

**IN MILAN, MORE TOURISM DOES NOT MEAN LOWER QUALITY OF LIFE:
IN SOME DISTRICTS, THE OPPOSITE IS TRUE**

**Revealed by the first integrated white paper on overtourism and urban perception
in the Lombard capital, produced by
The Data Appeal Company – Almwave Group and Doxa**

Rome-Milan, 3rd September 2025 – It is widely assumed that increasing tourist flows compromise residents' quality of life. But in Milan, the data tell a different story. There is no linear correlation between perceived quality of life and tourist presence. On the contrary, in some districts, higher tourism levels go hand in hand with greater resident satisfaction. This is the key finding of the first white paper produced by The Data Appeal Company, part of the Almwave Group and specialised in Big Data and Artificial Intelligence analytics for the tourism sector, together with Doxa, Italy's leading research institute. The study stems from a collaboration launched in June 2024 with the aim of analysing and understanding, through both objective data and residents' perceptions, the impact of overtourism in urban contexts.

The data collected – combining more than 130 digital sources analysed by The Data Appeal Company and a structured survey conducted by Doxa on a representative sample of over 500 residents – outline an urban geography made up of diverse and evolving balances.

The most emblematic case is District 6 (*Barona, Lorenteggio, Navigli*), where the tourism pressure index is rated medium-high and perceived quality of life is among the highest in the city. Here, the presence of green spaces, cultural offerings, pedestrian-friendly areas and ongoing urban regeneration contribute to creating a virtuous balance between attractiveness and residents' everyday wellbeing. District 1, the Historic Centre, despite having the highest level of tourist presence, also records excellent perceived quality of life, thanks to a wealth of high-level services and an affluent socio-economic profile. The average annual income here exceeds €80,000, the highest across all Milanese districts.

In District 3 (*Città Studi, Lambrate, Porta Venezia*), cultural and academic appeal coexists with a lower perceived quality of life, negatively affected by a lack of green areas, traffic congestion and saturation of public spaces. Conversely, District 8 (*Gallaratese, Quarto Oggiaro*), despite experiencing limited tourist pressure, stands out for its surprisingly high quality of life, confirming that urban liveability depends on a much broader range of factors than visitor numbers alone. District 2 (*Central Station, Gorla, Turro, Crescenzago*), with medium-high tourism pressure, shows an intermediate quality of life, while District 4 (*Vittoria, Forlanini*), despite its semi-central location, records both low tourist pressure and medium-low perceived quality of life.

Among the more peripheral districts, District 5 (*Vigentino, Chiaravalle, Gratosoglio*) and District 7 (*Baggio, De Angeli, San Siro*) share low tourism intensity but differ in residents' evaluations: medium for the former and medium-high for the latter, supported by the availability of large green areas. Finally, District 9 (*Garibaldi, Niguarda*) records medium levels of both tourist pressure and perceived quality of life, revealing challenges and potential yet to be fully harnessed.

The survey also shows that 75% of Milanese residents rate essential services positively, 74% appreciate the cultural offering, and 63% believe tourism makes the city more lively and dynamic. However, there are also critical issues: 77% of residents see tourism as one of the causes of rising prices, and 59% perceive a deterioration in quality of life over the past three years, mainly due to the cost of living and feelings of insecurity. Only 32% believe tourism is undermining the city's cultural identity.

The white paper, produced by The Data Appeal Company and Doxa, represents the first integrated study on Milan to measure the relationship between tourist flows and quality of life through a dual lens: objective data and subjective perceptions. The approach – based on synthetic indicators of tourist pressure (such as area popularity, flow seasonality, density of short-term rentals, and online reviews) combined with targeted statistical surveys – is designed to be replicable in other Italian and European cities, with the broader aim of providing institutions and stakeholders with concrete tools for more sustainable and informed management of tourist flows.

Mirko Lalli, CEO and founder of The Data Appeal Company – Almwave Group, highlights: *“This project stems from the need to observe urban tourism in a more nuanced and realistic way. The correlation between tourism and quality of life is not automatic and can vary from neighbourhood to neighbourhood: to understand it, we need data, effective technologies, context and listening to local communities. The model we have adopted integrates objective analyses with residents' perceptions and aims to serve as an operational tool for administrations and policy makers. It is a replicable approach, designed to adapt to different cities today and in the years to come, in a context where managing tourist flows will increasingly be central to urban balance.”*

Susanna De Luca, Senior Research Manager at Doxa, adds: *“Being part of this project has been a valuable opportunity for us to introduce diverse and complementary approaches, integrating – alongside quantitative analyses and Data Appeal's findings presented in the paper – qualitative interviews with residents and web listening activities. We wanted to observe the phenomenon from multiple perspectives, combining objective data and subjective voices, and capturing what residents truly think or express online, often critically and directly. Beyond methodological innovation, the real achievement was to challenge a dominant and often oversimplified narrative on overtourism: in Milan, at least in some districts, tourism is not seen as an obstacle, but as an element that coexists, sometimes virtuously, with urban quality of life.”*

The full document is available in English at this link: <https://datappeal.io/free-white-paper-overtourism-milan/>



The Data Appeal Company – Almaxwave 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 Almaxwave 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

Almaxwave

Almaxwave 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 Almaxwave team consists of approx. 450 professionals. The Group uses AI technology labs dedicated to developing products, platforms and vertical solutions targeting various market segments. Almaxwave'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 Almaxwave scope, part of the Almaxviva Group, includes the companies SisTer, The Data Appeal Company, Mabrian Technologies, Obda Systems, Almaxwave do Brasil, and Almaxwave Usa. www.almaxwave.com

Doxa

Doxa is the first market research company founded in Italy and has always been a byword for quality and reliability. At Doxa, we firmly believe in sector-specific expertise, with dedicated Business Units focused on key industries and clients: Institutions, Finance, Utilities, Telco, Retail, FMCG, Media & Digital, Mobility, Tech & Durables, and Pharma. To meet the constantly evolving needs of our clients, Doxa has built over the years a broad portfolio of solutions, proprietary studies, advanced methodologies, and analytical tools—continuously investing in innovation to provide data and insights that support corporate and organizational strategies. A strong focus on innovation—aimed at tailoring our solutions to a constantly changing market—alongside scientific rigor, has always been at the heart of Doxa's identity. In June 2025, Doxa became part of the Ipsos Group.



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