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Italians want 'detox' holiday from the web

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Over 40 percent of Italians want to escape the stress of "constant emails, Facebook and Whatsapp" while on holiday, according to a survey.

- Italians shun foreign holiday adventures (27 Jun 14)
- Facebook used to traffic migrants to Italy (13 Jun 14)
- . A third of Italians totally shun the internet (29 May 14)

Forty-two percent told the survey by JFC, an Italian tourism consultancy, that they were happy to read the odd email while on holiday but otherwise wanted to completely free themselves of all forms of social media.

Among the reasons given were a desire to "discover the lifestyle of the past" and "rediscover the value of time" during their break.

Those seeking to detox from the web and social media were mostly aged between 45 and 64, female and working in the private sector. However, a high percentage of those aged between 26 and 44 also sought to use the time to disconnect.

But they still wanted to be able to access the online world to post holiday snaps, "but in their own time".

Most (32.5 percent) said the best place to detox is the mountains, while 27.8 percent preferred to relax by the beach and 25.5 percent prefered a city break. Just 25.5 percent picked a lake as their preferred holiday destination.

The desire to detox from the web follows an EU report which found that more than a third of Italians have never used the internet, possibly owing to slow internet connection.

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