



King on DNA kits and the lure of roots travel

Posted on July 31, 2026 by Luca Moretti

ROME — Spit in a tube, wait a few weeks, and an algorithm hands you a map of who you might be. Earlier this month genealogy platform MyHeritage said Italians, long the target of inbound roots tourism, are now travelling abroad to trace foreign branches of their own families, with Italian DNA kit sales up 134 percent in five years. Italy Now asked Dr Tracy King, clinical [psychologist](#) and independent [travel](#) advisor, whether the science supports the itinerary.

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