



**TOWNS OF ITALY  
GROUP**

**THE ITALIAN GROUP LEADER  
OF EXPERIENTIAL TOURISM**





TOWNS OF ITALY GROUP

THE GROUP	3	TOWNS OF ITALY	17
MISSION & VALUES	5	OUR EXPERIENCE AND OUR ASSETS	18
EXPERIENTIAL TOURISM	7	ARNO TRAVEL	25
ABOUT US	8	ITALYXP	29
OUR PEOPLE	10	RELAIS VILLA OLMO	31
OUR NUMBERS	12	CONTACTS	35





# 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 and Professionalism*.







# MISSION & VALUES

## HOSPITALITY IS IN OUR DNA

We welcome tourists from all over the world to experience the best of our country through local colors, scents, and traditions, creating experiences with passion, curiosity and an innovative spirit.

## SUSTAINABLE DEVELOPMENT

The gentle tourism we promote enhances destinations without denaturing them, guiding people to discover the authentic offerings of the territories that lend their culture for the mutual growth of the tourists and the well-being of the locals.

## INVESTING IN PEOPLE

Top priority is given to the preparation and professionalization of employees, including the creation of training schools dedicated to building quality hospitality modeled on experience.

## STRUCTURED OFFERS

In offering immersion travel services in Italy within what is a decidedly fragmented environment, we create a comprehensive and high-quality proposal across the country to exalt the experience, both in terms of the regular tours produced in-house and the creation of tailor-made itineraries for the luxury market segment.

## COLLABORATION WITH INSTITUTIONS

Our collaboration with institutions means greater management and greater protection of tourist destinations. The objective is a better planning of flows by working to achieve quality whilst moving away from seasonalization to foster tourism that brings positive effects to all stakeholders.





# EXPERIENTIAL TOURISM

A “tourist experience” means being involved in the culture of the place, with “experience” being the new form of tourism, where travelers do not simply visit a place but immerse themselves in it, actively experiencing [lat. experiri] the local culture “hands on,” thus no longer a mere spectator but an active participant in the journey, learning along the way.

**The experience is a journey into local culture, a discovery that transforms the visitor from spectator to player.**

**We are pioneers in the immersion travel market!** Our Group has specialized in the creation of immersion travel since 2006, when this concept was not yet widely known. Creating a travel experience means starting with a profound understanding of the area and requires detailed and elevated professionalism. The objective is then to make the most of local culture without altering it, making this culture accessible and enjoyable for international audiences, always with the utmost respect for the impact on the land, the people, the culture, as our true treasures.

Our target is the incoming Tours, Activities, Attractions (TAA) market, which accounts for some 15% of global travel spending. In 2019, of the approximately \$254 billion total, \$3 billion went to the Italy market (Arival LLC, 2020). In this context, experiential tourism represents a strategic segment as:

- It is the driver for the choice of travel destination;
- 67% of middle-/high-income travelers prefer to spend on activities and experiences rather than spending on accommodation;
- It is the travel segment with the highest YOY growth rate (+30%).

To date, the global market – and particularly that of Italy – has presented a broadly fragmented, poorly-organized picture where the lack of a leading player is felt. It is in this context that the TOWNS OF ITALY GROUP aims to establish itself as the benchmark of experiential tourism.

# ABOUT US

The Group took shape in 2022, devised by entrepreneurs Saverio Castilletti, Luca Perfetto and Urbano Brini, who saw an opportunity in the crisis the industry was experiencing during the terrible pandemic period. They then decided to join forces and create the Group project from the union of their own companies, specializing in incoming experiential tourism: FLORENCETOWN—Towns of Italy, one of the largest and amongst the first ever to produce and offer experiential services to a global audience in the Florence and Tuscany area since 2006, ARNO TRAVEL, a Destination Management Company specializing in luxury on-site travel planning, and ITALYXP.com, the experience marketplace and innovative SME Traveltech. The companies of the Group are then joined by the affiliation of Relais Villa Olmo, an accommodation facility on the outskirts of Florence.

**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

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.



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

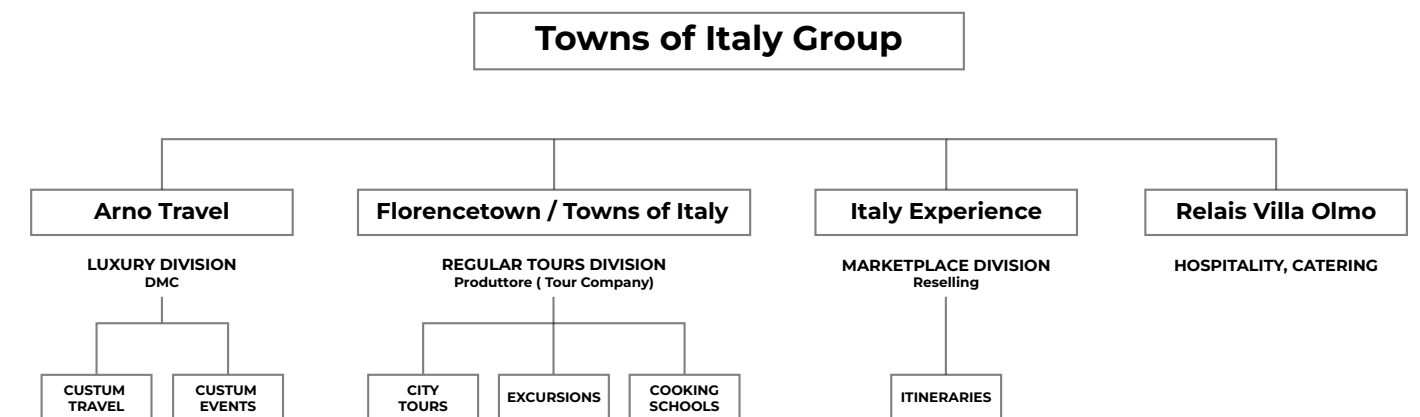
Having long worked in the tourism and hospitality industry, his extensive experience in the world of Travel began in 2006 as co-founder of FLORENCETOWN, whose business development and public relations he led for years.

## COMPETENZE E MERCATI

## FINANCE



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 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. Currently developing are Spanish-speaking markets. Future expansion to Asian markets is also planned.





## 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 100 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.**

## THE MANAGEMENT TEAM



**Tommaso Cinti**  
CFO



**Lara-Pazzi**  
HR Manager



**Marusca Innocenti**  
Director of Sales



**Salvatore Severo**  
CTO












**Edoardo Giacometti**  
General Manager Towns of Italy



**Debora Orselli**  
General Manager Arno Travel

THE TOIT GROUP  
IN NUMBERS

 <b>+€9 MLN</b>  Group turnover 2022	 <b>+€17 MLN</b>  Group turnover 2023 (+90%)	 <b>+150</b>  Employees in 2023
 <b>+€2 MLN</b>  Investment in international marketing in 2023	 <b>+€500K</b>  Investment in IT in 2023	 <b>+1.000.000</b>  Happy guests who have participated in our experiences since 2006
 <b>+2.000</b>  Partnerships with agencies and tour operators worldwide	 <b>+200</b>  Directly produced daily experiences	 <b>130</b>  Countries of origin of the clients we have welcomed to Italy since 2006

THE LOCATIONS



NETWORK







LA FABBRICA DELLE ESPERIENZE



LA SARTORIA DELLE ESPERIENZE



IL POLO TECNOLOGICO DEL GRUPPO

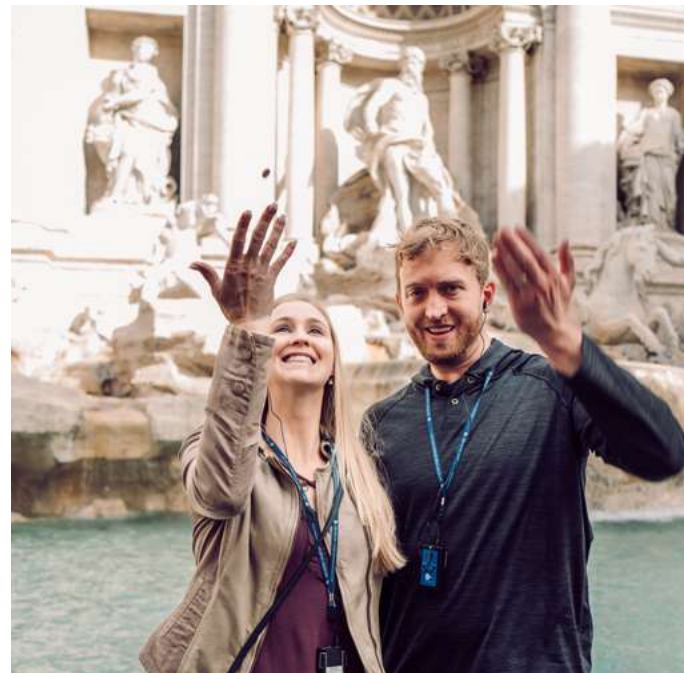


FOOD AND HOSPITALITY

TOWNS OF ITALY GROUP

# THE GROUP COMPANIES





# THE EXPERIENCE FACTORY

MILAN | VENICE | FLORENCE | ROME | PALERMO | TAORMINA

**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 FLORENCETOWN, 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



**Activities & Excursions**

+20 Activities per day



## Our Experiences & Our Assets



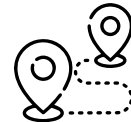
### Activities & Excursions

+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
- SAFARI WINELAND in CHIANTI 4X4
- WINE TOURS
- SIENA & SAN GIMIGNANO day trip
- GRAND TOUR OF TUSCANY







## Cooking Classes & Cooking Schools



### 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.

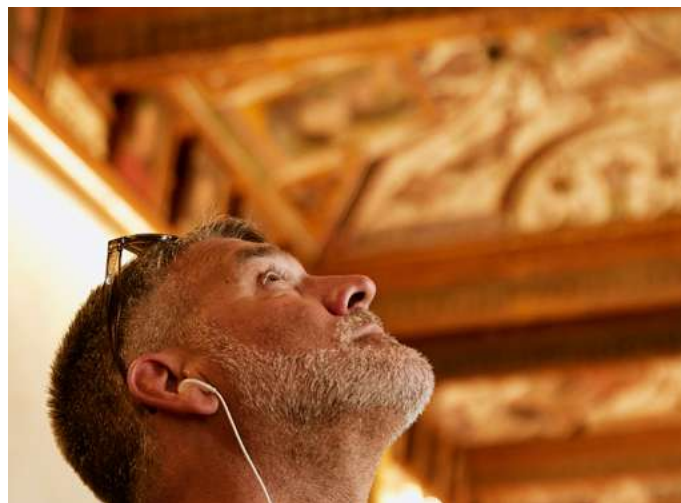
In each location, the mission of the cooking school remains the same: to offer travelers an authentic Italian culinary experience that showcases the country's rich history and traditions through the taste and fun of cooking together. Each class is taught by our local chefs who are part of our in-house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

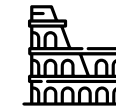
## Our successful formats

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





## Preferential relationships with art venues & museums



### 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.**





# TAILORING EXPERIENCES

ARNO TRAVEL CREATES LUXURY EXPERIENCES 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



## THE ARNO TRAVEL 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.





**ITALYXP.COM**  
EXPERIENCE ONLINE TRAVEL AGENCY

## THE TECHNOLOGY HUB OF THE GROUP

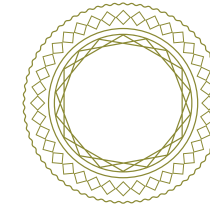
ITALYXP.COM was founded in 2013 as a marketplace that aggregates experiences, activities, and things to do Italy—all in a single platform. Having started out as an innovative startup then later transforming into an innovative SME, the company has availed of technology and digital opportunities over the years to forge a travel planning tool, thus becoming an effective Online Travel Agency (OTA), with the goal of simplifying the booking process for users and streamlining access to experiences around the country.

By joining the ecosystem of the TOWNS OF ITALY GROUP, the experience gained in combining technological development with the booking of tourism services and activities has led ITALYXP to become the hub of innovation within the Group. A laboratory producing tools to support the evolution of TOWNS OF ITALY GROUP companies, ranging from marketing automation, the use of Artificial Intelligence, web design to content creation. A driving force where ideas, creativity and expertise come together with professionalism and dedication to fashion avant-garde technological solutions that guide the Group into the future.

## GROUP INNOVATION CENTER

Foggia is the home of this technology hub where a team of experienced developers is constantly engaged in offering advanced solutions to companies within the Group, helping to improve operational efficiency but also the customer experience. This strategic team fuels the TOWNS OF ITALY GROUP's digital growth and innovation, ensuring that it remains at the forefront of providing superior services to our clients and facing ongoing industry challenges.





**RELAIS VILLA OLMO**  
WINE & OLIVE OIL RESORT

## FOOD & HOSPITALITY

**RELAIS VILLA OLMO IS A WINE AND OLIVE OIL RESORT IN THE HILLS OF IMPRUNETA, UNDER OUR MANAGEMENT SINCE 2018 AND NOW AN AFFILIATE PARTNER OF TOWNS OF ITALY GROUP.**

Born from the conversion of a farmhouse from the 1500s into a boutique hotel today, nestled in the greenery and silence of the Chianti region, the Relais offers various accommodations and facilities, from a swimming pool to a fine dining restaurant.

There is even the opportunity to savor experiences to discover the area and its food and wine tradition thanks to a collaboration with the winery Cantina Diadema.

**We take you on a sensory journey to discover  
the most authentic sides of Tuscany**



**SELECT**  
HOTELS & RESORTS  
TRAVEL LEADERS GROUP

**TE** TRAVEL EDGE  
NETWORK





## Rooms & Suites

Bright, rustic, and elegant rooms, where attention to detail is refined with rustic wooden beams, Tuscan terracotta, and stone. The tones and nuances that define our rooms and suites recall the colors of olive trees and grapes, in harmony with the surrounding landscape.

## Ville & Family Suite

Country-chic design from Tuscan tradition is interwoven with nods to La Dolce Vita. Ideal solutions for couples seeking privacy but also perfect for families and friends traveling together.



## RISTORANTE DIADEMA

At Ristorante Diadema, we rethink traditional Tuscan dishes in a modern way. Our cuisine starts from the choice of fresh ingredients, imagination, and love for all that is good to then become gourmet in the exaltation of Italian food and wine culture. The Ristorante Diadema and its cocktail bar are open daily from breakfast to after dinner.

Two elegant rooms—one with a glass veranda, the other outdoors amongst the greenery—offer spacious, quiet, and exclusive spaces. The Ristorante Diadema is adorned in true Tuscan style and offers a perfect setting for private dinners and small exclusive events.





# CONTACTS:

## TOWNS OF ITALY GROUP

**welcome@toitaly.group**  
**(+39) 0656567418**  
**www.toitalygroup.com**

SEDE LEGALE:  
Via Matteotti, 22  
97013 Comiso (RG)

SEDE CORPORATE:  
Via de' Sassetti, 1  
50123 Firenze



## TOWNS OF ITALY

**info@townsofitaly.com**  
**(+39) 055281103**

Piazza Mentana, 2  
50123 Firenze



## ITALY EXPERIENCE

**welcome@italyxp.com**  
**(+39) 0656567418**

Via Montevideo, 18  
00198 Roma



## ARNO TRAVEL

**info@arnotravel.it**  
**(+39) 055.29.52.51**

Via del Trebbio, 6  
50123 Firenze



## RELAIS VILLA OLMO

**info@relaisvillaolmo.com**  
**+39 055 23 11 311**

Via Imprunetana  
per Tavernuzze, 19  
50023 Impruneta (FI)







## **Contacts**

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(+39) 0656567418  
TOITALYGROUP.COM  
WELCOME@TOITALY.GROUP