





“Our approach will always be focused on offering authentic products and delivering unforgettable experiences for our clients. We only recommend destinations we know and love and only those services that meet our high standards. Our territory-based strategy, well-trained team of professionals, connections in Florence and Tuscany and hard work are the key ingredients that make the difference to our demanding clientele. Only through creativity, dedication and hard work will we become leaders in quality tourism in Tuscany.”

# FLORENCETOWN TODAY

“When passion, professionalism and friendship meet, you only need to be prepared for hard work and there you have the secret recipe. Now it might seem easy to say, but we’ve always known it was inevitable. It was the right potion and somehow we saw it happening.”

*Luca and Urbano*

Florencetown was founded by Luca Perfetto and Urbano Brini—college friends and travel enthusiasts—with the desire to offer unique experiences in Florence and Tuscany. After a warm Spanish winter studying the evolution of the tourism industry (and drinking quite a few sangria), Urbano and Luca dreamt up their own project. Together they developed innovative ideas to explore Italian culture in a brand new way, introducing exclusive itineraries and a different approach to tourist services with a focus on quality. It would take a few years to make this happen as both were successfully pursuing their own careers in hospitality. In summer 2006, Luca and Urbano met again, this time more mature and even more convinced of their ability to start a great company. Quitting their jobs, they moved into an apartment with a tiny office (that used to serve as laundry and ironing station) and got to work on their dreams.

Florencetown was created. And it was a quick success. The company started by offering innovative, high quality group

tours and a concierge service providing high-end custom experiences.

Florencetown was a trailblazer for many activities that, at the time, had never been done before, including:

- first to offer a regular bike tour of Florence (2007)
- first to open the world famous “Vasari Corridor” tour to the general public (2007)
- first Vespa tours in Tuscany (2009)
- first to offer regular cooking classes in Florence (2008) and in Tuscany (2012)
- first to offer regular boat tours on the Arno River (2010)

Florencetown now runs more than 25 VIP and small-group tours in Florence and Tuscany every day. In addition, the office is dedicated to creating private custom experiences for the high-end market demanded by a global audience traveling to the region.



Florentetown is an asset of WHS - Worlding Hospitality Solutions - the Italian hospitality group founded by Luca Perfetto and Urbano Brini in 2006 and joined in 2012 by Patrizio Montevercchi as partner and backer.

As of today WHS comprises four brands: Florentetown, Arno Travel, Relais Villa Olmo and Diadema Winery.

Florentetown, Tour Operator, specializes in creating and planning visits, activities, events and customized experiences in Florence and Tuscany. Offering an extensive variety of top-notch experiential activities and visits scheduled on a regular basis for each day of the year, including guided visits to Museums, vespa and bike tours both in the city center and in the countryside, Florentetown was also the first Italian Tour Operator to found its own Cooking School, in 2008. The school is today a flourishing enterprise which yearly hosts thousands of tourists desirous to enjoy an insider's view of the Tuscan food&wine heritage and experience it hands-on. Deeply tied to the city of Florence and its surroundings Florentetown also creates tailor-made customized experiences and sojourns, special-interest itineraries, private events and celebrations.

Arno Travel, Tour Operator founded in 1969, is the new WHS family member for 2017. Boasting an exceptional network of high-standard suppliers throughout the whole Italian territory and 50 years of experience in planning tours and events, Arno Travel ideates, plans and manages world-class Italian itineraries and is proud to hold preferential relationships with major US luxury tourism networks.

Relais Villa Olmo is an exquisite boutique resort located in the Chianti hills, near the town of Impruneta. Quintessentially Tuscan the Relais is a welcoming deluxe retreat where Tuscany's authentic charm blends with world-class service and facilities. Comprising a variety of hospitality solutions, a panoramic swimming pool, carefully groomed garden, organic vegetable garden and premium wine cellar, and, at its heart, the unique Diadema Wine Bar and Restaurant, Relais Villa Olmo provides each guest with the privileges of a stay in a golden-age Tuscan countryside mansion.

Diadema, winery, founded in 2000 and world-renowned thanks to its cutting-edge Swarovski crystal bottle, produces excellent blends such as the IGT superior "Diadema" and Red, White and Rosè Damare. Diadema's talented oenologists are now dedicated to the creation of its 2018 signature production: a Toscano Superiore aged in amphoras and a Sangiovese Metodo Classico

Daily expanding its horizons in the Hospitality Tourism market Worlding Hospitality Solutions counts today over 80 employees, has headquarters in Florence and in the Chianti hills, a news and information point in Florence, a vehicle fleet, two cooking headquarters, a restaurant and a boutique hotel.

## PATRIZIO MONTEVECCHI

President & Company Investor since 2013



Imagine what happens when a successful MD who has set foot in almost every country, speaks 4-5 languages and has a passion for helping people around the globe finds out that his cousin and best friend have opened a tour company! Himself an entrepreneur, Patrizio first observed Luca and Urbano as they proved their skills. Finally, he decided to take part in the action!

Patrizio officially became an investor for Florentetown in 2013 and took on the position of President (he would not accept any other role). He now dedicates time to follow the company growth and takes an active role in weekly directorial board meetings to make crucial decisions for the future of Florentetown. When not at the company, Patrizio spends time with his family, supervises his medical offices, and indulges his passions for golf, tennis, vintage cars, cycling, Architectural Digest and philanthropy. With such a busy schedule, we are always amazed that Patrizio is one of those people who still manages to always be there when we call (with the exception of 7.30 - 9.00pm when it's time for aperitivo and he's watching the sunset on the Arno River).

## LUCA PERFETTO

Founder & CEO



Florentetown's CEO Luca is the man behind the desk at the end of the corridor where nobody can see him (and hear him screaming in front of sales reports and budgets). Jokes aside, Luca has the deepest love of hospitality and would be the first to jump down the stairs to come say hello, especially when presented with the chance to chat with a great glass of Tuscan wine in hand.

After 10 years in "front-of-house" roles at international hotels from doorman to duty manager, Luca settled into his dream job at Florentetown. His passion for numbers and company strategy make him ideal for the role. He also has the chance to use what he learned at Florence University and NYU for two goals: make his mom proud and making, organizing, planning, analyzing and strengthening Florentetown. His position also allows him to balance long-hour working days with his newly married lifestyle to make Luisa happy! (Just don't tell her that he cheats on her with an excel file when she sleeps).

## URBANO BRINI

Founder and Business Development Manager



Urbano is responsible for helping business grow by finding new opportunities, researching leads, establishing relationships with potential new clients and arranging appointments worldwide for sales executives. A big-time traveler, Urbano has lived and worked in Italy and England and has a wide international experience of diverse places and cultures. Urbano studied languages, marketing, and the business of tourism. He is talkative, friendly, entertaining, and free spirit. A natural aesthete, Urbano is passionate about motors, golf, living life at its fullest and his greatest love, his niece Diletta. Urbano cooperates with the design and sales teams to ensure that requirements are met, researches potential prospects and keeps up to date on the latest industry insights.

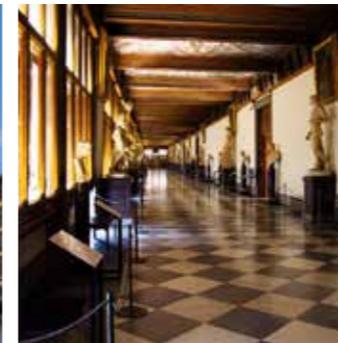
# THE TEAM

The Florencetown team makes the difference. The heart of our company is made up of the best professionals we can hire. We strongly believe in Human Resources and growing together so we host 4 official dinner parties per year and occasional visits to hidden jewels of Florence organized by our Sunday Discover Florence activities. Our staff often participates in educational seminars to visit the most important 5 star hotels of the region as well as training sessions with Michelin-star chefs. The company is now investing in a project called Florencetown Hospitality Training Courses, a new venture that selects, trains and introduces young professionals to the world of hospitality in Tuscany. This project serves as a means to upgrade our company's human resources standards.



# FLORENCE AND TUSCANY

# S P E C I A L I S T S



Florentown's quality and authenticity can easily be experienced taking a look at its regular tours. Our diversity from other companies lies in our distinct originality and top quality standards. Our tours maintain smaller group sizes and run only in English. Since all activities are designed by Florentown, they are under constant evaluation and evolution. Daily departure is guaranteed regardless of the number of participants. All experiences are skillfully overseen by our booking offices (open year round) which are

also a meeting point for all tours. We provide a full range of products focusing on special interests, such as our Vespa and bike tours, visits to exclusive art collections, inaccessible sights, cooking classes, wine experiences and classic historical city tours, just to mention a few. Our high specialization in this region also enables us to create enchanting private events and exclusive activities.



# FLORENCETOWN STRUCTURE

DOWNTOWN HEADQUARTERS, AN OPERATIONAL BASE IN CHIANTI, A TOURS & NEWS STAND, 2 COOKING STUDIOS, A BOUTIQUE WINERY AND RESTAURANT, A WINE RESORT, 10+LICENSED MINIVANS, 2 TUK TUKS, 5 VINTAGE CARS, 50+BIKES, 35+VESPAS



Florencetown is a deep-rooted tour operator in the historical center of Florence. Year after year our company has been dedicated to creating a strong infrastructure to efficiently support all services provided.

The official HQ of the company is located right in the very heart of the city of Florence. Our offices are home to the Board of Florencetown, Marketing and Accounting Departments, Booking Offices and Meeting Rooms. Our offices are open to the public year round.

Our Transportation Department is the secret to our efficient logistics. Based in the Chianti area, this department manages all private transfers and tours including maintenance and small group tour shuttles. Our fleet includes efficient air-conditioned cars and well-groomed drivers for the best service available on the market.

Back in 2010 we acquired our first cooking class studio in Via

Panicale, still running smoothly today. This location near the Central Market of Florence allows our guests to easily stroll by in the morning to smell and select the fresh ingredients used in our classes. This last year we refurbished the cooking studio to give it a fresh new look.

In 2013 we purchased a space in the city center of Florence right behind the Palazzo Vecchio. Here we store our city bikes and vehicles. This year, we launched our new rent-a-bike services.

In 2014 Florencetown invested in the Tuscan countryside purchasing a noble villa and hamlet dating back to the 1500s. After a complete restoration, the property began operating as a boutique winery producing traditional Chianti wines, one organic wine and a delicious Supertuscan, rated 95/100 by Wine Spectator. The villa and cellar host tastings, dinners and private events. The old mill is used to press olives from the surrounding groves into fresh olive oil. We then restored the whole hamlet, including the granary and farmhouses and are proud to say that today Relais Villa Olmo is a deluxe retreat where Tuscany's authentic charm blends with world-class service and facilities. Comprising a variety of hospitality solutions, a panoramic swimming pool, carefully groomed garden, organic vegetable garden and premium wine cellar, and, at its heart, the unique Diadema Wine Bar and Restaurant, Relais Villa Olmo provides each guest with the privileges of a stay in a golden-age Tuscan countryside mansion.

And in 2017 the most exciting addition to our framework: a kiosk (and news stand) in the heart of the historical center, Piazza della Repubblica, which serves as meeting point and check-in base for regular tours. This is where our guests join tours, and where they can book any service and meet our staff in person.





SMALL-GROUP

## WALKING TOUR WITH PALAZZO VECCHIO

Discover the cradle of Renaissance with this small-group guided walking tour of the city. Our professional guide will take you to some of the most important spots where the greatest minds have stood and been inspired. Get to know all the secrets about ancient and contemporary Florence, and learn everything about the powerful Medici family, the masters of Florence. Relax on a magnificent panoramic private terrace savouring an Italian breakfast.



SMALL-GROUP

## 1 HOUR WITH DAVID

A special departure at night! Skip the long lines and avoid much of the crowd. Follow your art-history-expert professional guide and admire the authentic Michelangelo's David with this unique experience! Discover all the masterpieces created by Michelangelo and others and gathered in this world-renowned Florence museum. Available in English only to preserve the quality of the tour.

SMALL-GROUP

## E BIKE FLORENCE

The first and original one-day bike tour of Florence: The PERFECT INTRODUCTION to the city center! Fun & Entertaining... learn more with less effort, on comfortable vintage bikes! A delicious and refreshing GELATO (Italian ice-cream) is included!



SMALL-GROUP

## E BIKE

Discover Florence aboard a snappy E-BIKE! Pedal effortlessly from one landmark to another led by a licensed guide. Includes: GELATO and a (stress-free!) hill journey to see the most dazzling view of Florence.





SMALL-GROUP

## UFFIZI MASTERCLASS BY AN ART EXPERT

Small-group tour - ensures personalized attention  
Skip the long lines and be among the very first to enter the museum  
In-depth Uffizi Gallery tour lead by a professional guide specialized in art history  
Coffee / cappuccino break at the panoramic cafe of the Uffizi Gallery  
Available in English only to preserve the quality of the tour



SMALL-GROUP

## SUNSET FLORENTINE GONDOLA BOAT TOUR

VIP Small-group tour for a more intimate experience  
The most ROMANTIC TOUR in town!  
Mini cruise on the Arno River on board of a vintage Barchetto, Florence Gondola-style traditional boat (approx. 50 minutes aboard)  
Enjoy an aperitivo with chilled wine!  
Licensed English speaking guide on board

SMALL-GROUP

## DUOMO SKY WALK

Discover the magnificence of Florence's cathedral  
See the city rooftops from an incredible point of view with an exclusive tour on the Duomo terraces  
Climb all the way up to the top of Brunelleschi's Dome skipping the long lines!  
Included: the ticket to later climb Giotto's Bell Tower, and visit the beautiful Opera del Duomo Museum



SMALL-GROUP

## PIZZA & GELATO COOKING CLASS IN A TUSCAN FARMHOUSE

Uncover the secrets for the best pizza and gelato in the exclusive atmosphere of a SMALL-GROUP tour  
Make your own home-made PIZZA from scratch in a fascinating kitchen  
Learn how gelato (italian ice-cream) is made  
Discover the Chianti region and the Tuscan countryside  
Taste Chianti Wine and learn about its production process right where it has been produced for centuries  
Get your Recipe Booklet and Certificate of Attendance!





VIP SEMI-PRIVATE

## COOKING MASTER CLASS & FOOD WALKING TOUR

Semi-private tour for a more intimate experience: enjoy a relaxed and intimate atmosphere in a unique and surprising location in Florence city centre. Visit local Bottegas, learn about fresh organic ingredients and Enjoy local product tasting. Cook your gourmet Italian meal and eat the delicious lunch you made yourself lunch while tasting different Tuscan wines. Get your Certificate of Attendance and the Recipe Booklet: bring your secret recipes back home!



VIP SEMI-PRIVATE

## WINE MAKING EXPERIENCE AND GOURMET DINNER AT A BOUTIQUE WINERY IN TUSCANY

Small-group experience, enjoy a more intimate atmosphere. Leave the city chaos and reach the fascinating Tuscan countryside in the Chianti wine region: gaze in awe admiring its stunning landscapes at sunset! Learn about the production of wine and olive oil from an expert; play and create your wine blend with our Wine Lab experience! Enjoy a delicious 4-course typical Tuscan dinner at a Boutique Winery and taste 5 different Tuscan wines (including a sweet typical wine).

VIP SMALL-GROUP

## ORGANIC COOKING CLASS IN A TUSCAN FARMHOUSE AND FARMERS' MARKET TOUR

VIP Small-group experience: enjoy a relaxed and intimate atmosphere  
Visit a Farmers' Market and learn about fresh organic ingredients  
Leave the city chaos and reach a fascinating Boutique Winery in the countryside  
Enjoy a delicious typical products tasting sipping fresh Prosecco wine  
Learn how to make home-made pasta from scratch and other delicious recipes  
Savor your wonderful homemade lunch while tasting different Chianti wines  
Get your Recipe Booklet and Certificate of Attendance!



VIP SEMI-PRIVATE

## VIP SUPERTUSCAN WINE TOUR MASTERCLASS BY A WINE EXPERT

Enjoy the Tuscany wine trail in a very exclusive and SMALL GROUP  
Learn to recognize the differences, in scent and flavor, among different wines  
Discover the Chianti Wine Region and its most precious wines: the Supertuscans  
Visit three wineries, their wine cellars and vineyards and taste sumptuous wines  
Live a unique and professional experience with a small group and a Wine Expert  
The ultimate tour for wine lovers





VIP SEMI-PRIVATE

## BRUNELLO WINE TOUR HIGH GRADE TUSCANY

Enjoy Tuscan top wines in a very exclusive and SMALL GROUP  
A full day to explore picture-perfect landscapes and taste world-renowned BRUNELLO wines  
Visit the most precious and fascinating area of Tuscany  
Learn about wine making techniques from a wine expert during our Brunello wine tour in Tuscany  
Discover two unique wineries producing the best Montalcino's BRUNELLO wines



VIP SMALL-GROUP

## TUSCANY GRAND TOUR BEST OF SIENA, SAN GIMIGNANO, CHIANTI AND PISA

VIP SMALL-GROUP tour - ensures personalized attention  
Discover the Best of Tuscany in a day!  
An incredible journey through Middle Ages and Renaissance art and history  
Visit Siena, San Gimignano, Pisa with its Leaning Tower and Lucca  
Enjoy a relaxed escape from the crowds, visiting a prestigious winery and its cellars  
Learn about Tuscan wine production during the tasting of some great Chianti wines  
Savour a delicious typical Tuscan lunch at the ancient noble Wine Estate  
Magnificent views of Tuscan landscapes

VIP SMALL-GROUP

## CINQUE TERRE DISCOVERY & VINEYARDS ESCAPES WITH SEAFOOD LUNCH

VIP SMALL-GROUP tour - ensures personalized attention  
Visit this UNESCO World-Heritage Italian coastal paradise  
Discover the most beautiful villages of Cinque Terre  
Enjoy some relaxed escapes from the crowds, through luxuriant panoramic seaside vineyards  
Savour a delicious fresh Seafood typical lunch including Cinque Terre wine  
Magnificent views of the coast on a light hiking trail through vineyards  
An amazing boat trip to take the most beautiful pictures of Cinque Terre from the sea



VIP SMALL-GROUP

## SIENA & SAN GIMIGNANO WITH DINNER IN A BOUTIQUE WINERY

VIP SMALL-GROUP tour - ensures personalized attention  
Visit two true gems of Tuscany: SIENA, with a professionally guided walking tour, and SAN GIMIGNANO  
Avoid the crowds leaving in the afternoon  
Gaze in awe at the Tuscan countryside at sunset  
Enjoy a delicious typical TUSCAN DINNER with wine tasting in a fascinating ancient cellar





VIP SEMI-PRIVATE

## HORSES AND VINEYARDS

### HORSEBACK RIDING IN TUSCANY

SMALL-GROUP tour in Tuscan Countryside by comfortable minivan  
HORSEBACK RIDING among vineyards and olive groves  
Enjoy a spectacular visit to 2 different wine estate, a boutique one and an ancient one  
Tuscan Lunch (or Dinner) with Wine and Olive Oil tasting  
Scenic drive through fantastic Tuscan Landscape  
No horseriding experience required!



SMALL-GROUP

## TUSCANY BY VESPA

Discover TUSCANY on board an ITALIAN ICON: a VESPA!  
RIDE in countryroads through OLIVE GROVES and VINEYARDS  
The first and original VESPA TOUR in Italy: 15,000+ happy clients!  
Visit a WINERY and learn about WINE and OLIVE-OIL production  
Enjoy a typical Tuscan LUNCH (or dinner)  
The only tour with the TUSCANY TUK TUK support vehicle!

SMALL-GROUP

## THE TUSCANY WINE & OLIVE OIL TOUR BY BIKE

The first and original ONE-DAY BIKE TOUR of TUSCANY  
The most natural, dynamic and fun way to discover the marvelous Tuscan countryside  
Visit two wineries (including an organic farm) and learn about wine and olive oil production  
Enjoy a delicious typical Tuscan meal with wine tasting!  
Suitable for anyone, either pros or wannabe bikers! (minivan support always available)



VIP SEMI-PRIVATE

## CHIANTI SAFARI

A thrilling OFF-ROAD FOOD&WINE tour aboard a Range Rover Defender!  
Explore the vineyards and woods, tour a Chianti farmhouse, cellar and castle.  
During the day you will catch hidden views, take splendid photos and indulge your taste buds with a picnic snack, wine and luscious typical lunch.  
Available in English only to ensure the highest quality



# PRIVATE TOURS



Our FIT "Florencetown Plus" department has become a reference point for agents from all around the world, providing services that surpass all expectations. A wide variety of high-end, customizable services have been created to open the doors of museums after hours, bring guests to locations normally closed to the public, and operate fine food & wine programs from private cooking classes to special occasion catering. Furthermore, we offer sky, land and sea transportations and logistics, exclusive property locations, villa rentals, event planning from A to Z and 24/7 concierge services.



THE JEWISH HERITAGE



GARDENS OF FLORENCE



TRUFFLE HUNTING  
EXPERIENCE



FERRARI EXPERIENCE



MY HAPPY FLORENCE



MEET THE ARTISANS



BALLOONING IN TUSCANY



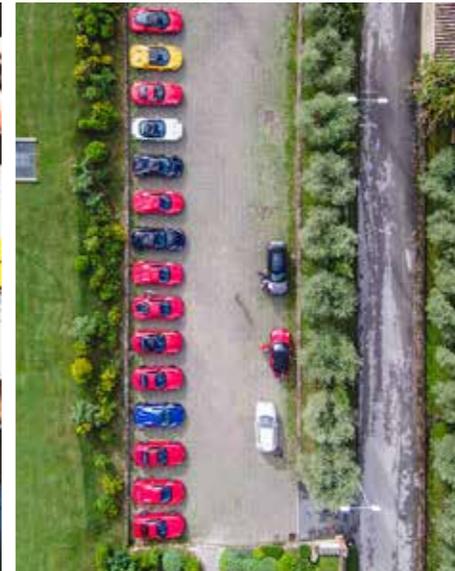
SHORE EXCURSIONS

# EVENT AND INCENTIVE DESIGN

With 12 years of experience in creating and managing high quality experiences, tours and hands-on activities in Florence and Tuscany Florencetown has developed a world-class reputation for its extensive variety of top-notch experiential activities and visits, including signature cooking classes in the company-owned cooking school, all of which rooted in the Tuscan territory.



At Florencetown we well know each event is unique, that's why we passionately burn the midnight oil on each and every one, aiming to offer participants genuine thrill and authentic emotion.



## Creativity and focus.

The Florencetown team's resourcefulness enables us to assist companies in devising the best solutions to meet their goals, vision, meticulous attention to detail and undivided focus meet our extensive knowledge and fine-tuned organization, allowing us to offer clients that "special extra something" which makes a corporate event memorable.

## Interaction is the key to a successful corporate event.

Florence and Tuscany have what it takes to surprise, fascinate and enchant, and a knowing blend of our land's features combined into a carefully planned team activity creates lasting synergies and indelible memories. Giving our clients wonderful moments to remember is our target.

# EXPERIENTIAL TEAM BUILDING

# TOOLS



## OPERATIONAL OFFICES

Our Operational headquarters are located in the very heart of Florence in Piazza Mentana behind the Uffizi Gallery. From here we will arrange part of the meeting points and check-ins for smaller group tours.

## EXECUTIVE OFFICES

The Executive Office is in Via dei Lamberti, in between the Duomo and Piazza Signoria. From March to October, we're open every day from 7.30am to 8.30pm. From November to February, we're open from 9am to 6pm. Our Booking Staff is at your complete disposal for any info or enquiries.

## TOURS AND NEWS STAND

Kiosk located in Piazza della Repubblica. From here we will arrange part of the meeting points and check-ins for smaller group tours. Guests will be able to join a tour, book any of our services and meet our staff in person.

## CUSTOMER CARE

Florenctown believes the only difference is in the human touch. We care about our customers so we have developed programs to increase our staff members' skills. From the moment we greet our clients to the final goodbye, we are here to support your experience. Our private tours in Florence include a gift upon arrival delivered directly to our guests' hotel rooms. The question is, what can we do for you?

## WEBSITE

Our website contains information about our tours and booking forms. A login and password will be issued for direct access to the reserved areas. Our Florenctown team is present at the major International Trade Fairs and Tourism Exhibitions. We often visit the United States to participate in the workshops and meetings in our industry. Contact us for an appointment.

## SOCIAL

We're social butterflies so connect with us on Facebook, Instagram and You Tube for the latest news, glimpses behind the scenes and photos of our guests enjoying themselves in Tuscany. Get to know us better and join in the fun online!





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Florencetown is a proud member of Virtuoso Network. VIRTUOSO is the travel industry's leading luxury network. Being a Virtuoso Preferred On-Site Partner, like Florencetown is (only one in Florence and Tuscany), means specializing in world-class customer service and experiences.

