

Fact Sheet

Italy



Welcome



Where is Italy?

Italy consists of a mountainous peninsula in southern Europe extending into the Mediterranean Sea, and includes the islands of Sicily, Sardinia and about 70 other smaller islands. The Alps form Italy's border with France, Switzerland, Austria and Slovenia. Italy's capital is Rome.



Time difference

South Africa is an hour ahead of Italy.



Population

Italy has a population of about 58-million. More than half of the Italian population is in the age group of 25 to 65 years.



Language

Italian, German, French, Slovenian



Economy

Currency: euro (€)

Italy ranks among the top 10 economies in the world in terms of the GDP



Trade statistics on Batswana travellers in South Africa

A majority of Italians travelling to South Africa are in the working-age group of 25 to 44 years.

Over two-thirds of outbound trips by Italian travellers are for leisure purposes, most of which are undertaken as couples or with families.

A majority of Italian outbound tourists prefer to explore beaches, while only a few prefer to visit mountainous terrains.

Italy is among the top-10 long-haul travel markets for South Africa, in terms of the number of arrivals.

A majority of Italian travellers visit South Africa for holidays, with business travel being the next most common, as well as the fastest growing, purpose for visiting.

The duration of stay of most Italian travellers to South Africa has decreased from 14 days to six days.

Wildlife/game-park experience and exploring scenic beauty are the most common reasons for satisfaction among Italian travellers to South Africa.

Western Cape and Mpumalanga are the most widely visited provinces by Italian leisure travellers.



How to make an Italian person's day

When dining, always have bread on the table; most Italians are big bread eaters.



Italian culture

Most Italians are social and outgoing people who seek flexibility, fun and freedom from their travel.

Food and wine are fundamental components of Italian culture.

Italians are interested in natural scenery and authentic historical and cultural experiences..