

# PUGLIA

## Wedding

DESTINATION



*Puglia is a land of sunshine and hospitality, nestled in the southeastern tip of Italy, strategically located in the heart of the Mediterranean. It is the perfect blend of stunning seascapes and expanses of Mediterranean scrub, an inseparable union of unique flavors and spectacular architecture. Here, the past and present merge into an expansive sense of time, where the art of slow living allows you to savor and cherish every moment.*

*From the countryside to the coast, from the Murge plateau to the ravines, from historic villages to vibrant cities of art, Puglia offers experiences to delight every traveler. Whether enjoyed at the table, explored by bike or on foot, among trulli, farmhouses, castles, and cathedrals, Puglia is a natural stage where eternal love finds its perfect setting.*

With its mild climate and unique light, Puglia stands among Italy's most sought-after wedding destinations, alongside Tuscany, Lombardy, and Campania. It is also the top choice for luxury weddings.

The year **2023** marked a record for couples choosing Italy as their wedding destination.



According to the Destination Weddings in Italy 2023 report by the Centro Studi Turistici di Firenze for Convention Bureau Italia, Italy's wedding industry generated a 34% revenue increase in 2023, reaching €830 million. Projections for 2024 anticipate an 8.8% growth, with nearly 1,200 additional events compared to the previous year.

Among the most popular trends for 2024 are micro-weddings, elopements, multi-day celebrations or "wedding weeks", forest weddings, ceremonies featuring local food and wine tastings, luxury weddings, vineyard weddings, and eco-friendly "green" weddings.



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Between 2023 and 2024, an increasing number of American couples have chosen Puglia for their weddings, confirming the United States as the primary target market. Demand is also rising among couples from other non-European countries, including Australia, Canada, India, and the United Arab Emirates.

Getting married in Puglia is more than a ceremony - it's an immersion into the region's rich culture, enduring traditions, and authentic flavors. In this extraordinary land of Mediterranean charm, the innate hospitality of the Puglian people, the skill of local artisans, and the excellence of industry professionals come together to make your special day truly unforgettable.

From traditional masserie to iconic trulli, from elegant villas to historic estates and picturesque beach weddings, Puglia is an authentic and inclusive destination. It is also one of Europe's leading destinations for LGBTQIA+ travelers.

Puglia is the perfect place to celebrate love without boundaries, offering a variety of ceremonies - from civil to religious to symbolic rituals - all set against a backdrop of unparalleled beauty.



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The crucial link between Puglia as a wedding destination and foreign couples planning to get married is undoubtedly the Destination Wedding Planner. This professional constructs the entire “wedding” project for those intending to marry in Italy, and they must be familiar not only with Italian laws but also the region's most interesting places and suppliers.

Puglia is the ultimate destination to bring your dream wedding to life! Here, desires and dreams take shape, crafted with precision by skilled artisans and industry professionals who ensure every detail of a Puglian wedding is truly unique.

The region's musical traditions blend stories, languages, and popular melodies. The captivating *pizzica salentina*, renowned worldwide, and the rhythmic *tarantella garganica*, a symbol of love in song, set the tone for vibrant celebrations, becoming the unforgettable soundtrack of a wedding in Puglia.

Local craftsmanship preserves history and celebrates the art of handmade creations. From ceramic *pumi* and oil cruets to traditional luminaries and lacework, Puglia's artisan treasures make the perfect keepsakes of your celebration and journey.

Puglian sartorial excellence adds a touch of distinction to the big day. Masterfully combining ancient embroidery techniques with contemporary design, local designers create authentic masterpieces, all proudly Made in Puglia.

Puglian florists bring exclusive, refined wedding scenes to life with their artistry, while professional photographers and videographers capture every detail, ensuring memories of the day last a lifetime.

Research, innovation, and meticulous care are the hallmarks of Puglian hairstylists and makeup artists, who work passionately to enhance the beauty of both couples and guests, providing expert and personalized services.

A key figure connecting Puglia with foreign couples planning to marry here is the Destination Wedding Planner. This professional orchestrates every aspect of the wedding project, combining knowledge of Italian laws with deep familiarity of Puglia's most enchanting venues and top-tier suppliers to create a seamless and unforgettable experience.

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## PUGLIAN SELLERS

COMPANY NAME	EMAIL
Amarena Collection	m-antonietta.perrone@libero.it
Biomasseria Santa Lucia	borgosentinella@quartaturismo.com
Casa Manfredi - Giardino Monsignore	casamanfredi2012@gmail.com
Chiostro dei Domenicani	reservations@chiostrodeidomenicani.it
Emotions in Puglia	viola@emotionsinpuglia.com
Epoca Collectioin	direzione@masseriasangiovanni.it
Gattarella Resort	info@gattarella.it, matrimonio@gattarella.it
Holly Group	info@hollytour.it, gianni.spano@hollytour.it
Maglio Eventi	amministrazione@maglioeventi.com
Masseria Garrappa	info@masseriagarrappa.it
Masseria Montenapoleone	info@masseriamontenapoleone.com
Masseria Santa Lucia	direzione@masseriasantalucia.it
Montirò Hotel	welcome@montirohotel.com

<b>Nicola De Bartolo Group Events &amp; Catering</b>	amministratore@nicoladebartologroup.com
<b>Oasi Beach</b>	ass.asba@gmail.com amministrazione.oasibeach@gmail.com
<b>Raro Villas</b>	booking@rarovillas.com, luigi@rarorealty.com
<b>Risorgimento Resort</b>	info@risorgimentoresort.i ambra.deblasi@risorgimentoresort.it
<b>Silenzio Bruno - Incoming Travel Agency</b>	enrica@silenziobruno.it
<b>Tenuta Centoporte - Resort Hotel</b>	info@tenutacentoporte.it direzione@tenutacentoporte.it
<b>Tenuta Moreno - Masseria Malvindi - Mesagne - Puglia</b>	info@palazzovirgilio.it
<b>Tenuta Pinto Eventi</b>	nicole@tenutapinto.it
<b>Villa Carafa</b>	contabilita@villacarafa.com nuovaserviceo1@gmail.com
<b>Villa delle Querce Resort</b>	villadellequercesrl@gmail.com
<b>Villa Romanazzi Carducci</b>	amministrazione@villaromanazzi.com

## TRAVEL TRADE ASSOCIATIONS

COMPANY NAME	EMAIL
<b>AWPP - Puglia Wedding Planners Association</b>	info@giuliamolinarieventi.it
<b>PWPA - Puglia Wedding Production Association</b>	info@pwpa.it



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Ph  
Le Vélo Fotografia  
Alessia Busto  
Eventifotografia  
Fotogravina

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