

FLORENCETOWN

10th Anniversary

Dear Colleagues and Friends,

Florencetown celebrated its 10th birthday this year!

Ten years ago, we pooled our money and ideas to establish Florencetown. It's been a fantastic trip filled with interesting people and travels to beautiful countries. We're proud that our passion has become our business and allowed us to share our love for Florence and Tuscany with the world.

Today, Florencetown is an internationally respected organization with more than sixty employees. We are extra proud of our team for their creativity and dedication. There were more than a few challenges to growing our business. A decade of economic instability and a wide choice of experiences for travelers meant we always had to stay flexible. But we made it through. We could never have come this far without our whole team so we sincerely thank all of you. We also want to extend our gratitude to our role model, friend and cousin Patrizio Monteverchi for joining us along the way. We thank our families for supporting us and sharing our joy every day. And of course, we thank you—our clients—for supporting our business and creating wonderful friendships together during these first ten years.

Sincerely,
Luca, Urbano and Florencetown Team



del Nero, Gabriele Olla from Castello di Casole, Francesca Pretin from the Savoy Florence, Renzo Masini from Grand Hotel Baglioni, Francesco Ferruzzi from Regency Florence, Laura Innocenti from Hotel Rivoli, Chiara Franciosi from Villa Cora and many more! Thank you to Giovanni Cali, Lapo Baroncelli, Giovanni Bettarini and Massimo Baldi. Finally we would like to thank Silvia Scaramuzzi, Carlo Gattai, Ermanno Bonomi, Alessandro Naldi, the Florence Convention Bureau girls and all of our friends for ongoing support, passion and collaboration.



memorabilia

Florentetown Memorabilia is a collection of our fondest memories from the first 10 years of Florentetown.

Some names in particular are very dear to Luca and Urbano such as Landucci and Tuscan Collection, the first to bring our experiences to the market. But of course there have been so many people who have contributed to making our

story a success. We would like to share the memories and introduce you to all the greatest and craziest people we met along our journey in hospitality. Particularly fond memories include the trips we've taken with Patrizio and so many glorious days that

have defined our experience in the hospitality industry. We invite everyone to visit to our offices, meet us, and allow us to dedicate some time to telling the story of how it all began.



2007



2009



2012



2016



LOGO

Since we've grown up and evolved, the time has come to update our company logo. The famous stylized shape of the Duomo of Florence gave up its "Dot Com" in the bell tower for a fresh, clean look. Our previous tagline "Tourism Made in Tuscany" became "Authentic Hospitality in Tuscany" which more accurately embodies the company's philosophy today. We've always cared deeply about bringing people into the territory and making them feel at home through genuine hospitality. We hope you like our new look!