

# WEDDINGS IN ITALY ARE GROWING IN POPULARITY AMONG CELEBRITIES



Weddings in Italy are a hot topic. The list is endless. Since Tom Cruise' wedding with Katy Homes at Castello Odescalchi di Bracciano in 2006, dozens of international VIP couples got married in Italy. The list includes Emily Blunt and John Krasinski, Justin Timberlake and Jessica Biel, Sofia Coppola and Thomas Mars, Kim Kardashian and Kanye West, not to mention the fairy tale wedding of George Clooney and Amal Alamuddin at the Belmond Hotel Cipriani in Venice.

This large number of stars has helped Italy to become the most popular destination for foreign weddings, as explained by the report of the Centre for Tourism Studies in Florence.

## **Tuscany, Lombardy and Campania on top**

The wedding business for Italy is worth about 3 billion euros and is concentrated substantially in five regions: Tuscany, Lombardy, Campania, Veneto and Lazio. The curiosity is that, although there are no regions of the South among the top, Puglia, Sicily and Calabria are at the top of the ranking of destinations for the most luxurious weddings. For example, the wedding of the daughter of American magnate Jeff Sutton, was organized in the province of Bari.

## **China and Russia emerging markets**

Among the markets that seek wedding in Italy the most, Great Britain is on top, with a share of 27.6%. It is followed by the USA with 21.2% and Australia with 8.9%. In fourth place, Germany and Canada are ranked on the same level, while China and Russia are the emerging markets. **The average expenditure is huge, amounting to 54 thousand euros.**

In Europe, on the other hand, the destinations favored by big international spending couples are Portugal, France and Spain. The latter was also chosen by Italian celebrities Chiara Ferragni and Fedez, which is considered as one of the most "instigated" love stories of the moment.

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