



Overtourism: BVA Doxa and The Data Appeal Company of the Almaxwave Group join forces for more sustainable tourism

- *Collaboration to analyze the impact of increased tourist flows on destinations and to plan citizen-friendly tourism using Big Data and Artificial Intelligence agreed*
- *The results of the research will be presented in a white paper providing a comprehensive snapshot of overtourism in Milan and Florence, based on quantitative and qualitative data*
- *Pilot project already launched in collaboration with the Destination Florence Foundation linked to the new #EnjoyRespectFirenze campaign*

Florence, June 10, 2024 - Milan and Florence are welcoming significant numbers of tourists, which have also brought major challenges. Against this backdrop, **BVA Doxa**, a leading Italian research institute and part of the international The BVA family, and **The Data Appeal Company**, an Almaxwave Group company specializing in analytics based on Big Data and Artificial Intelligence for the world of tourism, join forces and their respective expertise to analyze and understand the phenomenon of overtourism. They have begun with the cities of Milan and Florence, leveraging the mine of data provided by the web, social media and surveys.

The exponential rise in tourism requires careful management to ensure a positive experience for visitors and residents alike, while preserving the historical, artistic and environmental heritage of cities, with city centers facing gentrification.

Milan, the fashion and business capital, saw its best year ever in 2023, with approximately 8.5 million arrivals to the city and more than 11.5 million to the urban area. Florence, the cradle of the Renaissance and with a trove of art treasures, in turn saw a significant increase in tourists in 2023, with approximately 6.5 million arrivals - up 15% on the previous year.

The goal of the research is to develop a white paper, accompanied by a raw data set, that can help guide governments and municipalities in their plans for land and tourism. Through a rigorous methodological approach and combining quantitative and qualitative data, the research will focus on three main assets: correlation between residents' quality of life and tourism, perceptions of tourism by the citizens of the two cities, and the role of local institutions.

*"We are excited to partner with The Data Appeal Company on this important project", stated **Simone Pizzoglio**, Partner and Head of BU at BVA Doxa. "Overtourism is a complex challenge that requires a multi-disciplinary approach. The combination of quantitative and qualitative data, combined with big data analysis, will allow us to gain a deep understanding of the phenomenon and provide concrete recommendations for more sustainable tourism management in Milan and Florence".*

*"We believe that this research can be a valuable tool for local institutions and all stakeholders involved in the tourism sector", stated **Mirko Lalli**, CEO of The Data Appeal Company. "The goal is to build a citizen-friendly tourism model that is able to generate economic benefits for the city, while respecting the environment and the local community. As always, we want to help, through data and understanding phenomena, to rebalance the quality of life of the resident citizen with the quality of experience of the temporary citizen".*



Specifically, the research will be carried out in various ways. These include a quantitative survey conducted on a representative sample of residents of Milan and Florence, a series of interviews with citizens to explore their opinions on overtourism, an analysis of the sentiment of the population on online platforms such as forums, social media and blogs, alongside a Big Data analysis, provided by The Data Appeal Company, that will make it possible to track tourist flows, their distribution geographically and their impact on cities.

The results of the research will be presented in October as part of a white paper that will, on the one hand, provide a comprehensive snapshot of overtourism in Milan and Florence and, on the other, highlight critical areas and opportunities for more sustainable tourism management. All while also providing concrete recommendations to local institutions to improve the quality of life for citizens and to promote tourism that is more respectful of the environment and the local community.

The research will thus help shed light on citizens' expectations and needs, enabling local institutions to develop targeted policies to improve people's quality of life.

A pilot project was launched in recent days in Florence, in collaboration with the Destination Florence Foundation, to coincide with the launch of the new **#EnjoyRespectFirenze** campaign.

The analysis methodology, which combines surveys and big data, allows for the replicability of the research across all Italian and international tourism destinations.



BVA Doxa

BVA Doxa (originally named Doxa) is the first market research company founded in Italy and has always been synonymous with quality and reliability. Since 2019, it has been part of The BVA Family, a global leader in insights, data and consulting. The BVA Family was the first group in the market research and consulting sector to adopt a purpose-driven approach, and as a result BVA Doxa adopted the status of Società Benefit in June 2022, aiming to have a positive impact on society, staff, and the environment. At BVA Doxa, we strongly believe in industry expertise, with dedicated Business Units for specific industries and clients: Institutions, Finance, Utilities, Telco, Retail, FMCG, Media & Digital, Mobility, Tech & Durables. Moreover, Doxa Pharma is the division specialized in research in the pharmaceutical and health sectors in general.

To address the continuous and different needs expressed by clients, BVA Doxa has built over the years a broad portfolio of solutions, unique proprietary studies, techniques, and analysis tools, constantly investing in innovation to provide data and insights to support the strategies of companies and organizations. The focus on innovation to adapt research solutions to a constantly evolving market, along with scientific rigor, has always been a distinctive feature of BVA Doxa.

THE DATA APPEAL COMPANY – ALMAWAVE GROUP

The Data Appeal Company, through a proprietary algorithm based on artificial intelligence, machine learning and semantic analysis collects, measures and analyzes all feedback posted online, combining it with geographic and contextual data, offering the regions and enterprises the opportunity to optimize the business's potential, gain in-depth market knowledge and establish a competitive advantage. The Data Appeal Company SpA (formerly Travel Appeal) has belonged to the Almwave Group since 2022.

In 2023 the company acquired 70% of the share capital of Mabrian Technologies S.L., a Spanish company specializing in Travel and Destination Intelligence solutions, to consolidate its international positioning. The company's mission is to simplify the use and understanding of data to help companies and tourist destinations make effective and informed decisions. www.datappeal.io

ALMAWAVE GROUP

Almwave S.p.A. is an Italian company, listed on the Euronext Growth Milan (AIW.MI) market and engaged in the field of Data & Artificial Intelligence. The Group offers proprietary technologies, solutions and services which realize AI and data's potential in the digital evolution of companies and public administrations. It boasts more than 400 domestic and international customers, in sectors including Government, Finance, Energy & Utilities, Tourism and Healthcare, operating directly and through partners. The Almwave team consists of more than 400 professionals. The Group uses AI technology labs dedicated to developing products, platforms and vertical solutions targeting various market segments. Almwave's technological asset base, conceived and built as a model of natural experience in the interaction between man and machine, can interpret text and voice in over 40 languages, interacting in multi-channel mode, analyzing data and information with a view to knowledge development and automation to support decisions. Its skill centers also allow the potential of data to be achieved in complex contexts, combining expertise on key market frameworks in areas such as Data Management, Machine Learning, Location Intelligence, and the knowledge of business processes in related vertical sectors.

The Almwave scope, part of the Almviva Group, includes the companies SisTer, The Data Appeal Company, Mabrian Technologies, Obda Systems, Almwave do Brasil, and Almwave Usa. www.almwawe.com



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