

📅 July 28, 2023

[About \(/about\)](#) [Newsletter \(/newsletter\)](#) [Advertise \(/images/mediakit/Media-Kit-ItaliAbsolutely2022.pdf\)](#) [Our Team \(/contact\)](#)

[f \(https://www.facebook.com/Italiabsolutely\)](https://www.facebook.com/Italiabsolutely) [📺 \(https://www.youtube.com/channel/UckQmYegulbB848hmm0-VMDQ\)](https://www.youtube.com/channel/UckQmYegulbB848hmm0-VMDQ)

[in \(https://www.linkedin.com/company/italiabsolutely\)](https://www.linkedin.com/company/italiabsolutely) [@ \(https://www.instagram.com/italiabsolutely/\)](https://www.instagram.com/italiabsolutely/)

🔒 Reserved area (/enter)



## Rome's Green Weddings 2023: Italy the quintessential wedding venue

(<https://www.addtoany.com/share?url=https%3A%2F%2Fitaliabsolutely.com%2Fnews%2Fmice-and-events%2Frome-s-green-weddings-2023-italy-the-quintessential-wedding-venue&title=Rome%E2%80%99s%20Green%20Weddings%202023%3A%20Italy%20the%20quintessential%20wedding%20venue>)  
([/#facebook](#)) ([/#twitter](#)) ([/#linkedin](#)) ([/#email](#))

By [Pamela McCourt Francescone \(/news/mice-and-events/author/810-pamelamccourtfrancescone\)](#) 🕒 Friday, 28 July 2023 10:56

📍 [MAP \(/NEWS/MICE-AND-EVENTS/ROME-S-GREEN-WEDDINGS-2023-ITALY-THE-QUINTESSENTIAL-WEDDING-VENUE#MAP-1735\)](#)



(/media/k2/items/cache/2c538c8f63a83e01bdc7778f40f54af9\_XL.jpg)

Travel Group will be the media partner of Green Weddings 2023, showcasing Italy as the quintessential wedding venue.

The event will be chaired by Italy's minister for foreign affairs



The Green Wedding 2023 event, which the Palazzo del Congressi in Rome's EUR district will host on 4 November 2023, will be dedicated to the wedding industry in Italy. Promoted by the Green Weddings Foundation it will feature three main events. The first conference, Destination Weddings in the promotion of Made in Italy, will be opened and chaired by Italy's minister for foreign affairs and international cooperation, Antonio Tajani.



"Everything must speak of Italy's excellence"

”

"When we talk about the wedding system in Italy, we mean the provision of services of the highest professional level," says Green Weddings Foundation president Armando Soldaini. "Everything from the dresses and flowers to the dozens of related services, must speak of Italy's excellence in a green logic, meaning a return to authenticity and in contact with local communities."

#### **An opportunity to discuss the issues facing the wedding industry**

The second conference, Wedding tourism: regions, villages and territories will see the participation of regional authorities, administrators, operators and travel and wedding companies, and the first European Congress of Wedding Planners, also to be held on 4 November.





”

"Weddings are an industry,- says Fabio Ridolfi, vice-president of the Green Weddings Foundation, "- and this event is an opportunity to discuss the issues facing the sector, as well as a chance to formulate ideas for the future."

#### **Italiabsolutely and Travel Quotidiano will be the media partners**

Travel Group, with its publications Travel Quotidiano and ItaliAbsolutely, will be media partner of the event.

”

"Weddings bring considerable benefits to the entire incoming sector," says Daniela Battaglioni, managing director of Travel Quotidiano and ItaliAbsolutely. "Today the average cost of a wedding is €55,000, representing a great potential for operators. It also has potential for destinations off the mass-tourism beaten track that can attract visitors wanting to discover the most authentic Italy, the Italy we present to the world every day with our B2B portal Italiabsolutely."

