



part of



Company Profile

2023

THE FIRST GROUP OF EXPERIENTIAL TOURISM IN ITALY

Towns of Italy is part of To Italy, which was born in 2022 from the idea of entrepreneurs Saverio Castilletti, Luca Perfetto and Urbano Brini, who decided to combine their companies specializing in incoming experiential tourism and **CREATE THE LEADER SUBJECT IN EXPERIENTIAL TOURISM IN ITALY.**



THE VISION, SUPPORTED BY THE LONGSTANDING EXPERTISE OF THE COMPANIES INVOLVED, IS ENDORSED BY THE INVESTOR PARTNERS, LED BY CDP VENTURE CAPITAL SGR AND SMP HOLDING, WHICH ARE BACKING A ROUND THROUGH THE ITALIA VENTURE II - FONDO IMPRESE SUD FUND, AMOUNTING TO 5.5 EUROS.



AFFILIATE

THE GOAL IS TO BRING A SUCCESSFUL MODEL TO THE ENTIRE COUNTRY, WITH A FOCUS ON SOUTHERN ITALY, AND GROW DESTINATIONS THROUGH THE **ENHANCEMENT OF LOCAL CULTURE**, CREATING QUALITY EXPERIENCES!

THE FIRST GROUP OF EXPERIENTIAL TOURISM IN ITALY GOALS

- **CREATE NEW JOB OPPORTUNITIES SPECIALIZED IN LOCAL HOSPITALITY**

Our expansion in the territory will go through recruitment and training of staff, including the creation of training schools dedicated to building a high-quality hospitality standards.

- **FOSTERING THE DEMAND BY CREATING MARKET STRENGTH**

The creation of a complete, organized and high-quality supply throughout the country will generate demand even in areas where processes are currently not well developed.

- **CREATING WELL-BEING FOR DESTINATIONS THROUGH SUSTAINABLE DEVELOPMENT**

by acting on the attractiveness of the territories without distorting them, developing a "Gentle Tourism" that guides travellers to discover a true, real, authentic offer.

- **SUPPORT THE INSTITUTIONS** in the implementation of appropriate policies of management, protection and control of supply, to encourage tourism that brings positive effects to all stakeholders.



THE FIRST GROUP OF EXPERIENTIAL TOURISM IN ITALY SUSTAINABILITY

SUSTAINABILITY IN TOURISM IS NO LONGER A TREND, IT IS AN IMPERATIVE

Our experience in Travel & Tourism made us more and more aware of the great responsibility we have to efficiently deliver our job while fully respecting and enriching the environment and the communities that live and work in the region.

That's why sustainability is not just a reputational, side component of To Italy Group agenda, but it is key for a strategic forward-thinking, enhancing the development of a mindful tourism business model.

BACK TO THE FUTURE OF TOURISM

We have to give ourselves and to our cities the value that we have taken for granted for so long, performing adequate Destination Management policies along with rethinking our lifestyles and cultural and touristic offer.

Long-term business growth needs to be measured by its ability to contribute to local economies.

At the end of the day, tourism is built on mutually-beneficially relationship between thrilled visitors and proud locals, and this is what we should keep pursuing with our passionate work!





WE HAVE BEEN CREATING
AUTHENTIC, INNOVATIVE AND
HIGH-QUALITY TRAVEL
EXPERIENCES SINCE 2006.
WE STARTED IN FLORENCE TO
ARRIVE ALL OVER ITALY.

WHO ARE WE? WE ARE EXPERIENCE MAKERS!

The deep knowledge of Italian culture and its territory allow us to create for 17 years now, unforgettable touristic experiences for travelers from all over the world who come to discover Italy.

We realize our experiences based on a few basic principles:
HIGH QUALITY, INNOVATION, AUTHENTICITY

And we stand out because:

- We hire "**Local**" personnel, from the territory and we introduce them to our highly trained and qualified teams of professionals, thus fighting the typical improvisation of the sector and **raising the level of hospitality**;
- **Our ASSETS are all owned and DIRECTLY MANAGED: means of transport such as** Vespas, Minivans, minibusses, bicycles, e-bikes...; Our **cooking schools** are specifically designed to dive into local realities, as in **Milan, Florence and now Palermo**
- A unique network of **consolidated relationships both COMMERCIAL and institutional IN THE WORLD and IN THE TERRITORY**



EXPERIENCE PIONEERS FOR INCOMING TOURISTS

In 2006 "FLORENCETOWN" was founded as the **first operator specialized in experiential services** in Italy.

Florencetown, synonymous with **high-quality** tours, among the first to produce experiences never realized before:

- First to offer a regular **bike tour** of Florence (2007), and **VESPA TOUR** (2009) in Chianti
- We open to the general public the famous "**Vasari Corridor**" in the **Uffizi Gallery (2007)**
- First operator in Italy that **organizes and offers regular and guaranteed group cooking lessons (2008)** - First Italian Tour Operator to found **his own Cooking School** in 2008.

...and much more...

In **2022 FLORENCETOWN** becomes **TOWNS OF ITALY** and begins the expansion of its format throughout ITALY!



OUR ASSETS

OWN VEHICLES FLEETS

LUXURY MINIVAN & BUSES | SPECIALTY VEHICLES | VESPAS | BIKES | E-BIKES | VINTAGE CARS



OUR COOKING SCHOOLS

Milan | Florence | Chianti | Palermo | Rome
(coming soon)



OUR ASSETS

HOSPITALITY LOUNGES

FLORENCE | CHIANTI | PALERMO | ROME (coming soon)



TEAM OF 100+

CHEFS, GUIDES, DRIVERS, TOUR LEADERS, BOOKING,
FRONT OFFICE, OPERATIONS OFFICES



OUR SPECIALIZATIONS



CITY TOURS

EXCLUSIVE ACCESS, SKIP THE LINE, SPECIAL INTEREST TOURS



COOKING CLASSES

PRIVATE & REGULAR EXPERIENCES

ACTIVITIES & EXCURSIONS

VESPAS, SAFARI, BIKE AND EBIKE
TOURS, WINE TOURS





FOUNDED IN 1969 ARNO TRAVEL, ONSITE ITALIAN TRAVEL PLANNER, HAS BEEN THE LEADING COMPANY FOR US, BRASILIAN AND MEXICAN LUXURY TOURISM FOR OVER 50 YEARS. COMMITTED TO OFFERING ITS CLIENTS THE BEST IN ITALY, AND PROVIDING GUESTS WITH MEMORABLE EXPERIENCES, ARNO TRAVEL SPECIALIZES IN SELECTING PROPERTIES, IDEATING OUTSTANDING EXPERIENCES AND PARTNERING WITH CHARISMATIC EXPERTS, TO CREATE UNIQUELY ENLIGHTENING ITALIAN JOURNEYS.

OUR SPECIALIZATIONS

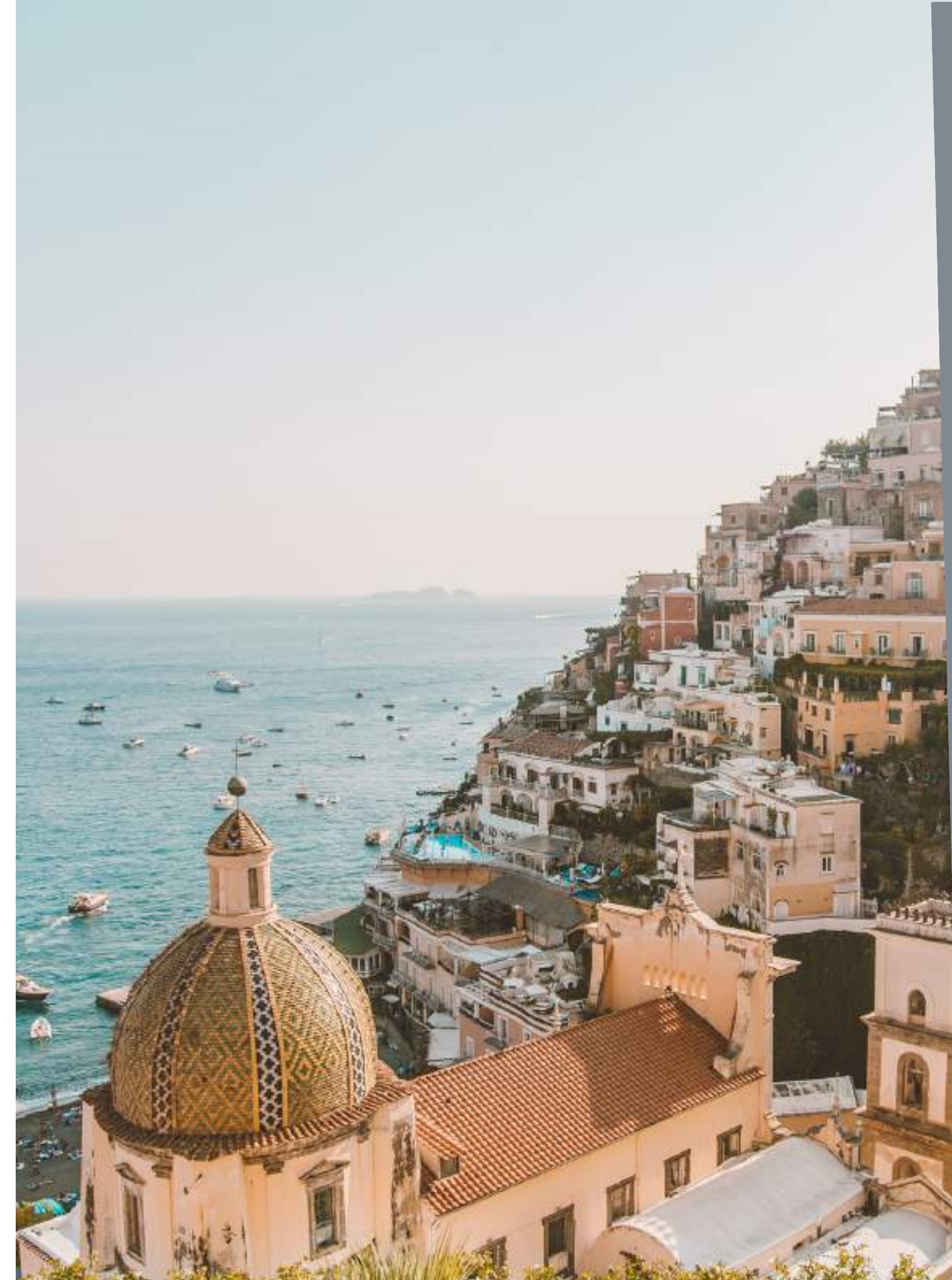
Extraordinary bespoke Italian journeys and experiences designed for individual travellers, families and small groups.

Flawlessly planned, fine-tuned to match guests' specific needs and wishes, and exclusive. Seamlessly managed, to meet, and surpass, our clients' expectations.

Arno Travel crafts unrivalled customized Italian honeymoons, family holidays, special-interest itineraries and adventures for solo travellers and groups of friends.

Our assets?

Creativity, long-practiced expertise and unrivalled insight and knowledge of the destinations. Along with scrupulously attentive planning, and commitment to fulfilling our guests' desires. Creating exceptional tailor-made itineraries, activities, adventures and special interest tours is more than our job, it's our vocation. And we do it beautifully.

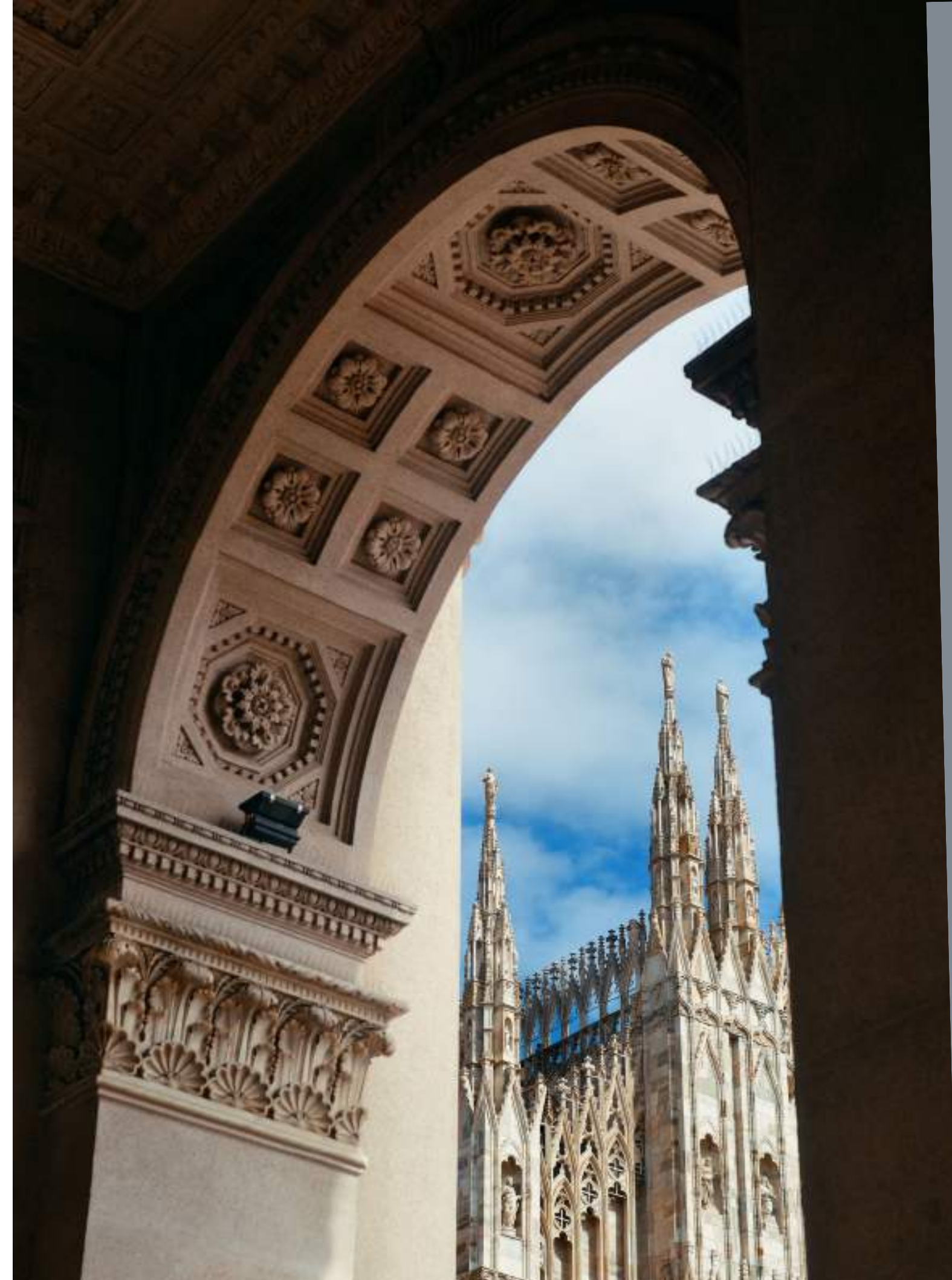


HOW WE WORK

Everything starts with a dedicated Arno travel designer listening, to gain a perfect understanding of what the client is looking for. We then begin designing a first draft of itinerary, based on specific requests and wishes and our specialist knowledge.

As planning moves on we refine, adjust and polish the different steps and chapters, turning each single instant into something extraordinary that perfectly fits our guests' needs.

Highly qualified professional expertise, and through knowledge of every city, town, beach and mountain top in Italy, are what makes our travel designers so precious special.



PRIVATE EVENTS

Sensational tailor-made corporate events in Italy, impeccably planned and magnificently delivered. Company celebrations and product launches, BoD meetings, conventions, incentives and retreats.

There are a variety of reasons which lead companies to host a corporate event, and each event has its own distinctive objectives.

The aim can be to improve company culture and employee relationships, raise brand or product awareness, celebrate achievements, or meet to devise future company strategies.

Whatever the goal, Arno Travel ideates, organizes and runs extraordinary corporate happenings, creating dazzling events that provide life-long memories of an incredible Italian experience.

We concentrate on each event's specific goals, carefully scrutinize options and propose a selection of superb venues. Finally, we meticulously custom-build a bespoke event concept, providing inventive ideas and seamless logistics throughout.





RELAIS VILLA OLMO

WINE & OLIVE OIL RESORT

WE ARE PROUD TO HAVE THE RELAIS VILLA OLMO AS AN
AFFILIATE.

A WINE & OLIVE OIL RESORT IN CHIANTI
A TRUE FARMHOUSE DATING BACK TO THE 1500S AND AN
ANCIENT FARM WITH AN OIL MILL AND WINE CELLAR
BECOME A BOUTIQUE HOTEL COMPRISING VILLAS, ROOMS
AND SUITES. TODAY, AS IN THE PAST, HIGH QUALITY OLIVE
OIL AND WINE ARE PRODUCED HERE. THE COUNTRY-STYLE
CHARM OF CHIANTI AWAITS YOU, ONLY TWENTY MINUTES
FROM THE CENTER OF FLORENCE.

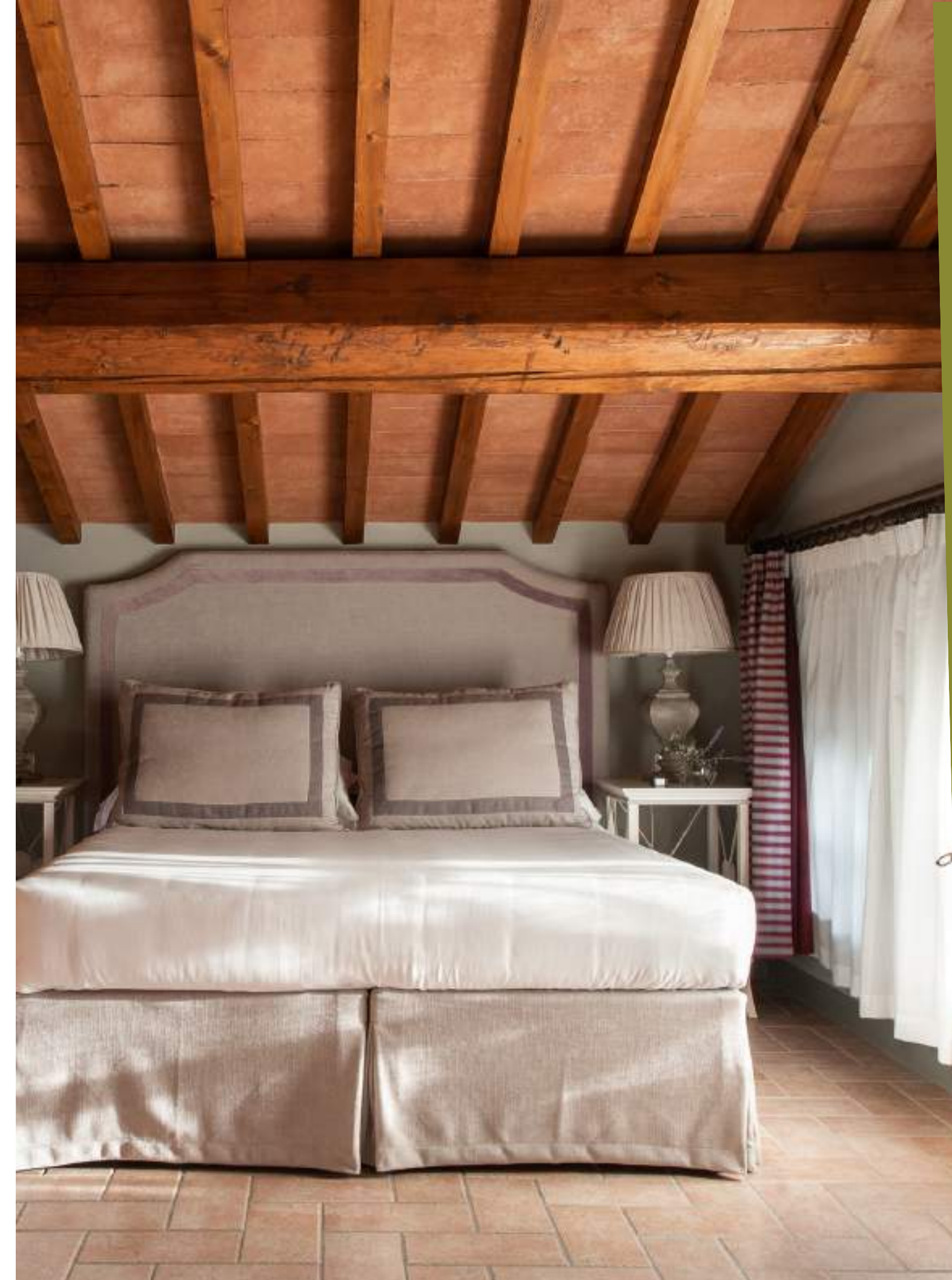
IN OUR GOURMET RESTAURANT YOU WILL FIND GENUINE AND
TRADITIONAL CUISINE WHICH IS ENHANCED WITH A MODERN
TWIST. THE SWIMMING POOL WITH ITS STUNNING VIEWS OF
THE HILLS, IS GOING TO WELCOME YOU BACK AT THE END OF
EACH DAY OF UNFORGETTABLE EXPERIENCES.

ROOMS AND SUITES

The exposed wooden beam ceilings, Tuscan terracotta tiles and stone walls of its country-style architecture match the care with which these bright and stylish rooms are decorated. The distinctive hues and nuances selected for our rooms and suites harmoniously reminisce those of the olive trees and grapes of the surrounding landscape.

ROOMS AND SUITES

The country-chic design of the Tuscan tradition is interwoven with references to the Dolce Vita. These are ideal accommodations for couples seeking privacy and perfect ones for traveling families and friends.



RESTAURANT

At Diadema Restaurant we create traditional Tuscan dishes with a modern twist. Our cuisine stems from selected raw materials, imagination and love for what tastes good which exalt Italian food and wine culture into fine gourmet dishes.

Diadema restaurant and its cocktail bar are open every day, from breakfast time to after dinner.

WINE & OLIVE OIL RESORT

Explore an ancient oil mill with its stone grinder which still operates as it did in the past. Visit the Diadema Winery where excellent wines with a unique bouquet are being produced. Some are aged in French wooden barrels, others in local terracotta jars.





ItalyXP.com is a marketplace that has been aggregating experiences, activities, and things to do in Italy on a single platform since 2013. Using technology as a travel planning tool, it effectively functions as an Online Travel Agency (OTA).

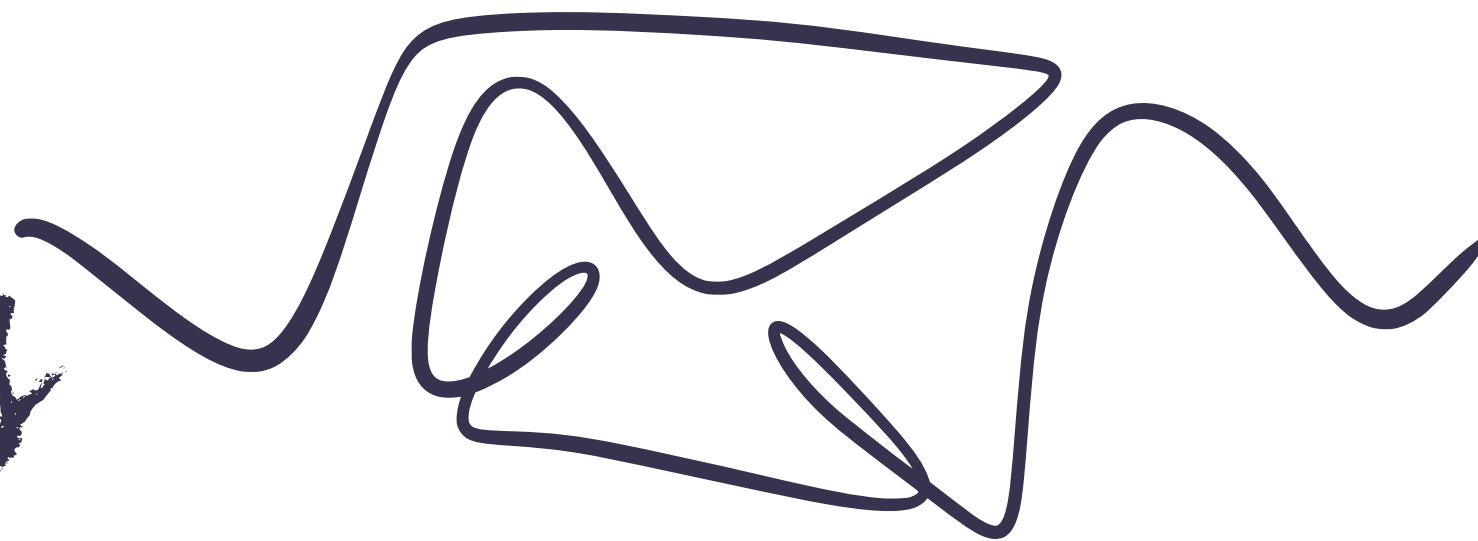
Currently, the website offers approximately 1500 activities, reselling services from around 160 agencies and tour operators throughout Italy, providing them with extensive online visibility through targeted digital marketing strategies.



part of



Contacts



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To Italy Group

