



MyHeritage says Italy's roots tourism now runs both ways

Posted on August 4, 2026 by Luca Moretti

MILAN — Genealogy platform MyHeritage said roots tourism now runs both ways, with Italians tracing foreign branches of their families and booking trips to find them as Italy is projected to draw more than 7.4 million heritage travellers in 2026, according to Italy's foreign ministry, the *Farnesina*.

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Source: <https://italynow.co.uk/myheritage-says-italys-roots-tourism-now-runs-both-ways/>