

2024, August

Museums Routes in Italy 2022

Road routes connecting the museums and similar institutions surveyed by the Istat 2022 survey form the museum routes here presented. Statistical information on cultural and tourism sites from official statistics or institutional sources enrich the routes

The adopted methodology was already tested on the data of the survey on Museums and similar institutions 2015 and 2018, and disseminated in the form of experimental statistics. A GIS procedure connects, the 107 starting museums, chosen as structures with the largest number of visitors in each Province/ UTS, to all other museums within a 30-minute drive. The road stretches through a set of municipal territories in which are located, in addition to other typical places of culture such as libraries and theaters, villages, protected natural areas, UNESCO sites. These territories are also characterized from the point of view of the tourists who visit them and the population that lives there, all potential users of museums and their natural and cultural heritage.

The proposed update also confirms that the routes are very different from each other: some are particularly rich in museums and other types of cultural assets, some concentrate in a single center, others are spread over many kilometers in the territory, beyond the boundaries of the Provinces/UTS and the reference regions. In some cases the paths overlap, in others they are isolated. Local public administrators, decision-makers, cultural, tourism entrepreneurs, and economic operators will find this integrated geographical vision a useful support for their work.

For each route, an attached summary card presents a number of indicators on the context, the type of museum and the tourist vocation of the route. In the technical note, there are useful information to read the attached cards. Annexes include a printing of the map of each route, including cultural and natural facilities on the territory. Routes are also downloadable as a geographical interchange file (shape file).

Results

This is the second update of the statistic on Museum Routes, the update follows that of the survey on Museums and similar institutions that happens every 3 years. The total number of route is not changed since the number of Province is the same as in 2018.

It is necessary to remember that in the time interval between the updates, the country faced the Covid-19 pandemic, which left its mark on many aspects of daily life and did not spare even the life of museums. Some museums were unable to reopen, while others reorganized during the closure, entered into agreements with other museums or institutions, rationalizing their exhibitions. Furthermore, the variation in the number of museums in the itineraries can also be attributed to the improvement of the survey's data and the closures for routine maintenance of some museum institutions. In 2022, the itineraries include 56 more museums, while fluctuations of length and museum number included are significant within them. It is also worth noting that changes in road infrastructure can affect the itineraries even in the absence of other variations, precisely because they are based on a 30-minute car journey; in fact, it seems that there has been

an enhancement of the road infrastructure during the intervening period. Overall, the 2022 itineraries are quite similar to those of 2018 based on the pre-Covid situation, although the differences are greater than one would expect in a normal update.

Table 1 shows the 107 itineraries ordered by the number of visitors and provides some information on the population, area, number of museums, and arrivals at tourist facilities in the underlying territory of the itinerary.

The analysis conducted by integrating various statistical sources shows that the routes with the highest number of tourist arrivals do not necessarily have the highest number of museum visitors, and vice versa. On the other hand, the data also show cases of itineraries where, despite a high number of tourist arrivals, there are few visitors to museum institutions.

Tabella 1 - I percorsi museali in Italia: popolazione, superficie, numero di musei, visitatori dei musei, arrivi turistici anno 2022 (valori assoluti e percentuali)

Numero del percorso	Museo principale del percorso	Comune	Provincia	Popolazione	Superficie (Km ²) (a)	Numero di musei	Visitatori	di cui visitatori stranieri (in % sul totale dei visitatori)	Arrivi	di cui arrivi stranieri (in % sul totale degli arrivi)
59	ANFITEATRO FLAVIO (COLOSSEO)	Roma	Roma	3.497.646	2.268	133	24.008.707	58,8	7.746.590	62,3
46	CASTELLO DELL'IMPERATORE E CASSERO MEDIEVALE	Prato	Prato	1.278.764	2.235	136	10.079.290	46,8	4.739.624	61,6
73	AREA ARCHEOLOGICA DI POMPEI	Pompei	Napoli	2.838.397	1.303	100	10.008.147	47,2	3.088.853	53,1
64	GALLERIA DEGLI UFFIZI E CORRIDOIO VASARIANO	Firenze	Firenze	1.262.644	2.421	135	9.975.443	46,8	4.400.299	63,2
77	REGGIA DI CASERTA (PALAZZO REALE, PARCO E GIARDINO ALL'INGLESE)	Caserta	Caserta	2.205.622	1.266	86	9.872.472	47,2	1.626.151	41,0
18	MUSEO E TESORO DEL DUOMO DI MONZA	Monza	Monza e della Brianza	3.593.641	1.361	92	5.346.655	35,5	6.536.318	57,6
26	LA TRIENNALE DI MILANO	Milano	Milano	3.491.756	1.516	102	5.333.423	35,8	6.316.584	56,7
72	MUSEO DELLA CERTOSA DI PAVIA	Certosa di Pavia	Pavia	2.021.517	1.162	67	5.004.139	36,8	5.253.345	61,1
38	MUSEO EGIZIO	Torino	Torino	1.421.353	1.127	63	4.392.258	22,3	1.683.365	34,7
42	PALAZZO DUCALE - FONDAZIONE MUSEI CIVICI DI VENEZIA	Venezia	Venezia	339.390	614	41	4.134.047	54,6	4.826.271	80,5
48	MUSEO DELL'OPERA DELLA METROPOLITANA DI SIENA - COMPLESSO DEL DUOMO DI SIENA	Siena	Siena	159.798	1.541	44	2.926.303	33,8	890.563	55,7
81	EX CAPPELLA DI SANT'APOLLINARE - CATTEDRALE DI LUCCA	Lucca	Lucca	1.051.824	2.480	96	2.907.662	43,5	2.709.542	46,6
45	COMPLESSO MONUMENTALE DI PIAZZA DUOMO, PISA	Pisa	Pisa	818.067	1.713	64	2.629.606	46,6	2.135.198	45,6
25	MUSEO DEL TESORO DELL'INCORONATA	Lodi	Lodi	1.996.703	1.391	60	2.152.025	37,2	5.259.798	61,0
90	BASILICA DI SANT'APOLLINARE NUOVO	Ravenna	Ravenna	608.043	2.222	58	2.112.611	31,2	2.538.280	18,7
8	MUSEI DI SAN DOMENICO	Forlì	Forlì-Cesena	745.292	2.606	67	2.092.258	31,3	2.572.577	17,5
87	MUSEO EREMITANI E CAPPELLA DEGLI SCROVEGNI	Padova	Padova	1.305.642	1.988	72	1.833.657	30,4	6.742.756	66,7
54	ANFITEATRO ARENA - MUSEI CIVICI DI VERONA	Verona	Verona	821.431	1.764	42	1.816.501	47,0	4.384.395	56,8
88	BASILICA PALLADIANA - MUSEI CIVICI	Vicenza	Vicenza	920.617	1.615	66	1.599.015	32,5	1.218.033	38,0
71	PARCO DEL CASTELLO DI MIRAMARE	Trieste	Trieste	285.360	320	42	1.597.390	50,8	599.138	54,5
101	COMPLESSO MONUMENTALE PALAZZO REALE E CAPPELLA PALATINA	Palermo	Palermo	968.112	1.257	37	1.346.016	44,8	901.378	43,9
47	PARCO MONUMENTALE DI PINOCCHIO	Pescia	Pistoia	484.862	1.526	59	1.120.813	37,7	926.196	50,4
10	MUSEO CIVICO ARCHEOLOGICO	Bologna	Bologna	907.327	2.271	76	1.109.353	26,9	2.052.169	40,4
28	EREMO DI SANTA CATERINA DEL SASSO BALLARO	Leggiano	Varese	354.520	807	40	1.080.410	50,3	1.200.119	68,3
39	MUSEO ARTISTICO E STORICO DI PALAZZO BORROMEO	Stresa	Verbano-Cusio-Ossola	164.719	638	29	1.043.358	53,8	938.768	69,5
92	MUSEO ARCHEOLOGICO DELL'ALTO ADIGE	Bolzano	Bolzano/Bozen	369.695	2.172	62	1.037.623	0,3	3.397.367	71,5
13	MUSEI CIVICI - PALAZZO DEI MUSEI	Reggio nell'Emilia	Reggio nell'Emilia	1.001.058	1.902	75	1.033.095	25,6	1.062.324	31,9
78	COMPLESSO MONUMENTALE DELLA PILOTTA (MUSEO ARCHEOLOGICO NAZIONALE, GALLERIA NAZIONALE, TEATRO FARNESE)	Parma	Parma	665.557	1.977	78	950.541	21,9	805.346	31,1
49	MUSEO DELLE SCIENZE	Trento	Trento	362.943	1.772	41	949.962	15,8	1.329.769	52,9
94	PARCO ARCHEOLOGICO E PAESAGGISTICO DELLA VALLE DEI TEMPLI	Agrirento	Agrirento	185.360	1.009	7	919.118	41,0	229.042	47,9
11	MUSEO FERRARI MARANELLO	Maranello	Modena	1.187.453	1.793	41	896.006	33,2	2.324.183	41,0
89	SACRO MONTE DI ORTA	Orta San Giulio	Novara	207.427	748	27	893.375	55,9	858.543	68,4
100	PARCO ARCHEOLOGICO DI NAXOS TAORMINA - TEATRO GRECO ROMANO DI TAORMINA	Taormina	Messina	237.797	467	12	798.368	38,6	724.963	57,4
51	MUSEO DELL'OPERA DEL DUOMO DI ORVIETO - MODO - MUSEO EMILIO GRECO	Orvieto	Terni	55.090	1.031	21	790.925	23,7	253.527	31,4
52	FORTE DI BARD	Bard	Valle d'Aosta/Vallée d'Aoste	90.677	782	27	770.405	16,4	195.298	28,6
67	MUSEI NAZIONALI DI GENOVA, PALAZZO REALE	Genova	Genova	876.754	1.298	81	747.266	32,2	1.780.593	44,8
17	ENTE VILLA CARLOTTA	Tremezzina	Como	208.525	494	20	694.625	59,5	922.826	83,3
93	PINACOTECA DEL SEMINARIO VESCOVILE	Rovigo	Rovigo	625.761	1.726	54	687.682	22,1	1.699.289	28,9
24	CASA MUSEO VILLA MONASTERO	Varenna	Lecco	146.783	615	21	675.483	59,1	521.209	77,8
50	POZZO ETRUSCO	Perugia	Perugia	362.236	1.784	61	653.907	32,3	1.208.376	26,3
98	PARCO ARCHEOLOGICO E PAESAGGISTICO DI SIRACUSA, ELORO, VILLA DEL TELLARO E AKRAI (AREA ARCHEOLOGICA DELLA NEAPOLIS)	Siracusa	Siracusa	266.711	1.277	11	617.622	49,0	377.261	43,4

(a) Il dato sulla superficie è riferito al 1.01.2023

Tabella 1 - I percorsi museali in Italia: popolazione, superficie, numero di musei, visitatori dei musei, arrivi turistici anno 2022 (valori assoluti e percentuali)

Numero del percorso	Museo principale del percorso	Comune	Provincia	Popolazione	Superficie (Km ²) (a)	Numero di musei	Visitatori	di cui visitatori stranieri (in % sul totale dei visitatori)	Arrivi	di cui arrivi stranieri (in % sul totale degli arrivi)
9	MUSEO CASTELLO ESTENSE	Ferrara	Ferrara	775.867	2.599	41	526.076	23,3	1.906.269	41,3
79	PALAZZO DUCALE DI MANTOVA (MUSEO ARCHEOLOGICO NAZIONALE E PALAZZO DUCALE)	Mantova	Mantova	310.357	1.424	25	493.928	23,1	398.007	29,8
22	MUSEO DELLE STORIE DI BERGAMO	Bergamo	Bergamo	1.153.853	1.025	39	451.376	26,0	1.277.537	45,4
58	ROCCA DEMANIALE	Gradara	Pesaro e Urbino	513.703	896	41	426.553	23,7	3.901.953	19,8
76	PARCO ARCHEOLOGICO DI PAESTUM E VELIA (AREA ARCHEOLOGICA DI PAESTUM, MUSEO ARCHEOLOGICO NAZIONALE, PARCO ARCHEOLOGICO DI ELEA-VELIA)	Capaccio Paestum	Salerno	178.805	549	9	420.735	40,1	256.937	13,8
15	BASILICA PATRIARCALE	Aquileia	Udine	319.016	969	25	410.446	26,8	490.113	49,0
57	ABBAZIA DI CASAMARI	Veroli	Frosinone	252.601	1.109	21	390.196	25,7	77.774	13,2
99	PARCO ARCHEOLOGICO DI SEGESTA	Calatafimi-Segesta	Trapani	314.767	2.053	13	389.730	36,7	372.982	34,9
23	FONDAZIONE IL VITTORIALE DEGLI ITALIANI	Gardone Riviera	Brescia	403.535	884	18	377.782	32,7	2.080.969	64,2
30	MUSEO DELLA VITA CONTADINA NELL'OTTOCENTO	Castelnuovo Don Bosco	Asti	1.054.307	988	29	375.468	19,4	1.483.914	36,7
14	ERPAC - MUSEI PROVINCIALI DI GORIZIA. COLLEZIONE ARCHEOLOGICA, MUSEO DELLA GRANDE GUERRA, MUSEO DELLA MODA E DELLE ARTI APPLICATE	Gorizia	Gorizia	160.201	528	22	354.203	30,5	273.058	53,0
62	BASILICA DI SAN FRANCESCO	Arezzo	Arezzo	335.282	2.670	39	334.264	29,2	526.924	34,0
65	PALAZZO FARNESE	Caprarola	Viterbo	206.872	1.501	25	331.947	31,4	105.297	15,8
35	CASA LEOPARDI	Recanati	Macerata	414.581	1.239	51	323.443	11,9	757.953	16,6
66	CASTEL DEL MONTE	Andria	Barletta-Andria-Trani	423.933	1.444	18	316.014	28,2	157.348	24,9
102	PARCO ARCHEOLOGICO E PAESAGGISTICO DI CATANIA E DELLA VALLE DELL'ACI - TEATRO ANTICO E ODEON CON ANTIQUARIA DI CASE LIBERTI E PANDOLFO	Catania	Catania	615.218	783	22	297.855	42,1	640.269	44,3
37	WIMU MUSEO DEL VINO A BAROLO	Barolo	Cuneo	264.209	1.168	33	294.012	25,2	404.935	43,2
43	SACRARIO MILITARE DI CIMA GRAPPA	Pieve del Grappa	Treviso	130.875	606	15	285.850	27,1	160.085	38,9
12	MUSEI CIVICI DI PALAZZO FARNESE	Piacenza	Piacenza	537.897	1.878	50	280.407	18,4	416.535	30,8
29	SACRO MONTE DI CRETA	Serralunga di Crea	Alessandria	143.418	749	21	267.236	11,4	98.752	36,2
96	PARCO ARCHEOLOGICO DI MORGANTINA E DELLA VILLA ROMANA DEL CASALE DI PIAZZA ARMERINA-MUSEO REGIONALE VILLA ROMANA DEL CASALE DI PIAZZA ARMERINA	Piazza Armerina	Enna	50.464	873	6	254.257	35,0	46.398	40,1
80	FONDAZIONE E MUSEO DEL VIOLINO ANTONIO STRADIVARI CREMONA	Cremona	Cremona	362.916	1.552	41	245.303	21,5	318.309	29,5
82	MUSEO DIOCESANO DI ARTE SACRA	Lecce	Lecce	457.987	1.533	21	244.789	43,0	532.787	35,8
21	MOSTRA PERMANENTE DELLA MARINERIA LOANESE	Loano	Savona	269.355	690	44	236.228	32,1	1.531.893	30,9
40	PALAZZINA DEL BELVEDERE - COLLEZIONE ARCHEOLOGICA FALDETTA	Brindisi	Brindisi	322.389	1.124	19	235.368	42,7	486.908	37,7
61	MUSEO ARCHEOLOGICO NAZIONALE	Reggio di Calabria	Reggio Calabria	223.431	404	13	231.123	24,3	102.270	16,7
106	AREA ARCHEOLOGICA SU NURAXI DI BARUMINI	Barumini	Sud Sardegna	70.306	1.463	38	213.486	30,1	34.395	12,5
60	CASTELLO SVEVO	Bari	Bari	833.370	1.693	26	205.069	31,1	795.328	42,0
44	MUSEO AUDIOVISIVO DELLA RESISTENZA DELLE PROVINCE DI MASSA CARRARA E LA SPEZIA	Fosdinovo	Massa-Carrara	359.759	1.278	34	199.602	26,5	712.789	42,8
32	MUSEO DELLA CARTA E DELLA FILIGRANA	Fabiano	Ancona	121.456	1.601	34	196.564	26,1	170.718	15,6
20	MUSEO DEL CASTELLO. COLLEZIONI CIVICHE ARCHEOLOGICHE U. FORMENTINI	La Spezia	La Spezia	354.759	1.271	34	184.782	27,3	747.478	43,5
36	RICETTO CANDELO - ECO-MUSEO DELLA VITIVINICOLTURA	Candelo	Biella	187.903	815	30	180.697	13,5	112.547	27,9
86	GIARDINO DEI TAROCCHI	Capalbio	Grosseto	50.887	1.161	7	162.357	35,3	420.477	18,4
3	STORICA CASA GROTTA DI VICO SOLITARIO	Matera	Matera	187.254	1.368	15	159.924	39,5	341.971	37,1
33	MUSEO MALACOLOGICO PICENO	Cupra Marittima	Ascoli Piceno	410.358	1.077	58	148.978	22,2	985.234	12,0
104	MUSEO DELLA VITA E DELLE TRADIZIONI POPOLARI SARDE / MUSEO DEL COSTUME	Nuoro	Nuoro	70.188	1.546	17	148.215	34,0	138.460	48,8
41	PARCO ARCHEOLOGICO DI BARATTI E POPOLONIA	Piombino	Livorno	87.186	626	15	134.651	27,0	714.940	32,4
74	FORTEZZA LE CASTELLA	Isola di Capo Rizzuto	Crotone	85.780	441	4	132.967	35,8	92.657	7,0
75	FORTEZZA DI SAN LEO	San Leo	Rimini	231.732	1.250	36	132.145	22,9	1.720.245	25,2
103	MUSEO DELL'INTRECCIO MEDITERRANEO	Castelsardo	Sassari	31.260	333	6	129.910	37,9	93.512	61,5

(a) Il dato sulla superficie è riferito al 1.01.2023

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Numero del percorso	Museo principale del percorso	Comune	Provincia	Popolazione	Superficie (Km q) (a)	Numero di musei	Visitatori	di cui visitatori stranieri (in % sul totale dei visitatori)	Arrivi	di cui arrivi stranieri (in % sul totale degli arrivi)
107	AREA ARCHEOLOGICA DI THARROS	Cabras	Oristano	39.196	186	7	119.738	23,3	90.134	38,4
83	PAFFI INTERNATIONAL MUSEUM OF COMIC ART	Pordenone	Pordenone	485.073	1.949	42	116.934	13,1	299.467	32,7
70	ABBZIA DI FOSSANOVA	Priverno	Latina	346.780	1.307	16	113.157	21,9	186.495	13,2
53	MUSEO DELLA GRANDE GUERRA IN MARMOLADA-ONLUS	Rocca Pietore	Belluno	21.712	870	12	104.504	33,0	1.085.452	39,8
68	MUSEO ARCHEOLOGICO NAZIONALE DI TARANTO	Taranto	Taranto	400.790	1.377	10	98.881	35,2	237.665	13,6
34	POLO MUSEALE DI PALAZZO DEI PRIORI - PINACOTECA CIVICA - SALA DEL MAPPAMONDO	Fermo	Fermo	298.894	713	33	98.635	22,2	694.038	12,4
5	CASTELLO MURAT MUSEO CIVICO	Pizzo	Vibo Valentia	176.230	785	10	93.043	29,9	156.194	24,3
2	FORTEZZA E MUSEO DELLE ARMI E MAPPE ANTICHE	Civitella del Tronto	Teramo	300.548	973	29	92.247	38,6	423.847	12,7
7	MUSEO RELIGIOSO SAN PIO DA PIETRELCINA	Pietrelcina	Benevento	131.745	800	12	92.191	22,4	23.453	13,7
19	GIARDINI BOTANICI HANBURY (CENVIS-GBH)	Ventimiglia	Imperia	108.831	282	15	84.938	33,2	447.065	53,8
69	MUSEO ARCHEOLOGICO NAZIONALE DEL MELFESSE MASSIMO PALLOTTINO	Melfi	Potenza	64.361	1.201	9	82.229	19,3	30.277	10,4
105	AREA ARCHEOLOGICA DI NORA	Pula	Cagliari	7.135	138	1	81.676	55,0	86.296	49,2
63	PARCO ARCHEOLOGICO DI SIPONTO	Manfredonia	Foggia	237.607	1.369	7	71.583	27,1	299.624	19,6
31	MUSEO DEI MISTERI	Campobasso	Campobasso	82.946	807	14	68.805	25,1	30.734	7,1
55	MUSEO NAZIONALE D'ABRUZZO	L'Aquila	L'Aquila	83.376	746	9	60.638	11,8	71.143	11,6
85	SACRO MONTE DI VARALLO	Varallo	Vercelli	36.882	311	12	60.078	19,1	16.320	30,3
84	MUSEO DEL CEDRO DI SANTA MARIA DEL CEDRO	Santa Maria del Cedro	Cosenza	63.795	412	6	58.330	25,0	170.538	7,1
91	CASTELLO MEDIEVALE DI ROCCASCALEGNA	Roccasalegna	Chieti	85.113	714	10	50.955	26,1	32.046	13,9
6	MUSEO ABBZIALE DI MONTEVERGINE	Mercogliano	Avellino	97.918	163	10	44.732	14,6	30.877	16,4
95	MUSEO CIVICO DI NISCEMI	Niscemi	Caltanissetta	206.256	1.044	10	39.481	21,0	38.908	28,7
97	MUSEO CIVICO 'F. L. BELGIORNO'	Modica	Ragusa	191.914	1.069	8	37.311	25,4	239.248	31,4
27	MUSEO VALTELLINESE DI STORIA E ARTE	Sondrio	Sondrio	79.759	878	7	35.619	17,8	93.319	20,5
56	SANTUARIO ITALICO	Pietrabbondante	Isernia	43.293	805	11	34.876	8,4	10.161	9,4
16	ABBZIA DI FARFA	Fara in Sabina	Rieti	141.712	544	13	32.282	16,6	76.880	34,1
4	MUSEO CIVICO DI TAVERNA	Taverna	Catanzaro	92.713	406	9	30.670	10,7	58.954	7,7
1	EREMO ABBZIA DI SANTO SPIRITO A MAIELLA	Roccamorice	Pescara	12.916	192	3	24.669	11,8	13.614	11,8

(a) Il dato sulla superficie è riferito al 1.01.2023

Fonte: elaborazioni su dati Istat

Methodology

The Survey on museums and similar institutions is carried out within the framework of the "Memorandum of Understanding for the development of the integrated information system on cultural institutions and places", between Istat, the Ministry of Culture, Regions, and Autonomous Provinces, approved on 08.03.2023 by the State-Regions Conference, and in collaboration with the CEI - National Office for Ecclesiastical Cultural Heritage and Worship Buildings, which provided data on institutions of ecclesiastical entities collected annually as part of their institutional activities. From 2018 to 2023, the survey is conducted annually thanks to the agreement between Istat and the Managing Authority of the PON "Governance and Institutional Capacity 2014-2020", related to the implementation of the Project "Territorial and sectoral statistical information for cohesion policies 2014-2020" with Istat and the Department for Cohesion Policies (DPCoe) of the Presidency of the Council of Ministers and the Agency for Territorial Cohesion (ACT) as proposing entities.

The survey, conducted on a census basis, was carried out through the completion of an online questionnaire by the managers of each unit listed in the starting registry. It involved all public, state, non-state, and private institutions of various types and sizes that were open to the public in the year 2022. The results obtained provide an updated and detailed description of all museums, archaeological areas, monuments, and monumental complexes present in Italy and open with regulated and organized modes of access.

The survey delves into various themes. In addition to describing the structural characteristics of museum institutions, the types of preserved and exhibited assets, the legal nature and forms of management, the census also captures the access and visitation methods, the extent of owned assets, the employed personnel, financial resources and expenses incurred, visitor support, cultural activities, and services offered to the public. A specific module also allows for a deeper exploration of the inclusivity level of the facilities by investigating the types of structural and functional interventions adopted to accommodate visitors with disabilities, both motor and cognitive.

All results of the survey are published on Istat web site. The main figures are: in 2022, the Italian heritage can be quantified as consisting of 4,416 institutions spread throughout the national territory, capable of mobilizing a total of almost 108 million visitors. More than one in four Italian municipalities (27%) offer at least one structure, with approximately 2 museums per 100 square kilometers, and one museum for every 13,000 inhabitants.

Of the total number of museums surveyed, the majority consists of museums and collections of works and artifacts (3,392 in total): among these, the majority exhibit art collections (23.2%) and archaeological artifacts (15.9%), are thematic museums (13.1%), or display ethnographic and anthropological items of interest (13.4%). Monuments and monumental complexes (726 in total) consist of almost a third churches and religious buildings converted into museums (32.6%), fortified structures such as castles and towers (25.9%), or historical and artistic villas and palaces (22.5%). There is a significant presence of archaeological areas and parks throughout the territory (298 in total).

The "Survey on Museums and Similar Institutions" allowed, for the first time in 2015, to geolocate the objects identified through the control and standardization of addresses and the assignment of a pair of geographical coordinates to the museum's access point. The processes of geocoding and georeferencing have evolved in subsequent editions of the survey, and in parallel with the refinement of the registry, the knowledge of the location of the cultural objects surveyed has improved.

The references to the territory assigned to each structure include:

- The standardized address, possibly identified by the National Address Register. This process is assisted by commercial software (Egon owned by Ware Place srl) for recognition and normalization.
- The grid mesh of the regular European grid provided by EUROSTAT, defined in the reference system (EPSG: 3035) ETRS89/LAEA and transformed into WGS84/UTM32N.
- The coordinates of the access corresponding to the address in the WGS84 reference system projected in UTM32N. The georeferencing process, initiated during the 2016 survey, currently involves attributing coordinates to a point inside the perimeter of the museum. Some coordinates are automatically assigned during the normalization process, while missing coordinates are located on a map by an operator using recognition on orthophoto, Open Street Map, or Google Maps. In subsequent survey occasions, it was possible to verify and validate all automatic placements.
- The census section of the 2021 Provisional Territorial Bases in which the museum falls.

Georeferencing (assigning a pair of coordinates) and geocoding (assigning a reference whose geographic position is known, such as the municipality, address, etc.) allow for immediate comparison with territorial information from other sources at various levels of detail.

For each province, starting from the geographical coordinates of the most attractive museum in terms of annual number of visitors (main museum), all itineraries connecting it to other museums within a maximum driving time of 30 minutes have been defined, even in the presence of temporary traffic limitations (e.g., restricted traffic zones scheduled for specific time slots in some urban centers). Driving time is the best measure to define proximity or distance between locations as it takes into account various geographical features such as mountains, passes, rivers to cross, and lakes to circumnavigate, which simple kilometric distance cannot accurately represent. The road graph used to define the itineraries is based on the Tom-Tom road network in the 2023 version within the Network Analyst tool of ArcMap. This process allows for a representation of routes that align with the territorial reality regardless of administrative boundaries.

The choice of the starting point for the itineraries is a proposal to address the pressing question of how to decongest the most popular tourist destinations and the emergency of overtourism in many cities, in favor of a more sustainable and local tourism, through the redistribution of visitors and tourists to lesser-known but equally culturally interesting sites.

The methodology selected also allows for designing routes from any other point, using different means of transportation, over different distances. For example, it would be possible to design cycling routes around a farmhouse, walking routes starting from a parking lot, or train routes starting from airports or ports, as well as from the most popular tourist destinations, just to mention a few possibilities.

The routes are analyzed and characterized for their spatial aspects using GIS tools (e.g., the number of museums reachable, proximity to parks and natural areas). The geographies obtained are characterized by integrating the survey data on Museums with those available on an area basis at the minimum level of the municipality's location: libraries (Istat, Public reading libraries in Italy), theaters (revised SIAE data and georeferenced Istat), UNESCO sites (UNESCO), "Borgo" municipalities (The most beautiful villages in Italy, Orange flags of the Touring Club, and "Authentic Villages of Italy"), protected natural areas (MASE National Geoportal), tourism (Istat, Movement of clients in accommodation facilities), demography (Istat, Movement and calculation

of annual resident population). All the sources used provide georeferenced information, or at least geocoded at the municipal level.

In total, the 107 museum routes produced starting from the most visited museum in each Province are composed of a set of short routes, each connecting the main museum to every museum reachable within a 30-minute drive, which are then grouped together to form a route starting from a main museum. There are 2711 museum institutions located in the total number of itineraries, 889 of which are reached by more than one route as illustrated in Figure 2. The routes pass through 2,537 municipalities, which represent the geographical unit of analysis for the statistics presented in the attached sheets (Figure 1).

Figure 1 – Museum routes in 2022: geography

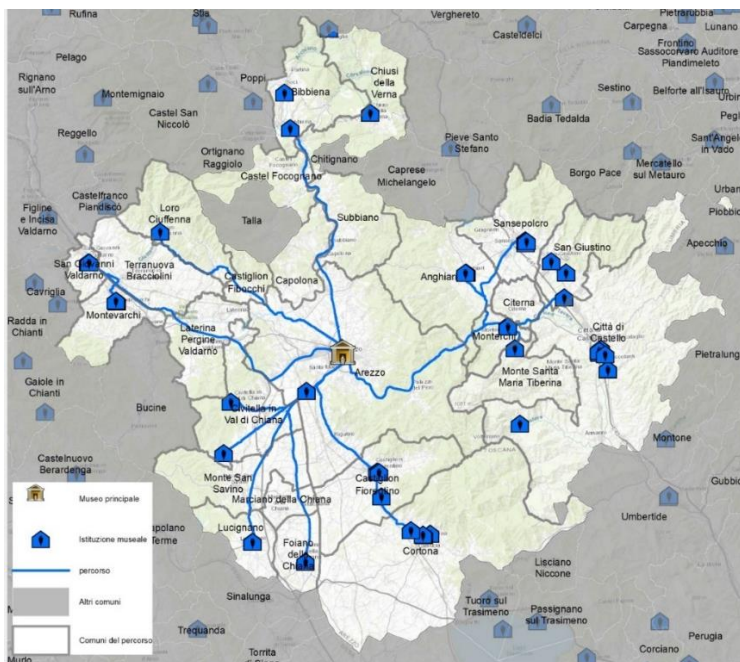
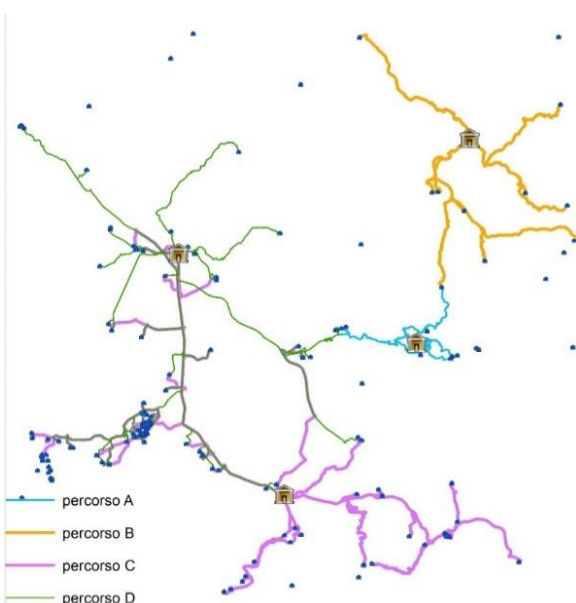


Figure 2 – An example of partially superimposed routes



Each identified route is described by the characteristics of the museums visited, the presence or absence of libraries, theaters, parks, villages, UNESCO sites, and the potential user base (resident population and tourist arrivals). If we have the opportunity to use precise spatial information to characterize each of the itineraries (for example, the exact location of the museum, park, etc.), the same applies to the 107 routes, where data and indicators referring to the municipalities underlying them are used:

- Tourism (Istat, Movement of customers in accommodation facilities);
- Demography (Istat, Movement and calculation of annual resident population);
- UNESCO sites (Unesco);
- Villages (The most beautiful villages in Italy, Orange Flag villages, Authentic Villages of Italy);
- Protected natural areas (Geoportal MASE <https://gn.mase.gov.it/portale/home>).

Table 2 shows some information on the routes identified. There are 107 museum routes, corresponding to the 107 most visited museums in each province, from which it is possible to visit 2711 museums (61.4% of all Italian museums) through a network of itineraries within 30 minutes by car. Table 2 also shows a strong polarization in terms of visitors. In fact, the routes identified concentrate about one third of visitors (29.4%) in the 107 most visited museums and 88.9% in all the museums on the itineraries. The museums not reached by the routes are, instead, 1705, for a basin of little more than 12 million visitors, 11.1% of all the visitors of the Italian museums.

Each route has an average of 36 museums, but with extreme variability: from 1 to 136 institutes. This depends on several factors, including the cultural-historical identity, which is very varied in the country, the road networks and the morphology of the different territories. The latter influences the extension of the routes that can be made in 30 minutes by car and therefore the number of museums: The road network will be more developed and easier to use than those in mountainous areas.

Tabella 2 - Musei ed istituti simili inseriti nei percorsi museali
anno 2022 (valori assoluti e percentuali)

Musei	Musei e istituti simili		Visitatori	
	Numero	%	Numero	%
Musei inseriti nei percorsi	2.711	61,4	95.883.756	88,9
<i>Musei più visitati nei percorsi</i>	<i>107</i>	<i>2,4</i>	<i>31.722.309</i>	<i>29,4</i>
<i>Altri musei inseriti nei percorsi</i>	<i>2.604</i>	<i>59,0</i>	<i>64.161.447</i>	<i>59,5</i>
Musei non inseriti nei percorsi	1.705	38,6	12.016.196	11,1
Totale musei aperti Italia	4.416	100,0	107.899.952	100,0

Fonte: Elaborazione su dati Istat, "Indagine sui musei e gli istituti simili", anno 2022.

Table 3 provides information on the types of museums included in the routes: among the most visited 52.3% are museums, 33.6% monuments or monumental complexes and 14% areas or archaeological parks, in line with national averages.

Tabella 3 - Musei ed istituti similari inseriti nei percorsi museali per tipologia principale
anno 2022 (valori assoluti e percentuali)

Musei	Numero				Percentuale			
	Museo, galleria e/o raccolta	Area o parco archeologico	Monumento o complesso monumentale	Totale	Museo, galleria e/o raccolta	Area o parco archeologico	Monumento o complesso monumentale	Totale
Musei inseriti nei percorsi	2.118	155	438	2.711	78,1	5,7	16,2	100,0
<i>Musei più visitati nei percorsi</i>	56	15	36	107	52,3	14,0	33,6	100,0
<i>Altri musei inseriti nei percorsi</i>	2.062	140	402	2.604	79,2	5,4	15,4	100,0
Musei non inseriti nei percorsi	1.274	143	288	1.705	74,7	8,4	16,9	100,0
Totale musei aperti Italia	3.392	298	726	4.416	76,8	6,7	16,4	100,0

Fonte: Elaborazione su dati Istat, "Indagine sui musei e gli istituti similari", anno 2022.

The legal form (table 4) does not seem to be characteristic for museums included in museum routes compared with those that are not part of them. The total number of institutions in the selected routes shows characteristics in line with national values, with 62.9% of public museums and 37.1% private ones. This correspondence, however, disappears when you look at the 107 most visited museums of the routes. The majority of public museums are included in the routes, with peaks of over 70% among the most visited museums.

Tabella 4 - Musei ed istituti similari inseriti nei percorsi museali per forma giuridica del soggetto titolare
anno 2022 (valori assoluti e percentuali)

Musei	Numero			Percentuale		
	Pubblico	Privato	Totale	Pubblico	Privato	Totale
Musei inseriti nei percorsi	1.706	1.005	2.711	62,9	37,1	100,0
<i>Musei più visitati nei percorsi</i>	72	35	107	67,3	32,7	100,0
<i>Altri musei inseriti nei percorsi</i>	1.634	970	2.604	62,7	37,3	100,0
Musei non inseriti nei percorsi	1.164	541	1.705	68,3	31,7	100,0
Totale musei aperti Italia	2.870	1.546	4.416	65,0	35,0	100,0

Fonte: Elaborazione su dati Istat, "Indagine sui musei e gli istituti similari", anno 2022.

In 2022 all routes insist on at least one protected natural area while 81.3% cross municipalities that have in their territory one or more "villages" and 62.2% common with UNESCO World Heritage sites (United Nations Educational, Scientific and Cultural Organization). 51.4% of the routes have all three characteristics (Table 5).

Tabella 5 - Percorsi museali che attraversano aree naturali protette, comuni "Borgo" e/o siti UNESCO
anno 2022 (valori assoluti e percentuali)

Percorsi museali	Numero	% sul totale dei percorsi
Percorsi con aree naturali protette	107	100,0
Percorsi con comuni "Borgo"	87	81,3
Percorsi con siti Unesco	67	62,6
Percorsi con aree verdi, comuni "Borgo" e siti Unesco	55	51,4

Fonte: Elaborazione su dati Anci, Touring Club Italiano, "Borghi Autentici d'Italia", Ministero dell'Ambiente, UNESCO.

Contacts

Silvia Talice
talice@istat.it
tel. 06 4673.7369

Maria Rosaria Prisco
prisco@istat.it
tel. 06 4673.7518

The research group includes: Marina Bertollini, Alessandro Caramis, Alessandra Federici, Roberta Panaccione, M. Rosaria Prisco e Silvia Talice.