



Only the best on destination wedding at Buy Wedding in Italy

Success and satisfaction for the three days of conferences and expo dedicated to marriages of foreign couples in Italy. The professional event took place from 20 to 22 October at Bologna's trade center, in conjunction with Bologna Sì Sposa and Gay Bride Expo.

More than **1,000 operators** - including exhibitors, buyers and businessman - attended the third edition of **Buy Wedding in Italy**, the international event dedicated to destination weddings in Italy, for a weekend of training and updating, business and networking. Wedding planners, tour operators and travel agents, location managers and caterers, catering services, photographers and video operators animated the exhibition area and congress spaces set up for the occasion within **Hall 19 of the Exhibition Center Bologna**.

Particularly successful was the **b2b meetings program** offered by Buy Wedding in Italy to all exhibitors who were able to meet buyers coming from the **United States, Austria, Brazil, Russia, India and Italy** for a total of over **350 meetings** between Saturday and Sunday.

Great feedback was also given for the three-day **Destination Wedding Conference**. The rich agenda started on Friday with an institutional moment attended by **Valerio Schönfeld**, responsible for Buy Wedding in Italy and Bussola Eventi, **Bianca Trusiani**, tourist consultant and responsible for the Buy Wedding Technical Committee in Italy and **Angelo Garini**, events architect and member of the Buy Wedding Technical Committee in Italy.

On Saturdays and Sundays the meetings, held by Italian and foreign experts in the industry, focused on economic scenarios, novelties and destination wedding trends. Particular attention was paid to the main reference markets - American and Chinese, Indian, Russian and British – as well as to territorial marketing, different packages and hospitality propositions and ideas, gay wedding and strategies to enter the Destination Wedding Market.

During the weekend of Buy Wedding in Italy there was no lack of entertainment and conviviality: the gala evening on Saturday 21 at the Novotel in Bologna was a great success. The **Music and Magic Dinner**, highly appreciated by the attending buyers and guests, was coordinated by Rosaria Russolillo of **Rogama Event Design** and cheered by the crooner **Matteo Brancaleoni**, the magician **Jason Enygma** and **Roberto Palma** of **Wedding DJ Italy**. And, cherry on top, the confetti offered by **Umbria Destination Wedding** and the exquisite cake made by the pastry chef **Luca Porretto**.

Established as a b2b platform for communication and marketing, today Buy Wedding in Italy is a strategic meeting point between supply and demand of destination wedding services. Indeed, destination wedding is one of the niches within the tourism and hospitality sector with the most interesting growth margins.

The event – under the patronage of **ANUSCA Associazione Nazionale Ufficiali di Stato Civile e d'Anagrafe**, of the mediapartnership with **Zankyou, Sì Sposa Tv e White Magazine** and of the technical sponsorship of **Allestimenti Le Rose, Paper Wings, AB**

Service, Aliante Catering ed Eventi, Miosotis Officina Floreale and Compagnia del Gusto – took place once again in conjunction with **Bologna Si Sposa** and **Gay Bride Expo**, initiatives targeted to the final audience, but also interesting for tourism and wedding operators.

New appointment with **Buy Wedding in Italy will be in 2018**, first with the **destination wedding roadshow**, which will cover each unique territorial area, then with the fourth edition of the congress and exhibition event, scheduled at Bologna's trade center for next fall.