

# Rome: Skip-the-Line Tour to Colosseum, Forum, Palatine Hill

## Table of Contents

- Introduction
- Insight Summary
- Charts and Analysis
- Conclusion and Recommendations

## Introduction

This report provides a historical analysis of the tour 'Rome: Skip-the-Line Tour to Colosseum, Forum, Palatine Hill' available at <https://www.getyourguide.com/rome-l33/rome-skip-the-line-group-tour-colosseum-forum-palatine-hill-t405524/>. The analysis includes trends in pricing, customer reviews, bookings, categories, and positions over time.

## Insight Summary

### Main Findings:

- **Total Records Analyzed:** 4288
- **Date Range:** 2023-05-24 to 2024-10-07
- **Average Price:** €53.93
- **Median Price:** €52.00
- **Average Number of Reviews:** 13829.38
- **Number of Reviews:** 21835

Metric	Value
Total Records Analyzed	4288
Date Range	2023-05-24 to 2024-10-07

Average Price	€53.93
Median Price	€52.00
Average Number of Reviews	13829.38
Number of Reviews	21835

### Reviews Analysis:

Metric	Value
Average Review Increase per Day	31.165338645418327
Highest MoM Review Increase (%)	293.42% on 2023-06-30

### Booked Data Analysis:

Metric	Value
Total Bookings	28877.0
Average Bookings per Day	124.47
Maximum Bookings in a Single Day	248.0 on 2023-10-24
Highest MoM Booking Increase (%)	inf% on 2024-07-31

### Key Insights:

- The tour has an average price of **€53.93**, with a median price of **€52.00**.
- There is an average increase of **31.165338645418327 reviews per day** in the primary category.
- The highest MoM review increase was **293.42%** 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 **28877.0 bookings** have been recorded.
- The average number of bookings per day is **124.47**.
- The highest number of bookings in a single day is **248.0** on **2023-10-24**.
- The highest MoM booking increase was **inf%** in **2024-07-31**, indicating a significant peak in bookings during that period.
- **Comparative Performance:** The number of reviews has shown an average MoM increase of **19.08%**, with the highest increase of **293.42%** in **2023-06-30**.
- The number of bookings has shown an average MoM increase of **inf%**, with the highest increase of **inf%** in **2024-07-31**.

### Category Insights:

Metric	Value
Total Categories	13

**Most Common Category**

Guided tours (483 records)

**Category Distribution:**

Category	Records	Percentage
<b>Guided tours</b>	<b>483</b>	<b>11.3%</b>
Global	481	11.2%
Circus maximus	469	10.9%
Colosseum	468	10.9%
Palatine hill	468	10.9%
Roman forum	468	10.9%
Landmarks	219	5.1%
Monuments	218	5.1%
Historic ruins & archaeological sites	218	5.1%
Architecture	215	5.0%
City sightseeing	208	4.9%
Local culture	207	4.8%
Art	166	3.9%

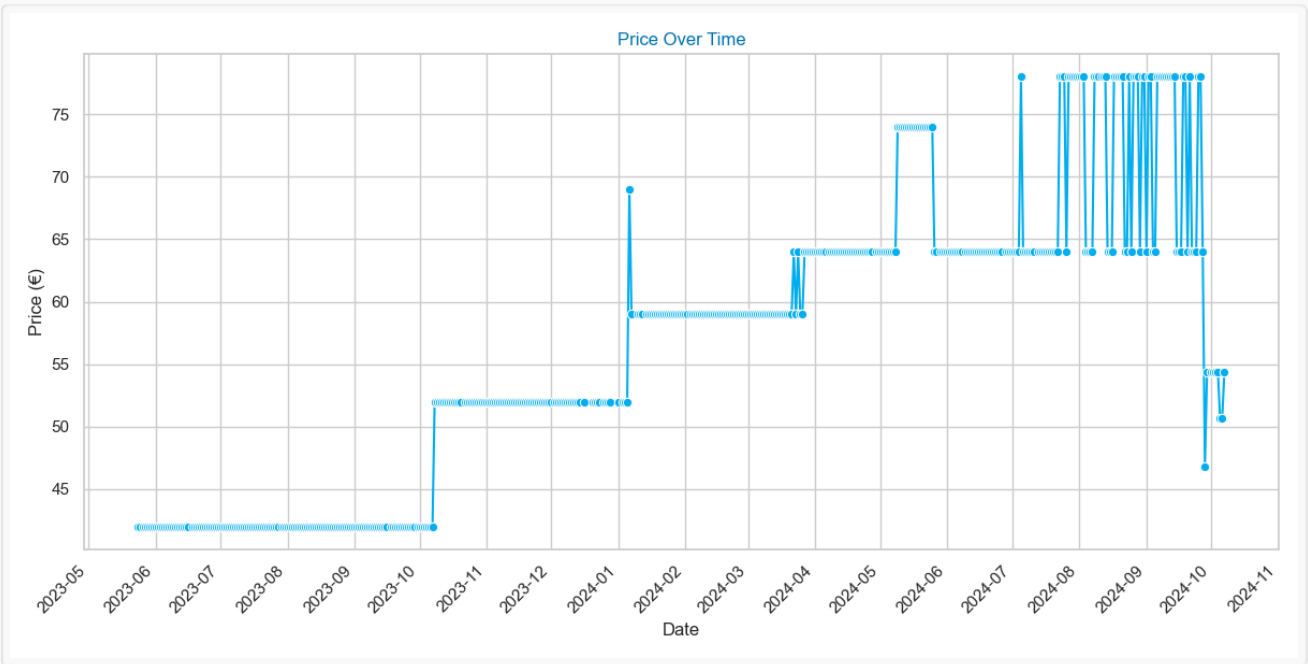
**Position Insights:**

Category	Average Position	Median Position	Position Range
Architecture	45.53	8.00	1 to 587
Art	24.73	7.00	1 to 554
Circus maximus	2.38	1.00	1 to 35
City sightseeing	41.45	9.00	1 to 702
Colosseum	14.34	6.00	1 to 393
Global	25.62	16.00	1 to 764
Guided tours	24.22	13.00	1 to 654
Historic ruins & archaeological sites	33.27	9.00	1 to 539
Landmarks	31.51	11.00	1 to 446
Local culture	32.94	10.00	1 to 784
Monuments	27.28	8.00	1 to 364

Palatine hill	8.04	5.00	1 to 182
Roman forum	13.81	8.00	1 to 286

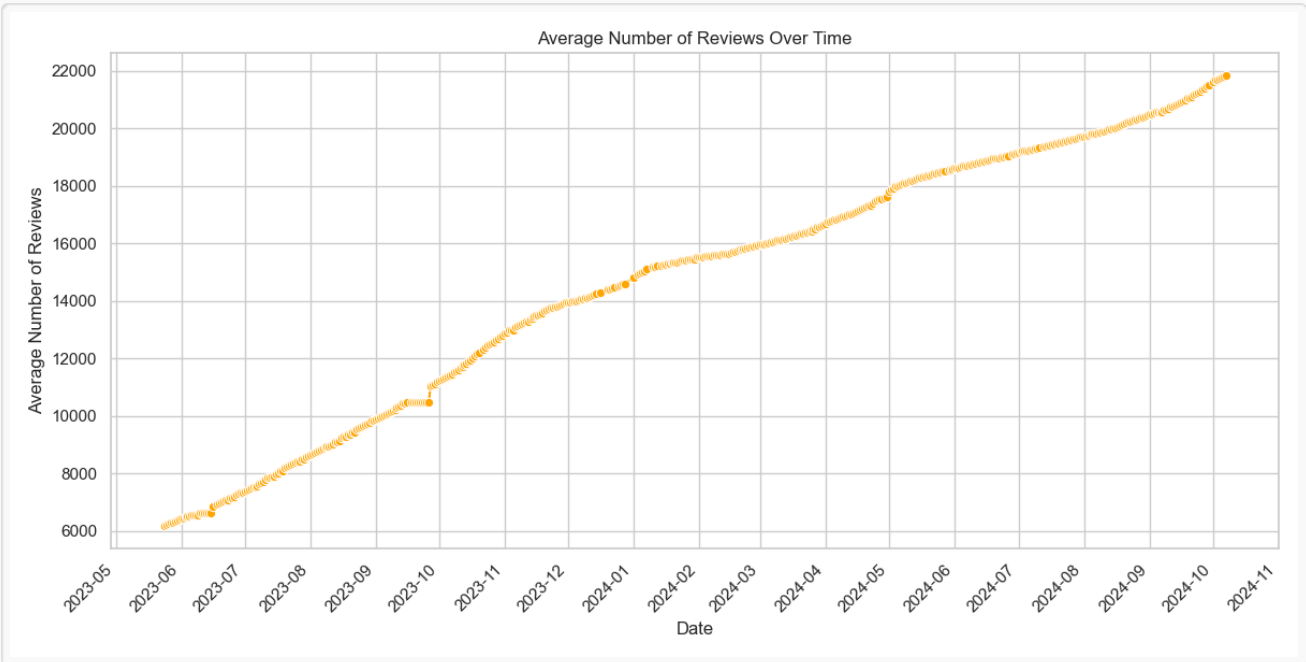
# Charts and Analysis

## Price Over Time



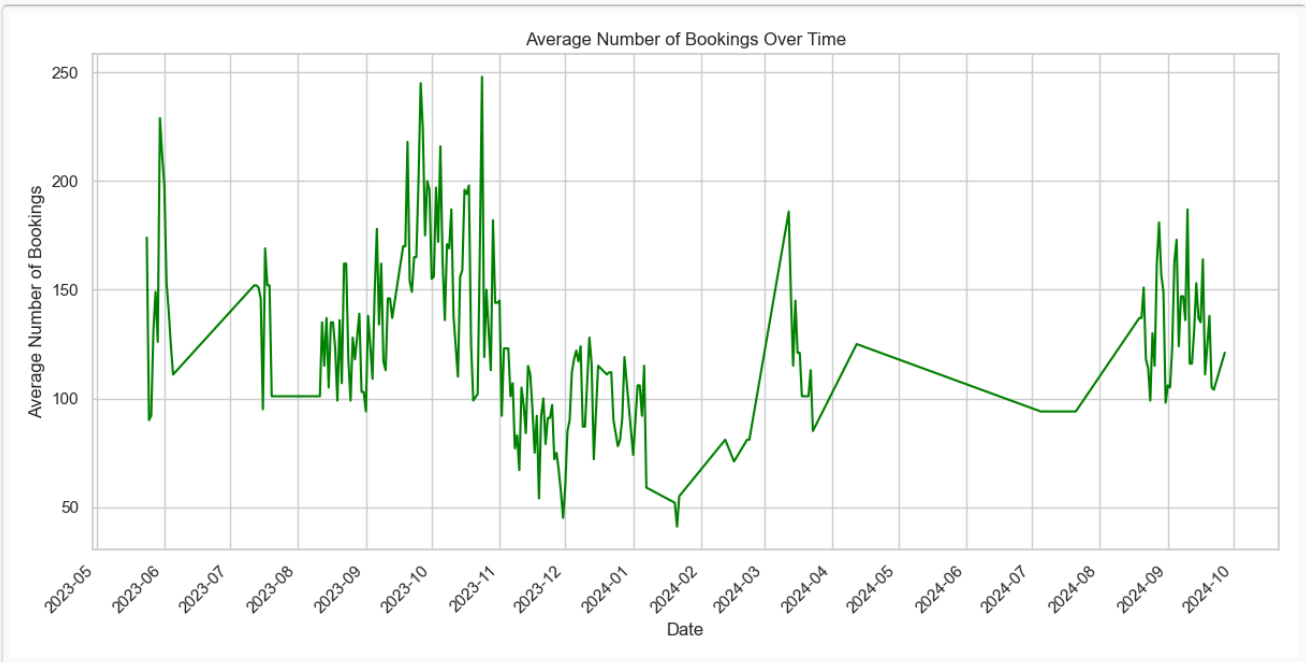
This chart shows how the price of the tour has changed over time for the primary category. A stable price suggests consistent demand, while fluctuations may indicate seasonal promotions or changes in operating costs.

## Average Number of Reviews Over Time



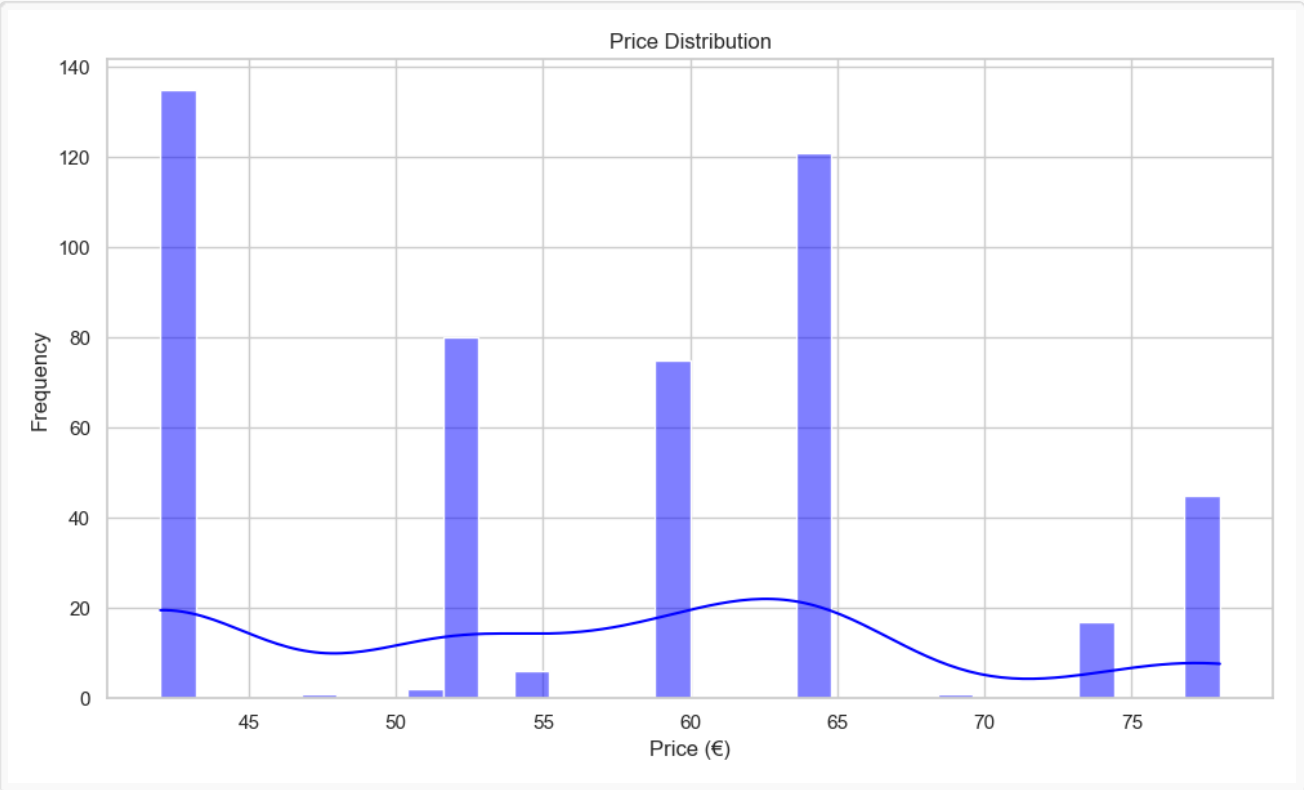
This chart illustrates the trend in the average number of reviews per day over time for the primary category, reflecting customer engagement and satisfaction levels.

## Average Number of Bookings Over Time



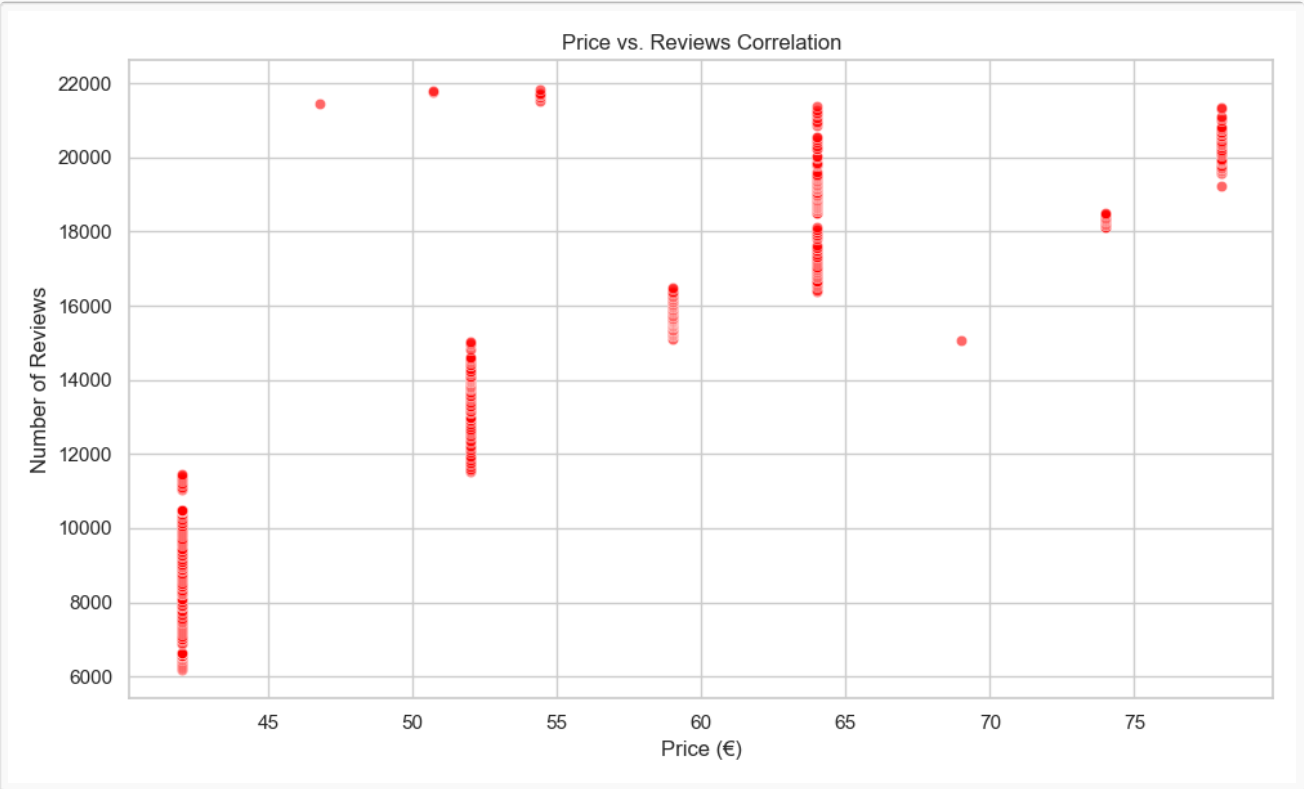
This chart shows the trend in the average number of bookings per day over time for the primary category, indicating customer purchasing behavior.

## Price Distribution



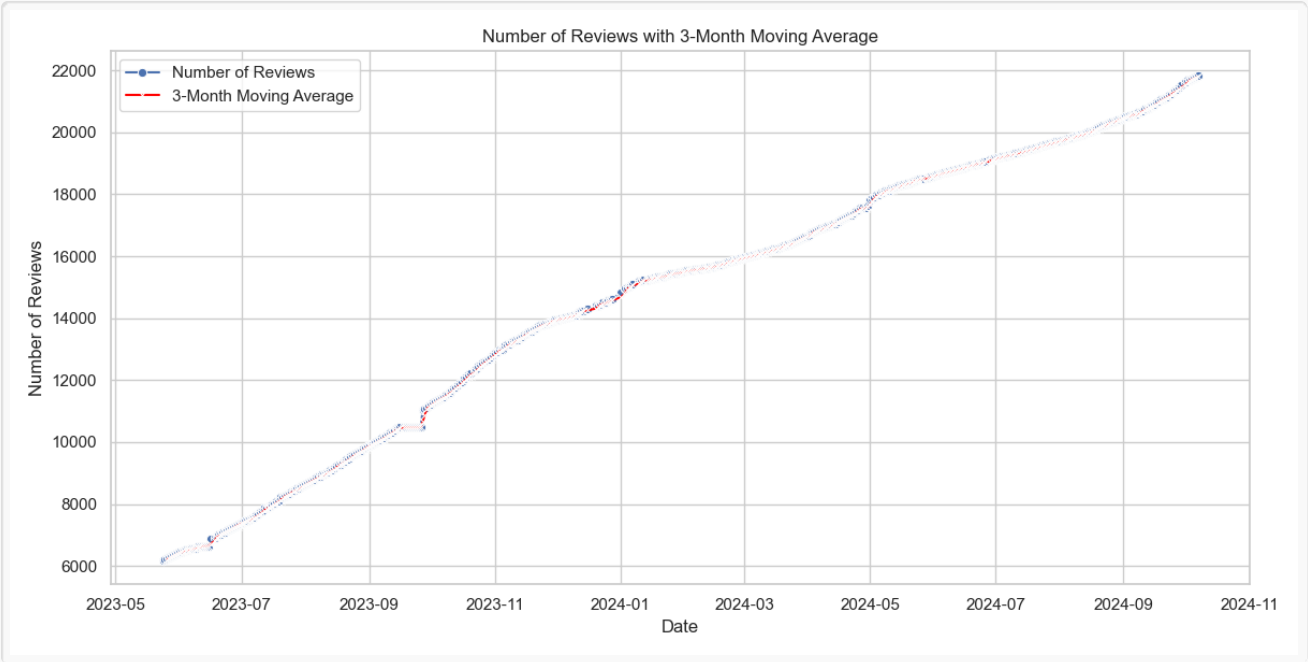
This chart shows the distribution of prices for the tour within the primary category, indicating the most common price points.

## Price vs. Reviews Correlation



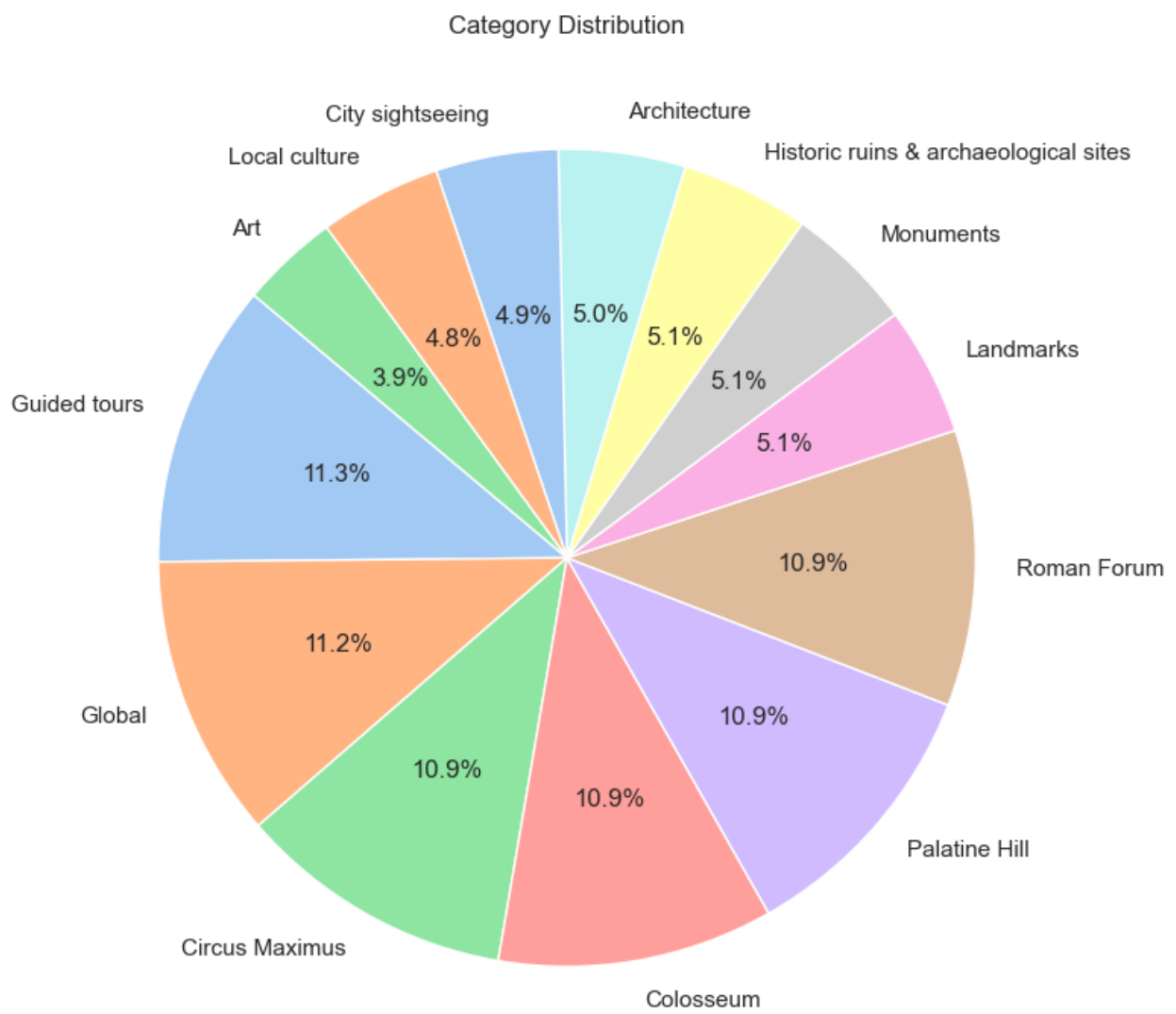
This chart explores the correlation between price and the number of reviews for the primary category, suggesting how pricing may affect customer engagement.

# 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.

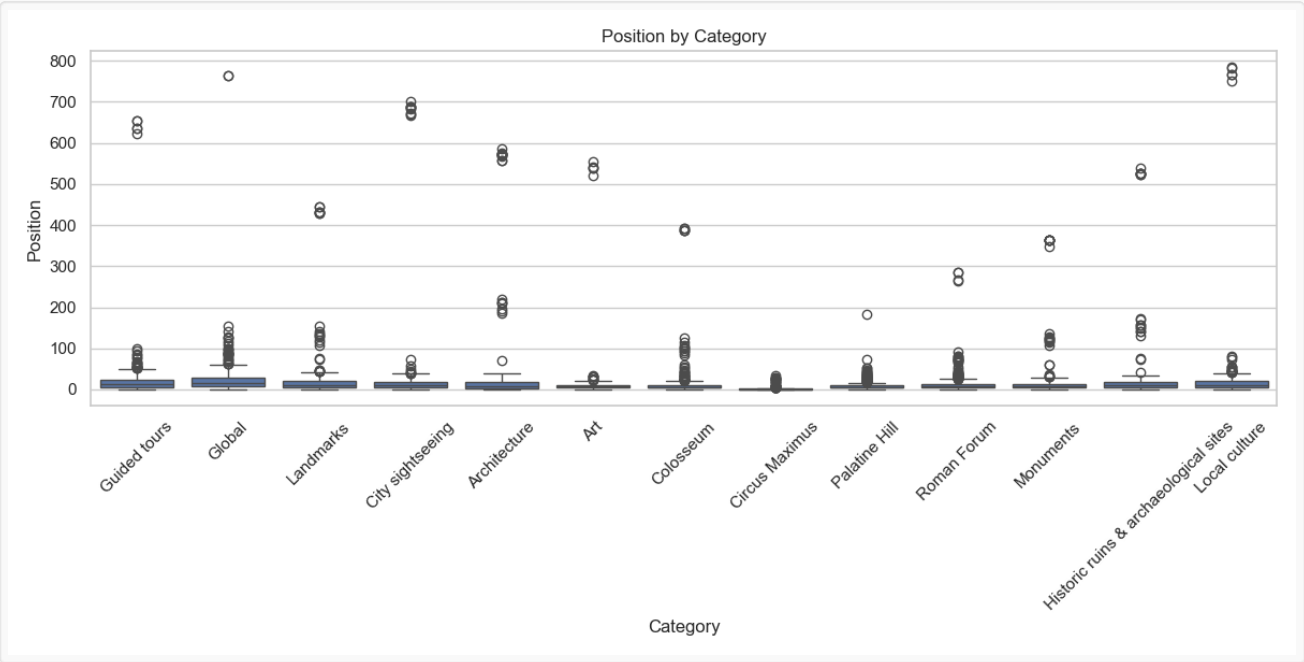
## Category Distribution



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.



© 2024 MyOTAs. All rights reserved.

Report Date: October 07, 2024