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Smart Tourism statistics: improving the range of service offering in Rome**Abstract**

The talk will describe an ongoing experience involving Istat, the Municipality of Rome and the Italian Digital Team. The purpose of the experience is to test the feasibility of using data-driven approaches to improve the service offering of Rome's museums. The idea is to compare what emerges from a data-driven analysis on mobile phone data flows related to museums with the current services offering as collected by Istat and the municipality of Rome. In this way, a demand-offering comparison can be carried out in order to improve the overall service offering by museums. For instance if a museum offers Japanese translation services but the Japanese tourists are not interested to that specific attraction, than the specific service can be scheduled only on-demand.