

# Vatican: Museums & Sistine Chapel Entrance Ticket

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## Introduction

This report provides a historical analysis of the tour 'Vatican: Museums & Sistine Chapel Entrance Ticket' available at <https://www.getyourguide.com/vatican-museums-l2738/skip-the-line-vatican-museums-sistine-chapel-ticket-t62214/>. The analysis includes trends in pricing, customer reviews, bookings, categories, and positions over time.

## Insight Summary

### Main Findings:

- **Total Records Analyzed:** 2816
- **Date Range:** 2023-05-24 to 2024-10-07
- **Average Price:** €29.69
- **Median Price:** €29.00
- **Average Number of Reviews:** 86073.15
- **Number of Reviews:** 111274

Metric	Value
Total Records Analyzed	2816
Date Range	2023-05-24 to 2024-10-07

Average Price	€29.69
Median Price	€29.00
Average Number of Reviews	86073.15
Number of Reviews	111274

### Reviews Analysis:

Metric	Value
Average Review Increase per Day	96.66932270916335
Highest MoM Review Increase (%)	287.26% on 2023-06-30

### Booked Data Analysis:

Metric	Value
Total Bookings	198753.0
Average Bookings per Day	453.77
Maximum Bookings in a Single Day	1415.0 on 2024-05-08
Highest MoM Booking Increase (%)	252.73% on 2023-07-31

### Key Insights:

- The tour has an average price of **€29.69**, with a median price of **€29.00**.
- There is an average increase of **96.66932270916335 reviews per day** in the primary category.
- The highest MoM review increase was **287.26%** 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 **198753.0 bookings** have been recorded.
- The average number of bookings per day is **453.77**.
- The highest number of bookings in a single day is **1415.0** on **2024-05-08**.
- The highest MoM booking increase was **252.73%** 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 **14.92%**, with the highest increase of **287.26%** in **2023-06-30**.
- The number of bookings has shown an average MoM increase of **9.21%**, with the highest increase of **252.73%** in **2023-07-31**.

### Category Insights:

Metric	Value
Total Categories	22

Most Common Category	Entry tickets (493 records)
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Category Distribution:

Category	Records	Percentage
Entry tickets	493	17.5%
Global	474	16.8%
Vatican museums	463	16.4%
Museums	213	7.6%
Religious sites	213	7.6%
Parks & gardens	213	7.6%
Galleries	213	7.6%
Local culture	200	7.1%
Art	161	5.7%
Religion	161	5.7%
City cards	1	0.0%
Workshops & classes	1	0.0%
Other experiences	1	0.0%
Transfers	1	0.0%
Adventures	1	0.0%
Day trips	1	0.0%
Water activities	1	0.0%
Private tours	1	0.0%
Bundles	1	0.0%
Multi-day trips	1	0.0%
Hop-on hop-off tours	1	0.0%
Guided tours	1	0.0%

Position Insights:

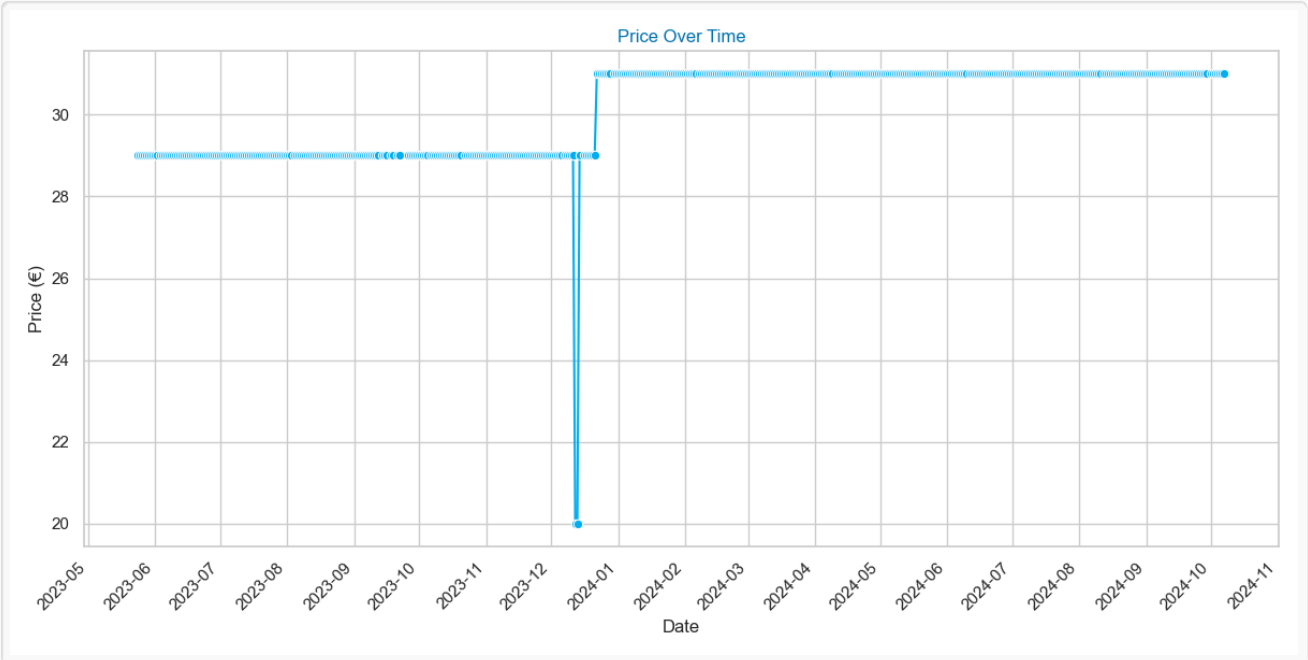
Category	Average Position	Median Position	Position Range
Adventures	1.00	1.00	1 to 1
Art	8.58	1.00	1 to 535

Bundles	1.00	1.00	1 to 1
City cards	1.00	1.00	1 to 1
Day trips	1.00	1.00	1 to 1
Entry tickets	3.04	1.00	1 to 73
Galleries	5.81	1.00	1 to 260
Global	10.56	2.00	1 to 761
Guided tours	1.00	1.00	1 to 1
Hop-on hop-off tours	1.00	1.00	1 to 1
Local culture	27.64	1.00	1 to 807
Multi-day trips	1.00	1.00	1 to 1
Museums	5.95	1.00	1 to 80
Other experiences	1.00	1.00	1 to 1
Parks & gardens	3.61	1.00	1 to 46
Private tours	1.00	1.00	1 to 1
Religion	1.40	1.00	1 to 7
Religious sites	17.22	1.00	1 to 453
Transfers	1.00	1.00	1 to 1
Vatican museums	3.59	1.00	1 to 73
Water activities	1.00	1.00	1 to 1
Workshops & classes	1.00	1.00	1 to 1

## Charts and Analysis

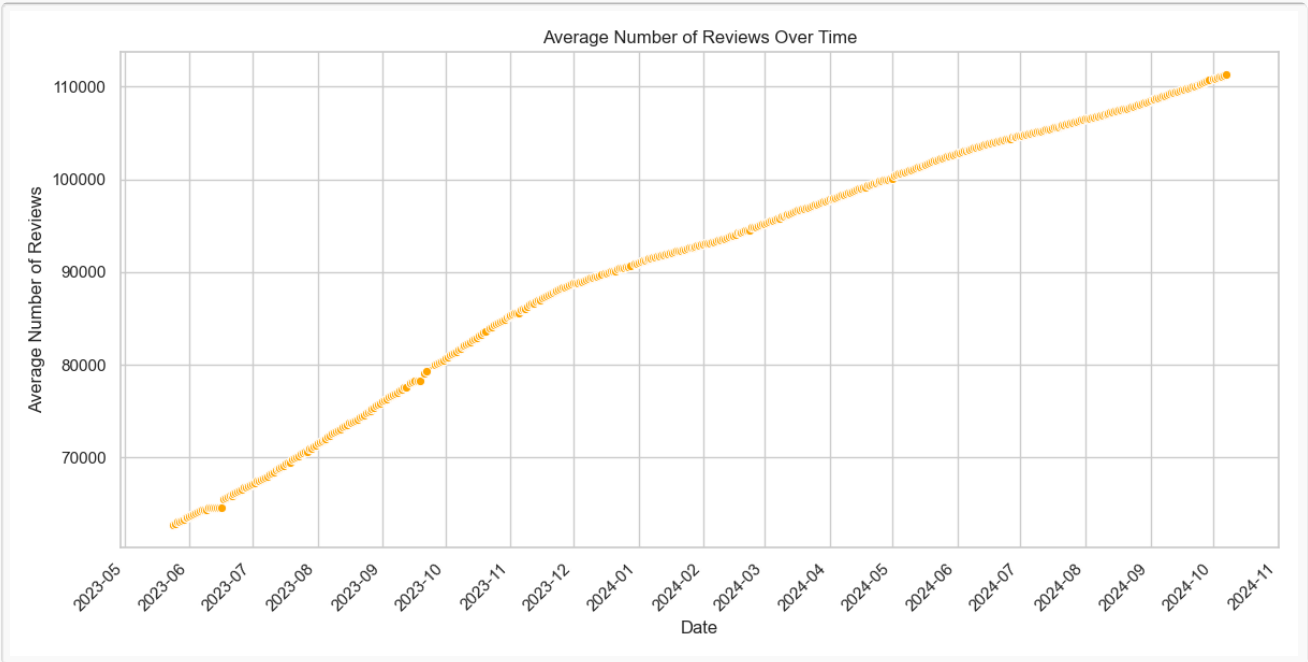
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## Price Over Time



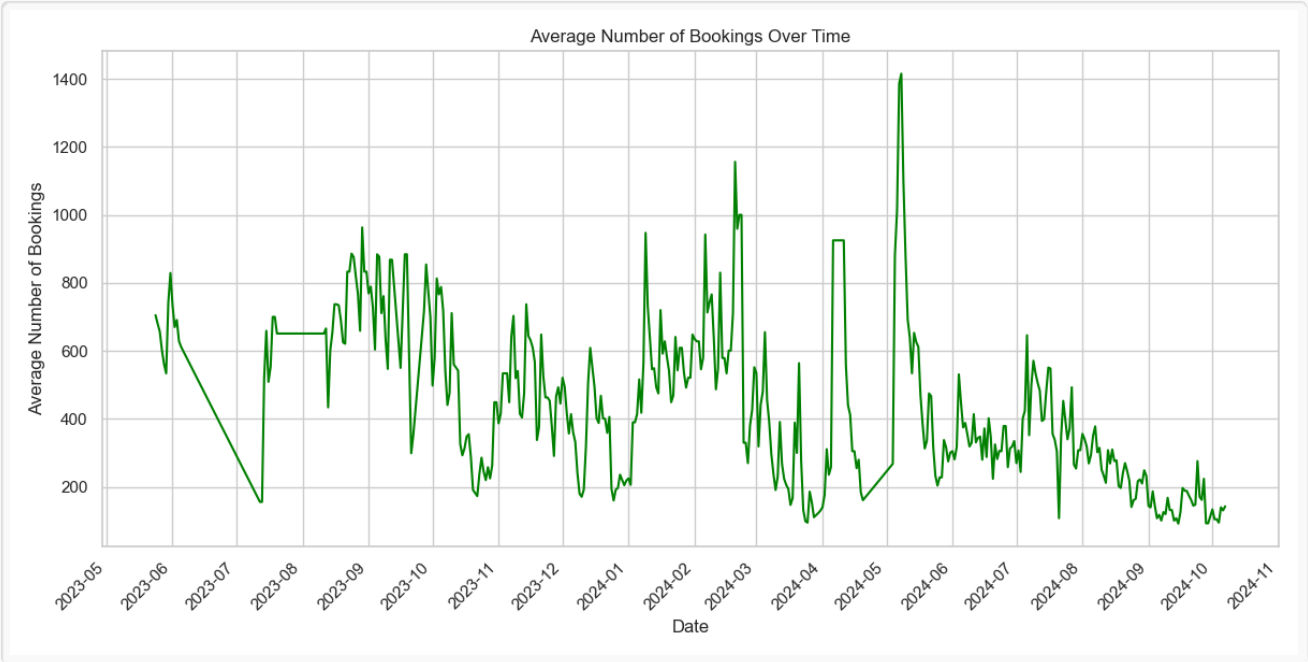
This chart shows how the price of the tour has changed over time for the primary category. A stable price suggests consistent demand, while fluctuations may indicate seasonal promotions or changes in operating costs.

## Average Number of Reviews Over Time



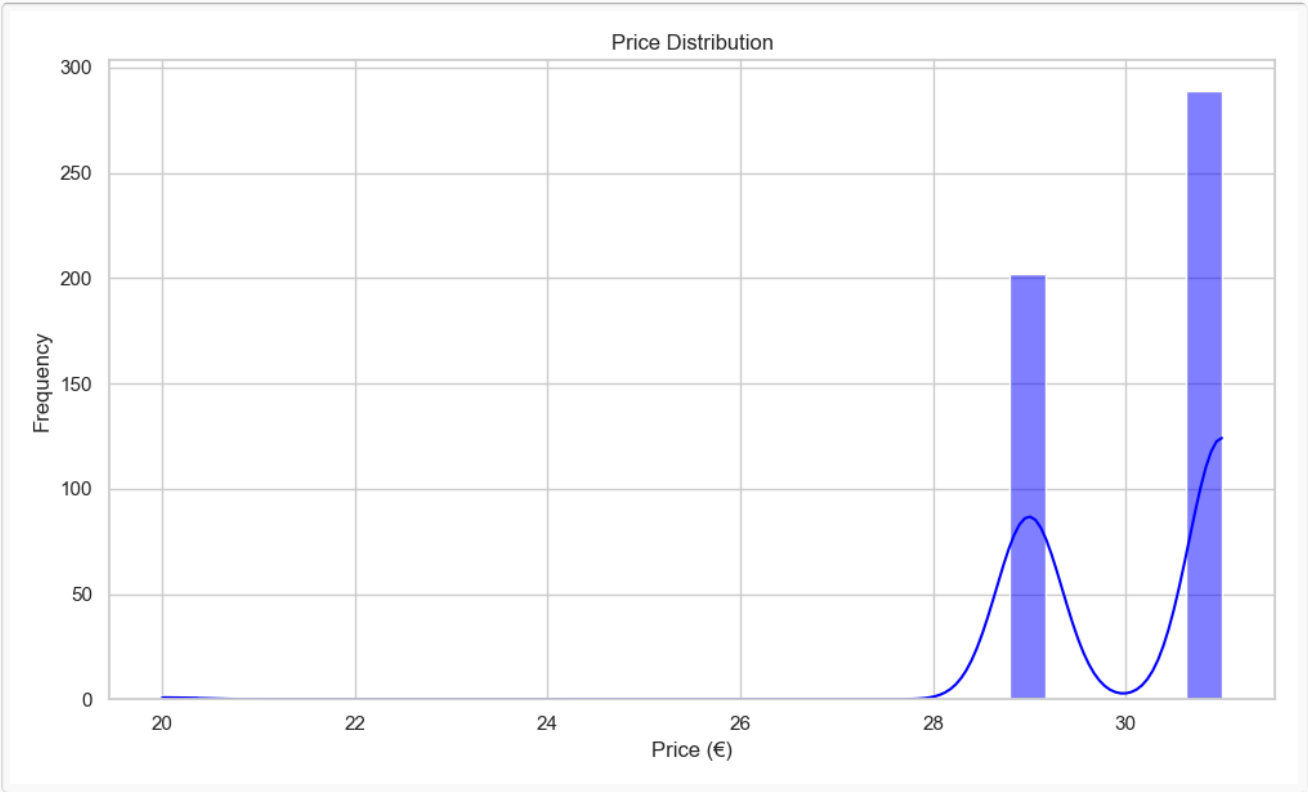
This chart illustrates the trend in the average number of reviews per day over time for the primary category, reflecting customer engagement and satisfaction levels.

## Average Number of Bookings Over Time



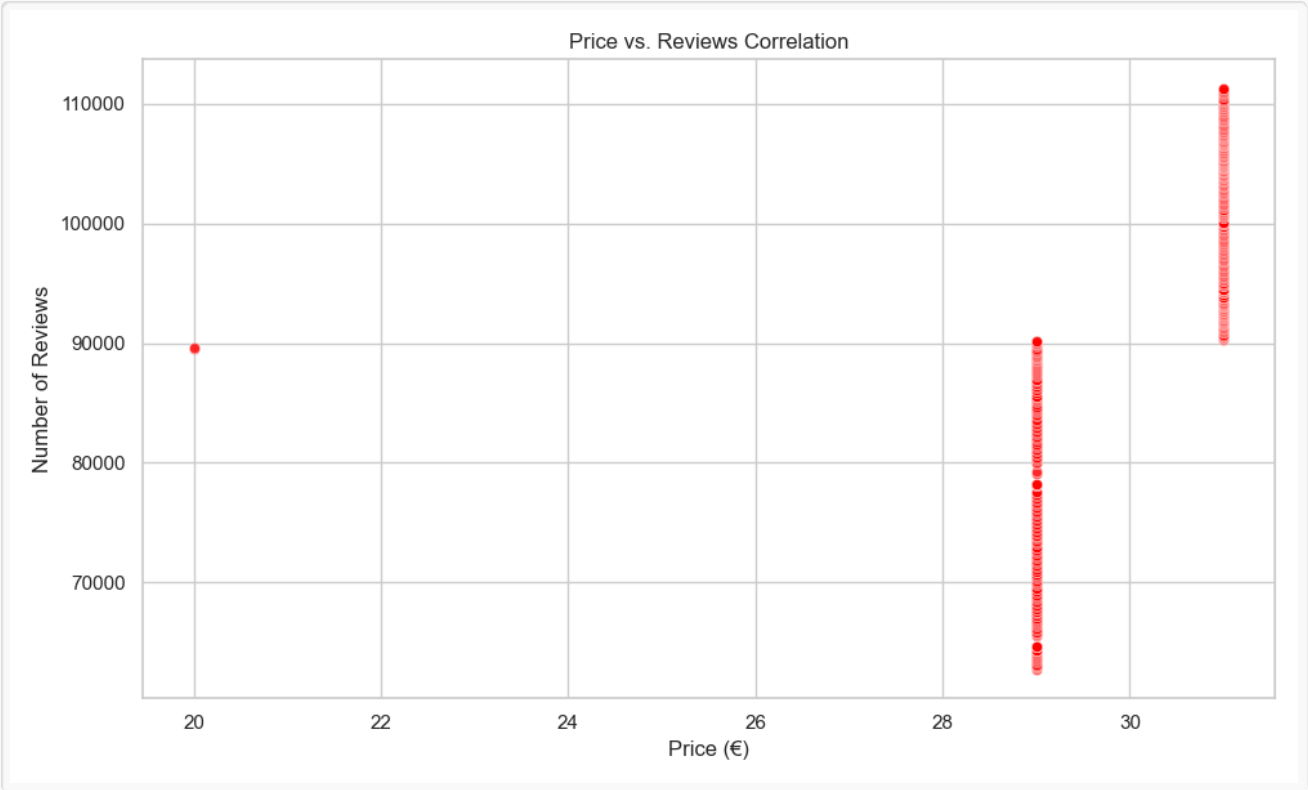
This chart shows the trend in the average number of bookings per day over time for the primary category, indicating customer purchasing behavior.

## Price Distribution



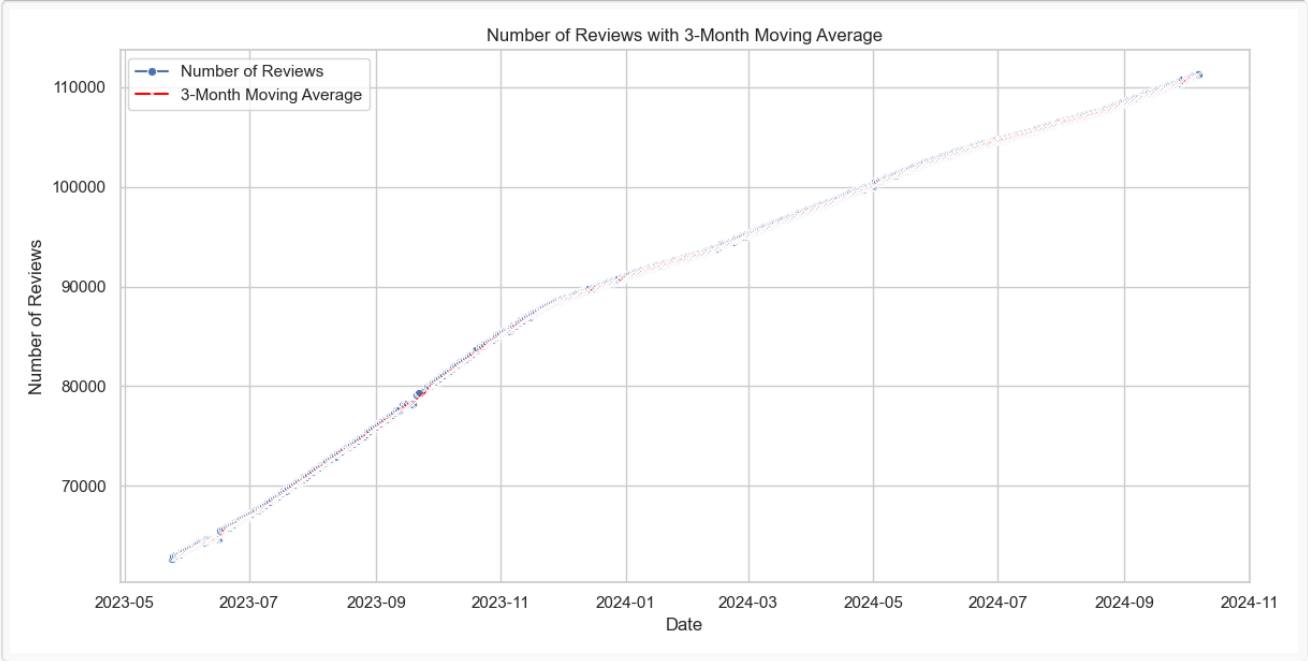
This chart shows the distribution of prices for the tour within the primary category, indicating the most common price points.

## Price vs. Reviews Correlation



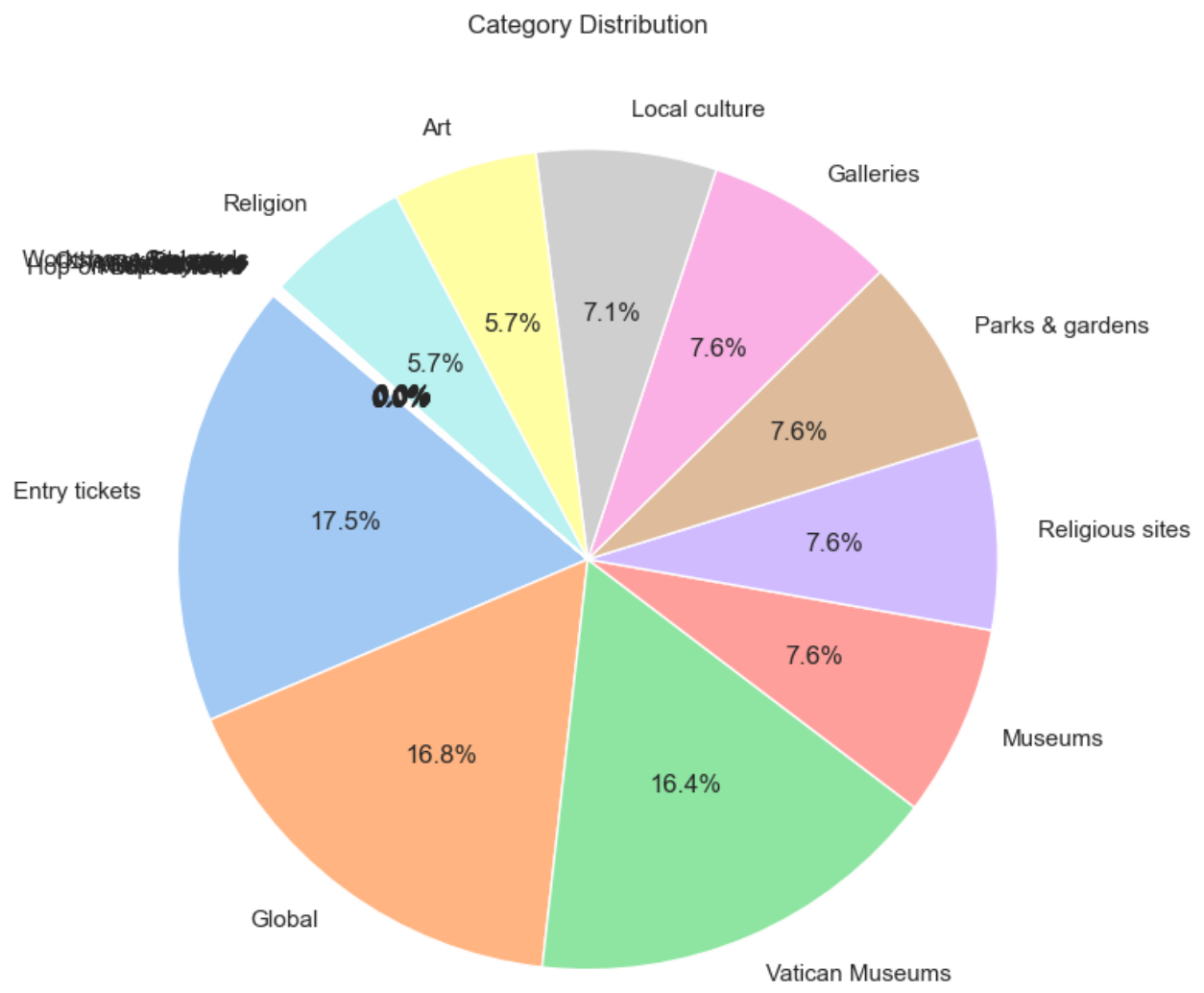
This chart explores the correlation between price and the number of reviews for the primary category, suggesting how pricing may affect customer engagement.

## 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.

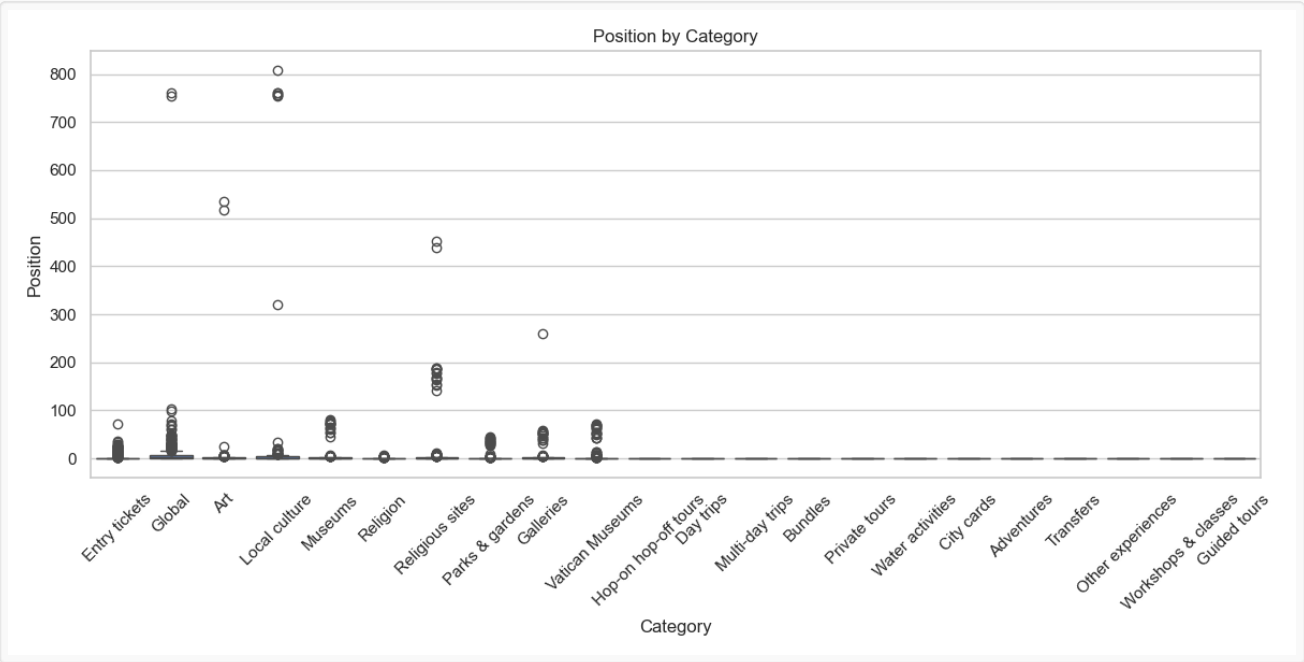
# Category Distribution



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.



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