

Carnival in Italy: the right moment to explore the country.

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Italy is entering the period of one of its most loved festivities, both by locals and foreigners alike. Carnival in Italy is the perfect time to visit the country and experience the unique atmosphere encompassing the cities celebrating it. Even if, according to religious tradition, Carnival period is already underway, the height of the celebrations will take place in the week between 8 and 14 February. Carnival celebration dates are not a fixed holiday as they are to be held taking into account when Easter will be commemorated.

Festivals are held through all Italy but, in popular sentiment, the most famous and recognizable one is Venice Carnival. The city itself, one of the most beloved and famous Italian holiday destination, is an added value but discovering its narrow alleys and canals is enhanced by the Carnival going on all around. The following weeks will be a particularly auspicious moment to experience the Lagoon's artistic treasure.

Discounting Venice there is no shortage of other fascinating celebrations deserving recognition; Viareggio Carnival is one of them. Versilia is the heart of maritime and cultural tourism on the coast of Tuscany. The region can offer much more in addition to the world-renowned landscapes of its hilly interior and art cities and Viareggio with its Carnival is one of them. Its defining trait it is the large float parade caricaturing popular figures. Off the beaten path, but no less deserving of attention, festivals can be found all over Italy with many great ones such as the Ivrea and the Acireale Carnival.

Without any doubt, Carnival and other characteristic cultural events of Italian traditions represent a great boon to tourism, one of the leading sectors of Italian service industry. Tourism contributes directly and indirectly to 11.1% of Italian GDP and to 12.6% of employment when considering jobs indirectly supported by it. The Italian government, looking to ride last years' upward trend, aims at promoting conscious and long duration tourism over overnight stays and usual day-tripper tours. Visiting Italy and experiencing what the country has to offer is one of the many possible ways in which one can fall in love with it. In turn, this could lead foreign businessmen to invest in Italy, discovering a growing and opportunity-rich economy along with a vibrant cultural life, all while immersed in centuries of art and traditions. In the tourism sector particularly interesting could be investments in hotel facilities, such as those proposed by *Investorvisa.it* to non-EU entrepreneurs, who can obtain a specific entry visa for self-employment, as established by the "*decreto flussi*" of 2018.