

What do citizens think about tourism in Prato?

Here are the results of the survey conducted by LAMA for EPIC.

870+

citizens responded to the survey, sharing their views on tourism in Prato.

Listening to the city is the first step toward improving it.

83.7%

gave a positive evaluation of the tourism experience in Prato.

A solid foundation to build on.

What is needed to improve?

54,2%

Major exhibitions and high-profile concerts

50,3%

More efficient transport and connections

44,7%

Events related to trekking and green tourism

36,4%

Events linked to local traditions and folklore

the
3

best-known TIPO initiatives:

37,9%

Guided tours

25,1%

Performances

20,7%

Itineraries

Tools such as the app and activities like exhibitions and conferences are still considered niche.

IL
64%

of citizens are aware of TIPO.

TIPO is well known, but there is still room to better communicate its activities and the opportunities it offers.

Prato is a vibrant city with a strong identity.

Tourism can grow if it is better communicated and structured.

EPIC was born from listening to citizens, with the aim of building a more conscious, inclusive, and innovative tourism model that enhances what makes Prato unique.