

In 2019, between the 1st and the 2nd of February, instead, the BMII, Borsa del Matrimonio in Italia (the Wedding Exchange in Italy), will take place at "La Nuvola" in Rome. This manifestation has already gathered the interest and the participation of buyers coming from all over the world, in particular from United States (15%), United Kingdom (13%), Brazil (10%) and Germany (8%), followed by Lebanon and Canada (7%), in addition to European Countries such as Austria,

Croatia, France, Greece, Ireland, Netherlands, Poland, Spain, Sweden, Russia. Even in this event, there are two days of meetings between supply and demand, exclusively B2B, which provide the participation of 100 buyers, coming from over 30 countries, totalling 2,500 one-to-one appointments, booked online.

TOURISM SCENARIOS

Wedding tourism in Italy

More than 8 thousand events per year, with a turnover of over 440 million euros with 408 thousand arrivals and a total of over 1.3 million presences. A business that continues to grow *by Aura Marcelli*



In circa la metà dei casi il rito nuziale è solo simbolico, mentre quando ci si sposa davvero il rito è in prevalenza civile. In about half of the cases the marriage ceremony is only symbolic, while when they really get married, the ritual is mostly civil

Couples from the whole world come in Italy to say their "Yes, I do" between the canals of Venice, in front of the Coliseum, under Brunelleschi's Cupola or among the magical reflections of Lake Como. They are incurable romantics without budget problems, but with a distinct aesthetic taste. They choose Italy, before any other destination in world, to get married, to celebrate their anniversaries or to spend an unforgettable honeymoon.

Il bel paese là dove 'l si suona

Although Dante Alighieri referred to the linguistic identity of an Italy that had not yet appeared in his Divina Commedia, this famous verse seems to be perfect to describe the scenery of this very interesting niche tourism. There are more than 8 thousand events per year, with a turnover of over 440 million euros (over 60 million more than the last year), with 408 thousand arrivals and a total of over

1.3 million presences. These are the wedding tourism numbers in Italy according to a recent survey, made by Tourist Studies Centre of Florence on 2016 data. «In the last years in Italy, there has been a sustained growth of the phenomenon and the survey numbers confirm it» said the manager of TSC, **Alessandro Tortelli**. «In 2016 the weddings of foreign couples that have chosen an Italian place for their wedding location, have generated about 408 thousand arrivals and over 1.3 million presences».

The top five of the wedding regions in Italy

A growth confirmed also by JFC data relating to 2017 which indicate a +2.3% as for turnover, while pointing out a decrease in foreign weddings number celebrated. According to TSC data, foreign couples "classical" wedding in Italy is celebrated in a Luxury Hotel, during spring