



**THE ITALIAN GROUP LEADER  
OF EXPERIENTIAL TOURISM**



## TOWNS OF ITALY GROUP

THE GROUP	4	BUSINESS UNITS	18
MISSION & VALUES	7	REGULAR TOURS	21
LA NOSTRA STORIA	9	GROUPS & FIT	29
EXPERIENTIAL TOURISM	12	LUXURY DIVISION	31
OUR PEOPLE	14	ACADEMY PROJECT	35
OUR NUMBERS	16	CONTACTS	37

---



# TOWNS OF ITALY GROUP

## THE FIRST GROUP OF COMPANIES SPECIALIZING IN EXPERIENTIAL TOURISM

We are well aware of just how fortunate we are to have been born and raised in Italy. And we are also aware of the duty we have to protect, respect and share our culture in the most satisfying yet sustainable way possible. We know that many people will only have the opportunity to visit Italy once—or a very limited number of times—in their lifetime so we feel a responsibility to transform this opportunity into something truly special.

**“Our mission is to offer indelible memories to travelers in Italy through the creation of authentic experiences.”**

LUCA PERFETTO, CEO TOWNS OF ITALY GROUP

We decided to create the TOWNS OF ITALY GROUP within a very fragmented and often unqualified scenario, with our approach built on *Quality, Authenticity, Innovation*.





# MISSION & VALUES

Since 2006, we have been welcoming clients from all over the world, offering them carefully curated experiences, both in groups and tailor-made. We are the only national operator present in all major destinations, with activities, staff, facilities, and vehicles directly managed by us. This allows for precise planning and full control over the entire process. That's why we are Experience Makers. That's why we are the leading group in experiential tourism in Italy.

● **QUALITY:** Our dedication to quality is reflected in the meticulous care with which we handle every detail of our operations. Thanks to the proven expertise of a highly skilled team across Italy, we deliver flawless experiences to travelers. By managing all aspects in-house—from transportation to facilities—we maintain full control and provide superior service at every destination.

● **AUTHENTICITY:** With a profound understanding of Italy, we craft experiences that capture the true spirit of the country, honoring its artistic, natural, and culinary heritage. We offer our clients the opportunity to immerse themselves in local culture, fostering genuine connections with each place and respecting the distinctive character of every region.

● **INNOVATION:** As trailblazers in the industry, we stay ahead of the curve, creating fresh, immersive travel experiences. We design our journeys with the traveler at the heart, crafting unforgettable moments that last a lifetime. From being the first to introduce activities like cooking classes for foreigners and Vespa tours, we continue to innovate, consistently tailoring solutions to meet evolving customer desires and deliver truly original experiences.



# OUR HISTORY IN EXPERIENTIAL TOURISM

Experiences are the new form of tourism, where travelers don't simply visit a place but are immersed in it, actively being part of the local culture 'hands on'. We realized this back in 2006, when our friends Luca Perfetto and Urbano Brini had the idea that led to the launch of Florencetown, a tour operator specializing in offering high-level experiences in Florence and Tuscany for foreign travelers.

## 2006-2007

Florencetown becomes the first tour operator to launch experiential activities in Tuscany with Vespa tours, bike tours and exclusive museum tours, including the first public opening of the Vasari Corridor and the launch of the first cooking school in Florence



## 2009-2014

Florencetown becomes a tour operator of reference in Tuscany and initiates partnerships with the main players in the sector (OTAs, Travel Agencies)

## 2018

The Florencetown family expands into contract management until 2024 with the Relais Villa Olmo, a wine and olive oil resort in Impruneta

## 2022

Amid the profound crisis due to the COVID-19 pandemic, the partners of Florencetown join forces with Saverio Castilletti, CEO of the tourism experience marketplace ItalyXP.com, for a joint venture that gained the attention of major national investors, including Cassa Depositi e Prestiti, leading to the Towns of Italy Group being established

## 2017

Florencetown acquires Arno Travel & Event Design, a Florentine agency founded in 1969 and specializing in luxury on-site travel planning

## 2021

The Milan cooking school opens

## 2023

The Tourist Hub and Cooking School in Palermo opens

## 2024

Acquisition of Medtrek SRL and T&T SRL, companies operating in Southern Italy.

Launch of the "Academy" project for the training of skilled professionals in the experiential tourism sector.

# ACQUISITIONS

In 2024, Towns of Italy Group took another significant step in its national expansion strategy with the acquisition of two key companies in the industry. With a particular emphasis on the captivating southern Italian region, these acquisitions signify the company's commitment to broadening its presence across the country. The move underscores Towns of Italy Group's dedication to enhancing its portfolio and leveraging opportunities in one of Italy's most enchanting areas.

## Acquisition of Medtrek srl - Sicily

In the last days of 2023, Towns of Italy Group has successfully completed the acquisition of MediterraneaTrekking - Medtrek S.r.l., a Sicilian tour operator specializing in outdoor and active experiences. Founded in 2005 and based in Messina, Mediterranea Trekking has gained prominence as a key player in experiential tourism in the region, offering a diverse range of high-quality outdoor activities, including daily and weekly trekking excursions, cultural and bike tours, caique cruises to the Aeolian Islands, personalized trips for groups and individuals, incentive travel for companies, and transfer and fly-and-drive services. The acquisition aligns with Towns of Italy Group's commitment to creating authentic and engaging experiences, emphasizing local expertise and collaboration with small establishments to ensure genuine immersion in the traditions and culture of the visited locations. This strategic move not only enhances the group's territorial presence in Sicily but also solidifies its position as a leader in providing professional and high-quality tourism experiences throughout Italy.

Post-acquisition lunch



The President Saverio Castilletti and the Division General Manager Cosimo Sarro

## Acquisition of Groups & FIT Department - Pompeii

Nel febbraio 2024, il Gruppo Towns of Italy ha completato l'acquisizione della divisione Gruppi & On February 2024 Towns of Italy Group completed the acquisition of the Groups & F.I.T. division from Torres Travel, an incoming tour operator based in Pompeii. Simultaneously, the two companies have entered into an agreement for the joint development of experiential tourism services, including guided tours, excursions, and activities in the region.

Founded in 2001 by Alfonso Onda, Torres Travel specializes in providing land services such as guiding, transfers, and ticketing in the Campania region. The company caters to pre-formed groups as well as offering personalized individual trips and incentive travel for businesses. In 2023, Torres Travel reported a turnover of approximately 10 million euros, with the Groups & F.I.T. division, the subject of the transaction, accounting for over 60%.

This operation signifies a significant development in Towns of Italy Group's investment plan in Southern Italy. With this acquisition, the group not only strengthens its strategic presence in the Pompeii and Campania area but also gains a valuable asset through a dedicated department for Groups and F.I.T., integrating advanced expertise and a strong positioning in international markets, such as Japan, the Middle East, and the UK.

# ABOUT US

## THE SECTOR

Our target market is the incoming Tours, Activities, and Attractions (T.A.A.) sector, which accounts for approximately 15% of global travel spending and is expected to reach around \$266.7 billion by 2027 (researchandmarkets.com - 2022). Within this context, experiential tourism stands out as a strategic segment, serving as a key driver in travelers' destination choices. Seventy percent of mid-to-high-spending travelers prefer to invest in activities and experiences rather than accommodation, averaging about five tours and experiences per trip (Arival 2023). This positions experiential tourism as the fastest-growing segment in the travel industry, with an annual growth rate of 30%. Today, the global market—particularly in Italy—features a fragmented and disorganized landscape, with no clear industry leader. In this context, TOWNS OF ITALY GROUP aims to establish itself as the leading reference point for experiential tourism.

We realize a model of professional, advanced and sustainable tourism in Italy.



**Saverio Castilletti**, President

As current President of the Group, he has many years of experience as a manager of digital online/technology companies and consumer marketing. He is also the founder of ITALYXP.com, a tourism experience marketplace.



**Luca Perfetto**, CEO

An entrepreneur in the hospitality management field with over 20 years of experience in the Travel industry. In 2006, together with Urbano Brini, he successfully launched the tour operator FLORENCETOWN, a pioneering company in experiential tourism in Florence and today active in all major Italian destinations.

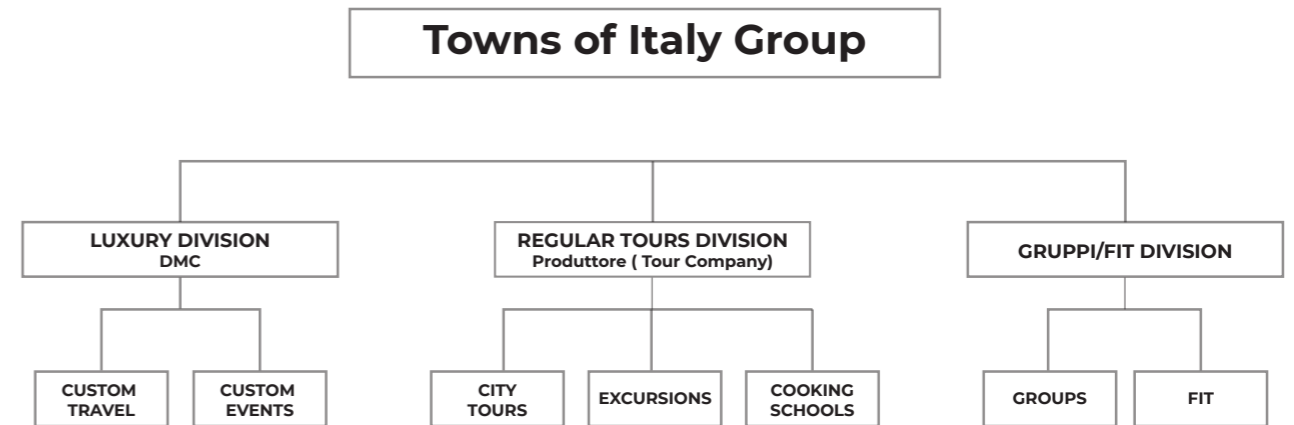


**Urbano Brini**, Executive Board Member & Director of the Group's Luxury Area.

Having long worked in the tourism and hospitality industry, his extensive experience in the world of Travel began in 2006 as co-founder of FLORENCETOWN, whose business development and public relations he led for years.



The TOWNS OF ITALY GROUP—also known by the acronym TOIT GROUP—is the first group of companies specializing in experiential tourism in Italy. The significance of this vision, supported by the multi-year in-field experience of the companies involved, enabled the project to obtain a significant round of investment from CDP Venture Capital Sgr, through the Fondo Italia Venture II - Fondo Imprese Sud, and from SMP Holding, amounting to 5.5 million euro. The Group currently consists of three business units: the luxury division, specializing in tailor-made experiences for high-spending clients; the division focused on regular tours; and the division dedicated to customized programming for individuals groups.



## THE MARKETS

The Group's companies specialize in incoming tourism, with a mainly English-speaking and non-European target market where the United States and Canada dominate. The companies have positioned themselves in these countries through constant strategic development of B2B and B2C channels. Expanding into Spanish-speaking markets, as well as Japan, the United Kingdom, and France.



# OUR PEOPLE

Careful selection of the professionals in our team is essential to ensuring exceptional service in the landscape of an industry—experiential tourism—that is often approached with improvisation and in which people are not adequately trained. Each member of our team brings specialized skills and extensive experience in the field. We are proud to have a multidisciplinary team comprised of informed managers, talented chefs, experienced tour guides, and highly qualified support staff. We ensure that each member has a solid education in their field and continues to keep abreast of the latest industry trends and innovations.

**Over 160 people comprise our team of local experts. A multi-disciplinary crew, including hospitality staff, talented chefs, highly qualified drivers, and experienced tour guides are coordinated by a team of high-profile managers.**

## MANAGEMENT TEAM



**Tommaso Cinti**  
CFO



**Lara Pazzi**  
HR Manager



**Marusca Innocenti**  
Director of Sales



**Tiziana Antonelli**  
Executive Assistant



**Salvatore Severo**  
CTO



**Claudia Tempesta**  
Procurement Manager



**Debora Orselli**  
General Manager  
Luxury Division












**Edoardo Giacometti**  
General Manager  
Regular Tour



**Cosimo Sarro**  
General Manager  
Gruppi & FIT



# TOIT GROUP NUMBERS

 <p><b>€17+ MLN</b></p> <p>Group turnover 2023</p>	 <p><b>€25+ MLN</b></p> <p>Group turnover 2024 (+50%)</p>	 <p><b>160+</b></p> <p>Employees in 2024</p>
 <p><b>€2+ MLN</b></p> <p>Investment in international marketing in 2024</p>	 <p><b>€500K+</b></p> <p>Investment in IT in 2024</p>	 <p><b>1.000.000+</b></p> <p>Happy guests who have participated in our experiences since 2006</p>
 <p><b>2.000+</b></p> <p>Partnerships with agencies and tour operators worldwide</p>	 <p><b>200+</b></p> <p>Directly produced daily experiences</p>	 <p><b>130</b></p> <p>Countries of origin of the clients we have welcomed to Italy since 2006</p>

# THE LOCATIONS



 <p><b>100+</b></p> <p>Fleet of company vehicles</p>	 <p><b>10+</b></p> <p>7 locations &amp; retail points throughout Italy</p>
---	---

# NETWORK

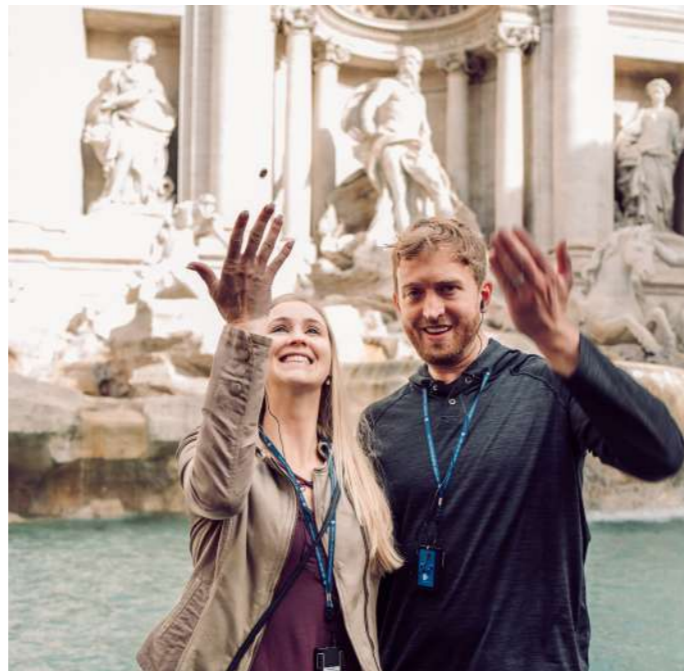




REGULAR TOURS  
GROUPS & FIT  
LUXURY DIVISION

TOWNS OF ITALY GROUP

# THE GROUP'S BUSINESS UNITS



# REGULAR TOURS

MILAN | VENICE | FLORENCE | ROME | POMPEI | TAORMINA | PALERMO

We design and create our experiences ourselves, down to the last detail. Every day since 2006, we have produced over 100 unique tourism experiences.

Our profound knowledge of Italian culture and territory inspire us to create authentic, local experiences with truly varied focuses. Efficient and professional organization within our locations throughout the country, with highly trained on-site staff, allows us to provide these experiences while maintaining the highest quality standards in the industry, thanks in part to constant monitoring of all stages of the process. Our cooking schools, our transportation, and preferential relationships with museums and places of art and culture create the perfect ingredients for our experiences. Our approach is innovative and unique—we interpret our culture and make it available and fun, involving the tourist in the visit. We have fine-tuned this over the 17 years of experience gained in FLORENTOWN, a model we decided to extend to all of Italy by creating TOWNS OF ITALY. This is why we are today recognized as a true leader in experiential tourism.

Our experiences are designed to be authentic, innovative, and professionally managed, with full respect for the culture and the local area.



## City Tours

+30 experiences per day



## Cooking Classes

+15 lessons per day



## Day Trips & Excursions

+20 Activities per day

## Day Trips & Excursions



### Activities & Excursions

+20 experiences per day



### Company Fleet

+100



### Locations & Retail in Italy

+7

Field trips are a key part of our immersion travel offerings. Through our staff and our own means of transportation, we directly develop and manage experiences and excursions from the most classic to the more 'active', all with unique, fun, and educational features that make the experience unforgettable. In all destinations, our vehicle fleet is managed by a team of professionals who take care of the continual maintenance, service, and logistics of our vehicles—minivans and minibuses along with our special vehicles such as Piaggio Vespas, city bikes, mountain e-bikes, Ape Calessino, as well as vintage FIAT 500s and Land Rover Defenders. Our carefully selected and trained drivers then manage and coordinate dedicated experiences for small groups and private clients with our extensive fleet of luxury Mercedes Minivans and Minibuses.

### Some bestsellers

- VESPA TOURS in CHIANTI
- BIKE TOURS in FLORENCE and PALERMO
- E-BIKE EXCURSIONS and ETNA TRAIL;
- CINQUE TERRE Day trip from FLORENCE
- Day trip to ERICE e MARSALA from PALERMO
- Fiat Topolino Tour in ROME
- SAFARI WINELAND in CHIANTI 4X4
- WINE TOURS
- SIENA & SAN GIMIGNANO day trip
- GRAND TOUR OF TUSCANY
- DUOMO SKYWALK IN FLORENCE, PALERMO AND MILAN





## Cooking Classes



### Cooking Classes

+15 lessons per day



### Cooking schools

Florence - Milan - Palermo - Rome

It all started with FLORENCETOWN, with its quest to offer foreign visitors an authentic and engaging taste of Italian culture, in 2008 becoming the first tour operator to open a cooking school in Florence to offer cooking classes to tourists from around the world. Today, the story continues throughout Italy in our new facilities. We currently operate cooking schools in Florence, Milan and Palermo, with a new opening planned for Rome.

In each location, the mission of the cooking school remains the same: to offer travelers an authentic Italian culinary experience that showcases the country's rich history and traditions through the taste and fun of cooking together. Each class is taught by our local chefs who are part of our in-house team and who devise successful arrangements that take their cues from the local produce and tradition of each destination.

**Our history and commitment to quality and authenticity have enabled us to solidify a leading position in the field of experiential culinary tourism.**

- WANNA BE ITALIAN
- CLASSIC MARKET TOUR & ITALIAN COOKING CLASS
- PIZZA & GELATO CLASS
- CRAZY FOR PASTA
- MASTERCLASS of ITALIAN COOKING



## City Tours



### City Tours

+ 30 experiences per day

Our extensive presence within the territory has enabled us to build preferential relationships over the years with major Italian museum hubs. This allows us not only to offer exclusive formulas, such as a visit to the Vasari Corridor in Florence, exclusive entrance to the Duomo of Florence before opening to the public and early entrance to the Vatican Museums, but also to enjoy the extensive availability of guaranteed and fast-track tickets. What's more, we are among the very few who can guarantee tours to the Last Supper in Milan on a regular basis.

Our philosophy of visiting cities and attractions is to allow tourist access to the artistic heritage, from the most known to the unknown or secreted, being able to visit with the privileges of an interlocutor who develops professional and lasting rapports with all managers around the territory. Added to this is the experience and selection of the best guides, coupled with great care in planning the tourist experience, all of which render our cultural offerings unique, exclusive, and truly special.

### Our bestsellers

- AWAKENING THE DUOMO  
Exclusive entrance before opening
- UFFIZI VASARI CORRIDOR VISIT
- SMALL GROUP - EARLY ENTRANCE VATICAN MUSEUMS
- SKIP THE LINE MICHELANGELO'S DAVID VISIT
- SKIP THE LINE LEONARDO'S LAST SUPPER
- THE SKYWALK SERIES  
Guided rooftop visits of the most iconic churches in Italy available in FLORENCE, MILAN, ROME and PALERMO

**We offer exclusive museum experiences in Italy, with privileged access to iconic locations in each destination.**



# GROUPS & FIT DEPARTMENT

## CUSTOMIZED TRAVEL ITINERARIES ACROSS ITALY

Our commitment to excellence extends to organizing itineraries and experiences for both groups and individual travelers, thanks to a dedicated department that specializes in planning trips for both types of clients. Our team of skilled professionals, based in Pompeii and knowledgeable about all major Italian destinations, meticulously plans every aspect of our clients' journeys in Italy.

With a particular focus on Japanese and Middle Eastern markets, our multilingual staff adeptly handles the diverse needs and expectations of clients from 25 different countries, prioritizing cultural sensitivity and customized solutions. Under the guidance of General Manager Cosimo Sarro, we continue to innovate and enhance our services, delivering top-quality and authentic experiences that turn every journey into an unforgettable adventure.

### F.I.T.

#### FOR INDIVIDUAL TRAVELLERS

We specialize in creating comprehensive itineraries that cover all Italian destinations, offering a wide range of services tailored to individual travelers. From single services to all-inclusive packages and regular excursions organized directly by us, our itineraries can be enhanced with a wide selection of experiences we produce ourselves, such as city tours, cooking classes, and excursions, providing an immersive and authentic way to explore the country. Our portfolio also features a range of restaurants, hotels, villas, and apartments, perfect for those seeking a personalized stay in Italy.

### GROUPS

#### LEISURE GROUPS

Our department is also dedicated to managing groups of all sizes and types, from small, intimate events to large corporate programs and incentive trips. We provide tailored services for student groups, offering educational and cultural programs, and we specialize in organizing wedding services at some of Italy's most stunning locations. For corporate clients, we arrange incentive travel and conferences that blend professional goals with authentic travel experiences.



# LUXURY DIVISION ARNO TRAVEL

ARNO TRAVEL CREATES LUXURY EXPERIENCES AND  
EVENTS IN ITALY, CUSTOM-BUILT FOR TOP-TIER  
CLIENTS

**Travel Planners inspired by the destination,  
guided by the client's wishes**

ARNO TRAVEL has a significant history as an agency founded in 1969, among the first **luxury on-site travel planners**, bolstered by the promising present and future of a young and dynamic Destination Management Company focused on the luxury market with an identifiable and distinctive offering, capable of conveying a Made in Italy comprised of art, refined culture, elegant craftsmanship and mastery.

Having become FLORENCETOWN's dedicated luxury division in recent years, ARNO TRAVEL was soon established as the leading luxury tourism destination in Italy for clients from the United States, Canada, Australia, Brazil, and Mexico, thanks to an extensive network of partners within these countries and a selection of highly qualified suppliers throughout Italy.

**SELECT**  
IN-COUNTRY PARTNERS

**VIRTUOSO.**  
PREFERRED

**X**  
**O**  
PRIVATE



## ARNO TRAVEL'S TEAM



### Tailor-made itineraries created by a team of experts

ARNO TRAVEL's specialty is identifying unique corners in each Italian destination, selecting exclusive properties, and devising extraordinary experiences in collaboration with charismatic and experienced professionals to create incomparable Italian itineraries for individual travelers, families, and small groups, as well as for corporate and private events.

It all starts with attentively listening to the client's wishes, embellishing them with creativity and scrupulous organization to even exceed expectations, thanks to extensive experience in the field and a deep and unrivaled knowledge of the destinations.

The creation of impeccable itineraries built on clients' needs and dreams aims to make everything beautifully simple, comfortable, and memorable.

Our vast experience and extensive and reliable network of top-notch suppliers enable us to offer much more than what others might suggest. For example, when travelers face long transfers across the boot or in meeting the needs of families with young children concerned about their well-being and satisfaction. Know-how, creativity, and local knowledge enable us to provide inspired solutions that make a difference.

As the luxury division of the TOWNS OF ITALY GROUP, ARNO TRAVEL is committed to exalting Italy's hidden treasures but also the discovery of major attractions from unique and unrepeatable viewpoints.

## ARNO TRAVEL creates and organizes customized Italian experiences, adding charm and magic.

This could mean a violinist awaiting a young couple in a gondola, a cooking class taught by a star chef, a visit to a renowned Langhe winery guided by the local producer. Or even a test drive in an actual Ferrari in Maranello, a last-minute helicopter ride to enjoy a swim at a Sicilian beach, a walk through the best downtown stores together with an experienced personal shopper ...

No request, wish or dream is ever too complex or challenging for the ARNO team.



## EVENTS

Over the years, the ARNO TRAVEL team has honed great expertise in organizing and creating high-level corporate and private events. Team building, corporate and product launches, board meetings, conventions, and private celebrations for special occasions ...

Whatever the objective, ARNO TRAVEL organizes and implements events that are out of the ordinary, with a team dedicated to finding the perfect locations that reflect the concept of the tailor-made event, fielding creative ideas and impeccable logistics in every detail. Yet another way to create an indelible Italian experience.



# ACADEMY PROJECT

Our journey in the industry has shown us that a company's success hinges on the people who drive it. It is with this in mind that the Towns of Italy Group Academy Project was conceived, aiming to foster corporate culture and support professional growth in experiential tourism by collaborating with specialized schools and training institutes.

**WE BELIEVE THAT INVESTING IN TRAINING AND THE DEVELOPMENT OF QUALIFIED SKILLS IS ESSENTIAL NOT ONLY FOR OUR SUCCESS BUT ALSO FOR RAISING THE LEVEL OF PROFESSIONALISM ACROSS THE ENTIRE INDUSTRY.**

The Academy Project is designed to become a leading center of excellence, offering technical courses in collaboration with organizations like CST and ITS. Leveraging our extensive experience, we provide specialized training for a range of roles, from tour guides to tour operator managers. Our programs are crafted to deliver thorough and practical education, incorporating our expertise into curriculum development and providing real-world experience through internships and industry placements.

Our aim is to nurture talent in experiential tourism, a field still emerging and underdeveloped in Italy. By investing in the training of new professionals and the continuous upskilling of those already in the sector, we seek to make a meaningful and lasting impact.

The Towns of Italy Group Academy Project represents a significant commitment for us. We are dedicated to its ongoing growth and enhancement, believing it to be a crucial foundation for both our current and future success, and for the advancement of the entire tourism industry.



## TOWNS OF ITALY GROUP

---

welcome@townsofitaly.com  
(+39) 0656567418  
www.townsofitalygroup.com

### CORPORATE OFFICE

PALERMO OFFICE:  
Via Volturmo, 40 - 44  
97013 Comiso (RG)

FIRENZE OFFICE:  
Via de' Sasseti, 1  
50123 Firenze

ROME OFFICE:  
Via Montevideo, 18  
00198 Roma







## Contacts

---

(+39) 0656567418  
TOWNSOFITALYGROUP.COM  
WELCOME@TOWNSOFITALY.COM

January 2025