Colosseum, Roman Forum & Palatine Hill Priority Access Guide

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Introduction

This report provides a historical analysis of the tour 'Colosseum, Roman Forum & Palatine Hill Priority Access Guide' available at https://www.getyourguide.com/colosseum-l2619/colosseum-and-roman-forum-guided-tour-with-priority-access-t195566/. The analysis includes trends in pricing, customer reviews, bookings, categories, and positions over time.

Insight Summary

Main Findings:

- **Total Records Analyzed:** 3589

- **Date Range:** 2023-05-24 to 2024-10-07

- **Average Price:** €64.31

- **Median Price:** €64.00

- **Average Number of Reviews:** 29951.30

- **Number of Reviews:** 50650

Metric	Value
Total Records Analyzed	3589

Date Range	2023-05-24 to 2024-10-07
Average Price	€64.31
Median Price	€64.00
Average Number of Reviews	29951.30
Number of Reviews	50650

Reviews Analysis:

Metric	Value
Average Review Increase per Day	73.39043824701196
Highest MoM Review Increase (%)	303.83% on 2023-06-30

Booked Data Analysis:

Metric	Value
Total Bookings	101371.0
Average Bookings per Day	234.11
Maximum Bookings in a Single Day	647.0 on 2024-03-19
Highest MoM Booking Increase (%)	392.37% on 2023-07-31

Key Insights:

- The tour has an average price of **€64.31**, with a median price of **€64.00**.
- There is an average increase of **73.39043824701196 reviews per day** in the primary category.
- The highest MoM review increase was **303.83%** in **2023-06-30**, indicating a significant peak in customer engagement during that period. This could be due to seasonal demand, promotional events, or improvements in service quality.
- A total of **101371.0 bookings** have been recorded.
- The average number of bookings per day is **234.11**.
- The highest number of bookings in a single day is **647.0** on **2024-03-19**.
- The highest MoM booking increase was **392.37%** in **2023-07-31**, indicating a significant peak in bookings during that period.
- **Comparative Performance:** The number of reviews has shown an average MoM increase of **20.17%**, with the highest increase of **303.83%** in **2023-06-30**.
- The number of bookings has shown an average MoM increase of **27.03%**, with the highest increase of **392.37%** in **2023-07-31**.

Category Insights:

Metric	Value

Total Categories	13
Most Common Category	Global (477 records)

Category Distribution:

Category	Records	Percentage
Global	**477**	**13.3%**
Guided tours	477	13.3%
Palatine hill	447	12.5%
Colosseum	447	12.5%
Roman forum	352	9.8%
Children's activities	199	5.5%
City sightseeing	199	5.5%
Local culture	199	5.5%
Landmarks	198	5.5%
Historic ruins & archaeological sites	198	5.5%
Monuments	198	5.5%
Ancient history	166	4.6%
History	32	0.9%

Position Insights:

Category	Average Position	Median Position	Position Range
Ancient history	6.93	2.00	1 to 276
Children's activities	1.71	1.00	1 to 31
City sightseeing	24.04	2.00	1 to 695
Colosseum	2.73	1.00	1 to 389
Global	24.46	4.00	1 to 806
Guided tours	6.61	2.00	1 to 667
Historic ruins & archaeological sites	8.68	2.00	1 to 519
History	5.72	1.00	1 to 53
Landmarks	14.76	2.00	1 to 441
Local culture	39.26	4.00	1 to 802

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Monuments	3.41	2.00	1 to 49
Palatine hill	1.82	1.00	1 to 18
Roman forum	1.76	1.00	1 to 10

Charts and Analysis
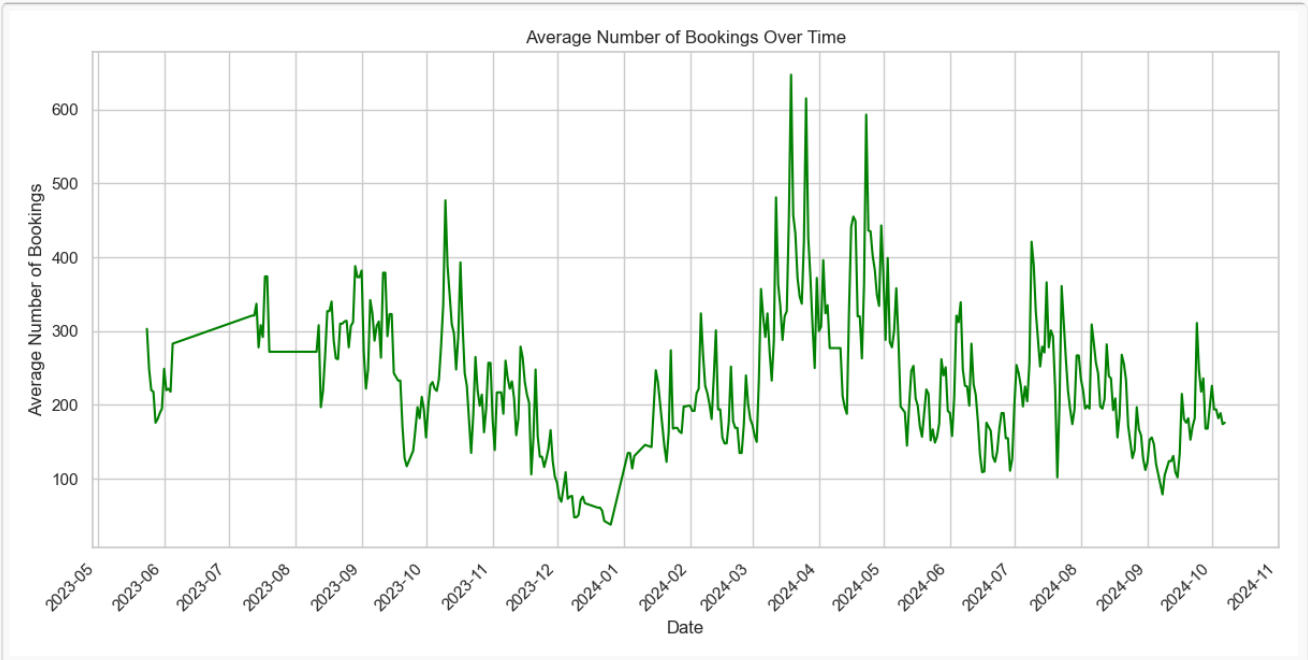
Price Over Time
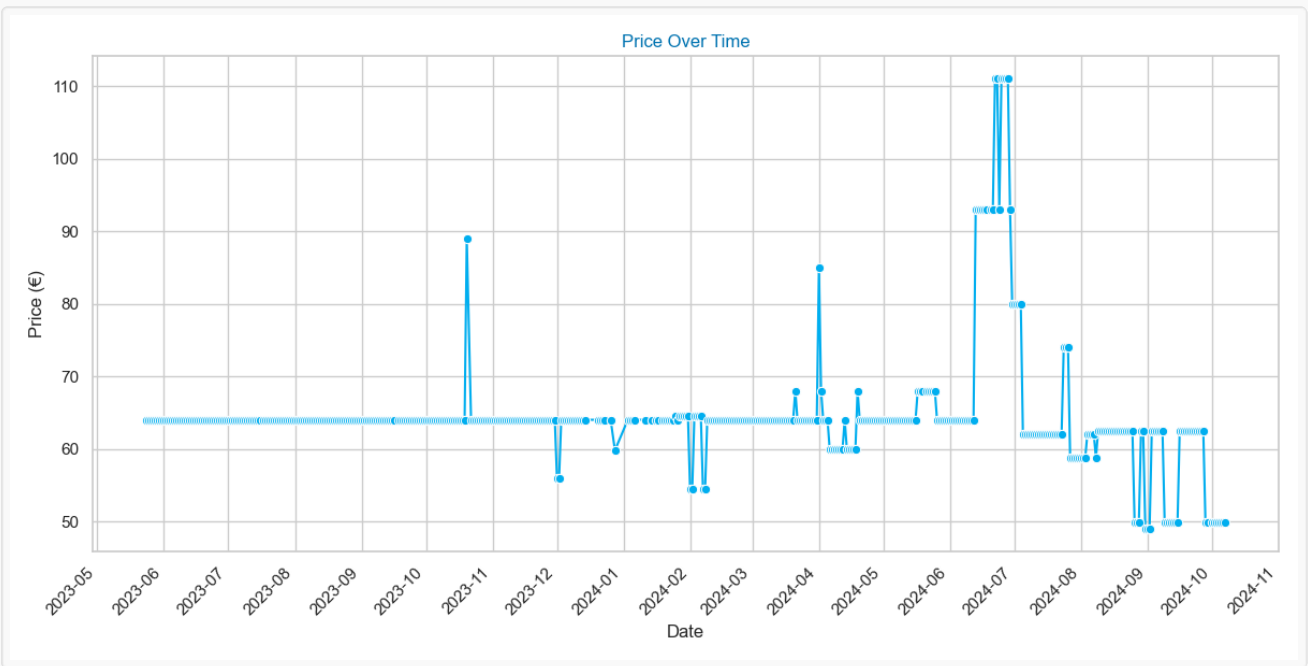
This chart shows how the price of the tour has changed over time for the primary category. A stable price suggests consistent demand, while fluctuations may indicate seasonal promotions or changes in operating costs.

Average Number of Reviews Over Time
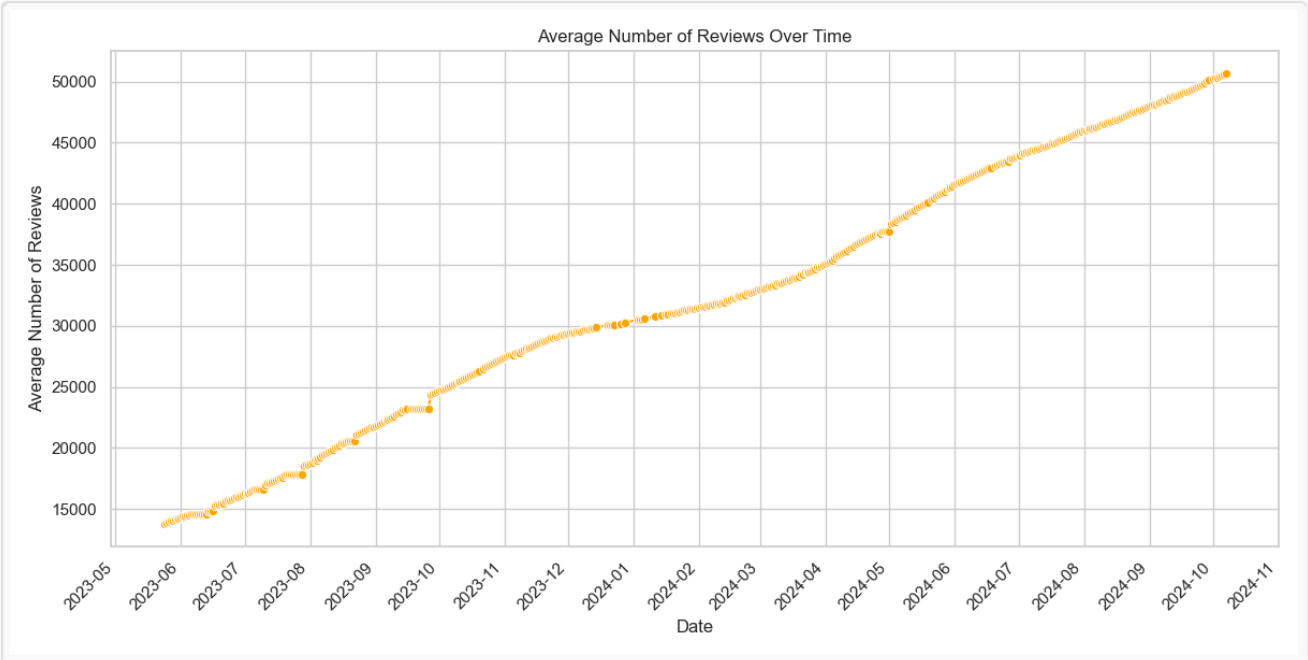
This chart illustrates the trend in the average number of reviews per day over time for the primary category, reflecting customer engagement and satisfaction levels.
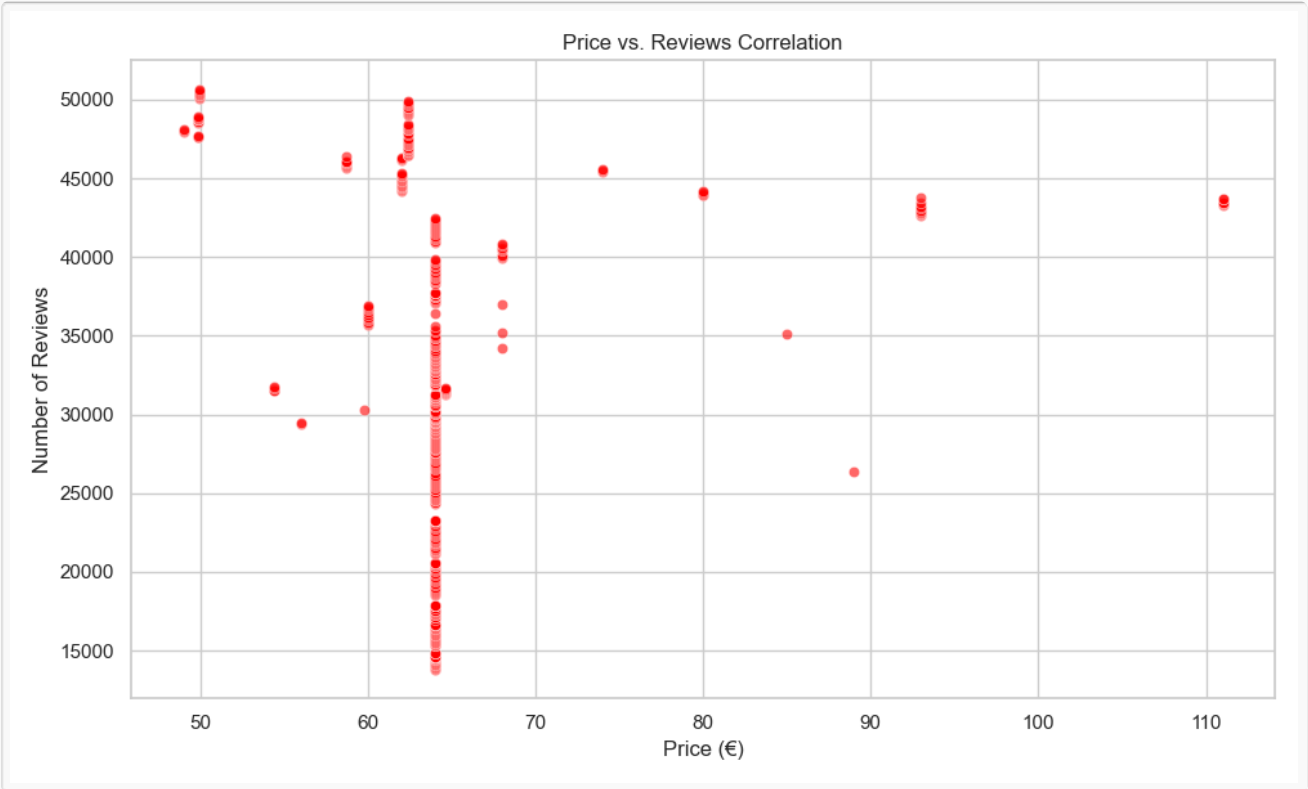
Average Number of Bookings Over Time

This chart shows the trend in the average number of bookings per day over time for the primary category, indicating customer purchasing behavior.
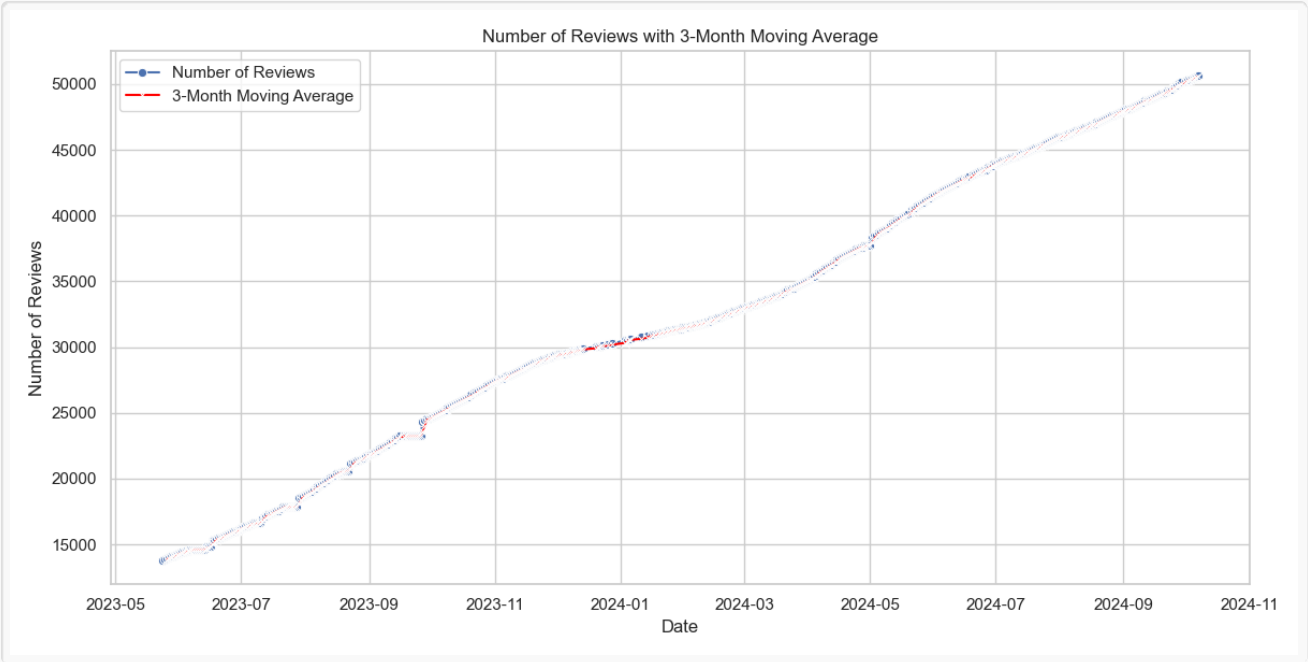
Price Distribution
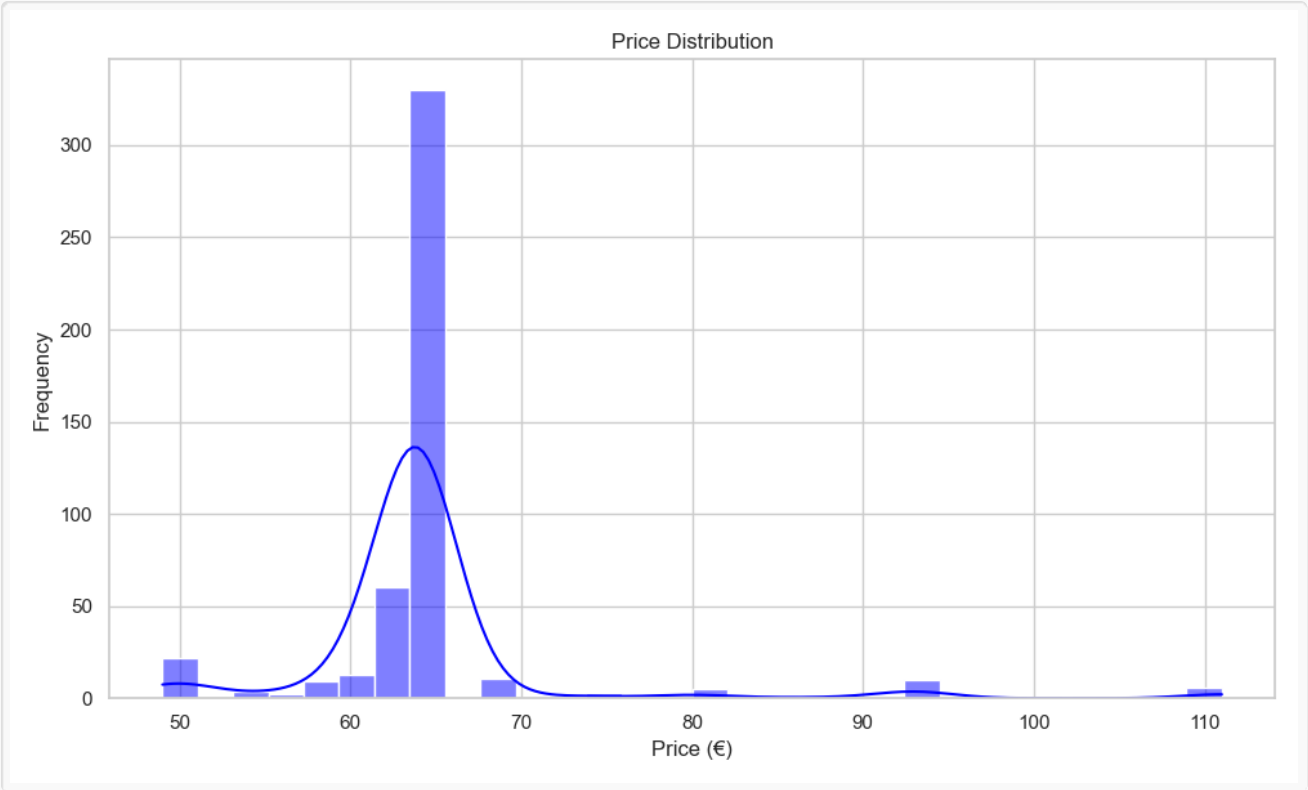
This chart shows the distribution of prices for the tour within the primary category, indicating the most common price points.
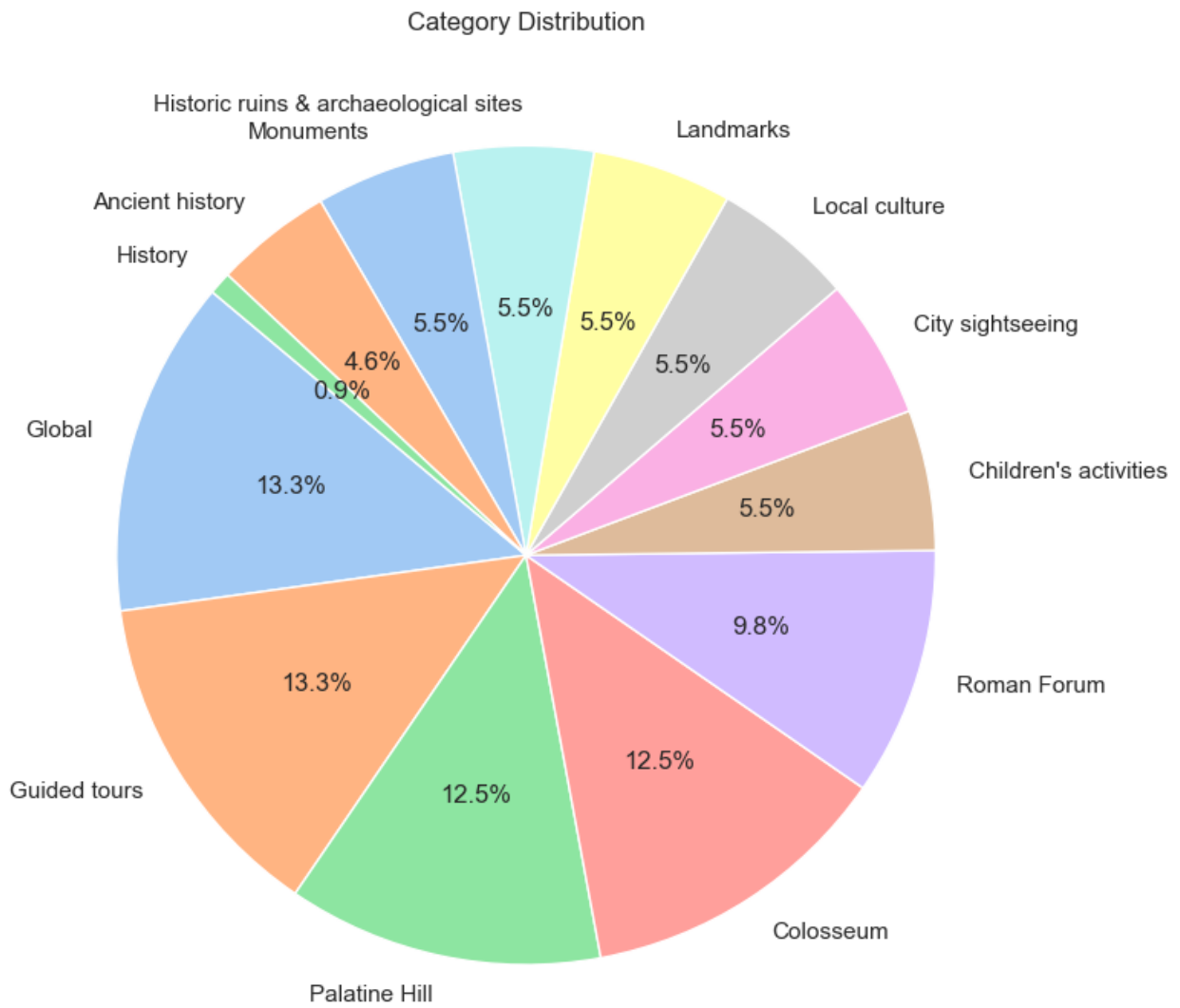
Price vs. Reviews Correlation

This chart explores the correlation between price and the number of reviews for the primary category, suggesting how pricing may affect customer engagement.

Reviews Moving Average

This chart shows the moving average of reviews over time for the primary category, smoothing out short-term fluctuations to reveal longer-term trends.
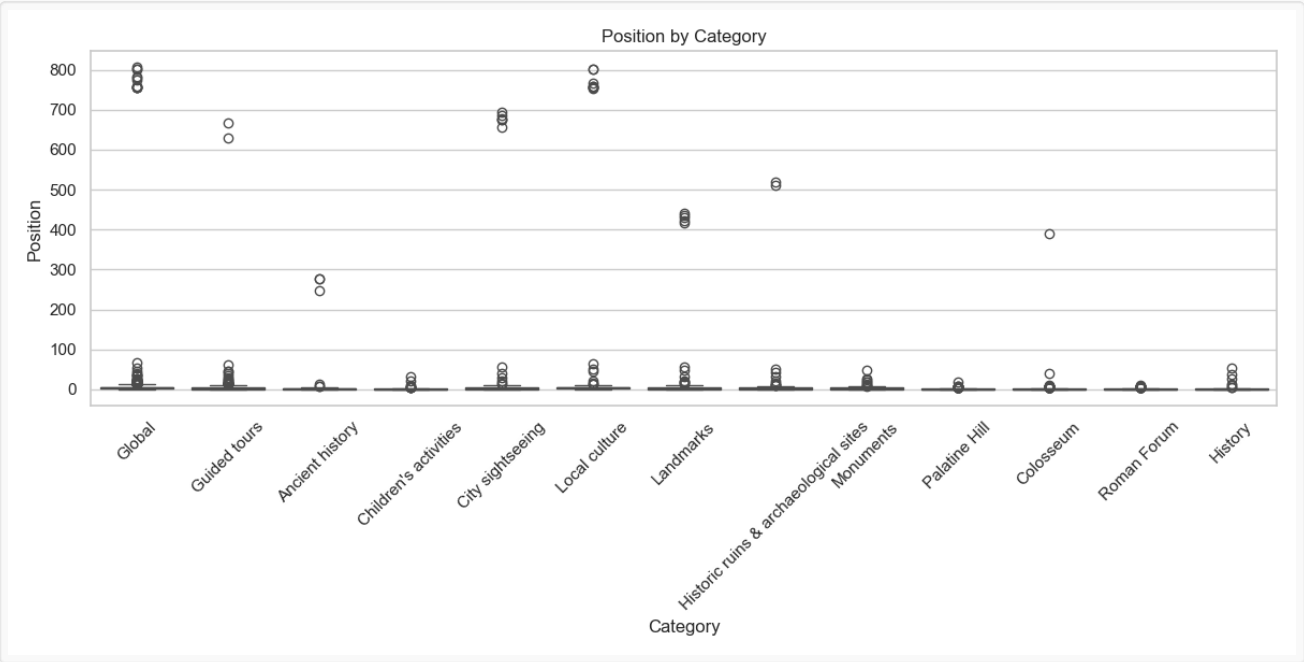
Category Distribution

Category Distribution

Historic ruins & archaeological sites 5.5%
Monuments 5.5%
Ancient history 4.6%
History 0.9%
Landmarks 5.5%
Local culture 5.5%
City sightseeing 5.5%
Children's activities 5.5%
Global 13.3%
Guided tours 13.3%
Palatine Hill 12.5%
Colosseum 12.5%
Roman Forum 9.8%

This pie chart displays the distribution of different categories, providing insight into the variety and prevalence of each category within the dataset.

Position by Category

This box plot illustrates the distribution of positions within each category, highlighting any correlations or differences between categories.

Conclusion and Recommendations

Based on the analysis, the tour has seen significant growth in customer reviews, particularly in 2024-10-07, which may indicate increased popularity or successful marketing efforts during that period.