

Cultural Tourism in Italy

REPORT 2026

 THE DATA APPEAL COMPANY

 ALMAWAVE
GROUP

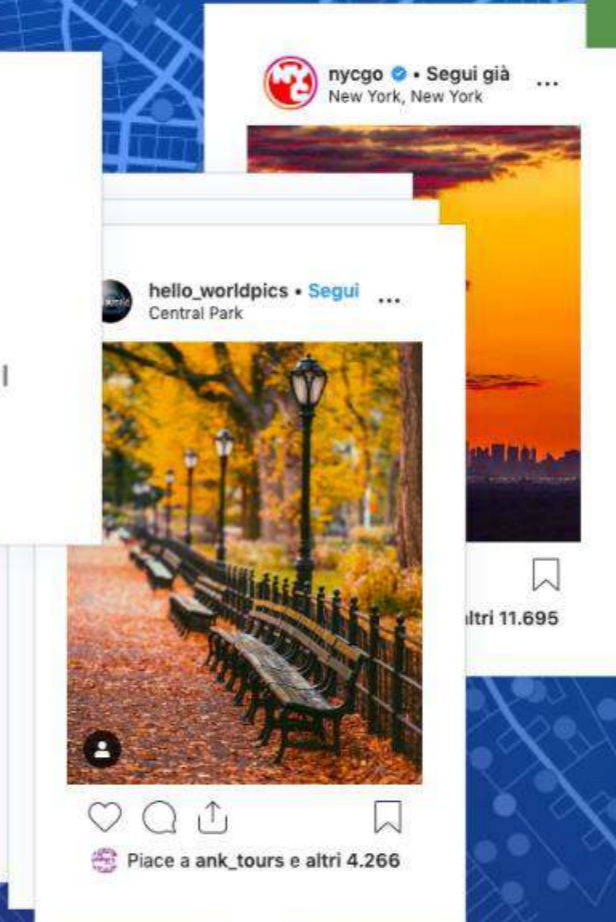
Guest reviews
4.94 ★★★★★

4.1
Great for visitors

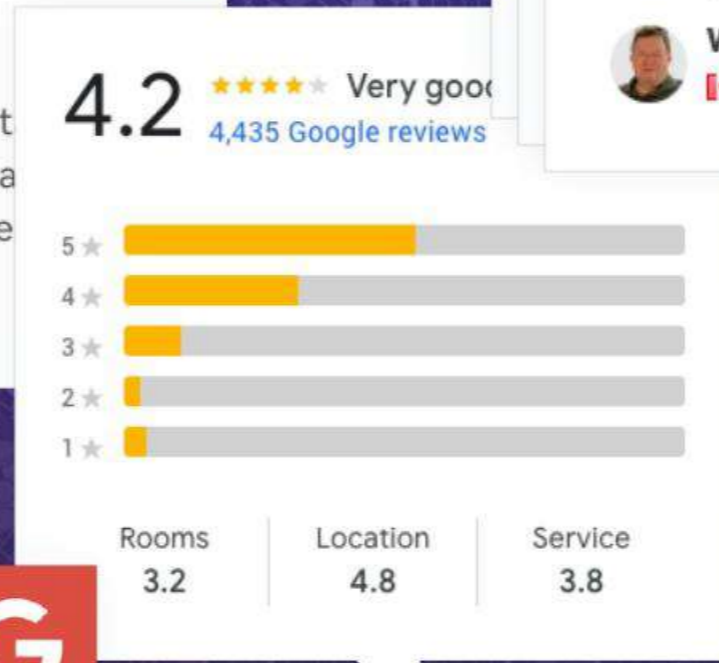


8.3 Very Good
7,755 reviews

Akbarzada628
★★★★★ Recensito 3 settimane fa
Amazing lunch at spring
Great food and buffet spread Want to mention Shubham and Rupesh I Really appreciate their work, thier conduct and behaviour Higly recommended!!!



Nina · luglio, 2019
★★★★★
My father is 75 and Anthony did a great job of t my dad about history and made sure he was ha had a great time and took lots of iconic picture recommend to others.



"Close to Times Square, Macy's and Empire State Building. Staff were friendly and helpful."
Wayne
🇨🇦 Canada



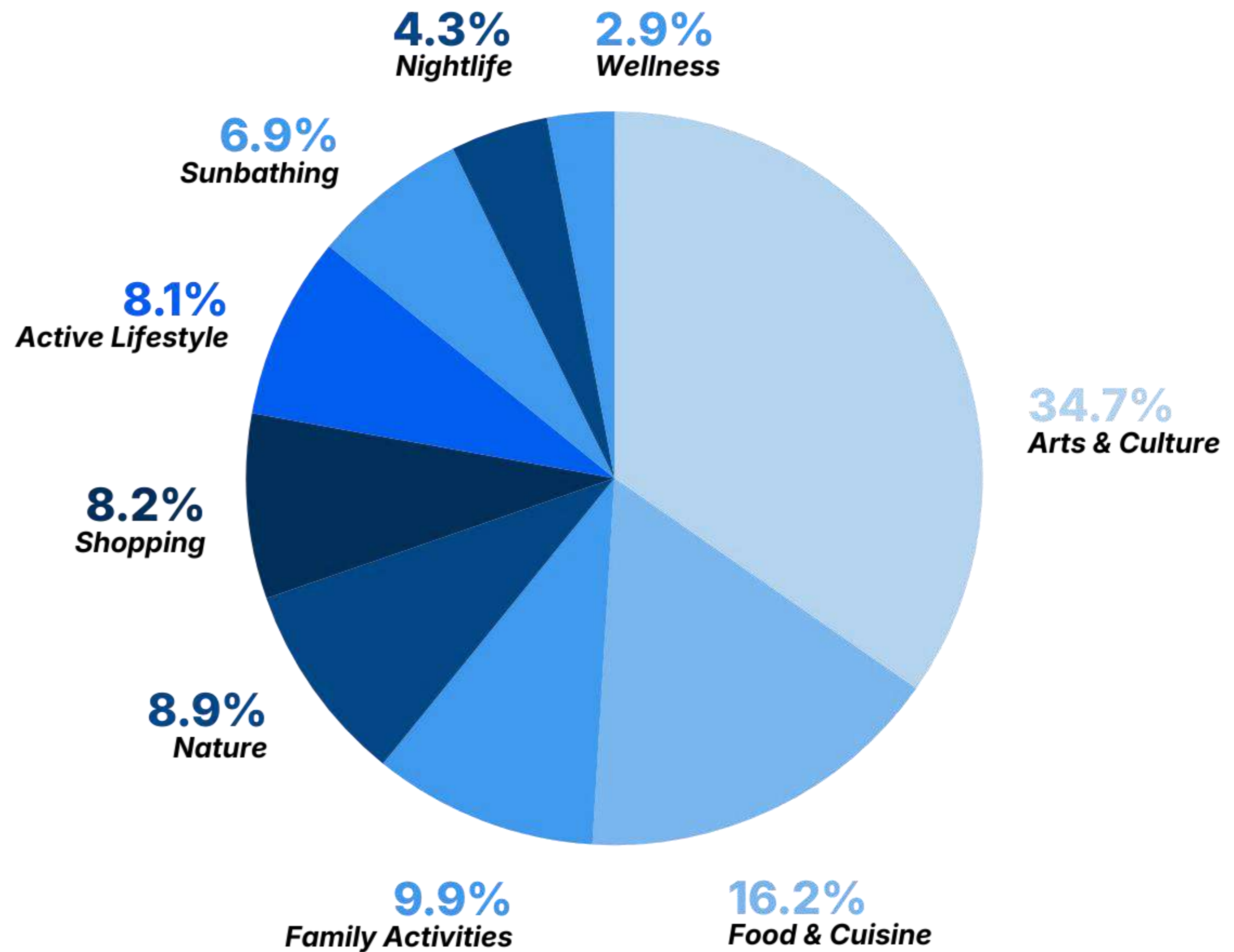
"This place is nice, and the room had mirrors on the wall ! Rooftop bar short distance to time square...."
Sheldon
🇺🇸 United States of America

TP	20:35 - 16:15 ¹ Tap Air Port... - Operated by Portugalia Al...	25 h 40 m 14 h 45 m LIS	1 stop ▲ 14 h 45 m LIS	
	11:25 - 23:30 Tap Air Portuga... - Operated by Portugali...	18 h 5 m FLR-EWR	2 stops LIS, IAD	€935 round trip
	13:05 - 21:00 British ... - American, Finnair, Iberia - D...	13 h 55 m FLR-JFK	1 stop ▲ Change of airport	€948 round trip
	20:30 - 14:15 ¹ Iberia	23 h 45 m FLR-JFK	1 stop ▲ 13 h 25 m MAD	€968 round trip
	14:10 - 19:55 Vueling, British Airways - Iberia	11 h 45 m FLR-JFK	1 stop 1 h 25 m LGW	€1,142 round trip
	09:55 - 15:45 SWISS - United - Operated by Helvetic	11 h 50 m FLR-JFK	1 stop 1 h 40 m ZRH	€2,105 round trip

Digital traces are the traces left online by people through their interactions with and experiences of the world around them.

Why do travellers choose Italy?

Jan – Dec 2025



Source: Mabrian - Data Appeal

Digital traces in Italy's art cities show a slight decline

🕒 Jan 2025 - Jan 2025 compared to the previous year

Digital traces volume and sentiment trend

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

Total digital traces volume **8.6M** VS 10.1M






Weekly

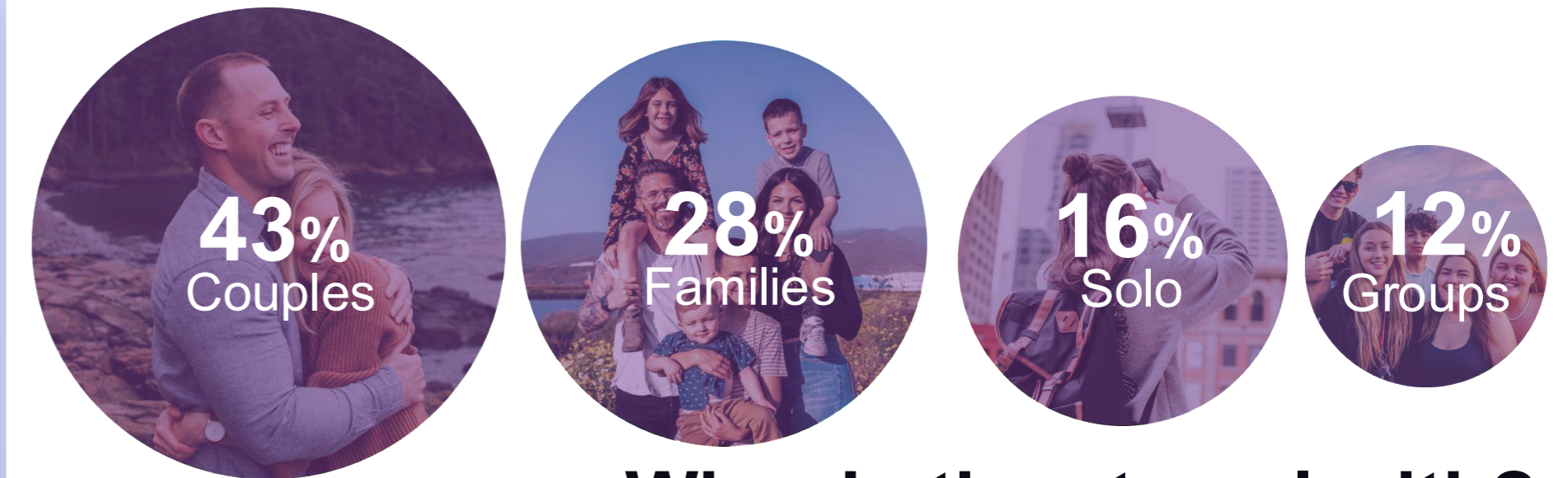


Cultural tourism: Solo travellers on the rise (+3%)

Jan 2025 - Dec 2025 compared to the previous year, culture segment

Where do they come from?

	Digital traces distribution	Sentiment
 Italy	▲ 36.4% ▼ 36.3%	▲ 82.0/100 ▼ 81.8/100
 France	▼ 6.0% ▼ 6.0%	▲ 80.6/100 ▼ 79.6/100
 Germany	▼ 5.4% ▼ 6.7%	▲ 81.7/100 ▼ 80.7/100
 Spain	▲ 4.6% ▼ 4.5%	▲ 79.7/100 ▼ 78.6/100
 United Kingdom	▲ 4.3% ▼ 4.3%	▲ 83.4/100 ▼ 82.6/100



Who do they travel with?

	Digital traces distribution	Sentiment
 United States	▲ 3.6% ▼ 3.4%	▲ 85.2/100 ▼ 84.2/100
 Poland	▲ 2.9% ▼ 2.7%	▲ 84.7/100 ▼ 83.7/100
 Switzerland	▲ 2.7% ▼ 2.7%	▲ 80.6/100 ▼ 80.0/100
 Brazil	▲ 2.3% ▼ 2.3%	▲ 83.9/100 ▼ 81.9/100
 Austria	▲ 1.9% ▼ 1.8%	▲ 82.7/100 ▼ 82.1/100

What do tourists appreciate in Italy?

Top 10 most reviewed cultural attractions in Italy and Vatican City

Jan 2025 – Dec 2025

			Sentiment
6°	Leaning Tower of Pisa	Pisa	91.2 /100
7°	Leonardo da Vinci Interactive Museum	Florence	95.4 /100
8°	Vatican Museums	Vatican City	90.0 /100
9°	Spanish Steps	Rome	89.0 /100
10°	Piazza Navona	Rome	95.0 /100



1
Trevi Fountain
53,185 89.5



2
Colosseum (incl. Archaeological Park)
52,458 92.5



5
St. Peter's Basilica (Vatican City)
22104 94,1



3
Milan Cathedral (Duomo)
26,787 93.7



4
Pantheon
25,652 92.6

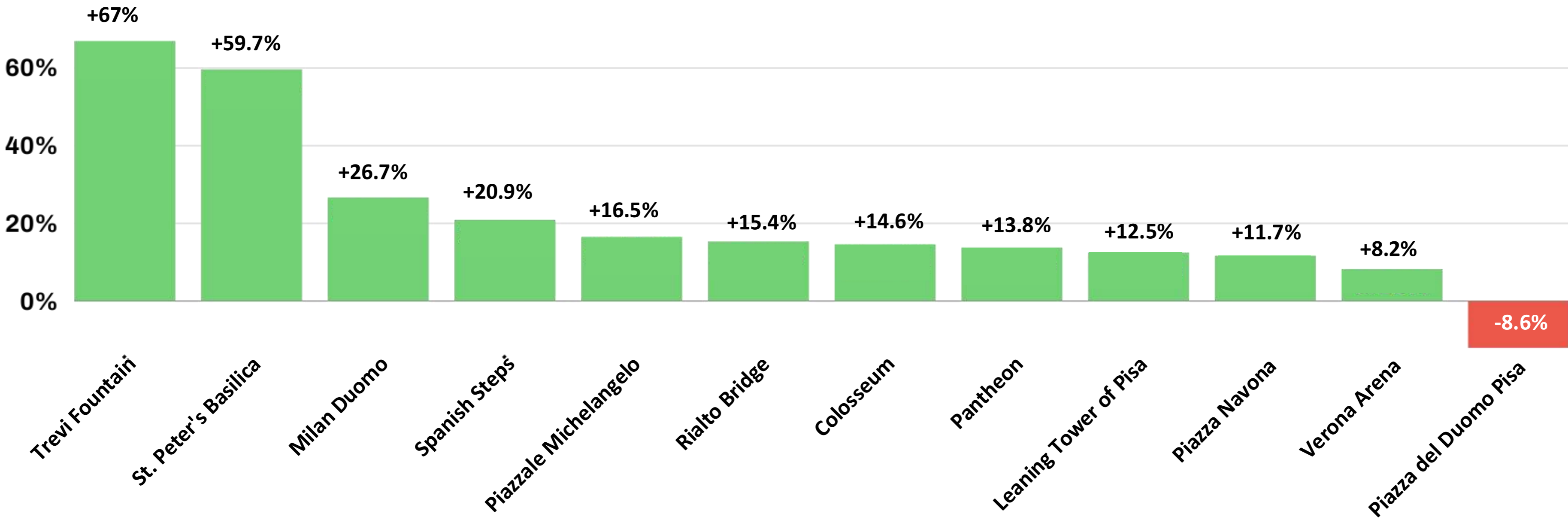


CONTENT

SENTIMENT

Trevi Fountain records the *strongest year-on-year growth* in digital traces

🕒 Jan 2025 – Dec 2025 — Review volume compared with the previous year



Public and private museums: *the most reviewed* in Italy

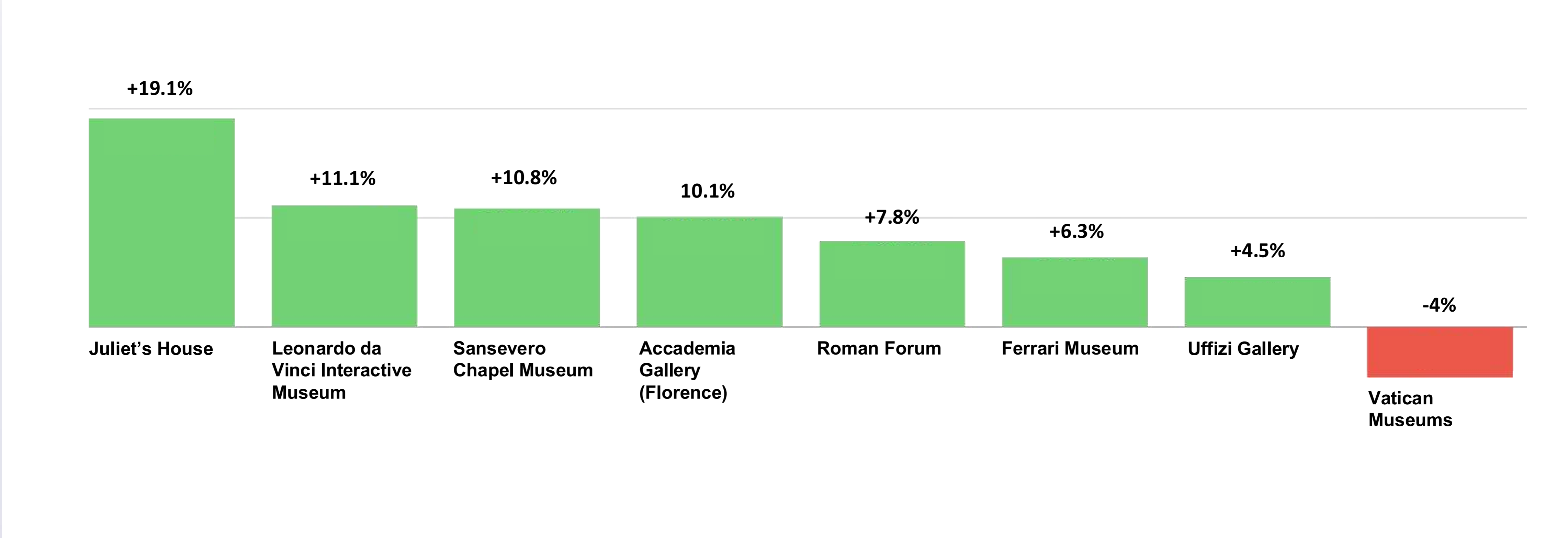
🕒 Jan 2025 - Dec 2025

	Digital trace volume	Sentiment	Popularity
Leonardo da Vinci Interactive Museum — <i>Florence</i>	21,4K	95,41	141.44
Vatican Museums — <i>Vatican City</i>	18K	89,60	137.6
Pompeii Archaeological Park — <i>Pompeii</i>	9,5K	91,34	129.92
Roman Forum — <i>Rome</i>	8,9K	92,76	129.08
Uffizi Gallery — <i>Florence</i>	8,8K	88,66	128.65
Juliet's House — <i>Verona</i>	6,9K	79,07	124.40
Accademia Gallery — <i>Florence</i>	6,2K	89,85	123.96
Ferrari Museum — <i>Maranello</i>	5,6K	86,73	122.18
Castel Sant'Angelo — <i>Rome</i>	5K	94,16	121.41
Doge's Palace — <i>Venice</i>	4,5K	91,95	119.81
Royal Palace of Caserta — <i>Caserta</i>	4,4K	90,69	119.38
Sansavero Chapel Museum — <i>Naples</i>	4,1K	91,15	118.39

*Sentiment scale used: 70 -100

Public and private museums: **Juliet's House** shows the *strongest growth* in reviews

🕒 Jan 2025 – Dec 2025 — Review volume compared with the previous year (Museums segment)

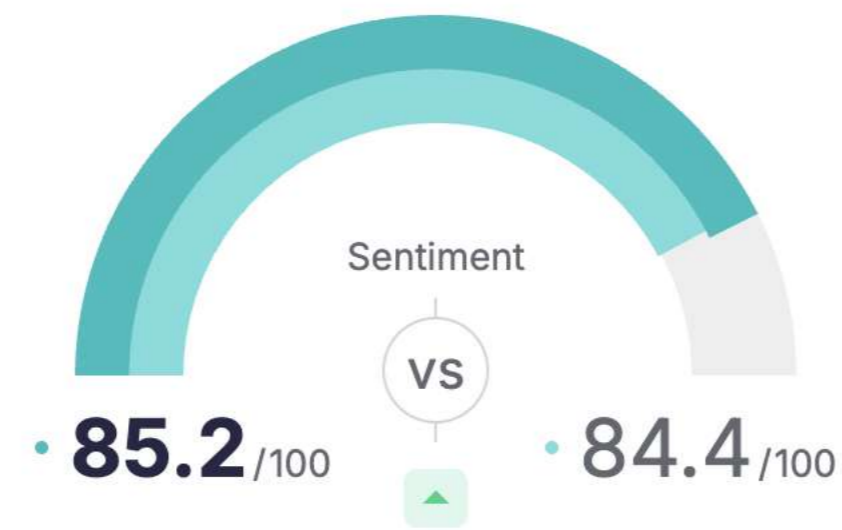


* Data collected on 15 December 2025

Satisfaction in **art cities** is rising broadly

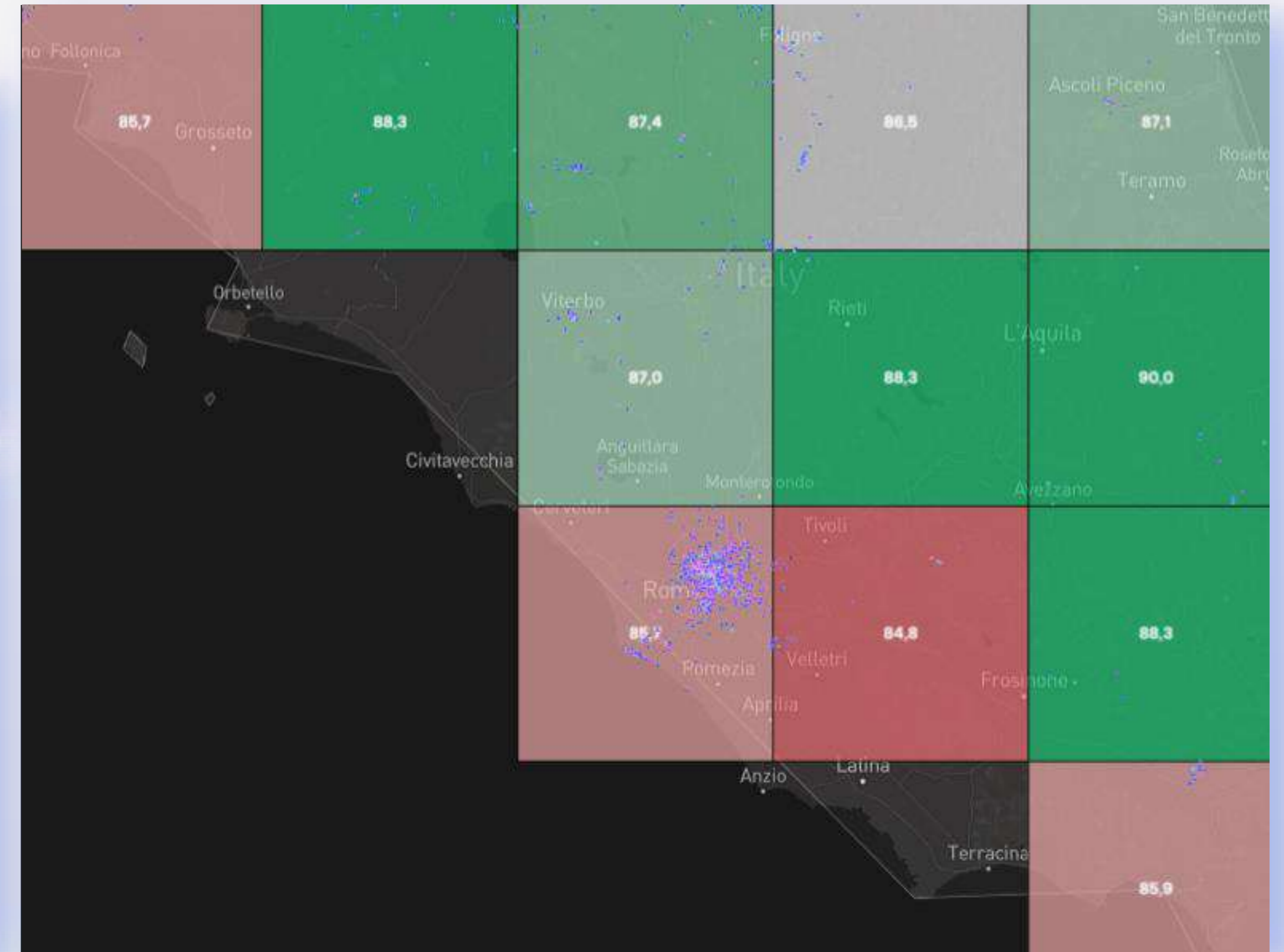
🕒 Jan 2025 – Dec 2025 year-on-year, cultural product

Art cities attractiveness comparison



What attracts visitors

Sector	Sentiment 2025	Change vs 2024
Restaurants & food	86.5/100	+1.1
Accommodation	81.9/100	+0.8
Short-term rentals	84/100	+1.4
Entertainment	86.4/100	+0.6



Northern Italy art cities: Venice shows the strongest increase in sentiment

🕒 Jan 2025 – Dec 2025 vs the previous year

City	Sentiment 2025	Change vs 2024
Venice	85.03	+1.79
Milan	82.78	+1.12
Bologna	83.75	+0.57
Verona	85.1	+0.44
Turin	85.2	+0.25



Central Italy art cities: high sentiment for Siena and Assisi

🕒 Jan 2025 – Dec 2025 vs the previous year

City	Sentiment 2025	Change vs 2024
Rome	85.66	+1.29
Florence	83.7	+1.08
Siena	86.07	+0.4
Assisi	87.9	+0.7



Southern Italy & Islands art cities: Bari and Caserta stand out for high sentiment

🕒 Jan 2025 – Dec 2025 vs the previous year

City	Sentiment 2025	Change vs 2024
Naples	84.26	+0.4
Palermo	84.65	+0.5
Bari	85	+0.4
Caserta	85.5	+0.8



Most discussed topics: growing demand for interactivity; costs, cleanliness and waiting times are critical

🕒 Gen 2025 - Dic 2025

Positive aspects

- | | |
|----------------------------|---|
| Cultural activities | Rich historical sites and guided tours enhance the cultural experience significantly. |
| Location | Stunning landscapes and picturesque spots make the journey worthwhile. |
| Atmosphere | Relaxing and enchanting ambiance, perfect for contemplation and enjoyment of nature. |

To be improved

- | | |
|----------------------|--|
| Waiting times | Crowds can lead to long waits; planning ahead is advisable. |
| Costs | Prices vary; some consider them high, while others find them reasonable. |
| Cleanliness | Generally well-maintained and clean, enhancing the overall visitor experience. |

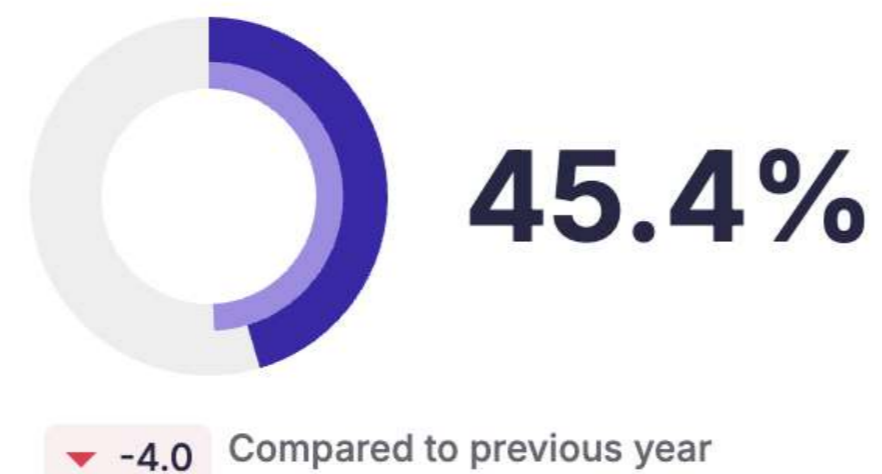
Cultural tourism and **hospitality**

OTA saturation and rates in art cities: A stable picture

🕒 Jan 2025 – Dec 2025 vs the previous year

Ota saturation

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



Ota rates

Trend of minimum, average and maximum available prices.

Min. rate

101.5 €

▲ 1.6%

Avg. rate

177.4 €

▲ 1.1%

Max. rate

388.0 €

▼ -0.2%



HOSPITALITY



44.7%

▼ -4.3 Compared to previous year

Min. rate

▲ **102.1 €**

Avg. rate

▲ **180.3 €**

Max. rate

▲ **401.3 €**



SHORT TERM RENTALS



50.1%

▼ -2.0 Compared to previous year

Min. rate

▲ **99.0 €**

Avg. rate

▲ **172.0 €**

Max. rate

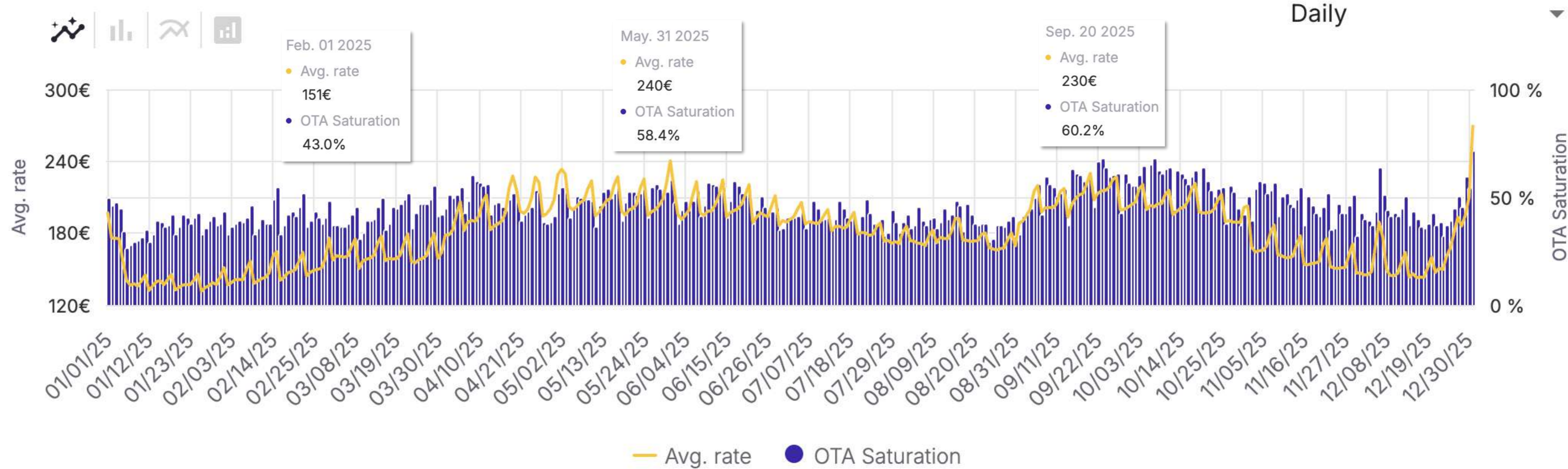
▲ **343.3 €**

The appeal of the **low season** and **shoulder** seasons is growing

🕒 Jan 2025 – Dec 2025

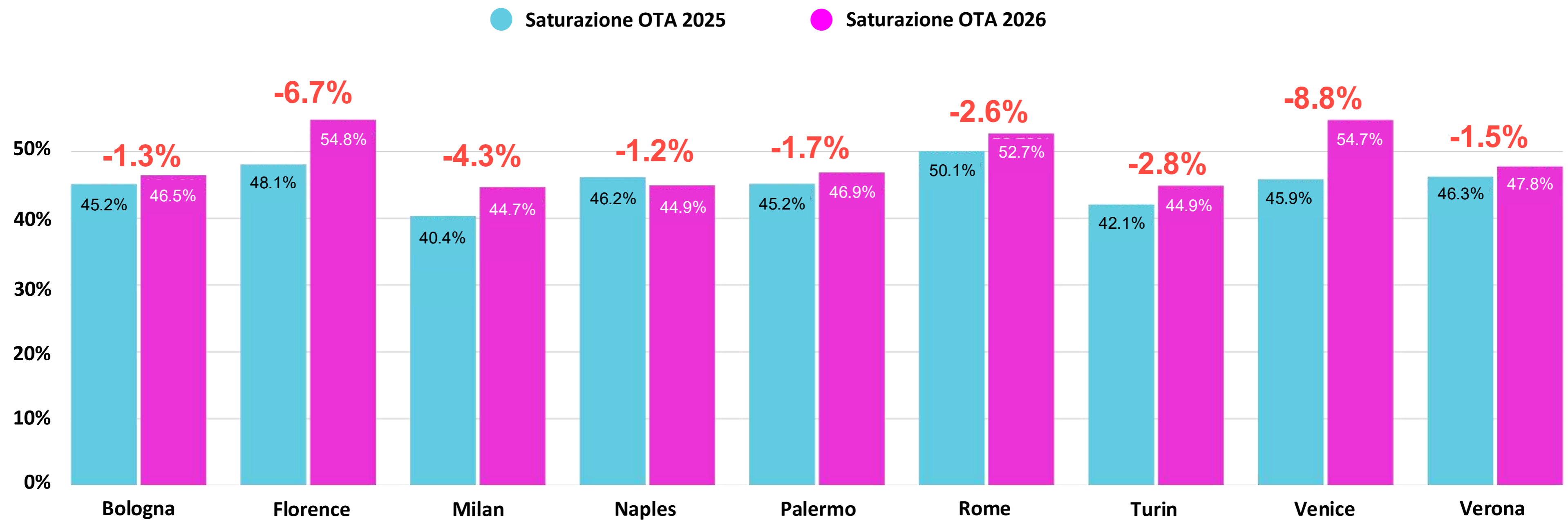
Average rates and ota saturation

Overview of rates and OTA saturation for the selected period.



OTA saturation slightly down in major art cities: direct bookings are increasing

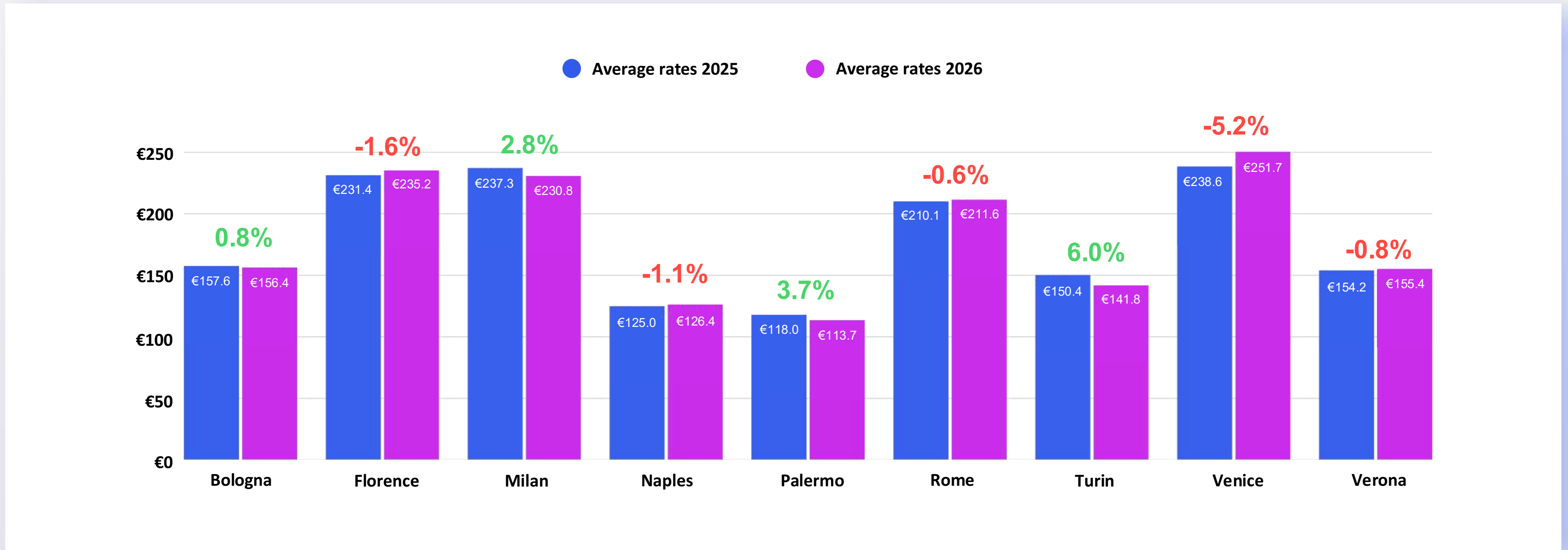
🕒 Jan 2025 – Dec 2025 vs the previous year



● Tariffe medie 2025 ● Tariffe medie 2024

OTA rates: decreasing especially in Venice

🕒 Jan 2025 – Dec 2025 vs the previous year



2026 outlook in art cities: **OTA rates** still rising

Ota saturation

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



-7.9 Compared to previous year

HOSPITALITY



36.0%

-7.9 Compared to previous year

Min. rate
▲ **102.7 €**
 Avg. rate
▲ **181.3 €**
 Max. rate
▲ **419.7 €**

SHORT TERM RENTALS



38.7%

-8.9 Compared to previous year

Min. rate
▲ **98.5 €**
 Avg. rate
▲ **170.4 €**
 Max. rate
▲ **343.0 €**

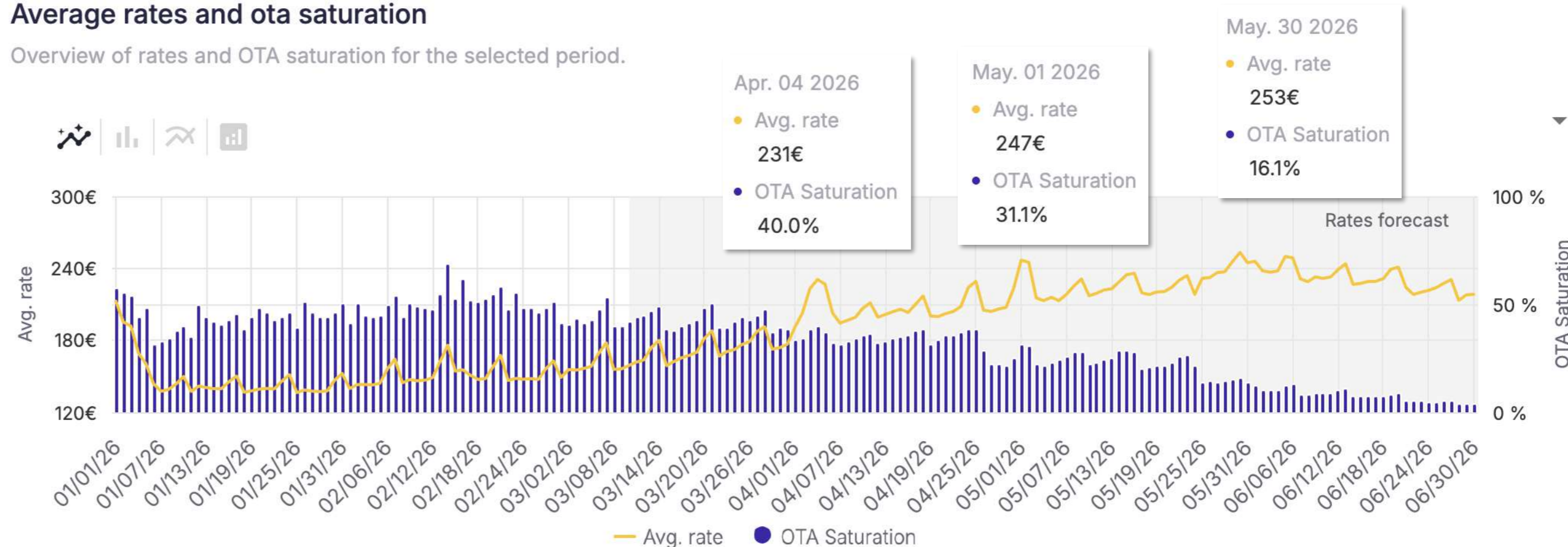
Ota rates

Trend of minimum, average and maximum available prices.

Min. rate **101.7 €** ▲ 2.7%
 Avg. rate **179.3 €** ▲ 2.7%
 Max. rate **400.5 €** ▲ 4.2%

Average rates and ota saturation

Overview of rates and OTA saturation for the selected period.



Key takeaways

- **Italy is chosen primarily for culture:** this is confirmed by Data Appeal and Mabrian data. “Arts & Culture” is the leading travel motivation for Italy (34.7%).
- **Beyond cultural heritage:** Satisfaction is rising in art cities, not only due to the strong appeal of cultural attractions, but also thanks to the overall experience, including food (sentiment 86.5/100, +1.1 pp YoY) and hospitality (accommodation 81.9/100 and short-term rentals 84/100 — both growing YoY).
- **Sentiment map by areas:** Southern Italy and smaller centres are growing strongly. All major art cities, from North to South, show increasing sentiment. Smaller towns also emerge among favourites, such as Siena (Tuscany) and Assisi (Umbria), along with Southern Italian cities experiencing a boom in cultural attractiveness. Caserta (85.5) and Bari (85) stand out. Among the most reviewed museums in 2025 are the Royal Palace of Caserta and the Sansevero Chapel Museum in Naples, the third-fastest growing museum overall by number of reviews (+10.9%).
- **Discussion topics:** museums with strong interactivity have higher attractiveness and visibility. Strategically, this can become an effective lever to reduce and manage other critical issues such as prices and queues.
- **Most appreciated cultural attractions:** Rome confirms itself as the cultural city with the highest density of top reviewed attractions. Trevi Fountain ranks first and records the highest increase in reviews in 2025 (+67% YoY), followed by the Colosseum and Milan Cathedral. Vatican attractions are included for the first time: St. Peter’s Basilica ranks third, and the Vatican Museums rank eighth.
- **Most reviewed public and private museums:** the top three are the Leonardo da Vinci Interactive Museum in Florence, the Vatican Museums, and Pompeii Archaeological Park. Juliet’s House in Verona stands out for the strongest growth in reviews (+19.1% YoY).
- **Accommodation:** a stable picture for OTA saturation and rates in art cities, with some exceptions. Saturation (the ratio between available and booked offers on online portals) shows a slight decrease across Italy, except in Naples (+1.2%). Rates increase in Turin (+6%) and Palermo (+3.7%), while they decline in Venice (-5.2%).
- **The appeal of the low season and shoulder seasons continues to grow, likely influenced by more accessible prices and milder weather, supporting de-seasonalisation.**

Methodology

The Data Appeal Company is a provider of alternative data. Through proprietary techniques, it collects and monitors the digital presence of POIs (points of interest) by analysing dozens of portals, websites, OTAs and social media platforms, from mainstream sources to specialised vertical channels.

The data retrieval methodology includes a reconnaissance and unique matching process through an algorithm designed to maximise the probability that explored channels refer to the same POI.

After a data quality process, for each detected POI the analysis covers POI characteristics (e.g., location, type, services) and visitor characteristics (e.g., origin, language, travel type). Digital human experience content (reviews, comments, ratings, scores, etc.) is read and semantically analysed through proprietary natural language AI mechanisms, in the original language, to identify meaning and emotional tone.

The main output is the Sentiment Score, a synthetic index on a 0–100 scale expressing satisfaction, i.e., the share of positive judgments within all analysed content.

Clusters (macro-topics) and topics are associated with each content item. Additional techniques have been developed over time, including a rates checker for hospitality, with daily rate collection (monitored multiple times per day) from OTAs. Thanks to a new semantic analysis supported by Large Language Models and the integration of generative AI, the platform enables real-time reading and querying of user-generated content, interpreting nuances across 50 languages while preserving granularity and accuracy.

The Data Appeal Company SpA (formerly Travel Appeal) was acquired in 2022 by Almax SpA, part of the Almax Group.

This report is based on the analysis of approximately 8.6 million online contents in Italy and 1.1 million in Tuscany from 1 January to 31 December 2025 (unless otherwise specified). The analysis of OTA rates and arriving passengers is extracted from the Data Appeal platform. For more information: info@datappeal.io