



COMPANY PROFILE 2019

FLORENCETOWN SRL Tour Operator

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“ 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

Florentown 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. Florentown 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.

Florentown 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)
- Florentown 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.



Florentown 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: Florentown, Arno Travel, Relais Villa Olmo and Diadema Winery.

Florentown, 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, Florentown 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 Florentown 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 Hotel located in the Florence hillside, near the town of Impruneta. Quintessentially Tuscan and full of natural charm the property, which is currently undergoing renovation and restoration work, aims to be a haven of Tuscan grace and of the regional food and wine heritage. Scheduled to be ready and operating by 2019 the Relais will feature 20 finely appointed stylish guestrooms and two private villas as well as a gourmet restaurant, cooking school, high-level wine cellar and a gym and Spa. The grounds will comprise a vegetable garden, vineyard, olive grove and private oil mill as well as 3 swimming pools.

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 Montevercchi
President & Company Investor since 2013

Imagine what happens when a successful Doctor 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 Florentown 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 Florentown. 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.

T O D A Y

“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



Luca Perfetto
Founder & CEO

Florentown'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 Florentown. His passion for numbers and company strategy make him ideal for the role. He also has the chance to use what he has learned at Florence University and NYU for two goals: make his mom proud and organize, plan, analyze and grow Florentown. 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).

From an analytical point of view, today Florentown looks like a boutique hotel without the rooms, although we're sure it won't be long.



Urbano Brini
Founder & Marketing Director

Urbano is the man in front of the desk. He is the face, voice, and smile of Florentown. Urbano takes care of Public Relations and Social Media. You will find him at travel shows, dinner meetings, symposia and taking care of our guests in Florence—sometimes all of those at once!

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 spirited. A natural aesthete, Urbano is passionate about motors, golf, living life to the fullest and his greatest love, his niece Diletta.

There could not be a better role for such an energetic person than sales and marketing director in hospitality! Urbano's zest for life makes the company's sales skyrocket year after year. Let's Urbanize ourselves!



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-starred chefs. In the future, the company is 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 enhance the standards of human resources at our company and in the entire region of Tuscany.





FLORENCE AND TUSCANY



SPECIALISTS



Our FIT "Florentown 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.

Florentown's quality and authenticity can be experienced simply by 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 all 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 allows us to create enchanting private events and exclusive activities.



FLORENCETOWN STRUCTURE

A DOWNTOWN HEADQUARTER, A CHIANTI OPERATIONS BASE, A TOURS&NEWS STAND, 2 COOKING STUDIOS, A BOUTIQUE WINERY AND RESTAURANT, A WINE RELAIS, 10+LICENSED MINIVANS, 2 TUK TUK, 5 VINTAGE CARS, 50+BIKES, 35+VESPAS



Florencetown is a well-established tour operator rooted 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. The offices are open to the public all year round.

In 2017, the most exciting addition to our infrastructure will be a new Kiosk located in Piazza della Repubblica. From here we will arrange 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.

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 be-

hind the Palazzo Vecchio. Here we store our city bikes and vehicles. This year, we launched our new rent-a-bike services.

In 2014 Florencetown began investing in the Tuscan Countryside, purchasing a noble villa and hamlet dating back to 1300 BC. 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. The granary serves as a gourmet restaurant and wine shop, while the farmers' kitchen and patio host a daily program of Tuscan cooking classes using ingredients from the kitchen garden.

The farmhouse is now undergoing a major restoration. Several rooms and suites will be available in 2017 as a pre-opening of this exciting immersive Hospitality Project.



FLORENCE FOR Kids

One of the world's most enchanting cities is equally exciting for kids. A wide variety of options for exploring the city and its surrounding landscape make Florence popular for families with children of all ages.



How about exploring the historic center of Florence in a private horse-drawn carriage? Guess the names of monuments, piazzas, bridges and towers along the way! Around town, discover the historic carousel of Piazza della Repubblica and other kid-friendly options. For hands-on fun, we'll bring you to a real artisan's workshop where kids can create a souvenir of their own using gold leaf to mint a gold Florin!

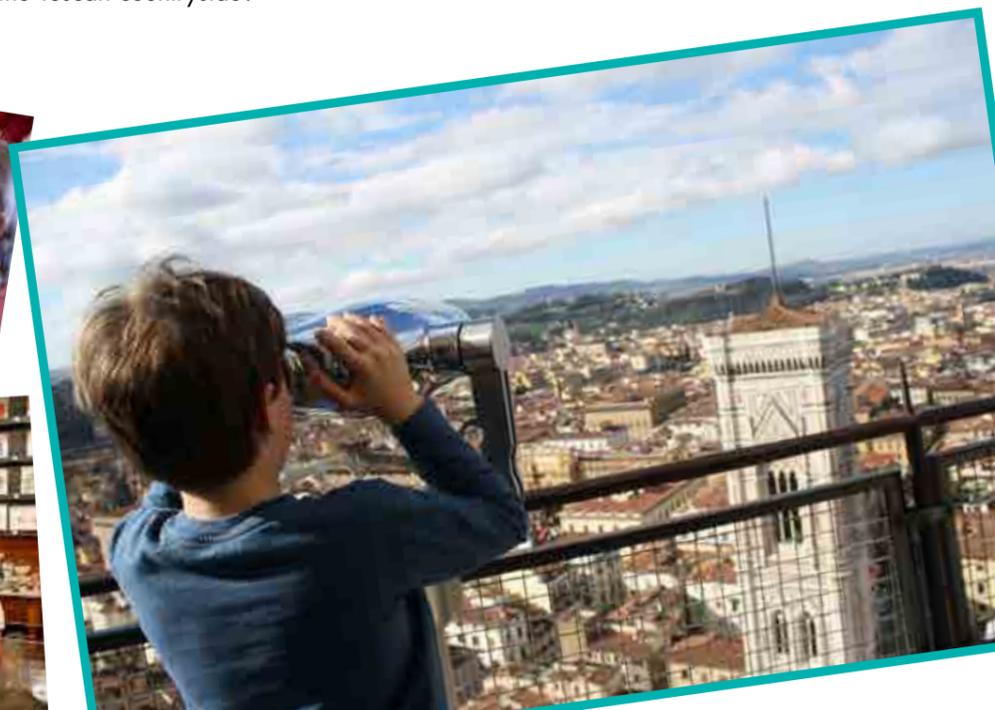
Looking for more adventure ideas? Enjoy the panoramic views from Giotto's Bell Tower, discover how kids grew up in the Renaissance at Palazzo Davanzati, and run through the meadows at the Boboli Gardens, playing hide-and-seek behind beautiful statues and fountains. For sporty kids, we can book you tickets to see a Fiorentina soccer game at the Florence stadium.

Just outside of town lies a wonderland of breathtaking nature, wildlife, olive groves and fairy-tale castles. Looking for a quirky way to explore the Tuscan countryside?

We can arrange a tuk tuk to take you to the scenic villages the old fashioned way. Farther afield, you can find Leonardo's museum, a place for kids to discover the creations of one of the world's foremost geniuses. The lesser-known Stibbert museum is full of surprises, including a full set of warriors in armor on horseback. Plenty of fun lies just beyond the city limits!

Hungry for more? We can arrange gelato and pizza-making parties, where families can enjoy Italian culture and cuisine in a relaxed atmosphere. Our Florentine chefs will bring the experience alive as kids learn about the gelato-making processes and create the best pizza the whole family has ever tasted.

These are just a few of the many options that Florentine town can suggest to bring history alive and delight the imagination in Florence and Tuscany. Come join in the fun!



VILLAS *and* APARTMENTS



Our portfolio of hand-selected properties provides an intimate way to experience the Italian lifestyle. We choose our villas and apartments for character and class from contemporary design pads to more traditional options. Privacy, quality and authenticity are the key words we take into account to make you feel at home in Tuscany.

We'll give you the hotel treatment with the luxuries of a private property. Enjoy some down time in a family villa with a pool in the Chianti hills. Soak up the golden light in the vineyards of Val d'Orcia surrounded by olive groves, sunflowers and cypresses. Be seen at the seaside in glamorous Forte dei Marmi or Versilia. These are just a few of the choices we offer to make your time in Tuscany truly special. Our luxury properties are inspected on a regular basis by our local authority both before and after the holiday season for your security.



AT YOUR SERVICE



HELICOPTER TRANSFER

We arrange executive transport between Rome, Milan, and Florence airports to Castiglion del Bosco and Siena. While staying at Castiglion del Bosco, it is possible to hire a helicopter transfer for a full day visit to Rome. Occasionally, the helicopter may be able to land right on the grounds of your wine country estate — in Bolgheri for example.



PET-SITTERS

We have access to a team of reliable, trustworthy caretakers for your pets while you're busy exploring or attending a special event.



SPORTS INSTRUCTORS

Running, swimming, golf lessons and yoga classes can be arranged for yourself and/or your family.

PRIVATE CAR AND DRIVER

If you would like to be greeted by a driver and taken directly to your villa, we can do it! We can also deliver rental cars to your villa when you make arrangements through Florencetown.



CHAUFFEUR LIMO TOURS

Leave the driving to somebody else with our chauffeur tours. We work with professionals who have intimate knowledge of the Tuscan wine country's secrets and delights. Our drivers are personal, cheerful and knowledgeable.



PROFESSIONAL NANNY

Slipping away for a romantic night out or an adults-only wine tour? We can arrange for a professional nanny to take care of your children in your villa. Italian classes, cooking classes and other activities can be arranged for families who want to explore Italian culture together or create a customized program for kids.



IN-HOUSE CONCIERGE

Florencetown at your Service Florencetown is dedicated to exceeding expectations and making your experience magical. Our concierge services will make your stay carefree, convenient and enjoyable — from pre-arrival to post-departure.

PRE-ARRIVAL SERVICES

Save valuable time and enjoy your villa from the minute you arrive. Your requests will be taken care of by phone or email. Please note that service fees may apply.



ARRIVAL NIGHT DINNERS

Don't worry about shopping, cooking and cleaning the day you arrive. Relax and enjoy the sunset while our chef prepares a casual wine country buffet in your kitchen. If you prefer, ask us to arrange a prepared meal to be delivered to you.

PICNIC LUNCHES

Heading out for a day of wine tasting or exploring the local parks? We can arrange to drop off box lunches or a picnic basket and recommend delightful locations to enjoy your meal.

PRIVATE CHEFS AND CATERING

Many of our guests choose to dine in the privacy of their villa, enjoying the views and sunsets while sipping fantastic wines. Simple family meals, intimate Sunday brunches and elaborate feasts are just a few of the options our private chef or caterer can create for you.

TOP FLIGHT CHEFS

We have connections to Michelin-Starred chefs based in Tuscany and Italy who can prepare elaborate dinners in your villa. Considerable advance notice is required for this option.



FOOD & WINE PROVISIONING

Allow us to stock your vacation home with your favorite foods. We will provide you with the best seasonal fruits, local vegetables, award-winning artisanal cheeses, breads, meats and local seafood.

Choose between our standard grocery pack or send us a list of items you'd like to have. Allow our wine concierge to provide a selection of top rated wines from limited-production wineries and regional varietals.



VALET SERVICE

Don't want to spend your vacation running errands, picking up dry cleaning or rushing to drop off a FedEx package? We'll provide these valet services for a small fee.

PRIVATE WINE TASTINGS

If you wish to have a private sommelier for a superior wine tasting at your villa, Florencetown can arrange it for you.



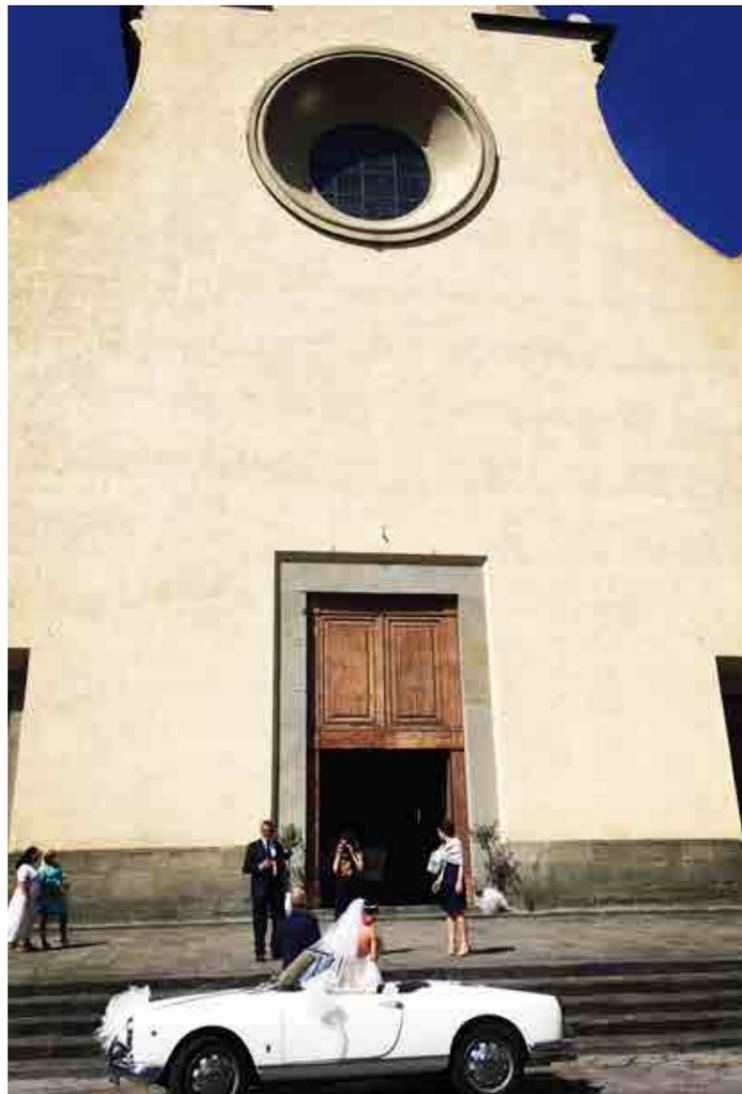
FLOWERS

Would you like flowers to decorate your villa? What about a nice centerpiece for your table? Our beautiful arrangements are made from locally grown, seasonal flowers to delight the seasons.

OTHER ACTIVITIES

Sports and outdoor activities, cultural activities, Italian classes, painting, private massages, rental cars, and restaurant reservation are just some of the other options we can provide to customize your experience. Just ask Florencetown.

SPECIAL EVENTS & CELEBRATIONS



LET US EXCEED YOUR EXPECTATIONS

Let Italy romance your imagination. Forget the crowds. We're experts in arranging exclusive gala evenings, private cocktail parties, gallery openings and special events to dazzle the senses. Florencetown will open the doors to museums and private palaces after-hours, the exclusive rowing club under the Ponte Vecchio and other beautiful locations. We like to think of ourselves as the original pioneers of exploring the undiscovered in Florence and Tuscany. The best part is getting to share these places with you. Are you ready to live the dolce vita?

A few of our ideas include:

- Panoramic views from Florence's world famous architecture
- After-hours art visits
- The Chianti hills by bicycle
- Visits to an authentic terracotta laboratory
- Fresco class
- A visit to Il Teatro del Silenzio, the theatre of silence in the midst of the countryside where Andrea Bocelli hosts a yearly summer concert
- Test your wine knowledge with a sommelier
- Visit family-run restaurants for real Tuscan cuisine
- Visit a boutique perfume atelier

CORPORATE EVENTS & TEAM BUILDING

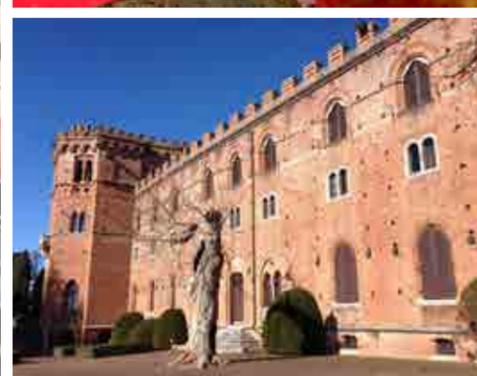
Florencetown is highly specialized in organizing exclusive events, ceremonies, gala dinners, company team building and recreational activities in Florence and Tuscany.



Florencetown has organized successful events for Jaguar, Hermes, BnP Paribas, Damiani, Le Figaro, Findus, Meiolanum, Axa, Toyota, and Bombay Sapphire, just to name a few.

Our local knowledge, long-term experience, and creative team are the secret ingredients to creating your ideal event. A number of luxury hotels and professionals in the hospitality sector have chosen us for our dedication and expertise. We have organized outdoor fresco lessons for entrepreneurs, staged visits of historic Florentine museums after-hours, arranged cocktail parties for over 280 guests, orchestrated private dinners with Michelin-starred chefs and internationally acclaimed musicians, and created exciting treasure hunts in the cities of Florence and Siena. We also have an in-depth network of exclusive wineries, which we are happy to make available for special events.

Our Bike and Vespa tours are now able to depart from any part of Tuscany. For a more thrilling ride through the country, we have access to vintage cars or a fleet of 24 new Ferraris. Some of our corporate clients have enjoyed cooking classes in historic Florentine restaurants, taken ceramics classes and requested a private sailboat race at the Tuscan sea. On many occasions we organized outdoor picnics in front of castles and



inside medieval boroughs.

While we're on the subject of imagination, these are a few of the human resources we can access to make your event extra special: medieval artists, jugglers, flag throwers, musicians, Italian pop and gospel musicians, and cigar bars. We also work with world-class florists, caterers for small and large groups, and audio and video technicians. Whatever you desire, we can make your event even better than imagined.

THE TUSCAN WEDDING



Florentown is highly specialized in the creation of Weddings, Events and Special Occasions.

Our experience in this field is unrivaled, extending from the most intimate gatherings to large events. We are particularly regarded for creating experiences where attention to detail and logistics are essential. In April 2016, Florentown was awarded a prize by the Destination Wedding Planners Congress for our work as a collaborator and official supplier for the City of Florence.

Our team coordinates every event with professionalism, providing support from beginning to end with streamlined logistics, a deep sense of hospitality and great attention to detail. We cover the initial planning stages, finding accommodation for



guests, organizing complementary activities and excursions, rehearsal dinners, and of course the event itself.

Florentown takes care of all negotiations with suppliers. This starts from choosing the right location—including villas, castles, palaces, and salons normally closed to the public—to working with top caterers. Our network of master florists, photographers, video makers, musical entertainment, special effects teams, and logistics professionals make every event truly unique and unforgettable. We also have access to vintage vehicles.

Our infinite selection of possibilities in Florence and Tuscany ensures that any event will become an absolute dream.

FLORENCETOWN ALLIANCES



FIRENZE CONVENTION & VISITORS BUREAU

Florentetown is proud to be founder of the Firenze Convention & Visitors Bureau of Florence, the official partner of the Municipality of Florence. Operating since 1995 as a destination promoter with the aim of increasing the quantity and quality of events, conferences and destinations in Florence, the Firenze Convention & Visitors Bureau is a tight-knit network of highly professional members connecting local and central government offices, private firms and cultural institutions.

In 2015, Firenze Convention & Visitors Bureau opened the "Tuscany for Weddings" division to promote Tuscany around the world as a world-class wedding destination providing the best suppliers and venues for all sorts of wedding events. Florentetown participated this year as an organizer of one such event and was officially recognized by the Municipality of Florence and Florence Convention Bureau at the Villa di Maiano.



ETOA

November 2017, with the workshop GEM in London, Florentetown becomes proud member of ETOA – European Tourism Association, the leading trade association for tour operators and suppliers with business in European destinations.



OFFICIAL VIRTUOSO ON SITE

Florentetown is proud member of Virtuoso since 2014. Virtuoso is an exclusive network of high-end travel companies who work together to create customized vacations for luxury travelers. An American company founded in 1951, Virtuoso has deep connections in the luxury travel industry. Rather than having its own dedicated travel agents, Virtuoso's network of "travel advisors" add up to over 15,000 luxury travel agents from over 400 independent travel agencies in 34 countries are Virtuoso members. The company also works with over 1,700 luxury travel providers such as hotels, airlines, cruise lines, car rental companies, and high-end tour operators and on-sites, just like Florentetown. Virtuoso works as a connector between its members: travel agents on one hand, and travel-industry partners on the other. The travel agents create exclusive vacations drawing on the travel partners, delivering deluxe itineraries, upgraded rooms, enhanced travel services, and valuable perks to luxury travel clients. Luxury travelers benefit from the Virtuoso network in several ways. Virtuoso travel agents can customize client vacations with high-end, value-added travel components offered by Virtuoso travel partners. Virtuoso also arranges exclusive benefits for travel agents to pass on to their luxury travel clients. The relationships agents and partners forge through Virtuoso translates into a VIP experience for clients. Florentetown meets with Virtuoso agents every year in Las Vegas at Travel Week.



CONFINDUSTRIA

Florentetown is tightly connected to the city and its future. The company has been part of the General Confederation of Italian Industry for the last 6 years.

Luca and Urbano are also members of Young Entrepreneurs of Confindustria, Florence. A very dynamic group of young pioneers organizing various activities in order to connect with some of the most powerful companies of Italy. Here projects for the city are invented and created as for participating in leadership groups, economic debates and trainings as well.



Travel Industry about

FLORENCETOWN



Florentown is a trusted partner and we have been working with them since the opening of the Four Seasons Hotel in Florence. Urbano and his team are friendly and professional with a high standard of service offered. This is a powerful mix for a long-lasting collaboration! It's always a pleasure to work with Florentown and I believe that my opinion is widely shared.

PATRIZIO CIPOLLINI
General Manager - Four Seasons, Florence



Florentown is a very competent professional group and a guarantee of success when you need to organize a special tour for client. We are glad that they are part of our members' network. Thanks to their numerous and creative activities they are helping us promote and represent the incredible offer of Florene all over the world.

CARLOTTA FERRARI
Director
Firenze Convention Bureau



When a client asks ME for AUTHENTIC, INSPIRING and yes sometimes TRADITIONAL itineraries for Florence and surrounding areas- FLORENCETOWN IS "MY ONE AND ONLY"! From Unforgettable experiences, Family experiences, Wine experiences, Truffle hunting and the list goes on and on- they always always go above and beyond for my clients! Their wonderful team puts it together in no time any time of the day and no one knows Florence better than my great colleagues at Florentown! They are creative, knowledgeable and clearly LOVE what they do - making it so much easier for me! My clients always come back thrilled with their Florentown experiences and that is why they will always be "MY ONE AND ONLY" partner in Tuscany. I love them ALL!!!

LINA PAGLIARULO
Personal Travel Advisor - CWT
Concierge, Montreal.



I met Luca and Urbano back in the days before they started their adventurous project of Florentown. Two very different gentlemen: one extremely calm and steady, the other a creative tornado. They had the courage to start this amazing project from scratch and create what is one of the top experiences to enjoy Tuscany. They couldn't offer anything better than the real, genuine and deep Tuscan experience which impossible not to encourage to everyone.

LUCA FINARDI
General Manager Mandarin Oriental, Milano



Florentown is a trusted partner for all hotels of Lungarno Collection. They share the same values and passion for this wonderful city that we have. We know that our guests are in great hands with Florentown and will be shown the best hidden secrets of Florence.

VALERIANO ANTONIOLI
CEO - Lungarno Collection



Our partnership with Florentown is invaluable. Urbano and his team are extremely creative, professional, organized and flexible. They provide exceptional service, insider access, exclusivity, and are able to open closed doors for our discerning clientele. I love collaborating with their energetic team. Their passion for Florence and Tuscany shines through in everything they do. They make all the important details come together flawlessly and make it look easy! Florentown helps us create memorable and meaningful experiences for our valued clients.

CHRISTA CRAIG
Vice President. Renshaw Travel - Vancouver



For UNIQUE and AUTHENTIC itineraries, our "go-to" partner in Florence, Tuscany and Umbria is Florentown. Their knowledgeable and creative team is a pleasure to work with and quick to respond any day of the week, making my job much easier. My clients are consistently thrilled with Florentown's guides and drivers, so I am always confident that they are in the best hands. I love Florentown!

SUSAN WARD
Independent Consultant - World View
Travel, Atlanta GA



We love entrusting our clients and friends into the hands of our Florentown partners. When we work with Florentown, it's just like working with the European extension of our own team! Florentown never ceases to amaze and impress with the magic of Tuscany, whether it's with the personal touch of a specifically chosen guide or amenity, impossible to obtain reservations, or something as grand as a dinner under the statue of David.

BOBBY HUEBNER
Managing Director - The Accomplished Traveler, New York



Urbano and Luca are two very smart Florentine gentlemen which are part of the New Renaissance my beloved Florence is undergoing. I am very proud to have them as good friends! Every day more and more worldwide travel advisors which book J.K. Place Firenze, use Florentown to have amazing experiences in the city.

CLAUDIO MELI
General Manager - JK PLACE
Florence



They are the ones to call on for anything related to Florence! They are locals and each one of them is a character in his own right—professional, fun, and creative. It's a priceless experience. Florentown show you the best way to see the city from a local perspective and not as a tourist. They know the unique and exclusive things to see and everything is tailored for each guest. They are great at working on individual requests based on the needs of every guest and making us look like the stars!

VANESSA GIOVANNELLI
Director of Sales & Marketing
Villa Cora, Florence



Whenever I have clients traveling to Florence or Tuscany, without hesitation I contact my friends at Florentown to help plan the ins and outs of their stay. Florentown's focus on this one specific region makes their knowledge and recommendations hyperlocal, and their capabilities superior to other providers in the destination. I know that whatever they arrange for us will not only be expertly planned, but thoughtfully executed as well.

MAGGIE STEIN
Director of Leisure Travel - IN THE KNOW EXPERIENCES



"Urbano and his team are a wonderful partner for us. They hold the keys to doors that conceal unexpected worlds, offering our guests those unique experiences that will create indelible memories during their stay in Florence. Whenever you wish to veer off the beaten path and find local authenticity, Florentown is the answer."

EMANUELE MANFROI
General Manager Belmond Villa San Michele, Fiesole.



We love working with the entire Florentown team! Not only are they the experts on all things Florence and Tuscany, but they have the most access to unique experiences and adventures for our valued VIP clients.

JOSH ALEXANDER
Travel Advisor - Protravel, New York



For all things unique, authentic and local, our "go-to" partner in Florence is Florentown. Their team is great to work with and allows us to get creative when delivering the most detail-driven itinerary to our clients. Partners like Florentown make our jobs fun and our lives easier.

CHAD CLARK
Chad Clark Travel Ventures, Phoenix.



The FLORENCETOWN team has put together some wonderful itineraries and experiences, and has provided top quality guides to our clients. This year, I have had the pleasure of working with an extraordinary Tuscany travel advisor at Florentown, Mario Zerillo. Mario has gone more than above and beyond for our clients and we have received nothing but rave reviews. Looking forward to a continued collaboration with FLORENCETOWN. Bravissimi!!!!

YARON YARIMI
Leisure & Corporate Travel Expert
FROSCH - New York



Luca, Urbano and the Florentown Team, it sounds like the name of a band! And what a Band, my favorite one when it comes to enthusiasm, knowledge, charm, organization, professionalism but most of all passion, that little yet so powerful word that says it all! How could we possibly talk about something more Italian than Tuscany without passion? Aren't we all seeking for the real experience? Well, these guys really rock!

DAVIDE BERTILACCIO
Managing Director - Rosewood Castiglion del Bosco, Montalcino.



TOOLS

OFFICES

Our headquarters are located in the very heart of Florence 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.

MEETING POINT

Our front offices are a 2-minute walk from our headquarters. Here guests can get information, book experiences, and meet up before embarking on Florencetown tours.

CUSTOMER CARE

Florencetown 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 Florencetown 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 Twitter 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!

NEWSLETTER

Subscribe to the Florencetown mailing list for important news, new experiences and ideas for how to spend your time in Florence and Tuscany. Contact us by email or book directly through our website for a customized itinerary and special events. Our team is at your full disposal.

LOCAL CITY GUIDE

Florencetown's latest Local City Guides offers friendly, local advice to take guests beyond churches and museums. Unsurprisingly, the achievements of the Renaissance masters from Michelangelo to Brunelleschi overshadow the city's contemporary attractions. However, Florence does have a cosmopolitan vibe and unique atmosphere that shows in neighborhoods like the Oltrarno district and San Lorenzo. Hip cafes, fashionable boutiques and dynamic artisanal workshops are all listed in this 80-page booklet. Experience Florence as only a local could, finding directions to pizza places packed with locals, a list of must-try dishes at the best local food joints, names of off-the-beaten-track towns with the best wineries in Tuscany and suggestions for a great night out on the town no matter what part of Florence you are staying in. We also included tips on how to spot authentic gelato and where to get it, where to enjoy Florence's best-kept secret gardens and much more. This pocket size manual is the most effective guide to experiencing the authentic contemporary Florence through the eyes of those who have lived here for years.



FLORENCETOWN IS SOCIAL!

Sharing moments of our daily life, updating you with the latest news, or even sharing moments when new is created is our pleasure. If you would like to know more about what we do simply join us on Facebook or Instagram. You will get a daily update on all the news of our company, staff, products, travel shows... and more. As for also following hundreds of our guests' experiencing and enjoying Tuscany. Sign up on the Florencetown mail list to receive our monthly newsletter.



