2025 Edition



10th Anniversary



2025 Edition



Destination with the Best Gastronomic Offer



Powered by:  THE **DATA APPEAL** COMPANY

The DOC/DOCG area that recorded the highest sentiment in the sectors
considered within the Food/Quality of Food cluster.

 Destination with the Best
Gastronomic Offer 

TRENTODOC TRENTINO

1° TRENTODOC
(TRENTINO)

2° MONTEPULCIANO D'ABRUZZO
(ABRUZZO)

3° VALPOLICELLA
(VENETO)

Powered by:  THE **DATA APPEAL** COMPANY



Most-Appreciated Destination by Foreign Travellers



Powered by:  THE **DATA APPEAL** COMPANY

Most popular destination among foreigners on holiday in Italy

Most-Appreciated
Destination
by Foreign Travellers

AMALFI COAST CAMPANIA

1° AMALFI COAST
(CAMPANIA)

2° CHIANTI
(TUSCANY)

3° LAKE COMO
(LOMBARDY)

Powered by:  THE **DATA APPEAL** COMPANY

Most-Appreciated International Destination by Italian Visitors

MABRIAN
A DATA APPEAL COMPANY
Powered by:

International destination with the highest number of Italian reviews for actual stays in 2025 on Booking.com, and with the best ranking position among the 100 most visited cities by Italians since 2023 – Analysis conducted by Mabrian.

Most-Appreciated International
Destination by Italian Visitors

PORTO (PORTUGAL)

1° PORTO
(PORTUGAL)

2° ISTANBUL
(TURKEY)

3° TOKYO
(JAPAN)

MABRIAN
A DATA APPEAL COMPANY



Powered by:

Most-Loved Village in Italy Award

Village with the best balance of satisfaction and popularity among the
Orange Flag villages of the Italian Touring Club

Powered by:  THE **DATA APPEAL** COMPANY

 Most-Loved Village
in Italy Award 

CORINALDO MARCHE

1° CORINALDO
(MARCHE)

2° GERACE (CALABRIA)

3° SANT'AGATA DE'
GOTI (CAMPANIA)

Powered by:  THE **DATA APPEAL** COMPANY

Almawave Smart Destination Award



Destination that has stood out for its innovative, data-driven
approach to destination management

Powered by:  THE **DATA APPEAL** COMPANY



Almawave Smart
Destination Award



LOMBARDY

Destination recognized for its innovative, data-driven approach
to destination management



Powered by:

THE **DATA APPEAL** COMPANY

Destination Sustainability Index Award

Destination with the highest average score on the
Destination Sustainability Index in 2025

Powered by:  THE **DATA APPEAL** COMPANY

Destination
Sustainability Index
Award

LIGURIA

1° LIGURIA

2° TUSCANY

3° FRIULI VENEZIA
GIULIA

Powered by:  THE **DATA APPEAL** COMPANY



Inclusivity Index Award



Powered by:  THE **DATA APPEAL** COMPANY

Destination ranking highest on the Inclusivity Index in
2025, with valuable input from the ISITT organisation



TURIN

Destination ranking highest on the Inclusivity Index in 2025, with valuable input from the ISITT organisation

Powered by:  THE **DATA APPEAL** COMPANY



Cashless Destination Award



Destination with the highest adoption of electronic payments

Powered by:  THE **DATA APPEAL** COMPANY



VATICAN CITY

Destination with the highest adoption of electronic payments

Powered by:  THE **DATA APPEAL** COMPANY



Destination with the Best Reputation



Powered by:  THE **DATA APPEAL** COMPANY

Destination with the best balance of
satisfaction and popularity among tourists

 Destination with the Best
Reputation 

PUGLIA

1° PUGLIA

2° BASILICATA

3° TRENTINO

Powered by:  THE **DATA APPEAL** COMPANY

Thank you!