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ITALIAN STATE TOURIST BOARD  
UNITED KINGDOM & IRELAND

# HOLIDAY TIME? ITALY TIME!

There is little doubt that Italy, quoting a famous English playwright, is “the land for all seasons”. 21 Regions, a territory that spans from the great massifs of the Alps to the blue waters of the Mediterranean Sea and a second mountain chain forming the backbone of the Peninsula. A country with more than 5,300 miles of coastline, active volcanoes, three major lakes and a myriad of smaller ones plus the two largest islands in the Mediterranean, Sicily and Sardinia, thermal and mineral waters, hills and plains: Italy offers a variety of climates and landscapes that make it the perfect all-year-round destination.

All sorts of activities can be enjoyed in Italy: from skiing and snowboarding to diving and snorkelling, from gentle walking to serious mountaineering, from water sports to golf, the choice is ample. Not forgetting football, the national passion, and Formula One.

If your interests tend more to the Epicurean, then look no further. Virtually every Region in Italy has its own distinctive cuisine as well as producing its own wines. Why not, for example, enjoy a “Prosecco Trail” in Valdobbiadene (Veneto) or visit the Alba Truffle Fair in October, seeing on route some of the vineyards producing the famous Barolo or Amarone wines of Piedmont. Discover the pleasure of picking your own wild mushroom and then learn to cook them in one of the main cookery schools dotted around the Tuscan countryside; or even pop over to Sicily for a couscous fair, a clear legacy of the Arab domination of the Island.

Shopping, either for food, designer labels or good quality artefacts, is of course a delightful experience in Italy with a wealth of shops, outlets and local markets to choose from all over the country.

Italy is probably best known for its art cities: Rome, Florence and Venice where you can pleasantly overdose on culture. Everyone knows about the Roman Forum, the Sistine Chapel and the Doge Palace, but not everyone knows that the Ducal Palace in Mantua boasts 150 rooms and covers an area of 50,000 sqm or that we have better preserved Greek temples than Greece or that the spectacular Mole Antonelliana in Turin houses one of the most important Museums of Cinema in Europe.

Of course, if you love history and archaeology, well, Italy preserves the legacy of innumerable people and civilisations: Etruscans, Romans, Greeks, Arabs, Normans, Spaniards, Austrians, they all left their indelible marks not only on the architecture but also on the cuisine, the dialects and even the physical features of the Italian people.

Something for everyone and for every season: what are you waiting for?

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Photos from top: Baskets of cherries; Hilltop town of Sangimignano; Cathedral and Bell Tower of Florence Cathedral; Costa Smeralda. Below: Vicenza Theatre



Photos left: Spanish Steps, Rome

Below: Venice Carnival

