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The 30 greatest holidays in Italy for 2025

By Kiki Deere

Ah, Italy. It is a perennial favourite, of course, with its cradles of culture – Venice, Rome and Florence – attracting the bulk of tourists. But there is so much more to be discovered away from the big-hitting highlights.

Visitors are increasingly seeking out lesser-known destinations to escape the crowds, favouring trips in shoulder season where possible. Outdoor activities, such as hiking and cycling holidays, remain popular choices, while wellness tourism, experiential activities and rail travel are on the rise.

While Tuscany's rolling hills have long been the go-to rural escape for British travellers, they are only part of the story. Hit TV series such as *The White Lotus* have put Sicily firmly on the tourist map, and there is a wealth of experiences to be had, including sailing the volcanic Aeolian Islands on a classic wooden windjammer.

And while we have listed some firm favourites in our list, we hope to inspire you with getaways that are not your conventional Italy holiday, too, from learning about Ladin culture in the German-speaking Alta Badia region to horse-riding through the wilds of Molise in central Italy.

Prices and temperatures soar in July and August so, if you can, try and visit outside these months. If you can only travel then, but don't like the idea of overly hot weather, make for the mountains instead, where altitude will give you a welcome respite from the stifling heat further south.

Meet the artisans of Florence, Venice & Perugia

A recently launched foundation helps visitors scratch beneath the surface of three of Italy's cities, introducing them to Florence, Venice and Perugia's hidden artisans. The Place of Wonders seeks to safeguard and promote artistic craftsmanship, providing exclusive access to family-run workshops, including a scagliola plaster atelier in Florence, a jewellery studio in Venice, and – from spring this year – a historic mill producing Umbrian textiles in Perugia.

Experiences are based on voluntary donations that go towards funding full scholarships for Italian craft students. In Florence, visits can be organised through The Place Firenze, where rooms are priced from £580; in Venice, through Londra Palace Venezia, where rooms are priced from £555; in Perugia, through Borgo dei Conti Resort, where rooms are priced from £641. Plan the perfect trip to Florence with our expert guide.