

Italy top European destination for wedding tourism

International weddings generate over 400 mn euros in 2015



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(ANSA) - Rome, March 14 - Italy is the European destination of choice for couples wanting to get married abroad, according to figures from Italy's observatory on international weddings published at the weekend. On a global level Italy comes second only to the Tropics and Hawaii, followed by France, Greece and India, the observatory added. Marriages 'Made in Italy' are largely chosen for the blend of good food and wine, art, culture and beautiful scenery the country has to offer.

In 75% of cases the bride and bridegroom decide to get married in Italy having spent a holiday there. In 2015 international weddings generated more than 400 million euros, up from 350 million euros the previous year. In 2014, over 6,200 weddings were organised at an average cost of 50,000 euros.

Guests stayed on average for 3.5 days and 90% of couples then remained in Italy for their honeymoon. In addition, 25% of foreign couples who marry in Italy return to celebrate their first anniversary, 47.6% after two-three years and 12.4% after more than five years, while 90% recommend to friends to get married there.

The most popular Italian destinations for international weddings are Tuscany (43%), Amalfi Coast (38%), Umbria (8%), Venice and the Lakes (6%).

Prestigious hotels, historic villas and castles are among the locations of choice, along with lemon groves, luxury farmhouses, wineries and little-known and well preserved hamlets. Britons account for 25% of foreign couples choosing to tie the knot in Italy, followed by Americans and Canadians (15.4%), Russians (9.4%), Japanese (7.8%), Australians (5.2%), Saudi Arabians (6.3%), Chinese (4.6%), Brazilians (4.2%) and Germans (1.5%). The remaining 21% is divided equally among emerging nations, former Soviet states, Turkey and India. International wedding planners are in the Amalfi Coast and Cilento area of Campania for 'Italy coast to coast' weddings organised by the Mediterranean Bride Network until March 23.