



**THE ITALIAN GROUP LEADER
OF EXPERIENTIAL TOURISM**



TOWNS OF ITALY GROUP

THE GROUP	5	DAY TOURS & EXPERIENCES	19
VALUES	7	COOKING SCHOOLS	24
LA NOSTRA STORIA	9	MULTI-DAY TOURS	28
ABOUT US	10	FIT & GROUPS	31
OUR PEOPLE	12	LUXURY	33
OUR NUMBERS	14	ACADEMY PROJECT	37
BUSINESS UNITS	17	CONTACTS	39



TOWNS OF ITALY GROUP MISSION

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 lasting memories to travelers in Italy through the creation of authentic, high-quality 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 *Authenticity, Quality, Innovation*.

In this way, we position ourselves as the exclusive point of reference in Italy, covering the full spectrum of experiential tourism specializations: Day Tours & Experiences, Multi-Day Tours, FIT, Groups, and Luxury.





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.

● **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.

● **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.

● **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 Castillettì, 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

2025

Rome Tourist Hub & Cooking School Opening

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.

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 Castillette, 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.

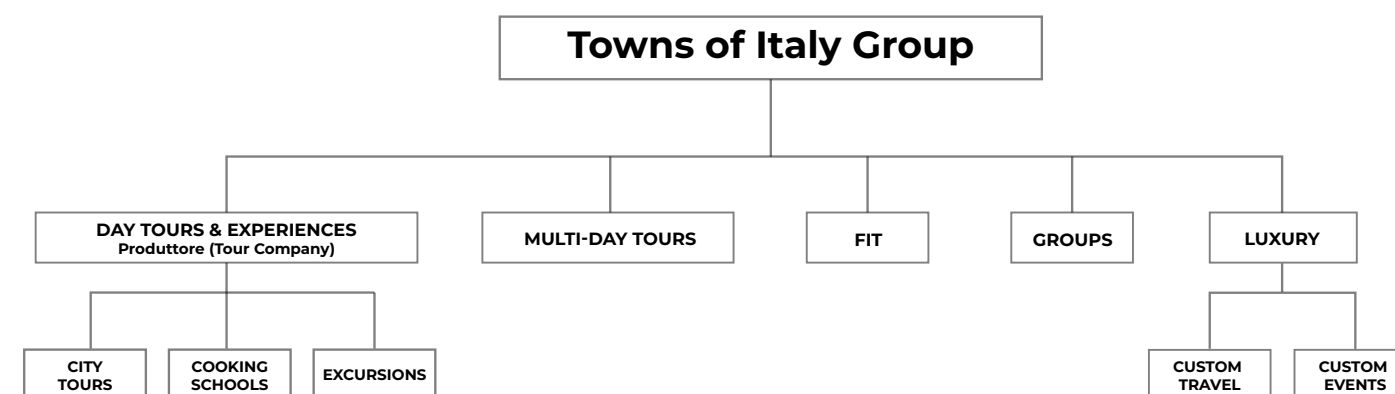


Urbano Brini, Executive Board Member
Chief of Luxury Travel

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 five business units: Day Tours & Experiences, Multi-Day Tours, FIT, Groups, and Luxury.



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 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.

MANAGEMENT TEAM



Tommaso Cinti
CFO



Lara Pazzi
HR Director



Marusca Innocenti
Director of Sales



Francesca Masullo
Marketing & Communication
Manager



Tiziana Antonelli
Executive Assistant



Claudia Tempesta
Product Manager



Debora Orselli
General Manager
Luxury



Edoardo Giacometti
General Manager
Day Tours & Experiences



Cosimo Sarro
General Manager
Multi-day Tours, FIT & Groups

TOIT GROUP
NUMBERS

 €25+ MLN Group turnover 2024 (+50%)	 €28+ MLN Group turnover 2025 (+12%)
 110+ Employees in 2025	 €2+ MLN Investment in international marketing in 2025
 1.000.000+ Happy guests who have participated in our experiences since 2006	 2.000+ Partnerships with agencies and tour operators worldwide
 200+ Directly produced daily experiences	 130 Countries of origin of the clients we have welcomed to Italy since 2006

THE LOCATIONS




100+
Fleet of owned vehicles


10+
Locations & Retails Across Italy

NETWORK





DAY TOURS & EXPERIENCES

MULTI-DAY TOURS

FIT

GROUPS

LUXURY

TOWNS OF ITALY GROUP

THE GROUP'S BUSINESS UNITS



DAY TOURS & EXPERIENCES

ROME | POMPEII | FLORENCE | MILAN | PALERMO | TAORMINA | VENICE

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

+40 experiences per day



Cooking Classes

+20 lessons per day



Day Trips & Excursions

+30 Activities per day

Day Trips & Excursions



Activities & Excursions

+30 experiences per day



Company Fleet

+100



Locations & Retail in Italy

+10

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 TOUR 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 CHIANTI
- WINE TOURS
- SIENA & SAN GIMIGNANO DAY TRIP
- GRAND TOUR OF TUSCANY





Cooking Classes



Cooking Classes

+20 lessons per day



Cooking schools

Rome - Florence - Palermo - Milan

Naples Coming Soon

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 Rome, Florence, Palermo, Milan, with an upcoming opening in Naples..

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

COOKING SCHOOLS



ROME

The Rome school is housed in the prestigious Palazzo Colonna and is the largest of our locations. This extraordinary space combines the warmth of Roman hospitality with the timeless charm of one of the city's most iconic historic palaces. With four dedicated cooking class rooms and an auditorium, all with an inviting atmosphere, this location is ideal for special events, corporate gatherings, or high-impact individual experiences.



PALERMO

The Palermo school sits in the heart of the city, just a short walk from Teatro Massimo and the Capo Market, and is a true culinary gem. Both indoor and outdoor spaces combine tradition with modern style, featuring a stunning collection of Sicilian majolica and tiles alongside contemporary design elements. This mix creates a warm, inviting atmosphere that reflects the city's rich cultural heritage, making the location truly unique.

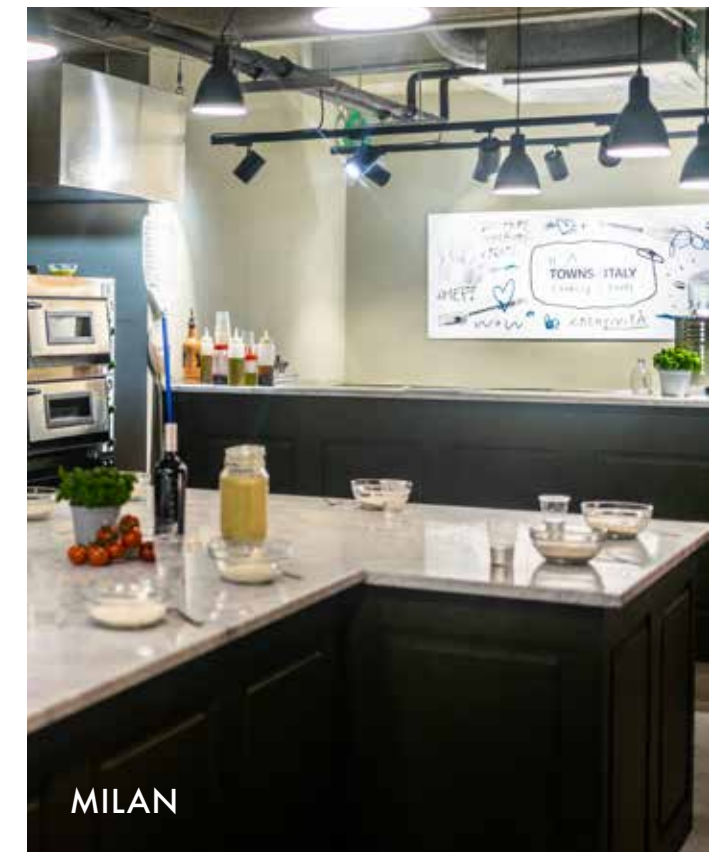
FLORENCE

The Florence school, located in the heart of the city, spans three distinct areas that seamlessly blend Tuscan design with modern, functional solutions. Each kitchen features large island tables designed to promote interaction and a friendly, communal atmosphere between guests and chefs. A standout feature of this location is its proximity to the Central Market, adding an authentic taste of Florentine tradition to the experience.



MILAN

The Milan cooking school is located inside the Central Market, just steps from the Central Station. This dynamic and sophisticated setting, combined with the expertise of local chefs and hands-on activities, makes it the perfect place for small-group cooking classes, private events, and celebrations. The spacious, elegant rooms feature large island tables and modern equipment, creating a functional and welcoming environment.





City Tours



City Tours

+ 40 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 and PALERMO
- **TOUR OF FLORENCE WINE WINDOWS**

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

MULTI-DAY TOURS

SMALL GROUP ESCORTED TOURS



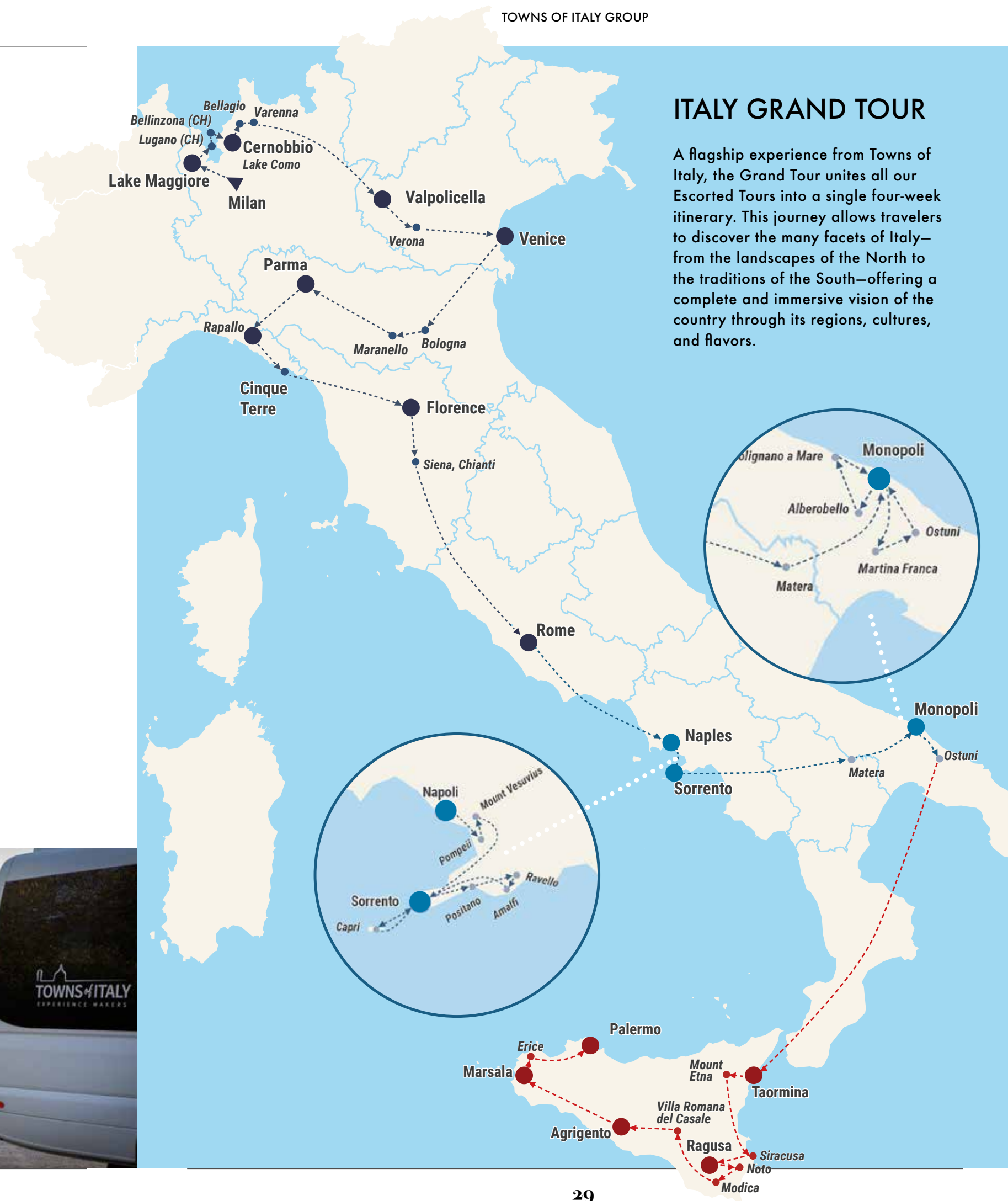
Multi-day Tours

20 all'anno

Our expertise in creating authentic and memorable moments comes to life in our collection of Multi-Day Tours: escorted, small-group itineraries across Italy. Each tour has a regional focus and places immersive experiences at the heart of the journey.

Accompanied by an experienced Tour Leader, participants explore Italy's most captivating regions, enjoying the perfect balance of discovery, comfort, and leisure. Wide-ranging and varied routes combine immersive experiences, privileged access to cultural sites, carefully selected activities, and stays in 4-star hotels.

Every tour is designed and managed directly by our team, ensuring quality and control through the use of our vehicles, cooking schools, and proprietary assets. Collaborations with top-tier facilities and operators, together with privileged cultural partners, open the doors to exclusive experiences.





FIT FOR INDIVIDUAL TRAVELLERS

Our commitment to excellence extends to organizing trips for individual travelers (FIT), managed by a dedicated team based in Rome and Pompeii. We specialize in creating complete and flexible solutions, ranging from individual services to all-inclusive packages, always enhanced with exclusive experiences such as guided tours, cultural itineraries, and culinary activities.

Our direct presence in key Italian destinations allows us to oversee every detail, providing continuous support and immediate solutions when needed. We offer a wide range of services, including arrival and departure transfers, boat excursions, multilingual guided tours, tickets for attractions and events, as well as a portfolio of carefully selected hotels, villas, and apartments. Every itinerary is designed with attention to quality, logistics, and flexibility, transforming each trip into an authentic experience.

GROUPS

An entire department is dedicated to organizing trips for all types of groups: leisure, corporate, student, pilgrimage, and choir & vocal. Whether for small or large groups, our multilingual team designs itineraries tailored to specific needs, ensuring flexibility and solutions for every requirement. With a particular focus on Japanese and Middle Eastern markets, we serve clients from over 25 countries, always ensuring professionalism and attention to detail.

Our extensive experience in the industry has allowed us to build strong relationships with partners and suppliers across Italy, enhancing our negotiating power. This enables us to offer exclusive allotments for hotels, tickets for major museums and attractions, as well as a fleet of vehicles for both local and long-distance travel. Through our "one-stop solution" approach, we provide a single point of contact for every need, simplifying travel management while ensuring reliability, quality, and continuous support throughout the journey.



LUXURY 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.



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 extensive experience and wide network of top-tier suppliers allow us to offer far more than others can. Our know-how, creativity, and deep knowledge of the territory enable us to provide inspired solutions that make a difference—especially when travelers face long transfers across the Italian peninsula or when catering to the needs of families with young children.

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 aims to become a center of excellence, starting with the management of technical courses in partnership with organizations such as the Centro Studi Turistici Firenze and Fondazione ITS Tab, leveraging our years of expertise.

Our programs focus on a variety of professional profiles, offering comprehensive and in-depth training. We contribute our knowledge by participating in the development of academic curricula, bringing our professionals into the classroom, and connecting students with real-world business environments. We host internships and select the most promising students to introduce them to the world of inbound tourism and experiential travel.

We have successfully launched the Tour Operating Management course and the Tour Guide course, in which Towns of Italy professionals alternate teaching in the classroom, sharing their specific, hands-on experience. This approach allows students to learn directly from those who work in the sector every day.

The goal of this project is to facilitate the development of skilled professionals in experiential tourism—a still young and underdeveloped sector in Italy—supporting the training of new generations of experts while providing continuous professional development for those already working in the field, creating a lasting and positive impact.



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