



Leadership's bios & quotes

2023

SAVERIO CASTILLETI – PRESIDENT



Experienced executive professional in Online/tech digital companies and Consumer Marketing. He has spent decades in managing roles in the marketing department of the major Italian telecommunications companies, before founding ItalyXP.com in 2013.

Prior to that, he served as Head of Digital Marketing at Poste Italiane and as Marketing and Business Development Director at Tiscali. In his previous role as Marketing Director in Telecom Italia/Tin.it, he contributed significantly to the development and promotion of the Internet in Italy, designing and bringing the internet offer to the market retail of Telecom Italia during the stages of the introduction of dial-up first and broadband thereafter.

The idea of creating ItalyXP.com, an online travel agency selling experiences and tours in Italy, came up as the outcome of the decision to match his expertise in online marketing with travel industry, the field he specialized in with a Post-Graduate Diploma and, first of all, he is very passionate about.

As the President of To Italy Group, he keeps bringing his extensive knowledge of marketing, ecommerce and online travel.

QUOTE:

"To Italy's objective is to create a single leading operator in the Italian experience sector, guaranteeing quality standards a through technological tools and replicating its successful business model in other destinations, such as Southern Italy, with participation of specialised operators in the area."

LUCA PERFETTO – CEO



Luca Perfetto is an entrepreneur in the all-around hospitality management area, with more than 25 years of experience in the Travel industry. In 2006 - after almost 10 years of training in international hotel companies - together with his college friend Urbano Brini, he successfully started the tour operator Florencetown, a pioneer company in experiential tourism, which became a group with more than 120 employees in 2019- and 10 billions revenue.

Studies in Business for the Hospitality and Strategic Management, both in Italy and the United States, and important experiences gained in national and international luxury hotels, start up and direct management of tour

operating, luxury hospitality, fine dining, cooking schools, transportation; this is the business card of one of the main stakeholders in the industry.

He used to be part of the Center for Touristic Studies and currently serves as a member of the board of Destination Florence Convention & Visitors Bureau, and is a passionate lecturer at Florence University and at different Hotel Schools.

As the CEO of To Italy Group, he brings his experience in strategy-oriented management to lead the company towards new horizons, challenges and opportunities.

QUOTE:

"To Italy wants to look ahead, towards a new phase of tourism, which must be approached with awareness, overcoming an o preponderant vision oriented merely towards quantity, working instead in terms of the well-being of destinations, quality, and respect for local cultures to promote tourism that leads to positive effects."

URBANO BRINI - EXECUTIVE BOARD MEMBER – DIRECTOR OF LUXURY DIVISION



Class of 1981, is a Hospitality Manager Entrepreneur with a long-standing experience in the world of travel and tourism, he co-founded “Florencetown” in 2006, together with his college friend Luca Perfetto. He led the company’s business development and public relations, being responsible of the expansion of the customer base and strategic partnerships.

Urbano played a central role in growing the luxury business division, “Arno – Travel & Event design”, which became a landmark in delivering differentiated high-quality experiences for a wide network of business partners.

Prior to that, he combined his education in Business Tourism Management with an extensive international experience, developing advanced skills in the online and offline sales channels of USA and Asia.

In his role as Director of the Luxury Division, he brings his goal-oriented outlook and strong relations network to drive success and growth for the positioning of the luxury brand division.

QUOTE:

"The combination of our expertise in technology, production, and luxury allows us to constantly improve the quality standard of the experiences we offer to a clientele who are eager to build authentic travel memories."